Engagement Summary Report

Stop Optimization on Granville Street

June 2025

TransLink's Engagement for Bus Stop Optimization on Route 10

Executive Summary

Bus stop optimization, sometimes called stop balancing, involves the thoughtful removal and/or relocation of bus stops along a corridor to achieve more consistent spacing, maintain convenient access, and provide faster, more reliable service for our customers.

In April 2025, TransLink and the City of Vancouver commenced engagement on bus priority measures for Route 10, one of Vancouver's busiest bus routes that also faces some of the highest delays. The proposed changes include improving bus stop locations, adding dedicated bus lanes, and extending bus-only hours along Granville Street from W 16th Avenue to Marine Drive to help improve speed and reliability.

TransLink led an engagement effort on the bus stop optimization aspects of the project, while the City of Vancouver worked with communities along the corridor to understand potential impacts of extending bus lane hours. Joint communication of the project was made.

The engagement efforts resulted in valuable insights and recommendations from the community, which have informed our proposed changes for bus stop optimization.

This report discusses only TransLink engagement activities related to stop optimization.

Project Context

In October 2023 and July 2024, City of Vancouver Council approved motions for staff to work with TransLink to improve bus speed & reliability on 5 key corridors experiencing delay- Granville, Kingsway, Hastings, 49th and Marine Drive.

The key objectives are to quickly deliver a goal of 10% travel time savings, and to balance the benefit and trade-offs, recognizing both transit and local business needs.

City and TransLink staff have subsequently been planning and designing concepts for each corridor, commencing with the Granville corridor.

Projects align with several key policies, including:

- TransLink's Transportation 2050
- City of Vancouver Transportation 2040
- City of Vancouver Climate Emergency Action Plan

Funding for the projects derives from TransLink's Investment Plan approved last year. TransLink's funding program looks at spending capital dollars on bus-priority infrastructure, in order to make bus service efficient and reliable for customers, and save operating costs that TransLink otherwise spends to respond to congestion and delay.

What is Bus Stop Optimization? And why is it important?

Bus stop optimization involves strategically adjusting stop locations to improve service reliability, accessibility, and overall transit performance. This approach is crucial for minimizing delays and enhancing customer experience.

Our approach

As part of our bus priority projects program, TransLink partnered with the City of Vancouver to optimize stop spacing on Route 10 (Granville/Waterfront), concurrent with the City of Vancouver exploring extending bus lanes to longer hours commencing Fall 2025.

When reviewing Route 10 we found that it has some of the closest stop spacing in the region, with 76% of stops being positioned less than TransLink's recommended 300 meters apart, contributing to significant delays. TransLink's guidelines for optimal bus stop spacing are contained in our Transit Service Guidelines.

In many locations, bus stops are too close together. TransLink's 2018 Transit Service Guidelines recommend stop spacing of at least 300 metres for Frequent Service. This is equivalent to about 2 – 3 blocks in Vancouver or a 5 to 10-minute walk between bus stops. However, two-thirds of bus stops are closer together—sometimes appearing twice on the same block.

Bus stop balancing requires careful assessment of trade-offs. We consider many factors to find the right balance between convenient access and reliable service. These factors include accessibility, customer safety and comfort, topography, service type, distance between stops, adjacent land use, stop usage and transfers.

We also look at whether it had a twin stop in the opposite direction, nearby crosswalks, or stop amenities (e.g. shelters or benches). We also consider locations where customers may benefit from the addition of a new stop, such as areas with higher populations of seniors or people with reduced mobility, as well as areas with larger spacing between current stops.

We analyze demographic data to ensure that our proposal would not disproportionately affect communities such as seniors, persons living with disabilities, or low-income households. TransLink aims to balance physical constraints, accessibility, convenience and transit performance factors.

Our proposal

Along the entirety of the route, the aim will be to more evenly distribute stops, which helps with system legibility, if passengers know that they can expect a stop within 350 meters.

TransLink's System Planning team proposed the closure of 19 stops, along with the creation of 4 new stops, for a net reduction of 15 stops.

All four new bus stops will be accessible and located at signalized crossings:

- SB Granville St at Balfour Ave
- NB Granville St at 33rd Ave
- NB Granville St at 37th Ave
- NB Granville St at 45th Ave

Most of the proposed changes are in the residential areas along Granville, with another 2 stop changes proposed in the Marpole Village area.

Once completed, more than 80% of customers will continue to use their existing bus stop. Customers who experience a stop change will still have a stop within a block or two of their previous location.

Proposed new stops

Proposed cancelled stop

Existing bus stop remains in place

Temporarily closed and proposed for removal

List of stops proposed for removal

- NB FS Granville St at W 71 Ave (#50757)
- NB Granville St at W 64 Ave (#50760)
- NB Granville St at W 55 Ave (#50764)
- NB Granville St at W 46 Ave (#50769)
- NB Granville St at W 43 Ave (#50770)
- NB Granville St at W 38 Ave (#50203)
- NB Granville St at W 36 Ave (#50204)
- NB Granville St at W 34 Ave (#50205)
- NB Granville St at Minto Cres (#50206)
- SB Granville St at W 65 Ave (#50863)
- SB Granville St at W 61 Ave (#50861)
- SB Granville St at W 47 Ave (#50855)
- SB Granville St at W 43 Ave (#50854)
- SB Granville St at W 40 Ave (#50556)
- SB Granville St at S Connaught Dr (#50555)
- SB Granville St at W 35 Ave (#50553)
- SB Granville St at W 32 Ave (#50551)
- SB Granville St at Laurier Ave (#50547)
- SB Granville St at Matthews Ave (#50546)

List of proposed new stops

- NB FS Granville St at W 45 Ave
- NB FS Granville St at W 37 Ave
- NB FS Granville St at W 33 Ave
- SB FS Granville St at Balfour Ave

Engagement Approach

Through a number of different ways, we met with key stakeholders with interests in the corridor.

Engagements were conducted with:

- bus operators at Vancouver Transit Centre
- the Marpole Village BIA Executive Director, and then their Board of Directors
- representatives from the Marpole Resident's Coalition
- Movement Transit Riders Coalition
- City of Vancouver Transportation Advisory Committee
- City of Vancouver Persons with Disabilities Advisory Committee
- City of Vancouver Older Persons and Elders Advisory Committee
- City of Vancouver municipal staff

For the period May 14 to 29, 2025, we also proactively engaged with transit users and communities of interest along the Granville corridor from 15th Avenue to Marine Drive.

More widely, email notifications of the engagement were provided to 13 nearby schools and parent advisory committees, 16 community service organizations, 2 senior living centres, 14 faith institutions, 6 childcare providers, 358 individual businesses and 2 health centres. See appendix for this communication.

Engaging with Transit Operators at Vancouver Transit Centre

Pop-up community engagement at Marpole Community Day

View in a web browser

CNIB FOUNDATION

Changes to Bus Stop Spacing on Route 10 Granville/Waterfront Station

We're sharing this information on behalf of TransLink in the City of Vancouver.

Starting June 23, 2025, TransLink is making changes to bus stop spacing on **Route 10 Granville/Waterfront Station**. TransLink's data shows that when bus stops are too close together, customers spend more time waiting.

TransLink is proposing changes to one in five of the least used bus stops along Route 10 between W 16 Ave and SW Marine Drive. Four new bus stops will be added at signalized crossings to maintain accessibility and convenience.

In selecting each bus stop, TransLink Planners have carefully considered physical constraints, accessibility, convenience, and transit performance, among other criteria. Once completed, 80% of customers will continue to use their existing bus stop. Customers who experience a stop change will still have a stop within one block of its previous location.

List of stops proposed for removal

Northbound stops:
- NB FS Granville St at W 71 Ave
- NB Granville St at W 64 Ave (#50760)
- NB Granville St at W 55 Ave
- NB Granville St at W 46 Ave
- NB Granville St at W 43 Ave
- NB Granville St at W 38 Ave
- NB Granville St at W 36 Ave
- NB Granville St at W 34 Ave
- NB Granville St at Minto Cres

Southbound Stops:
- SB Granville St at W 65 Ave
- SB Granville St at W 61 Ave
- SB Granville St at W 47 Ave
- SB Granville St at W 43 Ave
- SB Granville St at W 40 Ave
- SB Granville St at S Connaught Dr
- SB Granville St at W 35 Ave
- SB Granville St at W 32 Ave
- SB Granville St at Laurier Ave
- SB Granville St at Matthews Ave

List of proposed new stops
- NB FS Granville St at W 45 Ave
- NB FS Granville St at W 37 Ave
- NB FS Granville St at W 33 Ave
- SB FS Granville St at Balfour Ave

TransLink Values Your Feedback

Help us improve your journey! Visit translink.ca/granvillestops to learn more and let TransLink know what you think about the changes by April 29th. A final decision about which bus stops to permanently remove will be made after the close of the public feedback in late spring.

For more info and to share feedback, visit translink.ca/granvillestops or call 604-953-3333.

TransLink also partnered with the Canadian National Institute of the Blind (CNIB) to send notifications by email and telephone to their members in surrounding postal codes. This effort reached 382 of their contacts.

Jointly with the City of Vancouver, we first distributed a postcard to advise of the proposals for stop optimization and the City's efforts on bus lane hours. This communication was sent to 15,500 addresses within a 3-block walking shed of Granville Street.

This was followed a few days later with a letter to the same 15,500 addresses with further details on the scope of the project and the various ways that people could provide feedback, learn more information, or be in touch with the project team.

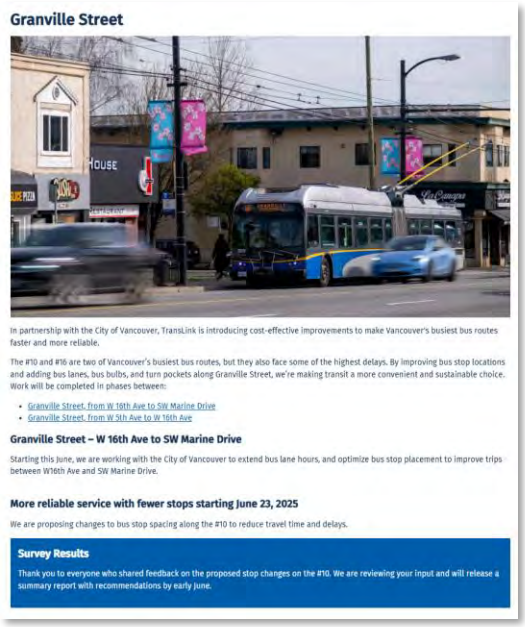
With representatives from the City's Transportation Planning, we engaged in person with some 75+ individual business owners in the Marpole Village area to better understand their perspective on bus priority initiatives for the area.

We posted signs at all affected stops on the route to let customers know about the proposed changes and invite their feedback. Bus shelters at key locations also carried large-format maps of the stop changes proposed for the corridor. All materials carried a scannable QR code link, leading to the online feedback survey.

At affected stops, we notified customers of proposed upcoming changes and directed them to the nearest alternative stops.

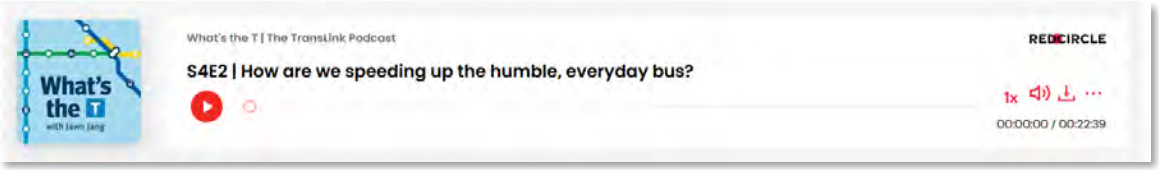
Digital Outreach

We launched a dedicated webpage to share detailed information about the project. This was also the page where participants were directed to complete the feedback survey.



Social media posts on TransLink channels reached 18.5k views with nearly 200 link clicks to The Buzzer Blog.

A podcast segment on bus lanes, part of our broader Bus Speed and Reliability initiative, received 684 downloads in its first six days.



Summary of Community Notifications

Blanket notifications via postcard mailout with City of Vancouver	sent Apr 11 2025	15,500 addresses
Blanket notifications via letter mailout with City of Vancouver	sent Apr 16 2025	15,500 addresses
Email notifications to businesses & BIAs	sent Apr 14 2025	358
Email notifications to Childcare Service providers	sent Apr 14 2025	6
Email notifications to Community Organizations, Neighbourhood houses, social services, women's groups	sent Apr 14 2025	16
Email notifications to Healthcare Providers & Services	sent Apr 14 2025	2
Email notifications to Faith communities	sent Apr 14 2025	14
Email notifications to Older Persons Organizations & Residences	sent Apr 14 2025	2
Email notifications to Schools & PACs	sent Apr 14 2025	13

Outreach to specific stakeholder groups		Number contacted
Marpole Village Business Improvement Association (online) meeting with Claudia LeRoy, Executive Director	April 10 2025	1
CNIB- email blast for clients in designated postal codes	sent Apr 16, 2025	173 contacts
CNIB- phone blast for clients in designated postal codes	sent Apr 16, 2025	209 contacts
In-person canvas/door-knocking with Marpole Village businesses	April 22 & 24, 2025	75+ contacts
Movement – transit users coalition (online)	May 28 2025	4
CoV Persons with Disabilities Advisory Committee (in-person/ online)	May 8, 2025	14
CoV Transportation Committee (in person/ online)	May 14, 2025	12
Marpole Village Business Improvement Association (in-person) meeting with Board of Directors and Marpole Residents' Coalition	May 21, 2025	7
CoV Older Persons and Elders Advisory Committee, Transportation sub-committee (online)	May 29, 2025	6
Marpole Community Day (in-person pop-up)	June 7, 2025	52

Engagement Survey

The online survey to gather feedback was available from April 14 to April 29, 2025. Refer to **Appendix A** for survey instrument. The survey could be completed in English, Traditional Chinese, Simplified Chinese, Spanish or Filipino.

The survey gathered public feedback on:

- Specific bus stops along Granville Street (both northbound and southbound).
- Proposed removals or changes to these stops as part of a bus stop optimization initiative.

Respondents commented on a wide range of stops, including:

- **Northbound (NB)**: e.g., FS Granville St at W 71 Ave, W 64 Ave, W 55 Ave, W 46 Ave, etc.
- **Southbound (SB)**: e.g., Granville St at W 65 Ave, W 61 Ave, W 47 Ave, etc.

Survey topics included:

Factors Considered for Stop Removal:

Stop spacing, geography, sidewalk grade, nearby destinations, pedestrian crossings, transfer points, community amenities, and boarding statistics.

Stop Usage:

Commuting, school, services, errands, social and cultural activities, recreation, and transit connections.

Frequency & Time of Use:

Ranges from daily to never, and across all times of day.

Arrival Methods:

Walking, biking, other bus routes, or vehicle drop-offs.

Open-Ended Comments:

Many respondents provided detailed feedback on the **impact of removing specific stops**, especially regarding:

- Accessibility for older persons and people with disabilities.
- Safety concerns.
- Community reliance on certain stops.

What we heard
Over the two-week engagement period, we received 424 comments from 187 participants, commenting on every stop proposal.

Overall, comments expressed by survey participants were woven around the following themes:

> *"When I know that transit is fast and reliable on Granville, I'll be more likely to spend money at merchants along the Granville corridor, adding more life to one of Vancouver's most important streets."*
>
> — N.K. on proposed stop optimization

Community Reliance and Usage

• Many respondents emphasize their long-term reliance on specific stops, highlighting their importance for daily commutes and accessibility for residents in the area. Stops may be used by a diverse demographic, including seniors, families, and individuals with mobility challenges.

Accessibility and Safety

- Comments reflect concerns about the safety and accessibility of the alternative stops. Many users express that some alternative stops lack adequate shelter, space, and safety features, making them less suitable for vulnerable populations.

Inadequate Alternatives

- Numerous comments argue that the nearby stops do not provide a viable alternative to their existing stop. Respondents point out that the next closest stop may be cramped, lack shelter, or poses safety risks due to proximity to busy intersections.

> *"Thank you for getting back to me. My feedback is that I support all the bus stop changes, and I'm happy that something is being done to improve the efficiency and reliability of the #10. It has huge ridership. My hope is that one day it will be made into a rapid bus."*
>
> — O. on proposed stop optimization

Impact on Vulnerable Populations

- There is a strong focus on how the removal of specific stops (#50757 in particular) would disproportionately affect seniors, individuals with disabilities, and families with young children. Many comments highlight that these groups rely heavily on this stop for safe and convenient access to public transportation.

Concerns About Increased Pedestrian Stop Crowding

- Many users expressed concern that removing a given stop could lead to overcrowding at the remaining stops, which could create safety hazards and increased pedestrian traffic/activity on sidewalks.

Survey responses for each stop. The most significant number of responses was on Stop #50757 at NB Granville at W71 Avenue.

	%	Frequency
50757 - NB FS Granville St at W 71 Ave	56.23%	230
50760 - NB Granville St at W 64 Ave	19.32%	79
50764 - NB Granville St at W 55 Ave	12.96%	53
50769 - NB Granville St at W 46 Ave	13.94%	57
50770 - NB Granville St at W 43 Ave	10.76%	44
50203 - NB Granville St at W 38 Ave	11.00%	45
50204 - NB Granville St at W 36 Ave	10.76%	44
50205 - NB Granville St at W 34 Ave	11.00%	45
50206 - NB Granville St at Mintos Cres	10.76%	44
50863 - SB Granville St at W 65 Ave	22.25%	91
50861 - SB Granville St at W 61 Ave	12.71%	52
50855 - SB Granville St at W 47 Ave	11.00%	45
50854 - SB Granville St at W 43 Ave	11.00%	45
50556 - SB Granville St at W 40 Ave	11.98%	49
50555 - SB Granville St at S Connaught Dr	10.02%	41
50553 - SB Granville St at W 35 Ave	10.51%	43
50551 - SB Granville St at W 32 Ave	11.25%	46
50547 - SB Granville St at Laurier Ave	10.27%	42
50546 - SB Granville St at Matthews Ave	13.45%	55
Total		409

Northbound Stop at West 71st Avenue

The most feedback received was regarding bus stop #50757, the northbound stop on West 71st Avenue. The top 5 themes identified from the open comments on this stop included:

> *"A lot of people, especially in Marpole, rely on transit every day- it's one of the few truly affordable areas left in the city, and making buses more reliable here just makes sense."*
>
> — G.F. on bus speed and reliability measures

Accessibility for Seniors and Disabled Individuals

- The stop is crucial for seniors and people with disabilities, providing essential access to nearby services and amenities.

Safety Concerns

- Many respondents highlight safety issues, particularly at night, with the current stop being perceived as safer than nearby alternatives lacking shelter and pedestrian traffic.

High Usage and Demand

- The stop is heavily utilized, serving a high-density residential area, which makes it vital for local commuters. This stop also acts as a transfer point to/from Route 100 which overlaps with Route 10 at this location

Inadequate Alternatives

- The next closest stop (at 70th Avenue) is deemed insufficient due

> *"Consider that the stop serves a diverse population including a cluster of co-operatives near William Mackie Park... Removing it would add extra travel time for us on busy mornings, and lead to extreme congestion at the other stops."*
>
> — W. on proposed cancellation of stop 50757

to limited space, lack of shelter, and safety concerns, making the removal of stop #50757 problematic.

Community Support

- There is strong community backing for retaining this stop, with many residents emphasizing their reliance on it for daily commuting and its importance to the neighborhood.

These themes reflect the community's strong attachment to bus stop #50757 and the potential negative consequences of its removal on accessibility, safety, and overall transit efficiency.

ACTION

As a result of reviewing the community feedback regarding stop #50757, we are keeping this stop in service.

Southbound Stop at West 65th Avenue

The second-largest amount of feedback was regarding bus stop #50863, the southbound stop on West 65th Avenue.

The top themes identified from the open comments on this stop included:

Accessibility & Vulnerable Populations

- Multiple comments mention seniors, people with mobility issues, and users with walkers, emphasizing potential hardship caused by a longer walking distance.

Distance Between Stops

- Strong concern about the long gap between 63rd and 70th, especially since the 68th stop was temporarily relocated farther south to accommodate construction.

Proposed Alternatives

- Some commenters suggest relocating the stop (e.g., between 66th and 68th) rather than removing it altogether.

Population Density & Local Amenities

- The stop serves a dense residential area with many apartments, and is near restaurants, banks, and a library.

ACTION

As a result of reviewing the community feedback regarding stop #50863, this stop will stay temporarily, to maintain access during nearby construction. Once construction is complete and the W 68th Ave stop returns to its original location near the intersection, the W 65th Ave stop will be removed.

Other Survey Findings

We also asked the question if the information that we provided was sufficient for the clear understanding of the proposals. Over 52% of respondents felt that the information provided was either sufficient or very sufficient. (*n=166*)

	%	Frequency
Very sufficient	16.87%	28
Sufficient	35.54%	59
Neutral	20.48%	34
Insufficient	12.05%	20
Very insufficient	13.86%	23
Unsure	1.20%	2
Total		166

Survey respondents represented a broad range of ages. (*n=246*)

	%	Frequency
Under 19	5.28%	13
19-24	8.94%	22
25-34	23.98%	59
35-44	16.67%	41
45-54	12.60%	31
55-64	16.26%	40
65+	11.38%	28
Prefer not to answer	4.88%	12
Total		246

Knowing that the experience of disability can be a key determinant of accessibility for transit customers, we sought to know the number of riders that were affected by disability. Almost 1 in 4 respondents told us that they experience a disability of some kind.

Do you experience any disability? (*n=244*)

	%	Frequency
Yes	23.77%	58
No	61.48%	150
Prefer not to answer	14.75%	36
Total		244

Most disabilities that users described were physical in nature, but some respondents also live with sight-related, hearing, developmental /cognitive, or mental health barriers to their use of transit.

What type of disability do you experience? (select all that apply) *(n=58)*

	%	Frequency
Sight-related	12.07%	7
Physical	89.66%	52
Hearing/deafness	8.62%	5
Developmental or cognitive	5.17%	3
Mental heath	17.24%	10
Other (Please do not enter any personal identifying information (name, address, phone, email, etc.)	0.00%	0
Prefer not to answer	6.90%	4
Total		58

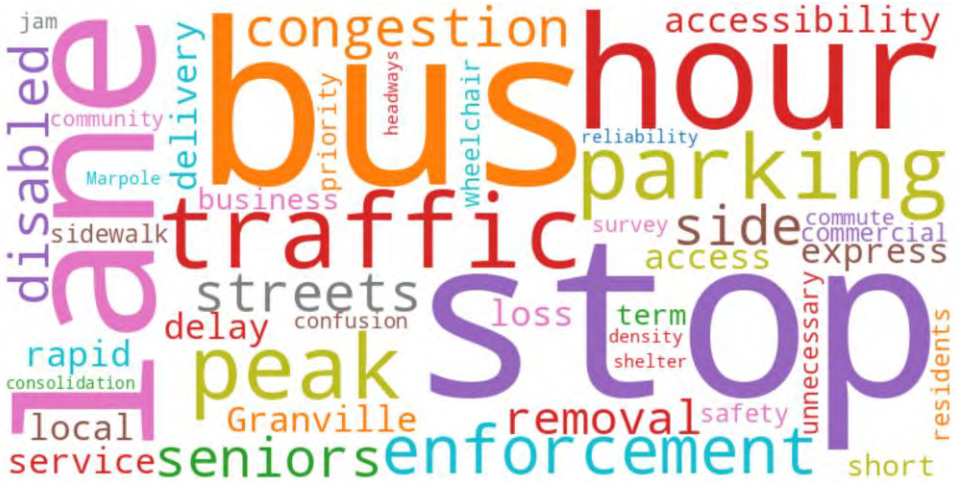
For over 80% of persons living with disabilities, their disability has an impact on how they can use transit.

Do any of your disabilities affect how you use transit? *(n=57)*

	%	Frequency
Yes	80.70%	46
No	12.28%	7
Prefer not to answer	7.02%	4
Total		57

Other Feedback

TransLink also tracked just over 180 other feedback comments received through the project email address buspriority@translink.ca, our general Customer Service line, as well as our partner City of Vancouver email and Vancouver 311 service.



A word cloud visualizing the most frequently mentioned concepts in the Granville Corridor stop optimization feedback. Key terms reflect the most pressing concerns raised by respondents.

The main themes heard through these feedback channels regarding stop optimization included:

"Vancouver's growth depends on moving more people in limited street space. That's not politics – it's geometry. Let's make decisions based on what works."

— B.B.S. on bus speed and reliability measures

General Support for Bus Speed & Reliability Measures

- Over 120 comments received shared support of the proposed changes on Granville Street to strengthen bus priority and improve travel times.
- Writers were aware that riders take thousands of trips per day on route 10, and all would benefit from the proposed changes. Granville Street is often seen as slow, congested, and unreliable and that these priority measures could go a long way towards improving this experience.

Support for Retaining Stops

- Many comments express strong support for keeping specific bus stops, such as stop #50757 at 71st Avenue. Respondents emphasize the importance of these stops for community access and convenience. Removal could negatively impact accessibility for seniors, families, and individuals with mobility challenges.

Accessibility Concerns

- Comments highlight the need for accessible stops that cater to vulnerable populations, including seniors and people with disabilities. There are calls for ensuring that bus stops are conveniently located and equipped with necessary facilities, such as seating and shelter.

Request for Stop Spacing and Design Standards

- Some respondents question the criteria used for stop spacing and design, seeking clarity on how decisions are made regarding stop locations and what standards are applied. This reflects a desire for transparency and accountability in stop optimization processes.

"Regarding the bus traffic, I've been using the #10 bus quite a bit, and I never experienced any delays. Could you share the data driving your decisions (assuming you have this data)?"

— D. on data underlying decisions

Community Impact and Usage

- Many comments underscore the high usage of certain stops by local residents and the importance of these stops in connecting communities. There is a sentiment that optimizing stops must consider the actual needs and patterns of ridership in the area.

7. Concerns About Safety and Convenience

- Users express concerns about the safety and convenience of bus stops, particularly regarding their proximity to busy intersections and the availability of safe access routes. Comments suggest that optimizing stops should prioritize pedestrian safety and ease of access.

> *"Transit is a lifeline for Marpole, and for many, a link to education, healthcare and opportunity."*
>
> — I.B. on proposed bus speed and reliability measures

Additional comments were also received for topics outside the scope of stop optimization itself. This feedback generally pertained to the City of Vancouver's work in proposing extensions to the hours of bus-only lanes along Granville. Participant comments included support for the extended bus lane hours, frustration on lack of enforcement in bus lanes, loss of curbside parking and loading space, as well as concern regarding added congestion as a result of extended bus-only lane hours. This feedback has been provided to the City of Vancouver project team.

Overall, the themes reflect a strong community focus on optimizing bus stop locations to enhance accessibility, safety, and convenience for all users.

> *"... what you need to know is that Marpole is one of the most transit-reliant neighbourhoods in the region ."*
>
> — J.C. on proposed bus speed and reliability measures

Next steps

TransLink is committed to ensuring that bus stop optimization efforts continue to reflect the needs and priorities of the communities we serve. Based on the feedback received through this engagement process, the following next steps will guide the implementation and ongoing evaluation of stop changes along Route 10:

1. **Finalize Stop Optimization Plan**
   - Incorporate community feedback into the final stop optimization design, to be considered among all the other technical, financial, and operational considerations which impact the final stop optimization plan.
   - Maintain key stops identified as essential by the public, including **Stop #50757 at W 71st Avenue**, which will remain in service due to its high usage, accessibility, and community reliance.
2. **Implement Stop Changes**
   - Coordinate with the City of Vancouver to implement stop removals, relocations, and new installations.
   - Ensure all new and retained stops meet accessibility standards and are clearly signed for customer awareness.
3. **Monitor and Evaluate**
   - Collect and analyze post-implementation data, including:
     - Passenger boardings and alightings
     - Ramp deployments
     - Customer complaints and feedback
   - Use this data to assess the effectiveness of the changes and identify any further adjustments needed.
4. **Ongoing Community Engagement**
   - Continue engaging with local residents, businesses, and community groups to monitor the impact of changes.
   - Provide clear communication about stop changes, alternative routes, and improvements through signage, digital platforms, and community outreach.
5. **Inform Future Projects**
   - Apply lessons learned from this engagement to future bus stop optimization projects across the region.
   - Share findings with internal teams and municipal partners to support broader goals of improving bus speed, reliability, and accessibility.

APPENDIX A
Stop Optimization Survey Tool

TRANSLINK

Granville Street Stop Optimization Public Survey

English

Thank you for taking the time to participate in our survey. Starting June 23, 2025, we are optimizing bus stop spacing on Route 10 to improve travel times and reliability for our customers. This is part of broader improvements planned for Granville corridor, including extending bus lane hours to make trips faster.

Your feedback is important to us and will help us make informed decisions that will enhance your transit experience. A final decision about which bus stops to permanently remove will be made after the close of the public feedback in late Spring.

This survey should take 3-5 minutes to complete.

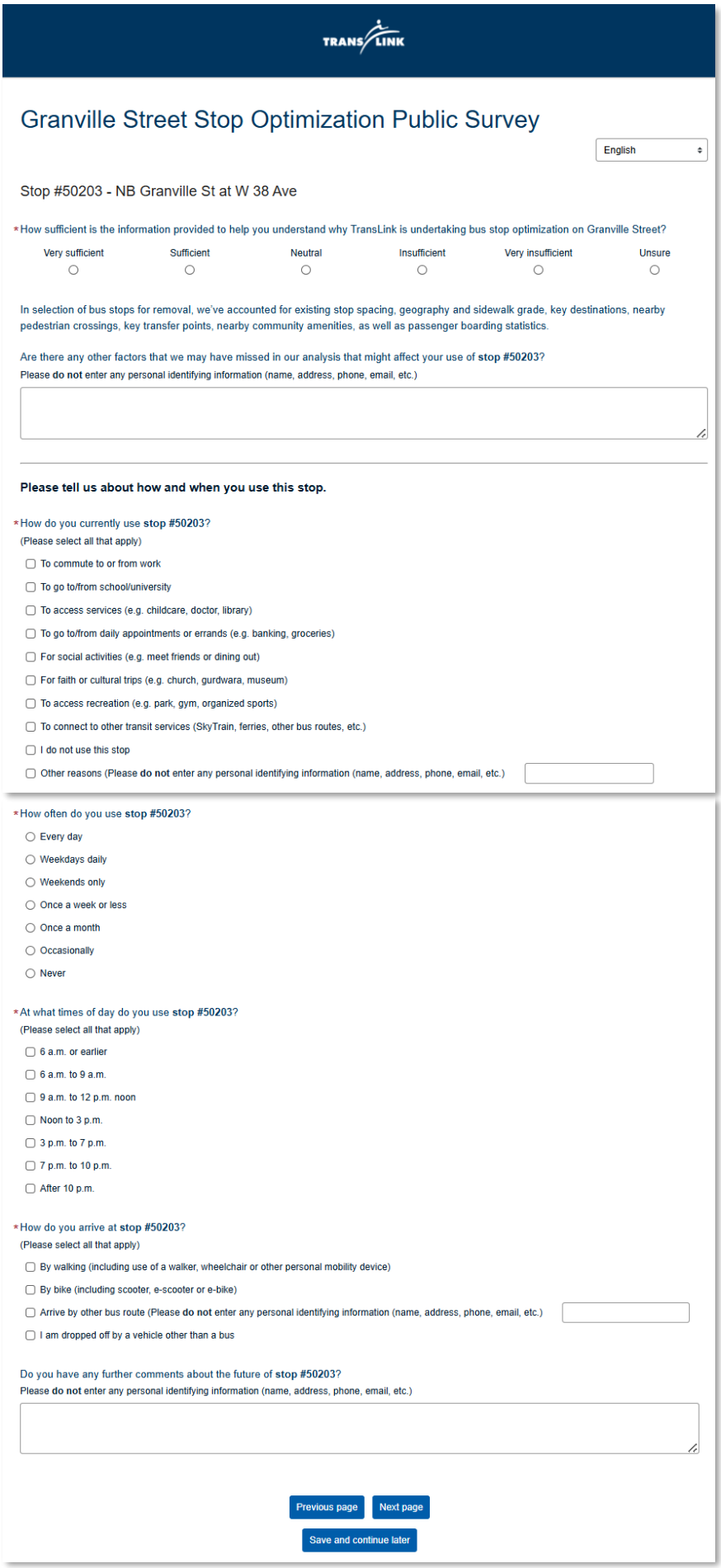
*** Please select the bus stop(s) you would like to comment on:**

- [ ] 50757 - NB FS Granville St at W 71 Ave
- [ ] 50760 - NB Granville St at W 64 Ave
- [ ] 50764 - NB Granville St at W 55 Ave
- [ ] 50769 - NB Granville St at W 46 Ave
- [ ] 50770 - NB Granville St at W 43 Ave
- [ ] 50203 - NB Granville St at W 38 Ave
- [ ] 50204 - NB Granville St at W 36 Ave
- [ ] 50205 - NB Granville St at W 34 Ave
- [ ] 50206 - NB Granville St at Mintos Cres
- [ ] 50863 - SB Granville St at W 65 Ave
- [ ] 50861 - SB Granville St at W 61 Ave
- [ ] 50855 - SB Granville St at W 47 Ave
- [ ] 50854 - SB Granville St at W 43 Ave
- [ ] 50556 - SB Granville St at W 40 Ave
- [ ] 50555 - SB Granville St at S Connaught Dr
- [ ] 50553 - SB Granville St at W 35 Ave
- [ ] 50551 - SB Granville St at W 32 Ave
- [ ] 50547 - SB Granville St at Laurier Ave
- [ ] 50546 - SB Granville St at Matthews Ave

Route map of the corridor showing proposed stop changes

Next page

Save and continue later



Granville Street Stop Optimization Public Survey

English

Stop #50203 - NB Granville St at W 38 Ave

* How sufficient is the information provided to help you understand why TransLink is undertaking bus stop optimization on Granville Street?

Very sufficient	Sufficient	Neutral	Insufficient	Very insufficient	Unsure
○	○	○	○	○	○

In selection of bus stops for removal, we've accounted for existing stop spacing, geography and sidewalk grade, key destinations, nearby pedestrian crossings, key transfer points, nearby community amenities, as well as passenger boarding statistics.

Are there any other factors that we may have missed in our analysis that might affect your use of **stop #50203**?
Please **do not** enter any personal identifying information (name, address, phone, email, etc.)

Please tell us about how and when you use this stop.

* How do you currently use **stop #50203**?
(Please select all that apply)

- ☐ To commute to or from work
- ☐ To go to/from school/university
- ☐ To access services (e.g. childcare, doctor, library)
- ☐ To go to/from daily appointments or errands (e.g. banking, groceries)
- ☐ For social activities (e.g. meet friends or dining out)
- ☐ For faith or cultural trips (e.g. church, gurdwara, museum)
- ☐ To access recreation (e.g. park, gym, organized sports)
- ☐ To connect to other transit services (SkyTrain, ferries, other bus routes, etc.)
- ☐ I do not use this stop
- ☐ Other reasons (Please **do not** enter any personal identifying information (name, address, phone, email, etc.)

* How often do you use **stop #50203**?

- ○ Every day
- ○ Weekdays daily
- ○ Weekends only
- ○ Once a week or less
- ○ Once a month
- ○ Occasionally
- ○ Never

* At what times of day do you use **stop #50203**?
(Please select all that apply)

- ☐ 6 a.m. or earlier
- ☐ 6 a.m. to 9 a.m.
- ☐ 9 a.m. to 12 p.m. noon
- ☐ Noon to 3 p.m.
- ☐ 3 p.m. to 7 p.m.
- ☐ 7 p.m. to 10 p.m.
- ☐ After 10 p.m.

* How do you arrive at **stop #50203**?
(Please select all that apply)

- ☐ By walking (including use of a walker, wheelchair or other personal mobility device)
- ☐ By bike (including scooter, e-scooter or e-bike)
- ☐ Arrive by other bus route (Please **do not** enter any personal identifying information (name, address, phone, email, etc.)
- ☐ I am dropped off by a vehicle other than a bus

Do you have any further comments about the future of **stop #50203**?
Please **do not** enter any personal identifying information (name, address, phone, email, etc.)

Previous page | Next page

Save and continue later

TRANSLINK

Granville Street Stop Optimization Public Survey

English

Please tell us a little bit about you.

How old are you?

- ○ Under 19
- ○ 19-24
- ○ 25-34
- ○ 35-44
- ○ 45-54
- ◉ 55-64
- ○ 65+
- ○ Prefer not to answer

Do you experience any disabilities?

- ◉ Yes
- ○ No
- ○ Prefer not to answer

What type of disability do you experience? (select all that apply)

- ☐ Sight-related
- ☐ Physical
- ☐ Hearing/deafness
- ☐ Developmental or cognitive
- ☐ Mental heath
- ☐ Other (Please **do not** enter any personal identifying information (name, address, phone, email, etc.)
- ☐ Prefer not to answer

Do any of your disabilities affect how you use transit?

- ○ Yes
- ◉ No
- ○ Prefer not to answer

Previous page Submit

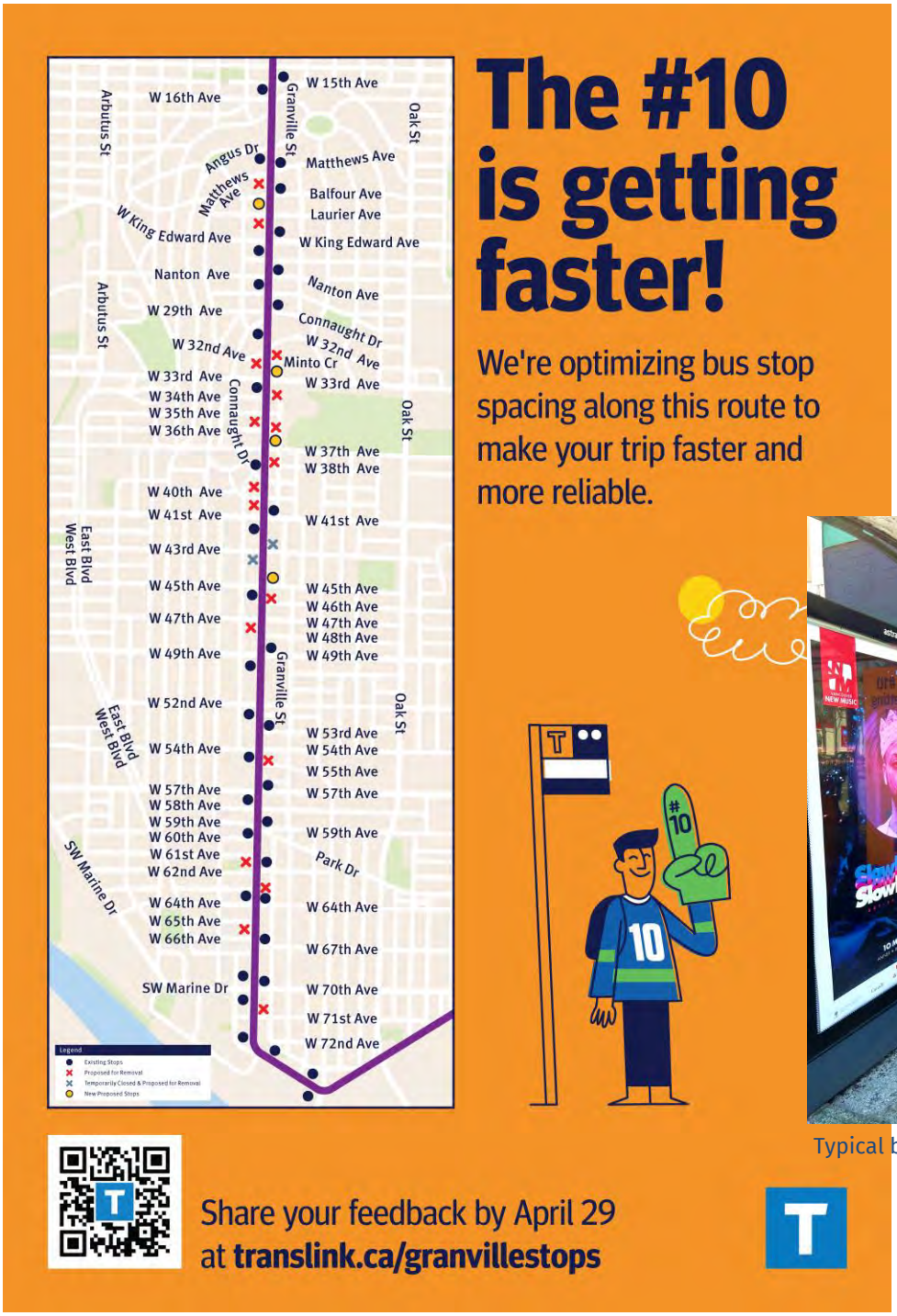
APPENDIX B
Graphic Collateral for Engagement

Typical Stop Signage

Typical stop-mounted sign, content customized to each stop location

Typical pole-mounted sign in position

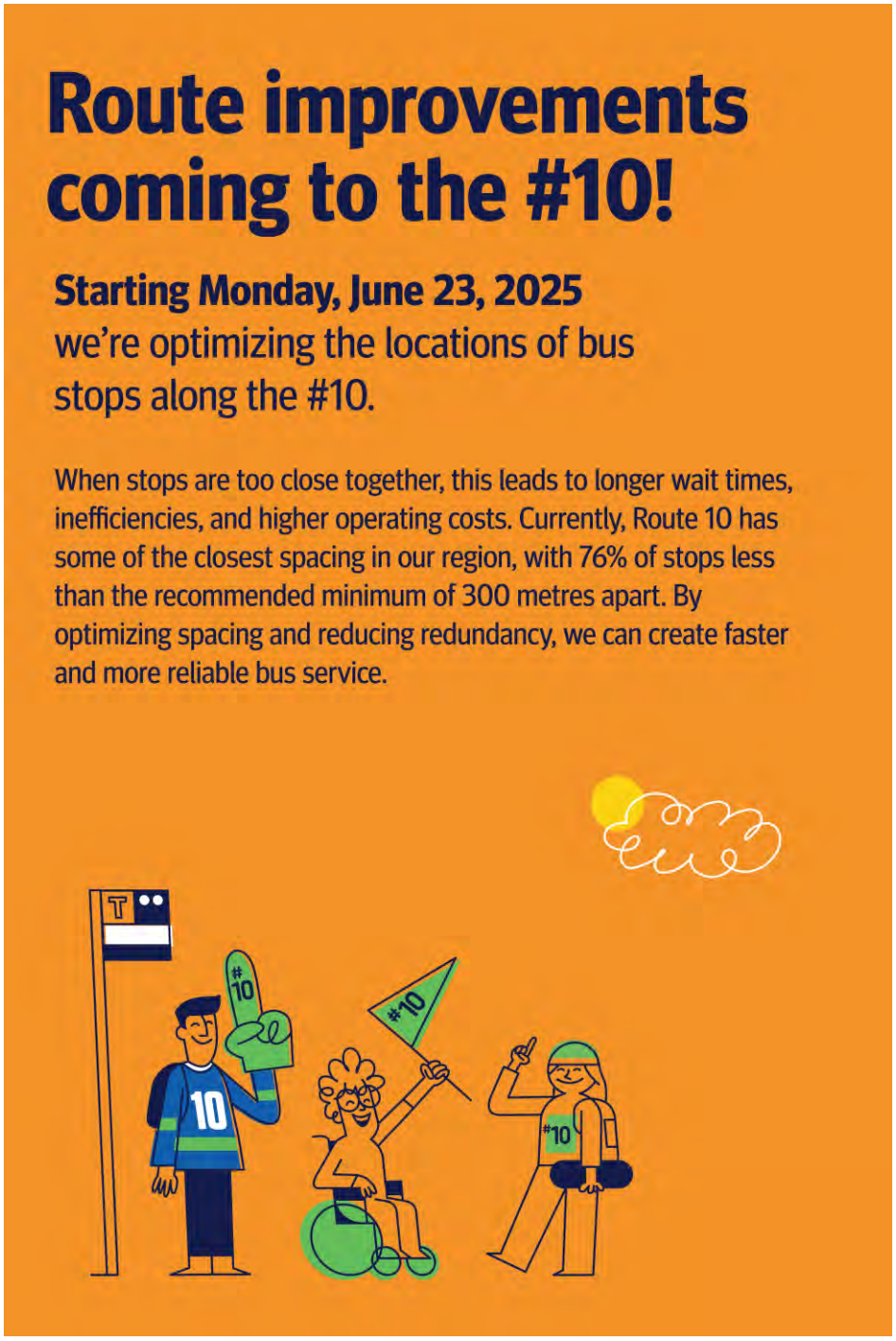
Shelter Signage



Promotional decal placed on bus shelters along the Granville corridor

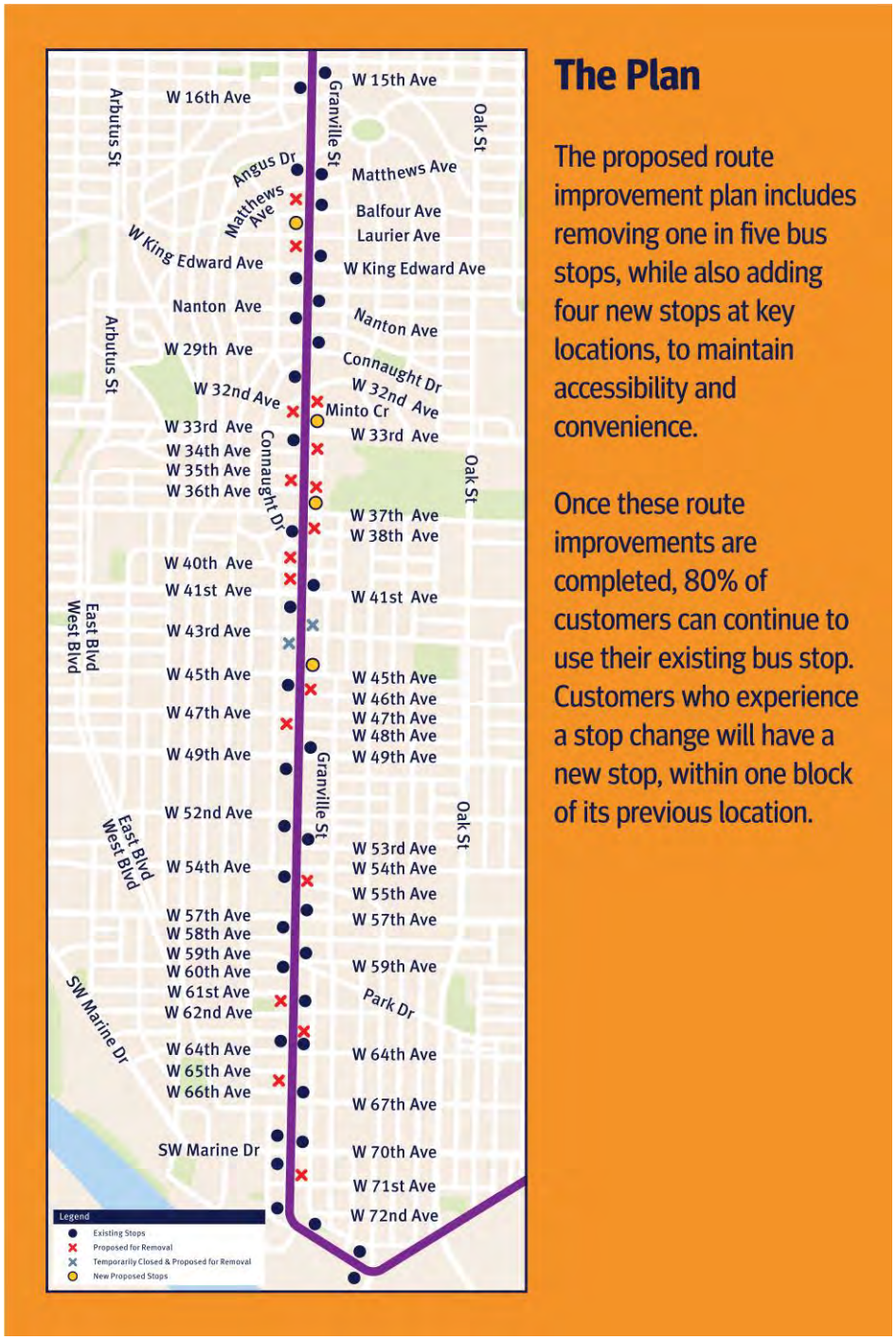
Typical bus shelter decal in position

Project Presentation Board



Project poster/engagement board- introduction

Project Presentation Board



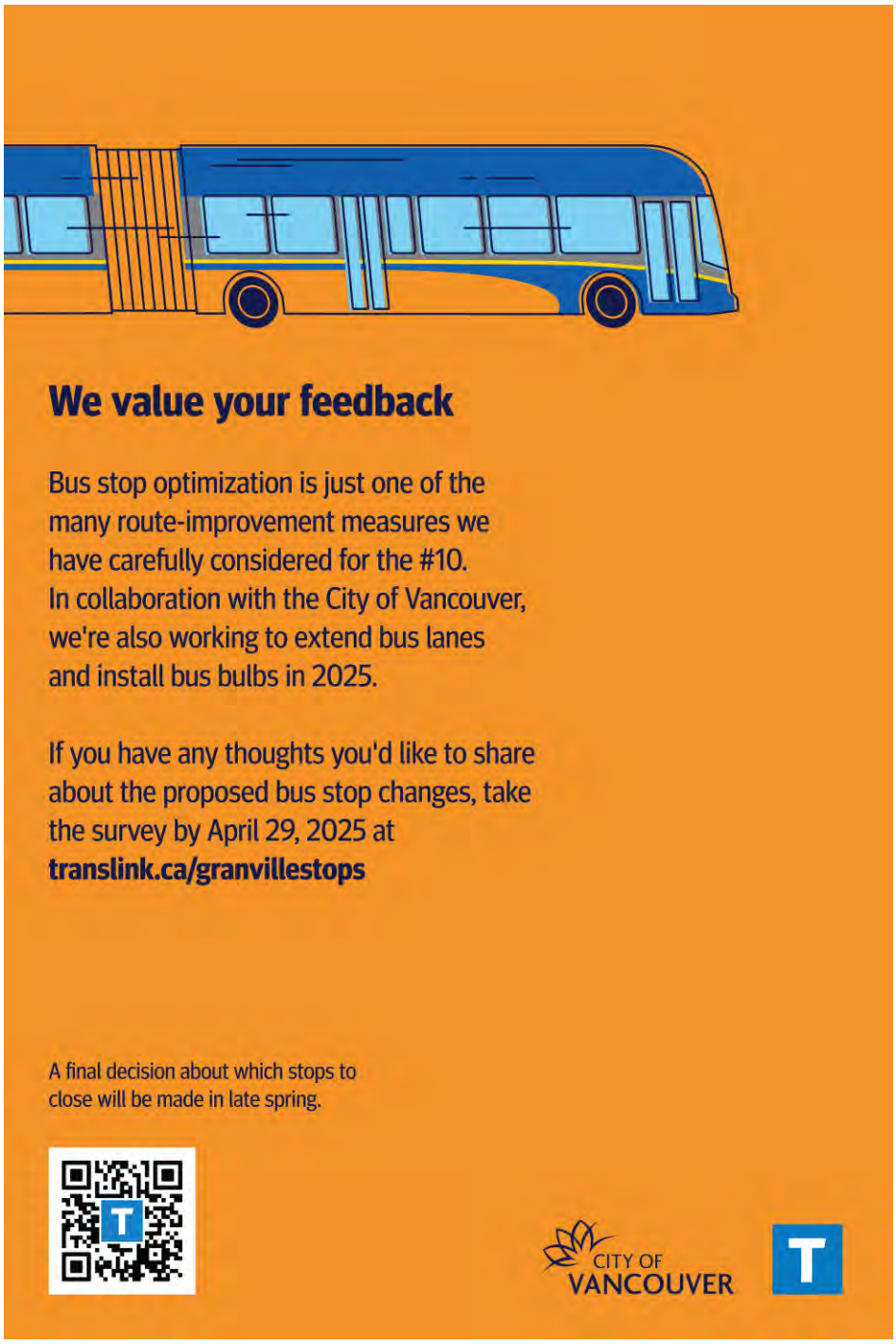
The Plan

The proposed route improvement plan includes removing one in five bus stops, while also adding four new stops at key locations, to maintain accessibility and convenience.

Once these route improvements are completed, 80% of customers can continue to use their existing bus stop. Customers who experience a stop change will have a new stop, within one block of its previous location.

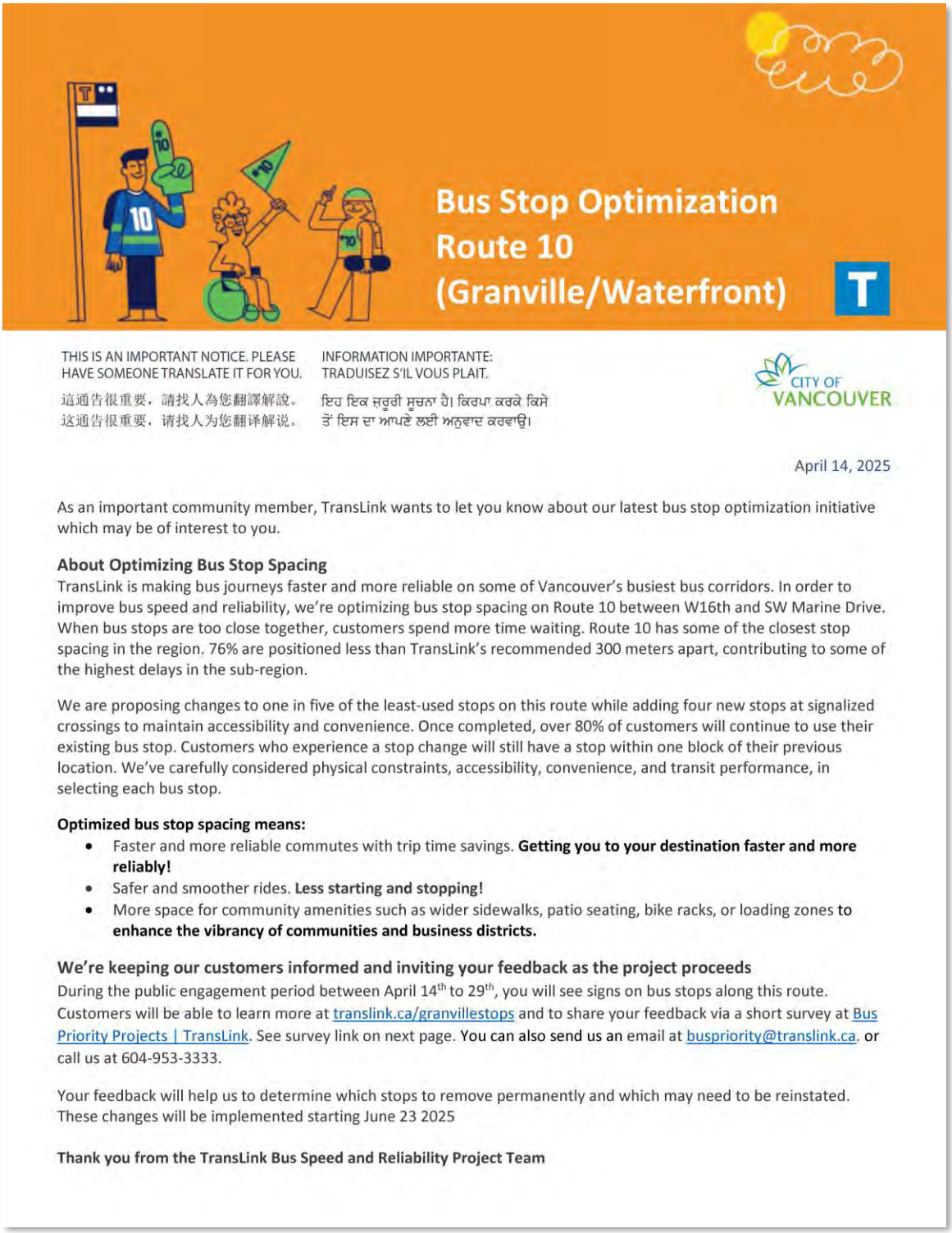
Project poster/engagement board-project map area

Project Presentation Board



Project poster/engagement board- feedback links

Project Intro Letter



Bus Stop Optimization
Route 10
(Granville/Waterfront)

THIS IS AN IMPORTANT NOTICE. PLEASE HAVE SOMEONE TRANSLATE IT FOR YOU.

這通告很重要，請找人為您翻譯解說。
这通告很重要，请找人为您翻译解说。

INFORMATION IMPORTANTE: TRADUISEZ S'IL VOUS PLAIT.

ਇਹ ਇਕ ਜ਼ਰੂਰੀ ਸੂਚਨਾ ਹੈ। ਕਿਰਪਾ ਕਰਕੇ ਕਿਸੇ ਤੋਂ ਇਸ ਦਾ ਆਪਣੇ ਲਈ ਅਨੁਵਾਦ ਕਰਵਾਉ।

CITY OF VANCOUVER

April 14, 2025

As an important community member, TransLink wants to let you know about our latest bus stop optimization initiative which may be of interest to you.

About Optimizing Bus Stop Spacing

TransLink is making bus journeys faster and more reliable on some of Vancouver's busiest bus corridors. In order to improve bus speed and reliability, we're optimizing bus stop spacing on Route 10 between W16th and SW Marine Drive. When bus stops are too close together, customers spend more time waiting. Route 10 has some of the closest stop spacing in the region. 76% are positioned less than TransLink's recommended 300 meters apart, contributing to some of the highest delays in the sub-region.

We are proposing changes to one in five of the least-used stops on this route while adding four new stops at signalized crossings to maintain accessibility and convenience. Once completed, over 80% of customers will continue to use their existing bus stop. Customers who experience a stop change will still have a stop within one block of their previous location. We've carefully considered physical constraints, accessibility, convenience, and transit performance, in selecting each bus stop.

Optimized bus stop spacing means:

- Faster and more reliable commutes with trip time savings. **Getting you to your destination faster and more reliably!**
- Safer and smoother rides. **Less starting and stopping!**
- More space for community amenities such as wider sidewalks, patio seating, bike racks, or loading zones to **enhance the vibrancy of communities and business districts.**

We're keeping our customers informed and inviting your feedback as the project proceeds

During the public engagement period between April 14th to 29th, you will see signs on bus stops along this route. Customers will be able to learn more at translink.ca/granvillestops and to share your feedback via a short survey at Bus Priority Projects | TransLink. See survey link on next page. You can also send us an email at buspriority@translink.ca. or call us at 604-953-3333.

Your feedback will help us to determine which stops to remove permanently and which may need to be reinstated. These changes will be implemented starting June 23 2025

Thank you from the TransLink Bus Speed and Reliability Project Team

First page of 2-page project intro letter delivered to stakeholders along the Granville corridor

Project Intro Letter

Other Transit Improvements on Granville

TransLink is in partnership with the City of Vancouver, who are proposing additional bus speed and reliability measures along Granville Street.

These include extending bus lanes to longer hours:

- 16th to 63rd Ave - All day (24/7)
- 63rd to 70th Ave - Weekday peak periods
- 70th to SW Marine Dr
  - Northbound – All day (24/7)
  - Southbound – Weekday peak periods

Updating parking to hours when bus lanes are not in effect.

These changes are planned for Fall 2025.

TransLink: Bus stops
buspriority@translink.ca
604-953-3333
translink.ca/granvillestops

COV: Bus lanes and parking
granvillebuspriority@vancouver.ca
3-1-1
vancouver.ca/granvilletransit

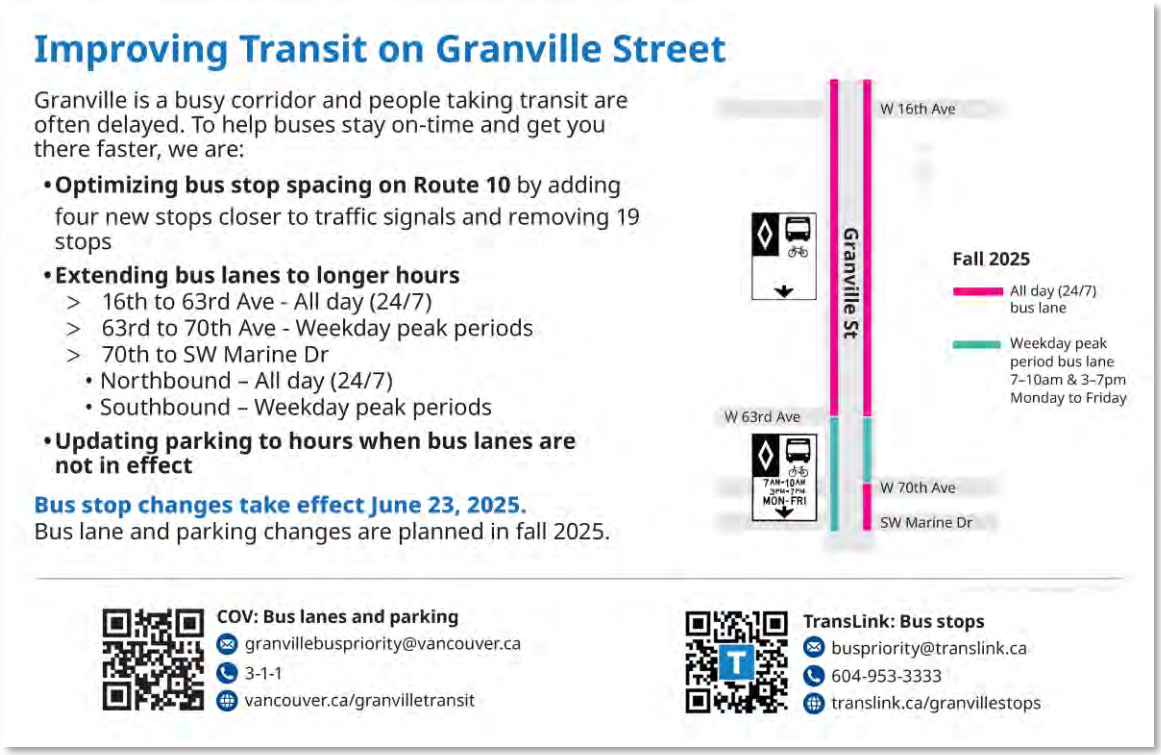
LEGEND

- Temporarily closed & proposed for removal
- Proposed cancelled stop
- Existing bus stop remains in place
- Proposed new stops

Second page of 2-page project intro letter delivered to stakeholders along the Granville corridor

Project Postcard Notification- distributed jointly with City of Vancouver

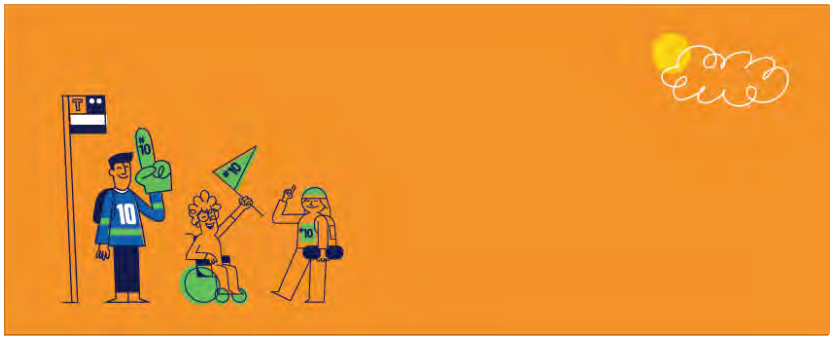
Obverse- Project postcard distributed to 15,500 addresses along the corridor



Reverse- Project postcard

Social Media Graphics

Social media hero graphic

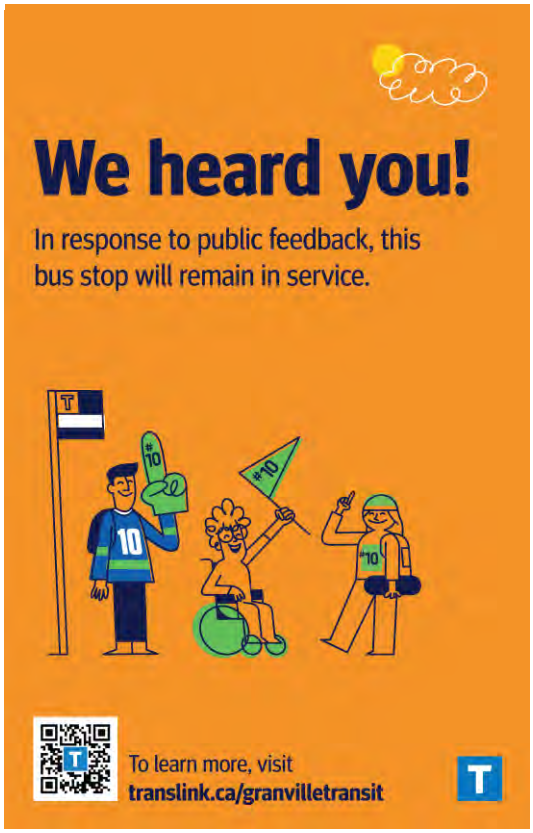


Project social media typical banner graphic

Post-Engagement Stop Signage

Typical stop signage to indicate that a stop will be discontinued

Typical stop signage for newly created stops



Typical stop signage where a planned stop closure was cancelled.