

Whistler2020 and Transit

Ken Melamed – Mayor of Whistler

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About Whistler

- 120 km north of Vancouver
- Resort municipality since 1975
- Permanent population 9,800
- Top resort, 2mm visitors
- Over \$1 billion annually to economy (2000)



RESORT MUNICIPALITY OF WHISTLER

1325 Blackcomb Way TEL 800 932 6535
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Local Reality



Whistler, circa 1960

Local Reality



Whistler, circa 1998



Enriching Community Life

**Enhancing the Resort
Experience**

Protecting the Environment

Ensuring Economic Viability

Partnering for Success

Whistler2020 Strategies



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- Creekside Express (to village only)
- Whistler Creek
- Emerald Estates
- Alpine Meadows
- Alpine/Emerald Combined
- Village Shuttle: Marketplace
- Village Shuttle: Upper Village/Benchlands
- Tapleys Connector
- Staff Housing
- Lost Lake Shuttle (Line 23-Sept. 1)
- Limited Service
- WaveCard Vendor



- Downhill Skiing
- Mountain Biking
- Valley Trail

Lost Lake Free Shuttle

Fare Free Zone

The Whistler Way



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Amenities – before & after



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Amenities



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10 Key Lessons

10 Make it relevant and genuinely engage the community

9 Share and borrow, don't reinvent

8 Build on your foundations

7 Patience

6 Be a leader and develop champions

10 Key Lessons

5 Demonstrate the integration with the business case

4 Invite the critics

3 Balance planning and actions

2 Take risks and learn

1 Communication versus information

Thank you!

- For more information about Whistler2020:
 - www.whistler2020.ca
 - www.whistler.ca