

APPENDIX – STM – Smog Campaign
Photos of the squad handing out fare cards





**HELLO
MÉTRO,
HELLO
BUS,
BYE BYE
SMOG!**

Dear annual member,

As a loyal public transit user, you strongly contribute to improving the air quality in the city.

Encourage your friends and family to join the movement. Give them the opportunity to ride the bus and métro!

Offer the enclosed L'Occasionnelle fare card as a gift and say BYE BYE SMOG! The fare card is valid for two free rides, with the STM* bus and métro system, until November 15, 2018.

Thank you for choosing public transportation!

*Except for the 747 P.-E.-Trudeau Airport shuttle.



<http://www.stm.info/fr/presse/nouvelles/2018/campagne-smog---la-stm-incite-les-automobilistes-a-faire-l-essai-du-transport-collectif>



BONJOUR MÉTRO, BONJOUR BUS, BYE-BYE SMOG!

N News June 29 2018

Just as temperatures forecasted for the next few days are expected to increase smog levels, the STM will launch its SMOG campaign.



On Tuesday, July 2, the STM will launch its SMOG campaign, just as temperatures forecasted for the next few days are expected to increase smog levels. The goal is to help improve air quality by raising the awareness of motorists and encouraging them to change their habits by using public transit, especially on smog days.

For summer 2018, the STM will be handing out more than 40,000 free two-trip fare cards to motorists so they can try out public transit and maybe start using it, even if only occasionally.

During the week of July 3, STM squads will be handing out fare cards to motorists stuck in traffic at intersections along certain critical roadways and/or around roadwork on the Island of Montréal. Additionally, following last year's success, the STM will once again turn its 25,569 annual fare subscribers of more than 12 months into public transit ambassadors by giving them a fare card that they can pass along to a friend or loved one who does not usually ride STM transit.

Choosing public transit, daily or occasionally, helps to reduce smog, as it is estimated that for each ton of GHGs emitted by public transit, another 20 tons are avoided. With hot, humid days in the forecast, everyone can do their part to improve air quality!

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Example of Twitter interactions

Tweet @STM_Nouvelles



STM @stm_nouvelles

Dans le cadre de sa campagne SMOG, la #STM distribuera gratuitement près de 40 000 titres de transport « 2 passages » pour permettre de faire l'essai du transport collectif et ainsi contribuer à améliorer la qualité de l'air.

Infos ➔ bit.ly/2tFlc3Y



15:15 - 29 juin 2018 depuis Montréal, Québec

13 Retweets 30 J'aime

8 13 30

Tweet from Valérie Plante, Mayor of Montréal



Philippe Schnobb et 5 autres ont retweeté

Valérie Plante @Val_Plante · 4 juil.

Quelle belle idée @stminfo 👍 Encourager le transport collectif pour contribuer à la réduction du smog en ville 🏙️☀️ @schnobb #polmtl



19 22 102

16 media mentions, including:

Ici Radio-Canada

<https://ici.radio-canada.ca/nouvelle/1110745/stm-smog-distribution-titre-transport>

Journal Métro

<http://journalmetro.com/actualites/montreal/1655631/40-000-billets-gratuits-de-la-stm-pour-limiter-le-smog/>

The Daily Hive

<http://dailyhive.com/montreal/stm-free-transit-tickets-smog-2018>

Narcity

<https://www.narcity.com/ca/qc/montreal/nouvelles/la-stm-donne-des-passes-de-metro-gratuites-a-montreal-cette-semaine>

Mtl Blog

<https://www.mtlblog.com/news/the-stm-is-now-giving-away-free-metro-and-bus-passes>

The Beat 92.5

<https://www.thebeat925.ca/news/local-news/126728>