

	CP1	CP2	CP3	CP4	CP5
Community PRIORITIES	Enriching Community Life	Enhancing the Resort Experience	Protecting the Environment	Ensuring Economic Viability	Partnering for Success

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.

	G1		G2	G3	G4	G5	G6	G7	G8		G9
Goals	The transportation system ensures a quality travel experience for all visitors, employees and residents which complements and respects Whistler’s natural and built environments.		The transportation system is integrated with land use planning to accommodate economic and population growth while minimizing the need for commuting by car.	The transportation system leverages advances in technology to expand transportation choices that move away from dependence on fossil fuels.	The transportation system promotes a culture of motorist, pedestrian and cyclist safety.	The transportation system promotes the increased use of transit for all travel purposes.	The transportation system meets and anticipates the resort community’s future needs.	The transportation system supports partnerships (including public and private stakeholders and First Nations) to improve the quality of local and regional transportation systems.	Viable alternative road, railway, water and air transport routes to, from and within the resort community provide a resilient transportation system.		The transportation system supports the economic viability, environmental stewardship and liveability of the resort community.
Actions Short Term (2017)											
Actions Medium Term (2018-2020)	i.	i.	i. ii.	i.	i.	i.	i.	i.	ii.	i.	i.
Actions Long Term (2020-2030)								iii.			

2017 Draft Transportation Action Plan

		Strategy Areas				
2017 Actions		Highway 99 Efficiencies	Transit Improvements	Peak Day Operations Plan	Better Parking Management	Preferred Transportation Options
	1	Undertake highway intersection study to explore ways to increase movement of people and goods through all signalized and unsignalized intersections (including exploring road line re-alignment to allow easier exits and highway crossings from subdivisions as well as where can roundabouts increase traffic flow in Whistler).	Explore transit funding options that will reduce cost to end user. <ul style="list-style-type: none">Start conversation with WB/Vail regarding combo (transit + lift) passes for residents and visitors, and lift ticket contribution to transitRequire contributions from eventsExpand the Family Travel program from May to October to allow any fare paying adult (not just passholders) to take up to three children 12 and under for free.	Implement manual override with personnel at key traffic signals during extreme peaks. Station parking attendants to manually control traffic in and out of day parking lots.	Begin to implement recommendations of 2016 Whistler Parking Study.	Consider testing bicycle valet parking for events and Saturdays and Sundays from Canada Day (July 1) through Labour Day (Sept 4). See if the operator can also provide secure overnight parking for bicycles in the Village.
	2	Implement accident investigation study recommendations to improve accident investigation times.	For 2017, expand free transit pilot to Saturdays and Sundays in summer and on festival weekends for entire transit day (not just to 8pm).	Work with private lots to better advertise and direct users to underutilized spots.	Start planning for automated (ITS) highway signs for parking on Hwy 99 in Whistler to indicate when (and which) parking lots are full.	Support expanded car-share offerings.
	3	Explore synchronizing traffic signals along Hwy 99 (both winter and summer).	Direct pay parking revenues to help support reduced local transit fares. For times when we cannot offer free transit, adjust pricing to make it more equitable with parking rates.	Consider testing bicycle valet parking, including secure overnight parking, for events and Saturdays and Sundays from Canada Day (July 1) through Labour Day (Sept 4).	Investigate implementing car counters and lot full signs at the entrance to the Conference Centre underground parking area.	Develop and offer (free or reduced rate) transferable parking passes for carpools.
	4		Expand basic BC Transit service in 2017 & 2018 <ul style="list-style-type: none">Priority routes more frequent from 7am to 10pm15 minutes in winter, 30 minutes in summer & 15 minutes during peak periods on all routes	Test parking management recommendations from the 2016 Parking Study regarding use of underutilized parking lots, such as the Creekside parkade, private lots in Whistler Village and the Upper Village, and the lots 6-8 Day Skier Lots in the summer.	Encourage private parking lots and use staff and temporary signs to attract and help visitors find underground lots. Encourage operators to feed into the planning and messaging for spots available.	Identify and address challenges (e.g. cost, location) of the Vancouver/YVR to Whistler bus services.
	5		Implement a queue jumper for BC Transit buses on Highway 99 summer pilot program.	For 2017, expand free transit pilot to Saturdays and Sundays in summer and on festival weekends for entire transit day (not just to 8pm).	Post lot full information on Twitter / Facebook <ul style="list-style-type: none">@WhistlerTransit@WhistlerBlckcmbWhistler Winter 2016/17 FB group	
	6			Implement a queue jumper for BC Transit buses on Highway 99 summer pilot program.	Develop and launch a Whistler parking app for publically accessible parking stalls.	
Communications		Ensure that Whistler residents are informed that signal timing refinements occurred in Feb 2016 and are being further refined in December 2106 to accommodate winter and summer traffic patterns.	Better promote Family Travel program and consider adjusting the terms. Promote transit products that offer affordability to families such as the DayPass, Monthly, 6-month and 12-month pass.	Share facts regarding traffic numbers on highway 99 (locally generated vs externally generated)		Promote Valley Trail for commuting
		Continue and expand the Communications program with Resort Partners that was put in place in 2016 to let residents, commuters and guests know about traffic numbers, delays and disruptions to Highway 99	Improve user-friendliness and readability of bus schedule information	Promote Valley Trail for commuting		
		Share facts regarding traffic numbers on highway 99 (locally vs externally generated)	Promote and communicate ‘Thanks for the Brake’ legislation	Continue to work with Festivals and Events Group to manage parking and highway traffic.		
		Communicate to the winter guest that you don’t need a car in Whistler (WB has a great article on their website.)				
		Use Twitter and Facebook accounts such as @WhistlerBlckcmb and @WhistlerTransit that are staffed 7-days a week.				
		Promote existing regional bus travel options (e.g. Islandlink Bus , Epic Rides, Greyhound)				