TransLink Management Report
Kevin Desmond, TransLink CEO
December 3, 2020

Item 5.1
(to insert at page 12 in agenda package)
Impact of Increased Public Health Restrictions on Transit Ridership

TransLink’s ridership has stabilized 2 weeks into new

Transit system X
Transit system X ridership has remained stable for 7 weeks after dropping

Transit system Y
Transit system Y ridership has remained stable for 6 weeks after new restrictions

Metro Vancouver

Weeks From Start of Lockdown

Percent of Pre-COVID Ridership
SOAP: Masks on transit

• New Ministerial Order regarding the use of face coverings in indoor or sheltered public spaces

• TransLink has required customers to wear masks while onboard our transit vehicles since August 24

• The new Ministerial Order which takes precedence over our existing policy
SOAP: Winter Safety Campaign

New safety campaign reminding customers on our system to:

- Take it slow on slippery floors.
- Plan ahead and allow for extra time.
- Always hold on while the train/bus are in motion.
SOAP: Copper Pilot

The four-week pilot will test the ability of copper and organosilane to fight off bacteria and viruses.

We are the **first agency in North America** to test this technology.

Partnership between TransLink, Teck, VCH, VGH & UBC Hospital Foundation, CHAIR Canada, and UBC.
SOAP: Business Outreach

Since late September, engaged with 55+ organizations through Where we’ve been, Where are going – Together webinar series

• 25-minute presentation & 30-minute discussion with subject matter experts

• Covers topics such as SOAP, transit projects, partnerships and future plans