



APTA 2016 Adwheel Awards

Category 1: Best Marketing and Communications to Increase Ridership
Evergreen Means Go

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1. Target

Primary Target is the directly impacted communities within the North East Sector including the cities of Coquitlam, Port Coquitlam, Port Moody, Burnaby and Maple Ridge.

The secondary target is Metro Vancouver as a whole.

2. Situation/Challenge

After seven years of limited transit investment, TransLink is taking over the operation of an 11 km and six station expansion of the Millennium Line. The Evergreen Extension provides customers a fast and convenient way to access the Northeast sector as well as more frequent connections to Metro Vancouver. People who live, work and play in the Northeast sector will have a new transportation option. This significant infrastructure investment warranted celebration for the impacted communities and for Metro Vancouver as a whole.

Due to operational realities, the day and time of opening were not determined until three weeks prior to opening day. The challenge was to create a campaign that was simple and flexible that could be executed across a variety of channels as well as garner excitement and awareness of both new and existing transit customers.

3. Objective

The aim for this campaign was primarily to generate awareness of and excitement for, the opening of the Evergreen Extension as well as to facilitate and maintain a positive TransLink brand presence.

We wanted a simple and memorable creative platform that could be used across a variety of mediums to reach both the local communities and the Metro Vancouver Region as a whole. The tone needed to be positive and celebratory to get riders and the Region excited about this important expansion and to inform them when they could begin riding the expansion. It also needed to be flexible and benefits driven and translated for our multicultural constituents.

The ultimate goal was to maximize the number of people exposed to the message that the Evergreen Extension was opening on December 2 and that it was being operated by TransLink.

4. Results

Publication	Impressions
Commuters	4,775,154
Community Newspapers	823,299
Ethnic Papers	498,000
Radio	16,994,636
Out of Home	20,322,608
Digital Add buy (Including, Twitter, Google, Facebook, local blogs, local media)	12,779,27
Pamphlets	150,000
Invites	75,000

**Based on the projections from the ads buys and materials distributed*

5. Why should this entry win an APTA Ad Wheel Award?

The **Evergreen Means Go** Campaign is simple and clever. The flexibility of the creative platform allowed us to create a number of executions to depict the many benefits that rapid transit brings. With a headline-driven campaign we were able to communicate with the specific communities that we are expanding into and the entire region that the Evergreen Extension is a celebration of moving forward.

Moving forward more easily in your day

Moving forward as a region

Moving forward as a transportation network

This campaign illustrates that clear, simple messages can be very effective for building excitement around a transit improvement. Particularly within the transit mediums, clean and clear can often have the greatest impact in reaching ridership targets.

Evergreen means

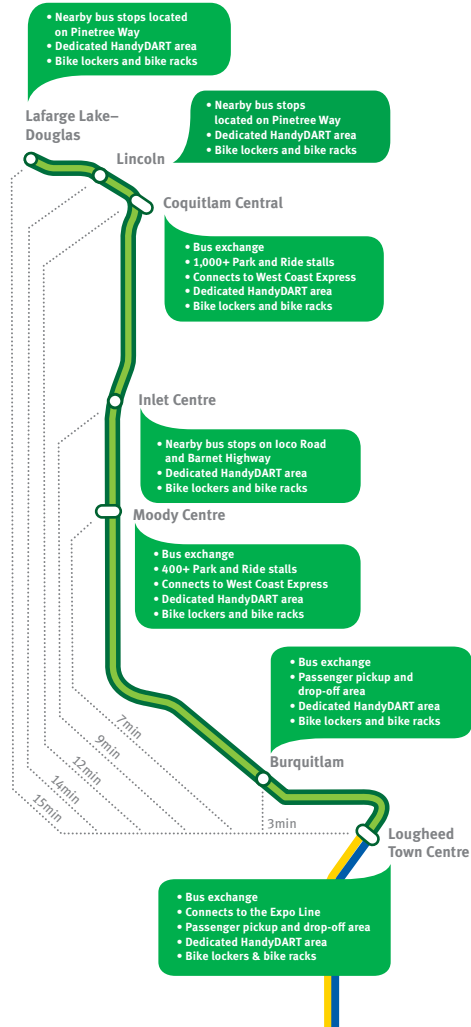
GO

The 11km Evergreen Extension extends the Millennium Line to Coquitlam through Burnaby and Port Moody. Learn more about the new stations, explore key destinations and discover just how convenient, reliable and fast travel will be on the Evergreen Extension.

Learn more at translink.ca/evergreen
or call 604.953.3333



Six new stations coming to a neighbourhood near you.



Customer Information
Brochure



Connecting you to more transit options

Enjoy a faster, more frequent and convenient transit option. Getting to work or school, seeing friends or family, grabbing coffee or groceries, going to a concert or the game – it's all made easier with the new Evergreen Extension. Trains arrive every 3 minutes during peak periods and 5-7 minutes during off-peak periods.

Travelling from Coquitlam Central to:	Approx. time
Lougheed Town Centre	15 minutes
New Westminster Station	25 minutes
SFU Burnaby Campus	30 minutes
Commercial-Broadway Station	35 minutes
Surrey Central Station	35 minutes
Metrotown Centre	40 minutes
Downtown Vancouver	45 minutes
Vancouver International Airport (YVR)	70 minutes

	FIRST TRAINS			LAST TRAINS	
	Mon-Fri	Sat	Sun/Holidays	Mon-Sat	Sun/Holidays
Westbound to Lougheed Town Centre					
Lafarge Lake-Douglas	5:04 am	6:05 am	7:04 am	1:39 am	12:39 am
Lincoln	5:06 am	6:06 am	7:05 am	1:40 am	12:40 am
Coquitlam Central	5:07 am	6:08 am	7:07 am	1:42 am	12:42 am
Inlet Centre	5:10 am	6:11 am	7:10 am	1:44 am	12:44 am
Moody Centre	5:12 am	6:13 am	7:12 am	1:46 am	12:46 am
Burquitlam	5:17 am	6:17 am	7:16 am	1:51 am	12:51 am
Eastbound to Coquitlam Central Station					
Burquitlam	5:17 am	6:14 am	7:14 am	1:46 am	12:46 am
Moody Centre	5:22 am	6:18 am	7:18 am	1:50 am	12:50 am
Inlet Centre	5:24 am	6:20 am	7:20 am	1:52 am	12:52 am
Coquitlam Central	5:27 am	6:23 am	7:23 am	1:55 am	12:55 am
Lincoln	5:28 am	6:25 am	7:25 am	1:57 am	12:57 am
Lafarge Lake-Douglas	5:29 am	6:26 am	7:26 am	1:58 am	12:58 am

Information subject to change



Six new stations are coming to you.



Burquitlam Station

- On Clarke Road between Smith and Como Lake avenues
- Walking distance to Burquitlam Plaza, Stoney Creek walking trail, Burnaby Mountain hiking and cycling trails
- Hub for buses travelling to and from SFU

- Station features: bus exchange, passenger pickup/drop-off area, dedicated HandyDART area, bike lockers and racks



Moody Centre Station

- Between Moody and Williams streets
- Access to Rocky Point Park, Burrard Inlet, Shoreline walking trail, local shops and brewery district
- Transfer point between SkyTrain and West Coast Express

- Approx. 400 Park & Ride stalls
- Station features: bus exchange, passenger pickup/drop-off area, dedicated HandyDART area, bike lockers and racks



Inlet Centre Station

- At loco Road and Barnet Highway
- Walking distance to Suter Brook Village, Newport Village, Klahanie, Port Moody Public Library and Recreation Complex
- Blends into surrounding area with single-storey, street-level entrances and lower-level platforms under the roadway

- With an active Compass Card the station platform may be used to cross the highway. Must tap out within 21 minutes
- Station features: bus stops on loco Road and Barnet Highway, passenger pickup/drop-off area, dedicated HandyDART area, bike lockers and racks



Coquitlam Central Station

- East of Johnson Street at Mariner Way overpass
- Access to Westwood Mall, Dufferin Care Centre, Dacre, Scott Creek and Hoy Creek Linear parks
- Key connection point between SkyTrain and West Coast Express
- Approx. 1,000 Park & Ride stalls

- Station features: bus exchange, passenger pickup/drop-off area, dedicated HandyDART area, bike lockers and racks



Lincoln Station

- On Pinetree Way between Lincoln and Northern avenues
- Walking distance to Coquitlam Centre Mall, Henderson Place Mall, Pinetree Village, Sunwood Square, Spirit Square, Glen Pine Pavilion, Coquitlam Public Library and Glen Park

- Station features: bus stops on Pinetree Way, passenger pickup/drop-off area, dedicated HandyDART area, bike lockers and racks



Lafarge Lake - Douglas Station

- At Pinetree Way and Guildford Way
- Access to Douglas College, Pinetree Secondary School, Evergreen Cultural Centre, Percy Perry Stadium, Town Centre Park, Lafarge Lake, BMX bike park, City Centre Aquatic Complex, Coquitlam City Hall, Tri-Cities Chamber of Commerce and RCMP

- Station features: bus stops on Pinetree Way, new pedestrian-activated signal at Town Centre Boulevard, passenger pickup/drop-off area, dedicated HandyDART area, bike lockers and racks

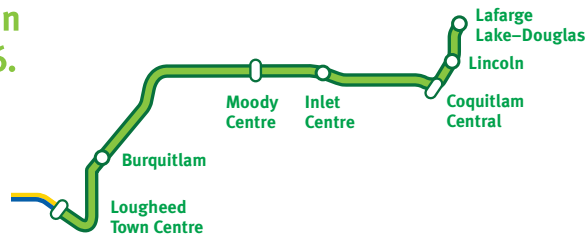
Customer Information Brochure

Evergreen means GO

The Evergreen Extension opens December 2, 2016.

The first train departs at 12 p.m.

With six new stations along 11km of new rail, the new Evergreen Extension is bringing big changes to Metro Vancouver.



Learn more at translink.ca/evergreen



Come join us on December 2 for a Community Celebration!

TransLink, along with our partners and local community groups, are celebrating the launch of the **Evergreen Extension of the Millennium Line**. We are hosting a day of family-friendly activities and performances.

Coquitlam Central Station
December 2, 2016
10:30 a.m. – 7:30 p.m.

Additional entertainment will begin at other Evergreen Extension stations in the late afternoon. Come and join in the fun, and see what new travel choices the Evergreen Extension can offer you!

Find out more details on the day's events at translink.ca/evergreen

Direct Mail Invite



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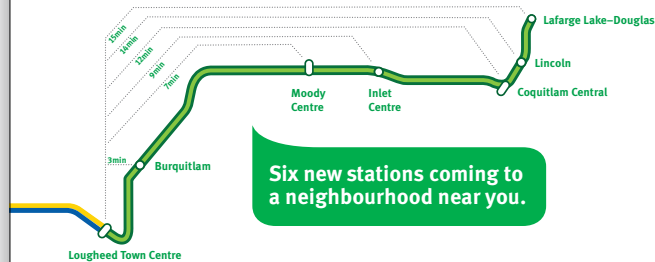
Across System Invite

Evergreen means GO

**The Evergreen Extension opens December 2.
The first train departs at 12 p.m.**

With six new stations along 11 kms of new rail, the Evergreen Extension is not only providing more people with more transportation choice, it's helping to reduce traffic on our roads, creating economic growth across the region, and expanding on a vital network that will benefit generations of riders to come. It's keeping Metro Vancouver moving forward and it's ready to go.

Join us for a community celebration on opening day. Check back at translink.ca/evergreen for more details on the festivities.
Evergreen means go.



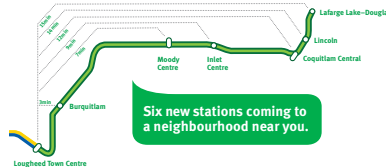
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Print Campaign



Compass Card



Station Window Decal

Evergreen means GO

The Evergreen Extension
opens December 2016,
connecting you to the longest
automated, driverless
transit system in the world.

Learn more at translink.ca/evergreen



Platform Posters

Evergreen means



The Evergreen Extension
opens December 2016,
to help drive economic
growth in Metro Vancouver.

Learn more at translink.ca/evergreen



Evergreen means



The Evergreen Extension
opens December 2016,
reducing congestion
by taking 40,000 cars
off the road.

Learn more at translink.ca/evergreen




Transit Environment



SkyTrain Decals

Evergreen means GO

The Evergreen Extension opens December 2016, connecting you to the longest automated, driverless transit system in the world.

Learn more at translink.ca/evergreen | 

Evergreen means GO

The Evergreen Extension opens December 2016, to help drive economic growth in Metro Vancouver.

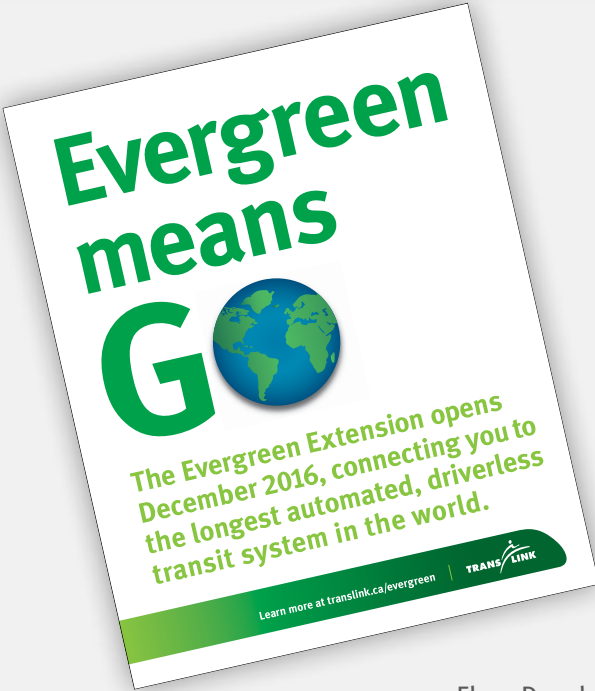
Learn more at translink.ca/evergreen | 


Evergreen means GO

The Evergreen Extension opens December 2016, reducing congestion by taking 40,000 cars off the road.


Learn more at translink.ca/evergreen | 

Interior Vehicle Cards



Evergreen means GO 

The Evergreen Extension opens December 2016, connecting you to the longest automated, driverless transit system in the world.

Learn more at translink.ca/evergreen | 


Floor Decals

Out of Home Advertising



Bus Backs

Out of Home Advertising

Evergreen means **G**  The Evergreen Extension opens December 2016, connecting you to a faster commute.

Learn more at translink.ca/evergreen 

Evergreen means **G**  The Evergreen Extension opens December 2016, connecting you to family and friends.

Learn more at translink.ca/evergreen 

Evergreen means **G**  The Evergreen Extension opens December 2016, connecting you to more sporting events.

Learn more at translink.ca/evergreen 

Evergreen means **G**  The Evergreen Extension opens December 2016, connecting you to more entertainment options.

Learn more at translink.ca/evergreen 

Evergreen means **G**  The Evergreen Extension opens December 2016, connecting you to outdoor adventure.


Learn more at translink.ca/evergreen 

Bus Sides

Evergreen
means
GO

Opens
December
2016

Learn more



Evergreen
means **GO**

Opens December 2016

Learn more



Animated Ads

Evergreen
means **GO**

Opens December 2016

Learn more



Evergreen
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Digital Campaign



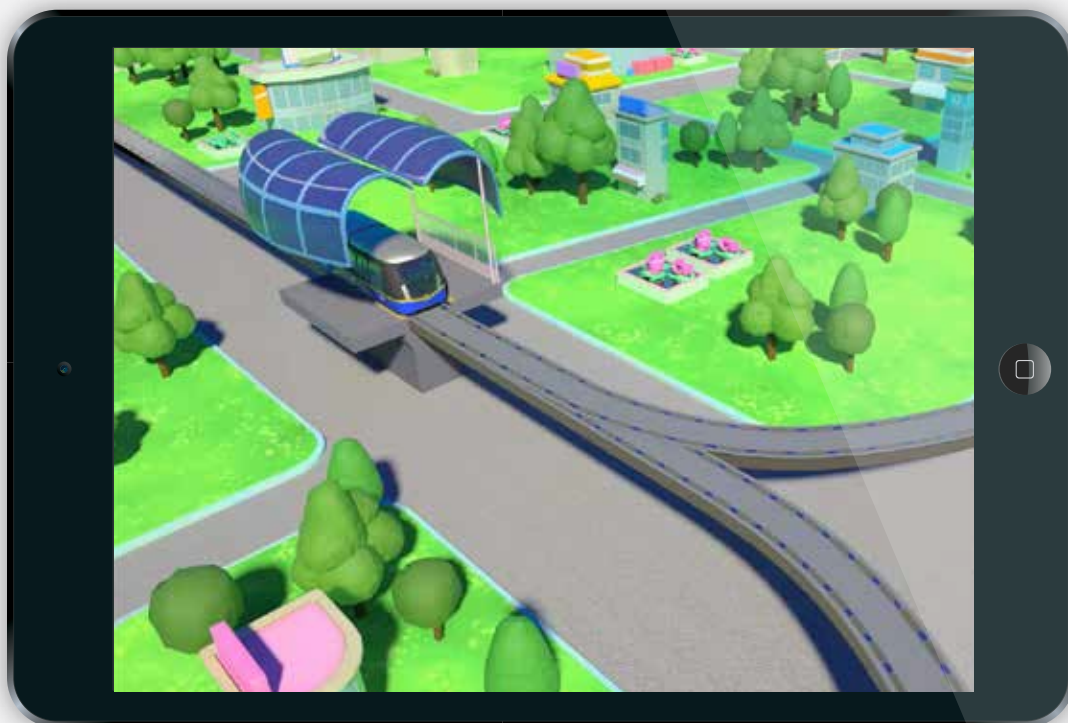
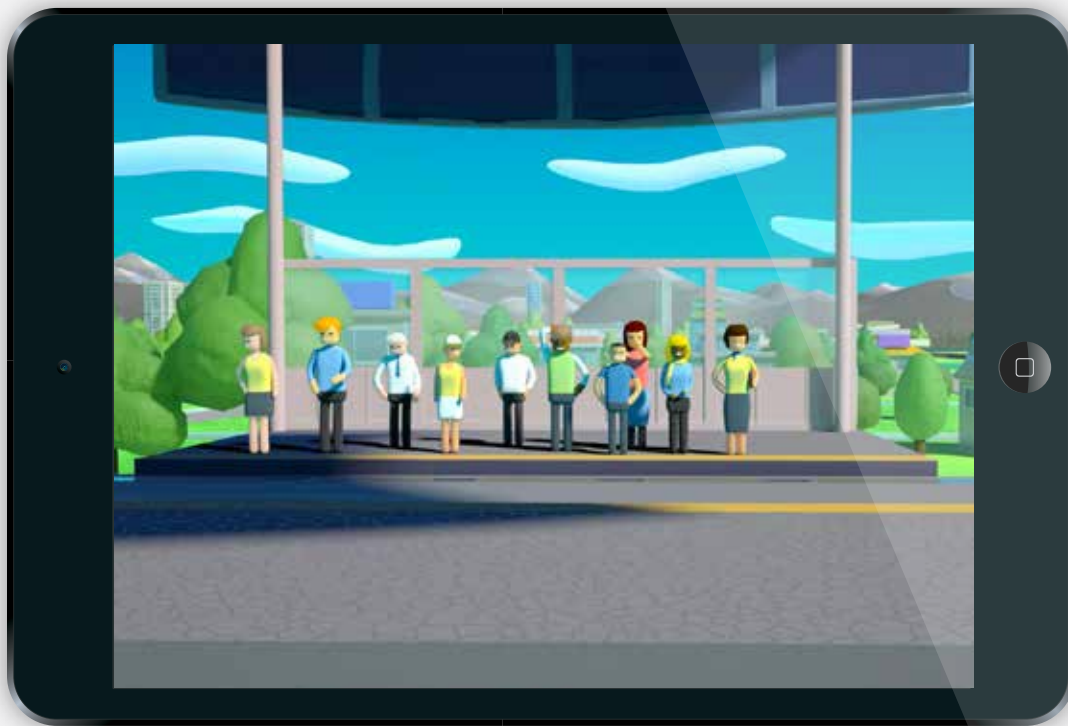
Facebook Ads

Digital Campaign



Twitter Ads

Digital Campaign



Video

Thank You!