



B-Line or Better: Service Levels & Local Service Changes

District of North Vancouver Council
March 19, 2018

Purpose and Context

TransLink is working with your staff to get people moving:

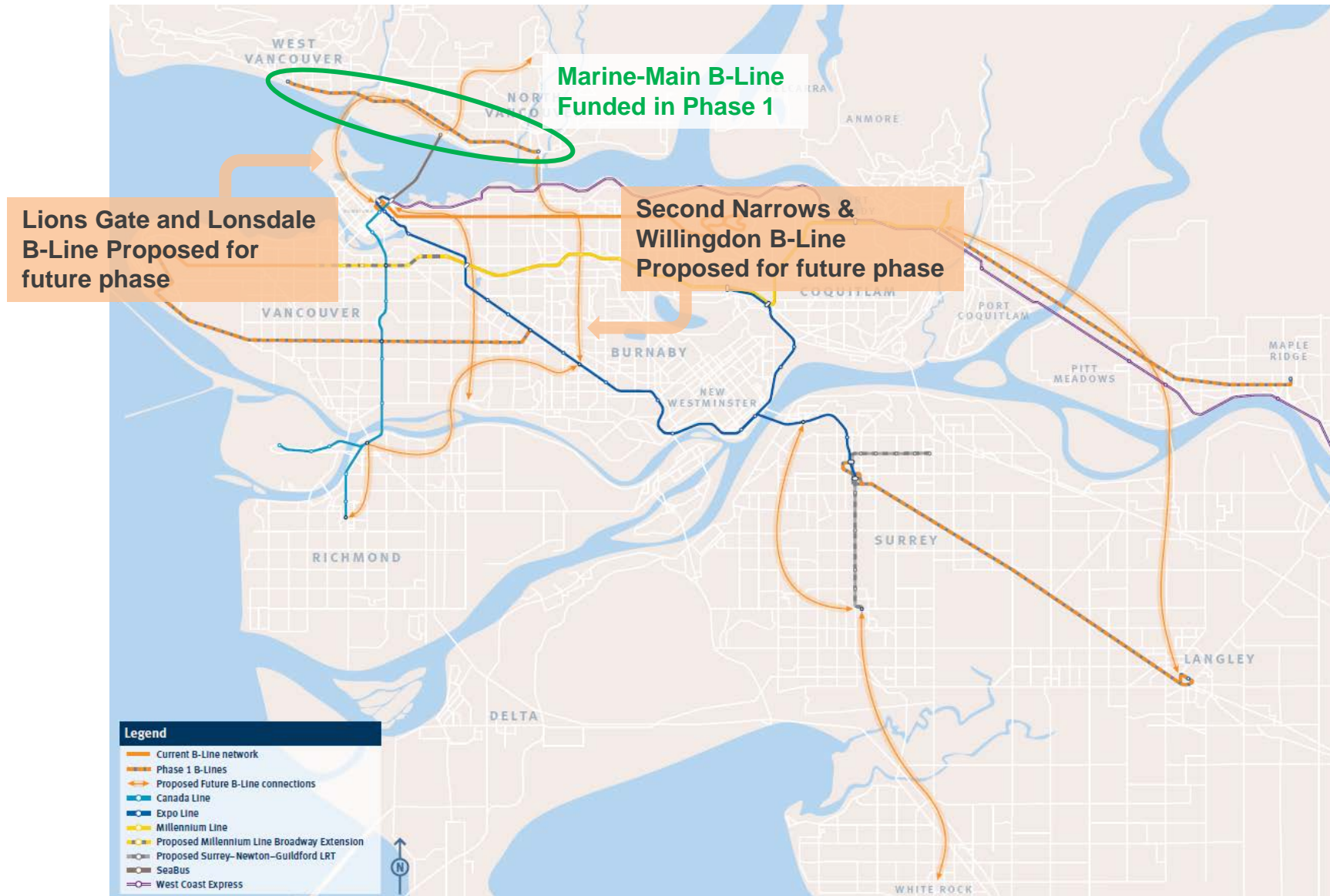
- Spirit Trail and other cycling infrastructure
- Integrated North Shore Transportation Planning Project
- Regional Transportation Strategy Update
- Phibbs Exchange upgrades & Hwy 1 Lower Lynn Improvements

Today's presentation is about:

Marine-Main B-Line

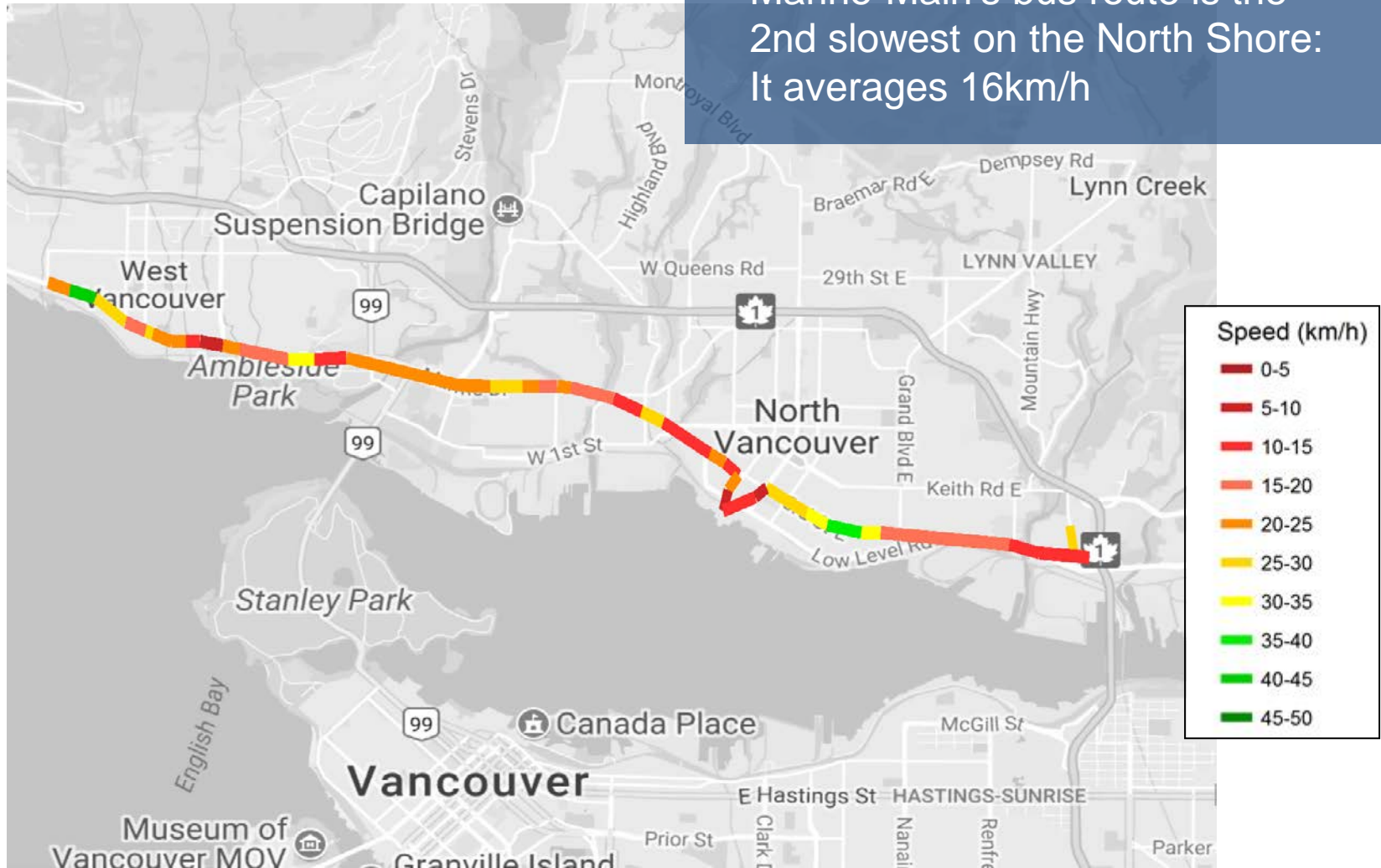
- Consult council about proposed B-Line
- Request input on proposed consultation approach
 - Methods
 - Timing

'B-Line or Better' in the Mayors' 10-Year Vision



Speed & Reliability Current Situation: North Shore

Marine-Main's bus route is the 2nd slowest on the North Shore: It averages 16km/h



Setting the Stage:

Marine-Main Corridor Study

- Collaborative study between Metro Vancouver, TransLink and North Shore municipalities
- **Identified:**
 - Projected land use and ridership in 2030
 - Opening day & future alignment
 - Speed and reliability measures
 - Passenger Amenities
 - Methodology for monitoring
 - Future phasing approach gradually incorporating BRT elements



Importance of B-Line Corridor

- **Driving the North Shore's growth**
 - 25% of North Shore **residents** live near B-Line stops
 - 40% of North Shore **jobs** located near B-Line stops
 - 35% of the North Shore's **population growth** to 2045 will happen along B-Line
- **Connecting North Shore & the region**
 - 25,000 more people will be able to reach **Lynn Creek Town Centre** within 45 min
 - 35,000 more people can reach **Capilano University** within 45 min
- **Driving transit ridership**
 - Buses on **Marine Dr.** will have same capacity as 1 lane of cars, but will take fraction of space



Image Source: Cycling Promotion Fund

"Near B-Line stops" = within 600m

What is the proposed 'B-Line or Better' service?



Fast and Reliable

Stops are spaced ~1 km apart

All door boarding

Streets are redesigned to make buses faster

Frequent

Every 8 minutes in peak times

Every 10-15 minutes at other times

Available all day, every day

From 6 a.m. to 1 a.m.

Easy to find

Buses and stops have a different look

Stops have next bus digital signage

Route information inside buses

Proposed Marine-Main B-Line

25% faster

45 minutes from Dundarave to Phibbs Exchange in peak

20% less waiting

Comes every 8 minutes in peak

80% more capacity

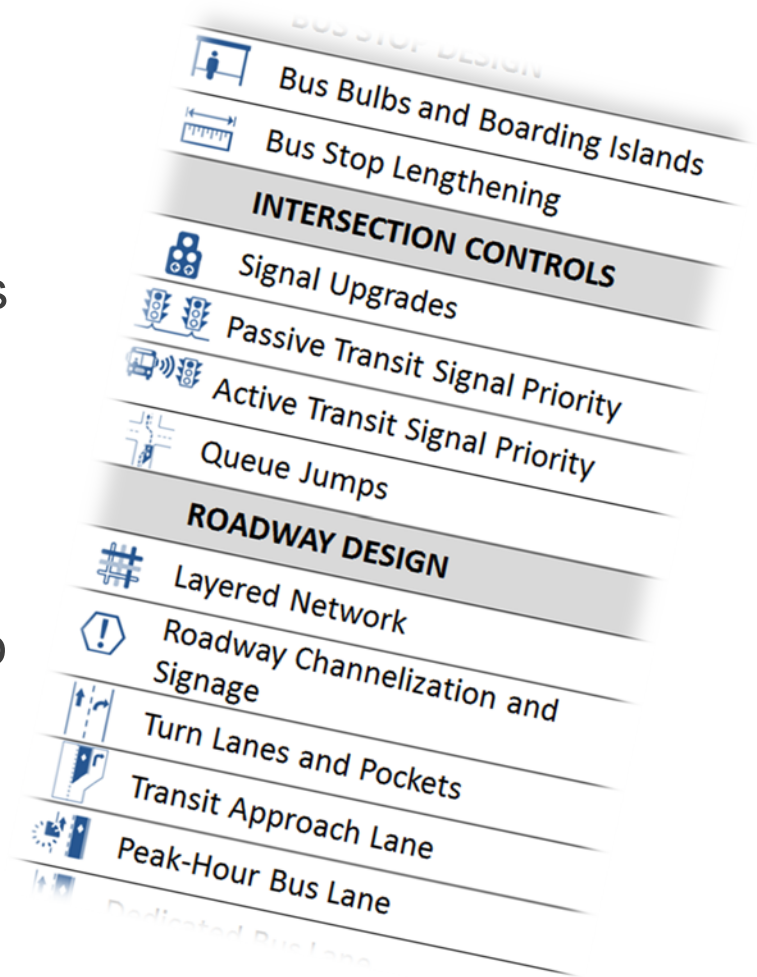
Can carry 1100 passengers/hour

Proposed Stops



Making Buses Faster and More Reliable

- Buses slow and unreliable at choke points
- Street modifications on municipal roads are essential to B-Line success
 - Opening day
 - Progressive future improvements
- What tools does the community want to see implemented?
 - Quick improvements
 - Longer-range investments



Bus service proposed for public consultation:

- New B-Line from Dundarave to Phibbs Exchange
- Local service maintained along corridor
- Improved connections to other destinations



Bus service proposed for public consultation:

- **Proposed B-Line route & stop locations**
 - At emerging development areas
 - Connections to **Lonsdale Quay**
- **Proposed changes to local service**
 - **Route 239** discontinued to avoid duplication with B-Line
 - **Route 240** extended to Lynn Valley & frequency increased
 - **Route 255** shifted to Keith Rd & frequency reduced
 - Faster link from Capilano University to Central Lonsdale
 - B-Line and improved 240 will offer fast and frequent options
 - More frequent service **to Capilano University**
- **Support for bus speed and reliability measures**

Consultation Promotion and Events

Creating Awareness

- Traditional earned media
- Digital ads
- North Shore News
- TransLink's Buzzer Blog
- TransLink Facebook, Twitter and Instagram & muni social media
- Targeted community groups, including:
 - Elders groups
 - Business Improvement Districts
 - Chamber of Commerce
 - Community Associations
- Community centres, including:
 - John Braithwaite Community Centre
 - West Vancouver Community Centre

Consultation Pop-up locations

Capilano University
April 3

Lonsdale Quay Farmers Market
May 19

Phibbs Exchange
May 25

Park Royal
May 26

Ambleside Park Farmers Market
May 27



Timeline

Phases

Council Outreach

Plan Approval	Q4 2016	
Planning & Data Collection (with municipal staff)	Q1 2017	
	Q2	
	Q3	
	Q4	
	Q1 2018	Council Presentations – we are here
Consultation Bus service levels and priority elements	Q2	
Refinement		Report back to Council on Consultation 1
Design (with municipal staff)	Q3	
	Q4	
Consultation (if necessary) Transit priority interventions	Q1 2019	Further Council engagement (if necessary)
Construction	Q2	
	Q3	
Launch	Q4	

Questions?

- Q & A now
- Contact DNV staff-level Working Group representative
 - Steve Carney, Section Manager - Transportation
- Raise at North Shore Transportation Committee

