



# Compass for Developments Developer Toolkit



# Drive Demand, Reduce Costs, Build Smarter.

Compass for Developments (CfD) helps developers subsidize transit passes for residents—boosting a building’s market appeal, lowering parking costs, and supporting sustainable urban growth.

## Why Developers Are on Board



**Cut Costs & Build More Efficiently:** Less parking means lower construction and maintenance costs, allowing you to maximize space for housing and other amenities.



**Enhance Marketability & Sustainability:** A transit-incentivized building appeals to diverse buyers and renters. It contributes to your project's sustainability profile, supporting municipal sustainability targets and transportation goals.



**Support Municipal Approvals:** By integrating CfD, developers can meet municipal transportation demand management (TDM) requirements, making it easier to implement the approval process.

## A Seamless Four-Step Process

- Planning: Assess feasibility and integrate CfD into your development plans.
- Onboarding: Formalize agreements with TransLink and your municipality.
- Implementation: Promote and provide subsidized transit passes to residents.
- Monitoring: Assess and track program success and impact over time.



### Momentum is Building!

More municipalities and developers are joining this innovative shift. Through CfD, transit access is a built-in amenity, making car-free living more viable than ever.

# Four Steps to Seamless Integration

CfD makes it easy to reduce parking costs and demand, streamline approvals, and boost your building's market appeal, all while supporting sustainable urban growth. The process is flexible and developer-friendly, with support from municipalities and TransLink at every step.

## Less Parking. More Value. No Guesswork.

CfD can help reduce costs, increase tenant demand, and enable you to meet municipal requirements—without adding complexity. Ready to make transit part of your development strategy?

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## Planning

(Six Months to Years  
Before Occupancy)

Are you planning a design with reduced parking or that is adjacent to transit? Let's plan for success. See how CfD fits into the city's transit and parking strategy. Municipalities outline requirements, and TransLink provides program details and pass options. You can assess the best approach for your development.

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## Onboarding

(Three to Six Months  
Before Occupancy)

Finalize the details by signing agreements, confirming your transit pass plan, and making CfD part of your building's amenities package. TransLink and municipalities provide guidance and coordination to ensure a smooth onboarding process —so you can stay focused on construction.

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## Implementation

(At Occupancy)

Launch the program! Distribute transit passes and give residents an easy, cost-effective alternative to driving. TransLink provides marketing support, and municipalities verify compliance, equipping you to deliver on TDM commitments with minimal hassle.

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## Monitoring

(Ongoing)

TransLink is working towards providing real-world reports on how CfD impacts travel patterns, offering developers valuable insights into changing tenant preferences and parking demand. As this resource becomes available, it will provide an easy way to gather intel and fine-tune future developments.



### The Early Bird Gets the Benefits

Align CfD with your project early to reduce costs, streamline approvals, and maximize market appeal.

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## Planning

### Get Ahead with Smart Planning

#### Six Months to Years Before Occupancy

CfD is easy if you start early. Aligning with municipal policies, setting financial expectations, and integrating transit benefits into your development plan ensures a smooth path to implementation. The best part? TransLink and municipalities provide the roadmap, so you don't have to figure it out alone.

#### What Happens in This Stage?

- Understand your options. Work with municipalities to see if TDM programs like CfD are required or optional in your area.
- Map out your transit strategy. Determine how CfD fits into your transportation plans.
- Set your financial model. Choose from the different pass options with clear cost expectations.



#### Key Outcomes:

- A clear path forward
- Financial feasibility locked in
- A plan that fits your project



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# Onboarding

## Seal the Deal: Your CfD Plan in Motion

### Three to Six Months Before Occupancy

With your CfD plan, it's time to finalize agreements and set up logistics. This stage ensures everything is legally sound, financially well-structured, and ready to roll. Municipalities incorporate CfD into the project approval process, TransLink finalizes financial terms, and you confirm the distribution details of Compass Cards. It's a smooth, straightforward process, so you can focus on delivering a great project.

### What Happens in This Stage?

- Developers sign agreements, confirm pass distribution, and begin resident outreach planning.
- TransLink finalizes the Bulk Sales Agreement (BSA) and defines financial terms.
- Municipalities integrate CfD requirements into development approvals and ensure compliance.

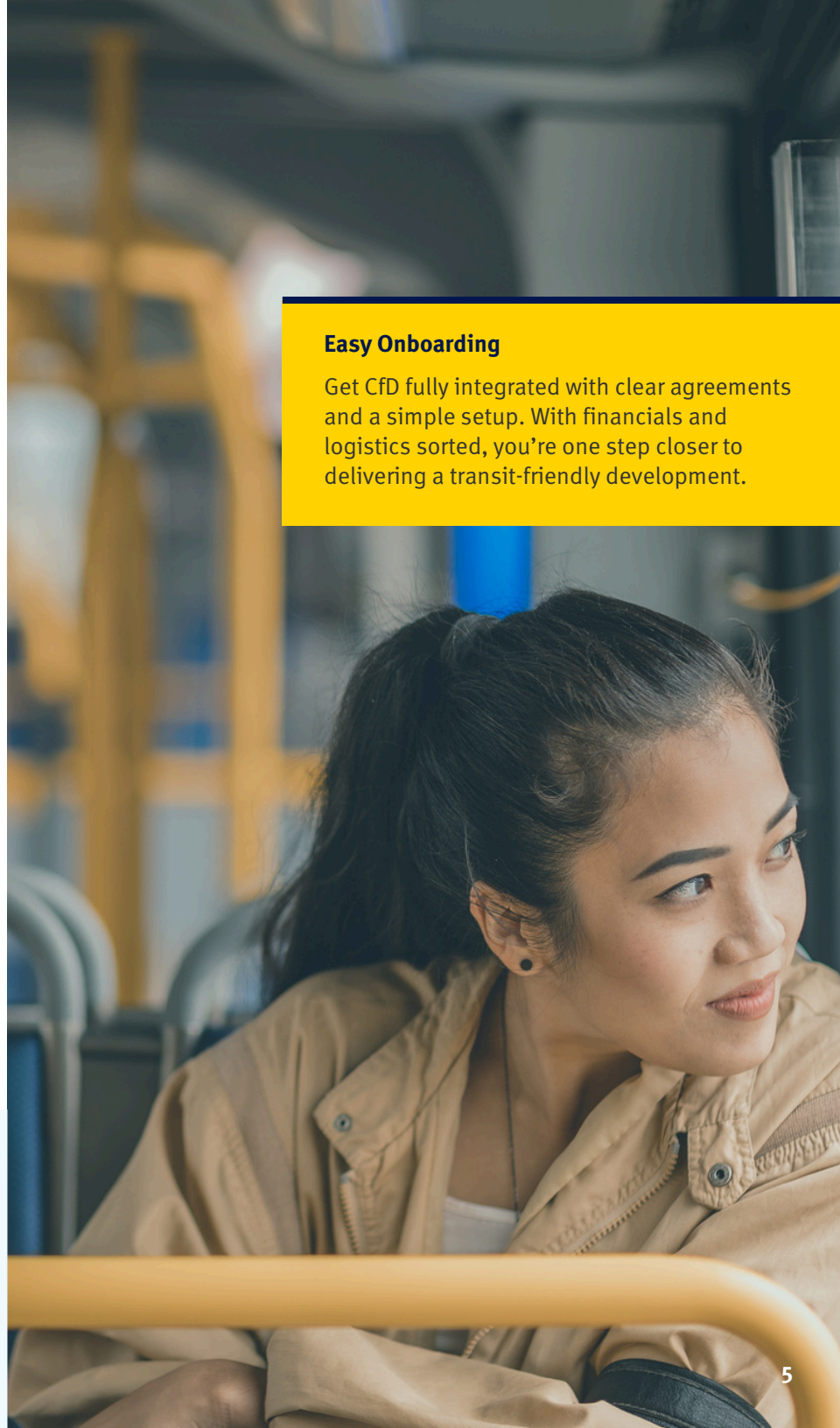


### Key Outcomes:

- Signed development agreements
- Defined subsidy structure for transit passes
- A plan to spark resident interest and buy-in

### Easy Onboarding

Get CfD fully integrated with clear agreements and a simple setup. With financials and logistics sorted, you're one step closer to delivering a transit-friendly development.





#### **Make CfD Work for Your Bottom Line**

Hand out the passes, share the benefits, and let it drive long-term cost savings for your development.

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## **Implementation**

Launch with Confidence,  
Engage Residents with Ease

### **At Occupancy**

Your CfD program is ready to go! As residents move in, they receive their transit passes, and you help them make the most of this valuable perk.

### **What Happens in This Stage?**

- Developers register existing Compass Card numbers from new residents or guide them on how to obtain and use one.
- TransLink loads registered cards and can provide additional Compass Cards and marketing materials to support adoption if requested.
- Municipalities verify compliance before issuing occupancy permits and oversee rollout progress.

### **Key Outcomes:**



- Residents receive their Compass Cards
- You provide onboarding materials and answer resident questions
- TransLink and municipalities track participation and gather insights to refine future programs



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## Monitoring

### Sustaining Success, Maximizing Impact

#### After Occupancy, Ongoing

Sustainable developments don't end at occupancy. Therefore, TransLink supports ongoing monitoring to capture long-term impact. By tracking transit usage and sharing insights, we help optimize CfD for future projects while providing proof of your commitment to sustainable, transit-friendly communities.

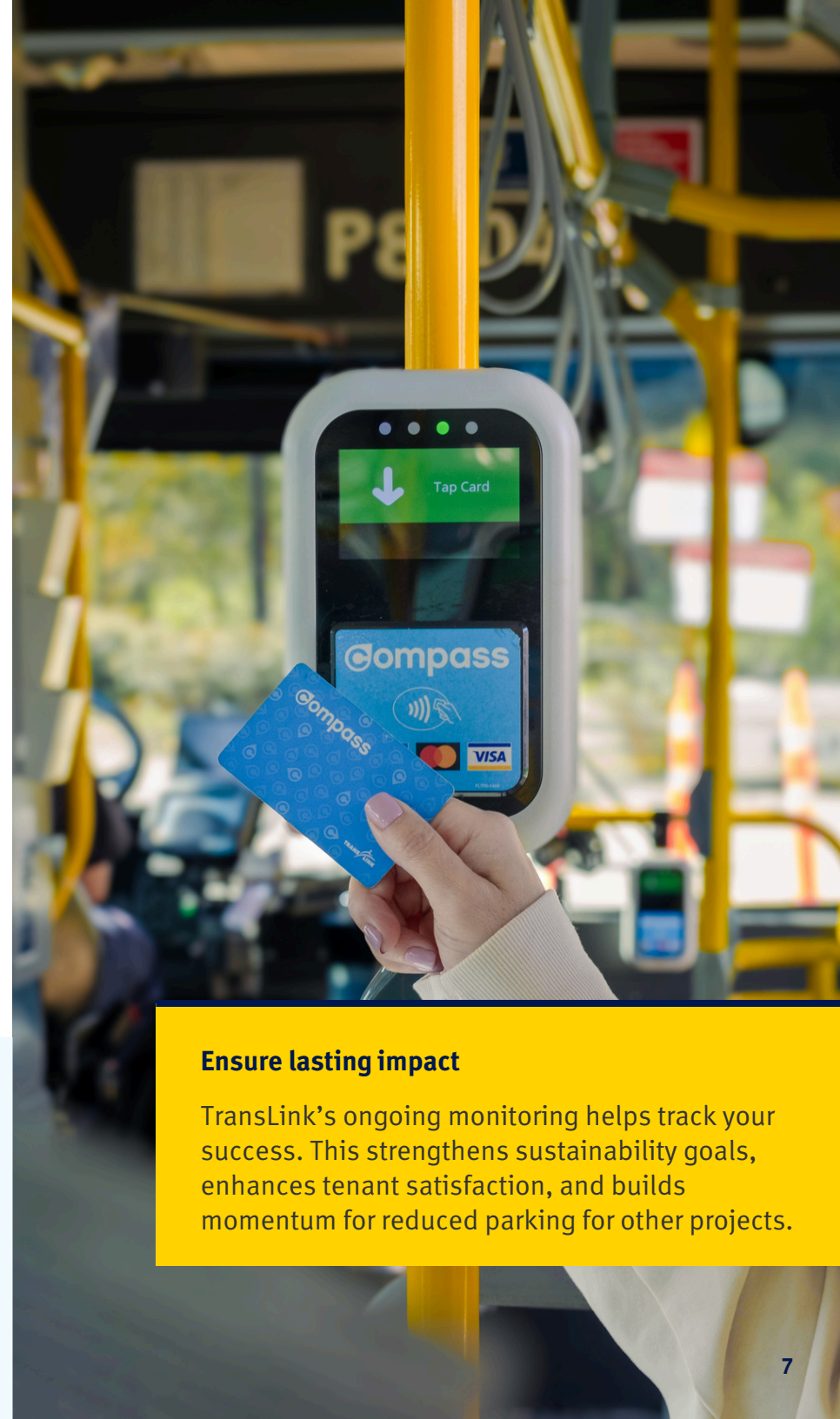
#### What Happens in This Stage?

- Developers share feedback on participation and update Compass Card numbers for new and existing residents as needed.
- TransLink tracks transit pass usage and compiles data insights.
- Municipalities refine policies based on real-world impact and ongoing data collection.



#### Key Outcomes:

- Data collection and reporting on CfD's impact
- Adjustments to future CfD requirements based on insights
- Long-term strategies to keep residents engaged in transit use



#### Ensure lasting impact

TransLink's ongoing monitoring helps track your success. This strengthens sustainability goals, enhances tenant satisfaction, and builds momentum for reduced parking for other projects.



## Payment Options

Every development is different. CfD offers diverse payment options to suit your unique project financing needs. Whether you choose a payment plan or an upfront settlement, work with your municipality to determine your project's financial structure.

### Talk to Your Municipality

Your municipality determines the payment model—connect with them early to find the best approach.

#### Payment Plan

##### Align Costs with Your Project Timeline

- Spread out payments to match leasing and cash flow.
- Reduce significant upfront costs while keeping approvals on track.
- Ideal for phased lease-up projects or developments with multiple buildings.

#### Upfront

##### Simplify with a One-Time Payment

- Streamline budgeting and approval processes.
- Minimizes financial admin. Property managers can focus on pass distribution and updates.
- Ideal for developers seeking a straightforward way to meet TDM requirements.

#### Municipality-Defined

##### Work with Your City to Find the Right Fit

- Municipal policies shape payment structures.
- Some cities offer customized solutions for specific projects.
- Early conversations with your municipality can help streamline approvals.



# Proof That Transit Incentives Drive Value for Developers and Residents Alike

CfD is already driving demand and cutting costs for developers across Metro Vancouver. These projects show how transit incentives boost marketability, reduce parking, and align with city goals.



## King George Hub: Making Transit the Easy Choice

**2,000 units directly connected to King George SkyTrain**

Through CfD, King George Hub distributed 300 preloaded Compass Cards, tracking usage over three months to measure mode shift and transit engagement.

### Key Wins for Developers

- High Adoption Rates: 94 per cent of participants were satisfied, and 60 per cent commuted by transit at least 60 per cent of the time.
- Proof of Long-term Transit Use: Residents reloaded 32 per cent of the Compass Cards distributed, showing sustained engagement.



## Yarrow East Village: A Transit-First Success Story

**94 units steps from R5 RapidBus and Kootenay Exchange**

Yarrow East Village used CfD to provide subsidized transit passes, making sustainable commuting easy for residents in a high-transit corridor; the program reinforced existing transit habits and increased ridership.

### Key Wins for Developers

- Built-in Demand: 38 per cent of the area's population already relied on transit. CfD made it even more accessible.
- Positive Resident Feedback: 84 per cent of participants were satisfied, and 44 per cent reported increased transit use compared to the previous year.

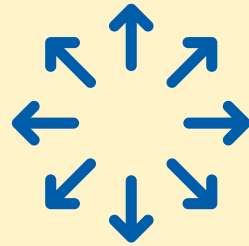
# Ongoing CfD Engagement Practices for Developers

Clear communication, proactive planning, and simple systems ensure CfD's long-term success. Here's how to keep it running.



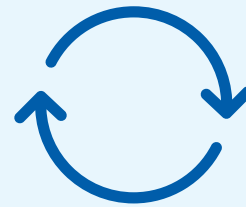
## Communicate Early & Often

- Promote CfD at every stage, including transit savings in marketing materials, leasing discussions, and move-in orientations.
- Use building signage, digital displays, and email reminders to reinforce the program's benefits.
- Use consistent messaging to ensure residents understand and take advantage of CfD.



## Distribute and Activate at Move-In

- Collect Compass Card numbers from residents or provide new cards during lease signing or key pickup to ensure immediate use.
- Residents can contact [TransLink Compass Customer Service](#) for activation support.
- Track distribution to ensure every eligible resident receives their pass.



## Maintain Program Continuity

- Share CfD details and sign up info with new tenants at move-in and track pass distribution to avoid oversights.
- Advise residents to [register their Compass Card](#) to protect balances and update their number with building staff for future pass loading.
- Add Compass Card number removal to staff checklists for move-out to keep portal up to date.



## Provide Clear Support Channels

- Residents can contact [TransLink](#) for lost cards or issues and should know the building contact for updating card numbers.
- Property managers should be briefed on the program and handling lost card requests.
- Regular check-ins with management can resolve concerns early.



# Key Resources for Developers

Your most valuable resource is data showing how CfD supports new developments, benefits residents, and serves municipalities.

But we need your help to fill out the picture! Track which residents are linked to Compass Card numbers to manage turnover and ensure accurate updates, without sharing privacy-related details with TransLink. By following these steps, you help demonstrate program buy-in. Moreover, your insights on improving onboarding, pass access, and administration can help shape a better CfD model for future projects.

Keep a log. Share your feedback. Maximize how CfD can save you costs and fast-track approvals.

## [Compass for Developments Website](#)

Your go-to resource for program details, eligibility, and implementation steps.

## [Compass for Developments Handbook](#)

A deep dive into how CfD works, eligibility, and implementation steps.

## [Compass for Developments TDM Checklist](#)

A quick reference guide to CfD integration and compliance requirements.

## [Compass for Developments FAQs](#)

Detailed answers to your questions, including the roles of each partner at every stage.



## Start Your CfD Journey Today

The sooner you integrate CfD, the greater the benefits for your development. Connect with your municipality and TransLink to take the first step toward a more efficient, cost-effective, and transit-friendly project.