



# 2025-2027 STRATEGIC PLAN

CANADIAN URBAN TRANSIT ASSOCIATION

As the national association representing system operators, manufacturers and other transit stakeholders, CUTA is uniquely positioned to help our members meet the challenges they face today and secure the future for transit.

## OUR VISION

*To inspire and influence the evolution of integrated urban mobility.*



# HOW WE ACHIEVE OUR VISION



CUTA is the collective voice of public transportation in Canada, advocating for urban mobility with all levels of government and delivering exceptional value to its members and their communities.



We are the go-to organization for insights, trends, networking, and training, providing strategic leadership for our members and stakeholders.



We foster active engagement and collaboration with our members to drive shared success.



Our success is measured by tangible actions, meaningful achievements, and significant contributions to member success.

This plan was developed with input from CUTA members, staff and key external stakeholders. Their views were obtained through a comprehensive consultation process to ensure a wide range of perspectives is reflected.

# PATHWAY TO SUCCESS

The Canadian Urban Transit Association's (CUTA) 2025–2027 Strategic Plan focuses on three main pillars to support Canadian public transit systems and address emerging challenges:



**MEET TODAY'S  
CHALLENGES**



**SECURE THE  
FUTURE**



**ENGAGING AND  
RE-ENGAGING  
WITH MEMBERS**

## 1. MEET TODAY'S CHALLENGES



Meet Today's Challenges: CUTA aims to tackle current issues such as affordability, safety, and the transition to zero-emission vehicles. To support transit agencies, it will provide technical guidance, expand data-sharing, and push for government support on these priorities.

Key performance indicators: Accessibility improvements, advocacy for federal and provincial funding, and enhanced public transit security measures.

## 2. SECURE THE FUTURE



Secure the Future: Recognizing the importance of sustainable funding, CUTA plans to advocate for long-term federal and provincial financial commitments. It emphasizes the role of transit in achieving public policy goals related to housing, congestion, and economic stability. CUTA will build strategic partnerships with international and local organizations to support its advocacy efforts.

Key performance indicators: Forming partnerships, organizing events to highlight transit needs, and influencing government priorities.

## 3. ENGAGE WITH MEMBERS



Engage & Re-engage Members: CUTA seeks to foster a member-centric culture, expanding engagement with transit professionals across Canada. It emphasizes diversity, equity, and inclusion (DEI) within its membership and aims to improve communication with tailored updates. Additionally, CUTA will expand the audience for its training programs and organize regional events to deepen connections among members.

Key performance indicators: Enhancing DEI initiatives, broadening member communication, and expanding the CUTA brand.

# ENABLING OUR SUCCESS

In acting and achieving our goals under each strategic pillar, we will use the following enablers for an integrated approach:



## INFORMATION SHARING AND DATA

Share information and data that our members and governments need and only CUTA is well positioned to provide.



## ADVOCACY

Advocate for transit, with CUTA taking the lead federally and actively supporting transit in partnership with associations and system operators provincially and municipally.



## STRATEGIC PARTNERSHIPS

Reinforce existing and develop new strategic partnerships with international peer associations, stakeholder organizations and the academic community to support the case for urban transit and improve services to members.



## BUILDING THE CUTA BRAND

Build the CUTA brand as the national voice and trusted source of information on urban transit by stakeholders and media as well as decision makers and influencers at all levels of government.



## ENSURING CUTA'S FINANCIAL STABILITY

Ensure CUTA's financial stability by pursuing opportunities to generate revenue and determine best practices to deliver on the action items under each strategic pillar.



CUTA  
ACTU