

17 July 2018



Transit Awareness Days

This year's CUTA Transit Awareness Days will be held on **September 17 and 18** in Ottawa.

CUTA is hosting a public, free to attend Policy Forum from 9:00 AM to 5:00 PM on September 17, 2018 at the National Arts Centre in Ottawa (1 Elgin Street). At the Policy Forum, pressing issues regarding transit including [Building Great Rail Projects, Planning for Growth, Innovative Funding](#) and more will be discussed and explored by top speakers from across the country and abroad. You do not need to be a CUTA member to attend this event.

[CUTA members are invited to meet with elected federal officials](#) and other key stakeholders that are shaping Canada's urban mobility agenda face-to-face on September 18, 2018 in Ottawa. The meetings will serve to raise awareness of the transit industry amongst these stakeholders, and how to make the federal government's investment in transit as successful as possible. This is an unprecedented opportunity for the industry to ensure that it builds stronger, more sustainable, economically competitive and socially inclusive communities from coast to coast to coast.

For more information contact Jeff Mackey at Mackey@cutaactu.ca.

Call for Abstracts deadline extended, submit now!

We are extending the deadline for the Call for Abstracts, you can now submit your abstract by **July 27th, 2018**. This year the theme for the CUTA Annual Conference is "Putting the Customer at the Heart of Transit". Take the opportunity to be a part of the largest Conference and Tradeshow in the Transit industry in North America from November 18 – 21, 2018 and [submit your abstract now!](#)

For more information, please contact us at tudieshe@cutaactu.ca.

CUTA's CENTRE OF EXCELLENCE AND THE FUTURE OF URBAN MOBILITY IN CANADA

A key pillar of CUTA's 2017-2019 Strategic Plan is to establish the organization as a Centre of Excellence (COE) on Transit and Integrated Urban Mobility (IUM), and to show thought-leadership in shaping and influencing the future of urban mobility in Canada.

While we work towards the launch of the COE in 2018, you can visit CUTA's website for updates on COE projects and resources, and read on below one of the projects currently underway:

Ridership Trends Research Project Webinar - CUTA's COE will be launching the recently completed Ridership Trends Research Project to membership through a webinar on **Wednesday, August 8th at 1pm (EST)**. The University of Toronto Transportation Research Institute was contracted to undertake the project, with the objective of producing a report that identifies the causal factors influencing current and future ridership trends, such that it explains causes of changes at the transit system level, segment level and whole country level. The project was completed in late May and presented to CUTA's Board of

Directors at their June meeting. The webinar will provide the opportunity for CUTA members to hear about the project, its methodology and results from the research team, as well as participate in an open Q&A.

Please register for the webinar [here](#). Note: **This event is reserved for CUTA members only.** The final report is currently being translated and will be available to members in August.

Please contact [Lauren Rudko](#) at extension 113 with any questions regarding the webinar.

Vancouver Symposium Presentations

Presentations from CUTA's Vancouver Symposium are now available. You can view the presentation PowerPoint slides from Vancouver Symposium presenters by visiting CUTA's online library in the members only website. Search using '18S' as the keyword to quickly find all the proceedings from our Vancouver Symposium.

For more information, please contact [Calvin Chia](#) at extension 112.

Member Information Sharing

One of the key strengths of our association is the culture of learning and sharing with stakeholders across the Canadian transit industry. We are currently seeking your assistance with two goals in extending CUTA's learning and sharing across all our industry stakeholders. Both goals have been flagged as important development areas to the CUTA Executive Team.

GOAL 1: Sharing industry and association knowledge with a greater number of CUTA member staff.

Currently among our 500-member organizations, we communicate with about 3,000 of 100,000 people working in the Canadian transit and urban mobility industry. Many more of your staff can benefit directly from the industry and association information that we communicate to you. **We strongly encourage you to invite your staff to subscribe to CUTA's emails.** [Submit Staff Contact Information](#)

GOAL 2: Sharing knowledge on member vendors and potential partners among CUTA members.

Currently, CUTA only shares information about businesses and NGOs that are already CUTA members. As the Canadian transit industry continues to attract more exterior interest, a substantial number of international and local organizations are working or bidding on Canadian transit design, build, maintenance, operation, finance and supply. [Submit Vendors and Potential Partners Contact Information](#)

We ask that you **please take the time to submit this information via the two links above** at your earliest convenience. Our commitment to CUTA members is to be the go-to resource for urban transit and urban mobility in Canada, expanding your network and access to information. While this is not a membership drive, we wish to let you know that the association is working hard to bring the services, learning and networking experiences we offer to an even greater number of industry stakeholders, ultimately bringing you ever-growing member value.

For more information, please contact [Winnie Tong](#) at extension 101.