



The Future of Urban Transportation Toronto – March 8, 2016

For the past century, since the invention of the internal combustion engine, the urban landscapes of North America and the rest of the world have been shaped by the need, the desire and the passion for private vehicle ownership.

Now, with ever-more serious environmental concerns about emissions, combined with the advent of electrified vehicles, ride sharing, vehicle sharing and the advances in connected and autonomous vehicles, it is predicted that surface transportation is about to go through a major Renaissance.

These predictions are not just limited to the transportation of people but also of goods and services and foretell a major shift in how cities will be re-designed to respond to the automated and ultimately driverless vehicles that will emerge over the next decade. The predictions for improved safety, significant labour impacts and changes to the urban landscape are all part of this disruptive future.

Intelligent Transportation Systems Canada (ITS Canada), the thought leader in transportation in Canada, is hosting a one day symposium that will explore these predicted changes and help cities, regional districts, urban planners and other key stakeholders better prepare for this dramatic future: March 8, 2016 in the Mattamy Centre Alumni Lounge, Carleton & Church Sts., downtown Toronto.

Mobility-as-a-Service (MaaS)

Mobility as a service is the collective term that includes many of the emerging transportation alternatives that have begun to pervade our urban landscapes. Examples include *vehicle sharing* (Car2Go, Modo, Zoom, Evo), *ride sharing/ hailing* (Lyft/ Sidecar, Uber) and *bike sharing* (Bixi, Vélib).

In Finland, the goal of dramatically reduced private vehicle ownership has been stated as a national priority. ITS Finland has shown strong leadership in this initiative and their past-CEO, Sampo Hietanen has also worked closely with ITS Europe (ERTICO) to create the 'MaaS Alliance', a Pan-European consortium dedicated to the advancement and proliferation of MaaS in major urban cities. More recently, a group of investors have formed a commercial entity known as MaaS Ltd., which will develop a sustainable ecosystem for MaaS services across Helsinki and then Finland, working closely with existing taxi operators, fleet services and the emerging MaaS market players.

Cost: \$125 ITS Canada Members \$175 Public Agencies \$225 Future Members

Location: Mattamy Centre Alumni Lounge, 50 Carleton Street, Toronto (formerly Maple Leaf Gardens)

Luncheon Keynote "How can Toronto Prepare for Automated Vehicles" by David Ticoll

Distinguished Research Fellow

Innovation Policy Lab, Munk School of Global Affairs

University of Toronto Transportation Research Institute

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MaaS Presenters

Sampo Hietanen, CEO of MaaS Ltd. Mr. Hietanen is Civil Engineer and the CEO of MaaS Finland Ltd and credited with the concept “Mobility as a Service”, a paradigm change in transport offerings. Hietanen’s background is in intelligent transportation, he has founded and leads several international businesses in the field.



MaaS Ltd. is bringing the concept of Mobility as a Service into reality, by building the world’s first Mobility Ecosystem. MaaS Ltd. aspires to upgrade the service level of transportation by joining together public and private transportation providers. Collaboration and integration of services will create a seamless, compelling travel experience for everyone, locally and globally.

Sami Sahala, Chief Advisor on ITS and project manager at Forum Virium Helsinki, a non-profit innovation agency of City of Helsinki. His current activities within the field of Smart Mobility include managing the Mobility as a Service concept and especially it's international interoperability issues, real-time traffic and parking data, and innovative procurement of ITS.



Agenda

- 9:45 Registration
- 10:15 Introductions
- 10:30 Mobility-as-a-Service (MaaS) Presentations
 - MaaS: Disruption in the Transportation Market** – Sampo Hietanen, MaaS Ltd.
 - Public Sector: An enabler for MaaS** – Sami Sahala, City of Helsinki
 - Go Denver Maas initiative** – City and County of Denver
- 11:45 Maas Q&A
- 12:15 Luncheon & Keynote: **How can Toronto Prepare for Automated Vehicles**
Speaker: David Ticoll, University of Toronto
- 1:15 Panel Discussion: Impact of Connected & Autonomous vehicles on transportation
 - City of Toronto** –Steve Buckley, General Manager –Transportation Services
 - City of Helsinki** –Sami Sahala, Project Manager –Forum Virium Helsinki
 - GM Canada** –Terry Ostan, Senior Manager –Innovation & Advanced Technology
 - Ministry of Transportation (MTO)**
 - Scott Pegg, Director –Transportation Policy Branch, Policy & Planning Division
 - Maureen Tetzlaff, Director –Program Development, Road User Safety Division
- 2:15 Panel Q&A
- 2:45 Wrap-up
- 3:00 Adjourn

Click here to register → <https://secure.affreg.com/r/itsfut2016?0>

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