

TRANSLINK 2021 OPEN CALL FOR INNOVATION

Challenge Topic 2 – Enhancing Access to the Public Transit System

The Challenge Statement

How can we make the public transit system¹ easier to use for each of our diverse customer groups across the region as travel patterns evolve in 2021 and beyond?

For many of us, the consequences of the COVID-19 pandemic have disrupted previous patterns of life, including daily routines and travel behavior. However, with the growing success of public health measures and vaccinations, TransLink expects travel demand across Metro Vancouver to increase throughout 2021. The exact characteristics of this evolving travel demand remain uncertain as our residents and businesses are still determining whether to return to pre-pandemic patterns or to adopt new routines. In addition, our region is home to diverse groups of travelers whose travel patterns may have seen a variety of different impacts over the course of the year. TransLink recognizes that the community has worked together to find creative solutions to shared challenges throughout the pandemic. This Call is an invitation to focus this shared creativity on how we can make public transit easier to use for each of the diverse groups of travelers across the region as we continue to determine what our new normal will look like.

TransLink is seeking ideas in areas including **one or more of the following**:

- Solutions that simplify travelers' experiences when arriving at and boarding public transit from micro-mobility and accessibility devices, without requiring significant infrastructure alterations – examples may range from technologies that enable simpler parking and retrieval of devices at stations to processes that enable quicker and easier wayfinding, fare payment and boarding of trains and buses with such devices
- Solutions that help TransLink measure and predict granular customer flow through stations in real-time and that enable flexibly reconfiguring stations to simplify customers' routes through and reduce congestion points within stations, without requiring significant infrastructure alterations – examples may include automated foot traffic counters paired with dynamic signage that optimizes foot traffic depending on prevailing circumstances
- Any further ideas, solutions, or methods that make interacting with and access to public transit easier for each of our diverse customer groups (with a clear statement on what problem is being solved and whether the problem is proven to exist or is a potential future challenge)

While TransLink will review ideas at all stages of the development spectrum, priority will be given to ideas that can be deployed in our region nimbly and cost-efficiently in the near term. Submissions that involve community partners who could support rapid deployment are also welcome.

¹ the public transit system includes buses, SkyTrain, West Coast Express, SeaBus, HandyDART, and Community Shuttles.