



## Beyond Planning: Procurement & deployment of regional transportation & multi-application smart cards

presents:

157 King Street East at Jarvis, Toronto (The St Lawrence Hall)  
Tuesday June 1, 2004, 9:00 AM – 12:30 PM

*Moving the Economy* and the Integrated Mobility Systems consortium invite you to a half-day workshop for all organizations and individuals with an interest in transportation and/or multi-application smart cards. This small, informal event will bring together a panel of experts who are already engaged in implementing such systems on the ground. Presentations and discussions will focus on emerging opportunities and R&D needs related to smart card implementation.

### Feature Presentation:

- **Charles Monheim**, Director of Ticketing and Fares at Transport for London, on implementation lessons and planned developments for their Oyster card. Travellers can currently use Oyster for the London Underground, London buses, trams, the Docklands Light Railway, and National Rail services within London.

### Panel Chair:

- **Rod McPhail**, Director of Transportation, City of Toronto

### Panel:

- **Robert Hollis** of GO Transit, on the GTA's Multi-agency Farecard System
- **Pat Waisman and Jerry Davidson** of Edmonton Transit, on recent business, technical and financial aspects of their smart card initiative
- **Paul Lavallee** of the IBI Group on Seattle's multi-application card project for transit and ferries
- **Muhammad Mustafa** of the Canadian ATLANTIC Project (A Thematic Long Term Approach to Networking for the Telematics and ITS Communities) on the work of their Electronic Payment Systems Group, and on procurement and smart card system specifications based on smart card experience world-wide.
- Other speakers to be confirmed

### Group discussion:

- Multi-agency and multi-application smart cards
- Smart card central system and clearinghouse needs
- Technology and standards
- The role of the financial sector
- Other opportunities and challenges?

### Sponsors:



**Please post. There is no charge for this event, however we would appreciate it if those planning to attend could register. For more information contact Beth Jones, [bjones1@toronto.ca](mailto:bjones1@toronto.ca).**

### Registration:

Name: \_\_\_\_\_  
 Affiliation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
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### Send to:

Fax: 416-392-0071  
 E-mail: [inathani@toronto.ca](mailto:inathani@toronto.ca)  
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