



ITS Canada

Quarterly Webinar Series

WEBINAR #1

- EMERGING TECHNOLOGY-ENABLED TRENDS IN TRANSPORTATION



Welcome



Moderator:

Rob Shirra – Managing Director - ITS Canada

First in a series of Quarterly Webinars:

- Present emerging topics of interest to the entire ITS Community
- Stimulate discussion among members
- Educate members and encourage participation in Technical and Policy Committees
- Encourage non-members to consider the value of membership

A Busy Year!

ITS Canada has had a busy year this year so far, working for our members:

- Trade Mission to India with Transport Canada
- Attended the European ITS Conference in Helsinki, Finland
- Annual Conference and General Meeting (ACGM) in Victoria in June
- 23rd ITS World Congress in Detroit, MI
- IEEE Vehicle Technical Committee in Vancouver
- TAC 100th Anniversary Conference in Montreal
- ISO TC204 Meetings in Vancouver
- Launch of ACTIVE-AURORA Canadian Connected Vehicle Test Bed in Edmonton
- Development of 2015-19 ITS Canada Strategic Plan
- Preparations for 2015 ACGM in National Capital Region
- Preparations for the 2017 ITS World Congress in Montreal

Photos from Detroit World Congress



ITS Canada's Role

To be the national organization recognized as the thought-leader in transportation innovation, as well as being an important contributor to discussion of transportation issues in Canada



ITS Canada provides...

- A high level forum for the exchange of information and ideas in the transportation industry
- Marketing and alliance opportunities for its members in Canada and abroad
- Industry positions/advice on important societal issues
- Training in ITS architectures and applications
- Conferences and regional meetings, technology showcases and workshops for Industry/Government/Public
 - May 2015 - ACGM in National Capital Region
 - October 2017 – 24th ITS World Congress, Montreal
- Positive contributions to the future of transportation in Canada
 - eg. Review of the Canadian Transportation Act

Introductions

Today's Topic: Emerging Technology-Enabled Trends in Transportation

Presenters:

1. Ross McKenzie, University of Waterloo, WatCar
Topic: Connected → Automated → Autonomous Vehicles
2. David Pickeral, Transportation Sector Leader, IBM Corporation
Topic: Smart Cities, Smart Transportation
3. Michael De Santis, President, Lynx Technologies Inc.
Topic: Mobility as a Service (MaaS)
4. Q&A as time permits
5. Wrap-up - Rob Shirra

Your Involvement

- This webinar is scheduled run one hour, including time for a few questions.
- We encourage you to ask questions using GoToWebinar's 'Questions' dialog box on your control panel (press + to open the box). If you want the question directed to one presenter, type "Michael: <question>"
- At the end of each Presenter's session, we will allow time for them to each answer 3-5 questions and then move on to the next Presenter.
- At the end of the three Presenter's session, we will answer a few more questions, time permitting.
- Moderator will wrap up the session at the 55 minute mark and any unanswered questions will be answered by the presenters off line and emailed to all participants along with a short evaluation questionnaire.



Ross McKenzie –Managing Director, WatCAR

As Managing Director of the Waterloo Centre for Automotive Research (WatCAR), Ross oversees research and outreach activities. He is responsible for external client relationships across the automotive and transportation systems supply chains, facilitating collaborative research projects.

Ross' industry activities include:

- Director on the Intelligent Transportation Systems (ITS) Canada Board
- Board Sponsor of ITS Canada's Connected Vehicle / Automated Vehicle Technical Committee
- Member the Automotive Parts Manufacturers' Association (APMA) Connected Vehicle Working Group
- Chair of the Electric Mobility Canada (EMC) Student Competition.

About WatCAR

With 125 professors, WatCAR conducts advanced automotive and transportation systems research. With industry partners, government and other academic institutions. WatCAR's collaborative research programs enhance innovation and competitiveness for clients across North America and internationally.

WatCAR researchers are working to lightweight vehicles while maintaining structural performance. They are also working on next generation powertrains including advanced hybrids and fuel cells. In addition, vehicle connectivity and on board software systems are contributing to emerging vehicle to vehicle and vehicle to cloud communication.

WatCAR: Automotive and Transportation Systems Research

Connectivity | Lightweighting | Powertrain | Software | Structure

DAVID E. PICKERAL, JD

Transportation Sector Lead , IBM Corporation
www.linkedin.com/in/pickeral



David Pickeral has 26 years' operational, policy and management experience with transportation and information and communications technology (ICT) networks worldwide involving both government and commercial enterprises as well as public-private partnerships. For more than 20 years he has been closely affiliated with Intelligent Transportation Systems (ITS) technology development and deployment as his primary area of focus including leading business development and project delivery.

David leads the Industry Smarter Solutions Team (ISST) for IBM Smarter transportation which includes managing a team of Consultants, Business Analysts and Solution Architects, who provide integrated solutions incorporating all lines of IBM's business—hardware, software and services. He develops high value strategic partnerships with complimentary industry players from major global corporations to innovative startups. He educates clients, key stakeholders and IBM teams on the value of ITS and the state of development and potential of the industry in light of key technology initiatives such as Big Data, Analytics, and Enterprise Asset Management (EAM) for transportation networks.

Beyond his duties at IBM David sustains longstanding ITS community roles including ITS America (ITSA), ITS Canada (ITSC), ERTICO and the ITS World Congress. He currently serves as both Editor and feature contributor of the North American edition of Thinking Highways.

Before joining IBM, David was an executive at Booz Allen Hamilton where he co-founded the firm's ITS practice in September 2000. Prior to that he was a practicing attorney, and before that started his professional career as a US Naval Officer. He holds a Doctor of Law (JD) degree from George Mason University and a Bachelor of Arts (BA) degree from the University of Virginia. He is married to Dr. Oxana Karpenko Pickeral of St. Petersburg, Russia and lives in Reston, Virginia, USA.

Michael De Santis



Mr. Michael De Santis P. Eng,
President Lynx Technologies Inc.
Chair ITS Canada

Graduate of the École Polytechnique de Montréal with a degree in Civil Engineering, Michael De Santis has over 20 years of experience in the field of intelligent transportation systems (ITS) and transportation engineering. During his career, he participated in the creation and implementation of numerous innovative traffic management and public transit projects in particular within the Agence métropolitaine de transport, Montreal's regional transit authority.

As the president of Lynx Technologies, he provides ITS expertise involving feasibility studies, planning, design and implementation of embedded systems ensuring smart and sustainable mobility of goods and people.

Since May 2013, Mr. De Santis is President of the Intelligent Transportation Society of Canada and participates in its various technical committees. He is currently actively involved with the organization of the 24th ITS World Congress that will be held in Montreal in October, 2017.

Wrap-up

- Conclusions
- Final questions and answers
- Evaluation questionnaire

Your Final Questions and Comments



December 9, 2014

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Thank you!

ITS Canada Annual Conference and General Meeting
May 24-27, 2015
National Capital Region

Next Quarterly Webinar:
Early March, 2015
“Planning for 2017 and How You Can
Participate”

