

# TransLink

## The Passion is Back

Kevin Desmond, CEO



# Public Confidence Crisis

GLOBAL NEWS AT NOON BC

September 30 2014 10:37pm

## TransLink's beleaguered Compass Card still not in operation

Tue, Sep 30: Translink is remaining silent about its 'Compass Card' program, which is millions of dollars over budget and still not operational. Tanya Beja reports.

## TransLink's track record derailing Yes vote on transit plebiscite

FRANCES BULA

VANCOUVER — Special to The Globe and Mail

Published Friday, Mar. 13, 2015 9:38PM EDT

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## TransLink's problems a neverending story

ALLEN GARR / VANCOUVER COURIER  
APRIL 12, 2012 01:00 AM



## TransLink hemorrhaging riders

## TransLink bonuses, executive salaries draw criticism

Disclosure documents show rising compensation for company's top executives

CBC News | Posted: Sep 02, 2014 1:07 PM PT | Last Updated: Sep 04, 2014 8:13 AM PT

## Opinion: Transit plebiscite vote was a rejection of TransLink's plan

ELIZABETH MURPHY, SPECIAL TO THE VANCOUVER SUN 07.13.2015 | 2

# Brand Confusion



# New CEO



## Board Mandate:

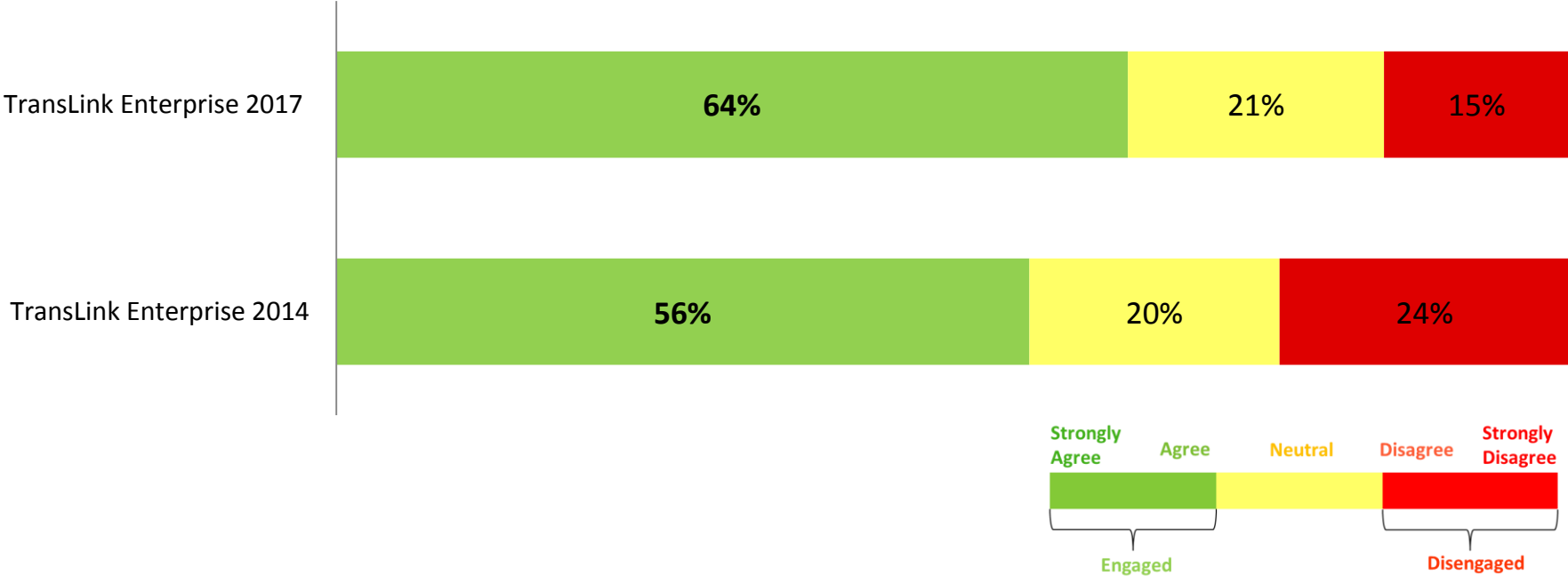
- Restore public confidence
- Focus on customer experience

## One Hundred Day Plan:

- Be visible
- Listen
- Reconnect with stakeholders
- Assess organizational strengths and weaknesses

# Reconnecting with Employees

## Overall Engagement





# Reconnecting with the Public

