



Join the Car Free Movement #CarFree

Are you a local business that would like to help inspire Metro Vancouver residents and visitors to move toward a car-free lifestyle? If so, **TransLink would like to work with you.**

This program is free to join. All you need to do is honour a discount or value-add offer of your choice* for customers who can show valid proof of public transportation to your business that day.

Benefits of joining the Car Free movement by providing a discount or offer:**

Ride and Shine TransLink Campaign

Your business may be included in the TransLink Ride and Shine campaign landing page on an interactive map with your business location and offer. The campaign will be promoted with a full advertising media plan, including paid social media advertising and out-of-home advertising across Metro Vancouver.

Car Free Days of Summer

- Participants may receive placement on a Car Free Day webpage with an interactive map of Car Free deals.
- Car Free campaign advertising will lead directly to the Car Free deals webpage listing participating businesses.
- North Shore and New Westminster businesses who join and become a member of their local Business Improvement Association will have access to a free Car Free Day booth in their neighbourhood, while space is available.

Ongoing Car Free Promotions

- Ongoing organic and paid social and digital advertising will drive to the Car Free Deals website which will include your business for at least one year
- TransLink will be on-site at Car Free Days, Playland, and other in-person festivals promoting Car Free, Ride and Shine, providing information on the deals offered by participating businesses and directing traffic to the web page. Participating businesses may have the opportunity to join TransLink on-site, at the invitation of TransLink.
- Participating businesses may, at the invitation of TransLink, provide swag or items for promotional social media giveaways
- TransLink's social media team will choose active participating businesses with which to create content and share across their channels (at the sole discretion of the TransLink social media team)
- A toolkit will be provided to connect with the Car Free community with social media images, posts and tags throughout the year
- Internally-facing signage will be sent to help communicate with your point-of-sale staff about the offer
- Externally-facing signage will be mailed out to advertise that your business supports a Car Free community

**Conditions apply. See FAQs below for information about eligible participants and acceptable discounts and offers. TransLink reserves the right, in its sole discretion, to allow or refuse any business or organization to participate in the program. Each business or organization is solely responsible for administering its discount or offer. TransLink reserves the right to discontinue all or any part of this program for any reason, in its sole discretion.*

*** Participation in the program does not guarantee inclusion on campaign materials in print, online or otherwise. Inclusion in any such materials will be at the sole discretion of TransLink.*

In participating, each business or organization agrees to indemnify and hold harmless and defend TransLink, employees and associated businesses and agencies from and against all claims and suits by third parties for damages, injuries to persons (including death), property damages, losses, and expenses including court costs and reasonable attorney's fees, arising out of, or resulting from the business' performance, including all such causes of action based upon common, constitutional, or statutory law, or based in whole or in part, upon allegations of negligent or intentional acts on the part of TransLink, its officers, employees, agents, subcontractors or, licensees.

FAQ

What type of businesses can be included?

Currently we are inviting the following types of business or organizations to participate: Attractions, restaurants, local craft breweries (who have a taphouse or restaurant), cultural centres such as museums and galleries and businesses promoting active transportation such as bike rental shops. TransLink reserves the right, in its sole discretion, to allow or refuse any business or organization to participate in this campaign.

What can my offer or discount include?

Currently included offers are special pricing, a dollar amount discount, a value-add or a percentage discount of at least 20% that is exclusive to this campaign.

Can I include limitations on the offer or discount?

You may include any limitations needed on your offer. Here are a few examples of offers with and without limitations:

\$5 beer flight with the purchase of a meal. Limit of one per person per day
2-for-1 appetizers with the purchase of an entree. Limit of one per table, once per day
20% discount on gift shop merchandise for items priced under \$50. Sale items are not included.
\$5 off admission
Free gift with purchase

What is valid proof of fare?

A Compass Card
A ticket or pass for the same day
A digital payment receipt, such as one shown from your banking app
A photo of the guest on public transportation that day (in the same outfit, for example)

It is at the discretion of the business to determine valid proof based on the foregoing criteria. It is within your discretion to refuse anyone you deem to be abusing the discount or offer.

When does the offer expire?

The offer or discount you create should be valid until May 31, 2024, with an opportunity to renew in early 2024. If the offer or discount is causing unforeseen difficulty to your business, you may discontinue as long as you contact our team to let us know to remove you from the website and online promotions.

What are the other ways my business can show support to the Car Free movement?

- Post about Car Free on your social media channels - a tool kit is currently under development and will be distributed shortly.
- Encourage your team, guests, and clientele to join the movement by signing the Car Free Pledge, available at Car Free Days.

Interested in being involved? [Fill out this form](#) and if your business meets the criteria, we will be in touch!