

**From:** [Ma, Bowinn PREM:EX](#)  
**To:** [Gardea, Daniela MAH:EX](#)  
**Subject:** RE: Potential PSBM involvement in TransLink campaign/event  
**Date:** October 1, 2018 5:03:00 PM

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Yes.

Thank you,

Bowinn Ma, MLA  
Parliamentary Secretary for TransLink  
Reporting to the Minister of Municipal Affairs and Housing, responsible for TransLink

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**From:** Gardea, Daniela MAH:EX  
**Sent:** Monday, October 1, 2018 4:52 PM  
**To:** Ma, Bowinn PREM:EX <Bowinn.Ma@gov.bc.ca>  
**Subject:** FW: Potential PSBM involvement in TransLink campaign/event

Hi Bowinn,

Interested in the below? If so, I'll ask that TL get in touch with you or your office directly to sort out logistics.

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**Daniela Gardea**

Ministerial Assistant  
Minister of Municipal Affairs and Housing and responsible for Translink  
T: (250) 356-0966  
E: [daniela.gardea@gov.bc.ca](mailto:daniela.gardea@gov.bc.ca)

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**From:** D'Souza, Pamela GCPE:EX  
**Sent:** Monday, October 1, 2018 4:49 PM  
**To:** Gardea, Daniela MAH:EX  
**Cc:** Mukasa, Kate GCPE:EX  
**Subject:** RE: Potential PSBM involvement in TransLink campaign/event

Hello again Daniela,

TransLink says MLA Ma could pick a winner and announce – via video that TransLink will shoot in her office and provide link to– after she receives shortlisted names. The video shoot can happen at her convenience any day between Oct 9-11<sup>th</sup>.

She can then of course tweet the video. Apparently, she was involved last year and is familiar with the process and keen.

Attached is also a draft roll-out of what the 'camp day' could look like, with opportunities for MLA Ma to participate (like last year).

Hope this helps.

Please let me know and I can circle back to TransLink and put them in touch with you for the next steps?

Thanks

Pam

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**From:** Gardea, Daniela MAH:EX  
**Sent:** Monday, October 1, 2018 11:51 AM  
**To:** D'Souza, Pamela GCPE:EX  
**Cc:** Mukasa, Kate GCPE:EX  
**Subject:** RE: Potential PSBM involvement in TransLink campaign/event

Hi Pamela! Welcome to the team. 😊

On Friday, October 5<sup>th</sup>, MLA Ma could *announce* the name of the winner of the contest (a school) to win a day-long 'camp' at TransLink. A follow-up photo-op would be the actual camp in October, the timing for which will be based on the winning school and MLA Ma's schedule.

- How would she announce this? Via a tweet?

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**Daniela Gardea**

Ministerial Assistant

Minister of Municipal Affairs and Housing and responsible for Translink

T: (250) 356-0966

E: [daniela.gardea@gov.bc.ca](mailto:daniela.gardea@gov.bc.ca)

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**From:** D'Souza, Pamela GCPE:EX  
**Sent:** Monday, October 1, 2018 11:42 AM  
**To:** Gardea, Daniela MAH:EX  
**Cc:** Mukasa, Kate GCPE:EX  
**Subject:** FW: Potential PSBM involvement in TransLink campaign/event

Hello Daniela,

I'm a the new senior PAO at MAH and slowly getting up to speed on the TransLink file.

Want to flag an opportunity for MLA Ma to take part in the annual 'I Love Translink' currently underway (Oct. 1-5), primarily on social media. TransLink will send us more details shortly, but please see some information below.

On Friday, October 5<sup>th</sup>, MLA Ma could announce the name of the winner of the contest (a school) to win a day-long 'camp' at TransLink. A follow-up photo-op would be the actual camp in October, the timing for which will be based on the winning school and MLA Ma's schedule.

Please let me know if this is enough to gauge interest from MLA Ma while we wait for details from Translink (hopefully today, and I can press if MLA Ma is interested).

Thanks

<b>Opportunity: I Love Transit Week.</b> <b>Opportunity for PSBM to participate.</b>	October 1-5	Social Media Info Bulletin	TransLink	Annual celebration of our customers and all things transit. Contest, free bus rides (K-12 students). <b>Potential PS Ma involvement.</b>  <b>PSBM to announce winner of camp: Friday, October 5<sup>th</sup>.</b>
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**Pamela D'souza** | senior public affairs officer  
Ministry of Municipal Affairs and Housing  
Government Communications and Public Engagement  
Desk: 778.698.8228 | Mobile: 250.896.3755 | Email: [pamela.dsouza@gov.bc.ca](mailto:pamela.dsouza@gov.bc.ca)

**From:** [Ma, Bowinn PREM:EX](#)  
**To:** [Robinson, Selina MAH:EX](#)  
**Cc:** [Gardea, Daniela MAH:EX](#)  
**Subject:** PSBM Update: End of September 2018  
**Date:** October 2, 2018 12:52:09 PM  
**Attachments:** [180930 PSBM End of September 2018.pdf](#)

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Please find attached my latest update report.

Thank you,

Bowinn Ma

Parliamentary Secretary for TransLink

Reporting to Minister of Municipal Affairs and Housing, responsible for Translink

**From:** [Ma, Bowinn PREM:EX](#)  
**To:** [Gill, Goneet LASS:EX](#)  
**Subject:** RE: Greenlines introduction and meeting request  
**Date:** October 15, 2018 10:22:00 AM

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sure

Thank you,

Bowinn Ma, MLA  
Parliamentary Secretary for TransLink  
Reporting to the Minister of Municipal Affairs and Housing, responsible for TransLink

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**From:** Gill, Goneet [<mailto:Goneet.Gill@leg.bc.ca>]  
**Sent:** Thursday, October 4, 2018 3:33 PM  
**To:** Ma, Bowinn PREM:EX <[Bowinn.Ma@gov.bc.ca](mailto:Bowinn.Ma@gov.bc.ca)>  
**Subject:** FW: Greenlines introduction and meeting request

Hi Bowinn,

Please see the meeting request below and advise whether you would be interested.

Thank you,



**Goneet Gill** | Legislative Assistant | New Democrat BC Government Caucus  
T: 250-387-3655 | [goneet.gill@leg.bc.ca](mailto:goneet.gill@leg.bc.ca) | [www.bcndpcaucus.ca](http://www.bcndpcaucus.ca)

**From:** David Oliver [<mailto:david.oliver@greenlines.cc>]  
**Sent:** Monday, October 1, 2018 6:02 PM  
**To:** Ma.MLA, Bowinn <[Bowinn.Ma.MLA@leg.bc.ca](mailto:Bowinn.Ma.MLA@leg.bc.ca)>  
**Cc:** Jonathan Whitworth <[jpw@greenlines.cc](mailto:jpw@greenlines.cc)>; Arturo de Miguel <[arturo.miguel@greenlines.cc](mailto:arturo.miguel@greenlines.cc)>  
**Subject:** Greenlines introduction and meeting request

Dear Mrs. Ma,

It was a pleasure presenting at the BCSEA event a couple of weeks ago alongside you and several other organizations. I was honored to be able to present and add the perspective of the private industry to the challenges facing the regional transportation system. Together with my partners, Jonathan Whitworth and Arturo Miguel, cc'ed in this email, we applaud the efforts of the BC Government to tackle the transportation challenges of our region.

As you might know, Cowlines, a multimodal mobility platform and app, launched last week

across Metro Vancouver and the Fraser Valley. We would like to present our platform in detail to you, as we believe it can greatly contribute to the efforts that the region is making to reduce congestion and pollution related to passenger transport. Cowlines does two simple things: it helps people move faster without cars and helps them reduce their carbon footprint.

Cowlines is now available for free in the app store: <https://apple.co/2QamrBh>. In the Lower Mainland, Cowlines currently integrates 8 local service providers:

- TransLink
- West Coast Express
- BC Transit
- Mobi bikes
- Modo Car Coop
- Aquabus Ferries
- False Creek Ferries
- Taxicabs (all 35 operators).

Cowlines provides users with key information in their trip planning efforts, providing door-to-door information on travel time, total cost and even verifiable CO2 emissions. It also displays a side-by-side comparison to an equivalent private vehicle trip, so users are aware of the total cost (Total Cost of Ownership), time and emissions that a vehicle trip would entail.

Greenlines has developed, working together with BC Ministry of Environment, Climate Action Secretariat and Metro Vancouver, a leading GHG Quantification and Modal Shift Optimization methodology for passenger transport. It enables transportation providers as well as Governments to track and report on achieved GHG emissions reductions in the diverse transportation sector. By doing so, it opens up the opportunity for a cost-effective evaluation of transportation solutions towards strategic GHG emission reductions targets in the transportation sector.

We are currently very active both nationally and internationally, including participation in the Smart Cities Challenge with the City of Vancouver/Surrey and the City of Victoria, a potential partnership with TransLink and BC Transit, as well as potential agreements with governments from Honolulu, New Delhi, Jakarta, Queretaro, and others. The European Commission and the World Economic Forum have expressed interest to explore collaborations and launch in selected markets. During October, we will expand to Seattle and Portland, and in the next months, Cowlines will be available in 10 major cities in North America. I attach the results of the pilot program we launched back in March.

We would like to meet with you when your agenda allows to discuss possible avenues of collaboration and how our organization can improve congestion and pollution in our region. Both Jonathan and I are available next week.

Kind Regards,

**DAVID OLIVER | Co-founder & CEO**

Greenlines Technology, Inc

[\(778\)873-1444](tel:(778)873-1444) | [david.oliver@greenlines.cc](mailto:david.oliver@greenlines.cc) | [greenlines.cc](http://greenlines.cc) | 151 W Hastings St. Vancouver BC, V6B 1H4





App Store: <https://apple.co/2QamrBh>

Web: [cowlines.com](http://cowlines.com)

Twitter: [@cowlines\\_mob](https://twitter.com/cowlines_mob)

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**From:** [Ma, Bowinn PREM:EX](#)  
**To:** [Gill, Goneet LASS:EX](#)  
**Subject:** RE: Event request - Nov. 3, 10:00 a.m. - Science World - Proclamation of Women and Girls in Science, Technology, Engineering, Arts & Design, and Math Week  
**Date:** October 31, 2018 12:53:00 PM

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I think I'll be alright without a staff member, so long as I have all the details.

Thank you,

Bowinn Ma, MLA  
Parliamentary Secretary for TransLink  
Reporting to the Minister of Municipal Affairs and Housing, responsible for TransLink

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**From:** Gill, Goneet [mailto:[Goneet.Gill@leg.bc.ca](mailto:Goneet.Gill@leg.bc.ca)]  
**Sent:** Wednesday, October 31, 2018 11:53 AM  
**To:** Ma, Bowinn PREM:EX <[Bowinn.Ma@gov.bc.ca](mailto:Bowinn.Ma@gov.bc.ca)>  
**Subject:** Event request - Nov. 3, 10:00 a.m. - Science World - Proclamation of Women and Girls in Science, Technology, Engineering, Arts & Design, and Math Week  
**Importance:** High

Hi Bowinn,

This event has been approved by the ministry and they were wondering if you would like Daniela to staff you?

Event:  
Nov. 3, 10:00 a.m. - Science World - Proclamation of Women and Girls in Science, Technology, Engineering, Arts & Design, and Math Week  
Attending with Minister Ralston

Thank you,



**Goneet Gill** | Legislative Assistant | New Democrat BC Government Caucus  
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