



TRANSLINK BOARD-IN-BRIEF—JULY 27, 2001

Here are the main points from the July 27 meeting of the TransLink Board of Directors. The complete agenda and supporting reports for every Board meeting are posted on TransLink's website (www.translink.bc.ca). The Board-in-Brief is also available on the website.

Note: Board-in-Brief is not the official minutes of the TransLink Board meeting and should not be interpreted as such. The minutes for this meeting will be adopted at the next TransLink Board meeting.

Item 3.1—2002 Program Plan and Budget Strategy

The Board:

- Received the report dated July 19, 2001 “2002 Program Plan and Budget Strategy” for information;
- Approved as the highest priority, an efficiency-based cost reduction target of \$10 million for 2002 to be achieved without reducing service, in order to reduce the projected 2002 deficit;
- Approved maintaining transit service levels in 2002 at the levels approved for 2001;
- Directed the Chief Executive Officer to carry out public and stakeholder consultation on the various regional options available for closing the remaining short-term funding gap of approximately \$22 million including in no particular order: property tax increase, road subsidy decrease, transit fare increase;
- Directed the Chief Executive Officer to develop a longer-term funding strategy, as part of the review of the Region's strategic plan by the GVRD and TransLink commencing this Fall.

Given the significant implications of any measures that TransLink takes to resolve its short-term funding shortfall, it is imperative that the public and stakeholders be given ample opportunity to participate in the decision-making process. The consultation process will be supported by a broad-based public information initiative that provides background information, context and response mechanisms.

Item 3.2—Expansion of Albion Ferry Vessel Capacity – Supplemental Report

The Board:

- Deferred implementation of the Albion Ferry vessel capacity expansion;
- Approved refitting of the Albion Ferry vessel MV Kulleet in the fall of 2001.

A number of unanticipated issues had arisen since the Albion ferry expansion project was conditionally approved by the Board in January 2001. These included significant schedule risks, requirement for environmental assessment, increased scope and additional costs for capital improvements not originally included in the project, and concerns regarding community support.

The refitting of the MV Kulleet is in accordance with Transport Canada regulations.

Item 3.3—Commercial Revenue Generation

The Board:

- Received the report dated July 17, 2001 titled “Commercial Revenue Generation” for information;
- Directed staff to cancel the Publication Distribution Contract Request for Proposals (RFP No. Q1-0111);
- Directed staff to prepare and release a Request for Proposals to interested parties for Commercial Revenue Opportunities.

There have been a number of unsolicited approaches to TransLink staff by parties interested in pursuing the development of media/advertising properties and retail opportunities within the TransLink network. Given the current fiscal challenges being faced by TransLink, it is appropriate to explore revenue-generation and/or cost-avoidance opportunities, which also provide added value to customers.

A Request for Proposals (RFP) had been issued in response to the interest expressed in launching a daily newspaper to be distributed exclusively on the region’s transit system. That RFP has now been cancelled, and will be replaced by a broader RFP that will allow TransLink to consider and balance a range of revenue opportunities.

In addition to the initial interest in a system-wide newspaper, TransLink has also received unsolicited proposals for on-board and in-station video display systems, multimedia kiosks, product sampling and requests to consider retail opportunities. In some instances, even if the incremental revenue potential is minimal, the added value and benefits that accrue to transit users make these initiatives attractive to consider.

The next meeting of the TransLink Board is the Committee of the Whole:

Date: Wednesday, August 29
Time: 11:30 am
Location: 2nd Floor Boardroom
4330 Kingsway, Burnaby

The next regular TransLink Board meeting will be:

Date: Friday, September 14
Time: 9:00 am
Location: 2nd Floor Boardroom
4330 Kingsway, Burnaby