

# TAG COMMUNITY ENGAGEMENT

February – March 2020



## SUMMARY REPORT

June 4, 2020

*Prepared for* the Resort Municipality of Whistler  
Transportation Advisory Group

Prepared by:



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## 1. Executive Summary

This Engagement Summary Report describes the community input on the Whistler Transportation Action Plan actions, which was gathered through an online survey, social media and a community open house in February and March 2020. The purpose of the engagement was: 1) To gather constructive feedback on the actions undertaken over 2017-2019 as identified by the Whistler Transportation Action Plan, and; 2) To gauge community support for transportation-based climate actions for 2020 and beyond.

Overall, over 800 individuals provided input on the transportation topics. There were 732 survey responses: 80% of the respondents work in Whistler; 36% of them were homeowners. The largest age demographic of respondents was in the 25-34 years category.

While most of the social media comments focused on areas where people would like to see change (e.g. reduced parking fees and improved transit service), survey responses were varied, and generated the following main themes:

- There is general support for reducing GHG emissions from passenger vehicles, and for more improvements to transit; however, increasing parking fees to support those initiatives received mixed responses.
- There was general agreement that the Whistler transit system (routes, schedule, frequency – especially the winter service, Nextride app) works well.
- There was strong support for a regional transit system, but differing opinions on how the system would be funded: 38% of respondents supported a fuel tax; 24% supported an increase in property taxes; and 32% did not indicate support of either. Many respondents pointed to taxing tourism (tourists or tourism businesses) as a revenue source.
- There were a number of suggestions on how to improve the transit system including increased frequency on certain routes, additional routes, and payment systems.
- Respondents would like to see additional infrastructure to support use of preferred transportation methods, for example, safer routes to bus stops, more storage/lockers for bikes, and improved clearing of trails.

There were also many suggestions on how to improve communications, including key messages to encourage more transit use, and communications avenues and tactics.

The tremendous response to the online survey indicated that transportation in Whistler is an important topic to the community. As the survey took place during the winter transit service period when transit service was at peak levels, a survey conducted during the summer service period may yield some different results, and would be worth considering.

While the input from the engagement in February and early March was intended to inform our summer/fall 2020 transportation actions, the impact of the COVID19 pandemic on our community and economy has caused us to place some of the planned actions on hold, and to reconsider them based on the new reality.

## 2. Introduction

### Purpose

This report presents the results of the community engagement effort that took place over February and the beginning of March 2020. The purpose of this engagement was twofold: 1) To gather constructive feedback on the actions undertaken over 2017-2019 as identified by the Whistler Transportation Action Plan, and; 2) To gauge community support for transportation-based climate actions for 2020 and beyond.



### Implications for transportation actions

The engagement in February and early March focused on seeking input on actions to be implemented in summer 2020 and beyond; however, when the COVID19 pandemic hit Canada and BC communities, it resulted in the closing of Whistler Blackcomb, the closing of most businesses in Whistler, the closing of the Canada/US border, and stay-at-home orders beginning mid-March, all having tremendous impacts on transportation in Whistler. The actions planned for implementation in the spring/summer of 2020 have required some reconsideration given the new context of the pandemic and the BC Restart Plan. Factors contributing to the consideration of actions include:

- The BC Restart Plan allowed businesses to start opening in Phase 2 (beginning May 19<sup>th</sup>)
- Phase 3 date is still to be determined (sometime in June to September)
- Our local economy – and employees – has taken a significant hit
- We are already starting to see increased traffic coming to Whistler, especially on weekends, and regional/BC travel is expected to increase over the summer months
- Whistler is committed to climate action, and is launching our Climate Big Moves strategy, which aims to address greenhouse gas (GHG) emissions from the transportation sector (57% from passenger vehicles, the largest GHG sector) by encouraging people to use more active travel and reduce car trips

For these reasons, a number of the planned actions for 2020 and beyond have been put on hold and are being reconsidered. The public engagement input summarized in this report, along with the BC Restart Plan and visitor projections, as well as our climate action priorities, will be used to inform updates to our transportation actions so that we will continue to move towards our community transportation goals in the short term, and we can plan for the longer term.

### 3. Project Context

#### What is the Whistler Transportation Action Plan?

The [Whistler Transportation Action Plan 2018–2028](#) is the long-term transportation plan for the community approved by Resort Municipality of Whistler (RMOW) Council on 2 October 2018. It articulates short, medium and long-term actions for realizing the following vision and goals:

#### *Vision:*

Whistler's Transportation System efficiently and affordably moves people and products to, from, and within Whistler while delivering a high quality experience and minimizing impacts on natural areas.

#### *Goals:*

- Provide a quality travel experience for all visitors, employees, and residents, and promote a culture of safety and accessibility for pedestrians, cyclists, and motorists.
- Integrate the transportation system with land-use planning to minimize the need for travel by motor vehicle.
- Minimize greenhouse gas (GHG) emissions created by the transportation system.
- Support the increased use of preferred modes for all travel purposes to reduce dependence on private automobiles.
- Ensure that the transportation system cost-effectively meets and anticipates the resort community's future needs and population growth.
- Ensure the resiliency of Whistler's transportation system by providing viable alternative road, railway, water, and air transport routes to, from, and within the resort community.
- Ensure that the transportation system respects Whistler's natural environment, minimizes climate impacts, and improves the liveability of the resort community.

#### Who developed the Plan?

The Transportation Action Plan was developed by the Transportation Advisory Group (TAG), a Select Committee of Council that advises on strategic options to resolve transportation related issues affecting the resort community. TAG is composed of a group of diverse stakeholders representing the Resort Municipality of Whistler (RMOW), Whistler Blackcomb, Tourism Whistler, the Whistler Chamber of Commerce, BC Transit, the Ministry of Transportation and Infrastructure, and four citizens-at-large.



## 4. Engagement

### Notification

#### *RMOW Outreach*

Notification of the TAG online survey was done via:

- Whistler Today (email);
- Direct mail to members of:
  - The Transportation Advisory Group
  - The Transit Management Advisory Committee (TMAC)
  - The Day Lot Operating Committee (DLOC)
- RMOW Communications paid boost for Facebook/Twitter post (41 click throughs of the over 3000 views);
- RMOW Facebook/Twitter/Instagram;
- Whistler Transit Twitter @whistlertransit;
- Emails sent to all 6- and 12-month pass holders (950 emails – some duplicates);
- Notice in the Chamber of Commerce weekly eblast;
- Email to all RMOW staff; Whistler Blackcomb staff.

#### *Media*

News of the TAG online survey was promoted via:

- Pique on-line (Feb 26);
- Pique Newsmagazine (Feb 27). Headlines included:
  - “RMOW proposes day lot parking fee increase”;
  - “A big shout-out to Whistler bus drivers”;
  - “No money for regional transit in provincial budget”;
  - “How to get more people on transit – GD Maxwell”.

The TAG open house was promoted via a paid advertisement in the Pique Newsmagazine on February 13, 2020.

#### *Email & Social Media (Community Members)*

The TAG online survey was also shared via community members’ emails and social media:

- 24 hour Instagram story, “Whistler meme “ (22K followers) (February 27);
- Whistler Secondary School and Waldorf School sent email to all parents with .pdf ad about survey (March 3);
- AWARE sent out newsletter with Transportation Survey as a story (March 3);
- Whistler Blackcomb memo to all staff in staff newsletter (March 4 & 5);
- Cathy Jewett’s Facebook page;
- Whistler Politico;



- Pique Newsmagazine Twitter/Facebook;
- Whistler Winter Facebook page.

## Methods & Participation

### Online Survey (Feb. 20 – March 15)

- 732 responses

### Social Media (Feb. 20 – March 15)

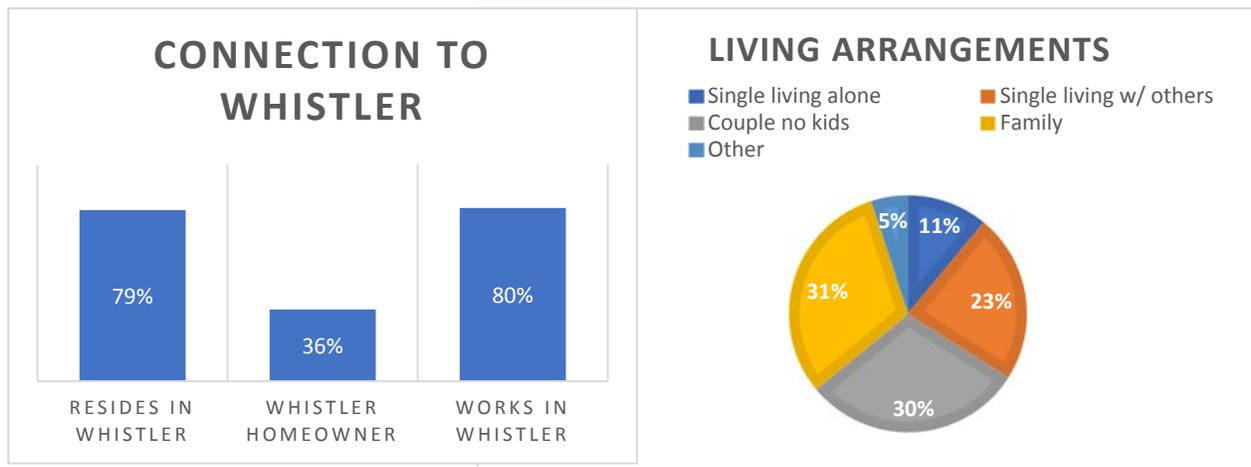
- ~300 comments

#### Note:

The online survey was conducted in middle of winter transit service, when service levels were at the maximum.

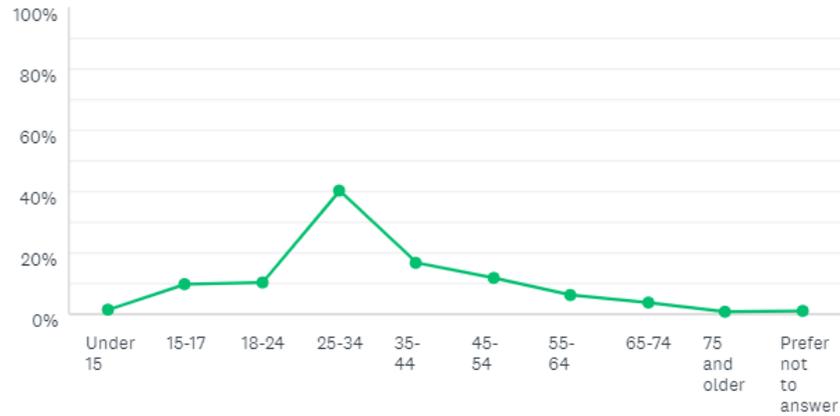
## 5. Who Responded? Survey Respondent Profile

Survey respondents were close to equally split between male (49%) and female (47%), and 3% preferred not to self-identify.

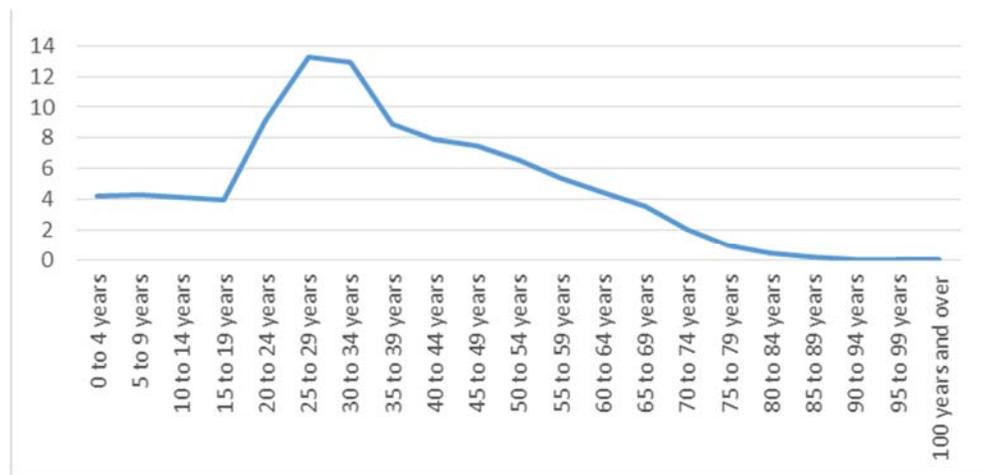


### Age profile

The age profile of survey respondents is generally reflective of Whistler's community age distribution.



Survey age profile



Whistler Age Distribution, Census 2016

## 6. Summary of responses

### GHG

- Broad support for reducing GHG emissions from passenger vehicles, including increasing transit services and regional transit.

### Parking

- Driving is still perceived as cheaper, and more convenient, than taking the bus.
- Community is divided on increasing daily parking fees to support increased transit.
  - Slight majority would prefer not increasing parking fees to fund increased transit (perceived as unfairly targeting locals); many suggested taxing non-locals or large businesses in some way instead

### Transit

- Strong support for prioritizing regional transit, especially between Whistler and Pemberton.
  - Preferred funding mechanism for regional transit is a fuel tax increase.

- The current local transit system is working for most users, in particular, the following:
  - Transit app (NextRide tool)
  - Frequency, schedule and routes
  - Free high school pass program
  - #10 Valley Express
- The transit system could be improved by:
  - Increasing the frequency of buses on all routes
  - Increasing route #10 Valley Express, especially in the summer
  - Making it cheaper or free for locals (not just seniors / students)
  - Offering a cashless payment option on board (e.g. credit/debit tap, compass card)
  - Tweaking Transit App/NextRide tool (improving Plan My Trip function and accuracy)
  - Making the schedules easier to read
  - Making it safer (pedestrian over/underpasses, safer routes to bus stops)
  - Making it more accessible (better snow clearing of trails and sidewalks)
- The current local transit system is not working well for:
  - Shift workers
  - Out of town workers / visitors
  - People who are running errands / have multiple stops
  - People carrying gear, groceries, baby equipment, recycling, etc.
  - Folks in some neighbourhoods (Alta Lake Rd., Bayshores, Tapleys)



#### Additional suggested improvements:

- Park & Ride (parking lots to the south of Whistler)
- Increase bike / ski storage on buses
- Increase lockers / storage space in Village for transit users
- Make buses pet-friendly

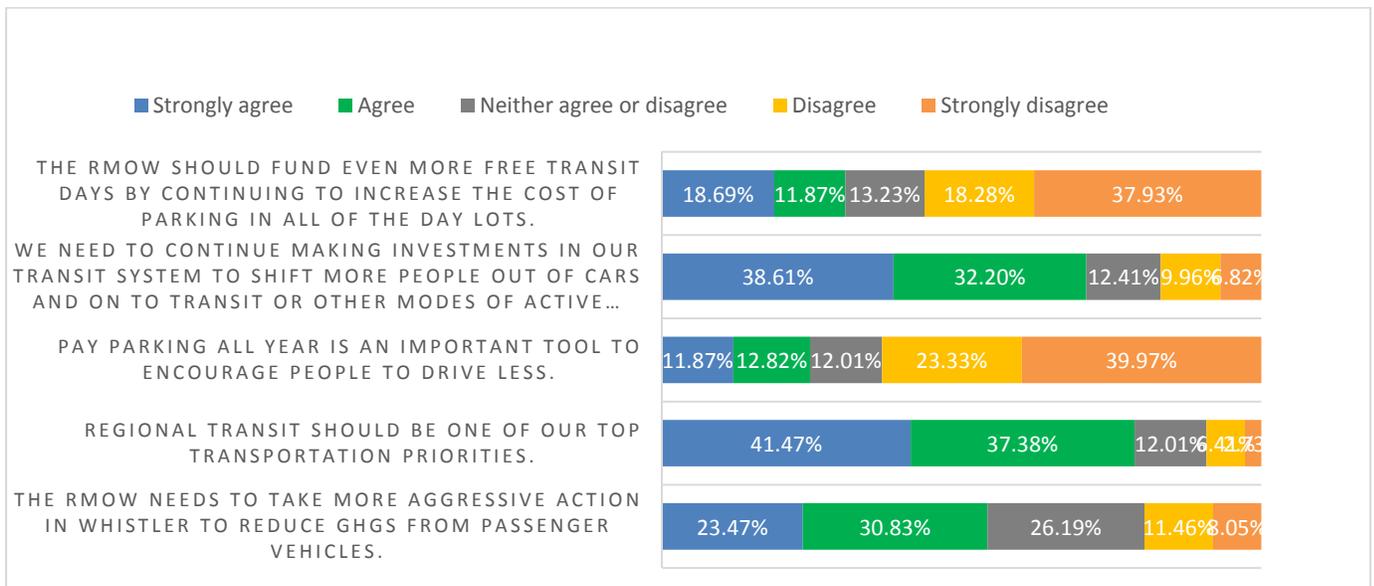
#### Support for EV infrastructure is split

- Those who support it want a user pay system, a greater number of charging stations and faster charging stations
- Those opposed are concerned about increasing congestion

## 7. Key Findings

### 7a. Survey

#### Q1. Level of agreement with transportation statements



#### Takeaways

- Respondents are generally supportive of actions by the RMOW to reduce GHG emissions from passenger vehicles (54% agree or strongly agree).
- Respondents strongly support increased transit (78% agree or strongly agree with regional transit as a top priority and 70% agree or strongly agree with continued investment in transit); however, respondents are generally not supportive of funding transit using pay parking.
- There is strong support for prioritizing regional transit, especially increasing frequency of Whistler to Pemberton route.

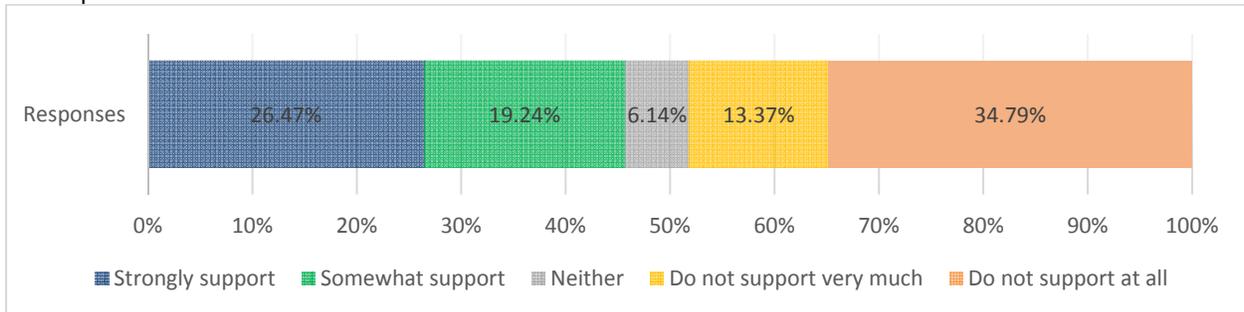
*I live in Squamish but work in Whistler so a bus from Whistler to Squamish would be amazing. There are a lot of people I know who would use this and they often ask why is it not an option.*

#### Q4. Increasing daily parking fees

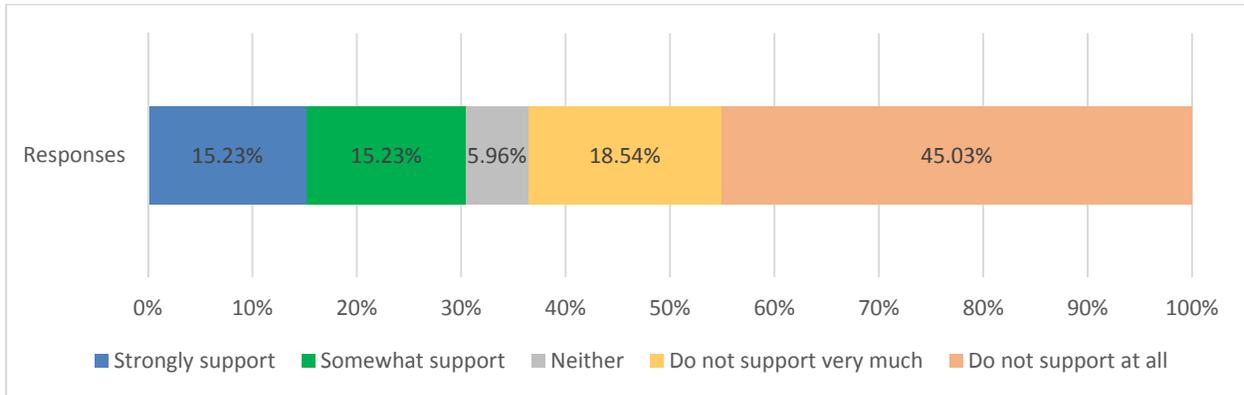
What is your level of support for increasing daily parking fees to support increased transit and active transportation services?

47% of all respondents either supported or strongly supported increasing daily parking fees, and 48% did not support an increase. Close to 50% of Whistler residents supported an increase in parking fees (44% did not support), whereas 30% of respondents who do not live in Whistler indicated support for increasing parking fees and 64% did not support an increase.

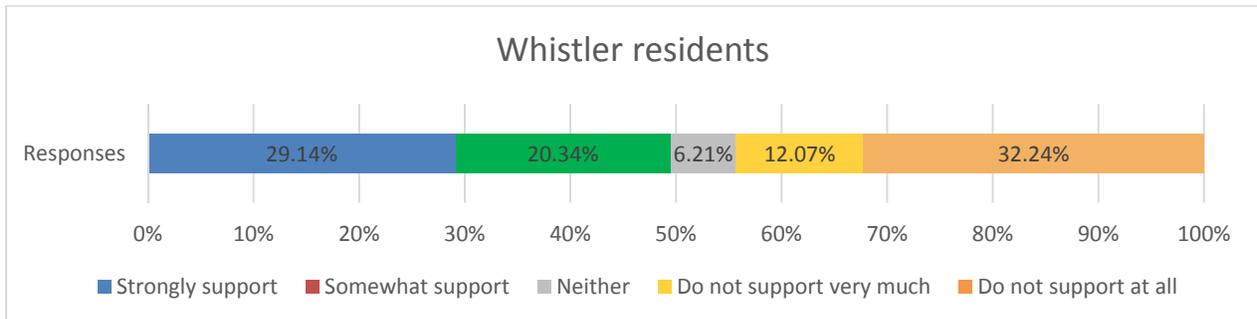
All respondents:



Non-Whistler residents:



Whistler residents



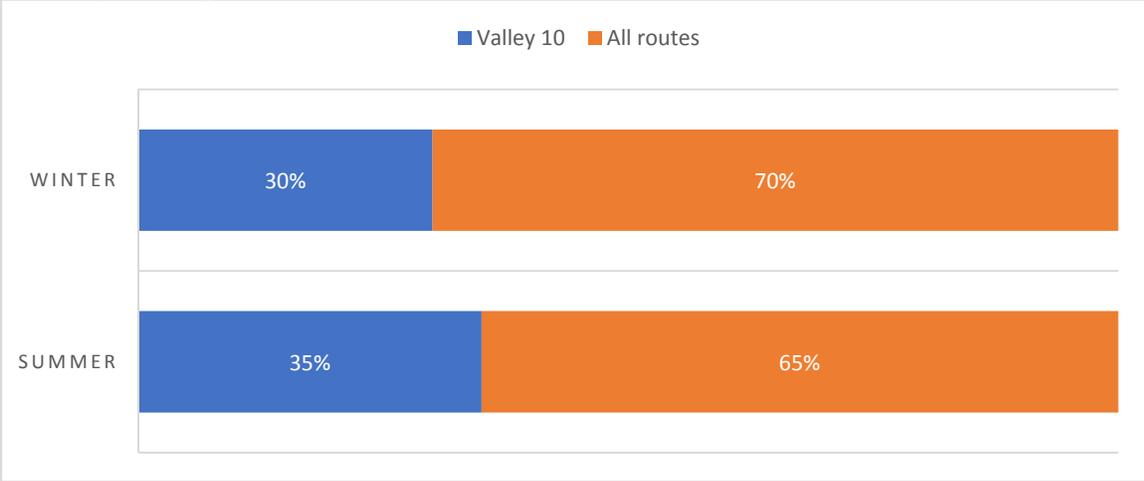
**Takeaways**

- There is slightly more opposition (48%) to increasing daily parking fees than support for pay parking increases (45%); however, 7% do not oppose or support.
- There was a much higher percentage of Whistler residents supporting an increase in parking prices than non-Whistler residents (50% vs 30%).
- Pay parking is a polarizing issue with strong views on both sides of the debate.
- There is strong support for cheaper or free transit for locals. Many want to see visitors or homeowners with empty homes taxed in some way rather than increasing daily parking fees, which has an impact on locals.

Charge more for pay parking, make public transport free and more frequent.

Increasing parking cost will only affect locals and who need to drive to work — once again, locals finish last. Tourists aren't affected, they are happy paying tourist prices. The bus pass should be half price for locals if you want everyone to stop driving.

**Q5. Expanding basic transit service**

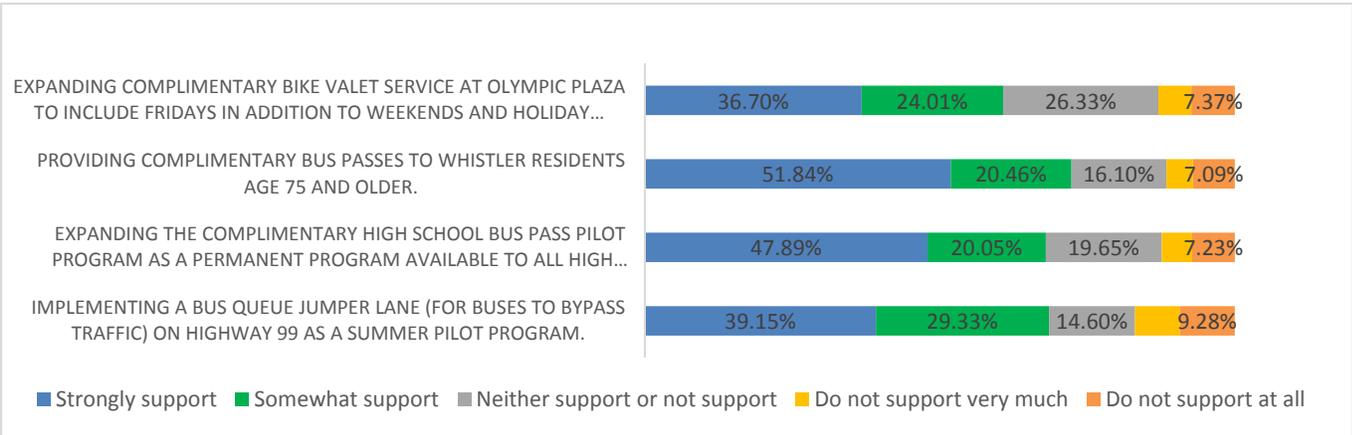


**Takeaways**

- There is significant demand for increasing basic service on all routes year round.
- Demand is greater for increasing service on all routes in the winter, and for expanding Valley 10 route service in the summer.
- More options for shift workers and out of town workers is needed.

Living south of the village, the transit system is excellent. But for friends living north of the village (esp. Alpine) the system is much more limited and currently encourages more private vehicle use. Buses are often very full in ski season, which suggests more frequent services could help.

**Q6. Support for other transportation initiatives**



## Takeaways

- Considerable support (average 67%) for all new proposed initiatives.
- Providing complimentary bus passes to residents 75 and older had the most support.
- Expanding the bike valet service, though supported by the majority of respondents, had less support than the other options presented.
- This is further evidence of respondents' strong support for expanding transit services and other active modes of transportation (when not asked to consider the source of funding for such initiatives).

*The pilot program for the high school students is great as it causes them to bus more and drive less. If increasing the day lot prices would support the environment it would be very beneficial for all future residents of Whistler.*

## Q7. Aspects of transit that currently work well

WORKING WELL	# MENTIONS
<b>Routes / Schedule General</b>	<b>98</b>
Spring Creek (#21)	3
Nordic	4
<b>Valley Express (#10)</b>	<b>24</b>
Creekside	13
#31	2
Alpine (#30)	7
Whist. Village (#20)	9
Rainbow (#32)	6
Spruce Grove	2
Free Benchlands shuttle (#5)	16
Staff Free Bus (#7)	5
Tapley's / Blueberry	1
Route #4	1

Service	#
Daytime	1
Nighttime Service	4
<b>Winter service</b>	<b>16</b>
Summer Service	8
Free weekends	8
Reasonable Price	13
Reliability / On time	11
<b>Proximity of Stops</b>	<b>32</b>
<b>Capacity</b>	<b>1</b>
<b>Free Transit - students</b>	<b>18</b>
<b>App &amp; online schedule</b>	<b>62</b>
Cleanliness - Buses	1
Cleanliness - Shelters	1
Drivers	7
Bus Temperature	2
Valley Trail	14
Affordable parking cost	8

## Top 5 responses

1. Frequency/schedule & routes – generally good, even on some night routes
2. Online tools & app (NextRide)
3. Proximity of stops
4. #10 Valley Express -convenient
5. Winter / peak season service

*I am very satisfied with Whistler's current transit system. I live very close to two bus stops and five minutes from a third, so I have access to multiple routes. I think the frequency is reasonable for the size of our town and number of*

*We sold a vehicle thanks to the convenience of the number 10 bus. Free rides for children with paying adult a good perk.*

## Q8. Changes needed to improve transit system

NEEDS IMPROVEMENT	# MENTIONS
<b>Routes / Schedules – insufficient, inconvenient</b>	<b>75</b>
Spring Creek (#21)	8
Nordic	1
Valley Express (#10)	20
Creekside	6
Nesters & Alpine (#30)	6
Whist. Village (#20)	4
Rainbow (#32)	6
Spruce Grove	3
Tapleys/ Blueberry (#6)	5
White Gold to base	1
Alta Vista / Brio	2
<b>Schedules unclear</b>	<b>5</b>
<b>Inadequate for shift workers</b>	<b>5</b>
<b>Late / unreliable</b>	<b>14</b>
<b>Nighttime Service - insufficient</b>	<b>10</b>
<b>Daytime Service - earlier routes needed</b>	<b>2</b>
<b>Winter Service</b>	<b>5</b>
<b>Summer Service - long waits</b>	<b>6</b>
<b>Make it cheaper</b>	<b>38</b>
<b>Free to students / seniors</b>	<b>8</b>
<b>Make it free to locals</b>	<b>36</b>
<b>Offer a cash-free payment option</b>	<b>15</b>
<b>Eliminate free service</b>	<b>1</b>
<b>Dedicated bus lanes</b>	<b>8</b>

<b>Bike lanes</b>	<b>1</b>
<b>Proximity of stops- too far / few</b>	<b>5</b>
<b>Capacity – too full</b>	<b>1</b>
<b>Dangerous – crossing the highway / walking along highway</b>	<b>12</b>
<b>Schedules/app – not working/user friendly/hard to read</b>	<b>12</b>
<b>Drivers – rude</b>	<b>4</b>
<b>Shelters – not dry, more needed</b>	<b>2</b>
<b>Allow garbage carry-on/drop-off</b>	<b>1</b>
<b>Allow pets</b>	<b>6</b>
<b>Village storage</b>	<b>3</b>
<b>Bike / Ski Storage</b>	<b>11</b>
<b>Park &amp; ride</b>	<b>7</b>
<b>Valley Trail - poor snow clearing</b>	<b>2</b>
<b>Bike share</b>	<b>1</b>
<b>Increase options for multi-stop journeys</b>	<b>3</b>
<b>Increased Service needed</b>	<b>3</b>
Pinecrest/Black Tusk Village	4
Alta Lake Rd	3
West Side Road	2
Bayshores	5
Tapleys/ Blueberry	3
<b>Increase in parking rates</b>	<b>8</b>
<b>Regional Transit</b>	<b>24</b>
Whistler-Pemberton	50
Whistler-Squamish	24
<b>Offer a Train – regional</b>	<b>6</b>

### Top 6 "Needs Improvement" suggestions

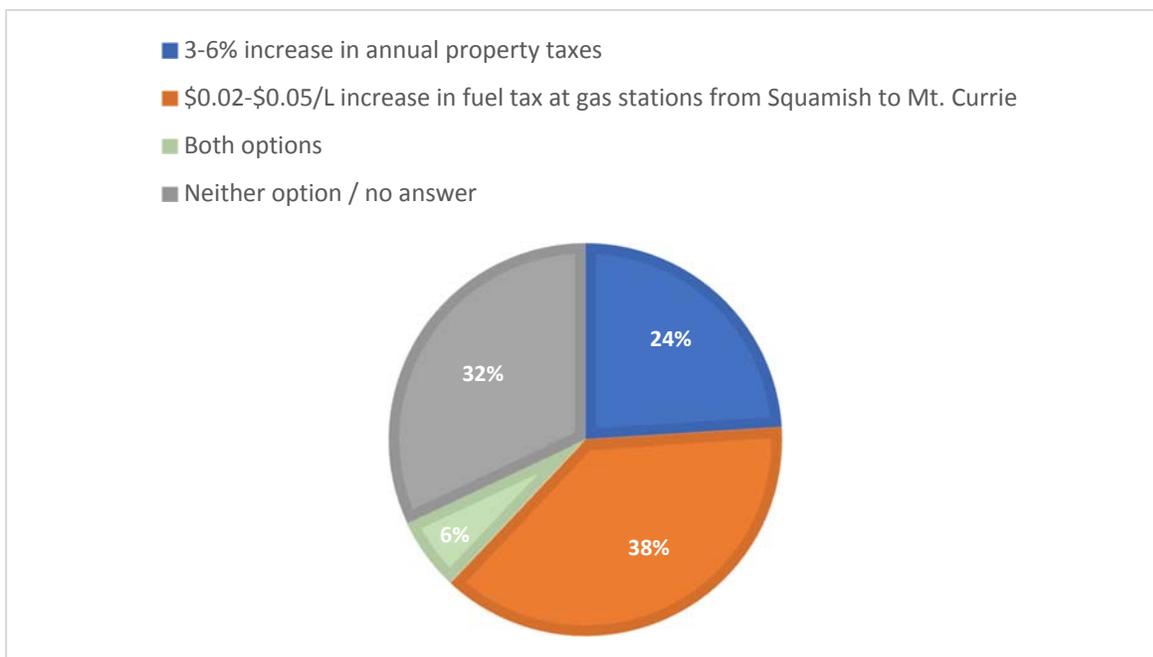
1. Increase local service - especially #10 Valley Express
  - Increasing frequency will improve reliability
2. Increase regional service - especially between Whistler and Pemberton
3. Make transit cheaper or, better yet, free for locals
4. Offer a cash-free on-board payment option (like compass card)

5. Make it safer (eliminate need to cross highway to catch bus, snow clearing, safe routes to bus stops) & keep tweaking app to ensure accuracy and full functionality
6. Need more night-time service

### Top responses from non-Whistler residents

1. Regional transit/more frequent service from Pemberton and Squamish (more responses identified service between Pemberton and Whistler).
2. Less expensive buses from Pemberton.
3. More frequent service within Whistler, especially south of Village.
4. More options from Vancouver to Whistler, including a train.

## Q9. Funding mechanism for regional transit



### Takeaways

- 68% of respondents supported funding regional transit through one or both of the proposed funding mechanisms.
- The majority of respondents (38% all respondents; 50% non-Whistler residents) supported an increase in fuel tax at gas stations from Squamish through Mt. Currie to fund regional transit.
- 32% of the respondents (236) did not indicate support for either option, but provided suggestions for other funding ideas.
- Other funding ideas included (in order of frequency):
  - tourism tax on everything/tax tourists more
  - businesses/hotels (whoever benefits should pay)
  - higher regional bus pass prices/user pay
  - higher/year round day lot parking fees

- all parking should be paid, including Creekside and Base 2
- highway toll
- increase fuel by \$0.15/L and property tax increase to property valued over \$1.5m (tax the rich)
- empty homes tax
- government grants
- funding from seasons pass / Vail
- toll on rental cars and non-resident vehicles
- charge \$5 for concerts at Olympic Plaza
- % alcohol sales

## Q10. Suggestions for communications and promotions to help make transportation actions most effective.

### What to say – key messages

- Describe the benefits of any transit / parking changes to locals (especially workers).
  - Need to counter narrative that parking fee increases = cash grab.
- Transit service changes – cancelations/delays, full buses (Nordic) etc.
- Transit service offerings – better promotion of seasonal changes, free offerings.
- Push the message that increases in day lot parking rates results in improvements to transit service, therefore reducing congestion and GHG emissions.
- Transit is safer than driving (re: drinking, accidents).
- How to plan trip using multiple modes (public & private).
- Parking capacity in Village (electronic signs).

### How to say it

- With real time updates, bus tracking tools, chat bots.
- With push notifications, app text alerts (re: service changes).
- Actions speak louder than words - news of free / cheaper transit will spread virally.
- Coordinated with partners (car/rideshare, transit providers, hotels, businesses and other municipalities).
- With positive and progressive messaging.
- Transparently (breakdown costs, timelines for capital improvements).
- Through eco-friendly means to be consistent (avoid printed materials).

*Talk about the future and vision for our transit system as something to be proud of, something that is seen as progressive and inclusive not only by those who live here, but by those who visit Whistler.*

### Where to say it

- Instagram – Whistler meme
- Facebook – Whistler winter/ summer
- Twitter
- Print - Pique
- Posters (around town and bus stops)

- Email blasts / newsletters
- Radio – Mtn. FM
- Transit app – text alerts & notifications
- Bus signage (on board and at stops)
- Electronic highway

### **Who should be targeted re: communications**

- Locals – to better understand value / benefits of transit changes.
- Visitors to Whistler – prior to arrival to leave the car at home.
- Young people – to start good active travel habits and to spread messaging to families.

### **Who are important communications partners?**

- Tourism Whistler.
- Hotels, Travel Agencies, Car Rental agencies and others connecting with visitors.
- Schools.
- Other transit partners (corridor municipalities).

### **Events**

- What about an explore transit day? Transit is free and there are activities in all corners of the valley that are only free to those who arrive on transit.
- During bike to work week have a festival in the village that celebrates fossil fuel free, active transportation.

*Encouraging visitors to take available transit or to park while in Whistler with alternative transit will require every business along the guests' journeys to play their part. Get buy in from travel agents, car rental companies, hotels, and private transit companies.*

### **Promotions / Discounts**

- Improve advertising of free weekends, summer service.
- Target behaviour change & habit formation.
  - Parking discount if carpooling.
  - Use contests and prizes to prompt and reward behaviour change and advertise new transit service options.

### **Other communications suggestions**

- Improve reliability of NextRide.
- Improve clarity and accuracy of printed schedules and Bus Guide.
- Improve community engagement.
  - Go to where the people are (pubs not town halls). Talk to locals on the bus.
  - Improve promotions and advertising (e.g. TV ads, billboards, flyers, posters) and keep open till 10% of population completes survey.
- Provide a booth in Village / or add to Village Host transit info.

### **Q11. Do you have any other ideas or suggestions to enhance transportation in Whistler?**

The majority of these open-ended responses were similar or the same as the comments in Question 8.

### **Reiteration of Common Themes**

- Need for greater frequency / capacity across all routes, especially #10.
- Very strong support for making transit cheaper or free for locals, especially workers and young people.
- Opposition to increasing parking fees (many want parking even cheaper).
- Very strong support for improving regional transit.
- Support for a cash-free on-board payment system.
- Desire for more bike / ski storage on buses and lockers in Village.
- Allow pets on buses.

### **New Themes**

- Reduce highway congestion by:
  - HOV lanes
  - bus lanes
  - counter lanes
  - reverse lanes
  - enforcing winter tire laws
- Strong support for Park & Ride with lots to the south of the Village connected via transit.
- Improve highway traffic light coordination, especially at Bayshores.
- Desired Improvements to Valley Trail:
  - Expand to accommodate volume
  - Better snow clearing / de-icing, esp. near bus stops
  - Better lighting (near Mons)
- Support for a reusable (reloadable) bus pass option.
- Encourage / support car sharing and bike sharing.
- Offer a carpooling lot / preferred parking.

*Paint the buses with traditional art from the Squamish and Lil'wat Nations*

*The monthly pass should be a card that you can top up with the pass, day pass or money. Instead of using plastic paper that you have to put in the bin every month.*

### **7b. Open House**

The February 18 open house at the Maury Young Arts Centre was an opportunity to highlight the proposed transportation action items to be implemented in 2020. The open house preceded the Council meeting, and introduced the online survey and information on the website.

#### **Alignment with survey:**

- Strong support for climate action and decreasing GHG emissions from passenger vehicles.
  - Bolder action desired

- Increase frequency of transit & make it faster
- Expand #10 Valley Express
  - Start there and work your way to Cheakamus with above south bound village gate
  - Preference for increasing route #10 over May to November rather than December to April.
- Support for increasing regional service, even though respondents would only use it sometimes
  - Important for low income households throughout the corridor
  - Preferred funding mechanism is the \$0.02 to \$0.05 / Litre increase in fuel tax at gas stations from Squamish through Mt. Currie
- Support for transit only lanes & queue jumper configuration
  - Support for Creekside and elsewhere.
- Support for transit free to Super Seniors (75+)
- Support for free passes for students
- Support for summer free weekends
- Support for bike valet services



### Additional comments:

#### *Transit improvements*

- Intersection improvements on highway to make transit faster
- Improve sidewalk + lighting too from bus stops
- Underground pedestrian crossing at Creekside
- Recent improvements appreciated
- Have protected bus lane out of intersection exits at Village Gate Blvd.

### Parking

- On the whole, open house respondents were strongly supportive of increasing daily parking fees to fund transit
- Parking fees need to be more than the bus pass. Some respondents indicated parking fees are too inexpensive.
- Some respondents indicated that parking fees were too high.
- They indicated support for the commuter pass, but stated more work is needed to match commuters.

*Given that Vancouver residents will drive (really- they will) can we have a pay lot created south of junction and then bus people into the village to ease upon lots 1-5 being full on weekends (easily traffic in the village and the entrances and exits from subdivisions)*

### Accessibility

- Better snow and ice clearing needed on sidewalks.
- Snow clearing around rainbow stop was particularly bad. Not wheelchair or senior person accessible.

### App & Schedules

- Next ride still needs work.
- Schedules are hard to read.

### EV infrastructure

- While respondents strongly support prioritizing EV infrastructure, they raised concerns about adding EVs to the roads and the resulting congestion.
- They also flagged that many renters can't get a plug-in at home.
- Faster chargers are needed.

*How long until an electric bus fleet is realistic?*

## 7c. Social Media

There were approximately 300 comments on social media related to transportation and the survey questions. While most of the comments were in response to others, some key themes emerged.

### Improving transit:

- Increase local transit service
  - Increasing frequency will improve reliability
- #10 Valley Express
  - Keep as express bus, but increase stops near Village
- Increase regional service
  - Offer light rail train service from Vancouver to Whistler
- Make transit cheaper or, better yet, free for locals
  - Fund through foreign homeowners tax
- Offer transit only lanes

- Make it more convenient by offering a cash-free on-board payment option (like compass card)
- Make it safer
  - Improve safety of routes and trails to get there; better snow clearing
- Bus shelters (more and more comfortable)
- Allow dogs on buses
- Make it easier for people who need to transport recycling and groceries
- Provide additional routes – Alta Lake Road
- Need better transit options for people making multiple stops (errands) on a single journey

### *Highway improvements*

- Left turn/centre lanes (Alpine, Nordic)
- Widen highway (4 lanes from Function to Alpine)
- Pedestrian overpass at Village Gate/Blackcomb Way

### *Parking*

- Increasing fees unfairly targets locals
- Other resorts offer free parking – Whistler should too
- If parking fees go up, better alternatives to driving must be instantly available
- Parking prices for village spaces too high
- Parking lot outside of town and shuttle in
- Increase parking prices significantly in day lots
- Differentiate parking prices between lots 1,2,3

### *EV infrastructure*

- Offer more EV charging stations, including fast chargers
- Needs to be user pay system

### *Bikes*

- There is a need for more bike racks throughout community

### *Storage*

- Lockers / storage for seasons pass holders

### *Other*

- Many people are carpooling up the corridor (most are families)
- Hard to get people to take transit when hard to leave cars parked at home (not enough parking, snow removal requirements, ticketed for leaving car on street)
- Day & weekend visitors (Vancouver, Washington) have no car-free alternatives
  - Also need their vehicles for carrying gear, supplies, groceries etc.
- Clear parking lots at Provincial Parks in winter so people can park (not on highway)

## 8. Sample of responses

### 8a. Sample of survey open-ended comments

*The interactive online tool has made it easier to plan my route. The express has been a great addition to shorten the time to get to the village from Function Junction.*

*The winter bus schedule on the 20/21/25 is great, the high frequency really encourages me to use transit.*

*NEXTRide has been a great addition too, although the "plan a trip" function still isn't perfect.*

*Bus routes and bike routes are awesome*

*The village shuttles are great for a Pemberton resident who has to park in the pay lots. More practical transit times for out of town village workers and pleasure trippers would be great*

*I think our bus system is great. Frequency of the number 10 in winter would be great. In summer, there are more alternatives for transport (riding bikes, going for a jog, walking in the sun), so I think the focus should be on winter bus routes over summer.*

*I think we have a great bus system. Reducing the monthly bus pass to \$45 is a great initiative. Increasing the number 10 bus for all of us who are working the Monday to Friday 8am to 5pm hustle! And if increasing bus frequencies, the focus should be on winter rather than summer as, in summer, there are more alternatives such as riding one's bike.*

*The drivers are fantastic. Don't underestimate the value those individuals add to the service. Please keep them happy!!!*

*Love the free bus on weekends and think that should be year round*

*Not much; buses need to be dog friendly*

*Better connection to and from Pemberton. I commute 6 days a week from D'Arcy so it would be good to be able to take the bus more often.*

*I live in Squamish and work in Whistler Village so transit in Whistler is not that valuable to me.*

*Getting safely to and from transit stops. Drivers merging into traffic and not waiting for it to be safe. For example, the buses will try to merge when you are next to them or pull out right in front of your vehicle when there's no cars behind you.*

*I start work at 530. There is no bus to get me to work to start at that time. The bus schedule online is a pain to navigate*

### 8b. Sample of social media comments

*Yes, increase parking and monthly parking passes but only if the alternatives are improved - expand transit service and reduce the cost of transit; make it easy for people to choose transit over their vehicle*

*Actively trying to decrease day trips by increasing parking fees when there are no viable 'leave the car at home' options for Lower Mainland residents is idiotic.*

*And now if you want a monthly pass you'll have to walk over to the municipal office to get it. AND that rate is no longer posted with the daily and hourly rates so the 'visitors' and less informed will pay the higher rate..? Cash grab!!*

*So the locals who are already paying exorbitant rent, buying overpriced groceries and now even higher parking can rest easy knowing their money is helping the environment?*

*De-incentivizing car travel only works if there are attractive, realistic alternatives. For a family of three, taking the bus there and back costs more than parking and is a lot less convenient. I would by far prefer to take transit but it just doesn't make sense.*

*Meanwhile many of our former visitors have permanently moved on to other destinations because of the increased costs of almost everything from lift tix to pay parking*

*Take a B.C. resort town that's already ridiculously expensive, add new mountain ownership that drives lift ticket prices into the stratosphere and for the cherry on top - hose BC residents for parking who simply want to ski there ...*

*Everybody we know that commutes up down on Saturday or Sunday from Van has a full vehicle, typically multiple families. That's a data point about the single occupant assertion.*

*Get a train that runs from Vancouver in the AM and back in the PM. It should run quickly and on a schedule that allows people to ski the day. It should also be reasonably priced. Then tell me not to take my car. In the meantime, Mt. Washington, Manning, Sasquatch, the north shore, Big White, Silver Star, Revy, Baker, Sun Peaks, and others will provide free parking. After Fail's exorbitant lift ticket (tied to the \$USD), and food prices (I prefer to eat at locally owned establishments), increasing parking fees sends a clear message. Locals go away.*

*No transit from Squamish, very limited options. Corridor wide transit will help.*

*My wife, 3 kids (6, 3 & 1), 2 which are skiing, took the bus in today. With 3 pairs of skis, boots and a baby it wasn't easy, but we managed. If the car was available, we definitely would've taken it!*