



CUTA AWARDS



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- Relevance to Transit Vision 2040
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BACKGROUND AND OBJECTIVES

What are the CUTA Awards?

The CUTA Awards recognize the outstanding achievements of people, organizations and businesses in Canada’s public transit industry, as represented by CUTA.

Public transit is a critically important service provided every day in our municipalities, provinces and territories across Canada. Since its formation in 1904, CUTA has represented and advocated for the role of the public transit industry in Canada. In delivering and supporting these services, CUTA members have demonstrated an extraordinary level of innovation and commitment towards providing high quality and responsible public transit services. Recognizing these contributions and achievements is a priority within CUTA.

The program honours the very best in the Canadian transit industry by recognizing and celebrating the contributions CUTA members have made to the advancement of public transit, and how the public transit industry contributes to the growth and success of our country.

Past winners have demonstrated how their exceptional achievements have helped the transit industry respond to, and influence, the changing landscape of our municipalities and the expectations of Canadian society.

CUTA Award winners are trailblazers in their respective fields – the best of the best. As a result, the CUTA Awards have become a highlight of achievement in the industry, and at CUTA annual conferences.

CUTA’s prestigious awards program recognizes the accomplishments of a transit systems, organizations, municipalities and business members accomplishments in two categories:

1. **Corporate. The Corporate Awards** increase positive exposure and prestige by highlighting notable/outstanding and award-worthy public transit initiatives, advancements and products by operating and business members.
2. **Individual. The Individual Awards** boost morale and recognize the notable and outstanding work, dedication and innovation of transit employees, volunteers and industry supporters towards the betterment of public transit products and services.

Behind these awards categories, CUTA members lead by example in setting ambitious targets to improve public transit in our communities. Projects and initiatives are being developed with



the aim of responding to the CUTA's strategic themes of Transit Vision 2040 and the changing needs of Canadian municipalities and society.

Awards are selected by a XX-member Committee based on nominations submitted by CUTA members. All members of CUTA may submit nominations in any category.

Transit Vision 2040

In 2009 CUTA developed a 30-year vision for public transit, [Transit Vision 2040](#), with goals and objectives to guide public transit systems across Canada in advancing the role and delivery of public transit services. This vision supports 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:

1. **Putting transit at the centre of communities** through stronger government policy and decision-making, and better community planning and design.
2. **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.
3. **Focusing on customers** and accelerating the delivery of flexible, integrated transit services that meet the needs of an increasingly diverse clientele, operating environment and society.
4. **Greening transit** to further reduce greenhouse gas emissions.
5. **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.
6. **Strengthening knowledge and practice** so that Canada's transit industry can more effectively respond to future opportunities and challenges.

When developing an awards submission, nominators must reference how the achievement is related to one of the six themes outlined in Transit Vision 2040.



THE CUTA AWARDS

Nominations for Corporate Awards are accepted in the following five categories:

1. Marketing and Communications

Recognizes an exceptional development and implementation of a marketing, communications or public engagement program/initiative by a business or transit organization. **The achievement must demonstrate how it contributed to the betterment of the organization and had a significant impact on the transit industry** i.e., increased use of public transit, change in the way customer receive information, etc. Nominations must include a rationale/reasoning why the initiative or program was implemented and demonstrate proven benefits and results towards the objective of the initiative or program.

2. Environmental Sustainability

Recognizes businesses and transit organizations whose activities or projects achieved a **positive impact on current environmental issues and challenges facing public transit and the transit industry as a whole**. The outcomes may include entirely new concepts, processes or the redevelopment of existing equipment that result in protection of scarce resources, effectiveness and efficiency, or measurable environmental benefits. Nominations must include a rationale/reasoning why the initiative or program was implemented and demonstrate proven benefits and results towards the objective of the initiative or program.

3. Safety and Security

Recognizes businesses and transit organizations for their **commitment to enhancing the safety and security of their organization** through the development and implementation of effective safety and security programs. Nominations must include a rationale/reasoning why the initiative or program was implemented and demonstrate proven benefits and results towards the objective of the initiative or program.

4. Innovation

Recognizes businesses and transit organizations that focus on technological innovation or innovation through non-technical programs, activities, service delivery, accessibility and product/service development. The outcomes may include any of the following that result in increased operational efficiency, effectiveness or cost savings through the implementation of new ideas, devices or methods:

- New technical processes, programs or equipment
- New non-technical processes or programs (i.e., workforce development, management best practices, mentorship programs, etc.)
- Enhancement of existing technical or non-technical processes or programs



- Enhancement of existing equipment

Nominations must include a rationale/reasoning why the initiative or program was implemented and demonstrate proven benefits and results towards the objective of the initiative or program.

5. Equity, Diversity and Inclusion

Nominations will demonstrate a commitment to building, and promoting an inclusive, workplace and community, that supports/welcomes/promotes persons of all genders, religion, race, colour, abilities and backgrounds. This could include hiring practices, employee benefits, workplace culture, initiatives and programs, and overall customer and community experience. Nominations must include a rationale/reasoning why the initiative or program was implemented and demonstrate proven benefits and results towards the objective of the initiative or program.

Nominations for Individual Awards are accepted in the following five categories:

1. Excellence

Recognizes a major contribution made by an individual which has resulted in the betterment of a public transit initiatives, culture or work practices on behalf of their organization/industry. This can be awarded to an employee of a CUTA member, a volunteer or a community advocate.

2. Edward J. Dowling Distinguished Service

Recognizes individuals who have demonstrated outstanding service over a period of 10 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.

3. Heroism

Recognizes individuals who have performed a heroic act defined as one which saves or prevents the loss of life. The act must be one in which there is no link of responsibility between the nominated individual and the party at risk and must go above and beyond the call of duty.

4. Young Leaders

Recognizes individuals 35 years of age and younger, working in the public transit industry, who have demonstrated exceptional leadership, initiative and involvement towards the advancement of public transit. Individuals deserving of this award have gone above and beyond and are inspired and committed to implement innovative projects and programs and are able to positively impact and influence others to learn and grow.



5. William G. Ross Lifetime Achievement

Named after CUTA's first president (1904-1906), the William G. Ross Lifetime Achievement Award recognizes individuals with exceptional involvement and advancement in the promotion of public transit in Canada. Recipients have made an outstanding and consistent effort to the public transit industry for a minimum of 25 years. William G. Ross Award winners are inducted into the CUTA Hall of Fame and may attend that CUTA conference without payment of the registration fee.

NOMINATION INFORMATION

Eligibility

All CUTA members in good standing are eligible to be nominated for an 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
- Only one nomination per award category will be accepted from a transit organization or business
- A nomination for a specific activity, program or individual may only be submitted in one award category
- Each nomination must be submitted and uploaded individually
- Nominations must include a rationale/reasoning why the initiative or program was implemented and demonstrate proven benefits and results towards the objective of the initiative or program

Submission Summary

Each nomination form should be properly completed, outline all the requested information that is required for the award category. Read the instructions thoroughly to ensure your nomination is in the correct category.



Each nomination form must be a maximum of three pages in length using a 12-point font, except for the William G. Ross Lifetime Achievement Award; this award can be a maximum of five pages.

There are three main areas which must be answered/outlined in the submission, and nominators will need to be as specific as possible. Please provide details of program or individual achievements under these topics:

1) Background and objectives

- Describe the achievement, what the initiative addresses, and how it relates to theme of CUTA's Transit Vision 2040.
- Outline how the nomination demonstrated outstanding leadership and advancement of a program or service

2) Project or program implementation

- How was the initiative or achievement communicated internally and externally?
- Does it show creativity/innovation?
- Explain how the initiative overcame challenges?
- Describe how the initiative was implemented and its outcome?

3) Evaluation and results

- 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 results of the accomplishment justified the efforts required
- Outline any efficiencies or cost-savings as a result of the initiative/program/process

Nominations will also be evaluated on the following:

- How well the entry is written i.e., free from errors
- How easy the entry is to understand and follow
- The required support material has been included
- The overall nomination is creative, original and award worthy

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

Supporting documentation

**Corporate Awards:**

- Supporting documentation is limited to a two-page PDF
- Additional documents will not be reviewed by the Awards Committee

Individual Awards:

Reference letters should be submitted to lend support to the nomination, as follows:

- One reference letter is required for the Excellence, Young Leaders and Heroism Awards
- Two reference letters are required for the Distinguished Service Award
- Three reference letters are required for the William G. Ross Achievement Award

Without the required Reference letters, the award nomination will not be accepted.

JUDGING PANEL AND PROCESS

The Award's 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
- Timing of the initiative or project was launched no earlier than two 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-term and short-term impacts on the Canadian transit industry

Award nominations are judged through the submission of CUTA's online nomination forms. The judges evaluate 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. Selection of an award is reached on the basis of discussion and consensus amongst the Awards Committee. In reaching a decision, the Committee may:

- Ask for further information or clarification in order to be able to make an informed decision
- Change the category of the award nomination to best suit the nomination as appropriate
- 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)