



APTA 2019 AdWheel Awards

Category 3: Best Marketing & Communications
to Highlight Transit Needs/Funding

TransLink 2018 Investment Plan

Contents

- Online Application..... 1

- Print Media3
 - Investment Plan*..... 3
 - Consultation Discussion Guide* 4
 - Postcards*..... 5
 - Newspaper ads* 6
 - Transit environment ads*..... 7

- Special Event8
 - We want you on board*
 - Public Engagement Bus* 9
 - Public Engagement Booth*..... 13

Online Application

APTA 2019 AdWheel Awards

Category 3: Best Marketing & Communications to Highlight Transit Needs/Funding

TransLink 2018 Investment Plan

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Background & Target Audience

As the regional transportation authority for Metro Vancouver, TransLink is responsible for planning, developing and operating a transportation system that moves people and goods around the region. The Metro Vancouver region is Canada's largest transit service area, covering over 1800 square kilometers (695 square miles).

We sought to engage a broad cross-section of stakeholders across the region to weigh in on the 2018 Phase Two Investment Plan to help deliver the Mayors' Council 10-Year Vision. Participants reviewed the transit and road improvements being planned for their community, and commented on proposed investments and sustainable funding models.

This historic investment plan for \$7.3 billion is the largest in our history and serves as TransLink's strategic and financial plan from 2018-2027.

Situation & Challenges

We faced the challenge of making long-range investment planning interesting, understandable and relevant.

The communications and engagement strategy needed to address the broad geography of Metro Vancouver, the varying levels of benefits across the region and the increase in taxes that were contained in the proposed plan.

The stakes were high—new funding over the next ten years required the approval of \$7.3 billion funded and approved by all levels of government—regional, provincial and federal. The expectation was a significant effort to inform and engage over 2.5 million people who live in 21 distinct municipalities, one Electoral District, and one urban First Nation.

Strategy & Objective

The sheer scope required a digital, online approach and included face-to-face events.

Strategies:

- website (tenyearvision.translink.ca) with an interactive digital map of improvements;
- discussion guide summarizing improvements and funding sources;
- public survey available online and at open houses;
- scientific poll mirrored the public survey; and
- social media messages re: municipal benefits and shared with elected officials.

Campaign awareness:

- a media technical briefing to launch the funding model;
- a media event upon Plan approval;
- advertisements in 13 local papers;
- postcards directing people to the website distributed at in-person engagement events;
- digital media through all channels, as well as print and digital versions of the Buzzer Blog; and
- bus and SkyTrain ads throughout the system.

Results, Impact & Measurement

Campaign outcomes:

- 30+ unique media articles in print, radio and TV;
- 2738 completed public surveys;
- representative sample of 2000 respondents in a parallel scientific poll;
- 972 people attended 9 in-person engagement events across the region;
- printed discussion guides and presentation boards available at the in-person events; and
- 13,038 unique page views to the project landing page recorded.

Robust engagement feedback informed the Phase Two Investment Plan, and allowed the TransLink Board and Mayors' Council confidence to approve the plan.

Submission Reasoning

We believe that this communications and engagement effort was impactful to both the planning objectives of the project that is, to gain useful community and stakeholder feedback and on transit and region-wide transportation initiatives, but also to the engagement efforts themselves—to achieve transparency in planning, encourage stakeholder buy-in and support of plans, and generate wider understanding of the transportation investments being considered.

The campaign included multiple avenues of information-sharing and engagement with customers and regional stakeholders to better understand their transportation experience and needs; in-person, online, digital and traditional media, pop-up events, and surveys.



Phase Two of the 10-Year Vision
PUBLIC CONSULTATION DISCUSSION GUIDE

tenyearvision.translink.ca

Public consultation
discussion guide



Phase Two of the 10-Year Vision
2018 – 2027 INVESTMENT PLAN

APPROVED JUNE 28, 2018

tenyearvision.translink.ca



Investment plan

Public consultation discussion guide and investment plan



Phase Two of the 10-Year Vision PUBLIC CONSULTATION DISCUSSION GUIDE

tenyearvision.translink.ca



Completing the 10-Year Vision for Metro Vancouver Transit & Transportation

ENTIRE 10 YEAR VISION		APPROVED/UNDERWAY FUNDED	REMAINING INVESTMENTS TO BE FUNDED
BUS SERVICE	<ul style="list-style-type: none"> 25% increase 12 B-Lines 10 new service areas 	<ul style="list-style-type: none"> 10% increase 5 new B-Lines 5 new service areas 	<ul style="list-style-type: none"> 8% increase 2 new B-Lines New service areas to be confirmed 7% increase 5 new B-Lines Any remaining new service areas
SEABUS SERVICE	<ul style="list-style-type: none"> 1 new SeaBus 10-minute peak frequency; 15-minute all day 	<ul style="list-style-type: none"> 1 new SeaBus 10 minute peak frequency; 15-minute all day 	
HANDYDART SERVICE	<ul style="list-style-type: none"> 30% increase 	<ul style="list-style-type: none"> 15% increase 	
SKYTRAIN & WEST COAST EXPRESS (WCE)	<ul style="list-style-type: none"> 164 Expo/Millennium Line cars 24 Canada Line cars 10 WCE Cars + locomotives Upgrades of power and control systems, stations 	<ul style="list-style-type: none"> 56 Expo/Millennium Line cars 24 Canada Line cars 2 new + 6 refurbished WCE locomotives Upgrades to Expo/Millennium & Canada Line Stations and stations 	<ul style="list-style-type: none"> 7% increase 8% increase 108 Expo/Millennium Line cars (including Broadway Extension) Upgrades to Expo/Millennium Stations and systems Upgrades to Expo/Millennium & Canada Line Stations 10 WCE cars Upgrades to Canada Line Stations and systems
MAJOR PROJECTS	<ul style="list-style-type: none"> Millennium Line Broadway Extension South of Fraser Rapid Transit (SOFRT) Pattullo Bridge Replacement 	<ul style="list-style-type: none"> Pre-construction of Broadway Extension Pre-construction of Stage 1 of SOFRT (Surrey-Newton-Guildford LRT) Design for Pattullo Bridge replacement 	<ul style="list-style-type: none"> Construction of Broadway Extension Construction of Stage 1 of SOFRT (Surrey-Newton-Guildford LRT) Construction of Pattullo Bridge replacement (by the province) Pre-construction of Stage 2 of SOFRT (Surrey-Langley Line) Construction of Stage 2 of SOFRT (Surrey-Langley Line)
MAJOR ROADS NETWORK (MRN)	<ul style="list-style-type: none"> MRN upgrades: \$200M MRN seismic: \$130M MRN expansion: 1% annual increase + one-time 10% increase 	<ul style="list-style-type: none"> \$50M (25% of Vision) \$32.5M (25% of Vision) MRN expansion: 1% annual increase + one-time 10% increase 	<ul style="list-style-type: none"> \$40M (20% of Vision) \$26M (20% of Vision) \$110M (55% of Vision) \$71.5M (55% of Vision)
WALKING & CYCLING	<ul style="list-style-type: none"> Regional Cycling: \$97M TransLink-owned Cycling: \$34M Walking Access to Transit: \$35M 	<ul style="list-style-type: none"> \$30M (31% of Vision) \$12M (35% of Vision) \$12.5M (36% of Vision) 	<ul style="list-style-type: none"> \$43M (44% of Vision) \$13M (38% of Vision) \$12.5M (36% of Vision) 9 upgraded transit exchanges
TRANSIT EXCHANGES	<ul style="list-style-type: none"> 13 new or expanded transit exchanges 	<ul style="list-style-type: none"> 4 updated transit exchanges 	
MOBILITY INNOVATION	<ul style="list-style-type: none"> Integrated travel planning and payment New technologies and services 	<ul style="list-style-type: none"> Vanpool pilot Innovation Lab to explore mobility concepts 	<ul style="list-style-type: none"> Mobility pricing development Mobility pricing implementation



Postcard front

The Mayor's Council and TransLink are seeking public input on the Phase Two Investment Plan that will reduce road congestion, increase transit service, and expand rapid transit throughout the region.

We want to hear from you. Your input will inform the Plan that will be brought to the Mayors' Council and TransLink Board for consideration in June 2018.

Learn more about the investments being funded at **tenyearvision.translink.ca**.



Postcard back

08 Indo-Canadian Times Inc., 26 April-2 May, 2018

ਟਰਾਂਸਲਿੰਕ ਦੀ ਨਵੀਂ ਟੈਪ ਸੇਵਾ 22 ਮਈ ਤੋਂ ਹੋਵੇਗੀ ਉਪਲਬਧ

Starting May 22

We're introducing new options for customers who buy Compass Tickets or pay by cash. Tap a contactless Visa® or Mastercard® credit card or mobile wallet on cash readers to pay an adult cash fare.

New convenient options to pay your adult cash fare



Keep using a Compass Card for discounted rates

ਨਿਊ ਵੈਸਟਮਿੰਸਟਰ (ਬੀ.ਸੀ.) — ਟਰਾਂਸਲਿੰਕ ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੇ ਮੁਲਾਂਕਨ ਆਪਣਾ ਵੈੱਬ ਕਾਰਡ ਜਾਂ ਮਾਸਟਰ ਕਾਰਡ ਟੈਪ ਕਰ ਕੇ ਸੜਕ ਕਰ ਸਕਦੇ ਹੋ। ਇਹ ਸ਼ੁਰੂਆਤ 22 ਮਈ ਤੋਂ ਉਪਲਬਧ ਹੋ ਜਾਵੇਗੀ। ਇਹ ਵਿਚਾਰਨਾ ਕਾਗਜ਼ ਮੁਲਾਂਕਨ ਲਈ ਹੈ ਜਦਕਿ ਬਿਅੰਟਿਡੋ ਲਈ 'ਤੇ ਸੜਕ ਕਰਨ ਵਾਲੇ ਯਾਤਰੀਆਂ ਨੂੰ ਪਹਿਲਾਂ ਵਾਂਗ ਹੀ ਕੀਮਤ ਕਾਰਡ ਦੀ ਵਰਤੋਂ ਕਰਨ ਲਈ

ਕਿਹਾ ਗਿਆ ਹੈ। ਟਰਾਂਸਲਿੰਕ ਦਾ ਕਹਿਣਾ ਹੈ ਕਿ ਉਹ ਹੀ ਵੈੱਬ ਜਾਂ ਮਾਸਟਰ ਕਾਰਡ ਟੈਪ ਕਰ ਕੇ ਸੜਕ ਕਰਨ ਦੇ ਵਧੇਰੇ ਆਸਾਨ ਆਲੋਚਨਾਵਾਂ ਦੀ ਪਾਲਣਾ ਕਰਨ ਦੇ ਉਪਾਏ ਲੱਭ ਰਿਹਾ ਹੈ। ਜੇਕਰ ਵਾਲਟ ਏਵੋ ਕਾਰਡ ਟੈਪ ਕਰਨ ਨੂੰ ਚਾਹਨ ਕਰਦੇ ਹੋ ਤਾਂ ਟਰਾਂਸਲਿੰਕ ਦੇ ਸੀ.ਐੱਓ ਡੈਵਿਡ ਡੈਲੋਰੇ ਦਾ ਕਹਿਣਾ ਹੈ ਕਿ ਇਹ ਵਿਚਾਰਨਾ ਮੁਲਾਂਕਨ ਦੇ ਹਿੱਸੇ ਵਜੋਂ ਕੀਤੀ ਗਈ ਹੈ

ਤਾਂ ਕਿ ਉਨ੍ਹਾਂ ਨੂੰ ਠੀਕ ਠੀਕ ਅਦਾਇਗੀ ਲਈ ਇਹ ਹੋਰ ਘਟਨਾ ਮੁਹੱਈਆ ਕਰਵਾਇਆ ਜਾ ਸਕੇ। ਟਰਾਂਸਲਿੰਕ ਮਾਹਿੰਗਿਆ ਦੀ ਪਾਲਣਾ ਸਕੈਂਡਰ ਵਿੱਚ ਮਾ ਨੇ ਇਸ ਦਾ ਸਵਾਗਤ ਕਰਦੇ ਹੋਏ ਕਿਹਾ ਕਿ ਇਹ ਸੇਵਾ ਹੋਰ ਵਧੇਰੇ ਵਿਅਕਤੀਆਂ ਨੂੰ ਟਰਾਂਸਲਿੰਕ ਸੇਵਾਵਾਂ ਦਾ ਲਾਭ ਉਠਾਉਣ ਲਈ ਅਨੁਮੋਦਿਤ ਕਰਦੀ ਹੈ।

ਆਈ. ਸੀ. ਬੀ. ਸੀ ਕਲੇਮ ਵਿਵਸਥਾ ਸਬੰਧੀ ਅ...

ਵਿਕਟੋਰੀਆ (ਬੀ.ਸੀ.) — ਭੀ.ਸੀ. ਟਰਾਂਸਪੋਰਟੇਸ਼ਨ ਏਜੰਸੀ ਆਈ.ਸੀ.ਬੀ.ਸੀ. ਦੀ ਮੁਲਾਂਕਨ ਦੇ ਮੌਜੂਦਾ ਨਾਲ ਆ ਵਿਚਾਰਨਾ ਵਿੱਚ ਪੇਸ਼ ਕੀਤਾ ਦੀਆਂ ਮੁੱਖ ਯੋਜਨਾਵਾਂ ਵਿਚਕਾਰ ਦੋ ਠੀਕੀ ਲਈ ਮੁਲਾਂਕਨਾ ਦੇਣ ਦੀ ਗੱਲ ਉਠਾਵਾ ਕੀਤੀ ਗਈ ਇਸਦਾ 50,000 ਡਾਲਰ ਕਲੇਮ ਦਾ 90 ਦਿਨਾਂ ਦੇ ਨਿਰਧਾਰ ਕਰਨ ਅਤੇ ਅਦਾਲਤੀ ਕੌਰਟ ਤੋਂ ਆਪਣੇ ਨਿਰਧਾਰਤ ਸਮੇਂ ਤੱਕ



The biggest transportation expansion in history is underway

More transit, better roads, and safer cycling to reduce congestion and keep our region moving. Learn more about the investments planned in your community. Take the survey online between April 30-May 11 at tenyearvision.translink.ca, or join us at an information session in your community.

Consultation Dates:

May 2	12pm-7pm	Coquitlam Centre Mall
May 3	5pm-8pm	BMO Marathon Registration Vancouver Convention Centre
May 4	5pm-10pm	Shipyards Market, North Vancouver
May 5	10am-8pm	Maple Ridge Home Show
May 6	10am-4pm	Steveston Farmer's Market
May 8	4pm-8pm	Surrey City Hall Plaza
May 9	12pm-7pm	Metrotown south plaza near bus loop
May 10	12pm-6pm	Langley Willowbrook Mall



ਭੀੜ ਨੂੰ ਘਟਾਉਣ ਅਤੇ ਖੇਤਰ 'ਚ ਆਵਾਜਾਈ ਜਾਰੀ ਰੱਖਣ ਲਈ ਵਧੇਰੇ ਟਰਾਂਜਿਟ, ਵਧੀਆ ਸੜਕਾਂ ਅਤੇ ਸਾਈਕਲਿੰਗ ਸੁਵਿਧਾਵਾਂ ਦਾ ਪ੍ਰਬੰਧ। ਕਮਿਊਨਿਟੀ 'ਚ ਇਸ ਮੰਤਵ ਲਈ ਕੀਤੇ ਜਾ ਰਹੇ ਪੂੰਜੀ ਨਿਵੇਸ਼ ਬਾਰੇ ਜਾਣਕਾਰੀ ਪ੍ਰਾਪਤ ਕਰੋ।
ਅਪ੍ਰੈਲ 30 ਤੋਂ ਮਈ 11 ਤੱਕ ਇਸ ਸਬੰਧੀ ਹੋਣ ਵਾਲੇ ਸਰਵੇਖਣ ਵਿਚ ਹਿੱਸਾ ਲੈਣ ਲਈ tenyearvision.translink.ca, 'ਤੇ ਕਲਿਕ ਕਰੋ ਜਾਂ ਤੁਹਾਡੀ ਕਮਿਊਨਿਟੀ 'ਚ ਹੋਣ ਵਾਲੇ ਜਾਣਕਾਰੀ ਸੈਸ਼ਨ ਵਿਚ ਹਿੱਸਾ ਲਓ।

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May 10	12pm-6pm	Langley Willowbrook Mall

HIRING HEAVY DUTY FABRICATOR/ WELDERS

REQUIREMENTS

- * Fabricate & Assemble Steel Trailers
- * Welding Abilities (Torch Skills an asset)
- * Work from Blueprints/ Drawings
- * Ability to use Shear, Press, Grinders & Cranes

WORK SCHEDULE
* Full Time

BENEFITS
* Extended Health & Dental Offered

SALARY
* Skill/Experience Based

TO APPLY SEND RESUMES TO resume@rajatrailer.com
(Subject line- Welder/ Fabricator)
(Location: 9108 River Road, Delta BC)

(Ph: 604 940 8383)

ਗੁਰਮਿੰਗ ਹੈਵੀ ਡਿਊਟੀ
ਫੈਬਰੀਕੇਟਰ/ਵਰਕਰੀਟਰ



Special Event

We want you on board - Public Engagement Bus Exterior Bus Wrap



Exterior of public engagement bus





Public engagement bus - Interior

Partnering to fund the plan

The Government of Canada and Government of British Columbia have committed an unprecedented amount of funding to cost-share the new transportation investments in the Phase Two Plan. With a commitment of funding from all three levels of government, TransLink will be able to deliver the new transportation infrastructure and transit services in Phase Two of the 10-Year Vision. The Phase Two Plan includes \$7.3 billion of investments, before financing costs.

FEDERAL
\$2.01 billion for capital

PROVINCIAL
\$2.55 billion for their commitment to contribute 40% of Phase Two capital

REGIONAL
\$3.10 billion, including
\$1.86 billion for capital
\$855 million for operating
\$390 million for financing

tenyearvision.translink.ca

Completing the 10-Year Vision for Metro Vancouver Transit & Transportation

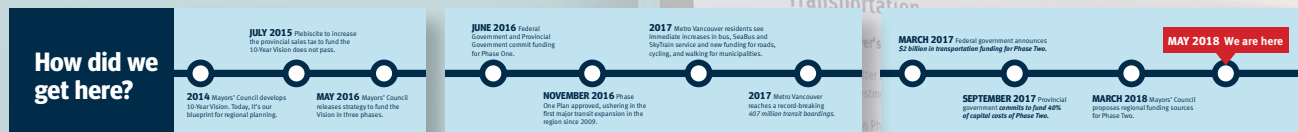
ENTIRE 10-YEAR VISION		APPROVED/UNDERWAY FUNDED	REMAINING INVESTMENTS TO BE FUNDED	
		Phase One	Phase Two	Phase Three
RIS SERVICE	<ul style="list-style-type: none"> 20% increase 12 B Lines 10 service areas 	<ul style="list-style-type: none"> 14% increase 2 new B Lines 1 new service area 	<ul style="list-style-type: none"> 8% increase 2 new B Lines 1 new service area to be confirmed 	<ul style="list-style-type: none"> 7% increase 2 new B Lines 1 new service area
STATUS SERVICE	<ul style="list-style-type: none"> 1 new SkyTrain 10-minute peak frequency 15 minutes all day 	<ul style="list-style-type: none"> 1 new SkyTrain 10-minute peak frequency 15 minutes all day 		
MANHOUST SERVICE	<ul style="list-style-type: none"> 30% increase 	<ul style="list-style-type: none"> 10% increase 	<ul style="list-style-type: none"> 7% increase 	<ul style="list-style-type: none"> 8% increase
ARTPIAN & WEST COAST EXPRESS BCCF	<ul style="list-style-type: none"> 144 Expo/Millennium Line cars 21 Canada Line cars 10 BCCF cars + new fleet/vehicle Upgrade of power and control systems, trainsets 	<ul style="list-style-type: none"> 14 Expo/Millennium Line cars 14 Canada Line cars 2 new + 6 refurbished BCCF locomotives Upgrade for Expo/Millennium & Canada Line stations and systems 	<ul style="list-style-type: none"> 108 Expo/Millennium Line cars (including Broadway Extension) 10 BCCF cars Upgrade for Expo/Millennium Line stations and systems Upgrade for Canada Line stations and systems 	<ul style="list-style-type: none"> Upgrade for Expo/Millennium & Canada Line Stations 10 BCCF cars Upgrade for Canada Line stations and systems
MAJOR PROJECTS	<ul style="list-style-type: none"> Millennium Line Broadway Extension South of Fraser Rapid Transit (SFRRT) False Creek Replacement 	<ul style="list-style-type: none"> Pre-construction on Broadway Extension Pre-construction of Stage 1 of SFRRT (Dunbar Street-Cardinal BRT) Design for Pacific Bridge replacement 	<ul style="list-style-type: none"> Construction of Broadway Extension Construction of Stage 1 of SFRRT (Dunbar Street-Cardinal BRT) Construction of Pacific Bridge replacement (by the province) Pre-construction of Stage 2 of SFRRT (Dunbar-Langley Line) 	<ul style="list-style-type: none"> Construction of Stage 2 of SFRRT (Dunbar-Langley Line)
MAJOR BOARDS AT WORK (BRT)	<ul style="list-style-type: none"> BRT upgrades: \$100M BRT vehicles: \$1.50M BRT operations: 2% annual increase + one line 10% increase 	<ul style="list-style-type: none"> \$100M (20% of total) \$1.50M (20% of total) \$60M equivalent 1% annual increase + one line 10% increase 	<ul style="list-style-type: none"> \$40M (20% of total) \$140M (20% of total) 	<ul style="list-style-type: none"> \$100M (20% of total) \$70M (20% of total)
MAINTENANCE & CYCLING	<ul style="list-style-type: none"> Regional Cycling: \$27M Transit-related Cycling: \$10M Bicycle Access to Transit: \$10M 	<ul style="list-style-type: none"> \$20M (20% of total) \$10M (20% of total) \$12.5M (20% of total) 	<ul style="list-style-type: none"> \$20M (20% of total) \$10M (20% of total) \$10M (20% of total) 	<ul style="list-style-type: none"> \$40M (20% of total) \$10M (20% of total) \$12.5M (20% of total)
TRANSIT EXCHANGES	<ul style="list-style-type: none"> 11 new or upgraded transit exchanges 	<ul style="list-style-type: none"> 4 updated transit exchanges 		<ul style="list-style-type: none"> 3 updated transit exchanges
MOBILITY INNOVATION	<ul style="list-style-type: none"> Integrated smart planning and payment New technologies and services 	<ul style="list-style-type: none"> Integrated pilot Integrated CA to explore mobility solutions 	<ul style="list-style-type: none"> Pilot, Roll-out and scale flexible shared-use services 	

tenyearvision.translink.ca

How did we get here?



Interior signage creative



Interior signage (assembled)

Timeline

2017 Engagement with Mayors' Council, local governments, and Provincial government on new investments and funding for Phase Two.

APRIL 30 – MAY 11, 2018 Public consultation on the Phase Two Investment Plan.

JUNE 2018 TransLink Board of Directors and Mayors' Council consider Phase Two Plan for approval.

EARLY 2019 New Phase Two transit service improvements begin.

Interior signage creative

Timeline

2017 Engagement with Mayors' Council, local governments, and Provincial government on new investments and funding for Phase Two.

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Interior signage (assembled)

Special Event

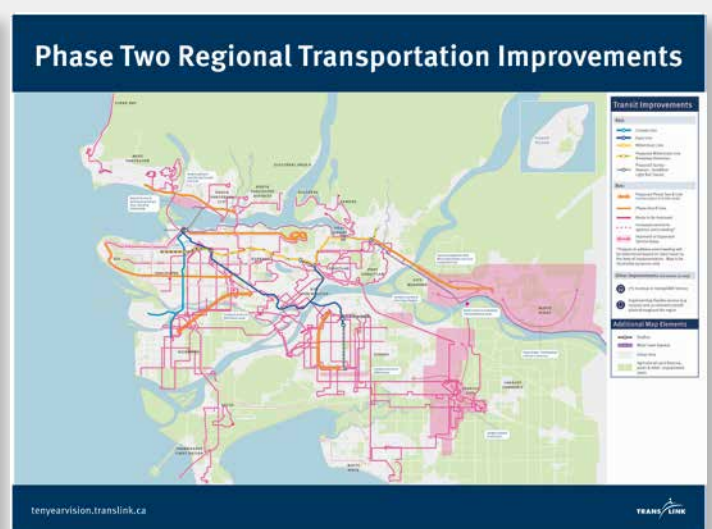
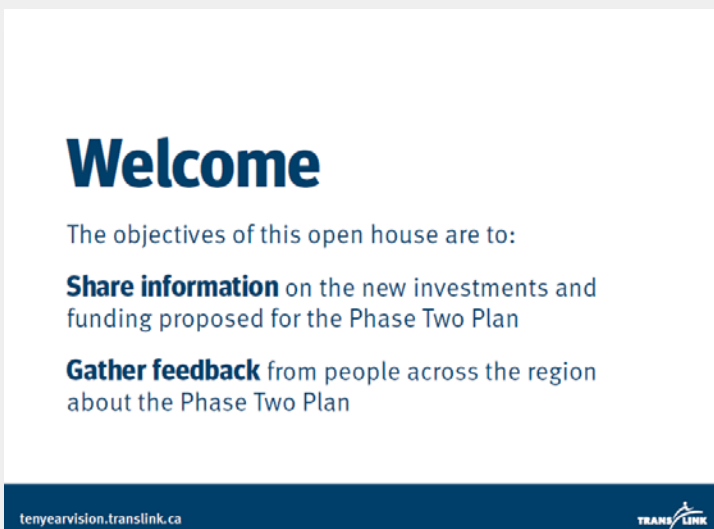
We want you on board - Public Engagement Bus Interior



Conversations aboard the Public Engagement Bus



Public consultation display booth



Public consultation display board creative

Public consultation display board creative










Public Engagement starts today

- Complete the online survey at tenyearvision.translink.ca from **April 30–May 11**
- Eight pop-up events being held throughout the region from **May 2–10**

tenyearvision.translink.ca 

Phase Two Regional Transportation Improvements

 BUS SERVICE	151 NEW BUSES	8% MORE SERVICE	2 NEW B-LINES AND NEW SERVICE AREAS
 HANDYDART SERVICE	7% MORE SERVICE		
 SKYTRAIN	203 EXPO/MILLENNIUM LINE CARS	MORE FREQUENCY ON EXPO, MILLENNIUM, AND CANADA LINES	EXPO/MILLENNIUM LINE UPGRADE PROGRAM
 MAJOR PROJECTS	BROADWAY EXTENSION	SURREY-NEWTON-GUILDFORD LRT	PRE-CONSTRUCTION SURREY-LANGLEY LINE
 MAJOR ROADS NETWORK (MRN)	\$75M OF IMPROVEMENTS		
 WALKING & CYCLING	\$50M OF IMPROVEMENTS		

tenyearvision.translink.ca 

Thank You!