



My voice my STM

Study topic: Impact of the good behaviour campaign

In 2024, the STM launched a campaign aimed at raising rider awareness about good behaviour in the bus and métro network, highlighting both individual and collective benefits. The objective of the campaign is to encourage riders to adopt respectful behaviours that improve comfort during travel and help maintain métro reliability by reducing rider-caused service interruptions. By demonstrating the positive impact of these behaviours, the campaign promotes responsible habits that benefit the entire community.

Key campaign message: “Good brings good.” Good behaviour in the network is recognized.

Following Phase 1 of the campaign in 2024, which targeted five specific behaviours, 2025 saw the introduction of audio messages played in stations and on buses. These complemented the visual materials already in place, reminding riders of the benefits of good behaviour in a fresh and engaging way.

Over 880 métro riders and 275 bus riders shared their impressions of the audio campaign

More than half of métro riders and over a quarter of bus riders heard the messages.

Most riders heard the messages once or twice per trip, whether on the bus or métro. Métro riders found this frequency very acceptable, while bus riders were less satisfied. STM teams are investigating the reasons for this difference.

A welcome audio campaign

Riders widely appreciated the audio campaign, viewing the messages as useful reminders and recognizing their importance. Elements such as tone and voice were rated positively. Riders also see the audio campaign as evidence of STM’s commitment to their well-being, safety and overall experience.

In conclusion: Working together for a more pleasant commute

The results confirm that the audio campaign was well received and effectively complements visual materials. This combination helps maximize message reach and understanding.

Encouraging riders to adopt more respectful behaviours takes time. Ongoing communication efforts, combined with other initiatives, aim to raise awareness among those likely to engage in behaviours that disrupt travel or negatively impact the experience of others.

Stay tuned in 2026 for more guidance on good behaviours to adopt!