



LAURÉAT MONDIAL 2011 DE LA
CAMPAGNE DE SENSIBILISATION

NATIONAL TRANSIT CORPORATE RECOGNITION AWARDS

31 MAY, 2011 • REGINA, SASKATCHEWAN



ACCELERATING A NEW CUSTOMER ORIENTATION

City of Regina



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AWARD CATEGORIES

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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COAST MOUNTAIN BUS COMPANY - VANCOUVER

“IDLE FREE CMBC” PROGRAM

In late 2009, CMBC made a commitment to reduce bus idling in response to municipal anti-idling bylaws within its operating areas, public pressure, and employee willingness. A committee was formed to identify when and why idling was occurring and developed the Idling Reduction Policy. A variety of methods was used to communicate idling reduction messages to all employees including posters, newsletters, EnviroDays, CMBC electronic news, and the Employee Portal website.

The amount of bus idling is measurable as the idling data is recorded from the buses via the fuel data capture system. The data is tracked by transit centre on a monthly basis. The amount of idling is measured as a percentage of total runtime. Idling data collected in 2009 was used as the base idling rate, prior to the campaign launch. Since launching the Idle Free CMBC campaign, CMBC has reduced relative idling time by 20-35% per month (125,000 hours annually). This has resulted in annual diesel fuel savings of 1.18% (500,000 litres) and approximately \$550,000. Annual greenhouse gas emissions have been reduced by 1,365,000 kg CO₂.



MiWAY - MISSISSAUGA TRANSIT

MiWAY BRAND IMPLEMENTATION



To help develop a Transit-Oriented City, a new MiWay master brand for the City's transit service was launched. The brand implementation coincided with the Oct. 4, 2010 introduction of two new distinct, sub-branded transit services in Mississauga: MiExpress (blue) buses that operate

on express routes, and MiLocal (orange) buses that operate on local and school routes.

The name MiWay was developed through extensive focus group sessions. The logo consists of a dynamic oval shape that is associated with movement, going forward. The 'mi' stands for both Mississauga and my personal way or route.

The MiWay brand was implemented through the following marketing investments:

- A communication and education campaign using outdoor, print, electronic and broadcast media.
- New modern on-street signage installed at MiExpress bus stops.
- Various community outreach initiatives, including a Student Ambassador program and an iPod Touch Giveaway Contest, and a website on a new mobile site.

Since the inception of MiWay, in the first full week in October 2010 to the last full week in December 2010, the revenue ridership results were 6.1 per cent above the same period in 2009, and 3.5 per cent above 2008 – the year in which the organization saw its previous highest annual ridership. This growth resulted in revenue rides per service hour to increase 3.1 per cent over 2009. The City also recorded its highest weekly ridership ever in Mississauga, with over 1,055,000 passenger boardings in the first week.



BRAMPTON TRANSIT

LAUNCHING ZÜM

Züm is Brampton Transit's new Bus Rapid Transit (BRT) service and the City of Brampton's response to the need for improved transportation options within Canada's fourth-fastest growing city. Launched in September 2010, Züm Queen Street runs from downtown Brampton to York University.

Züm offers reliable, all-day service with limited stops and a wide-range of advanced customer-focused technologies to ensure riders arrive at their destinations on time and hassle-free. The Züm Queen Street line offers customers travel speeds of up to 40 km and reduced travel times on the 29 km trip (approximately 30 minutes during peak periods).

Züm is funded by all three levels of government, with each investing \$95 million. Phase I of the project includes the introduction of BRT services along three of Brampton's busiest corridors – Queen Street, Main Street (2011) and Steeles Avenue (2012).

During the first six months of Züm service, Brampton Transit ridership has grown by 16.0%. Weekday boardings along the Queen Street corridor have increased by 22.3% since the Züm launch, when compared to the same time one year ago. Ridership in September 2010 was also up nearly 50% compared to September 2005, when planning for the BRT service began.



METRO TRANSIT - HALIFAX

PROVISION OF SPECIAL SERVICE FOR CANADA WINTER GAMES 2011

Metro Transit played a key role in the success of the 2011 Winter Canada Games, hosted in Halifax in February 2011. It provided transportation for over 3,208 athletes, coaches and officials participating in events, as well as complimentary service offered on the conventional service for

approximately 5,063 volunteers and for the 213,000 spectators.

- 17 additional buses were provided on regular Games' days, and up to 24 on airport transfer days.
- Services were scheduled for the Games including 18 different daily schedules that were based on constantly changing event information.
- 3067 hours of additional service were provided. They also responded to frequent last minute schedule changes, often with less than one hours' notice.
- The Ferry division provided an iconic entry to Downtown Halifax for Team Nova Scotia.
- Information on how best to utilize the Metro Transit system while visiting Halifax was provided through an extensive radio and print media campaign.



BC TRANSIT

TRANSIT FUTURE - DELIVERING OPERATIONAL EXCELLENCE

As a reflection of the first priority in CUTA's Transit Vision 2040, the Transit Future campaign used collaborative consultation to increase public knowledge of transit, and to raise brand awareness to put transit at the centre of communities. The objective was to encourage people to provide input into long-range transit plans. The solution was to use

multimodal entry points for participation including taking the open house to where people congregate. BC Transit built The Transit Future Bus, a venue on wheels.

- The Transit Future collaboration included the bus, an interactive planning tool and storytelling on the Transit Future website, print ads, interior bus cards, traditional and social media, and stakeholder and community events along with educational giveaways.
- It was gutted and fully wrapped in the Transit Future brand. Inside information boards were created to focus on history, environmental/economic facts and planning information. The bus was interactive for all ages – children drew posters on their transit vision while adults participated in the online transit planning tool using table-top mounted iPads.

Over 8000 participants responded in Victoria, Kelowna, Cowichan Valley and Kamloops with 6000+ through the Transit Future Bus, 1800+ played the Game Plan and 500+ comments through paper surveys.



CORPORATION OF THE TOWN OF MILTON

NEW SERVICE DESIGN IMPLEMENTATION PROGRAM

The Milton Transit Council recommended in its 2009-2013 Strategic Transit Plan that the Town develop a new service design to achieve a more reliable, convenient, efficient, and cost-effective transit service. Guiding principles were developed to support the establishment of a new, sustainable service design structure, including:

- Using a market-based approach to route design, connecting transit markets to various trip generators
- Implementing bi-directional routing assignments while increasing service
- Minimizing transfers and balancing service frequencies with travel demand
- Enhancing regional connections with GO Transit
- Implementing dedicated school special service with local secondary schools

The goal to deliver efficient transit service was realized by implementing higher service levels on prime transit markets and routes, while maintaining a basic passenger mobility level during non-peak times. The new service design was implemented in September 2010 yielding a 70% increase in average daily revenue trips in 2010. Additionally, 2011 first quarter ridership has increased by 81% compared to 2010 levels, surpassing 50,000 trips. Annual revenue passenger trips have increased by 34% in 2010 compared to 2009, while 2011 projected ridership is anticipated to surpass 200,000 trips for the first time, an increase of 45% compared to 2010 levels.



SOCIÉTÉ DE TRANSPORT DE MONTRÉAL

TAKE FLIGHT WITH THE STM AND ITS NEW 747 EXPRESS BUS

Together with Aéroports de Montréal, the STM launched the 747 Express bus in March 2010, establishing a direct link between Montréal-Trudeau International Airport and downtown Montréal. The STM created an efficient service,

provided seven days a week, 365 days a year, with intervals between buses varying according to daytime and nighttime periods. Sixteen buses were specially outfitted with luggage racks, as well as user-friendly, sheltered waiting areas. The 747 Express bus has quickly gained in popularity and the overall level of satisfaction among riders has reached 88%. After a ten-month period, the STM recorded :

- A total of 727,768 rides with a daily average of 2,850 rides.
- 60% of passengers use occasional fares, while 40% use either a weekly or monthly transit pass, confirming that the shuttle service is indeed used by the target client groups.

The 747 Express bus has become the preferred solution for travel between the airport and downtown, as nearly 40% of clients previously used their car to that end.

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YORK REGION TRANSIT DECREASING FARE EVASION

YRT Transit Enforcement and Security conducted an integrated campaign of increased enforcement of fare evasion, face-to-face education with 15,000 students and a social marketing campaign aimed at riders in an identified problem demographic (age 15-24). The objective was to reduce and maintain fare evasion to a benchmark rate of 2.15%.

The creative strategy denormalizes fare evasion as “cheating” — but with a surprisingly irreverent and humorous attitude that appeals to the difficult-to-reach youth target audience. It also demonstrates the seriousness of getting caught (\$155 fine).

The ads —transit posters, bus ads, brochures and print—compare getting caught evading your fare with the classic nightmare scenario of finding yourself in public without your clothes on. Models were photographed “caught” in their underwear (without ticket or transfer) and fined on a YRT bus. The headline: “Pay your fare or risk being EXPOSED as a cheater”.

Riders were invited to text “notacheater” to YRT on their mobile phones to enter to win a free bus pass. It received over 5000 entries from 2732 unique mobile numbers.

Simultaneously, a Facebook ad generated 21,783 impressions and over 8500 clicks to YRT. ca. During the campaign fare evasion decreased to 1.45% — far below the 2.15% benchmark!



SOCIÉTÉ DE TRANSPORT DE MONTRÉAL

THE STM'S UNIVERSAL ACCESS DEVELOPMENT PLAN: WITH EVERYONE FOR EVERYONE

The STM Board of Directors adopted a corporate policy, thereby committing to integrating universal access measures in all areas of STM operations.

The STM's 2007-2011 Universal Access Plan meets with legal requirements ensuring the rights of the disabled to take part in academic, professional and social lives. The plan covers the three key roles played by the STM:

As a public transporter: the plan targets the métro, paratransit for the disabled, the bus network, communications and customer service ;

As an employer: the plan addresses hiring and training processes;

As a social partner: universal access is emphasized in STM's relationships with public bodies, as well as with environmental, cultural and sporting event partners.

Persons with functional limitations and representatives of the disabled community are now automatically involved in all projects and their approval is sought throughout the project's various phases of development.



REGINA TRANSIT

THE R-CARD AND AUTOMATED FARE COLLECTION HANDHELD READERS

In 2010, the City of Regina Transit Department implemented the R-Card automated fare collection system. Transit operators and ambassadors wearing R-Card badges were on the street at downtown hubs to answer questions and direct people to transit agents if they hadn't yet purchased their Card. The R-Card Demonstration Bus, which had travelled across the city for several weeks prior to implementation, was parked in front of the Transit Operations Centre. An extensive

advertising campaign, media briefings, information brochures, the use of QR codes, web information and an instructional YouTube video reached out to transit clients to help them understand the transition.

The conventional fixed-route transit system and the paratransit system have a parallel fare structure which required the automated fare collection system to be applicable to both. The paratransit service could not accommodate the large fare boxes so it worked with the vendor BEA to develop a portable handheld card reader to meet the requirements of its customers with disabilities. The portable readers can be taken into residences to scan smart cards for passengers with cognitive disabilities who are unable to carry their card with them.

Today, in Regina Transit's 100th year of operation, almost 79 percent of fare transactions use the R-Card.



TORONTO TRANSIT COMMISSION

GREEN PROCUREMENT POLICY

The Toronto Transit Commission (TTC) demonstrated its leadership by becoming the first transit authority in Canada to adopt and implement a Green Procurement Policy (GPP).

Highlights of the TTC's accomplishments include: establishing 11 TTC-wide environmental standards; completing 12 pilot projects; training more than 200 staff members, and adding environmental specifications to many system wide contracts. It is anticipated that the TTC's GPP will result in significant environmental and cost benefits (e.g. through reduced resource consumption and waste production), stimulate innovation for environmentally preferable products, and set a precedent for other communities and transport service providers.

In recognition of these efforts, the TTC was recently awarded the 2010 Leadership in Green Procurement Award from the Canadian Public Procurement Council (CPPC).

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EDMONTON TRANSIT SYSTEM TRAINING SEAT

The Edmonton Transit Training Centre staff has developed a new chair for use when training students drive the bus. In the past, Instructors would stand at the front of the bus while directing and mentoring students. At times students would brake harshly or accelerate when the instructor was not ready and invariably the Instructors would suffer sprained shoulders, wrenched backs, or other symptoms around arms, waists and shoulder injuries. With the new trainer chair installed, which is essentially jump seat attached to the bus frame, potential injuries to the Instructor are reduced. This new chair is the first of its kind in the transit industry and many other properties as well as

bus manufactures have asked about acquiring this design so that they can implement a similar program. The biggest benefit is that it ensures the safety of the instructor thereby ensuring safety of students, passengers and others that may be around our buses while in training.





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