EDUCATION SESSION / PANELIST / SPEAKER INFO PACKAGE

EVENT: GTHA TRANSPORTATION EDUCATION SUMMIT 2025

DATE: OCT 15-17, 2025

LOCATION: YORK UNIVERSITY

Thank you for being a speaker at this event. Your contribution of knowledge to the ITS Community is greatly appreciated!

There are 4 types of speakers at this event. Please review the type of speaker you are, and reference the appropriate section for instructions.

General Information:

- All speakers must be registered
- All sessions are recorded; by participating as a speaker, you are providing your consent to be recorded
- Note
  - Oct 15-16 are in the Second Student Centre
  - Oct 17 is at the Bergeron Centre / Stong College
- Check the appropriate section, to see if you need to provide anything in advance
- The Agenda may change
  - Visit the ITS Canada website shortly before the event for the Latest agenda, parking information, building locations,etc. **Refresh your browser, in case the old agenda has been cached**

1. Municipal Summit Guests / Updates / Roll Call (OCT 15)

The municipal summit is intended to be brief and succinct key points regarding your public sector's initiatives in the way of Transportation Technology. The intention is for these brief points to spark other conversations that may be taken offline at a later date.

You do not need to provide anything to us in advance.

- ✓ Check the length of your allotted time, and adhere to it strictly
- ✓ Prepare your own notes for your timeslot,
  - Introduce yourself briefly
  - What is your latest innovative technology project?

Max Time allotment: 4 Minutes per speaker (unless otherwise discussed with Roger Browne)

2. Panel Session Speakers (OCT 16)

Our panel format is intended to be open and engaging, focusing on interactive dialogue between the moderator, panelists, and the audience.

It is NOT intended as a presentation by the panelist.

Expect the back and forth discussion to be organic and interactive.

PANEL SPEAKER PRE-EVENT CHECKLIST

- ✓ Upload a Panelist Summary Document before Oct 10 (see below)
- ✓ Review the Panelist Example Questions below; these may or may not be used during your session

UPLOAD YOUR PANELIST SUMMARY DOCUMENT by Oct 10

- Provide the document in .DOC format
- Name the document "**OCT16_PanelSession#_YourName.doc**" (where the # is your panel session number)
    - Include Your name, title, company
    - 2-3 brief bullets points about your career
    - One interesting fact about yourself
    - 1 bonus question we should consider asking you during the panel, if time permits

Upload to this link:

https://itssti-my.sharepoint.com/:f:/g/personal/janneke_itscanada_ca/EoTue-lv2DRMuoX5LgjfjXcBSN3xy2JWP3j8OJrviswhhw

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PANEL SESSION EXAMPLE QUESTIONS:

Panel Session 1:

Mark Phair – Toronto Emergency Management

1. What was the biggest challenge of coordinating multiple agencies for the Taylor Swift concerts, and how did Emergency Management overcome it?
2. How are lessons from those concerts being embedded into planning for FIFA 2026?
3. What role does public communication play in managing mass-movement events?
4. How does Toronto's Emergency Management framework differ from other major host cities globally?

Linda Lee – Traffic Event Management Planning Unit

1. How did your team adapt traffic signal timing and curbside regulations during the Taylor Swift series?
2. What new traffic management strategies are being considered for FIFA?
3. How do you balance competing demands between vehicles, transit, and pedestrians during simultaneous events?
4. Can any of these strategies be scaled for regular, non-event congestion challenges?

Yvonne Leung, PhD – Northeastern University

1. How can AI and analytics improve real-time decision-making during large events?
2. What predictive modeling tools could anticipate crowd and traffic surges?
3. How do you ensure algorithms remain transparent and equitable in high-pressure deployments?
4. Where do you see the greatest opportunity to apply lessons learned from concerts to citywide congestion management?

Neel Dayal – Rogers Communications

1. How did Rogers' infrastructure support communications across agencies during the concerts?
2. What role can private telecoms play in ensuring connectivity during FIFA?
3. How can mobile data provide insights into crowd movements?
4. What partnerships are needed between telecoms and municipalities to scale this work?

Andrea Landak - Arcadis

1. What were the key traffic engineering takeaways from managing the Taylor Swift and Rogers Stadium concert series that you're now applying to the planning efforts for FIFA 2026?
2. Large-scale events often require balancing pedestrian mobility, rideshare operations, transit flow, and emergency access. How is Arcadis approaching the design of flexible, event-responsive traffic plans that can scale for an event as complex as the FIFA World Cup?
3. Multi-agency coordination was critical to the 2024 events. From a transportation planning lens, what mechanisms or tools—such as data-sharing platforms or real-time signal management—are being considered or developed for FIFA 2026 to streamline communication between stakeholders?
4. With FIFA 2026 set to bring a global spotlight to Toronto, how are equity, accessibility, and legacy infrastructure being factored into your traffic engineering strategies to ensure long-term benefit beyond the event itself?

Panel Session 2

Teresa Di Felice – CAA Club Group

1. How do drivers perceive congestion differently from the way it's measured technically?
2. What metrics resonate most with the public when communicating progress?
3. How can organizations like CAA help bridge the gap between citizen expectations and city goals?
4. Where should government and industry collaborate more effectively on congestion solutions?

Lucy Lai – SMATS

1. How does SMATS' technology measure person-delay across multiple modes?
2. What's the role of AI and data fusion in evaluating congestion?

3. How do you ensure accuracy and reliability in before/after studies?
4. What new analytics capabilities are you most excited about for Toronto's corridors?

Melissa Erkic – Ramudden

1. How does temporary infrastructure (e.g., work zones) factor into Toronto's congestion management?
2. What new safety technologies can reduce person-delay in construction-heavy areas?
3. How do you measure the impact of construction on multimodal travel?
4. What role does collaboration with municipalities play in ensuring efficiency?

Candice Sarnecki – Miovision

1. How can Miovision's systems help Toronto optimize intersections for all modes?
2. What's the biggest challenge in scaling ITS solutions across a large urban network?
3. How do you use real-world data to demonstrate ROI for congestion management investments?
4. What innovations are coming next in signal analytics and performance monitoring?

Stephen Buckley – Kimley-Horn

1. Drawing from your experience both with the City of Toronto and now in the private sector, what do you see as the most significant gaps in how we currently measure the effectiveness of congestion management strategies?
2. As cities like Toronto shift from vehicle-based to person-based performance metrics, what challenges—and opportunities—do you see in adopting this new approach for corridor evaluations and investment decisions?
3. Data and ITS technologies can tell us what's happening on the network—but how can we ensure those insights are actually informing smarter policy and capital planning decisions?
4. Looking ahead to Toronto's 2025+ Congestion Management Plan, what role do you think public-private partnerships and consulting firms like Kimley-Horn can play in accelerating data-driven decision-making?

Panel Session 3

Pranav Dave – TTC

1. What's been the TTC's biggest success so far with Transit Signal Priority?
2. How do you measure improvements in transit reliability in ways that matter to riders?
3. What operational challenges come with expanding TSP to LRTs and buses?
4. How is TTC working with the City to integrate TSP into broader congestion management?

Rakesh Patel – City of Toronto

1. What criteria does the City use to decide where to implement TSP?
2. How do you balance transit priority against general traffic needs?
3. How is the City modernizing its signal system to support more advanced strategies?
4. How do pilot projects transition into permanent programs?

Bob Riebe – Applied Information

1. What role does private sector innovation play in advancing TSP technologies?
2. How does Applied Information integrate with legacy city infrastructure?
3. What's the future of cloud-based or AI-driven TSP?
4. How can technology be used to ensure equity in transit reliability improvements?

Asad Lesani – Ouster

1. How can sensor technologies improve real-time monitoring of transit reliability?
2. What advantages does multimodal detection bring to TSP strategies?
3. How do you validate the performance of these systems in complex urban settings?
4. What's next for sensor-based ITS solutions in large cities like Toronto?

Homayoun Vahidi – Mott McDonald

1. From a systems integration and design perspective, what are the biggest challenges you've encountered in deploying Transit Signal Priority (TSP) at scale in urban environments like Toronto, particularly where multiple modes such as streetcars, buses, and LRT must coexist?
2. How can agencies ensure that TSP strategies are not only effective today but also adaptable to future technologies such as connected vehicles, AI-based signal control, and autonomous transit modes?
3. In your experience with projects across Canada and internationally, what best practices or lessons learned would you recommend Toronto adopt as it scales up ITS solutions across its expanding LRT network?
4. How do you balance competing priorities such as pedestrian safety, general traffic flow, and freight movement when designing or advising on signal priority strategies for transit in dense urban corridors?

Panel Session 4

Paulina Karwowska-Desaulniers, PhD – SmartTO, York University

1. How does SmartTO's work support Toronto in testing new policy scenarios through live modeling?
2. What are the biggest academic/municipal collaboration challenges in this space?
3. How do live models complement traditional transportation planning models?
4. How can universities help cities adapt these models for long-term decision-making?

Matthew Jukes – Aimsun Inc.

5. How does Aimsun's platform enable live, predictive traffic modeling?
6. What lessons have you learned from other cities deploying live models?
7. How do you balance model sophistication with usability for city staff?
8. What's next for Aimsun's technology in North America?

Peter van Oorschot – Scenexus Inc.

9. How does Scenexus integrate live operational data into its modeling environment?

10. What are the key technical hurdles to creating truly “live” city models?
11. How do you ensure interoperability across multiple agencies and data sources?
12. How can live models support planning for mega-events like FIFA?

Frank Leung – ESRI

1. How does GIS technology enhance the visualization and communication of live models?
2. What role does location intelligence play in better decision-making for congestion?
3. How do you integrate real-time feeds into ESRI platforms for transportation?
4. How can mapping and geospatial analysis improve public understanding of traffic strategies?

3. Education Session Speakers (OCT 17)

The education sessions are intended to allow attendees to choose the topics they are interested in, and allow you to present to them in a smaller group format.

EDUCATION SESSION PRE-EVENT CHECKLIST

- ✓ Upload a brief Bio by Oct 10. Your bio should be no more than 200 words. A moderator will introduce you and your session.
  - Provide the document in .DOC format
  - Name the document "**OCT17_EdSession#_YourNameYourCompany.doc**"
    - where the # is replaced with your two Session #'s (e.g. 1C3D – see Agenda for your Session #'s)
    - use your primary speaker's name as YourNameYourCompany
  - Upload your bio to this link:
  - https://itssti-my.sharepoint.com/:f:/g/personal/janneke_itscanada_ca/EoTue-lv2DRMuoX5LgjfjXcBSN3xy2JWP3j8OJrviswhhw
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- ✓ Review your sessions allotted timeslots and room/buildings per the Agenda.
  - Visit the ITS Canada website shortly before the event for the latest information on which rooms you will be in. **Refresh your browser, in case the old agenda has been cached**
  - You will have two time slots, typically in two different rooms
  - You may need to travel to a nearby building
- ✓ Stick to your allotted time slot
- ✓ Arrive early to setup your presentation
  - The different rooms have different AV capabilities, and not all rooms have the same AV setup
  - If bringing your own laptop; some rooms have HDMI inputs, and others have a USB connection
  - **Please bring a backup copy of your presentation on USB stick:** All rooms do have presentation computers, but a tech or student volunteer will need to login for you to use them

4. Keynote Presenters (OCT15, 16)

This is a typical presentation format. You will be introduced and given an opportunity to present. Be aware of the length of time for your presentation (as discussed with Roger Browne). Timelines will be strictly enforced.

- ✓ Check the length of your allotted time
- ✓ Upload your brief bio
- ✓ Upload your slides (if you are using slides)

UPLOAD YOUR BIO

- Provide the document in .DOC format
- Name the document "Name the file "**<DatePresenting>_KEYNOTEBIO_yourorganization_yourname.DOC**"
  - Example: OCT15_KEYNOTEBIO_Bogota_JuanRodriguez.DOC
  - Include Your name, title, company
  - 3-4 brief bullets points about your career
  - What project in your career are you most proud of?
  - 1-2 questions we should consider asking you after your keynote, if time permits

UPLOAD YOUR SLIDES:

- Provide the slides in PPT format
- Name the file
- "**<DatePresenting>_KEYNOTESLIDES_yourorganization_yourname.ppt**"
  - Example: OCT15_KEYNOTE_Bogota_JuanRodriguez.PPT

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