



APTA 2017 AdWheel Awards

Category 2: Best Marketing and Communications Educational Effort

I ❤️ Transit Week

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Online Application

APTA 2017 AdWheel Awards

Category 2: Best Marketing and Communications Educational Effort

Special Event: **I ♥ Transit Week**

Background & Target Audience

I ♥ Transit is a week-long celebration of all things public transit. Customers, partners and TransLink contribute to the initiative.

Building on the transit, sustainable & active transportation skills taught through TransLink's TravelSmart for Schools Program the target audience for this year's campaign was students, Grades K-12.

This campaign aimed to get youth excited and use transit, provide teachers a week to take their classes on field trips free of transit fare and to enhance positive perceptions and understanding of public transit.

Situation & Challenges

For many years, TransLink supported annual transit promotion campaigns for both **I ♥ Transit** and iWalk. To better resolve the overlap of the two campaigns, TransLink concentrated promotion to **I ♥ Transit Week** to better align with TransLink mission & values, to remove competition & distractions and scale up the campaign activities in house.

The typical audience for **I ♥ Transit** is supportive of public transit. However, a failed 2015 plebiscite to secure transportation funding made it evident that many no votes were non-transit users. Now that TransLink has moved from relative austerity in funding to securing future funding, TransLink aims to capitalize on this new-found positivity towards public transit and focus on future riders.

Strategy & Objective

The **I ♥ Transit** campaign offered a week of free bus travel to grades K-12 and 2 contests where classes could win day passes for field trips and VIP Transit Camps. Contest submissions were centered on the theme “**Beyond – the future of transit in Metro Vancouver**”.

Objectives include:

- Encourage and empower students to walk, cycle and take transit to school to increase physical activity, protect the environment and reduce single occupied vehicle trips
- Educate and develop transit skills to students and teachers using the transit system
- Strengthen and foster new relationships with government, school districts, schools and parents
- Improve TransLink brand and reputation

Participation was achieved through:

- digital & social media
- direct mail
- partnerships
- class workshops

Results, Impact & Measurement

We were overwhelmed by the quality and number of contest entries. Our goal was 50 and we received over 100! Online, we aimed to receive 100 uses of the #ILoveTransit hashtag and generated over 300 with nearly a 100% positive sentiment.

The contest has also generated strong demand for TransLink’s TravelSmart for Schools program, and is currently seeing a 40% increase in bookings and delivery year over year.

Through our focus on youth in schools and the strategic partnerships with school districts, schools, partners & parents, we were able to increase the awareness about public transit and engage our younger/future riders.

Submission Reasoning

I ♥ Transit 2017 campaign created a future focused campaign that educated, engaged and inspired youth, partners and the public into using and thinking about public transit.

This campaign has created new and younger audiences which we’ll continue to grow.

Success was achieved through collaborated internal efforts with Marketing, Government Relations, Outreach / TDM, Operations and Social Media teams working together.

I ♥ Transit 2017 removed barriers to taking transit, enhanced transit skills and improved relationships with partners and the public.

Working collaboratively with our Government partners, we were able to amplify messaging about the need for public transit and increase awareness about what we love and want more of in terms of transit and transportation options.



I ♥ TRANSIT

October 2–6, 2017

Beyond

I Love Transit Week is back! Our theme this year is 'Beyond'. Unleash your inner explorer and take learning beyond the classroom. We've got three amazing opportunities lined up for your class:



K-12 Students Ride the Bus for Free!

Take learning beyond the classroom with **FREE bus rides** for K-12 students from October 2-6, 2017. **Note: SkyTrain, SeaBus and West Coast Express travel are not included. Regular fares apply to adults accompanying students on the system.**

Beat the rush!

Plan the transit portion of your trip during "off-peak" hours - between 9:30 a.m. & 2:30 p.m.



I Love Transit Camp Contest

I Love Transit Camp 2017 will be held on October 19, 2017. One lucky class in grades 3 through 12 will win a behind the scenes look at TransLink's operations facilities, tour the bus and SkyTrain yards, and meet some of the key people (and the Transit Police dog!) that help TransLink move close to a half-a-million people a day and plan for the future.

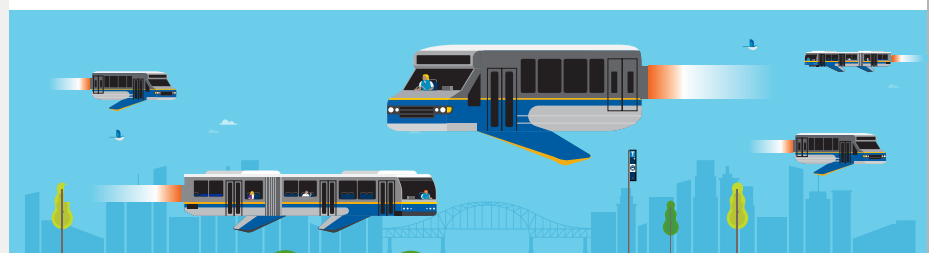
See full contest rules including eligibility restrictions and how to enter at translink.ca/ilovetransit



I Love Transit DayPass Contest

Enter to win up to 35 Compass Cards with a DayPass loaded for your class to use for your next field trip.

See full contest rules including eligibility restrictions and how to enter at translink.ca/ilovetransit



translink.ca/ilovetransit



I ♥ TRANSIT

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translink.ca/ilovetransit



400 - 267 Nelson's Court
New Westminster, BC V3L 0E7
Canada
South Coast British Columbia
Transportation Authority

Print Campaign

Workshop Invitations – Poster and Direct Mail



Transit 101

Workshop details:

We'll come speak to your students about:

- Safety and etiquette on transit
- Tips for taking transit independently
- Compass Cards: where to buy, how to load and use
- Active and sustainable transportation options
- Transit tools and resources such as Trip Planner, Next Bus, Alerts and more!

Who is the

Students from

How long

60 minutes

Contact workshop

info@

778.3



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- Safety and etiquette on transit
- Tips for taking transit independently
- Compass Cards: where to buy, how to load and use
- Active and sustainable transportation options
- Transit tools and resources such as Trip Planner, Next Bus, Alerts and more!

Who is the workshop for?

Students from Grades 8-12

How long is the workshop?

60 minutes

Contact us for a FREE workshop today!

info@travelsmart.ca

778.375.7790

translink.ca

Grades 6–8

translink.ca



Grades 8–12



I ♥ TRANSIT

We'll be celebrating riders like you and all things transit

October 2-6, 2017

- ♥ Win prizes including a free monthly pass
- ♥ Celebrate with us in person
- ♥ Share and read stories

Learn more at translink.ca/ilovetransit



I ♥ TRANSIT


**K-12 Students Ride
the Bus FOR FREE**
October 2–6, 2017

Learn about I Love Transit Week
translink.ca/ilovetransit

Note: Regular fares apply to adults accompanying students on the system.

TRANS LINK





Getting you everywhere you want to go in Metro Vancouver

Subscribe/Login to TransLink Alerts

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




October 18, 2017, 4:32 pm

Check out one of the winning I Love Transit Camp entries!

I ♥ TRANSIT

   2017




This Thursday, October 19, **I Love Transit Camp** is in session!

A class of Grade 4 and 5 students from Pebble Hill Elementary School in Delta will get a unique opportunity to go on a behind-the-scenes tour of TransLink's operating facilities. They will visit the Coast Mountain Bus Company bus depot at Burnaby Transit Centre and SkyTrain's Operations and Maintenance Centre where they'll visit control and the maintenance yard.

Have I got you excited? Want to join us on camp? Make sure you follow [@TransLinkBC](#) on Instagram and check out our Story this Thursday. Don't miss out! Stories disappear after 24 hours.

To win their way to I Love Transit Camp, the students wowed our judges with their vision for the future of transportation in Metro Vancouver. We've kept their winning entry under wraps—until now! Watch their vision:

And what was their reaction when they found out they're going to I Love Transit Camp? You'll want to watch the video below!



Entries RSS | Comments RSS

All about us

- [About this blog](#)
- [Participation Guidelines and Privacy](#)
- [Contest Corner: Terms and Conditions](#)
- [I Love Transit Week 2017: Beyond](#)

Archives

Archives


Select Month

Categories

Select Category

The Facts Matter

More than \$145 million for better roads and bikeways*




Region	Funding (\$M)
North Shore	\$7.24M
West Vancouver & S.C.	\$35.52M
Burnaby & New Westmose	\$20.93M
North Shore & Pitt	\$23.9M
West End	\$9.34M
Delta	\$7.38M
Surrey & White Rock	\$31.48M
Langley	\$11.5M

Digital Campaign

Facebook

TransLink
September 6 · 🌐

Calling all TEACHERS! We want to send your kids to camp!! [I LOVE TRANSIT CAMP!](#) Find out how your class can win!
Know a teacher? Tag them or share this post with them! ^sk
<http://buzzer.translink.ca/.../teachers-send-your-class-on-a.../>



Tell us what your class envisions to be the future of transportation in Metro Vancouver

9.5K Views

Like Comment Share Hootlet

You and 44 others

58 Shares

Write a comment...

TransLink
September 26 · 🌐

[#ILoveTransit](#) Week is Oct. 2-6!
It's the one week we take out of the year to celebrate our customers and what we love about transit.
Feeling lucky? Why not enter the the I Love Transit contest?! ^at



Learn more at translink.ca/ilovetransit

I Love Transit 2017: Tell us your transit stories, share your love and win!
I Love Transit Week is upon us! It's the one week we take out of the year to celebrate what we love about transit. We want you to tell us why you love transit Write an...
BUZZER.TRANSLINK.CA

Like Comment Share Hootlet

27

Top Comments

Digital Campaign

Facebook Video



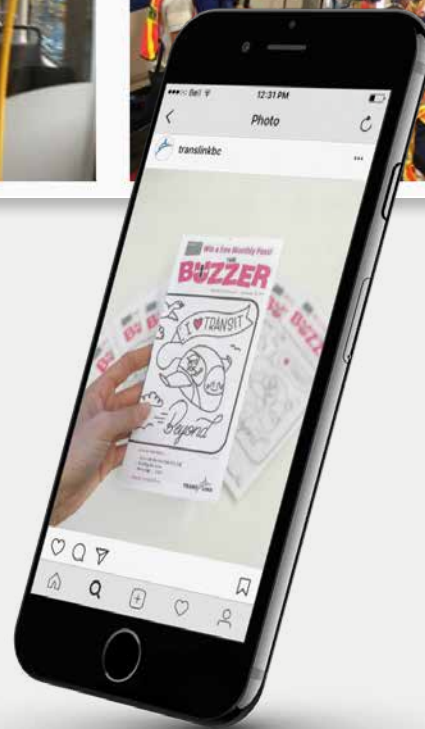
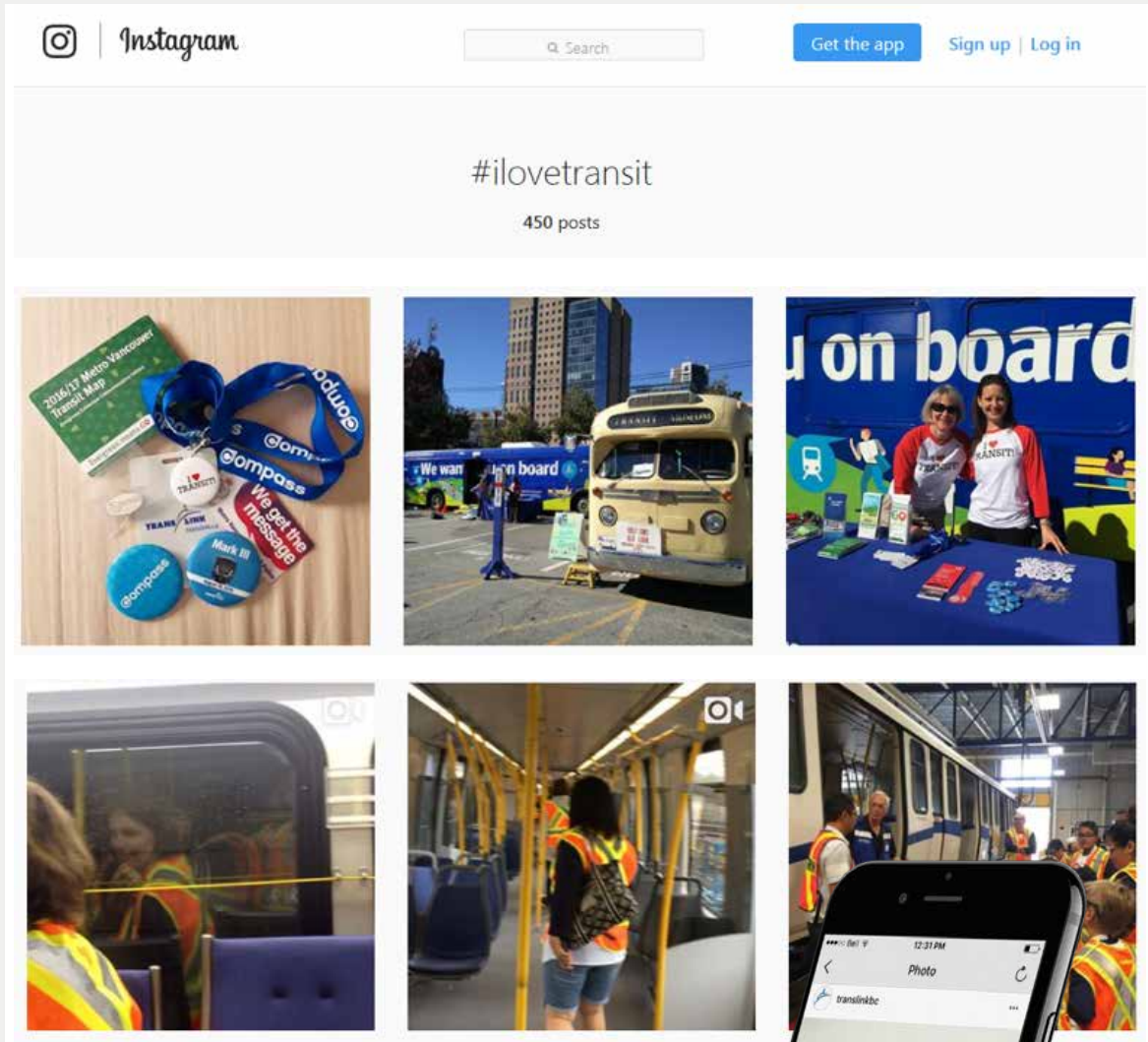
[Ms. Melville's 4/5 Class Reacts to Winning I Love Transit Camp](#)

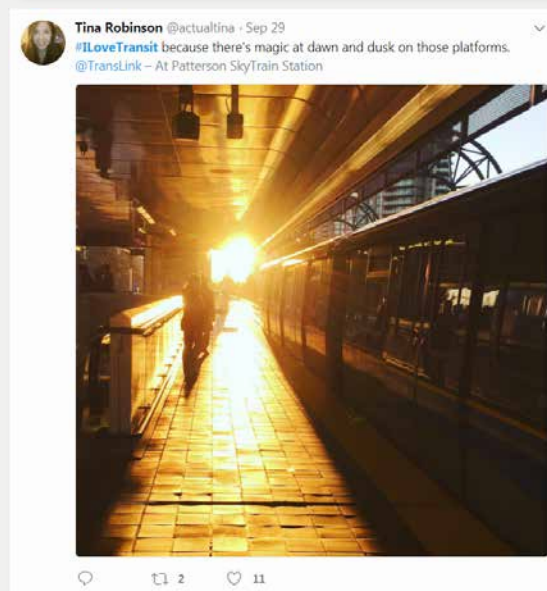
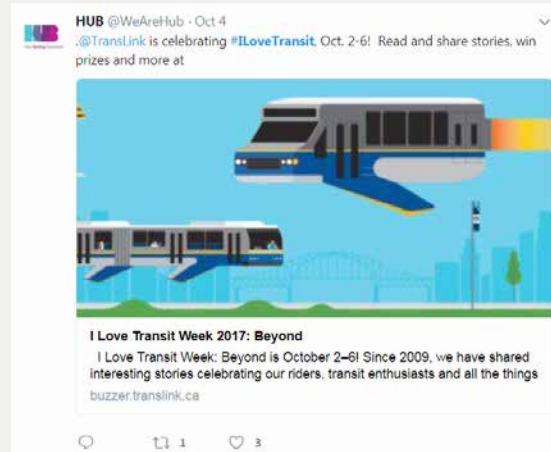


[All Sthe Stations – I Love Transit 2017](#)

Digital Campaign

Instagram




















The screenshot shows the TransLink website homepage with a blue header and navigation menu. The main content area is divided into several sections:

- I ♥ TRANSIT:** A large blue and red banner announcing a celebration for riders from October 2-6, 2017.
- Your kids could be I Love Transit campers!** A text-based announcement about a contest for a class trip, closing on September 29.
- People Finder:** A search tool with fields for 'Employee Name' and 'All Departments', and a 'GO' button.
- Useful Links:** A list of links including MyAccess, Contact Us, PeopleSoft Self Service, MyTime, CARESnet, HR Charter, Job Postings, Admin Services, Procurement Services, K2 Workflow, OWL, Business Tech Services, MoveUP Agreement, MoveUP, Employee Handbook, and Email TransLink JOHSC.
- What's New:** A list of recent news items with dates and 'More' links, including 'Social Media Scan September 18, 2017' and 'Media Scan Sept 15, 2017'.
- Buzzer Blog:** A section with a progress bar and a 'View all updates' link.
- Key Initiatives:** A blue banner for the 'Compass' program and the 'Customer First Committee' (CFC).
- Event Calendar:** A calendar for September 2017 with the 21st highlighted in green.
- Photo Gallery:** A section with a photo of people at an 'Ice Cream Day' event and links to 'View this photo gallery' and 'View all photo galleries'.
- Buy, Sell & Connect:** A section listing items for sale, such as a '1972 Camaro Split Bumper \$28,000' and a 'Discontinued Mobilicity plan with Chatr \$30.00 unlimited data and calls'.
- TransLink Quick Poll:** A poll asking 'Autumn starts September 22, what are you most looking forward to?' with radio button options like 'Cooler temperatures', 'Back to school', 'Fall Service Changes', 'Sweaters and boots', and 'Pumpkin Spice everything!'.
- IT Service Desk:** A red banner indicating service hours: 'Mon-Fri 8:00 AM to 4:00 PM' and contact information: '(778) 375-7575 Email Us Service Desk Portal'.

I Love Transit Employee Event 2017

Thumbnails All Pictures Selected Pictures ... Find a file

Name	Picture Size	File Size	Modified	Keyword
 DSC_0607	 DSC_0614	 DSC_0617	 DSC_0640	 DSC_0647
 DSC_0651	 DSC_0716	 IMG_0362	 IMG_7204	 IMG_7206
 IMG_7247	 IMG_7253	 IMG_7269	 IMG_7271	 IMG_7280



The 99 B-Line at the Broadway-City Hall Station bus stop. (Kenneth Chan / Daily Hive)

Transportation, News, Events

Free bus travel for kids in Metro Vancouver for one week in October



Kenneth Chan

Sep 28, 2017 4:14 pm  5,266



Kids across Metro Vancouver can ride the bus for free during the first week of October.

From Monday, October 2 to Friday, October 6, TransLink is offering free rides on all buses for young children and teenagers from Kindergarten to Grade 12.

TRENDING



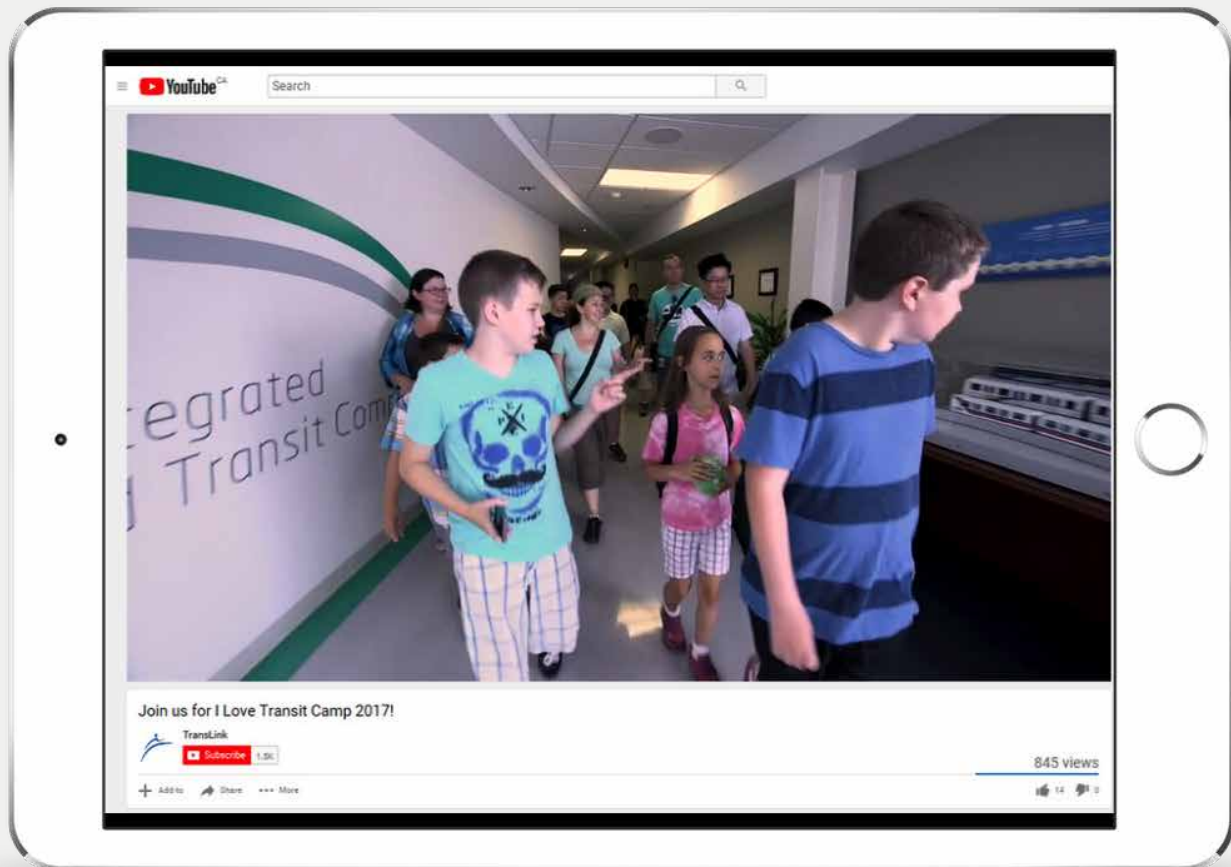
Trudeau interrupted by most Canadian protest ever in Vancouver



7 beautiful photos of last night's epic snowstorm in Whistler

Digital Campaign

You Tube Video



[Join us for I Love Transit Camp 2017!](#)

Promotional Materials

I ❤️ Transit Camp T-shirt and Backpack



Promotional Materials

I ♥ Transit Badge and Buttons



Thank You!