



Public Engagement Summary Report

**Bus Rapid Transit Program
Route & Features Engagement**
Metrotown-North Shore BRT

August 25 to September 21, 2025

Prepared By
TransLink Public Affairs

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Executive Summary

Executive Summary

Background

The Metrotown-North Shore BRT route will provide a rapid transit service to the North Shore, Vancouver, and Burnaby. Initial projections indicate it could serve up to 60,000 daily riders by 2035, potentially making it one of Metro Vancouver's most well-utilized transit corridors. It would provide connections to key destinations, improve service to two post secondary institutions, and two hospitals, and support access to more than 662,000 jobs across multiple employment centres.

Engagement Overview

The engagement ran for 28 days between August 25 to September 21, 2025, and received 12,551 survey responses and 1670 public interactions over 17 events and outreach opportunities. TransLink mailed 56,000 postcards to addresses within 1 km of the route and generated 39,000 digital ad clicks to the project webpage, driving strong public engagement. 90% of respondents reside in one of the five municipalities along the route.

Key Findings

There are six key themes emerging from this public engagement.

Theme 1: High level of support for Metrotown-North Shore BRT

- **More than four in five respondents expect transportation on this corridor to improve if this project were built**

Theme 2: Improving speed and reliability on this corridor is a key service priority

- Across all demographics, **improving reliability and frequency of service emerged as the top priorities**—most respondents want faster, more dependable transit and shorter wait times.

Theme 3: Respondents support prioritizing transit improvements over maintaining existing vehicle access across the corridor

- 70% of all respondents drive at least once a week. 56% of all respondents take the bus at least once a week.
- When looking at all respondents, **the top three responses prioritized transit improvements over existing vehicle access.**

Theme 4: Weather protection and improved lighting are key station features

- Nine in ten (90%) of the respondents preferred having a full overhead roof in the stations. Over half of respondents prioritized improved lighting for visibility (58%) and a wind screen to block wind (57%).

Theme 5: Regionally, the Hastings St and Willingdon Ave route is the preferred route option

- For the Hastings St and Willingdon Ave option, the overall support was **3.1 out of 5**. For the Boundary Rd and Lougheed Hwy option, the overall support was **2.9 out of 5**.

Theme 6: Support for route options and direct connections depends on age, mode, municipality and neighbourhood.

- While the Hastings St and Willingdon Ave option is supported at the regional level, there is no single route option that satisfies all demographic groups with significant differences of opinion depending on age, travel mode, municipality, and neighbourhood.
- This is explored further on pages 24 to 29.

Next Steps

TransLink and our municipal partners will carefully consider public feedback to help inform an alignment recommendation within the City of Vancouver and City of Burnaby, which includes considerations such as:

- Overall design and performance of the Metrotown-North Shore BRT
- Roadway opportunities and design constraints
- The totality of public feedback including what is in the region's interest as well as localized concerns
- Potential design mitigations in response to public feedback
- Alignment with local and regional policy documents and objectives

TransLink will recommend a preferred alignment in 2027.

Public Engagement Summary Report

Public Engagement Summary: BRT Route & Features

Metrotown-North Shore BRT

Background

Every day, more than 400,000 people rely on transit to get where they need to go. As our region continues to change, expanding our rapid transit network will be essential for addressing key challenges. Right now, demand for fast, frequent, and reliable transit is outpacing our capacity, resulting in system-wide overcrowding. Meanwhile, funding constraints at all levels of government demand careful investment prioritization.

Bus Rapid Transit (BRT) offers a cost-effective solution, delivering more kilometres of rapid transit at significantly lower costs than rail. By investing in BRT, we can provide smarter, faster, and more accessible transit for all, improving travel times, frequency, and accessibility.

Bus Rapid Transit Program

TransLink is planning for the region's first BRT program, which will provide fast, frequent and reliable service, with dedicated lanes, transit signal priority, and weather-protected stations.

In November 2023, the Mayors' Council on Regional Transportation identified King George Boulevard, Langley-Haney Place, and Metrotown-North Shore as the first three BRT corridors to advance to further planning, engagement, and implementation. These corridors were chosen for their potential to maximize benefits for the region, including increasing ridership and improving access, as well as aligning with future housing and development growth projections.

BRT Customer Experience Engagement

In summer 2024, TransLink engaged the public on aspects of the customer journey – such as frequency of service, and station and vehicle amenities – to develop guiding principles for the BRT Customer Experience. Through this engagement, the public feedback identified the following priorities:

- A fast, frequent, and reliable BRT service that connects customers to more parts of the region.
- BRT stations with real-time information displays and protect customers from the weather.

The BRT Customer Experience Public Engagement Summary Report is available at translink.ca/brt.

BRT Features Engagement

From January 16 to February 9, 2025, TransLink engaged the public to help shape the customer experience for the King George Boulevard and Langley-Haney Place corridors. This round of engagement built on earlier outreach efforts and focused on updated station designs, key service features, and gathering input on how BRT can best serve local communities.

The BRT Features Public Engagement Summary Report is available at translink.ca/brt.

Advancing Metrotown-North Shore BRT

Since the 2024 engagement, corridor-level planning has included working with our five municipal partners and three First Nations to identify the station locations for the Metrotown-North Shore corridor.



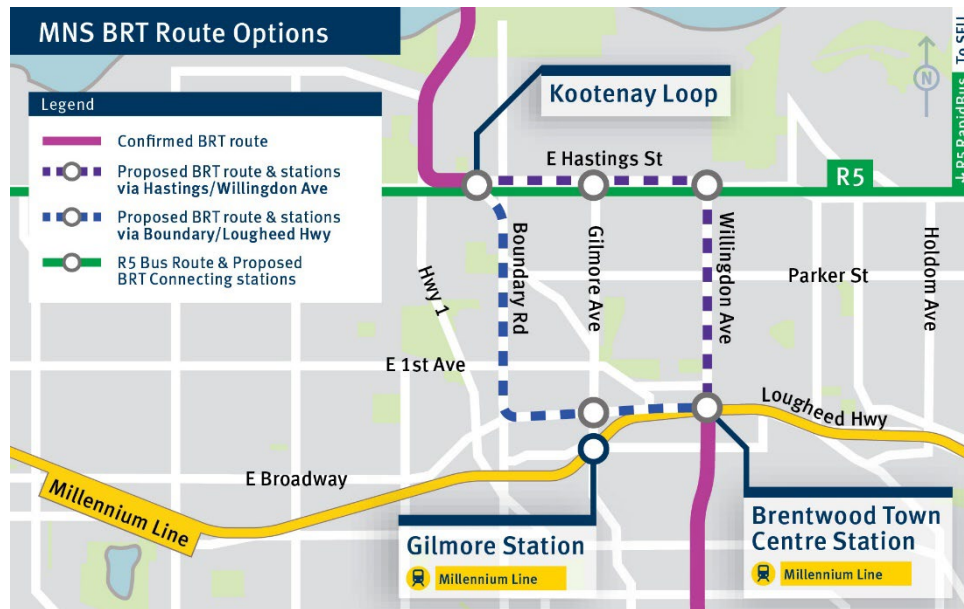


Figure 1: Map of the Metrotown-North Shore BRT and Route Options

The Metrotown-North Shore BRT corridor is one of three BRTs prioritized by TransLink and the Mayors' Council on Regional Transportation. Key destinations include Park Royal, Lonsdale Quay, Phibbs Exchange, Kootenay Loop, and BCIT's Burnaby campus with connections to the SkyTrain network at Brentwood Town Centre and Metrotown Station.

There are two route options in the City of Vancouver and the City of Burnaby. During public engagement, TransLink presented the benefits, trade-offs, and future design considerations for each route. The two route options are:

- Hastings St and Willingdon Ave providing direct access to Burnaby Heights
- Boundary Rd and Lougheed Hwy providing direct access to Gilmore SkyTrain station

Today, the corridor is served by a combination of local bus service, weekday, peak only express buses, and RapidBus service. In 2024, the route segment between Phibbs Exchange to Metrotown Station was one of the [most overcrowded routes in the region](#). In addition, the Metrotown-North Shore corridor faces some of the [highest transit delays](#). BRT will provide a high capacity, faster, and more reliable connection compared to what is available today.

Preliminary BRT ridership projections indicate that there could be up to 60,000 daily riders in 2035 making it one of the most well utilized transit corridors in Metro Vancouver. About 30,000 of those trips would be within the City of Burnaby, 23,000 within the North Shore, and the remaining 7,000 in the City of Vancouver.

Economically, TransLink estimates that the Metrotown-North Shore BRT would provide access to more than 662,000 jobs by connecting to key regional employment centres, industrial lands, post-secondary institutions and healthcare facilities.

Public Engagement Overview

Overview

The BRT Metrotown-North Shore engagement program ran from August 25 to September 21, 2025. The objectives of the engagement program were to:

- **Inform:**
 - Share details of Metrotown-North Shore alignment and station locations
 - Continue to build public awareness of the BRT program and its benefits
- **Consult:**
 - On route options within the City of Vancouver and City of Burnaby to inform a preferred alignment recommendation.
 - On aspects of the program, including station features anticipated to be core components across the BRT corridors.

What We Did

Awareness & Promotion

We used the following methods to build awareness of the BRT program and promote participation in the survey during the engagement period:

- **Postcards and Posters**– 55,779 postcards with information on the public engagement period, open houses, and survey were mailed to addresses in a 1-kilometre radius of the Metrotown-North Shore corridor. The distribution radius is in line with the City of Burnaby’s public engagement approach.
- Another 9,000 postcards – including Simplified and Traditional Chinese, and Farsi versions – were shared with partners and community organization and distributed at community events. Posters were also shared with partners and community organizations.
- **Partner Engagement** – Postcards, posters and display boards with detailed project information were shared with 17 municipal partners, large employers, post secondary institutions, and business groups to share with their community.
- **TransLink.ca & Events Calendar**– the project was highlighted on the translink.ca homepage; and in-person engagement opportunities, including open houses and Car Free Days, were promoted in the event calendar.
- **Digital Advertising** – Ads ran on Meta platforms (Facebook and Instagram), Youtube.com, and Google suite] from August 25 to September 21, generating 39,000 clicks to translink.ca/brt and 6,500 clicks to start the online survey.
- **Transit System Ads** – Signs with information on the engagement were installed at 18 bus stops along the Metrotown-North Shore alignment.
- **TransLink Social Media Posts** - The social media campaign to promote the public engagement included posts on TransLink’s channels: Facebook (2), Instagram (3), LinkedIn (2), X (1 on @TransLinkNews), and the Buzzer Blog (1).
- **Media Release** – An info bulletin distributed to media on August 25 generated broadcast and only coverage from Global BC, CBC, North Shore News (and other Black Press publications), DailyHive, and Vancouver is Awesome.

- **Newsletters** – Information about the engagement was included in two TransLink newsletters: the monthly general newsletter, which reached 577,500 subscribers in August; and the BRT newsletter, which has 1,800 subscribers.
- **Stakeholder Emails** – Information about the engagement opportunities was sent to key stakeholders and community groups to share with their networks.
- **Business outreach** – To ensure Burnaby Heights businesses were aware of the opportunity to provide input on route options, staff visited businesses to share project information and answer questions at the launch of the engagement period.
- **Community events** – Display boards and postcards promoting the engagement opportunities at Car Free Days across the region.

Engagement Methods

Opportunities to learn about BRT and share feedback during the engagement included:

- **Project website:** The online survey, information about the BRT program, and open house dates were hosted on our engagement site, translinklistens.ca, and accessible through the project landing page link translink.ca/brt during the engagement period. The link was included in engagement material, advertising, and other promotional tactics.
 - *57,400 unique website visits were logged*
- **Narrated video:** An 8-minute video narrating the informational display boards was posted on TransLink's Youtube.com channel, with a link from the project website.
 - *The video was viewed 8,120 during the engagement period*
- **Survey:** An online survey was the primary method used to capture public feedback. A paper version was available at open houses, or by request. The survey was translated into Simplified and Traditional Chinese, and Farsi, with paper copies available at open houses or by request.
 - *12,551 respondents completed the survey*
- **Phone line:** A dedicated phone number was listed on postcards and online, offering a non-digital channel to provide feedback or ask questions about the project.
 - *10 calls were received*
- **Project email:** Feedback was also received through the project email account, brt@translink.ca.
 - *36 email messages received*
- **Other written feedback:** TransLink acknowledges feedback received through external channels relevant to the engagement topics.
 - *98 messages submitted to the City of Burnaby*
 - *A petition submitted to City of Burnaby by the Burnaby Heights Residents Association with 1075 signatures.*

Pre-engagement Briefings

Prior to the public engagement period, we previewed the engagement with key groups to get feedback on the approach, material and list of events, and encourage them to share information with their networks.

- Aug 19-22 - Briefings for community and business organizations to preview the public engagement approach and tactics prior to launch. Participants included:
 - Hastings Merchants Association
 - Movement YVR
 - BCIT and BCIT Student Association
 - SFU
 - Capilano University
 - Hastings Sunrise Business Improvement Area
 - Fraser Health/Burnaby Hospital
 - Burnaby Board of Trade
 - Seaspan
 - Vancouver Coastal Health/Lions Gate Hospital
 - Lower Lonsdale Business Improvement Area

Events and Participation

During the public engagement period we shared information about the project, sought feedback, and promoted the online survey at engagement events, which included:

- **Public open houses**
 - Sept 4 – Thunderbird Community Centre, Vancouver
 - Sept 9 – John Braithwaite Community Centre, North Vancouver
 - Sept 10 – Confederation Park Community Centre, Burnaby
 - Sept 13 – Metrotown Kiosk, Burnaby
 - Sept 17 – Lynn Creek Community Recreation Centre, North Vancouver
- **Community and stakeholder outreach and events**
 - Aug 27 – Willingdon Community Fair & Movie Night
 - Aug 31 – Burnaby Car Free Day
 - Sept 2 – BCIT Orientation Day
 - Sept 2 – Capilano University Orientation Day
 - Sept 6 – Commercial Drive Car Free Day
 - Sept 14 – Main Street Car Free Day
 - Sept 16 – Burnaby Hospital Staff Outreach
 - Sept 20 – North Vancouver Car Free Day/Shipyards Festival
- **Briefings and outreach for business groups**
 - Aug 25 – Canvassing businesses in Burnaby Heights
 - Sept 3 – Hastings Merchants Association Board
- **Transit centre pop-up information sessions**
 - Aug 28 – Burnaby Transit Centre early morning shift
 - Aug 28 – Burnaby Transit Centre afternoon shift

In total there were **1670 interactions** at the public and stakeholder events.

Who We Heard From – Public Survey

TransLink heard from 12,551 community members through the public survey. 90% of respondents live in a municipality along the corridor.

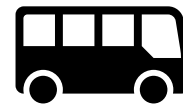
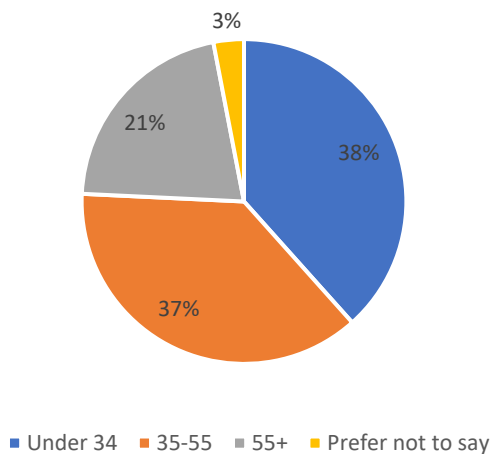
MUNICIPALITY	%	Count
Burnaby	45%	5646
Vancouver (including University Endowment Lands)	20%	2484
North Vancouver (District)	12%	1455
North Vancouver (City)	11%	1322
West Vancouver	3%	322
Coquitlam	2%	283
New Westminster	2%	251
Surrey	2%	235
Richmond	1%	136
Port Moody	1%	90
Delta	<1%	59
Port Coquitlam	<1%	50
Langley (township)	<1%	39
Maple Ridge	<1%	33
Langley (city)	<1%	19
Other	1%	127
TOTAL	100%	12,551

Of the respondents in the City of Burnaby, a majority were from the Burnaby Heights/Brentwood neighbourhood.

LOCATION	%	Count
V5C- Burnaby Heights/Brentwood	55%	3096
Elsewhere in Burnaby	44%	2501
Prefer not to say	1%	49
TOTAL	100%	5646

Additional Demographics

Responses by Age



56%

Ride the bus at least once a week



70%

Drive at least once a week



223

Own a business along a proposed route option

What We Heard – Key Findings

Theme 1: High level of support for Metrotown-North Shore BRT

More than four in five respondents expect transportation on this corridor to improve with a substantial portion expressing strong confidence. This level of support remains relatively consistent amongst all corridor municipalities with a range of 78% to 93%.

Theme 2: Improving service frequency and reliability on this corridor is a key service priority

Across all demographics, improving reliability and frequency of service emerged as the top priorities—most respondents want faster, more dependable transit and shorter wait times. Enhancing connections both within and across Vancouver, Burnaby, and the North Shore was another key expectation, while safety and station amenities were important secondary factors.

Theme 3: Respondents support prioritizing transit improvements over maintaining existing vehicle access across the corridor

Respondents were asked to rank their top three design priorities for the design team out of six high level options. Three options favoured transit improvements (speed and reliability, station amenities, access to commercial areas) and three favoured status quo vehicle access (maintain vehicle access to residential areas, maintain customer vehicle access, maintain commercial loading).

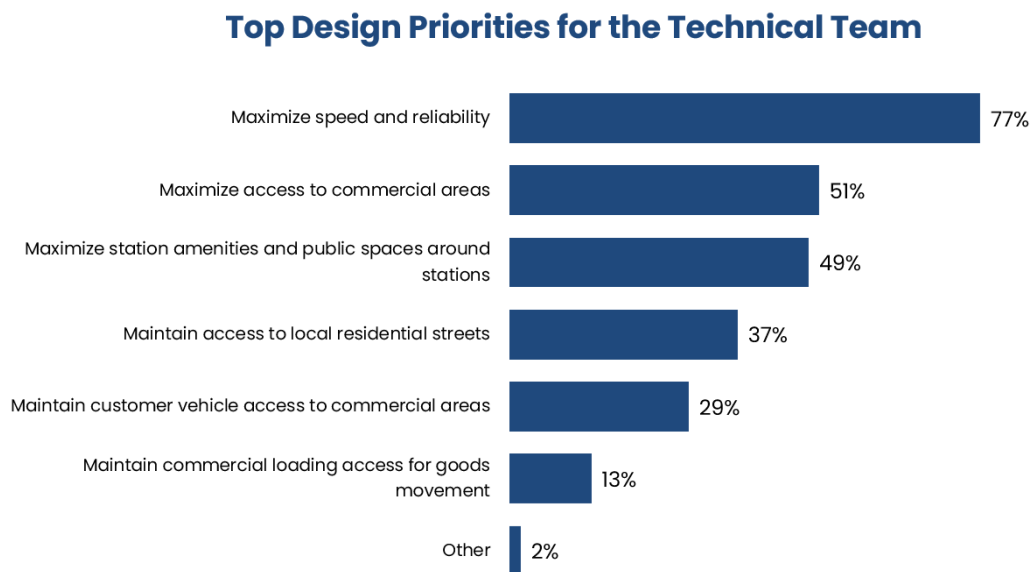


Figure 2: Top Design Priorities for the Technical Team

When looking at all respondents, **the top three responses prioritized transit improvements over existing vehicle access**. 77% wanted the team to maximize speed and reliability, 51% wanted to maximize access to commercial areas and 49% want to maximize station amenities and public spaces around stations. These priorities remain relatively consistent across all municipalities and age groups.

Differences include those in Burnaby Heights expressing greater support for maintaining access to local residential streets (46%) and maintaining customer vehicle access to commercial areas (41%). In addition, those over the age of 55 expressing greater support for maintaining residential (44%) and commercial access for vehicles (44%).

It is important to note that the design team is considering the local context and all six design priorities when developing potential lane configuration options. TransLink will consult on specific roadway configurations at a future stage of design and refine the configuration options based on that feedback.

Theme 4: Weather protection and improved lighting are key station features

Nine in ten (90%) of the respondents preferred having a full overhead roof in the stations. Over a half of respondents prioritized improved lighting for visibility (58%) and wind screen to block wind (57%).

Theme 5: The Hastings St and Willingdon Ave route is the preferred route option

For the Hastings St and Willingdon Ave option, the overall support was 3.1 out of 5. For the Boundary Rd and Lougheed Hwy option, the overall support was 2.9 out of 5.

Theme 6: Support for route options and direct connections depends on age, mode, municipality and neighbourhood.

While the Hastings St and Willingdon Ave option is supported at the regional level, there is no single route option that satisfies all demographic groups with significant differences of opinion depending on age, travel mode, municipality, and neighbourhood.

What We Heard – Detailed Feedback Summary

TransLink had four priorities for this public engagement.

- 1) Familiarity with Bus Rapid Transit
- 2) Priorities for station features
- 3) Improvements compared to the existing R2 RapidBus between Park Royal and Phibbs Exchange
- 4) Reviewing benefits and tradeoffs of two route options in the City of Vancouver and the City of Burnaby

The following section provides detailed information on individual questions.

Familiarity with BRT in Metro Vancouver

Respondents were asked to rate their familiarity with the plans for BRT in **Metro Vancouver**. **Two-thirds** (66%) of the respondents reported that they were **familiar** with the BRT plans before the engagement, while **one-fifth** (20%) reported they were **unfamiliar**.

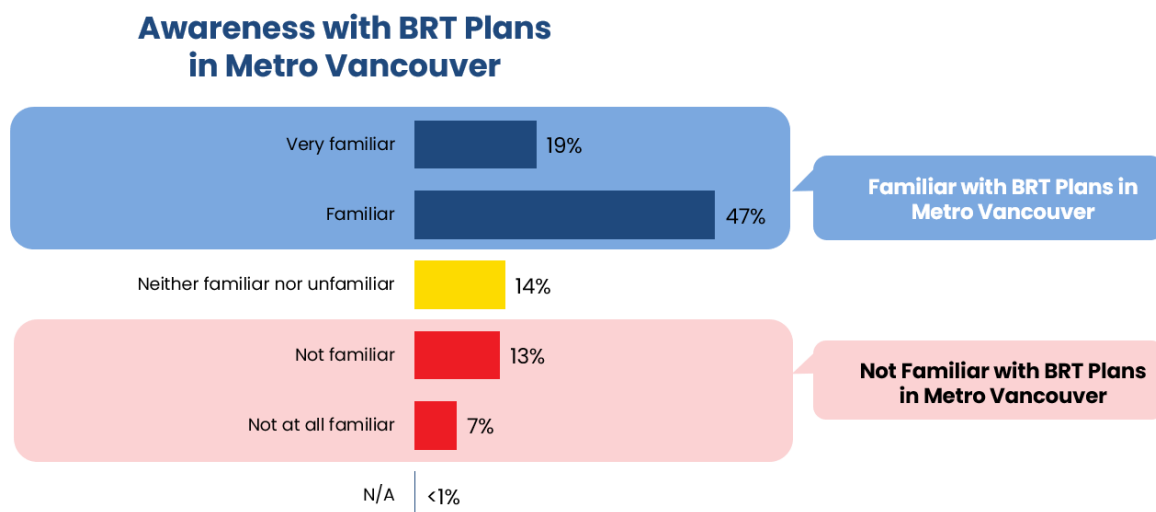


Figure 3: Awareness with BRT Plans in Metro Vancouver

When looking at regional distribution, among respondents familiar with the BRT in Metro Vancouver, 54% of **North Shore** respondents indicated they were familiar showing a **lower familiarity compared to the overall** (66%). Specifically, 58% reported that they live in North Vancouver – City, 55% in West Vancouver, and 50% in North Vancouver – District,

Additionally, seven in ten of **Vancouver and Burnaby** are familiar with BRT showing a **higher familiarity compared to overall** (66%).

Familiarity with Metrotown-North Shore BRT

Respondents were also asked to rate their familiarity with the planned BRT between Metrotown and the North Shore. Around **three in five** (58%) reported that they were **familiar** with the BRT plan in the Metrotown – North Shore corridor, while slightly over **one quarter** (27%) were **unfamiliar**.

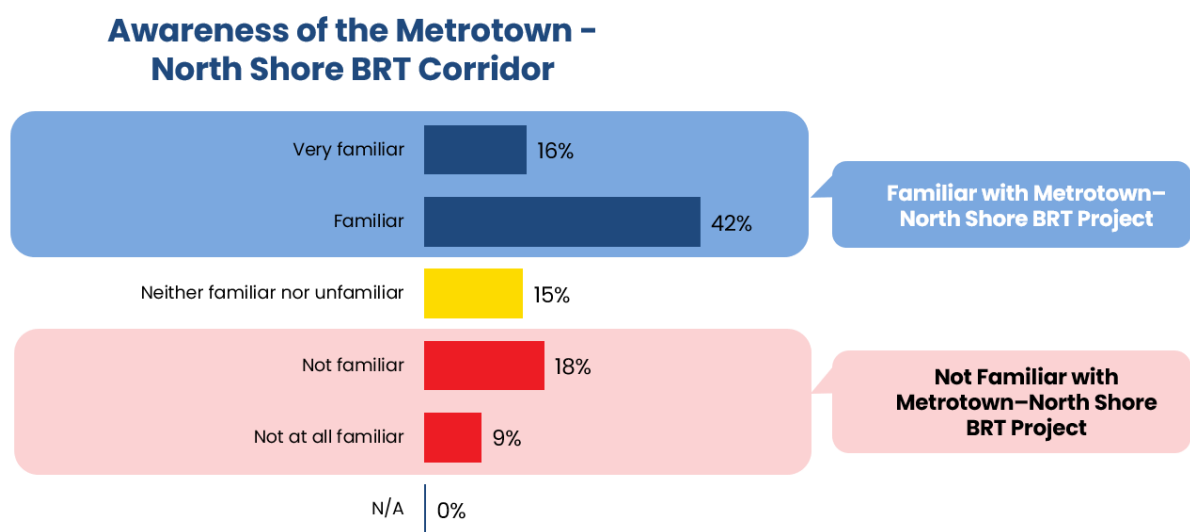


Figure 4: Awareness of Metrotown – North Shore BRT Corridor

Overall, compared to all respondents, **North Shore respondents reported lower familiarity with BRT plans** (49%), while **Vancouver and Burnaby respondents demonstrated greater awareness** (60%). When looking at responses by individual municipalities, West Vancouver showed the lowest levels of familiarity (40%), whereas Burnaby recorded the highest (62%).

Perceived Impact of BRT on Transportation

Respondents were asked to rate to what extent they believe the BRT service would improve their transportation on the Metrotown – North Shore corridor.

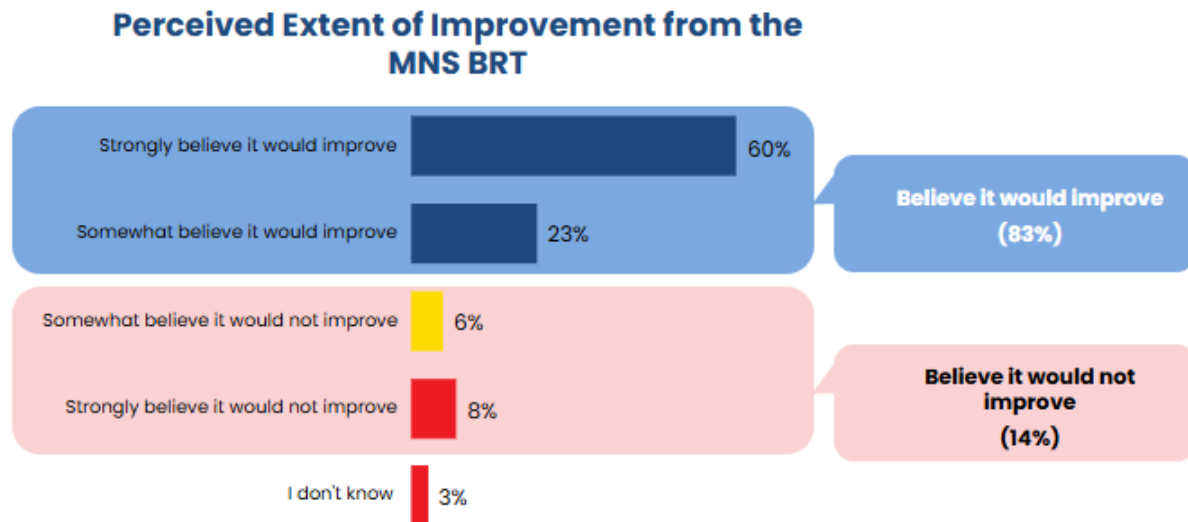


Figure 5: Perceived Extent of Improvements from the BRT

Notably, most respondents (**83%**) believe that the BRT service **would improve** their transportation on the Metrotown-North Shore corridor. In contrast, **14%** believe that it **would not**.

Overall, perceptions that the BRT will improve transportation along the Metrotown–North Shore corridor were relatively similar between North Shore (80%) and Vancouver and Burnaby (83%) respondents.

However, Vancouver respondents expressed notably higher confidence in the BRT’s impact (93%), while North Vancouver (District) respondents reported the lowest levels of perceived improvement (78%).

Station Features

Respondents were asked to identify and prioritize features they consider most important for weather-protected stations.

Nine in ten (90%) of the respondents preferred having a **full overhead roof** in the stations. Over a half of respondents prioritized improved lighting for visibility (58%) and wind screen to block wind (57%). Three in ten (29%) would like to have seatings with weather-resistant materials, while one fifth (20%) prefer slip-resistant flooring for wet conditions. A smaller proportion (7%) requested drinking water fountains.

Top Priorities for Weather-Protected BRT Stations

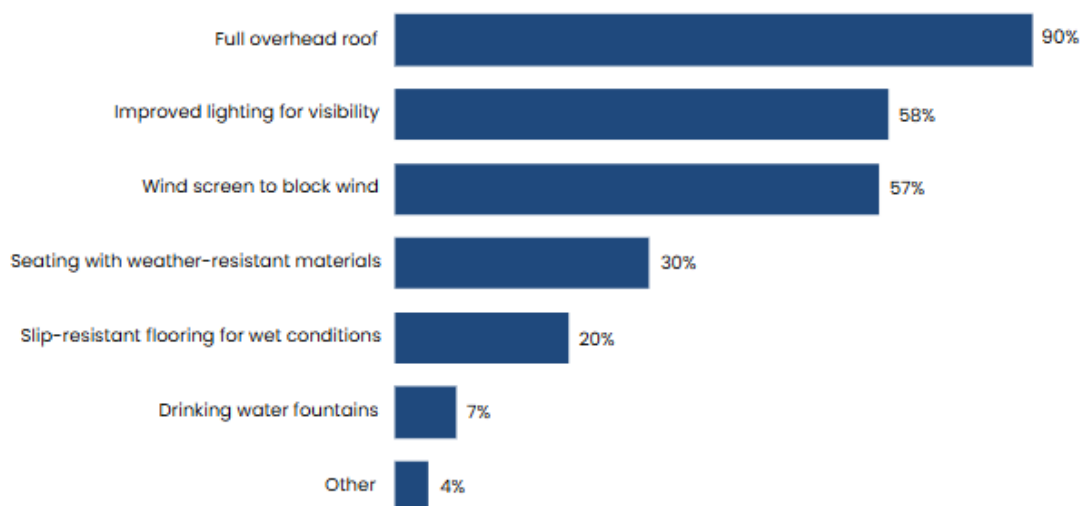


Figure 6: Top Priorities for Weather Protected BRT Stations

North Shore: Improvements to the Existing R2 Route Between Park Royal and Phibbs Exchange

Respondents were asked to consider the current R2 RapidBus service between Park Royal and Phibbs Exchange and indicate what features they would prioritize in a future BRT service compared to R2 RapidBus.

Key Improvements to Prioritize for the MNS BRT

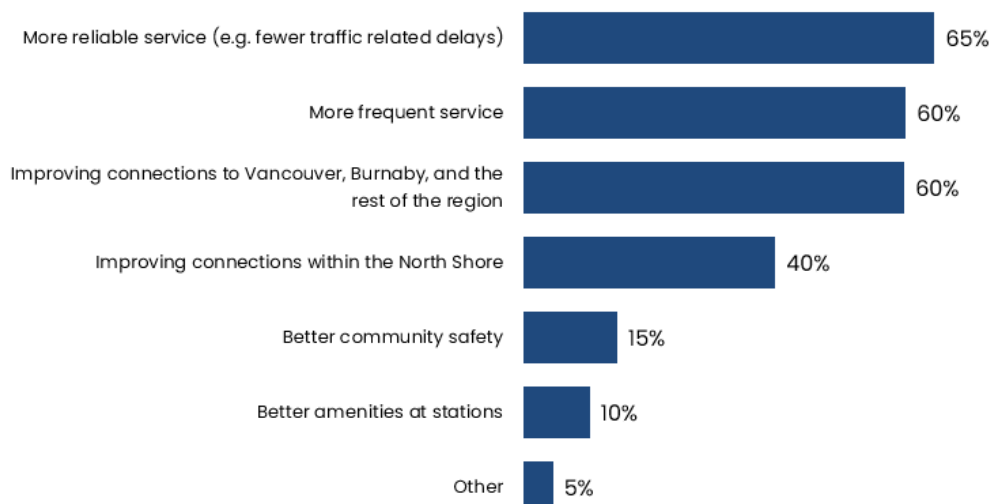


Figure 7: Key Improvements to Prioritize for the BRT Compared to the Existing R2 RapidBus

The top three priorities were more reliable service, more frequent service, and improving connections to Vancouver, Burnaby and the rest of the region. Around two-thirds (65%) reported that they would prioritize more reliable services. While 60% desired more frequent services and improving connections to Vancouver, Burnaby, and the rest of the region, and 40% agreed on improving connections within the North Shore. A smaller portion reported that they would prioritize better community safety (15%) and amenities at stations (10%).

North Shore respondents (59%) were less likely to prioritize reliable services than overall (65%), which was specifically driven by North Vancouver (District) and West Vancouver perspectives. In contrast, Vancouver respondents (73%) were more likely to cite reliable services than overall.

Vancouver respondents expect more frequent services (68%) and improving connections to South Shore and the rest of the region more (70%). North Shore respondents (55%) desired improving connections within the North Shore.

Written Comments on the Existing R2 Route and Service

Respondents provided 2035 written comments on the existing R2 route between Park Royal to Phibbs Exchange. Below is a summary of the top 10 themes.

Theme	Description	Number of Comments	Percentage of Comments
Ability to Convert to SkyTrain or Rail in Future	Many respondents believe only SkyTrain or rail (LRT/Subway) will meaningfully address North Shore transit needs, and view BRT as a temporary or inadequate solution. Instead, there was a desire for corridor and infrastructure to be built in a way that can be easily converted to SkyTrain or LRT in the future.	290	14%
Enforced Dedicated Lanes and Signal Priority	Strong demand for physically separated, enforced bus lanes and transit signal priority at intersections for speed, reliability, and true BRT service. It also included ticketing the vehicles using/blocking these bus lanes.	283	14%
Traffic and Bridge Bottleneck	Frustration that congestion (especially around the Ironworkers Memorial Bridge and Marine Drive) limits the effectiveness and reliability of bus-based solutions.	263	13%
Expansion of Service Area Delivery of BRT	Desires for the route to go further west (Ambleside, Dundarave, Horseshoe Bay), east (Deep Cove, Seymour), or to key hubs (Lynn Valley, Capilano U, Surrey/White Rock).	256	13%

Theme	Description	Number of Comments	Percentage of Comments
Skepticism of BRT Reliability and Rapidness	Concerns include the service not being truly rapid—too many or too few stops, slow speeds during rush hour, traffic delays, indirect routes to the destination, and suspicions of failure to deliver on promised fast transit.	254	12%
Frequency and Scheduling	Emphasis on frequency, reliable, and seamless scheduling integration.	253	12%
Positive Feedback and Support	General positive comments about the existing R2 service, BRT proposal, or improvements that have been observed.	207	10%
Worsened Vehicle Traffic	Concerns that bus lanes or dedicated infrastructure will worsen conditions for drivers or create more congestion.	197	10%
Desire for Public Washrooms and Amenities	Calls for washrooms, improved shelters and seatings, weather protection, climatization, and other passenger amenities at exchanges and along the route.	131	6%
Connection to Local Destinations & Schools	Requests for better connection, faster or more direct access for local destinations—particularly schools, local neighborhoods, and key activity nodes.	108	5%

Route Options in Vancouver and Burnaby

Respondents were provided with two possible route options under consideration for BRT and asked to evaluate each. They rated their level of support for each route on a scale from 0 (not supportive at all) to 5 (very supportive).

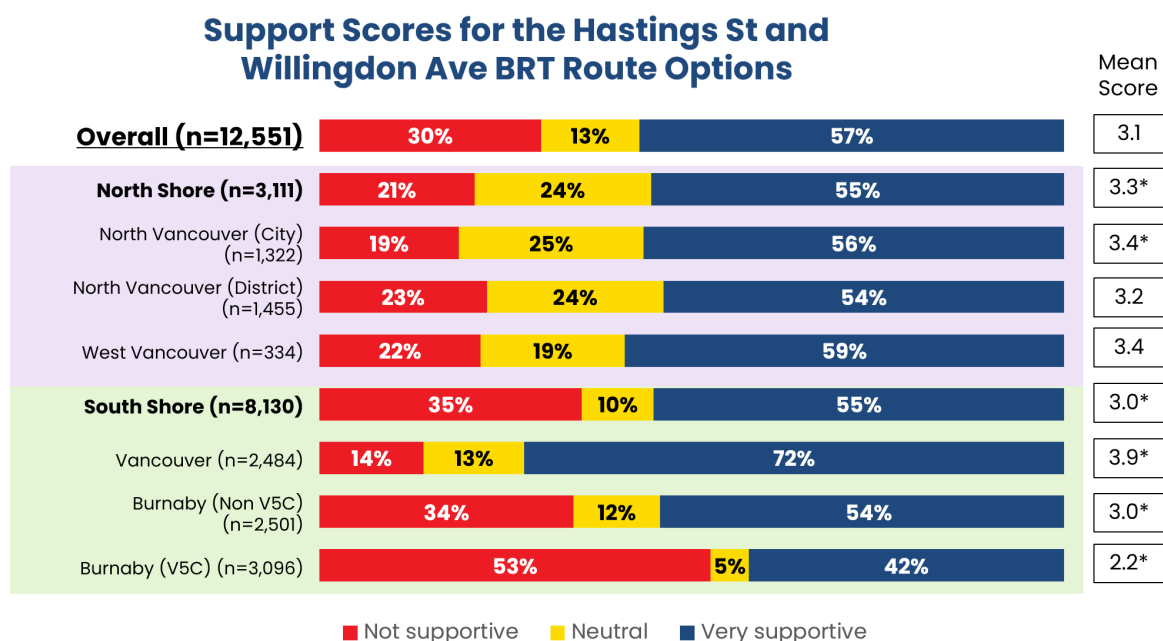


Figure 8: Support for the Hastings St and Willingdon Ave Route Options by Area

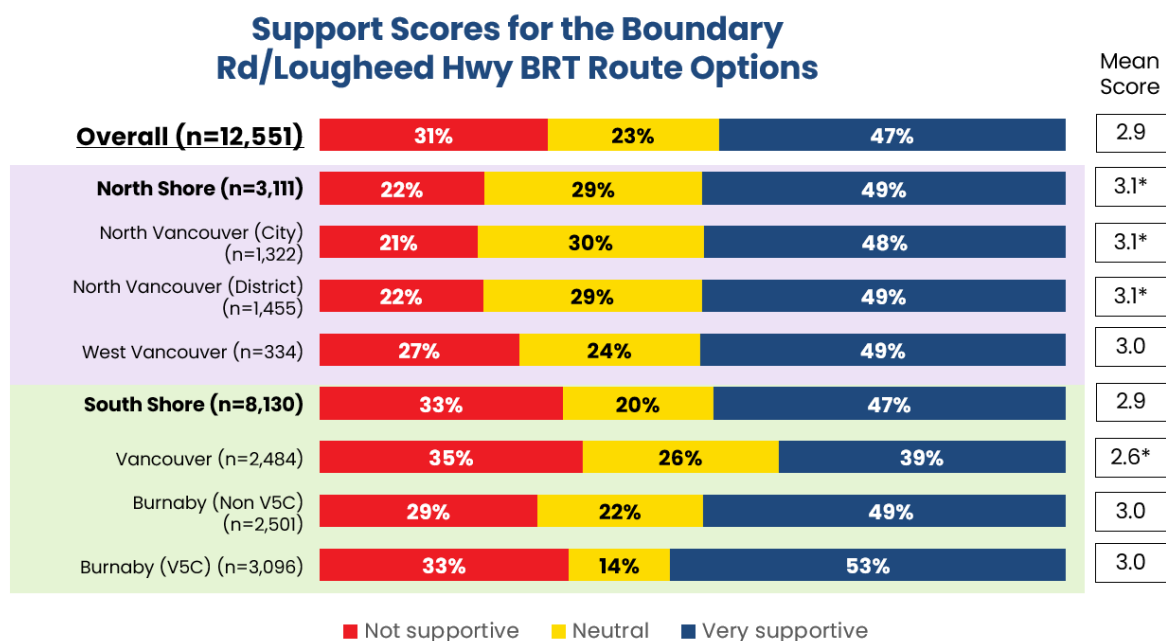


Figure 9: Support for the Boundary Rd and Lougheed Hwy Route Option by Area

Regionally (all respondents)

For the Hastings St and Willingdon Ave option, the overall support was **3.1 out of 5 compared to 2.9 out of 5 for the** Boundary Rd and Lougheed Hwy option.

By Location

The level of support for each route option varies based on the respondent's location.

For the Hastings St and Willingdon Ave option, North Shore respondents expressed a similar level of support compared to the overall average (3.3 out of 5). They express a slight preference for the Hastings St and Willingdon Ave option over the Boundary Rd and Lougheed Hwy option (3.1 out of 5).

Vancouver respondents strongly support the Hastings St and Willingdon Ave option with an average score of 3.9 out of 5 compared to 2.6 out of 5 for the Boundary Rd and Lougheed Hwy option.

In Burnaby, responses vary depending on where respondents live within the municipality. Among all Burnaby respondents (45% of the total sample), the Hastings St and Willingdon Ave option received an average rating of 2.6 out of 5, compared to 3.0 out of 5 for the Boundary Rd and Lougheed Hwy option. Of the 5,646 Burnaby respondents, 55% reside within the V5C Forward Sortation Area (FSA)—which generally includes Brentwood and Burnaby Heights—while the remaining 45% reside in other areas of Burnaby.

For the Hastings St and Willingdon Ave option, respondents in the Burnaby Heights/Brentwood (V5C) area reported an average rating of 2.2 out of 5. Within this group, 42% of respondents provided a rating of 4 or 5. Respondents living in Burnaby outside of the V5C area reported a higher average rating of 3.0 out of 5.

For the Boundary Rd and Lougheed Hwy option, respondents in the Burnaby Heights/Brentwood (V5C) area reported an average rating of 3.0 out of 5. Respondents living outside of the V5C area reported a similar average rating of 3.0 out of 5.

By Business Ownership Along Proposed Route Options

Compared to the overall average, businesses along a proposed route option support the Boundary Rd and Lougheed Hwy option over the Hastings St and Willingdon Ave option. 223 respondents indicated that they owned a business along one of the proposed route options. For the Hastings St and Willingdon Ave option, business owners scored the route at 1.8 out of 5. For the Boundary Rd and Lougheed Hwy option, business owners scored the route at 2.9 out of 5.

By Transportation Mode

There is a significant difference of opinion when looking at responses by transportation mode. For context, 70% of all respondents drive at least once a week and 58% of all respondents take the bus at least once a week.

For the Hastings St and Willingdon Ave option, the overall support from frequent bus riders was 3.6 out of 5 compared to 2.8 out of 5 from frequent drivers.

For the Boundary Rd and Lougheed Hwy option, the overall support from frequent bus riders was 2.8 out of 5 compared to 3.1 out of 5 from frequent drivers.

In summary, frequent transit riders prefer the Hastings St and Willingdon Ave option and frequent drivers prefer the Boundary Rd and Lougheed Hwy option.

By Age

There is a significant difference of opinion when looking at responses by age. Those under the age of 19 to the age of 44 tend to support the Hastings St and Willingdon Ave option whereas those over the age of 45 tend to prefer the Boundary Rd and Lougheed Hwy option.

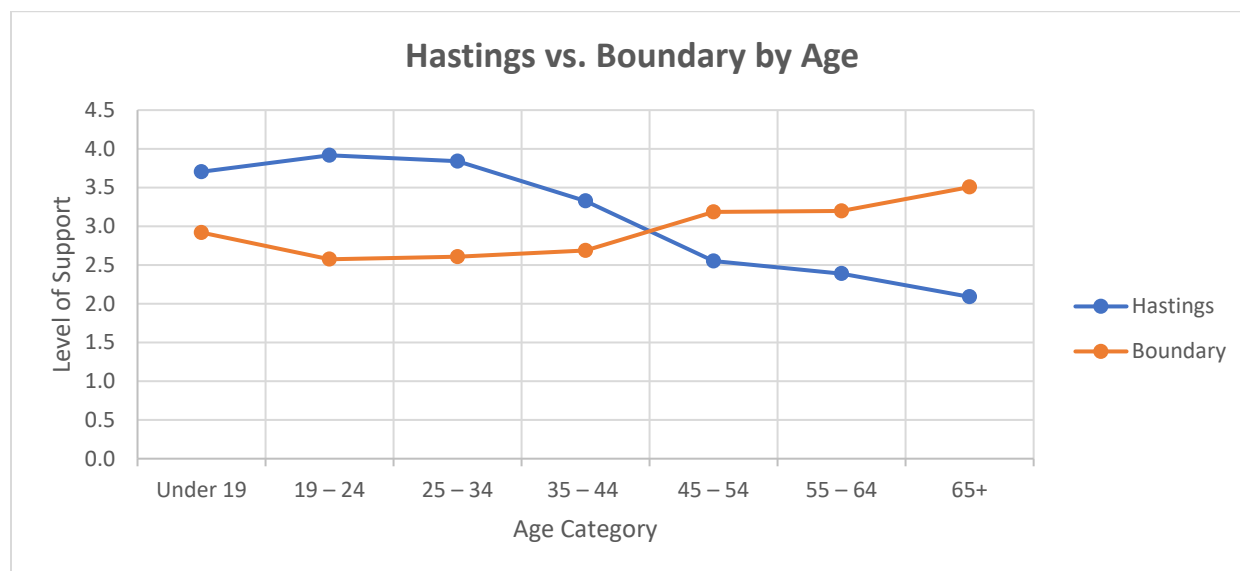


Figure 10: Hastings Route Option vs Boundary Route Option by Age

Summary of Key Differences by Demographics

Hastings St and Willingdon Ave	Boundary Rd and Lougheed Hwy
- Supported regionally - Supported by frequent bus riders - Supported by those under the age of 44 - Not supported by Burnaby Heights/Brentwood residents	- Supported by frequent drivers - Supported by those over the age of 45 - Supported by businesses along the route options - Supported by respondents who live in Burnaby Heights/Brentwood

Direct Connections: Burnaby Heights vs. Gilmore SkyTrain Station

Respondents were provided with two alternative locations that could be directly accessed via the BRT service and asked to evaluate each. They rated level of importance to directly access to each location on a scale from 0 (not important at all) to 5 (very important).

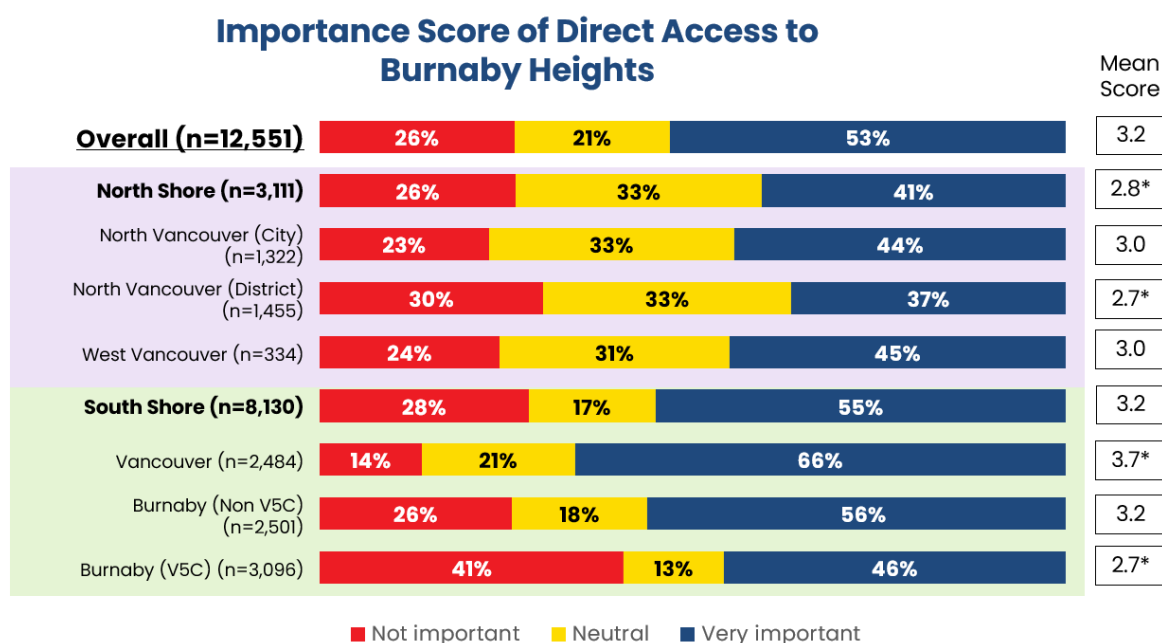


Figure 11: Importance of Direct Access to Burnaby Heights by Area

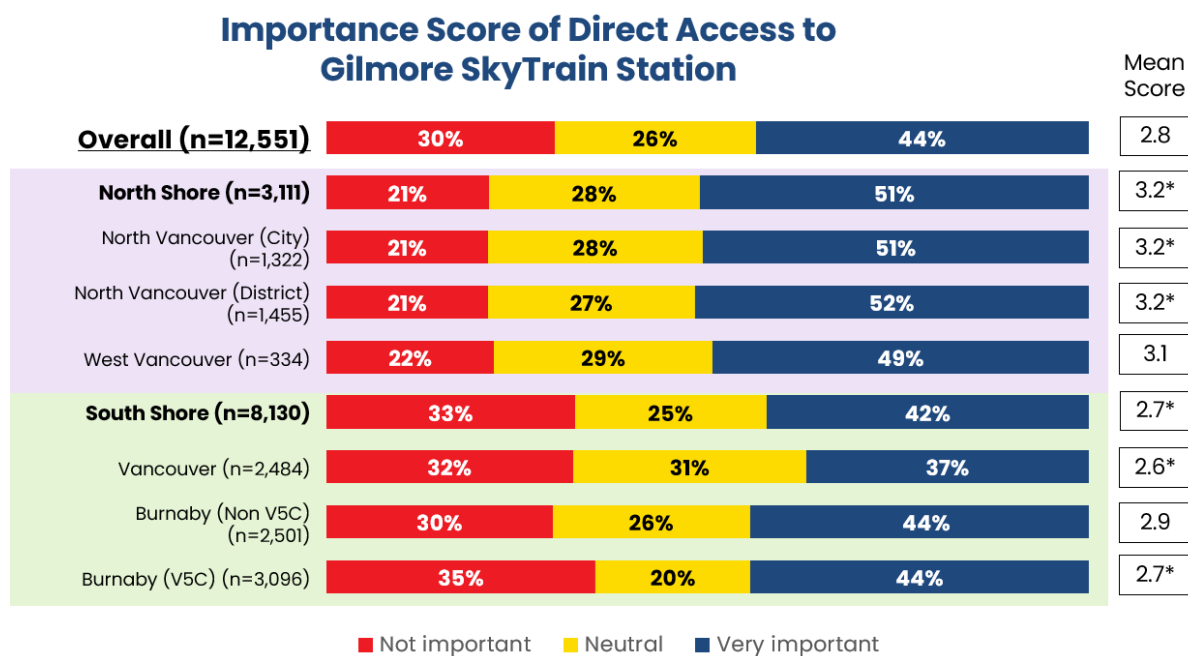


Figure 12: Importance of Direct Access to Gilmore SkyTrain Station by Area

Regionally (all respondents)

Respondents prefer direct access to **Burnaby Heights**. The overall importance score was 3.2 out of 5 compared to 2.8 out of 5 for Gilmore SkyTrain Station.

By Location

Respondents who live on the North Shore perceived direct access to Gilmore SkyTrain Station more important (3.2 out of 5) than the overall sample (2.8 out of 5) as well as more important than direct access to Burnaby Heights (2.8 out of 5). Vancouver residents perceive direct access to Burnaby Heights (3.7 out of 5) as more important than direct access to Gilmore SkyTrain station (2.6 out of 5).

In Burnaby, residents express a slight preference for direct access to Burnaby Heights (2.9 out of 5) compared to Gilmore SkyTrain station (2.8 out of 5). Burnaby residents who do not reside in Brentwood or Burnaby Heights express a stronger desire for access to Burnaby Heights (3.2 out of 5) compared to Gilmore SkyTrain station (2.9 out of 5). Burnaby Heights residents expressed a similar preference for both options (2.7 out of 5) and lower than the overall sample.

By Business Ownership

Compared to the overall average, businesses along a proposed route options, **business owners have a slight preference for direct access to Gilmore SkyTrain station.** 223 respondents indicated that they owned a business along one of the proposed route options. For direct access to Burnaby Heights, business owners scored the route at 2.3 out of 5. For direct access to Gilmore SkyTrain station, business owners scored the route at 2.6 out of 5.

By Transportation Mode

For the direct access to Burnaby Heights option, the overall support from frequent bus riders was 3.5 out of 5 compared to 2.9 out of 5 from frequent drivers.

For the Boundary Rd and Lougheed Hwy option, the overall support from frequent bus riders was 2.8 out of 5 compared to 3.0 out of 5 from frequent drivers.

In short, **frequent transit riders prefer direct access to Burnaby Heights** and frequent drivers do not have a preference.

By Age

There is a significant difference of opinion when looking at responses by age. Those **under the age of 19 to the age of 44** tend to support direct access to **Burnaby Heights** option whereas those **over the age of 45** tend to prefer direct access to **Gilmore SkyTrain** station.

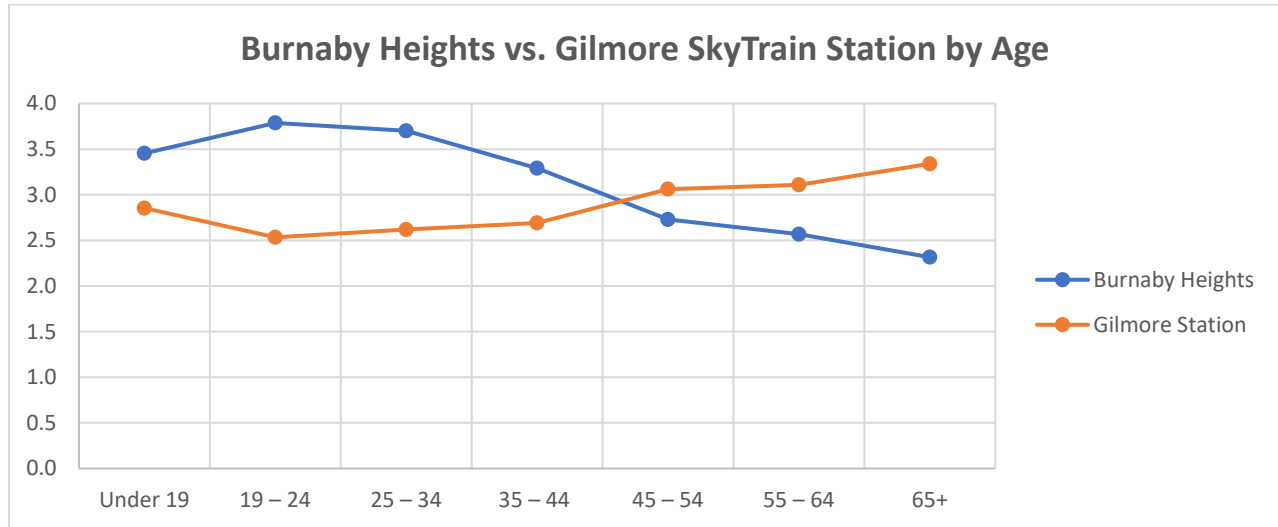


Figure 13: Direct Access to Burnaby Heights vs. Gilmore Station by Age

Summary of Key Differences by Demographics

Burnaby Heights	Gilmore SkyTrain Station
- Supported regionally - Supported by frequent bus riders - Supported by those under the age of 44 - Supported by Vancouver respondents - Supported by Burnaby residents who do not live in Burnaby Heights or Brentwood	- Supported by North Shore respondents - Supported by frequent drivers - Supported by those over the age of 45 - Supported by businesses along the route options

Vancouver and Burnaby Route Options- Written Comments

Respondents provided 3145 comments related to Vancouver and Burnaby route segments. Below is a summary of the top 10 themes.

Theme	Description	Number of Comments	Percentage of Comments
Preserve Parking and Local Character	Concerns about negative effects on local businesses, accessibility, and community character from losing street parking and lanes along Hastings or Willingdon.	837	27%
Hastings/Willingdon Route Support	Support for routing BRT through Hastings/Willingdon due to better access to established businesses, community amenities, and higher-density neighborhoods.	675	21%
Traffic Congestion, Spillover, and Local Safety	Fears that removing lanes or parking will worsen vehicle congestion, push parking onto residential streets, and increase safety issues in neighbourhoods.	482	15%
Boundary/Lougheed Route Support	Support for Boundary/Lougheed as a less disruptive, more direct, and faster route that avoids negatively impacting commercial areas.	399	13%
Preference for Rail or SkyTrain	View that only grade-separated rail (SkyTrain, LRT, subway) will adequately address congestion and demand, seeing BRT as a temporary or inadequate	390	12%

	solution. Urge for BRT to be designed to allow for future conversion to rail, and integrated into broader regional transit plans.		
Congestion, Bridge Bottlenecks, and BRT Limitations	Skepticism about BRT's effectiveness due to persistent traffic bottlenecks, especially at the Ironworkers Bridge, and doubt that BRT will be rapid or reliable without fully dedicated infrastructure.	290	9%
Broader Regional Connectivity	Desire for BRT to connect to additional municipal destinations and integrate with key transit modes (e.g., SkyTrain, SeaBus, UBC, SFU, Horseshoe Bay).	290	9%
General Opposition	Broad opposition to the BRT project, doubting its need, effectiveness, or basis.	208	7%
General BRT Support and Optimism	Expressions of excitement for the project, viewing it as a badly needed improvement that enables fast, reliable regional travel.	189	6%
Frequency and Scheduling	Want for frequent, reliable service with late-evening hours, real-time information, and efficient transfers.	176	6%

Service and Design Priorities

Respondents were asked about their top three priorities for the Metrotown-North Shore BRT service overall.

When it came to top prioritizations for the BRT service, around **two-thirds** (70%) of the respondents preferred **more reliable service (e.g., fewer traffic-related delays)**, followed by preference for **more frequent service (62%)**.

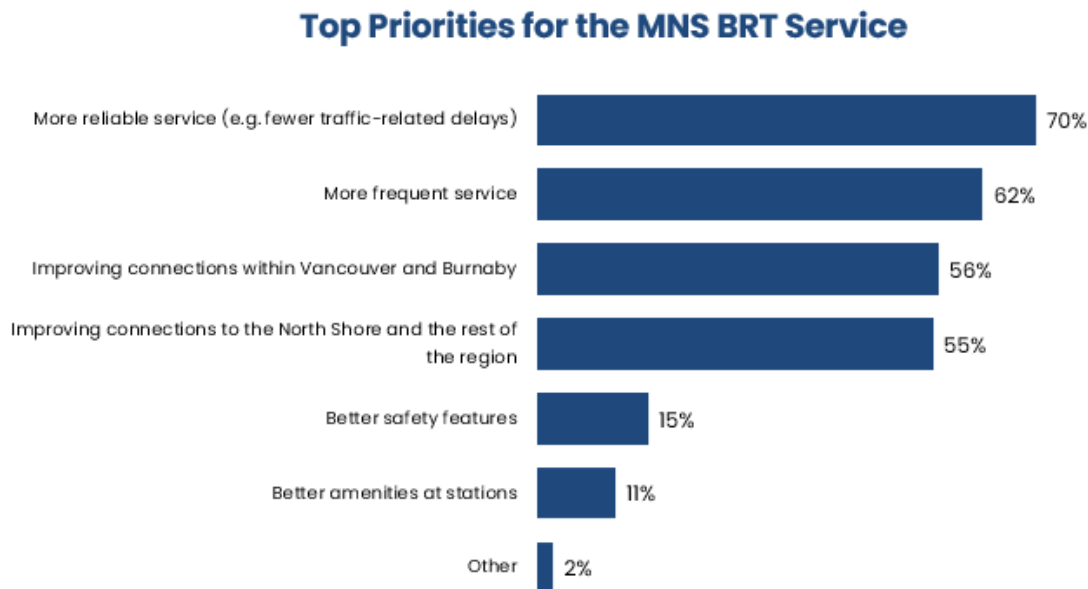


Figure 14: Service and Design Priorities for the Metrotown to North Shore BRT

There are minor regional and variations in the responses. However, the order of the priorities generally remains the same across all demographics.

Design Priorities for the Technical Team

Respondents were asked about their top three design priorities to help inform the next stage of design work. Three options favoured BRT performance (maximize speed and reliability, maximize access to commercial areas, maximize station amenities and public spaces around stations) and three options favoured maintaining the status quo for personal or commercial vehicles (maintain access to local residential streets, maintain customer vehicle access to commercial areas, maintain commercial loading access for goods movement).

TransLink and our municipal partners must balance these six design priorities against BRT's overall service performance, local community context, roadway opportunities and constraints, and the multiple functions our roads provide for all users including commercial goods movement.

Over **three-quarters (77%)** reported that they would prefer **maximized speed and reliability**. Half of the respondents agreed on **maximizing access to commercial areas (51%)** and **station amenities and public spaces around stations (49%)**.

Just under **two-in-five (37%)** preferred **maintaining access to local residential streets**.

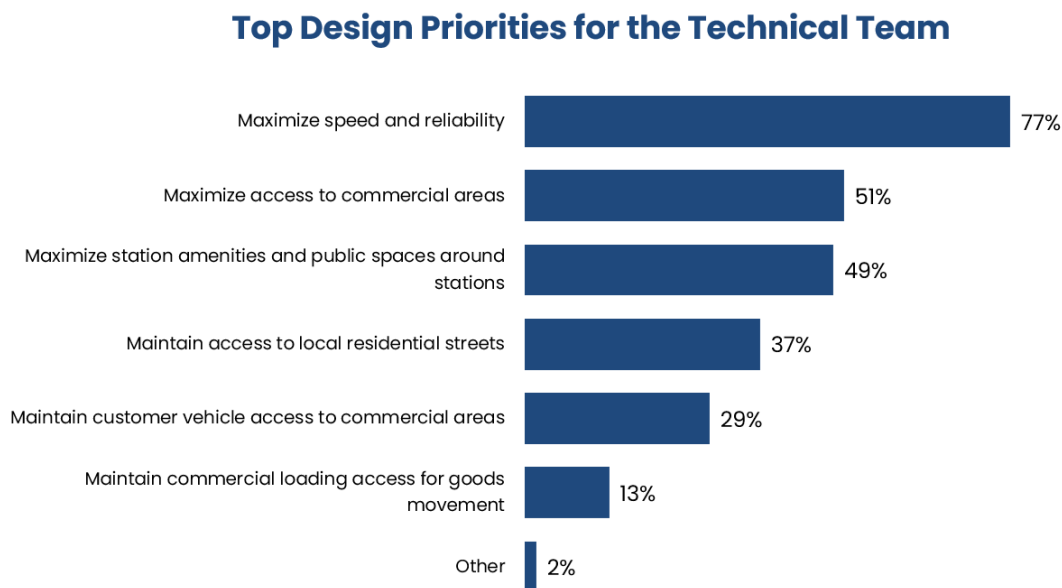


Figure 15: Top Design Priorities for the Technical Team

The ranking of design priorities generally remains consistent across demographic groups. Differences include those in Burnaby Heights expressing greater support for maintaining access to local residential streets (46%) and maintaining customer vehicle access to commercial areas (41%). In addition, those over the age of 55 expressing greater support for maintaining residential (44%) and commercial access for vehicles (44%).

Next Steps

TransLink and our municipal partners will carefully consider the public feedback as design progresses.

For the Vancouver and Burnaby preferred alignment recommendation considerations include:

- Overall design and performance of the Metrotown-North Shore BRT
- Roadway opportunities and design constraints
- The totality of public feedback including what is in the region’s interest as well as localized concerns
- Potential design mitigations in response to public feedback
- Alignment with local and regional policy documents and objectives

TransLink expects to make a preferred route recommendation in 2027.

Appendices

A: Demographics Data

B: Open House & Event Feedback Summary

C: Other Feedback

D: Engagement Material

E: Promotional Material

Appendix A: Demographic Data

Respondents by Municipality

MUNICIPALITY	%	Count
Burnaby	45%	5646
Vancouver (including University Endowment Lands)	20%	2484
North Vancouver (District)	12%	1455
North Vancouver (City)	11%	1322
West Vancouver	3%	322
Coquitlam	2%	283
New Westminster	2%	251
Surrey	2%	235
Richmond	1%	136
Port Moody	1%	90
Delta	<1%	59
Port Coquitlam	<1%	50
Langley (township)	<1%	39
Maple Ridge	<1%	33
Langley (city)	<1%	19
Other	1%	127
TOTAL	100%	12,551

Respondents by Age

AGE	%	Count
Under 19	3%	336
19 – 24	11%	1419
25 – 34	24%	3059
35 – 44	22%	2771
45 – 54	15%	1925
55 – 64	11%	1400
65+	10%	1275
Prefer not to say	3%	366

Respondents by Gender

GENDER	%	Count
Female	42%	5259
Male	47%	5957
Non-binary or gender fluid	3%	416
Prefer to self-describe	0%	54
Prefer not to answer	7%	865

Respondents Self-Identification

SELF IDENTIFICATION	%	Count
A person who is Indigenous	2%	302
A senior (Age 65 or older)	10%	1258
Youth (Age 15 – 24)	13%	1577
A TransLink or TransLink operating company employee	1%	139
A person with a visible or invisible disability	12%	1564
A person who speaks a language other than French or English	24%	2983
A new Canadian	5%	574
Other	1%	188
None of the above	39%	4924
Prefer not to answer	9%	1076

I identify as (choose all that apply)

Appendix B: Open House & Event Feedback Summary

Open House & Event Feedback Summary

TransLink heard directly from residents and key groups along the Metrotown-North Shore corridor at events during the public engagement period.

Event attendees were encouraged to complete an online or paper survey – the primary method for collecting public feedback. Staff also captured themes from discussions with attendees.

Open Houses

Each open house included a gallery-walk of display boards (*Appendix D*). TransLink BRT Planning, Public Affairs and Engagement staff were on hand to share information, answer questions and capture feedback, with support from municipal partners.

The following summarizes comments and questions related to the Metrotown-North Shore BRT corridor at the five open houses.

Open House #1: Thunderbird Community Centre, City of Vancouver

3:00 – 7:00 pm, September 4, 2025

Participants: 9

- Support for proposed station location
- Support for MNS BRT service overall
- Support for route option 1, citing access to Burnaby Heights commercial area
- Appreciation of transit overall and continuing service expansion
- Concern that local bus service may be reduced or discontinued with MNS BRT

Open House #2: John Braithwaite Community Centre, City of North Vancouver

3:00 – 7:00 pm, September 9, 2025

Participants: 36

- Support for the MNS BRT
 - General support for the MNS BRT service
 - Comment that users of the 255 will benefit
 - Desire for MNS BRT service to start as soon as possible
 - Eager for R2 extension to be implemented as soon as possible
- Concerns about the MNS route and service
 - Parking removal on Third St
 - Changes to local bus service with MNS BRT
 - Note that 239 was discontinued when R2 launched, and R2 stop is too far away.
 - Concern about seniors' access if stops are farther apart than local service.
- Desire for additional BRT station: consider connection at Edmonds SkyTrain Station
- Comment that BRT stations shouldn't encroach on pedestrian space or businesses properties.
- Questions about Iron Workers' Bridge
 - Will there be dedicated bus lane on the bridge?
 - What can be done to ensure bus doesn't slow down on bridge?

Open House #3: Confederation Park Seniors' Centre, City of Burnaby

5:00 – 8:30 pm, September 10, 2025

Participants: 188

- Opposition to route option 1 citing concerns about impact of increased bus service on Hastings in Burnaby Heights, including:
 - Desire to keep unique local community feel of Burnaby Heights
 - Pedestrian safety
 - Availability of street parking
 - Access to local businesses and services
 - Access for deliveries to local business
 - People in Burnaby Heights won't benefit from BRT service
 - Question about whether Willingdon can accommodate BRT
 - Single lane on Willingdon would be awful with refinery trucks
- Support for route option 1
 - Boundary/Lougheed have room for BRT
 - Comment that people living around Hastings need buses
 - General comments in support of Hastings/Willingdon option
 - Suggestion to add parking to surrounding neighbourhood streets
 - Example of Carlton St, smart design to mitigate parking impacts
- Preference for route option 2
 - Route would be less intrusive than Hastings (option 1)
 - No concerns about removal of parking
- Concerns about route option 2
 - Hill on Boundary will be hard for buses in winter making option less reliable
- Concerns about speed and reliability
 - How will BRT access Iron Workers' Bridge
 - Will bus bunching be an issue with BRT
- Comments about road design:
 - Centre-running lanes will be difficult to implement
 - Concern that curb-running lanes will impact pedestrian space
 - Concerns about bus only lanes and enforcement of infractions

Open House #4: Metrotown Kiosk, City of Burnaby

11:00 am – 3:00 pm, September 13, 2025

Participants: 146

- General support for MNS BRT, desire to see it implemented more quickly
- Support for route option 1:
 - Hastings/Willingdon option makes sense because more people live there and there are more places to go there
 - Excited to go to Hastings commercial area rather than Kootenay loop
 - No places to go to businesses on option 2
 - Would be good if the R5 could also use the BRT bus lane on Hastings
- Concern about route option 1:
 - Don't need additional transit service on Hastings

- What happens to local traffic if there is increase trucks along Willingdon
- Support for route option 2:
 - Comment that Boundary/Lougheed option serves more people
- Concerns about route option 2:
 - Boundary hill will be hard for buses in winter conditions

Open House #5: Lynn Creek Community Recreation Centre, City of North Vancouver

3:00 – 7:00 pm, September 17, 2025

Participants:19

- Support for centre-running lanes
- Support for route option 1 in Burnaby; doesn't like connection at Gilmore Station
- Desire for washrooms at BRT stations
- Desire for automated announcements at BRT stations for people with vision loss
- Concern about increasing congestion on Iron Workers' Bridge

Community Events

TransLink had tables and tents at community events to build awareness of the BRT program and the Metrotown-North Shore corridor and alignment options. The setup included display boards and postcards (*Appendix D*). TransLink BRT Planning, Public Affairs and Engagement staff were on hand to share information and answer questions.

The following summarizes comments and questions related the Metrotown-North Shore BRT corridor from discussions with event attendees.

Willingdon Community Fair & Movie Night

August 27, 2025

Interactions:106

- Overall, attendees seemed to understand why Hastings/Willingdon was being considered as a route option (access, speed, ridership).
 - Concern about curbside parking removal.
 - Most appreciated a walkthrough and explanation of the benefits/tradeoffs
 - Many happy to see there were route "options"
- Most comments were measured, for or against a route option.
 - One comment that route option 1 would "destroy" Hastings.

Burnaby Car Free Day

August 31, 2025

Interactions: 206

- Some attendees were opposed to route option 1
 - Cited concern that BRT could change the character of the neighbourhood.
- Some noted existing lack of north-south cycling connections
 - Desire to know if cycling improvements would be part of the BRT project.
- Some comments about accessibility to SkyTrain stations from BRT:
 - Brentwood is not pedestrian friendly so would prefer Gilmore (Boundary/Lougheed route option)

BCIT Orientation Day

September 2, 2025

Interactions: 78

- Route-specific comments:
 - Requests for later service (to facilitate staying late, studying at school)
 - Excited about bus-dedicated lanes so they can move faster than general traffic
 - Resident of Burnaby Heights area noted need for bus service to keep the area lively and bring customers to the businesses

Capilano University

September 2, 2025

Interactions: 55 interactions

- Primarily distributing postcards, promoting survey participation
- Excited about more frequent, high capacity service to Phibbs Exchange
- Questions about improving the connection between Phibbs Exchange and Capilano University. Students appreciated the frequency improvements to the 245.

Commercial Drive Car Free Day

September 6, 2025

Interactions: 209

- High level of interest in/support for the BRT project
- Suggestion to add a stop at Moscrop during school hours
- Hastings option
 - Convenient for people who live within/near the Heights
 - Better connection to community
 - Know that businesses aren't supportive "which is too bad"
 - Strong preference for route option 1: more direct, will relieve overcrowding
- Boundary option
 - Not a lot of destinations along this route option
 - Support for route option 2 because of congestion approaching Hastings
 - Concerns about removing parking along Hastings
- What does the fare system look like with BRT?
- Desire to bring back extended HOV lanes to/from the bridge used during Olympics?

Main Street Car Free Day

September 14, 2025

Interactions: 123

- High level of interest in/support for the BRT project
- Overall support for transit expansion
- Questions about how BRT will differ from RapidBus service
- Questions about support for cycling: can bikes go on BRT vehicles
- Interest in design of BRT vehicles, will they differ from existing fleet
- Concern about pedestrian safety with increased bus service

North Vancouver Car Free Day

September 20, 2025

Interactions: 151

- General support for the MNS corridor
- Excited about extension of R2
- Concern about congestion near Park Royal
- Concern about limiting or removing street parking along route in North Vancouver
- How will other drivers be prevented from using the bus only lane
- Preference for SkyTrain over Bus Rapid Transit as a solution for congestion on the North Shore
- Questions about how BRT is different from TransLink's RapidBus service
- Station locations for route option 2: suggest Boundary and 1st Ave

Appendix C: Other Feedback

Other Feedback

Phone Calls

A total of 10 voice messages were left on the project phone line. Topics included:

- 3 expressed preference for Hastings/Willingdon route option
- 1 expressed reference for Boundary/Lougheed route option
- Questions about route options, no preference
- Question about submitting a paper survey
- 2 asked about dedicated lanes for buses
- 1 asked about left turns and centre-running lanes for buses

Emails

36 messages were submitted to the project email account, brt@translink.ca.

- Topics included:
 - Opposition to Hastings/Willingdon route option.
 - Impact on street parking and access to businesses
 - Parking on side streets will impact residents on those streets
 - Concern about impact on walkability with increased bus traffic
 - Impact on community/neighbourhood culture
 - Support for Hastings/Willingdon route option.
 - *Access to shops and restaurants in Burnaby Heights*
 - *More customers for shops and restaurants in Burnaby Heights*
 - *Dedicated bus lanes could also benefit R5 service*
 - BRT service could improve congestion on Hastings by reducing car trips
 - Access from Burnaby Heights to Metrotown, North Shore, the region
 - Fast, reliable commute from Burnaby Heights
 - Ample parking off street
 - Opposition to Boundary/Lougheed route option.
 - No destinations or services on the route
 - Concern viability of hill on Boundary Rd in snowy condition
 - Support for Boundary/Lougheed route option
 - Connects to two SkyTrain stations
 - More capacity to expand along the route
 - Other:
 - Concern about congestion near Phibbs Exchange impact on BRT reliability
 - Concern about Iron Workers Bridge impact BRT speed and reliability
 - Concern about impact on pedestrian and cyclist safety on North Shore
 - Desire for SkyTrain or other rail solution instead of BRT
 - Desire for more information on road design
 - Desire for a stop at Gilmore station
 - Desire for to take bikes onto BRT buses
 - Questions about local bus service (130, 222) with R2 extension and BRT

Other Written Feedback

TransLink acknowledges feedback received through external channels relevant to the engagement topics.

- **98 email messages** received by City of Burnaby. Topics included:
 - Opposition to Hastings/Willingdon route option
 - Impact on street parking and access to businesses
 - Reduced street parking impacts access for people with disabilities
 - Impact on goods delivery for businesses
 - Concern about impact on walkability with increased bus traffic
 - Concern about noise from increased traffic
 - Impact on community/neighbourhood culture
 - Concern that zoning could change, increasing density, with BRT
 - Support for Hastings/Willingdon route option
 - Access to shops and restaurants in Burnaby Heights
 - More customers for shops and restaurants in Burnaby Heights
 - Dedicated bus lanes could also benefit R5 service
 - BRT service could improve congestion on Hastings by reducing car trips
 - Access from Burnaby Heights to Metrotown and North Shore
 - Fast, reliable commute from Burnaby Heights
 - Ample parking off street
 - Reducing on-street parking would improve safety for pedestrians
 - Opposition to Boundary/Lougheed route option.
 - No destinations or services on the route
 - Support for Boundary/Lougheed route option
 - Connects to two SkyTrain stations
 - More capacity to expand along the route
 - Other:
 - Desire for SkyTrain instead of BRT
 - Desire for centre-running bus lanes
- Burnaby Heights Residents Association **petition with 1075 signatures** was submitted to the City of Burnaby, which provided a copy to TransLink. The covering letter outlined:
 - Opposition to the Hastings/Willingdon route option citing concerns about impacts on pedestrian experience and safety and access to businesses and services along Hastings St.
 - Support for the Boundary/Lougheed route options.

Appendix D: Engagement Material

Engagement Material

In addition to the public survey, we developed the following material to inform and engage the public and stakeholder groups on the Metrotown North Shore Bus Rapid Transit Project:

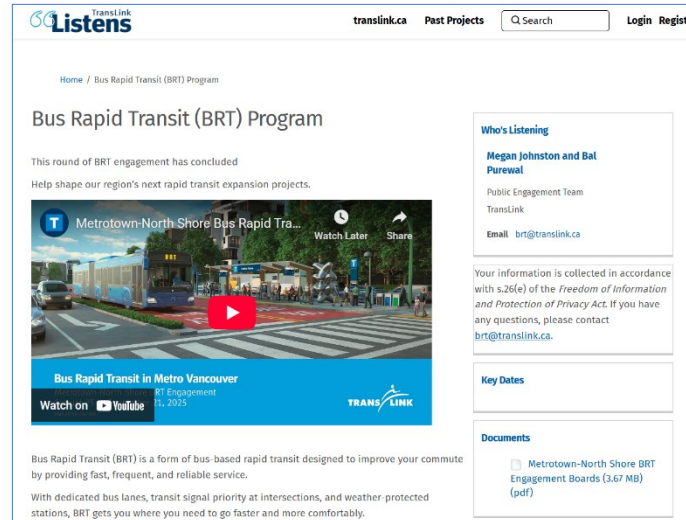
TransLinkListens.ca

During the public engagement period visitors to translink.ca/brt were directed to TransLink's engagement platform, which hosted an online survey, information about the BRT program, an event calendar and project contacts.

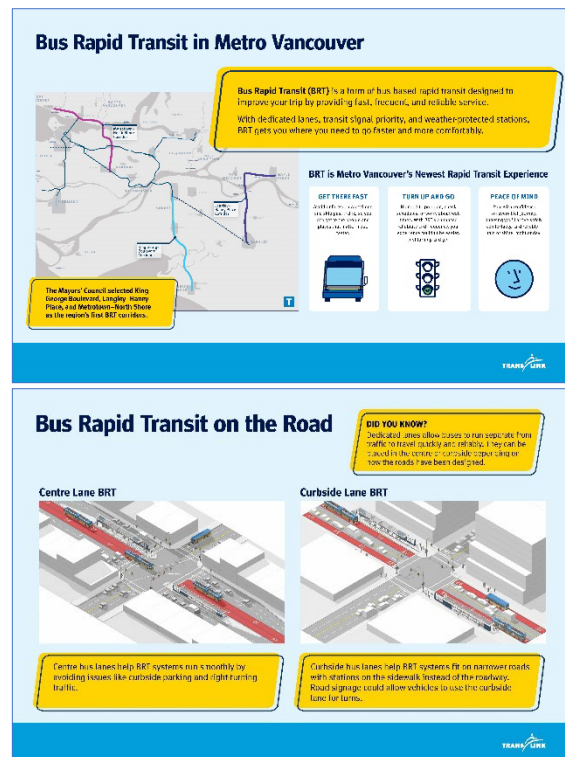
The URL was included in the public engagement material, advertising, and other promotional and awareness tactics.

Display boards

A set of display boards (*below and following 2 pages*) provided information on the BRT project, with some content specific to community interests in Burnaby and the North Shore. The boards were used at in-person events and displayed by project partners in their facilities.



BRT Program and MNS Corridor Overview



Bus Rapid Transit Features



TRANS LINK



Where will BRT take you?

Place dots on the map to show your key destinations along the future Metrotown-North Shore BRT.

TRANS LINK

Metrotown-North Shore BRT Bus Rapid Transit Features

BRT Service	Speed and Reliability	Comfort and Convenience	Accessibility and Safety
5 minutes in peak travel times and much of the day. - Operations 16 hours a day, 7 days a week. - High-capacity buses.	- Dedicated bus-only lanes. - Variable bus timing and a dedicated bus lane to prevent delays, reduce crowding, and improve passenger time. - Transit signal priority to reduce travel time and improve reliability.	- Weatherproof stations to protect customers from the elements. - Real-time information displays, enhanced signage, and Wi-Fi in stations. - Benchmarks and learning rails in stations.	- Tactile strips integrated into station flooring. - Staircases and ramps into station platform areas. - Improved safety through lighting, security cameras, and emergency callbox.

TRANS LINK



Take the survey today
Share your feedback by September 21 at translink.ca/brt.



Questions?
Email the project team at brt@translink.ca or call 778.375.7219.

TRANS LINK

Burnaby, Vancouver: Route Options

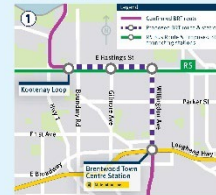
Help shape the future Metrotown-North Shore BRT



TRANS LINK

Metrotown-North Shore BRT Route Options for Consideration

Option 1: Hastings St/Willingdon Ave



Proposed stations: Kootenay Loop, Glenora St, Willingdon Ave, Brentwood Town Centre



Hastings St at Burnaby Ave

TRANS LINK

Metrotown-North Shore BRT Route Options for Consideration

Option 2: Boundary Rd/Lougheed Hwy



Proposed stations: Kootenay Loop, Glenora St, Boundary Rd, Brentwood Town Centre



Boundary Rd at Burnaby St

TRANS LINK

Metrotown-North Shore BRT Similar Elements Between Route Options

Option 1: Hastings St/Willingdon Ave

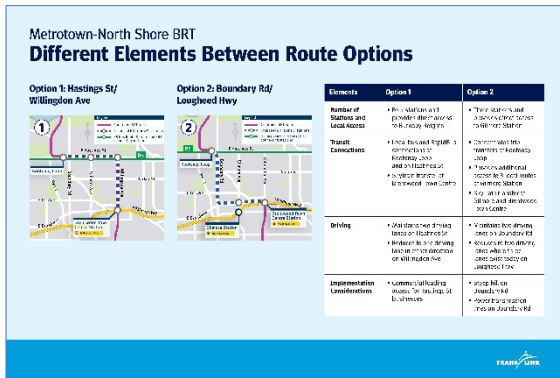


Option 2: Boundary Rd/Lougheed Hwy

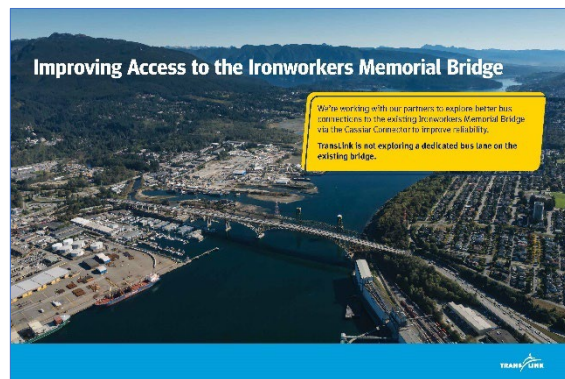
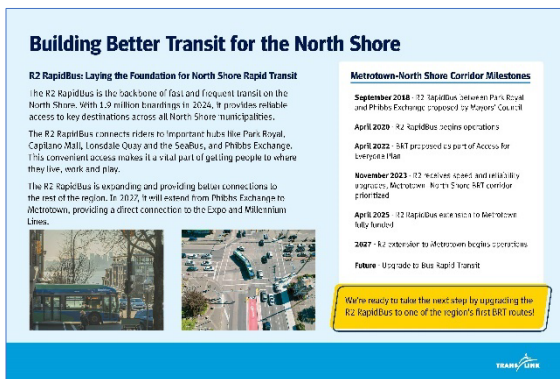


Elements	Option 1 and Option 2
Travel time (peak to peak)	Approx. 45-50 minutes (including transfers)
Projected ridership in 2046 (peak to peak)	Up to 40,000 per weekday
Parking	- Option 1: 100 spaces - Option 2: 100 spaces

TRANS LINK



North Shore: Benefits, Destinations



Standalone display board for partners



Briefing presentation

A PowerPoint presentation based on the display boards was used at briefings with community groups and business stakeholders.

Video

A narrated version of the display boards was hosted on TransLink's **YouTube.com** channel; and embedded in the project webpage at **translink.ca/brt**. The video was viewed more than 9,700 times during the public engagement period.

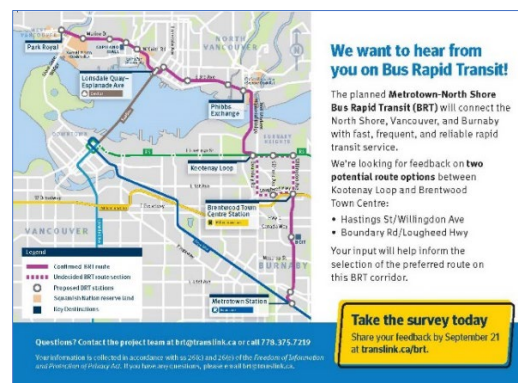
Appendix E: Promotional Material

Promotional Material

A variety of promotional tactics were employed by TransLink and municipal partners to build interest and aware of the engagement and opportunities to learn more about the BRT program and provide feedback. Following are examples of promotional materials and tactics.

Postcards: 55,779 were mailed to addresses in a 1-kilometre radius of the corridor. Another 9,000 postcards were shared with partners and community organization and distributed at community events, included Simplified and Traditional Chinese, and Farsi versions

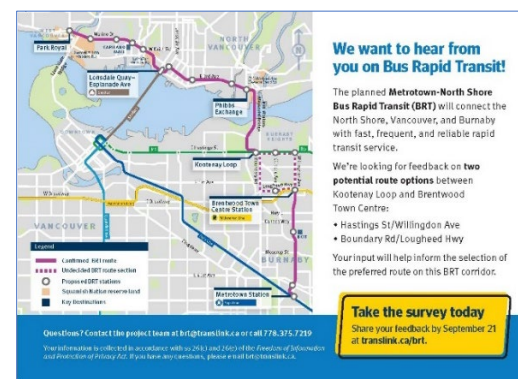
Postcard mailed to North Shore addresses



Burnaby and Vancouver postcard



General postcard



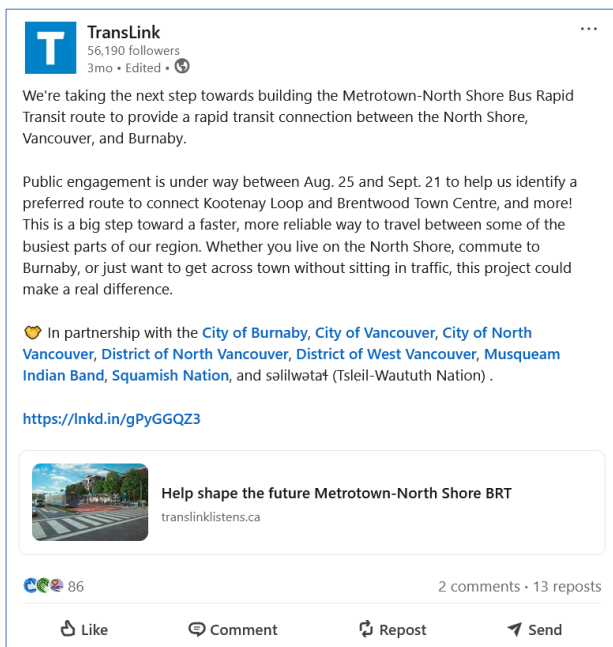
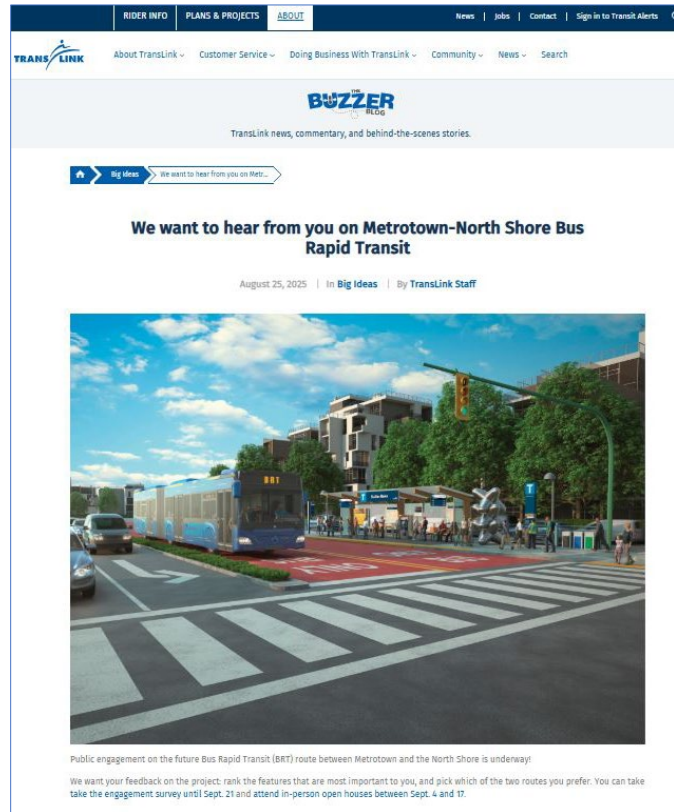
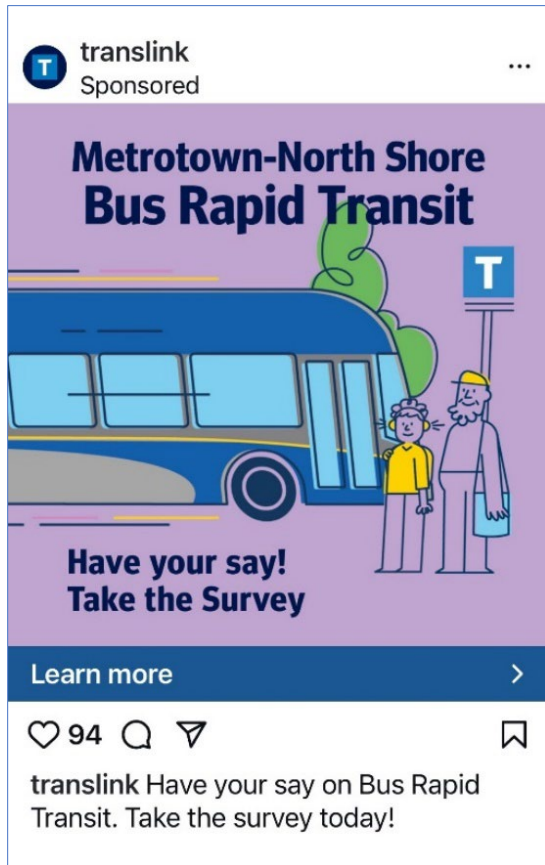
Posters: A poster (*image top, right*) with information on the open houses and the survey were distributed to partners and community organizations.

Advertising: Paid advertising was used to building awareness of the public engagement and opportunities to participate.

- *Digital campaign:* Ads ran on Meta platforms, Youtube.com, and Google suite generating 39,000 clicks to **translink.ca/brt** and 6,500 to the online survey.
- *Transit system:* Signs (*image bottom, right*) with information on the engagement were installed at 18 bus stops along the proposed Metrotown-North Shore alignment.



TransLink social media posts: The social media campaign to promote the public engagement included posts on TransLink’s channels: Facebook (2), Instagram (3), LinkedIn (2), X (1 on @TransLinkNews), and the Buzzer Blog (1).



Municipal partner social media posts: Municipal partners helped amplify awareness of the public engagement opportunities through posts on their social channels.

Mayor Linda Buchanan · Follow
September 12 · 🌐

The launch of the Metrotown-North Shore Bus Rapid Transit line consultation marks a significant step toward delivering a much-needed, high-quality public transit connection between the North Shore and Burnaby.

Your voice matters in shaping the future of transit in our region. If you would like to add your input on this critically important service in our region, please consider attending one of the open houses or participating in the online survey.

Since I took office, improving accessibility to the North Shore has been my top priority. I made that clear at every opportunity, particularly with senior levels of government. With BRT, City of North Vancouver residents will have better, more frequent, and reliable transit connections within the North Shore and to the rest of the region reducing congestion, fostering economic growth and unlocking equitable opportunities to connect to jobs, post-secondary institutions and housing.

Together, we can build a more connected North Shore.

Public Consultation Key Dates:

- ✓ September 13, 2025
Open House – Metrotown, near Food Court
Meet the Bus Rapid Transit team at the TransLink booth and learn more about the engagement.
Time: 11 a.m. to 3 p.m.
Location: City of Burnaby Kiosk at Metrotown near Food Court, 4700 Kingsway, Burnaby, BC
- ✓ September 17, 2025
Open House – Lynn Creek Community Centre
Meet the Bus Rapid Transit team at the TransLink booth and learn more about the engagement.
Time: 3 p.m. to 7 p.m.
Location: Lynn Creek Community Recreation Centre, Creekview Room, 1491 Hunter St, North Vancouver, BC

Online survey: <https://ow.ly/1Z6a50WWbAN>



City of Burnaby · Local Government · Follow
August 25 · 🌐

TransLink wants your feedback on the future Bus Rapid Transit route between Metrotown and the North Shore. Have your say by September 21!

TransLink
August 25 · 🌐

Tell us what matters most to you for the planned Metrotown-North Shore BRT — including your preferred route, features, and more!

TRANSINKLISTENS.CA
Bus Rapid Transit (BRT) Program

City of Burnaby · Local Government · Follow
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TRANSINKLISTENS.CA
Bus Rapid Transit (BRT) Program

North Vancouver District · Follow
August 25 · 🌐

Have your say on TransLink's proposed Metrotown-North Shore BRT connecting the North Shore, Vancouver, and Burnaby!

Provide your feedback until Sunday, September 21: <https://www.translink.ca/.../rapid.../bus-rapid-transit>

TransLink
August 25 · 🌐

Tell us what matters most to you for the planned Metrotown-North Shore BRT — including your preferred route, features, and more!

TRANSINKLISTENS.CA
Bus Rapid Transit (BRT) Program

Newsletters: Information about engagement opportunities was included in TransLink newsletters: a monthly general newsletter (*image below, left*) to 577,500 subscribers in August; and the BRT newsletter(*image below, right*), to 1,800 subscribers.

