

Being Transparent – This Shouldn't be Spin



APTA July 31, 2018

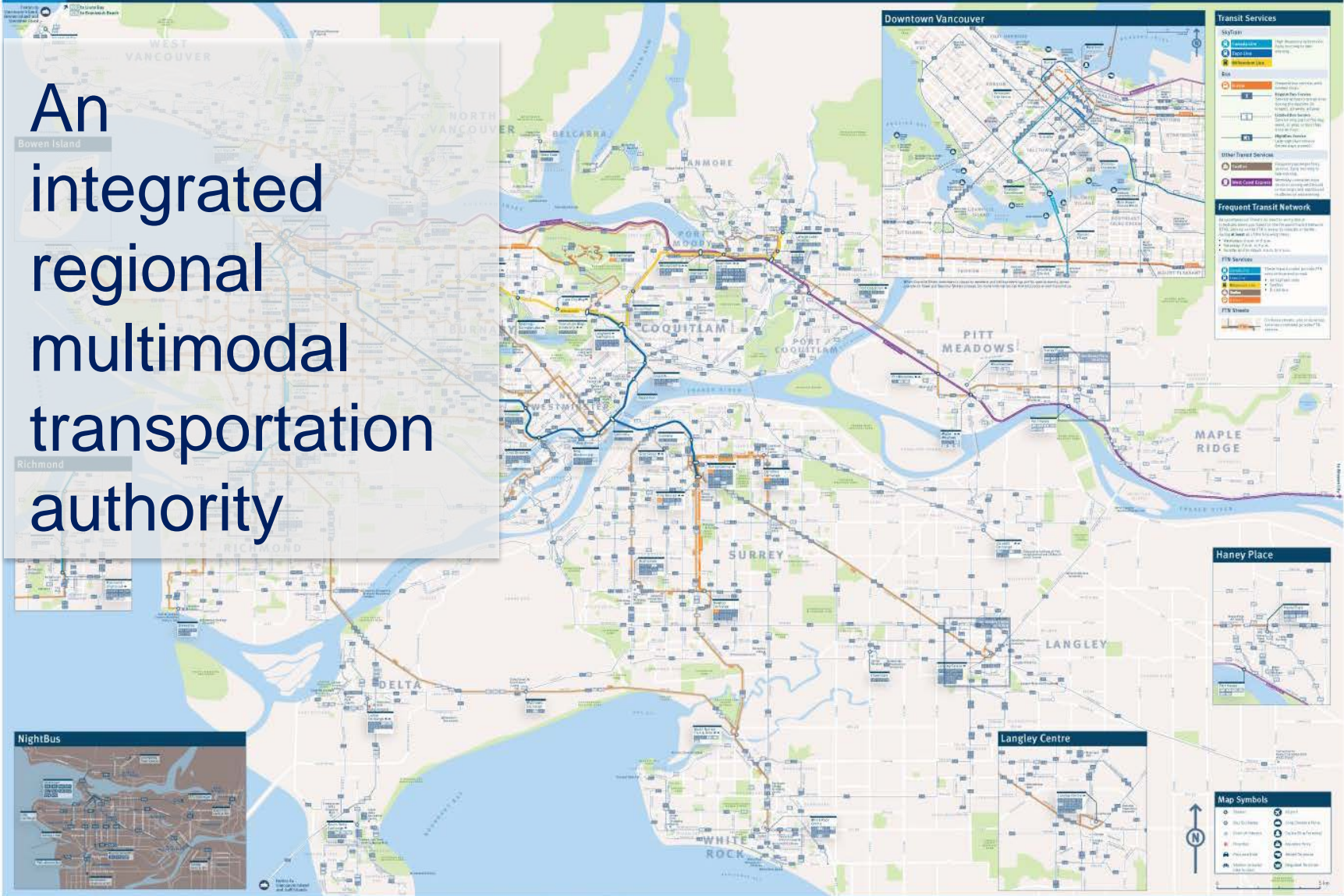
Mia Pears, Manager, Transit Network Management, TransLink

Angela Salehi, Manager, Capital Projects Communications, TransLink

**WHAT DOES TRANSPARENCY
MEAN TO YOU?**

T Metro Vancouver Transit Map

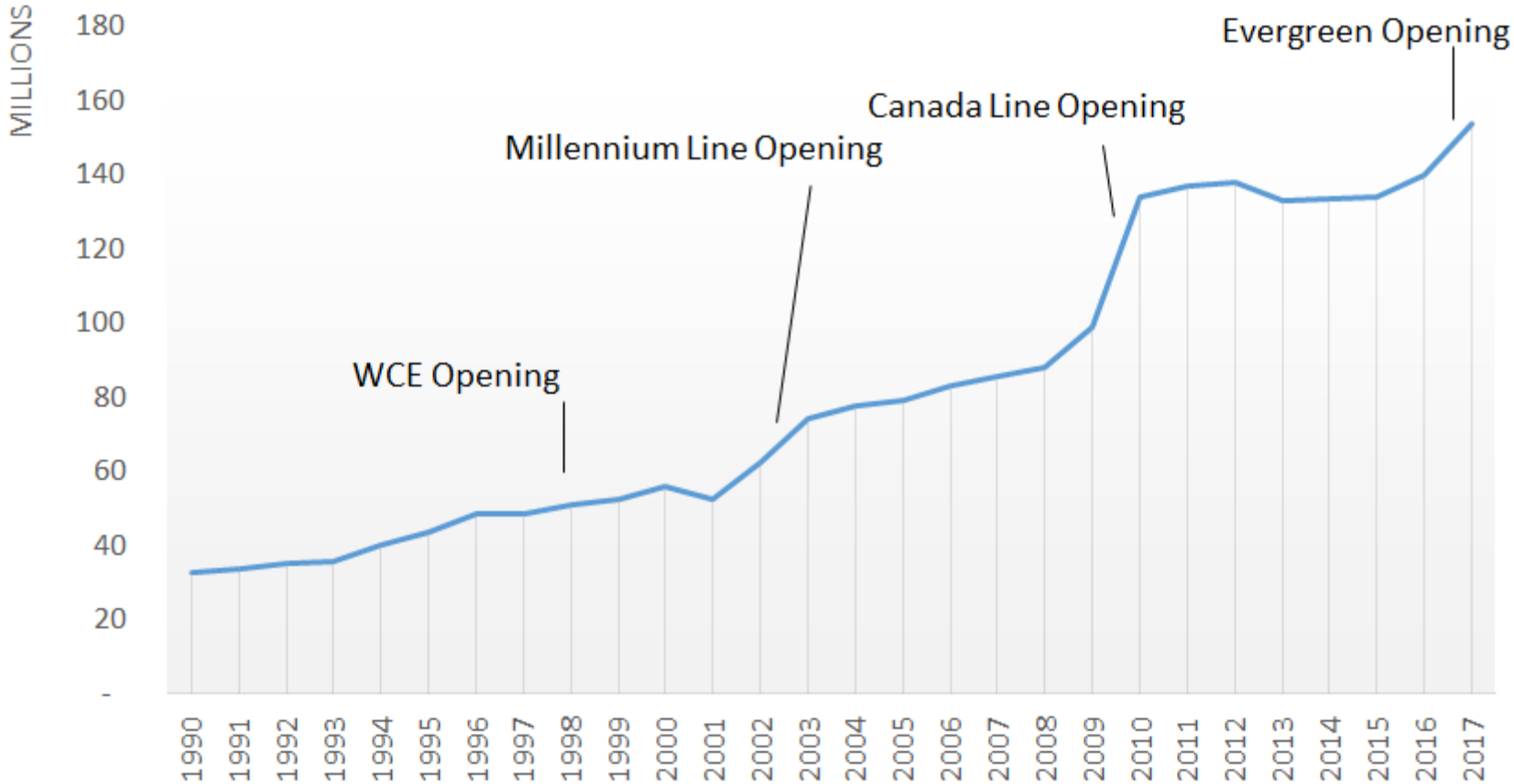
An integrated regional multimodal transportation authority



For transit information, including Real-Time Next Bus, please call 604.953.3333 or visit translink.ca

RECORD RIDERSHIP

Growth in Rail Rapid Transit Boardings*



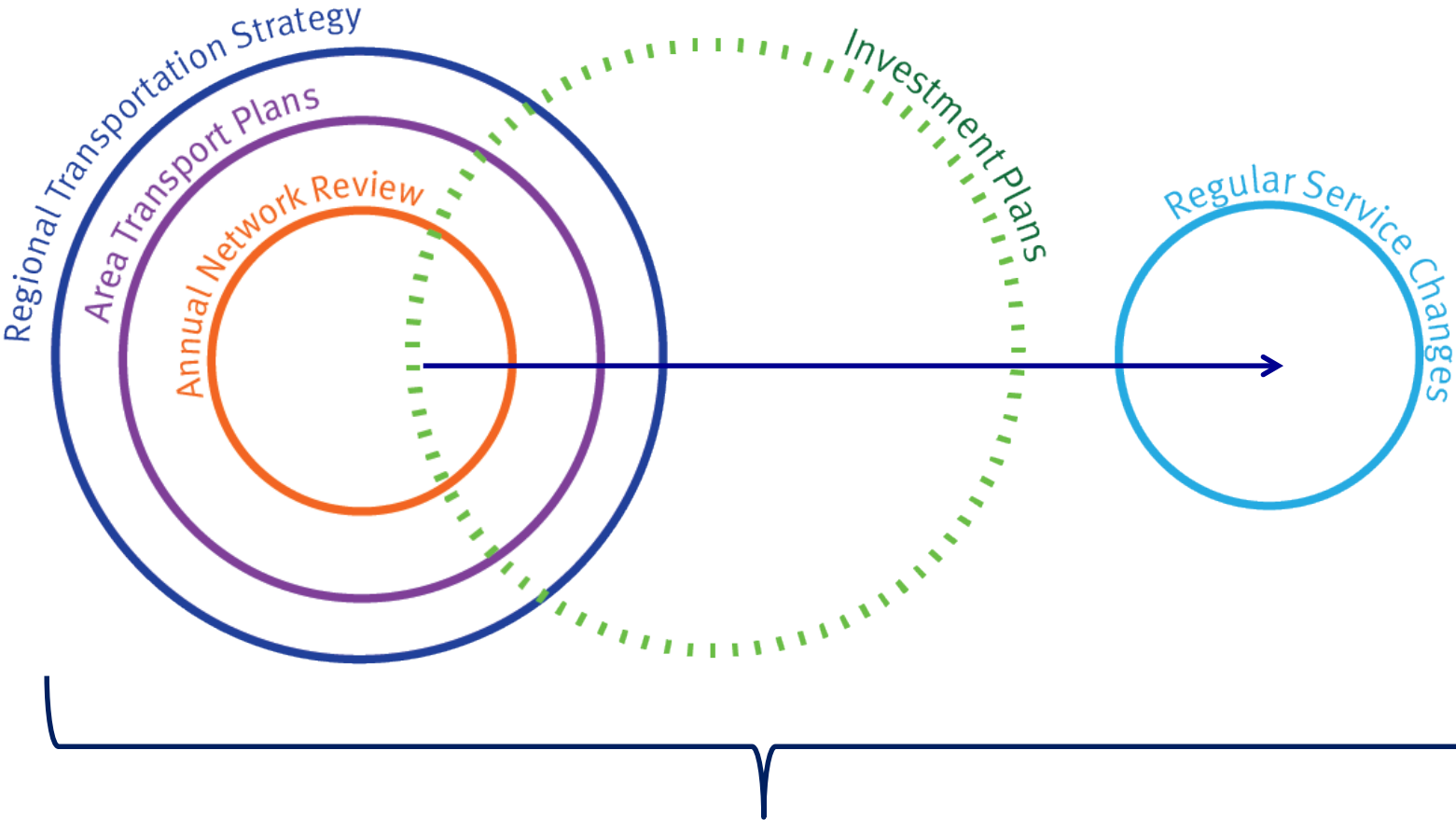
*Rail includes Expo/Millennium Line, Canada Line, and West Coast Express. Boardings 1990-2015 are re-estimated to control for change in estimation methodology post-Compass

MEANINGFUL NARRATIVE

Plans for transit changes

Financing for transit changes

Implementation of transit changes



Bring customers through the story

EVERGREEN EXTENSION AND BUS INTEGRATION



CHALLENGES



New rail line was going to change how customers access the transit network

No additional funding for expanding transit

Customer demand continued to grow and shift

OPPORTUNITIES



Build a narrative linking the different planning phases

Leverage what we heard during the planning phases

Change customer behaviour

PLANNING PRIORITIES



COMMUNICATIONS PRIORITIES



ACHIEVING TRANSPARENCY:

**TECHNICALLY ACCURATE AND
PLAIN LANGUAGE**

BE ACCURATE

▼ Burrard Station to Coquitlam Station

	Current via Expo Line & TrainBus	Proposed via Expo Line & Millennium Line
Avg Travel Time	50 mins	40 mins
# of Transfer	1	1
# of Midday (M-F) Trips	2	50+
# of Evening (M-F) Trips	3	25+
# of Weekend Trips	0	100+
Last Trip	8 p.m.	1 a.m.

What is meaningful to customers?

Travel time

Number of transfers

Frequency of service

End of service / last trip

▶ Burrard Station to Port Coquitlam Station

▶ Burrard Station to Pitt Meadows Station

▼ Burrard Station to Maple Meadows Station

	Current via Expo Line & TrainBus	Proposed via Expo Line, Millennium Line & 701
Avg Travel Time	75 mins	75 mins
# of Transfer	1	2
# of Midday (M-F) Trips	2	26
# of Evening (M-F) Trips	3	12
# of Weekend Trips	0	65
Last Trip	8 p.m.	12 a.m.+

COMMUNICATE CLEARLY – NO JARGON

Bi-directional service

Endangered bus route

The 517 is set to be truncated in December (but not eliminated). It won't run this far east after that point.

Interlined

- Bus revenue hours are available to be reinvested where customers need them most

NETWORK LEGIBILITY

Frequent Transit Network

Bus Capacity

off-street bus layover facilities.

ACHIEVING TRANSPARENCY:

**IDENTIFY TRADEOFFS AND
VALIDATE DECISION MAKING**

IDENTIFY ALL TRADEOFFS

Select a package: Southwest Coquitlam (143 / 151 / 153 / 157)

Southwest Coquitlam (143/151/153/157)

Improving capacity and introducing direct connections to SkyTrain

Proposed Changes

- Introduce the 'New D' between SFU and Burquitlam Station
- Provide consistent and direct 151 service along Como Lake Avenue
- Discontinue the existing 143
- Extend the 153 to Moody Centre
- Extend the 157 to Burquitlam Station
- This route is also part of another package of changes: SFU - Burnaby Mountain

Click and drag the slider bar left and right to compare the current network map with our proposed changes map.

Southwest Coquitlam

Current

Why are we proposing changes?

- The Evergreen extension will provide faster and more frequent connections to Downtown Vancouver and the whole region via the SkyTrain
- Integration between bus and SkyTrain is key in delivering a faster and more convenient service
- Travel options between Poirier and Central Port Moody are limited
- There is no weekend service to SFU or along Como Lake Avenue

Benefits/Trade-offs

- More direct connections to SkyTrain and local activity centres
- Provide a high capacity, frequent, limited stop service between SFU and Burquitlam Station
- Consistent and frequent weekday service between Port Coquitlam and Coquitlam Central stations
- Weekend service to SFU and along Como Lake Avenue
- New transit coverage in Port Moody, north of Como Lake Avenue, along Thermal Drive
- Passengers travelling to SFU from Coquitlam must transfer at Burquitlam Station

Additional Information

- 152 or 156 provide alternative travel options
- 151: via Como Lake Avenue, Spuraway Avenue, Coquitlam Central, Lougheed Highway, and Shaughnessy Street
- 153: via Burnette Avenue, Laurentian Crescent, Poirier Street, Linton Street, Como Lake Avenue, Thermal Drive, Morary Street, St. Johns Street, Ioco Road, and Murray Street
- 157: via Lougheed Highway, Marmont Street, Rochester Avenue, Schoolhouse Street, Poirier Centre, Foster Avenue, and Cottonwood Avenue (northbound) or Como Lake Road and Blue Mountain Street (southbound)
- 'New D' via Burquitlam Station, Como Lake Avenue, Gaillard Way, and University Drive
- Changes were identified in the [Northeast Sector Area Transit Plan \(2015\)](#)

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VALIDATE DECISION-MAKING

Central Tri-Cities

(97 B-Line/160/190/C24)

Maintaining frequent, local connections to rapid transit

Proposal

Proposed changes

- Discontinue 97 B-Line and the 190
- Increase C24 capacity by converting to a conventional bus during peak periods
- Revise the 160 to operate between Port Coquitlam and Brentwood Town Centre
- Redesign 160 to serve all local stops

Why did we propose changes?

- The Evergreen Extension will provide faster and more frequent connections to Downtown Vancouver and the whole region via the SkyTrain
- Integration between bus and SkyTrain is key in delivering a faster and more convenient service
- Most 97 B-Line, 160 and 190 customers are likely to shift to the Evergreen Extension

Benefits/Trade-offs

- More consistent and easier to understand service, especially along Guildford Way
- Faster service and decreased travel time for customers connecting to SkyTrain
- 160 customers travelling to Downtown Vancouver have the option to transfer to SkyTrain or the proposed Hastings B-Line



What we heard

Responses received

- 1,261 completed surveys
- Ten additional comments received by mail, phone or email

Level of support for the proposed changes

Note: Numbers may not add up due to rounding.



Central Tri-Cities

(97 B-Line/160/190/C24)

What we heard

Recurring themes in the feedback include:

Opposition to losing one-seat ride to Downtown Vancouver

- 49 per cent of respondents opposed or strongly opposed the proposed changes because they expect a longer travel time with the removal of a one-seat ride on bus to Downtown Vancouver.
- Some respondents expressed that they would consider taking route 160 and connecting to the Hastings B-Line to pay a one-zone bus fare, rather than pay more for a faster journey on SkyTrain.

Concerns that Evergreen Extension won't serve all existing customers

- Some respondents expressed concern that the SkyTrain won't start service early enough for customers who need to travel early in the morning.
- SkyTrain stops were noted by some to be too far apart, whereas existing 97 B-Line stops are much closer.

Support for increasing capacity on C24

- Respondents supported the proposal to increase capacity on C24, agreeing that the route needs full-size conventional buses in peak periods, especially for Port Moody Secondary School students.

Requests for east-west local service on Hastings Street

- Respondents in Burnaby are concerned that with change to the 135 there wouldn't be a route serving local stops that link Burnaby's east-west on Hastings Street.
- Some requested that the 160 route extends west past Willingdon Avenue.

Recommendations

Based on what we heard during consultation and our evaluation of customer benefits and trade-offs, we recommend the following actions for consideration through service plan development:

- Implement proposal to maintain frequent service and connections to Evergreen Extension, with modification to extend 160 routing to Kootenay Loop.
- Implement modified change to route 160 to provide continuous east-west local service along Hastings Street in Burnaby from Cliff Avenue to Boundary Road. Subject to infrastructure review, this would move the western terminus of the 160 to Kootenay Loop, rather than the previously proposed Brentwood Station.
- Maintain the 160 and C24 local bus service along the current 97 B-Line route for local travel and connections to SkyTrain.
- Monitor ridership on routes C24 and 160, adjusting service as demand warrants and funding allows.
- Coordinate changes with Evergreen Extension bus integration.

DID YOU KNOW

The Evergreen Extension will reduce travel time, between Loughheed Town Centre Station and Lafarge Lake – Douglas Station, to approximately 15 minutes versus 30 minutes currently on the 97 B-Line.

ACHIEVING TRANSPARENCY:

ENGAGE AND INFORM

ENGAGE WITH KEY AUDIENCES

Customers



Bus & Community Shuttle



HandyDART



SkyTrain



West Coast Express



SeaBus

- In-person events for groups or organizations
- Responses to letters, emails, phone calls

Employees

- Sessions to teach rail and bus service changes and clarify questions



Stakeholders



- Ongoing updates and discussions with municipal staff
- Present to Committees and City Councils

SHARE INFORMATION

Customers



- 156 FAQs
- 95+ social media posts
- 3 advertising campaigns
- 50+ system ambassadors
- Monitor customer feedback



Stakeholders

- Municipal partners shared our information
- Prepare information packages for elected officials
- Submit articles to industry magazines

Employees



- 2 Town Halls
- Multiple Coffee Chats
- Develop/execute tactics aligned across the enterprise
- Evergreen section on the intranet
- Info at depots and offices

Media



- 10+ news releases
- 145+ news articles
- Mitigate issues
- Ride-alongs with senior govt
- Host a technical briefing
- Media tour of the plazas/stations

STAGED ROLL OUT

Phase 1

SkyTrain Operating Pattern/ Alignment Campaign

- Educational awareness campaign to teach and inform customers on the new travel patterns
- Campaign: September 19 to October 28, 2016
- Alignment change: October 22, 2016

Phase 2

Evergreen Extension/ Awareness Campaign

- Generate excitement and build ridership for the Evergreen Extension
- Celebrate Evergreen and the expansion of our network
- Campaign: October 31 to December 16, 2016
- Opening day: Dec 2

Phase 3

Bus & West Coast Express Integration Campaign

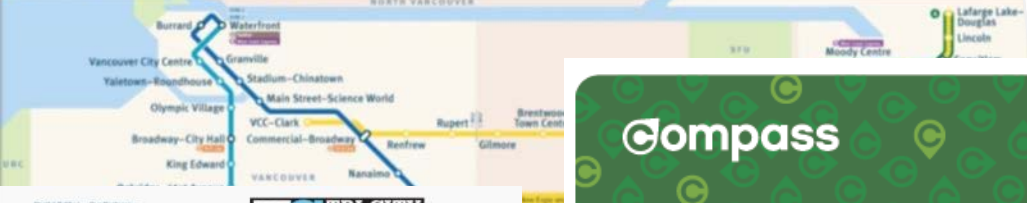
- Roll out as part of Winter Service Changes 2016
- Campaign: December 5 to January 13, 2017
- Effective change: December 19

Getting ready for Evergreen

Learn more



T Changes starting October 22, 2016



Send us a news tip

SkyTrain routes to change Oct. 22
 Changes to accommodate Evergreen Extension
By DANIE STRONBERG | TRI-CITY NEWS | October 19, 2016 21:41 PM



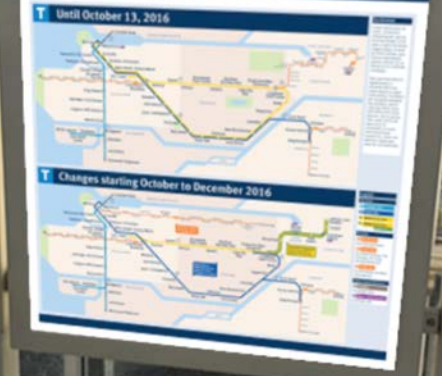
2016 Commemorative Edition



Changes coming to SkyTrain

To get you ready for the Evergreen Extension to the Millennium Line, there will be a change to how you ride the SkyTrain network.

SkyTrain and B-Line Network Changes



translink.ca

Get ready for changes to the SkyTrain network starting October 22!

Know before translink.ca



1-YEAR LATER

Weekday ridership up **25%**

Weekend ridership up **more than 50%**

8.6 million boardings between opening day and Oct. 31, 2017

51% of journeys in Tri-Cities begin on Evergreen

LESSONS LEARNED

- Find a balance between technical and plain language
- Understand what is meaningful to residents
- Share the right message on the right channel
- Some customers need the details
- Show how decisions are made
- Strong relationship between Communications and Planning

Evergreen means GO

- ▶ The Evergreen Extension is now open, connecting more people to places they want to go.

Learn more at translink.ca



Angela Salehi angela.salehi@translink.ca
Mia Pears mia.pears@translink.ca