



## CUTA Awards Guidelines



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## Background and Objectives

### What are the CUTA Awards?

The CUTA Awards provide transit systems and business members with the opportunity to celebrate corporate and individual accomplishments. CUTA Corporate Leadership Awards increase positive exposure and prestige by highlighting notable initiatives and advancements made by transit systems and business members. CUTA Individual Leadership Awards boost morale and recognize the hard work, dedication and innovation of employees and industry supporters.

CUTA members are showing leadership by setting ambitious targets to improve public transit in our communities. Projects and initiatives are being developed with the aim of responding to the strategic themes of Transit Vision 2040.

### Transit Vision 2040

In 2009, CUTA developed an industry framework to be implemented by all Canadian transit systems over the next 30 years. That framework was Transit Vision 2040. This strategy underpins public transit's contributions to quality of life, the nature of change likely to take place in our communities by 2040, and the implications that these changes will have on transit. This concept was grounded in several major themes:

- **Putting transit at the center of communities** through stronger government policy and decision-making, and better community planning and design.
- **Revolutionizing service** in all types of communities through expansion and innovation, so that transit systems can both encourage and serve growing demands as they keep pace with changing urban landscapes.
- **Focusing on customers** and accelerating the delivery of flexible, integrated transit services that meet the needs of an increasingly diverse clientele.
- **Greening transit** to further greenhouse gas emissions.
- **Ensuring financial health** through enhanced transit infrastructure and operating investments by all orders of government, more progressive approaches to generating revenue, and new efficiencies in service delivery.
- **Strengthening knowledge and practice** so that Canada's transit industry can more effectively respond to future opportunities and challenges.



## The CUTA Awards

### CUTA Corporate Leadership Awards

Nominations from transit organizations are accepted in the following categories:

- **Marketing and Communications**  
This Award recognizes an exceptional development and implementation of marketing and communications initiatives including advertising, corporate communications, and public relations.
- **Environmental Sustainability**  
This revised award category recognizes businesses and transit systems whose activities or projects achieved a positive impact on current environmental issues and challenges facing the transit industry. The outcomes may include entirely new concepts, processes or the redevelopment of existing equipment that result in protection of scarce resources, cost saving or measurable environmental benefits.
- **Safety and Security**  
The Safety and Security Award recognizes transit organizations for their commitment to enhancing the safety and security through the development and implementation of effective programs.
- **Innovation**  
This revised award category includes a new focus on technological innovation. 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 (i.e. training),
  - enhancement of existing technical or non-technical processes
  - enhancement of existing equipment,

### CUTA Individual Leadership Awards

These awards recognize individual achievements for the following categories:

- **Excellence**  
Awarded to recognize 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 Award for Distinguished Service**



This award category recognizes individuals in our industry who have demonstrated outstanding service over a period of ten years, or more, as a public transit professional. This award is meant to recognize a CUTA member who has furthered the standing of the public transit profession in Canada.

○ **Heroism**

Awarded to an individual who has 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.

○ **William G. Ross Lifetime Achievement Award**

Named after CUTA's first president (1904-1906), the William G. Ross Lifetime Achievement Award is given to an individual with exceptional involvement in the promotion of public transit in Canada. The award recognizes the outstanding and consistent effort of a transit employee for a minimum of 25 years of service. The William G. Ross Award winners will be inducted into CUTA's Hall of Fame.

## **Nomination information for the CUTA Corporate Leadership and Individual Leadership Awards**

### **Eligibility**

All CUTA members in good standing are eligible to be nominated for a CUTA award. Except for the William G. Ross Lifetime Achievement Award, the Edward J. Dowling Distinguished Service Award, and the Innovation Award, each nomination must have been planned, produced and completed within a period of two years prior to the submission deadline. A project may have been started prior to the previous two years. However, the evaluation and completion of the project must have been within the last two years.

### **Nomination**

Nominations may be presented in English or French. No more than two nominations per organization will be accepted. **An organization or individual should only be nominated once per category.** Each nomination must be submitted and uploaded individually.

### **Submission Summary**

Each nomination form should be properly completed. Read the instructions thoroughly to ensure your nomination is in the correct category. Each nomination form must include a maximum 500-word summary, except for the William G. Ross Lifetime Achievement Award. There are four main areas which must be answered, and you will need to be as specific as possible. Provide details of program or individual achievements under these topics:

- Background and objectives (150 words):



- Describe the achievement, what the initiative addresses, and how it answers a strategic theme of CUTA's Transit Vision 2040.
- Communication, creative and execution (200 words):
  - How did you communicate the objectives of the initiative internally and externally?
  - Explain how the initiative overcame challenges?
  - Describe how the initiative was implemented and its outcome?
- Evaluation and results (150 words)
  - Quantify the success of the initiative and how it achieved its objective
  - Provide qualitative analysis of the results of the achievement and its impact on the transit industry in general

The summary adds clarity to the submission and allows the judges to understand the rationale and achievement behind each nomination.

### **CUTA Awards supporting documentation**

For Corporate Leadership Awards, supporting documentation is limited to a 1-2-page PDF. Additional documents will not be reviewed by the CUTA Awards Committee.

For Individual Leadership Awards, reference letters should be submitted to lend support to the nomination. One letter is required for the Excellence and the Heroism awards, two for the Distinguished Service category and three for the William G. Ross Achievement Award.

### **Judging panel and process**

The Awards judging panel is composed of the CUTA Awards Sub-Committee, who are transit professionals and CUTA members in good standing.

All applications will be evaluated according to the following criteria:

- **Relevance to Transit Vision 2040** strategic themes and how the program or individual achievement was compliant with CUTA's Transit Vision 2040
- **Demonstration of exceptional achievement** through an initiative or individual contribution
- **The Timing** of the initiative or project was launched no earlier than 2 years from the year of submission (except for the Innovation, the Edward J. Dowling Distinguished Service and the William G. Ross Lifetime Achievement Awards)
- **The long- and short-term impacts on the Canadian transit industry**



Award nominations are judged through the submission of CUTA's online nomination forms. The judges score each nomination following the category criteria from the online entry form. Points for each criterion range from zero to five depending on the judges' discretion.

- The judges may ask for further information or clarification in order to be able to make an informed decision.
- The judges may change the category of the award nomination to best suit the nomination as appropriate.
- The judges may defer consideration of an award to a subsequent year if deemed appropriate (i.e. more results or information are needed to be able to make an informed decision).