



SOUNDING BOARD



THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | FEBRUARY 2020 | VOLUME 60 / ISSUE 2 | BOARDOFTRADE.COM

GVBOT Announces Recipients of the 2020 Rix Awards

RECOGNITION | Joe Segal and CN will be celebrated at the 33rd annual Governors' Banquet

The Greater Vancouver Board of Trade is pleased to announce that Joe Segal will be honoured with the distinguished Rix Award for Engaged Community Citizenship for his numerous philanthropic endeavours, and dedicated time serving the community.

For decades, Segal and his family have been long-time advocates on the importance of access & support for mental health, and as generous donors to our region. A successful businessman, Segal remained grounded by his roots to the community where he built his business and raised his family.

Segal served on the board and as Chancellor of Simon Fraser University (SFU) for six years where he also made the notable donation of the historic Bank of Montreal building to SFU, creating a home for the Segal Graduate School of Business. His family's passion to pursue a more inclusive city was brought to light when in 2010, he and his wife



Rosalie donated \$12 million to the VGH and UBC Hospital Foundations to create the Joseph and Rosalie Segal Family Centre, an acute care centre serving the mental health needs of people in crisis.

His munificence extends to the Segal family, as their four children also embrace their philanthropic genes. As lifetime supporters of mental health charities, their son Lorne Segal, President of Kingswood

Properties Ltd. and Director of the Greater Vancouver Board of Trade, has chaired the Coast Mental Health's Courage to Come Back Awards for the last 15 years.

A resilient man, Joe arrived in Vancouver with a mere \$1,500 in his pocket, quickly rising to success in the city. He founded Fields department stores, ultimately taking over Zellers, before launching Kingswood Capital Corporation.

Celebrating CN

The Board of Trade will also honour CN with the Rix Award for Engaged Corporate Citizenship recognizing outstanding customer focus, environmental initiatives, and safety record.

As a pioneer for innovative transportation in our province and country, CN has paved the way for corporate social responsibility and raised the bar for service expectations. CN and its employees are committed to giving back through programs such as the CN Employees' and Pensioners' Community Fund raising over \$17 million to support a range of non-profit organizations across North America.

Other notable programs developed by CN include the CN Vancouver Community Board, a board addressing input on the company's investments in local community causes and initiatives across Metro Vancouver.

Founded over a century ago, CN was an early Canadian pioneer of innovative transportation

solutions. Over the last one hundred years, CN has evolved from a Federal Crown Corporation to a private company with a network spanning 32,000 kilometers.

The 2020 Rix Awards will be presented at the 33rd annual Governors' Banquet on June 3 at the Vancouver Convention Centre. David McLean, will chair the Rix Awards, and 2020 gala co-chairs are forementioned Lorne Segal and Brent Cameron, Managing Partner at Boyden and Senior Vice-Chair of the Greater Vancouver Board of Trade. The annual black-tie gala brings together business, government, and community leaders to induct the Board of Trade's immediate past chair into its Council of Governors. The 2020 inductee is Lori Mathison, who currently serves as President and CEO, Chartered Professional Accountants of British Columbia. **SB**

Learn more about the 2020 Governors' Banquet at boardoftrade.com/rixawards2020.



Leadership series

New GVBOT event opens door to province's influential business leaders

2

Addressing the gap

Women's Leadership Council to host action-oriented panel on gender pay gap

2



Where is business going

GVBOT Chair Kari Yuers looks to region's growth, transportation, and housing

4

Photo highlights from recent events and activities

6

TransLink launches historic new RapidBus

7



**MORE PEAK-TO-BASE.
LESS SEA-TO-SKY.**

Enjoy Whistler even more: without the hassle of driving there. Our all-weather Augusta AW139 will get you to the mountain quickly, safely and in comfort with true twin-engine and de-icing capability, and spacious seating for up to 12 passengers. All only 27 minutes from YVR.



2 EVENTS AND SPEAKERS

EQUALITY | Closing the Gender Pay Gap

The Women's Leadership Council hosts panel on elimination of gender pay gap

Women in Canada need to work, on average, three and a half more months to earn the same wage as men. While more attention has been drawn to the significant gender pay gap in our country, more action must be taken to fully eliminate it.

According to Statistics Canada:

- Indigenous women face a 35 per cent gender pay gap
- Women with disabilities (who work part time and full time) face a 46 per cent gender pay gap
- Newcomer women face a 29 per cent gender pay gap
- Racialized women face a 33 per cent gender pay gap

These stats signal that equal opportunities are still not being addressed or receiving the attention they demand.

On February 28, the Women's Leadership Council (WLC) will host an action-oriented and solution-driven panel with the Greater Vancouver Board of Trade. Participate in this thought-provoking discussion on how we can take initiative



and eliminate the issue of women being paid less for the same or similar work to their male counterparts.

At this event a panel of experts from diverse fields, experience, and backgrounds will provide their thoughts and insight into the topic. Attendees will then have the opportunity to participate in in-depth table discussions leading to concrete take-aways. Panellists include:

- Carrie Gallant, President, Gallant Solutions Inc.
- Diamond Isinger, Provincial Commissioner, Girl Guides of Canada
- L. Scott Thomson, President

and CEO, Finning International Inc.

- Robin Turnill, Chief HR Consultant, Pivot HR Services
- Moderator: Cheryl Kristiansen, Make Diversity Possible Project Manager, Society for Canadian Women in Science and Technology

While not a small undertaking, this event could be a pivotal moment in the measures that we take as a collective to think about what's needed to move the dial and make the gender pay gap a thing of the past. **SB**

Registration is now open at boardoftrade.com/paygap.

LEADERSHIP | New Leadership Lab Series Launches

Laurie Schultz brings her experience to the GVBOT stage on Feb. 13

Effective leadership is the cornerstone of any successful organization. In the new Leadership Lab series presented by the Greater Vancouver Board of Trade, attendees get an inside look at the critical components of effective leadership styles and will learn how influential business leaders inspire teams, drive change, and learn from failure.

The series kicked off in January with an engaging fireside chat with President and CEO of the Vancouver Airport Authority, Craig Richmond. Richmond shared his wisdom and pivotal lessons that helped shape his career, including: what makes a good leader [Authenticity, humility, and empathy] and the importance of a memorable mission and values. Next in the series the GVBOT welcomes Laurie Schultz, President and CEO at Galvanize, on February 13, 2020.

Since her appointment as CEO in 2011, Laurie's leadership helped drive the transformation of Galvanize's global business, having repositioned the company to one of Canada's top 100



Laurie Schultz

and Best Managed employers. Recognized by the Women's Executive Network (WXN) as a winner of Canada's Most Powerful Women: Top 100 Award, Laurie is also the recipient of BIV's BC CEO Award.

Join the GVBOT as they explore the mind of another trailblazer to learn about her techniques and the way that she approaches leadership. **SB**

Registration is now open at boardoftrade.com/leadershiplab.

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

TUESDAY, FEBRUARY 11, 2020

World Trade Centre Vancouver

Tri-Cities Trade Accelerator Program

8:30 a.m. – 5:00 p.m.

Executive Plaza Hotel
405 North Rd, Coquitlam

Project Funded by: Province of British Columbia, Government of Canada

National Partners: RBC Royal Bank, Export Development Canada, Air Canada Cargo

Expert Partners: Fasken, BDO Canada, Air Canada, Business Development Bank of Canada, Purolator

Supporting Sponsors: Global Affairs Canada, BC Chamber of Commerce, BC Wood, Women's Enterprise Centre, Tri-Cities Chamber, Innovate BC, Life Sciences British Columbia

Community Sponsor: Stagevision

WEDNESDAY, FEBRUARY 12, 2020

Small Business Council

Thrive Series: Hiring and firing for small businesses

7:00 – 9:00 a.m.

Pinnacle Hotel Harbourfront
1133 West Hastings Street

Supporting Sponsors: British Columbia Securities Commission, MNP

Community Sponsor: Borden Ladner Gervais
Preferred Media Partner: Daily Hive

THURSDAY, FEBRUARY 13, 2020

Leadership Lab with Laurie Schultz

7:30 – 9:00 a.m.

Downtown Vancouver

Keynote Speaker:
Laurie Schultz
President and CEO
Galvanize

Series Sponsor: Boyden

THURSDAY, FEBRUARY 20, 2020

Vancouver 2010 10th Anniversary Celebration featuring John Furlong

7:00 – 9:00 a.m.

Fairmont Hotel Vancouver
900 West Georgia Street

Keynote Speaker:
John Furlong
CEO
Vancouver 2010 Olympic and Paralympic Winter Games

Presenting Sponsor: Rocky Mountaineer

Presented in partnership with: Greater Vancouver Board of Trade, Vancouver Economic Commission, TTG Partnerships, World Trade Centre Vancouver

Community Sponsor: Whitecaps FC

TUESDAY, FEBRUARY 25, 2020

Air Canada's CEO Address

7:30 – 9:00 a.m.

Fairmont Pacific Rim
1038 Canada Place

Keynote Speaker:
Calin Rovinescu
President and CEO
Air Canada

Presenting Sponsor: Vancouver International Airport

FRIDAY, FEBRUARY 28, 2020

Women's Leadership Council

Closing the Gender Pay Gap

7:00 – 9:00 a.m.

Fairmont Hotel Vancouver
900 West Georgia Street

Community Sponsor: Telus

Marketing Partner: Chartered Professionals in Human Resources
British Columbia & Yukon

Preferred Media Partner: Daily Hive

MONDAY, MARCH 2, 2020

Sustainability Series:

Climate Action and Business: Greater Vancouver Businesses as Champions for the Environment

7:30 – 9:00 a.m.

Downtown Vancouver

Opening Remarks:

The Honourable Jonathan Wilkinson
Minister of Environment and Climate Change
Government of Canada

Series Partner: Pacific Salmon Foundation

Presenting Sponsor: Vancity

Supporting Sponsors: PwC, Parkland

Event Partner: Catalyst Business Coalition

WEDNESDAY, APRIL 15, 2020

UBC's 2020 Vision

11:30 a.m. – 1:30 p.m.

Fairmont Waterfront Hotel
900 Canada Place

Keynote Speaker:

Professor Santa J. Ono
President & Vice-Chancellor
University of British Columbia

Presenting Sponsor: UBC Sauder School of Business

Community Sponsor: Boyden

Pillar Partners:



Preferred Media Partner:



ECONOMY | GVBOT launches the 2019 Region in Review

Results point to need for coordinated regional approach

On January 9, 2020, the Greater Vancouver Board of Trade released its 2019 Region in Review, a snapshot of the region's performances across various GVBOT priority areas that underpin the competitiveness of the Greater Vancouver region: affordability, environment, talent, and infrastructure.

Launched at the GVBOT's 31st Economic Outlook Forum, the Region in Review showcases how Greater Vancouver progressed in 2019. This project complements the GVBOT's foundational and public policy initiative, the Greater Vancouver Economic Scorecard, by tracking and reporting on timely and relevant regional data in between Scorecard editions. This can prove to be a useful tool to anyone wanting to better understand how the Greater Vancouver region is doing across important factors that contribute to our region's prosperity and quality of life.

What did we find?

The 2019 Region in Review

demonstrates diverging performance across indicators, signalling positive developments but also cautioning against certain vulnerabilities in the Greater Vancouver region.

At first glance, several indicators seem to paint a favourable picture of the region's progress in 2019. Thousands of new housing units were built, jobs were created, unemployment further contracted, and GHG emissions per capita decreased. After a record year in 2018, transit ridership increased steadily between January and September 2019, with boarding increasing 4.2 per cent year-to-date - although ridership may be softer in the final quarter due to labour disruptions. While the region's ridership growth is an outlier in North America, congestion remains a key regional challenge. The indicators also reveal continued efforts are needed to ensure our regional economic competitiveness and well being:

- While over 19,000 new housing units (net) were built in the region last year, Greater Vancouver welcomed



Greater Vancouver Board of Trade President & CEO Bridgitte Anderson presenting findings at the GVBOT's 31st Economic Outlook Forum | MATT BORCK

approximately 46,700 new residents. The region must continue to prioritize the development of housing stock to address the growing population and affordability concerns, particularly as the region expects to grow by one million people in the next 20-30 years.

- 60 per cent of GVBOT Members report having trouble recruiting and retaining workers due to the high cost of living in Metro Vancouver. Attracting and retaining workers will be an important

determinant of future growth and prosperity for our region.

- In 2019 consumer insolvencies in the region increased nearly 26 per cent year-over-year. Canadian household debt is the highest it's been since 2008, a major vulnerability of our economy with serious implications should the economy slow. The MLS Home Price Index still pegs the typical home in our region at just below one million dollars, suggesting that softening home prices are unlikely to significantly ease the amount

of debt households take on in our region.

The 2019 Region in Review does not claim to be a comprehensive analysis on regional competitiveness. A host of other factors, such as congestion, taxes, and innovation impact the livability and workability of our region. The Greater Vancouver Board of Trade continues to work on addressing these challenges to sharpen the region's competitiveness that underpins the strong economic performance and quality of life of our region. **SB**



Greater Vancouver Regional Indicators: 2019 Year in Review





PUBLISHER: Business in Vancouver Media Group
EDITOR: Greater Vancouver Board of Trade, 604-640-5450
AD SALES: Laura Torrance, 604-608-5145

ABOUT THE PUBLICATION

Sounding Board is the Greater Vancouver Board of Trade's official publication, distributed to all its Members, as well as all subscribers of Business in Vancouver newspaper. Sounding Board is published 11 times per year by Business in Vancouver Media Group in partnership with the Greater Vancouver Board of Trade. The newspaper is read by business leaders and elected officials across B.C. and beyond, with a conservatively estimated total readership of 37,500.

ABOUT THE BOARD OF TRADE

The Greater Vancouver Board of Trade is Western Canada's most active and influential business association. We accelerate business success through our advocacy and public policy initiatives, our four Signature Programs for professional development, and our 100+ events each year, which educate and connect our region's business community. We engage with decision-makers to develop our region as a vibrant hub for commerce, trade, travel, and free enterprise. And we've been doing it with tangible results, for more than 130 years.

MISSION STATEMENT

OUR PURPOSE is to support sustainable prosperity throughout the Greater Vancouver region.
OUR VISION is to be an active, innovative, trusted, credible business organization, known for influencing decision-makers, and educating, connecting with, and engaging our communities.
OUR MISSION is to provide leadership, information and connections, and public policy support that help ensure the Greater Vancouver region is competitive and the preferred Pacific Gateway for trade, commerce, and travel.
WE ARE informed, respectful, principled, collaborative, and professional.

BOARD OF DIRECTORS 2019-20

EXECUTIVE COMMITTEE

Chair	Kari Yuers President and CEO Kryton International Inc.
Senior Vice-Chair	Brent Cameron Managing Partner Boyden
Vice-Chair	Mary Anne Davidson Corporate Director
Secretary-Treasurer	Christopher Lythgo Vice President, Western Canada & The North Business Development Bank of Canada
Finance and Audit Committee Chair	Todd Shewfelt Regional Vice-President, Commercial Financial Services, B.C. RBC Royal Bank
World Trade Centre Committee Chair	Robin Dhir President Twin Brook Developments Ltd.
Immediate Past Chair	Lori Mathison President and CEO Chartered Professional Accountants of British Columbia
Member at large	Kirsten Sutton VP & Managing Director SAP Labs Canada
Member at large	Radha Curpen Vancouver Managing Partner Bennett Jones LLP
President and CEO	Bridgitte Anderson, ICDD Greater Vancouver Board of Trade

BOARD OF DIRECTORS

Kim Baird, C.M., O.B.C., ICDD	Kim Baird Strategic Consulting
Jim Bogusz	Corporate Director
Colin Bosa	Bosa Properties Inc.
Barbara Brink, C.M., O.B.C.	Applied Strategies
Neal Cormack	ISL Engineering and Land Services Ltd.
Ali Dastmalchian	Beedie School of Business Simon Fraser University
Kevin Desmond	TransLink
Richard Eppich	Ebco Group of Companies
Brad Eshleman	Western Stevedoring Co. Ltd.
David Garofalo	Corporate Director
Karen Hardie	Rocky Mountaineer
Mark Hoag, CPA, CA	MNP LLP
Kevin Howlett	Corporate Director
Terry Hui	Concord Pacific Developments Ltd.
Karin Kirkpatrick, CPA, CMA	Family Services of Greater Vancouver
Kirk LaPointe	Business in Vancouver Media Group
Michael McCarthy	Corporate Director
Jessica McDonald	Canada Post Corporation
Dr. Gail Murphy	The University of British Columbia
Meredith Powell	Microsoft for Start Ups
Craig Richmond	Vancouver Airport Authority
Laurie Schultz	Galvanize
Lorne Segal, O.B.C.	Kingswood Properties Ltd.
Bruce Sprague	NexGen Energy Ltd.
Vivian Zalkow	Taymor Industries Ltd.

PUBLICATIONS MAIL AGREEMENT No. 40011551
 Greater Vancouver Board of Trade, World Trade Centre
 Suite 400, 999 Canada Place
 Vancouver, B.C. V6C 3E1
 contactus@boardoftrade.com

[@boardoftrade](#) [@boardoftrade](#) [@theboardoftrade](#)

LEADERSHIP | Perseverance key to fostering continued growth

GVBOT Chair Kari Yuers highlights need for action and collaboration from all to keep region moving forward

As we enter 2020, we enter a new decade. With that, comes the opportunity to re-imagine and think big about the positive role the business community can play in our future. There are many important factors shaping our outcomes.

Growth

In 2019 alone, over 46,000 new residents moved to our region. Estimates are we will add an additional million residents over the coming decades. At the same time, we continue to attract record levels of visitors seeking to explore the best B.C. has to offer. In 2018, we welcomed over 2.2M visitors to our city, and with a projection and need to meet the demands of 1 million people and over 500,000 jobs by 2050, we need to start planning for our collective future today.

This past April, Metro Vancouver and 21 municipalities began updating Metro 2050 – the regional growth strategy – which represents the collective vision for how our region is going to accommodate this growth. The strategy is being undertaken to consider significant drivers of change, integrate with Transport 2050 (Translink's Regional Transportation Strategy), and to implement policy improvements. The Board of Trade is working closely with Members and partners to ensure the voice of its membership is heard as we help shape the direction of those plans.

Transportation

Translink's planning is crucial as regional growth has led to some acute challenges, especially congestion both for people and goods. In 2018, Translink led North American transit agencies in ridership growth. 2019 also saw an impressive 4.3 per cent growth.



Kari Yuers

As we continue to lead in transit-oriented development, we remain constrained by geography. We will need additional investments from all levels of government in the coming years and through Transport 2050, to reduce congestion and increase the quality of life in the region.

As a business owner who exports to over 50 countries, I am keenly aware of the need to support the movement of goods throughout the region. As Canada's pacific gateway, we have seen substantial growth in trade flow. The Port of Vancouver and terminal operators have shipped 147 million tonnes of cargo in 2018. In 2019, there was continued investment by the federal government and port sector to improve the flow of goods. This year and beyond, these investments must continue and increase.

As our city continues to become an interconnected hub via airports, ports, rail, and roadways, we must collaborate, bring our businesses together, and work for a brighter future for current and inbound residents. There is lots of work to be done as greater emphasis is being put on sustainability, climate change, and accessibility – with competitive

markets also working to improve their offering. Greater opportunity awaits as the Canada-United States-Mexico Agreement (CUSMA) looks to be ratified, and under a new federal government and the pending 2020 US Election, we must concurrently grow our relationships to continue diversifying our trading partnerships across the globe.

Housing

While our population continues to grow, building enough housing has remained a challenge. A total of 19,000 net new housing units were built in 2019 but a flurry of new taxes and fees are projected to slow new developments in the coming years. Meanwhile, municipal processes continue to bog down many projects planned for the region. As a testament to what can be done when municipal planning processes are not applied, the Squamish Nation recently announced a plan for an additional 6,000 units of rental housing.

The development could generate billions for the Squamish Nation over the lifetime of the project and could be used to support youth and elders among the region's affordability crisis. As affordable and attainable housing remains a key challenge for the future, leaders in the region must double down and improve the process for approving and advancing new developments.

This next decade holds immense promise for the Greater Vancouver region. The business community will continue to advocate for policies to improve the lives of citizens and help the region's economy to grow. **SB**

Kari Yuers is the 2019-20 Chair of the Greater Vancouver Board of Trade. She also serves as President and CEO of Kryton International.

WEDNESDAY, JUNE 3, 2020

GOVERNORS' BANQUET AND RIX AWARDS 2020

Learn More: boardoftrade.com/governorsbanquet2020

GOVERNORS' BANQUET AND RIX AWARDS 2020



Setting up new Members with
a group benefits plan is like carving
down Left Hook at Whistler.



Go with someone who can do both – fast.

Marnie Harold, Manager, Group Services

Make your employees *Pacific Blue Cross Members.*

At Pacific Blue Cross, we're locals. We know B.C. and the B.C. health care system – including how to make Member onboarding quick and easy. Only Pacific Blue Cross has over 750 employees based in B.C., so we can issue new Member cards in under a week and grant instant access to benefits through our mobile app.

Call 1 877 PAC BLUE | Talk to your advisor | Visit PacificBlueCross.ca

*BC's Health
Benefits Society*

PACIFIC
BLUE CROSS

IN FOCUS | Photos from recent events and activities at the Board of Trade



Stephen S. Poloz, Governor, Bank of Canada delivers remarks on the global trade policy, housing markets and various top of mind issues that are currently affecting the Canadian economy at the 31st Annual Economic Outlook Forum on Jan. 9. | MATT BORCK



Jean-François Perrault, Senior Vice President and Chief Economist, Scotiabank delivers a keynote address at the 31st Annual Economic Outlook Forum on Jan. 9. | MATT BORCK



Simi Sara (far right) moderates The Politics and Pundits Panel featuring Richard Zussman, Bill Tieleman, and James Moore at the Economic Outlook Forum 2020. | MATT BORCK



Matthew Sicol, Client Solutions Manager, Facebook presents at the International e-Commerce Essentials (ICE) event on Dec. 10, 2019. | GOOD SIDE PHOTOGRAPHY



Peter Zebedee, CEO, LNG Canada delivers a keynote address at our Energy Forum presented by Bennett Jones on Dec. 13, 2019. | MATT BORCK



Vancouver Airport Authority's President and CEO, Craig Richmond sat down for a fireside chat with the GVBOT's President and CEO Bridgitte Anderson at our inaugural Leadership Lab. Jan. 23. | MATT BORCK

Did you know the Greater Vancouver Board of Trade hosts more than 100 speaker events, seminars, and networking receptions each year?

More photos at [facebook.com/boardoftrade](https://www.facebook.com/boardoftrade)

RECOGNITION | Celebrating women in leadership

Nominations open for Wendy McDonald Diversity Awards

Sometimes a person inspires a generation. And sometimes advice still rings true, years after it's given.

Recalling her 60-year career in business as head of BC Bearing Engineers Ltd. Wendy McDonald once shared with *The Vancouver Sun* one of her guiding business principles: "I think you've got to have a lot of common sense, and a sixth sense for people. And you've got to act like a woman, not like a man. Men think differently. Just be yourself."

Although McDonald passed in 2013 at the age of 90, she is still remembered for her contributions to building business in B.C. – and for her commitment to mentoring employees and supporting businesswomen.

Today, the Women's Leadership Council of the Greater Vancouver Board of Trade is proud to announce nominations are open for the 6th annual Wendy McDonald Diversity Awards.

The awards recognize and honour those who exemplify the traits that made Wendy McDonald such a powerhouse. She was the first woman to chair



the Vancouver Board of Trade in 1990 – 103 years after its founding – and her long career was marked by honours including the Order of Canada, the YWCA Woman of Distinction award, and the B.C. Canadian Businesswoman of the Year.

McDonald's success in business started during World War II when she fostered and grew her husband's business while he served. Years later, after his untimely death, she took the business over and grew it into an internationally recognized brand.

"Business was a little different back then -- but it was still all about relationships," she told her biographer, Lana Okerlund,

in 2010.

Throughout her years in business, she modelled authenticity and transparency and, today, these are the very qualities celebrated by the Wendy McDonald Diversity Awards in these five categories:

Diversity Champion: Award for promoting diversity and equality at a systemic or organizational level.

Community Catalyst: Award for effecting positive change, through leadership, in the Metro Vancouver community.

Entrepreneurial Innovation: Award for starting a business or being a successful job creator through entrepreneurial initiative.

Outstanding Mentor/Sponsor: Award for helping others and sharing wisdom, experience and knowledge. (This award is not limited to female nominees.)

Women of Promise: Award for a woman under age 35 for making a difference in her community or workplace. [sb](#)

To submit a nomination before March 13 go to: boardoftrade.com/wmda

TRANSPORTATION | Historic new bus service launched

RapidBus adds 65,000 annual bus hours

Last month TransLink launched its new blue-green hybrid RapidBus fleet to bring faster, more frequent service to eight Metro Vancouver communities. Operating on four routes throughout the region, the new fleet will bring customers 20 per cent faster bus service – including higher frequencies, fewer stops, dedicated bus lanes, bus priority changes to intersections, and all-door boarding.

The RapidBus launch will have a significant positive impact on commuters, adding 65,000 annual bus service hours and moving more than 10,000 people per hour during peak times. The new service comes as a welcomed development as increasing transit services has been a long-standing Board of Trade priority with positive implications for regional competitiveness by shortening commute times, curbing congestion, reducing emissions and helping to address affordability.

The new vehicles include new amenities for riders, such as softer seats, more space on 60-foot articulated buses, real-time



digital signage, and audio next-bus information at RapidBus stop locations. With seven more RapidBus routes in the works, the current service addresses demanding routes, with the new rapid bus making stops every 10 minutes or less during peak hours. The milestone improvement will give access to 330,000 people who live within walking distance of the four RapidBus corridors.

On the heels of the RapidBus announcement, TransLink also launched new Canada Line trains to increase service for customers travelling between Richmond and Vancouver City Centre. The first wave of new trains [four new cars] will carry up to 800 more people per hour during peak times, increasing customer capacity by 15 per cent. [sb](#)

GREATER VANCOUVER BOARD OF TRADE

Vancouver 2010 10th Anniversary Celebration

Thursday, February 20, 2020 | Fairmont Hotel Vancouver

John Furlong
CEO
Vancouver 2010 Olympic & Paralympic Winter Games

The Vancouver 2010 Olympic & Paralympic Winter Games transformed British Columbia. Guests in attendance will have a unique opportunity to reflect back on 2010 but also look forward to what lies ahead.

Presenting Sponsor:

Presented in partnership with:

Community Sponsor: Preferred Media Partner:

boardoftrade.com/events

GREATER VANCOUVER BOARD OF TRADE

Air Canada's CEO Address

Tuesday, February 25, 2020 | 7:30 – 9:00 a.m.
Fairmont Pacific Rim | 1038 Canada Place

President and CEO of Air Canada will offer insights on how global companies operate and adapt in today's complex and dynamic business environments to remain relevant and sustainable.

Calin Rovinescu
President and CEO
Air Canada

Presenting Sponsor: Preferred Media Partner:

boardoftrade.com/events



WORLD TRADE CENTRE®
VANCOUVER

TAP

CANADA'S
TRADE
ACCELERATOR
PROGRAM

ESSENTIAL STRATEGY, RESOURCES AND MENTORSHIP IN DYNAMIC
WORKSHOPS THAT EQUIP SMALL TO MEDIUM-SIZED ENTERPRISES TO
SCALE UP, DEVELOP AND EXECUTE AN EXPORT PLAN.



Average growth

of 28% in international
sales 6-12 months after
graduation



TAP Participants

have penetrated more than 40 markets
including China, U.S., Mexico, Australia, New
Zealand, Japan, Italy, U.K. to name a few



100% of participating

companies declared themselves better
prepared to do business internationally
upon completing the program

“The Trade Accelerator Program offers hands-on practical exercises, group interaction and learning from subject matter experts. The process of writing our TAP Export Plan helped us refine export objectives and develop a plan of action. This is a valuable tool to help tell your exporting story; whether your company is just beginning or has years of experience.”

- SUN-RYPE PRODUCTS LTD.

LEARN MORE

World Trade Centre Vancouver +1 604-640-5481 | info@WTCVancouver.ca | WTCVancouver.ca

PROJECT FUNDED BY:



Government
of Canada

Gouvernement
du Canada



WTC-V GLOBAL PARTNERS:



AIR CANADA

FASKEN

PROGRAM CREATORS: WORLD TRADE CENTRE TORONTO | TORONTO REGION BOARD OF TRADE