

CANADIAN URBAN TRANSIT ASSOCIATION LEADERSHIP AWARDS

13 NOVEMBER 2019 • CALGARY, ALBERTA



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CUTA AWARDS PROGRAM

The CUTA Awards program is a prestigious event that has been held at every conference since 2000. The program recognizes the achievements of CUTA transit systems and business members as well as employees and volunteers.

THANK YOU TO THE SPONSORS OF THE CUTA 2019 AWARDS PROGRAM



CORPORATE LEADERSHIP AWARD CATEGORIES

SAFETY AND SECURITY

The award recognizes transit organizations for their commitment to enhancing the safety and security of transit employees and/or customers through the development and implementation of effective safety and/or security programs. These initiatives may include programs that create and sustain a culture of safety within the workplace and result in exceptional service and security for the public..

ENVIRONMENTAL SUSTAINABILITY

This revised award category recognizes business and transit systems whose activities or projects demonstrate a significant contribution to sustainability and/or achieving a positive impact on current environmental issues and challenges facing the transit industry. The outcomes may include entirely new concepts, processes or redevelopment of existing equipment or processes that result in protection of scarce resources, cost saving or measurable environmental benefits..

INNOVATION

This revised award category includes a new focus on technological as well as process innovations that break with convention and extend beyond marginal improvements in products or services. The outcomes may include any of the following that result in increased operational efficiency or cost savings: new technical processes or equipment, new non-technical processes (e.g. training), redevelopment of existing technical or non-technical processes or redevelopment of existing equipment.

MARKETING AND COMMUNICATIONS

This award recognizes an exceptional development and implementation of marketing and communications initiatives including advertising, corporate communications, and public relations.

THANK YOU TO THE MEMBERS OF THE CUTA 2019 AWARDS SUB-COMMITTEE

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Sarah Phillips
BC Transit

Christine Terin
York Region Transit

Marc-André Varin
Association du transport
urbain du Québec

INDIVIDUAL LEADERSHIP AWARD CATEGORIES

HEROISM

This award recognizes individuals who have performed a heroic act. The act must be one in which no full measure of responsibility exists between the individual and the endangered party and must go above and beyond the call of duty.

EXCELLENCE

This award recognizes a single major contribution made by an individual, which has resulted in the betterment of a public transit initiative on behalf of their organizations. This could be awarded to an employee of a CUTA member, a volunteer or a community advocate.

EDWARD J. DOWLING DISTINGUISHED SERVICE

This renamed award category recognizes individuals in our industry who have demonstrated superior and outstanding service over a period of ten years, or more, as a public transit professional. The Edward J. Dowling award is meant to recognize an employee, of a CUTA member who has furthered the standing of the public transit profession in Canada through professional practice and/or personal relations.

WILLIAM G. ROSS LIFETIME ACHIEVEMENT

Named after CUTA's first president (1904-1906), the William G. Ross Lifetime Achievement award is a prestigious public transit honour, awarded to an individual with exceptional involvement in the promotion and practice of public transit in Canada. The award recognizes the outstanding and consistent effort of a transit employee/advocate for a minimum of 25 years of service who, through their dedication and commitment, has led to the advancement and betterment of the public transit practice as a whole. The William G. Ross Award winners will be inducted in CUTA's Hall of Fame.

SAFETY AND SECURITY



LONDON TRANSIT COMMISSION - MENTAL HEALTH STRATEGY

In support of psychological health and safety of all employees, London Transit implemented a Mental Health Strategy with a vision that calls for employees that are resilient in the face of personal and workplace challenges. Together with London Transit's Wellness Committee, ATU Local 741 Executive, and a mental health consultant, London Transit developed a custom training program for all employees on the topic of mental health in general, with a strong focus on resiliency, and with tips and strategies to manage mental health. The training module is tailored to address current issues specific to public transit which aids in the transfer of knowledge from the classroom to on-the-job situations.

The Commission's Mental Health Strategy included a development of resiliency training for all employees, in alignment with London Transit's strategic goals, focusing on a culture free from stigma, recognizing mental health as essential to quality of life, and ensuring that organizational supports are available. The training module is highly interactive, designed specifically for a transit environment and situations that London Transit employees encounter. It includes multimedia content, including five short videos, a PowerPoint presentation, individual work, small group work and whole group work, brainstorming and discussion, homework and a knowledge verification assignment to demonstrate achievement of course objectives. In addition, each participant is provided with a London Transit custom-designed toolkit including contact information, resources, and self-help activities to take home.

London Transit recognizes that psychological wellness continues to have a significant and direct impact on overall attendance, in terms of sporadic lost time days, "presenteeism" (attending work, but the mind is elsewhere) and workspace safety insurance claims. The training module will be evaluated in terms of impact on overall lost time, reduction of the stigma in the workforce and overall utilization of internal and external supports and services. London Transit has offered the training program to other transit systems given it was developed specifically for situations that could arise for transit employees.



RÉSEAU DE TRANSPORT DE LA CAPITALE - ENVIRONMENTAL CERTIFICATION

The Réseau de transport de la Capitale (RTC) obtained the platinum level Clé Verte environmental certification (the highest level available) from the company Nature-Action in April 2019. The certification recognizes environmentally friendly standards and practices while addressing the need to improve the quality of the environment both on a local and global level. It also represents enhanced protection for the health of transit workers and residents and provides assurance that each certified workplace has been audited by an independent third party, not-for-profit organization. The recognition criteria are based on government-regulated obligations and best practices among staff, and cover four categories: residual materials, the indoor environment, the outdoor environment and employee awareness. RTC became the first transit authority in Québec to obtain this kind of certification.

The objective of this program is to ensure environmentally responsible and effective management of residual and hazardous materials generated during RTC operations. As part of the compliance audit, a number of criteria had to be met; these included satisfactory management of residual and dangerous materials, the quality of the indoor and outdoor environment, and a communication and awareness program for RTC employees. Over 300 maintenance team employees completed training for the certification.

The project generated several benefits, including an employee workspace designed to the highest standards; an identification system and clear instructions for disposal of various materials; and improved efficiency of RTC operations. With this certification, RTC becomes a leader in environmental responsibility and an example for the entire transportation industry. This approach to excellence is reflected both in terms of the quality of the workplace for employees at RTC facilities and in terms of clients and citizens using the Québec City transportation network.





SOCIÉTÉ DE TRANSPORT DE MONTRÉAL - MÉTRO CAR RECYCLING

The new AZUR métro cars were introduced to replace the original MR-63 cars. As sustainable development is a key part of its operations, the Société de transport de Montréal (STM) endeavoured to maximize the environmental, social and economic benefits of disposing of the 333 old cars. The program had several objectives, including: diverting as many materials from landfill as possible; reusing parts in other cars or selling them to the public; preserving heritage by donating a car to a museum; and promoting the circular economy by supporting projects conducted by third parties to give cars a second life.

The fate of the MR-63 cars was important to employees, customers and Montréalers alike. An integrated communications plan was used to inform them of the major steps involved: presentation of second life projects, latest details concerning recycling quotas, and refurbishment of the car for the Museum. The farewell tour of the last MR-63 train in June 2018 showcased the different stages of the reclamation of the cars through a media event. An internal and external communications team provided information about the project in real time on social media, in traditional media and in internal media.

This project has kept 7,015 of the 8,063 tons (87%) contained in the 333 cars out of landfills. 172 different types of parts have been reused, which has generated considerable savings. The STM sold hundreds of items during a garage sale. In addition, five special projects led by artists, architects, universities, not-for-profits and developers transformed the cars into public works of art or used them for training purposes, thus highlighting their value as heritage items. Employees returned the inaugural car to its original look before sending it to the Canadian Railway Museum.

This project demonstrates the many ways to reclaim residual materials and reuse cars or their parts. It has inspired other transit authorities around the world, and helped agencies find innovative solutions to dispose of cars at the end of their service life. Sustainable development in transportation must go beyond reducing greenhouse gases and must be incorporated into infrastructure and vehicles at the end of their service life. This initiative demonstrates the potential of the circular economy where one party's residual materials become another party's raw materials.



BELLEVILLE TRANSIT COMBINED WITH PANTONIUM INC. - ON-DEMAND TRANSIT

Belleville Transit implemented an on-demand transit scheme for low ridership periods. The project started as a pilot, and it has resulted in continuous success. Ridership has increased by 300%, and per vehicle mileage has decreased by 30% during that period. The transit agency's goal was to develop and deploy the most productive on-demand transit service in Canadian history. Many transit systems have provided "dial-a-bus" services for decades. However, no-one has deployed an on-demand service using automated intelligence powered routing and scheduling for full sized buses. The objectives were to reduce the mileage of buses, grow ridership, and increase the service area covered by nighttime transit.

Working with Pantonium, a software company in Toronto, Belleville Transit fused new IT innovations with operational realities of public transit. Funding was secured from the city and the Ontario government. Making the system function autonomously and using full-sized buses was the critical decision. Standard 40-foot buses are used, as they are during the rest of the day. The IT solution allows riders to book trips in the evening and have them assigned to vehicles instantly rather than with 24 hours' notice. The implementation was cost-effective, and the increased ridership and fares collected paid back the initial technology investment in four months.

The main lever of positive cost/benefit ratio comes from increasing the productivity and coverage of conventional bus services. For a conventional bus service in a small town at nighttime it is difficult to offer convenient and frequent bus service without great inefficiency. Belleville's original fixed-route night bus service saw less than five rides per service hour. By shifting to on-demand with optimization the rides per service hour can reach as high as 30. This means far more riders with the same operational cost. The project has been a great success.





ST. CATHARINES TRANSIT COMMISSION - MOBILE TICKETING

In 2019, St. Catharines Transit launched a mobile ticketing solution that was integrated through Transit’s trip planning app. This integration was the first of its kind in North America, and it allows customers to plan a trip, purchase a ticket, use the ticket and track their bus, all in one convenient app. This integration was developed as a partnership between St. Catharines Transit, Masabi Ltd., and the Transit app. The objectives were to improve the customers’ experience by providing everything in one app, as well as to introduce mobile ticketing to the agency’s customers for the first time.

St. Catharines Transit communicated the objectives internally through several meetings, memos on notice boards and training. Every bus operator received individual training on the new mobile ticketing option. Externally, the objectives were communicated through a survey, through notification via the existing app, and physical print materials in the bus terminal and on buses. This project was very cost-effective, and has proven that in the long term, mobile ticketing is more cost effective than the current form of fare collection. St. Catharines Transit is already looking to build on the initial project by expanding it to accept contactless payment cards, Apple Pay, and Google Pay. The agency is also looking at pilots for regional transit fare integration.

Adoption rates have been very impressive and demonstrate how much customers value the mobile ticketing integration. The adoption rate increased from 2.3% to 9.1% in the first three months. Since implementation, St. Catharines has been contacted by several transit agencies across North America. Many of these contacts, after hearing about the project, believe that the ticketing integration with an app is the future of fare payments in transit.



YORK REGION TRANSIT - MOBILITY ON-REQUEST

In the less populated rural areas of the Regional Municipality of York, traditional York Region Transit (YRT) services cannot easily reach all citizens and is cost prohibitive. To help alleviate cost pressures, YRT launched Mobility On-Request (MOR) in the towns of East Gwillimbury, Georgina, and Aurora. The demand-responsive program uses sedans, minivans or small buses to deliver service.

The objective of MOR is to connect travellers to larger regional transit networks or community hubs. Positive outcomes of MOR include expanded service area and increased ridership in rural areas, connections to main transit corridors, promotion of public transit, and reduced car use. A traveller can book a ride up to 60 minutes in advance of their trip by calling the MOR contact centre; staff use scheduling software to book the requested trip. A YRT-marked vehicle picks the customer up at their address and drops them off at their requested stop within a predetermined geographic area. This is done for the same fare as conventional transit, and transfers are issued for continuation on fixed-route services. Rides may be shared. A later pilot of the MOR project tried a different approach, with a self-serve app to book their trip and pay their fare.

MOR service was developed using the same service delivery model, call centre and software as YRT’s Mobility Plus para-transit service. These two services are now integrated utilizing the existing resources in place that formally only served Mobility Plus customers. YRT is the first transit agency in Canada to do this.

Mobility On-Request has experienced continual ridership growth since it launched, with increases as high as 40% per year. With the ongoing success of MOR, YRT will expand the MOR app to all system users in the service areas. Other plans also include adding service to additional rural areas and GO Stations. In addition, staff will be converting select under-utilized conventional routes to MOR services. This benefits all citizens of the Region by providing a much-needed demand responsive service, with a lower cost option.



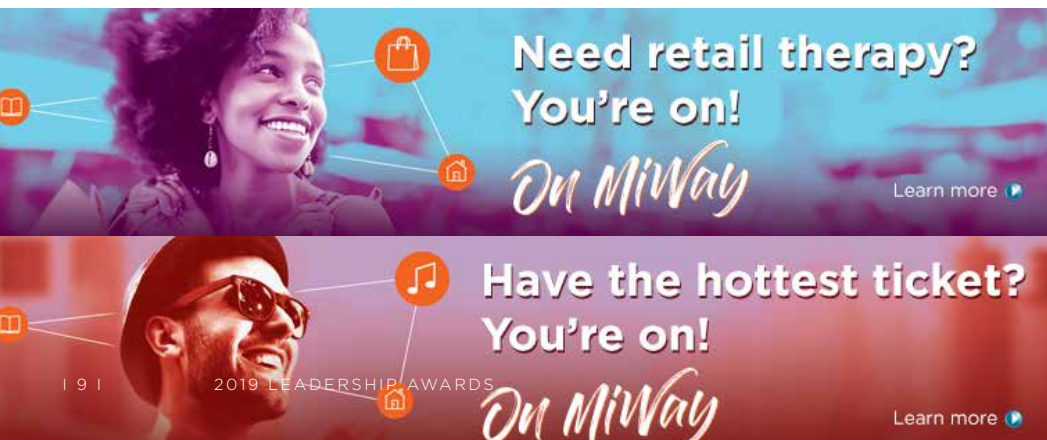


MIWAY - "ON MIWAY" YOUTH CAMPAIGN

The goals of the 2018 "On MiWay" advertising campaign were to increase transit ridership and create long-term customers among students and youth, while educating parents about MiWay, who want their kids to be independent and safe, so they don't have to chauffeur them around. A key objective was to increase brand awareness and affinity by reaching students with high-impact creative. The campaign strategically focused on the more emotional reasons to take a bus, getting to the fun things youth like to do.

Research shows that the younger crowd likes to play or go to sporting events, music festivals, shopping and hanging out with friends. The On MiWay campaign spoke to these moments by depicting the breezy and energetic lives of students, each one of them "On MiWay" to somewhere they want to be. The emotional reasons to choose transit over a vehicle journey become vital because, although we like to think we are rational and sensible decision makers, marketers know that emotions always affect a decision. The campaign had a media and production budget of \$115,000. About 60% was allocated to out-of-home media, including theatre ads, bus and shelter ads, and post-secondary campus media; while 40% was allocated to digital and social media, including Spotify, Snapchat, YouTube, Weather Network, Google Display Network, Facebook and Instagram ads.

The campaign was highly successful at engaging youth to build brand equity and drive ridership growth. There were over 37,000 sessions to the campaign website – the most ever to a MiWay campaign site – more than doubling the performance benchmark. Google Display Network ads generated 24,994 clicks with a 352,344 reach, exceeding benchmarks. Facebook drew 180,750 total engagements, with the highest engagement rate of any MiWay campaign to date. The Snapchat camera filter was shared almost 1,200 times reaching 21,765 users, showing an extensive youth audience wanted to "be part" of MiWay's campaign and promote that brand affinity amongst their friends. Ridership growth was also noted, as Youth PRESTO trips increased year-over-year by 28% in the first month, and by 36% in the second.



NEW FLYER - ELECTRIC BUS BRANDING

With greater commitment to zero-emission adoption across Canada, transit agencies and industry stakeholders need information that empowers informed decision making, a place to learn in a hands-on environment, and education in new propulsion technology and innovative solutions that meet real-world demands. New Flyer is building credibility as a trusted zero-emissions bus manufacturer by delivering content through digital, social, in-person (classroom), and video, while also redefining the New Flyer electric bus brand to be innovative, fresh, and exciting. This creates excitement in communities, transit agencies, and industry stakeholders, aiding in electric bus adoption and increasing ridership.

Decision-makers need to demonstrate progress to their communities, and there is a need for in-depth knowledge across the industry with respect to electric bus technology, procurements, government grants, and infrastructure development. In response, New Flyer rebranded the electric bus to highlight its innovative features. The company focused its efforts on comprehensive and consistent branding, thought and content leadership, and zero-emission education, while executing a campaign that strategically positioned New Flyer in the electric bus industry. The company has established New Flyer and the Vehicle Innovation Centre as an industry destination for learning, collaboration, and research.

Overall this comprehensive campaign has increased public awareness of New Flyer. The campaign hosted over 1,500 industry leaders at the Vehicle Innovation Centre, including transit properties, decision makers, media, investors, colleges, and other organizations. More than 50 positive media articles were received from many different publications. The campaign realized 1,188,553 impressions on Twitter, 738,766 impressions on Facebook, and 20,896 views of nine campaign YouTube videos. As a result, electric mobility continues to gain momentum with government leaders and transit agencies, and New Flyer will continue to lead the industry in zero-emission education, training and adoption, by providing clean, quiet, sustainable mobility solutions for cities across the continent.





SOCIÉTÉ DE TRANSPORT DE LAVAL - NEW BRANDING CONCEPT

In June 2019, the Société de transport de Laval (STL) launched its new branded platform with a new customer promise: “Rendre le transport en commun, hors du commun” [Making public transit extraordinary], a concept that both underpins the agency’s innovative campaigns and offers and addresses current and future employees. The concept was created by the STL and the Forsman & Bodenfors agency. The objectives of this approach were to increase the appeal of public transit, refresh the STL’s image, improve advertising flexibility, embody the company’s innovative nature and reinforce employees’ sense of ownership.

The selected slogan is not only a promise to customers, but also a play on words that calls to mind the community and the common good. The slogan distinguishes the innovative aspects of our service while also addressing current and future employees and strengthening our employer brand. The concept includes a photo bank, new corporate colours and a set of images. It will form the basis of future STL campaigns at a minimal cost of just \$100,000. The campaign helped to brighten up our stations, which are often decorated in neutral colours. The three new colours (indigo blue, aqua blue and coral red) distinguish the STL from other operators in Québec, who often use blue and green.

The customer-focused launch strategy used visual advertising across the network: buses (exterior and interior), bus shelters, terminal windows, newsletters, social media. To increase awareness among the general public, video and printed advertisements were placed in bars and restaurants in Laval and in some local and daily newspapers. The video is an important element: its dissemination both internally and externally contributed significantly to the campaign’s success. This was especially true for social media, with 40,000+ people reached, 23,000 views and 2,000+ interactions.

Internally, a special event was held bringing together 250+ employees for three performances. A poster campaign was introduced, and the videos were shown on the company intranet and screens. All employees personally received a reusable bottle with the slogan “Je suis hors du commun” [I am extraordinary] from their immediate supervisor, as a thank you gift; the distribution cascade from the Executive Director proved a great success for managers and employees.



SOCIÉTÉ DE TRANSPORT DE MONTRÉAL - EMPLOYEE RECRUITMENT STRATEGY

Retirements, major construction and renovation projects, and a market where there is full employment make it difficult to recruit the workforce needed to achieve the Société de transport de Montréal (STM) 2025 Strategic Organizational Plan. There is an acute labour shortage and the organization needs to stand out in a highly competitive market. The STM needed to step up its efforts and launched a campaign of unprecedented scale in the fall of 2018, with the support of the Publicis public relations firm. The STM’s mass communication method used a media mix of billboards, TV, web, social media, PR and events. It aimed to boost the STM’s reputation as an employer of choice and to maximize the number of résumés that it receives to meet its needs.

This strategy was supported by a range of far-reaching methods. A microsite facilitated the recruitment process, and allowed STM to collect a high volume of résumés. A graphics platform was developed specifically for this campaign, highlighting key employees representing the variety of positions on offer. An ambassador program allowed employees and managers to highlight their job or role. They were also featured in short videos. The hashtag #stmemplois was created for this campaign. Two métro stations with high traffic were wrapped with campaign ads. A 60-second advertising message was developed for television, along with six short videos for social media, YouTube and the STM website. There were also networking events to attract candidates’ attention, specifically in IT and engineering.

The campaign was a huge success. STM received 14,593 applications via the microsite, which was almost three times the target. Of this figure, 27% were relevant. A web survey conducted with an external panel yielded very positive results. The STM ranked first among companies spontaneously mentioned as employers of choice in Montréal. STM is also the employer that people think of most often when recruiting. More than two-thirds of respondents would be interested in working at the STM. Several winning elements of this project could be replicated as most companies, including the transportation industry, are affected by recruitment issues. Its customers, and generate a major media impact. This STM initiative can inspire other transit authorities to delve into their history and heritage and create campaigns that resonate with their customers.





**TORONTO TRANSIT COMMISSION -
#THISISWHERE ANTI-HARASSMENT CAMPAIGN**

In September 2017, the Toronto Transit Commission (TTC) launched the #ThisIsWhere communications and marketing campaign. The objective of the campaign was to increase awareness and usage of tools to combat harassment on the TTC, especially the new SafeTTC app. Initially set out to focus on sexual assault, the scope of the campaign was broadened during research and consultation to address harassment based on race, sexual orientation, disability and age. The TTC wanted to be among the first transit organizations to take ownership of harassment issues. Though the TTC risked generating fear of harassment, the #ThisIsWhere campaign succeeded at beginning a conversation and achieving its aforementioned objectives.

The #ThisIsWhere campaign had a budget of \$220,000 and was based largely on print media. The TTC developed a series of ten posters based on real reports from customers who had experienced harassment on transit, and one explainer poster promoting the SafeTTC app and other ways to combat harassment. The posters were rolled out in vehicles and across the commission to emphasize the point that harassment happens everywhere. Other campaign materials included digital versions of the posters for TV screens and social media, a "streeter" that explained the benefits of the SafeTTC app, and a microsite where customers could find more information and get involved in the conversation via Twitter. The campaign was launched at a news conference in a TTC station.

This campaign succeeded in raising awareness and use of the SafeTTC app and other tools to combat sexual harassment. Within seven months of the campaign's launch, the app was downloaded more than 7,000 times, a number comparable to projects at similar-sized transit systems. More than 1120 reports were made to Transit Control using the app during that space of time, with 55 reports resulting in investigations. The annual rate of offences against customers dropped 2.5 per cent between 2016 and 2017. In addition, the earned media coverage that the campaign generated had a reach of 38 million, which was mostly positive or neutral in tone. Reports covered the campaign roll-out, the app and the TTC's motivation for the campaign. Reception on social media was mixed, but generally more positive than negative.

HEROISM



**YVAN COULOMBE - RÉSEAU DE
TRANSPORT DE LA CAPITALE**

The incident took place on the night of January 28, 2019 at approximately 1:15 a.m., on Henri Bourassa Boulevard in Québec City. Yvan Couombe, a driver at the Réseau de transport de la Capitale (RTC), was driving a Métrobus when a car entered the intersection at high speed on a red light. The motorist then lost control of the vehicle and hit the bus on the driver's side; the impact was inevitable. Yvan saw that the vehicle was burning. He promptly notified the RTC control room and then approached the car. He noticed that the driver was unconscious. After many attempts, and risking his own life, Yvan finally managed

to pull the driver from the burning car a few moments before it exploded.

It was difficult for Yvan to get the motorist out of the vehicle; the seatbelt, stuck under the gearshift lever, was trapping him. With great perseverance and composure, he managed to remove the motorist from the car. He then returned to the car to make sure there were no other occupants. He moved away from the vehicle a few moments before it exploded. Since the motorist was unconscious, he would very likely have died had it not been for Yvan's courageous intervention. The police and firefighters quickly concluded that he had saved the motorist's life. Québec City's emergency services emphasized the heroism of our driver.

Yvan's colleagues recognized and highlighted this act of bravery. This heroic event has had a positive impact on the image of the public transit driver profession. Yvan demonstrated that the driver's role is of huge importance in our community and goes beyond simply driving the bus. Although aware of the risks involved in such an intervention, Yvan humbly stated that his action was normal and that anyone would have done the same thing. Yvan Couombe recently began his career as a bus driver, and he was still on probation at the time of the event.





CHARLES PEARSON - EDMONTON TRANSIT SERVICE

On April 27, 2018, Chuck Pearson responded to an emergency situation. As he was walking through the parking lot at DL MacDonald (DLM) LRT Operations and Maintenance Facility in Edmonton, he witnessed a trespasser who jumped off the top of a CN Train and ran into the DLM. Chuck followed and yelled for him to stop as he was entering the building. Although Chuck instructed him to leave, the trespasser jumped a small swing gate, ran up the gantry stairs, and jumped on top of an LRT car that was parked inside the shop. This is a deadly place to be as the high voltage lines are right beside his head. Thinking quickly, Chuck shut the high voltage lines off, eliminating the hazard. Immediately after the lines were powered down, the trespasser grabbed the wires. Had they been energized; he would have been killed. Chuck saved his life.

Without Chuck's specific knowledge of the DLM facility and understanding of the overhead power lines, he would not have known how to shut the power off with such critical immediacy. Using his radio to communicate the situation to LRT Control, the police were contacted. Chuck continued to speak to the trespasser in order to keep him calm and as safe as possible until the police arrived. Once the police arrived, they were able to talk him down from atop the LRT car, and then detained and removed the trespasser from the site.

After the event, an evaluation of procedures, training and engineering controls was conducted. A number of safety enhancements were made to eliminate the possibility of a trespasser from being able to find their way into a situation like that again. Transit-wide training took place and now everyone who works within the DLM knows how to shut off power in the manner that Chuck did that day.



FRANÇOIS CARRIÈRE - RÉSEAU DE TRANSPORT DE LONGUEUIL

François Carrière has been an employee of the Réseau de transport de Longueuil (RTL) for 33 years and has been head of operations for the Champlain Bridge reserved lane for 20 years. This reserved lane is the only highway contraflow lane in Canada and presents major daily operational issues, which he has consistently handled with great skill. He helped develop the protocol for use of the reserved lane, thereby ensuring the safe and timely passage of 20,000 customers travelling on over 400 buses during peak hours. He has been faced with a number of major challenges

linked to the daily commute of thousands of customers between the South Shore and downtown Montréal. These have included several major works, as well as one crisis situation involving a structural problem with the Champlain Bridge.

He acted as resource person for the different authorities during the structural problem on the Champlain Bridge. His ideas regarding traffic and a signalling system to ensure user safety were taken into consideration; as a result, good service was maintained during a six-month closure of the site. A great problem-solver, he is known to think outside the box and his original ideas have helped remove some of the challenges around public transit. In particular, during the work on the new replacement bridge, he supported a bold measure to relocate a traffic signal on Autoroute 15 North, allowing buses to merge back into the reserved lane in the opposite direction. This measure proved successful, extending the use of the lane during the afternoon rush hour. As a result, the lane was usable for seven months longer than planned.

Both innovative and down-to-earth, he brought a burst of creativity to the operations teams and pushed the partners to rethink their habits. Thanks to such ideas, RTL and exo transit customers benefited from mitigation measures that allowed their journeys between the South Shore and Montréal to continue throughout the work on and around the old Champlain Bridge, the replacement bridge, and the Taschereau interchange, as well as the REM light metro construction. The project to convert the Bonaventure Expressway to a raised urban boulevard is another example of the success of his proposed measures. He recommended opening a reserved lane for a period of five years on a local street to bypass the work on the Bonaventure Expressway.





BENOÎT CLAIROUX - SOCIÉTÉ DE TRANSPORT DE MONTRÉAL

Benoît Clairoux has been a communications advisor at the Société de transport de Montréal (STM) since 2002 and is an accomplished transit historian. His passion for the history of public transit has inspired several projects: the 40th anniversary of the métro (2006), the 150th anniversary of Montréal public transit (2011), the 50th anniversary of the métro (2016) and the 100th anniversary of Montréal's buses (2019). He has published countless documents, scanned thousands of archive photos, given dozens of interviews and delivered many lectures. Benoît has published two books on the Montréal métro and is currently co-authoring, with three specialists,

the first book exclusively about the Montréal bus network. Since 2017, he has offered public art tours of métro stations during the Journées de la culture. To mark the 100th anniversary of Montréal's bus service, he is preparing a vintage bus tour of the first neighbourhood with bus service, in collaboration with the local history society.

Benoît Clairoux knows how to communicate his passion for the history of public transit in Montréal to the public and has raised the métro's visibility. Since 2002, he has regularly published articles in the daily newspaper Metro about the history of Montréal's métro, buses and trams, weaving close ties with other public transit historians. For the 150th anniversary of Montréal's public transit network, Benoît had the idea of making up a métro train: three cars were decorated in a retro theme, three in a contemporary theme and three in a futuristic theme, both on the outside of the cars and in the inside advertising spaces. Since 2011, Benoît has regularly posted historical photo albums on the STM Facebook page showing different aspects of the company. These albums are highly appreciated by visitors and create a dialogue between the STM and its customers. His initiatives are helping to boost Montréalers' pride in their métro and bus networks by showcasing some little-known facts and a wide range of anecdotes. He also helps demystify how the company works to develop a better understanding of public transit issues.

Benoît Clairoux is now considered to be the STM's very own historian. He is a go-to authority within the organization, as well as for the media and anyone searching for information on Montréal's public transit network. In addition to his work on the Montréal métro and bus services, Benoît has been deeply involved in many community projects, specifically books, films, web clips, television series, interpretive plaques and even exhibitions. Publications relating to historical themes are some of the most popular items on the STM's social media platforms. This multitude of initiatives has helped Benoît Clairoux reach thousands of people, either directly or indirectly over the years.



SCOTT GILLNER - BRAMPTON TRANSIT

Scott Gillner has greatly contributed to the standardization of the transit electrification process by being the transit champion for CUTRIC's Pan-Canadian Electric Bus Demonstration & Integration Trial. This project focuses on the deployment of standardized electric buses and infrastructure across Canada. Scott serves as a Project Manager at Brampton Transit, but equally important is his leadership of the national project, which has resulted in increased interest from transit agencies in electrification. Scott has assisted in identifying barriers towards electrification like the lack of engineering capacity and technology awareness in Canadian transit

agencies and has supported CUTRIC in its outreach efforts to federal, provincial and municipal governments to promote the project.

Scott has demonstrated excellence in service to the profession of transit by articulating a clear, scientifically informed and forward-thinking vision for electrification of transit services. His presentations, reports, and contributions to CUTRIC Consultation and OEM Working Group Sessions with project partners has been clear, concise, informed and invaluable. During a difficult period following the cancellation of previously awarded funding of approximately \$8M from Ontario's Climate Action Fund, Scott worked diligently with CUTRIC to develop alternative mechanisms for identifying funding at Brampton, including direct lobbying of ministers' offices with a Low-Carbon Economy Fund bid on behalf of the project, and pursuing innovative Public-Private-Partnership (P3) frameworks that could work in Brampton for ebus electrification and potentially full fleet electrification. Scott's championship is without parallel in terms of overcoming challenge after challenge.

Scott's involvement in this project has resulted in one Brampton Transit route being designated for immediate electrification in Brampton. This outcome will result in up to \$430,000 per year in savings for the City when comparing the cost of operating electric buses versus diesel buses. The application will save the City up to 1,610 tonnes in greenhouse gases, which helps to avoid pollution and reduce climate change inducing emissions.

Without Scott's engagement, this project would not have survived as long as it has. Scott's leadership has made Brampton an electrification leader. It has helped to shape a local culture. And it is helping to spearhead dynamic and long-lasting change within the Canadian and North American transit industry.



MIKE LANDRY - BRAMPTON TRANSIT

Mike Landry has been an Operator with Brampton Transit for 19 years. Brampton is culturally diverse, and after greeting thousands of customers of different backgrounds over the years, Mike was inspired to learn Punjabi, one of the city's most spoken languages. In 2015, he greeted a group of men boarding his bus with the one Punjabi word he knew at the time "satsriakaal" - a common greeting among Sikhs. Since then, riders have helped him learn the language, which he now speaks fluently. Mike's initiative to learn Punjabi, to better connect with a large community in Brampton, is an inspiration to spread positivity.

Mike's actions are the epitome of excellence to his profession. An Operator's expectations are to provide a safe and timely journey for their

passengers; however, his learning of another language to bond with his riders - at his own doing - goes above and beyond the expectations of any position in the transit industry. In his own words, Mike says his desire to learn Punjabi was because "you start to make friends... when there's laughter on the bus, there's that joy and that kind of spirit... you look forward to coming to work." Mike was quiet about his achievement. Brampton Transit became aware of his fluency in Punjabi through social media; a video was shared on Twitter showing Mike speaking Punjabi with a rider. Since then, the popularity of other riders' videos gained the attention of local media.

Mike's small gesture has reverberated across the city of Brampton. He was honoured for his respect towards the Punjabi culture at an event hosted by a local Punjabi group. His achievement has inspired positive comments and reactions on social media and online news articles from Brampton residents, transit users, and local politicians alike. It has also resonated with Canadians across the country, with some recognizing online that his actions are bringing people together and bridging cultures. In a media interview, a Brampton Transit user said Mike's ability to speak Punjabi is helpful to the community, especially for elderly Punjabi speakers who may need help but do not know how to ask for it in English. Mike's achievement will inspire other Brampton Transit staff to be creative in their own ways in building up our community.

Mike's humility about his personal achievement is the perfect example of the City of Brampton's core values: Courage, Trust, Compassion and Integrity. He went beyond the call of duty to represent Brampton Transit as a friendly organization that cares about its customers.



WAYNE MANDRYK

Wayne Mandryk began his long and distinguished transit career designing and building the first bi-level commuter rail car for Ontario's GO Train system, using his training in Mechanical Engineering to advance public transit. He then joined City of Edmonton as a Transit Research Engineer and progressed to be Director of Transit's Plant & Equipment before becoming the Manager of Edmonton Transit. Wayne has a wealth of knowledge and expertise in transit that he has willingly shared. Leadership is a team effort and Wayne is an exemplary team member. He has advanced

universal accessibility, including choosing low floor buses in 1993, the first major city in North America to do so. His willingness to implement new approaches to customer service such as bike racks on buses and early adoption of technology for customer information has meant that others saw what could be done. More recently, he led the P3 project to build the Valley LRT Line, the single biggest infrastructure project in Edmonton's history. His leadership and passion for transit inspired many to join him in adopting innovations to advance public transit policies and practices creating better, more sustainable, safe and healthy communities.

Wayne and his team willingly and enthusiastically shared their work with others. The Horizon 2000 bus network redesign was a massive effort at the time and heralded a new era of customer engagement. Expanding the Edmonton LRT through the oil bust of the 1990s was no small feat. Wayne participated in many Council meetings and public hearings bringing forward options and technical expertise to build an extensive system for future generations to access. His vision and efforts to advance accessibility makes Edmonton one of the most accessible communities in the country. His early efforts led the way for others to see what's possible especially in Canada's most northern metropolis.

Wayne's transit career is lengthy and his contributions extensive. He recognized early on how important 'getting around' is for individuals to participate in their communities. He built better transit for future generations to access. Wayne's willingness to share innovations in advancing public transit supported the betterment of transit across Canada.



**STEVE NEW**

Steve New served in leadership, planning, contract administration and consulting roles at BC Transit for over three decades. He shaped the growth and development of transit in cities, towns and rural areas across BC, from 10 transit systems in 1979 to 80 in 2010, with innovative funding, governance and service delivery models. He founded Steve New & Associates Ltd. in 2010 providing consulting services to private and public sector clients with expertise in Public Private Partnerships and transit management. Steve helped many transportation networks in Canada to develop themselves. He has been recognized by Transdev RATP to represent them in Canada. He retired from active consulting in 2018.

He was the 'face' of BC Transit's regional transit systems program, as a planner and then leader. He led the development and expansion of a large network of small and medium sized fixed-route bus, specialized and paratransit systems in BC. Over a 31-year period, Steve, with his team, increased the number of partner local governments from 10 to over 50 and the number of transit systems from 10 to 80, which has contributed greatly to the lives of non-metropolitan area BC residents. Over these years, he supported and protected the BC Transit partnership model with local governments and private operating companies, and he established innovative new funding, governance and service delivery models in partnership with other community stakeholders.

He led BC Transit as official provider of Vancouver 2010 Olympic and Paralympic Winter Games in the Whistler area. Steve guided the Olympic program from bid concept in 2001 through implementation in 2010. The BC Transit team provided a flawless service to 1.4 million residents, spectators and athletes, which brought credit to the Canadian transit industry.

Steve actively contributed to CUTA as a member, Director (2001-2012) and Chair (2008-09). He initiated, shaped and promoted Transit Vision 2040 while Chair to establish this blueprint for action. He actively supported CUTA's early advocacy for federal funding and Transit Awareness Days. With no federal transit funding in 2001 when joining the Board, he worked with other Board members and staff to urge federal officials and MPs to initiate and expand funding; now an established practice. He promoted the concept of 'one team, one voice' for advocacy, between small and large transit system and between transit systems and business members.

Steve New has been a builder of transit and has showcased the values of teamwork and innovation in 40 years in the transit industry.

**JOHN KING - JMK CONSULTING**

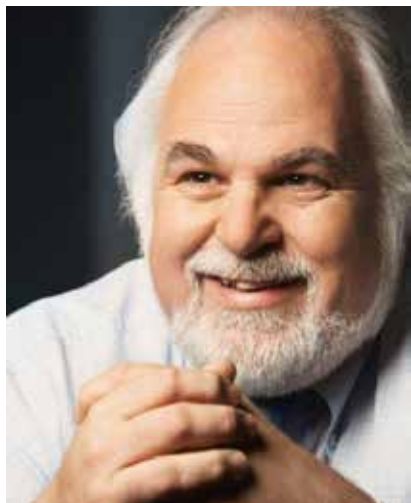
John King's transit career developed over 40 years with a variety of positions such as Planning and Development Engineer in his early days at Saskatoon Transit, later as Transit Manager in Saskatoon, VP Operations & Maintenance for BC Transit in Victoria, Manager of Lethbridge Transit and many years as the President of JMK Consulting. John was also Chair of the CUTA Board of Directors; Vice-chair of Small Transit Systems; Chair CUTA Technical Services Committee; and Chair, Productivity & Performance Committee.

During his term as Chair, John participated in and led the formal change to CUTA's Vision statement from a transit focus to an urban mobility focus. John was also a strong

advocate for Transit Awareness Days, participating in several events at Parliament Hill. Many people know John as an educator and trainer with CUTA - he's developed and taught several courses including: Asset Management; Moving People - How Transit Works; Labour Relations; and Strike Planning to name a few. As a consultant, John worked on numerous system reviews that included long term service plans and the development of preventative maintenance programs. Aside from the long list of achievements on his resume, John has been a mentor to many, inspiring others in the industry to develop their own transit career. His list of contributions to the industry is extensive. There are few people in the industry who don't know John and his love of transit.

John King has been a strong advocate for public transit at local and national levels. With the City of Lethbridge he introduced service levels that were adopted by City Council, providing the platform on which transit investments would be made. With BC Transit, John led the successful introduction of the province's first double decker buses, increasing capacity for customers and creating efficiencies for the organization. Through his role as educator, John shared the knowledge he had acquired over the years to other peers in the industry. John was a 'go-to person' for many people over the years and always happy to answer questions and provide insight to make transit better.

In some way over the years John has assisted, influenced, educated and inspired many people in transit, his name became synonymous with transit. The fact that John has 'retired' three or four times, speaks loudly to his dedication and love of the industry.



ROBERT OLIVIER - SOCIÉTÉ DE TRANSPORT DE MONTRÉAL

Robert Olivier has influenced our transit industry, and has distinguished himself in the Montréal region, the province of Québec, Canada, and globally, for more than 40 years. Robert's teamwork and strategic approach energized the transit business, and the organizations that he served. He held professional, management and leadership positions at the Société de transport de Montréal (STM) from 1977 to 2006, where he finished his career as Executive Director of Planning and Operations Support. He achieved many accomplishments at STM, including overseeing the expropriation of a private transit company to extend the STM

to the West Island of Montréal; leading the team that started paratransit in the early 1980's; and worked to introduce transit priority, new transit terminals, fares, customer tools and marketing campaigns. He led development of the first STM strategic plan and related business plan.

He served the Agence métropolitaine de transport (AMT) as Vice President Planning and Innovation and Special Advisor from 2006 to 2011, where he introduced new fleet management and capital infrastructure processes. As CEO of Groupe Apero from 2011 to the present, Robert serves public and private sector clients with business development, marketing and strategic planning.

Robert has served CUTA as Chair (2004-2006) and Executive Committee Member (2002-2010). As Chair he worked to get the federal Gas Tax Fund, a crucial and lasting source of funding for transit as well as a tax credit for transit users. He led CUTA's 100th anniversary celebrations, introduced a new logo, championed small transit system visits for annual planning meetings. He championed the creation of the CUTA Transit Board Members Committee. While serving as Vice President, UITP Board and North American representative (2004-2011) and Honorary VP since 2011, Robert worked with CUTA to represent Canadian interests globally and to present global best practices in Canada. He was one of the architects of the 2017 UITP Congress in Montréal. Robert's focus on strategic planning and sustainable development led the STM and the AMT to become signatories to the UITP Sustainable Development Charter.

Robert has taught courses on transportation and transit at École Polytechnique de Montréal, the CNAM (Conservatoire national des arts et métiers) in Paris, and others.

Robert takes a strategic approach to his work. He also understands the environment in which transit operates and used that knowledge to effect change in political support for funding transit.



SEAN RATHWELL - DILLON CONSULTING LIMITED

Sean's career spans over 34 years in the transit industry, including 15 years in Service Planning at OC Transpo, and 19 years in consulting, providing transit planning, operations, and management services to clients across Canada and internationally. He is known for his innovative and forward-thinking solutions, with a particular emphasis on bus rapid transit, transit operations and integrated mobility. Sean has also been an active contributor to the industry, leading various initiatives that push the envelope and challenge conventional thinking. He has been a member of the CUTA Board of Directors and Executive Committee, an instructor of CUTA's Transit Planning

course, the lead author of CUTA's Transit Vision 2040 and Integrated Mobility Toolbox, and a frequent member of Public Affairs Team during CUTA Transit Awareness Days on Parliament Hill.

Sean was a pioneer in the early introduction of BRT projects in two dozen cities in seven countries, including Canada (Ottawa, Winnipeg, Gatineau, Halifax), USA (San Diego, San Francisco, Kansas City, Jacksonville), Australia (Brisbane), and New Zealand (Auckland). The introduction of BRT in each of these cities has led to improved urban mobility and increased quality of life within those communities. He helped develop and then later led the update to CUTA's landmark Transit Vision 2040. Additionally, he led the development of CUTA's Integrated Mobility Toolbox. This innovative comprehensive review and "tool" is the first ever resource of its kind that is designed to help transit systems and municipalities implement the foundations of integrated urban mobility into their communities.

All of the BRT projects that Sean has worked on have resulted in significant increases in transit ridership and improvements in urban mobility within those communities. Ottawa's "Transitway," which Sean was extensively involved while at OC Transpo, inspired many other BRT projects internationally. Sean's expertise in Integrated Mobility has seen him invited to many panel discussions and presentations on the topic across Canada. As a consultant, he has helped many clients apply Integrated Mobility concepts into their strategic transportation plans. Today, many of the CUTA projects he led or helped develop are crucial resources for transit professionals in Canada. As an instructor/facilitator for CUTA's Transit Planning course, Sean has helped train and develop numerous transit professionals.

Sean is a past member of APTA's Bus Rapid Transit Standard's Development Task Force, ITE's Transit Council, and the US Transportation Research Board's Committee on Transit Capacity and Quality of Service. Sean has also advised and developed many young transit professionals throughout his career.



CHRISTOPHER PRENTICE - IBI GROUP

Chris Prentice's professional and volunteer work has consistently supported people and projects in transit for over 50 years. He has significantly advanced the industry. He held transit system leadership roles in Welland, Brampton and Halifax, from 1973 to 1992. Chris has been active in consulting positions with Delcan Corporation (1992-2000) and then the IBI Group (2000-present). Chris has brought credit to the IBI Group's transit practice, and his knowledge and credibility has helped scores of clients. His consulting work spans Canada, the U.S. and the Caribbean where he has delivered practical solutions to his clients

in planning, operations, governance and management. Chris has welcomed new members into the transit industry at conferences and workshops. His sincere efforts to network, to 'talk transit', to offer assistance - often with humour - give special meaning to the term 'transit family'.

Chris has contributed extensively to CUTA. He has been a Board and Executive Committee member, Vice-President of HR, and member of the Business Members Committee. He had been Awards Committee Chair since 2000, making it a premier recognition program that engages people in the industry. The awards program was reshaped under a task force led by Chris and was updated to optimize recognition in the industry. The program has engaged people in the industry to learn about best practices and make transit better. The program has also been periodically reviewed, to keep it relevant. Each year, the awards ceremony is a highlight for the Association and its members. In addition to leadership, Chris' confident presence at the ceremony has given the program credibility and sparked interest among members to submit nominations.

Another key transit interest has been the history of the industry. The Canadian Transit Heritage Foundation and Chris are synonymous. He is passionate about transit heritage and has attracted like-minded, engaged and action-oriented industry members to achieve the Foundation's mandate. Since 1992, Chris has diligently contributed and then led the CTHF to safeguard our industry's history, records and artifacts, independently and in partnership with other organizations. He initiated a strategic plan for the Foundation in 2016 which has produced results, including growing membership.

His interest and advocacy for transit goes way back. Chris was a member of the Streetcars for Tomorrow Committee in Toronto in 1971-72 which is credited in saving Toronto's iconic streetcars.

HALL OF FAME

The CUTA Hall of Fame webpage is dedicated to past Lifetime Achievement and William G. Ross Award recipients, from as far back as our records reach. Visit our website to learn about the notable contributions of inductees to our ever-moving industry, and help tell the transit story by submitting photos and biographies of inductees at cutaactu.ca.

- ALLAIN, JOHN (2013)
- ARBLASTER, GORD (1994)
- BANCROFT, MT
- BARDSLEY, LEN (1995)
- BEAULIEU, LEO (1997)
- BERNEY, LLOYD (1994)
- BIGWOOD, PETER (1997)
- BONSALL, JOHN (2005)
- BORLAND, RICK (2004)
- BOUVRETTE, JACQUES (1994)
- BRADY, GEORGE
- BROWN, TED (1994)
- BURNS, HF
- CHAPUT, HECTOR (1995)
- CHURCH, ROY (1994)
- COOKE, FRANK (1994)
- CORLEY, RAY (2004)
- CORMIER, AL (2012)
- COTÉ, DANIEL (2007)
- DEN, OUDSTEN, JAN (2004)
- DOWLING, ED (2012)
- DROLET, R. (2009)
- DUBÉ, ARNOLD (1998)
- DUCHARME, LARRY (2011)
- DUNCAN, WILFRED (1995)
- DUPUIS, DANIEL (2007)
- EMPRINGHAM, JOHN (1998)
- EVANS, BOB (1998)
- FALLU, ELLIE (2005)
- FERGUSON, BOB (1996)
- FORD, JOHN (2018)
- FOSTER, KEN (2006)
- GILLESPIE, ERIC (2016)
- GOODWIN, SHERMAN (2002)
- GRATTON, GEORGE (2012)
- GRAY, DONALD
- GRÉGOIRE, ANTOINE (1996)
- HAINAULT, ROBERT (1997)
- HARVEY, R. A. (1994)
- HINSE, LIQUORI (2004)
- INGLIS, JOHN
- IRWIN, ROBERT (2005)
- JUNCA-ADENOT, FLORENCE (2015)
- KEARNS, JIM (1994)
- KING, ED (1994)
- LADOUCIER, ROBERT (BOB) (2001)
- L'ALLIER, LUCIEN (1995)
- LAWRENCE, LLEW (1995)
- LIGGETT, DESMOND (2009)
- LITTLE, ALAN (2002)
- MACDONALD, D. I. (1995)
- MACDONALD, D. L. 1994
- MASSON, G. (1996)
- MAWDSLEY, KEN 1994
- MCINTYRE, ANGUS (2010)
- MCKIM, TOM (1994)
- MCLAREN, HELEN (2007)
- MCNEIL, GARY (2013)
- MILLER, DON (1997)
- MORNINGSTAR, CHUCK (1994)
- PELLEGRINO, PAT (2008)
- ROSS, AL (1995)
- SCHARFE, BERT
- SCHEUER, HERB (1994)
- SHEARDOWN, DON 1994
- SMITH, PAUL (2018)
- TODD, PERCY (1996)
- VARDEN, D. (2004)
- WADE, ROBERT (BOB) (2003)
- WILLIAMS, PENNY (2014)
- WILSON, MICHEL (2003)
- YOUNG, L. C.

NOMINATE YOUR ORGANIZATION OR AN INDIVIDUAL FOR THE 2020 CUTA LEADERSHIP AWARDS

IF YOU KNOW OF AN INDIVIDUAL
OR CORPORATE INITIATIVE THAT
DESERVES RECOGNITION

LET US KNOW AT CONFERENCES@CUTA.CA OR
FOR MORE INFORMATION, VISIT CUTA.CA

