



Innovation in Urban Freight Transportation

*A Roundtable on the Current State of
Research and Technology Application*

January 30, 2012

Hart House, University of Toronto
Toronto, Ontario

Panelist and Moderator Biographies

Morning Panel

Scott Irvine

Scott Irvine is the Vice President of Business Development and brings over 22 years of experience in the transportation industry to Nulgox. In his current position, Scott is responsible for all Sales and Marketing activities. Prior to working with Nulgox, Scott was Vice President of Field Sales with Dynamex, based in Dallas TX. Scott has also held senior positions in Sales, Marketing and Corporate Development with Velocity Express, Veredex Logistics and CN Rail. Scott holds an MBA from The Ivey Business School at the University of Western Ontario and a Bachelor of Commerce from the University of Calgary.

Tom O'Brien

Thomas O'Brien is the Director of Research for the Center for International Trade and Transportation (CITT) at California State University, Long Beach (CSULB) and Associate Director of Long Beach Programs for the METRANS Transportation Center at the University of Southern California and CSULB. He teaches in the Master of Arts in Global Logistics Program ("Economics of Logistics Management") and in the CITT Global Logistics Specialist program ("Introduction to the Supply Chain," "Global Distribution Overview," and "Trends in World Trade and Goods Movement Policy") and advises students on the preparation of their capstone projects. He was awarded the GLS Program's George Marshall Instructor Award for the fall of 2006 and the 2009 Wisener Award for Distinguished Service.

Dr. O'Brien has developed training programs on goods movement for State Department of Transportation officials and elected officials. He is the principal author of a report to the CA State Legislature on port opportunities and challenges for the California Marine and Intermodal Transportation System Advisory Council, and author of a monthly column on goods movement for the Long Beach Business Journal. He has been appointed to the Transportation Research Board's National Cooperative Freight Research Program Project Panels on Institutional Strategies in the Freight

Transportation System and on Metropolitan Frameworks for Freight Project Delivery. Dr. O'Brien has a Ph.D. in Policy, Planning and Development from the University of Southern California and holds a Masters Degree in Urban Planning and Development from the same university. He is both an Eno and Eisenhower Transportation Fellow.

Randy Blankenhorn

Randy Blankenhorn is executive director of CMAP, the Chicago Metropolitan Agency for Planning (www.cmap.illinois.gov). Under his leadership, CMAP developed and is now guiding the implementation of GO TO 2040, metropolitan Chicago's first comprehensive regional plan in more than 100 years. The plan's four themes -- Livable Communities, Human Capital, Efficient Governance, and Regional Mobility - address the fundamental challenges that shape residents' daily lives. Randy and CMAP staff work closely with seven counties, 284 municipalities, and scores of stakeholder groups to implement the plan's strategies for aligning public policies and investments, seeking to maximize the benefit of scarce resources as the region adds more than 2 million new residents in the next three decades. With GO TO 2040's integrated approach to transportation, housing, economic development, open space, the environment, and other quality-of-life issues, CMAP is dedicated to strengthening the region's communities and ensuring economic prosperity. Prior to joining CMAP in 2006, Randy was Bureau Chief of Urban Program Planning for the Illinois Department of Transportation (IDOT), coordinating activities of the 14 metropolitan planning organizations across Illinois.

Lisa Salsberg

Lisa Salsberg is the Manager of Systems Planning and Strategic Policy at Metrolinx, the Regional Transportation Authority for the Greater Toronto and Hamilton Area. Lisa is a planner and an MBA with over 15 years experience working at the City of Toronto, the Greater Toronto Services Board, the Ontario Ministries of Public Infrastructure Renewal and Transportation. She has led numerous transportation and growth management planning projects in her career, including developing the policies for the Provincial Growth Plan for the Greater Golden Horseshoe, which won the prestigious Daniel Burnham Award from the American Planning Association in 2007.

Marc-André Roy

Marc-André Roy is CPCS's Vice President responsible for North America. He has extensive experience directing and managing large multi-disciplinary teams and working directly with clients to help them make high-stakes decisions with confidence. Marc-André has led assignments for all levels of government, the private sector, and international financial institutions, including the World Bank. He has worked internationally in Asia, South America, the Middle East and Africa in various capacities. Marc-André is a graduate of the International MBA program (top graduate of both IMBA and MBA), Schulich School of Business, York University. He is fluent in French and English and is based in Ottawa.

Afternoon Panel

Ben Miners

At Intelligent Mechatronic Systems, Inc. (IMS), Dr. Ben Miners focuses on making vehicles safer, smarter, and greener. He helps transform emerging technologies, innovative concepts, and creative elements into practical, everyday solutions. These valuable solutions often leverage a human-centric approach to deliver high quality end-to-end experiences within the vehicle and beyond, including natural voice-interaction, intuitive multimodal interfaces.

Over the last decade, Ben has focused on R&D activities related to intelligent interfaces that seamlessly integrate human, machine, and vehicle. He holds a Doctorate in Electrical and Computer Engineering from the University of Waterloo, Canada.

Matt Roorda

Prof. Matthew Roorda is an Associate Professor of Civil Engineering, has been at the University of Toronto since 2005, and has worked in the transportation engineering profession for 13 years. He is the director of the Centre for Urban Freight Analysis and co-chair of the Infrastructure Engineering program at University of Toronto. Dr. Roorda's research interests include urban freight transportation, freight planning and operations, agent-based simulation, disaggregate choice models, passenger and freight travel survey methods, emissions analysis, activity-based travel demand modelling, and firm behaviour.

Dr. Roorda is a member of 3 TRB committees, and subcommittee chair for freight surveys subcommittee. Publications can be found at:

<http://www.civil.engineering.utoronto.ca/staff/professors/roorda.htm>.

Joseph Lam

Joe Lam received his engineering degree from the University of St. Andrews in Scotland and has been active in the ITS (Intelligent Transport Systems) field for over 35 years. Prior to joining Delcan, he spent 11 years in the Metropolitan Toronto Traffic Control Centre, managing the first computerized signal system in the world.

As the Past President of Delcan responsible for its Systems Business, Canada & International Operations, Joe directs a group of traffic, communications and software engineering consulting professionals on numerous innovative ITS projects, and contributes significantly to the export of Canadian technology to manage traffic congestion problems around the world. As a result, he has developed an extensive network of ITS professionals and transportation decision makers in Canada and abroad.

He has authored numerous reports and papers on various aspects of ITS, and regularly speaks on this subject at seminars and conferences around the world. He is the Past Chairman of ITS Canada after he dedicated himself for the last 12 years (1997 to 2009) to the development of ITS in Canada. He was also a Director and Vice President of the Transportation Association of Canada for the last eight years (2001 – 2009). He recently received from the Canadian National Transportation Week an Award of Excellence for an Outstanding Contribution to Transportation in Canada.

Susan Spencer

Susan Spencer is the Director of Transport Canada's Intelligent Transportation Systems (ITS) Policy Office. The ITS Office maintains responsibility for Canada's ITS Strategic Plan "*En Route to Intelligent Mobility*" and the ITS Architecture for Canada. Through its activities under the Strategic Plan, the ITS Office acts as the principal policy advisor to the Minister of Transport on matters related to ITS. The ITS Office has helped promote ITS research and development projects as well as promoting the actual deployment of ITS technologies across Canada.

As a champion for the use of advanced technologies in transportation, Ms. Spencer views her key responsibilities as including the provision of visionary leadership for private and public sector participants across Canada. Ms Spencer is also a strong advocate for international collaboration on best practices, research and policy issues. Susan has presented papers on Canadian federal public policy and a range of ITS-related topics at several Canadian and international fora and chaired the Program Committee for the International Transport Forum in 2010.

She has a Bachelor's degree from Queen's University at Kingston and a Master's in Public Administration from Carleton University in Ottawa.

Clarence Woudsma

Dr. Clarence Woudsma is an Associate Professor at the University of Waterloo and Director of the School of Planning. Prior to joining Waterloo in 2004, he had appointments with the University of Calgary and the State University of New York (Buffalo), and is a Past President of the Canadian Transportation Research Forum. His research program is primarily focused on issues related to freight transportation and logistics. He has broad experience with transportation policy issues and has previously published on subjects including climate change policy and impacts, urban freight planning, regional freight assessment, transportation demand management and deregulation of transportation provision. He is an award winning instructor, teaching methods (GIS, statistics, regional analysis) and substantive courses with a transportation emphasis. Dr. Woudsma has degrees from McMaster (Ph.D.), Wilfrid Laurier (M.A.) and Laurentian (Hon. B.A.) Universities.