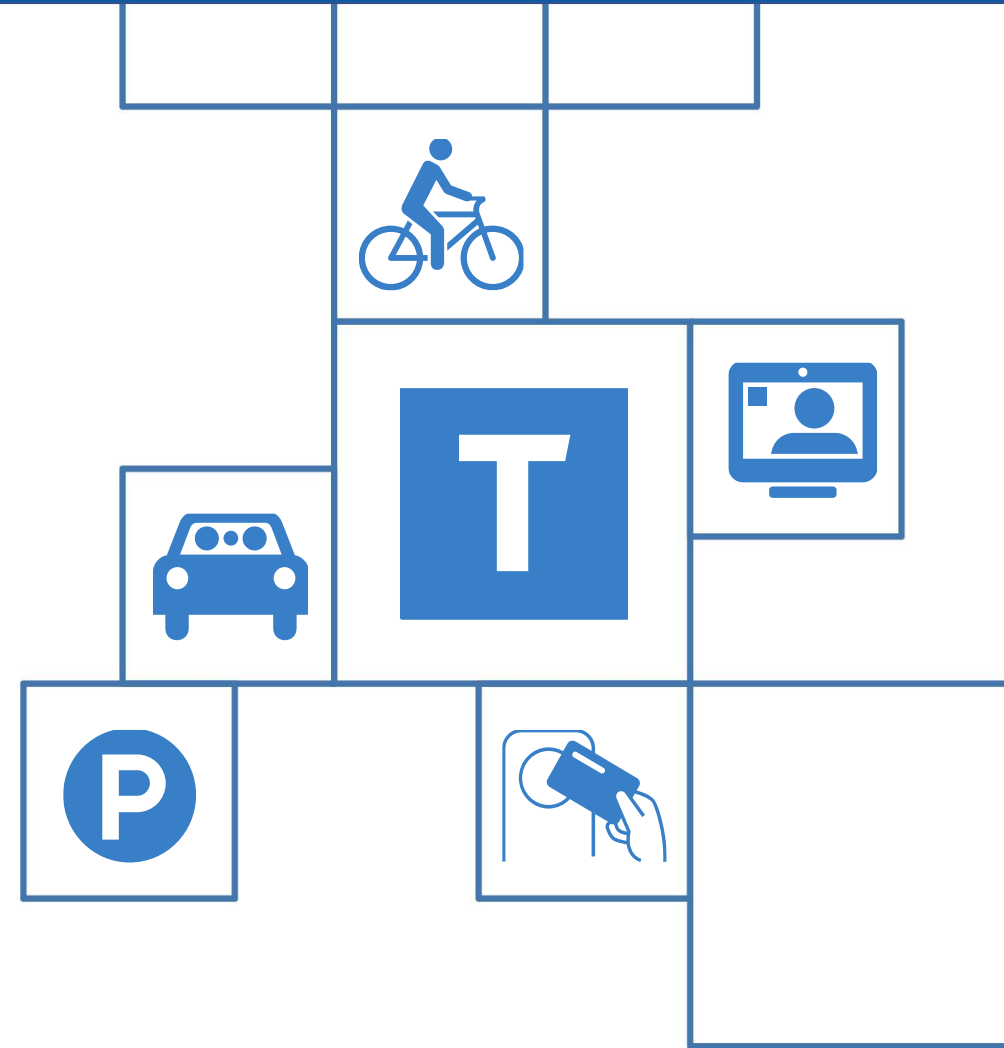


PCI-TransLink Compass for Developments Demonstration Pilot

May 2023





Content

- **Pilot Overview & Process**
- **Data Analysis & Findings**
 - Compass Card data
 - Survey data
- **Key Takeaways**

Pilot Overview & Process - Context



Image source: www.pci-group.com

King George Hub - Surrey, BC

- PCI Developments
- Office Space: 760,000 sq. ft.
- Residential: 2,000 units
- King George Station (Expo Line)
 - 10th busiest station in TransLink system
 - **Weekday:** 9,000 avg. daily boardings
 - **Saturday:** 6,000 avg. daily boardings
 - **Sunday/Holiday:** 5,000 avg. daily boardings

Pilot Overview & Process – Pilot Description



Image source: www.pci-group.com

- Established as a 3-month pilot (October 2022-January 2023)
- Deployment of 300 Compass cards preloaded with \$150 of fare value (\$45,000 investment by PCI)
- TransLink collected and analysed data to determine the extent that subsidized transit changed participants' travel patterns
 - Intake & Exit Survey
 - Compass Card data

Data Analysis & Findings – Compass Card Data



Summary Stats

- 300 total Compass cards (282 with activity)
- 12, 242 total journeys



Transit Mode Split

- 55% SkyTrain
- 44% Bus
- 1% SeaBus



Travel Patterns

- 43% weekday journeys
- 57% weekend journeys
- 53% Percent of peak-hour journeys
- 47% non-peak-hour journeys



Travel Characteristics

- 18km average distance per journey
- 5% of cards with no journeys originating or terminating at King George Hub
- 62% of journeys originated or terminated at King George Hub

Limitations



Unable to differentiate the cards by their user type (e.g., tenants and employees)

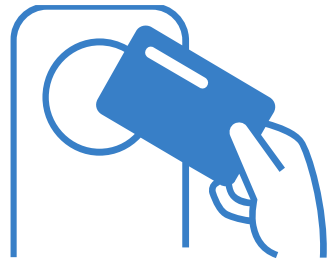


Lack of historical data for comparison



Lack of data beyond 3-month pilot period

Data Analysis & Findings – Compass Card Data

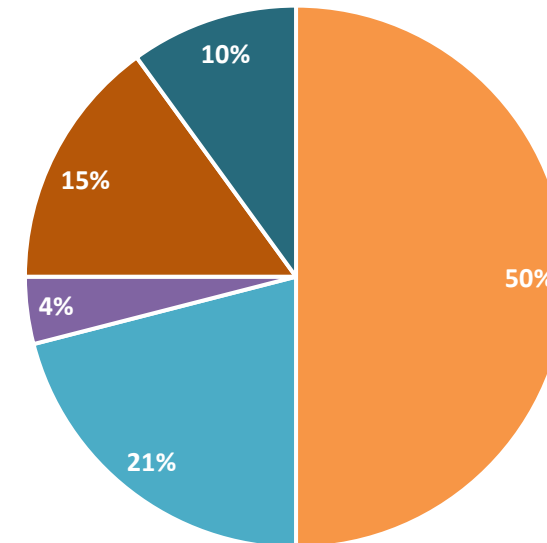


90% of cards used at King George Hub

5% likely given away

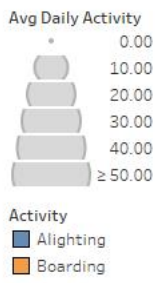
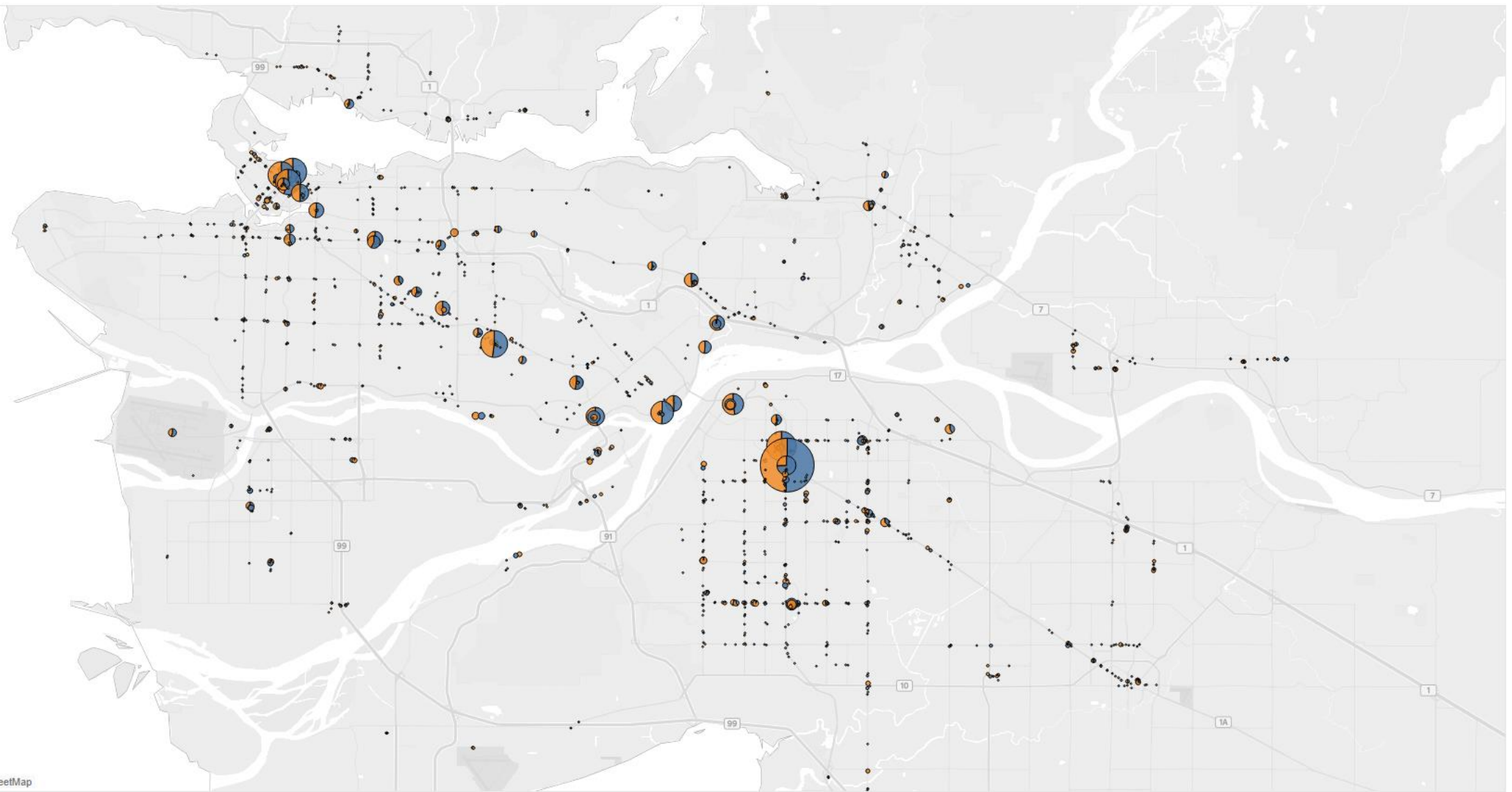
5% used in Surrey but not at King George Hub

Card Allocation



- Residential Rental
- Office
- Construction & Trades
- Operational Staff
- Retail

PCI Card Activity by Day Type

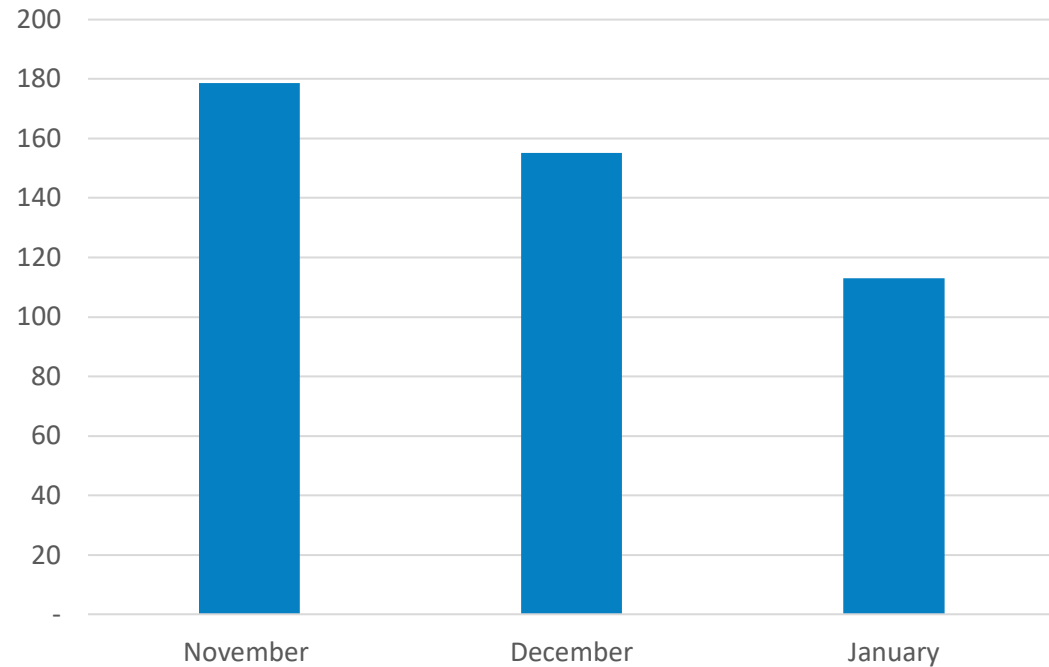


© 2023 Mapbox © OpenStreetMap

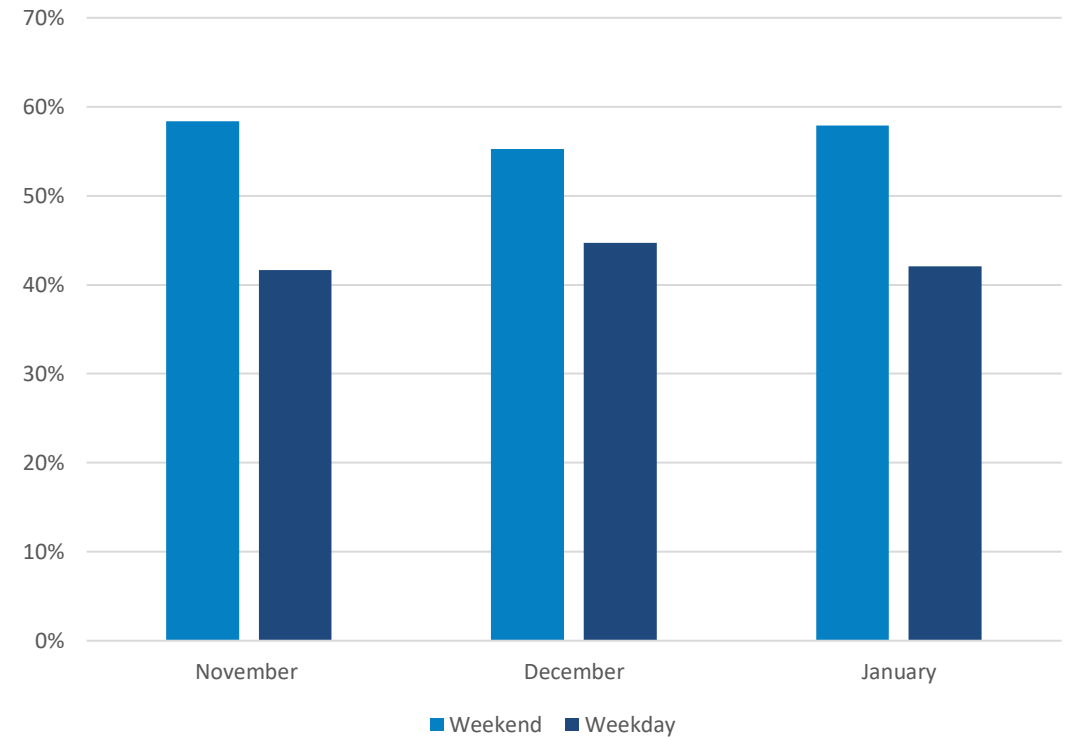
Map based on Stop Longitude and Stop Latitude. Colour shows details about Activity. Size shows Avg Daily Activity. The data is filtered on Service Type Code, Transit Day (Journeys) and Known OD. The Service Type Code filter keeps MF. The Transit Day (Journeys) filter ranges from 11/1/2022 to 1/31/2023. The Known OD filter keeps 1.

Data Analysis & Findings – Compass Card Data

Average Daily Journeys (Mon-Fri)



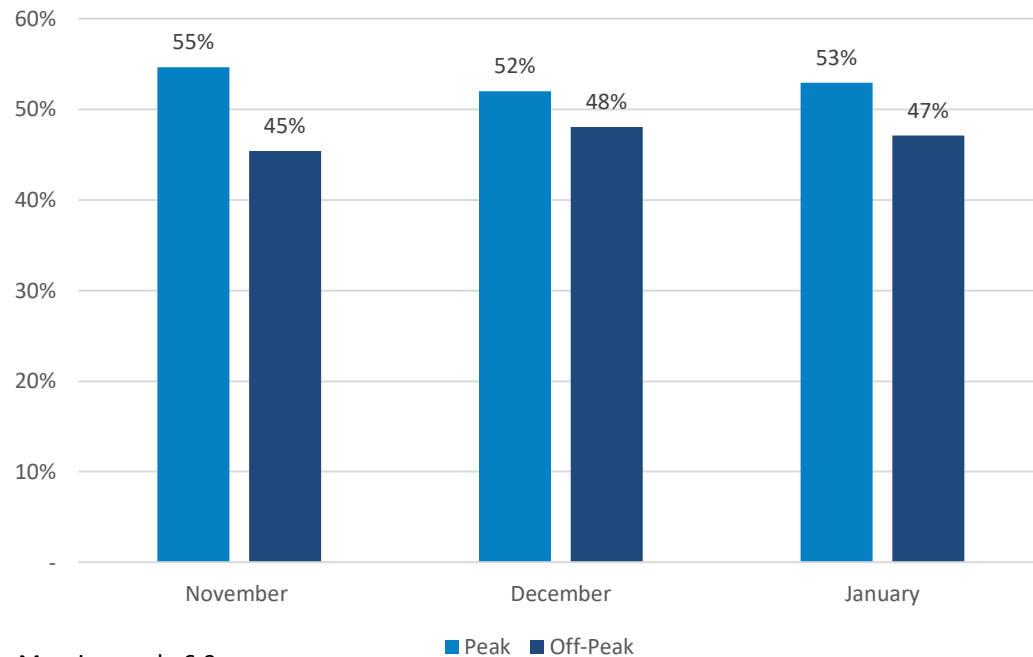
Distribution of Average Daily Journeys by Day Type



Key Takeaway: Daily journeys decreased during the Pilot, and weekends had the highest average daily journeys.

Data Analysis & Findings – Compass Card Data

Travel Distribution (Weekday)



Morning peak: 6-9 am
Evening peak: 3-6 pm



Image source: Photo by Albert Stoynov on Unsplash





Key Takeaway: Slight majority of weekday trips were taken during the AM and PM peak periods.



Together all the way



Data Analysis & Findings – Survey Data

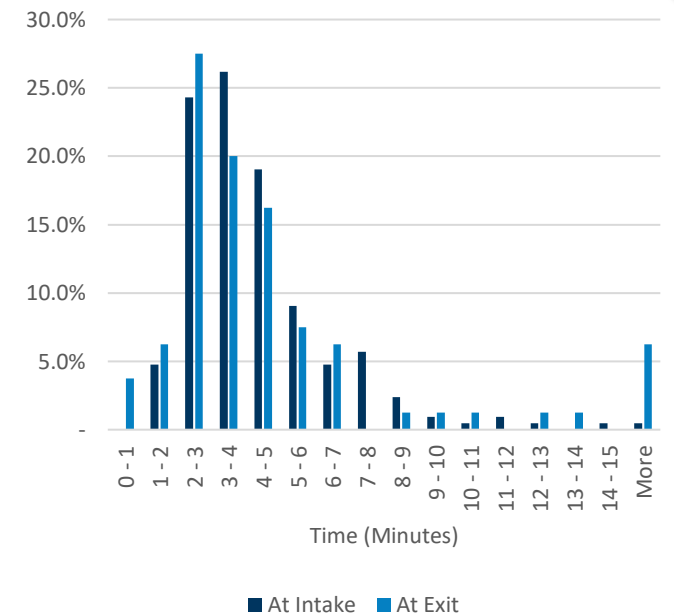
Question Category	
	Demographics
	Travel options
	Travel behaviours and preferences
	Perceptions and experiences

Quick Stats

65-70% of participants used **2-5 minutes** to take each of the Intake and Exit Surveys

210 responses (84%) to Intake Survey (110 respondents provided e-mail addresses for future communications)

80 responses (32%) to Exit Survey



Limitations

 Difficult to guarantee participation

 Lack of historical data for comparison



Data collected through self-reporting

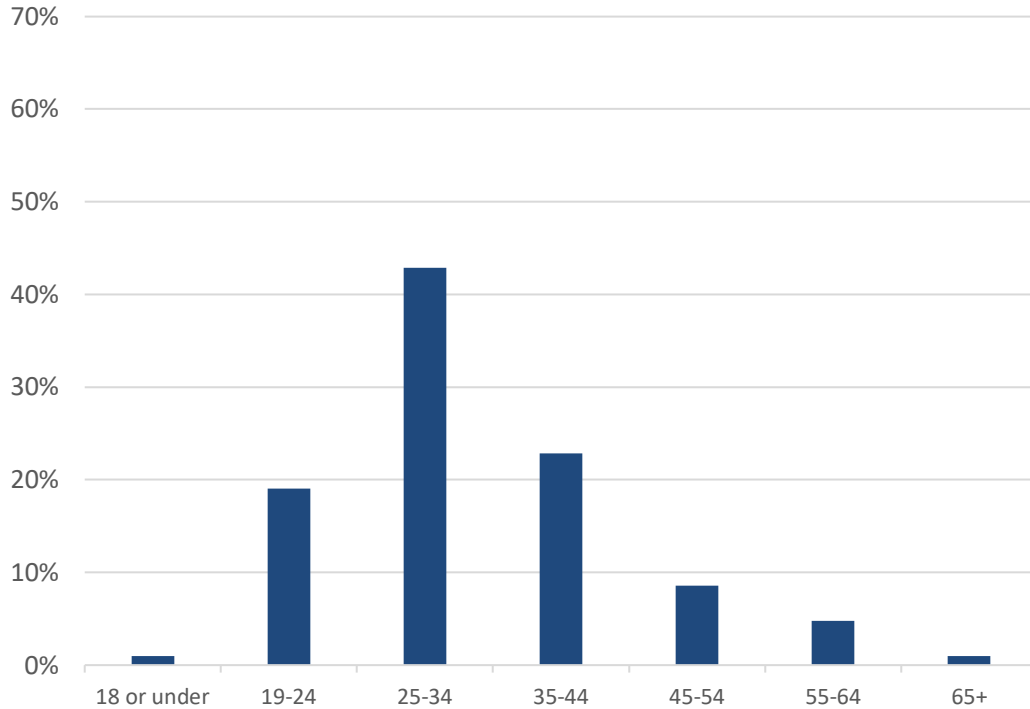


Cannot require participants to share their email addresses (impacts participation in Exit Survey)

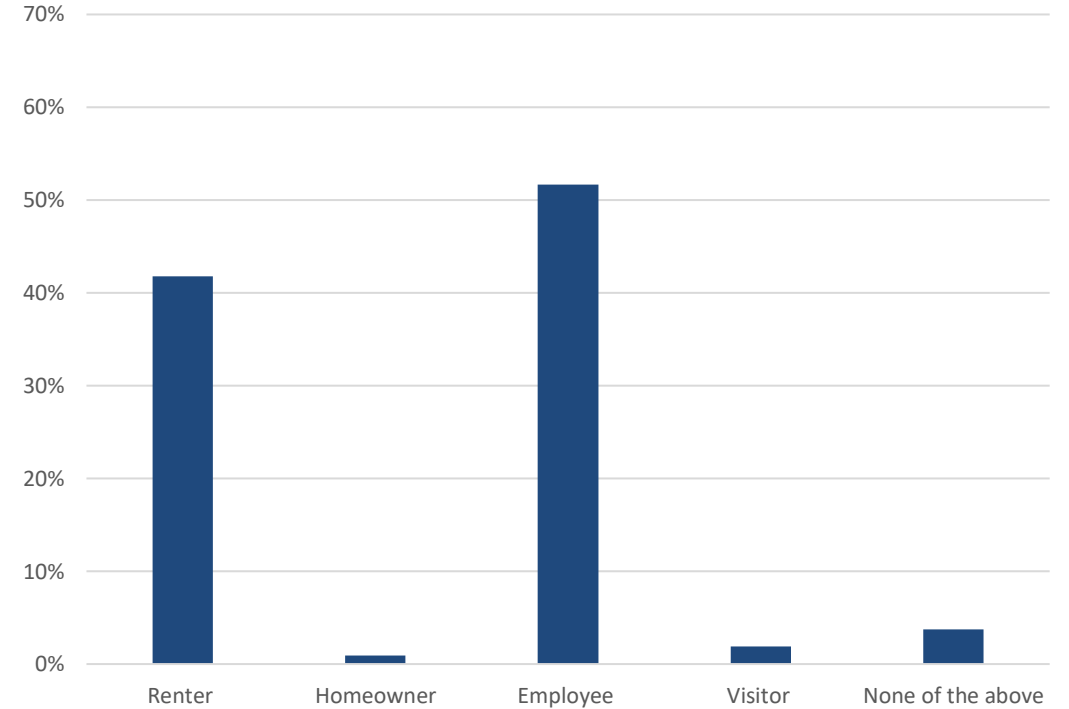
Data Analysis & Findings - Survey Data

DEMOGRAPHICS

Age Distribution



Relationship to Development



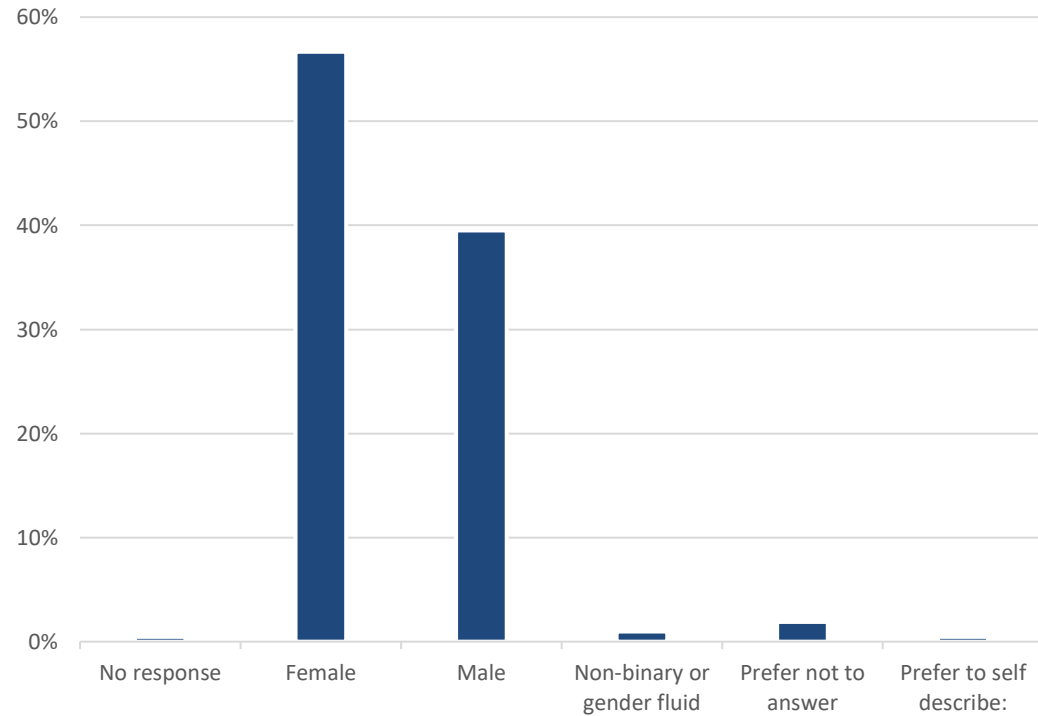
The number of participants in the Intake Survey was 210.

Key Takeaway: Most participants were young renters and employees who live and work at KGH.

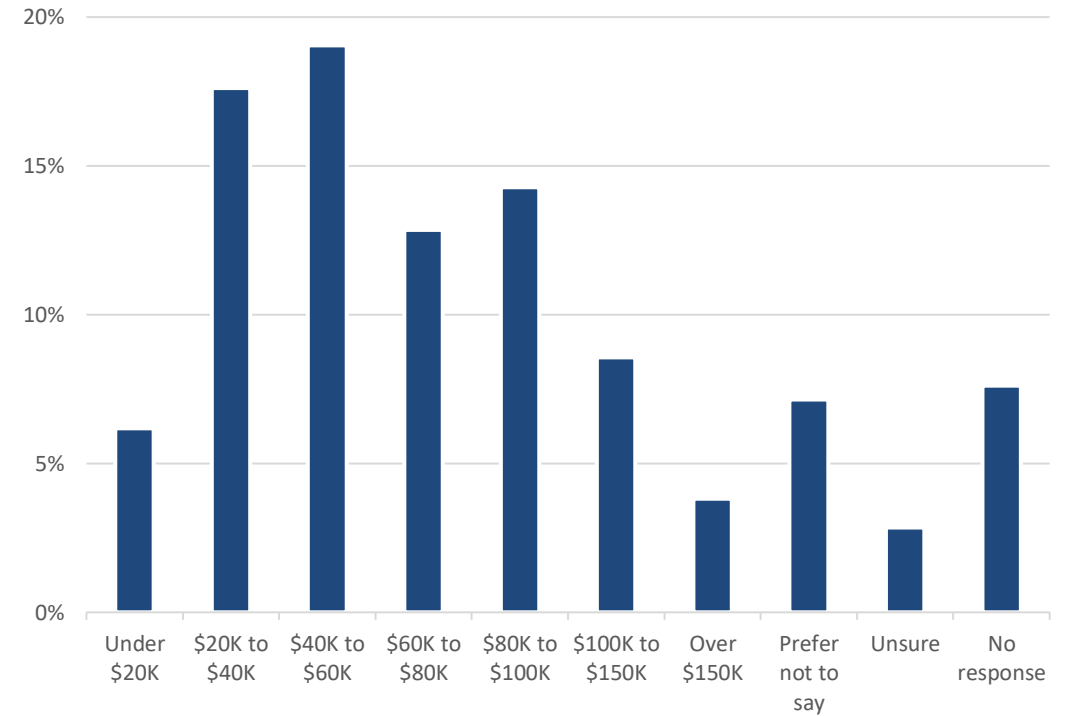
Data Analysis & Findings - Survey Data

DEMOGRAPHICS

Gender Identity



Income



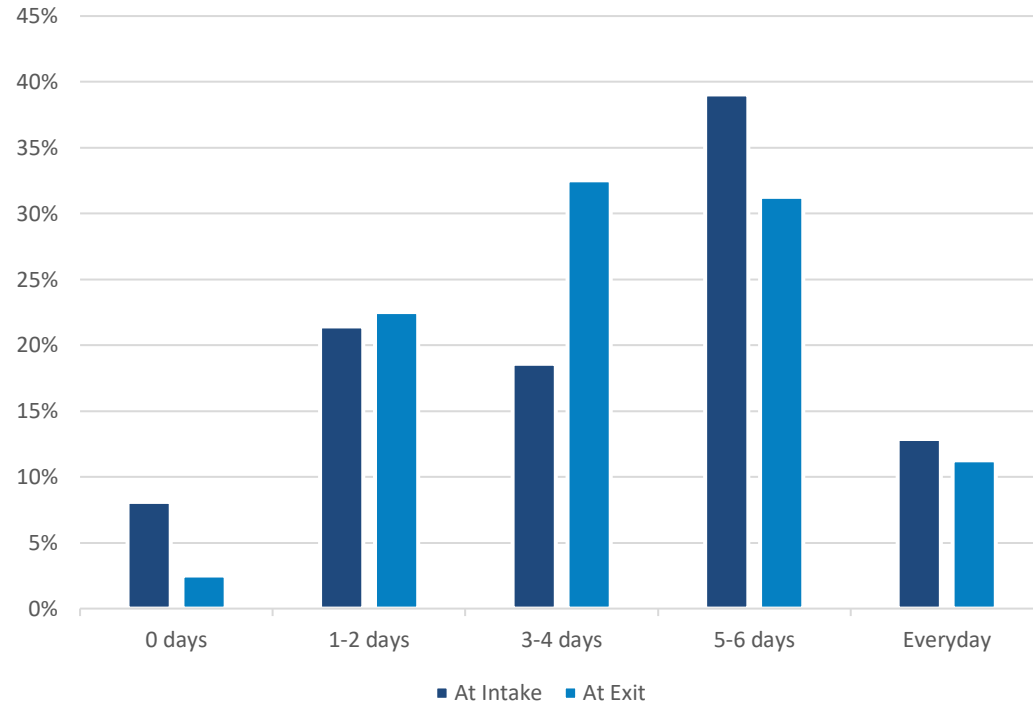
The number of participants in the Intake Survey was 210.

Key Takeaway: Majority of participants were female. Income levels were generally in the mid-range.

Data Analysis & Findings - Survey Data

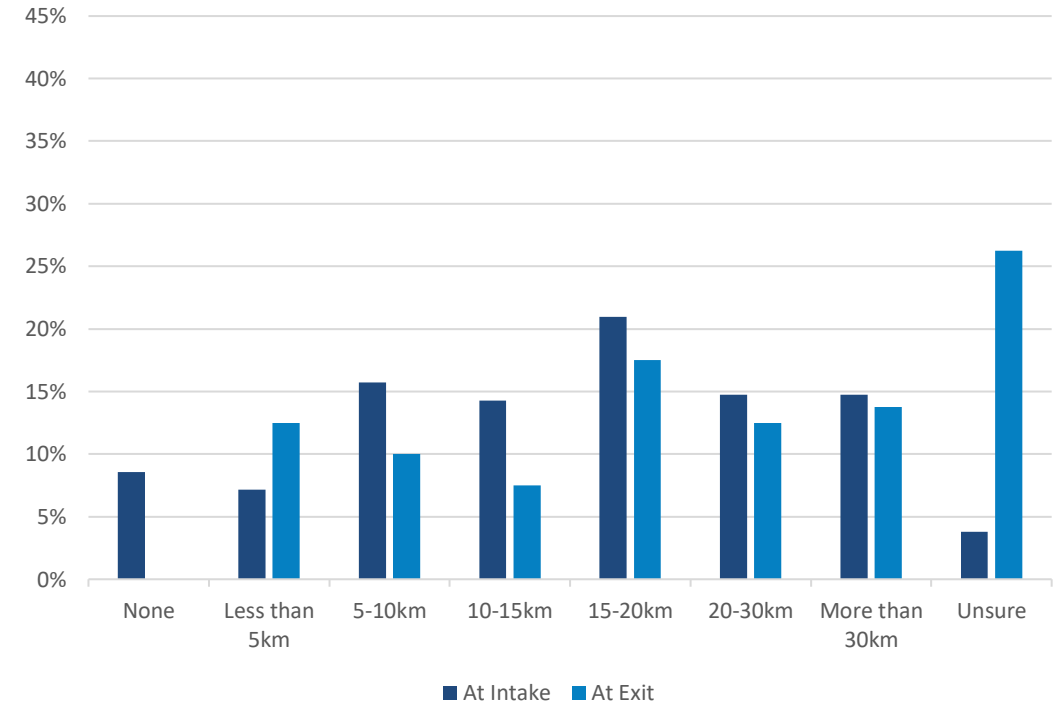
COMMUTE PATTERNS

Frequency of Commuting Trips



The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

*One-way Commute Distance



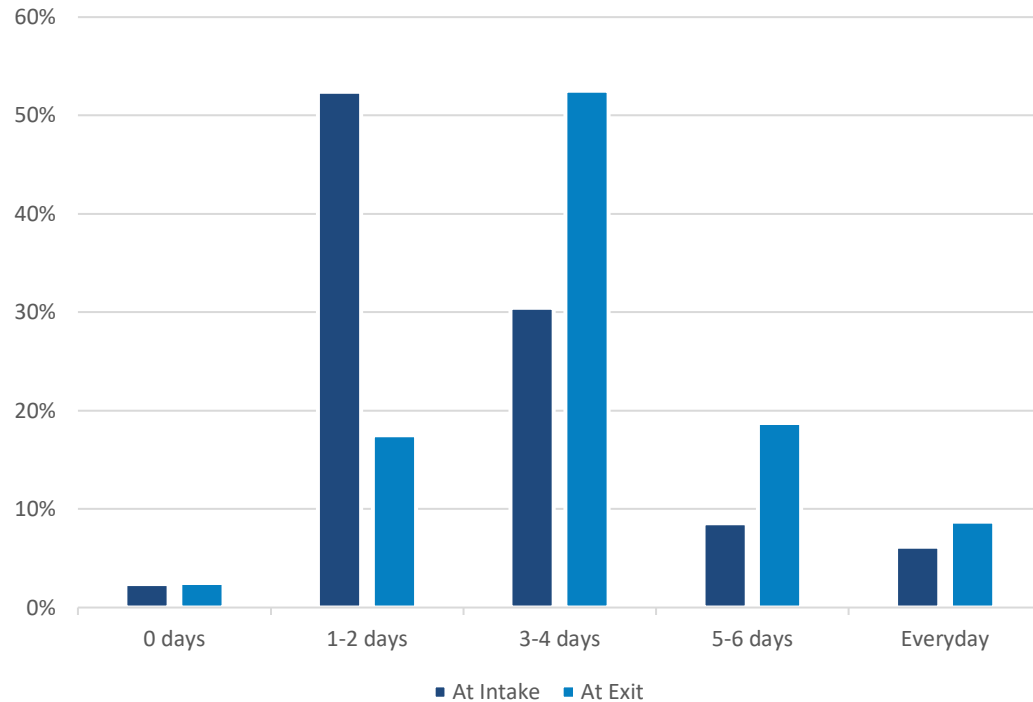
*The Exit Survey did not provide an option for zero travel distance

Key Takeaway: Most participants commute more than 3 days a week with an even range of distances.

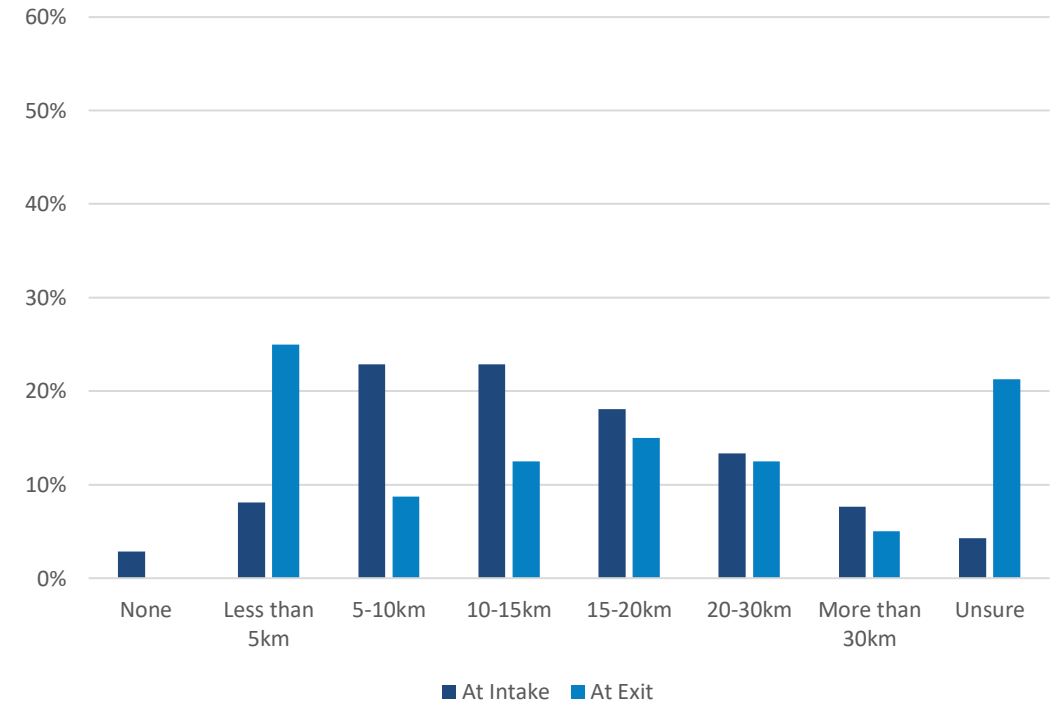
Data Analysis & Findings - Survey Data

NON-COMMUTE TRAVEL PATTERNS

Frequency of shopping/family/social trips



*Shopping/Family/Social Trips Distance



The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

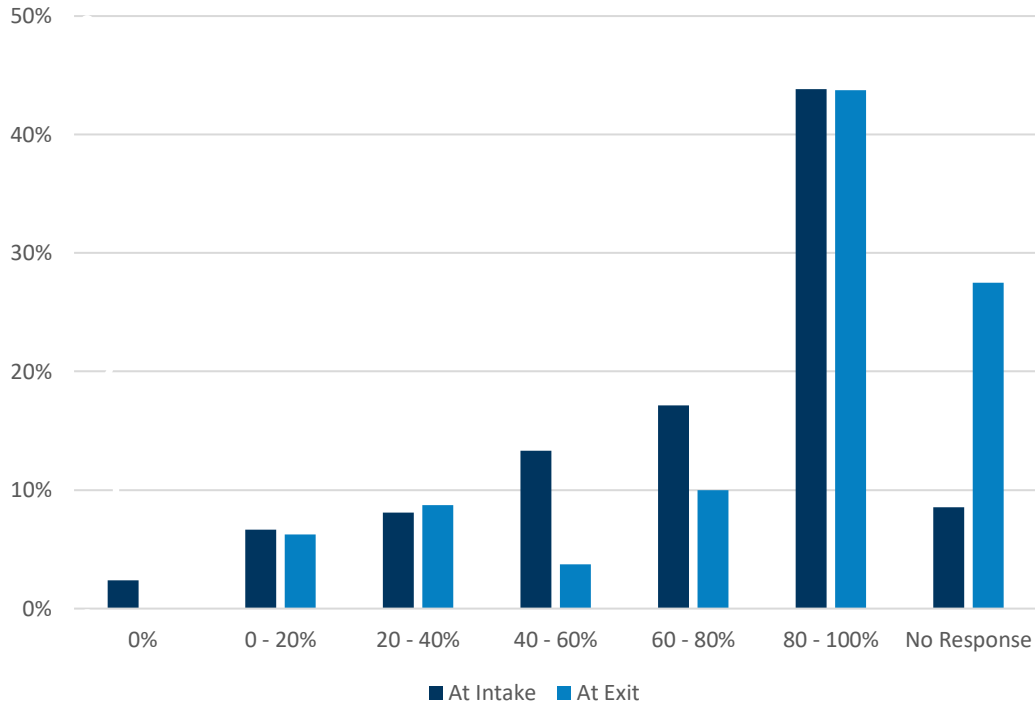
*The Exit Survey did not provide an option for zero travel distance

Key Takeaway: Most people travel at least 3-4 days a week for social purposes in areas close to home.

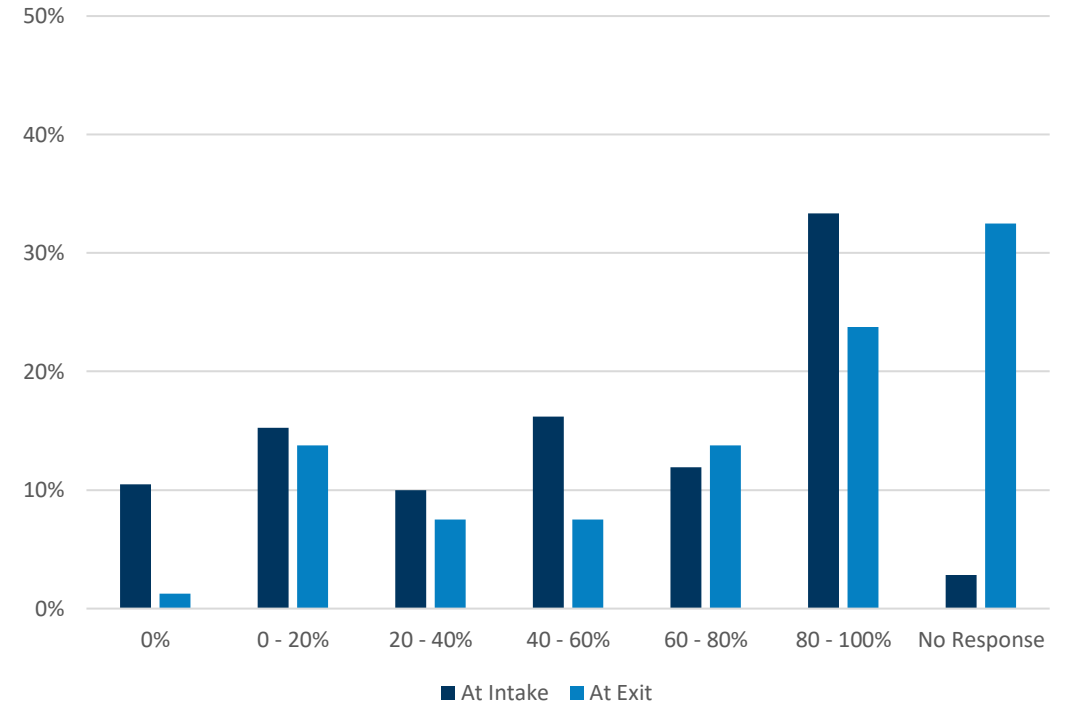
Data Analysis & Findings - Survey Data

MODE SPLIT

Transit Mode Share for Commuting



Transit Mode Share for Social Trips



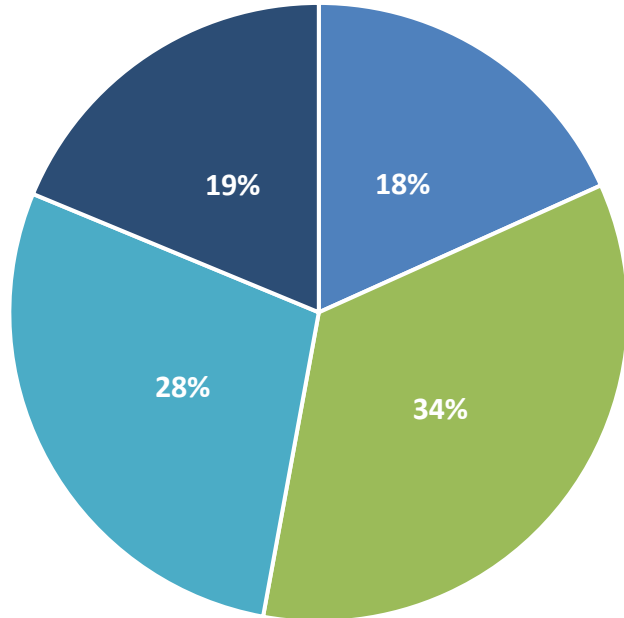
The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

Key Takeaway: Most participants take transit regularly and fewer people with 0% transit use.

Data Analysis & Findings - Survey Data

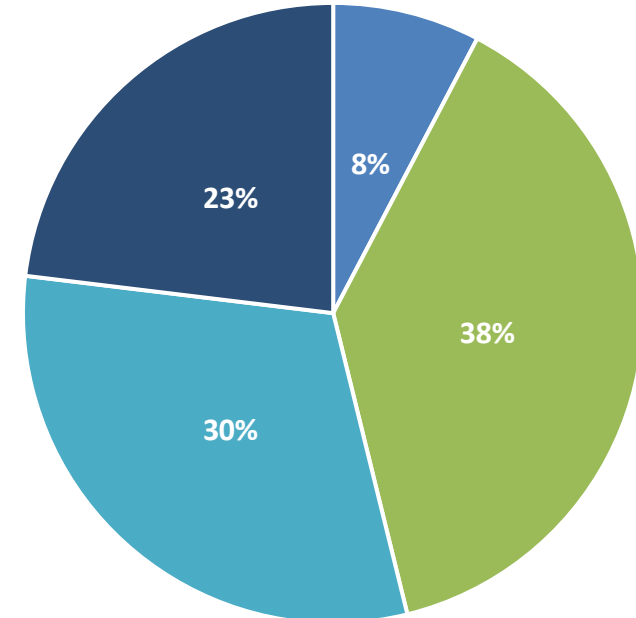
TRANSIT USE

Frequency of Transit Use (Historic)



■ 1 day or less ■ 2-3 days ■ 4-5 days ■ 6 days or more

Frequency of Transit Use (During Pilot)



■ 1 day or less ■ 2 to 3 days ■ 4 to 5 days ■ 6 or more days

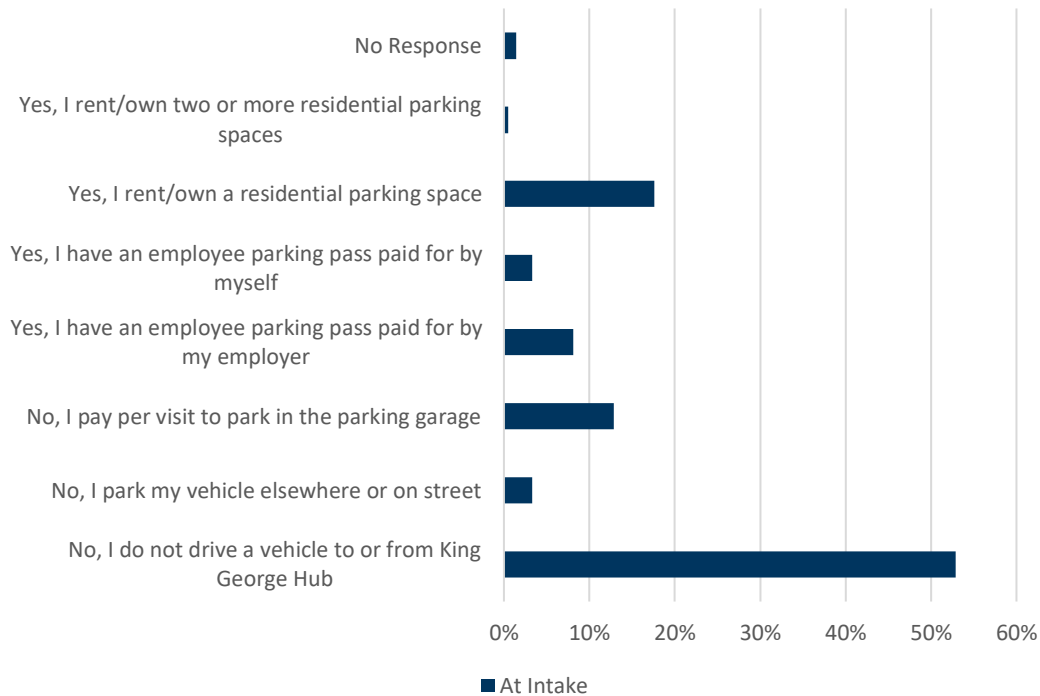
The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

Key Takeaway: Transit use grew during the Pilot, with more participants travelling by transit more than a day each week.

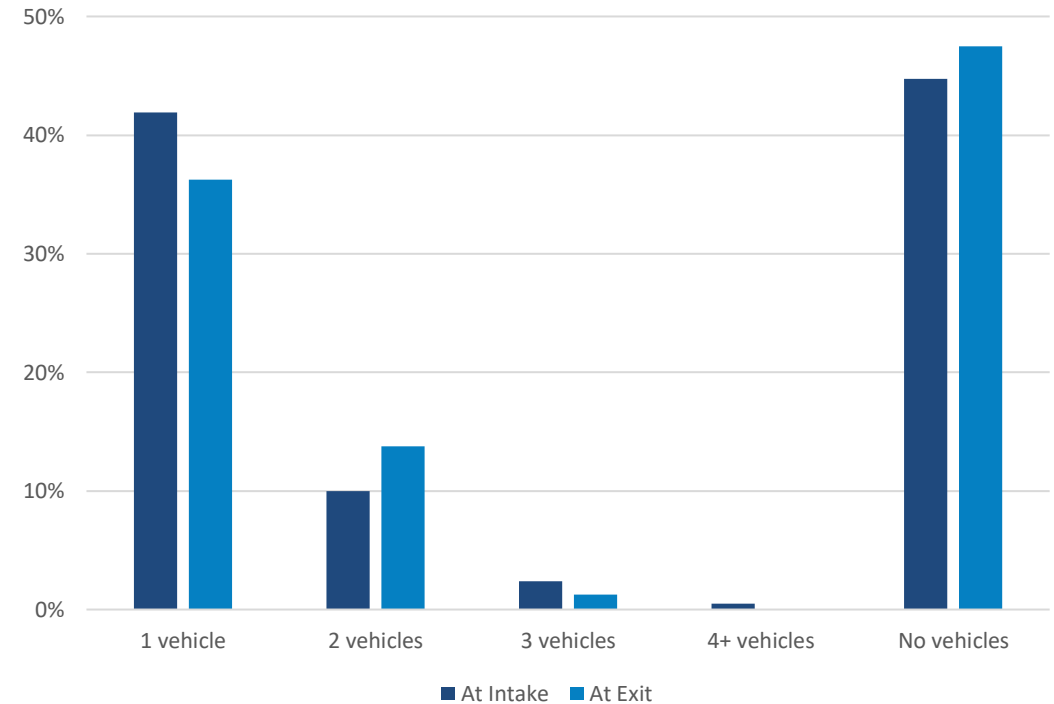
Data Analysis & Findings - Survey Data

VEHICLE AND PARKING ACCESS

Access to Designated Parking Space



Vehicle Ownership



The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

Key Takeaway: Most participants have one or fewer cars and do not drive a vehicle to/from the KGH.

Data Analysis & Findings - Survey Data

OTHER TRAVEL OPTIONS

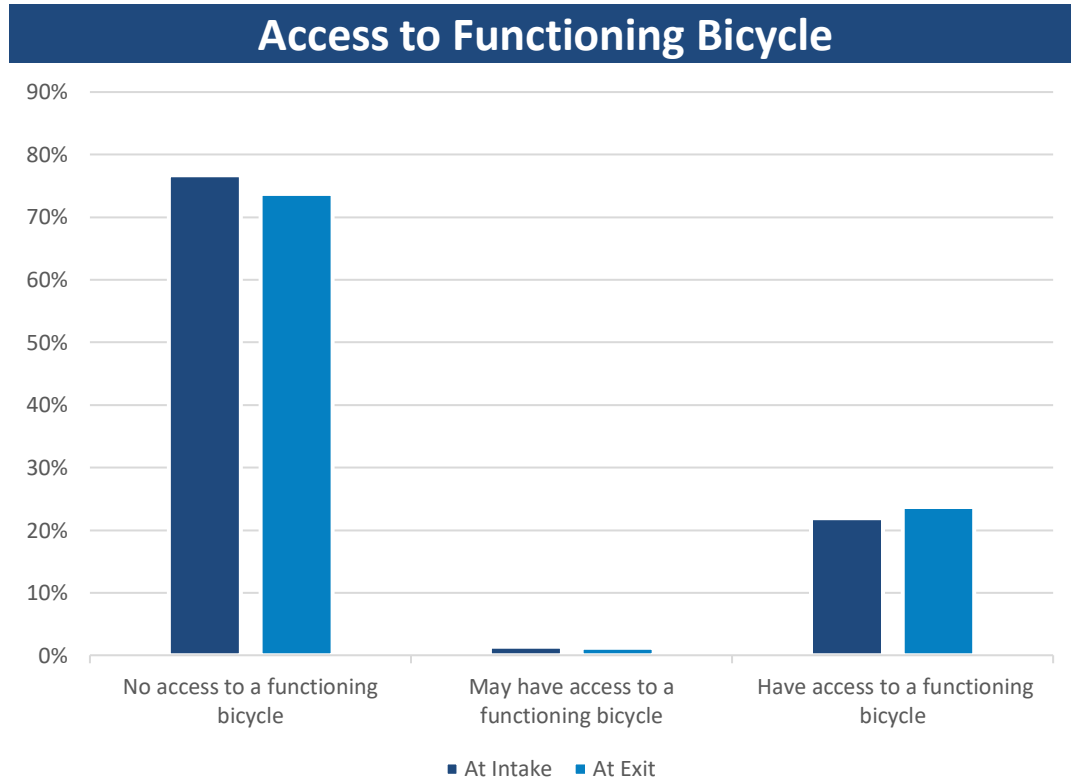


Image source: Photo by Carlos Blanco on Unsplash

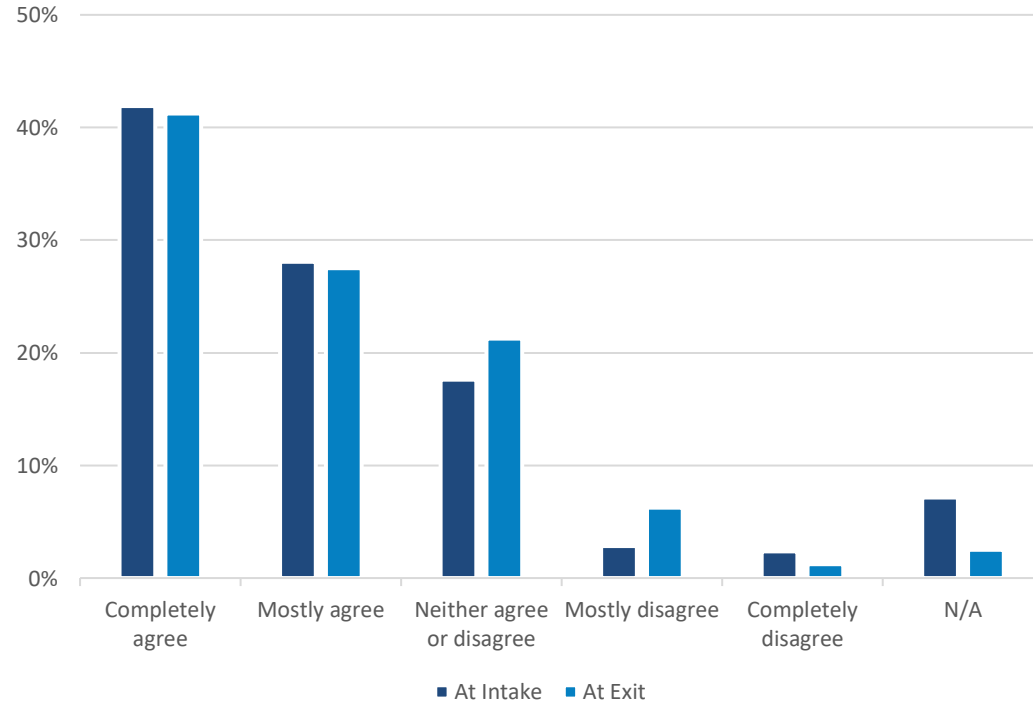
The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

Key Takeaway: Only very few participants have access to a bicycle, which limits the use of active modes to/from the KGH.

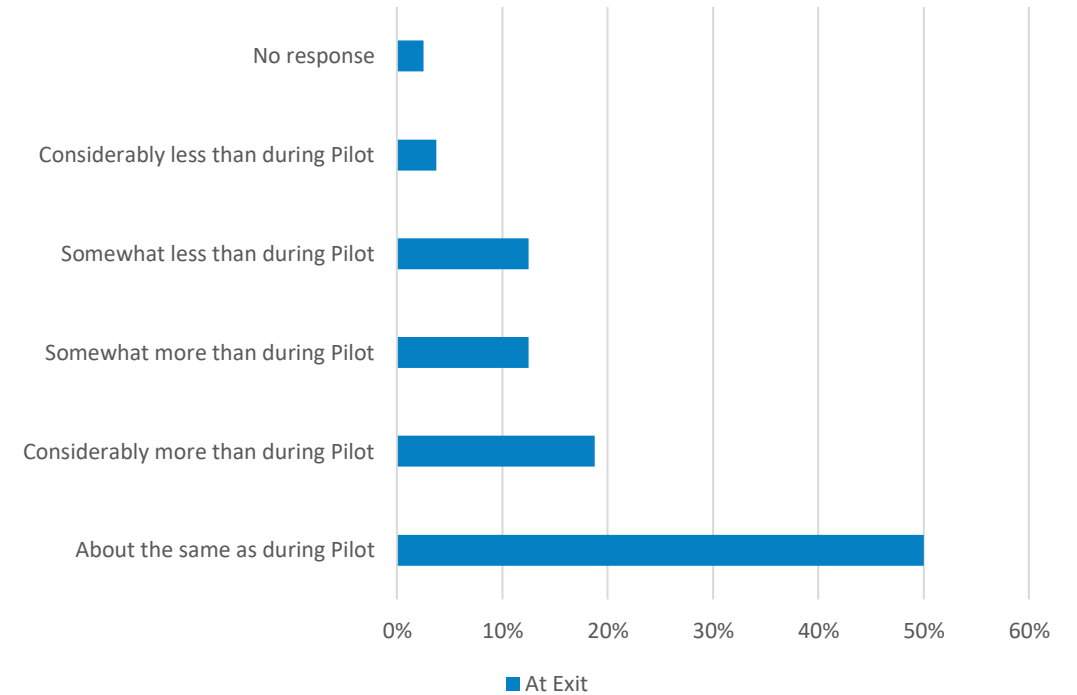
Data Analysis & Findings - Survey Data

PARTICIPANT PERCEPTIONS & EXPERIENCES

TODs Help Reduce Reliance on Private Vehicles



Anticipated Transit Use After Pilot



The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

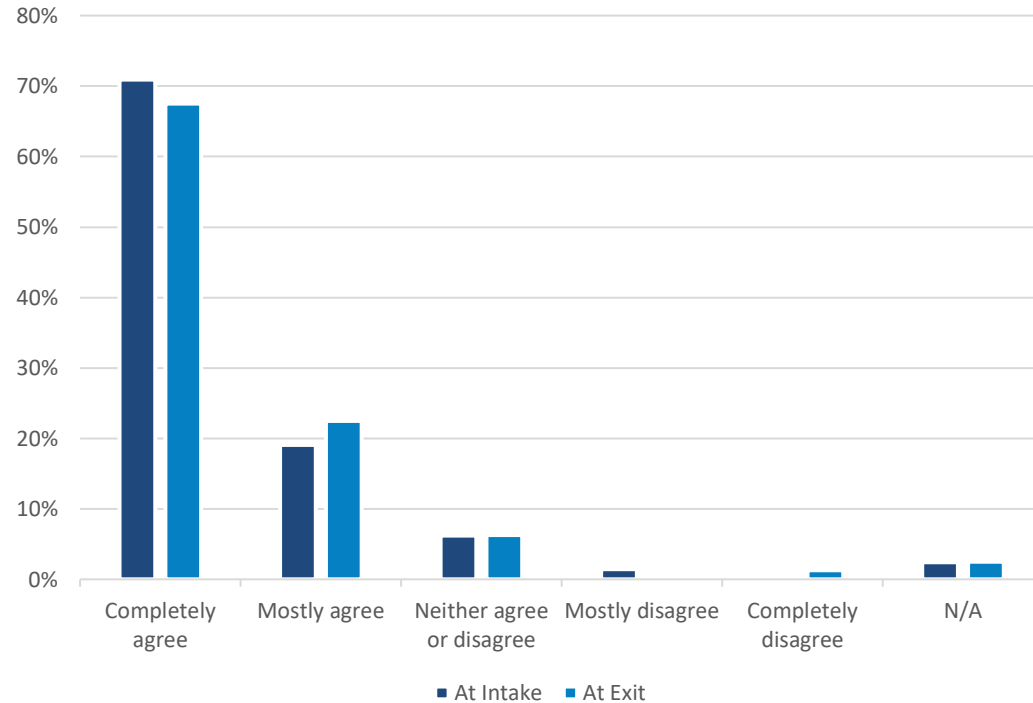
Key Takeaway: TOD helps reduce reliance on personal vehicles, and most participants plan to use transit more than 2 days a week.



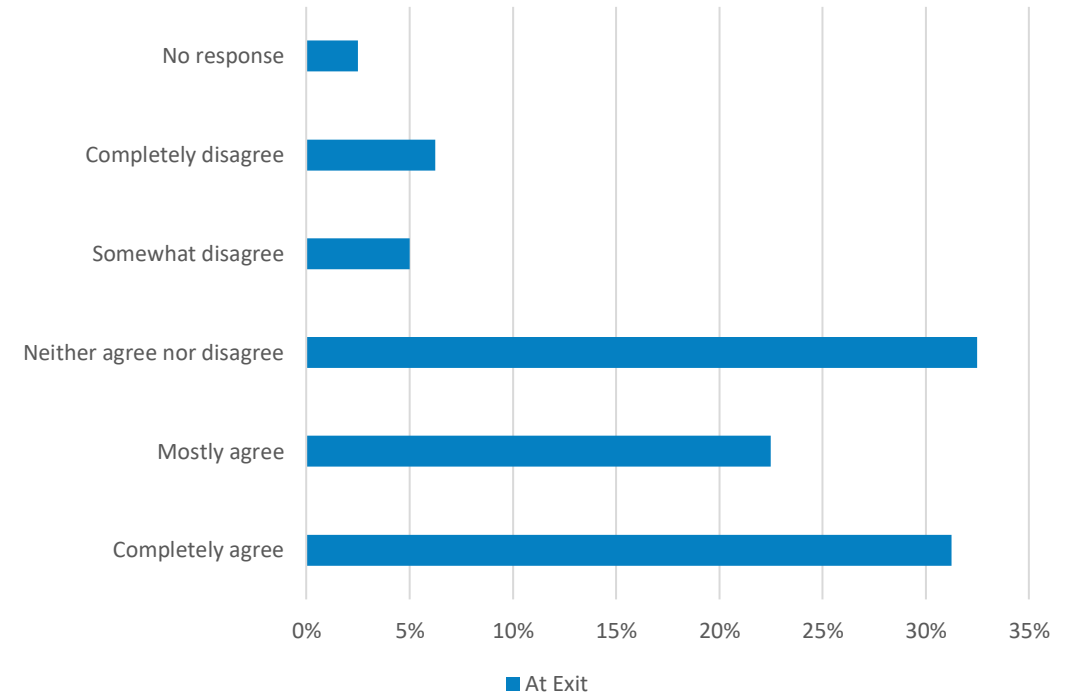
Data Analysis & Findings - Survey Data

PARTICIPANT PERCEPTIONS & EXPERIENCES

Proximity to Transit is a Key Benefit



Pilot Decreased the Use of Private Vehicle



The number of participants in the Intake Survey was 210 and 80 for the Exit Survey.

Key Takeaway: Most agree that the Pilot helped them to drive less and view the proximity to transit as a benefit.

Data Analysis & Findings - Survey Data

PARTICIPANT PERCEPTIONS & EXPERIENCES

Participant Satisfaction with Pilot

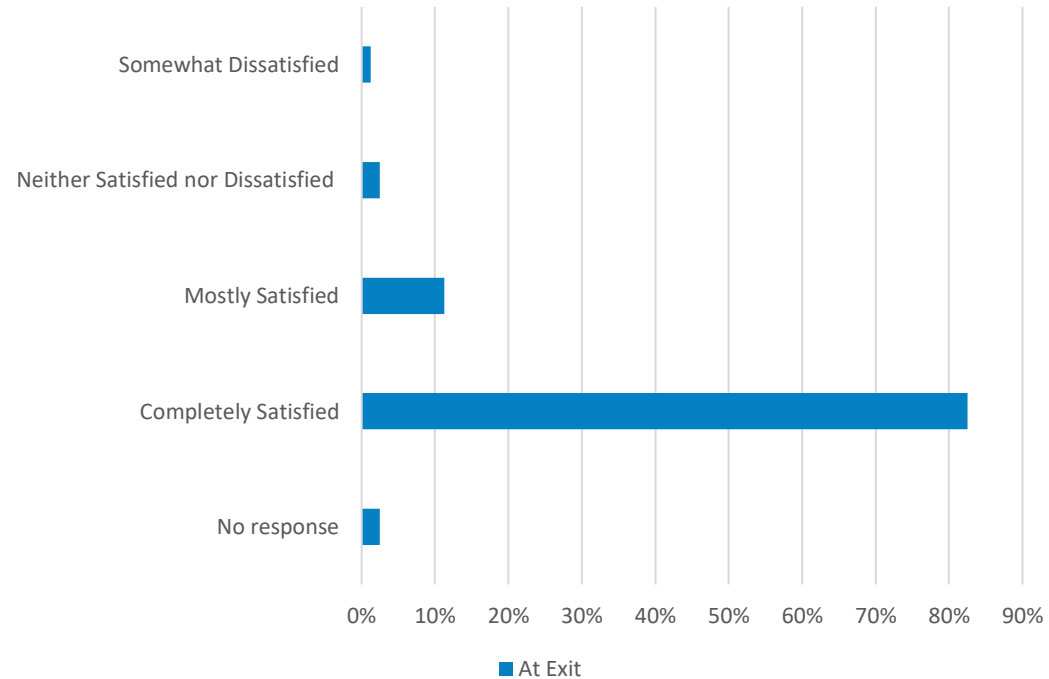


Image source: Photo by Mado El Khouly on Unsplash

The number of participants was 80 for the Exit Survey.

Key Takeaway: The majority of participants were very satisfied with the Pilot.



Together all the way



Key Takeaways

94% of participants were satisfied with their experience as part of the Pilot.

53% of participants reported that they **do not drive a vehicle** to or from King George Hub (suggesting a high proportion of participants were existing transit users).

Approximately **32%** of the distributed Cards were **re-loaded** during the 3-month Pilot period.

SkyTrain was the primary transit mode used by participants, with the average daily distance per journey being approximately **18 kilometres**.

Most travel activity was observed along the **Expo line**, with most boarding/alightings occurring at **King George Hub and Downtown Vancouver** (although activity was observed throughout the Metro Vancouver region).

Gaining consent to have access to **Compass data** is key and should be pursued for all properties enrolled in Compass for Developments.