

# TransLink Open Board Meeting

March 29, 2018



# Public Delegations



# CEO Report





# TransLink Open Board Meeting

## March 2018

Richard Sykes, VP Engineering & Maintenance  
British Columbia Rapid Transit Company

# Rail Highlights



# SkyTrain and WCE Performance:

Year to Date Results (Jan 1 – Dec 31, 2017)

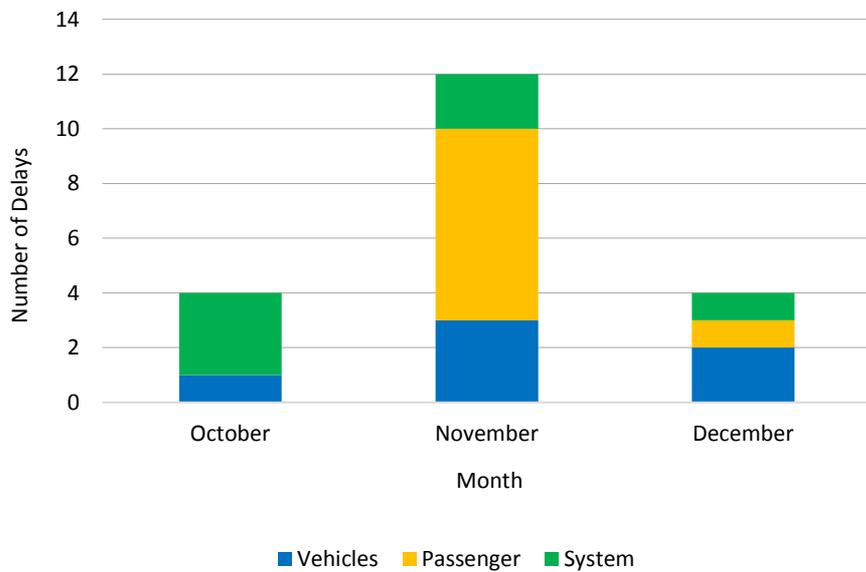
	Expo & Millennium		WCE	
	Actual	Target	Actual	Target
On Time Performance*	95.3	95.0	97.2	97.8
Scheduled Service Delivered*	99.6	99.5	99.6	99.9
Customer Satisfaction	8.2	8.1	8.4	8.5
Mystery Shopper*	95.1	95.0	99.4	97.0

\* = percentage

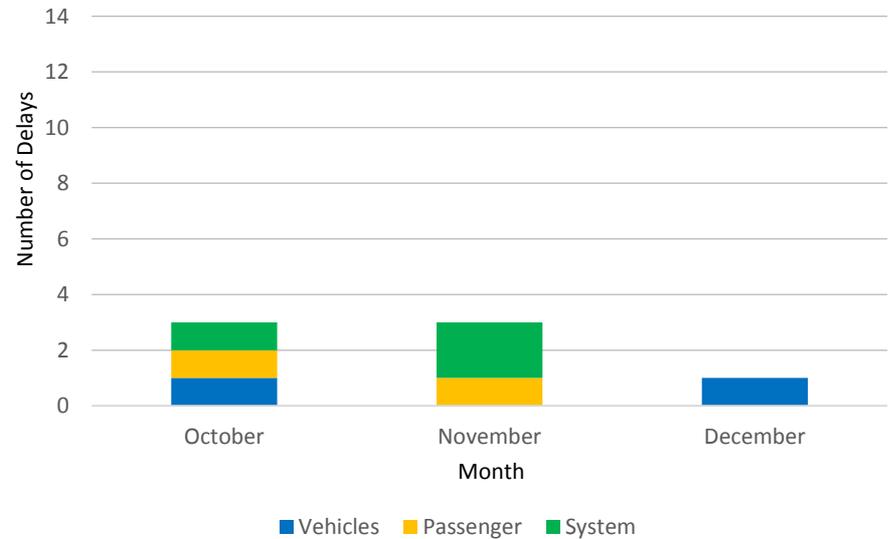
# SkyTrain Service Delays

Q4: Oct – Dec 2017

### Service Delays 16-30 min



### Service Delays 30 min +



# Business Initiatives

## FOCUS AREA #1

Focus on Safety and our People

## FOCUS AREA #2

State of Good Repair

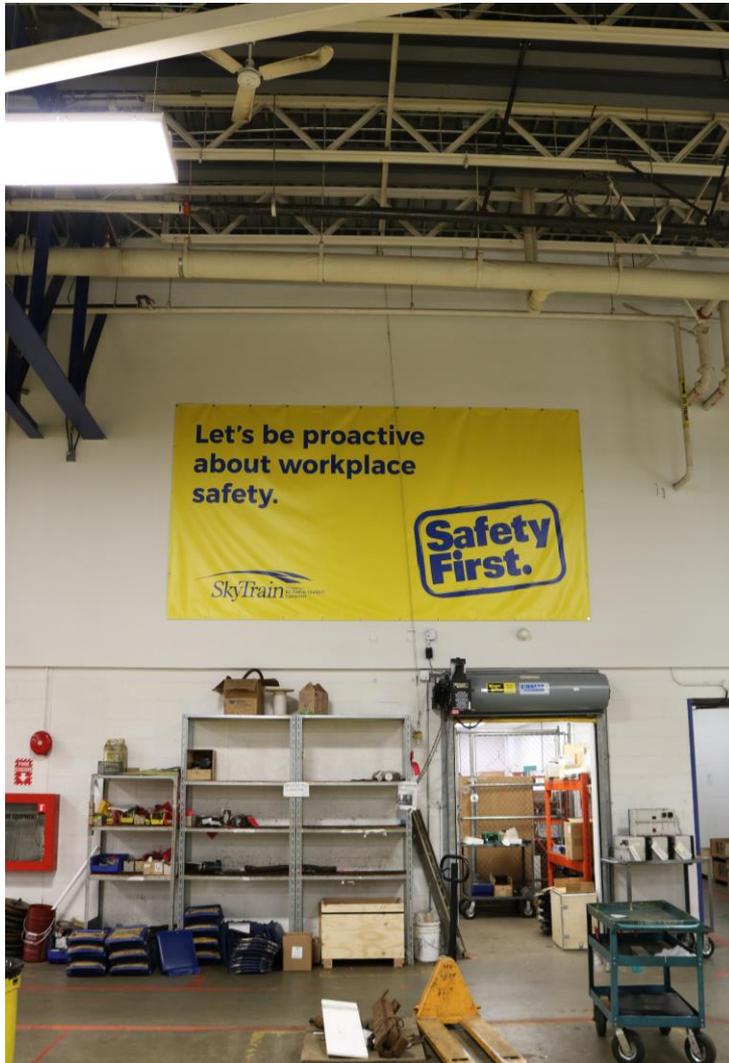
## FOCUS AREA #3

Mobilize the Mayors' Vision

## FOCUS AREA #4

Improve Customer Experience  
and Public Support

# 1. Focus on Safety and our People: Internal Staff Safety Campaign



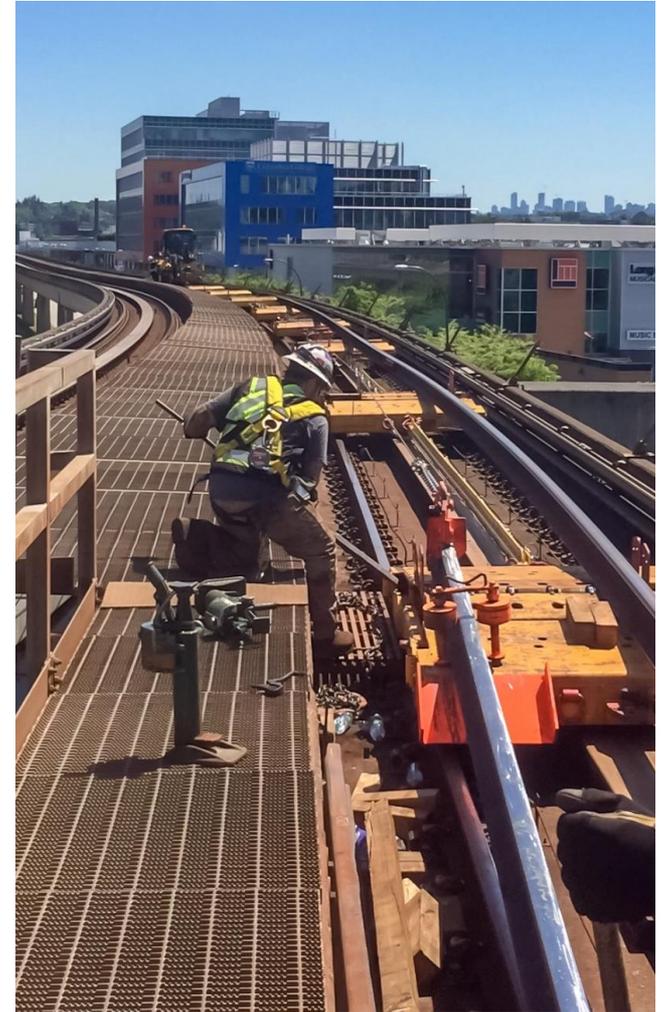
## 2. State of Good Repair: Maintenance Initiatives & Projects

### Q4 Highlights

- Expo Line Rail Replacement project
- New Incident Management System
- Continued railway infrastructure maintenance

### 2017 Highlights

- 114 km of rail grinding
- 4.8 km of running rail replaced
- 16,400 rail pads replaced



### 3. Mobilize the Mayors' Vision: Procure, build, test and commission new Mark III trains



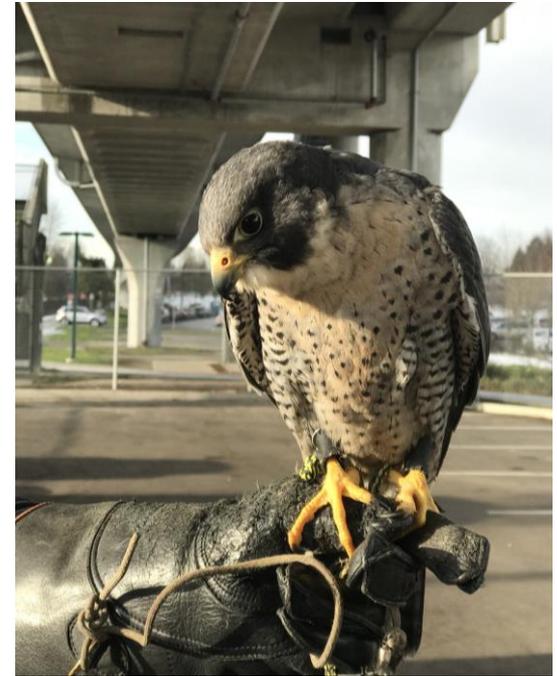
## 4. Improve Customer Experience & Public Support: A few Customer Experience Activities



Evergreen Extension  
One Year Anniversary



Winter Awareness  
In Station/Train Campaign



Falcon Pilot  
Project



Thank you



# Coast Mountain Bus Company Report

Haydn Acheson, President and General  
Manager

- 
- A photograph of a bus driver from the side, wearing a dark blue sweater and light blue pants, driving a bus on a city street. The driver is looking forward at the road. The bus interior features a steering wheel, a dashboard with various controls, and a large window. Outside the window, a blurred city street scene is visible with cars and buildings. A blue rounded rectangle is overlaid on the top right of the image, containing a list of five items.
- Double-decker trial
  - Fleet update
  - HandyDART transition
  - RTC lighting retrofits
  - WorkSafe BC COR audit

# Double-Decker Trial

- Pilot from November 16 – March 16
- 2 buses tested on 7 routes
- Seating capacity of 80/86



# Double-Decker Trial Routes

Routes included in pilot:

- 301 (Richmond-Brighthouse-Newton Exchange)
- 311 (Scottsdale Exchange in Delta to Bridgeport Station)
- 351 (Bridgeport-Crescent Beach)
- 354 (White Rock-Bridgeport)
- 555 (Carvolth-Braid)
- 601 (Bridgeport-Boundary Bay)
- 620 (Tsawwassen Ferry-Bridgeport)



"I was impressed that despite a long queue at Bridgeport, the double decker easily accommodated everyone with nobody left behind and nobody standing."

"A lot quieter than a regular bus. At 6'1, there was actually leg room."

"I liked the view from the upper deck, and got to experience my trip in a rather different way."

"I bumped my head on the upper deck ceiling. Some people may not be aware how low the ceiling is when they get to the upper deck, and may end up bumping their head..."

# Double-Decker Feedback

Awesome!! So stoked that [@TransLink](#) is trying out double decker buses! Would be great for some of the busier routes in Vancouver! I'm excited to ride on top back home! 🚌



[@TransLink](#) [#translinktomorrow](#)

The double decker bus was a very nice ride today. Smooth and quiet upstairs with good lighting and comfortable seats and a great view



[@TransLink](#) feedback re: 301 double decker trial - awesome! So comfortable! Hope they will stay! Thanks

[@TransLink](#) just rode the new double decker on the 620 Tsawwassen route. Absolute game changer 👍

I'm on one of the new double-decker buses [@TransLink](#) is piloting and people's reactions as they first experience this are adorable 🚌



[@TransLink](#) it makes me really happy to see how excited bus drivers are to be driving the new double decker busses! I say that we keep them 😊

TransLink's new double decker bus 🚌 is picking up a boatload of people from the Tsawwassen terminal. I don't think I would have got a seat on here otherwise.

# Double-Decker Next Steps

- 32 double-decker buses
- RFP issued in early March
- Final report ready in April
- Funding through Federal Gas Tax
- Targeting first delivery in mid-2019

# Fleet Update

- April-December 2018: 106 CNG buses for Surrey Transit Centre
- New CNG fuelling station at Surrey
- 104 Nova hybrids July-December 2018



# HandyDART Transition

- First Canada starts July 1, 2018
- CMBC responsible for transition
- Ensure seamless handover for customers
- Customer forum with First Canada
- Performance standards

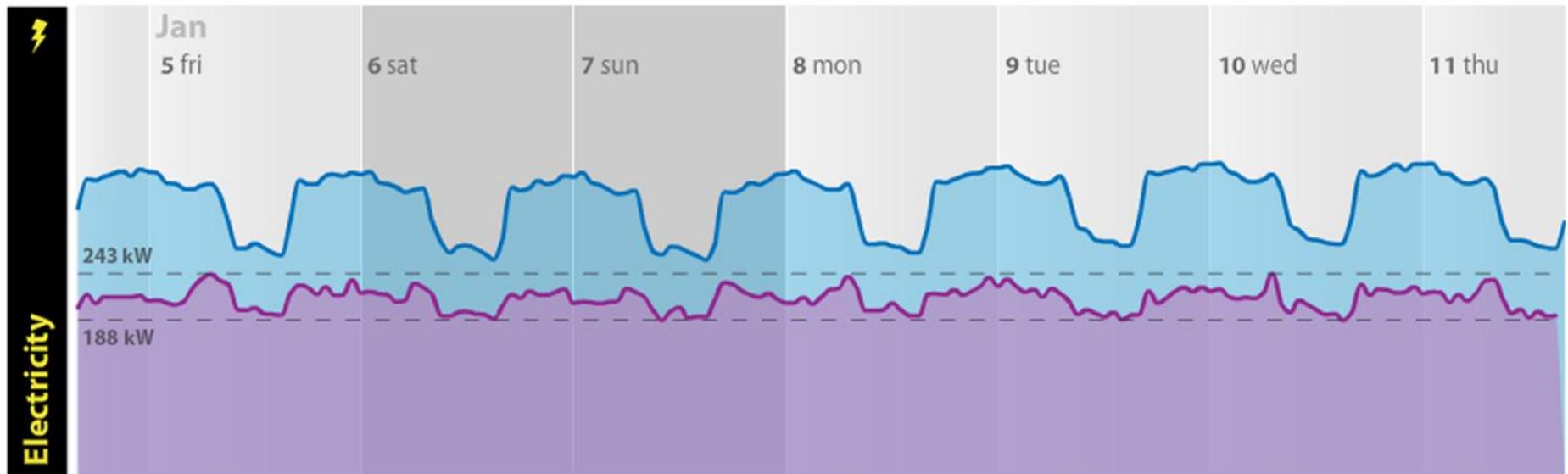


# RTC Lighting Retrofits

- RTC LED lighting retrofit: 29% reduction in electricity consumption

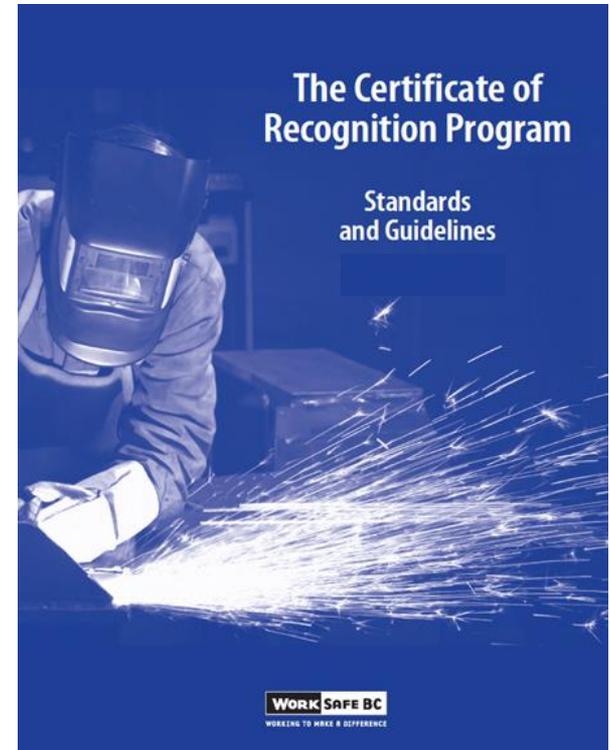
Richmond Transit Centre  
7,911 m<sup>2</sup>

● Baseline ● Actual



# WorkSafe BC COR Audit

- WorkSafeBC Certificate of Recognition (COR) audit
- Health and Safety and Return to Work programs; both passed
- Allows for 15% rebate on annual premiums





# TransLink Board Update March 29, 2018



METRO VANCOUVER  
**TRANSIT  
POLICE**

# Restructuring of General Investigation Unit



- Increased from 8 to 10 detectives & from 4-day to 7-day coverage
- Aligned with Patrol shifting pattern for better support to Patrol officers
- Rapid follow-up and “front end loading to serious crime investigations.
- Mandate revised – focus on supporting investigative excellence in MVTP
- “Phased Interview Model” training for all frontline members.

CRIME May 31, 2017 12:03 pm Updated: May 31, 2017 6:42 pm

## Three men arrested for separate alleged sexual offences on Lower Mainland transit



By Paula Baker

Online Journalist Global News

[Facebook](#) [Twitter](#) [Email](#) [Print](#) ...

[PLAY VIDEO](#)



Wed, May 31: Transit Police have made a number of arrests in connection with sexual assaults on transit. Tanya Beja reports.

# Anatomy of an Investigation

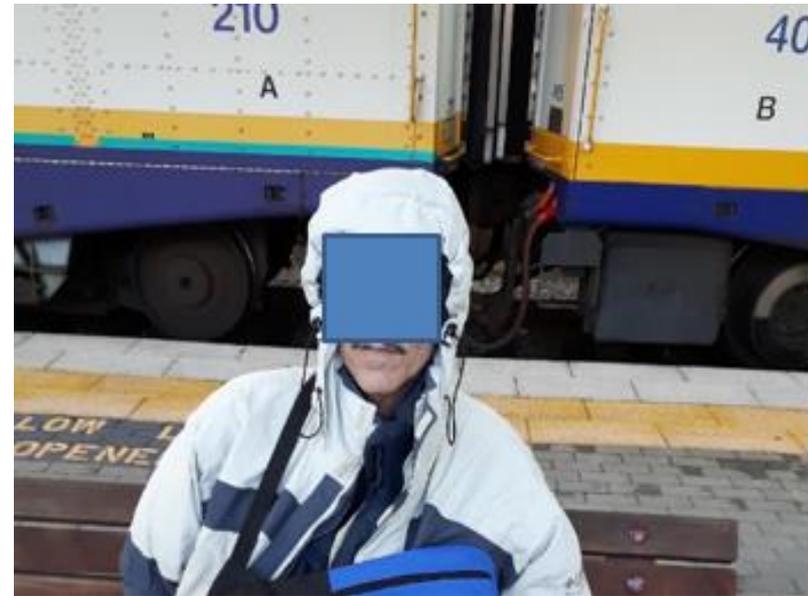


31 JerFree  
@jerfree

Follow



@TransitPolice @GlobalBC Has there been a threat made against West Coast Express? Unprecedented levels of police with bomb sniffing dogs have been on all the trains the past few weeks.



9:04 AM - 18 Jan 2018



# TTX “Payback”



# High Risk Incident Live Scenario

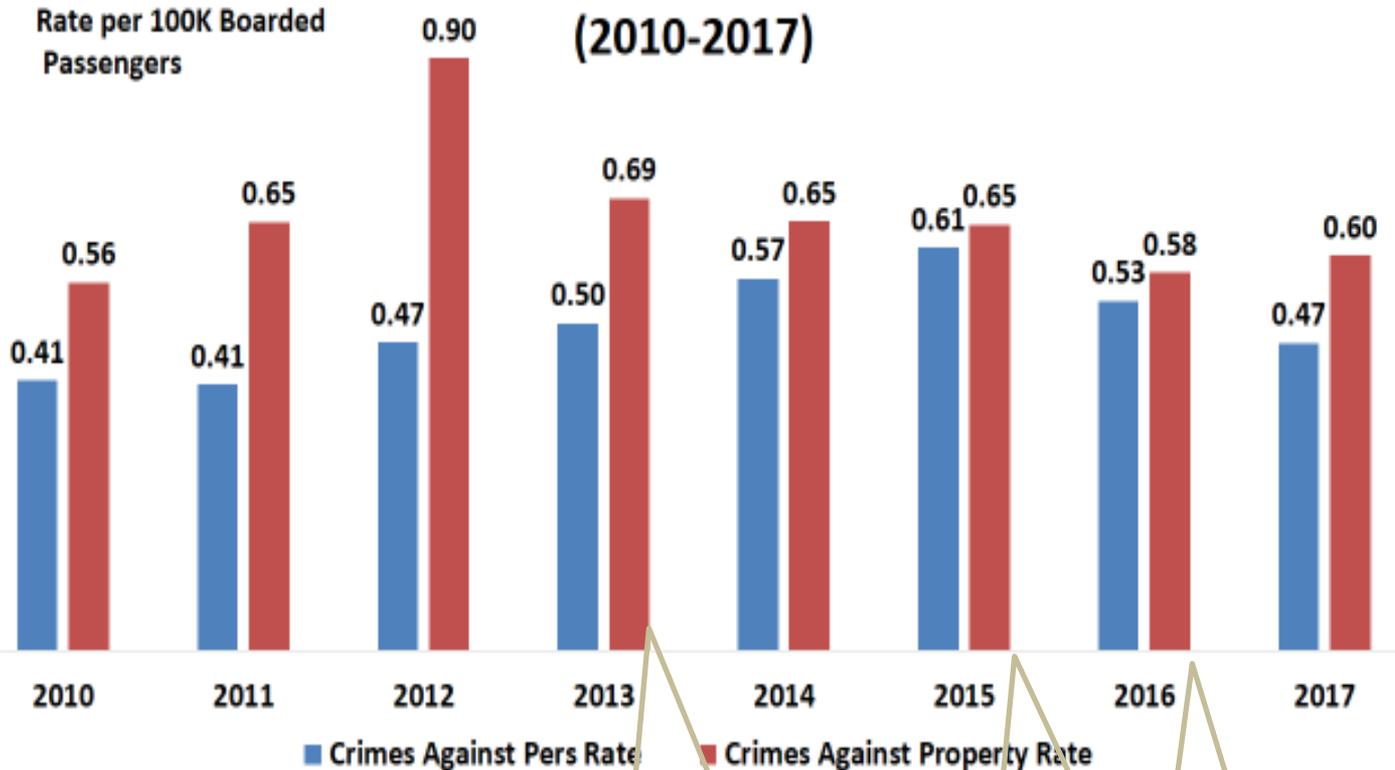


# Performance Metric: Crime Rates



## Year on Year Compare - Crimes Against Persons and Crimes Against Property (2010-2017)

Rate per 100K Boarded Passengers

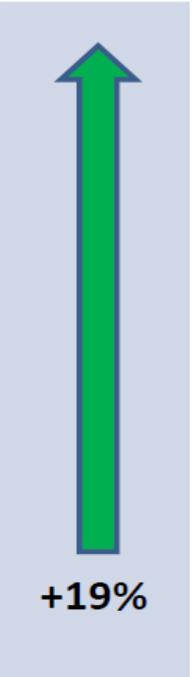


SMS text Introduced, Increased Rptg

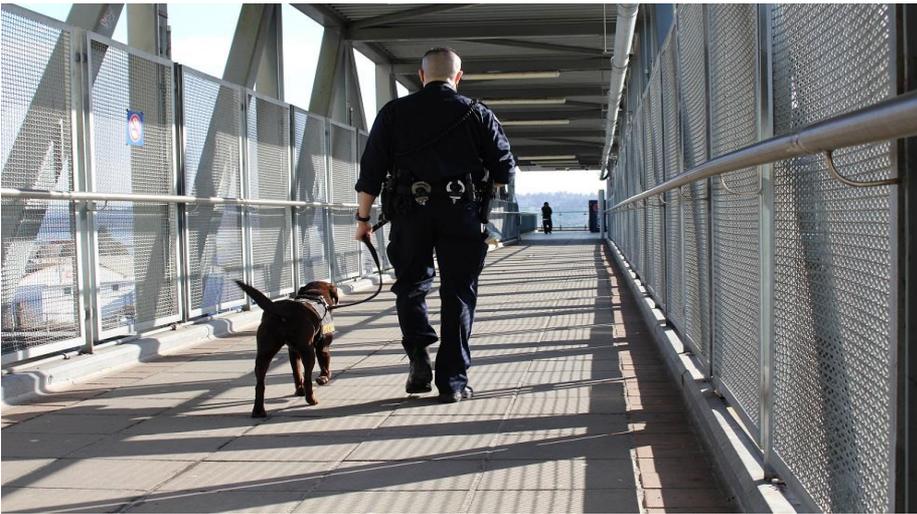
New Service Delivery Model/Hubs

Significant Increase in Arrests

Arrest Warrants Executed



2017	837 Warrants
2016	704 Warrants



# TransLink Board Update March 29, 2018



METRO VANCOUVER  
**TRANSIT  
POLICE**



# Phase Two of the 10-Year Vision *Funding Update*

# Completing the 10-Year Vision for Metro Vancouver Transit & Transportation



## ENTIRE 10-YEAR VISION

ENTIRE 10-YEAR VISION		FUNDED IN PH 1 INVESTMENT PLAN	NOT FUNDED PH 2 IN PROGRESS (Target 2018)	NOT FUNDED FUTURE INVESTMENT PLAN (Target 2020)
<b>BUS SERVICE</b>	<ul style="list-style-type: none"> <li>25% increase</li> <li>12 B-Lines</li> <li>10 new service areas</li> </ul>	<ul style="list-style-type: none"> <li>10% increase</li> <li>5 new B-Lines</li> <li>5 new service areas</li> </ul>	<ul style="list-style-type: none"> <li>8% increase</li> <li>2 new B-Lines</li> <li>New service areas</li> </ul>	<ul style="list-style-type: none"> <li>7% increase</li> <li>5 new B-Lines</li> <li>New service areas</li> </ul>
<b>SEABUS SERVICE</b>	<ul style="list-style-type: none"> <li>1 new SeaBus</li> <li>10-minute peak frequency; 15-minute all day</li> </ul>	<ul style="list-style-type: none"> <li>1 new SeaBus</li> <li>10-minute peak frequency; 15-minute all day</li> </ul>		
<b>HANDYDART SERVICE</b>	<ul style="list-style-type: none"> <li>30% increase</li> </ul>	<ul style="list-style-type: none"> <li>15% increase</li> </ul>	<ul style="list-style-type: none"> <li>7% increase</li> </ul>	<ul style="list-style-type: none"> <li>8% increase</li> </ul>
<b>SKYTRAIN &amp; WEST COAST EXPRESS (WCE)</b>	<ul style="list-style-type: none"> <li>164 Expo/Millennium Line cars</li> <li>24 Canada Line cars</li> <li>10 WCE cars + 1 new locomotive</li> <li>Upgrades of power and control systems, stations</li> </ul>	<ul style="list-style-type: none"> <li>56 Expo/Millennium Line cars</li> <li>24 Canada Line cars</li> <li>2 new + 6 refurbished WCE locomotives</li> <li>Upgrades to Expo/Millennium &amp; Canada Line stations and systems</li> </ul>	<ul style="list-style-type: none"> <li>108 Expo/Millennium Line cars (including Broadway Extension)</li> <li>Upgrades to Expo/Millennium stations and systems</li> </ul>	<ul style="list-style-type: none"> <li>Upgrades to Expo/Millennium stations</li> <li>10 WCE cars</li> <li>Upgrades to Canada Line stations and systems</li> </ul>
<b>MAJOR PROJECTS</b>	<ul style="list-style-type: none"> <li>Millennium Line Broadway Extension</li> <li>South of Fraser Rapid Transit (SOFRT)</li> <li>Pattullo Bridge Replacement</li> </ul>	<ul style="list-style-type: none"> <li>Pre-construction of Broadway Extension</li> <li>Pre-construction of Stage 1 of SOFRT (Surrey-Newton-Guildford LRT)</li> <li>Design for Pattullo Bridge Replacement</li> </ul>	<ul style="list-style-type: none"> <li>Construction of Broadway Extension</li> <li>Construction of Stage 1 of SOFRT (Surrey-Newton-Guildford LRT)</li> <li>Construction of Pattullo Bridge Replacement (by the province)</li> <li>Pre-construction of Stage 2 of SOFRT (Surrey-Langley Line)</li> </ul>	<ul style="list-style-type: none"> <li>Construction of Stage 2 of SOFRT (Surrey-Langley Line)</li> </ul>
<b>MAJOR ROAD NETWORK (MRN)</b>	<ul style="list-style-type: none"> <li>MRN upgrades: \$200M</li> </ul>	<ul style="list-style-type: none"> <li>\$50M (25% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$40M (20% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$110M (55% of Vision)</li> </ul>
	<ul style="list-style-type: none"> <li>MRN seismic: \$130M</li> </ul>	<ul style="list-style-type: none"> <li>\$32.5M (25% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$26M (20% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$71.5M (55% of Vision)</li> </ul>
	<ul style="list-style-type: none"> <li>MRN expansion: 1% annual increase + one-time 10% increase</li> </ul>	<ul style="list-style-type: none"> <li>MRN expansion: 1% annual increase + one-time 10% increase</li> </ul>		
<b>WALKING &amp; CYCLING</b>	<ul style="list-style-type: none"> <li>Regional cycling: \$97M</li> </ul>	<ul style="list-style-type: none"> <li>\$30M (31% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$24M (25% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$43M (44% of Vision)</li> </ul>
	<ul style="list-style-type: none"> <li>TransLink-owned cycling: \$34M</li> </ul>	<ul style="list-style-type: none"> <li>\$12M (35% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$9M (27% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$13M (38% of Vision)</li> </ul>
	<ul style="list-style-type: none"> <li>Walking access to transit: \$35M</li> </ul>	<ul style="list-style-type: none"> <li>\$12.5M (36% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$10M (29% of Vision)</li> </ul>	<ul style="list-style-type: none"> <li>\$12.5M (36% of Vision)</li> </ul>
<b>TRANSIT EXCHANGES</b>	<ul style="list-style-type: none"> <li>13 new or expanded transit exchanges</li> </ul>	<ul style="list-style-type: none"> <li>4 updated transit exchanges</li> </ul>		<ul style="list-style-type: none"> <li>9 upgraded transit exchanges</li> </ul>
<b>MOBILITY INNOVATION</b>	<ul style="list-style-type: none"> <li>Integrated travel planning and payment</li> <li>New technologies and services</li> </ul>	<ul style="list-style-type: none"> <li>Vanpool pilot</li> <li>Innovation Lab to explore mobility concepts</li> </ul>	<ul style="list-style-type: none"> <li>Mobility pricing development</li> </ul>	<ul style="list-style-type: none"> <li>Mobility pricing implementation</li> </ul>

# Phase Two Planned Transit Improvements

## Transit Improvements

### Rail:

-  Canada Line
-  Expo Line
-  Millennium Line
-  Proposed Millennium Line Broadway Extension
-  Proposed Surrey - Newton - Guildford Light Rail Transit

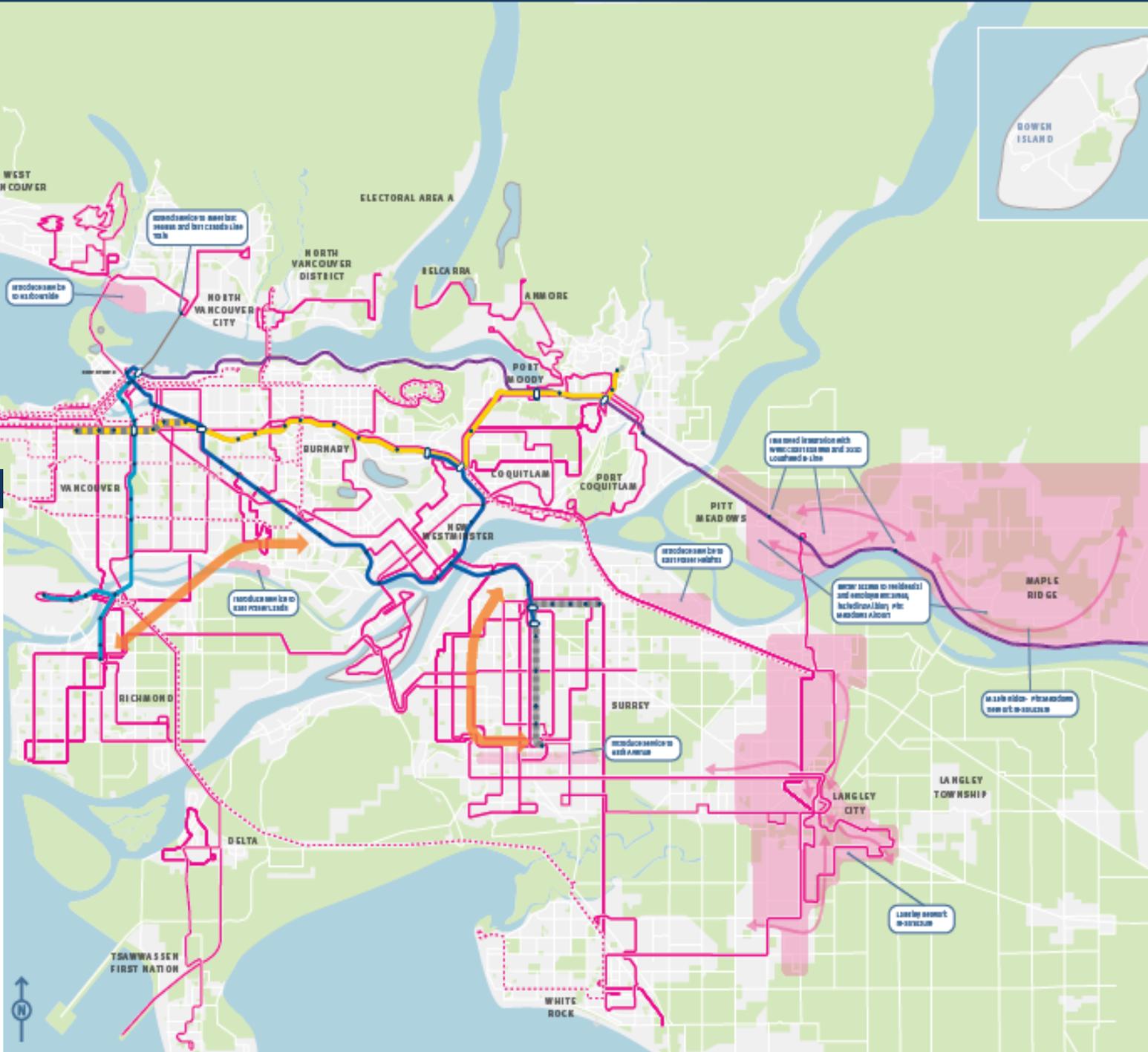
### Bus:

-  Proposed Phase Two B-Line (routing subject to further study)
-  Route to be Improved
-  Increased service to address overcrowding\*
-  Improved or Expanded Service Areas

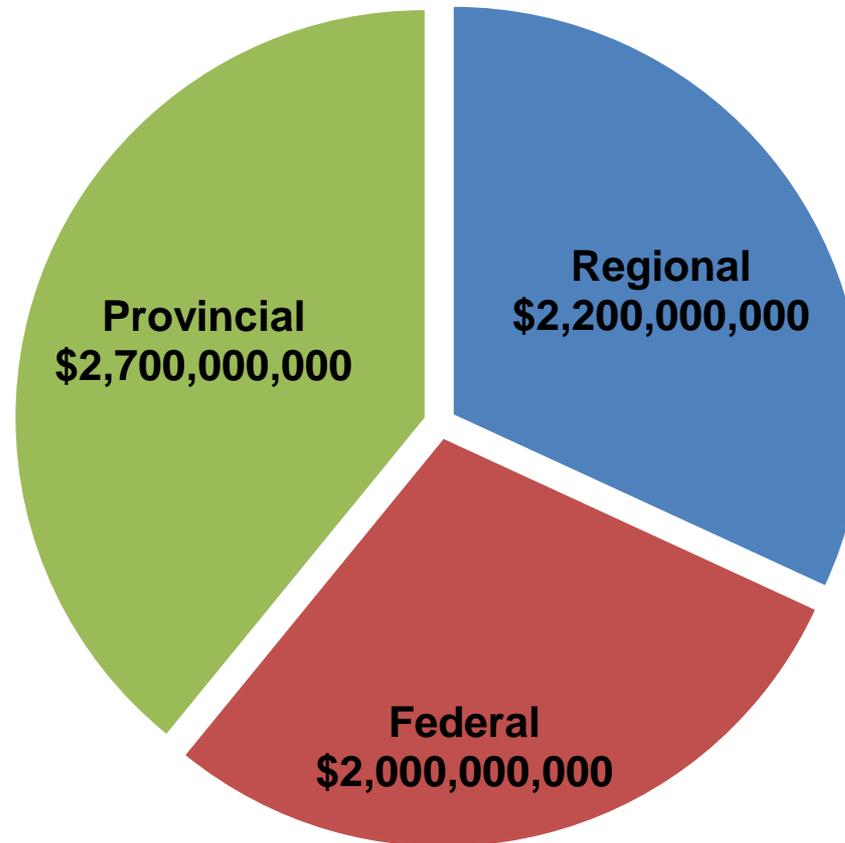
\*Projects to address overcrowding will be determined based on need closer to the date of implementation. Map is for illustrative purposes only

### Other Improvements (not shown on map)

-  7% Increase in HandyDART Service
-  Implementing flexible service (e.g. vanpool and on-demand transit) pilots throughout the region



# Phase Two Plan funding is balanced across levels of government



Note: Chart shows expansion capital and operating expenses for the Phase Two Plan from 2018-2027.

# Funding Announcement with the Province

March 16 – Reached agreement between the Mayors' Council and the Province of BC to fund Phase 2 of the 10-Year Vision, which unlocks approximately \$7 billion for transit and transportation in Metro Vancouver – the largest investment in our region's history.

To fund these investments, the Mayors' Council has proposed:

- An expected \$1.6 billion in fare revenues from higher ridership from Phase 2 service expansion and TL resources and efficiencies
- A 2% increase to transit fares over two years beginning in 2020 (increase of about 5-15 cents)
- A 3 percentage point increase of the parking lot sales tax rate (from 21 to 24%)
- Average of \$5.50 increase in annual property taxes beginning in 2019 (about 46 cents/month)
- About \$300-600/unit increase to the Development Cost Charge on new residential developments
- Revenue from a variety of transit-related commercial opportunities

# Public Consultation for Phase Two Plan

## Scope of consultation activities

- April 30 – May 11
- One open house held in each sub-region (7 total)
- Consultation held on the Engagement Bus at public events
- Public survey on [tenyearvision.translink.ca](http://tenyearvision.translink.ca)
- External statistically-significant research survey



# Public Consultation for Phase Two Plan

## *Consultation dates throughout the region*

DATE	LOCATION	REGION
Wednesday May 2	Coquitlam Centre Mall	Northeast sector
Thursday May 3	BMO Marathon registration at Vancouver Convention Centre	Vancouver
Friday May 4	Shipyard Market	North Shore
Saturday May 5	Maple Ridge Home Show	Maple Ridge/Pitt Meadows
Sunday May 6	Steveston Farmer's Market	Southwest Area
Tuesday May 8	Surrey City Hall Plaza	South of Fraser
Wednesday May 9	Metrotown, south plaza near bus loop	Burnaby/New Westminster

# Finance & Audit Committee



# 2017 Year End Financial and Performance Report

Rob Malli

CFO and EVP Finance and Corporate Services



# Highlights

## *Investments in State of Good Repair*

- Running rail & rail pad replacement
- Station upgrades & SeaBus terminal renovations
- Elevator & escalator replacement program

## *Delivered on initiatives to Mobilize the Mayors' Vision*

- Largest service increase since 2009:
  - Expo, Millennium and Canada Lines
  - SeaBus;
  - Conventional bus and Community shuttle service hours; and
  - Access Transit trips.
- Fleet expansion, ordered new SkyTrain cars:
  - 28 for Expo & Millennium Lines
  - 24 for Canada Line
- Ordered new SeaBus



# Highlights

## Improvements to Customer Experience

- Completed Custom Transit Service Review
- Launched Double decker bus pilot
- More user friendly mobile & web page Transit Alerts
- Installed proximity-enabled accessible entrances to 40% of SkyTrain stations



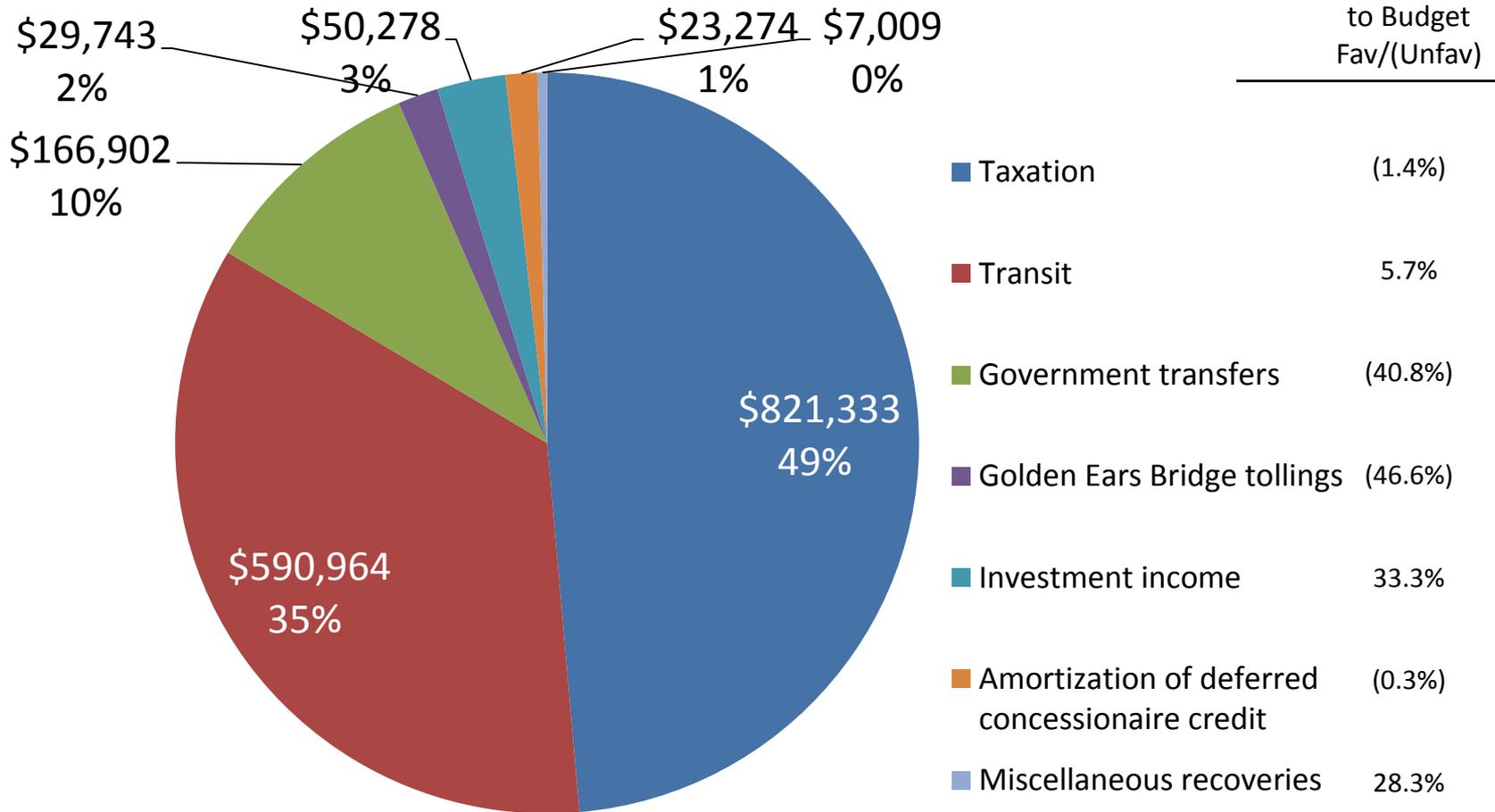
# Sustainability Highlights

- APTA Platinum Level Status
- Reduced carbon footprint
- Low Carbon Fuel Program – Sale of carbon credits \$1.5M



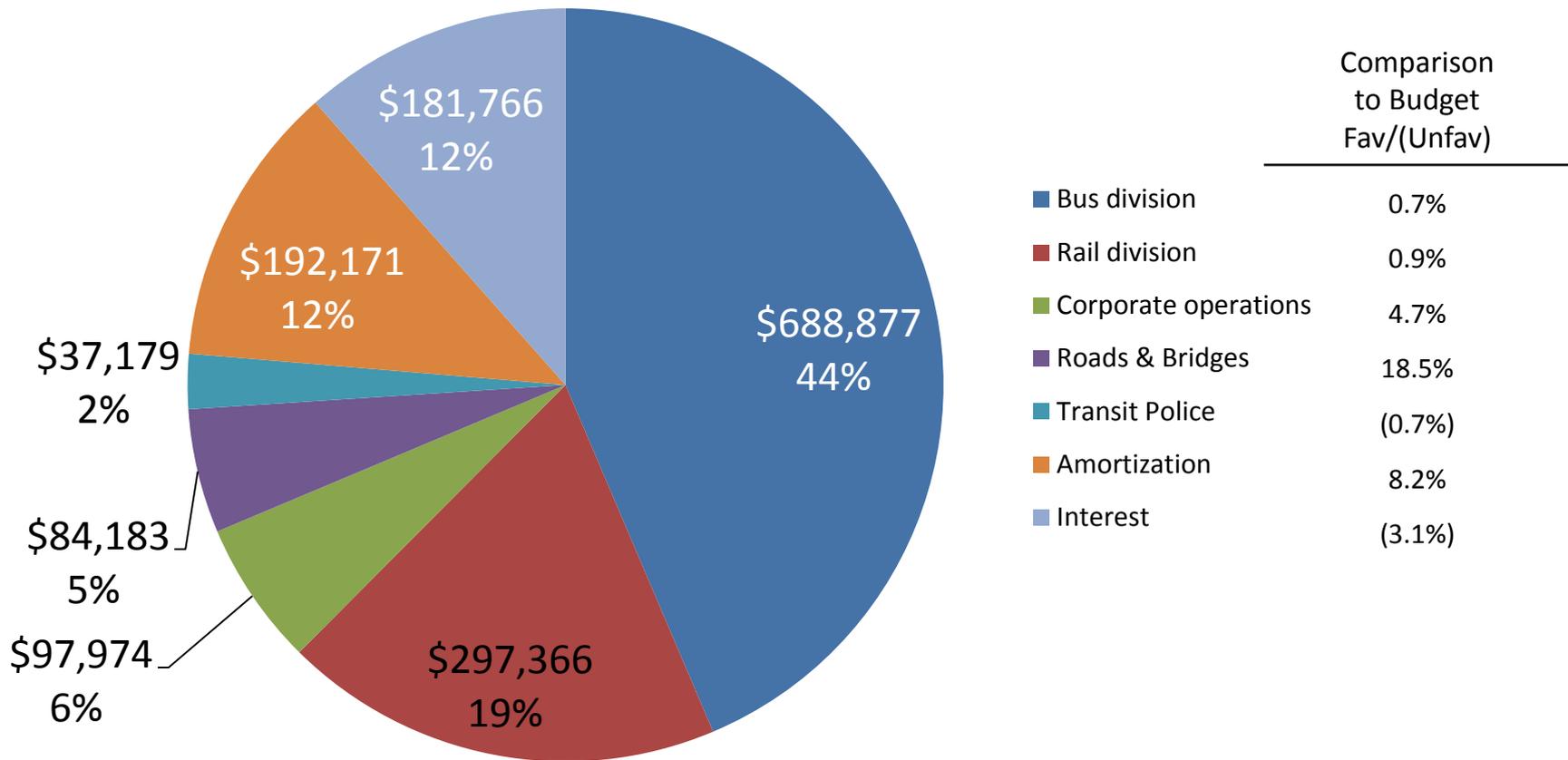
# Consolidated Revenue

*from continuing operations 5.9% below budget  
(\$ thousands)*



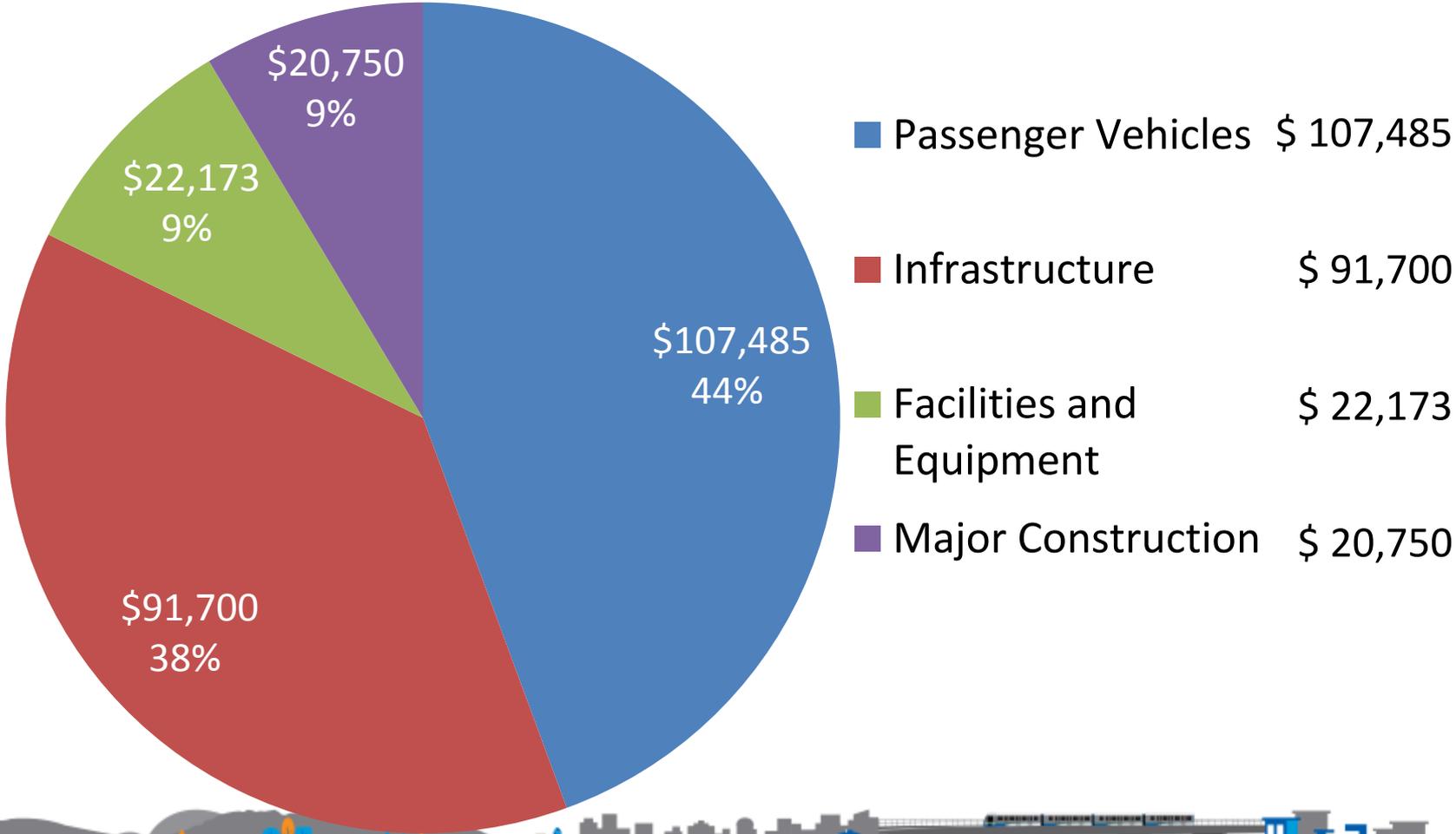
# Consolidated Expenses

*from continuing operations 2.6 % favourable to budget  
(\$ thousands)*



# Capital Projects

*\$242 million invested  
(\$ thousands)*



# Financial Highlights

- Strong liquidity
- AA Credit rating confirmed by 2 rating agencies
- Successfully issued \$200 million bond through Capital Market



# 2017 Audited Consolidated Financial Statements



# 2017 Audited Consolidated Financial Statements

- ✓ Management prepares Financial Statements and Note disclosures using Canadian Public Sector Accounting Standards
- ✓ External auditors verified Financial Statements
  - Clean audit



# Transit Tariff Amendment



# 2018 Transit Fare Increases

In accordance with Phase One of the 10-Year Vision, 2017-2026 Investment Plan, fare increases are:

- Adult Stored Value and Cash – increase 10 cents (Concession increase 5 cents)
- Adult Monthly pass – increase \$2 (Concession increase \$1)



# 2018 Property Tax and Replacement Tax Bylaw



# 2018 Property Tax and Replacement Tax Bylaws

- Revenue from property tax to fund the region is guided by legislation and Phase One of the Investment Plan
- 2018 Revenues are:

Property Tax =	\$356.0 million
Replacement Tax =	<u>\$ 18.0</u> million
Total	\$374.0 million



# 2018 Property Tax and Replacement Tax Bylaws

## Impact:

- Rates per \$1,000 are going down
  - Residential class rate down 3.6%

**2017 Rate**

0.2193

**2018 Rate**

0.2115

- Average homeowner will pay about \$10 more than in 2017



# Planning & Stakeholder Relations Committee

Ensure that all PERSONAL BELONGINGS





# B-Line or Better: Service Levels & Local Service Changes

City of North Vancouver Council  
March 5, 2018

# Purpose and Context

**TransLink is working with your staff to get people moving:**

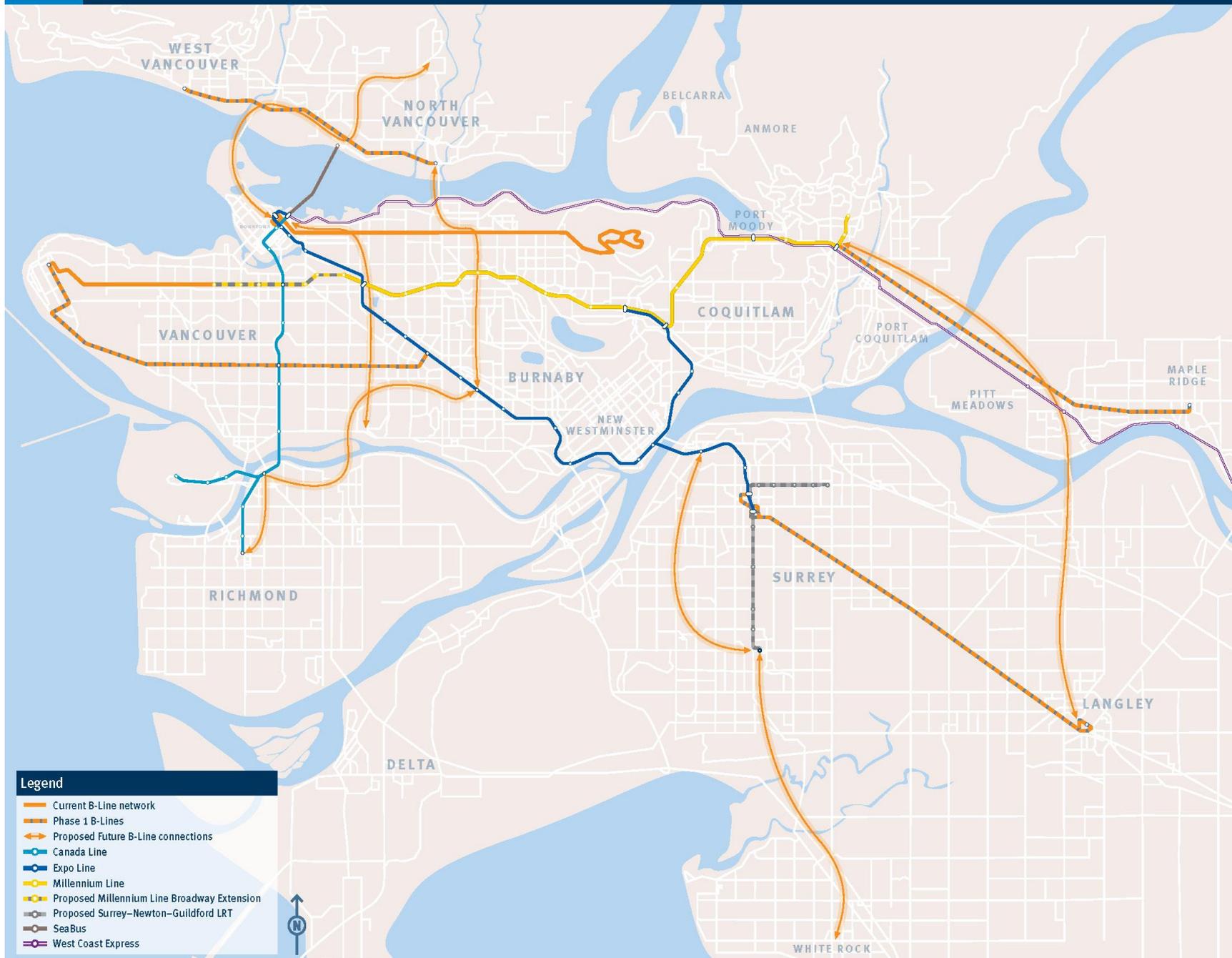
- Lonsdale Quay Upgrades & Increased SeaBus Frequency
- Spirit Trail and other cycling infrastructure
- Integrated North Shore Transportation Planning Project
- Regional Transportation Strategy Update

**Today's presentation is about:**

## **Marine-Main B-Line**

- Consult council about proposed B-Line
- Request input on proposed consultation approach
  - Methods
  - Timing

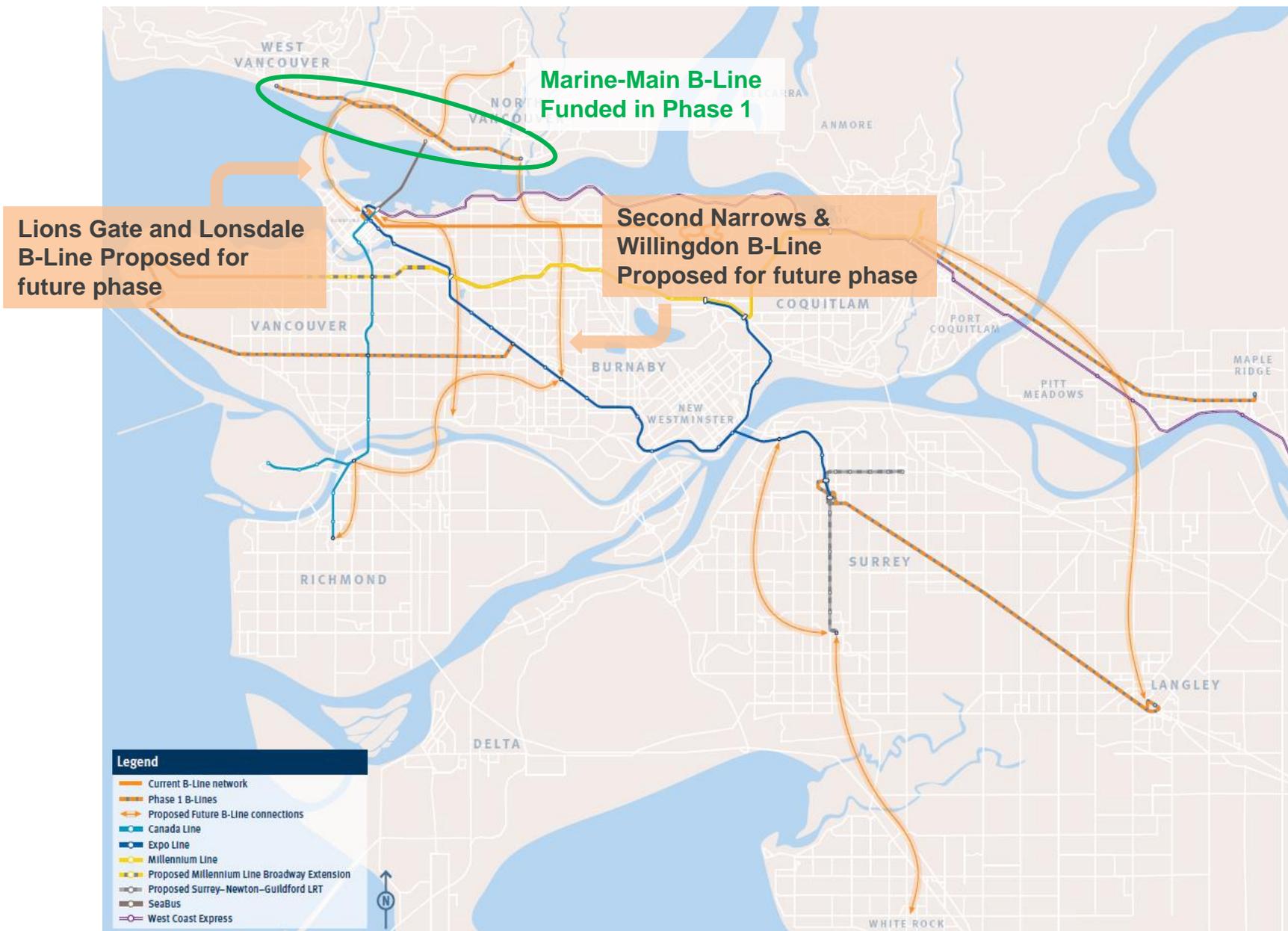
# T Future B-Line and Rapid Transit Network



**Legend**

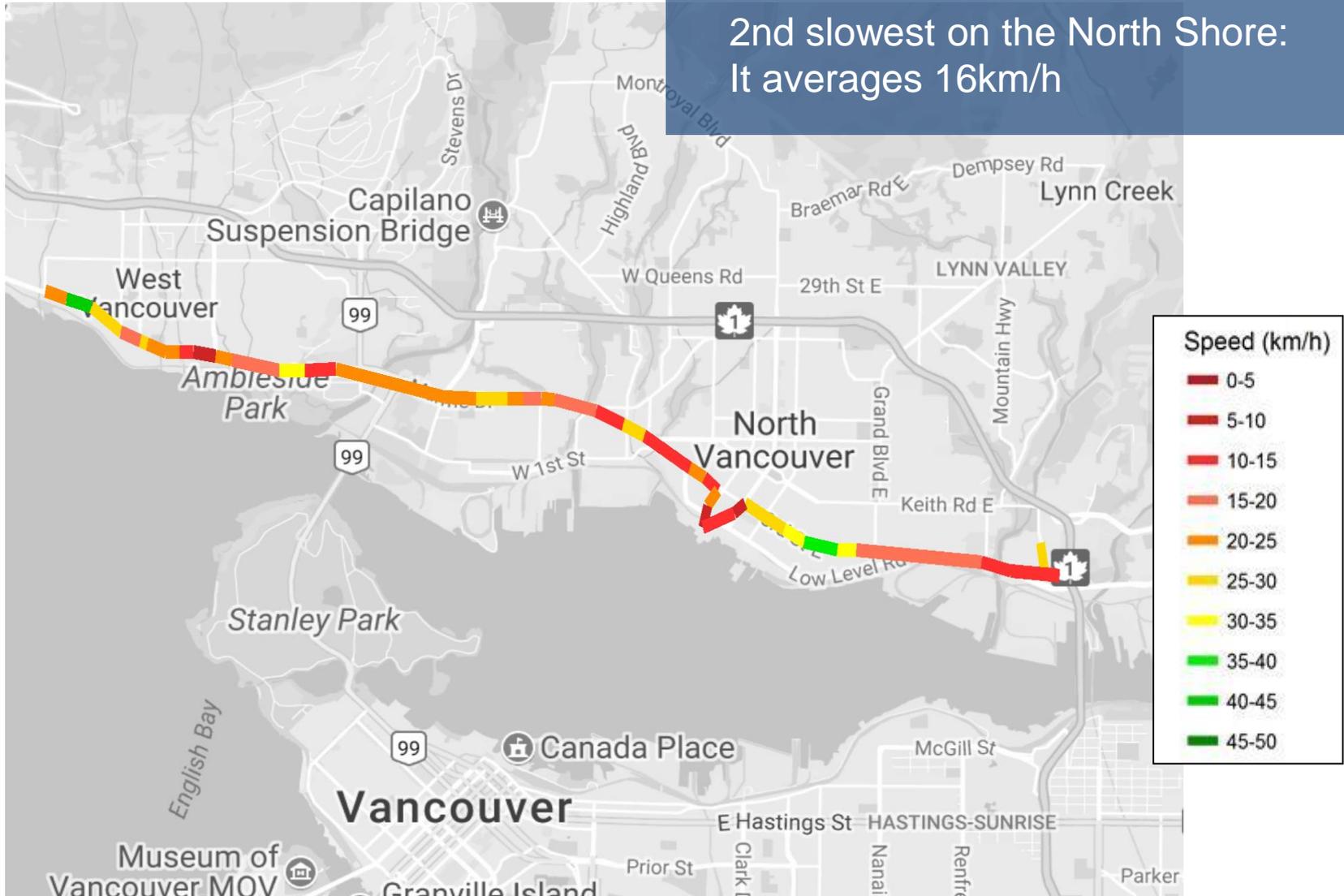
- Current B-Line network
- Phase 1 B-Lines
- Proposed Future B-Line connections
- Canada Line
- Expo Line
- Millennium Line
- Proposed Millennium Line Broadway Extension
- Proposed Surrey–Newton–Guildford LRT
- SeaBus
- West Coast Express

# 'B-Line or Better' in the Mayors' 10-Year Vision



# Speed & Reliability Current Situation: North Shore

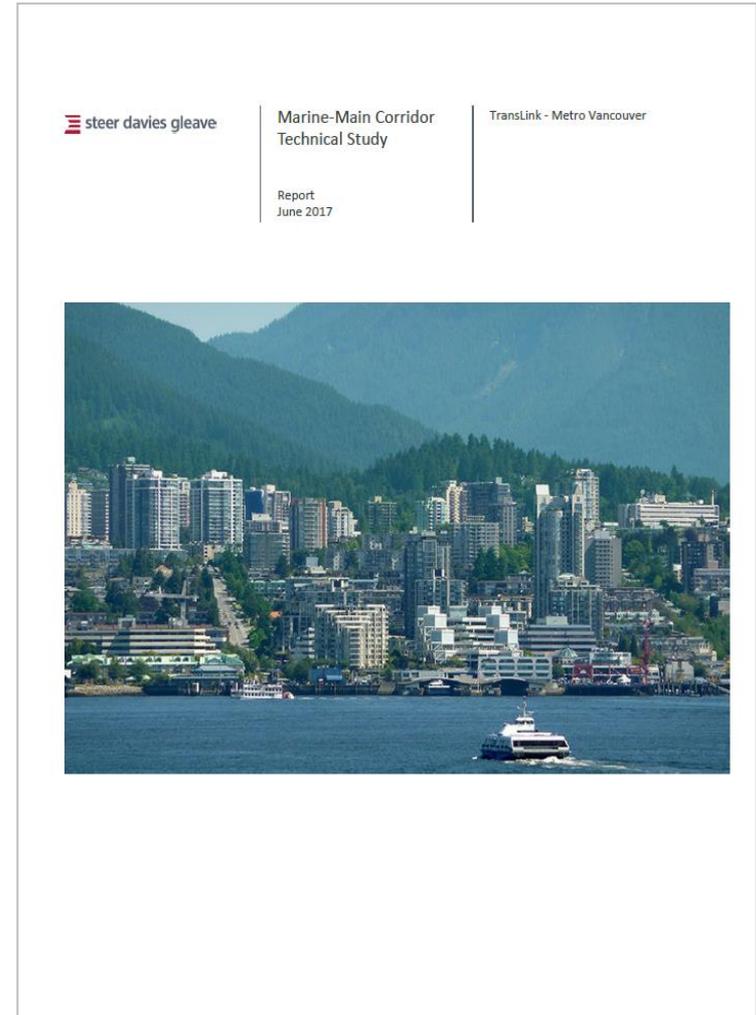
Marine-Main's bus route is the 2nd slowest on the North Shore:  
It averages 16km/h



# Setting the Stage:

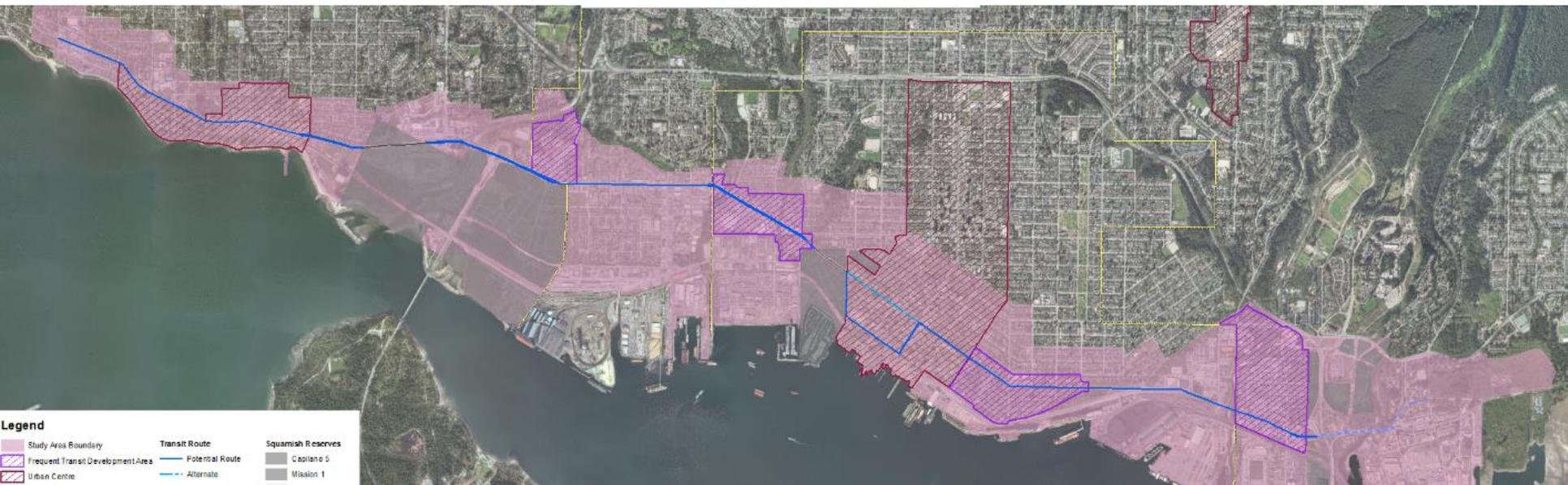
## Marine-Main Corridor Study

- Collaborative study between Metro Vancouver, TransLink and North Shore municipalities
- **Identified:**
  - Projected land use and ridership in 2030
  - Opening day & future alignment
  - Speed and reliability measures
  - Passenger Amenities
  - Methodology for monitoring
  - Future phasing approach gradually incorporating BRT elements



# Importance of B-Line Corridor

- **Driving the North Shore's growth**
  - 25% of North Shore **residents** live near B-Line stops
  - 40% of North Shore **jobs** located near B-Line stops
  - 35% of the North Shore's **population growth** to 2045 will happen along B-Line
- **Driving transit ridership**
  - Buses on **Marine Dr.** will have same capacity as a lane of cars
- **Connecting North Shore & the region**
  - **Moodyville** residents will have 73,000 more jobs within 45 min
  - 60,000 more people can reach **Park & Tilford** within 45 min



## What is the proposed 'B-Line or Better' service?



### Fast and Reliable

Stops are spaced ~1 km apart

All door boarding

Streets are redesigned to make buses faster

### Frequent

Every 8 minutes in peak times

Every 10-15 minutes at other times

### Available all day, every day

From 6 a.m. to 1 a.m.

### Easy to find

Buses and stops have a different look

Stops have next bus digital signage

Route information inside buses

# Proposed Marine-Main B-Line

**25% faster**

45 minutes from Dundarave to Phibbs Exchange in peak

**20% less waiting**

Comes every 8 minutes in peak

**80% more capacity**

Can carry 1100 passengers/hour

## Proposed Stops



# Making Buses Faster and More Reliable

- Buses slow and unreliable at choke points
- Street modifications on municipal roads are essential to B-Line success
- What tools does the community want to see implemented?
  - Quick improvements
  - Longer-range investments

## BUS STOP DESIGN

 Bus Bulbs and Boarding Islands

 Bus Stop Lengthening

## INTERSECTION CONTROLS

 Signal Upgrades

 Passive Transit Signal Priority

 Active Transit Signal Priority

 Queue Jumps

## ROADWAY DESIGN

 Layered Network

 Roadway Channelization and Signage

 Turn Lanes and Pockets

 Transit Approach Lane

 Peak-Hour Bus Lane

 Dedicated Bus Lane



# Bus service proposed for public consultation:

- **Proposed B-Line route & stop locations**
  - At emerging development areas
  - Connections to **Lonsdale Quay**
- **Proposed changes to local service**
  - **Route 239** discontinued to avoid duplication with B-Line
  - **Route 240** extended to Lynn Valley & frequency increased
  - **Route 255** shifted to Keith Rd & frequency reduced
    - Faster link from Capilano University to Central Lonsdale
    - B-Line and improved 240 will offer fast and frequent options
  - More frequent service **to Capilano University**
- **Support for bus speed and reliability measures**

# Consultation Promotion and Events

## Creating Awareness

- Traditional earned media
- Digital ads
- North Shore News
- TransLink's Buzzer Blog
- TransLink Facebook, Twitter and Instagram & muni social media
- Targeted community groups, including:
  - Elders groups
  - Business Improvement Districts
  - Chamber of Commerce
  - Community Associations
- Community centres, including:
  - John Braithwaite Community Centre
  - West Vancouver Community Centre
- Street teams

## Consultation Pop-up locations

Ambleside Park Farmers Market  
May 27

Capilano University  
April 3

Lonsdale Quay Farmers Market  
May 19

Park Royal  
May 26

Phibbs Exchange  
May 25



# Timeline

## Phases

## Council Outreach

Plan Approval	Q4 2016	
Planning & Data Collection (with municipal staff)	Q1 2017	
	Q2	
	Q3	
	Q4	
	Q1 2018	Council Presentations – <b>we are here</b>
Consultation Bus service levels and priority elements	Q2	Report back to Council on Consultation 1
Refinement		
Design (with municipal staff)	Q3	
	Q4	
Consultation (if necessary) Transit priority interventions	Q1 2019	Further Council engagement (if necessary)
Construction	Q2	
	Q3	
Launch	Q4	

# Questions?

- Q & A now
- Contact CNV staff-level Working Group
- Raise at North Shore Transportation Committee



# Tap to Pay

Steve Vanagas

Vice President, Customer Communications & Public Affairs

March 29, 2018

**We're improving the customer experience with more payment options.**

# Current State

Full Compass Launch: **2016**

**Over 1.2 Million** Compass Cards in circulation

**One Billion** taps recorded as of August 2017

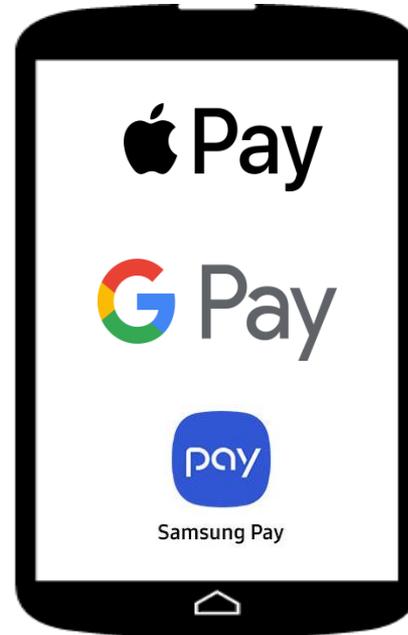
## Payment options:

- Compass Card
- Compass Ticket
- Cash Fare



# Introducing Tap to Pay

**VISA**



# Benefits for Customers

- No need to pre-purchase a fare
- Skip line-ups at a Compass Vending Machine
- Avoid pre-calculating fares based on zones, time, day of the week
- Seamless transfers across all modes

# Intended Customers

- Tourists
- Infrequent riders
- Customers who purchase their ticket using their credit card at a Vending Machine



# Card Clash

- Existing customers will need to be mindful of **card clash**
- Occurs when **more than one card** is tapped on card reader
- The result is either a **tap error**
- Or the system **could charge a card** the customer did not intend to use



# Phase One: Consumer Education Campaign

Tap your  
card.



Not your  
wallet.



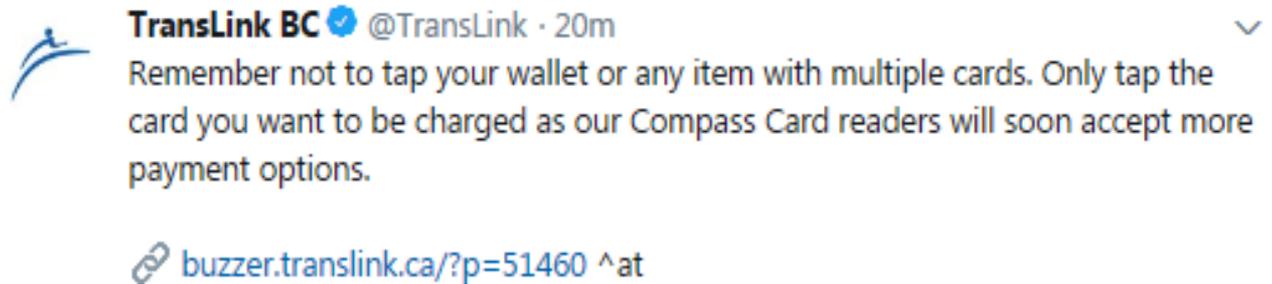
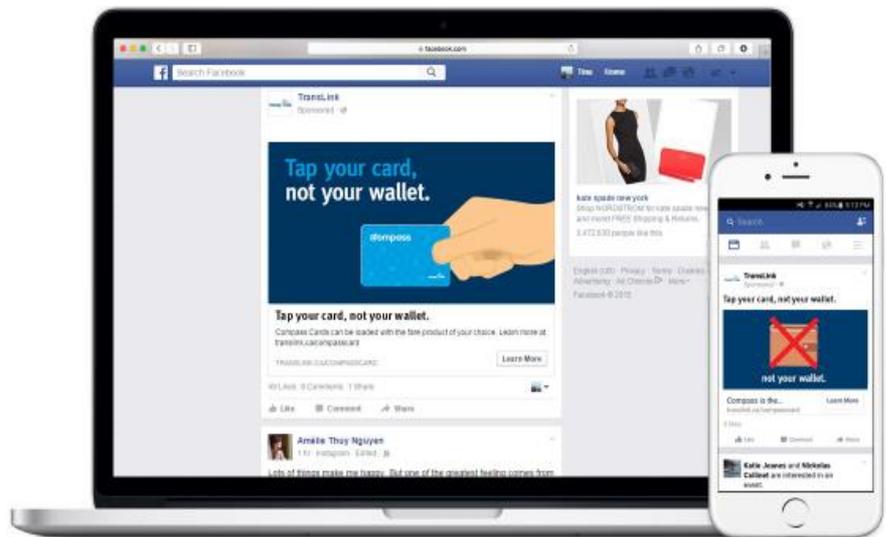
Our card  
readers  
will soon  
accept  
credit  
cards.

[translink.ca/taptopay](https://translink.ca/taptopay)



# Media & Social Media Strategy

- “Card Clash” campaign kick-off event for media
- Created & shared a video on our social media channels
- Daily tweets



# Social Media Video



# In-System Advertising

- Platform series signage
- Station floor decals
- Fare gate stickers
- Bus readers at point of purchase
- Rack cards



## Next steps

- New payment options will be available later this spring
- Continue with our Consumer Education Campaign
- Partner with YVR, cruise ship terminals, Pacific Central, etc. to reach visitors
- Inform occasional riders through our marketing & social media channels

# Human Resources & Governance Committee



# Thank you

