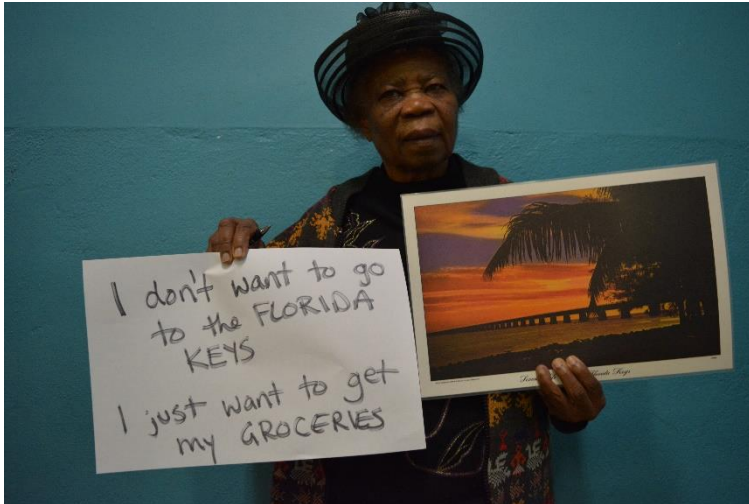


# Campaign

## *A social fare would be only fair!*



Asking for a social fare, it's not a luxury, it's not an exaggerated request.

It's not asking for the moon!

**As\_\_\_\_\_ says: it's not asking to go the Florida Keys. It's just asking to get groceries!**

**MTPA invites you to participate in a new awareness campaign. With a group, or on your own. With or without a picture. Signed or anonymous, we invite you to show that a social fare would be only fair!**

Pictures and testimonies that will be collected will be shared on Facebook, and also put together to use in the MTPA's meetings with the elected officials of the city, the ARTM, the Quebec government (we'll soon be having an electoral campaign!), etc. We will also have the chance to see the results of your participation during the month of June's action.

**As\_\_\_\_\_ says:** It's not asking for vacation, it's asking to get to Jarry station

The following page will give instructions to participate as a group.

**Thanks to Project Genesis and to CEDA!**



Step 1 List of Needs
<b>Goal :</b> to put together a list of words or activities
<b>Questions :</b> <ul style="list-style-type: none"> <li>- Where do you go using public transit?</li> <li>- If it was less expensive, where would you go? What would you do?</li> </ul> <b>Write down the answers, and place them at the center of the table.</b>
Step 2 Choosing Landscapes
<b>Goal :</b> to put together a second list of words
<b>1-Choosing a landscape:</b> (You will have selected and printed landscapes). Each participant chooses a landscape that they like, somewhere they would like to go. Time to daydream!
<b>2- Group wrap-up :</b> each person presents their landscape by answering the following questions (note the answers with the name of the person) <i>Why did you chose this landscape? What drew you to it? What makes you day dream? What would you like to do or to see there?</i>
<b>Expected results:</b> a list of activities, of places, of public attractions or of items: flora, fauna, buildings, etc.

Step 3 Finding a Rime Between a Need and a Dream
<b>1-Each participant chooses a need</b> (within those identified during step 1) Example : <i>going to the hospital</i>
<b>2- Finding a rime</b> (or not. The message doesn't have to rime) Everyone looks into the list of word put together during Step 2, and that would rime with the need. (the group can help) Example : <i>Niagara Falls</i>
<b>3- Check the message :</b> make sure it works, that it sounds good By completing the sentence : <p style="text-align: center;"> <b>I didn't ask to/for .... Or I'm not asking to/for ....</b>  <b>I want to .... Or I just want to .....</b> </p> Example: <i>I'm not asking to go to Niagara Falls, I just want to go to the hospital!</i>
Step 4 Writing the Message
<ol style="list-style-type: none"> <li>1- Each participant writes their message on a big paper or on cardboard</li> <li>2- Take a picture with the landscape and the message (the person doesn't have to be in the picture if they don't want to)</li> <li>3- Send us the results by email : <a href="mailto:transport.abordable@gmail.com">transport.abordable@gmail.com</a>                Or on Facebook <a href="#">Mouvement pour un transport public abordable</a></li> </ol>