SMART TRANSPORTATION CONFERENCE 2023

Connect With 350+ Industry And Technology Leaders To Discuss Digital, Efficient And Sustainable Transportation.

AGENDA 2023

Day 1
Tuesday, 9 May 2023
US Eastern Time Zone (ET)

7:45 **Welcome Speech**

8:00 **Shared mobility and MaaS: fact or fiction**

- We have reached the limits of our mobility system and new services such as shared mobility, and concepts within that such as MaaS, can be an useful addition to our traditional ways of transport. It has the potential to serve as an effective tool to support progressive parking and spatial regulation, therewith decreasing car dependency and opening opportunities for a mobility transition towards greener (more space efficient and net zero) modes of transport.
- These concepts have started gaining traction over the past decade, with the arising of various testing beds around the globe. This allows for insights on the realistic potential, risks and challenges of these concepts, and which barriers need to be overcome for its further success.
- This presentation will address key drivers for the emergence of these concepts, as well as lessons learned from global testing beds, specifically around the challenges it faces for further roll-out and how the environment is adapting to that.

Mirza Hotic | Aurecon

8:30 **How can technology and Data support the shift to sustainable transport?**

- Cambridge faces a significant challenge its roads are heavily congested and there are plans for the city to grow further, if we don't do this will significantly impact residents
- Cambridge is using data and machine learning to better understand the city and manage the transport network, shifting travelers away from cars and onto more sustainable modes
- The city is trialing new transport modes such as autonomous vehicles to see how they can support the public transport network

Daniel Clarke | Greater Cambridge Partnership

9:00 **How technology can transform the transportation function**

- Traceability : Through integrations whether through mobile applications or/and IoT, technology can provide instant traceability that can give the users enough data to take decisions
- Aggregation: Aggregation can only be possible through technology as it integrates all systems to reflect simple number of availability. It does not only offer better ROI for supply but also better availability for demand and eliminating multiple intermediaries
- Authenticity : Through technologies like blockchain multiple users can collaborate in safe and secure environment to share data and documents eliminating double work and human intervention

Abdulrahman Ijaabo | Tachyon

9:30 **Achieving Interoperable Account Based Ticketing**

- Why we need interoperable ABT for Public Transport Services
- Success and limitations of contactless EMV in Transit
- Need for standardisation in use of barcodes & mobile Apps
- STAG approach for Interoperable Account Based Ticketing
- Need for industry commitment for better customer propositions

Kevin Farquharson | MaaStran Ltd

10:00 **Sustainable and efficient logistics value chain with weather data**

- How to improve ETAs and reduce unnecessary driving with road weather data.
- We explain how Vaisala's pioneering road weather data is applied for logistics planning and execution.
- Consider safety and fuel efficiency in advance for all routes by choosing routes without weather-based delays.

Aki Laakkonen | Vaisala

10:30 **Networking Break**

11:00 **Designing a Funding Model to Support the Carbon Neutral Pledge for Commercial Operators**

- Challenges Faced by Commercial Operators A) Emphasize that the transition to carbon neutrality will require significant investment in technology and infrastructure B)Explain that the transition will not bring new fare box income for the commercial operators
- Funding Model Options A) Explore potential funding model options for commercial operators, such as direct subsidy, increasing fares, or transit-oriented development B) Discuss the pros and cons of each option
- Case Study: Hong Kong Transit-Oriented Development A) Discuss how Hong Kong has successfully implemented a transit-oriented development model to support its carbon neutral pledge, B)Highlight the key features of this model and how it could be applied to other regions

Lawrence Iu | Civic Exchange

11:30 **Fastrack - Data Led Bus Patronage Recovery – How Kent County Council are using Smart ways of finding new markets and have proved a correlation between better journey times and increased bus usage.**

- By using a 'Big Data' approach, Kent's Bus Rapid Transit network - Fastrack became one of the first bus services in the UK to recover to pre-Covid patronage levels and continues to grow.
- Having been successful in securing DfT BSIP funding, Kent County Council will be piloting a MaaS platform over the next year and Fastrack will be at the heart of it. Fastrack will turn the idea of MaaS on its head in the pursuit of continued patronage growth with a different outlook on the concept.
- Fastrack's Journey Time Metric- Kent County Council has developed a simple tool with simple data to gain big results, drastically improving the case for national Bus Priority funding in Kent.

Shane Hymers | Kent County Council

12:00 **Smart City – what is it? What're the key elements of a smart city?**

- Use cases
- Technologies
- Policy makers roles

Waliur Rahman | Kyndryl

12:30 **Developing and delivering Demand Responsive Transport in Rural Communities: HertsLynx**

- HertsLynx was launched in September 2021 in North East Hertfordshire, introducing demand responsive transport into some communities that had had no transport for decades
- The project entailed new technology requirements, the launch of a novel innovative service and widespread community engagement
- The presentation outlines how the service was launched, successes and lessons learnt to date and next steps in the expansion of demand responsive transport in the county

Andrew Highfield | Hertfordshire County Council

13:00 **Networking Break**

13:30 **2023 global logistics shipping supply chain outlook market trends**

- Regionalization instead of Globalisariom
- De coupling end to end supply chain
- Circularity - sustainability & returns reverse logistics
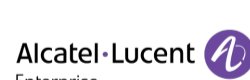- Value add services

Jimmy Lim | Equinix

14:00 **Improving passenger flow and crowd management with technology and innovation**

- Passenger flow and crowd management explores the means to improve occupancy levels within the transportation system - in order to maximize the number of passengers to have the most comfortable passenger experience. Public transport operators and authorities are exploring various technologies and tools to measure passenger flow at ground stations and in vehicles by developing analytics and algorithms for passenger flow.
- UITP has created a working group to provide key insights on this topic and has release a full study.
- We would like to share here the main element of this work and post publication feedbacks

Roch Muraine | Alcatel-Lucent Enterprise

14:30 **Integration of Vehicle Technologies Impacting Future Mobility Services**

- Improve urban environment / Encourage behavioral change
- Increase the effectiveness of traffic management in Coventry, leading to reduced congestion, pollution and associated economic / social benefits
- Improve experience for citizens and tourists
- Provide an enhanced test bed environment for future development of vehicle technologies and transport systems
- Introduce Micro mobility , Urban Airport , AV / EV Vehicle, to help meet our net zero targets
- Introduce the first Very Light Rail in the region

Sunil Budhdeo | Coventry City Council

15:00 **Tales from London: Public Transport – a digital enabler for the City**

- Transport For London is the transport authority for the Greater London area and operates under the premises of being the Green Heartbeat of the Capital.
- Public Transport should be completely forgotten in the individuals daily business, whether it's education, leisure or business, Public Transport should simply just be 'there' and not get in the way of people's busy lives.
- But how do we do that? I will be outlining how our Digital adoption has completely changed the operation of our services, reduced overheads and has put us on a path to sustainability.

Simon Reed | Transport for London

15:30 **A User Centric Mobility Digital Twin to accelerate cities' ecological transition**

- A dynamic digital replica of a city transportation system which simulate individual users' mobility at micro levels, map traffic & multimodal transportation systems, and calculate imobility-related greenhouse gas , so to provide city decision-makers with the ability to micro-test multiple mobility projects scenarios.

Manuel Ceva | Insight Signals

16:00 **End of Day 1**

Day 2
Wednesday, 10 May 2023
US Eastern Time Zone (ET)

8:00

Opportunities and challenges in revolutionizing technological development

Opportunities
· The young generation is coping up with technological revolution so fast
· Monitoring, evaluation and peer review on global, regional and local agenda is simplified
Challange
· Rural and peri urban areas especially in the 3rd world have not fully embraced and access technology

Sebuliba Stephen | Lake Victoria Region Local Authorities Cooperation

---

8:30

Explore the Impact of Quantum Technologies, a Hitchhiker's Guide to QC

· What is quantum computing and how quantum computers actually work? A brief introduction to quantum computing, the underlying technology, hardware, and physics (no PhD required).
· What kind of problems can we solve via quantum computers? Why is it relevant to smart transportation and the transport sector ?
· Overview of the opportunities, current and future impact and a brief summary of the recent advancements in the space and what should we all pay attention to.

Radanyi Romeo | Moody's Corporation

Moody's

9:00

AI/ML enabled Intelligent Transportation Systems and Sustainable AI

· To mitigate the foreseeable adverse effects of climate change, the world is moving towards finding more sustainable solutions in every aspect of our lives.
· The vehicle OEMs incorporate AI/ ML methods to reduce carbon emissions, improve energy efficiency, and build a sustainable supply chain.
· An overview of these AI/ ML solutions with use cases and examples for building intelligent transportation systems while also highlighting the need for sustainable AI, keeping in mind that AI itself is an energy-consuming technology.

Krithiga R | TOYOTA Connected India Pvt Ltd

TOYOTA CONNECTED INDIA

9:30

On the way to Autonomous Mobility

· The presentation starts with the motivation of having automated-driving systems and later dwells into the capabilities of a portfolio of complementing sensors, software, and embedded computers so as to realize automated driving in passenger cars.
· The 'chain-of-effects' involved in automated-driving will be explained in a nutshell.
· The presentation will also touch upon on the practical challenges in realizing automated driving.

Arun Shankar | Continental

Continental

10:00

Don't outsmart yourself: Making the most out of what have. Leveraging enabling technology to unlock the value of dormant and/or dark data.

· The traditional approach to enterprise asset management has been to collect the data and define the maintenance strategies at the time of commissioning or commencing operation.
· This creates significant extra cost and time to collect information that could have already been collected during the design stage.
· Cohesive will show the benefits of a strategic approach to EAM data collection and management through the asset lifecycle that will create immediate benefits and value.

Travis Ritter | Cohesive
Gold Sponsor

Cohesive

10:30

Networking Break

11:00

Using AI and digital twins to govern the behaviour of autonomous transportation

· How can we enforce policies that can be interpreted and shared by machines?
· Translating laws into machine-interpretable code will allow us to govern the behaviour of autonomous systems in a policy-compliant manner, while adapting them as laws change
· Our solution allows current laws to be parsed into machine-readable models and interpreted programmatically, reducing human interpretation and automating their enforcement and auditability.

Philippe Sayegh | Verses

VERSES

11:30

IoT: Pushing New Security Boundaries in Smart Transportation

· With the smart transportation market likely to surpass $250 billion by 2030, the rise in integration of smart transportation technologies (cloud-based, vehicle-to-vehicle, etc.) raises the concern of the level of security that can be provided.
· Internet of Things Embedded Security Guidance for Vendors is a new collection of security advice and best practices for IoT developers published by the Center for Internet Security (CIS) in collaboration with leading industry experts and key stakeholders.
· The guidance also supports the direction of the US National Cyber Security Strategy, providing tactical guidance to enable IoT vendors to build security in by design and by default

Benjamin Carter | Center for Internet Security

CIS

12:00

Intra Africa travel in a smart approach

· Basic information about Africa – countries, population, demographics, economies
· Reason for intra-Africa travel – rail, road, air, maritime
· Single Africa Air Transport Market – African Union's flagship project for open -skies; African Continental Free Trade Agreement as an enabler

Aaron Munetsi | Airlines Association Of Southern Africa

AASA

12:30

Networking Break

13:00

The last connection – working with communities and partners around our stations to deliver new homes

· How can we deliver more homes on land that is restricted in size and by its surroundings?
· How can we work more closely with the local authorities and other public sector bodies?
· What benefits can we bring for existing communities and those in the future?

Peter Elliott | Transport for London

Transport for London

13:30

Digital Transformation of local highway authority services through collaboration

· The journey so far - early work to raise client awareness and help support development management and capital project design and construction.
· Where we are now – outgrowing framework project delivery of larger capital programme schemes to engaging the supply chain across the whole asset lifecycle.
· Our ambitions - harnessing enthusiasm into practical outcomes for more efficient services in development management, scheme delivery, asset management and maintenance operations across member authorities.

Karen Notman | Leicestershire County Council

Leicestershire County Council

14:00

Maximizing efficiencies in a supply chain and logistics network operation especially when transporting perishable and long-life goods in cold chain environment.

· What is trunking and its process flow? How do we use the break-bulk system to ensure product availability at the best possible quality?
· What are we doing in our transport businesses to reduce the carbon footprint, from fuel consumption to promoting usage recyclable materials?
· In order to ensure safety for our drivers and the general public road users, we implementing the maximum legal travelling time, driver pairing as well as sufficient turnaround time.

Thabo Moloto | Woolworths

W WOOLWORTHS

14:30

The Usability Test: The secret sauce of Smart Transportation - How User Experience Can Change the Way We Move Within a Smart City in only 5 steps.

· Seamless integration: Smart transportation systems should seamlessly integrate with other modes of transportation and be easily accessible for users.
· Real-time information: Users should have access to real-time information regarding traffic, transit schedules, and availability of transportation options.
· Personalization: The user experience should be personalized to individual needs, preferences, and travel patterns.
· Easy payment options: Payment options should be simple and easy to use, with options for mobile payments and other digital payment methods..
· Usability Testing & User feedback: User feedback should be actively solicited and used to improve the overall user experience of smart transportation systems.

Pietro Orciuolo | Corvallis

corvallis DIGITAL & CYBERSECURITY

15:00

Chandler Flex - Using Technology to Deliver On-Demand Public Transportation

· In response to evolving cities, shifting demographics, and budgetary constraints, public transit agencies and cities are deploying on-demand microtransit to provide more user-friendly, flexible, and efficient trips. And perhaps most importantly, microtransit service zones and algorithmic parameters can be designed to serve specific needs and demographics that might otherwise be left out of the traditional public transit system.
· City of Chandler has partnered with Via to provide Chandler Flex - a new microtransit service for an underserved area of Chandler.
· This session will discuss the benefits of microtransit, the nuts and bolts of this new technology, and the background and lessons learned from the new Chandler Flex service.

O.D. Harris | City of Chandler - Mayor and Council Office

CHANDLER arizona

15:30

End of Day 2