

15 April 2019



Why you should attend the CUTA 2019 Technology in Transit spring symposium

The [2019 Spring Symposium](#) in St. John's is an exciting opportunity for transit leaders across Canada to come together, share experiences, and get a uniquely Canadian perspective on technology in transit. It's crucial for transit agencies to be able to sift through the staggering array of technological options available to determine which are genuine solutions and which are solutions in search of a problem.

These are some of the topics we'll be covering:

- how AI will improve system operations
- using big data to attract riders
- smart payment systems: what you need to know
- how technology drives new mobility

In the backdrop of one of North America's oldest cities, come and learn about the latest in software that can learn on its own and predict the behaviour of its users. Hear how technology can lead to operational efficiencies, drive customer satisfaction and reduce overhead.

This event will run from **May 14 to 16** and is being graciously hosted by **Metrobus and the St. John's Transportation Commission**.

Book early before prices go up! **Registration price goes up by \$50 on May 8.**

Member: \$600

Non-member: \$750

Join us in beautiful St. John's – the 2019 Spring Symposium is a must-attend event! [Register here](#).

For additional information, please contact us at conferences@cutaactu.ca.

Book your accommodations now! The deadline is quickly approaching.

Delta Hotels St. John's Conference Centre
120 New Gower Street, St. John's, NL A1C 6K4
Tel: 709-739-6404

Did you know that booking your stay at the designated symposium hotel allows CUTA to keep overall symposium costs down and pass these savings on to our delegates? Your choice of hotel has a direct impact on the association, and we appreciate your help by booking in the designated hotel.

Reserve your room [online here](#) to take advantage of CUTA discount rates starting at \$219.00 per night, or by calling the hotel at 1-888-793-3582 and referring to the CUTA Spring Symposium. **These preferred room rates are only available until April 17, 2019**, after which prices will go up to standard rates. Don't miss out on this excellent value!

For additional information, please contact us at conferences@cutaactu.ca.

10 great reasons to sponsor our event!

1. **Reach your target market.** If you sponsor an event where your target market is likely to be in attendance, event organizers will do a lot of the work for you by advertising the event and bringing in attendees. It can be a highly effective way to reach your target market.
2. **Generate leads.** Sponsoring at an event can be a great way to generate leads.
3. **Show community involvement.** By sponsoring at a CUTA event is great because you get to establish goodwill and show the community that you're a reliable partner that's able and willing to support all things local. Think of sponsorship as a way of giving back to the community and thanking them for their support.
4. **Put your business in the spotlight.** Sponsoring an event helps you stand out from the crowd. It enables you to prominently display your products and marketing materials instead of just handing out your business card. When you sponsor an event, people interested in your product will come to you.
5. **Promote your brand.** By sponsoring an event, your business name and logo will be included in the event program and you can further leverage the opportunity to promote your brand by offering an item hand out at our registration desk.
6. **Give attendees a glimpse into your business.**
7. **Market your business inexpensively.** Advertising can be expensive. Sponsoring an event can cost less and provide a greater ROI by focusing your marketing efforts on your target audience.
8. **Increase visibility.** Positive publicity from print and electronic media helps increase the visibility of your company's products and services. Your brand will benefit from media coverage that otherwise could be prohibitively expensive.
9. **Engage and interact with your target market and form important relationships.**
10. **Create a lasting impression.** With placed sponsorship, customers will remember your company long after the event is over.

For information or to discuss a customized opportunity, please contact [Paulina Cadena](#) at extension 118.

CUTA Workforce Development Committee announces Supervisor's Networking Group

This working group of the Workforce Development Committee meets 6 times per year by conference call or webinar and is a forum for transit supervisors to discuss their work and responsibilities. The group will explore the interests of members who are free to ask questions, share best practices, and suggest topics and potential presenters at CUTA events.

Some suggested topics for discussions:

- a. the supervisor's response when called to dangerous situations
- b. refusal-of-service situations
- c. succession planning and career paths

The group is chaired by Trever Sparrow, Red Deer Transit's superintendent of conventional services. Our first proposed conference call is on **May 8, 2019 at 1 pm EST.**

For more information or to join the group, please contact [Kevin Brown](#) at extension 121.

Learn transit planning and apply your skills in the industry

CUTA is holding a transit planning course hosted by our member, the West Vancouver Transportation Department, from **June 10 to 14, 2019**. This is an in-depth course covering development requirements, service standards, the uses of intelligent transportation systems, and performance monitoring. You can find the registration form on the [course description page](#).

For more information, please contact [Kevin Brown](#) at extension 121.

Request for information: AI solution to predict travel demand

CUTA is publishing an RFI to investigate using artificial intelligence to analyze and predict urban travel demand in Canadian communities across all transportation modes. The aim of the RFI is to better understand the marketplace, including the capabilities of the technology and which vendors may be qualified to produce a solution. Depending on the results of the RFI, CUTA may follow with an RFP later in 2019.

The RFI can be found [here](#). The response submission deadline (subject to change) is **May 10, 2019, 12:00 PM EDT**.

For more information, please contact [Seth McDermott](#) at extension 113.

CUTA membership renewal 2019

If you have not already done so, we invite you to renew your membership today. [Click here](#) to view, print, or pay your membership invoice, or please forward the invoice to the most appropriate person at your organization.

If you have any questions about your membership, please do not hesitate to contact membership@cutaactu.ca.

Welcome to our new members!

Care Calgary Inc. – Business – Manufacturer/Supplier

Prestige Transportation Ltd. – Business – Operating/Management Company

Keep your information up to date at membership@cutaactu.ca.