

## **Note to TransLink: Your Riders Are Not Customers**

by Stephen Elliott-Buckley - Friday, October 05, 2007

<https://politicsrespun.org/2007/10/note-to-translink-your-riders-are-not-customers/>

I went to the [TransLink website](#) just now to [search for the word "customer"](#). I found 376 references.

I also have noticed that in recent days a canned announcement pops onto Skytrains regularly asking "Skytrain customers" to not leave their lame faux-news free daily newspapers [Metro, 24] lying all over the trains cluttering them up and creating a slipping hazard for most everyone.

As part of the large trend to commodify all things public and common, riders are no longer riders, we are customers purchasing a service: mass transit. As customers we are told the class of our existence on what used to be public transit.

Now the new TransLink board is being appointed by a gang of mostly business-folk, a board not accountable to the token Council of Mayors who will be "consulted" on decisions. Public money spent by unaccountable directors appointed by mostly business interests.

If you resent being classed as a "public" transit customer instead of a co-owner of a commonly held public "public" transit system, you had better start paying more attention to the Campbell neoLiberal government's agenda to sell us [and everything held in common] down the river.

And it would help to [read Naomi Klein's new book](#) to get a primer on the last few decades of rationale behind the premier's manifestation of neoliberal cancer. And if you don't have time to read it all, you can get [the 6 minute primer here](#).

And [a few facts to make you wonder](#) just what price we pay for a privatized, deregulated world.