

# Meet the Associates

Paradigm Transportation Solutions Limited invites you to join us in congratulating and welcoming to ownership our inaugural group of associates. This resolute team of dedicated professionals will lead and evolve the company through its third decade and beyond.

These changes reflect our continued growth and evolution as a company. We aim to make space for everyone at the firm to grow, lead, mentor and have an impact. These changes allow us to expand our capacity to deliver excellent work at all levels.

We are proud of the contributions of our entire team who strive to make every project great, collaborating with our client and peer partners to create transportation solutions that leave our world a better place than we found it.



**paradigm**  
TRANSPORTATION SOLUTIONS LIMITED

Spring 2022



**Erica Bayley, P.Eng.**  
Senior Project Manager, Associate

Erica has 13 years of experience in the transportation engineering field and currently holds the role of Senior Project Manager at Paradigm. Throughout her career she has been involved in a wide variety of projects including transportation impact studies, transportation modeling, transportation demand management, traffic operations, parking studies, traffic calming studies, active transportation, travel surveys, public consultation, and project management.

She has a passion of transportation demand management and helping clients find creative solutions to reduce the reliance on single occupancy vehicles.

**Matt Brouwer, P.Eng.,**  
Senior Project Manager, Associate

Matt has 19 years of experience in the transportation engineering field and is currently a Senior Project Manager at Paradigm. Over his career, he has been involved with a wide variety of projects including transportation impact studies, transportation modeling, transportation demand management, traffic operations, parking studies, traffic calming studies, active transportation, travel surveys, public consultation, and project management.

In his life outside Paradigm, Matt is a columnist for The Curling News, an active member of the KW Granite Club, and a volunteer coach for youth sports (curling and baseball).



**Scott Catton. C.E.T.**  
Senior Project Manager, Associate

Scott has 16 years of private consulting experience in transportation planning and engineering in his role as Senior Project Manager for Paradigm. Over his career, Scott has proven expertise in streetscape design, active transportation, traffic calming, transportation demand management (TDM), traffic operations, travel demand forecasting, parking, and infrastructure design including small urban site developments, bicycle facilities, streetscape designs, traffic calming, pedestrian safety projects and functional designs.

Scott's critical thinking, data analysis, creative problem solving, and his ability to synthesize a wealth of data into concise and meaningful outputs are valuable asset.

# Josh de Boer, M.Eng. P.Eng., PTOE

Project Manager, Associate

Josh's 10 years as an experienced leader in the transportation engineering industry is supported by his strong technical skillset. His passion for supporting the healthy development of communities through the transportation engineering lens in both the public and private sectors, has revealed itself in a wide range of transportation studies. Over his career, Josh has effectively completed transportation master plans, class environmental assessments, transportation corridor studies and transportation impact studies in both urban and rural municipalities across Ontario.

Beyond this, Josh volunteers for various transportation groups and committees ITE, OTC, TAC, and ITS Canada, and presents project results at conferences and symposiums.



# Heather Hector, M.Eng. P.Eng., PTP

Transportation Engineer, Associate

Heather is a Transportation Engineer with six years experience gained in both municipal government public service and private consulting practice. Heather has been involved in a wide range of transportation planning and engineering projects with expertise in traffic operations analysis, transportation simulation modelling, parking studies, transportation impact studies, transportation policy planning, environmental assessment planning, transportation software applications and public meetings.

In addition to her role at Paradigm, Heather serves as the Communications Coordinator on the Toronto Section of the Canadian Institute of Transportation Engineers. She strives to engage young professionals to become involved in the transportation engineering profession.

# Adam Morrison, M.A.Sc., P.Eng.,

Transportation Engineer, Associate

Adam brings five years of experience in transportation, structural, environmental, and geotechnical engineering to his role as a Transportation Engineer for Paradigm. Over his career, Adam has been published in the Transportation Research Report (TRR) and invited to present at the Canadian Transportation Research Forum (CTRF) for his work in the field of transportation modeling of pipelines. Adam has volunteered his time to the profession, having served in multiple volunteer roles for the Institute of Transportation Engineers Student Chapter at the University of Waterloo, acting as Vice President for the 2016-17 year.

Through his work and outside interests, Adam is building his knowledge to be able to leave his mark on the world of transportation.





**Michelle Porter**  
Office Administrator, Associate

Michelle has over 18 years experience in office management. She oversees all Paradigm corporate relationships and day-to-day financial operations. Michelle is also responsible for quality control of our final work product.

Michelle is highly organized, motivated, and driven for success.

Outside of the office Michelle is a talented home renovator.

**Adrian Soo, P.Eng.,**  
Senior Project Manager, Associate

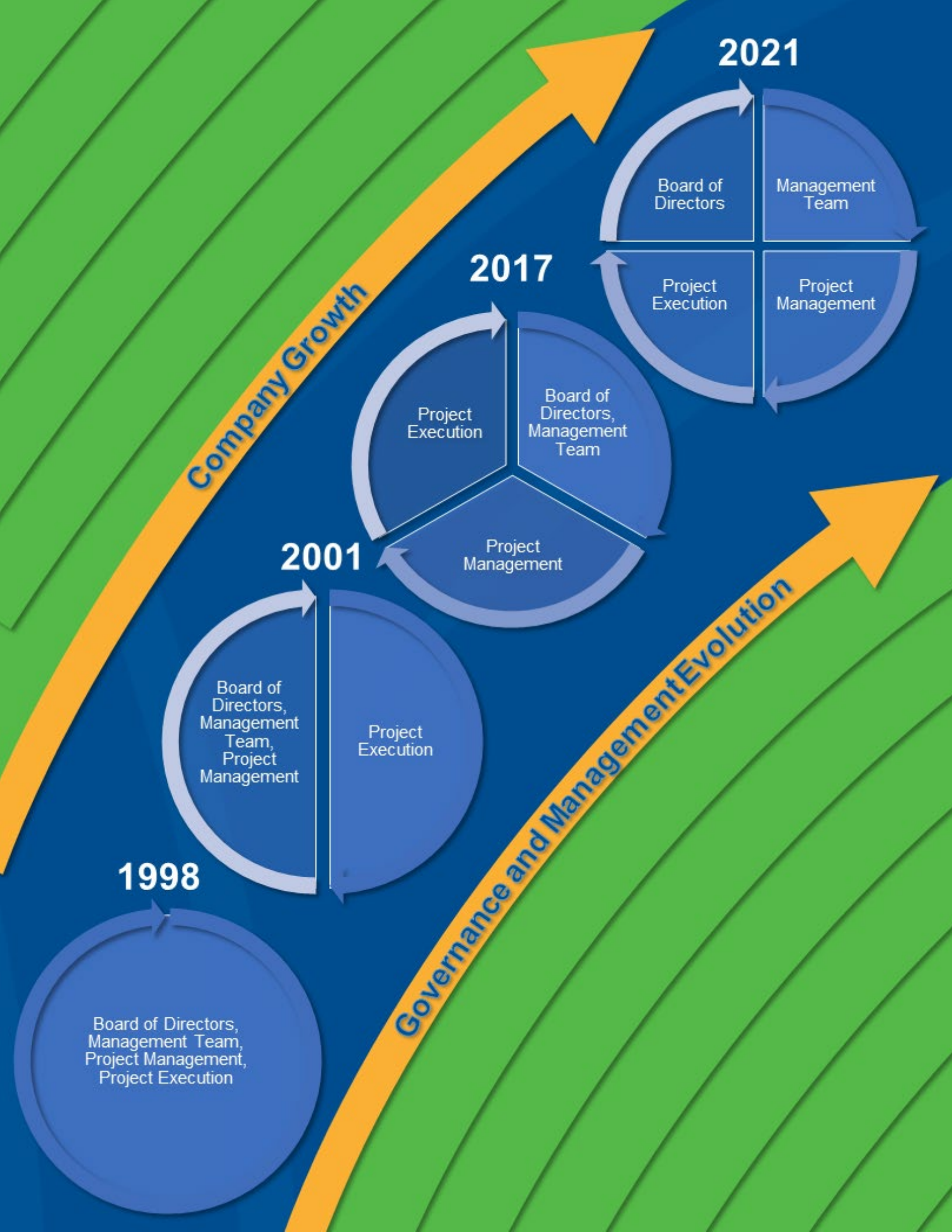
Adrian has over 14 years of professional experience in transportation planning, traffic engineering, and parking. As a Senior Project Manager, his primary responsibilities include undertaking and reviewing technical analyses, preparing reports, and presenting study findings in technical and public forums. He has specialized expertise in the use of transportation software including Synchro/SimTraffic for operational analyses as well as VISSIM and AIMSUN for various levels of micro-simulation modelling. Adrian's project experience includes a wide range and scale of assignments for a diverse range of clients. His experience spans transportation planning and engineering studies including traffic operations, traffic calming, peer review, transportation demand management, and environmental assessments.



**Andrew Steinsky, P.Eng., PTP**  
Transportation Engineer, Associate

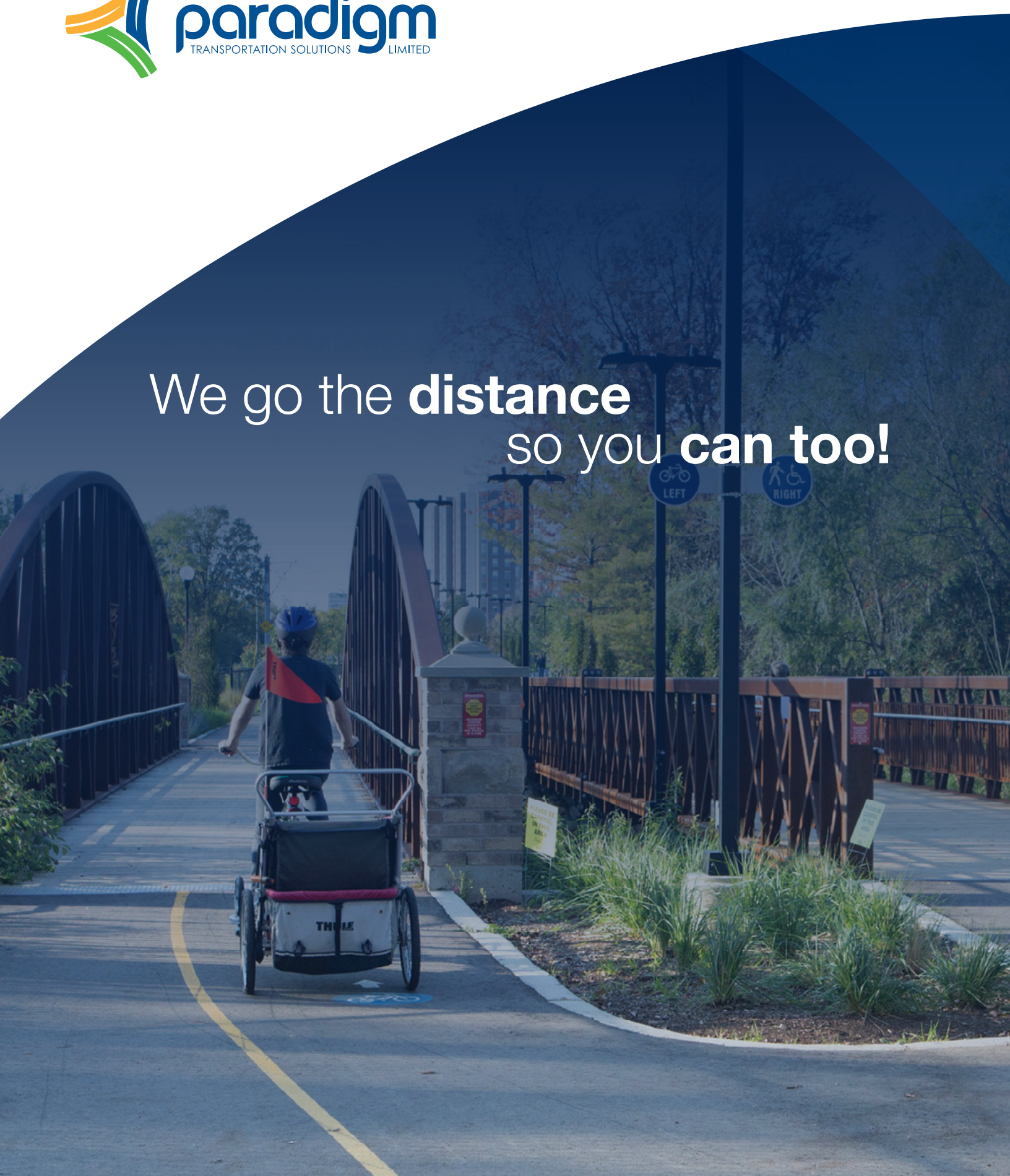
Andrew is a Transportation Engineer with six years of experience gained in the municipal government and private consulting sectors. Andrew has been involved in a wide variety of transportation planning and engineering projects with expertise in traffic operations analysis, transportation simulation modelling, parking studies, transportation impact studies, transportation software applications, GIS software applications and traffic data collection exercises. His responsibilities include research, undertaking and reviewing technical analyses, data management and processing, preparing, and reviewing reports, and completing field investigations. Andrew works on assignments for both our public and private sector clients.







We go the **distance**  
so you **can too!**

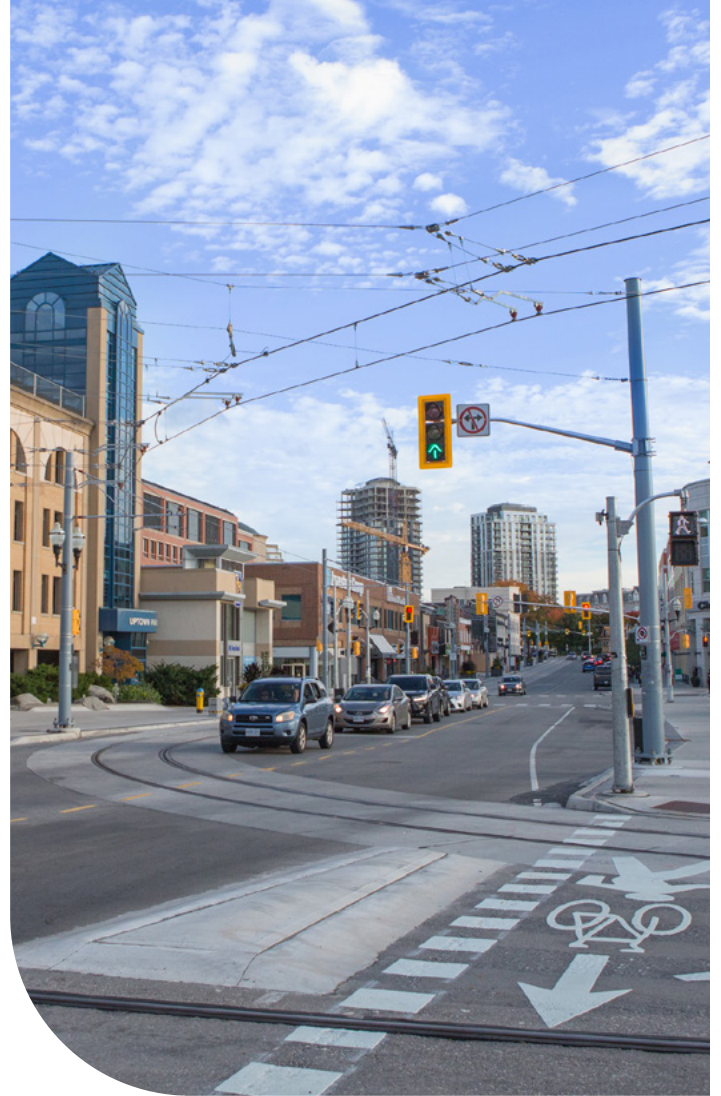


# Shift into the future

**Paradigm has more than 25 years of experience in successfully completing thousands of projects.**

We've built our strong reputation by truly understanding clients' requirements and having the depth of knowledge to be able to produce exactly what they need.

Through collaborative, creative and principled effort, our team of traffic engineering and transportation planning professionals develop mobility **solutions that exceed expectations and leave the world better than we found it.**



Here's  
what we  
**offer:**

## **Community Transportation Planning**

includes policies, master plans and travel demand forecasting to guide how the system develops and operates.

## **Active and Sustainable Transportation Planning**

supports a full range of environmentally friendly mobility options, including walking, cycling and transit.

## **Traffic Operations and Safety Analyses**

shows, in detail, how roads function now and how they can be made better.

[ptsl.com](http://ptsl.com)

# Paradigm puts you on **the right path**

Whether you're a municipality that needs a comprehensive transportation master plan or an expanding business looking for a thorough traffic impact assessment to get your project approved, Paradigm's specialized services mean **we can customize a solution that works, every time.**

At Paradigm, **we're proudly employee owned**, allowing us to remain focused on providing value-added, high-quality services to our clients.

We also actively **give back to our profession and communities** through volunteerism and philanthropy.



## **Transportation Impact Assessments**

demonstrates how developments can affect existing network users and provide solutions to address potential concerns.

## **Parking Planning**

determines current and future needs and offers creative advice for better managing demand.

## **Transportation Data Management**

includes our own unique, cost-effective strategies to quickly and accurately collect, manage and store traffic volumes, transit ridership, and pedestrian and cycling counts.

## **Expert Testimony and Peer Review**

Paradigm's senior professionals excel at managing complex land use planning, development and expropriation matters. We have conducted countless technical and peer reviews and provided expert testimony on more than 100 cases before tribunals.



# Paradigm gets you **moving**

- + A company that **understands the system** and **how to get things done**.
- + Experts who are **adept at handling complicated projects** involving multiple stakeholders.
- + Service that's **creative, nimble and responsive**.
- + A stable and growing consultancy that **respects and retains its employees and clients**.
- + Professionals who understand how to develop **data-driven, evidence-based, solutions** that are people- and planet-friendly, get results, and stand up over time.

Join the ranks of more than

# 5,000

successful transportation solutions.

**Contact us today!**



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**Connect with us**

Paradigm Transportation Solutions Limited