

BC Chapter and IAP2 Canada invite you to attend an Event in Victoria on February 6, 2012



Come out and hear from Anita Wasiuta, Marketing Manager from BC Transit and Sarah Webb, Climate Action Program Coordinator from the Capital Regional District. Amelia Shaw, President, IAP2 Canada will also be providing an update for the Affiliate. Enjoy light refreshments and meet fellow IAP2 members.

AGENDA

- 5:00 - 5:15 - meet and greet
- 5:15 - 5:45 - presentation from BC Transit
- 5:45 - 6:15 - presentation from CRD
- 6:15 - 6:45 - roundtable with all participants
- 6:45 - 7:00 - update from BC Chapter and IAP2 Canada

WHEN & WHERE

- When: Monday February 6, 2012
5pm - 7pm
- Where: CRD Headquarters Building
625 Fisgard Street, Victoria BC

The doors will be locked at 5:15pm. Please aim to arrive on time.

SPEAKERS

Anita Wasiuta, Marketing Manager, BC Transit:

The objective was to encourage people to provide input into long-range transit plans. The solution was to use multi-model entry points for participation including taking the open house to where people congregate. BC Transit's marketing/communications and maintenance teams built a venue on wheels. "The Transit Future Bus", a 1992 New Flyer bus, was one of the first low-floor transit buses in regular service in North America and a symbol of how things change in 20 years. The Transit Future collaboration included entry points for consultation through the bus, an interactive planning tool and storytelling on the Transit Future website, traditional and

social media. Through this short presentation you will learn on how the campaign was built and implemented. And more importantly hear about the outstanding results.

Sarah Webb, Climate Action Program Coordinator, Capital Regional District:

The objective was to encourage citizens to shift their travel behaviors to reduce greenhouse gas emissions and provide insights on regional transportation issues. The solution was a "train the trainer" program that educated and incentivized more than 900 community leaders to help spread the word on smart travel. "The Transportation Tune Up Program" was delivered by the CRD Climate Action Program in 2010/2011 and provides an innovative example on engaging citizens and stakeholders on climate change issues. Through this short presentation you will learn about the program, the partners and outcomes of this successful community-based education and engagement campaign.

Please RSVP no later than Friday January 27, to Amelia Shaw at amelia@ameliashaw.ca