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

- Lions Gate and Lonsdale B-Line Proposed for future phase
- Second Narrows & Willingdon B-Line Proposed for future phase
- Marine-Main B-Line Funded in Phase 1
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

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<thead>
<tr>
<th>Location</th>
<th>Date</th>
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<tbody>
<tr>
<td>Capilano University</td>
<td>April 3</td>
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<td>Lonsdale Quay Farmers Market</td>
<td>May 19</td>
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<td>Phibbs Exchange</td>
<td>May 25</td>
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<td>Park Royal</td>
<td>May 26</td>
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<td>Ambleside Park Farmers Market</td>
<td>May 27</td>
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## Timeline

### Phases

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<th>Phase</th>
<th>Q1 2017</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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### Council Outreach

- **Q4 2016**
- **Q1 2017**
- **Q2**
- **Q3**
- **Q4**
- **Q1 2018**
- Council Presentations – **we are here**
- **Q2**
- Report back to Council on Consultation 1
- **Q3**
- **Q4**
- **Q1 2019**
- Further Council engagement (if necessary)
- **Q2**
- **Q3**
- **Q4**
Questions?

• Q & A now

• Contact DNV staff-level Working Group representative
  – Steve Carney, Section Manager - Transportation

• Raise at North Shore Transportation Committee