



# THE FUTURE OF URBAN TRANSPORTATION

CROSS-CANADA PERSPECTIVES  
*March 8-11, 2016*

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.

## 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, etc.), *ride sharing/hailing* (Lyft, Uber, Sidecar, etc.) and *bike sharing* (Bixi, Vélib, the Wuhan and Hangzhou Public Bicycle systems, etc.).

ITS Canada is organizing a series of meetings to be held in Canada across our major urban landscapes, that will explore these predicted changes and help cities, regional districts, urban planners and other key stakeholders better prepare for this dramatic future.

## Presenters from Finland:

Mr. **Sampo Hietanen**, CEO of MaaS Ltd.  
MaaS Ltd. is bringing the concept of Mobility as a Service into reality, by building the world's first Mobility Ecosystem.

Mr. **Sami Sahala**, Chief Advisor on ITS and project manager at Forum Virium Helsinki



### Dates/Venues Confirmed:

March 8/2016	Toronto	Mattamy Athletic Centre
March 9/2016	Montreal	Le Westin Montreal
March 11/2016	Vancouver	Robson Square Media Centre Theatre

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#### VANCOUVER AGENDA

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### Attendee Fees:

ITS Canada Members:	\$125
Non-Member Public Agencies:	\$175
Other non-members	\$225

#### REGISTER TORONTO/VANCOUVER

#### REGISTER MONTREAL

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