



**CITY OF RICHMOND**

**REPORT TO COMMITTEE**

**TO:** Public Works and Transportation Committee      **DATE:** March 7, 2001  
**FROM:** Gordon Chan, P. Eng.  
          Manager, Transportation                              **FILE:** 6480-03-01  
**RE:** **IMPLEMENTATION OF #98 B-LINE - MARKETING AND EDUCATION CAMPAIGN**

**STAFF RECOMMENDATION**

1. That staff work with TransLink on its marketing and education plan to raise awareness of the new #98 B-Line service and familiarize both motorists and transit users as to the operation and usage of the service.
2. That staff monitor the effectiveness of the #98 B-Line marketing and education plan in conjunction with TransLink and report back to Council if further action is required.
3. That Council formally acknowledge the efforts of TransLink to promote the #98 B-Line service through its marketing and education campaign.

Gordon Chan, P. Eng.  
Manager, Transportation

Att. 3

<b>FOR ORIGINATING DIVISION USE ONLY</b>
<b>CONCURRENCE OF GENERAL MANAGER</b>

## STAFF REPORT

### ORIGIN

At the January 22, 2001 regular Council Meeting, senior TransLink staff addressed Council and responded to questions on issues relating to the implementation and operation of the #98 B Line service. Following the presentation, Council and TransLink agreed on the need for a comprehensive public communications plan to raise awareness of the service and to educate transit users, pedestrians and motorists on the use of the service and the related traffic control changes along No. 3 Road. TransLink staff subsequently presented a preliminary overview of the communications plan at the February 7, 2001 meeting of the Public Works and Transportation Committee. The Committee was advised that TransLink would provide City staff with further details of the plan as it became finalized, including copies of the proposed print media for City staff review prior to publication.

This report details the components of the marketing and education campaign that TransLink will be undertaking as part of its implementation of the #98 B-Line service. Draft copies of some of the elements of the plan are attached, including the Richmond transit brochure outlining the changes to Richmond transit services, newspaper advertisements and the newspaper insert.

### ANALYSIS

#### **1. Overall Purpose of the #98 B-Line Marketing and Education Campaign**

The overall purpose of the #98 B-Line marketing and education campaign is to communicate the service changes and improvements to existing and new users, maintain and build ridership and identify safety issues related to the operation of the service. The key messages TransLink intends to convey are:

- there are changes and improvements to Richmond transit services;
- the introduction of the #98 B-Line service and the improvements that this service brings is the catalyst for the restructuring of Richmond routes;
- the operation of the #98 B-line in the dedicated centre lane on No. 3 Road; and
- the safety issues regarding the interaction of buses, cars and pedestrians and the implementation of legal U-turns at selected intersections.

#### **2. Specific Marketing and Education Tactics for Richmond**

TransLink proposes to implement its marketing and education campaign through a variety of media. The specific elements of the plan, targeted at transit users and motorists travelling in and to/from Richmond, are described below. Note that the potential of a transit strike as of April 1<sup>st</sup> may alter the timing of the events.

##### Print Media

- One master advertisement with highlights of the improvements and changes for the major daily newspapers. Customers will be directed to the TransLink web site, customer information, FareDealers and timetable outlets for further information.
- A specific advertisement of the service improvements and changes for Richmond only in both English and Chinese to be placed in the local community papers.
- A traffic safety advertisement addressing the operation of the bus service and the traffic control changes on No. 3 Road to be placed in the local community papers (Attachment 1).

- A brochure to be inserted in one of the Richmond community papers that explains the details of the service improvements and the impacts on Richmond and Vancouver transit riders (Attachment 2). The brochure will also be available on buses, at FareDealers and timetable outlets, and handed out at key transfer points the week before the implementation date by TransLink staff.
- Feature items in the on-board Buzzer pamphlet.
- A traffic safety brochure dedicated to traffic safety concerns connected with the operation of the bus service and the traffic control changes on No. 3 Road. The City will be responsible for the distribution of the safety brochure.

Staff have provided TransLink with resource material related to the traffic control changes for use in the advertisements and brochures. The newspaper advertisements, insert and traffic safety brochure are scheduled for appearance during the weeks of April 1 and April 8, 2001.

#### Radio

- 30-second commercial announcing the launch of the #98 B-Line service.
- 10-second safety message regarding the interaction of buses, cars and pedestrians.

Both announcements will be run with a high frequency over a two-week period beginning April 1, 2001. The messages will also be broadcast on Chinese radio stations (Fairchild AM/FM and CHMB AM).

#### On-board Displays

- Interior and exterior bus display boards announcing the upcoming service changes and directing customers to information sources such as the TransLink web site, customer information, FareDealers and timetable outlets.
- A #98 B-Line route map will be developed and positioned inside of the buses.

#### On-street Promotion

- Four 4-ft by 8-ft signs will be erected on No. 3 Road along the #98 B-Line route to announce the introduction of the service on April 9, 2001 (Attachment 3).
- Several days prior to the start of the #98 B-Line service, TransLink staff will be at key bus transfer locations in Richmond at peak periods to distribute brochures and answer questions.
- On April 9, 2001, TransLink staff will hand out newspapers, brochures and other promotional items at key transfer locations in Richmond.
- An additional 200 "Info tubes" will be installed at key bus stop locations to provide timetable information.
- Special bus stop signs will be placed at Airport bus stops for the shuttle service.

#### TransLink and City of Richmond Web Sites

- The TransLink web site will have a web page dedicated to the #98 B-Line service.
- The City of Richmond web site will have a link to this web page once it is in place, which is anticipated at the end of March, 2001.

#### Customer Information

- The Customer Information department of TransLink will be provided with detailed fact sheets to respond to customer inquiries about the new service.
- Major destinations and activity centres in Richmond (e.g., front of house at City Hall, community centres, libraries, etc.) will also be provided with this information.

Bus Timetables

- A reminder notice will be placed on the front of the standard Richmond bus timetable booklet to encourage customers to review the revised bus routes and schedules.
- A #98 B-Line one-colour public timetable, currently under development, will be updated with a simplified map and schedule.

Other Publicity Events

- Service pre-launch event for citizens, Councillors, other government representatives and media on Friday, April 6, 2001 in Richmond.
- Press release and Public Service Announcement to radio stations.
- On-going communications activity after the April 9, 2001 launch to introduce the fully functioning #98 B-Line service and to build ridership.

**3. Monitoring of Effectiveness of Marketing and Education Campaign**

Staff will monitor the success and effectiveness of the marketing and education campaign. Based on public feedback and reaction, staff will report back to Council if further action is required.

FINANCIAL IMPACT

None to the City, as TransLink is funding the marketing and education campaign. The involvement of Transportation staff in the development and broadcast of the communications plan is part of the department's annual work program and therefore does not require additional resources.

CONCLUSION

As part of the launch of the #98 B-Line service on April 9, 2001, TransLink will be undertaking a comprehensive public communications plan to raise awareness of the service and educate transit users, pedestrians and motorists on the use of the service and the traffic control changes along No. 3 Road. The marketing and education campaign will use a variety of media to inform the public of the service changes and improvements and identify safety issues regarding the interaction of buses, cars and pedestrians and the implementation of legal U-turns at selected intersections on No. 3 Road. Elements of the plan include newspaper advertisements and inserts, radio messages, on-board displays, and on-street promotions.

Staff will work closely with TransLink to develop the campaign and will monitor its effectiveness in promoting the new #98 B-Line service and informing the public of the safety issues associated with the operation of the service. Staff recommend that Council formally acknowledge the efforts of TransLink to promote the #98 B-Line service through its marketing and education campaign.



Victor Wei, P. Eng.  
Senior Transportation Engineer

JC:lce



Joan Caravan  
Transportation Planner

# Walk, Drive or Ride

The new 98 B-Line service is changing the way you get around No. 3 Road

The completion of the new 98 B-Line bus lane on the No. 3 Road means additional transportation solutions for the community. The 98 B-Line service dedicates an entire centre lane to its buses, which helps move larger volumes of people efficiently and more frequently between Richmond, Vancouver and the airport. However, this added convenience for transit users means being mindful of road signs as traffic patterns have changed in the areas where bus lanes have been introduced. Pedestrians also have to be more alert to their safety during this transition period.



**Changes to look for include:**

- Transit users catching the #404 should cross at the corner to reach the designated centre lane bus stop.
- Left turns permitted only at designated intersections
- Drivers should enter and exit businesses with a right turn when possible
- Pedestrians should note new bus lanes and take special care when crossing at intersections.



**New U-turns (for cars and light trucks) permitted at:**

- Ackroyd Road (Southbound only)
- Leslie Road
- Yaohan Centre Access Road
- Lansdowne Mall Access Road
- Browngate Road
- Capstan Way

Changes in traffic patterns will require a period of adjustment as commuters and shoppers adapt to new travel habits. In the interest of safety, Translink cautions drivers to pay special attention to all road signs during transition and pedestrians should be aware of drivers and new traffic patterns.



YOUR REGIONAL TRANSPORTATION NETWORK



ROADS



BRIDGES



SEABUS



SKYTRAIN



WEST COAST EXPRESS



AIRCARE



BUSES

Annotation:  
Everything repro.

Ad. No. 211-085-005-A

Client: TransLink

B/W Newspaper Ads

6.8125" x 9.25" Image size

**Bryant, Fulton & Shee**

32 3622/14798/TransLink - Safety

Publication: Communities

Fri, Mar 9, 2001 3:21 PM

AD: \_\_\_\_\_ CD: \_\_\_\_\_ COPYW: \_\_\_\_\_

PROD: \_\_\_\_\_ AE: \_\_\_\_\_ CLIENT: \_\_\_\_\_

PROOF #4 RUN AT 90.8%

SPELLCHECK \_\_\_\_\_

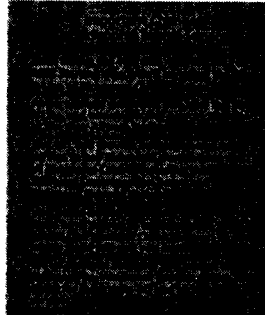


**What is a B-Line?**

The 98 B-Line is an advanced new bus service being introduced as part of TransLink's Strategic Transportation Plan. The first B-Line service, the 99 B-Line, was introduced in 1996 to serve the Broadway-Lougheed corridor. It's a very competitive alternative to driving, and has been a tremendous success.

**Advantages of the 98 B-Line**

- **Faster.** Direct service from Richmond to the airport and Vancouver (along No. 3 Road and Granville Street) means significantly reduced travel times.
- **Improved frequency.** Buses run every 6 minutes during peak periods, with a more reliable schedule.
- **Fewer stops.** Drivers can extend traffic signals at many intersections, and stops are limited to key transfer points and major destinations.



- **More clarity.** In buses, all stops are announced and displayed. At stations, digital displays show precise arrival times.
- **More capacity.** 60-foot articulated buses carry more passengers.
- **More comfort.** Stations are well-lit and sheltered, and offer distinctive signage.

- **More access.** Low bus floors mean easier and faster boarding. All buses come with bike racks and are wheelchair-accessible.

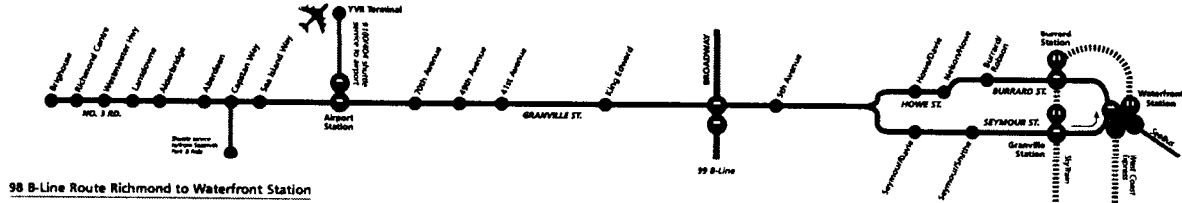
**Specific Route Changes**

To see how the changes might affect you, look below for the bus you take now.

- **401 One Road/Vancouver**  
The 401 is being combined with the 404 to provide service every 15 minutes during peak periods and every 20 minutes midday. Renamed the 401 One Road/Garden City, this route will provide cross-town service between Steveston Village, Ironwood and Riverport (evenings only). The new 401 will make frequent connections with the 98 B-Line and will eliminate the need for transfers to the 401 and 408 at Richmond City Centre.
- **404 Vancouver Ferry/Ladner/Richmond Exchange/Airport**  
A number of routing changes have been made to the 404 Tsewanese Ferry/Ladner/Richmond City Centre/Airport to follow the 98 B-Line along No. 3 Road between Granville and Sea Island Way and to connect to the 98, 100, 425, 491, 492 and 496 at Airport Station.
- **408 Garden City/Richmond Exchange**  
This route has been eliminated and replaced by the 401 One Road/Vancouver. To travel between Horseshoe Way/5 Road and Richmond Centre take the 401 One Road/Garden City. This route is being combined with the 420 to become the 402 Two Road/Bridgeport. This route will provide direct

cross-town service between Steveston Village/Two Road and Bridgeport/Knight Street via Richmond Centre, with frequent connections to the 98 B-Line.

- **420 Bridgeport/Richmond Exchange**  
This route is replaced by the 402 Two Road/Bridgeport. To travel between Knight Street, Bridgeport & Richmond Centre take the 402.
- **403 Three Road/Vancouver**  
Renamed the 403 Three Road/Richmond Centre, this route will no longer continue into downtown Vancouver but will provide service every 12 minutes during peak periods and every 20 minutes midday. Buses will make frequent connections to the 98 B-Line and local and regional stops in Richmond City Centre.



98 B-Line Route Richmond to Waterfront Station

**405 Five Road/Richmond Exchange**

The 405 will combine with the 421 to form the 405 Five Road/Cambie. This route will provide direct service between South-East Richmond and North-East Richmond, with frequent connections to the 98 B-Line. Service between Richmond City Centre and Horseshoe Way/Steveston Hwy is limited to daytime hours only.

**424 Cambie Road/Richmond Exchange**

This route is being combined with the 405 to form the 405 Five Road/Cambie. To travel between Knight Street, Cambie and the Richmond City Centre take the 405.

**407 Gilbert/Richmond Exchange/Vancouver**

The 407 will provide local service and will no longer continue on to Vancouver. Renamed the 407 Gilbert/Richmond Centre, this route will provide improved connections to the 98 B-Line and many key locations within Richmond City Centre. Buses will run every 15 minutes during peak periods, providing improved service for customers travelling to Richmond City Centre, Richmond General Hospital and the Workers' Compensation Board. Vancouver-bound passengers are advised to transfer to the 98 B-Line at Richmond City Centre.

**406 Railway/Vancouver**

Renamed the 410 Railway/22nd Street Station, the 406 will combine with the 410 to provide direct service from Steveston Village to the 22nd Street SkyTrain station via the Railway Corridor, Richmond City Centre, Cambie corridor, Hwy. 91, and Westminster Hwy. Vancouver-bound customers can take the 496 during peak periods and/or the 98 B-Line from Richmond City Centre.

**410 22nd Street Station/Richmond Exchange**

Renamed the 410 Railway/22nd Street Station, this route will continue on to the 22nd Street SkyTrain station in Vancouver rather than terminating at the Richmond Exchange.

**425 Airport South/Richmond Exchange**

This route will provide direct service between Airport Station and the Airport South Terminal. Renamed the 425 Airport South/Airport Station, buses will operate every 30 minutes during a.m. and p.m. peak periods. Frequent connections to the 98 B-Line, 100, 404, 491, 492 and 496 can be made at Airport Station.

**420 UBC/Richmond**

Operational since September 2000, service between Richmond and UBC has been greatly enhanced to operate every 30 minutes between 6 a.m. and 6 p.m. weekdays. There is no weekend service. Travellers to and from Steveston are advised to transfer at Richmond City Centre.

**490 Steveston/Burrard Station**

Formerly the 490 Vancouver/Steveston, this route will no longer stop at the airport, but will provide full pick-up and drop-off service at all 98 B-Line stations. Stops have been adjusted slightly to correspond with 98 B-Line stations.

**411 Steveston/Vancouver**

Renamed the 491 Steveston/Burrard Station, this route will feature articulated buses that will provide two-directional peak period service, and full pick-up and drop-off at 98 B-Line stations in Vancouver. Stops have been adjusted slightly to correspond with 98 B-Line stations.

**411 One Road/Burrard Station**

This enhanced route (formerly the 411) will feature articulated buses that will provide two-directional peak period service, and full pick-up and drop-off at 98 B-Line stations in Vancouver. Stops have been adjusted slightly to correspond with 98 B-Line stations.

**496 Railway/Burrard Station**

This new route provides peak-period peak-directional service from Steveston Village/Railway to downtown Vancouver via the airport, with full pick-up and drop-off at all 98 B-Line stops in Vancouver. Some articulated buses will operate on this route.

**492 Vancouver Express via Two Road**

This new route provides peak-period, peak-directional service from Steveston Village/Railway to Richmond Exchange.

**Richmond Exchange**

To downtown Vancouver, via the Airport, with full pick-up and drop-off at all 98 B-Line stops in



985-3333 www.translink.bc.ca

**TRANS LINK**  
YOUR REGIONAL TRANSPORTATION NETWORK

# Starting April 9th, Richmond transit will be better, faster and more comfortable than ever.



### Introducing the Richmond 98 B-Line

It's worked wonderfully in Vancouver along Broadway. Now we're bringing it to Richmond. With 40 percent fewer stops along the route and the ability of drivers to extend green lights, your downtown-to-downtown trip between Richmond and Vancouver will be faster than ever. Thanks to our new fleet of 60-foot-long articulated buses, it will also be more comfortable. Seats on the 98 B-Line are padded and numerous. No need to strain your neck to look for your next

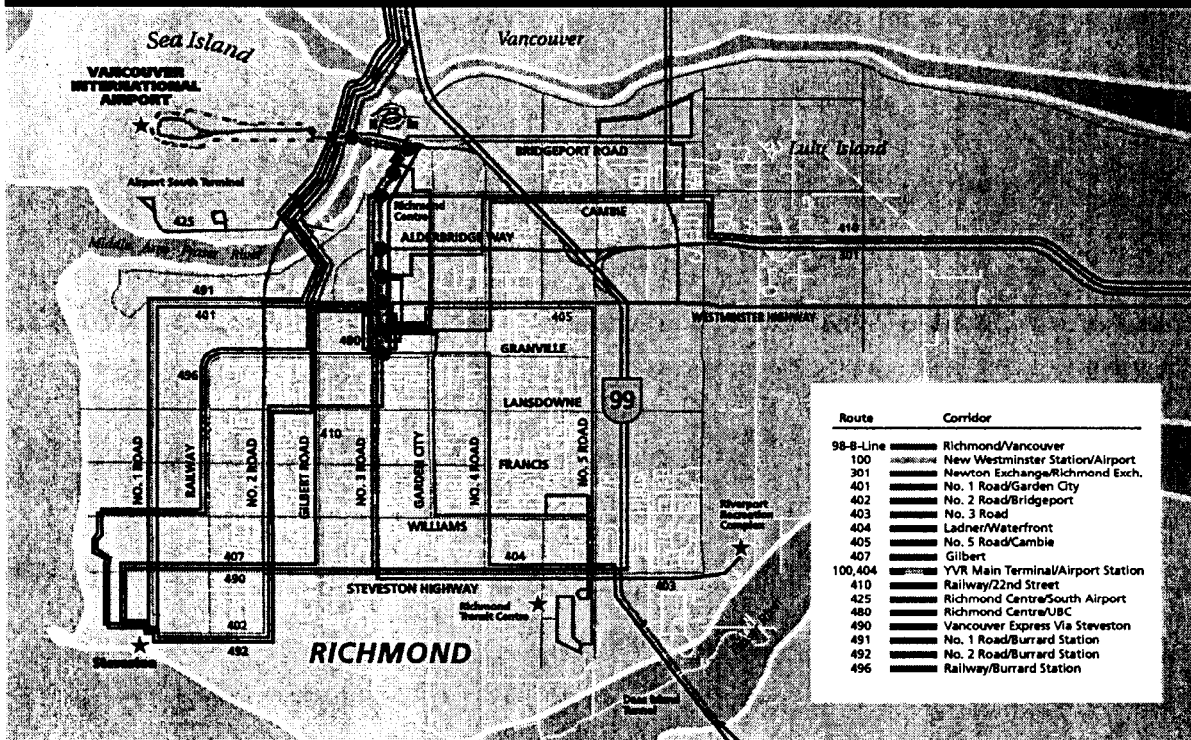
stop; each stop will be announced, and real-time arrival times will be displayed electronically. High service frequency will mean that you'll wait no longer than six minutes for a bus during peak periods. When you do wait, it will be in comfort, because large, well-lit bus shelters, currently being built along the route, will house digital signs showing real-time schedule information. Boarding will be easier and faster for people in wheelchairs, and riding your bike to the station will also be no problem because all buses will be rack-equipped. The first 98 B-Line bus will arrive downtown at 6 a.m.

### Service Within Richmond also improved

Richmond residents told us that service within Richmond is a priority and we listened. Along with implementation of the 98 B-Line, local service is being redesigned and upgraded. Services originally dedicated to serve Richmond-to-Vancouver customers have been altered to enhance local service. Many passengers will find that the new service changes will simply mean learning new route names and numbers. Others may need an additional transfer at Richmond Centre, which will serve as

the 98 B-Line terminal for Richmond to ensure good connections with local buses. Overall, though, most people will find transit travel within Richmond and beyond to be vastly improved. Local service will be better, and the 98 B-Line route will slash transit times between Richmond and Vancouver. All changes have been designed to improve transit service in Richmond as outlined in a Translink Strategic Transportation Plan and the Richmond Area Transit Plan, developed in consultation with the City and residents of Richmond.

Travel within Richmond is being enhanced, and a new direct route to downtown Vancouver is being introduced.



### Customers will enjoy:

- Increased frequency in peak and off-peak hours for reduced transfer times.
- New local service connecting key destinations including Richmond Centre Mall, Lansdowne Mall, City Hall, the Library/Arts Centre, Kwantlen College, Richmond General Hospital, the Workers' Compensation Board and the Asia West retail district.
- Service on new roadways including portions of Cooney, Kwantlen, No. 4 Road, Garden City and Westminister Hwy.

- New two-way service on Lansdowne and Alderbridge. Existing express routes to Vancouver, the 411 and 490 upgraded to two-way. Two new express routes, the 492 and 496.
- Improved connections between Steveston, South-east Richmond and Bridgeport/Cambie.

### Service to Vancouver Airport Enhanced

For airport employees and travelers, getting to the airport has never been easier. The day's first 98 B-Line will arrive at Airport Station by 5:30 a.m., and buses will continue this direct route during daytime hours, Monday through Saturday. At other times,

passengers can transfer from the 98 B-Line to the 100. Travel between the new Airport Station and the Airport South Terminal is also simple. The 425 Airport South/Richmond Exchange bus will continuously loop between the two stops, every 30 minutes between 7 a.m. and 9 p.m. To find out if and how service changes affect you, check the map above. Or if you need additional information, visit our web site: [www.translink.bc.ca](http://www.translink.bc.ca), or call 953-3333.



**Be safe!**  
Cross only at intersections to catch the 98 B-Line.

Don't be in such a hurry that you forget about safety! If you have to cross the street to transfer to the B-Line, or you need to leave the bus lane to get to bus stops on No. 3 Road, make sure you cross only at intersections, and only when traffic signals permit. *Never jaywalk!*

# Starting April 2001



## Faster, more direct bus service from Richmond to the airport & Vancouver



Funded under the Canada-British Columbia  
Infrastructure Works Program  
Un projet du Programme des travaux d'infrastructure Canada-  
Colombie-Britannique



Sign is 8' x 4' (to scale)

35