



Main Office/Bureau principal

Suite 1401 55 York Street
55, rue York bureau 1401
Toronto, ON Canada M5J 1R7
Tel/Tél. : 416.365.9800
Fax/Télé. : 416.365.1295

Ottawa Office/Bureau d'Ottawa

1500 St. Laurent Boulevard
1500, boulevard St. Laurent
Ottawa, ON Canada K1G 0Z8
Tel/Tél. : 613.842.3616
Fax/Télé. : 613.744.7271

transit@cutaactu.ca www.cutaactu.ca



NATIONAL TRANSIT CORPORATE RECOGNITION AWARDS

27 MAY 2008 EDMONTON, ALBERTA



*Past Reflections. Future Visions.
Réflexions du passé. Visions de l'avenir.*

THANK YOU TO THE SPONSORS
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BOMBARDIER



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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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OC TRANSPO - SPECIAL CONSTABLE PROGRAM



The City of Ottawa, Transit Services initiated a Special Constable Program for transit on April 1st, 2007 which empowers constables to enforce Provincial legislation. During that time, 39 Transit Law Enforcement Officers successfully completed the Special Constable Training program. Following ministerial approval, the Ottawa Police Services Board appointed the officers as Special Constables.

Since the implementation of the program in 2007, the transit system crime rate per 100,000 riders has decreased 24 per cent from the year before. In 2007, OC Transpo realized a 3,806,750 system ridership increase over the year before. Total calls for service for the Transit Law Communication Centre increased from 8,577 in 2006 to 12,562 in 2007.

The appointment and designation of Special Constables have streamlined police resource allocation, strengthened crime prevention, improved community safety, and created efficiency savings for the City of Ottawa.

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BOMBARDIER TRANSPORTATION, NORTH AMERICA - THE CLIMATE IS RIGHT FOR TRAINS COMMUNICATIONS CAMPAIGN



The whole world is acutely aware of greenhouse gas emissions and global warming, and the demand for cleaner, greener and more efficient transit solutions is rising.

In short, the climate is right for Bombardier Transportation's communications campaign: The Climate Is Right for Trains. This initiative approach aims at reaching several target groups at once: the media, industry specialists, decision-makers, and the public.

The campaign positions Bombardier Transportation products as solutions to today's challenges and as real agents of change for the future of our cities and communities.

Elements of the campaign include a series of advertisements as well as events, exhibits and promotional items. These pieces work together to drive all of the target groups to the same place: www.theclimateisrightfortrains.com

The campaign was launched in May 2007 and continues to evolve and expand.

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EDMONTON TRANSIT SYSTEM - INTELLIGENCE-LED SECURITY RESOURCE DEPLOYMENT MODEL

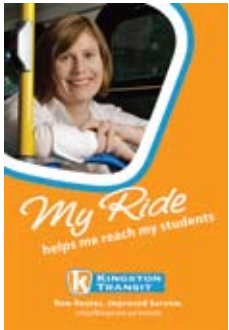


Edmonton Transit Security developed an intelligence-led security resource deployment model in order to promote crime prevention and deterrence through proactive patrols at transit locations. The model uses an innovative data mining technique that capitalizes on the spatial and temporal distribution of crime. The intelligence is then utilized to create the core of the model: the Daily Crime Forecast (DCF).

DCF is essentially a threat map showing the expected crime "hot spots" for a particular day, and security staff can target their enforcement efforts in those areas. The forecast is updated daily and published to the ETS Security intranet intelligence web portal where officers can view updated intelligence reports regularly.

Since the introduction of DCF in 2006, transit security has seen its number of proactive incidents -- where officers are on scene before trouble happens -- go up 159 per cent. Reactive events -- where officers respond to an incident after it happens -- have gone down by 52 per cent. The success of the forecast model has generated interest from the Edmonton Police Service (EPS), who is in the process of examining it as a means of supplementing their intelligence-led deployment techniques.

KINGSTON TRANSIT - SERVICE IMPROVEMENTS, NEW BRAND AND MARKETING PROGRAM



In 2007, Kingston Transit launched service improvements, including new routes, more convenient scheduling, and a more responsive relationship with riders. At the same time, the 30-year-old "KT" brand needed to be renewed.

"MyRide" was created. A new branding and advertising campaign that makes the Kingston Transit experience more personal and relevant to various target audiences. Along with a dynamic new "K" logo, the campaign introduced new, user-friendly transit maps, route names and signage.

The advertising campaign that followed took the personalization of the brand one step further, as a photographer set up a mobile studio in the back of an operating Kingston Transit bus, and the advertising agency recruited, interviewed, and photographed actual riders as they boarded - featuring the real faces and stories of Kingston Transit in print, outdoor, bus and radio ads.

The result of service improvements combined with communicating them was a 7.5 per cent increase in ridership in 2007, and front-page coverage by the Kingston Whig-Standard.

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INNOVATIONS IN TRANSPORTATION INC. (INIT) - IMPLEMENTATION OF ADVANCED ITS TECHNOLOGY FOR YORK REGION TRANSIT/VIVA



In 2007, Innovations In Transportation Inc. (INIT) realized the successful installation of its Intelligent Transportation System (ITS) on York Region's innovative bus rapid transit system, Viva, fleet of 85 buses and subsequently on the Region's conventional transit, York Region Transit (YRT), fleet of 270 vehicles. It took less than three years to bring the Viva service from concept to reality. INIT completed the installation of the vast project on time.

The installation represented the most extensive application of intelligent transportation technology on one system in Canada.

The components implemented on the Viva BRT system and then YRT fixed route system included INIT's Intermodal Transport Control System (ITCS) - an advanced intermodal CAD/AVL system. Viva also received a planning system (MOBILE-PLAN), which displays real time passenger information at all stops and terminals, traffic signal priority (TSP), GPRS for data communication and GSM for voice communication. Each vehicle was equipped with INIT's on-board computers, the COPILOTpc based on Windows XP embedded technology.

INIT's installation of a fully advanced and integrated system allowed YRT's Viva to set high standards and provide quality service to its passengers in York Region, Ontario.

DAYTECH LIMITED - VIRTUAL PROTOTYPING OF CUSTOM TRANSIT SHELTERS



Addressing the requirement of Edmonton Transit for two 39' high-capacity shelters installed in temporary locations to be relocated and reconfigured into one 78' shelter required a concept that allowed for modular installation techniques and transportability.

Exploiting Daytech's 3D modeling and virtual prototyping capabilities, a practical modular system was developed. Maximizing the manufacturing of prefabricated components and devising mechanical connections, eliminated on-site fabrication. Daytech's engineering team developed a sectional solution for reconfiguring the layout when two shelters are joined that minimizes site installation time.

Year-round usage in Edmonton's extreme climate demanded heating and ventilation. To ensure maximum efficiency, a fully enclosed waiting area complete with wind skirts and power-operated door was incorporated into the design. To combat summer heat, forced air ventilation was provided for the enclosed area along with an outdoor sheltered waiting zone.

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EDMONTON TRANSIT SYSTEM - DATS' IMPLEMENTATION OF "CALL AHEAD" TELEPHONE TECHNOLOGY



In May 2007, The DATS IVR project team and the City of Edmonton successfully implemented IVR (Interactive Voice Response) software.

IVR is a new system that calls customers to let them know their DATS ride is on the way. Operators initiate the automated telephone call by pressing a button on their Mobile Data Terminal (MDT) when they are five to 10 minutes away from the customer's pickup address.

Initial customer and operator feedback is very positive. In fact, IVR implementation resulted in reducing the average of DATS vehicle dwell times at residences from 2.19 minutes to 1.04 minutes on average. This represents a 54 percent reduction in dwell times allowing DATS to be more efficient in delivering trips to customers.

In order to train staff in the use of IVR (without organizing sessions pulling operators off the road), an innovative training video was filmed that walked all staff through the various stages of IVR.

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REGIONAL MUNICIPALITY OF WOOD BUFFALO - WOOD BUFFALO TRANSIT - SERVICES RESTRUCTURING AND IMPROVEMENTS



The urban transit system within the Regional Municipality of Wood Buffalo faced unique challenges. The Oil Sands boom created a backlog of infrastructure needs, the gridlock was prevalent, the fleet was aged and the buses were behind schedule.

As the public of Wood Buffalo was not happy, there was a need to create a transit culture overnight and completely revamp the service during the coldest months of the year. Wood Buffalo Transit was faced with a 'no choice' situation to implement the change before any formal approval. A Transit User Group was established and the system was compelled to focus on service over fare revenues.

The gamble paid off. The Council listened and took action. A more simplified and direct service with fewer routes and newer fleet was implemented. A performance-based contractor agreement was drawn up and customer service became a priority. Ridership decline reversed virtually overnight.

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ENTRA CONSULTANTS - TRANSIT FIRST GUIDELINES

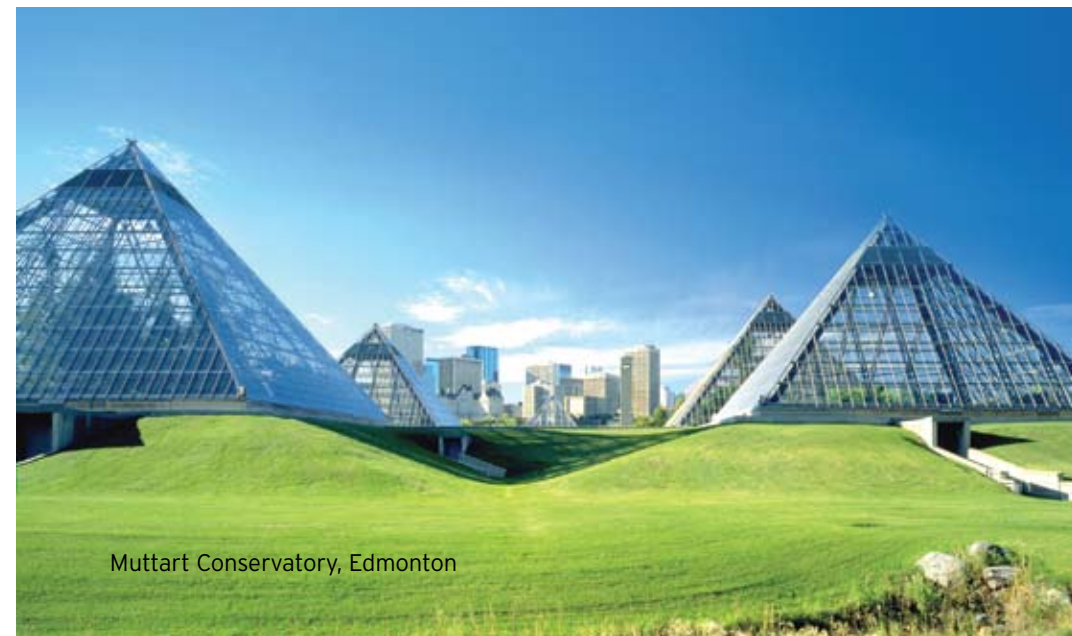


In November 2007, ENTRA Consultants completed the North Oakville East Secondary Plan (NOESP) Transportation Plan that identified the transportation and transit components of the NOESP area. The NOESP established "Transit-First" planning policies and an overall framework for the area, including the Town's Transit Plan. The plan reflects innovative transit-first principles that promote priority to transit over autos and the early introduction of transit service in North Oakville.

As part of the NOESP implementation studies, ENTRA produced the Town's transit-first guidelines. The guidelines are presented in a Developers' Toolkit that provides direction on the planning and implementation process, transit-supportive land use requirements, the hierarchy of transit services and corridors, appropriate road and right-of-way elements, the hierarchy of transit stations and stops, transit implementation thresholds and early implementation incentives.

This toolkit is provided to developers early in the development process to inform them of the Town's transit requirements at the time of submission of development applications and ensure that proposed land uses support and are supported by transit, and will facilitate the early introduction of transit services in neighbourhoods.

ENTRA's creation of the transit-first guidelines is a transit industry first and is expected to lead to similar innovation in communities across Canada.



Muttart Conservatory, Edmonton