

26 January 2015



New CUTA Sponsorship Program

CUTA is pleased to launch the 2015 Sponsorship Program for our upcoming Conferences and Trade Show in Winnipeg and Montreal. We've added value to the program with added visibility, full conference delegate passes, VIP tables, additional signage and more. Partnering with CUTA is a great way to gain exposure for your business at Canada's two largest transit conferences and only transit trade show. You're not only *in* good company, your brand is *in front* of the right people! Have a look at the [2015 CUTA Sponsorship Program](#), there is something to suit every budget.

Contact us today at conferences@cutaactu.ca for the best availability!

CUTA Meets With Ontario Minister of Transportation

CUTA representatives met with Ontario Minister of Transportation **Steven Del Duca** last week to discuss issues of importance to the public transit industry. The Chair of the CUTA Ontario Regional Committee **Alex Milojevic**, President & CEO **Michael Roschlau** and the Chair of the Ontario Public Transit Association (OPTA) **Dave Sherlock** were part of the delegation. The meeting included discussions on provincial infrastructure investment and transit development, project priority setting, links to the federal Building Canada Plan, the provincial budget process, the development charges review and the CUTA Urban Rail Task Force.

For more information, contact [Michael Roschlau](#) at extension 104.

Nominating Committee / Submission of nominations

As a reminder, the CUTA Nominating Committee for 2015 will prepare its report for circulation to the membership at least ninety days in advance of the Annual Meeting, scheduled for early June 2015 in Winnipeg. All CUTA members are invited to submit nominations. Forms are available on the [CUTA website](#). Nominations may be submitted directly to the CUTA office by email to the attention of Tania Tonelli (tonelli@cutaactu.ca), no later than **Friday 30 January 2015**.

For more information, please contact [Tania Tonelli](#) at extension 107.

Keeping up with the Training and Professional Development Department...

The Training Department has several flagship programs that provide solutions to transit system's everyday operational challenges from [customer service](#) to [reducing fuel consumption](#). [STRADA](#) provides a solution for hiring the right transit employees for the job!

[STRADA](#) helps you to identify the right person to put into a transit role by using a system of cross-checked competencies. Your recruiting staff quickly determine who the desirable candidates are to bring in for an interview. The method provides additional interview questions for that candidate in order to probe areas where their fit may be in question. The candidate's innate personality traits determine whether they possess the key competencies which will enable them excel in the role they are applying for. The [STRADA](#) toolkit steps highlight those candidates that provide excellent customer service, have low absenteeism rates and want to stay with you to develop their career in your organization; reducing turnover and performance issues. This month we would like to welcome a new STRADA user, Care Accessible Transportation. Care Accessible Transportation provides accessible services to Calgary Transit, York Region and TTC in Toronto.

If you would like to hear more about STRADA's benefits and the various psychometric assessments available for your organization to use, please contact [Kevin Brown](#) at ext.121. STRADA users who would like to add a new psychometric assessment to your account, contact [Lavinia Norris](#) at ext.127.

We would like to welcome Peel Region 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: use it as is "off the shelf" or modify it to meet your specific implementation objectives. There are many offerings of Transit Ambassador for 2015, but class size is very limited and we encourage you to [register now!](#)

Stay tuned for exciting news of the Training Department's involvement in CUTA's Annual Conference in Winnipeg!

BC Regional Committee – New Vice Chair – Tim Savoie

CUTA is pleased to welcome Tim Savoie as Vice Chair of the BC Regional Committee. Tim is presently the Vice-President, Transportation Strategy at Translink, a division responsible for Strategic Planning, as well as, Policy and System Planning and Research. While relatively new to Translink, Tim has practiced planning in a number of British Columbian municipalities as well as in New Brunswick. He has extensive experience in municipal land use planning at the small and medium scales in rural and suburban contexts where he led a number of planning initiatives focused on transit oriented development – a strong fit for many of the initiatives in Transit Vision 2040 as well as CUTA's vision of Integrated Mobility.

BC Regional Committee Chair, Scott Pass, from PWTransit and the entire BC Regional Committee are pleased to have Tim on board and are looking forward to working with him over the next few years.

The BC Regional Committee is an open committee for all CUTA members in good-standing and based in BC. If you are interested in being on the Committee mailing list please contact [Wendy Reuter](#) for more information.

2014-2015 Data Collection Kick-offs 2014 Annual Transit Statistics Surveys

The 2015 Annual Survey Templates and Form Guidelines are now available on CUTA's [website](#). The submission deadline for *2014 Urban Transit Statistics* and *2014 Specialized Transit Statistics* is **April 30, 2015**. This year, CUTA has a new incentive program to encourage transit contacts to provide CUTA data earlier. For the first 50 participants who are able to provide the majority of data to CUTA, they will have a chance to win ONE complimentary hard copy of the Fact Book of that specific topic.

For more information, please contact [Tammy Siu](#) at extension 112.

The submission deadline for the 2014 Fleet & On-Board Equipment Statistics is **March 31, 2015**. The Canadian Transit Heritage Foundation will assist CUTA to validate the 2014 fleet data. Transit contacts will be receiving their 2013 Fleet submissions and an online survey regarding Maintenance Benchmarking shortly.

For questions regarding the Fleet submission or Fact Book, please contact [Tammy Siu](#). For questions regarding Maintenance Benchmarking, please contact [Lauren Rudko](#).

2015 Specialized Transit Fares Survey

CUTA is now collecting the 2015 transit fares for specialized transit services. Specialized transit members should have received an online survey in early February to provide CUTA their *2015 Specialized Transit Fares*. Don't miss the **January 30, 2015** deadline.

For more information, please contact [Tammy Siu](#) at extension 112.

Uber Presentation and Q & A

York Region will be hosting a presentation and Q&A Session with taxi alternative [Uber](#) on February 18th from 1-3pm (EST). This session will provide a general overview of Uber and allow transit systems to ask questions and voice any concerns they may have about the service. The presentation will also be available virtually through Windows Lync.

Please contact [Shelley Ayres](#) at York Region to register for the webinar and to gain access through Lync.