



# Fall Customer Awareness Campaigns

Transit Advisory Committee  
November 11, 2025

# Operator Safety Campaign



**THE TRANSIT CODE**  
SAFETY • COURTESY • RESPECT

**I deserve to feel safe at work.**

Safety is our top priority.  
We deserve a safe workplace.  
You deserve a safe ride.

GET ON BOARD  



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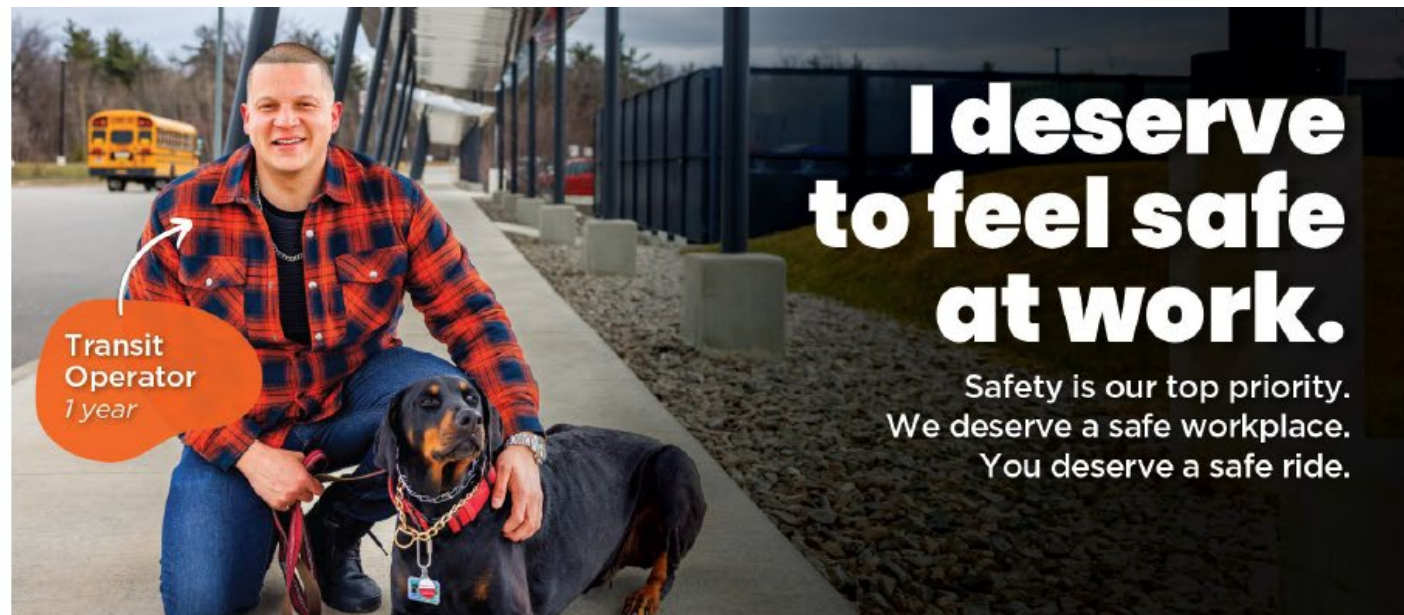
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[miway.ca/safety](http://miway.ca/safety)



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Transit Operator  
1 year

# "Ride Kind": Bus Shelter Ads

**The seat saver.**



**Your bag called. It said it doesn't need a seat.**

**Ride kind. Hold backpacks and belongings on your lap or in front of you.**

miway.ca  

**The wrong way walker.**



**You're going the wrong way!**

**Ride kind. Board at the front, exit at the back.**

miway.ca  

# "Ride Kind": Interior Bus Cards

## The DJ nobody asked for.

Your playlist slaps. But not everyone wants to hear it.

Ride kind. Speakers off, headphones on.

[miway.ca](http://miway.ca)



Transit



## The door hog.

Waiting your turn isn't rocket science.

Ride kind. Don't crowd the doors, line up and let others off first.

[miway.ca](http://miway.ca)



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# "Ride Kind": Onboard Announcements <sup>64</sup>

When boarding, please line up and avoid crowding the doors. Make room for customers with accessibility needs to board safely.

Service animals and well-behaved pets are welcome. Pets must be leashed or in a secure carrier.

Please have your PRESTO card or cash ready before you board to help keep the bus on schedule.

Please board at the front and exit at the rear. Customers with accessibility needs may exit through the front doors.



# "Ride Kind": Social Media

The free rider.



Skipping your fare?  
That's not fair.

Ride kind. Be fair, pay  
your fare.



Ride kind.

Move to the back so  
others can board easily.

# "Ride Kind": Social Media



To date, "Ride Kind" has been the City's most successful social media campaign with:

- ✓ 3,050,833 total views
- ✓ 121,423 total interactions