



Mara Bullock, P. Eng., leads the ITS and Technology Planning team at WSP Canada and is a current member of the ITS Canada Board. In her leadership role, she specializes in helping public and private sector clients understand their problems, applies technology and alternative procurement approaches to deliver solutions and actively supports professional development of her team. She has been involved in a variety of projects including traffic management, traveller information, transit management, connected and automated vehicles, priced managed lanes and smart cities. In addition, she leads the WSP Canada transportation innovation initiative, is a member of WSP's Global ITS team and supports other corporate initiatives.

Mara has been an active member of ITS Canada for nearly 20 years, and is running for re-election as a Board Member because she believes ITS Canada has an important role to play in **sharing accomplishments** of our members, **facilitating collaboration and knowledge sharing** and **shaping the future** of the application of technology to solve transportation challenges. Mara was a co-chair of the ITS Canada ACGM in Niagara Falls in 2018 and strove to find new ways for ITS Canada to engage with young ITS professionals, which resulted in the inaugural Young Professionals session, as well as the AI Speed Learning & Poster session. She was previously a co-chair of the ITS Canada Traveller Information Technical Committee (2014-2017) and continues to participate in a number of the technical committees.

Mara is a past Board Member of Women in Transportation Seminars (WTS) Toronto Chapter, as well as a past Membership Committee Chair. She has participated in International (ISO WG9) and North American (TMDD) standards development and supported the ITS World Congress through technical paper review and other tasks. In addition, Mara serves and has served on a number of other boards in a personal capacity to support innovation and problem resolution.

Mara has over 26 years of public and private sector experience focused on ITS within Ontario, Canada, the US, New Zealand, Australia, Greece, Israel, India, China and South Africa. She excels at problem solving by applying critical analysis, lateral thinking, experience and training to find creative solutions. Mara has been involved with all facets of project lifecycles from strategic planning and feasibility studies through to operation and maintenance in roles on the client side (Owner's Engineer) and contractor side, and as a result brings a solid understanding of benefits of ITS. Other skills she brings include demonstrated effective outreach and consultation on the **GTHA and Waterloo Corridor CAV Readiness** Project. This ACATS funded project's goal is develop a common planning framework for CAVs in the area served by Metrolinx. With a Steering Committee comprised of MTO, Metrolinx, the City of Toronto and Region of Peel, and a Stakeholder Group comprised of all area regional transportation and transit agencies, academic institutes, TAC, TC and ITS Canada, active listening, collaboration and consultation are key to successfully delivering this project.

Mara completed a Bachelor of Applied Science (Civil) with Honours from Queen's University in 1993. She began her career at MTO as part of their Engineering Development Program and worked with the ATMS section. She worked with IBI Group as an Associate Director from 1996-2013, leading many international ITS projects. In 2014 she joined MMM Group as a partner and in 2015 through acquisition, became part of the WSP and now leads ITS and Technology Planning Team in Canada.

As a Board Member of ITS Canada, Mara will continue to bring a commitment to act on behalf of the organization and all of it's members, demonstrated excellence in problem solving and communication, and a passion for finding connections and solutions that benefit all.