



## **Metro Vancouver Mobility Pricing Independent Commission Minutes – Meeting 2 September 6, 2017**

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Minutes of the Metro Vancouver Mobility Pricing Independent Commission (MPIC) Meeting held Wednesday, September 6, 2017 at 12:00 p.m. in the Doctors of BC Boardroom, 1665 West Broadway, Vancouver, British Columbia.

### **PRESENT:**

Allan Seckel, Chair

Joy MacPhail, Vice-Chair

Iain Black

Jennifer Clarke (arrived at 12:55 p.m.)

Harj Dhaliwal

Paul Landry

Graham McCargar

Lori MacDonald

Gavin McGarrigle

Bruce Rozenhart

Philip (Pip) Steele

Grace Wong

### **REGRETS:**

Elizabeth Model

Vincent Gonsalves

Michael McKnight

### **ALSO PRESENT:**

Hillary Farson, Context Research

Daniel Firth, Mobility Pricing Independent  
Commission Staff Secretariat

Raymond Kan, Mobility Pricing Independent  
Commission Staff Secretariat

Fearghal King, Mobility Pricing Independent  
Commission Staff Secretariat

Michael Harstone, Compass Resource  
Management

Anna Lilly, FleishmanHillard

Lindsay Neufeld, Mobility Pricing  
Independent Commission Staff Secretariat

Sally Rudd, Compass Resource Management

Jim Whitty, D'Artagnan Consulting LLP

### **PREPARATION OF DETAILED NOTES:**

Carrie Peacock, Recording Secretary, Raincoast Ventures Ltd.

#### **1. Chair's Welcome**

Allan Seckel, Chair, called the meeting to order and welcomed attendees.

## 2. Review of Previous Minutes

*Action Item: Mr. Firth agreed to send MPIC members a web link to access the MPIC meeting notes and other documents.*

### **It was MOVED and SECONDED**

That the July 27, 2017 Mobility Pricing Independent Commission Minutes be approved as presented.

**CARRIED**

## 3. Contract Awards

Mr. Firth referred the meeting to the chart titled “Mobility Pricing Independent Commission Meeting 2 – Contract Awards for Professional Services – Division of Responsibilities”, and reviewed contracts awarded for professional services.

## 4. Actions from the Previous Meeting

### a) Objectives and Values

Mr. Firth reviewed the draft document titled “MPIC – Project Goals, Values and Objectives” and welcomed Commissioners to submit feedback.

### b) High Level Project Plan

Mr. Firth reviewed the document titled “MPIC – Draft High Level Workplan”, noting that some of the timeframes in the workplan, may be adjusted if needed.

## 5. Update on the Impacts of Bridge Toll Removal

Mr. Firth reviewed a series of overhead slides and offered comments regarding:

- The September 1, 2017 removal of bridge tolls from Golden Ears Bridge and Port Mann Bridge
- A map indicating the location of five Fraser crossings (Massey Tunnel, Alex Fraser Bridge, Pattullo Bridge, Port Mann Bridge and Golden Ears Bridge)
- A chart titled “Historic Fraser Crossing Volumes”, comparing past traffic volumes
- A list of “Potential Impacts of Bridge Toll Removal”
- A chart titled “Forecast Impacts 2030 – Vehicle Crossings” comparing traffic volume forecasts
- A chart titled “Forecast Impacts 2030 – Auto Travel Times” comparing auto travel time forecasts.

During discussion, the following responses were offered to questions raised:

- The impacts of charging commuters for using bridges will be studied further
- Data on the Fraser crossings referenced in the presentation have been considered; additional crossings may be studied at a future date

- Future consideration could be given to:
  - Surveying commuters on how bridge tolling impacts their travel patterns
  - Studying journey time impacts on transit routed over the Port Mann Bridge
- TransLink may report in November 2017 on the impacts of the bridge toll removal.

## 6. Structured Decision Making

Michael Harstone, Compass Resource Management reviewed an overhead presentation titled “Strategic Decision Support for development of MPIC Recommendations to the Mayor’s Council” and offered comments regarding:

- The structure and focus of Compass, a team of research and consulting professionals
- Compass’ role to support MPIC in the development of recommendations
- Engagement points connecting the public input and research / analysis processes
- Key decision areas identified in the MPIC Terms of Reference
- Key features of a structured decision making process, including striving to achieve consensus, and reconciling differences through broad exploration of options and adverse effects
- A draft format for a flexible “MPIC Consequence Table”, designed to support the Commission’s dialogue.

***Action Item:** Mr. Harstone agreed to send a copy of the overhead presentation reviewed at the September 6, 2017 MPIC meeting to Commissioners for information.*

## Health Break

The meeting recessed at 1:40 p.m. and reconvened at 2:00 p.m.

## 7. Stakeholder and Public Engagement

Hilary Farson, Context Research, and Anna Lilly, FleishmanHillard, jointly reviewed an overhead presentation titled “Mobility Pricing Independent Commission, Communication and Engagement Strategy”. During the presentation, comments were offered regarding:

- Project objectives
- Situational analysis (i.e. political leadership change, toll removal, regional growth, public perception)
- Communication and engagement objectives, based on increased awareness, participation and ensured credibility
- Development of the following strategies:
  - Communication and Engagement Strategy
  - Government Relations Strategy
- Utilizing paid, earned, shared and owned communication channels
- Communication and engagement efforts intended to increase the campaign’s reach
- Activities proposed in the “E1 (September – December 2017) Timeline”.

During a brainstorm discussion on the tone of messaging for a public messaging campaign, comments were offered regarding:

- Credibility impacts of maintaining a positive and proactive messaging tone
- Initiating the public messaging campaign with a neutral messaging tone
- The previous transportation-related referendum process
- Potential opportunities to share information on mobility pricing at the September 25-29, 2017 Union of BC Municipalities (UBCM) convention in Vancouver, BC.

#### **8. Brainstorm Discussion: What is Important When Evaluating Road Usage Charging Options for Vehicles**

Sally Rudd, Compass Resource Management, reviewed a presentation titled “What is important when evaluating road usage charging alternatives for motor vehicles”, and offered comments regarding a variety of alternatives.

During a brainstorm discussion on the key benefits and concerns demonstrated by the illustrative scenarios presented for consideration, comments were offered regarding:

- Impacts anticipated of some mechanisms on businesses, trucking and commerce
- Issues related to tracking vehicle usage
- Fairness and equity
- Convenience that may be associated with adding trip time and costs
- Anticipated behavioral changes
- Predictability elements of some options
- Considering infrastructure when measuring performance
- The effectiveness of reducing congestion and targeting areas, where needed
- Costs associated with implementing mechanisms
- Addressing privacy-related issues.

#### **9. Issues Management**

Ms. Lilly reviewed a presentation titled, “Issues Management, Mobility Pricing Independent Commission”, and offered comments regarding:

- The scope, approach, process and coordinating with others
- The political and policy environment (i.e. affordability, perceptions of TransLink)
- Creation of an “Issues Management Matrix” to help identify and monitor issues
- Development of a communications protocol, guidelines and processes, to confirm roles and responsibilities.

During discussion on “media relations”, the following comments were offered:

- Designated spokespeople (i.e. the Chair, Vice Chair, the Executive Director) could be tasked with speaking to media on behalf of the Commission
- The communications lead could provide some key messages for Commissioners to convey and/or repost on social media.

During further discussion, it was noted that confirmation of upcoming meeting dates would be conveyed to Commissioners as soon as possible. Additionally, it was noted that a representative from TransLink could be invited to an upcoming meeting to provide information on transportation-related taxes and fees currently being generated (i.e. through property taxes, gas taxes, etc.).

**10. Other Business**

The Chair welcomed participants to submit any additional feedback after the meeting.

**11. Chair's Closing**

The September 6, 2017 Meeting of the Mobility Pricing Independent Commission concluded at 5:00 p.m.

Certified Correct:

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Allan Seckel, Chair

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Carrie Peacock, Recording Secretary  
Raincoast Ventures Ltd.