

23 June 2015



2015 CUTA Annual Conference Session Presentations Available

Session presentations in PDF format from the 2015 Annual Conference in Winnipeg can be found in the [CUTA library](#) in the [Members Only Section](#) by using the following keywords: ACONF15, CUTA Annual Conference 2015 or Congrès annuel de l'ACTU 2015 and Search Fields: Abstract/Résumé

For more information, please contact conferences@cutaactu.ca.

Save the date! 2015 Fall Conference: Integrated Mobility, the Way of the Customer in Montréal, Québec - November 20 to 25, 2015

Trans-Expo: Tuesday, November 24, 2015 - Montréal Conference Centre
Westin Montréal: 270 Saint-Antoine West, Montréal, QC (514) 380-3333

Booth space will be on sale in July! More information coming soon...stay tuned!

Submit an Abstract for the Fall Conference!

Abstract topics to consider for *Integrated Mobility: The Way of the Customer*

- Millennials and mobility – technology on-board
- Service upgrades and changes – tools for customer education
- CASL and transit advertising
- Integrated mobility and emerging services (Uber, etc.)
- Integrated (bundled) transit services
- Accessible transit and fixed route integration
- Integrated Fare Collection (e-ticketing)
- Analytics and Integrated Mobility (Customer analytics, mobile analytics, etc.)
- Fleet technology upgrades and project management
- Integrated mobility and city planning (land-use planning)
- Expanding communities and suburban growth
- ITS

We want to hear from you. More importantly, our members want to hear from you. [SUBMIT AN ABSTRACT](#)

Deadline for submissions is Friday July 17th, 2015. All abstract submissions will be acknowledged upon submission. **Those applicants whose abstracts have been selected for consideration will be contacted.**

For more information and other event details, visit the [Fall Conference webpage](#) or please contact conferences@cutaactu.ca

Leaders Coaching for Possibilities

Coaching is growing in popularity in the transit manager role. It is no longer telling reports what to do in their roles, but coaching them to aspire in their careers and engage them in their work. When leaders engage employees in a conversation that moves away from “telling”, ownership for addressing an issue shifts to the reports. Leaders are sharpening their coaching skills for this reason; it is a practical and effective way to increase employee productivity and engagement. [Leaders Coaching for Possibilities](#) will be offered on November 26-27, 2015 as a post-conference workshop to accompany the themes presented at the CUTA Fall Conference in Montreal. A special bundle price is being offered for the conference and this post-conference workshop.

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

Maintenance Webinar July 14th

CUTA will be hosting a Maintenance Standard Times webinar on **July 14th at 1pm** (EDT). Hosted by Gary Strachan and Ronna Laz from Coast Mountain Bus, Vancouver, the webinar will help your system establish standard maintenance times, improve throughout, reduce unnecessary costs and delays, while providing better vehicle reliability. The webinar will provide a frank discussion about establishing your own standard times.

Please click [here](#) to register for the webinar.

To find out more about the webinar, please contact [Lauren Rudko](#), Coordinator Statistics and Research.

Transit Marketing Library

At the CUTA Annual Conference in Winnipeg, the [Customer Orientation Task Force](#) presented another deliverable from their work plan, the [Transit Marketing Campaign Library](#), as part of Theme 3 of Transit Vision 2040. The Library will have marketing campaigns created by member transit systems that can be repurposed by other transit systems.

The Transit Marketing Campaign Library will conduct a call out to populate the contents of the library. Stay tuned for this announcement on how you can contribute to this initiative.

This is the second year for the Customer Orientation Task Force and within this time it has launched a total of 5 deliverables that include: Peer Benchmarking, Passenger Charter, Wayfinding, Voice of the Customer and the Transit Marketing Campaign Library. All of these resources can be found online and are free for members to use and share.

For more information, please contact [Lavinia Norris](#) at extension 127.

CUTA Membership Referral Incentive Program – Congratulations to our first winner!

We would like to thank everyone who participated to the [CUTA referral incentive program](#)! By referring someone who joins, you get a \$50 gift certificate and an entry in a draw for an iPad, which will be taking place during the Annual Conference. Our very first winner is Dennis Fletcher! Join the movement and refer a prospective member today!

For more information, please contact [Frédérique Bournot](#) at extension 114.

Welcome Wood Buffalo to the Transit Ambassador Family!

We would like to welcome Wood Buffalo to the Transit Ambassador family!

CUTA's [Transit Ambassador Program](#) will help your transit system create or expand upon a culture of customer service by empowering your employees with skills to better handle the many situations that arise when interacting with a customer. This program is very flexible and is customizable, in fact, several transit systems have taken advantage of CUTA's collaboration to tailor and customize Transit Ambassador for a system-wide solution to customer service training. There are many offerings of Transit Ambassador for 2015, but class size is very limited and we encourage you to [register now](#)!

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