



TRANS LINK

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 *Transportation*

TRANSLINK

TRANSLINK: CELEBRATING TWO DECADES OF CUSTOMER SERVICE

TRANSLINK MANAGES BUSES, rapid transit, commuter rail, SeaBus, the major road network (approximately 600 km) and five bridges in Metro Vancouver, and is Metro Vancouver's regional transportation authority. TransLink is responsible for regional transit, cycling and commuting options as well as Intelligent Transportation System programs

and services are delivered through our operating companies.

TransLink is the first North American transportation authority to be responsible for the planning, financing and managing of all public transit in addition to major regional roads and bridges. The organization is "committed to creating a transportation system for a sustainable region. Each aspect of our organization is committed to environmentally responsible solutions by

helping people make smarter transportation choices. Our environmental and emissions policies were developed to address the influence we have on the region-wide transportation system." TransLink provides an exceptional customer experience throughout its entire system, and boasts a service that's "efficient, safe, reliable and comfortable."

According to the Canada Census, transit ridership in Metro Vancouver has grown from 14% to 20% in the last 20

"We are the first transit agency in Canada to be fully wired for LTE and wireless."



“We want people to think big as we prepare for growth, and put ideas on the table for discussion.”

years – and TransLink has responded by improving infrastructure and operational efficiency. Along with increased ridership, TransLink has been managing four Expo Line SkyTrain Station upgrade projects that made significant progress in 2017, supporting the local economy and improving operational capacity.

CIO had the opportunity to talk to the TransLink team about changes to its operations, technological advancements, and improved rider experience,

and it is clear: TransLink is a leader in Canadian transportation with the transit rider in mind.

What milestones were achieved by TransLink in 2017 with regards to overall strategy and operations?

TransLink experienced significant ridership growth in 2017: more than 400 million boardings in 2017 (and we anticipate >6% increase when EOY numbers are finalized), this is more than our 385 million in 2016. We also saw transit

service increases: +17% SkyTrain (all 3 lines), +7% SeaBus (15-minute service every day to 9 p.m.), +5% HandyDART trips, and +5% bus, which is 210,000 new service hours since April 2017, the largest single increase since the 2010 Winter Olympics.

How did TransLink improve or change practices in customer services in order to better service riders/commuters/travelers?

First, we increased use of social me-



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dia channels and now have 167k Twitter followers and 30k Facebook likes. We launched and improved transit alerts to give customers up-to-the-minute information about everything from bus, train and SeaBus to station access and paratransit and now have 25k+ active subscribers and also 1.2 million page views to our Transit Alert webpage. We also started our Custom Transit Service Delivery, a comprehensive review of how TransLink delivers paratransit services, which included consultation with

stakeholders, and resulted in 19 recommendations (which were approved unanimously by the TransLink Board of Directors). Finally, we improved LTE and wireless connectivity: We are the first transit agency in Canada to be fully wired for LTE and wireless service in all tunnels on the rapid transit system.

Internally, what is the TransLink corporate culture and how is that cultivated?

We have a customer first mantra

that comes from the top. CEO Kevin Desmond's mandate, as set by the TransLink Board of Directors, includes four items which include "Improve the customer experience," something that is embedded in all we do.

What are the key growth strategies for TransLink in 2018 (as per your business plan) and what milestones do you expect to reach?

This year we are advancing three megaprojects which include the Broad-

"TransLink's transit service area is 1800 square kilometres, the largest in Canada."

Helping you find your way.

At Binnie, we're proud of our 10-year relationship with TransLink providing consulting project management on projects such as the Skytrain Wayfinding Improvements, which help transit users better navigate their system.

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Helping TransLink improve the rider experience



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way Extension (SkyTrain) and the Surrey Light rail projects, and the Pattullo Bridge replacement.

Do you have any key messages for the public around the importance of TransLink and the future of public transit?

TransLink is working towards creating a more livable region. Survey results show that 92% of Metro Vancouver residents believe TransLink is VERY or SOMEWHAT IMPORTANT to the

quality of life and livability of the Metro Vancouver region.

Not to mention, TransLink's transit service area is 1800 square kilometres, the largest in Canada, and this region (Metro Vancouver) is expected to grow by 1.2 million over the next 30 years. In 2018 we are starting consultation on our 30-year plan, and we want people to think big as we prepare for growth, and put ideas on the table for discussion.

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Be well-advised.

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