

# Strategy Area: Transit Improvements

## 2017 Draft Short Term Actions:

1. Explore transit funding options that will reduce cost to end user.
  - a. Start conversation with WB/Vail regarding combo (transit + lift) passes for residents and visitors, and lift ticket contribution
  - b. Require contributions from events
  - c. Expand 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
2. For 2017, expand free transit pilot to Saturdays and Sundays in summer and on festival weekends for entire transit day (not just to 8pm).
3. Direct pay parking revenues to help support reduced local transit fares.
  - a. For times when we cannot offer free transit, adjust pricing to make it more equitable with parking rates.
4. Expand basic BC Transit service in 2017 & 2018
  - a. Priority routes more frequent from 7am to 10pm
  - b. 15 minutes in winter, 30 minutes in summer & 15 minutes during peak periods on all routes
5. Implement a queue jumper for BC Transit buses on Highway 99 summer pilot program.

## Communications Actions:

- 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.
- Improve user-friendliness and readability of bus schedule information.
- Promote and communicate 'Thanks for the Brake' legislation.
- 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).
- Provide detailed submission from TAG to the SLRD RGS Steering Committee.

For more information, please go to: [whistler.ca/movingWhistler](http://whistler.ca/movingWhistler)

### **Draft Medium Term Actions:**

- Improve operations in transit service
  - Consider a separate bus lane in Whistler
  - Increase frequency of all routes
  - Use smaller vehicles and low floor buses
- Continue to investigate alternate revenue sources for Whistler Transit to lower rider costs (potentially free) and to increase frequency
  - lift ticket contribution, Whistler / Blackcomb contribution
  - Contributions by other businesses
  - parking revenues
- Offer online app for transit schedule and real time arrival information (BCT scheduled for 2018 in Whistler)
- Package transportation (public transit) with Whistler activities, such as skiing/riding, cultural pass, etc.
- Develop implementation plan for ParaTransit/custom transit service in Whistler.
- Investigate options for use of autonomous transit vehicles by the Whistler Transit System.
- Create central transit exchanges with passenger facilities for each S2S community.

### **Draft Long Term Actions:**

- Develop paperless Rider Guide bus information.
- Implement a High Technology Transit System
  - Exclusive bus lanes
  - Shared-ride driverless taxi service operated privately
- Use autonomous vehicles for transit system
- Implement a Paratransit service
- Explore and develop program to encourage and support school kids to use public transportation. Continue to expand transit service on Core Network.
- Increase or expand regional/interregional transit service to/from Whistler
  - Re-instate commuter bus service from Squamish
  - Work with BC Transit and regional partners to the north to increase bus service to Pemberton/Mt. Currie
- Expand transit service to areas not currently served in Whistler
- Implement a dedicated bus lane in Whistler