

Two-Day Conference: Wednesday March 7th and Thursday March 8th, 2007
The Holiday Inn on King • Toronto, Ontario, Canada

GTA 5th Annual Transportation SUMMIT



Real Solutions for Relieving Congestion

Hear from Key Decision-Makers and Industry Experts:



Dr. Michele Dix,
Director,
Congestion Charging
TFL, LONDON,
ENGLAND



Dr. Kim Gyeng Chul,
Senior Research Fellow,
SEOUL
DEVELOPMENT
INSTITUTE



Rob MacIsaac,
Nominated Chair,
GREATER TORONTO
TRANSPORTATION
AUTHORITY



Donna Cansfield,
**Minister of
Transportation,**
PROVINCE OF
ONTARIO



Hazel McCallion,
Mayor,
CITY OF
MISSISSAUGA

Exclusive Case Studies from:

- ✓ GO Transit
- ✓ Toronto Transportation Services
- ✓ Agence Métropolitaine de Transport, Montreal
- ✓ London, UK
- ✓ Canadian Urban Transportation Association
- ✓ Seoul

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GTA

5th Annual

Transportation SUMMIT

Real Solutions for Relieving Congestion

A one-of-a-kind event for anyone working in Transportation across Canada, it is your opportunity to learn from best practices and discuss real solutions.

This is your chance to hear firsthand about Ontario's vision for resolving transportation challenges in the GTA. Share in timely discussions and brainstorm strategies so that the GTA can effectively sustain demographic trends.

The GTA is home to 5.5 million, and is the 4th largest region with the 3rd largest public transit system in North America. However, it is estimated that the GTA will add an estimated 2.3 million to its population over the next 25 years.

Considering Growth Patterns... The Economic, Environmental, and Social Implications of Congestion in the GTA Are Enormous!

This conference will deliver Solutions on:

- ✓ Overcoming funding limitations
- ✓ The gridlock behind funding
- ✓ Long term visioning for the GTA and other insightful measures
- ✓ Establishing a governance structure that works
- ✓ Addressing sustainable infrastructure and land intensification issues
- ✓ Modeling best practices locally and internationally
- ✓ Unlocking the role of technology in eliminating congestion
- ✓ Creating congestion relieving strategies

Find out how you can increase efficiency, integration, and save money as illustrated from the success of relevant and timely case studies:

Come and learn how international case studies have created solutions that work for delivering permanent and cost efficient change. What are the new strategies and development trends that are making success stories for transit systems? Find out how the GTA and your region can capitalize on them.

As a Mayor, Councilor, Urban Planner, or Public Works or Transportation Official, this conference will deliver Needed Information on:

- ⇒ How alternative financing and procurement can work to your advantage
- ⇒ Transportation integration options
- ⇒ Proposed future master plans that can affect the flow of investment through your area
- ⇒ Creating workable solutions for improved outcomes
- ⇒ Resolving infrastructure and land intensification issues around your neighborhoods

Featured Case Studies include:

- ⇒ GO Transit ⇒ Toronto Transportation Services
- ⇒ Agence Métropolitaine de Transport, Montreal
 - ⇒ London, UK ⇒ Seoul, South Korea
- ⇒ Canadian Urban Transportation Association

As a Business or Industry Stakeholder, Learn How to:

- ✓ Capitalize on the investments coming to the city through government commitments
- ✓ Conduct low cost market research to get insider knowledge on future projects for the GTA
- ✓ Network with the decision-makers involved in transportation planning in the GTA

Do not miss this Unique and Timely Event – Register Now!

Don't miss this chance to network, meet, discuss, and debate the issues with representatives at the heart of the GTA's transportation planning and investment blue print. Register for our limited spaces by calling 1-866-298-9343 or e-mailing registrations@strategyinstitute.com today.

Attention Transportation Industry Vendors

A limited number of sponsorship packages are available for this exclusive event. To learn how you can come face to face with senior-level executives and decision-makers, contact George Pollard at 416-944-9200 ext. 272 or e-mail pollard@strategyinstitute.com.

To register call 1-866-298-9343/416-944-8833 E-Mail: registrations@strategyinstitute.com

DAY ONE: Wednesday March 7th, 2007

7:00 AM Registration & Sponsor Exhibits Open – Continental Breakfast

8:15 AM Opening Address from the Chair

Rob MacIsaac, *Nominated Chair*,
GREATER TORONTO TRANSPORTATION AUTHORITY
and *Former Mayor*, CITY OF BURLINGTON



Keynote Address

8:30 AM **Ontario's vision for resolving transportation challenges in the GTA and surrounding regions**

This session takes an insightful look at initiatives being undertaken by the Ministry as they change their focus to look outside the box and address transportation challenges in the GTA and surrounding regions with a more integrated approach. Some of the areas to be discussed include:

- Focusing on intermodal transportation so that highways are no longer built in isolation
- Allocating more investments into GO Transit
- Paying attention to the benefits of effective goods and services movement
- Tying efforts into a Southern Ontario Gateway

Hear how the Ontario government is taking on more of a leadership role for the region and what outcomes are expected.

Donna Cansfield,
Minister of Transportation,
PROVINCE OF ONTARIO



9:15 AM **The role of and the ensuing benefits from a Greater Toronto Transportation Authority (GTTA)**

This session introduces the much-needed board that will take a comprehensive look at resolving GTA transportation challenges between Oshawa to Hamilton:

- How the entire region can benefit by extending a transportation system across the GTA
- What priorities are being put in place to plan and coordinate for public transit and regional roads

A great opportunity to hear from the GTTA firsthand on what the plan of action is.

Rob MacIsaac, *Nominated Chair*,
GREATER TORONTO TRANSPORTATION AUTHORITY
and *Former Mayor*, CITY OF BURLINGTON

10:30 AM **Sponsor Exhibit Area – Networking Break**

11:00 AM **Overview of GO Transit planned initiatives in the GTA and why funding is critical**

This insightful session revisits the changes that are required to get people out of their cars and onto transit, what is achievable and what is not with existing funding limitations.

- Receive an update on the integrated fare card system and how it will improve commuter service
- Discuss expansion initiatives that GO Transit has underway and those that are planned, should funds be available
- Get a progress update on the redevelopment of GO Transit station sites and parking facilities

Learn how vital GO Transit's role is with the various initiatives that they have in the works, how it will affect transportation ridership in the GTA, and its impact on your ROI.

J. McNeil,
Managing Director,
GO TRANSIT



Case Study: Seoul, South Korea

11:45 AM **Keeping up with growth: reducing congestion and increasing public transportation ridership**

This session demonstrates how a large and rapidly growing city built supporting infrastructure to build ridership and relieve congestion in the shortest space of time. This session discusses some of the latest measures implemented to relieve gridlock, including the following:

- Construction of median-exclusive bus lanes and reorganization of the bus network
- Reform of the institutional framework including contracting semi-public operating systems
- Integrating multimodal electronic fare systems and transport operation and information systems
- Approaches used to identify alternative financing to reduce expenses for Seoul Metropolitan Government

Hear about successful accomplishments such as the restoration of a 6 km stream that involved the removal of a highway that accommodated 190,000 vehicles per day. Learn how these innovative endeavors can work for YOU.

Dr. Kim Gyeng Chul,
Senior Research Fellow,
SEOUL DEVELOPMENT INSTITUTE, SOUTH KOREA



12:30 PM **Exhibition Area – Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new contacts and discuss the ideas presented in the morning session.

1:45 PM **The ticket to the future: smart card technology in public transport**

accenture High performance. Delivered. High performance in public transport takes more than mere electronic ticketing, as it requires fully integrated, end-to-end interoperability. Public transport authorities and operators that can achieve this interoperability will be able to realize greatly enhanced operational efficiencies for the benefit of their passengers.

This session looks at the global work of electronic fare systems and its many benefits including the improved uptake of services.

ACCENTURE

2:15 PM **Solutions to develop a stronger and more competitive transportation system**

Building and supporting transportation sustainability requires intergovernmental discussions among other initiatives. This session examines some of the practical solutions that can be implemented as an initial first step towards regional cohesiveness.

- Review current issues centered on public transit infrastructure and on the funding required
- Discuss solutions that focus on maximizing existing funding for Canada's largest urban area

A great session that discusses a need for regional planning to support transportation integration, and address funding and infrastructure requirements.

Dr. Michael Roschlau,
President and CEO, CANADIAN URBAN
TRANSPORTATION ASSOCIATION



3:00 PM **Sponsor Exhibit Area – Networking Break**

Continue the Debate and Discussion with Your Peers While Enjoying a Refreshing Break

DAY ONE (continued): Wednesday March 7th, 2007

10 PM Making Toronto a pedestrian friendly city
 The City of Toronto has made a commitment to giving pedestrian issues greater priority, with its new Official Plan, the Pedestrian Charter, development of a Pedestrian Plan, and by hosting the 10th International Pedestrian Conference in 2007. While Toronto's lively downtown core already has very high levels of walking, some of the biggest challenges will be to make suburban communities more pedestrian friendly with a look at the following issues:

Examining Toronto's state of pedestrian infrastructure
 Putting more emphasis on facilitating pedestrian traffic
 Pedestrian safety strategies - reducing collisions
 Programs and infrastructure to promote and encourage walking
 The importance of walking for public transit

John Welsh,
General Manager of Transportation Services,
 TORONTO



4:15 PM Marketing public transport to increase ridership
 Taken from a previous and very successful campaign, examine strategies that can be used to encourage transit ridership. This session closes the day with real solutions that can be implemented.

- Understanding what drives transit users
- Creating effective strategies for increasing ridership beyond rising gasoline prices
- Knowing when to communicate the right message at the right time

Bob Brent, Principal, R.J. BRENT & ASSOCIATES
(Former Chief Marketing Officer, TORONTO TRANSIT COMMISSION)



5:00 PM Conference Adjourns for Day One

5:15 PM Cocktail Reception



DAY TWO: Thursday March 8th, 2007

8 AM Registration & Sponsor Exhibits Open – Continental Breakfast

9 AM Opening Address from the Chair

Levy,
Senior Consultant,
 ASSOCIATES



10 AM Overcoming funding and other transportation challenges in the GTA

This session revisits funding challenges and how they tie in development in the Greater Toronto Area.

Review funding priorities and developments
 Discuss funding opportunities for future projects
 Overview of policy initiatives to address regional challenges
 Present funding strategies and proposed projects for the GTA
 Review last year's announcement.

Ministry of Transport, Infrastructure & Communities, Canada

Case Study: London, England

11 AM Congestion Charging: An effective policy tool?

This session examines London's key success factors and how charging tolls can relieve congestion significantly and can take off the road altogether. This session looks at:

Minimizing political support as a key driver for getting the projects off the ground
 Getting public acceptance on proposed projects
 How to go beyond the doubling of the proposed zone and other areas

How this session to secure strategies on getting the right buy-projects and on the benefits of congestion charging.

Michele Dix,
Director Congestion Charging,
 TRANSPORT FOR LONDON, ENGLAND



12 AM Sponsor Exhibit Area – Networking Break
 Meet with conference speakers and fellow attendees.
 Establish important new business contacts and talk about developments in the transportation industry.

10:30 AM Managing the performance of third party contractors for providing public services

BOMBARDIER Carefully managed private sector participation in providing public services can have a positive effect on public projects/ initiatives. This unique session delves into the role that the private sector can play in increasing effectiveness and accountability in the public sphere:

- How different governance structures are part of the management endeavours
- A look at how the New Jersey River Line runs at 99.6% on-time performance and how its governance structure and performance management plan contributes to that success

Take away an insightful look into the benefits of a strong governance structure and key success factors for best practice models.

Lesley Antoun,
Director, Strategy and Business Development, Services,
 BOMBARDIER TRANSPORTATION

Case Study: Montréal

11:15 AM Creating an efficient and integrated commuter rail system

This is a great session to learn how North America's most used system, the Montréal Metro System, was able to develop an intricate and integrated commuter rail, subway, and fare system. Hear more on cooperative measures that support metropolitan growth plans.

- Learn about metro extensions that meet growth endeavors and connect to outlying areas
- Contract operators to maintain efficiency while keeping fare costs down

Take away strategies on how Montréal Metro keeps its ridership up and successfully initiates new programs.

Robert Olivier,
Vice President, Planning & Innovations, AGENCE
 MÉTROPOLITAINE DE TRANSPORT



12:00 PM Exhibition Area – Networking Luncheon

Agenda Continues (see over)

DAY TWO (continued): Thursday March 8th, 2007

Luncheon Keynote Address

1:15 PM **Criteria for evaluating and making a decision to bid on turnkey projects** **SIEMENS**

Ashley Langford, *National Manager, Transportation Systems*,
SIEMENS CANADA LIMITED

Panel Discussion

2:00 PM **Creating real solutions for transportation challenges: Initiatives from outside of Toronto**

This session looks at viable solutions from other areas that can be implemented to maximize funding while reducing congestion wherever possible.

- Hear what other international TDM initiatives are underway and how change has resulted
- Use this session to refine your strategies for implementing and developing your own TDM programs
- Review what options are available and how they can be appropriately phased in

This session provides an overview of what other regions are doing and how you can stimulate positive change in your own area.

Moderator: Brian Shifman, *Executive Director*,
SMART COMMUTE – NORTH TORONTO, VAUGHAN
Kim Gyeng Chul, *Senior Research Fellow*,
SEOUL DEVELOPMENT INSTITUTE, SOUTH KOREA
Robert Olivier, *Vice President, Planning and Innovations*,
AGENCE MÉTROPLITAINE DE TRANSPORT
Dr. Michele Dix, *Director Congestion Charging*,
TRANSPORT FOR LONDON, ENGLAND

2:45 PM **Building the business case for Transportation Demand Management (TDM)**

Transportation Management Associations are often the front line of an effective, localized TDM program.

- Learn what programs TMAs are introducing and the progress being made
- Hear how policy, legislation, and infrastructure requirements could facilitate 'smart commuting'
- Find out why government and business is working together to fund TMA's programming

Get an insightful recap on how TMAs can positively affect your region.

Brian Shifman, *Executive Director*,
SMART COMMUTE – NORTH TORONTO,
VAUGHAN



3:15 PM **Sponsor Exhibit Area – Networking Break**

Continue the Debate and Discussion with Your Peers While Enjoying a Refreshing Break

Our Conference Venue: **The Holiday Inn On King**

Holiday Inn On King. Centrally located in the core of Canada's largest business centre at 370 King Street West, the Holiday Inn is surrounded by the city's financial, shopping, theatre, and entertainment districts. Mixing great style and location, the Holiday Inn on King is the ideal destination for both business and leisure travelers.

To take advantage of our Strategy Institute rate of \$199/night, please contact the Holiday Inn directly at 1-800-263-6364 before February 7th, 2007. A limited number of rooms are available, so book early. www.hiok.com.

If you require further assistance, please do not hesitate to contact our Customer Care Team toll-free at 1-866-298-9343.

3:45 PM **Regulation, finance and governance of transit**
Knowing what the technical issues are will not make them disappear no matter how they are positioned unless some regulatory, finance and governance solutions are put in place to address the root causes. This session discusses the regulatory issues at hand and what we can do to fix them.

- Taking a look at regulation – why environmental assessments are a roadblock to transit
- Knowing what the real financial contributions from the government are
- Revisiting our governance structures – are conflicts of interest impeding growth in the GTA?

This session looks at improving systems to facilitate growth.

Ron Kanter,
Associate,
MACDONALD SAGER MANIS LLP (confirmed)



Case Study: Mississauga

4:30 PM **Fare Card integration, GO Transit expansion and why it's necessary**

Hear what one of GTA'S municipalities has to share on their transportation priority areas and their initiatives including:

- Bus Rapid Transit system traveling on its own right-of-way
- Easing the flow of traffic in a north/south pattern by building in missing road links
- Other measures in the pipeline and the funding required to achieve these objectives

This session highlights transportation solutions and initiatives at a local level.

Hazel McCallion,
Mayor,
CITY OF MISSISSAUGA



5:30 PM **Closing remarks & conference adjourns**

This Event is Specifically Designed to Create Solutions for:

- All transit companies nationwide that want to learn from best practices
 - City planners • Municipal officials
- Infrastructure executives • Transportation directors
- Senior transportation engineers • Urban planners
 - Road builders • ITS and transit consultants

Team Discount

Send 3 delegates and the 4th delegate attends for free!



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5th
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March 7th & 8th, 2007 • Toronto, ON

GTA **TransportationSUMMIT**

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Conference Pricing	Early Bird Rate <i>If you register by Jan. 26th</i>	Regular Rate
*Special pricing for Government & NGOs	<input type="checkbox"/> \$897	<input type="checkbox"/> \$997
Regular Rate	<input type="checkbox"/> \$1597	<input type="checkbox"/> \$1697

***SPECIAL PRICING FOR GOVERNMENT & NGOS:** Those groups eligible for our special GOVERNMENT & NGO rate of \$997 (Plus 6% GST), include municipal, provincial and federal government elected officials and civil servants and non-government organizations (NGOs). **GROUPS NOT ELIGIBLE:** Those groups who DO NOT qualify for the special rate but who may register at the regular rate of \$1697 (Plus 6% GST) include any business, industry, consultant, advisor or industry association involved in transportation, infrastructure, technology, urban planning, construction or any other related business. *Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.*

REGISTRATIONS: The registration fee for the FIFTH ANNUAL GTA TRANSPORTATION SUMMIT is \$1697. This investment includes luncheon, receptions, and refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard or American Express. Please make cheques payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque.

A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

EARLY BIRD SPECIALS: If you don't have a group discount, you can qualify for an early bird special. Don't miss this opportunity.

CANCELLATIONS: Cancellations must be received in writing by February 21st, 2007. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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