

SOCIETY IN MOTION 

Shopping STM



« It's profitable to shop by bus and metro »

A partnership with retailers to the benefit of OPUS card users



About STM

- 390 million trips/year
- 8000 employees
- Yearly budget of 1 Billion \$
- 50/50 Rider/ Subsidy ratio
- 192 bus routes:
 - - 172 daytime routes
 - - 20 nighttime routes
 - - 150 wheelchair accessible routes
- Paratransit
 - - 2.5 million trips/year



About STM - Metro

Number of lines: 4

Number of stations: 68

Tunnel length: 42 miles

Number of subway cars: 759



1. Context

- 2007 to 2009: Change of visual identity
- 2010 APTA Best large Transit and 150 th anniversary
- Green positioning: Green initiatives + involvement in the community
- Launch of **Society in Motion**, a sustainable development project for Montreal
- « Peace » , the uniting symbol of the **Society in Motion**



NOUS + VOUS



MERCI
DE CHOISIR LE TRANSPORT
COLLECTIF

2. Shopping STM – Sept. to Nov. 2010

- Dual objective:
 - 1) Create a network of retailers who support the « Peace » initiative
 - 2) Offer discounts upon presentation of an OPUS card or a Society in Motion shopping bag



3. Invitation Card for Retailers

WOULD YOU LIKE TO MAKE IT EASIER FOR YOUR CUSTOMERS TO FIND YOUR BUSINESS, WHILE DOING YOUR PART FOR THE ENVIRONMENT ?

The STM offers you these advertising tools for free:



◀ A sticker supporting Society In Motion that shows your interest in the environment

A trip calculator for your website providing the best bus and métro route for your clients to reach your establishment



ENJOY STRONG PUBLIC VISIBILITY DURING THE « SHOPPING STM » EVENT

To mark its 150th anniversary, the STM invites you to take part in a unique media event held one day only.

The STM will provide colourful bags to promote shopping by bus and métro. Details of the event will be advertised through:

- ▶ *Nightlife Magazine*
- ▶ *Montréal Métro* newspaper
- ▶ Mailings to the press and media
- ▶ An interactive map on the STM website
- ▶ Poster ads inside buses and métro railcars

Price tag: \$0

How to participate*?

By offering discounts or promotional items for distribution by the STM

When ?

Nov. 25, 2010

You can register until September 30, 2010



* All participating retailers must display the STM sticker at the entrance to their establishment and/or have the trip calculator on their website.

4. Promotional activity (2/2)

- Dynamic display on giant screens in the metro



- Miss météo with Mr. Labrecque, President of the STM



4. Promotional activity (1/2)



Media activities

- Two objectives:
 - 1) Promote the shopping day
 - 2) Provide visibility to participating retailers
- Media : Miss Météo ; Journal Métro; Posters on buses, bus shelters and in the metro; Facebook
- Promotional kit sent to journalists
- Distribution of reusable shopping bags

5. Results - Shopping STM

- Number of retailers solicited: 2,295
- Number of stickers displayed in shop windows: 1,071
- Number of participating retailers: 285



5. Results: Distribution of shopping bags

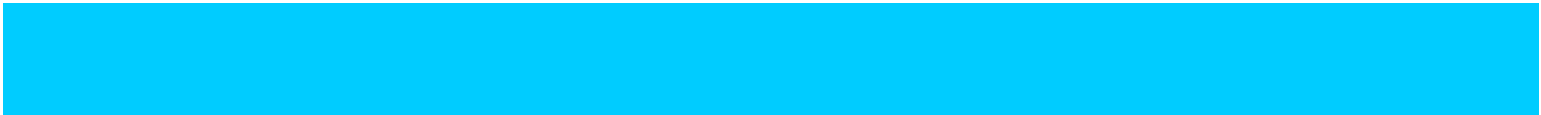
- 11, 000 bags distributed
- 543 post-activity surveys received on site by email



6. Recommendations

- Repeat the event during the year, over a period of several days
- Increase the participation of store chains and consumer goods stores.





Do you feel strongly about the environment?
Join the Society in Motion!

Society in motion

At the STM, we see far ahead and we see big! Public transportation means more to us than just environmental mobility; above all, it's a sustainable development project for our city. Our goal is to make mobility easier and greener, and to make breathing easier too.

STM - Mouvement collectif on Facebook

Like

4,448 people like STM - Mouvement collectif.

Jonathan	Benjamin	Mylène	Jad
Leyley	Sandra	Rami	Sylvain
Kassandra	Freddie		

Facebook social plugin

7. Night bus initiative

