



APTA 2019 AdWheel Awards

Category 2: Best Marketing and Communications Educational Effort

The Granville Escalator Replacement Program

Contents

The Granville Escalator Replacement Program Comprehensive Campaign

- Online Application..... 1

- Print Media3
 - Transit Environment Posters* 3
 - Newspaper Ads* 5
 - Postcard* 6
 - Information Bulletin*..... 7

- Electronic Media8
 - LCD Screen* 8
 - Online News*..... 9
 - Digital Banner Ads*..... 11
 - Website Homepage*..... 12
 - Video* 13

- Social Media 14
 - Twitter* 14
 - Instagram* 14
 - Facebook* 14

Online Application

APTA 2019 AdWheel Awards

Category 2: Best Marketing and Communications Educational Effort

The Granville Escalator Replacement Program Comprehensive Campaign

Contact: Steve Vanagas
Vice President, Customer Communication & Public Affairs
email: steve.vanagas@translink.ca

Company: South Coast British Columbia Transportation Authority (TransLink)
#400 - 287 Nelson's Court, New Westminster, BC V3L 0E7 Canada

Background & Target Audience

As part of the Expo Line Escalator Replacement Project, 37 escalators, in service since 1986-1990, will be replaced at 13 SkyTrain and West Coast Express stations. TransLink launched the first of these two projects at Granville Station where six escalators are being replaced, including the three longest escalators on the system. This critical investment into the system will keep escalators operating safely and reliably for customers well into the future. The project has significant impacts that needed to be clearly communicated to customers who use the station, to businesses in the station, and to the public.

Situation & Challenges

To minimize project costs, to schedule, and to ensure the safety of customers and construction crews, both the Seymour Street and Granville Street entrances to Granville Station were closed. The work would take up to two years to complete. It was vital for us to engage customers well in advance of changes and clearly explain how customers would access the station, use the elevators/escalators and support the businesses in corridor being closed for platform access. We used a variety of video, media and advertising tools to better explain the complexity of the project and provide both a history of the escalator and the replacement process.

Strategy & Objective

Two of our corporate priorities are maintaining a state-of-good repair and improving the customer experience. We make significant investments to ensure the system is safe and reliable for customers now and in the future and we needed to find an engaging way of communicating this to our customers. By using the Granville Escalator Replacement Project, we were able to demonstrate how the work is planned, how it benefits customers and how it is part of our everyday business. To do this in a comprehensive way we created

the TransLink Maintenance and Repair Program to brand major capital upgrade projects and maintenance work. This program highlights TransLink's everyday commitment to improving transit service and customer experience, and reminds the customers of the funding that's put into keeping our system safe and functioning.

The creative was fun and educational rather than apologetic, positioning this work as a necessary part of our daily operations.

Results, Impact & Measurement

2-weeks in advance of the entrance closure we began sharing information with signage and an educational campaign to raise greater public awareness. Tactics included:

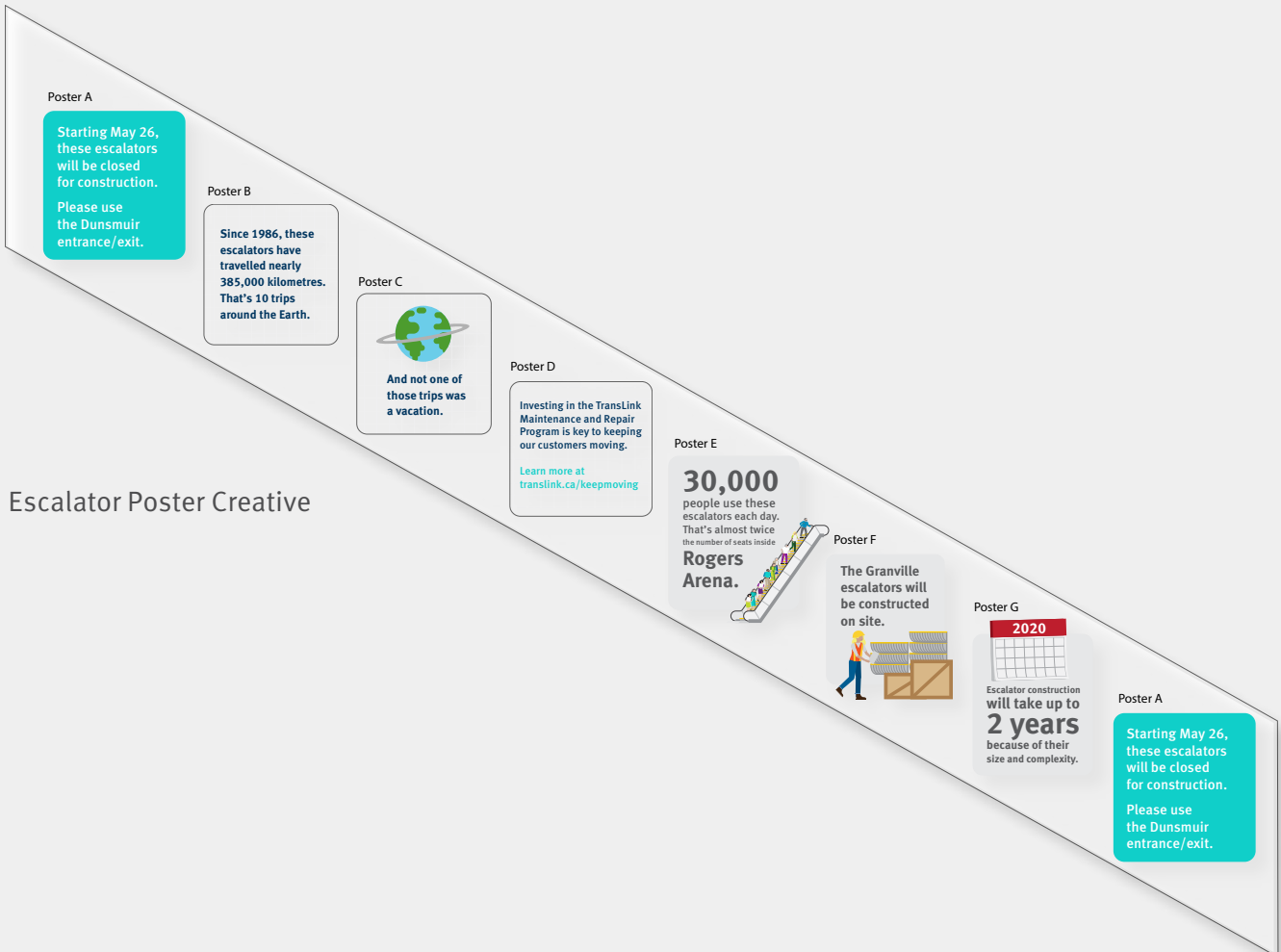
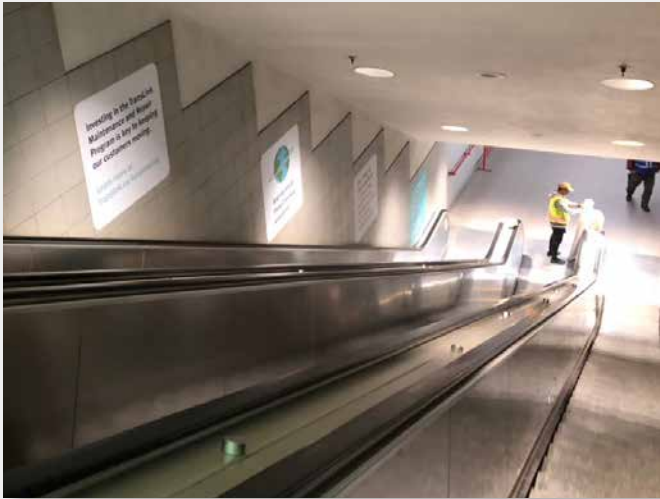
- Media event : 7 media tours, 13 media stories in print, radio and TV
- 3 local newspaper ads & NextBus SMS ad
- Video has 13,000+ views
- Clear wayfinding signage
- More staff on-site to assist customers
- Passenger Information screen messages in the station
- Targeted on-train announcements
- Materials shared at community events/outreach activities
- Unpaid digital promotions: Buzzer Blog, Facebook & Twitter with 5,000+ views
- Letters hand delivered to business where passenger traffic was re-directed
- Street-teams handed out educational postcards for multiple days
- New webpage created to house program and project information
- Low number of complaints

Submission Reasoning

Building our reputation as a customer first service provider is our top priority. This results in us providing customers and stakeholders with information early and often, especially when it comes to work that impacts their daily travel. We did that in this project and the proof is in recent research statistics. In our recent reputation survey, results showed that the Granville Escalator project was in the top five projects that made customers feel more positive about TransLink when they heard about the initiative. According to an Ipsos Reid poll reported in BC Business Magazine in June, we've increased our ranking as one of BC's most loved brands by 16 spots or 24% in the last year. Projects like this contribute to that increase.

Print – Transit Environment

Escalator Poster



Escalator Poster Creative

Keep Improving ← → Keep Moving

They've been around since fanny packs were in style. The first time.


After 32 years of service, Granville Station's main escalators are being replaced to ensure safety and reliability.

Investing in the TransLink Maintenance and Repair Program is key to keeping our customers moving.

Starting May 26.

Please use the Dunsmuir exit.

Learn more at translink.ca/keepmoving



Large Platform Poster

Monday, May 14, 2018 | 15

Keep Improving — Keep Moving

They've been around since fanny packs were in style. The first time.

After 32 years of service, Granville Station's main escalators will be closed for construction, starting May 26, to ensure safety and reliability.

Investing in the TransLink Maintenance and Repair Program is key to keeping our customers moving.

TRANS LINK translink.ca/keepmoving



Ad Creative One

Keep Improving — Keep Moving

Granville Station's main escalators have carried 300 million people in their lifetime. You'd be tired too.

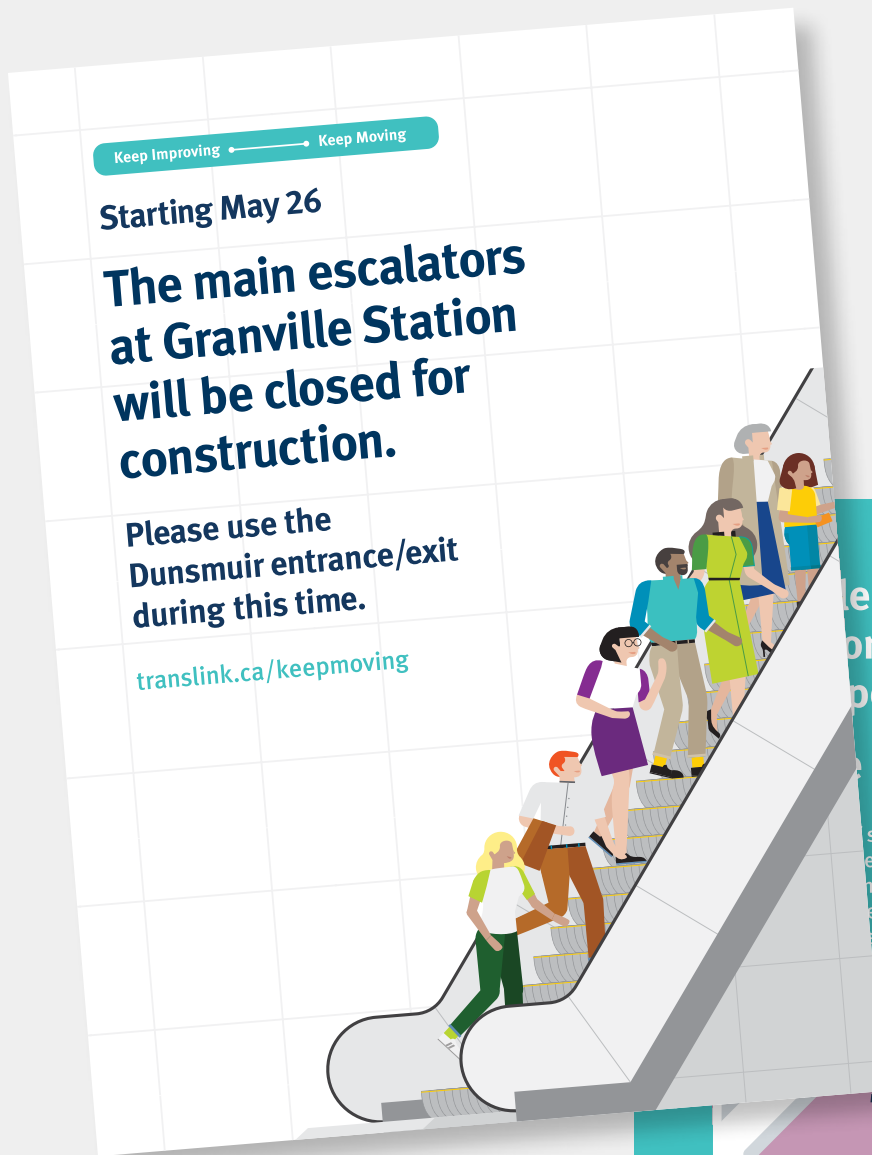
After 32 years of service, these escalators will be closed for construction, starting May 26, to ensure safety and reliability.

Investing in the TransLink Maintenance and Repair Program is key to keeping our customers moving.

TRANS LINK translink.ca/keepmoving



Ad Creative Two



Postcard-front

The Station's main
escalators have carried 300
people in their lifetime.
They're tired too.

In service, Granville Station's main escalators
are at the end of their life. At this point, they require
replacement and it only makes sense to replace
them. Over the next two years, new state-of-the-art escalators
will be installed on site and are expected to be complete

Please use the Dunsmuir entrance / exit during this time.



Investing in the TransLink Maintenance and Repair Program
is key to keeping our customers moving.

Learn more at translink.ca/keepmoving



Postcard-back

MEDIA RELEASE



TransLink launches Granville Escalator Replacement Project

Project will result in better safety and reliability for customers

May 8, 2018

VANCOUVER, BC — Starting May 26, TransLink will begin a major project to replace six aging escalators at Granville SkyTrain Station.

The escalators at Granville Station are 32 years old, and have been carrying 30,000 people per day. They are the longest set of escalators in Metro Vancouver. The confined location of the escalators requires them to be built on-site piece-by-piece.

The Seymour Street entrance to Granville Station will be closed for the duration of this work in order to ensure the safety of customers and construction crews, and minimize project cost and time. Customers will access the station from the escalators and elevator at the Dunsmuir Street entrance.

TransLink has taken steps to minimize the impact of this important work on our customers:

- Additional fare gates have been added to the Dunsmuir entrance to ensure it can handle increased capacity.
- Extensive proactive maintenance is being completed on the three escalators serving the Dunsmuir entrance to reduce the need for unplanned maintenance.
- Replacement parts have been pre-ordered to allow for faster repairs.
- Clear wayfinding signage will direct customers to the Dunsmuir entrance.
- Additional SkyTrain staff will be on site to assist customers.

Customers are asked to allow for extra travel time, or consider using Burrard or Stadium-Chinatown Station – a five to eight minute walk away. Every effort is being made to keep the station open for customers, but disruptions are expected. If multiple escalators at the Dunsmuir entrance aren't running, there may be circumstances where the station must be closed for safety reasons.

The Granville Station Escalator Replacement Project is part of the TransLink Maintenance and Repair Program:

- TransLink is replacing and improving aging infrastructure across the system to keep customers safe, comfortable and moving across a reliable transit network every day.



- Granville Station is the first of 13 SkyTrain stations and select West Coast Express stations which will see the replacement of 37 escalators through the Expo Line Escalator Replacement Project.
- The Granville Station work is estimated to cost \$14.5 million, and is funded in part through the Government of Canada and the Province of B.C.
- Improvements to the other 12 stations are anticipated to begin rolling out in 2019.

Quote:

Kevin Desmond, CEO, TransLink -

"Our SkyTrain system is more than 30 years old and the time has come to make significant investments in our infrastructure to ensure we can keep moving our customers safely and reliably. That's why this project, along with the other 97 active projects included in the TransLink Maintenance and Repair program are so important.

"Once this project is complete, the more than 30,000 customers who travel through Granville Station on weekdays will use escalators that are more robust and dependable. We know this will inconvenience people in the short term, but we thank our customers for their patience while we complete this important work."

Video: [Granville Escalator Replacement Project](#)

Media contact:

TransLink Media Relations

C: (778) 375-7788

E: media@translink.ca

TransLink is Metro Vancouver's regional transportation authority, and is the first North American transportation authority to be responsible for the planning, financing and managing of all public transit in addition to major regional roads and bridges.



Keep Improving ————— Keep Moving

Granville Station's main escalators have carried 300 million people in their lifetime. You'd be tired too.

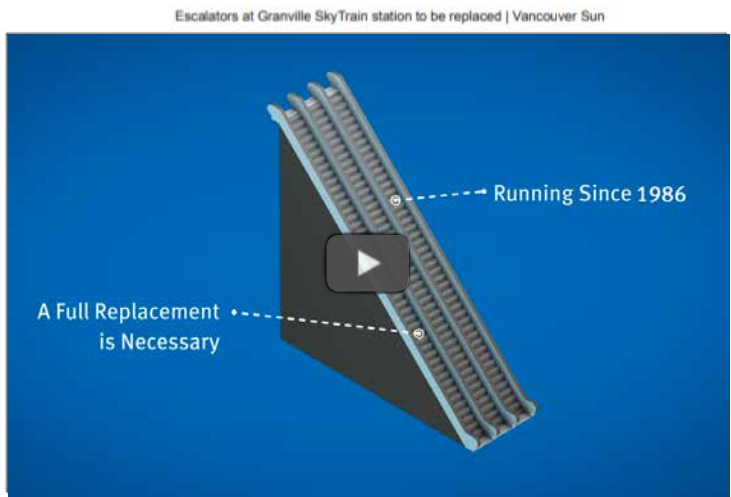
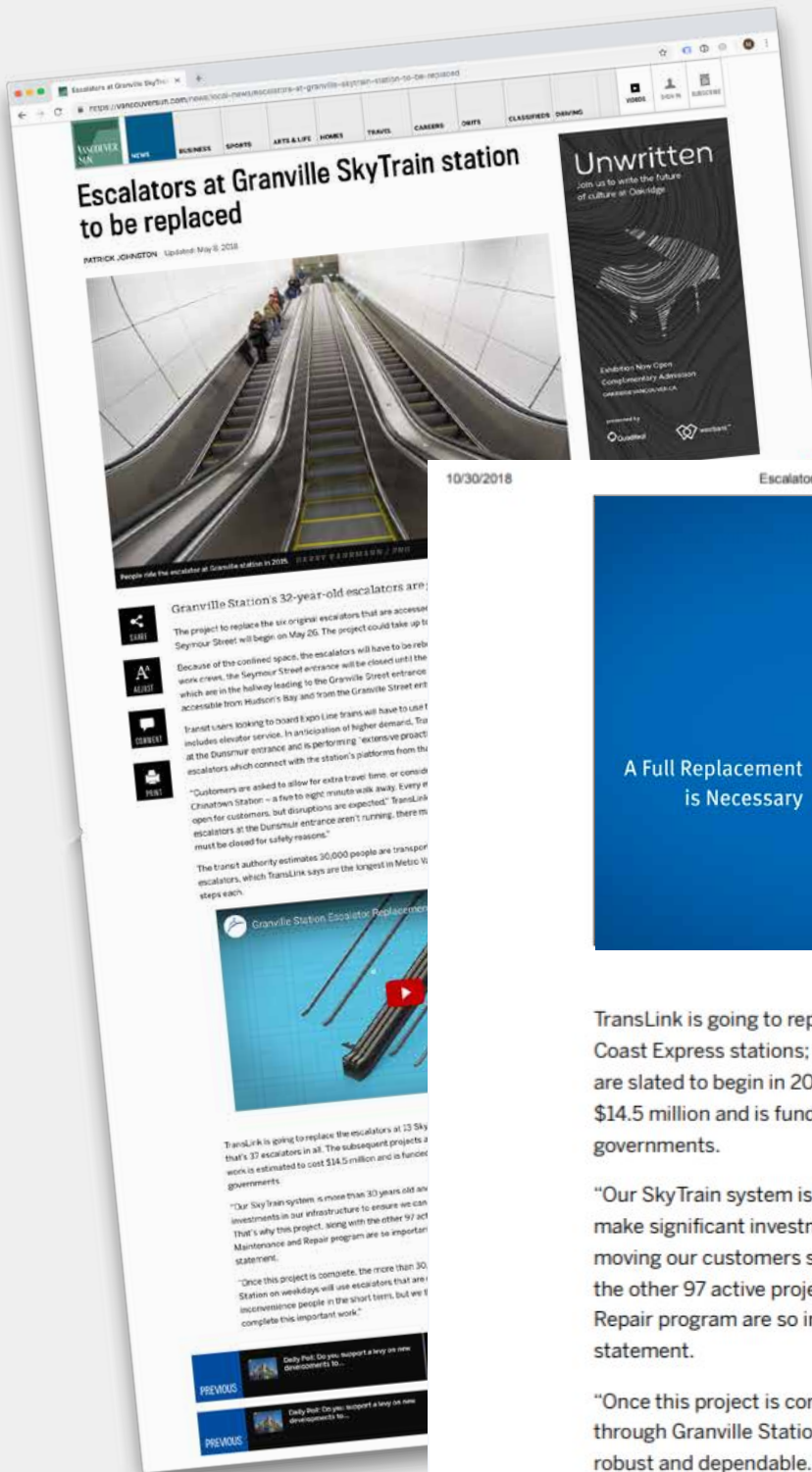
Starting May 26, these escalators will be closed for replacement to ensure safety and reliability.

translink.ca/keepmoving

LCD Screen creative

Electronic Media

News coverage



TransLink is going to replace the escalators at 13 SkyTrain and "select" West Coast Express stations; that's 37 escalators in all. The subsequent projects are slated to begin in 2019. The Granville Station work is estimated to cost \$14.5 million and is funded in part through the provincial and federal governments.

"Our SkyTrain system is more than 30 years old and the time has come to make significant investments in our infrastructure to ensure we can keep moving our customers safely and reliably. That's why this project, along with the other 97 active projects included in the TransLink Maintenance and Repair program are so important," TransLink CEO Kevin Desmond said in a statement.

"Once this project is complete, the more than 30,000 customers who travel through Granville Station on weekdays will use escalators that are more robust and dependable. We know this will inconvenience people in the short term, but we thank our customers for their patience while we complete this important work."

SKYTRAIN ([HTTPS://VANCOUVERSUN.COM/TAG/SKYTRAIN](https://vancouver.sun.com/tag/skytrain))

TRANSLINK ([HTTPS://VANCOUVERSUN.COM/TAG/TRANSLINK](https://vancouver.sun.com/tag/translink))

VANCOUVER ([HTTPS://VANCOUVERSUN.COM/TAG/VANCOUVER](https://vancouver.sun.com/tag/vancouver))

View the video at: <https://www.youtube.com/watch?v=E-PVr62UDuY>

View the Vancouver Sun article at: <http://tinyurl.com/y9bg2k5s>

'Disruptive and inconvenient': Granville SkyTrain station escalator shutdown to last 2 years

Granville Station's main escalators have carried 300 million people in their lifetime. You'd be tired too.

Granville Station's main escalators have carried 300 million people in their lifetime. You'd be tired too. When the escalators are replaced, the station will be closed with the exception of the SkyTrain entrance on the west side, which is open to the public. During this time, please use the Dunsmuir entrance.

TransLink is warning SkyTrain riders to expect disruption and increased congestion at Granville SkyTrain station, as contractors begin a two-year-long overhaul of major escalators.

The work began Saturday, May 26 and crews will completely rebuild the escalators. According to TransLink, the longest in the Lower Mainland.

A TransLink passenger stands outside the Granville SkyTrain station entrance on Seymour Street, which is closed as crews begin work replacing three escalators inside. (Megan Batchelor)

1 comments

TransLink BC @TransLink

Do you use #SkyTrain's Granville Station? Escalator replacement is now underway. Learn more at translink.ca/keepmoving and watch this video. 📍👍👍

5:05 AM - May 26, 2018

Bus Timetable - Check Routes & Tickets

View Bus Timetable, Schedules & Maps. Search Routes Instantly. citymetro.net

Transportation, Urbanized, News

Granville Station's 2-year-long escalator shutdown begins this Saturday

DH Vancouver Staff May 25, 2018 11:09 pm 6,183

Construction begins Saturday on Vancouver's longest and most famous escalators, as they're set to be replaced through a major upgrade project.

Announced earlier in May, TransLink revealed that the long escalators at the Granville Street entrance of Granville Station will be completely removed and rebuilt.

515 Chatham

Secure your future. [View Now](#)

TRENDING

This 6-bedroom home near UBC could be yours for under \$500,000 (PHOTOS)

You're not a real Vancouverite until you've had these 6 iconic meals

Vancouver realtor

View the CBC article at: <http://tinyurl.com/y8vugmvh>

View the Daily Hive–Urbanized article at: <http://tinyurl.com/yc3yvplu>



Digital banner ad creative



e-news banner ad creative

TRANS LINK Getting you everywhere you want to go in Metro Vancouver

Subscribe/Login to Transit Alerts

Search TransLink Search

Schedules & Maps Alerts, Trip Planner | **Fares** Compass Card | **Rider Guide** Transit 101, Accessibility | **Getting Around** Cycling, Driving | **Plans & Projects** Transport Planning | **About Us** Customer Service, Careers

Trip Planner | Next Bus | Google Transit

Departing from? Enter an address, intersection, landmark or stop number.

Going to? See list of locations... More search tips... Transit Maps...

Departing Arriving

1:05 PM 11-15-2018

Depart/Arrive Within 30 Minutes of Ret

Plan My Trip

Get Schedules:

- Bus
- SkyTrain
- SeaBus
- West Coast Express
- Airport

Granville Station's main escalators have carried 300 million people in their lifetime. You'd be tired too.

After 32 years of service, Granville Station's main escalators are being replaced to ensure safety and reliability.

Learn More

What's New | Media Releases | **Compass**

Introducing Live Chat

We've added another way for customers to connect with us! Introducing our new Live Chat service. From Monday to Friday, 8:30 a.m. to 5:30 p.m., our Live Chat Agents are happy to answer any transit-related questions you may have.

[Learn more...](#)

Accountability Centre

The Accountability Centre has the latest information on ridership data, customer satisfaction ratings, service quality, and more.

[See our accountability centre...](#)

Join our Team

We're proud to be a 2018 BC Top Employer! Explore our career opportunities and find out why. We've got job openings at TransLink, BCRTC, CMBC, and Transit Police.

[Find a job...](#)

Report Lost Items Online

Leave something behind on transit? Find your lost item faster by filling out our online Lost Item form.

[Report lost item...](#)

Facebook | Twitter | YouTube | B | 24 | RSS

Buzzer Blog

Nov 13, 2018
Another improvement on the way for the BC Parkway

Nov 13, 2018
Donate a blanket! Drive on the Line is back and needs YOUR help

Nov 13, 2018
#MyTransLink - November 13

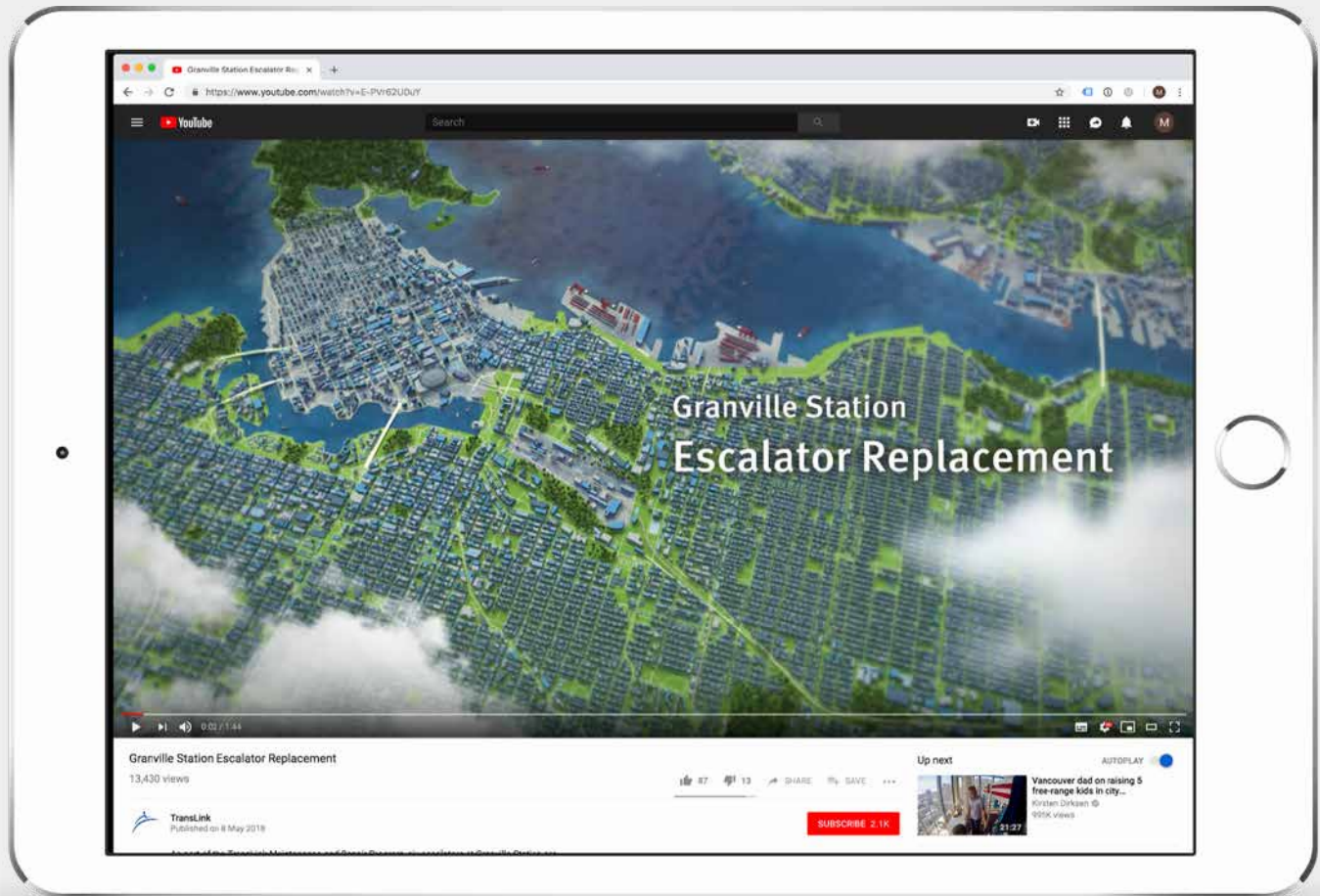
Nov 09, 2018
Transit-friendly fantastic Pho and more places in Metro Vancouver

[View more posts...](#)

Today's Alerts

- Bus 111 >
- SkyTrain 2 >
- WCE 0
- SeaBus 0
- Station Access 19 >
- Info Services 1 >

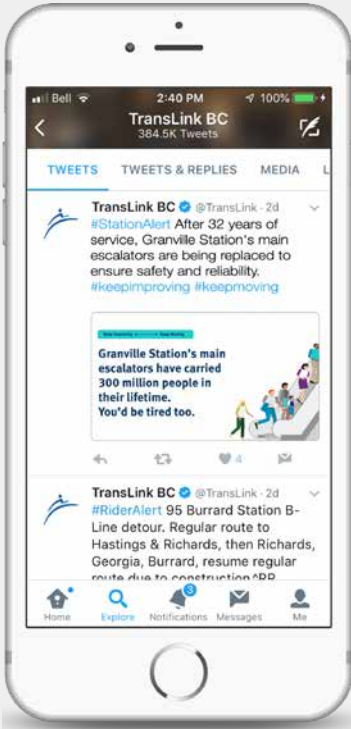
[See all Alerts...](#)



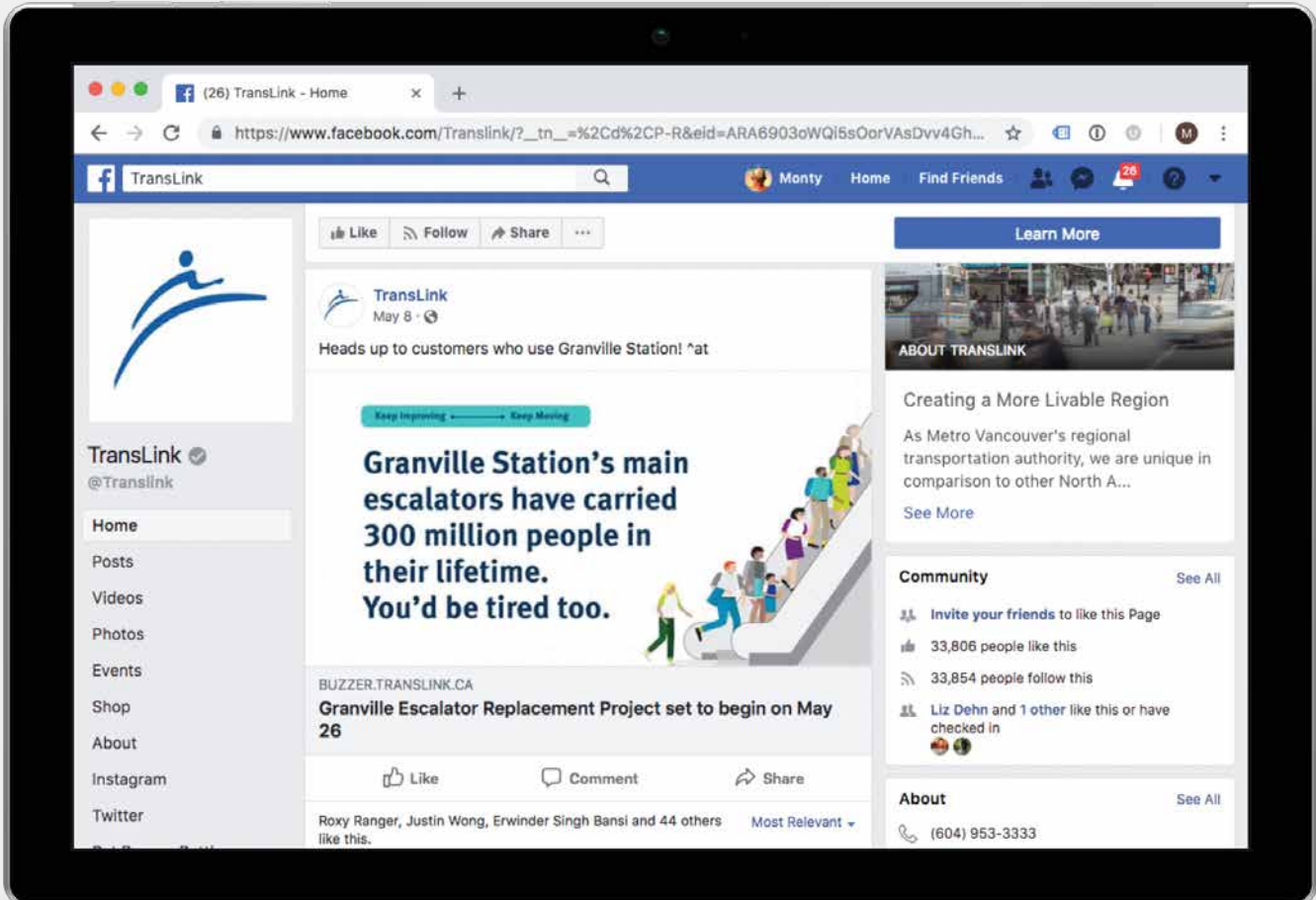
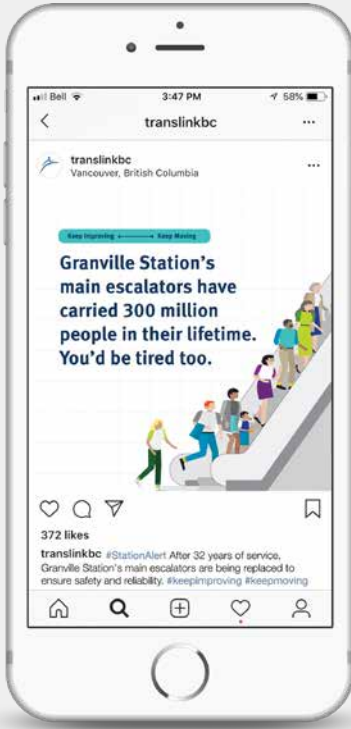
Watch the video at: <https://www.youtube.com/watch?v=E-PVr62UDuY>

Social Media

Twitter



Instagram



Facebook

Thank You!