

Media Release



CUI Urban Leadership Series:

Keeping Pace with Growth: Making Public Transit the Choice for GTA Commuters

Moderated by **Michael Jordan**, Associate Partner, Accenture, Inc.
November 26, 2004

Toronto, November 23, 2004 — As the GTA grows, so will the pressure on commuters to get from place to place efficiently and effectively. Investing in public transit is the best way to help relieve gridlock and improve quality of life across the GTA. But will it be enough to get commuters out of their cars and onto buses, the subway, and trains? What is being done, today, to make public transit a competitive alternative for GTA commuters? Can technology and an integrated fare system really make a difference? How will federal and provincial gas tax revenue be used to increase transit ridership across the GTA? What else can be done to make public transit competitive in a car culture? Our panel of domestic and international system operators and government decision makers will address these topics, and more.

WHAT: The Canadian Urban Institute's Urban Leadership Series intend to explain the complex urban issues facing Canadian cities.

Full details at [Click here](#)

Keynote Remarks: **8:30 AM**
The Hon. David Caplan, Minister of Public Infrastructure Renewal, *Relieving Commuter Pressures: Responding to Growth Demands Across the GTA*

Opening Speaker: **Jeroen Kok**, Chairman, Trans Link Systems, The Netherlands, *Commuter Benefits of Multi-Jurisdictional Fare System Partnerships*

Panellists: **Bruce McCuaig**, ADM, Ministry of Transportation, *Moving People and Goods: Developing an Effective Transportation Strategy for the GTA (invited)*
Brian Ashton, Councillor, City of Toronto and TTC Commissioner, *Jumping on the Better Way: Competing for Commuters in a Car Culture*
Dr. Gordon Chong, Chair, GO Transit, *Coming Down the Track: The Future for GTA's Commuter Rail and Bus Service*
Mary Frances Turner, VP, York Rapid Transit Project, *Keeping Pace with Growth: How York Region is Meeting the Commuter Challenge*

WHEN: **Friday, November 26, 2004**
7:45 - 11:30 am

WHERE: The Sutton Place Hotel
Royal Sutton Salon A
955 Bay St. West, Toronto, Ontario

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MEDIA WELCOME.

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