

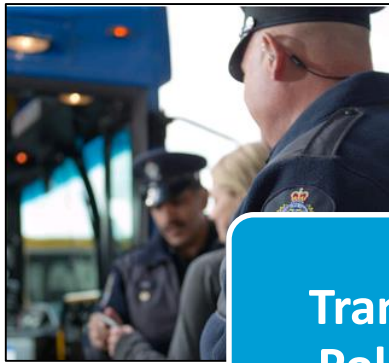
Sustainability – What matters to your stakeholders

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Transit Police



Coast Mountain Bus Company



West Coast Express



Roads and Bridges



BC Rapid Transit Company

TransLink
(Operations & Integrated Regional Planning)

Cycling



Service Area – Metro Vancouver



Sustainability at TransLink

| | |
|-----------|---|
| 2008 | UITP Sustainability Charter - Full Pledge Member |
| 2009 | Approved Sustainability Policy |
| 2010 | Published first Sustainability Report – <i>Setting the Baseline</i> |
| 2011 | APTA Sustainability Commitment - Gold Level Status |
| 2012 | Published second Sustainability Report – <i>Tracking Progress</i> |
| 2013 | Approved Corporate Sustainability Strategy |
| 2013-2017 | Integrated Annual Reports (financial and sustainability report) |
| 2015 | APTA Platinum Level Status |



Determining Report Content



SOCIAL



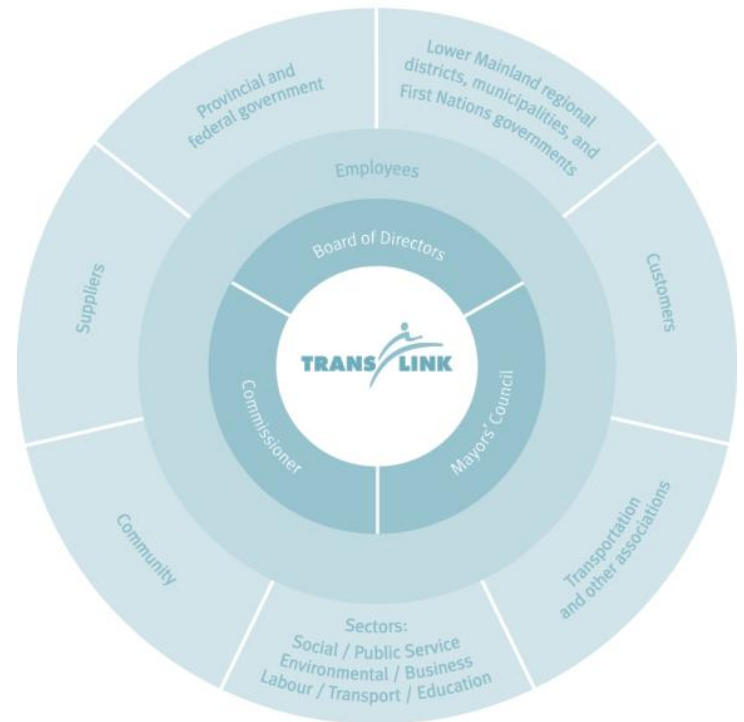
REGIONAL IMPACTS

ENTERPRISE RISKS

CORPORATE OPERATIONS

FINANCIAL

ENVIRONMENTAL



OPERATING COMPANIES

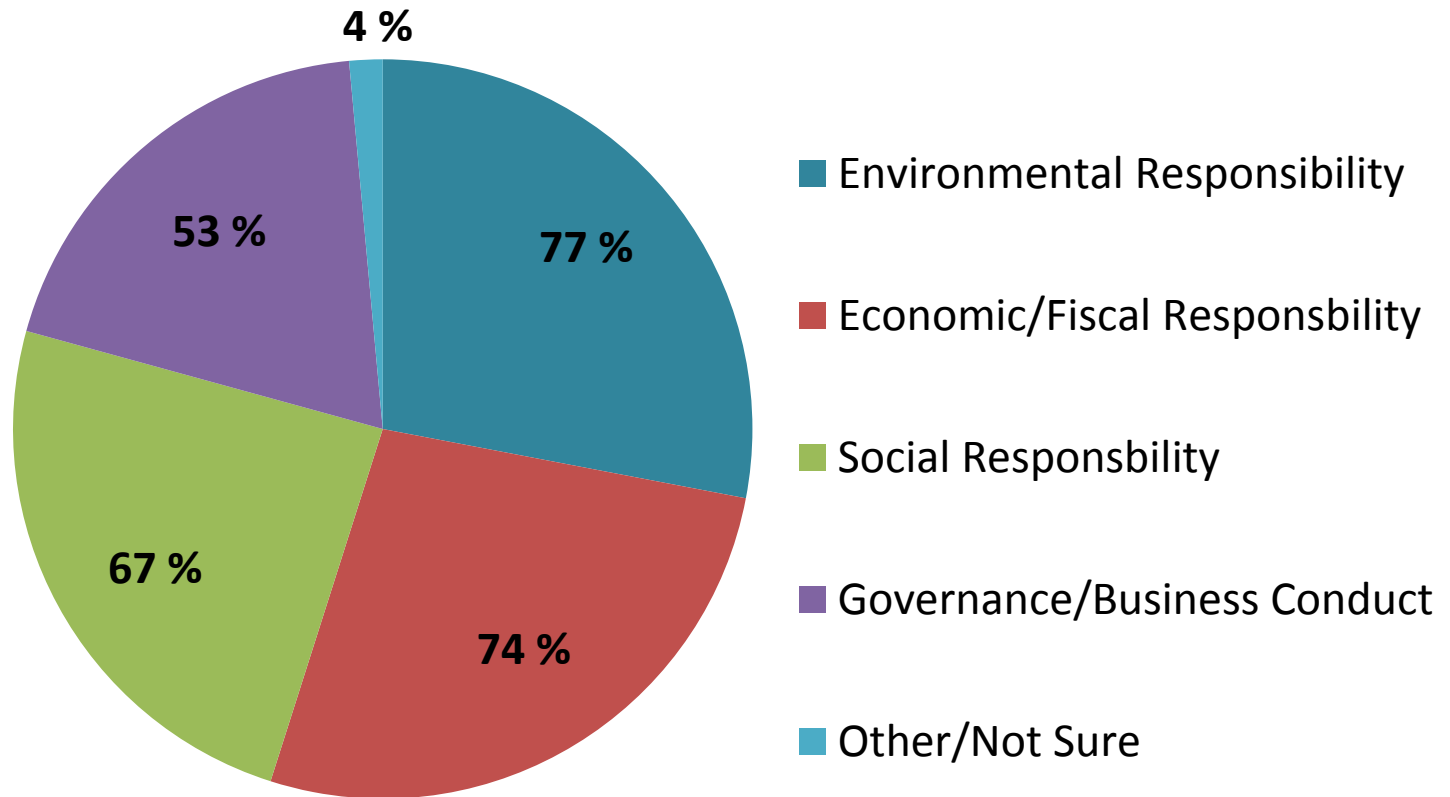


TransLink Listens: Sustainability Engagement

- **TransLink Listens Online Advisory Panel**
- 4,622 Panelists
- A key tool for TransLink to engage community members
- A way for community members to be directly involved in the future of transportation in Metro Vancouver (voluntary participation)
- Data from each survey is weighted to ensure as close a representation of the age, gender, region, and main transportation mode profile of Metro Vancouver residents as possible

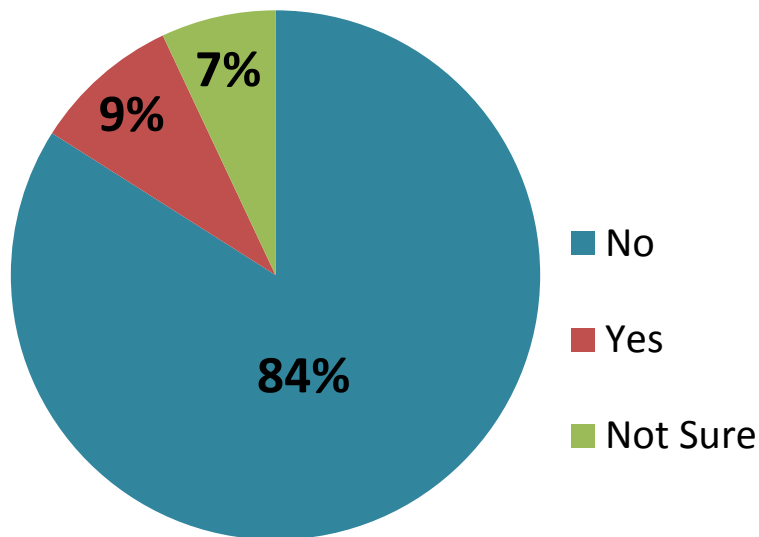
Survey Questions - General

To begin, when you think of sustainability as it applies to organizations, which, if any, of the following areas do you consider?

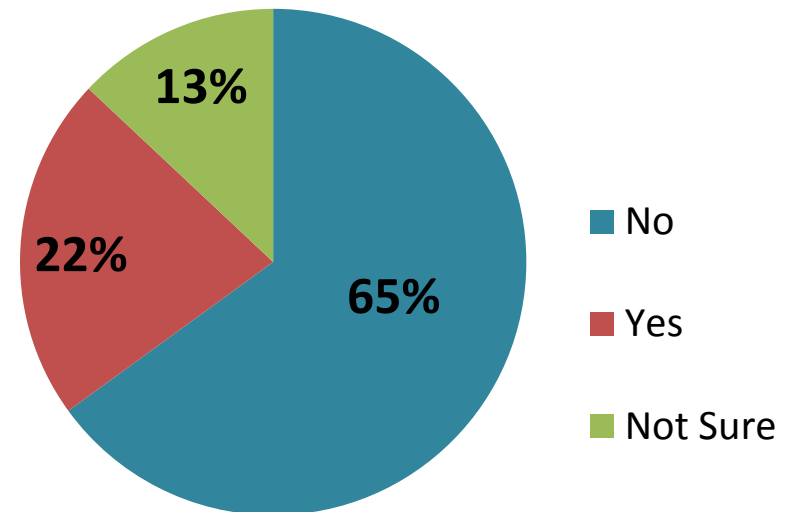


TransLink Listens Survey: Awareness

Before today, were you aware of TransLink's Sustainability Commitment?



Before completing this survey, have you seen read, or heard the terms "sustainability" or "sustainable" used by TransLink or to describe TransLink?



Sustainability Priorities

We asked the respondents what level of priority do you think TransLink should place on a variety of issues related to:

- Governance and business conduct
- Economic/fiscal responsibility
- Environmental responsibility
- Social responsibility

There were 14 issues identified as “high-priority” which was defined as 70% or higher.

Survey Results - Governance and Business Conduct



| Topic | Top-Box | Mean Score |
|---|------------|------------|
| Data privacy and security | 76% | 4.3 |
| Public disclosure of data and targets | 76% | 4.2 |
| Managing sustainability risks | 66% | 3.9 |
| Stakeholder engagement programs | 53% | 3.6 |
| TL Board oversight and input into Sustainability Strategy | 50% | 3.5 |
| TL Senior Leadership oversight and input into Sustainability Strategy | 47% | 3.5 |

Survey Results - Economic / Fiscal Responsibility



| Topic | Top-Box | Mean Score |
|---|------------|------------|
| Investing in infrastructure | 88% | 4.4 |
| Ensuring transit fares are affordable | 83% | 4.4 |
| Keeping TransLink's operating costs low | 75% | 4.2 |
| Increasing transit ridership | 65% | 3.9 |
| Investing in innovation (new bus technologies) | 57% | 3.7 |
| Investing in the community (sponsorships and donations) | 26% | 2.7 |

Survey Results – Environmental Responsibility



| Topic | Top-Box | Mean Score |
|---|------------|------------|
| Air pollution (from our transit operations) | 80% | 4.2 |
| Environmental compliance (spills and releases) | 75% | 4.1 |
| Energy consumption | 72% | 3.9 |
| Planning for extreme weather events | 69% | 4.0 |
| Climate change / greenhouse gas emissions | 67% | 3.9 |
| Waste (garbage) diversion | 60% | 3.7 |
| Environmental screening of suppliers and contractors | 56% | 3.5 |
| Water consumption and reuse | 51% | 3.5 |
| Green buildings | 47% | 3.4 |

Survey Results – Social Responsibility



| Topic | Top-Box | Mean Score |
|--|------------|------------|
| Safety and security of transit customers | 93% | 4.6 |
| Satisfaction of transit customers | 88% | 4.4 |
| Minimizing overcrowding on transit services | 81% | 4.2 |
| Minimizing crime on TransLink property | 78% | 4.2 |
| Accessibility for mobility, hearing and visually impaired customers | 77% | 4.2 |
| Employee safety and wellness | 76% | 4.1 |
| Employee training and education | 70% | 3.9 |
| Satisfaction of employees | 62% | 3.7 |
| Satisfaction of non-transit customers | 51% | 3.4 |
| Social screening of suppliers and contractors | 48% | 3.4 |

Survey Results - Top Priorities

Governance and Business Conduct



- Data security and privacy
- Public disclosure of economic, environmental and social performance

Economic / Fiscal Responsibility



- Investments in infrastructure
- Ensuring transit fares are affordable
- Keeping operating costs low

Environmental Responsibility



- Air pollution
- Environmental compliance
- Energy consumption (fleet and facilities)

Social Responsibility



- Safety and security of transit customers
- Customer satisfaction
- Minimizing overcrowding
- Minimizing incidence of crime on property
- Accessibility for mobility and visually impaired customers
- Employee safety and wellness
- Employee training

What we learned

- There is a lack of public awareness of TransLink's commitment to sustainability (surprised us)
- Confirmed importance of key issues we were already reporting on
- More importantly, allowed us to identify areas not material to external stakeholders. From this we can:
 - Focus reporting and develop metrics that are meaningful to the stakeholders
 - Focus our broader communications
- Sustainability as an engagement topic had a survey response rate similar to other topics (27% vs 30% response rate average)

Next Steps

- **Communications Plan**
 - Raise the awareness of sustainability at TransLink
 - Good news stories
 - Key messaging for media events, projects
 - Communicate targets when developed
- **Internal Survey**
 - For TransLink and Operating companies
 - Compare external and internal results

Sustainability – What matters to your stakeholders

Thank you!

Sarah Buckle

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