



USERS' ADVISORY COMMITTEE MEETING MINUTES  
Wednesday, October 27, 2021 – 11:00 a.m. to 2:00 p.m.  
Virtual Meeting

Attendees:

Sherry Baker (Chair)  
Anthony Kupferschmidt  
Mario Gregorio  
Colin Emberson

Karen Kreis  
Ron Bergen  
Yat Li  
Pam Horton

Monty Lilburn  
Jim Mann  
Peg Mercer

Rachel Goddyn (Vice Chair)  
Michele Querns

Regrets:

David McGregor  
Shayne De Wildt  
Odette Brassard  
Tommy Leung

Absent:

Caitlin Anderson

Staff

Chris Chan, Travel Training Manager, CMBC  
Briana Ingram, Manager, Access Transit Planning, TransLink  
Megan Johnston, Senior Advisor, Public Affairs, TransLink  
Liina Marshall, Manager, Access Transit Service Delivery, CMBC  
Kathy Pereira, Director, Access Transit Service Delivery, CMBC  
Sarah Ross, Director, System Planning, TransLink  
Richard Marion, Coordinator, Access Transit Planning, TransLink  
Erin Windross, Manager, Access Transit Service Improvements, CMBC  
Terence Chu, Senior Advisor, Communications, TransLink  
Yvonne Scott, Manager, compass Programs and services, TransLink

## 1. PRELIMINARY MATTERS

### 1.1 Call to Order and Land Acknowledgement

- Sherry called the meeting to order at 11:08.
- Briana read the land acknowledgement.

### 1.2 Virtual Meeting Protocol

- Briana went over the meeting procedure for committee members and staff.

### 1.3 Opening Remarks

- Sherry provided opening remarks.

### 1.4 Roll Call and Member Introductions

- Briana conducted the member and staff roll call.

### 1.5 Adoption of the Agenda

- It was moved by Monty and seconded by Michelle that the agenda be approved. Carried.

### 1.6 Adoption of the Minutes

September 8, 2021

- It was moved by Peg and seconded by Michelle that the minutes be adopted. Carried.

### 1.7 Business Arising from the Minutes

## 2. REPORTS

### 2.1 **Access Transit Planning Manager's Report**

Briana Ingram, Manager, Access Transit Planning, TransLink  
Verbal update for information (copy included in package)

- Briana presented her report.
- Briana highlighted points about the level boarding issue in her report.
- Briana talked about bus stop accessibility.
- We are working to install tactile walking surface indicators at all TransLink owned or leased facilities.

- Rachel asked about the regional conversation on tactile walking surface indicators.
- Briana answered the question about the work to do with the RTAC sub-committee. We will take it back to the full committee after the subcommittee reviews the report.
- Rachel indicated that Burnaby is waiting for the results of the report to move forward. Rachel indicated Burnaby has a budget for installing TWSIs, but they are waiting for the recommendations.
- Peg commented on the issue with the stop announcements. She indicated she mentioned the stop location for the stop as well.

## 2.2 Customer Experience Program

Patricia Lucy, Director Brand, Marketing and Ridership Development, TransLink

Presentation for information and feedback (copy included in package)

- Patricia presented the customer experience report.
- We need to do a better job to access customers overall and specifically the accessibility community of customers.
- We have seen some rapid changes over the last few years. Travel needs are changing. We are at 57% of pre covid ridership.
- 37% of people don't know if they will use transit again.
- How do we give customers a good experience? Our customer satisfaction is at 8.2 during the pandemic.
- An increase in the first-time buyers' market. More of those people coming to public transit
- They will be doing less than they did before. We do want people back who switched to a single occupant vehicle.
- How do we find the projects that have an impact? Efficient and effective design are important to customer satisfaction.
- Customers are at the heart of what we do.
- The customer promise was released in 2018. How can we socialize this with the customers? All the customer projects across the enterprise related to customer experience.
- Completed 54 of the 62 projects from the first plan. Some projects that have not been reviewed will be continued into the next plan.
- Best success review with other agencies and how they implemented CX. We went out with some engagement in the organization. There

are some broad ideas on customer experience. We will be getting further input before the final plan in 2022.

- We use Compass data to look at trip motivations.
- Their view improved if we gave people a surprise and delight.
- Customer experience can be categorized with different mindsets. Practical (includes reliability and convenience), Flexible (includes making decisions on the fly), affected includes safety and cleanliness), advantageous (includes freedom resourcefulness and being relaxed) and accessible (includes accessibility and inclusiveness).
- The customer journey map reflects what mattered to customers.
- Different phase of the journey. Including future planning. Define the moments that matter to people.
- Can show the changes made across the journey map. Kathy has been an advocate for including HandyDART in the process.
- No promises it is about input from the committee to put together the project list. Customers are at the heart of the recovery.
- Sherry commented on how comprehensive the report is on customer experience. Sherry invited people to ask questions.
- Mario: There are some concerns for BIPOC community using the SkyTrain. There have been some incidents for people concerning racial issues. What steps are being taken by TransLink on this issue? I seem to see less visibility of security on Skytrain. Many news articles point out that BC is one of the areas of the country that experiences racial issues. A need for improvement on how we deal with ethnic people in the province. Mario commented if TransLink has sensitivity training on ethnic issues
- Patricia feels terrible about his experience. The issue of personal safety on the transit system is a big issue that has come up during the research. The staff sensitivity training is a good idea. Will take this issue back it is a core theme of the plan. We have heard about this from different sources.
- Pam commented that we have to consider the interaction of populations. Take a moment and focus on persons with disabilities and/or seniors, the safety while on the bus the frequency of how drivers focus on timing points. They often leave the stop before everyone is seated. Once she was backing into the rear-facing position. The driver started moving before she was secure. Other passengers are notifying the driver. Seniors trying to walk while the

bus is moving. Did not take the time to let them sit. This is about driver awareness and losing focus on passenger experience. Have experienced really ugly language. Have been experiencing this as long as she has been using a visible mobility aid.

- Karen: Follow-up on Pam's comment. The drivers often take off and can sometimes still keep balance. If fragile people are thrown the drivers need to be more aware of this issue. The bus is not convenient if you have to go to multiple destinations. The issue is also getting to the bus. Sensitivity training is a good idea. The general public need sensitivity training as well. We need to make the public more aware of the sensitivity issues.
- Yat thanked Patricia. Could you expand on the accessibility mindset? The issue of feeling safe and secure. Could there be extra security on the busses or Skytrain.
- Patricia: The accessible mindset was focused on HandyDART. There was a lot of talk about how services get booked and how there is a lack of control for the customer and people talked about the operators and their relationship. Still have more work to do on the conventional system. It is difficult to decide where resources go. What is around deploying transit security and increase the presence, recommendations on staffing levels. There is no replacement for the human face. There will be a focus on the next phase of research and staffing. Will bring back a version for the committee.
- Yat: add more disability representation to the graphic.
- Michelle: Commented on the Skytrain station - should have better signage. It is not very good.
- Ron: I have been working on the sensitivity training over the last couple of years. Working on a better experience for everybody. Can we revive the training work that started? Other comment is about education to the public. Should look at using opportunities and events to come up with a promotion to let people know about people with disabilities.
- Jim: Emphasis of on-time performance. Using bus and Skytrain to get to meetings and appointments. Some of the bigger stops have disruption because of construction. Greater need for staff assistance at those stations. Jim remembers trying to figure out where the stops are and not understanding the map. Ended up being really frustrating. The person stands in one spot and gives complicated directions to

people. Getting people to the right spot to catch a bus may involve actually taking them there.

- Sherry: Washrooms are an issue. Glitches in the directional information

Health Break

### 2.3 **Transport 2050 Presentation**

Caitlin Cooper Project Manager, TransLink

Presentation for discussion and feedback (copy included in package)

- Caitlin presented the Transport 2050 report for feedback.
- Overview of changes that occurred over the summer with the different equity groups. You can go to [transport2050.ca](http://transport2050.ca) to make your suggestions.
- October 29 is the last chance to submit the feedback through T2050
- All throughout the summer we engaged with the Indigenous advisory committee.
- We received feedback from different partners.
- There will be a greater focus on transit and transportation affordability.
- Access to tech is an ongoing barrier.
- The goal is making transit convenient, accessible and inclusive.
- We could expand demand-oriented transit, ride-hailing type of transit. We could expand this in the future.
- There will be decisions on transit types over the next couple of years.
- Automated vehicles would open up mobility options.
- Road changes will improve the reliability of the bus.
- Need to make driving more reliable for those times when it is necessary.
- Can expand housing closing to transit.
- Should advance better parking management.
- Investments to address community displacement.
- Need to make sure we have a thriving transportation sector.
- Need more space to sit on transit. Including mobility aids and strollers.
- For safety, we would need more social workers and mental health workers.

- Provide people with skills training so they feel confident using the transit system.
- Increase connectivity so communities should not feel separated.
- Increase carbon-free choices
- We are partnering with Metro Vancouver to lower emissions by 65% over 2010 levels.
- Getting there is going to be hard. Need to reduce the energy requirements of the system.
- Increase the availability of electric mobility. And complete the network of charging stations.
- Caitlin is looking at the accessibility of the survey. There are questions about the transit network.
- Even if you do the short survey only, they would appreciate it.
- We are looking at two versions of the strategy. There would be a more accessible version as well. With easier to read elements.
- Sherry asked for questions
- Pam: We aren't in the photographs. Maybe have someone with crutches. This implies if your picture is not there you aren't included.
- Sherry: commented about depicting older adults.
- Peg: expressed the need for crosswalks and traffic lights where there are bus stops. A standard could look at having cross walks at bus stops. Increase the safety aspect of bus stops. Other aspect is the use of electric vehicles. Since they are quieter, they can be an accessibility issue for people with sight loss. Needs to be looked at as well.
- Rachel: Over the last year or so about micromobility. There is very little regulation for them. There is no speed limit on them. No rules on how close they pass people. They don't understand if people move slowly. Lots of thought that still needs to go into micromobility and safety. Currently not happening and worrisome. Working with people with intellectual disabilities. Try to produce a plain language version of the document.
- Sherry: The plain language issue is important.
- Mario: Integration of municipalities is important on many issues to standardize things. An example, we are having a difficult time deciding on one standard of tactile design.
- Briana: there is a longer list through RTAC.
- Sherry: if I can live past 111, I can see the end of this process.

## 2.4 **Committee Terms of Reference Review**

Pam Horton, TOR Working Group Lead

Briana Ingram, Manager, Access Transit Planning, TransLink  
Report for information and discussion (Draft Revised Terms of Reference included in package)

- Pam and Briana went over the report on the revised terms of reference.
- It was moved by Pam and seconded by Ron that the DRAFT Terms of Reference be approved. Carried.

## 3. OTHER BUSINESS

- Peg asked about the bus stops on the information spreadsheet.
- Briana and Richard indicated the information was gathered prior to 2020 and does not include any updates like the additional RapidBuses. The information on the main part of the spreadsheet is provided by CMBC every month. It does not include additional information like TWSIs and audio information.
- We will be addressing this with CMBC to find a more automatic way to keep this accessible stop information current.
- Ron asked if the committee could receive a report on the onboard displays that were reviewed by members of UAC?
- Briana summarized the review done by members of UAC.
- After reviewing different products, CMBC established a preferred onboard display vender.
- Members of the UAC provided feedback on text size, special symbols, and scroll rates.
- At this point, we don't have any estimated date when we will see the new displays on busses.
- Briana thanked Ron and Michele for attending the most recent review
- Information about this review will be included in the next Manager's Report.
- Rachel asked about the sensitivity training Ron brought up during the customer experience presentation.
- Chris outlined that he is still working internally on the issue with BCRTC and CMBC.
- Because of ongoing issues during the pandemic, it has been difficult to schedule a face-to-face meeting to restart the process across the enterprise.



- Ron, Rachel, and Pam are still interested in participating in the process.
- Kathy suggested that Chris take this discussion offline to figure out the best way to include them as outgoing UAC members.

#### 4. CLOSING REMARKS

- Sherry thanked everyone for participating in the meeting and for their hard work on Terms of reference and the nominations process.
- Pam wished everyone who is running for the committee success.

#### 5. MEETING TERMINATION

- The meeting terminated at 1:30 P.M.

#### 6. INFORMATION

##### 2021 Meeting Dates:

- Wednesday, October 27, 2021–11 a.m. to 2 p.m.
- Wednesday, December 8, 2021–11 a.m. to 2 p.m.