



Public Engagement Summary Report

**Bus Rapid Transit Project
Customer Experience**

November 2024

Prepared By
TransLink Public Affairs

Contents

Executive Summary 4

Public Engagement Summary Bus Rapid Transit Customer Experience 6

Project Background 6

 Bus Rapid Transit Program..... 6

 BRT Customer Experience 7

Public Engagement 8

 Overview 8

 What We Did 8

 Who We Heard From 10

 What We Heard 11

Appendices 17

 Appendix A: Who We Heard From – Detailed Data..... 18

 Appendix B: What We Heard – Detailed Data 20

Executive Summary

Executive Summary

TransLink is developing the region's first Bus Rapid Transit (BRT) program to bring fast, frequent, and reliable rapid transit to more parts of the region. BRT provides high-frequency service in dedicated lanes with transit signal priority; and has stations instead of bus stops to make waiting time more comfortable and boarding more efficient.

The Mayors' Council identified up to nine BRT corridors in the [Access for Everyone](#) plan. TransLink is currently working with municipal partners to advance the planning for three: King George Boulevard; Langley-Haney Place; and Metrotown-North Shore.

TransLink is also looking closely at aspects of the customer journey to develop Customer Experience guiding principles to be applied across the BRT corridors. In addition to qualitative research with public transit users in early 2024, we asked the public across Metro Vancouver similar questions through an online survey supported by a public outreach and awareness program from June through September.

Survey participation

A total of 5151 respondents completed the online survey. Participants included:

- Residents from across TransLink's service area, including the 23 municipalities and Tsawwassen First Nation
- High participation from residents in communities along the three corridors being planned (59.7% of respondents)
- Those who identified as speaking a language other than English or French (26% of respondents); having a disability (13%); youth (24%); seniors (10.5%); and new Canadians (10.5%).
- Respondents who said they are frequent public transit users; as well as those who rely more often on a personal vehicle for transportation.

Key survey findings

We asked respondents about their awareness of BRT, the features and amenities to prioritize, and likelihood of using BRT for their daily commute. Key findings included:

- Close to half (44% of respondents) associated Bus Rapid Transit with the "fastest and most reliable bus service"; and more than a third (38%) associated it with TransLink's existing RapidBus service.
- Most respondents identified fast and reliable travel time (84%) and frequent service (75%) as the top benefits of BRT.
- They selected real-time information displays (62%), fare pre-payment (45%), and level boarding (35%) as the top three amenities and features to prioritize.
- Close to half (44% of respondents) were likely or very likely to use BRT for their daily commute, with higher likelihood in corridor communities.

Public Engagement Summary Report

Public Engagement Summary

Bus Rapid Transit Customer Experience

Project Background

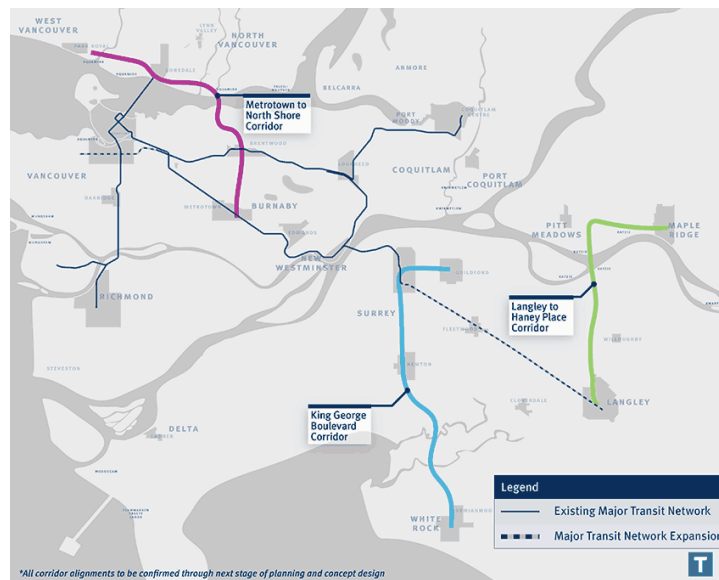
Bus Rapid Transit Program

TransLink is developing the region's first Bus Rapid Transit (BRT) program to bring the benefits of fast, frequent, and reliable rapid transit to more parts of the region.

BRT is a form of bus-based rapid transit that provides high-frequency service in dedicated lanes with transit signal priority. BRT systems also have stations instead of bus stops to make waiting time more comfortable and boarding more efficient.

There are three key features of a BRT system:

- Frequent service means you spend less time waiting.
- Dedicated lanes and transit signal priority make your trip fast and reliable.
- Stations make your trip comfortable, safe, and efficient.



First Three Corridors

We're in the early stages of an ambitious plan to build up to nine BRT corridors across the region, as outlined in the Mayors' Council's [Access for Everyone](#) plan. Three corridors have been selected as the first to advance to further planning, engagement, and implementation:

- King George Boulevard
- Langley-Haney Place
- Metrotown-North Shore

BRT Customer Experience

As we advance the corridor-level planning, we are looking closely at aspects of the customer journey – such as frequency of service, and station and vehicle amenities – to develop guiding principles for the BRT Customer Experience.

Through qualitative research with public transit users in Metro Vancouver in early 2024, we sought to understand the level of awareness of the BRT concept, and what attributes and amenities were important to future users of BRT service.

Over the summer of 2024, we asked the public across Metro Vancouver similar questions through an online survey supported by a public outreach and awareness program.

Public Engagement

Overview

The BRT Customer Experience public engagement program ran from June 6 through October 1, 2024. The primary objectives were to:

- Continue to build public awareness of the BRT program and its benefits; and
- Seek public feedback on aspects of the customer journey through a survey.

What We Did

Awareness & Promotion

We used the following methods to build awareness of the BRT program and promote participation in the survey during the engagement period:

- **Wallet Cards & Postcards** – 2,500 wallet cards and 3,000 postcards were distributed to stakeholder partners, community organizations, and handed out at Car Free Days and community events. Postcards translated into Farsi, Punjabi, Tagalog, Traditional and Simplified Chinese Characters were also distributed.
- **Project Website** – Information about the BRT program, the public engagement period and how to participate was available on the project website, translink.ca/brt
- **Social Media** – Posts about the engagement were shared on TransLink’s social media channels, including Facebook (2), Instagram (1), LinkedIn (1), and X (1 on @transLinkNews).
- **Digital Advertising** – Advertising ran on Facebook, Twitter, and Google from September 3 to 20, 2024.
- **Media Release** – A June 26, 2024, info bulletin about the BRT program and public engagement was covered on CKNW radio, and in articles in the Daily Hive, Delta Optimist, and Maple Ridge-Pitt Meadows News.
- **Newsletters** – Information about the engagement was included in TransLink’s monthly newsletter, which has 700,000 subscribers, in June, July, August, and September 2024.
- **Stakeholder Emails** – Information about the public engagement opportunities was emailed to key stakeholders and community groups to share with their networks.

Events and Outreach

During the public engagement period we shared information about the project and promoted the survey at public and community events, as well as transit locations, including:

- Surrey Car Free Day in Newton, June 8
- White Rock Seniors' Expo, June 8
- Pop up at Burnaby Hospital, August 7
- Willingdon Days, August 28
- Commercial Drive Car Free Day, September 7
- Phibbs Exchange outreach, September 7
- Surrey Local Immigration Partnership Welcome Week, September 11
- Carvolth Exchange outreach, September 12
- Pop up at Surrey Memorial Hospital, September 12
- Transportation Forum 55+, City of Surrey, September 14
- Maple Ridge Car Free Day, September 14
- Main Street Car Free Day, September 14
- North Vancouver Car Free Day, September 21

Engagement Methods & Participation

Opportunities to learn about BRT and provide feedback on aspects of the customer journey during the engagement period included:

- **Project website:** The online survey and information about TransLink's BRT program were hosted on **translink.ca/brt**. The website link was included in engagement material, advertising, and other promotion tactics.
 - **10,600 website visits were logged**
- **Project email box:** Feedback on could also be submitted to brt@translink.ca.
 - **24 email messages were received**
- **Survey:** An online survey was the primary method used to capture feedback. A paper version was available on request.
 - **5,151 respondents completed the survey**

Who We Heard From

We asked survey respondents a series of demographic questions to give us a picture of who participated. “Prefer not to say” was an option for each of these questions.

Regional Representation

Survey respondents were asked to identify which municipality they lived in. Notably, participation included residents of all **23 municipalities** and **Tsawwassen First Nation**, which comprise TransLink’s service area.

Those residing outside of Metro Vancouver represented less than 2% of respondents.

Corridor Communities

Residents of municipalities where a BRT corridor is being advanced had among the highest participation levels:

- King George Boulevard: 20.4% of all surveys
- Langley-Haney Place: 20.2% of all surveys
- Metrotown-North Shore: 19.1% of all surveys

Vancouver, including the University Endowment Lands, was the municipality with the highest participation, with residents completing 32% of all surveys.

Equity-deserving Categories

To confirm participation by people in categories historically under-represented in TransLink public engagement, we asked respondents if they identified as being from several equity-deserving categories. Participants could select any categories that applied or “prefer not to say.” We heard the following:

- 26% identified as **speaking a language other than French or English:**
- 13% identified as having a **visible or invisible disability**
- 24% identified as being a **youth** (15-24 years of age)
- 10.5% identified as being a **senior** (65 years of age or older)
- 9.3% identify as being a **new Canadian** (3 or fewer years in Canada)

Transit and Other Mode Use

We asked respondents which modes of transportation they typically use and with what frequency. Survey respondents included frequent public transit users as well as those who rely more often on a personal vehicle for transportation:

- More than two thirds (67%) travel by **bus** daily or at least once per week
- More than half (59%) of travel by **SkyTrain** daily or at least once per week
- More than half (60%) use a **personal vehicle** daily or at least once per week

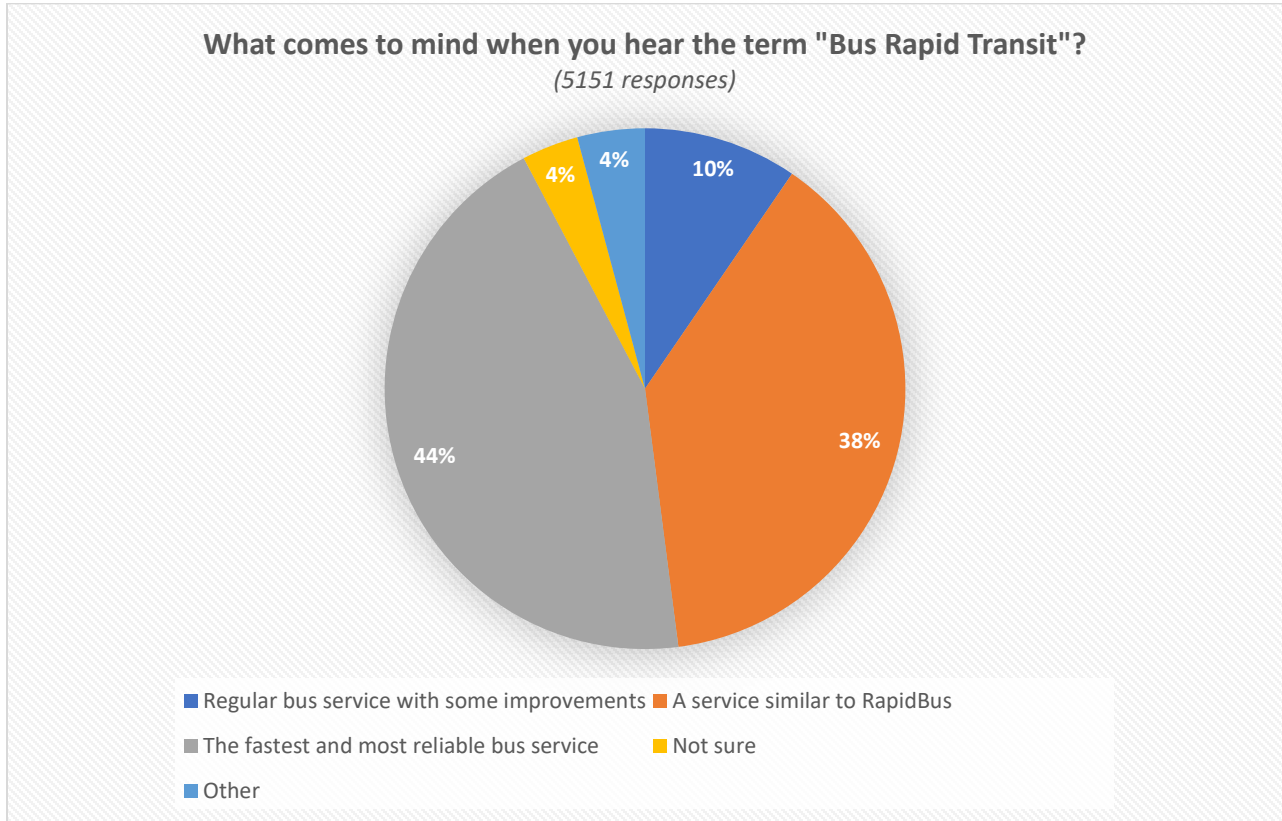
*For more, see **Appendix A: Who We heard From – Detailed Survey Data.***

What We Heard

Online Survey

We asked survey participants questions based on findings from the qualitative research conducted in early 2024.

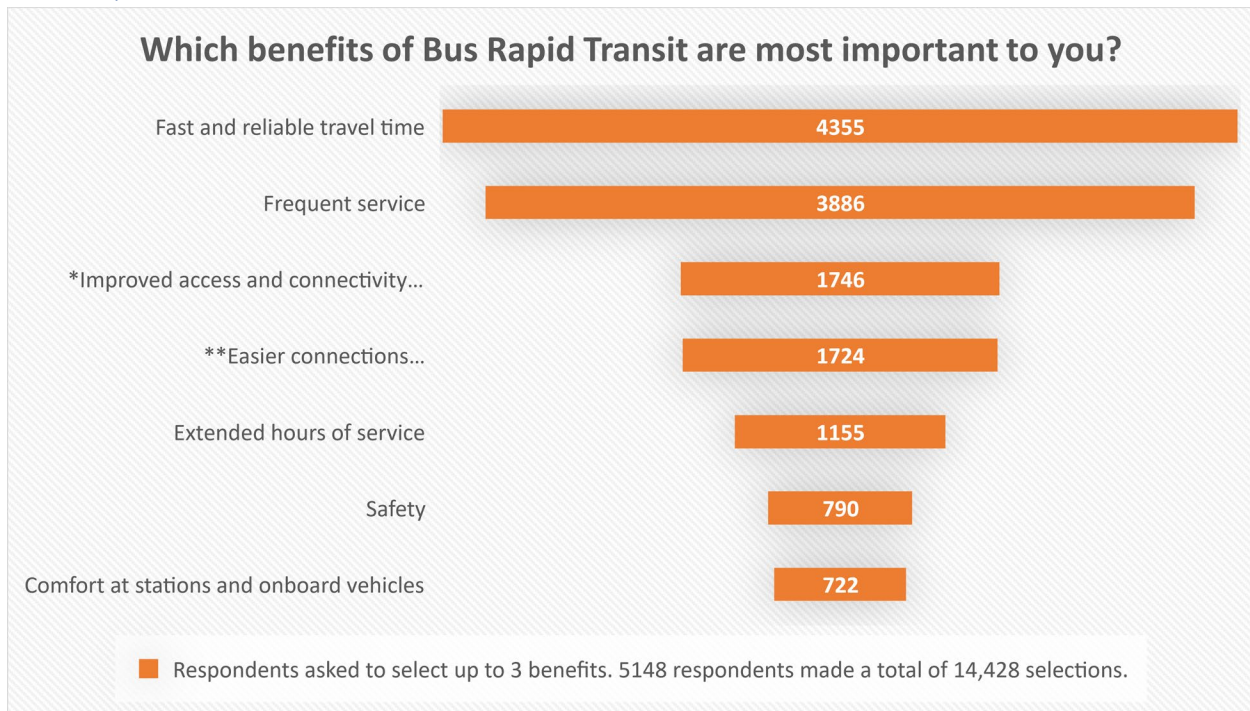
Understanding of Bus Rapid Transit



While 44% of the 5151 survey respondents selected “**fastest and most reliable bus service**,” more (48%) associated it with TransLink’s existing **RapidBus service** or **regular bus service with some improvements**.

There was no significant difference in responses to this question from residents of municipalities where a BRT corridor is being advanced.

Most Important Benefits of BRT



* *Improved access and connectivity to more parts of the region.*

** *Easier connections to other transit services.*

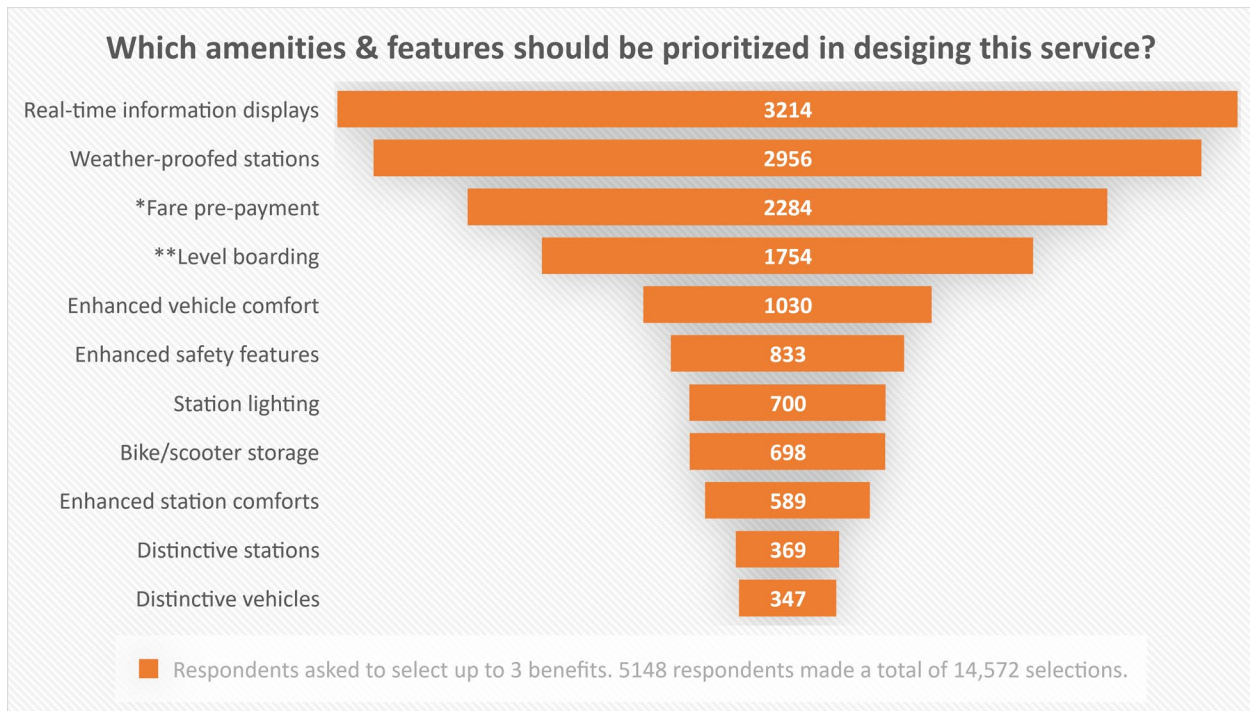
Asked which BRT benefits were most important, more than 84% of the 5151 survey respondents chose “**fastest and reliable travel time**” as one of up to three selections. “**Frequent service**” was also highlighted; selected by more than 75% of respondents.

Survey respondents also placed some importance on connections: with **improved access to parts of the region** selected by 34%; and **easier connections to other transit services** by 33.5%.

Comfort at stations and on vehicles ranked as the least important benefit of the seven listed, selected by 14% of respondents.

There was no significant difference in selections from residents of municipalities where a BRT corridor is being advanced.

Amenities and Features to Prioritize



**Fare pre-payment (customers pay on the station platform to make boarding faster)*

***Level boarding (vehicle floor is level with station platform so that stepping up/down is not required and mobility devices can roll on/off without ramp)*

Survey respondents were asked to identify up three amenities and features, from a list of 11, that TransLink should prioritize as it advances the design of the BRT program in Metro Vancouver.

Topping the selections were features and amenities that support fast, reliable, efficient service, with 62% of respondents choosing **real-time information displays**, 45% **fare pre-payment**, and 35% **level boarding**.

Though **enhanced station comforts** ranked low, selected by 11% of respondents, 57% selected **weather-proofed stations** as a top priority.

There was no significant difference in selections from residents of municipalities where a BRT corridor is being advanced.

Overall, amenities and features to prioritize were similar across demographic and identity categories, with some exceptions:

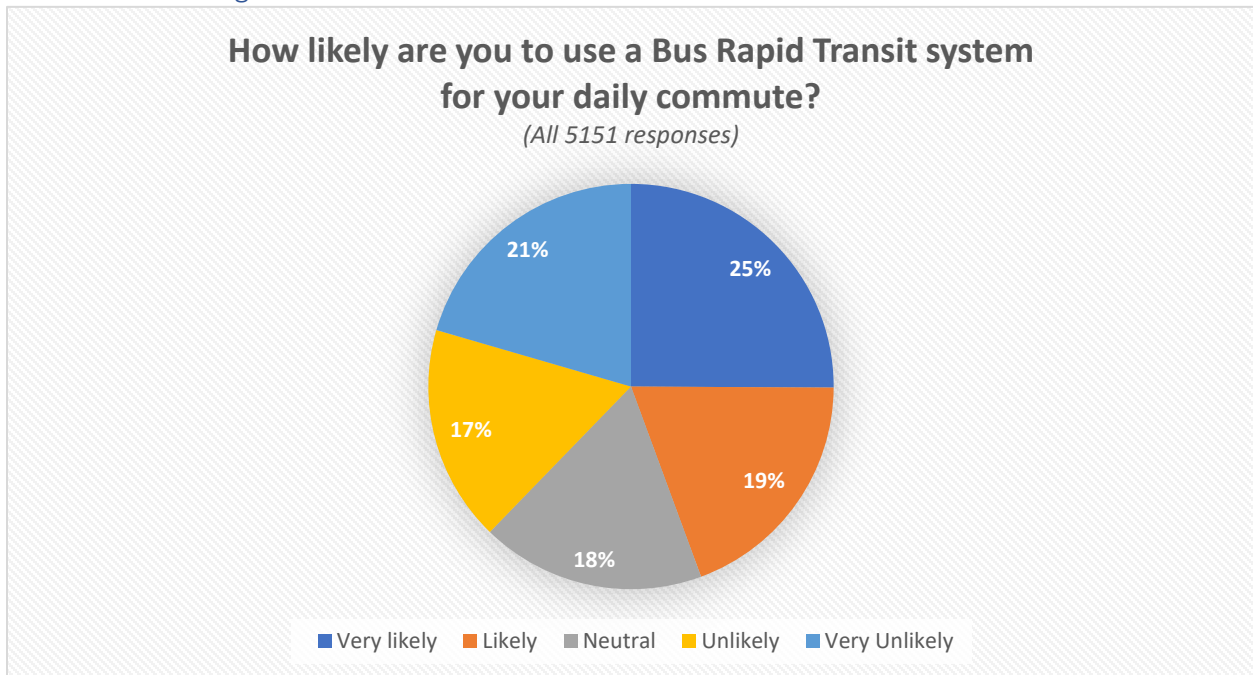
- Nearly half (48.3%) of respondents who identify as having a disability prioritized **level boarding**, compared to about a third (34.1%) of all survey respondents.
- **Station lighting** was prioritized by more respondents who identify as having a disability (17.3%), and those who identify as female (19.1%) more often compared to all survey respondents (13.6%).

- More youth selected **distinctive stations** (11.2%) and **distinctive vehicles** (10.3%) as a priority compared to all respondents (7.2% and 6.7%) or those who selected any other demographic or identity category.

Amenities and features to prioritize were also similar when comparing modes of transportation respondents reported using daily or at least once per week, with some exceptions:

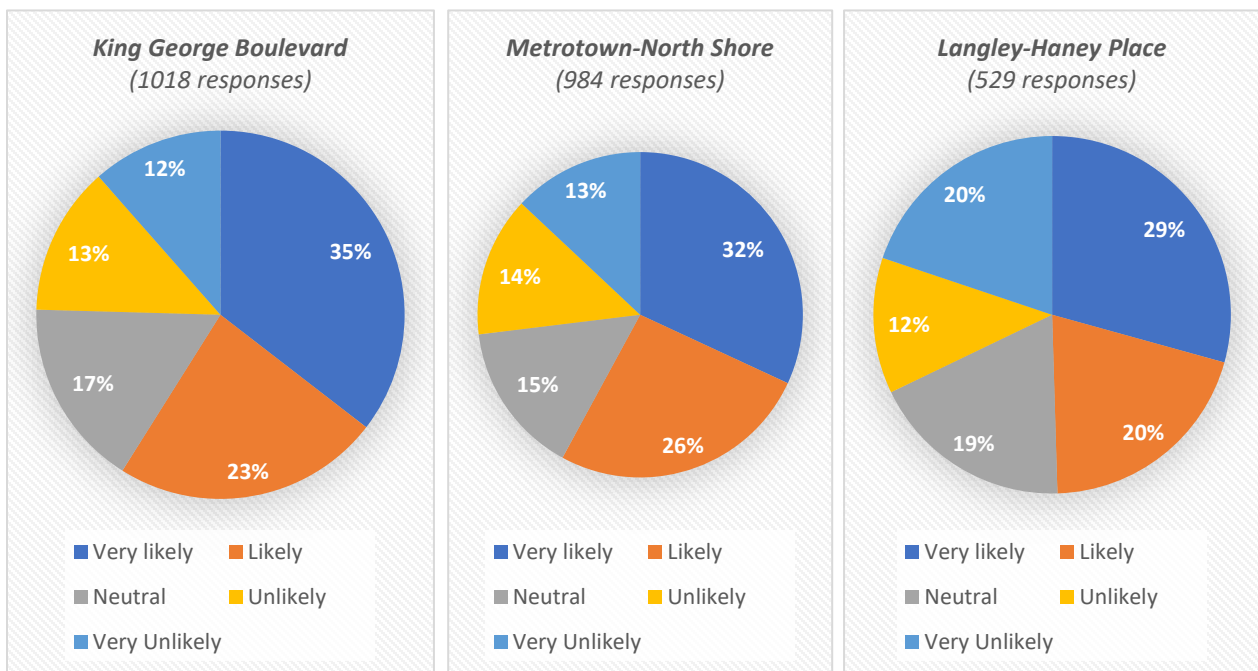
- West Coast Express and SeaBus users prioritized **fare prepayment** at a higher rate (48.9% and 46.4%, respectively) compared to all respondents (40.4%).
- Cyclists prioritized **bike and scooter storage** at a significantly higher rate (36.6%) compared to all respondents (13.6%) and all other modes.
- Fewer cyclists prioritized **station lighting** (8.9%), **enhanced vehicle comforts** (13%), and **enhanced safety features** (10.6%) compared to all survey respondents (13.6%, 20%, and 16.2%, respectively).

Likelihood of Using BRT



Asked about using BRT, 44% of 5151 survey respondents said they were **likely or very likely** or likely to use it for their daily commute, with 38% selecting **unlikely or very unlikely**.

There was a significant difference in the likelihood of using BRT by respondents who reside in municipalities where a BRT corridor is being advanced.



Almost 60% of respondents from Surrey and White Rock, which will be connected by the **King George Boulevard** corridor, selected likely or very likely to use BRT for their daily commute.

Similarly, 58% of respondents residing in North Shore municipalities and Burnaby, to be connected by the **Metrotown-North Shore** corridor, selected likely or very likely to use BRT for their daily commute.

Almost 50% of respondents living in City of Langley, Township of Langley and Maple Ridge, which will be connected by the **Langley-Haney Place** corridor, selected likely or very likely to use BRT for their daily commute.

Email Messages

During the BRT Customer Experience engagement period we received 24 email messages to the project account brt@translink.ca.

Of the email messages, one included comments related to aspects of the customer journey: a desire for restrooms.

The remaining 23 messages were on topics outside of the scope of the engagement; with several requests for specific location information such as stops and routes; and others asking if BRT fares would differ from regular bus service. Responses have been provided, and the comments and questions shared with the BRT project team.

*For more see **Appendix B: What We Heard – Detailed Data.***

Appendices

A: Who We Heard From – Detailed Data

B: What We Heard – Detailed Data

Appendix A: Who We Heard From – Detailed Data

5151 surveys were completed during the BRT Customer Experience engagement, June 8 through October 1, 2024. Following is a detailed breakdown of responses to demographic question. “Prefer not to say” was an option for each question.

Q: Which municipality do you live in? (select one option)

Municipality of residence	Number of respondents	Percent of all respondents
Anmore	1	0.01%
Belcarra	3	0.03%
Bowen Island	3	0.03%
Burnaby	593	11.51%
Coquitlam	190	3.68%
Delta	109	2.11%
Langley (City)	48	0.93%
Langley (Township)	131	2.54%
Lions Bay	2	0.02%
Maple Ridge	350	6.79%
New Westminster	152	2.95%
North Vancouver (City)	185	3.59%
North Vancouver (District)	154	2.98%
Pitt Meadows	27	0.52%
Port Coquitlam	65	1.26%
Port Moody	60	1.16%
Richmond	235	4.56%
Surrey	942	18.28%
Tsawwassen First Nation	3	0.03%
Vancouver (including UEL)	1677	32.55%
West Vancouver	52	1.00%
White Rock	76	1.47%
Outside Metro Vancouver		
Abbotsford	27	0.50%
Chilliwack	13	0.25%
Mission	9	0.17%
Squamish	2	0.02%
Other*	42	0.81%
Total	5151	

*Includes Sunshine Coast, Gulf Islands, outside of British Columbia

Corridor municipalities	Number of respondents	Percent of all respondents
King George Boulevard	1018	20.4%
Surrey	942	
White Rock	76	
Metrotown-North Shore	984	19.1%
Burnaby	593	
West Vancouver	52	
North Vancouver (City)	185	
North Vancouver (District)	154	
Langley-Haney Place	529	10.2%
Langley (City)	48	
Langley (Township)	131	
Maple Ridge	350	

Q: How often do you use each of the following transit modes?

Mode	never	year	At least once a...		
			Month	week	day
Bus	260	560	850	1469	2012
SkyTrain	145	725	1243	1641	1397
SeaBus	1526	2519	800	202	104
HandyDART	4834	210	56	32	19
West Coast Express	4134	723	155	70	69
Personal Vehicle	1347	191	509	1703	1401
Taxi	3056	1611	395	73	16
Ride-share	1958	1717	1140	305	31
Personal micro-mobility	4251	401	220	184	95
Shared micro-mobility	4305	486	188	119	53
Cycling	2478	869	670	630	418
Walking or rolling (mobility devices)	1163	102	212	735	2939

Q: I identify as (choose all that apply)

Option	Number of respondents
A person who speaks a language other than French or English:	1336
Youth (15-24 years of age):	1283
A person with a visible or invisible disability:	678
A senior (65 years of age or older):	546
A new Canadian (less than three years in Canada):	481
Prefer not to answer:	294
A TransLink or operating company employee:	169
A person who is Indigenous (First Nations, Metis, Inuit):	125
Other (not specified)	98

Q: How do you describe yourself? (choose any one option)

Options	Number of respondents	Percent of all respondents
Female	1861	36.1%
Male	2828	54.9%
Non-binary or gender fluid	195	3.8%
Prefer to self-describe	20	0.4%
Prefer not to answer	247	4.8%

Q: What is your age?

Age category	Number of respondents	Percent of all respondents
Under 19	285	5.5%
19-24	1061	20.6%
25-34	1369	26.6%
35-44	918	17.8%
45-54	526	10.2%
55-64	376	7.3%
65+	522	10.1%
	86	1.7%

Appendix B: What We Heard – Detailed Data

5151 surveys were completed during the BRT Customer Experience engagement, June 8 through October 1, 2024. Following is a detailed breakdown of responses to questions about BRT attributes and likelihood of using BRT in future.

Q: What comes to mind when you hear the term ‘Bus Rapid Transit’? (select one)

All surveys respondents

	# of responses	% of responses
The fastest and most reliable bus service	2284	44.3%
A service similar to RapidBus	1978	38.4%
Regular bus service with some improvements	492	9.6%
Other (not specified)	216	4.2%
Not sure	181	3.5%
Total responses	5151	

Corridor Communities

	KGB#	KGB%	MNS #	MNS%	LHP#	LHP%
The fastest and most reliable bus service	456	44.8%	414	42.1%	229	43.3%
A service similar to RapidBus	373	36.6%	411	41.8%	198	37.4%
Regular bus service with some improvements	119	11.7%	75	7.6%	63	11.9%
Other (not specified)	34	3.3%	46	4.7%	18	3.4%
Not sure	36	3.5%	38	3.9%	21	4.0%
Total responses	1018		984		529	

KGB = King George Boulevard corridor. MNS = Metrotown-North Shore. LHP = Langley-Haney Place

Q: Which benefits of a Bus Rapid Transit system are most important to you? (select up to three)

All surveys respondents

Amenities & Features	# of selections	% of respondents selecting option
Fast and reliable travel time	4355	84.6%
Frequent service	3886	75.5%
Improved access & connectivity to more parts of the region	1746	33.9%
Easier connections to other transit services	1424	33.5%
Extended hours of service	1155	22.4%
Safety	790	15.3%
Comfort at stations and onboard vehicles	772	15.0%
Total selections	14,128	

Corridor Communities

Amenities & Features	KGB#	KGB%*	MNS #	MNS%*	LHP#	LHP%*
Fast and reliable travel time	845	83.1%	830	84.3%	423	80.0%
Frequent service	705	69.3%	758	77.0%	354	66.9%
Improved access & connectivity to more parts of the region	343	33.7%	333	33.8%	204	38.6%
Easier connections to other transit services	320	31.5%	344	35.0%	199	37.6%
Extended hours of service	243	23.9%	179	18.2%	149	28.2%
Safety	200	19.7%	139	14.1%	82	15.5%
Comfort at stations and onboard vehicles	160	15.7%	171	17.45	63	11.9%
Total selections	2816		2754		1474	

KGB = King George Boulevard corridor. MNS = Metrotown-North Shore. LHP = Langley-Haney Place

*Percentage of respondents selecting this option.

Q: Which amenities, features should be prioritized in designing this service? (select up to three)

All Survey Respondents

Amenities & Features	# of selections	% of respondents selecting option
Real-time information displays	3214	62.4%
Weather-proofed stations	2956	57.4%
Fare pre-payment	2082	40.4%
Level boarding	1754	34.1%
Prefer not to say Enhanced vehicle comforts	1030	20.0%
Enhanced safety features	833	16.2%
Station lighting	700	13.6%
Bike/scooter storage	698	13.6%
Enhanced station comforts	589	11.4%
Distinctive stations	369	7.2%
Distinctive vehicles	347	6.7%
Total selections	14,572	

Respondents from Corridor Communities

Amenities & Features	KGB#	KGB%*	MNS #	MNS%*	LHP#	LHP%*
Real-time information displays	572	56.2%	634	64.5%	312	59.0%
Weather-proofed stations	573	56.3%	572	58.1%	303	57.3%
Fare pre-payment	408	40.1%	375	38.1%	201	38.0%
Level boarding	333	32.7%	311	31.6%	154	29.1%
Enhanced vehicle comforts	200	19.7%	218	22.2%	95	18.0%
Enhanced safety features	208	20.5%	144	14.6%	102	19.3%
Station lighting	160	15.7%	151	15.3%	86	16.3%
Bike/scooter storage	117	11.5%	125	12.7%	79	14.9%
Enhanced station comforts	134	13.2%	118	12.0%	74	14.0%
Distinctive stations	82	8.1%	69	7.0%	55	10.4%
Distinctive vehicles	86	8.5%	71	7.2%	31	5.9%
Total selections	2873		2788		1492	

KGB = King George Boulevard corridor. MNS = Metrotown-North Shore. LHP = Langley-Haney Place

*Percentage of respondents selecting this option

Respondents by transportation mode* vs all survey respondents

Amenities & Features	All surveys	Public Transit modes				Cycle	Walk /roll	PV
		Bus	SkyTrain	WCE	SeaBus			
Real-time info displays	62.4%	63.3%	63.6%	53.2%	63.7%	57.9%	63.5%	62.0%
Weather-proofed stations	57.4%	57.9%	58.1%	56.8%	53.3%	54.0%	58.7%	57.0%
Fare pre-payment	40.4%	38.3%	39.6%	48.9%	46.4%	44.3%	39.9%	42.1%
Level boarding	34.1%	32.7%	32.6%	25.9%	34.0%	39.2%	34.7%	32.8%
Enhanced vehicle comforts	20.0%	22.4%	22.0%	21.6%	17.3%	13.0%	19.8%	19.5%
Enhanced safety features	16.2%	15.7%	15.3%	20.1%	19.6%	10.6%	16.5%	16.5%
Station lighting	13.6%	13.5%	12.8%	15.1%	12.7%	8.9%	13.1%	13.8%
Bike/scooter storage	13.6%	13%	13.0%	18.7%	14.4%	36.6%	14.2%	13.5%
Enhanced station comforts	11.4%	11.3%	11.9%	9.4%	7.5%	9.9%	10.6%	11.3%
Distinctive stations	7.2%	7.6%	7.8%	8.6%	7.5%	4.9%	7.3%	7.6%
Distinctive vehicles	6.7%	7.8%	7.7%	5.8%	7.2%	5.5%	6.8%	6.7%
Total number of selections for mode	5151	3478	3035	139	306	1048	3674	3102

*Respondents who said they used selected mode daily or at least once a week.

PV = Personal Vehicle. WCE = West Coast Express

Respondents by identity or demographic categories

Amenities & Features	All surveys	I identify as...			I describe myself as...		
		Having a disability	Youth (15-24)	New to Canada	Female	Male	NB/GF*
Real-time information displays	62.4%	59.4%	66.9%	64.2%	65.8%	60.9%	52.8%
Weather-proofed stations	57.4%	58.1%	57.4%	60.9%	57.3%	57.0%	57.9%
Fare pre-payment	40.4%	33.2%	34.7%	39.5%	33.4%	46.1%	55.9%
Level boarding	34.1%	48.3%	25.5%	25.4%	36.1%	31.9%	33.3%
Enhanced vehicle comforts	20.0%	20.1%	27.9%	25.4%	18.4%	21.1%	17.9%
Enhanced safety features	16.2%	16.4%	14.7%	16.0%	21.5%	12.8%	13.8%
Station lighting	13.6%	17.3%	14.1%	10.8%	19.1%	9.8%	14.4%
Bike/scooter storage	13.6%	12.4%	12.1%	13.7%	11.7%	14.7%	18.5%
Enhanced station comforts	11.4%	13.3%	12.6%	11.9%	10.2%	12.2%	11.8%
Distinctive stations	7.2%	7.0%	11.2%	8.1%	6.1%	8.1%	3.6%
Distinctive vehicles	6.7%	4.3%	10.3%	8.3%	4.7%	8.1%	6.2%
Number of respondents in category	5151	678	1238	481	1861	2828	195

* NB/GF = non-binary or gender fluid

Q: How likely are you to use a Bus Rapid Transit system for your daily commute? (select one)

All surveys	# of responses	% of responses
Likely or very likely	2286	44.3%
Unlikely or very unlikely	1944	37.7%
Neutral	921	18.0%
Total responses	5151	

Corridor communities	KGB#	KGB%	MNS #	MNS%	LHP#	LHP%	Oth#	Oth%
Likely or very likely	600	59.0%	570	57.9%	262	49.5%	854	32.7%
Unlikely or very unlikely	250	24.5%	265	26.9%	170	32.1%	1259	48.0%
Neutral	168	16.5%	149	15.1%	97	18.3%	507	19.4%
Total responses	1018		984		529		2620	

KGB = King George Boulevard corridor. MNS = Metrotown-North Shore. LHP = Langley-Haney Place

Oth = All municipalities minus KGB, NSM and LHP.