November 2023

***For external distribution***

Advocacy Toolkit

Access for Everyone

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1. Introduction

This toolkit provides resources to empower community members and organizations to join the call for improved transit and transportation in Metro Vancouver through TransLink’s *Access for Everyone* expansion plan.

2. Campaign Overview

The *Access for Everyone* campaign is an initiative of the TransLink Mayors’ Council on Regional Transportation with the goal of securing funding commitments from the federal and provincial governments for the *Access for Everyone* plan. The plan focuses on improving accessibility and transportation infrastructure across the region, in response to surging demand for transit and projected population growth. Investments in public transit are also critical to addressing the shortage of affordable housing in Metro Vancouver, and reducing our communities’ GHG emissions.

By helping the Mayors’ Council raise awareness about the need for transit investment, and speaking to your federal and provincial elected representatives, you can play a crucial role in advocating for these improvements and demonstrating regional consensus. Recognizing that you may engage with members of the community, including residents, businesses and elected officials - this toolkit is a resource to support your advocacy efforts and communications related to transit and transportation.

As of November 2023, the Mayors’ Council is engaging with the provincial government on a new funding strategy to bring TransLink back to financial health and enable expansion of transit services. We are asking the federal government to come to the table, and for both governments to confirm they will make funding available for the Access for Everyone plan, no later than mid-2024.

You can read more about our specific asks of the federal government in the Mayors’ Council Federal Budget submission [here](https://accessforeveryone.ca/2425budgetsubmission/).

3. Advocacy Techniques

Effective advocacy involves clear communication, strategic engagement, and an understanding of the issues at hand. This guide provides messaging and tools to support your engagement with federal and provincial elected officials, as well as members of your community or industry, who may be interested in supporting the *Access for Everyone* campaign.

**Engaging with Elected Officials**

* Include transit ‘asks’ as part of your engagement with provincial and federal officials.
  + Send an email to provincial and federal elected officials, to join our call for transit funding in each government’s 2024/2025 budgets. Use the letter template provided here which includes email addresses for relevant Ministers and all MPs and MLAs from the Metro Vancouver region.
* If you have questions or your elected representatives have questions about the state of transit in Metro Vancouver and the Mayors’ Council’s expansion plans, contact us and we can assist.

**Show your support online**

* Share social media posts from the Mayors’ Council on [Twitter](https://twitter.com/mayors_council) and [Facebook](https://www.facebook.com/TransLinkMayorsCouncil/) to spread the message to a wider audience.
* Use our messaging and graphics to announce your support for the *Access for Everyone* campaign through various communication channels. See sections 5 and 6, below.
* The campaign website – [www.accessforeveryone.ca](http://www.accessforeveryone.ca) – is being continually updated with information about the plan and the Mayors’ Council advocacy efforts. It is the best source of information for members of the public to learn more. Encourage individuals and organizations to sign up on the campaign website for email updates and involvement in future meetings.

4. Key Messages

These are the core messages of the *Access for Everyone* campaign:

* Metro Vancouver’s transit system can’t keep up with public demand and our region’s population is growing at a record pace. With transit services frozen at 2019 levels, we won’t be able to meet our goals for the development of new affordable housing the region desperately needs, unless we expand transit service.
* TransLink’s new expansion plan – *Access for Everyone* – will deliver new rapid transit routes and additional bus service to support growth, affordability and climate action, with benefits for everyone in the region.
* The Mayors’ Council has unanimously agreed on the services and projects to be included in the first phase of the *Access for Everyone* plan, which TransLink is ready to begin rolling out in 2024. These include three new Bus Rapid Transit (BRT) routes, additional buses, bus depot expansion, active transportation projects and the Golden Ears Way BRT readiness and goods movement project.
  + BRT will be transformative for Metro Vancouver and will provide the region’s most frequent and most reliable bus service. The first three of nine planned BRT routes will be:
    - King George Boulevard from Surrey Center to White Rock
    - Langley Center to Haney Place in Maple Ridge
    - Metrotown to Park Royal, serving Burnaby and the North Shore
  + BRT will keep customers moving quickly by operating with high frequencies in traffic-separated lanes and signal priority at intersections. They will have high-capacity buses with rail-like stations that provide customers with real-time information, shelter, and convenient boarding.
* Time is running out. In order for TransLink to begin alleviating overcrowding as soon as possible, and to enable substantial service expansion in the next several years, we must have both federal and provincial funding commitments for this first phase of *Access for Everyone*, no later than mid-2024. If we don’t reach a deal for funding by then, the system will become even more overcrowded and TransLink’s financial crisis will worsen.
* Provincial and federal governments are calling on municipalities to accelerate the approval of new housing to address the affordability crisis. But the fact is, without additional transit service to serve our growing communities, local governments will not be able to fully leverage the federal government’s Housing Accelerator Fund or meet the targets set out by the B.C. government in its new housing legislation.
* All of Canada’s major urban regions – Vancouver, Toronto, Montreal – are facing a funding crisis as we continue to recover from the pandemic. But Metro Vancouver’s situation is unique: our system is already overcrowded, we have utilized all existing federal infrastructure funding, and the 23 communities in our region have unanimously supported our new transit expansion plan. We can’t afford to wait two more years for the federal government to figure out how to implement the Permanent Transit Fund; we need to have both the federal and provincial governments at the table, working with TransLink on a funding strategy no later than mid-2024.

5. Campaign Materials

Below are links to a variety of campaign assets (regional and localized) that are available for your communications and advocacy.

* [Access for Everyone logos](https://1drv.ms/f/s!AsBCxCRzwvN3gkJred4Rt87J0I6J?e=0D2hOu)
* [Campaign brand guidelines](https://1drv.ms/b/s!AsBCxCRzwvN3gkU1xhWLgRX_8guk?e=9pl6IK)
* [Images](https://1drv.ms/f/s!AsBCxCRzwvN3gkZ0XjbS7kyga5fz?e=YkXFwE)
* [Transport 2050 maps](https://www.translink.ca/-/media/translink/documents/plans-and-projects/regional-transportation-strategy/transport-2050/t2050_10yr-priorities_maps.pdf)
* [Social media graphics](https://1drv.ms/f/s!AsBCxCRzwvN3glDLNGqLW1q11760?e=63iP6l)

6. Resources

Below are a range of additional resources to support your advocacy efforts. These include links to detailed plans, reports, data sources, and campaign materials.

* [Access for Everyone Website](https://accessforeveryone.ca/)
* Access for Everyone [10-Year Priorities detailed plan](https://www.translink.ca/-/media/translink/documents/plans-and-projects/regional-transportation-strategy/transport-2050/t2050_10yr-priorities.pdf)
* Reports and studies
  + [Population growth projections](https://metrovancouver.org/services/regional-planning/Documents/metro-vancouver-growth-projections-tables.pdf)
  + [Area transport planning](https://www.translink.ca/plans-and-projects/strategies-plans-and-guidelines/area-transport-planning)
  + [Transport 2050 microsite](https://www.translink.ca/plans-and-projects/strategies-plans-and-guidelines/transit-and-transportation-planning/transport-2050)
  + [2022 Investment Plan](https://www.translink.ca/-/media/translink/documents/plans-and-projects/ten-year-investment-plan/vision/2022_investment_plan.pdf)
  + [2022 Investment Plan and Transport 2050 engagement report](https://www.translink.ca/-/media/translink/documents/plans-and-projects/ten-year-investment-plan/public-consultation/2022_investment_plan_and_t2050_10yr_priorities_engagement_summary.pdf)
  + [2019 Regional Long-Range Growth and Transportation Scenarios](https://www.translink.ca/-/media/translink/documents/plans-and-projects/regional-transportation-strategy/transport-2050/technical-documents/regional_long_range_growth_and_transportation_scenarios_summary_report.pdf)
  + [2019 Regional Transportation and Mobility Current Context Report](https://www.translink.ca/-/media/translink/documents/plans-and-projects/regional-transportation-strategy/transport-2050/technical-documents/regional_transport_mobility_context_report.pdf)
  + [Transport 2050 Scope and Linkages to Other Plans](https://www.translink.ca/-/media/translink/documents/plans-and-projects/regional-transportation-strategy/transport-2050/final_report/rts_part_a_t2050_scope.pdf?sc_lang=en)
  + [More related documents…](https://www.translink.ca/search?sort=Date&facets=PDF&tags=%7b49C457A7-FCA6-4482-8859-E6B2EC4249CC%7d&tagNames=Regional%20Transportation%20Strategy&page=1&pageSize=10)

7. Community events and activations

*Access for Everyone* banners and backdrop signage may be available for local events and media opportunities. To inquire, please send an email to [anna@earnscliffe.ca](mailto:anna@earnscliffe.ca) and [manan@earnscliffe.ca](mailto:manan@earnscliffe.ca) with details and timing of the event.

8. Key Contacts

Earnscliffe Strategies is engaging with local and community stakeholders on behalf of the Mayors’ Council as part of the *Access for Everyone* campaign. If you have any questions or technical issues accessing toolkit materials, please reach out to [manan@earnscliffe.ca](mailto:manan@earnscliffe.ca) and [anna@earnscliffe.ca](mailto:anna@earnscliffe.ca).