

Millennium Line UBC Extension

April 19–May 14, 2021
Engagement Summary Report

PREPARED FOR TRANSLINK BY:
Kirk & Co. Consulting Ltd. and Pollara Strategic Insights
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ABOUT THIS ENGAGEMENT SUMMARY REPORT

This report summarizes the results of public and stakeholder engagement activities between April 19 and May 14, 2021, including a public survey analyzed by Kirk & Co. Consulting Ltd., and a research poll administered by Pollara Strategic Insights.

The views represented in the public survey reflect the priorities and considerations of respondents, which may not be fully representative of the views of the general public and other stakeholders because respondents self-selected to participate and therefore do not reflect a random sample.

The views represented in the research poll are representative of the general population of Metro Vancouver, with an increased sample size in the City of Vancouver, and the corridor adjacent to the potential future Millennium Line extension from Arbutus Street to UBC. The results of the poll are weighted to reflect the age and gender profile of the region's adult population.

Kirk&Co.

ABOUT KIRK & CO. CONSULTING LTD.

Kirk & Co. is a recognized industry leader in designing and implementing comprehensive public and stakeholder consultation and engagement programs. Utilizing best practices, consultation and engagement programs are designed to maximize opportunities for input. Kirk & Co. independently analyzes and reports on public and stakeholder input.



ABOUT POLLARA STRATEGIC INSIGHTS

Since 1980, Pollara Strategic Insights has provided clients with what they need: deep understanding, bulletproof accuracy, actionable recommendations, and insightful ongoing counsel. One of Canada's premier public affairs research firms, Pollara is a collaborative team of senior research veterans who are passionate about helping their clients—through hands-on engagement and creative solutions chosen from our comprehensive toolbox of industry-leading quantitative and qualitative research methodologies and analytical techniques.

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Executive Summary

TransLink is studying a potential extension of the Millennium Line SkyTrain from Arbutus Street in Vancouver to UBC, working closely with the Province of British Columbia, City of Vancouver, University of British Columbia (UBC), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səlił ilwətaʔt (Tsleil-Waututh), Metro Vancouver, and the University Endowment Lands (UEL).

In addition to technical analysis and costing, TransLink is gathering input and feedback from Indigenous groups, stakeholders and the public to help inform project planning.

Public engagement on a potential Millennium Line UBC Extension ran from April 19 to May 14, 2021. A variety of engagement opportunities enabled individuals to provide feedback online, including through a survey and an open house.

Over the four-week engagement period, TransLink heard from over 15,000 people across Metro Vancouver. Unsurprisingly, Vancouver and UBC/UEL residents made up the majority of engagement participants, though there was good participation from elsewhere in the region, in particular Burnaby, the Tri-Cities, Surrey and Richmond.

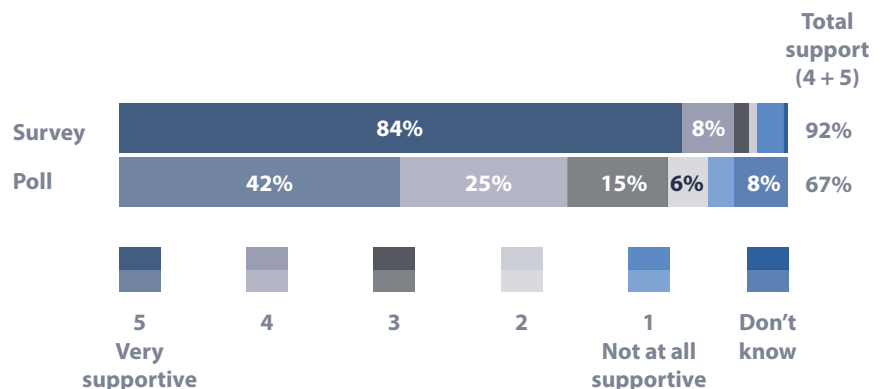
In this preliminary round of engagement, TransLink sought feedback on respondents' values regarding the project, criteria to help evaluate route and station

options, and support for the project. A research poll—using the same questions as the public survey—was undertaken by Pollara Strategic Insights during the same timeframe to obtain representative data. The results of the research poll have been weighted to reflect the age and gender profile of the Metro Vancouver region.

Public survey and research poll results both identify strong support for a potential Millennium Line UBC Extension:

- 92% of public survey respondents and 67% of research poll respondents indicated support for the proposed project. Only 5% of public survey respondents and 10% of research poll respondents were not supportive.
- Support was highest among respondents who live at UBC, in the UEL, and in the City of Vancouver—north of West 16th Avenue and between Arbutus and Blanca Streets.

Based on what you have read, seen and heard about a potential SkyTrain extension to UBC, what is your level of support?



Key themes from open-ended questions:

Integration with the Regional Transit Network and Land Use Planning

Overall, the key consideration for respondents was the desire to integrate the proposed SkyTrain extension with existing and planned features of the city, such as seamless connections with other modes of transportation. Respondents also expressed support for increased housing density along the Broadway Corridor, and to build the project in a manner that can accommodate future transit expansions.

Another common theme was the desire to integrate construction into the current Broadway Subway Project (BSP) to save on costs and to expedite a SkyTrain extension to UBC.

Station Design

Many respondents had comments or suggestions related to station design, including public washrooms, station entrances and exits, public art, and bike parking and storage. Another key theme was the importance of safety measures and station accessibility.

Impacts to Neighbourhoods

Some residents and businesses provided feedback about perceived impacts due to increased noise, traffic, and crime during operation.

Environmental Sustainability

Respondents indicated strong support of the potential environmental benefits of the project, such as reduced traffic congestion and lower greenhouse gas emissions.

Some respondents were concerned about the potential effects of the project on the natural environment, particularly Pacific Spirit Park.

1. Background

Following direction from the Mayors' Council on Regional Transportation, TransLink is studying a potential extension of the Millennium Line SkyTrain from Arbutus Street in Vancouver to UBC. Current work builds off previous studies, which are detailed below in a brief history of project planning for rapid transit to UBC.

1.1. HISTORY OF PLANNING FOR RAPID TRANSIT TO UBC

The possibility to extend rapid transit to UBC has been under discussion for more than a decade:

- From 2010 to 2012, TransLink partnered with the Province, City of Vancouver, UBC, UEL, and Metro Vancouver to conduct the **UBC Line Rapid Transit Study**, which considered more than 200 options with different technologies and routes between Commercial–Broadway and UBC.
- In 2014, the Mayors' Council confirmed its 10-Year Vision, which called for an extension of the Millennium Line SkyTrain from VCC–Clark SkyTrain Station to Arbutus Street. That portion of the project is fully funded and is moving forward as the Broadway Subway Project. The vision also recommended project planning (in collaboration with partners) to support rapid transit to UBC.
- From 2017 to 2019, TransLink, the City of Vancouver and UBC worked together to update prior analysis, including ridership estimates, technology options and cost estimates. The resulting **Rail to UBC** report concluded that a SkyTrain extension of the Millennium Line beyond Arbutus Street would provide sufficient capacity to meet expected demand beyond 2045, and is expandable to meet the longer-term transportation needs of the region.
- In February 2019, the Mayors' Council endorsed SkyTrain as the preferred technology to extend rapid transit to UBC and directed TransLink to undertake project planning and develop a preferred concept. This is the work that is currently in progress.
- In October 2020, the Mayors' Council stated its intention to complete a long-range planning document, **Transport 2050**, and to refresh its 10-Year Vision in 2021-2022. These efforts will identify rapid transit network priorities that may include a potential Millennium Line UBC Extension.

1.2. BROADWAY SUBWAY PROJECT

The Broadway Subway Project (BSP) is a 5.7-kilometre extension of the Millennium Line SkyTrain from VCC–Clark Station to Broadway and Arbutus Street. Once in-service, it will replace the 99 B-Line bus which, in 2019 (pre-COVID), moved up to 60,000 customers per day on articulated buses along the Broadway Corridor. It is the busiest and most consistently overcrowded bus route in the regional network with buses running every two to three minutes at peak times. A SkyTrain extension will have the capacity to move three times as many people as the 99 B-Line.

The Province of BC is delivering the project. Construction is underway and the project is scheduled to open in 2025. At that time, B-Line bus service will continue to operate between Arbutus and UBC.

1.3. NEED FOR A MILLENNIUM LINE UBC EXTENSION

When the BSP opens in 2025, the shortened 99 B-Line route to/from UBC is expected to be at capacity during the peak hour. As the region continues to grow, expected increases in jobs, housing, and educational opportunities—including along the Broadway Corridor from Arbutus Street to UBC and neighbouring areas—will result in growing demand for fast, frequent and reliable transit.

SkyTrain is the only form of rapid transit that could meet future ridership demand from Arbutus Street to UBC beyond 2050. It would better connect the region—not just to jobs, housing and higher education opportunities, but also to recreational spaces, cultural amenities, and health and technology precincts.

1.4. ANTICIPATED BENEFITS OF A MILLENNIUM LINE UBC EXTENSION

TransLink has identified the following expected benefits of a SkyTrain extension to UBC:

- **Improves Reliability and Travel Time:** A SkyTrain extension would address capacity and frequency issues on the region's busiest and most consistently overcrowded bus route. A SkyTrain extension would reduce the travel time between Commercial–Broadway and UBC by half (compared to bus), saving transit customers more than 20 minutes per trip. (This comparison includes both the BSP and a potential UBC extension).
- **Meets Future Demand:** SkyTrain is the only technology that can meet future ridership demand, which will continue to grow along the Broadway Corridor to UBC. It is expected that by 2050, a Millennium Line UBC Extension could carry 130,000 customers per day.
- **Creates a Sustainable Transportation Choice:** A SkyTrain extension to UBC would reduce vehicle use by 3,000 car trips during peak times and support sustainable transportation options for commuters.
- **Expands Economic Opportunity and Access to Jobs:** A Millennium Line UBC Extension would connect over 1 million people within a 60-minute trip to UBC and spur economic activity around new SkyTrain stations.
- **Supports Opportunities for Indigenous Peoples:** A Millennium Line UBC extension would support opportunities for Indigenous-owned developments and communities, including the Jericho Lands and areas within the UEL.

1.5. CURRENT WORK

In studying a potential SkyTrain extension to UBC, TransLink is working closely with the Province of BC, City of Vancouver, UBC, xʷməθkʷəy̓əm (Musqueam), Sk̓wx̓ wú7mesh Úxwumixw (Squamish), səliilíw̓ ətaʔt̓ (Tsleil-Waututh), Metro Vancouver, and the UEL.

Current work includes technical analysis and public engagement to:

- Confirm the objectives of a potential SkyTrain extension;
- Evaluate potential route options, station locations, and costs; and
- Collect information related to geotechnical (soil) and environmental conditions.

Study findings will be presented to decision makers for direction on next steps. Further public and stakeholder engagement opportunities will be provided if decision-makers direct TransLink to proceed to create a business case for a preferred alternative.

For more information about the potential Millennium Line UBC Extension, please visit translink.ca/ubcextension

2. Engagement

2.1. OVERVIEW

From Monday, April 19 to Friday, May 14, 2021, TransLink conducted public engagement on a proposed Millennium Line UBC Extension. Information about the project, including history, need, benefits, and next steps, was shared through a discussion guide on the project website.

Through a public survey and a research poll, TransLink gathered feedback on:

- Current familiarity with planning for a possible SkyTrain extension to UBC;
- Respondents' values regarding the proposed project;
- Criteria to assess potential route and station locations; and
- Level of support for a potential SkyTrain extension to UBC.

2.2. MEETINGS WITH KEY PARTNERS

In advance of and concurrent with public engagement, TransLink met with elected officials or representatives from all levels of government (Indigenous, municipal, provincial and federal) to provide them with an update on the project and the engagement process.

Meetings took place with the following elected officials:

- xʷməθkʷəy̓əm (Musqueam) Council
- Office of Minister Joyce Murray, MP, Vancouver Quadra
- Minister David Eby, MLA, Vancouver-Point Grey
- Michael Lee, MLA, Vancouver-Langara
- Vancouver City Council
- Jen McCutcheon, Director, Electoral Area A

ENGAGEMENT WITH INDIGENOUS NATIONS

As part of planning for a potential Millennium Line UBC Extension, TransLink is working directly with the xʷməθkʷəy̓əm (Musqueam), Sḵw̓x̓ wú7mesh Úxwumixw (Squamish), səlił ilw̓ətəʔt (Tseil-Waututh) as part of a partner working group.

Engaging with the Nations' Leaderships and Memberships throughout project planning is a priority for TransLink.

2.3. MEETINGS WITH KEY STAKEHOLDERS

TransLink also met with key stakeholders, including local neighbourhood and business associations, to brief them on the status of the project and encourage them and their communities to participate in the engagement process.

Meetings occurred with:

- West Point Grey Residents Association
- Upper Kitsilano Residents Association
- West Kits Residents Association
- Point Grey Village Business Association
- West Broadway Business Improvement Association
- UBC Alma Mater Society
- UBC Graduate Students Society
- University Endowment Lands (UEL) Community Advisory Committee
- University Neighbourhood Association

2.4. PUBLIC NOTIFICATION

To encourage participation in the public engagement, notification was broad and included:



Billboard

A large billboard ad was located at West 10th Avenue and Highbury Street.



Newspaper Ad

An ad ran in Ming Pao, a traditional Chinese language newspaper, on April 19.



Transit Shelter Ads

Ads were placed in five transit shelters (bus stops): along the Broadway Corridor at Commercial Drive, Cambie Street, Arbutus Street, and Alma Street; and at UBC along West 16th Avenue.



Social Media

Posts were shared on TransLink's social channels, including: the Buzzer blog, Instagram, Twitter, and Facebook. Project partners, such as UBC and the City of Vancouver, amplified with posts on social media.



Digital Ads

Digital ads ran across six channels: Google Search, Google Display, Facebook, Instagram, Twitter and LinkedIn.



TransLink Website

Information about the project and the engagement was posted to the project website, translink.ca/ubcextension

Examples of the notifications can be found in Appendix A.

COORDINATION WITH TRANSLINK'S TRANSPORT 2050 ENGAGEMENT PROCESS

TransLink is leading the development of Transport 2050, a new regional transportation strategy. Phase 2 public engagement for Transport 2050 also took place between April 19 and May 14, and sought feedback from people across Metro Vancouver and in neighbouring municipalities.

With public engagement on a potential Millennium Line UBC Extension taking place at the same time as Transport 2050, TransLink was able to cross-promote opportunities to participate in both processes. For example, respondents completing the Transport 2050 or Millennium Line UBC Extension survey were encouraged to provide feedback on the other initiative.

For more information about Transport 2050, please visit transport2050.ca

2.5. ENGAGEMENT ACTIVITIES

COVID-19 necessitated a virtual engagement process, which included:

Project Website

Project information and engagement materials were hosted at translink.ca/ubcextension and included the following:

- Overview video
- Discussion guide
- Link to the online survey
- Registration information for the online open house
- Library of historical technical reports
- Frequently Asked Questions

Discussion Guide

The discussion guide provided detailed information about the history of planning for rapid transit to UBC, TransLink's current technical and engagement work, the rationale for and benefits of a potential Millennium Line UBC Extension, an overview of the engagement topics, ways to participate, and next steps for the project.

Public Survey

The online public survey sought feedback regarding respondents' values regarding the proposed project, criteria to assess potential route alignment and station locations, and level of support for a possible SkyTrain extension to UBC.

The survey also asked demographic questions to help TransLink understand the feedback as it relates to respondents' geographic locations, gender, ethnicity, household income, and connection to UBC, among other demographics.

Online Open House

On Saturday, May 1, an online (Zoom Webinar) open house was held from 10:00-11:00 a.m., attracting 54 registrants and 17 attendees. During the open house, the project team delivered a presentation, answered questions, and received feedback and comments through a facilitator-led session.

Engagement event with Electoral Area A residents

On Wednesday, May 5, the project team presented at a constituent-focused event hosted by Electoral Area A Director Jen McCutcheon, which included a facilitator-led question and answer period.

Email

A dedicated project email (ubcextension@translink.ca) was established for public enquiries and feedback. This email address was included in presentation materials and on the project website as an additional way to connect with the project team and submit feedback.

Research Poll

Between April 27 and May 11, a research poll with the same questions as the public survey was administered by Pollara Strategic Insights to obtain representative data.

Quantitative results from the research poll are provided alongside the public survey results in Section 3. The results of the research poll have been weighted to reflect the age and gender profile of the Metro Vancouver region.

A copy of engagement materials can be found in Appendix B.

2.6. PARTICIPATION BY THE NUMBERS



39,100 visits to
translink.ca/ubcextension



19 online open house
attendees (51 registrants)



15,550 completed public
surveys



22 attendees at the
Electoral Area A
engagement session



238 discussion guide
downloads
195 Rail to UBC report
downloads
160 UBC Line Rapid Transit
Study report downloads



11 inquiries or feedback
submissions via email



1,006 people polled for
the research poll

3. Results

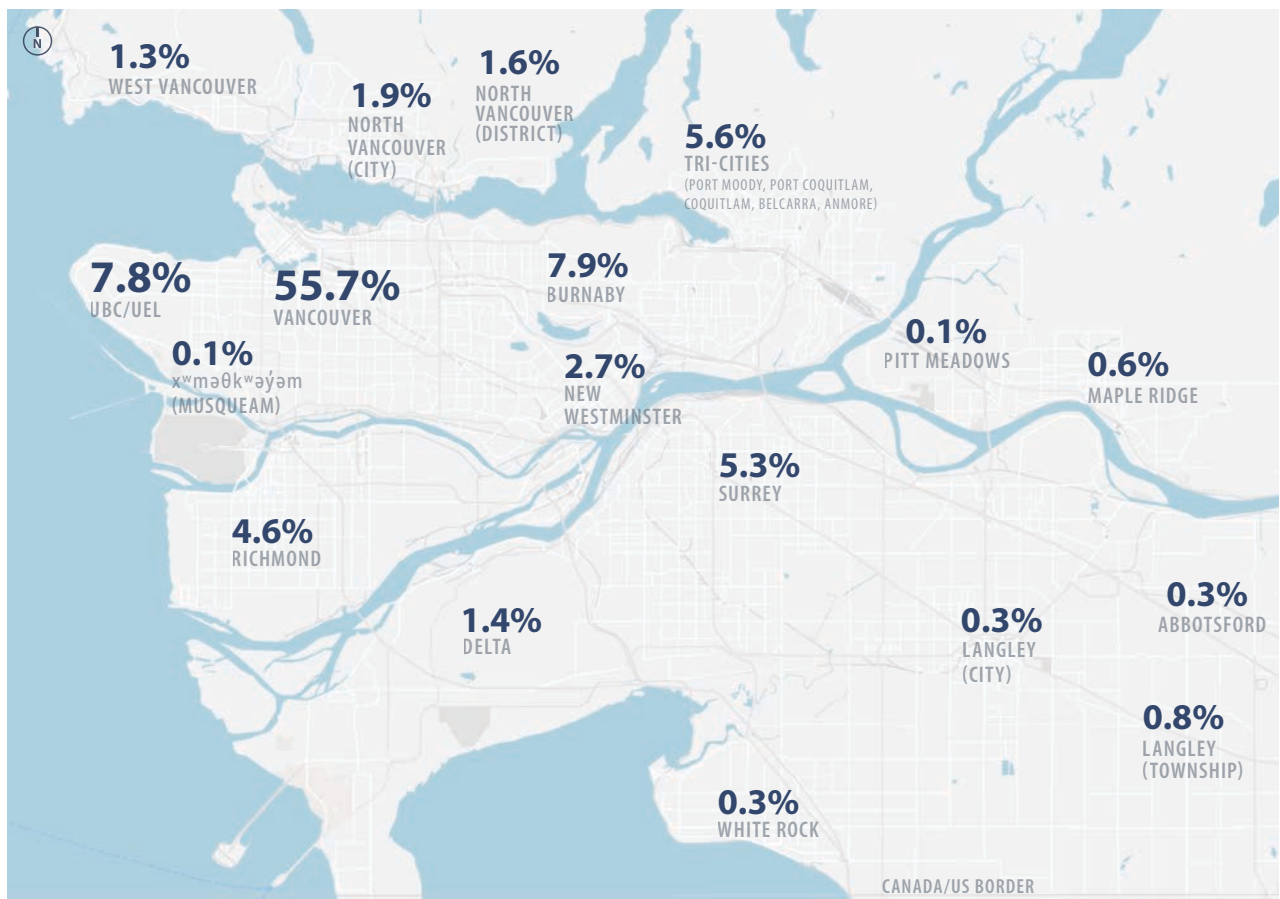
This section reports on the results from the public survey, research poll, and feedback from the online open house and engagement event with Electoral Area A residents.

TransLink received 15,550 completed public surveys from residents across Metro Vancouver, as shown on the map below. (For a breakdown of other demographic information, including gender, age, identify, and most frequently used transportation modes, please see Appendix C). It should be noted that not every survey respondent answered every question.

The research poll was a representative survey of 1,006 adults (18+) living in Metro Vancouver. It included a

higher than proportional representation of residents (oversample) in the areas of the UEL and the area of the City of Vancouver between Arbutus and Blanca Streets, and north of West 16th Avenue. The purpose of this oversample was to allow for a more robust analysis of responses from those living in these key project-affected areas. Weighting of the final dataset ensures that residents from the oversampled areas aren't over-represented in the overall sample of Metro Vancouver residents.

WHERE DO PUBLIC SURVEY RESPONDENTS LIVE?

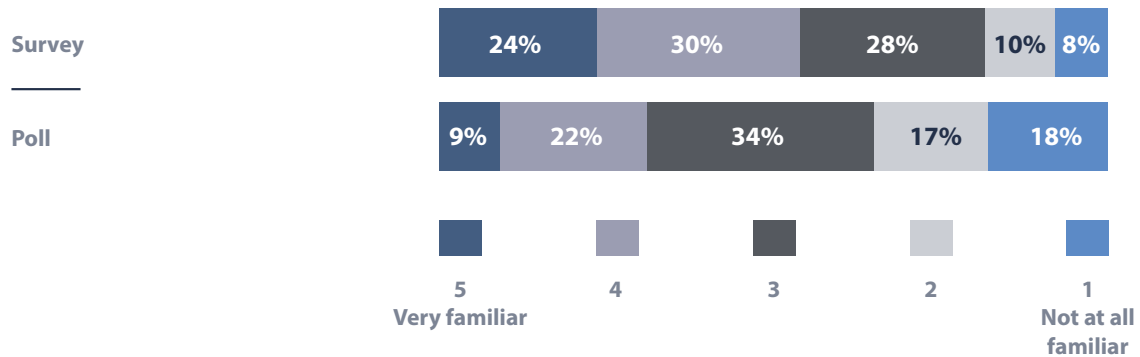


3.1. PUBLIC SURVEY AND OPINION POLL RESULTS

Question 1: Familiarity with Millennium Line UBC Extension

Respondents were asked to identify how familiar they were with planning for a SkyTrain extension to UBC.

Prior to today, how familiar were you with the planning for a SkyTrain extension to UBC?

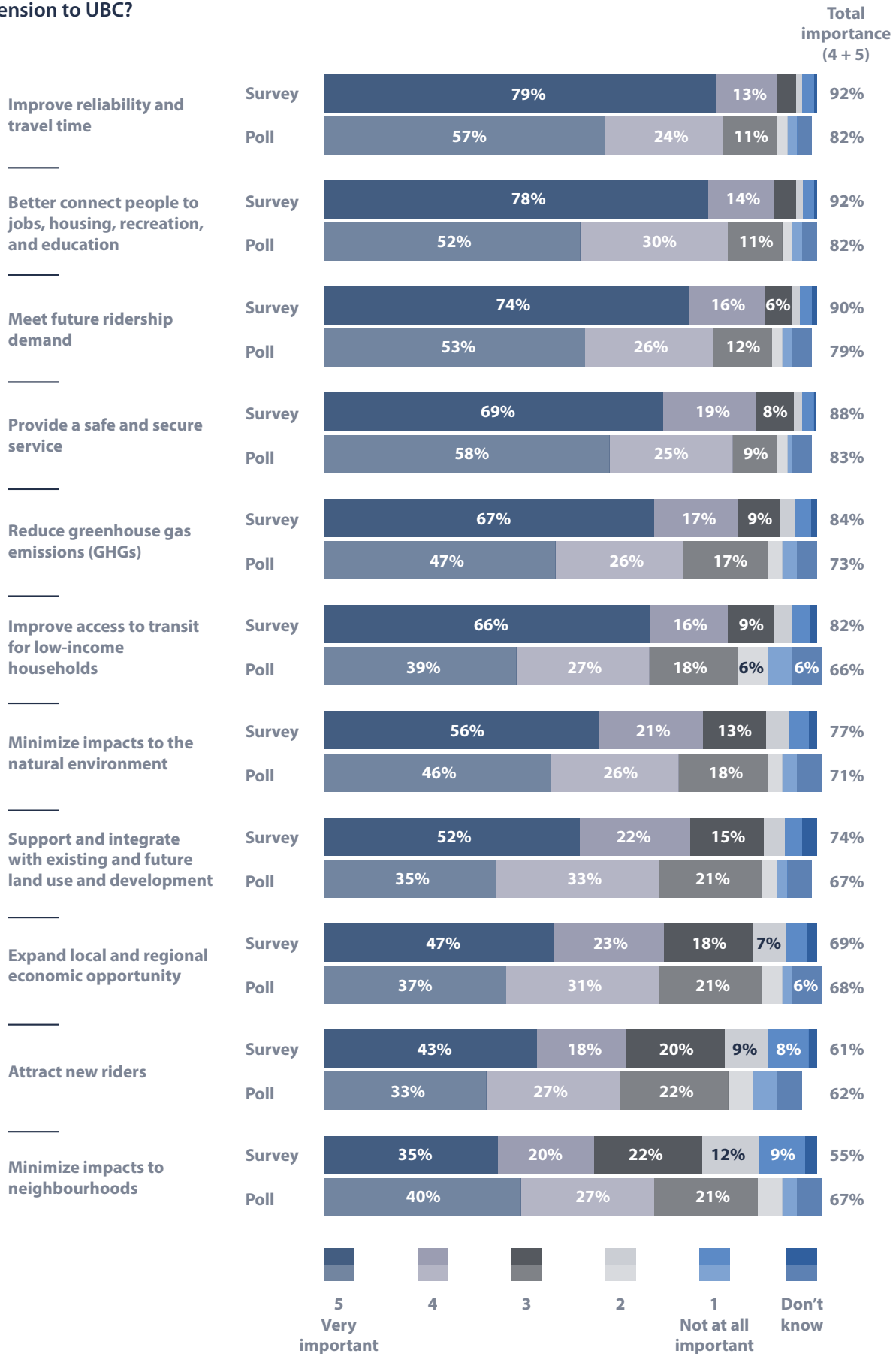


Question 2: Project values

Respondents were presented with 11 project values that are helping guide TransLink’s planning process and were asked to rate the importance of each one:

- Improve reliability and travel time
- Provide a safe and secure service
- Meet future ridership demand
- Attract new riders
- Better connect people to jobs, housing, recreation, and education
- Support and integrate with existing and future land use and development
- Expand local and regional economic opportunity
- Minimize impacts to neighbourhoods
- Minimize impacts to the natural environment
- Reduce greenhouse gas emissions (GHGs)
- Improve access to transit for low-income households

How important are each of the following values to you in relation to a potential SkyTrain extension to UBC?



Question 3: Criteria to assess potential route and station locations

Respondents were presented with a list of criteria that TransLink will use to evaluate potential route and station locations, and were asked if there is anything else TransLink should consider:

Area of Focus	Criteria to Help Assess Potential Route and Station Location Options
Customer Experience	Travel time: Travel times and reliability for transit riders
Transportation	Ridership: How many new riders would use the service Transportation: Effects on walking, cycling, driving, and trucks (goods movement) Access: Access to existing and future jobs, housing, and recreational and educational opportunities
Urban Development	Streetscape/urban realm: Contribution to a high-quality urban environment with active and inviting streets Land use: Alignment with municipal and other local land use planning
Social, Community & Environment	Neighbourhood: Consideration of impacts to established communities Environmental: Effects on the natural environment Climate change: Reduction of greenhouse gases
Economic Development	Opportunities for Indigenous peoples: Supports for Indigenous peoples' employment opportunities and economic well-being Economic opportunity: Advance local and regional economic well-being by improving the movement of people and goods
Financial	Financial: Cost-effective use of public funds Fares: Fare revenue to finance the operations and maintenance of the extension

Is there anything else we should take into account when evaluating potential routes and station location options?

Of the 4,350 public survey respondents who responded to this question, the following emerged as key themes:

Key Themes

Support for the Project

- A desire for the project to be completed as soon as possible; it is overdue (668)
 - Project benefits for students and people going to and from UBC (166)
 - Support for the proposed project criteria (119)
-

Network Design and City Planning

- The importance of seamless connections with the rest of the regional transportation network, including multi-modal and active transportation options (353)
 - Support for increased density, and affordable residential and commercial development along the route and around stations (299)
 - Building with the future in mind, including the ability to expand to meet future transit capacity, and with a view to integrate into future developments (289)
 - Suggestions that the project should be done as a continuation of the Broadway Subway Project to speed up the timeline and reduce project costs (132)
-

Impacts to Neighbourhood

- Concern about potential impacts to residents and businesses in the surrounding area during construction and operation, including increased noise, traffic and crime (construction: 200; operation: 334)
-

Station Design

- Station design, including public washrooms, multiple station exits, art, and bike parking and storage (237)
 - The importance of ensuring that stations are accessible for people of all ages and abilities (202)
 - The importance of ensuring safety of customers on the SkyTrain and around stations, particularly for women and BIPOC (174)
-

Route and Station Alignment

- Prioritizing the public good over NIMBYism (“not in my back yard”) when it comes to routes and station locations (214)
 - General comments and questions about station locations and route alignment (84)
 - Suggestions for station locations, including:
 - Comments related to stops at UBC (93)
 - Sasamat (56)
 - Two stations at UBC (50)
 - Jericho Lands (49)
 - Using the same stops as the 99 B-Line (43)
 - Alma (39)
 - Macdonald (39)
-

Key Themes

Opposition

- General opposition to the project (92)
 - Concern about a perceived lack of ridership due to remote learning and work from home (75)
 - Concerns about the cost of the project, including the cost to taxpayers (62)
 - Opposition to densification along the alignment, including concerns about impacts on property taxes and quality of life in existing neighbourhood (30)
-

Environmental Sustainability

- The importance of environmental sustainability during construction and operation, including the environmental benefits of SkyTrain in reducing GHGs by removing cars from the road (132)
 - Concerns about the potential effects to the natural environment, including wildlife habitat and trees (106)
 - Suggestions to build below ground to avoid impacting Pacific Spirit Park (19)
-

Technology

- Suggestions to build underground (82)
 - Suggestions for alternative technology options, including light rail, bus and streetcars (69)
 - Suggestions to build above ground (28)
-

Consultation

- General comments and questions about the public consultation process and materials (94)
 - Ensuring Indigenous groups are appropriately consulted (67)
-

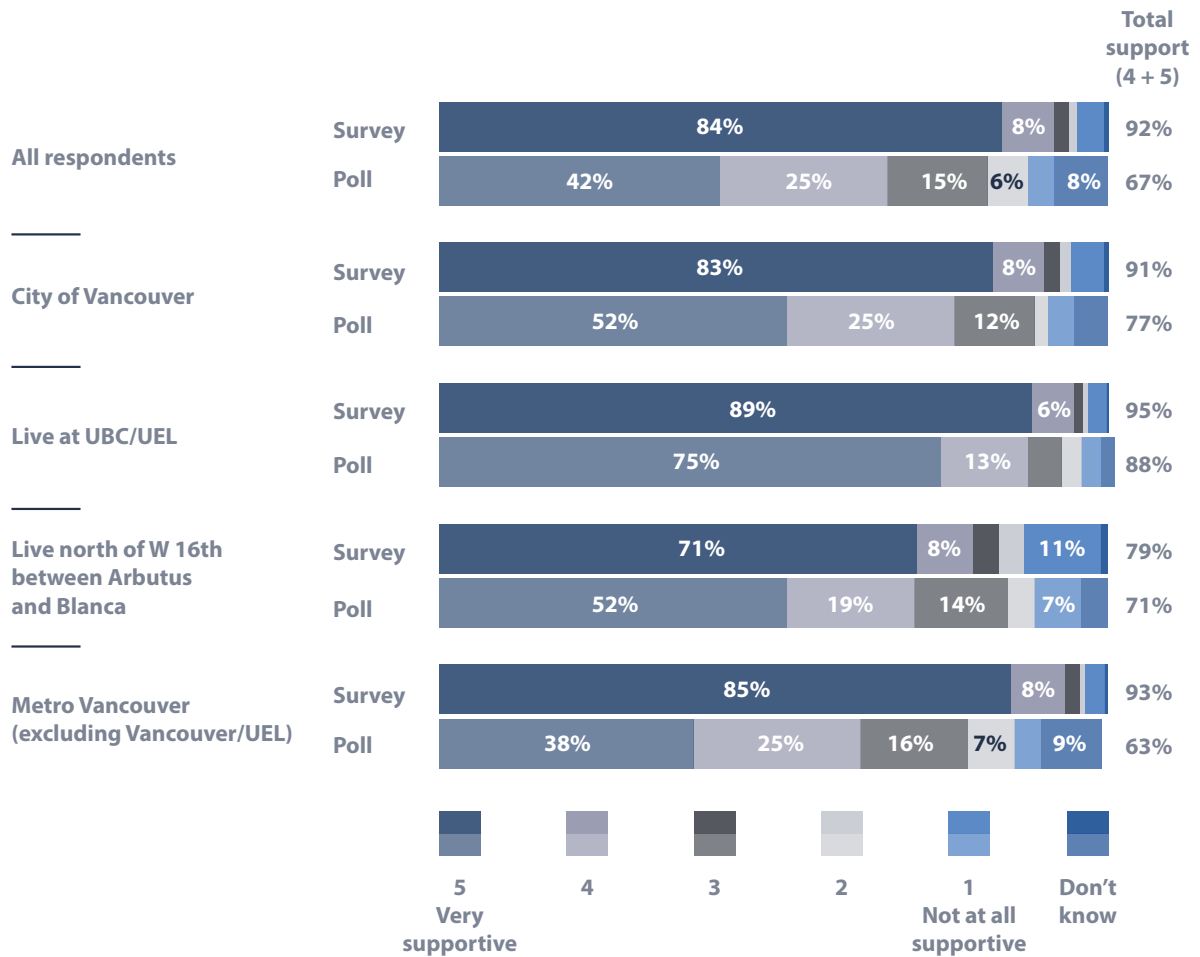
General

- Prioritizing other projects in the region instead (170)
 - The importance of improving reliability and travel time (149)
 - Questions or comments about fares, including the need for affordability (106)
 - Comments about the potential economic opportunities for the region, including new jobs and tourism (58)
-

Question 4: Level of support

Respondents were asked to indicate their level of support for a potential SkyTrain extension to UBC.

Based on what you have read, seen and heard about a potential SkyTrain extension to UBC, what is your level of support?



Question 5: Additional comments

Respondents were provided with an opportunity to provide additional comments.

Do you have any other comments that you would like to share with us about a potential SkyTrain extension to UBC?

Of the 4,612 public survey respondents who provided additional comments, the following emerged as key themes:

Key Themes

Support for the Project

- A desire for the project to be completed as soon as possible, including comments that it is overdue (1,591)
 - Comments about project benefits, including personal convenience (604)
 - Comments about the construction timeline, including that the project should be built fast (274)
 - Comments about prioritizing the public good over NIMBYism (“not in my backyard”) and wealthy residents when it comes to approving the project and determining the route (123)
-

Integration with Broadway Subway Project

- Suggestions to incorporate the project into the existing Broadway Subway Project in order to speed up the timeline (414)
 - Comments about the importance of cost-efficiency, including that integrating into the Broadway Subway Project will lower project costs (160)
-

Project Benefits

- Comments about the benefits for students and people travelling to and from UBC (276)
 - Comments about the economic opportunities for the region presented by the line, including access to jobs, tourism, creation of new jobs, establishment of new businesses, and opportunities for small businesses (66)
-

Impacts to the Local Neighbourhood

- Concerns about impacts to residents and businesses near the route during operation, including increased noise pollution, traffic and crime (192)
 - Concerns about impacts to residents and businesses near the route during construction, including increased noise pollution, traffic and crime (63)
-

Environmental Sustainability

- Comments expressing the importance of environmental sustainability during construction and operation, including comments about the environmental benefits of SkyTrain in reducing GHGs, and removing cars from the road (164)
 - Concerns about the potential effects to the natural environment, including wildlife habitat and trees (35)
 - Suggestions to build below ground to avoid impacting Pacific Spirit Park (9)
-

Key Themes

Opposition

- Concern about the cost of the extension, including comments that it would be a waste of money (137)
 - Comments in general opposition to the project (110)
 - Concern that the ridership of the line would not be high enough to warrant the cost to the public (64)
 - Opposition to densification along the alignment, including concerns about the impacts this would have on property taxes and quality of life in existing neighbourhood (32)
-

Construction Considerations

- Suggestions to build underground (99)
 - Suggestions about features of station design, such as public washrooms, weather coverings, number of station entrances/exits, art, platform design, bike parking and storage, and making sure stations fit into the surrounding community (96)
 - Suggestions to use street-level transit, such as light rail transit (74)
 - Suggestions to consider alternative technology options, including street cars, trolleys and buses (73)
 - Comments expressing the importance of interconnectivity of the line with existing transit lines and other modes of transportation across the region (30)
-

Land Use Planning

- Support for density and affordable residential and commercial development along the line (92)
 - Suggestions to build the project with the future in mind, including integration into future developments such as the Jericho Lands (92)
-

General

- Suggestions for various station locations, including at Jericho Lands, Alma, Sasamat, Macdonald, and building a second UBC station to the south-east of the campus (169)
 - Comments about allocating funding toward other projects in other areas of the region, such as connections to the North Shore, the Burnaby Mountain Gondola, and SkyTrain connections to other areas of Metro Vancouver (159)
 - Suggestions that UBC should fund a portion of the project (77)
 - Comments about the importance of improving reliability and travel times (67)
 - Comments about the public consultation process or materials (56)
 - Comments about fares and the need for affordability (38)
 - Comments about the customer experience, including hours and frequency of service, Wi-Fi, and overcrowding (37)
-

3.2. ONLINE OPEN HOUSE KEY THEMES

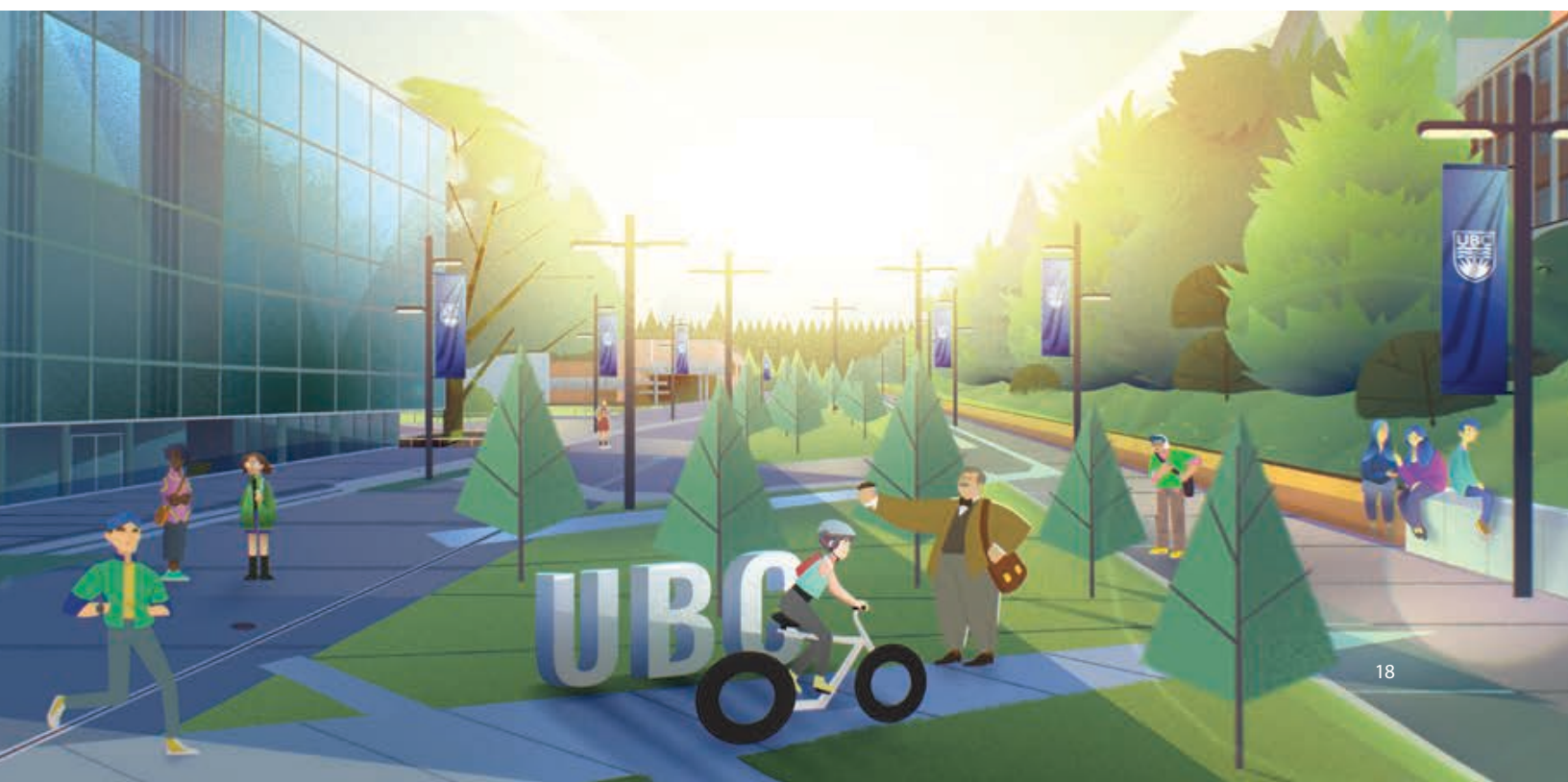
The following is a summary of comments and questions raised during the online open house:

- Expressions of support for a SkyTrain extension to UBC
- Desire for additional information about potential route and station location options, including where the line could be elevated or underground, and the factors and weighting of those factors that would be considered in evaluating options
- Questions about how soon the project could be built, assuming approvals, including the opportunity to continue construction when the Broadway Subway Project is complete
- Comments about the benefits of transit-oriented development and questions about opportunities to build increased density at or near future station locations
- Questions about travel time savings resulting from the project from various parts of the region
- MP Tako Van Popta (Langley-Aldergrove) expressed his support for transit, and advocated for additional extension of SkyTrain to Langley, noting urban development and economic development that it would bring

3.3. ELECTORAL AREA A ENGAGEMENT MEETING KEY THEMES

The following is a summary of comments and questions raised during the engagement meeting with Electoral Area A residents hosted by Electoral Area A Director Jen McCutcheon:

- Questions about potential route and station location options, including where the line may be elevated or underground, and whether there could be multiple stations at UBC
- A question about whether TransLink was engaging with UBC students from around the region and comments encouraging TransLink to involve them in developing the details of the potential extension
- A comment noting that residents of UBC/UEL are not currently well served by transit during off-peak times for UBC
- A comment about the importance of north-south transit to get people from Richmond or south Vancouver to the Broadway Corridor so that they can access transit to UBC



4. Next Steps

TransLink will consider the feedback from this engagement to help inform project planning, including analysis of a potential route and station locations.

Further engagement opportunities will be provided if decision-makers direct TransLink to develop a business case for a preferred alternative.

For more information or to sign up for project updates, please visit translink.ca/ubcextension

Appendix A

Notification Materials

Digital ads

Google Ads

rapid ubc transit skytrain

All Maps News Images Shopping More Settings Tools

About 198,000 results (0.47 seconds)

Ad · <https://www.translink.ca/>

Rapid Transit to UBC Survey - Provide Feedback Before May 14

Learn more about a potential **SkyTrain** Extension to **UBC** until May 14. Until May 14, have your say on a potential **SkyTrain** extension from Arbutus Street to **UBC**. Take the survey. Get involved. Share your thoughts. Have your say.

ubc skytrain extension

All News Maps Images Shopping More Settings Tools

About 73,100 results (0.41 seconds)

Ad · <https://www.translink.ca/>

SkyTrain Extension to UBC - Millennium Line UBC Extension

Have your say on a potential Millennium Line **Extension** to **UBC** from April 19 to May 14. We want your feedback on a potential Millennium Line **UBC Extension** until May 14. Share your thoughts. Get involved. Learn more. Take the survey.

Twitter Ad

TransLink BC | Masks Mandatory ✓
@TransLink · Apr 16
Take the survey by May 14. We want your feedback on a potential SkyTrain to UBC.

T UBC STATION

SkyTrain Extension to UBC Public Engagement
translink.ca

1 6

Facebook Ads

TransLink
Sponsored · 🌐

From now until May 14, have your say on a potential Millennium Line UBC Extension.



TRANS LINK

TRANS LINK.CA
SkyTrain Extension to UBC
Take the survey


LEARN MORE

👍 🗨️ 10 5 Comments

👍 Like 🗨️ Comment ➦ Share

TransLink
Sponsored · 🌐

Have your say on a potential SkyTrain extension to UBC. Take the survey until May 14.



TRANS LINK

TRANS LINK.CA
Millennium Line Extension
Take the survey by May 14

LEARN MORE


👍 Like 🗨️ Comment ➦ Share

LinkedIn Ads

T TransLink
18,524 followers
Promoted

Public engagement on a proposed Millennium Line UBC Extension has begun!

Until May 14, have your say on a potential Millennium Line UBC Extension. Your feedback will help to inform future planning work.




TRANS LINK

UBC SkyTrain Extension Survey

Learn more

👍 🗨️ 4

Reactions




👍 Like 🗨️ Comment ➦ Share ➦ Send

T Add a comment...

T TransLink
18,524 followers
Promoted

Public engagement on a potential Millennium Line Extension has begun!

From now until May 14, have your say on a potential SkyTrain extension to UBC. In this round of engagement, we want to hear from you about a potential SkyTrain extension to UBC.




TRANS LINK

SkyTrain Extension to UBC

Learn more

👍 🗨️ 4


Reactions



👍 Like 🗨️ Comment ➦ Share ➦ Send

T Add a comment...

Instagram Ads



Instagram

translink Sponsored

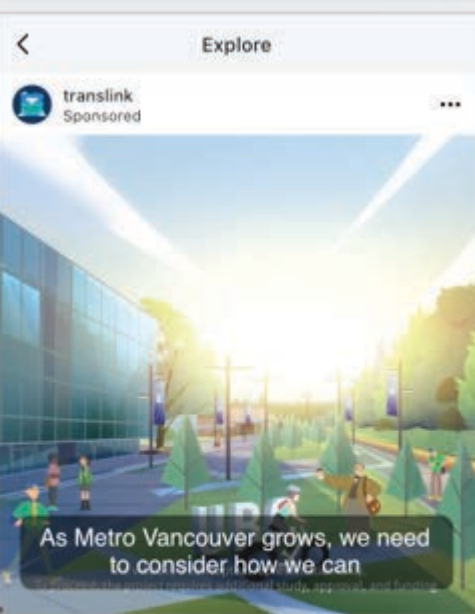
TRANS LINK

UBC STATION

Learn More

translink We want your feedback on a potential Millennium Line UBC Extension until May 14.

This ad features a stylized illustration of a transit station. A person with a beard and a plaid jacket stands on the left, while another person on a bicycle is on the right. A sign above the platform reads 'UBC STATION'. The background shows city buildings under a warm, orange sky. The TransLink logo is prominently displayed at the top.



Explore

translink Sponsored

As Metro Vancouver grows, we need to consider how we can

Learn More

translink Until May 14, have your say on a potential SkyTrain extension from Arbutus Street to UBC.

This ad shows a bright, modern transit station interior with large glass windows and a high ceiling. The scene is bathed in sunlight, creating a warm and airy atmosphere. People are seen walking and riding bicycles. A text overlay in the center reads: 'As Metro Vancouver grows, we need to consider how we can'. The TransLink logo is visible in the top left corner.

Bus Shelter Ad



**We want to hear
from you!**

**Potential SkyTrain Extension –
Arbutus to UBC**

Have your say from April 19 to May 14:
translink.ca/ubcextension



Billboard Ad



We want
to hear
from you!

Potential
SkyTrain
Extension –
Arbutus to UBC

Take the survey:
translink.ca/UBCExtension



溫市中心男子被當街槍殺 屬幫派成員曾兩遭槍傷

【明報專訊】位於溫市中心在豪苑（Coal Harbour）的餐廳 Godfrey's Restaurant 昨晚六晚發生在日裡槍殺案，一名男子中槍，身中三彈，被 Paramedic 救走，死者為幫派成員，週日警方在槍擊案中受傷，此次案發造成死傷，遭人犯非禮射擊。



▲溫市中心區豪苑 Godfrey's Restaurant 昨晚六晚發生在日裡槍殺案，一名幫派成員遭非禮射擊。

▲死者前哥羅巴里「Shak」Chahal 昨晚被救傷隊救走， Paramedic 救走。

警方表示，週六（17日）晚上約九時在溫市中心，豪苑樓下發生槍殺案，一名男子中槍，身中三彈，被 Paramedic 救走。死者為幫派成員，週日警方在槍擊案中受傷，此次案發造成死傷，遭人犯非禮射擊。

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We want to hear from you!
Potential SkyTrain Extension –
Arbutus to UBC

Have your say from April 19 to May 14: translink.ca/ubcextension



意見調查：請以他人語言翻譯這通告。 意見調查：請以他人語言翻譯這通告。

Appendix B

Engagement Materials

Discussion Guide



Millennium Line UBC Extension

Public Engagement

Have your say from April 19 to May 14, 2021: translink.ca/ubcextension

We Want To Hear From You!

We want your feedback on a potential SkyTrain extension to UBC.

During this engagement, we're seeking your feedback on:

- Priorities, opportunities, and considerations regarding a potential SkyTrain extension to UBC
- Criteria to help assess potential route and station location options

From April 19 to May 14, learn more and provide your feedback online:
translink.ca/ubcextension

- Review this document
- Complete the online survey
- Register for the online open house:

Saturday, May 1, 2021
10:00–11:00a.m.

You can also email us at:
ubcextension@translink.ca

Overview

In this document, you'll find information on:

1. Background
2. Benefits and Opportunities
3. Our Current Work
4. Public Engagement
5. Next Steps

We're Planning for the Future

While public transit use declined in 2020 and early 2021 due to COVID-19, it remained an essential service.

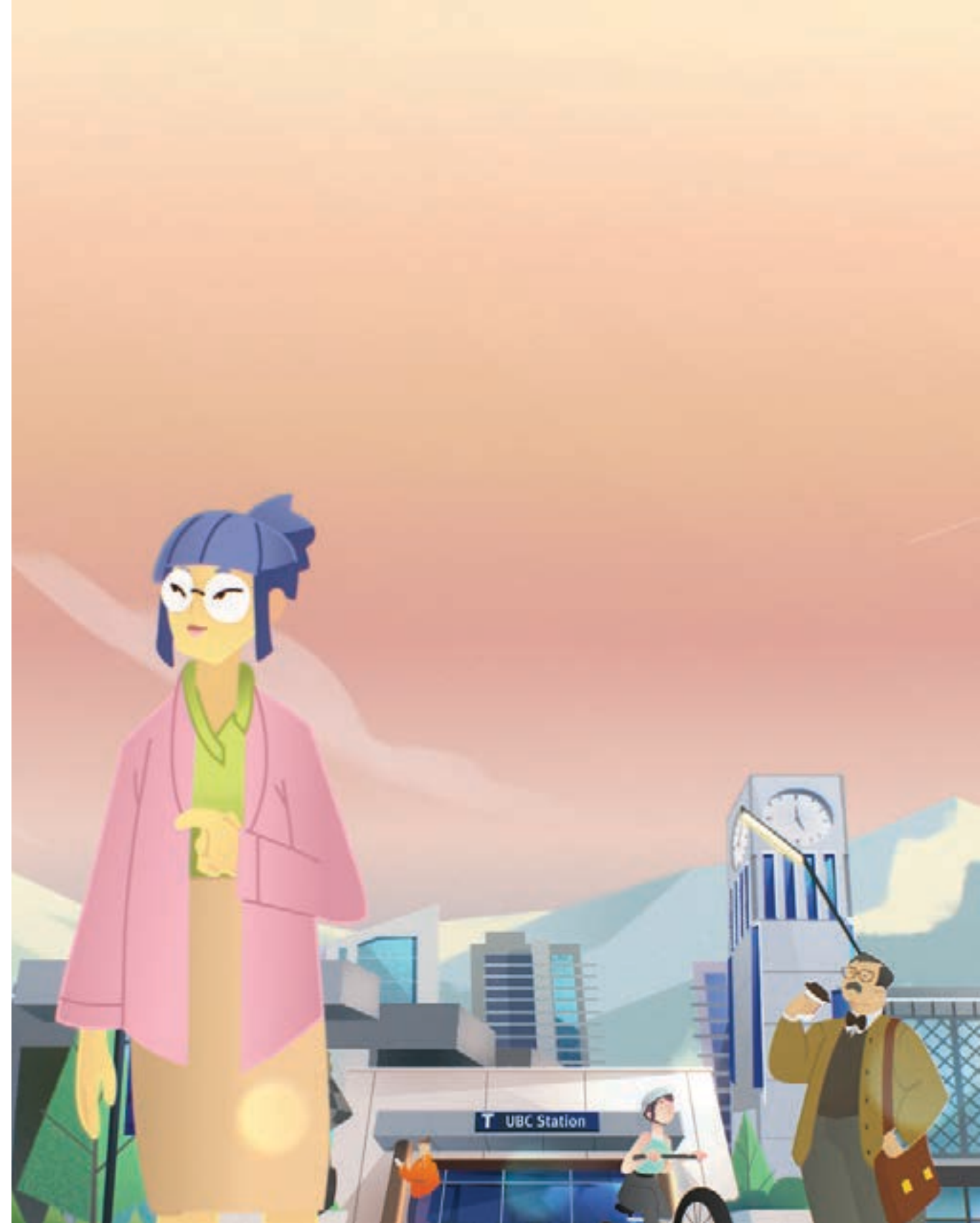
Work and travel habits may change for some in the coming months and years, but we expect transit ridership to return to—and surpass—pre-pandemic levels as the region prepares to welcome **more than 1 million more people and approximately 500,000 new jobs by 2050**. That is why we are looking ahead and planning for the future.

What is the Millennium Line UBC Extension?

A potential SkyTrain extension from Arbutus Street to UBC.

We're currently undertaking technical planning and engaging with stakeholders, the public, and Indigenous Nations to assess:

- Potential route options, including where the SkyTrain could be elevated or underground
- Potential location of future stations



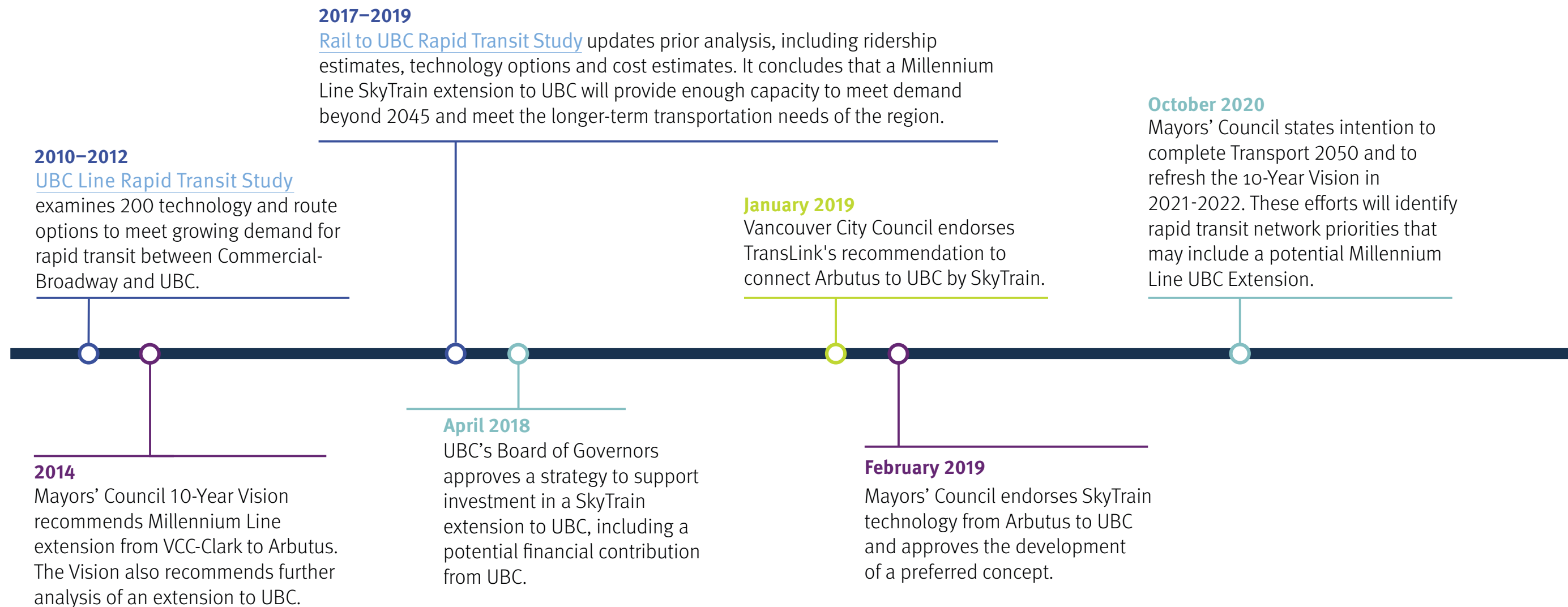
1. Background

Transit Along The Broadway Corridor

- In 2019 (pre-COVID), the 99 B-Line moved **up to 60,000 customers per day** on articulated buses along the Broadway Corridor
- Buses ran every **two to three minutes** at peak times
- This is the **busiest and the most consistently overcrowded bus route** in our region's network



The History of Planning for Rapid Transit to UBC

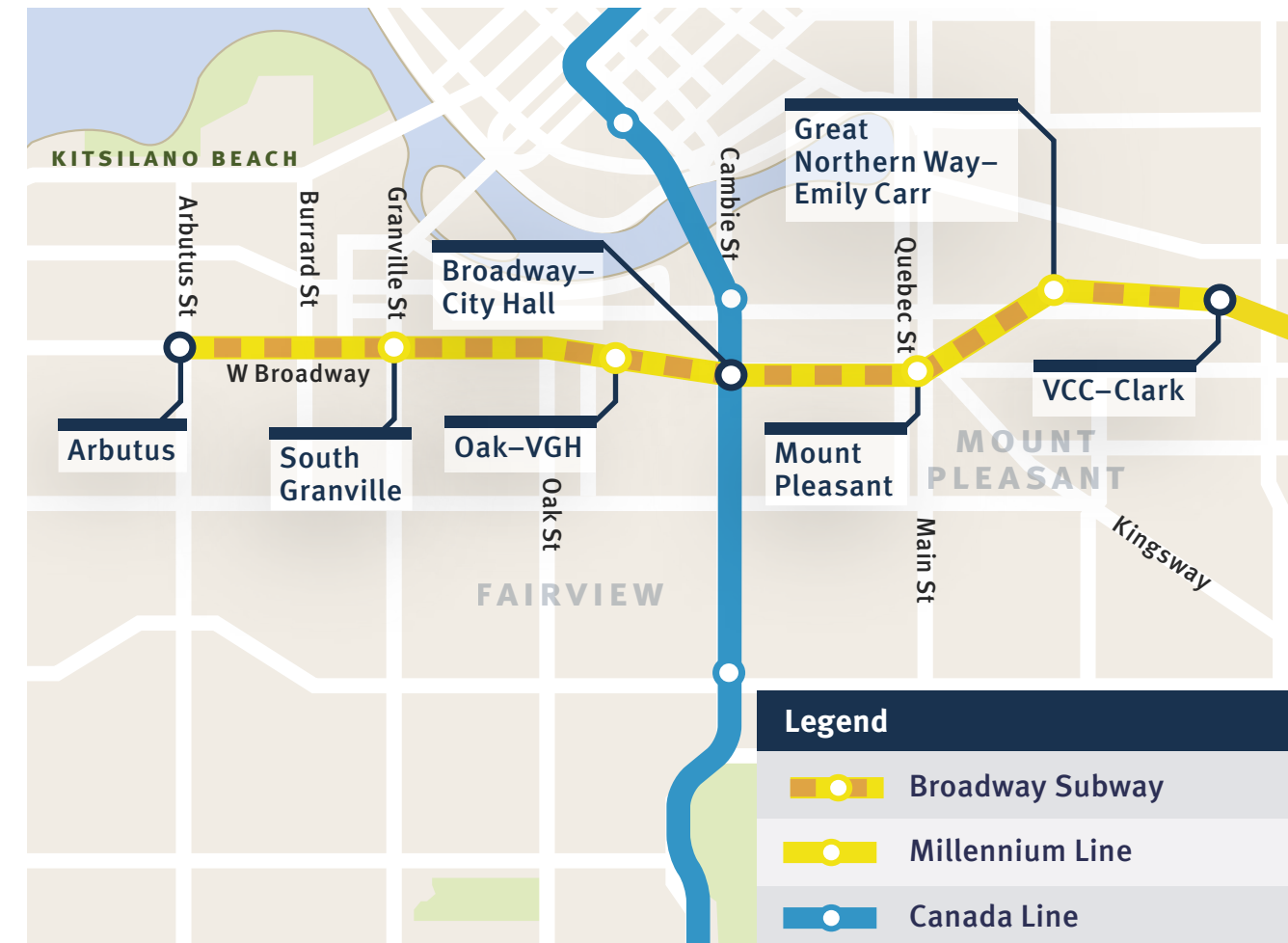


Broadway Subway Project

The Broadway Subway Project is currently underway.

- Will extend the Millennium Line by 5.7 kilometres from VCC-Clark SkyTrain Station to Broadway and Arbutus Street
- Will have the capacity to move three times as many people as the 99 B-Line

B-Line bus service will continue to operate between Arbutus and UBC after this extension opens in 2025.



Why are we planning for a potential Millennium Line UBC Extension?

When the Broadway Subway Project opens in 2025, the shortened 99 B-Line route, from Arbutus Street to UBC, is expected to be at capacity in the peak hour.

- With expected increases in jobs, housing, and educational opportunities, transit demand will continue to grow along the Broadway Corridor to and from UBC
- SkyTrain is the only form of rapid transit that could meet future ridership demand from Arbutus Street to UBC beyond 2050
- This sustainable travel option would better connect the region to:
 - Higher education, jobs, and housing opportunities
 - Cultural amenities and health and technology precincts along the Broadway Corridor

2. Benefits and Opportunities

Project Benefits



**Improves
reliability
and travel
time**



**Meets
future
demand**



**Offers a
sustainable
transportation
choice**



**Expands
economic
opportunity and
access to jobs**



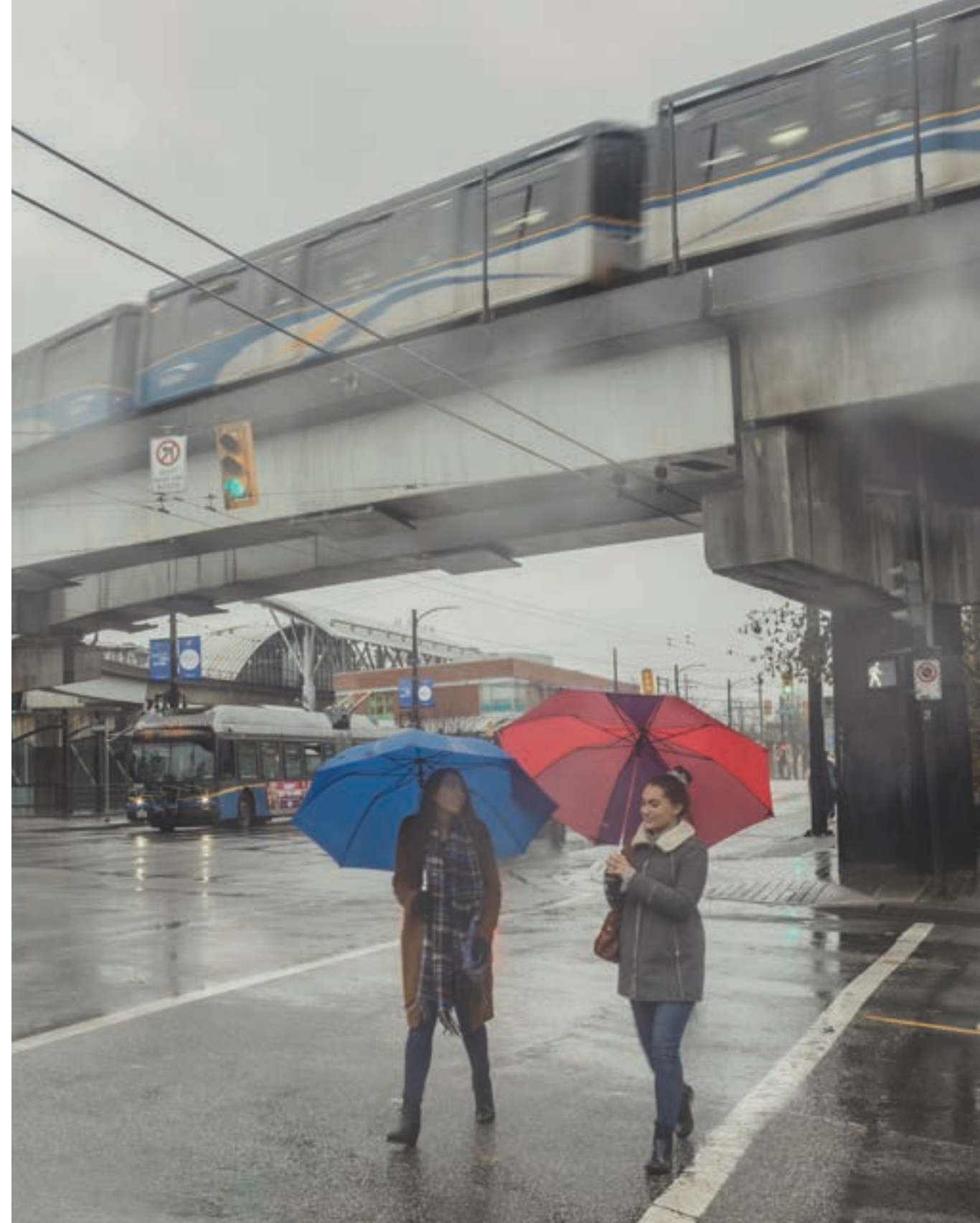
**Supports
opportunities
for Indigenous
peoples**

Improves Reliability and Travel Time

A SkyTrain extension to UBC would:

- Address issues on the busiest and the most consistently overcrowded bus route on our region's network
- Reduce the travel time between Commercial-Broadway and UBC by half (compared to bus), saving transit customers more than 20 minutes per trip*
- Offer a one-seat ride with no need to transfer at Arbutus

**Comparison includes Broadway Subway Project extension and a potential UBC extension*



Meets Future Demand and Offers a Sustainable Transportation Choice

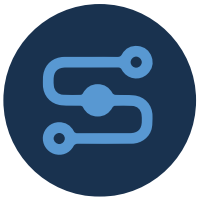


It is expected that by 2050, a Millennium Line UBC Extension could carry 130,000 people per day.

A SkyTrain extension to UBC would:

- Accommodate expected ridership along the Broadway Corridor and allow for future expansion
- Support sustainable transportation options for those who live, work, study and play along the Broadway Corridor and beyond
- Reduce vehicle use by 3,000 car trips during peak times

Connects the Region While Expanding Economic Opportunities and Access to Jobs



UBC is a major destination for people from all over Metro Vancouver and it is one of the largest employment centres in the region.

- In 2019, the UBC campus had a daytime population of 80,000 people, which is expected to increase to 130,000 by 2050
- Students, faculty and staff commute to UBC from across the region
- About half of the passengers on a future UBC extension would come from outside the City of Vancouver

A SkyTrain extension to UBC would:

- Connect over 1 million people within a 60-minute transit trip to UBC
- Increase transit connectivity between job centres to support economic prosperity in Metro Vancouver

Supports Opportunities for Indigenous Peoples



A SkyTrain extension to UBC would:

- Provide improved access to the rapid transit network for Indigenous-owned lands, developments and communities, including the Jericho Lands and areas within the University Endowment Lands
- Support transit-oriented development on Indigenous-owned lands
- Support Indigenous economic development and well-being
- Provide an opportunity to support recognition and integration of Indigenous culture

3. Our Current Work

Our Current Work

We are undertaking technical planning work and engaging with stakeholders, the public, and Indigenous Nations to:

- Confirm the objectives of a potential SkyTrain extension
- Evaluate potential route options and station locations
- Collect information related to geotechnical (soil) and environmental conditions

We are working closely with the Province of BC, City of Vancouver, UBC, Musqueam Nation, Squamish Nation, Tsleil-Waututh Nation, Metro Vancouver and the University Endowment Lands.



4. Public Engagement

We Want Your Feedback On

Project Values

**Criteria to Help Assess Potential Route
and Station Location Options**

Project Values

These values are helping to guide our planning process:

- Improve reliability and travel time
- Provide a safe and secure service
- Meet future ridership demand
- Attract new riders
- Better connect people to jobs, housing, recreation, and education
- Support and integrate with existing and future land use and development
- Expand local and regional economic opportunity
- Minimize impacts to neighbourhoods
- Minimize impacts to the natural environment
- Reduce greenhouse gas emissions (GHGs)
- Improve access to transit for low-income households

What do you think? We want to hear from you! Take the survey at:

translink.ca/ubcextension

Criteria to Assess Potential Route and Station Locations

To measure the potential options, we will look at the following criteria:

Area of Focus	Criteria to Help Assess Potential Route and Station Location Options
Customer Experience	Travel time: Travel times and reliability for transit riders
Transportation	Ridership: How many new riders would use the service Transportation: Effects on walking, cycling, driving, and trucks (goods movement) Access: Access to existing and future jobs, housing, and recreational and educational opportunities
Urban Development	Streetscape/urban realm: Contribution to a high-quality urban environment with active and inviting streets Land use: Alignment with municipal and other local land use planning
Social, Community & Environment	Neighbourhood: Consideration of impacts to established communities Environmental: Effects on the natural environment Climate change: Reduction of greenhouse gases
Economic Development	Opportunities for Indigenous peoples: Supports for Indigenous peoples' employment opportunities and economic well-being Economic opportunity: Advance local and regional economic well-being by improving the movement of people and goods
Financial	Financial: Cost-effective use of public funds Fares: Fare revenue to finance the operations and maintenance of the extension

What else should we consider? Take the survey at:

translink.ca/ubcextension

How We Will Use Your Feedback

Your feedback will help us confirm the objectives of a potential SkyTrain extension, and evaluate possible route options and station locations.

Further engagement opportunities will be provided if decision-makers direct us to proceed to create a business case for a preferred alternative.



5. Next Steps

Timeline

2021

- Stakeholder and public engagement
- Indigenous Nations engagement
- Technical analysis (route and station options, costing)

- Present study findings to decision makers for direction
- Mayors' Council decision regarding next steps

Potential Future Milestones

- Complete Transport 2050 and identify rapid transit network priorities
- Develop business case
- Secure funding and contributions from different levels of governments and other potential sources



Online Open House Presentation



Millennium Line UBC Extension

Online Open House
Saturday, May 1, 2021
10:00-11:00am



Land Acknowledgement

TransLink acknowledges, respects, and celebrates the Indigenous Nations on whose territories we are fortunate to live, work, operate, and serve, and recognizes that in planning and managing the region's transportation system we have a role to play in supporting reconciliation with Indigenous peoples.

We would like to acknowledge that the potential Millennium Line UBC Extension would be on the shared territory of x^wməθk^wəy'əm (Musqueam), Sk_wxw_ú7mesh Úxwumixw (Squamish Nation) and səlilwətał (Tsleil-Waututh Nation).

Online Open House Overview

1. Presentation

- Background
- Our Current Work
- Benefits and Opportunities
- Engagement Topics
- Next Steps

2. Question and Comments



We're Planning for the Future

While public transit use declined in 2020 and early 2021 due to COVID-19, it remained an essential service.

Work and travel habits may change for some in the coming months and years, but we expect transit ridership to return to—and surpass—pre-pandemic levels as the region prepares to welcome more than **1 million more people** and approximately **500,000 new jobs** by 2050. That is why we are looking ahead and planning for the future.

1. Background



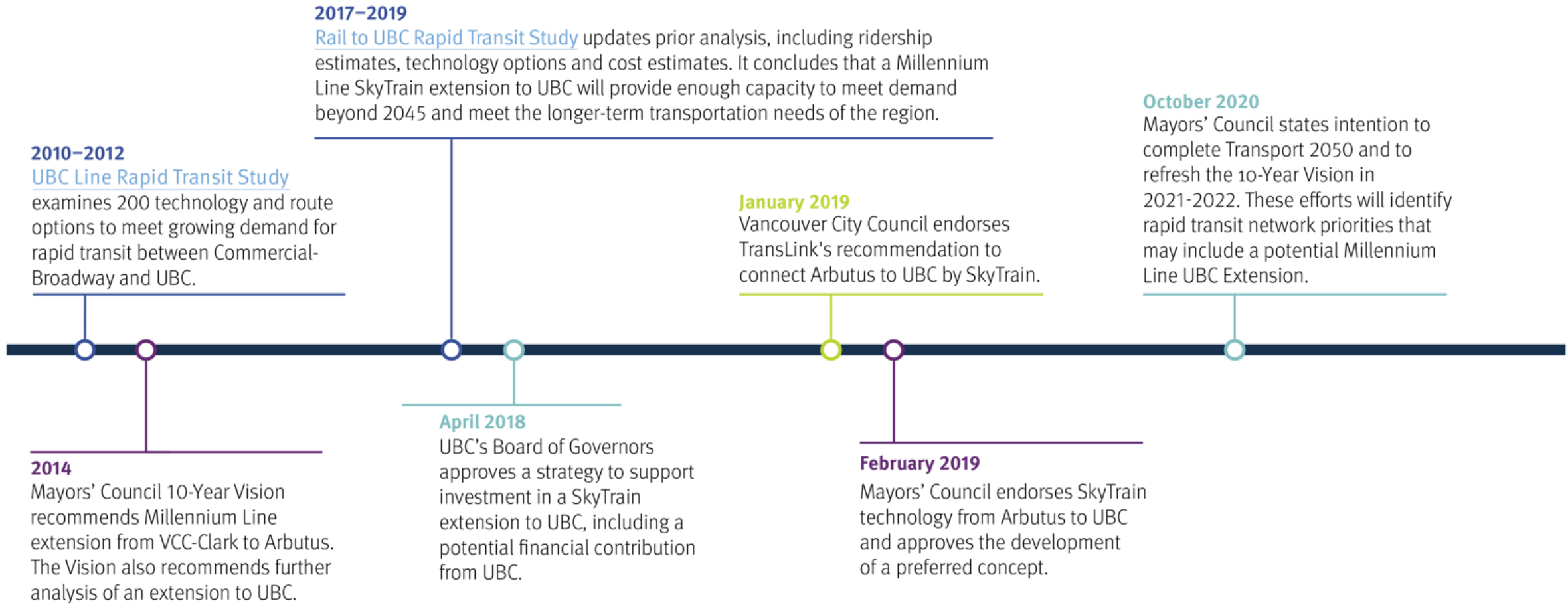
Together all the way

Transit Along the Broadway Corridor

- In 2019 (pre-COVID), 99 B-Line moved up to **60,000 customers per day**
- Articulated buses every **two to three minutes** at peak times
- **Busiest and most consistently overcrowded bus route** in our region's network

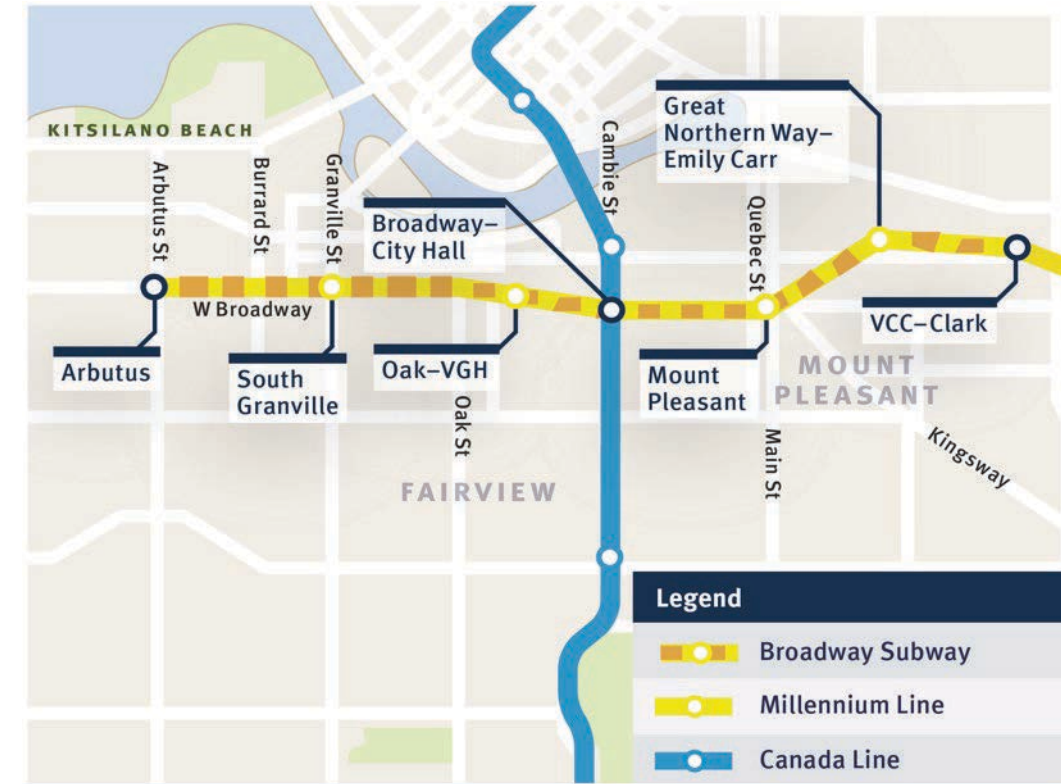


The History of Planning for Rapid Transit to UBC



Broadway Subway Project

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- B-Line will continue between Arbutus and UBC



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Our Current Work

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- Evaluate potential route options and station locations
- Collect information related to geotechnical (soil) and environmental conditions



2. Benefits and Opportunities



Project Benefits



**Improves
reliability
and travel
time**



**Meets
future
demand**



**Offers a
sustainable
transportation
choice**



**Expands
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opportunity and
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4. Engagement Topics

We Want Your Feedback On

Project Values

**Criteria to Help Assess Potential Route
and Station Location Options**

Engagement Topic #1

Project Values

- Improve reliability and travel time
- Provide a safe and secure service
- Meet future ridership demand
- Attract new riders
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- Support and integrate with existing and future land use and development
- Expand local and regional economic opportunity
- Minimize impacts to neighbourhoods
- Minimize impacts to the natural environment
- Reduce greenhouse gas emissions (GHGs)
- Improve access to transit for low-income households

Take the survey at:

translink.ca/ubcextension



Engagement Topic #2

Criteria to Assess Potential Route and Station Locations

Area of Focus	Criteria to Help Assess Potential Route and Station Location Options
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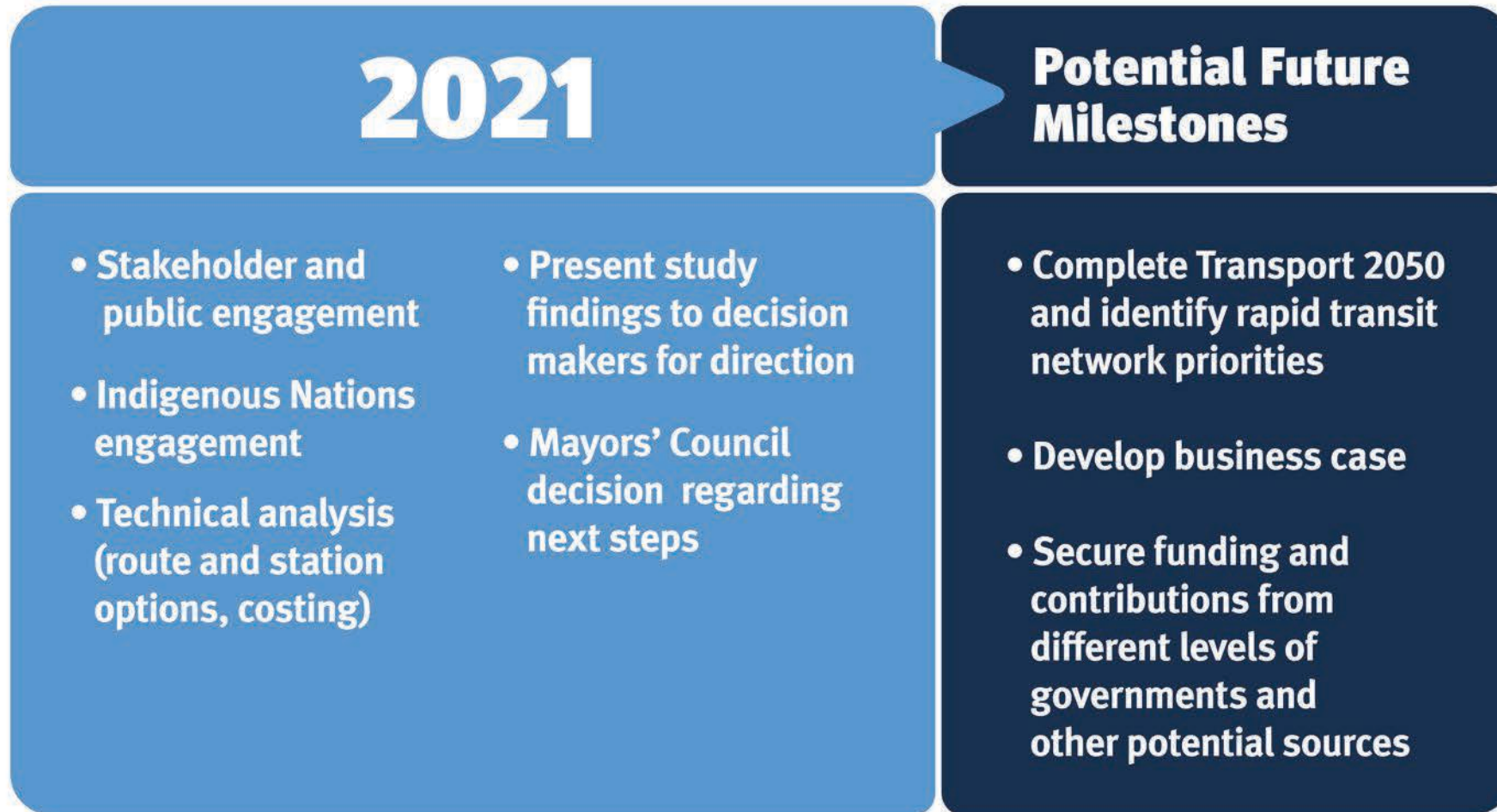


5. Next Steps



Together all the way

Timeline



We Want to Hear From You!

Until May 14, learn more and provide your feedback online at translink.ca/ubcextension:

- Review the discussion guide
- Complete the online survey

You can also email us at ubcextension@translink.ca

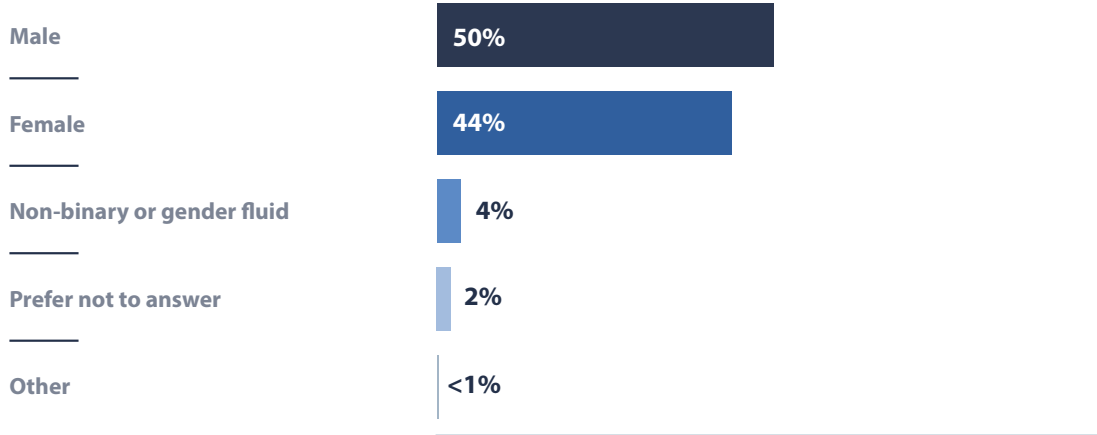




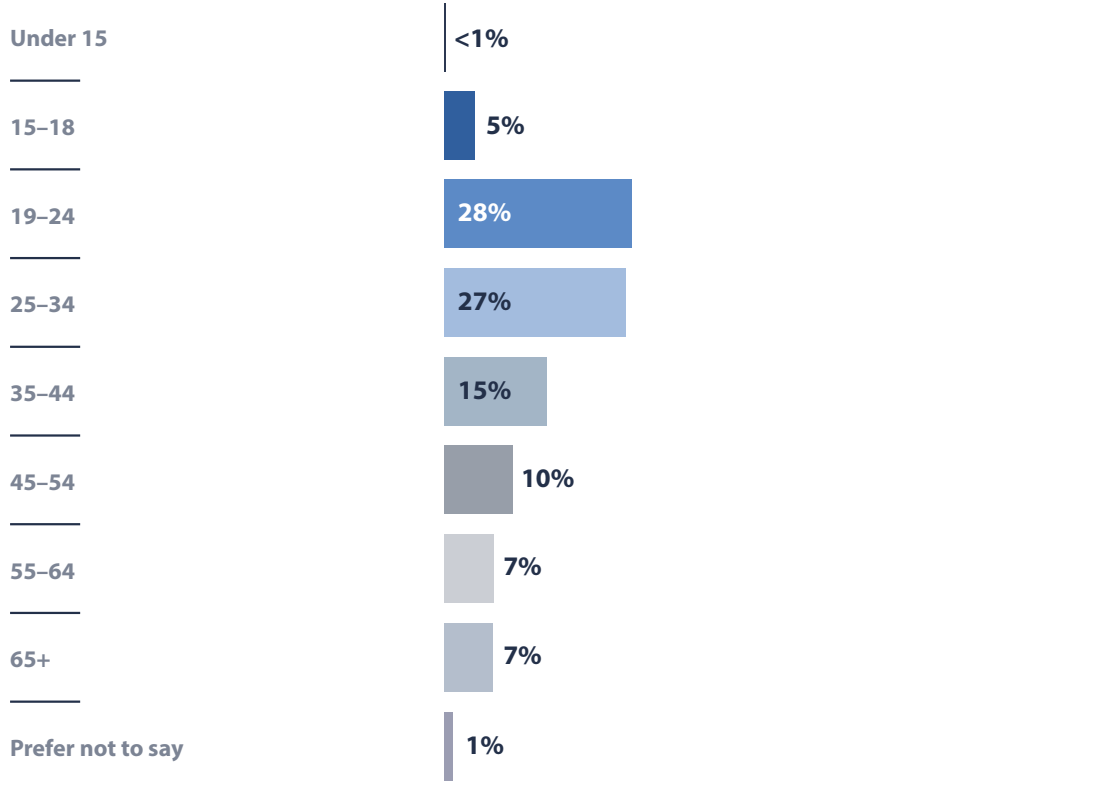
Appendix C

Public Survey Demographics

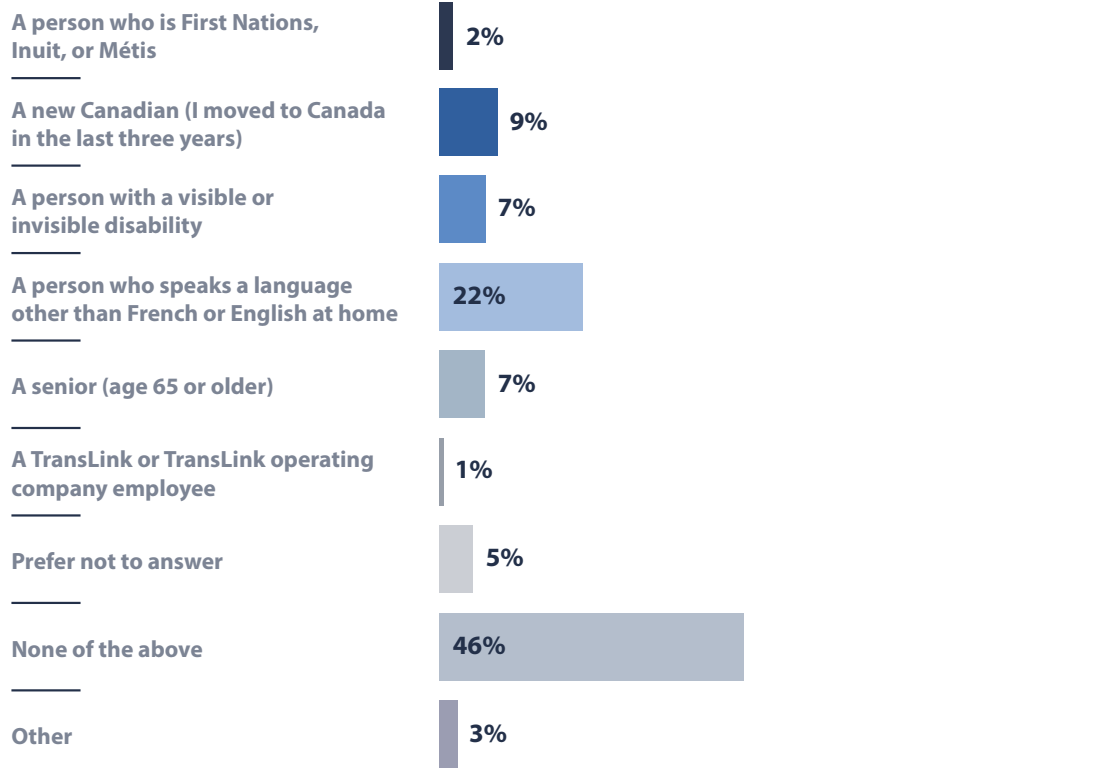
1. GENDER BREAKDOWN



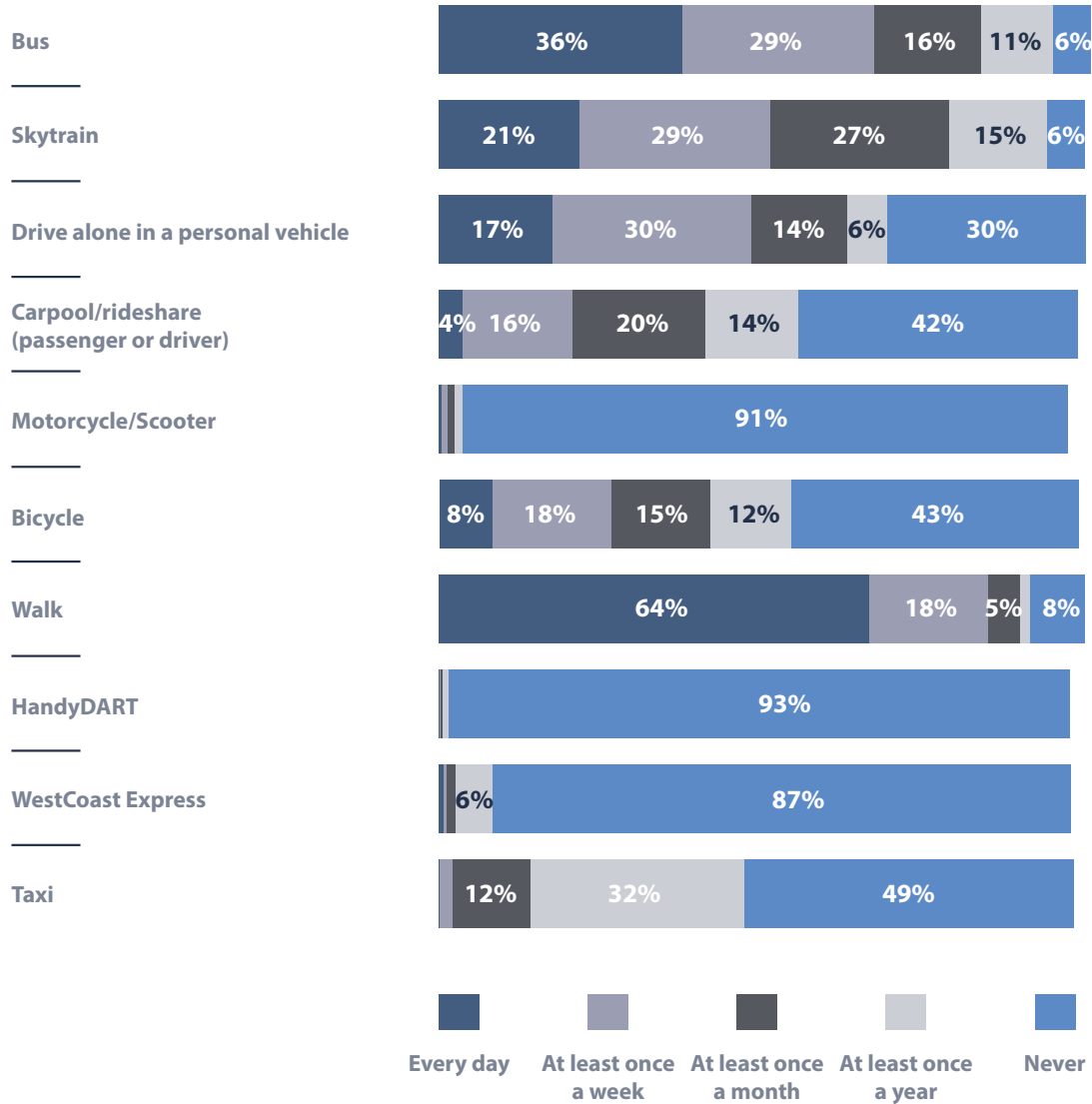
2. AGE DEMOGRAPHICS



3. IDENTITY DEMOGRAPHICS



4. WHAT TRANSPORTATION MODES DO SURVEY RESPONDENTS USE MOST TO GET AROUND?



Kirk&Co.



Please recycle if printed.