

CUTA Training Services



TO INSPIRE AND INFLUENCE THE EVOLUTION
OF INTEGRATED URBAN MOBILITY

INSPIRER ET INFLUENCER L'ÉVOLUTION
DE LA MOBILITÉ URBAINE INTÉGRÉE

TYPICAL Year

	Revenue	Net	GM	% revenue	% surplus
TA	\$170	\$103	60%	22%	24%
Smart Driver	\$47	\$31	66%	6%	7%
Open Courses	\$366	\$190	52%	47%	45%
eLearning	0	0	0%	0%	0%
STRADA	\$190	\$100	53%	25%	24%
	\$773	\$424	55%	100%	100%
Overhead		-\$319			
NET		\$105		14%	

TYPICAL Year

	TYPICAL YEAR		2015 FORECAST		2016 BUDGET	
Revenue	\$773		\$538		\$576	
Expenses	\$349	45%	\$242	45%	\$265	46%
Net	\$424		\$296		\$311	
OH	\$319	41%	\$286	53%	\$208	36%
Contribution	\$105		\$10		\$103	

TYPICAL Year

	2015						2015 BUDGET	
	TYPICAL YEAR		FORECAST		2016 BUDGET			
Revenue	\$773		\$538		\$576		\$1,144	
Expenses	\$349	45%	\$242	45%	\$265	46%	\$515	45%
Net	\$424		\$296		\$311		\$628	
OH	\$319	41%	\$286	53%	\$208	36%	\$306	27%
Contribution	\$105		\$10		\$103		\$322	

OPEN ENROLLMENT COURSES

DESCRIPTION

One time courses or courses towards Transit Supervision Series, which members or non-members may attend.

Participants pay for course only – members pay discount on course

Represents 47% of Revenue and 45% of Surplus

PARTICIPATION

- In general 1-3 participants from >50%/year
- 2013 each Metrolinx, HSR, Calgary, MTO
- 20% courses, US audience

ISSUES/RISKS

- Facilitators own the content; facilitator rates unchanged 2 years
- Scheduled Courses dropped/deferred ___% of the time – frustrates facilitators and enrolled.
-

MEMBER VALUE

- Skills progressions
- Career development
- Professional certificates
- Knowledge enrichment
- Provide professional credibility
- Networking opportunities

TRANSIT AMBASSADOR

DESCRIPTION

Training for Transit Trainers.

Participating Organizations pay a licensing fee, and for training events

Represents 22% of Revenue and 24% of Surplus

PARTICIPATION

- 68 Canada licenses, 52 in the US, others Intl
- Courses active but slowing
- License Subscriptions slowing down

ISSUES/RISKS

- License fees 1x, generally
- Only 2 Master Trainers

MEMBER VALUE

Through TA Members (and non-members) develop Transit Customer Focused Trainers for their organizations

5 levels allow multiple steps

Licensing provides free content updates

SMART DRIVER

DESCRIPTION

Driver Training program delivered at Transit System clients to improve onroad fuel and vehicle efficiency

Contribution agreement with NRCan offsets Admin, development and Research costs
Represents 6% of Revenue and 7% of Surplus

PARTICIPATION

- Declining # courses run: 2011 (5), 2013 (4), 2014 (2), 2015 (2).

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ISSUES/RISKS

- 3 year contribution agreement with NRCan ends 2016
- Training revenues only
- Only 2 Master Trainers remain

MEMBER VALUE

Reduced fuel consumption
Smoother passenger ride
Fewer emissions
Reduced wear and tear on brakes and tires
A less stressful day for operators
Schedules are not impacted

eLEARNING

DESCRIPTION

New online access to 19 related but not Transit-specific courses, thru 3rd party vendor WellNet Solutions (Link2elearning)

Represents 0% of Revenue and 0% of Surplus

PARTICIPATION

- None

ISSUES/RISKS

- Low risk
- unbudgeted, low \$s
- 50/50 revenue split with vendor
- Some concerns about quality
- Contract started March 2014 - \$1000 Start Up

MEMBER VALUE

Low cost

Flexible

Online courses

Certificates

Transcripts

STRADA

DESCRIPTION

- Driver recruitment tool used to shortlist applicants with characteristics for driving
- Customers pay 1x license and reoccurring quantities of 'reports'
- Recently expanded to include Supervisor, Maintenance, Customer Service, Admin Support and Call Centre
- Represents 25% of Revenue and 24% of Surplus

PARTICIPATION

- 32 members with STRADA Licenses – 3 inactive
- 5 non-member customers
- 7 with multi-year agreements

ISSUES/RISKS

- Distributor contract: ~ 5000 reports (\$50K) inventory/a, sales >499 reports from Access Invtry
- Unvalidated in the US
- Coach Canada largest multi-yr client – ends '15.
- No price increases since 2014
- ACCESS contract renewed Nov 2014 – 3 years
- CUTA holds high inventory – stale at contract end

MEMBER VALUE

STRADA – simplifies driver candidate filtering process. (Members administer their own process)

STRADA+ – simplifies driver candidate filtering process, and CUTA administers the process

OPEN ENROLLMENT COURSES

Current Program Name - CANADA	2011	2012	2013	2014	2015	Grand Total
Integrating Transportation and Land Use Planning for Sustainable Communities	11		19	7		37
Labour Relations and Collective Bargaining	14	11	8	7		40
Moving People-How Transit Works			73			73
Planification des horaires et decoupage Niveau 1		8			4	12
Planification des horaires et decoupage niveau II			17			17
Planification du transport collectif	11					11
Skills for an Effective Trainer			38			38
Transit Design with Jarrett Walker				29		29
Transit Maintenance and Asset Management	10	8	11	8		37
Transit Planning	21	14	43	11		89
Transit Scheduling and Runcutting - Level I	9	31	23	24	16	103
Transit Scheduling and Runcutting Level II	10	14	6			30
Transit Supervision Series-Communications	8	10	13	11		42
Transit Supervision Series-Effectiveness	9	5	21	10	5	50
Transit Supervision Series-Human Resources	16	11	14	22		63
Transit Supervision Series-Strategies for New Supervisors	4	16	9	11	5	45
Transit Supervision Series-When Things Go Wrong	12	36	16	17	12	93
Understanding and Managing Conflict	14					14
	149	164	311	157	42	823

OPEN ENROLLMENT COURSES

Current Program Name - USA	2011	2012	2013	2014	2015	Grand Total
Moving People-How Transit Works		1	5			6
Transit Scheduling and Runcutting - Level I	18	11		16		45
Transit Scheduling and Runcutting for Rail		9				9
Transit Supervision Complete Series					12	12
Transit Supervision-The Complete Series				13		13
	18	21	5	29	12	85



Impact of No Director

- Training Sales and Operations
- Training Development
- Committees
 - Driver Training Network Group
 - Human Resources Committee
 - Labour Relations Sub-Committee
 - Customer Orientation Task Force
 - Prairie Provinces and Territories Chapter
- Audits, Peer Review, Safety Validations

Development

- 2016 Scheduling
- Identify 2-3 courses including Moving People for virtual
- Recruiting Trainers Transit experience, French
 - Determine go-forward with 2016 SmartDriver RFP
 - Strategy for US
 - Budgeting Approach
 - Separate Training Services Plan from Budget

Training Discussion

- Where is member value in CUTA training Services?
- What barriers exist for Canadian transit systems to use CUTA training?
- Proceed with Curriculum Development and investing in CUTA as a Training Expert?
- Is STRADA a going concern?



OPEN ENROLLMENT - Scheduling

	2013	2014	2015
Ran	46	28	29
Scheduled	25	17	14
Unplanned	21	11	15
Cancelled	38	51	42
Scheduled	25	18	24
Unplanned	13	33	18
Grand Total	84	79	71



OPEN ENROLLMENT – Hitting Minimum Seats

Year	2015 example					
Count of delivered	ACTUAL Number					
Minimum # required for targets	4	5	6	7	12	16
6		1	2		1	
8	1	3		1		
15						1
16						1
Grand Total	1	4	2	1	1	2

Minimum targets are set for classes – for learning and to cover overheads. For the benefit of members - occasionally courses are run with less than minimum rather than rescheduling.

TRANSIT ABASSADOR - Participation

Country	Current Program Name	2011	2012	2013	2014	2015	Grand Total
Canada	Programme Ambassadeur, cours avancé	5	4				9
	Programme Ambassadeur, cours de base	5	5				10
	Transit Ambassador Train-the-trainer	25	43	27	14	5	114
Canada Total		35	52	27	14	5	133
USA	Transit Ambassador Train-the-trainer	10	16	12	6	10	54
USA Total		10	16	12	6	10	54
Grand Total		45	68	39	20	15	187

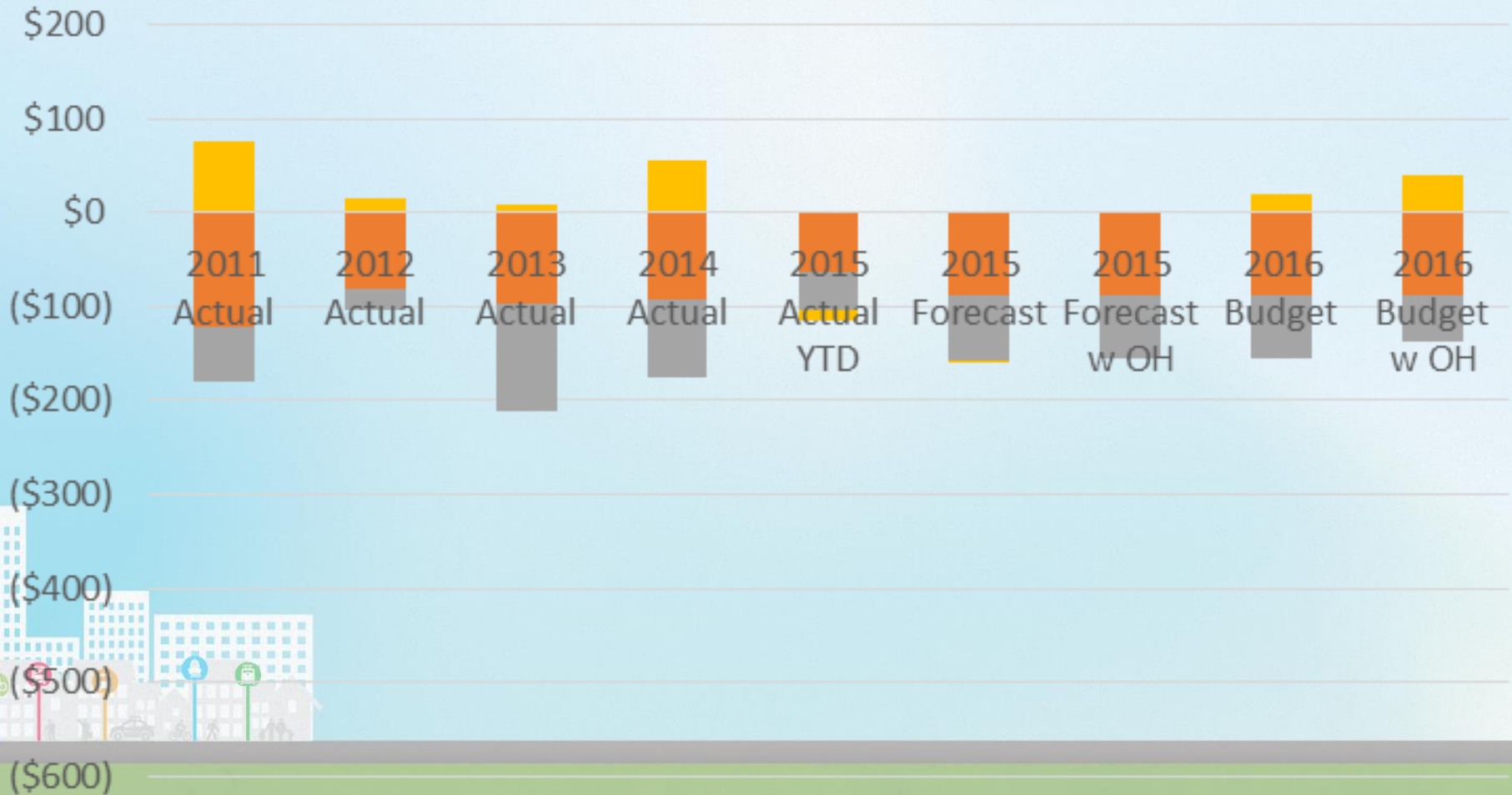


Historical Performance - Training



■ Expenses
 ■ Salary & Overhead Allocation
 ■ Net

Historical Performance - STRADA



■ Expenses
 ■ Salary & Overhead Allocation
 ■ Net

2015 and 2016

TRAINING	2015		2016		
	Training Plan	Forecast	Training Plan	Budget	
YTD	\$266				
Open Enrolment	\$150	8 courses: Sept- Nov	\$308		NEW: Based on min seats
- Transit Supervision	\$80	5 courses in Oct-Nov	\$125		NEW: Based on min seats
Transit Ambassador	\$0		\$105		2 small subscriptions, 6 courses
Transit Ambassador - Intl	\$34	Fresno	\$291		2 smal, 2 med subscriptions, 6 courses
Smart Driver	\$9	Halifax	\$42		3 months contrib agreement, 2 courses
eLearning			\$0		gravy
	\$539	\$503	\$871	\$550	
STRADA					
YTD	\$92				
New licenses	\$0	\$0	\$22		New Licenses: 3 sml licenses, 3 med
Known - multi year	\$37	\$37	\$45		Known multi-year
Strada+	\$0		\$56		Strada+
Adhoc Purchases	\$30	\$30	\$94		Adhoc
	\$67	\$157	\$217	\$176	
	\$606	\$660	\$1,088	\$726	