



2009 NATIONAL TRANSIT CORPORATE RECOGNITION AWARDS

9 JUNE 2009 • WHISTLER, BRITISH COLUMBIA

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AWARD CATEGORIES

SAFETY

AWARDED FOR THE DEVELOPMENT AND IMPLEMENTATION OF A SAFETY PROGRAM, WHICH HAS RESULTED IN SIGNIFICANT IMPROVEMENT OR ENHANCEMENT TO WORKPLACE OR SYSTEM SAFETY.

INNOVATION

AWARDED FOR THE INTRODUCTION, DEVELOPMENT AND USE OF SUCCESSFUL INNOVATIVE TECHNIQUES IN AREAS SUCH AS TECHNOLOGY, MANAGEMENT PRACTICES, CUSTOMER SERVICE AND/OR NEW MARKETING INITIATIVES, AMONG OTHERS.

EXCEPTIONAL PERFORMANCE/ OUTSTANDING ACHIEVEMENT

AWARDED TO RECOGNIZE EXCEPTIONAL PERFORMANCE AND OUTSTANDING ACHIEVEMENTS IN ANY OF THE FOLLOWING AREAS, AMONG OTHERS: • TECHNOLOGICAL ADVANCEMENT • NEW PRODUCT OR SERVICE DEVELOPMENT • PRODUCTIVITY • COST-EFFECTIVENESS • HUMAN RESOURCE DEVELOPMENT PROGRAMS THAT ENHANCE LEADERSHIP, CREATIVITY, PRODUCTIVITY OR MOTIVATION.

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GRAND RIVER TRANSIT / REGION OF WATERLOO - TRANSIT FLEET MAINTENANCE QUALITY ASSURANCE PROGRAM

Grand River Transit (GRT) had established a preventative maintenance program for its fleet of 210 conventional transit buses. In February 2007, a Ministry of Transportation safety inspection revealed that nearly 30 percent of inspected buses had out-of-service defects.

In response, the Transit Fleet Maintenance group implemented a Quality Assurance Program to improve Fleet Safety.

This program includes Refresher Training on Ministry repair expectations and the Highway Traffic Act for all Fleet Maintenance staff, Supervisory Quality Assurance checks after each bus inspection and the associated repairs are completed to assure Ministry standards and Bi-monthly random audits to simulate the Ministry inspections.

The Quality Assurance Program has also lead to improved reliability with a 25 percent reduction in in-service break downs. The Program has been expanded to include Quality Assurance checks of body work, HVAC repairs, contractor work and vehicle servicing and cleaning.



CALGARY TRANSIT - CALGARY TRANSIT TACKLES SAFETY AND CLEANLINESS

In 2008, Calgary Transit renewed its focus on safety and security and on the cleanliness of the system. Existing initiatives were strengthened and a number of new initiatives were implemented. These included: Hiring additional peace officers; installing pan-tilt-zoom cameras at select locations; seconding a Calgary Police Service inspector to lead

the Public Safety and Enforcement Unit; hiring a crime data analyst to optimize deployment of peace officers; increasing the number of outside maintenance staff responsible for station cleaning; and conducting “deep cleans” at many CTrain stations.

The improvements have resulted in the rate of crimes on Calgary Transit property falling by 38 per cent -- its lowest levels in years despite a 5.6 per cent increase in ridership from 2007 to 2008.

A public safety audit conducted in 2008 concluded that “fundamentally there are good practices advanced by Calgary Transit to deal with public safety issues that are at or above the norms of comparable operators.”

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ST. JOHN'S TRANSPORTATION COMMISSION - 'PLAY YOUR PART' MARKETING CAMPAIGN

In May 2008, St. John's Transportation Commission launched a marketing campaign encouraging residents to lessen their environmental impact by once a week, walking, riding a bike, sharing a ride, or taking public transit. The Commission leveraged current attitudes towards the environment and high fuel prices to encourage residents to think differently about their transportation choices. The approach was never to take the "car bad, bus good" approach and instead of vilifying the car, the Commission encouraged casual trials of public transit while positioning itself within

a system of greener alternatives - "we all have a part to play..." The Commission took a real "soft sell" approach -- many of its ads omitted the company logo.

Over the summer, City residents answered the call and "played their parts". For the months June to August, the Commission recorded the highest ridership in its fifty-year history.



SOCIÉTÉ DE TRANSPORT DE MONTRÉAL - STRATEGIC MARKET DEVELOPMENT

A major in-depth analysis conducted by the Société de transport de Montréal (STM) in 2006 leads to the preparation of a comprehensive strategy for market development, featuring four major components: increasing the competitiveness of public transportation along major corridors; improving service in downtown core and its periphery; adapting the network and transit services to the needs of specific sectors; and adjusting the services to the needs of senior citizens and students.

Supported by Ville de Montréal and the Government of Québec, the STM improved the services offered by close to 50 of its network's 196 bus routes. It also increased the services offered by the metro by 17 percent during off-peak periods. These actions led to shorter waiting times of up to 25 percent. As a result, the ridership leaped by a historic 4 percent in the first year, whereas the STM was aiming for an 8 percent increase over five years.

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TRANSIT WINDSOR - STUDENT AMBASSADORS: CONNECTING TRANSIT WITH COMMUNITY

In 2007, Transit Windsor, in conjunction with the Mayors Youth Advisory Committee, created a committee made up of representatives from each local high school across the City of Windsor to assist in promoting public transit in their schools. Each month, this committee meets to discuss issues surrounding public transit and students return to their schools

to promote the use of public transit in the community. This committee has assisted Transit Windsor as well in being positively involved in community events and with transit issues. The members attend and assist in facilitating public forum meetings, provide input for programs and routing needs during service reviews.

In 2008, this committee had taken on community fundraising efforts to promote the 2009 Windsor Special Olympics Summer Games, taken part in Earth Day events, and promoted the use of public transit during seniors' month.



EDMONTON TRANSIT SYSTEM - THE ETS CENTENNIAL - JOIN THE RIDE OF THE CENTURY

During its 2008 Centennial year, Edmonton Transit System (ETS) staged an extensive series of historically themed events and programs to build awareness and civic pride around the history of ETS and the role public transit has played in Edmonton's growth.

The success of the Centennial was built on the foundation of a year long public relations and advertising campaign. Professionally

produced commemorative items (Centennial calendar, an historical video and a book on the history of ETS), helped market the Centennial. An effective corporate sponsorship program raising more than \$100,000 helped fund the celebrations. Key partnerships with the Edmonton Radial Railway Society (ERRS) and leading media outlets also helped leverage resources available to stage large scale events.

Programs, from historical photo and story contests in the media to historical tours on vintage buses and the Antiques Transit Roadshow, involved and engaged key groups including politicians, staff, students and the general public.



SOCIÉTÉ DE TRANSPORT DE MONTREAL - LA CONDUITE ÉCOLOGIQUE / SmartDRIVER

Aware of the importance of its role in terms of sustainable development, the STM subscribed to the SmartDRIVER program in 2005. The program was supported by a communications plan, from which the following green actions evolved: Training video starring bus drivers; logo identifying the program;

method for measuring fuel savings/engineering; publication of articles in internal newsletters to encourage employees to subscribe to SmartDRIVER's techniques, while heralding the efforts of bus drivers for the environment in external publications, etc. With more than 2,035 bus drivers trained to date (about 72 percent of its driving personnel), the STM has lowered its greenhouse gas emissions by 6,811,727 kg, equal to withdrawing 1,494 cars from our roads, each one travelling 20,000 km a year. The STM has reduced its fuel consumption by more than 2.5 million litres. By the end of 2009, all bus drivers will have undergone the training program, which should further reduce its annual fuel consumption by another 5 percent at least.



WHISTLER AND VALLEY EXPRESS (WAVE) TRANSIT SYSTEM – PERFORMANCE 1991 - 2008

The Whistler and Valley Express (WAVE) transit system rolled into service in 1991 with 5 buses and 21,100 service hours. It has grown with the Whistler community serving 9,800 year-round residents and a daytime winter population of 24,000

with 25 small (30 and 35-foot) buses and 69,900 service hours annually.

For the past 17 years, the WAVE transit system has consistently had the highest rides per capita (293 in 2008) – even when using daytime population (120), highest rides per hour (41) and lowest cost per ride (\$2.43) for the Tier 1 Municipal Systems in BC. Only in the past five years, have other Tier one systems been able to surpass WAVE's cost recovery, which is currently 32.4 percent. This cost recovery is still noteworthy considering Whistler's municipal Council made the deliberate decision not to raise fares for 15 years even when facing the challenges of an aging fleet and the increasing cost of fuel.





TOWN OF COBOURG - SPECIAL NEEDS TRANSIT AT 100% SCHEDULE, 24/7 ACCESSIBLE TAXI

Cobourg's Special Needs Transit (SNT) ran on a reduced hours, weekdays only basis with very limited transportation options for people in wheelchairs. The closest accessible taxi was 45 minutes away.

Simply expanding the hours for the existing SNT service was impractical because the demand was sporadic and the per-trip cost would be prohibitive. An arrangement was made with a local taxi company to add one wheelchair accessible van that would be available for Town SNT users in those hours when

regular transit operates but the Town SNT bus is out of service. Users must pre-book and the regular transit fare applies with the Town billed for the meter charges.

In less than three months, seniors and persons with disabilities had the same travel options on the transit system or by taxi as every ambulatory resident of Cobourg. The per-trip subsidy cost to the Town is no greater than the per-trip cost of existing services and the 17,000 residents of Cobourg have now a 24/7 accessible taxi service.



BC TRANSIT – SALT SPRING ISLAND TRANSIT: EXCEPTIONAL SERVICE WITH OUTSTANDING PERFORMANCE

Salt Spring Island, in B.C.'s Gulf Islands is one of BC Transit's newest small town and rural transit systems. Started 2008, ridership for the first year was 47,000; more than double the initial expectations. Salt Spring Island Transit is a boon for a diverse group of riders; seniors, persons with a disability, commuters, youth and visitors. The system is also achieving its goal of reducing vehicle traffic congestion in the Island's bustling Ganges village and the three ferry terminals. Visitors have the option of leaving their vehicles at

home in Metro Vancouver and on Vancouver Island.

The system is also fueled by partnerships. BC Transit, the Capital Regional District and Ganges Faerie Minishuttle are parties to operating agreements. A local committee, Salt Spring Island Transportation Commission oversees local matters. The federal government's Public Transit Agreement and Public Transit Infrastructure Program funded the fleet of two minibuses.





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