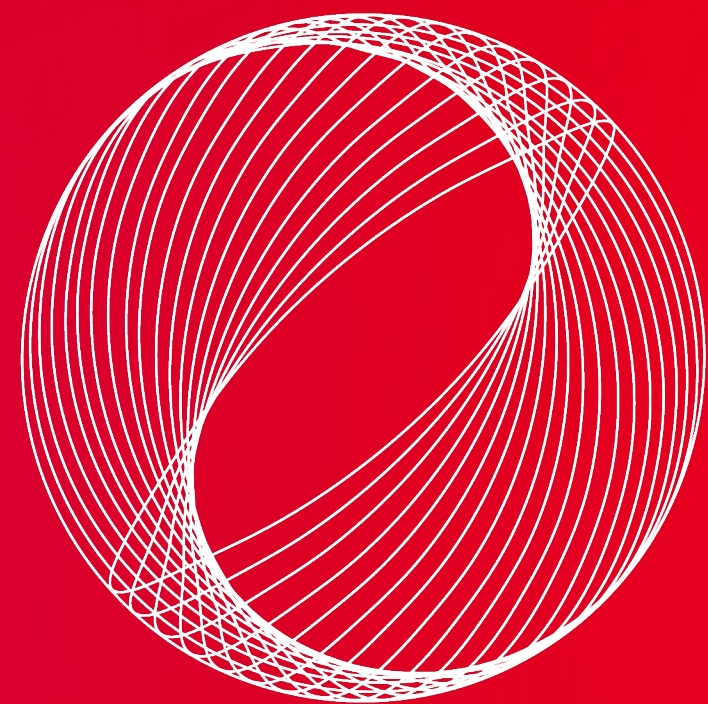


CAMPAIGN TOOLKIT:

**A GUIDE TO CREATING YOUR WORLD
PUBLIC TRANSIT DAY STRATEGY,
PLAN AND MESSAGING.**



**WORLD PUBLIC
TRANSIT DAY**



POSITIVE AND CELEBRATORY

World Public Transit Day is a celebration, so our tone is positive, optimistic and fun.

We're inviting people to join in, enjoy the day, and feel proud of what public transport makes possible.

We want everyone to feel welcome and uplifted.

DO:



Use upbeat, everyday language that feels light and friendly.

Celebrate people and experiences – not systems or infrastructure.

Use exclamation marks, but sparingly (e.g. All aboard!).

Keep messages short, punchy, and shareable when possible.

Celebrate both big and small journeys.

DON'T:



Be too formal or serious – avoid policy/corporate language and jargon.

Sound sarcastic, cheesy or overly promotional.

Forget about your audience – avoid language and idioms that don't translate easily.

SOME EXAMPLES

One day. Millions of journeys. Public transit is about everyday journeys and extraordinary destinations.

Let's relax instead of drive.

Let's enjoy the ride. Celebrate World Public Transit Day with us today!

PEOPLE-FOCUSSED

World Public Transit Day highlights the benefits, good news, and stories – people first and technology/ infrastructure second.

We’re inviting people to join the celebration – they’re at the heart of public transport.

It’s about everyone – drivers, cleaners, engineers, and the passengers.

DO:



Start with people – use ‘you’, ‘we’ and ‘us’ for a conversational tone.

Celebrate people and experiences – not systems or infrastructure.

Share small, everyday human moments (as well as the big adventures).

Highlight benefits to people – safety, connections, convenience.

DON’T:



Lead with vehicles, routes, infrastructure – talk about buses, trains, journeys, rides etc.

Dehumanise – talk about ‘people getting around’ rather than ‘passenger movement’.

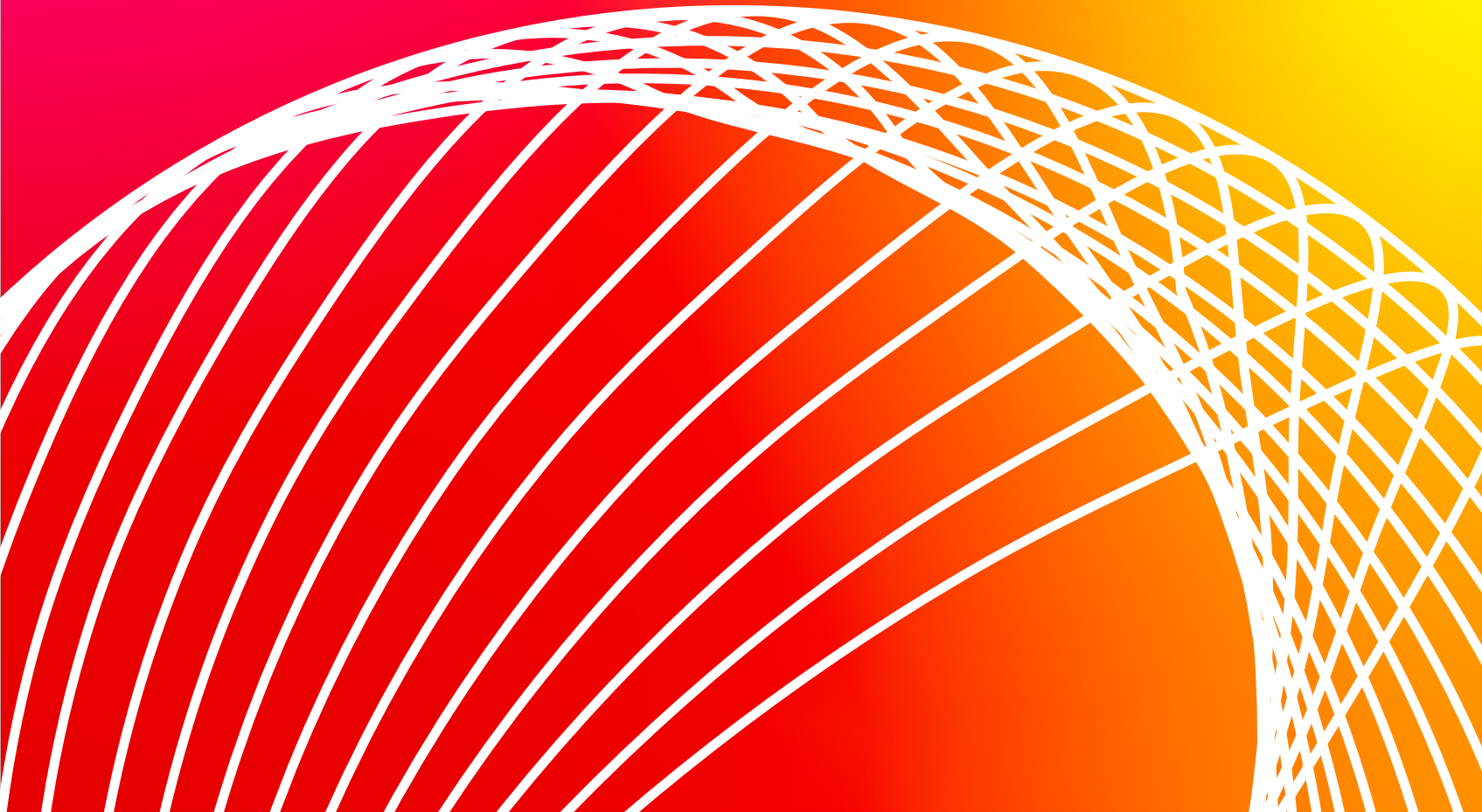
Focus on problems or challenges.

SOME EXAMPLES

Public Transit. For people. By people.

Get on. Grab a seat. Share a smile.

Join us as we celebrate World Public Transit Day



CONFIDENT AND ACCESSIBLE

On World Public Transit Day, we’re celebrating everything that is great about public transport.

We’re clear and proud – confidence comes from clarity. Let’s use everyday language that everyone can understand.

DO:



- Use short, clear sentences.
- Use the active voice – for example ‘we’re celebrating the journeys...’ rather than ‘the journeys are being celebrated...’.
- If you do need to refer to something technical or complicated, make sure you explain it simply, so everyone can understand.
- Be positive, upbeat, certain and bold.

DON'T:



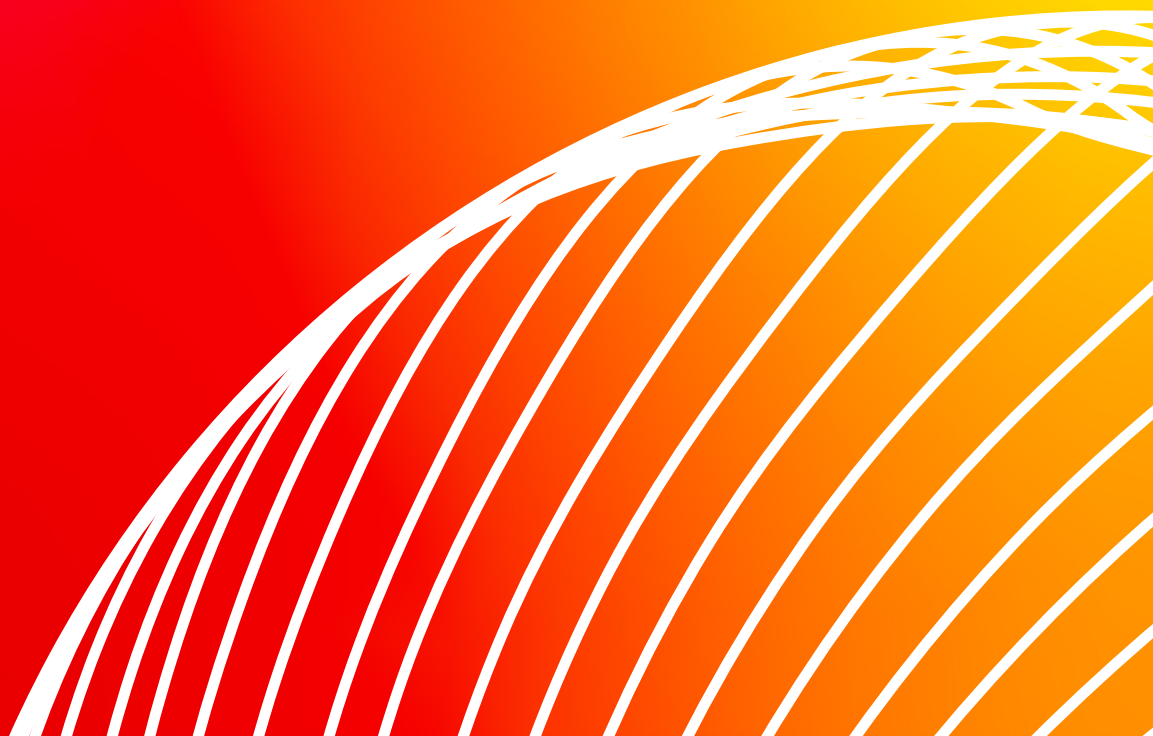
- Be too formal or serious – avoid policy/corporate language and jargon.
- Use words such as ‘may’ or ‘could’ as these sound uncertain.
- Use too many numbers or statistics – remember, people first.

SOME EXAMPLES

One day. Millions of journeys.

Today, the world rides together.

Join us on April 17 2026 as we celebrate public transit and how it connects us – to work, to life, to each other.





LOCAL YET GLOBAL

There are all kinds of public transit across the globe – from buses and trains to metros, tuk-tuks and rideshares.

Let’s celebrate the local character of transport and the fact that, although it’s so diverse, public transport has a universal value – to connect people, to help them get around.

It’s about local communities and a global movement.

DO:		DON'T:	
Mention local examples that your audience will recognise.		Use idioms or puns that don't translate easily or could be misunderstood.	
Talk about universal values – connections, opportunities, family, freedom.		Assume cultural or language references will land globally – keep it clear, simple and universal.	
Highlight how local public transport is part of a global movement.		Focus too narrowly on one city or mode of transport – connect local stories to the bigger picture.	
Use inclusive, people-first language that celebrates shared experiences.			

SOME EXAMPLES

From trams to tuk-tuks, public transit connects us all.

It takes us to the places where we live, learn, work, and play. The places we love. The places we meet.

Join us on April 17 2026 for World Public Transit Day – because public transit moves us all.

CAMPAIGN KEY MESSAGES



Public transit moves us all. It gets us from A to B, but also helps us get on – with work, with life, with each other.

Public transit is about everyday journeys and extraordinary possibilities. From morning conversations on the bus to city-wide connections, public transport brings meaning to millions of moments.

Public transit powers people and the planet. It gives access to jobs, education, and opportunity, while cutting carbon and creating healthier, more connected communities.

Behind every journey are people who make it possible. Drivers, conductors, engineers, cleaners, and countless others keep us moving every day.

World Public Transit Day is a global celebration, powered by local action. One day, millions of journeys, countless ways to get involved.

Together, we can shine a light on the difference public transit makes. Every story, every post, every event adds up to a worldwide celebration.

MESSAGING THEMES

We have three primary messaging themes, and three secondary messaging themes.



PRIMARY THEMES:
PUBLIC TRANSIT IS ABOUT PEOPLE
PUBLIC TRANSIT IS WORTH CELEBRATING
PUBLIC TRANSIT IS FREEDOM

SECONDARY THEMES

PUBLIC TRANSIT IS SUSTAINABLE
PUBLIC TRANSIT IS OPPORTUNITY
PUBLIC TRANSIT IS LOCAL AND GLOBAL

MESSAGING THEMES

These optional headlines can be used across your communications – on social posts, posters, newsletters and so on.



APRIL
17
2026

OPTIONAL HEADLINES:

Every seat tells a story. Shared seats. Separate journeys. Share the journey. Let's celebrate the way we move. Between the stops. All aboard! Let's move! Let's move together! Enjoy the ride. People in motion. Emotion in motion.

Grab a seat. Share a smile. Everyday journeys. Extraordinary destinations. Public transit. Join the movement.

PUBLIC TRANSIT IS ABOUT PEOPLE

SHORT MESSAGES:

Public transit connects us – to each other and the world around us.

It's not just about getting from A to B. It's about the people you meet along the way.

Public transit moves us – everywhere, every day.

**PRIMARY
THEME**



PUBLIC TRANSIT IS ABOUT PEOPLE



**PRIMARY
THEME**

LONGER MESSAGES:

Public transit is for people, by people. Every bus, train, tram, or metro carries stories – the friends you meet, the moments you share, the opportunities you chase. Let's celebrate the journey on World Public Transit Day!

Every journey is a chance to connect. To meet someone new, catch up with a friend, or just take a moment for yourself. Public transport brings people together – every day, everywhere.

Every journey tells a story. From daily commutes to weekend adventures, public transport connects people and places. On #WorldPublicTransitDay, or #WPTD2026, we'll celebrate the people who keep us moving. Join us!

PUBLIC TRANSIT IS WORTH CELEBRATING

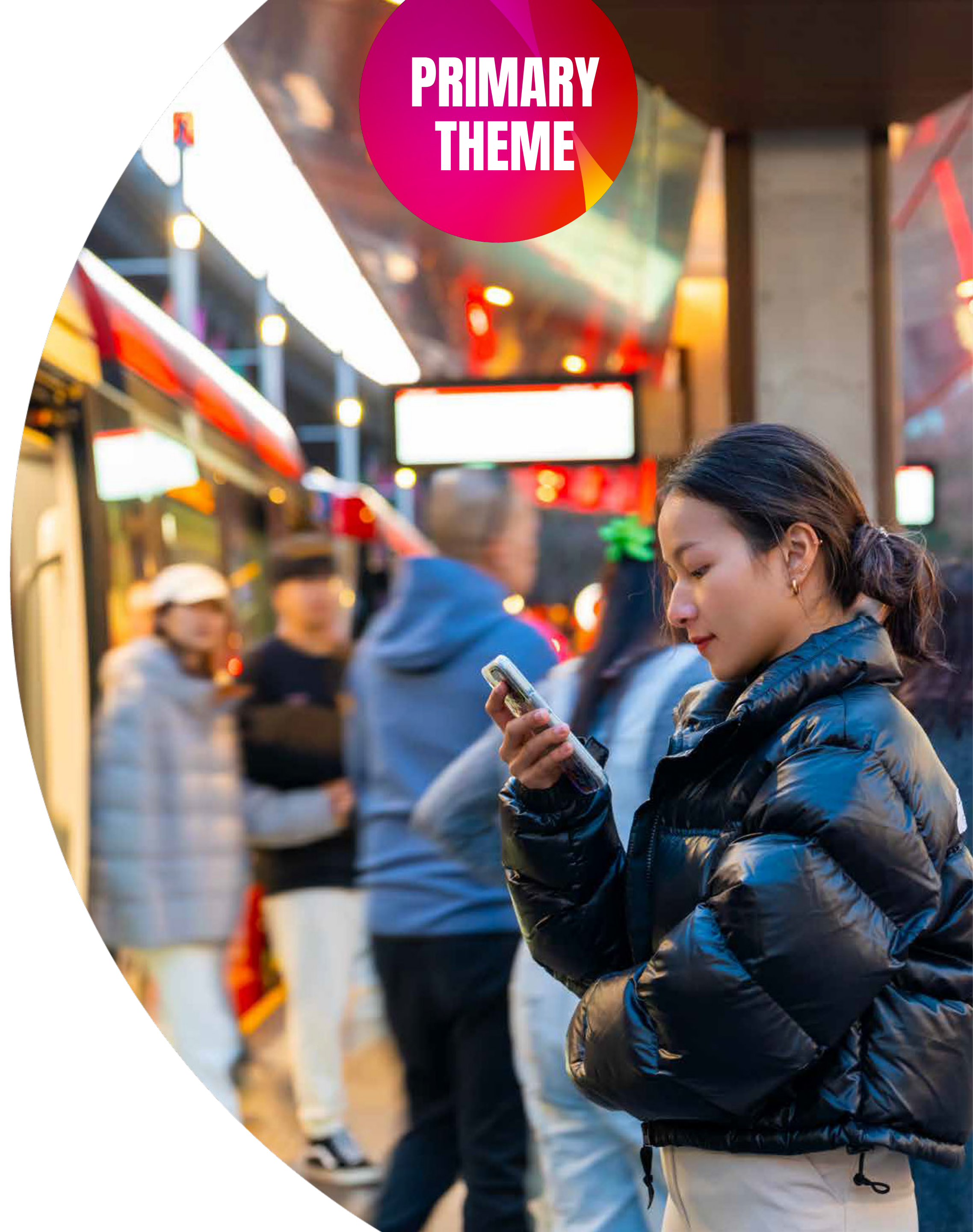
SHORT MESSAGES:

Today, we celebrate the way the world moves. Millions of journeys. One shared celebration.

From the morning rush to the evening commute, public transport keeps us moving.

We love public transit. It moves us all. Join the celebration on April 17, 2026.

**PRIMARY
THEME**



PUBLIC TRANSIT IS WORTH CELEBRATING



**PRIMARY
THEME**

LONGER MESSAGES:

From the morning commute to late-night rides home, let's celebrate every journey. On World Public Transit Day, we're shining a light on public transit and how it connects us – to work, to life, to each other.

Buses, trains, trams, metros, cable cars, tuk-tuks, ride shares – let's celebrate the journeys that move us all.

World Public Transit Day is a global celebration of all the ways public transit moves us – a chance to celebrate the everyday journeys and extraordinary destinations that bring us together. We'll celebrate the people who keep us moving. Join us!

PUBLIC TRANSIT IS FREEDOM

SHORT MESSAGES:

**Freedom to move,
freedom to connect,
freedom to explore.**

**Every journey is a
new opportunity.**

**From trams to tuk-tuks,
metros to minibuses –
everywhere has its way
of moving.**

**PRIMARY
THEME**



PUBLIC TRANSIT IS FREEDOM



**PRIMARY
THEME**

LONGER MESSAGES:

From morning commutes to late-night rides home, public transit gives us the opportunity, power and the freedom to get around.

Public transit lets us travel as we want. To chat, read, listen, watch or simply relax. Sit back and enjoy the ride.

From everyday journeys to extraordinary destinations, public transit gives us the freedom to get where we want, when we want.

PUBLIC TRANSIT IS SUSTAINABLE

MESSAGES:

Public transit makes life easier, cleaner, healthier. It's a great way to travel sustainably, together.

Public transit is one of the most effective ways to reduce emissions and tackle climate change – less pollution, less congestion on the roads, cleaner air for all.

Public transit. The greener way to travel. Public transport means fewer vehicles on the road. Fewer accidents. Less congestion. More space.

**SECONDARY
THEME**



PUBLIC TRANSIT IS OPPORTUNITY

MESSAGES:

Public transit connects us all to opportunities - to jobs, education, friends, family, culture

A ticket is more than a journey – it's an opportunity. To learn, work, connect.

Public transit gives people access to opportunity, each and every day. Public transit drives our cities' economies and connects people to the places they want to go – education, jobs, services.

**SECONDARY
THEME**



PUBLIC TRANSIT IS LOCAL AND GLOBAL

MESSAGES:

From your local stop to the global network – public transport connects us all.

On World Public Transit Day, the world rides together. Millions of journeys, countless destinations – one shared celebration of how public transport connects us all.

Every local journey is part of something bigger. On World Public Transit Day we celebrate all the journeys that bring the world together.

**SECONDARY
THEME**



CALL TO ACTION

World Public Transit Day is all about celebrating journeys, people, and the freedom to move. Calls to action should be clear, simple, and celebratory. We want everyone to feel like they can join in.

You can create your own call to action that reflects your activity on the day or your organisation's priorities. Alternatively, use one of the suggestions below.

**HERE ARE A FEW OPTIONS FOR CALLS TO ACTION:
BE PART OF IT JOIN THE
CELEBRATION JOIN THE
MOVEMENT ONE DAY. MILLIONS
OF JOURNEYS. GET ON BOARD**

**MAKE YOUR CALL TO ACTION SPECIFIC TO
YOUR LOCATION OR ACTIVITY, FOR EXAMPLE:
JOIN US AT <<STATION>> SHARE
YOUR JOURNEY IN <<PLACE>>
DOWNLOAD OUR <<ASSET>> COME
ALONG TO <<EVENT>>**

