

Be Part of the Plan

Amelia Shaw
TransLink
February 9, 2011



Outline

- TransLink
- Process
- Develop objectives
- Set targets
- Create awareness
- Engage
- Evaluate and Measure
- Report out



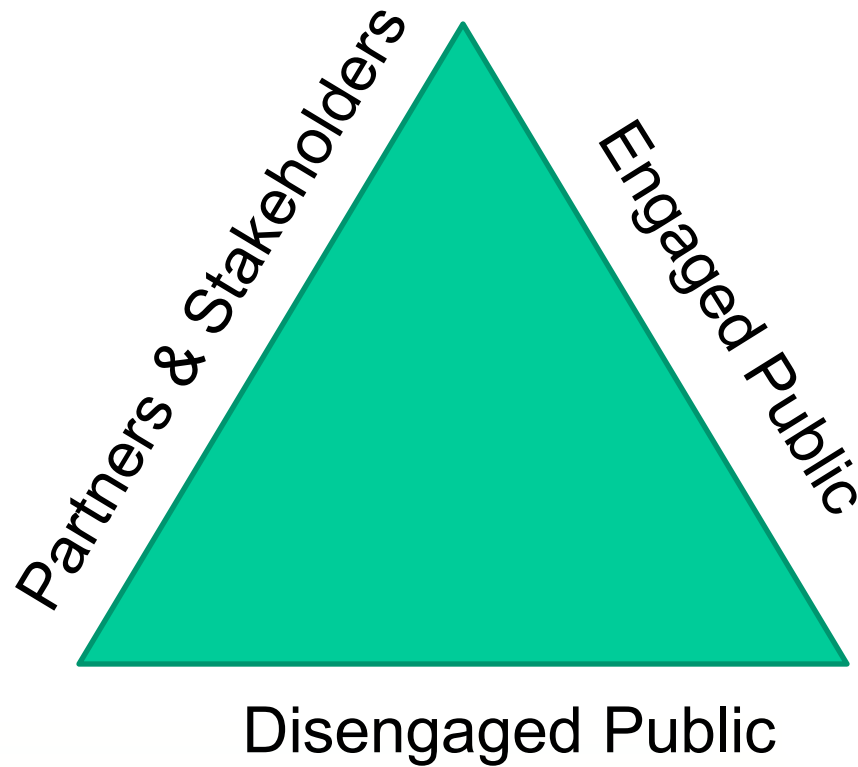
TransLink and the Metro Vancouver Region



Principles of Public Consultation and Public Outreach

- 1. Integrate public consultation into all applicable aspects of TransLink's business**
- 2. Consider both local and regional perspectives.**
- 3. Work with municipal partners**
- 4. Clearly define the parameters of the consultations**
- 5. Consult in advance of key decisions**
- 6. Be inclusive and accessible, by offering a variety of opportunities for input**
- 7. Ensure participants have the opportunity to provide informed input**
- 8. Consider public input as advice**
- 9. Inform participants about the results of the consultation process**

TransLink Consultation Triad





IAP2 Public Participation Spectrum

Increasing Level of Public Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspiration, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ▪ Fact Sheets ▪ Web Sites ▪ Open Houses 	<ul style="list-style-type: none"> ▪ Public Comment ▪ Focus Groups ▪ Surveys ▪ Public meetings 	<ul style="list-style-type: none"> ▪ Workshops ▪ Deliberative polling 	<ul style="list-style-type: none"> ▪ Citizen advisory Committees ▪ Consensus-building ▪ Participatory decision-making 	<ul style="list-style-type: none"> ▪ Citizen juries ▪ Ballots ▪ Delegated decision

bepartoftheplan.ca

Phase 1 to 2 – April to June 2009

Case Study – 2010 10-Year Transportation and Financial Plan

Objectives and Strategy

Objectives:

- To determine general government, stakeholder and public support for the proposed 10-Year Plan;
- Adhere to TransLink's Principles of Public Consultation and Public Outreach; and
- Meet the requirements of the Act.

How:

- Determine general appetite for programs and investment;
- Inform the discussion with list of existing and potential funding sources; and
- Facilitate an inclusive dialogue to review the plan and funding sources with public and stakeholders.

Newspaper Ads (branding)

TRANSPORTATION

If you decide what the air will breathe, every step we take matters.

TransLink The world's best transportation system is built on a system of trust. It's the trust we have in each other. It's the trust we have in our transportation. Visit www.translink.ca

TRANSPORTATION

A truly great transit system opens its doors for everyone.

TransLink The world's best transportation system is built on a system of trust. It's the trust we have in each other. It's the trust we have in our transportation. Visit www.translink.ca

TRANSPORTATION

The safest route to a sustainable future makes room for everyone.

TransLink The world's best transportation system is built on a system of trust. It's the trust we have in each other. It's the trust we have in our transportation. Visit www.translink.ca

TRANSPORTATION

Transportation is our gateway to a healthy economy, environment and quality of life.

TransLink The world's best transportation system is built on a system of trust. It's the trust we have in each other. It's the trust we have in our transportation. Visit www.translink.ca

TRANSPORTATION

When transportation is everyone's business, it's wise to look over the road.

TransLink The world's best transportation system is built on a system of trust. It's the trust we have in each other. It's the trust we have in our transportation. Visit www.translink.ca

TRANSPORTATION

When you're entrusted to build bridges, you care about bringing people together.

TransLink The world's best transportation system is built on a system of trust. It's the trust we have in each other. It's the trust we have in our transportation. Visit www.translink.ca

Newspaper Ads (fact)

By 2046, the number of people aged 65+ will nearly triple in Metro Vancouver.

We're creating transportation solutions to ensure safety, security and social needs are met. Please visit www.bcgov.ca/hayplan.

Be part of The Plan

TRANS LINK

Our bridge, road and transit infrastructure is getting older.

Our region must make smart choices today to address what B.C.'S OUT, says our infrastructure if you maintain and build new facilities to meet our future needs. Please visit www.bcgov.ca/hayplan.

Be part of The Plan

TRANS LINK

In Metro Vancouver, 77% of all trips are by car.

We need to create a region where driving a car is an option and not a necessity. Please visit www.bcgov.ca/hayplan.

Be part of The Plan

TRANS LINK

Congestion impacts our economy, our health and our quality of life.

We're creating a transportation plan that positions our streets and highways to support the future. Please visit www.bcgov.ca/hayplan.

Be part of The Plan

TRANS LINK

In Metro Vancouver, vehicles account for 35% of all greenhouse gases.

We need transportation solutions that encourage more walking, cycling and transit. Please visit www.bcgov.ca/hayplan.

Be part of The Plan

TRANS LINK

By 2046, there could be over 1 million more people living in Metro Vancouver.

To avoid urban sprawl and the possibility of 800,000 more cars, we're creating transportation solutions that encourage more transit, walking, cycling and transit. Please visit www.bcgov.ca/hayplan.

Be part of The Plan

TRANS LINK

Newspaper Ads (double page spread)



We have transportation challenges

Compassionate projects are improving our health and our quality of life.

TransLink's regional transit system, made of 100,000 people, is difficult to provide transit services that is green, cost-effective and safe.

TransLink's regional transit system, made of 100,000 people, is difficult to provide transit services that is green, cost-effective and safe.

Join the conversation at: www.bepartoftheplan.ca

Be part of the Plan

Transport 2040 is a transportation strategy for a sustainable region

Anticipating future challenges

Metro Vancouver is growing quickly and the choices we make today will determine how we live tomorrow.

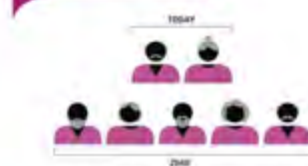
By 2040, all roads have over 1 million more people, 600,000 more cars and increased airport activity. If current trends continue, the cars will produce about eight million tonnes of carbon dioxide. Our infrastructure will be older, travel patterns will continue to diversify and traffic, while the location of people aged 65+ by 2040 will heavily trade. If we make the right decisions today, we can ensure that our region will flourish to grow and thrive in a productive, supportive and sustainable manner.

By 2040, there could be over 1 million more people living in Metro Vancouver.



To avoid urban sprawl and the possibility of 600,000 more cars, we're exploring transportation solutions that enable smarter choices.

By 2040, the number of people aged 65+ will nearly triple in Metro Vancouver.



We're creating transportation solutions to ensure safety, security and social needs are met.

In Metro Vancouver, vehicles account for 25% of all greenhouse gas emissions.



We need transportation solutions that minimize peak walking, cycling and transit.

TransLink plans, finances and manages Metro Vancouver's road and transit network

TransLink is unique in all of North America and there are few agencies like it anywhere in the world. We plan and finance roads and transit, we create and operate programs to offer people travel choices that help manage traffic congestion. We follow our drive through transit operating companies that are regarded as among the most efficient in the world, and in partnership with Metro Vancouver's 21 municipalities, we finance, support and expand a network of major arterial roads.

When we plan our region's future, which involves economic as well as greenhouse growth, we do so in a way that protects green spaces, air quality and our quality of life. Our business has allowed us to claim standing as one of the world's most visible players, a claim that is continually validated by delegations from around the world who visit each year.

Our efficiencies are recognized world-wide

By managing our resources well and absorbing costs through efficiencies, TransLink is operating one of the most efficient transportation systems in the world.

- TransLink's overall administrative costs have gone from 15.25 per cent in 2003 to 13.5 per cent today.
- West Coast Express met operating costs per passenger km (reduced \$5 per car) from \$0.16 to \$0.02 per km from 2007 to 2008.
- When compared to 10 major cities around the world, Coast Mountain Bus Company ranked first for lowest overall operating costs.
- In a study by the U.S. Department of Transport Federal Transit Administration, SkyTrain placed first in cost efficiency when compared to other light-rail and heavy rail services.

The decisions we make today set the course for the future

Transport 2040 is the region's transportation strategy to keep people and our economy moving, strengthen our communities and protect the environment.

With input from regional and government stakeholders and Metro Vancouver residents, TransLink has created Transport 2040, a long-range strategy to accommodate growth and create a more sustainable region. By 2040, the majority of jobs and housing should be located along the Regional Transit Network (RTN), viable services or designated corridors throughout the Sea, every day so that most trips can be by walking, cycling and transit. This requires early investments that would reduce greenhouse gas emissions and ensure that regional travel is more secure and eco-friendly. By doing this smartly and efficiently and keeping them in good repair, people, services and goods will move freely through our ports and around the region.

Your input on how to achieve the goals of Transport 2040 will help us plan the next 10 years

Now is the time to learn about Transport 2040 and help shape the upcoming 10-year plan that will set the course for a strong transportation network. TransLink must secure stable, sufficient and appropriate sources of revenue to maintain, improve and expand our transportation system.

In the coming weeks TransLink will seek public input to determine the best transportation solutions and the appropriate funding sources. Join the conversation and learn more at www.bepartoftheplan.ca.

Upcoming public consultation events

In June we'll begin a series of consultation events on the draft 10-year plan. That includes a transportation forum on June 7 at the Fairmont Waterfront Hotel, and more events in communities throughout Metro Vancouver. To register for the forum and to receive information about upcoming public consultation events and locations, visit www.bepartoftheplan.ca or call Colleen Sondermann at 604-453-8687.

It's been a busy 10 years

In its 10th year, TransLink has dramatically improved Metro Vancouver's network of transit, roads, services and transit services. Highlights include:

- While Metro Vancouver's transit network grew by 48 per cent, passenger growth by 74 per cent.
- Added 1,000 new buses, replaced 1,000 old ones.
- Increased fare income \$1 per year.
- Transit fare \$10 per year (including monthly pass).
- 100% of cost recovery, equity assessed.
- Third largest transit partnership.
- Received \$20 million (over 20%) in transit equity funding.
- Launched Millennium Line (first rapid transit).
- Launched West Coast Express and partnership with Coastal Transit (regional rail).
- Expanded the Millikenn B-Line.
- Built the Grand Avenue Corridor.
- Built the South Street Corridor.
- Celebrated 10th anniversary in October 2010.
- Created Early Bird (morning business 2011).
- Increased fare from \$100 to \$130 in 10,000 vehicles.



Renewed and improved bus fleet.

Figure includes conventional buses, community shuttles, and non-motorized services.

TransLink OOH



Funding Ad



To protect our quality of life, we need new funds for transportation solutions that benefit all of our communities.

Be part of the Plan

TransLink is seeking public input as it creates plans to maintain, improve and fund our transportation network. Learn more at bepartoftheplan.ca

TRANS LINK

Newspaper Ads (feedback)

"Just because I'm older doesn't mean I don't have places to be!"

"People will try cycling when they feel it's realistic."

Help shape our transportation future - join the conversation!

"But I need my car to get to work."

"How are we going to pay for all these new services?"

"It's not just about taking the bus more, everything has to be considered."

Community Consultation Workshops

Monday, June 11, 2009 Walnut Grove Community Centre 8889 Walnut Grove Drive Langley, BC	Monday, June 15, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC	Monday, June 15, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC	Monday, June 22, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC
Monday, June 15, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC	Monday, June 15, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC	Monday, June 22, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC	Monday, June 22, 2009 Columbia Valley Community Centre 12000 Columbia Valley Road Whistler, BC

It's Time for the Plan

It's time for the important transportation decisions about our future. Our region is set to grow dramatically in the next 20 years. More people, more jobs, more housing. At major community consultation workshops, TransLink will ask your input to determine the best transportation solutions and priorities for the future.

Please join the conversation by registering for a workshop in your area at www.bepartoftheplan.ca or contact Colleen at 604.453.4687 for more information.

TRANS LINK

Overarching Ad

Help shape our transportation future - Join the conversation!

"If we're talking taxes, what are we getting in return?"

"Our current transportation system isn't adequate unless you live in Vancouver."

Community Consultation Workshop
Thursday, June 11 2009, 6:30PM - 9:00PM
Walnut Grove Community Centre
8889 Walnut Grove Drive, Langley, B.C.

Register for a workshop at www.bepartoftheplan.ca or contact Colleen at 604.453.4687

TRANS LINK

Public Consultation Ad

Radio

1 Million People 📢

GHG (Green House Gases) 📢

Congestion 📢

Trips by Cars 📢

*Infrastructure** 📢

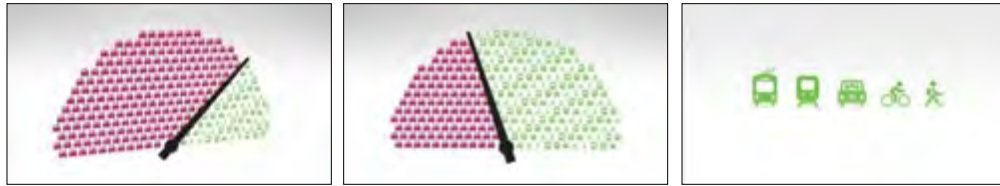
*This radio spot was added in to encourage a stronger reaction from the public. It was pulled after a few days.

Television/Digital OOH

1 Million



Cars



Congestion



Funding



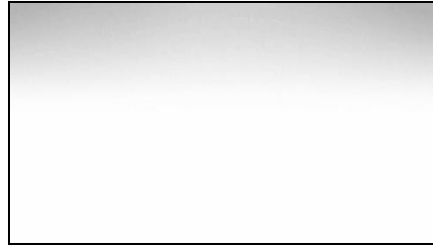
GHG



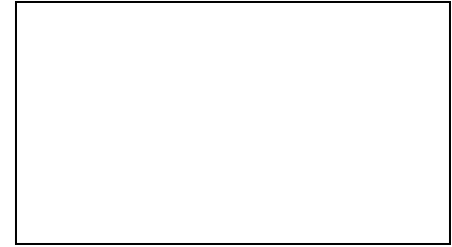
Television/Digital OOH



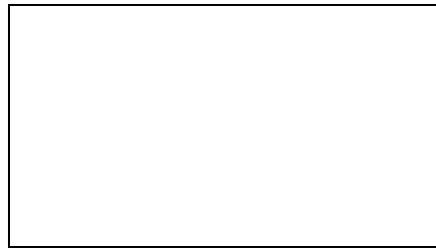
1 Million



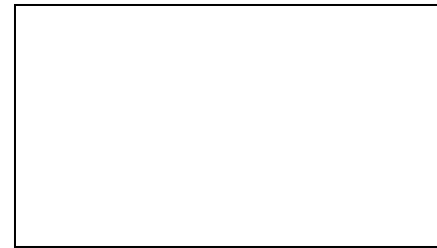
Cars



Congestion



Funding



GHG

Online



canada.com

Newspapers TV Networks

Log in | WEBMAIL

SHOPPING

JOBS

CARS

HOUSES

CLASSIFIEDS

Search Canada Online for the area...

SEARCH

Home Business Sports Entertainment Lifestyle Health Travel Technology

Local National World Good News Weather

Air France crash victims honoured at memorial



amilies, friends and Air France colleagues of the 228 victims of Monday's crash of AF 447 gathered in the

A graphic consisting of two rows of small icons. The top row contains 15 red car icons. The bottom row contains 15 green icons representing various public and private transportation modes like buses, trains, and bicycles. A black diagonal line is drawn across the icons from the top right to the bottom left.

In Metro Vancouver,

MochaSofa® Bringing you the best of...

CanadianLiving.com styleathome.com homemakers.com E-LLE.com

Home page Food Health Beauty Home Family Leisure Work

Subscribe Online!



✓ YES! I want to subscribe

CONTESTS

CAR OWNERSHIP GUIDE

Everything you need to know about buying, leasing, maintaining and enjoying a car!



TODAY'S FEATURES

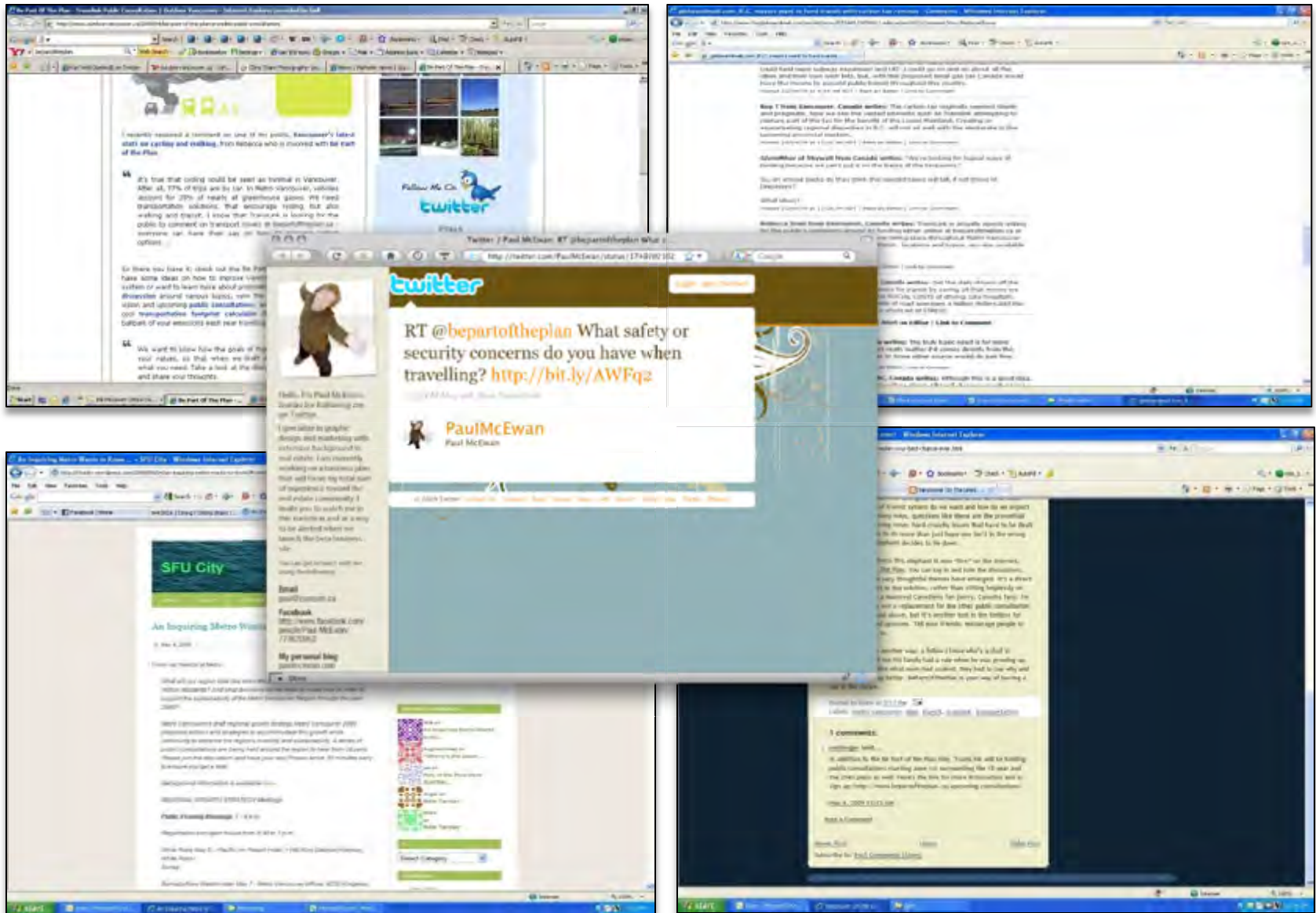
10 things to do in June @ styleathome.com
Let yourself be lazy this summer by preparing your home in advance.

Diabetic-friendly foods @ canadianliving.com

Get our free newsletter!

Over 40? TRY More

Social Media



BePartofthePlan consultation: What we have heard so far

So our **BePartofthePlan** consultation period ends on June 30, but I thought you might be interested in what we've heard so far.

Check out minutes and comments from our in-person community consultations—they're on the **community workshop page** of the TransLink website, but I'll also post them here:

- Livability Forum: [minutes](#), [comments](#)
- Langley: [minutes](#), [comments](#)
- Surrey: [minutes](#), [comments](#)
- White Rock: [minutes](#), [comments](#)
- Burnaby: [minutes](#), [comments](#)
- North Vancouver: [minutes](#), [comments](#)

Minutes and comments are coming soon from this week's workshops in Coquitlam, Maple Ridge, and Richmond: keep an eye on the **community workshop page** for those.

We'll also have summaries of the online discussions and game once those sections of the consultation are complete.

Remember, as of June 30, we'll be turning off the **It's Your Move game** and winding down **forum discussion** – so if you haven't tried the game or posted in the forums yet, do it soon!

The old site

Also, as you might recall, before we launched this site on June 1, there was another version of BePartofthePlan.ca that invited your comments.

Well, that old site didn't just disappear. You can still visit the archived version here: bepartoftheplan.fcvhost.com.

We read through every single comment and made sure to capture all of your feedback from the old site, too. If you're curious, here's the summaries of all the suggestions you guys gave to us.

- [Suggestions \(March 27-May 8\)](#)
- [Suggestions \(May 9-May 22\)](#)

Be part of
The Plan

Subscribe

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SEARCH

To search, type and hit

ABOUT

The Buzzer blog is the web companion to the Buzzer newsletter, the free publication found on all Metro Vancouver transit vehicles since 1916. We consider the blog to be a frank, fun, and ongoing conversation about TransLink and its work, and invite you to join in with your own comments and stories.

Feel free to use the comments on each post, or if you'd like to send an e-mail, write to thebuzzer@translink.ca. Follow the Buzzer on Twitter here, or try the TransLink Twitter account for service updates.

The main writer behind the blog and newsletter is Jhenifer Pabillano: find out more about her here.

RECENT POSTS

- [Enter the Poetry in Transit contest this May!](#)
- [Away the rest of the week: back Monday, May 17](#)
- [Notes from the TransLink AGM aboard the SeaBus](#)
- [Events this week: TransLink's floating AGM, two more UBC Line workshops](#)

Livability Forum kicks off public consultation on our 10-Year Plan

We held a Livability Forum this morning in downtown Vancouver, launching our consultation on our proposed 10-Year Plan!

The 10-Year Plan outlines the first steps we'll be taking toward Transport 2040, our region's 30-year transportation strategy. (We'll be consulting on it from **June 1-30**, so please come to our **in-person events** or visit BePartofthePlan.ca to contribute!)



A group at the Livability Forum plays It's Your Move, the consultation exercise board game.

At the forum, we got a huge group of people in Metro Vancouver together to talk about the related transportation and livability challenges facing our region. Plus, we heard from experts on similar challenges in other major cities.

And at the end, we got everyone to do a **consultation exercise**—a board game activity called "It's Your Move," that lets you plan and select funding for our region's transportation priorities.

You can **try the board game online**, too, at our newly relaunched BePartofthePlan.ca site. (I'll have more on the new site in a bit.)

Here's a few more details about what we did today, including details of our draft 10-Year Plan and the financing options available to us, and PowerPoints from all the talks given!

(By the way, this event was originally called the Transportation Forum— I **talked about it in May.**)

Four experts talk transportation in San Francisco, New York, and more



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SEARCH

To search, type and hit

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Earned Media

- 5 news releases and 2 backgrounders
- Print – 125 articles
- Radio – 467:12 air-time minutes
- Television – 143:46 air-time minutes

Home > Get Involved > Featured Consultation: Be Part of the Plan

Video Introduction

Choice: On Track to the Vision of Transport 2040

Choice: Keeping Pace with Growth

Choice: No New Funding

Funding Options ▶

Accomplishments and Efficiencies ▶

History of Funding

Events in Your Community ▶

It's Your Move Online Consultation

Be Part of the Plan

Welcome to the discussion on TransLink's 2010 10-Year Plan!

It's time to make important decisions about our transportation future. Our region is set to grow dramatically in the next 30 years - more people, more jobs, more housing. Between now and June 24, 2009 TransLink will seek your input on levels of transportation investment and funding options. We will consider your input in developing the 2010 10-Year Transportation and Financial Plan.

Please consider the information on the following pages carefully, and provide your input via the [It's Your Move](#) online consultation exercise, on the [consultation discussion boards](#), or at a [community consultation event](#).



10 Year Plan - The Choices Before Us



On Track to the Vision of Transport 2040
\$450 million more annually to create a sustainable region.

[Learn more.](#)

Email Signup

Help shape the next 10 years of our transportation future. The discussion begins in early June. Sign up and we'll notify you when the draft plan is ready for review.

Email:



- Video Introduction
- Choice: On Track to the Vision of Transport 2040
- Choice: Keeping Pace with Growth
- Choice: No New Funding**
- Funding Options
- Accomplishments and Efficiencies
- History of Funding
- Events in Your Community
- It's Your Move Online Consultation

Choice: No New Funding

No new funding would result in drastic cuts to transit services and a decline in our quality of life. TransLink is legislated to create a base plan that fits expenditures within existing revenues. This would not maintain services and programs, and would drastic cuts. By law this plan must be implemented if others are not approved.

No new funding means drastic cuts to services.

This plan would take us back a step and diminish the gains that we have made through the expansion of our transportation network since 1999.

Levels of Transportation Investment

Transit Service



- SeaDus operating hours reduced after the Olympics
- Reduced bus service frequency on key corridors
- Transit investments only for basic state of good repair
- Reduction in the number of replacement buses
- Reduction of West Coast Express services
- Sale of newly purchased West Coast Express

Related Pages

- [Burnaby](#)
- [New Westminster](#)
- [North Shore](#)
- [Northeast Sector](#)
- [Richmond](#)
- [South of Fraser](#)
- [Vancouver](#)

Join the Discussion

- [Bridge Tolls](#)
- [404 Error when I click on Expanded Service - What comes](#)
- [More Security](#)
- [Mobile Information for Lending Our Voices](#)
- [Commercial Traffic](#)
- [Yippee for the Canada Line!](#)
- [Real estate](#)
- [Vehicle Levy](#)
- [Translink should develop Bike Path Improvements](#)
- [Smartcards](#)
- [Train needed to UBC](#)
- [Consistent Signage](#)



Home > Forum

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Alias: Kirsten KT - TransLink

Be Part Of The Plan » Funding » Potential Future Revenue Sources » Other Revenue » Real estate

POST REPLY NEW TOPIC DELETE TOPIC LOCK TOPIC MOVE TOPIC

Real estate

Options

Previous Topic - Next Topic

Xcrx

#1 Posted : Monday, June 01, 2009 10:32:13 PM

QUOTE DELETE MOVE EDIT ATTACH

Rank: Newbie

Joined: 6/1/2009

Posts: 1

Location:

How much could real estate generate? I know a lot of people will mention it but MTR makes profit developing real estate

Back to top

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Quick Reply

Show Quick Reply

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PRINT SHARE

Related Pages

- Featured Consultation: Be Part of the Plan
- Video Introduction
- Consultation Blog
- Its Your Move Online Consultation
- Events in Your Community

Play Online - It's Your Move

We should take strong action to expand and improve transportation.



It's Your Move...

Transportation Investment
Customer Services

It's your move...
Substantial Cuts to Services & Projects (Base Plan)

0

Transportation Investment
Customer Services

It's your move...
Maintaining Current Progress

3

Transportation Investment
Customer Services

It's your move...
On Track Towards Transport 2040

4

Transportation Investment
Customer Services

0

Transportation Investment
Customer Services

20

Transportation Investment
Customer Services

0

Transportation Investment
Customer Services

55

Transportation Investment
Customer Services

1

2

3

4

5



June - July 2009



It's Your Move

TRANS LINK Part of the Plan

It's Your Move: Consultation Exercise

What do we want for our future and our children?

This short exercise lets you tell us what you think our transportation planning priorities should be.

Please bear in mind that we want a balanced system, giving equal consideration to roads & bridges, cycling, transit services, rapid transit, and customer services.

We want your advice because TransLink is preparing its latest 10-Year Transportation and Financial Plan—the first step towards achieving the goals of Transport 2040, our 30-year strategy.

This exercise is a key part of our public consultation, which is underway throughout June. Your advice will be presented to TransLink's Board of Directors and the Mayors' Council.

We should just maintain what we have.

We can get by with less.

We should take strong action to expand and improve transportation.

Done Internet | Protected Mode: Off 100%

4 Int... Sent... 7 M... 6 W... Syma... 4 M... Netto... Micro... 11:36 PM



It's Your Move: Consultation Exercise

progress

STEP 1
TOTAL --

STEP 2
TOTAL --

Step 1: Tell us your priorities

For each of the five transportation categories in the first column below, click a button to tell us what level of investment you think we should make.

Points: Each investment has a point value. Your total points will show in the top right of the page. [more about points...](#)

Transportation Investment	Drastic Cuts to Services and Projects ?	Keeping Pace with Growth ?	On Track Towards Transport 2040 ?
1. Customer Services	<input type="radio"/> 0 points No funding for implementation of improved wayfinding and signage... more	<input type="radio"/> 3 points Implementation of improved wayfinding and signage... more	<input type="radio"/> 4 points Expansion of customer support services such as mobile schedule information... more
2. Transit Services	<input type="radio"/> 0 points Bus services reduced by 1.8 to 2.2 million... more	<input type="radio"/> 36 points 160 new buses for new and improved services... more	<input type="radio"/> 4 points Expansion of customer support services such as mobile schedule information, on-board technology and TravelSmart (a program designed to shift commuters to more sustainable travel modes) Implementation of improved wayfinding and signage Improvements to communications technology on buses and trains Accessibility improvements to TransLink facilities x close
3. Regional Cycling	<input type="radio"/> 0 points Annual investment in cycling reduced by over 80%... more	<input type="radio"/> 1 points Annual cycling program increased by 66% to \$10 Million... more	<input type="radio"/> 4 points Expansion of customer support services such as mobile schedule information, on-board technology and TravelSmart (a program designed to shift commuters to more sustainable travel modes) Implementation of improved wayfinding and signage Improvements to communications technology on buses and trains Accessibility improvements to TransLink facilities x close



It's Your Move

Step 1: What did others say?

Here's what other people in Metro Vancouver have said are their priorities.

Step 1: T

For each of the bidding buttons

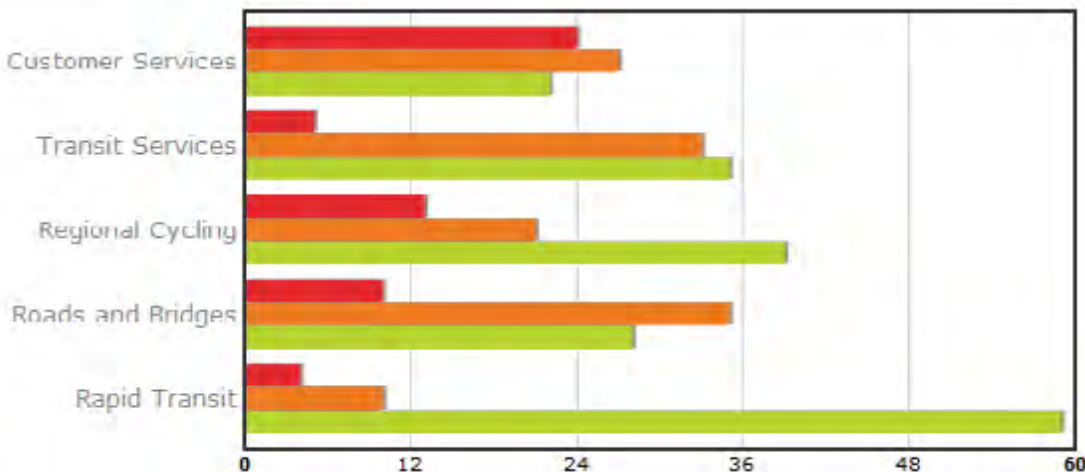
Points: Earn

Transportation Investment

1. Customer

2. Transit S

3. Regional



- = drastic cuts
- = keeping pace
- = on track to Transport 2040

Back

Next



It's Your Move: Consultation Exercise

progress

STEP 1 TOTAL **122**

STEP 2 TOTAL --

Step 2: How do we pay for it?

TransLink currently has five readily available revenue sources.

Based on your choices in Step 1, how do you think we should pay for them from available revenue sources?

Your point total from Step 1 is in the upper right corner. As you choose a funding source, the point value of that source will appear beside your totals from Step 1. You may or may not be able to balance what you want from TransLink with TransLink's available funding. In Step 3 you can pick new funding sources TransLink should consider. Or, you can [go back to Step 1](#) to change your choices.

Existing Funding Sources	Level 1 Funding	Level 2 Funding	Level 3 Funding
1. Transit Fare Revenue ?	<input checked="" type="radio"/> 5 points 2% annual increase factor for inflation... more	<input type="radio"/> 10 points 2% annual increase PLUS supplementary increase... more	Not Available
2. Fuel Tax ?	<input type="radio"/> 0 points Remains at 12 cents/litre	<input checked="" type="radio"/> 20 points Increased to 15 cents/litre... more	Not Available
3. Parking Sales Tax Rate ?	<input type="radio"/> 0 points Remains at 7%	<input type="radio"/> 5 points Increased to 14%... more	<input checked="" type="radio"/> 10 points Increased to 21%... more
4. Transportation Improvement Fee ?	<input type="radio"/> 0 points Fee not implemented	<input type="radio"/> 55 points Flat fee of \$120/vehicle/year...	<input type="radio"/> 75 points Flat fee of \$165/vehicle/year...



Be part of
the Plan

It's Your Move

Step 2: What did others say?

135

Here's how others in Metro Vancouver prioritized funding.

Step 2: Funding

TransLink will
Based on your
Your point total
beside your top
funding. In Step

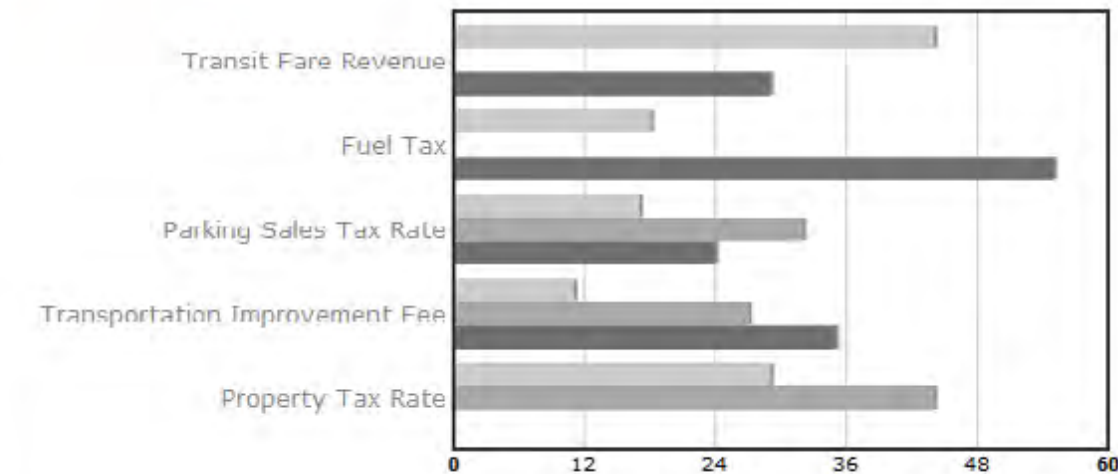
Existing
Funding Sources

1. Transit Fare
Revenue

2. Fuel Tax

3. Parking Sales
Rate

4. Transportation



■ = level 1 funding
■ = level 2 funding
■ = level 3 funding

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0 points

55 points

It's Your Move: Consultation Exercise

completed 

STEP 1 TOTAL **122**

STEP 2 TOTAL **135**

Final Result: Thank you for participating in our Consultation Exercise. Here's your final result.

We appreciate your time and input. Here's a summary of what you have told us. Please review the summary, and click submit to ensure this information is shared with TransLink.

Potential Future Revenue Sources		Existing Revenue Sources		Transportation Investment	
Rank		Rank	Points	Rank	Points
1.	Carbon Tax	1.	Fuel Tax	1.	Customer Services
2.	Road User Fee	2.	Parking Sales Tax Rate	2.	Transit Services
3.	Container Charges	3.	Transit Fare Revenue	3.	Regional Cycling
4.	Other	4.	Transportation Improvement Fee	4.	Roads and Bridges
5.	Property Transfer Tax	5.	Property Tax Rate	5.	Rapid Transit
		Total	135	Total	122

Postal Code Postal code is required to submit your result.

Comment

Do you have any suggestions you'd like to leave with TransLink?

Dear TransLink ListenS Advisor,

You are cordially invited to participate in TransLink's "It's Your Move" on-line public consultation exercise (which takes about 15 minutes or more) and then complete a short survey about the transportation plan for the next 10 years.

This is your opportunity to tell us what you think regional transportation planning priorities should be over the next ten years and how you think we should pay for them.

As an added incentive to participate - those who participate in the exercise and complete the survey by June 30, 2009 will be entered into a contest to win one of five cash prizes:

- Two prizes of \$500 cash
- Three prizes of \$100 cash

We are increasing the prizes to acknowledge panelists' time in becoming familiar with Transport 2040, the 30-year vision for the region. In addition, TransLink ListenS provides significant research cost savings.

The proposed 10-year Plan, and ways to pay for it, is just the start. Your decisions will be instrumental in setting the course for the liveability of the Region, and we hope that providing this information will assist you in making informed decisions. The results of this consultation will be reported to TransLink's Board of Directors.

Watch for the most important survey in TransLink's history, on TransLink ListenS July 3, 2009. We hope you'll be a part of it.

CLICK HERE TO BEGIN: <https://www.translinklistens.ca/R.aspx?r=2T3lnFF5FKiqolNom1dlq&m=600000173>

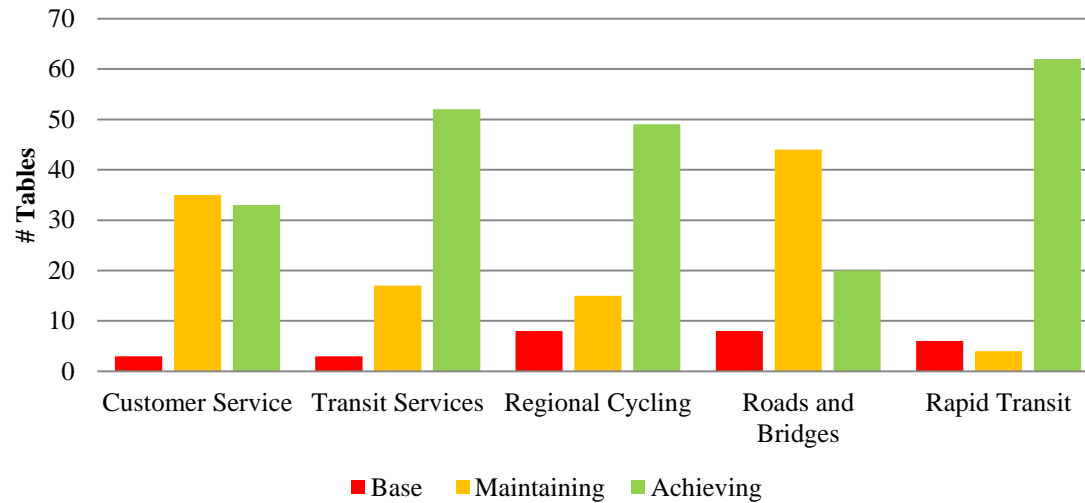
Sincerely

The TransLink ListenS Team

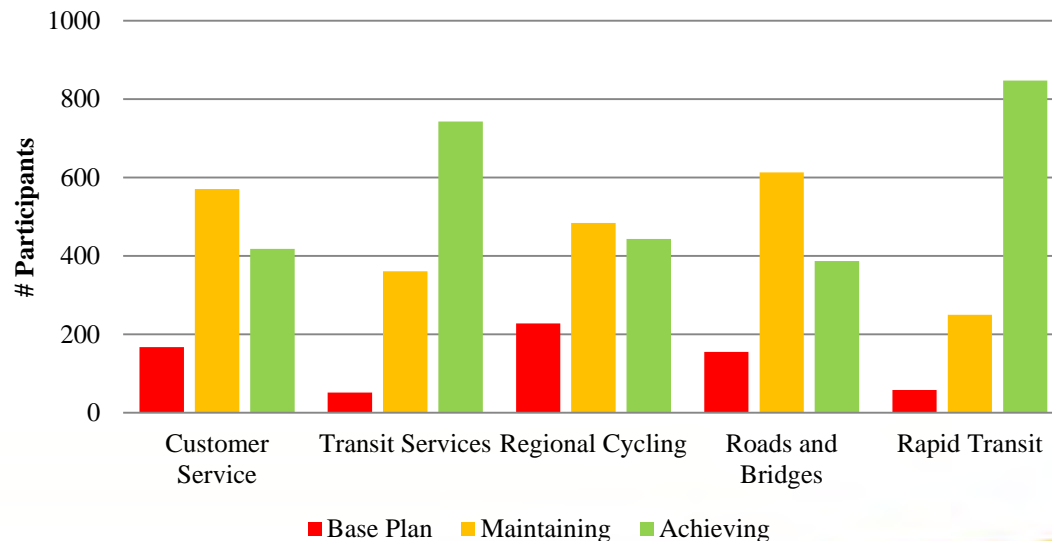
Support for investments

It's Your Move

Participants at
Consultation
Workshops
1 Jun – 25 Jun
(74 tables)



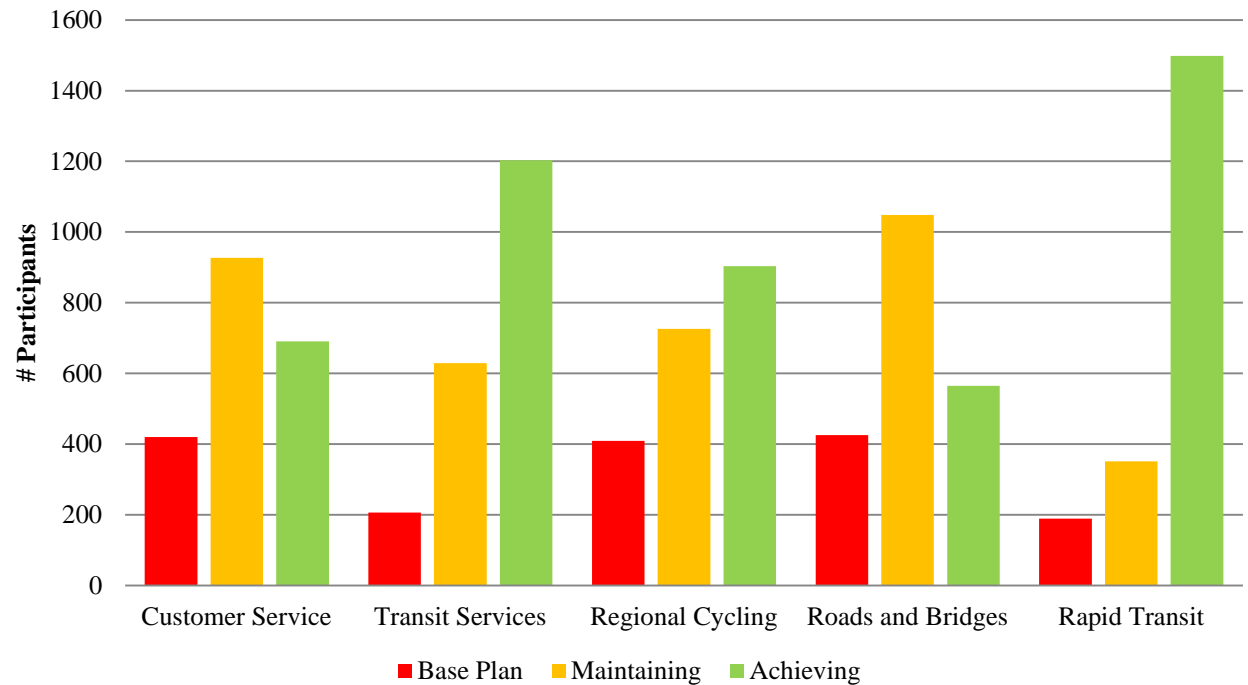
TransLink
Listens
(1155 participants)



Support for investments

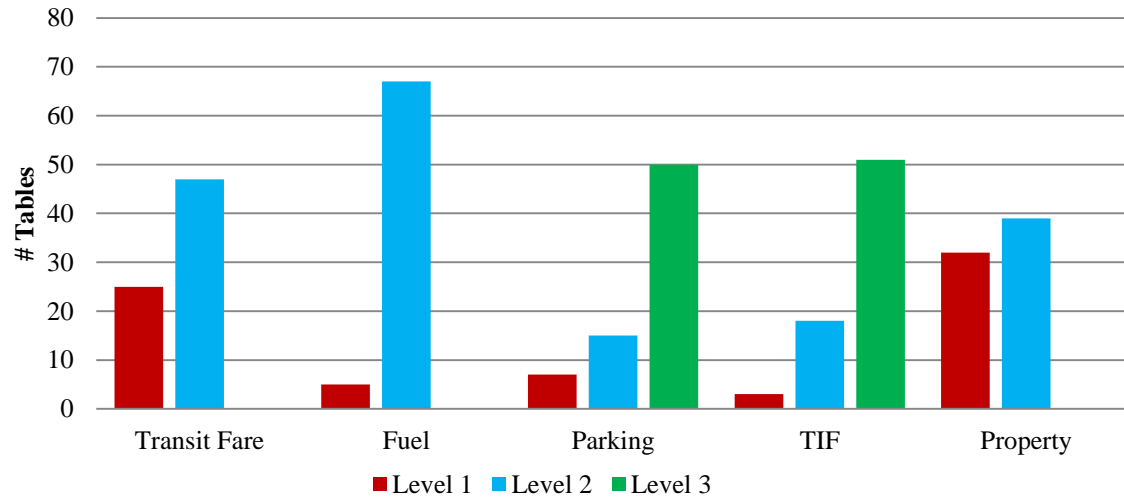
It's Your Move

On-Line – It's
Your Move
1 Jun – 30 Jun
(2038 participants)

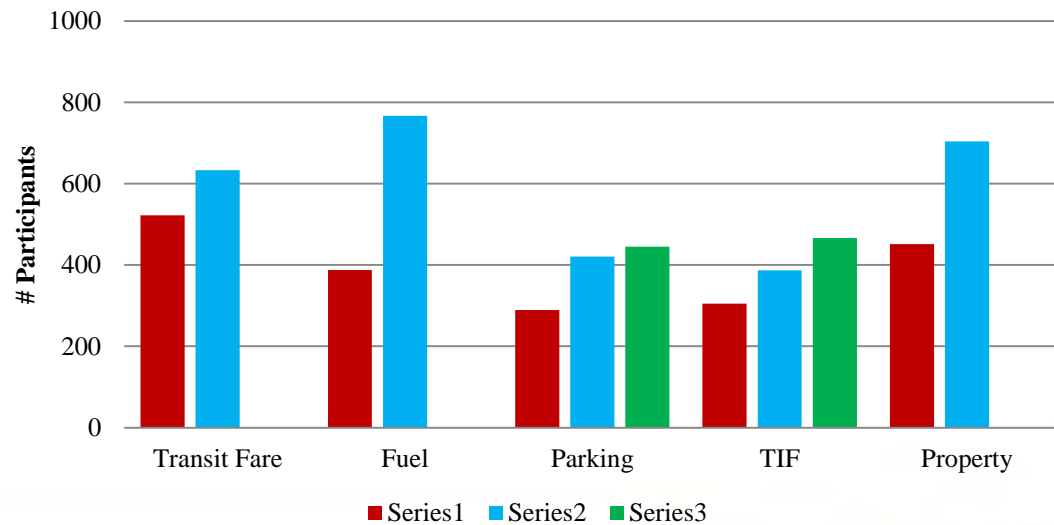


How to pay for it – It's Your Move

Participants at
Consultation
Workshops
1 Jun – 25 Jun
(74 tables)

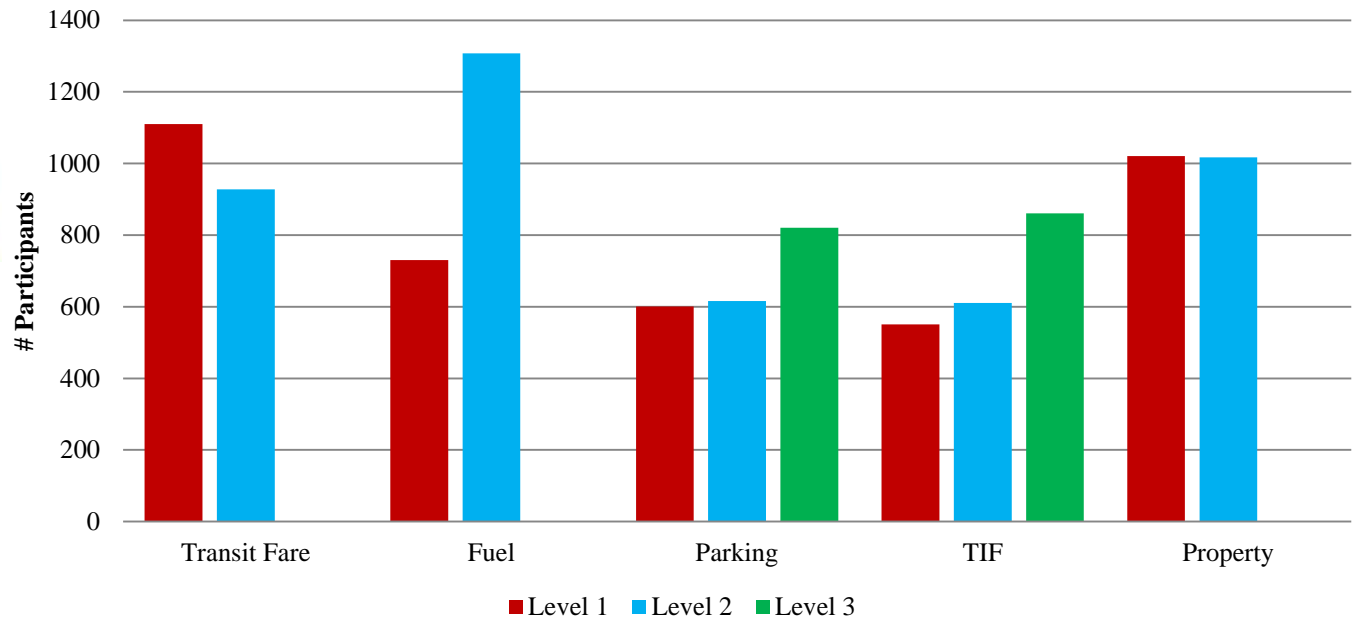


TransLink
Listens
(1155 participants)



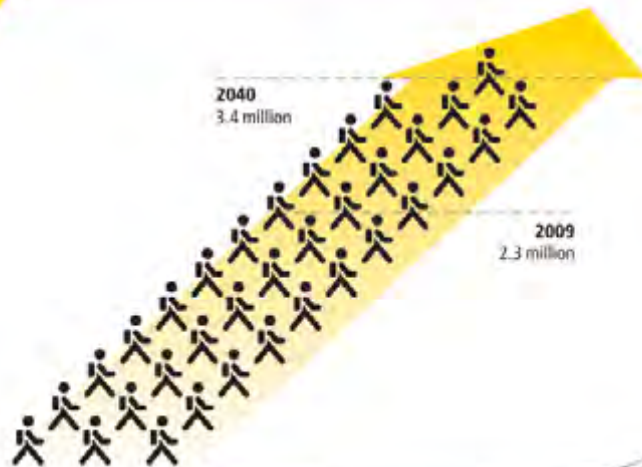
How to pay for it – It's Your Move

On-Line – It's
Your Move
1 Jun – 30 Jun
(2038 participants)



2010 10-Year Plan (June 2009)

By 2040, there could be over 1 million more people living in Metro Vancouver.



To avoid urban sprawl and the possibility of 600,000 more cars, we're creating transportation solutions that enable smarter travel choices. Please visit www.bepartoftheplan.ca

Engagement

Impacts

Presentations

2,000 attendees

Live events

700 participants

BePartofthePlan.ca

45,000 visits

It's Your Move

3,000+ played game

Forum

144 topics, 1000+ posts

**Market Research
(TransLink Listens)**

1155 participants

Buzzer blog

7 posts, 22 comments

Twitter

Promotions for forum + game (audience 1000+)

Lessons learned: internal

- **Pilot projects are good:** learning can be an outcome
- Establish level of involvement
- Set objectives and determine strategy
- Digital and live have **same goals but can look quite different**
- **Report**
- **Evaluate**



Thank-You

UBC Line Rapid Transit Phase 1 (April 2010)



Live events	390 participants
BePartofthePlan.ca	30,000 visits
Questionnaire	2,298 filled out
Forum	200+ posts
<i>Buzzer blog</i>	6 posts, 32 comments
<i>Twitter</i>	Promotions for questionnaire and events (audience 2000+)

Surrey Rapid Transit Phase 1 (Oct 2010)



Live events	Roughly 50 to 60 participants per event
Questionnaire	500+ filled out
Webinar	30 participants; 31 questions; 700+ views in 3 months
<i>Buzzer blog</i>	7 posts, 26 comments
<i>Twitter</i>	Promotions for webinar, events, questionnaire –