

Keep Marpole Moving

Reliable Transportation for Marpole

We heard **strong support** for the planned **bus priority improvements** on Granville Street in Marpole Village.

Our research shows these measures provide **significant benefit** to the community. This includes merchants, who will see **more foot traffic in front of their business**, and more customers.

Despite having no SkyTrain, **Marpole is in the top four neighbourhoods for transit ridership** in Metro Vancouver.^[1]

Marpole deserves reliable transit.

355+

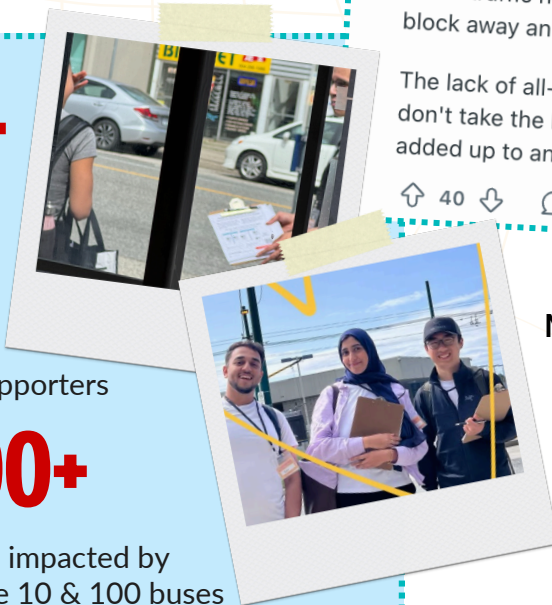
petitioners

50+

in-person supporters

17,800+

transit riders impacted by delays on the 10 & 100 buses



EVERY DAY

Transit riders are missing medical appointments, late to work or classes and **stranded** while their bus is **stuck** in car traffic.



Some choose to avoid bus delays by joining the car traffic, exacerbating the issue.

Many don't have a choice. They are late, delayed, stranded, and left behind.

This is a policy choice.



NyanPsyche • 1mo ago

I work in marpole and have lunch on Granville fairly regularly. Parking in Granville is genuinely one of the worst experiences since there's so much traffic heading into the bridges. It's not too difficult to park a block away and walk down anyway.

The lack of all-day bus lanes is actually one of the primary reasons I don't take the bus to work anymore. When things get bad it literally added up to an extra half hour to my commute.

↑ 40 ↓ ○ Reply ...

Movement: Metro Vancouver Transit

Riders is a non-profit organization advocating for **abundant, accessible and frequent transit** for everyone, with a special focus on underserved communities and neighbourhoods in South Vancouver and Surrey.

WHAT WE LEARNED

Our engagement included canvassing transit riders, shoppers, employees and shop owners, in-person interviews and a community workshop event.

Our research also shows that **reduction of on-street parking does not negatively impact** local businesses. Numerous studies found an subconscious tendency of business owners to overestimate the number of their customers who arrive by car.^[2]

We also learned that **improved transit, walkability, placemaking** and public spaces **improve business areas**,^[3] **reducing retail vacancy**^[4] and boosting sales, especially among **small, locally-owned retailers**. We found that **communities are stronger** when they have **equitable, accessible transportation options**. More people are empowered to **shop local** and **support their local economy**.



"I was commuting from Richmond to the SUCCESS BC branch in Marpole to give a presentation. I gave myself a 30 minute buffer for the commute, and got to the bus stop easily via Canada Line. However, after two scheduled buses failed to show up, I had to call an uber to get to my presentation on time"

— Cathy Yan, PhD Candidate at UBC



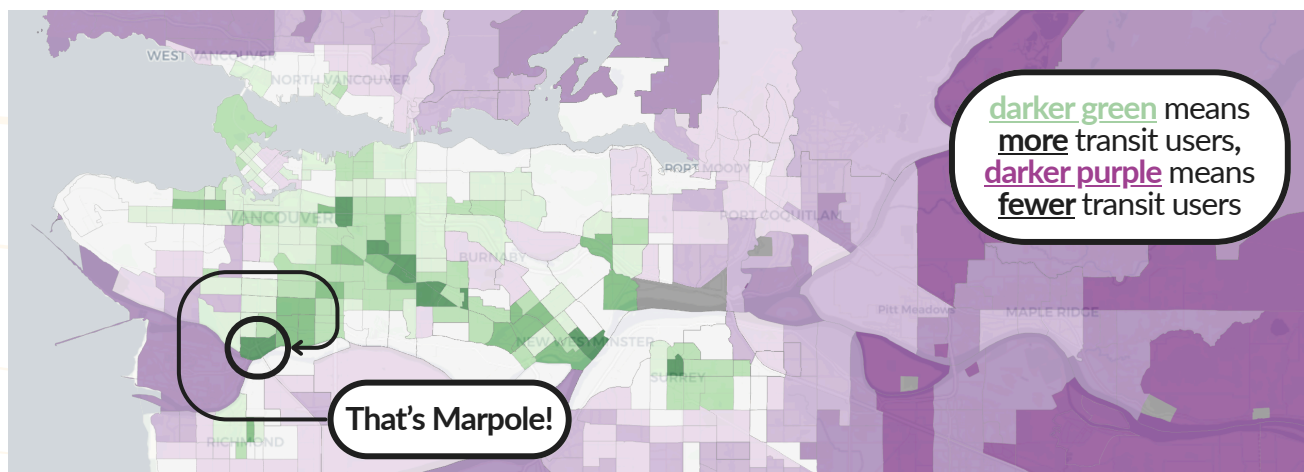
CONCLUSION

As the region continues to grow, we simply cannot stuff more cars into Vancouver. The good news is that Marpole residents already use transit more than most neighbourhoods. When we give Marpole residents the reliable transit they deserve, even more people will be able to join them. *Don't throw transit riders under the bus!*

We all know Vancouver needs **congestion relief** and **cost-of-living relief**. By making **buses faster** and **more reliable**, we get both, **quickly** and **cheaply**.

Marpole deserves reliable transit. *Don't park the bus lanes! Keep Marpole Moving.*

RESOURCES



[1] **Transit to Work by Census Mapper (StatCan Census)**
<https://censummapper.ca/maps/984#15/49.2631/-123.1398>

[2] **Overestimation of car use by business owners.** Parkdale Village BIA, Toronto, ON.
<https://parkdalevillagebia.com/posts/parkdale-cycling-study-released>

[3] **Street Appeal**
<https://content.tfl.gov.uk/street-appeal.pdf>

[4] **Walking & Cycling: the economic benefits.**
<https://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf>

Additional Resources

Bus Speed and Reliability report. TransLink, 2023.
<https://view.publitas.com/translink/bus-speed-and-reliability-report-2023/page/1>

Transit Service Performance Review. TransLink, 2023.
<https://view.publitas.com/translink/2023-transit-service-performance-review/page/1>

Transit-Oriented Communities Design Guidelines
https://www.translink.ca/-/media/translink/documents/plans-and-projects/managing-the-transit-network/transit-oriented-communities/transit_oriented_communities_primer.pdf

Tactical Urbanism Toolkit. Interim Strategies for Placemaking and Street Improvement.
<https://www.translink.ca/-/media/translink/documents/rider-guide/travelsmart/tactical-urbanism-toolkit.pdf>