



Compass for Developments Program

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Introduction

- What is Transportation Demand Management?
- What is Compass for Developments Program?
- Benefits for Developers

What is Transportation Demand Management?

Transportation Demand Management (TDM) is the application of strategies, initiatives, and incentives which seek to influence people's travel behaviour by shifting single occupancy vehicle trips to other modes, times, routes, or removing the journey altogether.

Goals of TDM policies are to reduce single occupant vehicle trips to and from residential and employment sites to reduce local congestion and the demand for parking. With such a robust transit network in Metro Vancouver, providing transit passes to residents and employees is a great way to achieve these goals.

TDM Benefits

- Enhance community perception
- Improve transportation equity
- Demonstrate environmental, corporate, and social responsibility
- Reduce traffic impacts (emissions, noise, congestion)
- Reduce personal commute costs

What is the Compass for Developments Program?

TransLink's Compass for Developments (CfD) program is a transit-based TDM measure that enables Owner-Managers to provide residents with subsidized transit passes over an agreed duration of time.

The program aims to help reduce parking demand (reducing infrastructure needs) and single-occupancy vehicle trips (reducing local traffic congestion) while also increasing transit ridership (supporting increased service levels).

Benefits to Developers

- Reduce development costs from less parking infrastructure
- Lower costs for onsite parking administration and maintenance
- Increase housing affordability
- Contribute towards sustainable/green building ratings
- Increase attractiveness and marketability
- Support the achievement of municipal TDM requirements (if applicable)

How to Start Participating

Participation in the **Compass for Developers Program** may be voluntary or required, depending on whether and to what extent local jurisdictions require a transit subsidy as part of jurisdictional requirements.

CfD can be implemented on a short or long-term basis (i.e. minimum 3 months to 1 year or more), of which can be facilitated through TransLink's Bulk Sales Agreements (described on next page).

While there is currently not a formalized monitoring requirement to participate in CfD, establishing an agreed-upon timeline and approach for monitoring is recommended. Monitoring is beneficial for things like “making the case” for parking variance and density negotiations, implementing the program at future development sites, and knowing the extent to which the program delivers effective, positive, and impactful change.

Voluntary CfD

Used when there are no jurisdictional requirements for doing so, but the Owner-Manager believes the Program is right for their project and sees benefit (e.g., for themselves and tenants/community).

Through this program, Owner-Managers are well positioned to gather data that can support future development applications (e.g., reduction in Single-Occupancy Vehicle trips and parking demand).

Required CfD

Used when jurisdictions have development-related TDM and/or parking requirements that require Owner-Managers to select TDM measures such as the provision of a subsidized transit pass.

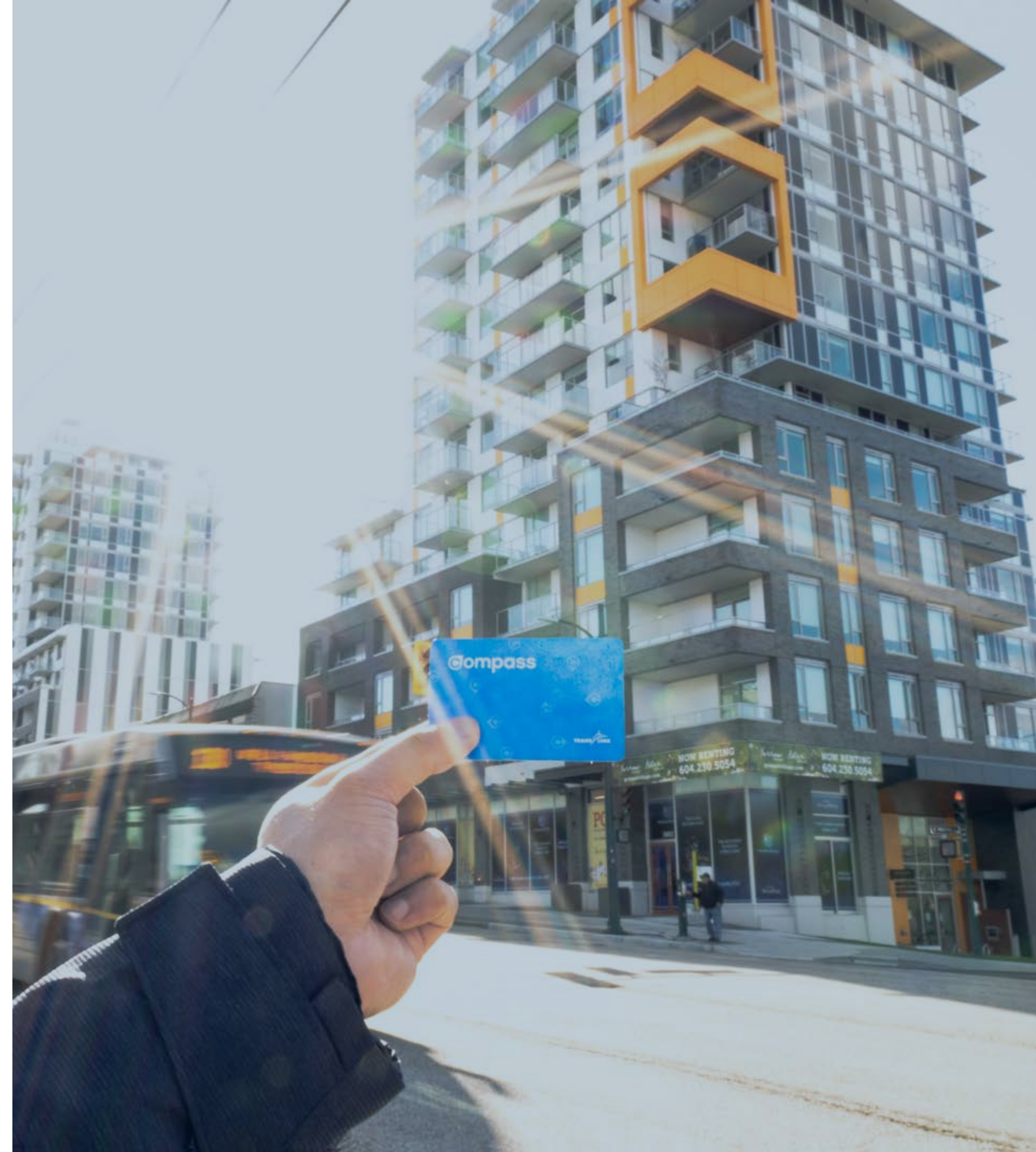
The CfD program is designed to help Owner-Managers effectively and efficiently satisfy this requirement.

Bulk Sales Agreements

A Bulk Sales Agreement (BSA) is a legal agreement between TransLink and an Owner-Manager to enable TransLink to legally hold funds and manage the back end of Compass Cards (e.g. auto-loading of cards).

Through this BSA, responsibility of holding funds is removed from local jurisdictions or strata corporations.

Signing this agreement provides confirmation that the Owner-Manager has deposited or will deposit funds and has satisfied any jurisdictional requirements, and/or gives more certainty that the benefit will be there for the term set (if voluntary).



Steps for Participation

- Planning
- Onboarding
- Implementation
- Monitoring & Review

Program Participation Timeline

Key phases of participating in the CfD program include Planning, Onboarding, Implementation, and Monitoring and Review. A brief description and indicative timeline for each phase is presented below, with more detail provided for each phase in subsequent sections of this handbook.

1–3+ Months

PLANNING

Whether participation in the CfD program is voluntary or required, planning is a critical first step to understand how the program works, and how it can best work for Owner-Managers.

1 Month

ONBOARDING

Completing necessary forms/ agreements and receiving materials from TransLink.
Monitoring plan agreed.

3 Months–1+ Year

IMPLEMENTATION

Distributing Compass Cards (est. 2-3 weeks), sharing/posting marketing materials, and participants using their cards.

3-6+ Months

MONITORING & REVIEW

Compass data and behavioural survey analyzed, and summary report generated.
Continue to undertake any additional monitoring agreed during Onboarding.

1. Planning

Phase 1 of CfD is centred around understanding what the program is, and how it can work to fulfil Owner-Manager goals, and development-related TDM, and/or parking requirements. Contacting the TransLink team at the outset is recommended to clarify understanding and ‘next steps’, which may vary based on whether CfD is voluntary or required.

Key Actions

- Contact TransLink TDM Liaison at tdmdevelopment@translink.ca
- If participation is required as part of jurisdictional TDM or parking requirements, incorporate provision of transit passes during entitlement phase.
- Reference the TDM Guidelines for Development in Metro Vancouver for TDM strategy implementation guidance.

Phase 1: Planning

Key Partner Roles & Responsibilities

TRANSLINK

- Program Lead
- Provide Compass Cards and other materials/agreements
- Track data
- Share findings with stakeholders
- Undertake ongoing monitoring and review (recommended, but on case-by case basis)

OWNER-MANAGERS

- Lead distribution of Compass Cards
- Distribute marketing materials
- Encourage sustainable travel behaviour
- Undertake ongoing monitoring and review (TBD on a case-by-case basis)

LOCAL JURISDICTIONS

- Articulate requirements (if any)
- Provide input to CfD program refinement
- Receive available findings from CfD programs (City staff and decision-makers), with detail depending on the level of data tracking, and monitoring/ review to be undertaken

PARTICIPANTS

- Sign data collection waiver (if necessary)
- Complete entry survey (if administered)
- Participate in the program
- Complete exit survey (if administered)

Proceeding with Compass for Developments program?

Yes!

Contact TransLink Liaison

TDMdevelopment@translink.ca

Phase 2: Onboarding

2. Onboarding

Phase 2 of CfD is centred around program set up, where necessary forms and applications are shared, completed, and submitted to ensure the Program is legally and effectively implemented.

Key Actions

- Fill out CfD program registration forms, confirm Compass Card value amounts, and confirm that Program details are compliant with jurisdictional requirements (if any).
 - Seek approval of CfD application from local jurisdiction. Once approved, transfer funds (via BSA or otherwise) to TransLink. Share proof of payment with jurisdiction as proof of enrolment.
 - Develop Compass Card distribution strategy, and obtain marketing materials from TransLink.
- Discuss with TransLink the types of data to be collected, and the extent of monitoring to be undertaken.
 - If opting to implement behavioural surveys (entry/exit), obtain participant data collection waiver from TransLink.
 - Review and confirm survey questions with TransLink and obtain survey link from TransLink.

Recommended

Phase 2: Onboarding

If Applicable

TransLink provides information/ forms for CfD Program setup:

- Passes and/or stored value amounts
- Application form
- Sample agreement
- Key actions and timelines

Owner-Manager submits Compass for Developments application to local jurisdiction for approval.

Occupancy imminent.

- TransLink Agreement signed
- Benefit designated

Owner-Manager requests invoice from TransLink & payment processed.

Transfer program management responsibility to third party (i.e. property management company, strata corporation).

- Notify TransLink and provide new contact

Phase 3: Implementation

3. Implementation

Phase 3 of CfD is centred around the collection of Compass Card serial numbers or the distribution of Compass Cards and participants using them for the agreed-upon period (e.g. 3 months to 1+ years).

Key Actions

- Distribute marketing materials.
 - Collect Compass Cards numbers or distribute Compass Cards per planned distribution strategy.
 - Encourage recipients to use their Compass Cards over the duration of the program.
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- Distribute and collect participant data waivers and entry survey.
 - Support recipients in completing entry survey.

Recommended

Phase 3: Implementation

Recommended

Owner-Manager sends TransLink dates of expected occupancy and request spreadsheet to register Compass Cards for each unit.

TransLink uploads Compass Card serial numbers into system and generates and distributes Compass benefit.

Owner-Manager distributes and collects participant data waivers and entry surveys.

Owner-Manager collects Compass Card numbers or distribute Compass Cards.
Residents tap card to load benefit. If auto-load is set up, amount is ready 1st of month.

Phase 4: Monitoring & Review

4. Monitoring & Review

Phase 4 of CfD is centred around collecting and analyzing available data. TransLink will generate a summary report highlighting key data insights provided by Compass Card utilization and behavioural surveys (entry/exit). Data insights include, but are not limited to:

- Transit use (e.g. Compass Card reloading, trip origin-destination)
- Travel behaviour change (e.g. change in transit and vehicle trips)
- Program efficacy

Beyond this report, the extent of monitoring and review associated with CfD will vary based on whether and to what extent there are jurisdictional requirements. If there are no requirements in place, then the extent of monitoring and review to be undertaken will vary on a case-by-case basis, subject to the interests of Owner-Managers.

Whether pursuing a shorter or longer-term CfD program, ongoing monitoring and review is highly recommended 3-12 months post-implementation and annually thereafter.

Key Actions

- TransLink to generate a summary report highlighting key data insights from Compass Card usage.
 - Establish whether and to what extent the local jurisdiction has any monitoring requirements.
 - If no requirements, it is recommended that Owner-Managers, in consultation with TransLink and jurisdiction, establish the level of monitoring and review to be undertaken, considering the type of information that would be useful to obtain and how to obtain it, roles and responsibilities of monitoring and review, and cost.
- Notify participants of exit survey two weeks in advance of distribution.
 - Distribute and collect exit survey.
 - Support recipients in completing exit survey.

Recommended

Phase 4: Monitoring and Review



Resources

TransLink Compass for Developments Website

TransLink TDM Guidelines for Development in Metro Vancouver

TransLink Transit-Oriented Communities Guidelines

VanGO Program

HUB Cycling TDM Services

City of Vancouver TDM Action Plan

City of Vancouver Schedule A – TDM Plan Summary Worksheets

City of Coquitlam TDM Guidelines for Development

What's Next?

Want to know more about the Compass for Developments Program?

Contact TransLink Liaison

tdmdevelopment@translink.ca