



2012 CORPORATE LEADERSHIP AWARDS



29 MAY, 2012 • VICTORIA, BRITISH COLUMBIA



Building connections. | Cr er des liens.
Linking communities. | Reller des collectivit s.

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AWARD CATEGORIES

ENVIRONMENTAL

The Award recognizes businesses and transit systems whose activities enhance or protect the environment while meeting transit demands. The outcomes can include increased operational efficiency, cost savings and measurable environmental benefits.

INNOVATION

Awarded for transit innovations that break with conventional processes and extend beyond marginal improvements in products and services. Innovation will be considered related to technical, process and/or financial transit components. This will be awarded to a CUTA member in good standing.

MARKETING AND COMMUNICATIONS

This Award recognizes an exceptional development and implementation of marketing and communications initiatives pertaining to advertising, internal and external corporate communications and public relations.

SAFETY AND SECURITY

The Safety and Security Award recognizes transit organizations for their commitment to enhancing the safety and security of transit employees and/or customers through the development and implementation of effective safety and/or security programs. These initiatives may include programs that create and sustain a culture of safety within the workplace and result in exceptional service and security for the public.

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COAST MOUNTAIN BUS COMPANY - VANCOUVER WASTE MANAGEMENT PROGRAM

In 2008, CMBC conducted a solid waste audit at one of its facilities. The objective of the audit was to identify the characteristics and composition of the landfill waste stream. The resulting recommendations were set as targets over the following three years. The targets included: upgrading the environmental training program, implementing organic food waste collection for composting, including non-hazardous waste

quantities in the Environmental Key Performance Indicators report, developing a collection and handling program for used fluorescent lamps, implementing collection of specific non-recyclable wastes for use as processed engineered fuels (waste-to-energy), and initiating a trial program for collection of operator uniforms for recycling as rags.

CMBC's 2011 non-hazardous solid waste diversion rate was 71.2%, exceeding the Metro Vancouver average of 55% and meeting the region's interim goal of 70% by 2015. This makes Coast Mountain Bus Company a leader among the TransLink group of operating companies and the institutional, commercial, and industrial sector within the Metro Vancouver region.

SOCIÉTÉ DE



TRANSPORT DE MONTRÉAL (STM) RENEWAL OF THE BUS OPERATIONS SUPERVISORS' FLEET OF VEHICLES

In 2007, the STM included its commitment to sustainable development in its mission statement and business plan framework. Public transit is essentially an ecological option but the STM also considered the environmental actions that could be carried out on a daily basis.

Within this focus, STM challenged itself to better manage the fleet of 47 vehicles reserved for supervisory functions, which travel over one million kilometers each year within the bus and

paratransit networks. The goal was to reduce the environmental footprint and limit GHG emissions and the main objectives were; to replace vehicles that had reached the end of their useful life by more eco-friendly vehicles; improve driving practices and to create performance indicators to measure consumption.

STM reduced GHG emissions by 266 tonnes between 2009 and 2011 and is targeting 270 g GHG/km for specific emissions over the next two years. By the end of 2013, a decrease of 648 tonnes, in comparison with 2009, will be achieved and the fleet comprise 100% energy efficient vehicles.

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THE CITY OF SELKIRK - MANITOBA SELKIRK TRANSIT

Selkirk, Manitoba's population 9,800, possesses many of the features of a larger urban centre including manufacturing, two hospitals, a new power centre corridor, a recreation complex, and a downtown area along the scenic Red River. There was no conventional transit. As development expanded away from the downtown, the lack of transit

created numerous challenges for the more vulnerable residents to access jobs, goods and services, and for businesses to attract employees. The community was car dependent and proactive change was needed today to prepare for the future.

A Transit Feasibility Study was completed in December 2008; the Transit Implementation Plan was completed in 2009; buses were ordered in 2010, and service was launched May 30, 2011. Given Selkirk's focus on community development, transit is not only operated by a non-profit, community organization but transit contracts bus stop maintenance with Interlake Employment Services, a non-profit agency supporting those with cognitive disabilities to find and keep employment. Transit is recognized as both an economic development tool and social equity investment.



SOCIÉTÉ DE TRANSPORT DE LAVAL (STL)

CLIC: CAR POOLING WITH ELECTRIC VEHICLES

Inspired by American vanpooling experiments, CLIC, electric vehicle (EV) carpooling, is an innovative and unique approach to public transit and represents a new zero-emission transportation alternative.

The principle is simple: electric vehicles purchased, registered, insured and maintained by the STL and the AMT are loaned to 10 teams of four people who travel at the same time to the same train station or to two of Laval's three metro stations. For the price of AMT's Zone 3 TRAM pass, participants will have transportation and a reserved parking spot, among other benefits.

It has already been established that, by replacing 40 gasoline-powered cars with 10 electric cars, CLIC will reduce greenhouse gas emissions by 160 tons a year. In 2030, when the project's approximately 300 cars will be operational, CLIC will reduce greenhouse gas emissions by 4,800 tons a year. CLIC is strengthening the STL's presence in low-density areas, improving the quality of life and health of Laval residents and increasing their proactive involvement in meeting Ville de Laval's greenhouse gas reduction goals.



TRANSLINK

FIRST NORTH AMERICAN CARBON OFFSET INITIATIVE

In late 2010, TransLink approached BC Transit with the idea of implementing public transit's first North American carbon offset initiative. The project involved replacing conventional diesel buses with lower emission vehicles. Under the initiative, TransLink receives carbon offsets by operating 214 diesel-electric hybrids & electric trolleys in the Lower Mainland and BC Transit for

operating 20 hydrogen buses in Whistler. The objectives of the project were to reduce GHG emissions by using cleaner-running more energy-efficient vehicles which rely less on fossil fuels. The project has enabled both transit agencies to further reduce their corporate and thus regional ecological footprints while finding a new approach to generate revenue, both which are strategic themes of CUTA's Transit Vision 2040.

Fuel efficiency has improved from 61.4 litres/100 km in 2008 to 56.0 l/100km in 2011. Overall, this has saved 1.6 million litres of diesel fuel since 2009, a significant cost savings. In addition, both TransLink and BC Transit have successfully offset and sold 18,862 tonnes of CO₂e under the fuel switch project (2009-2011).

MARKETING AND COMMUNICATIONS

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BC TRANSIT

TRANSIT HERO ENGAGEMENT PROGRAM

Transit Hero is a customer engagement campaign that promotes transit through the voices of BC Transit customers. The provincial-wide campaign celebrates the everyday experiences of customers who make public transit a choice. The objective of the campaign is to improve the perception of public transit, and to improve identification and confirmation of transit benefits through the sharing of positive everyday transit stories.

Transit Hero builds on BC Transit's 2011 'If it's green...just go!' campaign using the successful radio and animated TV ads which featured Shane Koyczan performing his 'Hero' poem. The poem encourages listeners to make environmentally sustainable choices, such as walking, biking and transit. For the 2012 Transit Hero campaign, the TV ad was repeated and 7 second booster ads were added, the ending for the radio ad was also slightly extended to ask listeners to visit www.transithero.ca website and share their transit hero stories. The radio and TV ads were re-enforced using print and extensive social media/on-line advertising.

BRAMPTON TRANSIT NEWCOMER TOURS

Newcomer Tours began in 2009 as a joint project between various City of Brampton departments. The objective is to educate new residents on transit and available city services. Participants are provided with a free, guided tour of the city and are able to experience the services first hand.

Marketing initiatives used include: Brampton Transit and Brampton Library websites, Twitter and Facebook; event posters, flyers, telephone calls and outreach to participating community partners.

To keep the events cost-free, volunteer city staff act as tour guides, existing marketing avenues are utilized for promotions (website, social media channels), and transit buses are provided at no cost.

The program could easily be adopted by other service providers around the country to educate their new residents on the transit system and community. It is a low cost way to reach a specific audience and helps to increase community awareness. As a result, Brampton Transit's ridership continues to grow. In 2011, ridership totaled 16.8 million riders, a nearly 18% increase over 2010 - more than four times the national average.



EDMONTON TRANSIT SYSTEM ETS CONCERT IN MOTION CAMPAIGN

The ETS Concert in Motion campaign had three key objectives: Launch and build awareness of the new ETS Trip Planner and suite of social media tools, such as Facebook (facebook.com/takeETS) and Twitter alert service (@takeETSalert); position public transit as the preferred choice of travel, while at the same time affirming ETS as modern, progressive and youthful and support local talent within the community.

The campaign had several media elements focused on getting people to watch the ETS Concert in Motion YouTube video and to try the new travel tools noted above. Supporting campaign elements included a direct email piece,

extensive publicity, print advertising, leveraging the local blogger community, as well as releasing a Behind the Scenes video to extend the life of the campaign. ETS used the total number of video views as a primary awareness measure of the campaign - over 5,000 views to date; the most viewed ETS video ever produced.

The campaign had a direct role in achieving record public use of the ETS Trip Planner application. In 2011, over 3 million trips were planned using the tool; an increase from approximately 2 million the year previous.



Winter Newsletter

We have a lot of news to share with you!

Thanks for your ongoing participation in Let GO Know surveys! Be the one to take GO Know to the next level.

The feedback that you have given on the (over 1000) survey questions, the focus on your customer to make them more satisfied and all the other things that you have said will be used to help us improve our service. We are also using your feedback to share with our other transit partners and service providers. These things are probably still in the works, but we will share with you as soon as we can. We will also use your feedback to improve the things you see. Let us know your valuable opinions are greatly appreciated!



Let us know what you think about our service and we will be happy to hear from you. We will also use your feedback to improve our service. We are also using your feedback to share with our other transit partners and service providers. These things are probably still in the works, but we will share with you as soon as we can. We will also use your feedback to improve the things you see. Let us know your valuable opinions are greatly appreciated!

GO TRANSIT

LET GO KNOW CAMPAIGN

The Let GO Know online advisory panel of over 5,600 participants has become a key resource in understanding the voice of the GO Transit customer. Since its launch on April 7, 2011, over 29,000 responses have been collected on 19 surveys, helping GO Transit drive projects and initiatives. For example, their schedules and signage were redesigned, and Wi-Fi and vending machines are being explored as a result of Let GO Know feedback.

Let GO Know resulted in a fundamental change in project delivery allowing GO Transit to quickly

canvas customers to gauge interest or opinions. In the past significant time was needed to design, execute and report on the results of questionnaires at a cost of up to \$45,000, with Let GO Know GO Transit produced 19 surveys for \$75,000.

The Let GO Know methodology can be used by agencies across the country to revolutionize service. GO Transit plan to engage PRESTO and the Air Rail Link, as well as regional transportation and community partners to help them tap into the customer panel, helping transform transportation across the region.

OC TRANSP

PEOPLE MOVING PEOPLE AND COUNT ON ME CAMPAIGNS



A bus pulling up to a bus stop for the morning commute may seem like a small event, but a lot of dedicated professionals are involved to make it happen. This is the story behind the eye-catching People Moving People

poster which includes photos of almost 100 employees. The People Moving People video goes further by providing a fast-paced, behind-the-scenes look at all the skilled people required to provide quality transit service every day.

The two series of Count On Me ads pull individual characters out of the People Moving People poster ad. The ads were widely distributed throughout the City on external bus sides, interior bus cards and as bus shelter ads and inside the organization in public places. The Count On Me "template" will make a fundamental change in advertising, because it can easily be adapted for follow-up campaigns. The campaign (with all four elements) was very cost-effective, costing only about \$75,000, taking advantage of advertising space already available.

SOCIÉTÉ DE TRANSPORT DE MONTRÉAL (STM)

EVERY EMPLOYEE COUNTS FOR THE STM – THE CEO’S COMMUNICATIONS



The year 2010-2011 marked the development of the STM 2020 plan. An internal communications strategy was created to convey the objectives set out in this ambitious plan and mobilize the organization to achieve these results. This strategy relied on an open and more

consistent relationship between the chief executive officer, already well-known as an outstanding communicator, and the company’s 9,000 employees. The CEO’s company-wide tour was set into motion along with Yves Devin’s blog to provide a forum for discussion and encourage employee dialogue (the 6th strategic objective outlined in Transit Vision 2040 plan).

Yves Devin’s blog allowed him to maintain regular contact with employees. The CEO initiated subjects linked to current issues regarding the company and employees could comment or ask questions.

The chief executive officer hosted 24 meetings attended by more than 4,500 employees representing nearly 50% of STM employees. An average of 882 visits are recorded every week, 410 of these are first-time visitors. These results illustrate that this new internal communications approach has been extremely helpful in improving relations between upper management and employees.



YORK REGION TRANSIT (YRT)

WE GET WHERE YOU’RE GOING CAMPAIGN

York Region Transit (YRT/Viva) connects riders in the nine municipalities of York Region using conventional and bus rapid transit services. Adults 18–24 account for 40% of riders on YRT and 47% on Viva. Rider growth in terms of frequency (rides per week) is most pronounced among riders 24 and younger. However, the proportion of riders 18 and younger has declined from 14% to 12% for Viva and 21% to 17% for YRT. This campaign is directed at the 15–24 age range divided into two key groups: high school students (15–17) and college and university students (18–

24). The goal is to increase ridership and engage them with YRT/Viva’s revamped web site and social media channels.

In addition to campaign messaging, the transit ads and posters included a QR code which students could use to access the new YRT/Viva website with smart phones. The campaign also included an SMS texting contest to incentivize digital engagement. Traffic to yrt.ca continued to increase in Q4 when compared to the same period in 2010 and previous years.

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EDMONTON TRANSIT SYSTEM (ETS)

YOUTH VIOLENCE PREVENTION INITIATIVE

The Youth Violence Prevention Initiative (YVPI) was conceived by the Director of ETS Safety and Security in 2009 as a means to actively contribute to the overall vision of the Edmonton Taskforce on Community Safety. Emerging youth offender issues have been identified as a key concern in public transit and within the community. Being a primary mode of transportation for youth, the regular interactions that Transit Peace Officers have with youth, and a comprehensive records

and reporting system, Edmonton Transit Security had the opportunity to lead a preventative initiative of disengaging youth from first becoming involved with criminal offences. As such, the goal of the Youth Violence Prevention Initiative is the proactive identification of At-Risk and High-Risk Youth that use public transit in Edmonton.

Leveraging existing incident data related to youth behavior on the transit system and data mining analytical techniques, ETS Security has developed a promising methodology that can prioritize youths who are most likely to be at risk of perpetrating a criminal offence. The initiative generated interest amongst key stakeholders including the Edmonton Police Service (EPS) and youth referral agencies. As a result, a Youth Referral Worker was hired by Edmonton Police who refers youth identified by the ETS methodology to an appropriate youth-focused social agency. The YVPI has proven successful in connecting identified youths with the appropriate agencies for support. There is an immeasurable non-financial benefit through the redirection and mitigation of disruptive behaviour.



TORONTO TRANSIT COMMISSION (TTC)

SUICIDE PREVENTION CAMPAIGN

In June 2011 TTC partnered with Toronto Distress Centres and Bell Canada to launch CrisisLink. This latest program features the installation of free autodial telephones on every subway platform to provide direct access to the Toronto Distress Centres for any passenger in crisis. It also includes signage which deliberately uses the word "suicide" as a means to de-stigmatize open discussion of mental health issues and the call for help. As such it directly addresses the CUTA Transit Vision 2040 focus on customers.

This program is not about cost when we consider how a life could have been saved and the victim diverted into care. But there are many other victims, including the train operator, response and clean-up crews, passenger witnesses and, tragically, family members near and distant. TTC's message is this: transit agencies have tools at their disposal to reduce the incidence of suicide on our systems and we owe it to our passengers and employees to take measures to protect those who are in crisis.



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