



Vancouver British Columbia Canada



Honolulu Transit Symposium 13-14 November 2007

Panel 2 – Business and Community Involvement

Transportation - No. 1 Issue for Greater Vancouver Residents

Ipsos Reid "Keeping Greater Vancouver Moving" survey of 1800 GVRD residents (July 2005)

Transportation - # 1 top-of-mind issue for GVRD residents

Most important local issues facing greater Vancouver

Transportation – 28%

Healthcare – 21%

Crime, Safety and Policing – 10%

82% of residents – traffic congestion a serious problem for transportation related issues

BC Ministry of Transportation – estimates traffic congestion in the Lower Mainland costs \$1.5 billion a year



Canada Line – Supporting Canada's Western Gateway

- **Canada Line – critical role in Greater Vancouver's economic success as a gateway**
- **Improving the transportation infrastructure for some of the region's key economic generators:**
 - **Central Business Districts (Vancouver/Richmond)**
 - **Vancouver International Airport**
- **Possible template for future projects**

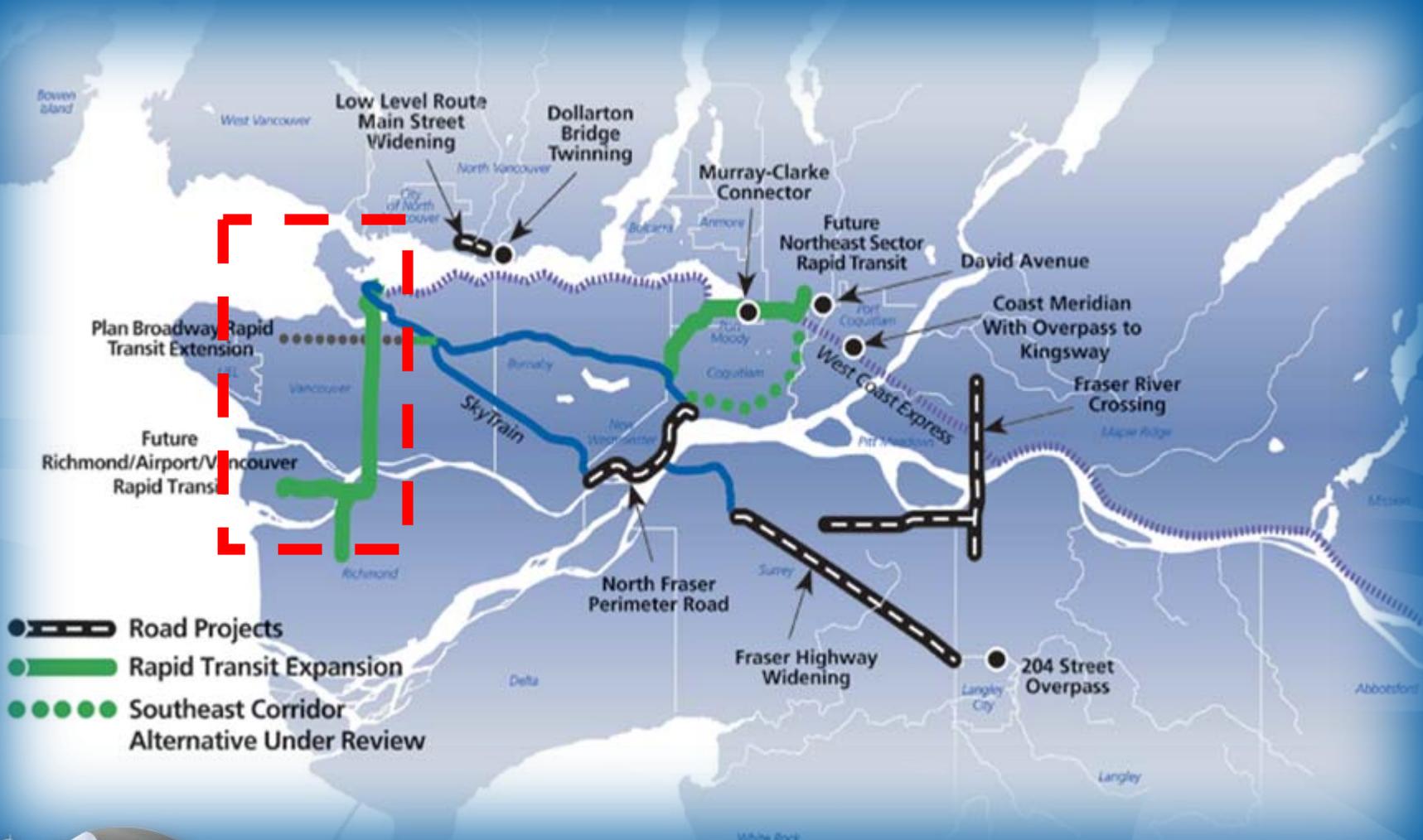


The Challenge: Population Growth / Growing Traffic Congestion

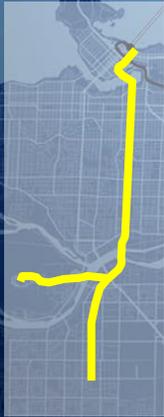
Corridor connecting downtown Vancouver with downtown Richmond is one of the region's busiest

- 
- 1/3 of the region's jobs
 - 20% of its population
 - **Average commuter trip time in region:**
 - Increased 36% in the last 10 years
 - 19.5 minutes to 26.5 minutes
 - **Population growth by 2035:**
 - Greater Vancouver will grow by one million people
 - Downtown Vancouver:
 - Forecast 44.6% increase by 2025
 - 2005: 83,000
 - 2025: 120,000

GVTA's Three-Year Plan 10-Year Outlook



Canada Line – A Vital Link that will Improve the Region's Transportation Infrastructure



- **Approx 100,000 riders daily by 2010**
- **Equivalent to 10 road lanes**
- **Journey time of 25 min. or less, end to end**
- **Automated Light Metro System**
- **19 kms.**
- **16 Stations**

Public Consultation Overview

Prior Consultation over 3 decades

Project Definition Phase consultation

- March 2003
- Open Houses, public workshops
- Newspaper inserts
- Website
- Quantitative regional survey

Fall / Winter 2003 Pre-Design Consultation

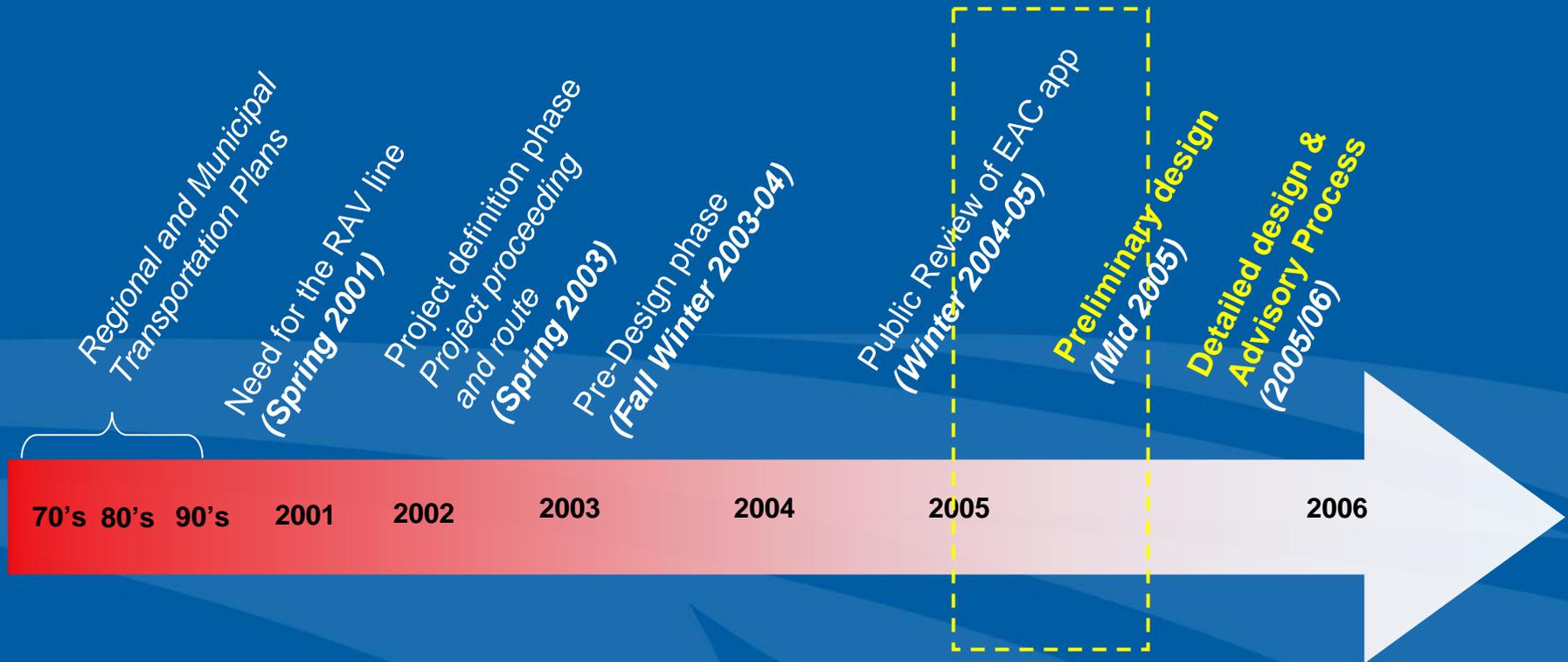
- Environmental Assessment (BC and Canada)
- Neighborhood consultation
- Station area planning

Fall / Winter 2004 Preliminary Design Consultation

Detailed Design Consultation (by Concessionaire)



Public Consultation



Consultation Processes

Procurement and Implementation

Prepare RFP

Evaluation

BAFO

Selection

Close

Construction



Public Consultation



Municipal Input

Pre-design

Evaluation

Station Area Planning



Environmental Assessment

Prepare EA Application

EA Review

Permits



Public Consultation

Support for Canada Line Proceeding

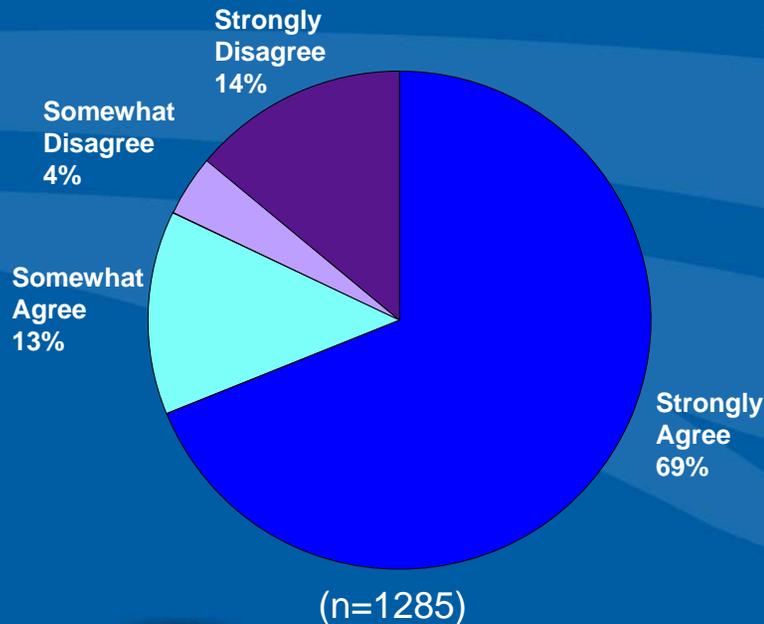
Support for Project Proceeding

- 82% somewhat or strongly agree with the project proceeding at an estimated cost of \$1.5-1.7 billion.

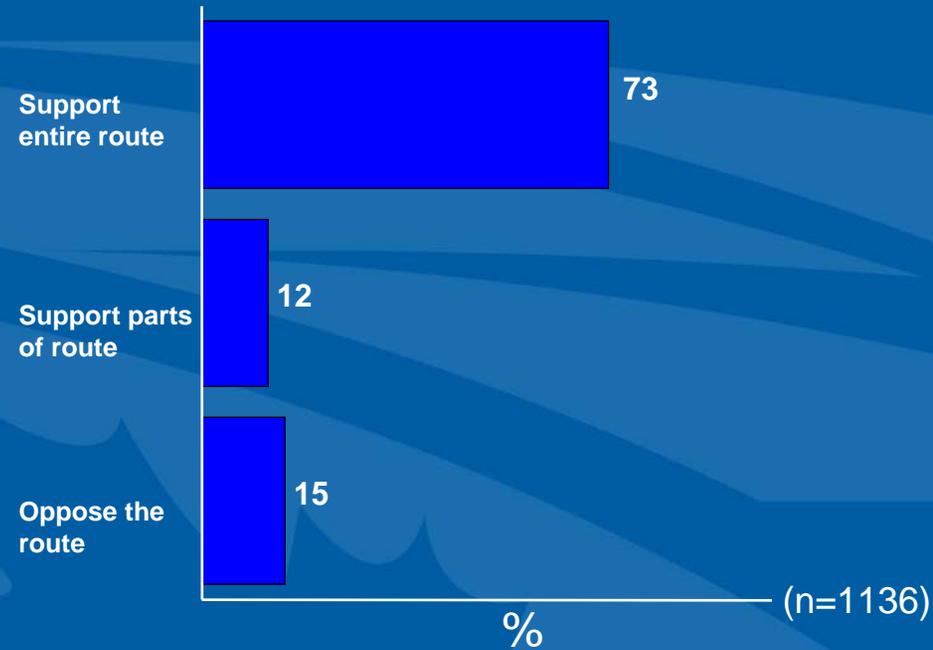
Support for the Route

- 73.2% of consultation participants support the proposed route its entirety.

Level Of Agreement With Project Proceeding



Support For Route Alignment

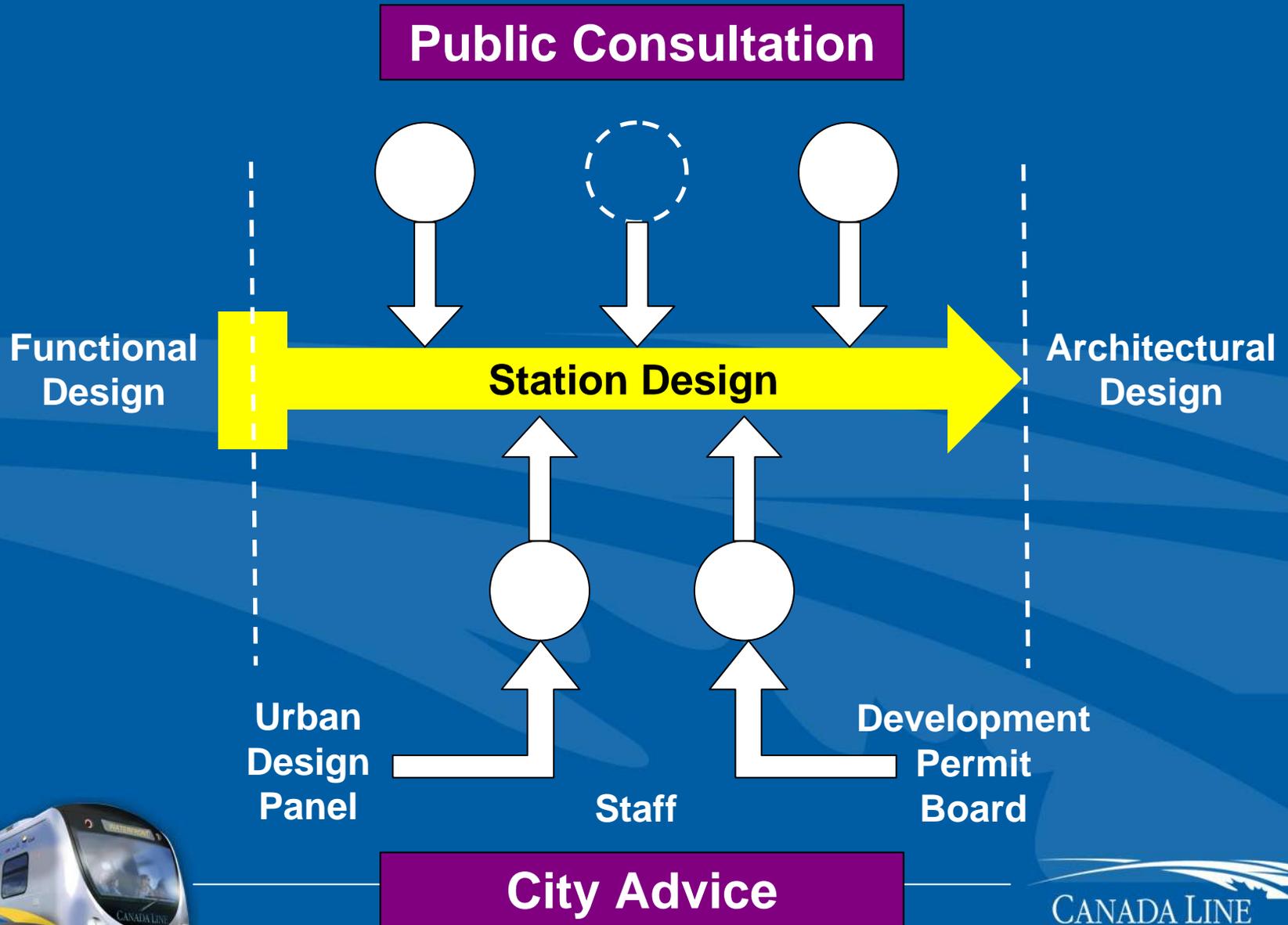


Preliminary Design Consultation

- In the consultation phase we explored community's views on:
 - Access/connectivity
 - Safety & security
 - System Design & station identity
 - Guideway Design
 - Neighbourhood fit
 - Recognizable entries for underground stations
- Key findings related to Vancouver stations
 - Provide safe and convenient access for all passengers
 - Simple layouts create safe stations
 - Clear and recognizable station entries



Detailed Design Consultation & City Design Advisory Process – Fall 05



Our Commitment: Be a Good Neighbour

- Promote a safe environment for people building and doing business near construction sites
- Inform you of the construction program and schedule
- Update traffic and access information regularly
- Minimize as much as we can construction related disruptions
- Work with you to help manage through the construction period



Community Liaison Program

What is being done?

- Provide regular project information
- Respond to enquiries
- Monitor construction-related activities
- Address issues during construction

Key Components

1. Construction Liaison & Notification

- InTransitBC – will provide advance notice on specific construction activities

2. Establish/fund Vancouver Business Liaison & Communications Committee (also Richmond)

- Vancouver BLCC has been selected
- Two downtown representatives
- Supported by Independent Project Director

3. Market research conducted to assist in developing customer attraction/promotion programs during construction

- Mustel Group has completed a report
- Include Granville Street Mall shopping patterns

4. Fund retail consultant services to help small/independent businesses plan for construction & post-construction periods



Community & Business Liaison Principles

- Ongoing and direct dialogue with merchants/residents
- Minimize disruption
- Maximize predictability
- Customize programs with input
 - By neighbourhood or block
- Build on experience in the region & elsewhere
 - City
 - Film industry
 - Other transit projects



Community & Business Liaison Process

- Regular Project Information & Updates
- Dedicated Community Liaison Staff (CLCO & Concessionaire)
- Individual, group, & neighbourhood meetings to understand concerns, seek input, and report back
- Specific Programs to address important issues i.e.:
 - ❑ Business/Merchant Programs
 - ❑ Traffic Management Planning
 - Traffic Management Committee - InTransitBC, RAVCO, GVTA, CoV, CoR, YVR, BCMoT, utility agencies, police & others
 - Committee to consider public input
- Construction Period Notification Programs
- Design Consultation Program
- Preliminary Design
- Detailed Design & Design Advisory Process

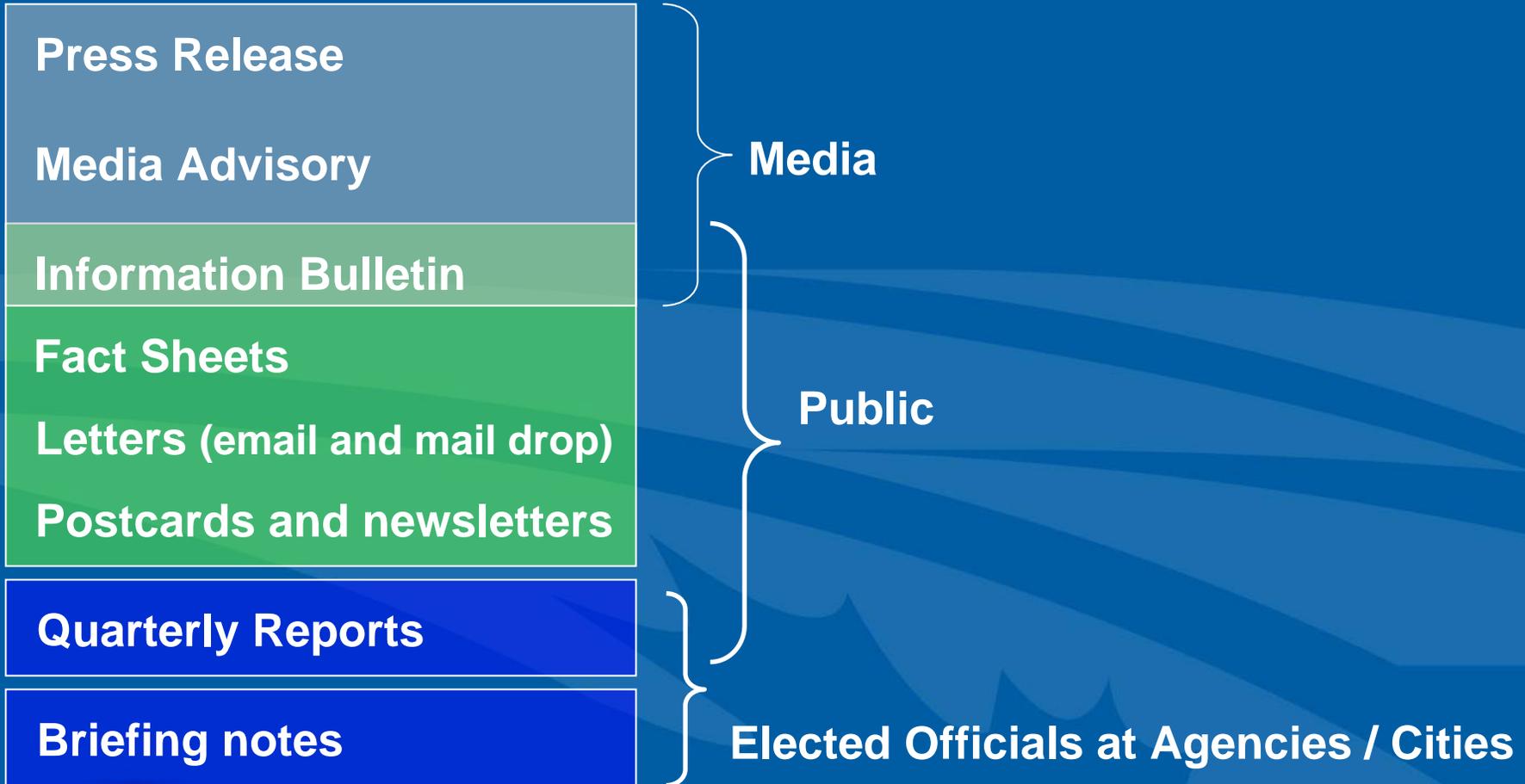


Community & Business Liaison Programs

- Over 250 contacts
- Meetings (to seek input on development of programs):
 - Business Associations (Merchants, retail/business improvement etc.)
 - ✓ BOMA BC,
 - ✓ Downtown Vancouver BIV
 - ✓ Downtown Vancouver Association
 - ✓ NAIOP Vancouver
 - ✓ Retail BC
 - ✓ Retail Council of Canada
 - ✓ Vancouver Economic Development Commission
 - ✓ South Granville BIA
 - ✓ Yaletown Business Association Retail Association
 - ✓ BC Restaurant & Foodservices Association
 - ✓ BC Chamber of Commerce
 - ✓ BC & Yukon Hotel's Association
 - ✓ Cambie Merchants
 - Individual Businesses – Cambie Street & Downtown
 - Various Community Groups



Project Information



Canada Line...

First Departure 2009 and then about every 5 minutes after that



