

Happy New Year to My Fellow UITP North America Members!

2024 promises to be an exciting year for the North America Division. On the heels of our Executive and Policy Board meetings in Rio de Janeiro, I am eager to underscore and amplify these major policy platforms of UITP as focus areas in North America.

First, every transit agency can do more to improve the customer experience, specifically focusing on wayfinding and legibility of our systems. We need to elevate rider confidence in using public transport for all their mobility needs. I'd like to bring examples to North America from around the world that demonstrate creative ways to improve access and ease of use for transit.

Second, so many of us continue to face endless challenges with rehabilitation and recapitalization of equipment and infrastructure as our systems age. This is historically a neglected aspect of our work, often due to the assumptions that standard operations and maintenance are already covered in our constrained budget. Let's pursue strategies to increase understanding of our system modernization needs and continue to promote increasing investment in our assets.

Third, in the spirit of both workforce retention and customer experience, I'd like to continue our focus on women as both industry employees and customers. We know that women have different needs when considering employment opportunities and when traveling. Through this lens, we can address ways to help women succeed for the benefit of all.

In planning for 2024, we are looking forward to the quarterly UITP North America Division meetings. We anticipate that those will be held in person during the North America Forum in Vancouver (June) and at the APTA Transform Conference (September).

Last, and certainly not least, warm congratulations to Jaspal Singh for his recent promotion to Senior Director (MGO) with UITP! Jaspal has served the North America Regional Office so well, and we will miss him. Thankfully, we will continue to work with him in his new role.



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