



# ADRIAN BELL

CILTNA, MSc, BEng.



*Senior Planner and Mobility Specialist*

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Adrian is a transportation planner with thirty years' experience in the public and private sectors focused on active transportation, transportation demand management and, more recently, on shaping responses to new mobility services. Adrian started his career in the UK working in various levels of government, before moving to BC in 2008. Since then he has worked on a broad range of projects in Canada and internationally.

## SELECT PROJECT EXPERIENCE



### EDUCATION

*Masters of Science –  
Transportation Planning  
& Management*  
2000, University of  
Westminster

*Bachelor of Engineering  
– Civil Engineering*  
1994, Kingston  
University

Chartered Member of  
the Institution of  
Logistics and  
Transportation North  
America (CILTNA)

### ***TDM for Businesses and Developments in Metro Vancouver***

Client: TransLink TravelSmart

Dates: 2019

### ***GTHA Regional Wayfinding Harmonization***

Client: Metrolinx, Ontario (multiple phases)

Dates: 2014-19

### ***Singapore High Speed Rail Terminal Customer Information Plan***

Client: AECOM

Dates: 2018

### ***New Mobility Innovation Lab Roadmap***

Client: TransLink

Dates: 2017-18

### ***Evidence for All-Party Select Committee on Ride-Hailing***

Client: TransLink

Dates: 2017

### ***Regional Demand Management Strategy***

While Head of Mobility Management at TransLink

Dates: 2016

### ***Future of Driving Policy Paper***

While Head of Mobility Management at TransLink

Dates: 2016

### ***Edmonton Wayfinding Strategy***

Client: City of Edmonton

Dates: 2013-14

### ***UBC Campus Multi-modal Wayfinding Standards***

Client: University of British Columbia (various projects)

Dates: 2011-2018

### ***Vancouver Living Map***

Client: City of Vancouver

Dates: 2012

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Mobility Specialist



### PROFESSIONAL EXPERIENCE

2019 – Present

Senior Planner,  
EcoPlan International  
Vancouver, BC

2016 – 2019

Principal & Founder,  
Activate Planning,  
Vancouver, BC

2014 – 2016

Manager, Mobility  
Management,  
TransLink  
Burnaby, BC

2008 – 2014

Partner and North  
American Director,  
Applied Information  
Group,  
London, UK

2004 – 2008

Head of Mobility  
Management,  
Transport for London,  
London, UK

2000 – 2004

Head of Transport  
Strategy,  
London Borough of  
Bromley,  
London, UK

### ***Metro Vancouver Transit Wayfinding Standards***

Client: TransLink (various projects)

Dates: 2008-12

### ***Legible London project lead***

While Head of Mobility Management at TfL

Dates: 2008

### ***London Share the Road campaign strategy***

While Head of Mobility Management at TfL

Dates: 2007

### ***London Cycling Marketing Strategy***

While Head of Mobility Management at TfL

Dates: 2007

## ADVISORY ROLES

Chair of the City of Vancouver's Active Transportation Policy Council's Promotion Sub-Committee

BC Right to Bike organizing committee member

Board member of Walk 21 Vancouver organising committee

Chair of London European Partnership on Transport

Secretary to UK National TravelWise Association

Transport for London's advisor to the London Walking Advisory Panel

Invited speaker at seminars held by ProWalkProBike, Transport Canada, CUTA, SEGD, APBP, TAC, Walk 21, VeloCity, Meet Bike, EPOMM, POLIS and Eurocities

