



Compass for Developments Local Government Toolkit



Shape Sustainable Growth, Strengthen Your Community

Compass for Developments (CfD) empowers municipalities to promote sustainable transportation by encouraging developers to offer transit passes to residents. This reduces parking demand, supports climate goals, and builds more connected communities.

Why Municipalities are on Board



Advance Sustainability Goals: CfD supports municipal and regional targets* to reach a 50 per cent sustainable mode share by 2050, reducing vehicle reliance, easing traffic congestion, and promoting climate-friendly development.



Simplify transportation demand management (TDM) Compliance: CfD offers a straightforward way to integrate transit incentives into TDM policies, helping to align developments with municipal goals and to support efficient land use.



Foster Affordable, Connected Living: Reducing parking infrastructure not only makes housing more affordable and accessible, but also alleviates concerns about the transportation impacts of new developments, while encouraging car-free lifestyles that support healthy urban growth.



Gain Valuable Insights: CfD has the potential to provide data on transit adoption and travel behaviour, which could help municipalities refine future transportation and development policies.

*regional goal outlined in Metro 2050 Regional Growth Strategy, and TransLink's Transport 2050 Strategy

A Clear Four–Step Process



Planning

Align CfD with local development policies and sustainability goals



Onboarding

Work with developers to integrate CfD into legal agreements and project approvals



Implementation

Ensure developers execute the program and promote transit benefits to residents



Monitoring

Track outcomes, refine local TDM policies, and promote continuous program improvement

Help Communities Move Smarter

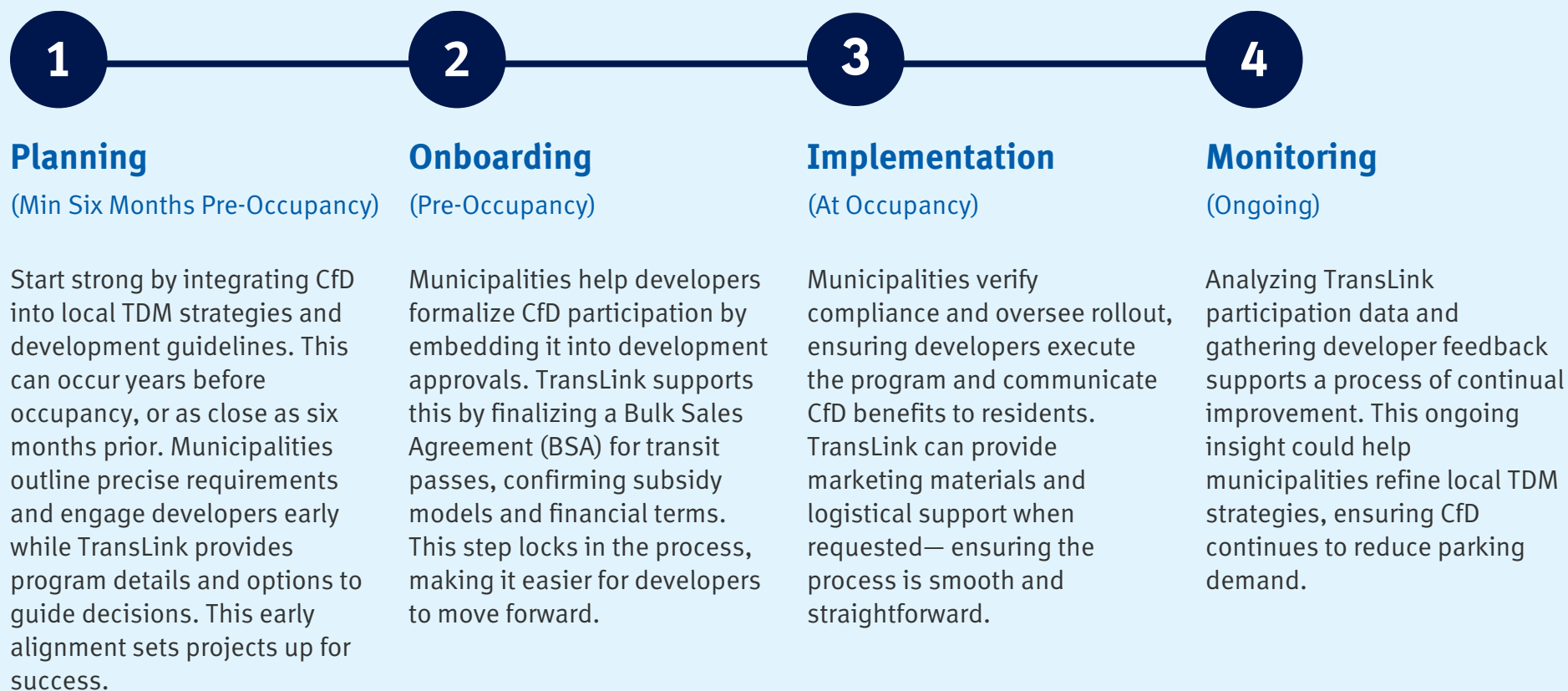
CfD isn't just about transit—it's about helping municipalities create connected, sustainable communities where transit is accessible, affordable, and a built-in part of daily life.

Simple Integration in Four Easy Steps

CfD helps municipalities meet sustainability targets, reduce parking demand, and build transit-oriented communities. With clear steps and support from TransLink, CfD can easily integrate into your local policies.

Simplify Integration. Amplify Impact.

CfD simplifies TDM policy integration—reducing parking demand, increasing transit adoption, and helping municipalities meet mode-share and climate goals. Ready to make CfD part of your municipal strategy?





Plan Early. Build Community Support.

Early integration of CfD helps address community concerns around reduced parking and congestion by offering clear transit solutions.



Planning

Get Ahead with Smart Planning

Minimum six months Pre-Occupancy

Proactive planning eases CfD implementation. Municipalities play a key role in integrating CfD into local TDM strategies, aligning with transportation goals, and setting clear developer expectations. TransLink provides program details and financial guidance while municipalities engage with developers to ensure the program fits local policies and project needs.

What Happens in This Stage?

- **Integrate with TDM Policy:** Determine if CfD is required or optional and embed it into local transportation and land-use policies to support sustainable growth.
- **Collaborate with Developers:** Provide clear guidance to developers on TDM expectations, including CfD requirements, and offer insights on how CfD aligns with local transit priorities.
- **Coordinate with TransLink:** Work with TransLink to clarify financial models and subsidy options, ensuring developers have the information they need to plan effectively.



Key Outcomes:

- Local policies aligned with CfD objectives
- Developers clearly understand expectations and pathways for compliance
- Financial models that reflect local transit priorities

1

2

3

4

Onboarding

Lock It In: Set CfD in Motion

Pre-Occupancy

After integrating CfD into municipal policy, it's time to finalize agreements and set up logistics. Municipalities support by embedding CfD requirements into development approvals and ensuring apparent compliance with financial structures. TransLink works with developers to finalize the Bulk Sales Agreement (BSA), outlining financial terms and logistics. Municipalities collaborate with developers to confirm timelines, clarify requirements, and provide resources for effective implementation—making onboarding straightforward for everyone.

What Happens in This Stage?

- **Formalize Agreements:** Ensure CfD requirements are outlined clearly in development approvals and legal agreements, and confirm that policy conforms with the Bulk Sales Agreement (BSA).
- **Collaborate with Developers:** Guide developers through distribution requirements and provide resources to help them introduce CfD to residents.
- **Coordinate with TransLink:** Clarify financial terms with TransLink and developers to confirm subsidy options, payment models, and financial structures.

Key Outcomes:

- CfD requirements integrated into legal agreements and development approvals
- Financial structures confirmed and aligned with developers and TransLink
- A clear and actionable plan for how developers will introduce CfD to residents



From Policy to Practice

Help developers move from concept to action with clear agreements, defined financials, and structured onboarding. Your guidance ensures CfD gets off to a strong start.

1

2

3

4

Implementation

Launch with Confidence: Support Developers and Residents with Ease

At Occupancy

As CfD programs roll out, municipalities play a critical role in ensuring compliance, providing support, and setting the stage for long-term success. Your guidance helps developers onboard residents smoothly and ensures that transit benefits are a valued built-in amenity for community living.

What Happens in This Stage?

- **Verify Compliance:** Before issuing occupancy permits, confirm developers have met CfD requirements, including legal agreements and defined subsidy implementation plans.
- **Collaborate with Developers:** Ensure developers have the tools to collect Compass Card numbers, onboard residents, and manage turnover. Provide guidance to clarify roles, responsibilities, and available resources.
- **Coordinate with TransLink:** Confirm that developers understand the program model logistics and TransLink's role in supporting marketing materials, pass activation, and card loading.

Smooth Rollouts. Healthier Neighbourhoods.

Your support ensures developers meet CfD requirements and residents gain immediate access to sustainable transit—helping communities embrace transportation choice.



Key Outcomes:

- CfD compliance is verified, and occupancy permits are issued
- Developers equipped with resources for smooth onboarding and resident engagement
- Initial rollout monitored with early challenges addressed in collaboration with developers and TransLink

1

2

3

4

Monitoring

Build a Transit-Friendly City with Data-Driven Insights

After Occupancy, Ongoing

Monitoring ensures that CfD remains effective and aligned with broader municipal goals. TransLink is working towards providing real-world reports on transit pass usage, offering municipalities valuable insights into CfD's long-term impact. Once available, this data could help refine TDM policies and demonstrate progress toward Official Community Plans (OCPs) and Transportation Master Plans (TMPs). Sharing these insights with local decision-makers can strengthen support for sustainable developments and inform future strategies to reduce parking demands.

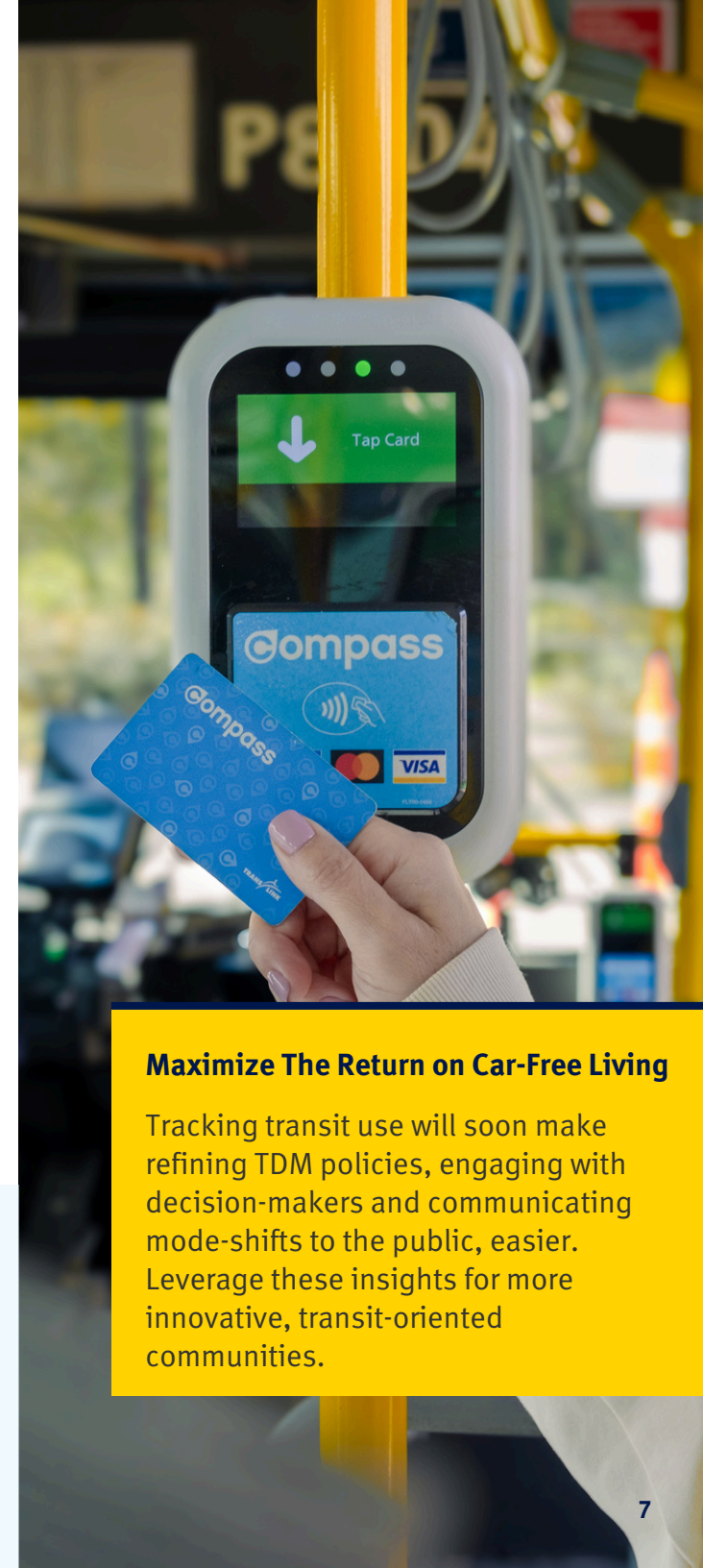
What Happens in This Stage?

- **Track Trends and Compliance:** Review TransLink's data on pass usage and transit adoption once available. Monitor developer compliance with program requirements.
- **Refine TDM Policies:** Insights from potential data and resident feedback could be used to adapt local TDM frameworks, enhance CfD implementation for future developments, and identify areas for improvement.
- **Demonstrate Impact to Decision-Makers:** Consider using data to craft compelling stories for council presentations, emphasizing CfD's role in reducing parking demand, encouraging transit use, and supporting sustainability targets.



Key Outcomes:

- Potential for data insights to inform TDM strategies
- Adaptable policies that respond to real-world challenges
- Increased council and community buy-in through data-driven success stories



Maximize The Return on Car-Free Living

Tracking transit use will soon make refining TDM policies, engaging with decision-makers and communicating mode-shifts to the public, easier. Leverage these insights for more innovative, transit-oriented communities.



Payment Options

Flexible Models to Meet Local Needs

Municipalities shape how CfD payment structures integrate into local developments. Whether it's a payment plan model or a one-time contribution, municipalities should consider factors like administrative capacity, project timelines, and financial feasibility. Early engagement helps align payment models with TDM objectives while ensuring an efficient approval process.

Set the Standard

Each municipality defines how payment models are structured. Early engagement, clear guidance for developers, and flexible payment options reduce the strain of approval processes.

Payment Plan

Distribute Costs to Align With Project Timelines and Leasing Schedules

- Assess administrative capacity to track phased payments and ensure compliance.
- Align payment milestones with occupancy permits or phased project developments.
- Provide clear guidance to developers on reporting and timelines.

Potential Benefits

Provides flexibility for long-term or multi-phase projects and reduces upfront financial barriers.

One-Time Upfront Payment

Simplify Contributions With a Single, Streamlined Payment

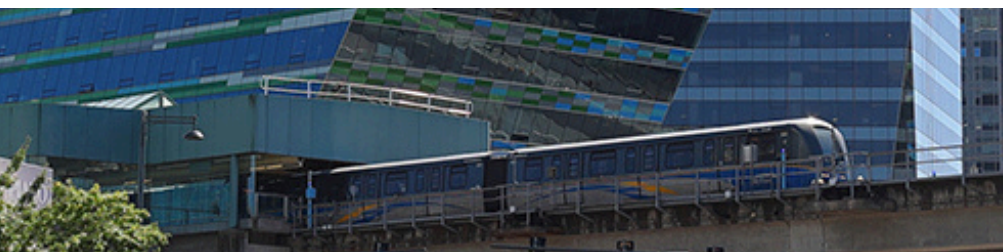
- Reduce long-term administrative oversight while ensuring upfront coordination.
- Clearly define financial terms that align with municipal policies.
- Ensure developers understand expectations for financial contributions early.

Potential Benefits

Eases long-term administrative demands and supports straightforward implementation.

Proof That CfD Drives Sustainable Transportation

CfD is helping municipalities advance TDM goals and reduce parking demand across Metro Vancouver. These projects show how transit incentives align with city strategies and prove community buy-in.



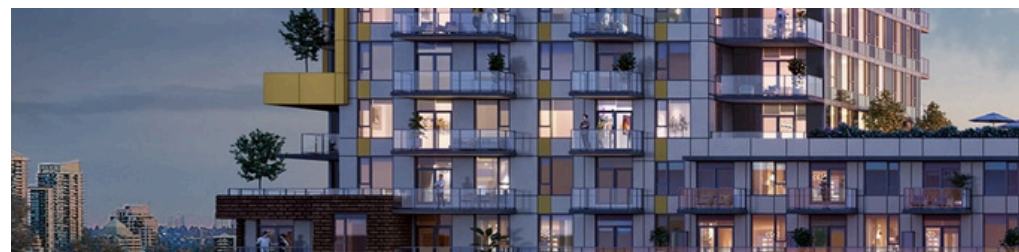
King George Hub: Making Transit the Easy Choice

2,000 units directly connected to King George SkyTrain

Through CfD, King George Hub distributed 300 preloaded Compass Cards and tracked usage over three months, providing insights into mode shift and transit engagement.

Key Wins for TDM Policies

- 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: Reinforcing Transit Habits

94 units steps from R5 RapidBus and Kootenay Exchange

Yarrow East Village integrated CfD to offer subsidized transit passes, reinforcing existing transit habits and encouraging more sustainable commuting in a high-transit corridor.

Key Wins for TDM Policies

- 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

Best Practices for Engaging Developers on CfD

Be Proactive: Engage Developers Early

What to Do

Introduce CfD during pre-application or early development consultation stages. Provide developers with clear guidelines, [case studies](#), and toolkits that outline CfD's benefits and [implementation steps](#).

Why It Matters

Early engagement helps developers see CfD as an integral part of their planning and encourages smoother adoption.

How to Take Action

Create a dedicated TDM email (e.g. TDMdevelopment@muni.ca) for straightforward developer inquiries and follow-ups. Some municipalities have already adopted this approach to streamline communication.

Promote CfD with Local Impact in Mind

What to Do

Customize CfD promotion based on your municipality's unique transit context. For high-access transit areas, promote CfD as an easy win. For lower-access areas, explore options like park-and-ride integration or tiered subsidy levels.

Why It Matters

Aligning CfD with local realities makes it more practical and increases developer participation.

How to Take Action

Work with TransLink to identify developments near major transit hubs and offer targeted guidance for CfD implementation. Consider piloting unique incentive structures for projects in emerging transit areas.

Use Data to Drive Developer Buy-In

What to Do

Leverage success stories and local data to demonstrate CfD's value. Highlight metrics like reduced parking demand and increased transit adoption.

Why It Matters

Sharing data-driven results can help developers and decision-makers see CfD as an effective, evidence-backed solution.

How to Take Action

Prepare a "CfD Highlights" fact sheet with key statistics from recent projects (e.g., King George Hub, Yarrow East Village). Share this during council briefings or with developers.

Make CfD Fit Your City's Goals

What to Do

Clearly define how CfD aligns with TDM objectives, zoning bylaws, and sustainability goals. Provide developers with clear information on when CfD is voluntary vs. mandatory.

Why It Matters

This helps developers understand their obligations and options—making it easier to comply with local policies.

How to Take Action

Include CfD in TDM checklists and local development guidelines and provide examples of how it supports Transportation Master Plans (TMPs) and Official Community Plans (OCPs).

Make Connections That Count

The best partnerships start with clear communication. Create an easy contact point, like TDMdevelopment@(municipality).ca, to ensure developers have a direct line for support, questions, and feedback.

Key Resources For Municipalities

Sustainable transportation is more than infrastructure.

It's about creating the conditions that make it easy for people to choose transit, walking, cycling, and micro-mobility options. CfD helps municipalities reduce parking pressures, promote public transit, and advance goals like 50 per cent sustainable mode-share by 2050, as outlined in Transport 2050 and the Access for Everyone plan.

By embedding CfD into development planning and engaging developers early, municipalities can drive progress on local priorities like Official Community Plans (OCPs) and Transportation Master Plans (TMPs)—building healthier, more connected communities across Metro Vancouver.



[Compass for Developments Website](#)

Your hub for CfD program details, eligibility guidelines, and steps for Integration.

[TDM Guidelines for Development](#)

An overview of how CfD fits within broader TDM policies, offering municipalities insights into compliance and policy alignment.

[Compass for Developments TDM Checklist](#)

A practical resource for municipalities to assess and track CfD implementation within local TDM frameworks.

[TransLink Compass Card Support](#)

Direct residents to this resource for questions about Compass Cards, registration, and troubleshooting.

[Compass for Developments FAQs](#)

Answers to key questions, including how CfD integrates with municipal processes and how it can help achieve long-term policy goals.

[Compass for Developments Handbook](#)

A comprehensive guide on how CfD works, how it aligns with TDM strategies and best practices for implementation.

Take the Lead in Sustainable Travel

Your city can be a leader in sustainable transportation and development. Integrate CfD into your development policies, engage developers early, and promote transit-first living. Connect with TransLink's TDM team at TDMDevelopment@translink.ca for guidance, resources, and support. Together, we can build more connected, sustainable, and thriving communities.

