



## **APTA 2019 AdWheel Awards**

Category 3: Best Marketing & Communications to  
Highlight Transit Needs/Funding

**NightBus District**

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# Online Application

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### **NightBus District Comprehensive Campaign**

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## Background & Target Audience

The safety and security of customers and employees is paramount and the objective of the NightBus campaign is to clearly communicate when, where and how transit users in Downtown Vancouver can find accessible transit after midnight. We targeted entertainment goers and workers from various industries such as healthcare and the hospitality sector. We also added more Transit Security and Transit Police to ensure riders felt safe when using our NightBus network.

## Situation & Challenges

Vancouver Mayor Robertson and other key elected officials in Metro Vancouver along with stakeholders became a loud voice advocating for extended SkyTrain hours on Friday and Saturday nights to help move large groups from the downtown Vancouver entertainment core to suburbs that SkyTrain serves. We also engaged with municipal officials, police, local businesses, industry associations, student groups and transportation to determine solutions. The first step was to launch a formal review of all late night services, including SkyTrain hours of operation and our extensive NightBus network. Following this review we determined the next step was to create a NightBus Hub to ensure our customers were aware of the late night services available to them, and could easily find a place to catch a bus after 12:00.

## Strategy & Objective

The NightBus District had to roll out in a very short timeframe before the summer season. We began a service pilot from June 25 to September 4 to test the demand.

### **Objectives:**

1. Make it easier for late night customers to find a safe, reliable ride home.
2. Increase awareness of the extensive NightBus network by creating a more visible, easy-to-find and user-friendly “hub” at Granville and Georgia where all night buses stop.
3. Educate locals and tourists about the ease and convenience of NightBus service.
4. Increase accessibility, awareness and promotion of TransLink’s Night Bus service.

The pilot was a success and the NightBus Hub was officially added to regular service in September.

## Results, Impact & Measurement

TransLink’s NightBus District received extensive positive feedback from customers on social media. Ridership on the NightBus from June 25 to September 4 grew by 20% over the same time period as the previous year.

To promote the new NightBus District, TransLink launched an extensive marketing campaign in effort to educate customers, create awareness and increase TransLink/NightBus presence in the downtown core. Launch included:

- Large media event with 5 interviews and third party support from the Vancouver BIA
- Street entertainment by local buskers
- 25 news stories
- 30 social media posts
- Advertising including, street decals, bus pole design and lighting and a large window glazing at a station house located at the NightBus District.
- Posters/coasters in restaurants
- DJ announcements

## Submission Reasoning

Customer experience is a corporate priority at TransLink and when stakeholders and customers showed concern over safety and security we listened and reacted quickly, to find a solution to transportation challenges in the downtown core after hours.

What would usually take over a year to study and implement; TransLink was able to expedite the process and implemented the NightBus District in 8 weeks.

Stakeholders and customer feedback was positive and data showing an increase in ridership during this time period was proof of a very successful communications and marketing campaign.

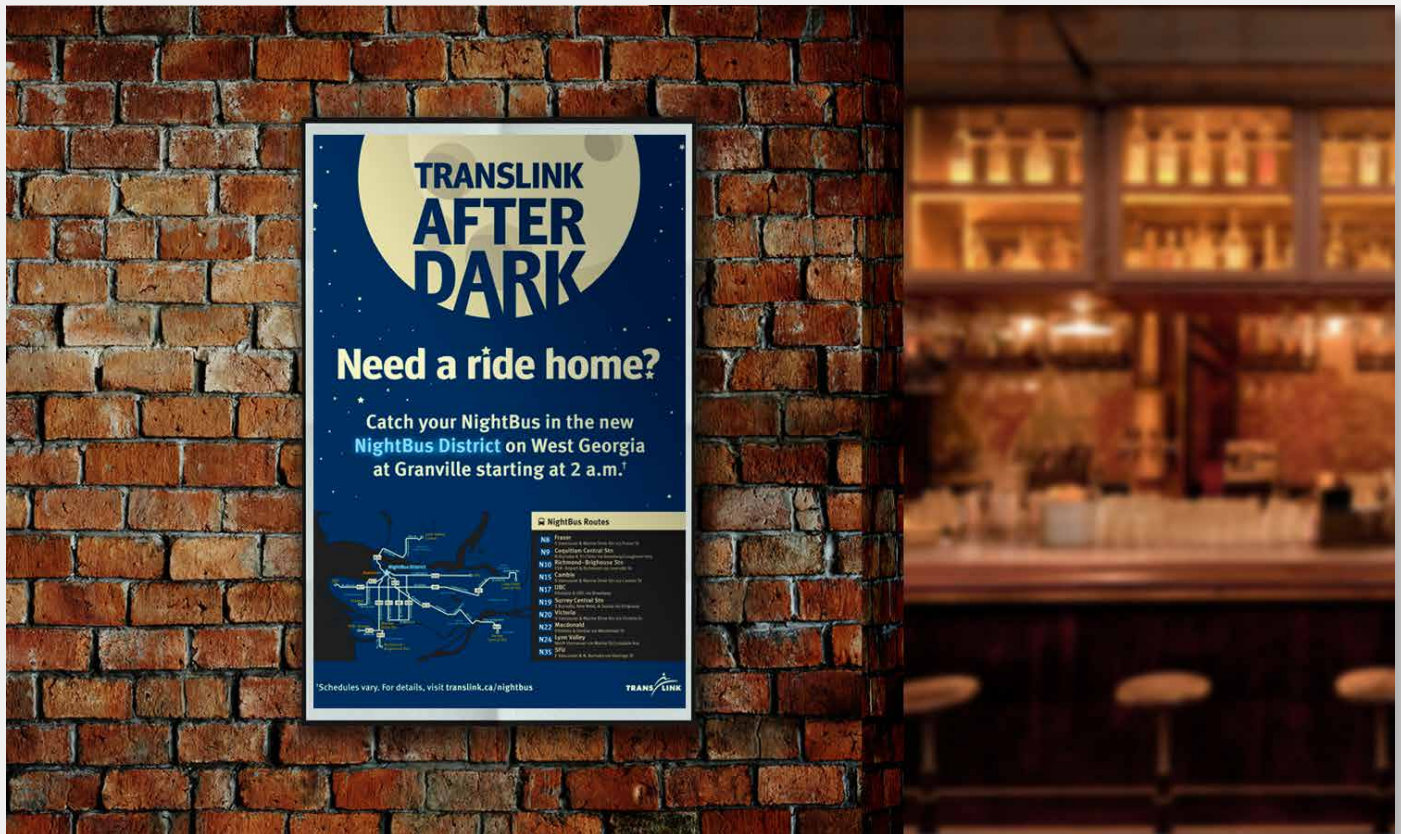


Print – Out of Home  
Street Decals and Signage





Coaster (front and back) distributed to bars and nightclubs



Posters hung in bars and nightclubs

Print

Brochure and Lanyards



Brochure outside and inside

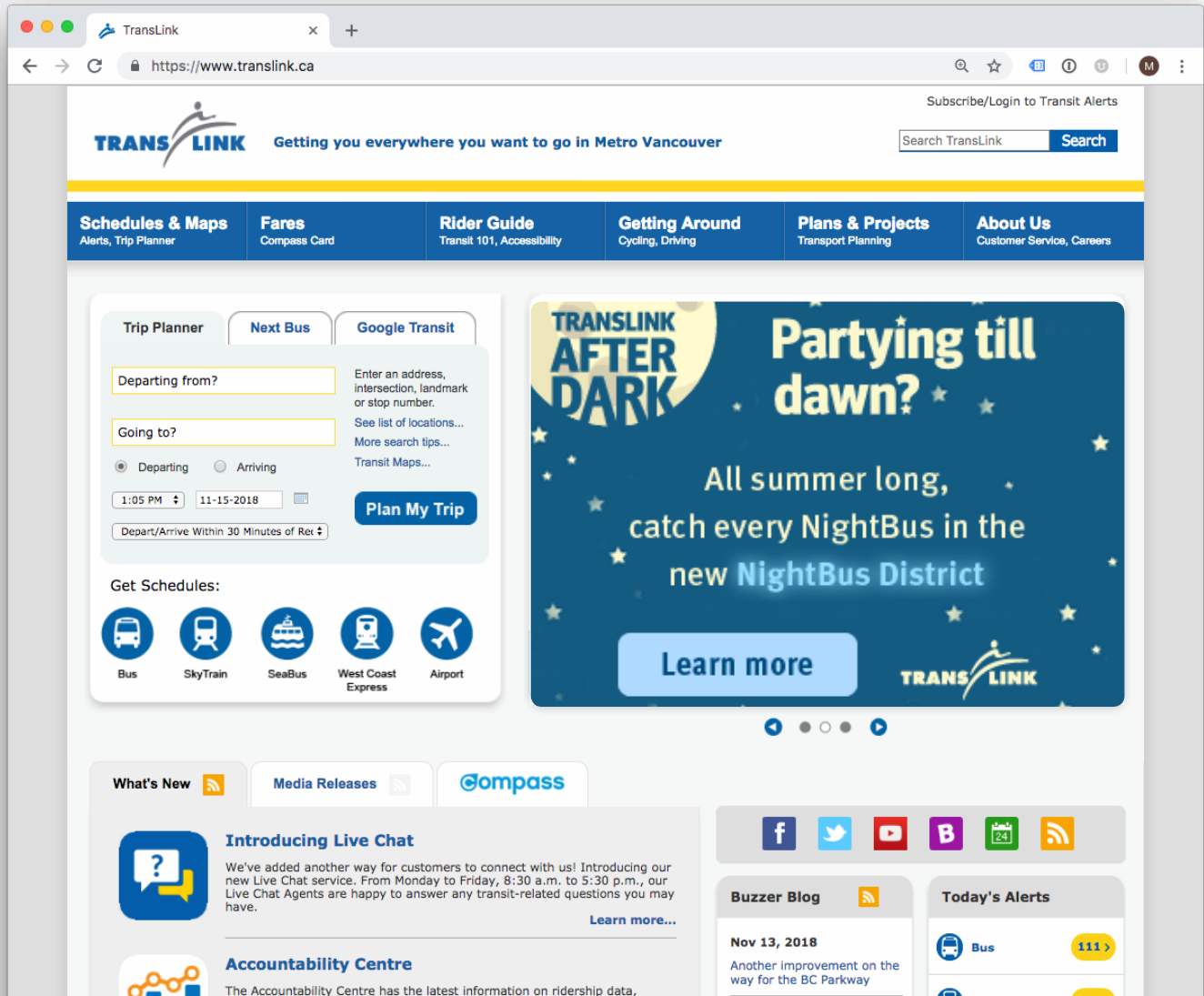


Brochure on a lanyard



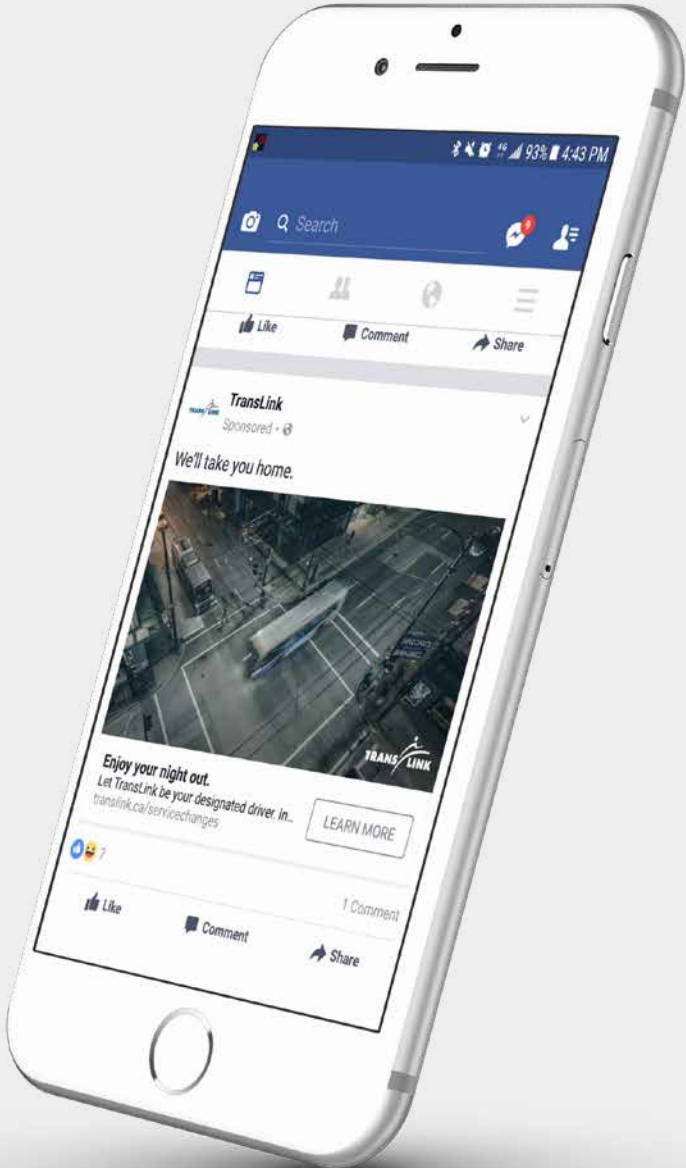
# Electronic Media

## Website Homepage and Digital Banners



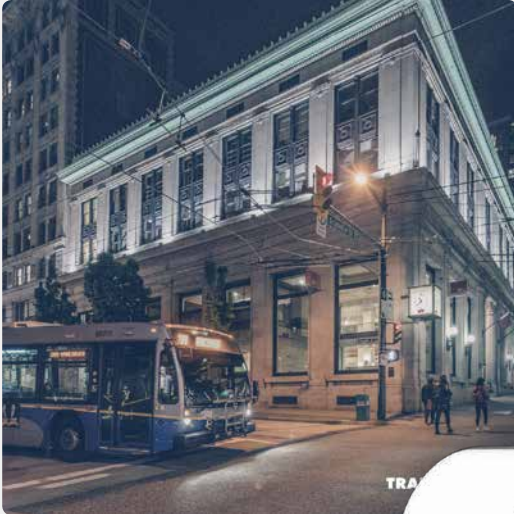
# Social Media

Facebook



Social Media

Instagram



Social Media

Twitter



Thank You!