



# **Transit Planning**

**Canadian Urban Transit Association - Education & Training Department**

**January 16 - 21, 2011**

**Bayview Wildwood Resort  
Orillia, ON**



**[www.cutaactu.ca](http://www.cutaactu.ca)**



## If you need in-depth knowledge about transit planning, this program is for you!

Led by experienced instructors well known for their transit expertise, and utilizing the most comprehensive methods of instruction including case studies, simulations, group exercises, workshops and presentations, the Transit Planning program gives you the opportunity to:

- Explore innovative service designs and non-traditional concepts in transit planning
- Learn to successfully design and evaluate alternative service plans
- Discover how to collect and utilize valuable data for measuring and monitoring performance
- Learn about service changes that minimize costs and maximize customer benefits
- Explore ideas for successful transit terminals and on street facilities

It's hard to carve out time for learning, but if you don't take the time to do it right the first time, when will you find the time to do it again?

The Canadian Urban Transit Association has the solution—a full week of intensive hands-on training, led by expert instructors. The added bonus? Exchanging knowledge and ideas with your transit colleagues from across North America. You're out of the office, able to focus your complete energy and attention to learning. When you return, you'll bring back fresh ideas, new strategies and a workbook packed with reference material. When it comes to training, invest your time and money wisely—on a proven program that produces results!

If you are a manager without a background in transit planning but must interact with the planning process on a regular basis, this program is a must for you. It's perfect for staff members who are moving into planning responsibilities and require some formal training. If you're a transit planner who would like to sharpen your planning skills, this program is a great refresher.

### Program Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Morning		Developing Service Standards	Bus Rapid Transit ITS	Project Workshop	Presentation Skills	Final Project Workshop
Afternoon	Arrival Registration Program Introduction	Information Needs and Presentation	Route & Service Planning I	Route & Service Planning III	Project Workshop	Graduation & Departure
Night	Customer Orientation	Performance Monitoring & Evaluation	Route & Service Planning II	Project Workshop	Project Workshop	

# Program Components

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## Customer Orientation

Start the program by exploring the importance of customer service considerations on the service planning process. Develop an appreciation for the importance of the customer to transit organizations. Create practical action plans to address customer issues.

## Developing Service Standards

Understand the role of the policy group and transit management in establishing policies and standards. Explore the connect of systematic, fact based approaches to transit planning and the principles of transit service standards.

## Information Needs and Presentation

Effective use of data is the foundation for effective planning. To analyze data, applicable data must be collected. Learn about information sources, both within and outside the transit system. Explore how performance measurements and indicators are used against service standards, service design and re-design.

## Performance Monitoring and Evaluation

Explore the basic concepts of setting performance targets and service standards. Learn the basics of input data, performance indicators, setting targets and standards, and evaluating actual performance. Then discuss annual pre-budget performance evaluation, qualitative activity area review, general statistical review, regular route evaluations and ongoing computerized monitoring.

## Route and Service Planning I, II and III

Gain an overview of route and service terminology, service levels, ridership estimates, costs and revenue estimates, analytical techniques and other major steps in a typical route and service planning study. Share experiences and discuss practices from different transit systems.

## Bus Rapid Transit


Learn how BRT combines the quality of rail transit and the flexibility of buses using exclusive transit ways, HOV lanes, expressways or ordinary streets. Explore operational examples including intelligent transportation systems technology, priority for transit, cleaner and quieter vehicles, rapid and convenient fare collection, and integration with land use policy. Understand why and how BRT is chosen and what is achieved.

## Intelligent Transportation Systems

Intelligent transportation systems (ITS) collect, analyze and archive data about the system's performance during peak use. ITS encompass a broad range of wireless and wired communications based information, control and electronics technologies. When integrated into the transportation system infrastructure and into vehicles, ITS monitor and manage traffic flow, reduce congestion, provide alternate routes to travelers, enhance productivity and save lives, time and money. Having this data enhances traffic operators' ability to respond to incidents, adverse weather or other capacity constricting events.


## Project Workshop

The project workshop is your chance to apply the entire course content in a practical application. Work in planning teams with a real transit planning problem to develop practical and innovative solutions. Identify specific problems, determine and plan service adjustments, identify and minimize impacts, and assess ridership, revenue and cost implications. Make a team presentation that tests your presentation skills and the ability to defend your work.



"Excellent course! Great material and a great opportunity to network." - Allison Clavelle, iTRANS Consulting

"Very informative content. The course has is valuable for the transit planning world" - Piragal Thriu, York Region Transit, ON



# Our Instructors

## Dennis Fletcher


Dennis Fletcher, MES, brings a wealth of experience and knowledge. He is Director of Transit Solutions with ENTRA Consultants, a division of GENIVAR, and a longtime CUTA facilitator with more than 25 years experience in the transit industry in both the public and private sector. Dennis consistently receives excellent ratings from course participants who appreciate his in-depth knowledge and positive instructional style.

## Kerry O'Leary


Kerry O'Leary is a private consultant involved in all aspects of transit operations, human resources and planning. His career with OC Transpo spanned 34 years and included directorships in security, human resources, planning, operations and customer service.

## Sean Rathwell

Sean Rathwell, M.Eng. P.Eng., has more than 24 years of experience in the transit industry in both the private and public sectors. He is the former Manger of Service Planning at OC Transpo and is currently the Manager of McCormick Rankin Corporation's Ottawa office where he works on conventional and rapid transit planning and operations projects throughout North America and around the world.



" Great course! There was lots of useful information that I will be able to apply everyday in my job. The course reinforced things I already knew and provided me with lots of useful new ideas and suggestions that will improve my work. " -  
-Neil Malcolm, Grand River Transit, ON





## Registration Form Transit Planning

Date: January 16 - 21, 2011

Location: Bayview Wildwood Resort  
1500 Port Stanton Pkwy  
RR1, Severn Bridge, Ontario  
[www.bayviewwildwood.com](http://www.bayviewwildwood.com)

**Members: \$3,195** + 5% GST

**Non-Members: \$3,495** +  
GST

GST# 106868490

Payment is due upon registration. If you must cancel, you may do so one month prior for a full refund or two weeks prior for a 50% refund. You may substitute another person at any time without penalty.

Course includes:

- Course instruction
- Course materials
- Accommodation
- Meals & hospitality

Please advise us of any dietary concerns or allergies

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Name

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Title

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Organization

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Address

City/Province

Postal Code

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Phone

Fax

---

E-Mail

Method of Payment: (please circle one)

Please invoice me

Please charge to my credit card (Visa,  
or Master Card)

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Card number

Expiry Date

Name on card

Fax your registration form to 416 365-1295 or e-mail [moudakis@cutaactu.ca](mailto:moudakis@cutaactu.ca).  
Have a question? Call John Moudakis at 416 365-9800 ext. 102



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