



Actions to Support the Transportation and Transit Referendum

Vancouver City Council
February 3, 2015

1. Mayors' Council Plan: Benefits for Vancouver
2. Communications Strategy



Mayors' Council Plan: Benefits for Vancouver

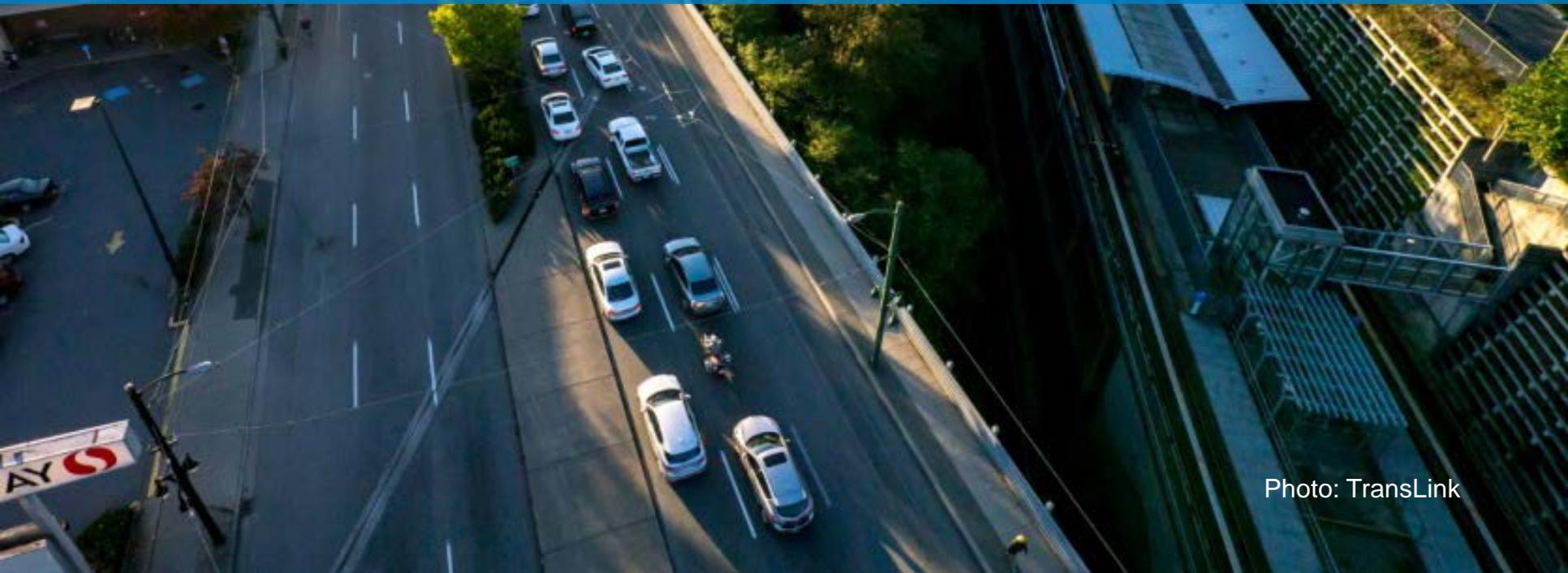


Photo: TransLink

Metro Vancouver's population will increase by more than **1 million people** and **600 thousand jobs** over the next 30 years

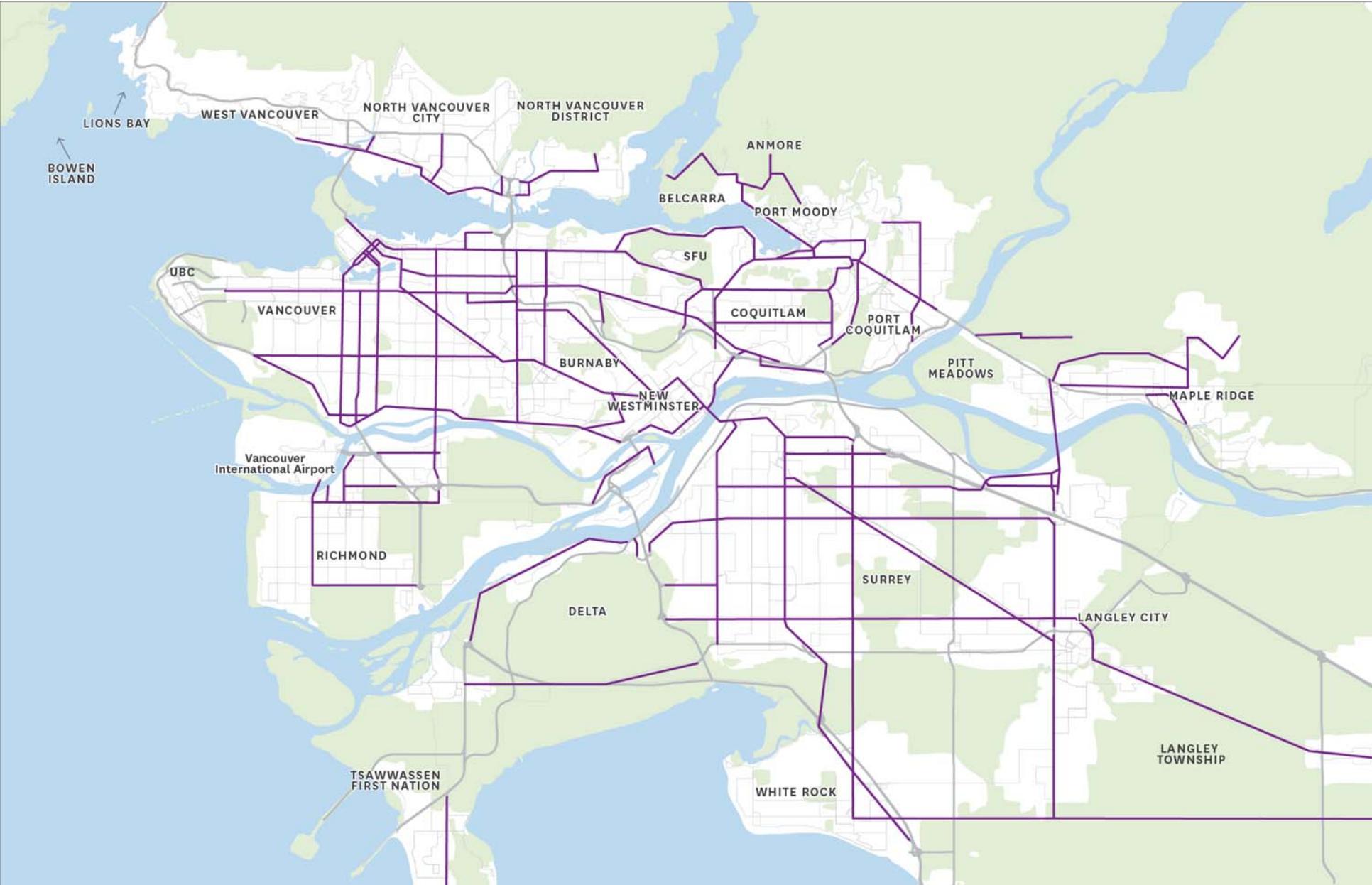
	2011	2041
People	2.3 million	3.4 million
Jobs	1.2 million	1.8 million

Regional Transportation Investments a Vision for Metro Vancouver

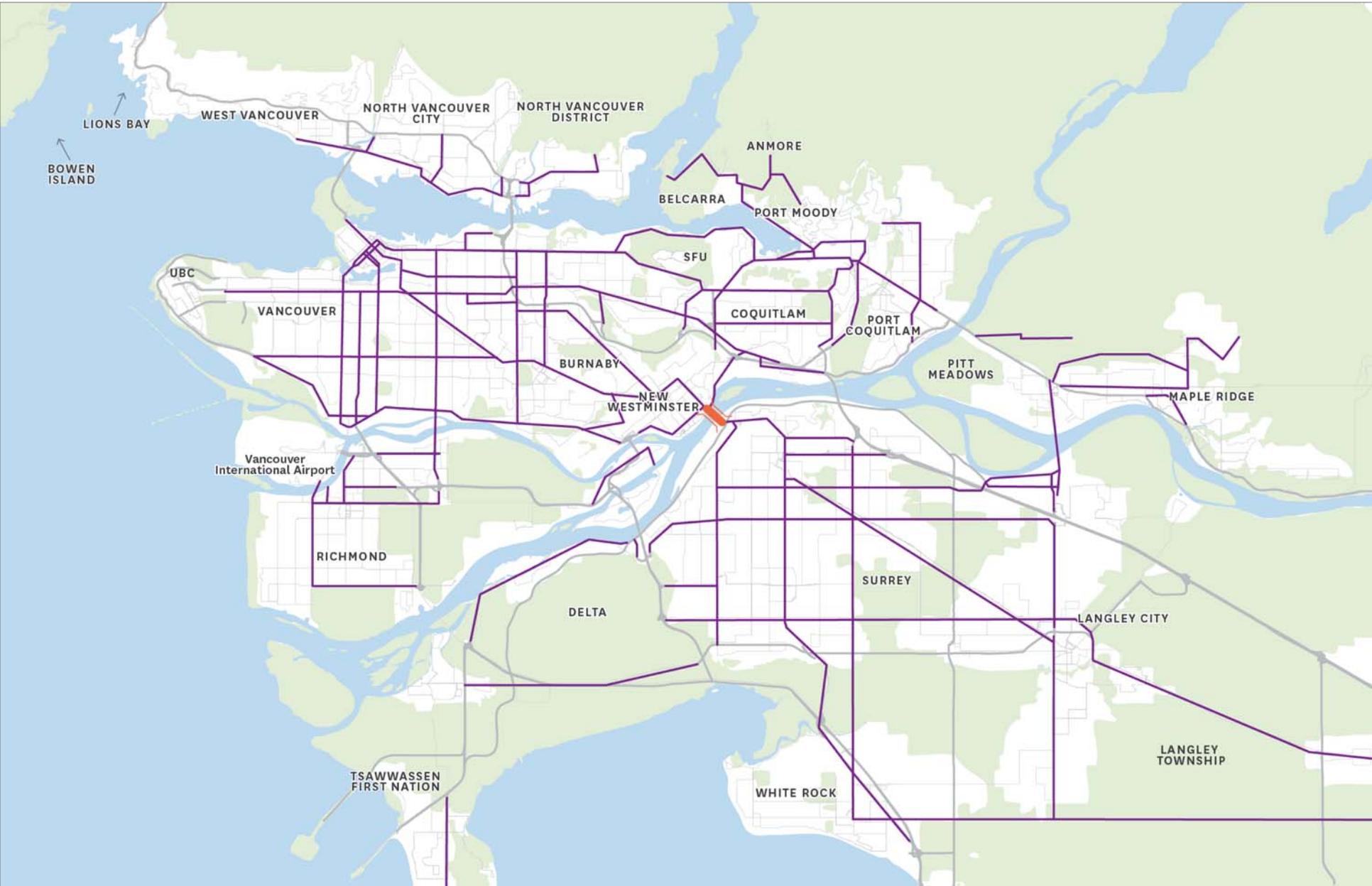


- Improvements for all travel modes
- Benefits to all sub-regions
- \$7.5b total cost

Road and Bridge Improvements



New Pattullo Bridge



Bus Investments

25%
more service

service to
**new
areas**

400
new buses



80%
increase
NightBus

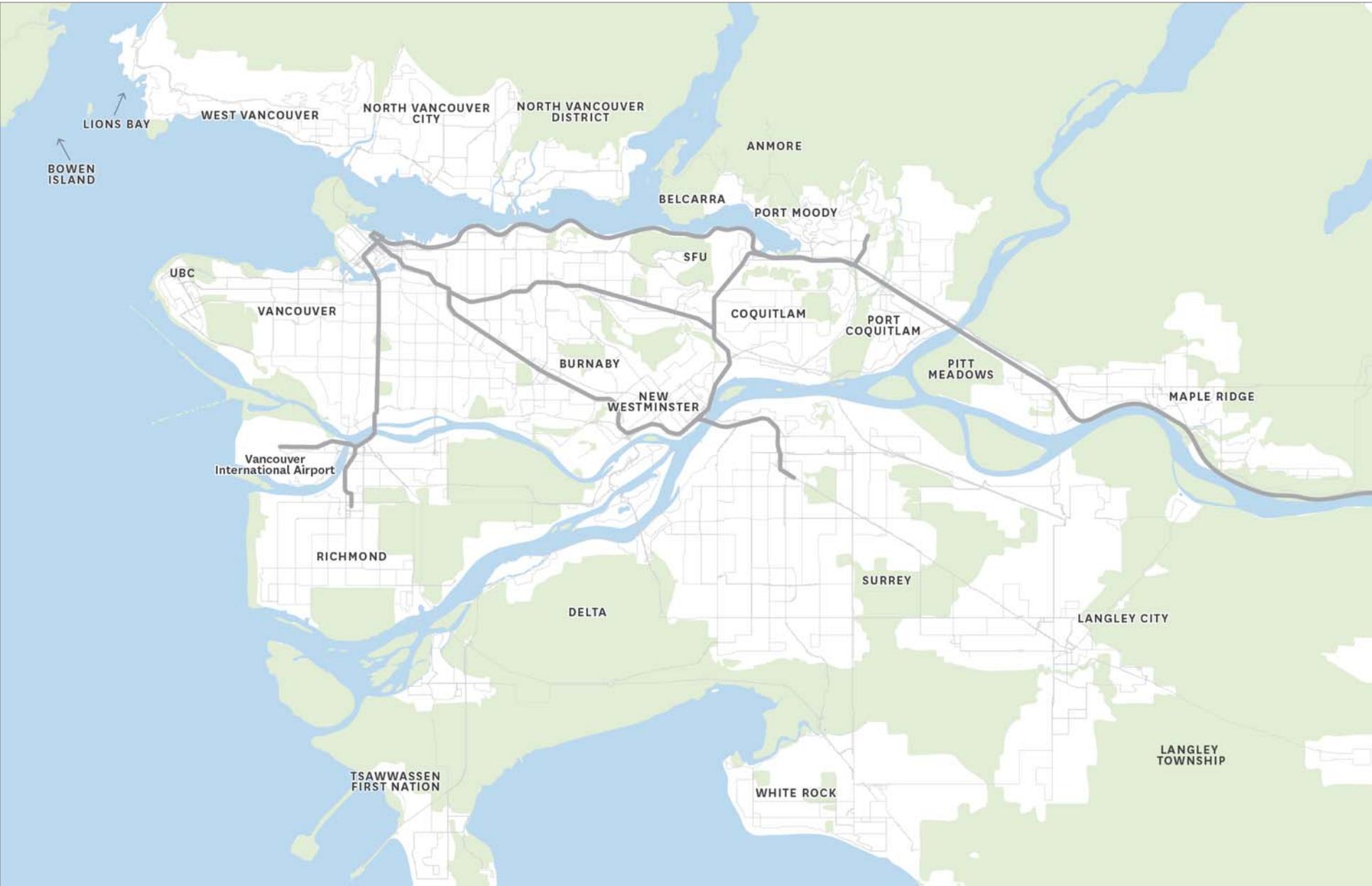


30%
increase
HandyDart

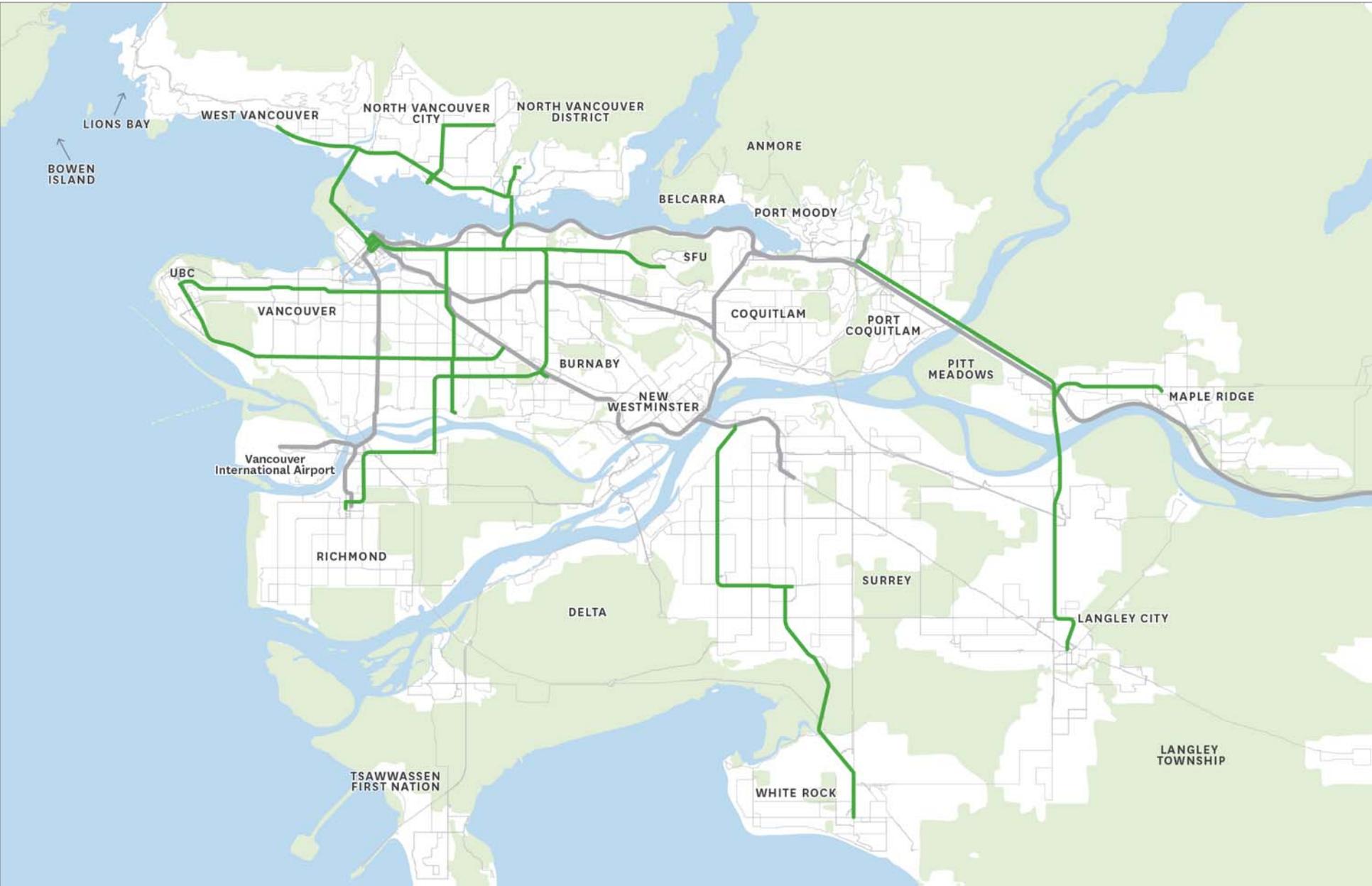
50%
increase
SeaBus



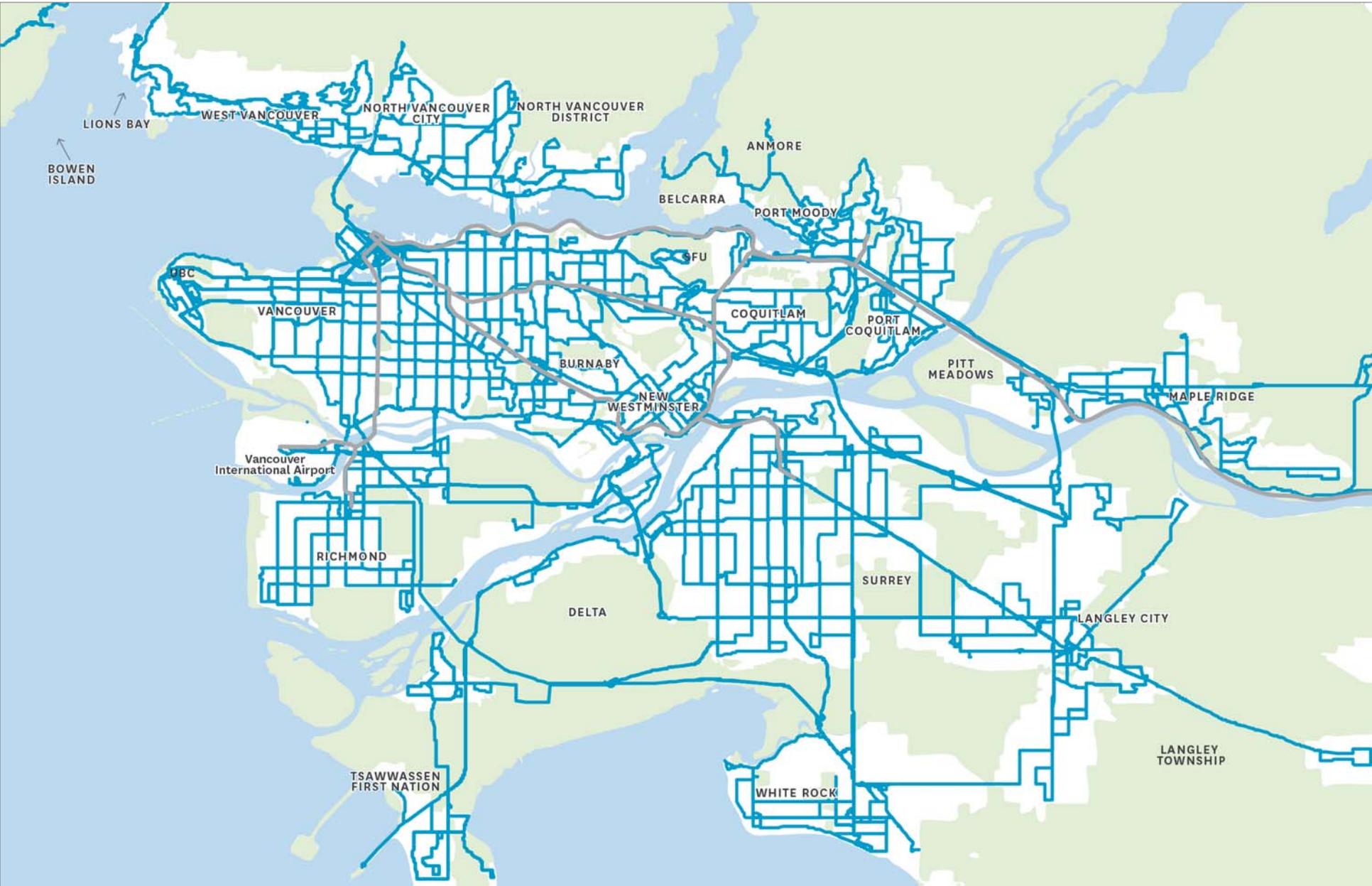
Current Bus Service



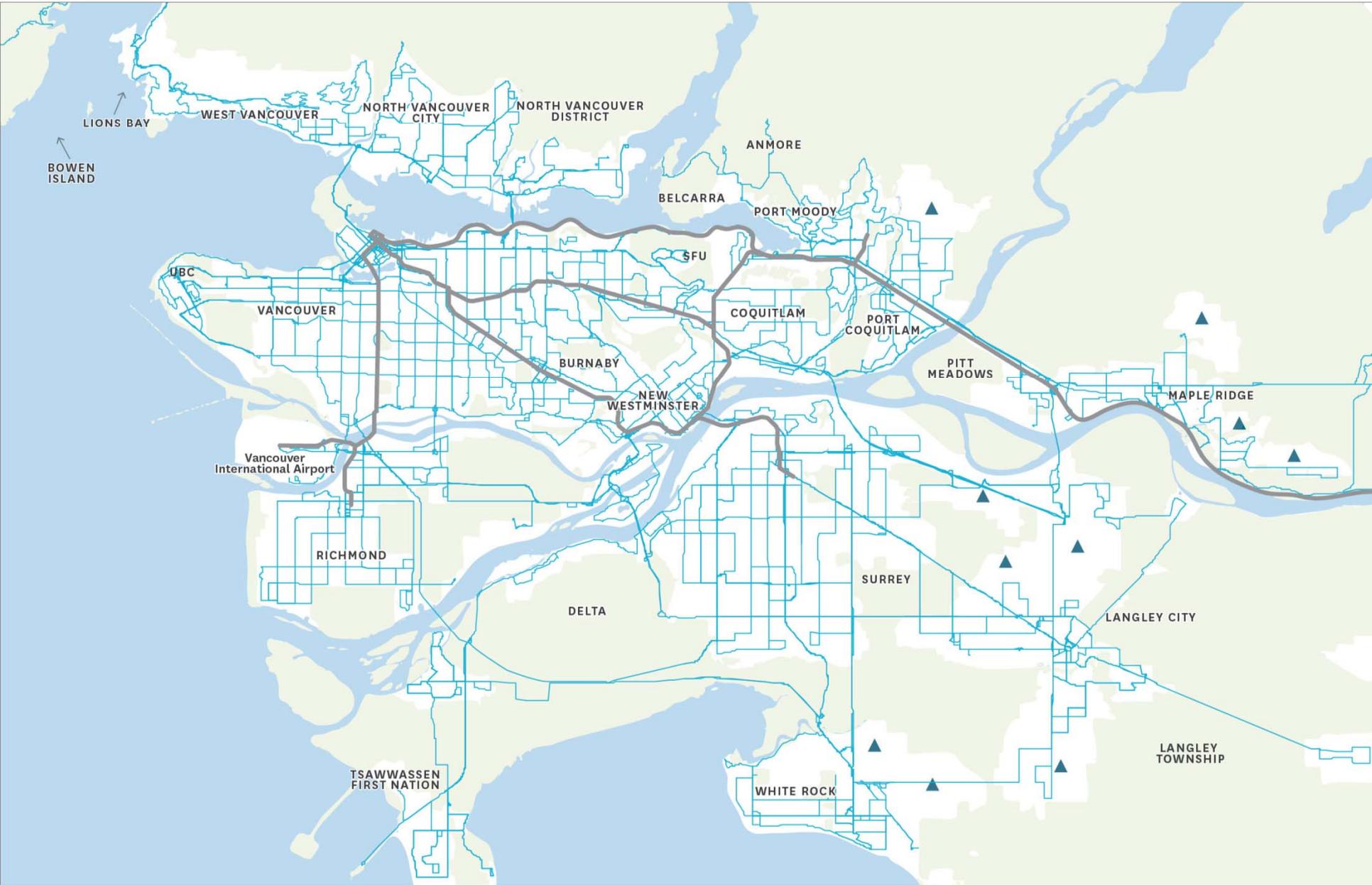
B-Line Investments



25% Increase in Bus Service



Service to New Areas



Expand Capacity of Existing Rail Lines

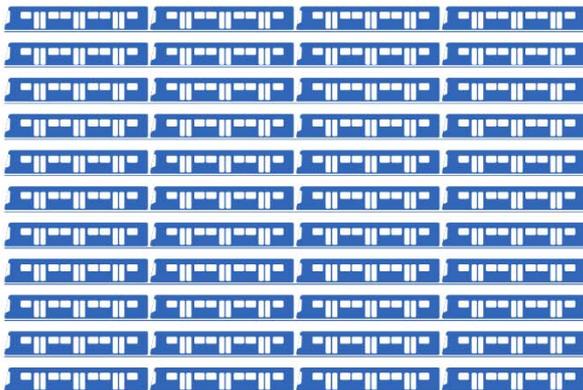
Expo, Millennium and Canada Line:

130
additional fleet vehicles



West Coast Express:

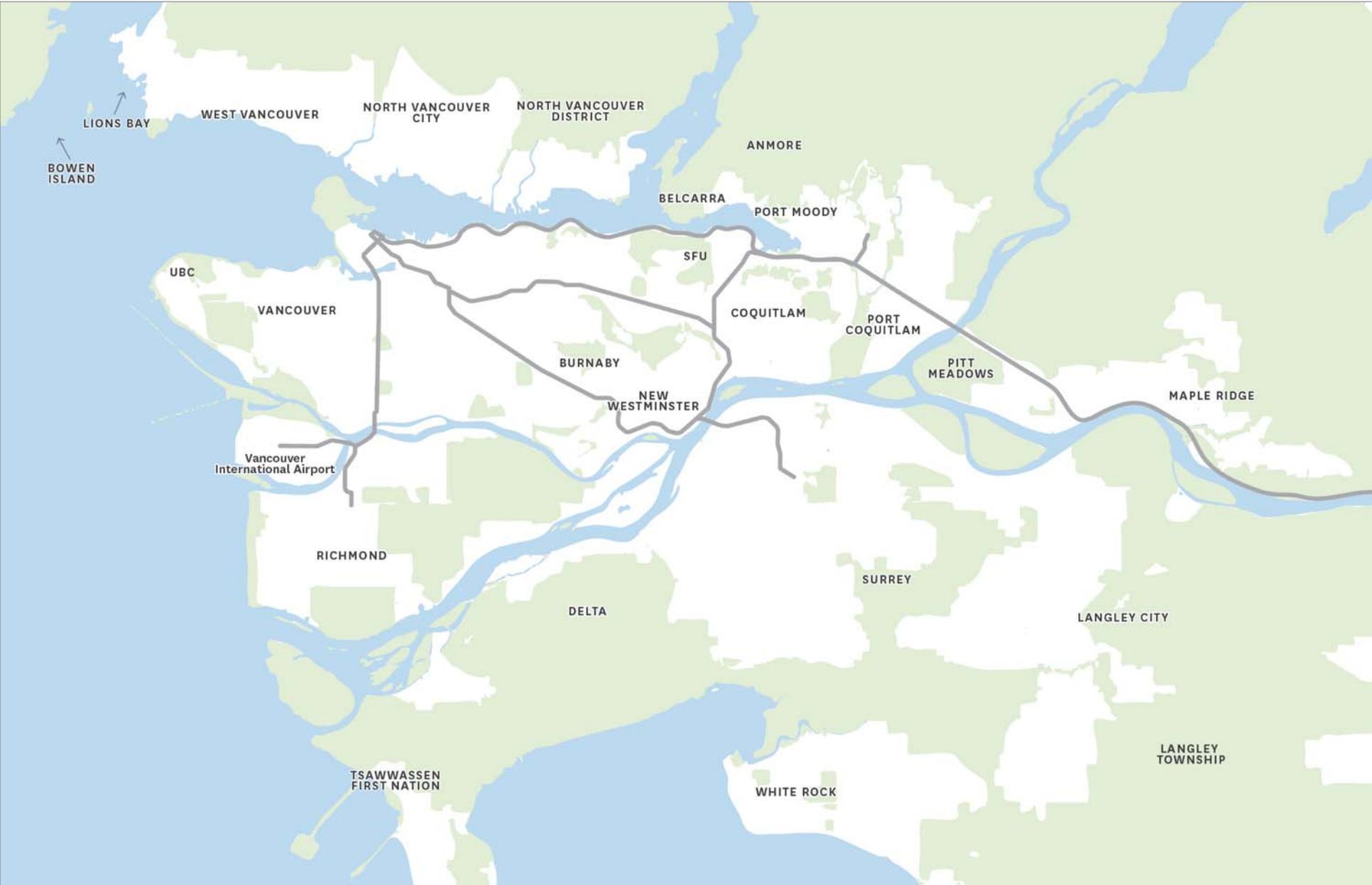
10
new fleet vehicles



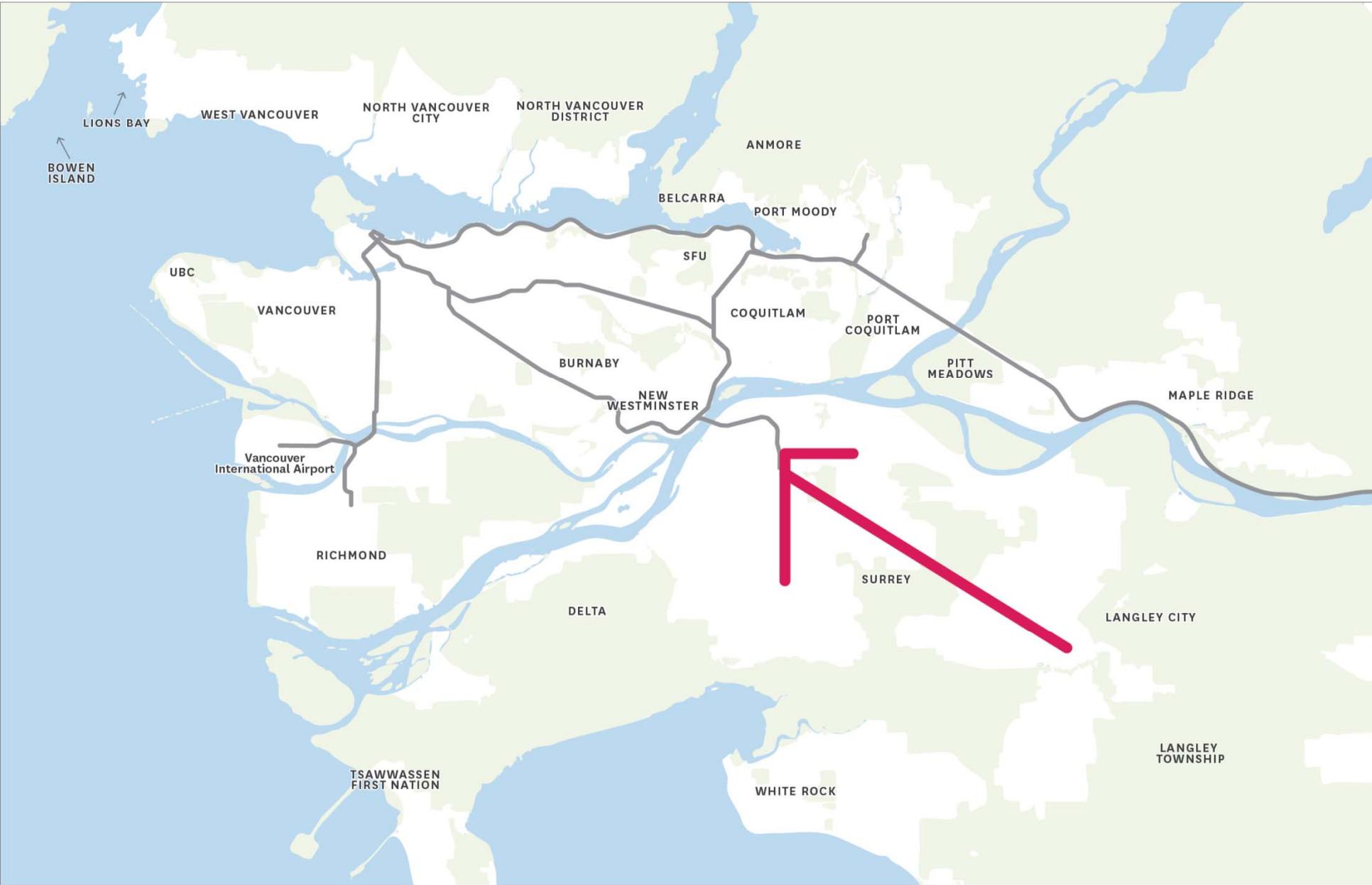
Station Upgrades



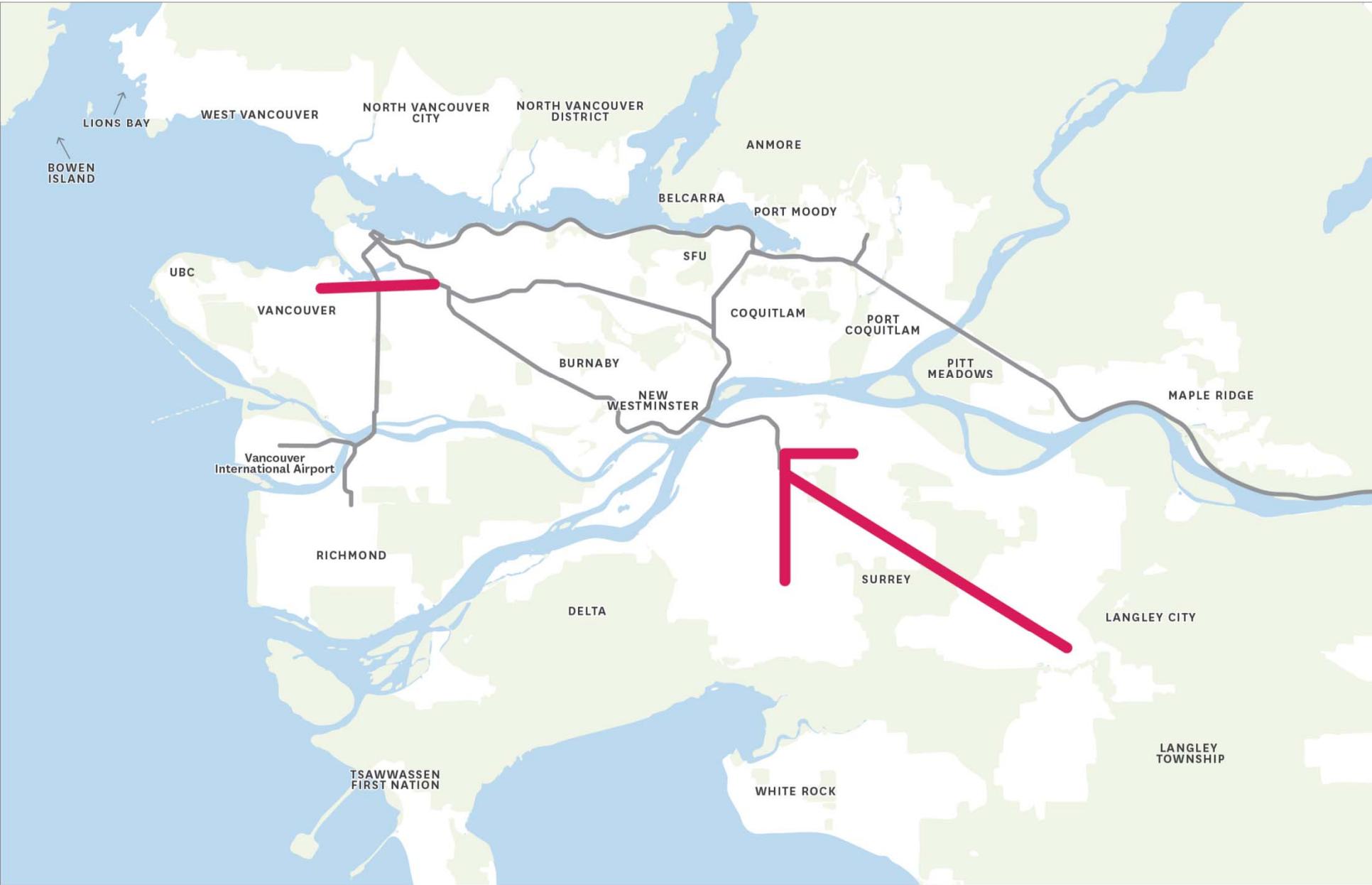
Current Rapid Transit



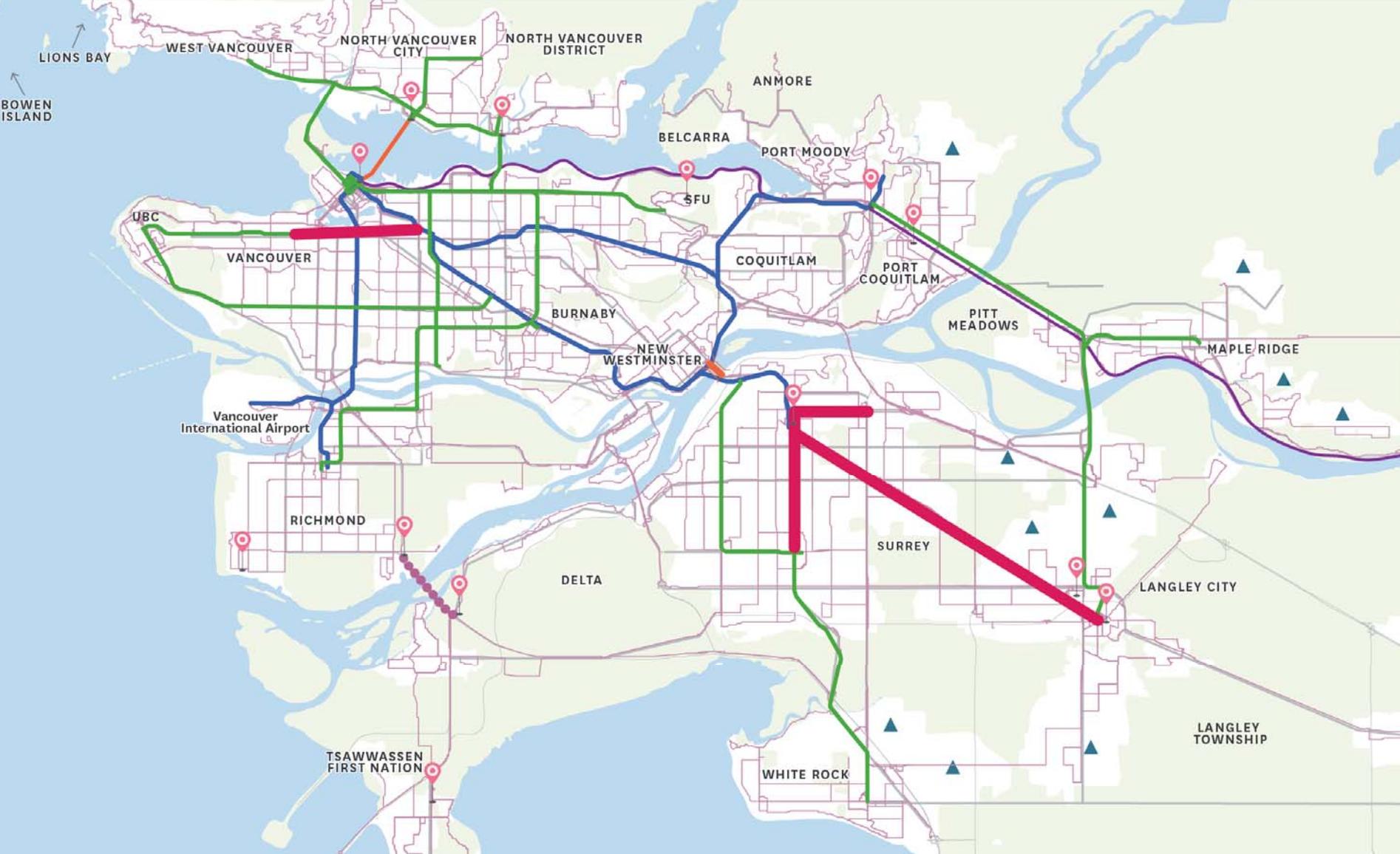
Light Rail Transit in Surrey

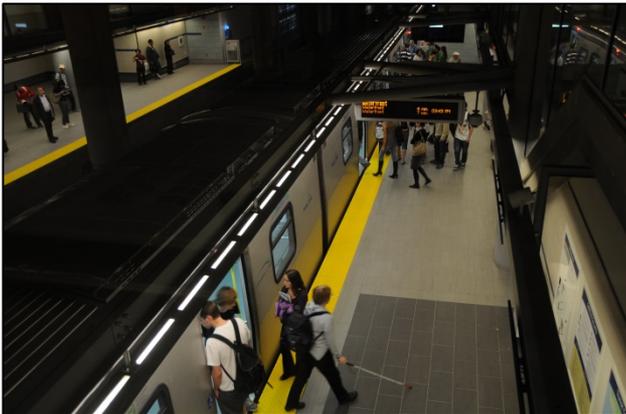


Tunneled Broadway SkyTrain Extension



Mayors' Council 10-year Investment Plan





The SkyTrain Extension to Arbutus costs \$1.98B, but:

- Has the lowest operating costs
- Offers almost three times the benefits per dollar spent
- Cuts the travel time from Commercial-Broadway to Arbutus in half
- Attracts the most daily riders – more than 3X the B-Line today

Walking and Cycling

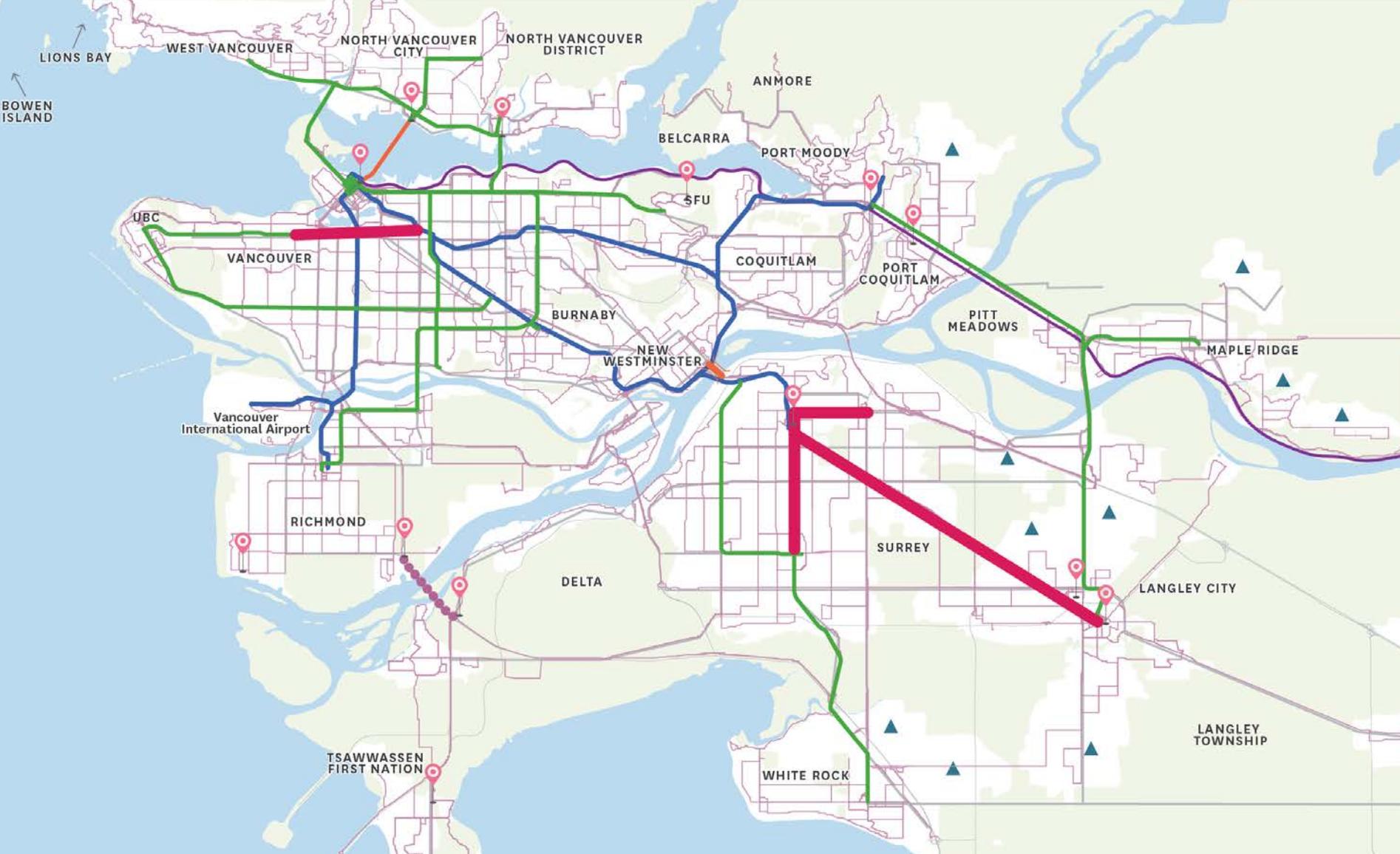
**Making cycling
a safer choice**



**Better walking
connections to
transit**



Mayors' Council 10-year Investment Plan



METRO VANCOUVER TRANSPORTATION & TRANSIT PLEBISCITE

The region's mayors have developed a Transportation and Transit Plan called *Regional Transportation Investments – a Vision for Metro Vancouver*. The Mayors' Transportation and Transit Plan will:

-  Add bus service and new B-Line rapid bus routes
-  Increase service on SkyTrain, Canada Line, SeaBus, and West Coast Express
-  Maintain and upgrade the region's major roads
-  Build a new Pattullo Bridge
-  Build rapid transit connecting Surrey Centre with Guildford, Newton, and Langley
-  Build rapid transit along Broadway in Vancouver
-  Extend the region's cycling and pedestrian walkway networks

A new *Metro Vancouver Congestion Improvement Tax* would be applied as a 0.5% sales tax on the majority of goods and services that are subject to the Provincial Sales Tax and are sold or delivered in the region. More detail can be found at: www.websitaddress.ca.

Revenues would be dedicated to the Mayors' Transportation and Transit Plan. Revenues and expenditures would be subject to annual independent audits and public reporting.

Do you support a new 0.5%
Metro Vancouver Congestion
Improvement Tax, to be dedicated
to the Mayors' Transportation and
Transit Plan?

YES



NO



Referendum (Plebiscite) Ballot



- Voting period:
 - March 16 to May 29, 2015
- Key elements:
 - Neutral, straightforward language (note will be translated into 14 languages)
 - Clear value proposition, including a simple but specific list of key projects.
 - A taxpayer accountability clause. This is for a dedicated tax, which is both uncommon and usually more popular than a general-purpose tax, and taxpayers want assurance that it will be used for the purposes promised.
 - A clear question.

Source: British Columbia News Room,
<newsroom.gov.bc.ca>

Do you support a new 0.5% Metro Vancouver Congestion Improvement Tax, to be dedicated to the Mayors' Transportation and Transit Plan?

YES

NO

An increase to the regional sales tax was found by the Mayors' Council to be:

- **Most Fair**
 - Everyone Pays, including visitors, just as everyone benefits
- **Most affordable for all households**
 - Lowest average cost per household at \$125 per year
- **Most affordable for lower income households**
 - Households earning incomes in the lowest 20% would pay less than \$50 per year



Communications Strategy

Mayors' Council

Secretariat
+ seconded municipal staff

Metro
Municipalities

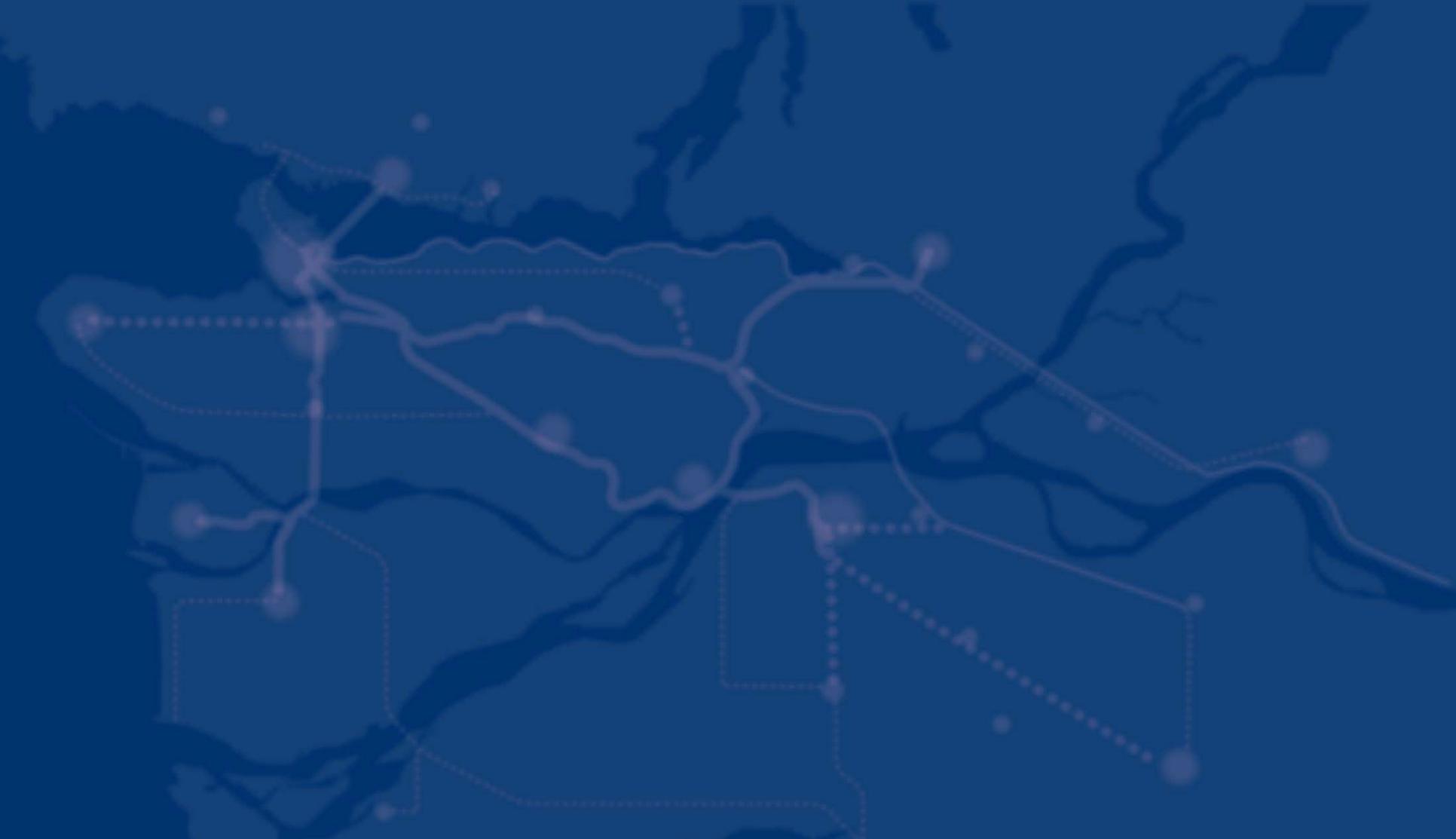
City of
Vancouver

Better Transit +
Transportation
Coalition

(75 groups, including
business, labour,
environment, students)

Other
Stakeholders
(Healthcare, advocacy
groups, thought
leaders)

- Mobilize City of Vancouver staff
- Support Councillors in raising public awareness to achieve a Yes vote
- Use city owned channels for promotion
- Use award-winning social media team
- Stepped up public engagement
- Empower partners & groups
- Hashtag #cutcongestion #yes4transit
- Support and encourage voter registration



Thank you.