

2025 Open Call for Innovation: Enhancing Customer Experience

TransLink's strategic transportation plans - [Transport 2050](#) and the *Access for Everyone* Plan – envision a future where everyone can easily access the people, places, and opportunities they need to thrive. This is a people-centric vision that aims to deliver an outstanding transportation experience for everyone featuring:

1. **Convenient** travel choices that make it easy to get around without needing to rely on a car;
2. **Reliable** travel choices that get people where they need to go on time;
3. **Affordable** travel choices that don't break the bank and provide excellent value for money;
4. **Safe and comfortable** travel choices that make getting around feel welcoming and enjoyable;
5. **Carbon-free** travel choices that give people an opportunity to make a difference.

TransLink's Transit Customer Experience Action Plan builds on these regional goals, aiming to deliver an exceptional transit customer experience that is convenient, easy and personalized; reliable and timely; safe and comfortable; and an opportunity to make a difference.

The list of ideas for improving the transit customer experience is long, budgets are constrained, and yet the pace of progress must quicken. So, we face a critical question: How can we **deliver the outstanding customer experience** outcomes envisioned in *Transport 2050*, *Access for Everyone*, and the *Transit Customer Experience Action Plan* but **more quickly and for lower cost?**

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1. Proponent's Company Name

2. Work Email Contact Information

3. What is the opportunity and impact of this solution?

Guideline for Opportunity & Impact

- *Max 2500 characters*
- *Include any evidence, such as case studies or market research*
- *Provide a discussion of the impacts/benefits of your idea both at the project scale and at a broader implementation scale*

4. Project Description

Describe your idea for a project you wish to undertake with TransLink. This description should include:

- *Max 5000 characters*
- *Your business stage of development, business model, and vision for large-scale implementation*
- *Your assumptions and identified risks (and how you plan to respond to them)*
- *A project work plan including:*
 - *Project scope*
 - *Project schedule with major tasks and key milestones*
 - *Project budget, including a breakdown of key capital and operating costs and revenues, with TransLink's contributions clearly identified.*
- *a clearly articulated request of TransLink*
- *a clearly articulated benefit to TransLink including (if applicable) what you are prepared to offer, in terms of revenue-sharing, equity, existing IP (e.g., patents), etc.;*

5. Financial Requirements for Pilot (CAD)

- Less than \$5,000
- \$5,000 < \$10,000
- \$10,000 < \$ 50,000
- \$50,000 < \$ 75,000
- > \$75,000

6. Team Composition

7. Idea Type

- ☐ System
- ☐ Service
- ☐ Consulting
- ☐ Software
- ☐ Hardware
- ☐ Others

8. Application

- ☐ Bus
- ☐ SkyTrain
- ☐ Multimodal
- ☐ Transit Facilities / Stations
- ☐ Support Infrastructure
- ☐ Others

9. Where did you learn about Open Call?

10. Did you attach additional documents as part of your submission to us?

if you answered yes: Please send all the additional documents to: newmobility@translink.ca

- ☐ Yes
- ☐ No