



Highway 99
Efficiencies



Transit
Improvements



Better Parking
Management



Peak Day
Operations



Active Transportation
Options



Others

Transportation Advisory Group Whistler Transportation Action Plan 2018 - 2028

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Final Draft September 2018

Prepared for the Whistler Transportation Advisory Group

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A. INTRODUCTION

Background

The Whistler Transportation Action Plan 2018 – 2028 is the long-term transportation plan for the community. Concurrently to the development of this plan, the Short-Term Action Plan (2017) and the Medium-Term Action Plan (2018–19) were developed and approved by Resort Municipality of Whistler (RMOW) Council. These action plans are included in Appendix B and C, respectively.

In 2015, the RMOW identified the need for a new transportation plan for the community, and created a new Transportation Advisory Group (TAG) to support the process. The previous long-term comprehensive transportation strategy had been adopted in September 1999 and, in the 15 years since, the resort community has changed dramatically, and with those changes came increased transportation challenges. By 2016, Whistler's permanent population had grown to 11,854, an increase of 21 per cent from the 2011 census. During the same time average annual daily traffic on Highway 99 at Brio increased by 18%. With year-round visitation numbers also on the rise, challenges with parking availability, traffic congestion, transit service levels, and demands for more infrastructure and facilities for preferred modes of transportation (walking, cycling, transit and carpooling) were being felt more than ever.

In response to the growing challenges with travelling to, from and within the resort community, the Short-Term Action Plan (2017) was developed to identify priority actions for immediate implementation, and the Medium-Term Action Plan (2018–19) followed. Subsequently, in 2018, the RMOW began a process to update the Official Community Plan (OCP), including updating of the goals, objectives and policies with respect to transportation. The Long-Term (2020–2028) Transportation Action Plan was developed to identify initiatives and projects to be implemented over the next ten years to continue to improve our transportation system and to align with the OCP goals and policies.

Description of the Transportation Advisory Group (TAG)

The Transportation Advisory Group (TAG) is a Select Committee of Council and has the mandate to identify issues related to travelling to, from, and within Whistler, and to provide Council with advice and recommendations regarding the assessment, planning, and implementation of strategic options to resolve these transportation related issues affecting the resort community from a social, environmental and economic point of view.

Over the last three years, TAG met regularly to: commission research and review the findings to inform the development of the short-term and medium-term actions plans; review and provide input to the new OCP policies; and provide input to the development of the Whistler Transportation Action Plan.

Committee Members

Council Representatives

- Mayor Nancy Wilhelm-Morden (Chair)
- Councillor Andree Janyk (2015–2017)
- Councillor Steve Anderson
- Councillor Cathy Jewett (2017–2018)

Voting Members

- Mike Furey, RMOW, Chief Administrative Officer (2015–2018)
- Mark Sedgwick, Whistler Blackcomb, Vice President of Information Technology (2015–2017)
- Sarah McCullough, Whistler Blackcomb, Director, Government and Community Relations (2017–2018)
- Karen Goodwin, Tourism Whistler, Vice President of Market Development and Sales
- Val Litwin, Whistler Chamber of Commerce, Chief Executive Officer (2015–2016)
- Mechthild Facundo, Whistler Chamber of Commerce, General Manager, The Whistler Experience (2016–2018)
- Mike Mills, Whistler Chamber of Commerce, Board Member (2018)
- Janusz Sobieniak, Citizen at Large (2015–2018)
- Bill Murray, Citizen at Large (2015–2018)
- Scott Pass, Citizen at Large (2017–2018)
- Ben Smith, Citizen at Large (2015–2016)
- Crosland Doak, Citizen at Large (2017–2018)

Non-Voting Members (staff technical expertise)

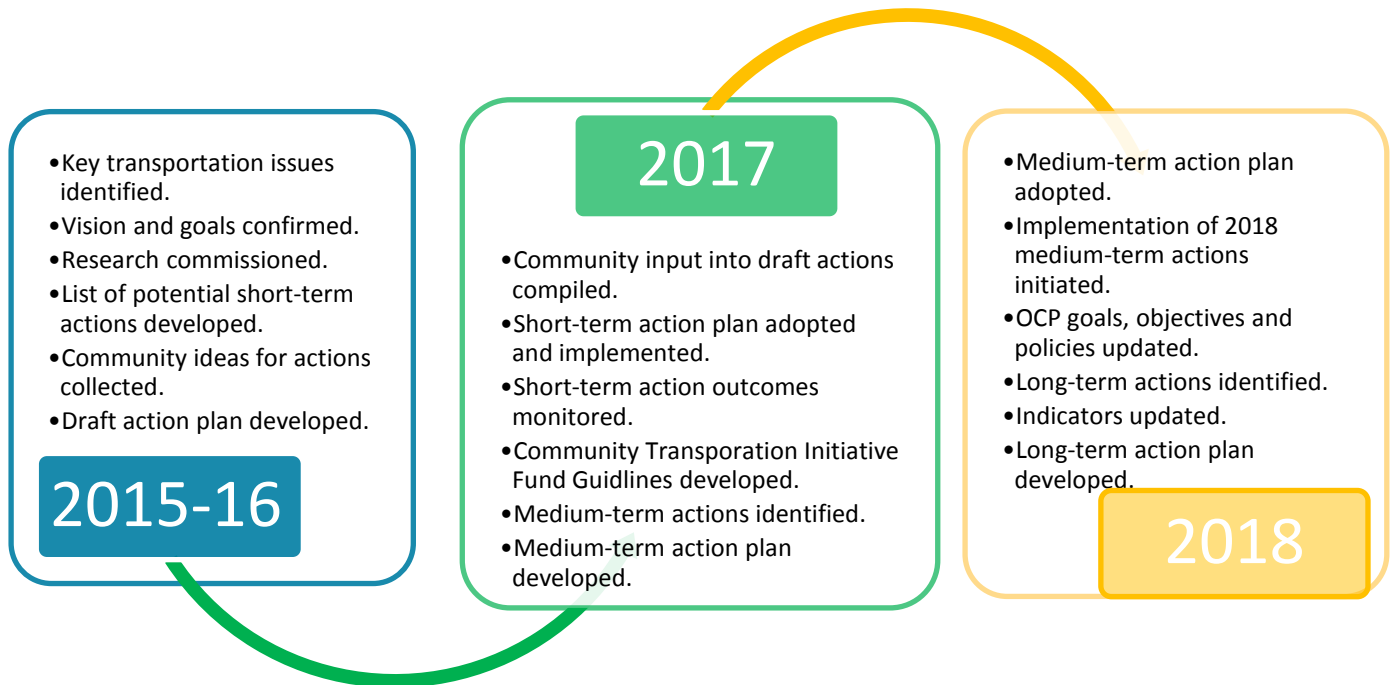
- Matthew Boyd, BC Transit, Senior Planner (2015–2017)
- Levi Megenbir, BC Transit, Planner (Alternate 2017–2018)
- Lisa Trotter, BC Transit, Regional Transit Manager (Alternate 2015–2017; 2017–2018)
- Don Legault, Ministry of Transportation and Infrastructure (MOTI), Operations Manager (2016–2018)
- Maziar Kazemi, MOTI, Acting Area Manager, Sea-to-Sky (Alternate 2017)
- Jesse Moorwood, MOTI, Area Manager, Sea-to-Sky (Alternate 2016–2018)
- Anna Kosmala, MOTI, Acting Area Manager, Sea-to-Sky (Alternate 2018)
- Joe Paul, RMOW, GM of Infrastructure Service (2015)
- James Hallisey, RMOW, GM of Infrastructure Services (2015–2018)
- Jan Jansen, RMOW, GM of Resort Experience (2015–2018)
- Emma DalSanto, RMOW, Transportation Demand Management Coordinator (2015–2018)

Facilitation and technical expertise

- CheeYing Ho, Whistler Centre for Sustainability, Executive Director (2016–2018)
- Dan Wilson, Whistler Centre for Sustainability, Community Planning and Monitoring Specialist (2016–2018)

Transportation Action Plan Development

The Whistler Transportation Action Plan was developed over the course of a two and a half years using: expertise from the TAG members and RMOW staff; transportation studies undertaken by Drdul Community Transportation Planning; and input from the community through five community forums and various online surveys.



Community Engagement

The development of the transportation action plans involved the community at two levels: workshops with TAG, and public feedback through community events and surveys.

Transportation Advisory Group (TAG)

TAG members were instrumental in the creation of the transportation action plans. TAG met eighteen times between December 2015 and September 2018 to develop the three transportation action plans. Their role was to:

1. Identify and confirm the key transportation issues facing the community.
2. Commission transportation studies to provide the data and information behind the transportation concerns.
3. Update the Whistler transportation vision and goals.
4. Review the results of the research and identify the potential short-term actions to address the issues.
5. Engage with the community to solicit feedback on the proposed short-term actions as well as the draft updated transportation vision and goals.

6. Develop the Short-Term Action Plan (2017).
7. Develop guideline for the Community Transportation Initiative Fund based on the transportation vision and goals.
8. Identify medium-term (2018–2019) actions, informed by the results of the 2017 short-term actions and community feedback.
9. Develop the Medium-Term Action Plan.
10. Identify longer-term (2020+) transportation actions and indicators.
11. Participate in the 2018 Whistler Official Community Plan (OCP) refresh process.
12. Review and update the OCP transportation goals, objectives and policies to be aligned with the updated TAG vision and goals.
13. Write the Long-Term Transportation Action Plan informed by the results of the 2017 and 2018 transportation actions and monitoring programs, as well as community feedback.

Community Forums

Five community forums and two information sessions were held to seek input on the transportation actions and the revised OCP transportation goals.

Whistler Community Forum: June 15, 2016



A community forum was held at the Audain Art Museum on June 15, 2016 and attended by about 150 people. The public had the opportunity to learn about community plans and have open conversations with municipal staff and Council on important local issues. This forum featured six topic areas, including transportation.

The transportation table generated lively discussion, and the community input formed the basis for the 2016 demonstration program for six Saturdays of free transit, as well as the Short-Term Action Plan (2017).

Transportation Forum: January 17, 2017

A community forum was held at the Whistler Conference Centre to present the findings from the transportation studies, the updated TAG transportation vision and goals, and the proposed short-term actions, and to solicit the community's input and ideas on the short-term actions.

Over 200 people attended the forum to listen to the presentation of the studies. Following the presentation, the community was invited to provide feedback via table discussions and/or poster boards. Ideas for longer-term actions were also welcomed.



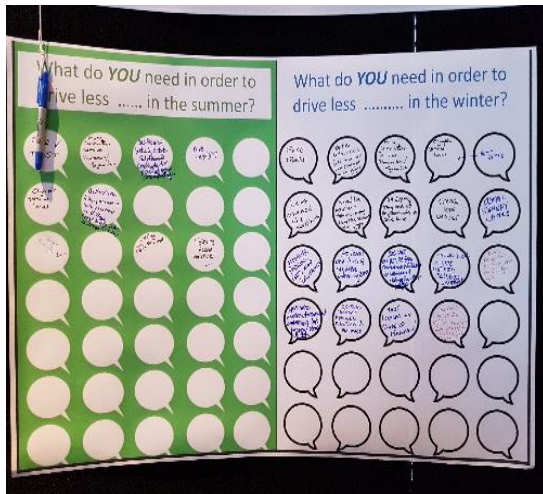


Community Information Session: May 23, 2017

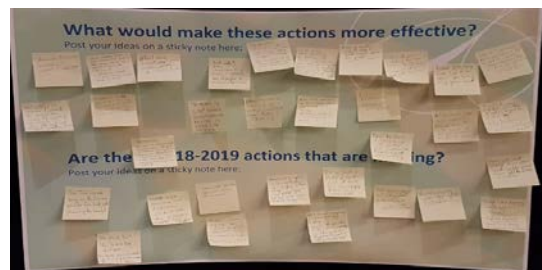
An information session was held at the Maury Young Arts Centre to inform the community about the Short-Term Action Plan (2017), including how their input from the Community Forum was used in the development of the actions. Approximately 60 people attended the session, and all of the discussions were supportive of the proposed actions.



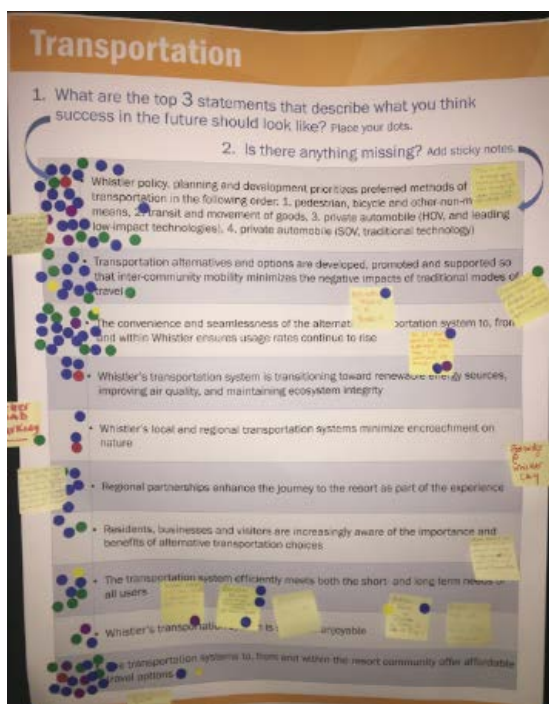
Community Forum: November 2, 2017



Transportation was one topic among a number of key community issues for discussion at the community forum held on November 2nd with over 300 attendees and 1,200 views on Facebook. The results of the summer 2017 short-term action plan were reviewed, the new winter 2017/2018 actions were presented and input was gathered on the draft medium-term (2018-19) transportation actions. This forum also provided an opportunity to gather long-term action ideas as well as get input on residents' willingness to take transit and potentially pay more for services.



Official Community Plan (OCP) Forums



OCP Vision Forum on March 5, 2018 and

OCP Policy Forum on June 25, 2018

As part of the Official Community Plan (OCP) update, a community forum was held on March 5, 2018 with approximately 150 people in attendance. Attendees were asked to provide input on the new vision for the desired future through a review of the current descriptions of success for each of the Whistler 2020 strategy areas, including transportation. Residents overwhelmingly indicated that the most important description of success was prioritization of preferred modes of transportation, followed by an affordable transportation system, and the availability and convenience of alternatives to the private automobile.

The June 25 policy forum (with approximately 130 people in attendance) at the Whistler Conference Centre provided an opportunity for residents to review the new draft OCP goals for each policy area, including transportation, as well as the draft policies, and provide feedback on their level of agreement as well as any recommended changes.

Over 1,400 submissions of transportation-related input were received through the OCP Vision and Policy Forums, and related community engagement opportunities. The majority of the recommendations were action oriented. This input was reviewed by TAG and used in the development of both the medium-term and long-term action plans.

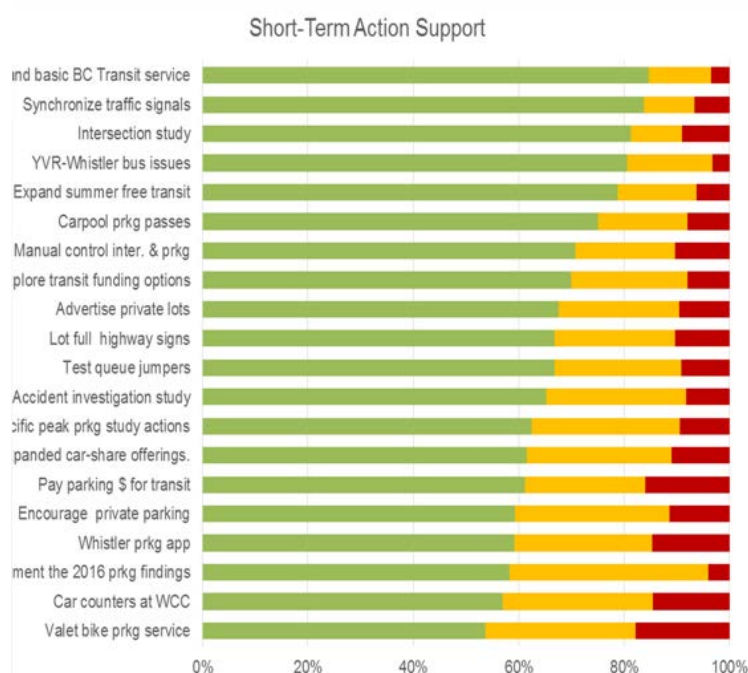
Community Information Session: September 18, 2018

A final community information session was held on September 18 at the Maury Young Arts Centre to present results of the transportation actions to date, and the Whistler Transportation Action Plan 2018-2028. Approximately 50 people came to the session. The main questions received concerned neighbourhood parking, highway intersections and transit priority lanes in Whistler.

Online Surveys and Postcards

An online survey was conducted in the spring of 2017 and promoted through the RMOw e-newsletter, social media channels, traditional media, some partner communication channels (e.g. Chamber of Commerce e-newsletter) as well as in earned media stories in both the Pique Newsmagazine and the Whistler Question. The survey was completed by





transit service and frequency; less traffic and congestion; more trails and bicycle infrastructure and security; and reduced greenhouse gas (GHG) emissions.

over 500 people, who provided feedback on the draft short-term actions as well as new ideas for additional actions. Paper versions of the survey were also available for people who could not access the online version.



An online survey and a “postcard to the future” were channels used to seek input into the new Whistler vision. Comments related to transportation were a significant portion of the responses and were mainly focused on increased

B. CONTEXT

Municipal Role

The RMOW is the lead in the implementation of the majority of the transportation actions. While many of the actions are in the jurisdiction of the municipality, other actions fall under the control of partners such as BC Transit, the Ministry of Transportation and Infrastructure, Tourism Whistler or Vail Resorts. The RMOW’s main roles in transportation include:

- Building and maintaining municipal-owned public rights-of-way and infrastructure, including streets, sidewalks, the Valley Trail and public spaces.
- Guiding development on private property through land use and urban design guidelines.
- Managing how our streets and trails are used through policies and regulations.
- Partnering with outside agencies on transportation initiatives beyond our jurisdiction.
- Educating and supporting residents and visitors to make sustainable transportation choices.
- Supporting and guiding the Whistler Transit System.

Partnerships

The RMOW is dependent on our partners to help make this plan a successful one. Our main partners include:

- Ministry of Transportation and Infrastructure (MOTI)
- BC Transit
- Whistler Blackcomb / Vail Resorts
- Insurance Corporation of British Columbia (ICBC)
- Emergency Services (RCMP, fire, ambulance)
- Tourism Whistler and members
- Whistler Chamber of Commerce and members
- Corridor First Nations (Lil'wat Nation and Squamish Nation)
- Corridor Governments (District of Squamish, Village of Pemberton, Squamish Lillooet Regional District)
- Vancouver Airport Authority
- CN Rail
- Private carrier companies (scheduled and non-scheduled providers)
- Local taxi companies
- School District 48
- Local not-for-profits
 - AWARE – Association of Whistler Area Residents for the Environment
 - MAC – Mature Action Committee
 - WCC – Whistler Cycling Club
 - WORCA – Whistler Off Road Cycling Association

Planning Context

A number of related plans and policies have informed and/or are related to the transportation action plans. Some key plans and monitoring reports are listed below:

- Whistler2020: The transportation descriptions of success guided the development of the transportation action plans' vision and goals.
- Squamish Lillooet Regional District, Regional Growth Strategy, 2010
- RMOW, Economic Partnership Initiative Report, 2013
- BC Transit, Transit Future Plan Sea-to-Sky, 2015
- RMOW, Recreation and Leisure Master Plan, 2015
- Tourism Whistler, Transportation Study, 2016
- RMOW, Community Energy and Climate Action Plan, 2016
- RMOW, Transportation Social Marketing Research and Action Strategy, December 2016
- RMOW, Sea-to-Sky Highway Road Closure Protocol Assessment, 2017
- Whistler Official Community Plan (OCP) update 2018: The transportation chapter of the OCP was updated to align with the Whistler Transportation Action Plan vision and goals.
- RMOW, annual Community Life Surveys
- BC Transit, quarterly Customer Tracking Surveys
- RMOW Transportation Monitoring Summary Reports, 2016, 2017 and 2018

Transportation Vision and Goals

In order to ensure any proposed policies, strategies and actions would be the best ones for Whistler, a vision for the transportation system for travelling to, from and within Whistler was identified, along with more specific goals for an effective transportation system. The vision and goals guided the identification and prioritization of the proposed actions, and the goals provided the framework for the policies and objectives in Whistler's updated OCP.

Vision:

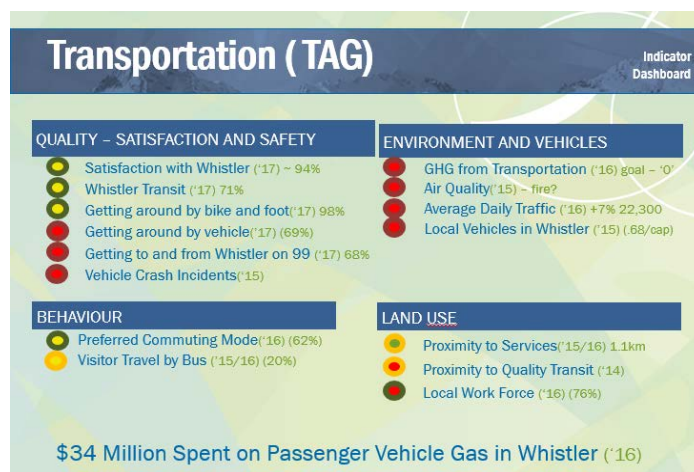
Whistler's transportation system efficiently and affordably moves people and products to, from and within Whistler while delivering a high quality experience and minimizing impacts on natural areas.

Goals:

1. Provide a quality travel experience for all visitors, employees and residents, and promote a culture of safety and accessibility for pedestrians, cyclists and motorists.
2. Integrate the transportation system with land-use planning to minimize the need for travel by motor vehicle.
3. Minimize greenhouse gas (GHG) emissions created by the transportation system.
4. Support the increased use of preferred modes for all travel purposes to reduce dependence on private automobiles.
5. Ensure the transportation system cost-effectively meets and anticipates the resort community's future needs and population growth.
6. 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.
7. Ensure the transportation system respects Whistler's natural environment, minimizes climate impacts, and improves the liveability of the resort community.

Transportation Conditions up to 2016

With a larger population and more visitors, Whistler has faced increasing transportation challenges in recent years: traffic congestion on Highway 99, crowded transit buses, difficulty finding a parking spot and delays in responding to highway accidents. Transportation-related indicators showed unsatisfactory performance in a number of areas, including getting to and around Whistler, preferred commuting modes, and greenhouse gases (GHG).



To address these challenges and improve the performance of the transportation system, the RMOW developed and implemented the integrated transportation action plans beginning in 2017. The information below describes conditions in Whistler in 2015–16 prior to the development of the action plans. A summary of results and progress made by the implementation of the short-term actions in addressing Whistler’s transportation challenges are described in the sections of the Short-Term Action Plan.

Highway 99

- Traffic on Highway 99 in Whistler (measured at Brio) increased significantly in 2016 compared with previous years, and has remained at these higher levels.
- Traffic volumes on Highway 99 reached an average of 27,000 vehicles per day in August 2016, compared to the peak winter volume of 23,000 vehicles per day average in March, indicating that summer traffic has now surpassed winter traffic.
- Measurements of traffic volumes on Highway 99 at Function Junction and Brio indicated 40 per cent to 70 per cent of highway traffic travelled between destinations in Whistler.

Whistler Transit System

- Transit ridership has increased steadily since 2012, yet there has not been a significant increase in the number of buses in the transit fleet.
- Due to this increase in users, buses were sometimes filled to capacity and unable to pick up people further along the route, particularly on routes between Creekside and the Village.
- Friday through Sunday ridership was twice that of the ridership on Mondays through Thursdays.

Active Transportation Options

- Concerns regarding bicycle theft were reported as a significant deterrent to cycling as a commuting option.
- Requests for secure bike parking, lockers and showers have been received from residents and employees.
- Both the Whistler Cycling Plan and the Recreation and Leisure Master Plan identified missing links on the Valley Trail.

Parking Management

- There were more than 6,000 parking spaces available to the public in Whistler Village and Creekside.
- Availability was reported to be the key measure in managing parking, and ensuring adequate parking availability avoids congestion and enhances the experience for visitors and residents.
- Parking surveys conducted in winter and summer 2016 found very low levels of parking availability throughout the Village, and the Day Lots were reported as “over-full” during peak times.

C. TRANSPORTATION ACTION PLAN






Overview


The TAG Transportation Action Plan comprises three action plans: short-term, medium-term and long-term actions.

The short-term (2017) action plan was developed in 2016 and refined in early 2017. It focused on addressing immediate and pressing transportation challenges, in particular, peak day issues. The actions mainly focused on improving parking management and providing improved transit services, as well as initiating studies and strategies to increase Highway 99 efficiencies. Appendix B is the table of short-term actions, and the actions, along with progress to date, are described in the following section.

The medium term transportation actions (2018–2019) included continued implementation of the successful short-term actions, including the actions identified to address peak day operations, as well as proactive strategies to encourage and promote greater use of transit and other preferred modes of travel.

The short and medium-term actions addressed key areas of challenge in our transportation system, and were organized into the following five strategy areas:

Strategy area	Description
Highway 99 efficiencies 	Highway 99 is the only road access into and out of Whistler, and is the main transportation corridor for travel within Whistler. Improving efficiencies along the highway, including south and north access and within the municipal boundaries, would help alleviate congestion in the community.
Transit improvements 	BC Transit, in partnership with the RMOW, runs public transit within the community. While transit service levels and ridership are already high for a community of Whistler's size, improvements to service, funding and fares would help to increase usage.
Peak day operations plan 	Whistler has been seeing increased visitation throughout the year and peak days are increasing in number, frequency and volume, and this trend is expected to continue. Transportation issues are exacerbated particularly during peak days; therefore specific, focused transportation improvements were identified in 2017 to help alleviate peak day challenges, and continue to be implemented.
Better parking management 	Parking studies have demonstrated that we still have capacity for parking, but the challenge is managing the demand and how the available parking is used. With better parking management, existing infrastructure is more efficiently used, and the need for building additional parking spaces is avoided.
Preferred transportation option 	Preferred transportation options are the modes that use our community's infrastructure and assets most efficiently, while creating less impact on our natural and built environment. Preferred modes are walking, cycling, transit, and carpooling. In the medium term plan this was narrowed to Active transportation options.

<p>Other</p> 	<p>This strategy area covers transportation actions such as technological solutions and communications. In the Medium-term action plan this was broadened to include carpooling as Preferred transportation options was narrowed to be Active Transportation Options.</p>
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Short-term Transportation Actions (2017) and Summary of Progress



Highway 99 Efficiencies

1. Undertake highway intersections study to explore ways to increase traffic movement (including road line re-alignment, highway crossings from subdivisions, and use of roundabouts).
2. Implement accident investigation study recommendations to improve accident investigation times.
3. Implement pilot project to synchronize traffic signals along Highway 99 in summer and allow for longer green in direction of busier traffic flow.
4. Continue emergency highway closure or congestion protocol.
5. Support MOTI's assessment of options to add capacity to Highway 99 through Whistler.

Progress

The Ministry of Transportation and Infrastructure (MOTI), the agency responsible for Highway 99, adjusted traffic signal times in winter 2017, and traffic control personnel were deployed at key intersections during peak times. While these actions did not increase highway capacity, they did reduce queues on Highway 99 and resulted in reported improvements to the driving experience.

The municipality and MOTI are exploring more options to reduce delays and congestion on Highway 99, including intersection and traffic signal improvements, adding queue jumpers to allow buses to bypass congestion, and measures to improve accident response times.

The municipality is also implementing options to improve transit service and cycling facilities to shift some trips out of automobiles.



Transit Improvements

1. Expand basic BC Transit service in 2017 and 2018:
 - More frequent service on priority routes from 7 a.m. to 10 p.m. (15 minutes in winter, 30 minutes in summer).
 - Fifteen-minute service on all routes during peak periods.
2. Expand the Family Travel program to allow any fare paying adult to take up to three children aged 12 and under for free from May to October.
3. For 2017, provide free transit for entire transit day on 10 Saturdays and Sundays in summer.
4. Implement pay parking fund to help support reduced local transit fares.
5. Meet with Whistler Blackcomb/Vail to begin discussions about transit and lift combo passes, and contributions from lift tickets to transit. Meet with key event producers to require contributions from events.
6. Implement a BC Transit bus queue jumper summer pilot project on Highway 99.
7. Improve user-friendliness and readability of bus schedule information.

Progress

In the summer of 2017, transit service on all bus routes was free on the 10 Saturdays, Sundays and three holiday Mondays from Canada Day through Labour Day. Not only did transit ridership on weekends increase (a total 77 per cent increase from before the free transit service), but weekday ridership also increased 9 per cent, suggesting that people trying the free service on weekends continued to use transit on weekdays as well.

Transit service was increased year-round by adding more buses, including on Routes 20 and 30/32 where there is now 15-minute service from both the north and the south ends of Whistler during the winter months.

The price of a monthly transit pass was reduced by \$15 to \$50 per month to match the new price of a monthly parking pass (in Day Lots 1 to 3). It is further reduced by another \$12 to \$32.50/month when purchasing a 12-month Spirit Transit Pass.



Better Parking Management

1. Begin to implement recommendations of 2016 Whistler Parking Study: reduced time limits; increased availability of short-term parking in Village; increased daily and monthly rates.
2. Start planning for automated (ITS) highway signs on Highway 99 or apps for parking in Whistler to indicate when (and which) parking lots are full.
3. Investigate implementing car counters and lot full signs at the entrance to the Conference Centre underground parking area.
4. Encourage private parking lots to 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.
5. Develop and launch a Whistler parking app for publically accessible parking stalls.

Progress

Changes were introduced to parking prices and time limits in summer 2017, including a \$5 per day price in Day Lots 4 and 5, and an increase in the general monthly parking pass price to match the newly reduced price of a monthly transit pass. As a result of changes to pay parking in Day Lots 4 and 5 and to transit pass prices, parking surveys in summer 2017 and winter 2018 found parking availability was much improved, and that the targets of 15 per cent availability in Village lots and 10 per cent in the Day Lots were achieved almost all of the time.

The municipality is assessing further actions to address a few outstanding parking management issues, such as localized congestion in some parking lots, pass prices and enforcement of parking regulations, so as to ensure parking availability is maintained in the future.

The municipality is also looking at ways to improve information for motorists looking for parking, to make better use of under-utilized facilities and avoid congestion in high-demand areas. These include improved signage, and expanded search, information and other features in the municipality's smartphone parking app.



Preferred Transportation Options

1. Develop and implement a secure bicycle parking system, including overnight parking, for events and Saturdays and Sundays from Canada Day (July 1) through Labour Day (September 4).
2. Work with car share companies to expand their car-share offerings in Whistler.
3. Develop and offer free or reduced rate transferable parking passes for carpools.
4. Meet with the Vancouver/YVR to Whistler bus service providers to identify and address challenges for riders (e.g. cost, location).
5. Post speed limits in certain areas on Valley Trail to reduce speeds and improve safety.

Progress

Recognizing that concerns regarding bicycle theft are a significant deterrent to cycling as a commuting option, a complimentary bicycle valet parking service was implemented in the summer of 2016 in the Village on weekends and during special events, such as concerts and the weekly Farmers' Market in the Upper Village.

Additional bicycle racks were installed in the Village, and a secure bicycle parking room was constructed at the library for use by employees who commute by bicycle to work in the Village.



Peak Day Operations Plan

1. Implement manual override with personnel at key traffic signals during extreme peaks. Station parking attendants, as needed, to manually control traffic in and out of day parking lots.
2. Work with private parking lot owners to better advertise and direct users to underutilized spots.
3. Develop and implement a secure bicycle parking system, including secure overnight parking, for events and Saturdays and Sundays from Canada Day (July 1) through Labour Day (September 4).
4. Direct Peak Day traffic to underutilized parking lots, such as the Creekside parkade, private lots in Whistler Village and the Upper Village, and the Day Lots 6 to 8 in the summer.
5. For 2017, provide free transit pilot for entire transit day on 10 Saturdays, 10 Sundays and three holiday Mondays in summer.

Progress

Each of the strategy areas above saw progress toward the Peak Day Operations plan.

All of these initiatives to improve our transportation system will have positive impacts on reducing our GHG emissions from the transportation sector. Preliminary data indicate our GHG emissions dropped from 2.11tCO₂e per population equivalent to 1.95tCO₂e in 2017, a reduction of 7.7 per cent. This reduction could partly be a result of the Transportation Action Plan, and be partly due to a switch to a natural gas transit fleet, changes in visitor patterns, more renewable fuel sources and other factors. While these initial results are positive, we need to continue to monitor results and to continue to implement initiatives to support preferred modes, reduced vehicle trips and continued reductions in GHG emissions.

Following the implementation of the Short-Term (2017) actions, TAG developed the Medium-Term actions for implementation in 2018–19, to further help Whistler meet our transportation goals.

Medium-term Transportation Actions (2018–2019)



Highway 99 Efficiencies

1. Work with Ministry of Transportation and Infrastructure (MOTI) on study to model potential efficiencies and to understand costs, benefits and impacts on natural areas for highway capacity improvements from Function to Whistler Village.
2. Work with Sea to Sky municipalities, RCMP, to implement findings of Sea-to-Sky Highway Road Closure Protocol Assessment Report.
3. Work with MOTI to implement higher levels of maintenance on Highway 99 in winter (anticipate winter weather events and proactively treat known problem areas such as Nordic hill).
4. Work with MOTI to implement higher levels of maintenance on Highway 99 in summer (targeting road line painting for May/June).
5. Study potential changes to Highway 99 at Britannia Beach to reduce or eliminate this major highway congestion point.
6. Implement improvements to Highway 99 traffic signals with state-of-the-art network signal systems.



Transit Improvements

1. Work with BC Transit to study the opportunities to improve and expand regional transit service from Pemberton/ Mt. Currie all the way to Metro Vancouver focusing on employees from Mt. Currie, Pemberton and Squamish.
2. Work with Ministry of Transportation and Infrastructure (MOTI) and BC Transit to develop transit queue-jumper lanes as a pilot project in 2018.
3. Provide safe trails from neighbourhoods to highway bus stops.
4. Provide Whistler transit pass vendors in Whistler Creekside and Function Junction neighbourhoods.
5. Explore the potential for further reduction of the Spirit Pass transit price.
6. Work with BC Transit to improve transit service throughout the Whistler community with consideration for express service and neighbourhood services. Evaluate express service on Highway with neighbourhood “collector” service.
7. Explore alternate revenue sources for funding improved transit services, including transit contributions from other businesses or combination transit and activity pass.
8. Implement real-time bus tracker on all Whistler Transit system vehicles and effectively communicate this information.
9. Develop a strategy to further reduce transit rider fares year round. Explore mechanism to offer free youth passes for students enrolled in Whistler schools full time.
10. Provide basic bus shelters at all highway bus stops.
11. Explore funding options, including costs and benefits, to offer free transit year-round.



Better Parking Management

1. Monitor the winter 2017–2018 parking actions and results of the 2017 Improving Parking Availability Strategy to inform any required changes.
2. Work with Tourism Whistler and Chamber to explore the feasibility of creating a single parking app that illustrates all available parking in Whistler.
3. Develop and deliver a parking inventory learning session hosted by the Day Lot Operating Committee, inviting all public and private parking operators in Whistler.
4. Introduce multiple day parking passes (beginning summer 2018) and phase out monthly parking passes in 2019–2020.
5. Encourage private lots and hotel owners to offer multi-day passes or carpool passes for their staff at their lots.
6. Develop winter 2018–2019 carpool incentive program based on results of the 2017–2018 pilot program.
7. Review and re-evaluate a coordinated parking strategy for Whistler.



Active Transportation Options

1. Expand secure bicycle parking offerings in the Village and Upper Village, including secure overnight and event parking.
2. Evaluate the opportunity for Valley Trail lighting south of Blueberry through to Whistler Creekside.
3. Request MOTI direct their contractor to re-paint the faded bicycle stencils on Highway 99 to, from and within Whistler as part of the ongoing maintenance and safety improvements.
4. Work with businesses in Function Junction to determine the need and location for building sidewalks on public and private lands.
5. Develop and better communicate information on Action Plan items.
6. Develop and implement a marketing campaign including an incentive program to encourage people to leave their car at home.
7. Assess feasibility and RMOW actions needed for private sector to provide electric bike and other share services.








Other

1. Explore peak-time carpooling strategies to encourage more people to carpool to the ski hill.
2. Investigate opportunities to partner with Whistler businesses and organizations to increase number and affordability of end of trip and storage facilities (e.g. bike and ski lockers) in Village and at Creekside.
3. As part of the 2018 monitoring program, understand all the variables that have affected transportation changes and resort traffic issues this winter (e.g. staggered school holidays).
4. Work with businesses, other transportation providers and potential user groups (First Nations, large employers and employees) to implement new transportation options from Mt. Currie/Pemberton and Squamish to Whistler.
5. Work with Whistler Blackcomb/Vail Resorts to develop and offer a “Whistler Card” to guests as a combo pass (including transportation to and from Whistler), to experience and get around the resort.
6. Build permanent Village end-of-trip facility or reinstate existing one at Library (for active transportation and transit users).



Long-term Transportation Actions (2020+)

While the short-term and medium-term actions were organized by strategy, the long-term transportation actions are organized and aligned with the updated OCP goals, objectives and policies. The OCP is the municipality's highest-level policy, and as such, guides all planning and actions. The OCP goals were derived from the TAG transportation goals, and the long-term transportation actions are now aligned with the goals. They continue to build on the short- and medium-term actions, and on identified trends and opportunities. Icons marked beside each action identify which strategy area(s) they address.

-  Highway 99 Efficiencies
-  Transit Improvements
-  Better Parking Management
-  Active Transportation Options
-  Other

Goal 1. Provide a quality travel experience for all visitors, employees and residents, and promote a culture of safety and accessibility for pedestrians, cyclists and motorists.

Objective 1.1 Maintain and improve safety on Highway 99 to and from Whistler, and on all roads within Whistler.



Action 1.1.1: Install markers every 2 km along the Highway 99 between West Vancouver and Whistler to allow for better communication with first responders and the public when an incident occurs on the highway. The first phase of this installation may be to install the 2 km markers in key locations.



Action 1.1.2: Re-position median barriers along Highway 99 in key locations between West Vancouver and Whistler that would allow for U-turns during a highway closure, ensuring that the design of the barriers mitigates the creation of any potential new hazards.



Action 1.1.3: Advocate for the installation of median barriers along Highway 99 where there currently are none.



Action 1.1.4: Review the Highway Capacity Study and seek funding support from senior levels of government to implement improvements recommended in the Highway 99 section through Whistler.



Action 1.1.5: Conduct an updated road safety audit of the Highway 99 section through Whistler and work with MOTI to implement recommendations for safety improvements.



Action 1.1.6: Evaluate all highway pedestrian crossings from Function Junction to Emerald Estates, and upgrade where necessary to incorporate signals, flashing beacons or grade separation on a prioritized basis. Consider underpasses or overpasses where feasible.



Action 1.1.7: Organize on-call traffic control services that can respond quickly to a highway incident.



Action 1.1.8: Hold quarterly meetings between the RMOW and MOTI to review operational conditions, potential improvements and other relevant issues.



Action 1.1.9: Work with MOTI to ensure Highway 99 and municipal roads comply with the Province's highway and municipal road maintenance standards, including line markings, at all times, and that there is funding support to maintain maintenance standards.



Action 1.1.10: Reduce the speed limit on Highway 99 to 60 km/h from Function Junction to Alta Lake Road.



Action 1.1.11: During annual road construction, create a separate project and budget for transit infrastructure improvements and traffic calming measures.



Action 1.1.12: Maintain, add and improve the visibility, clarity and uniformity of signage on roads, pathways and walkways for better wayfinding for pedestrians, cyclists and motorists, and to minimize driver distraction.



Action 1.1.13: Conduct a safety review of crosswalks and sidewalks in the resort community to identify safety issues and implement measures that make crossings safer for pedestrians, cyclists and those with mobility challenges.



Action 1.1.14: Create and implement a pedestrian accessibility construction and maintenance policy that would apply to any road or Valley Trail reconstruction project that impacts walkability and pedestrian safety.



Action 1.1.15: Develop policy and signage and amend regulations concerning the use of bicycles, e-bikes, and other self-powered vehicles such as electric skateboards and scooters on the Valley Trail and other multiuse facilities, to improve safety of all users.



Action 1.1.16: Develop and integrate smartphone and web apps to improve wayfinding.

Objective 1.2 Continually improve accessibility and connectivity of the transportation system.



Action 1.2.1: Work with the Ministry of Transportation and Infrastructure to improve unsignalized intersections on Highway 99 with channelized left-turn lanes or traffic signals at all neighbourhood accesses and at Meadow Park Sports Centre.



Action 1.2.2: Widen the shoulders to a minimum of 1.5 metres on the section of Highway 99 throughout Whistler, and improve signage, markings and pavement maintenance to encourage and support cycling.



Action 1.2.3: Construct appropriate road links to the Valley Trail where feasible and necessary in order to provide safer access and parallel routes to Highway 99 between neighbourhoods within Whistler.



Action 1.2.4: Establish standards for ensuring accessibility of transportation infrastructure and services for those with mobility challenges. Review existing infrastructure and services against those standards and implement measures to improve accessibility on a prioritized basis.



Action 1.2.5: Review and update RMOW policies and standards for construction and maintenance on public and private lands (where right of way exists) where required to support preferred modes of travel (for example, if a section of the Valley Trail is being closed for maintenance, provide a safe, signed detour during the maintenance/construction period as is done for vehicle roadways).



Action 1.2.6: Address gaps in the Valley Trail network as identified in the Recreation and Leisure Master Plan.



Action 1.2.7: Identify and secure locations for additional multi-modal hubs, in partnership with the Province, Squamish and Lil'wat First Nations, and local development community, when the Gondola Transit Exchange and Gateway Loop facilities reach capacity.



Action 1.2.8: Work with BC Transit to implement improved transit accessibility, including consideration of paratransit and/or custom services.

Objective 1.3 Improve the physical environment for everyone using the transportation system.



Action 1.3.1: Develop a resort wide parking strategy.



Action 1.3.2: Provide secure bicycle parking, including parking for e-bikes, in Whistler Village.



Action 1.3.3: Evaluate and construct bicycle parking facilities at hiking trailheads where there is a demonstrated need (e.g. Function Junction, Interpretive Forest, Rainbow Lake trail).



Action 1.3.4: Undertake a safety review of the Valley Trail network that considers all users.



Action 1.3.5: Review and update the Whistler Transportation Cycling Master plan.



Action 1.3.6: Develop communications and signage to indicate support and prioritization of preferred modes of transportation (walking, cycling, transit) while travelling in Whistler.



Action 1.3.7: Bury overhead power and communication lines at the intersection of Village Gate Boulevard and Highway 99 to improve appearance of the entrance to Whistler Village.

Goal 2. Integrate the transportation system with land-use planning to minimize the need for travel by motor vehicle.

Objective 2.1 Support compact and higher density development that is in proximity to existing commercial services, transit stops and the Valley Trail, and provide sufficient transit frequency to higher density residential areas.



Action 2.1.1: Identify locations of lands for public access rights of way and seek sources for donations to purchase the rights of way.



Action 2.1.2: Establish a clear process that residents can pursue to have the Valley Trail added to their neighbourhood.



Action 2.1.3: Continue to develop the Valley Trail to fill gaps in the existing network, such as the connection from Rainbow Park to Chaplinville, and to provide new links between neighbourhoods and with commercial areas.



Action 2.1.4: Require pedestrian connections via public rights-of-way from all streets in new developments to the adjacent road network to provide direct routes for walking to and from these developments.



Action 2.1.5: Look for opportunities to improve and designate existing informal pedestrian connections in public rights-of-way in all neighbourhoods.



Action 2.1.6: Encourage businesses (such as grocery store, beer and wine store) to locate in the next phase of Cheakamus Crossing (and in any future new residential developments) to reduce the need for residents to drive to other neighbourhoods.



Action 2.1.7: Request that MOTI include the transportation implications of the proposed 1,000 additional bed units to be constructed in Cheakamus Crossing in their Highway 99 studies.



Action 2.1.8: Include criteria regarding proximity to transit or to the Village for all new resident restricted housing proposals.

Objective 2.2 Maximize the number of visiting skiers who are able to stay within convenient walking distance of the ski lifts.



Action 2.2.1: Require new developments in proximity to ski runs to provide ski in/out trails where feasible.

Goal 3. Minimize greenhouse gas (GHG) emissions created by the transportation system.

Objective 3.1 Support new technologies that reduce GHG emissions.



Action 3.1.1: Engage with and support BC Transit transitioning the fleet to electric transit vehicles.



Action 3.1.2: Develop a strategy for adding re-charging infrastructure to Day Lots 1 to 5, Creekside and other day parking lots.



Action 3.1.3: Work with resort partners to provide transit tickets, bicycles and e-bikes for employee use within Whistler.



Action 3.1.4: Pursue funding for infrastructure required to support alternative technology development (e.g. electric vehicles).



Action 3.1.5: Encourage stratas and private parking lots to provide recharge locations for electric vehicles and bikes.



Action 3.1.6: Include electric charging stations when planning new developments.



Action 3.1.7: Engage with BC Hydro on future needs for electric vehicles.



Action 3.1.8: Develop a strategy and phased program to accelerate the introduction of electric vehicles in Whistler that would include parking privileges, requirements for recharging stations, replacement of RMOW municipal vehicles, incentives to taxis and shuttle bus operators and support for ridesharing with electric vehicles.

Goal 4. Support the increased use of preferred modes of transportation for all travel purposes to reduce dependence on private motor vehicles.

Objective 4.1 Give priority to walking, cycling, transit, and other preferred modes over the single-occupant vehicle and private automobile.



Action 4.1.1: Work with the provincial government to upgrade and develop safe pedestrian, bicycle and transit infrastructure, such as bicycle lanes, crossings for pedestrians and cyclists, and adequate bus shelters and access to them along the Highway 99 corridor, prioritizing this infrastructure for Emerald Estates.



Action 4.1.2: Monitor and update plans to accommodate excess commercial bus parking demand.



Action 4.1.3: Conduct an accessibility audit of existing pedestrian, transit, and road infrastructure.



Action 4.1.4: Maintain the Valley Trail for year-round use, prioritizing currently unmaintained sections of the Valley Trail, except for the section between Alpine Meadows, Nicklaus North Golf Course and the Village during the cross-country skiing season.



Action 4.1.5: Maintain the Valley Trail for cross-country skiing between Alpine Meadows, Nicklaus North Golf Course, and the Village as a winter cross-country skiing commuter route.



Action 4.1.6: Develop a secure, shared end of trip facility with showers, change rooms and bicycle storage for employees commuting by bike to work in the Village, Nesters and Creekside areas.



Action 4.1.7: Encourage and/or incentivize large employers to provide facilities with showers, change rooms and secure bicycle storage for bicycle commuters.



Action 4.1.8: Encourage businesses to provide business travel carpool incentives to employees.



Action 4.1.9: Continue to implement effective communications to share information about preferred methods of travel (and that a private motor vehicle is not necessary in Whistler)

through tour operators and travel agents as well as local media, social media, etc., to ensure that both residents and visitors understand the available options.



Action 4.1.10: Continue to work with Whistler Blackcomb/Vail Resorts to develop and offer a combination pass product that would include a lift pass and transportation to, from and within Whistler.



Action 4.1.11: Facilitate not-for-profit and private sector provision of car sharing services.



Action 4.1.12: Identify priority needs and budget required for implementing additional facilities and infrastructure to support preferred modes.



Action 4.1.13: Support partnerships that allow visitors to receive single ticketing and continuous luggage transfers from YVR or domestic locations all the way to their Whistler accommodation.

Objective 4.2 Make public transit affordable, convenient, safe and enjoyable throughout the year.



Action 4.2.1: Continue to strategically expand transit service on the core transit network, prioritizing connecting neighbourhoods north and south of Whistler Village to key destinations.



Action 4.2.2: Expand transit service to areas currently not served within Whistler, when demand warrants.



Action 4.2.3: Explore the expansion of taxi services and implementation of other forms of public transportation.



Action 4.2.4: In partnership with the Province, BC Transit, Squamish and Lil'wat First Nations, identify and support the construction of a regional transit hub, or renovation of an existing hub, to facilitate local and regional transit with passenger facilities in Whistler.



Action 4.2.5: Introduce express bus service along the highway (without route deviations into neighbourhoods) as part of future Whistler Transit System expansions.



Action 4.2.6: Work with the Ministry of Transportation and Infrastructure and BC Transit to explore the development of queue-jumpers for buses and transit bus-only lanes on Hwy 99.



Action 4.2.7: Work with BC Transit to improve customer information such as real-time bus schedule information and fare payment.



Action 4.2.8: Investigate options for payment of transit fares that offer flexibility and convenience for transit users, and the opportunity to incorporate incentives for repeat and frequent users, such as stored-value passes and contactless payment technologies.



Action 4.2.9: Investigate new funding sources for transit, including the U-pass model.

Goal 5. Ensure the transportation system cost-effectively meets and anticipates the resort community's future needs and population growth.

Objective 5.1 Implement transportation demand management strategies to ensure the transportation system can meet the resort's needs cost effectively.



Action 5.1.1: Implement pay parking in Whistler Blackcomb owned parking lots (Creekside lots and Blackcomb Day Lots 6 to 8), when parking levels identified by the parking strategy are reached, and allocate a portion of revenues toward enhancing transit options.



Action 5.1.2: Provide information regarding the availability of parking via signs at key locations (such as on the highway and at the entrances to day lots and in Creekside) and online, where and when feasible.



Action 5.1.3: Adjust parking prices as necessary to maintain 15 per cent availability in Village parking lots and 10 per cent availability in Day Lots during peak times.



Action 5.1.4: Develop a strategy and begin charging for shoulder season parking when required to maintain parking availability, as identified by the parking strategy.



Action 5.1.5: Implement a phased approach to replacing or supplementing prepaid unlimited monthly parking passes in the Day Lots with other types of parking passes and payment methods that offer greater flexibility and convenience for parkers; and have the potential to shift some parking demand to off-peak times and some automobile trips to other modes.



Action 5.1.6: Standardize payment technologies at all municipal parking locations.



Action 5.1.7: Develop a five-year budget to continue to allocate parking revenues to enhance transit.



Action 5.1.8: Continue to provide free transit in Whistler on summer weekends, including statutory holidays, from mid-June to mid-September.



Action 5.1.9: Expand carpool parking offerings.



Action 5.1.10: Promote use of preferred modes of travel with resort visitors through innovative product offerings such as tour or restaurant vouchers or in-kind partnership opportunities when arriving by motor coach or bicycle.



Action 5.1.11: Develop and implement a social marketing initiative to drive the use of preferred modes.



Action 5.1.12: Explore the introduction of regulations restricting the movement of goods to off-peak hours.



Action 5.1.13: Explore the use of smaller delivery trucks to enable more efficient movement of goods within Whistler. Develop mechanism for identifying truck size.

Objective 5.2 Maintain and construct infrastructure to ensure the transportation system can meet the resort's needs cost effectively.



Action 5.2.1: Plan for the better utilization of existing parking areas, or for the construction of one or more future satellite parking areas at the periphery of the resort community, with bus services connecting to the ski lifts and town centre.



Action 5.2.2: Monitor and evaluate the impacts of new transportation technologies and services on the resort, the environment and community livability and safety.



Action 5.2.3: Research how “mobility as a service” can be utilized in Whistler, and if appropriate, develop a long-term “mobility as a service” strategy.

Objective 5.3 Work collaboratively with all transportation partners (including First Nations and public and private stakeholders) to monitor and improve local and regional transportation.



Action 5.3.1: Continue to work with transportation partners to develop and implement a regional transit service.



Action 5.3.2: Encourage and work with resort partners to create partnerships with transportation providers to offer stay and play packages that encourage the use of high occupancy public transportation over private vehicles.



Action 5.3.3: Work with regional passenger carriers and provincial regulatory bodies to encourage greater frequency and more affordable choices for regional bus travel.



Action 5.4.4: Encourage Vail Resorts and other private businesses to prioritize and encourage customers and guests to arrive at their Whistler destination by regional bus services rather than by private automobile.

Goal 6. 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.

Objective 6.1 Work with transportation partners to provide alternative transportation routes and services, including for movement of goods.



Action 6.1.1: Continue to encourage the provincial government and private sector to pursue the return of higher-volume, affordable and more frequent passenger rail service to Whistler and to Lillooet.



Action 6.1.2: Identify potential land for future rail opportunities and include a budget line item for the purchase if these properties become available.



Action 6.1.3: Support the existing heliport and float plane locations, but discourage any additional locations for these same services.



Action 6.1.4: Implement the actions from the Sea to Sky Multi-Modal Evacuation Plan.

Goal 7. Ensure the transportation system respects Whistler's natural environment, minimizes climate impacts and improves the livability of the resort community.

Objective 7.1 Build, maintain and monitor transportation infrastructure, services and operations that do not negatively impact the natural environment.



Action 7.1.1: Ensure proposed transportation improvement options are selected in a manner in which they minimize environmental, GHG and climate impacts, including during construction, operations and maintenance.



Action 7.1.2: Investigate the Transport Canada regulations regarding the carrying capacity of helicopter/aircraft operations, including a full assessment of the GHG emissions, and ensure that it maintains the visitor experience and liveability of the resort community.



Action 7.1.3: Within municipal boundaries, work with Transport Canada to develop a limit to the number of helicopter/aircraft flights and define flight paths to minimize impacts on residential areas.



Action 7.1.4: Seek opportunities to influence federal and provincial transportation regulators to promote reductions of carbon emissions.



Action 7.1.5: Continue to enforce existing bylaws that prohibit the use of motorized vehicles in parks, on the Valley Trail, and on other municipally maintained pathways.



Action 7.1.6: Include directions in Whistler's design guidelines that specifically target transportation infrastructure.



Action 7.1.7: Increase education and enforcement of anti-idling bylaw.



Action 7.1.8: Develop or adopt climate risk screening guidelines and incorporate appropriate adaptation measures when rehabilitating, improving or constructing new transportation infrastructure and facilities.

Objective 7.2 Build and maintain transportation infrastructure and services that positively impact community livability.



Action 7.2.1: Introduce neighbourhood traffic calming measures in accordance with the RMOW traffic calming policy when required.



Action 7.2.2: Review and develop a policy for reducing minimum number of required parking spaces, where practical.



Action 7.2.3: Repurpose existing Village parking to other purposes that support preferred modes of transportation (e.g. bicycle parking, end-of-trip facilities) where and when appropriate.

D. IMPLEMENTING THE PLAN

Moving Whistler towards its transportation goals requires the commitment and collaboration of all partners to ensure the effective implementation of the actions. It also requires consistent monitoring of the outcomes, as well as monitoring of the implementation steps, to ensure that the actions are resulting in progress towards the community's transportation goals and overall vision, and revising or identifying new actions to make sure we are moving in the right direction.

While the RMOW will have the lead responsibility for initiating the implementation of the majority of the actions, many actions will be the responsibility of partner agencies such as BC Transit, the Ministry of Transportation and Infrastructure, Whistler Blackcomb/Vail Resorts, etc., in which case the RMOW will act as a partner to provide support. The RMOW will have the ultimate responsibility for the Action Plan and reporting the status of actions, whether leading an initiative or ensuring its implementation.

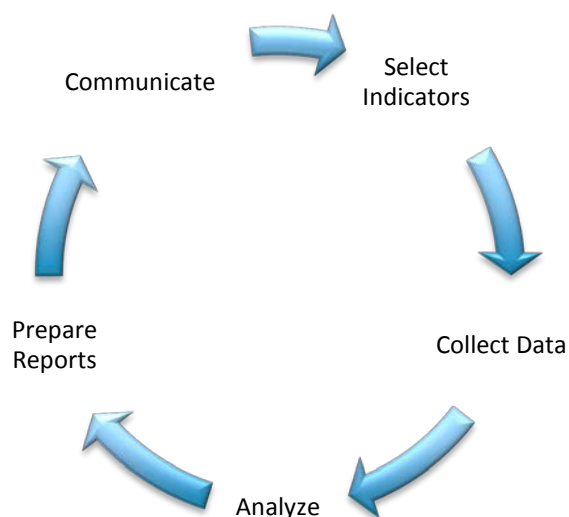
To assist with monitoring implementation of actions, and to adjust the course of actions if required, TAG will continue to meet on a bi-annual basis to check in on progress and provide any required recommendations to the RMOW.

Monitoring and Evaluation

Monitoring and evaluating progress toward (or away from) the transportation goals is essential to inform decision-making and enable adjustments to implementation of actions. Monitoring is the process of gathering data linked to the goals. Evaluation is the process of reviewing monitored data, gathering insights, assessing progress and refocusing efforts.

Ongoing, consistent and reliable monitoring and evaluation provides the community with a number of essential functions and benefits, including:

- Informing decision-making.
- Informing future action planning, prioritization and resource allocation.
- Ensuring transparency and accountability to community stakeholders.
- Engaging the community by providing meaningful and timely information in an interactive way.



The Whistler Transportation Action Plan includes indicators that are intended to monitor progress towards each community (and OCP) goal. These include goal indicators such as overall GHG emissions from the transportation sector and transit ridership, as well as strategy indicators that measure the progress of the initiatives taken towards achieving the goals, including transit service hours, or availability of parking. While the goal indicators measure progress towards what we ultimately want for our community, we also need to measure strategy/policy indicators to ensure that our strategies and policies are effective in helping us move towards our community goals.

Indicators are selected based on the following criteria:

- ✓ Measurability: can we get the data?
- ✓ Validity/reliability: are they measuring what we need to measure (progress towards the goals/objectives)?
- ✓ Simple: are they easy to understand and communicate so that we can direct action and motivate change?
- ✓ Cost efficiency/availability/timely: can we get consistent data cost effectively for each monitoring/reporting period?

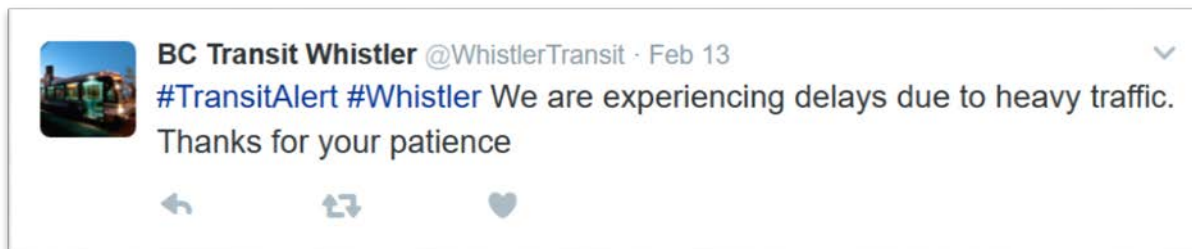
The list of transportation indicators is in Appendix A, organized by Goal.

Communications

Effective communications will be key in the implementation of the Transportation Action Plan. Communications includes regular information updates via social media, website and e-newsletters; earned and paid media; signage; and targeted communications through partner channels (e.g. hotels, transportation providers, Whistler Blackcomb).

Our communications approach includes:

- Providing regular updates about the transportation actions that are being implemented and how they are funded.
- More effectively promoting and sharing information about transit passes and transit products that offer affordability for families (e.g. Family Travel program and Spirit Transit Pass program).
- Identifying and regularly communicating key messages, such as not requiring use of private vehicles in resort.
- Better promoting options to driving to and around Whistler (e.g. local and regional bus services, Valley Trail for walking and skiing in winter, secure bicycle parking options).
- Expanding the communications program with resort partners to share information about traffic numbers, delays and disruptions to Highway 99; and communicate about transportation and parking options on all booking sites.
- Providing better signage on highway and in resort about traffic and parking.
- Raising awareness of Thanks for the Brake legislation.
- Using social media more effectively to post information (on traffic, parking, transit, etc.):
 - @WhistlerTransit
 - @WhistlerBlckcmb
 - Whistler Winter and Whistler Summer Facebook groups



APPENDICES






Appendix A. Transportation Action Plan Indicators

Goal	Indicator
Provide a quality travel experience for all visitors, employees and residents, and promote a culture of safety and accessibility for pedestrians, cyclists and motorists.	<p>Satisfaction with Whistler Transit</p> <p>Satisfaction getting around by bike and foot</p> <p>Satisfaction getting around by vehicle</p> <p>Satisfaction with parking availability</p> <p>Satisfaction getting to and from Whistler</p> <p>Number of vehicle crash incidents on Highway 99 (between West Vancouver and Pemberton) and on municipal roads</p> <p>Average daily traffic on Highway 99 at Brio</p> <p>Traffic counts on peak days</p> <p>Travel time between Function Junction and the Village (by transit and by private vehicle)</p>
Integrate the transportation system with land-use planning to minimize the need for travel by motor vehicle.	<p>Proximity to services</p> <p>Proximity (percentage of dwellings) to quality transit</p> <p>Residential density (within 300 m of arterial transit stops) structure or population</p> <p>Residential density within X m of the Valley Trail</p> <p>Percentage local work force</p> <p>Walkability</p>
Minimize greenhouse gas (GHG) emissions created by the transportation system.	<p>GHG from transportation</p> <p>Number and percentage of electric vehicles</p> <p>Average vehicle occupancy</p>
Support the increased use of preferred modes for all travel purposes to reduce dependence on private automobiles.	<p>Percentage of trips made with preferred modes of transportation</p> <p>Number of visitors travelling to/from Whistler by bus</p> <p>Transit ridership (winter and summer) and per population equivalent</p> <p>Proportion of Valley Trail network maintained year round <i>or</i> Percentage of length/time Valley Trail useable in winter</p> <p>Regional transit ridership</p> <p>Number and types of users of Valley Trail</p> <p>Registered vehicles by type: private, taxis, buses, commercial</p> <p>Number of carpool parking passes</p>
Ensure the transportation system cost-effectively meets and anticipates the resort community's future needs and population growth.	<p>Regional transit service (ridership and hours)</p> <p>Cost per transit ride local and regional</p> <p>Satisfaction indicators from goal 1 for transit</p>

	<p>Availability of parking during peak times on peak days (winter and summer)</p> <p>Annual operations and maintenance expenditures on local roads, Valley Trail, sidewalks expressed as totals, per km and per capita</p>
<p>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.</p>	<p>Ratio of kms of secondary road routes to highway (target 1:1)</p> <p>Hectares of land dedicated to rail</p> <p>Ratio of kms of road to Valley Trail</p> <p>Number of flights by float plane and helicopter</p>
<p>Ensure the transportation system respects Whistler's natural environment, minimizes climate impacts, and improves the liveability of the resort community.</p>	<p>Air quality</p> <p>Calculated percent of local vehicles in Whistler in winter peak and summer peak on highway 99 between Function and Whistler Village</p> <p>Hectares of paved/gravel surfaces for transportation</p> <p>Concentration of contaminants in stormwater from parking lots (proxy for the impact on the entire community)</p>






Appendix B. Short-Term Transportation Action Plan (2017)

As approved by Council June 6, 2017.

Strategy Areas					
2017 Actions (approved by Council June 6, 2017)	Highway 99 Efficiencies	Transit Improvements	Peak Day Operations Plan	Better Parking Management	Preferred Transportation Options
					
	1 Undertake highway intersections study to explore ways to increase traffic movement (including road line re-alignment, highway crossings from subdivisions, and use of roundabouts).	Expand basic BC Transit service in 2017 & 2018 <ul style="list-style-type: none">More frequent service on priority routes from 7am to 10pm (15 minutes in winter, 30 minutes in summer)15 minute service on all routes during peak periods	Implement manual override with personnel at key traffic signals during extreme peaks. Station parking attendants as needed to manually control traffic in and out of day parking lots.	Begin to implement recommendations of 2016 Whistler Parking Study: reduced time limits; increased availability of short-term parking in Village; increased daily and monthly rates.	Develop and implement a secure bicycle parking system, including overnight parking, for events and Saturdays and Sundays from Canada Day (July 1) through Labour Day (Sept 4).
	2 Implement accident investigation study recommendations to improve accident investigation times.	Expand the Family Travel program to allow any fare paying adult to take up to three children 12 and under for free from May to October.	Work with private parking lot owners to better advertise and direct users to underutilized spots.	Start planning for automated (ITS) highway signs on Hwy 99 or apps for parking in Whistler to indicate when (and which) parking lots are full.	Work with car share companies to expand their car-share offerings in Whistler.
	3 Implement pilot project to synchronize traffic signals along Hwy 99 in summer and allow for longer green in direction of busier traffic flow.	For 2017, provide free transit for entire transit day on 10 Saturdays and Sundays in summer.	Develop and implement a secure bicycle parking system, 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 Continue emergency highway closure or congestion protocol.	Implement pay parking fund to help support reduced local transit fares.	Direct Peak Day traffic to 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 to 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.	Meet with the Vancouver/YVR to Whistler bus service providers to identify and address challenges for riders (e.g. cost, location).
	5 Support MoTI's assessment of options to add capacity to Highway 99 through Whistler.	Meet with WB/Vail to begin discussions about transit and lift combo passes, and contributions from lift tickets to transit. Meet with key event producers to require contributions from events.	For 2017, provide free transit pilot for entire transit day on 10 Saturdays, 10 Sundays and 3 holiday Mondays in summer.	Develop and launch a Whistler parking app for publically accessible parking stalls.	Post speed limits in certain areas on Valley Trail to reduce speeds and improve safety.
	6	Implement a BC Transit bus queue jumper summer pilot project on Highway99.			
	7	Improve user-friendliness and readability of bus schedule information.			

Appendix C: Medium-Term Transportation Action Plan (2018–19)

As approved by Council February 20, 2018.

Highway 99 Efficiencies 	Transit Improvements 	Better Parking Management 	Active Transportation Options 	Other 
<ol style="list-style-type: none"> 1. pWork with Ministry of Transportation and Infrastructure (MOTI) on study to model potential efficiencies and to understand costs, benefits and impacts on natural areas for highway capacity improvements from Function to Whistler Village. 2. Work with Sea to Sky municipalities, RCMP, to implement findings of Sea-to-Sky Highway Road Closure Protocol Assessment Report. 3. Work with MOTI to implement higher levels of maintenance on Highway 99 in winter (anticipate winter weather events and proactively treat known problem areas such as Nordic hill). 	<ol style="list-style-type: none"> 1. Work with BC Transit to study the opportunities to improve and expand regional transit service from Pemberton/ Mt. Currie all the way to Metro Vancouver focusing on employees from Mt. Currie, Pemberton and Squamish. 2. Work with Ministry of Transportation and Infrastructure (MOTI) and BC Transit to develop transit queue jumper lanes as a pilot project in 2018. 3. Provide safe trails from neighbourhoods to highway bus stops. 4. Provide Whistler transit pass vendors in Whistler Creekside and Function Junction neighbourhoods. 5. Explore the potential for further reduction of Spirit Pass price. 6. Work with BC Transit to improve transit service throughout the Whistler 	<ol style="list-style-type: none"> 1. Monitor the winter 2017/2018 parking actions and results of the 2017 Improving Parking Availability Strategy to inform any required changes. 2. Work with Tourism Whistler and Chamber to explore the feasibility of creating a single parking app that illustrates all available parking in Whistler. 3. Develop and deliver a parking inventory learning session hosted by the Day Lot Operating Committee, inviting all public and private parking operators in Whistler. 4. Introduce multiple day parking passes (beginning summer 2018) and phase out monthly parking passes in 2019/2020. 	<ol style="list-style-type: none"> 1. Expand secure bicycle parking offerings in the Village and Upper Village, including secure overnight and event parking. 2. Evaluate the opportunity for Valley Trail lighting south of Blueberry through to Whistler Creekside. 3. Request that MOTI direct their contractor to re-paint the faded bicycle stencils on Highway 99 to, from and within Whistler. 4. Work with businesses in Function Junction to determine the need and location for building sidewalks on public and private lands. 5. Develop and better communicate information on Action Plan items. 6. Develop and implement a marketing campaign 	<ol style="list-style-type: none"> 1. Explore peak time carpooling strategies to encourage more people to carpool to the ski hill. 2. Investigate opportunities to partner with Whistler businesses and organizations to increase number and affordability of end of trip and storage facilities (e.g. bike and ski lockers) in Village and at Creekside. 3. As part of the 2018 monitoring program, understand all the variables that have affected transportation changes and resort traffic issues this winter (e.g. staggered school holidays). 4. Work with businesses, other transportation providers and potential user groups (First Nations, large employers and employees) to implement new transportation options from Mt. Currie/Pemberton and Squamish to Whistler.

<p>4. Work with MOTI to implement higher levels of maintenance on Highway 99 in summer (targeting road line painting for May/June).</p> <p>5. Study potential changes to Highway 99 at Britannia Beach to reduce or eliminate major highway congestion point.</p> <p>6. Implement improvements to Highway 99 traffic signals with state-of-the-art network signal systems.</p>	<p>community with consideration for express service and neighbourhood services. Evaluate express service on Highway with neighbourhood “collector” service.</p> <p>7. Explore alternate revenue sources for funding improved transit services, including transit contributions from other businesses or combination transit and activity pass.</p> <p>8. Implement real-time bus tracker on all Whistler Transit system vehicles and effectively communicate this information.</p> <p>9. Develop a strategy to further reduce transit rider fares year round. Explore mechanism to offer free youth passes for students enrolled in Whistler schools full time.</p> <p>10. Provide basic bus shelters at all highway bus stops.</p> <p>11. Explore funding options, including the cost-benefit, to offer free transit year-round.</p>	<p>5. Encourage private lots and hotel owners to offer multi-day passes or carpool passes for their staff at their lots.</p> <p>6. Develop winter 2018/2019 carpool incentive program based on results of the 2017/2018 pilot program.</p> <p>7. Review and re-evaluate a coordinated parking strategy for Whistler.</p>	<p>including an incentive program to encourage people to leave their car at home.</p> <p>7. Repaint bike lanes on highway, including north of Whistler, as part of ongoing maintenance and safety improvement.</p> <p>8. Assess feasibility and RMOW actions needed for private sector to provide electric bike and other share services.</p>	<p>5. Work with Whistler Blackcomb/Vail Resorts to develop and offer a “Whistler Card” to guests as a combo pass (including transportation to and from Whistler), to experience and get around the resort.</p> <p>6. Build permanent Village end-of-trip facility or reinstate existing one at Library (for active transportation and transit users).</p>
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