

# How to stay moving in a growing region



**Feb 26, 2025**

# Why Movement started

British Columbia

**For commuters, taking the increasingly overcrowded bus or SkyTrain has been 'unreliable and very frustrating'**

TransLink says ridership has more than doubled in the last 4 years, in fast-growing areas like Surrey, Langley



# Why Movement started

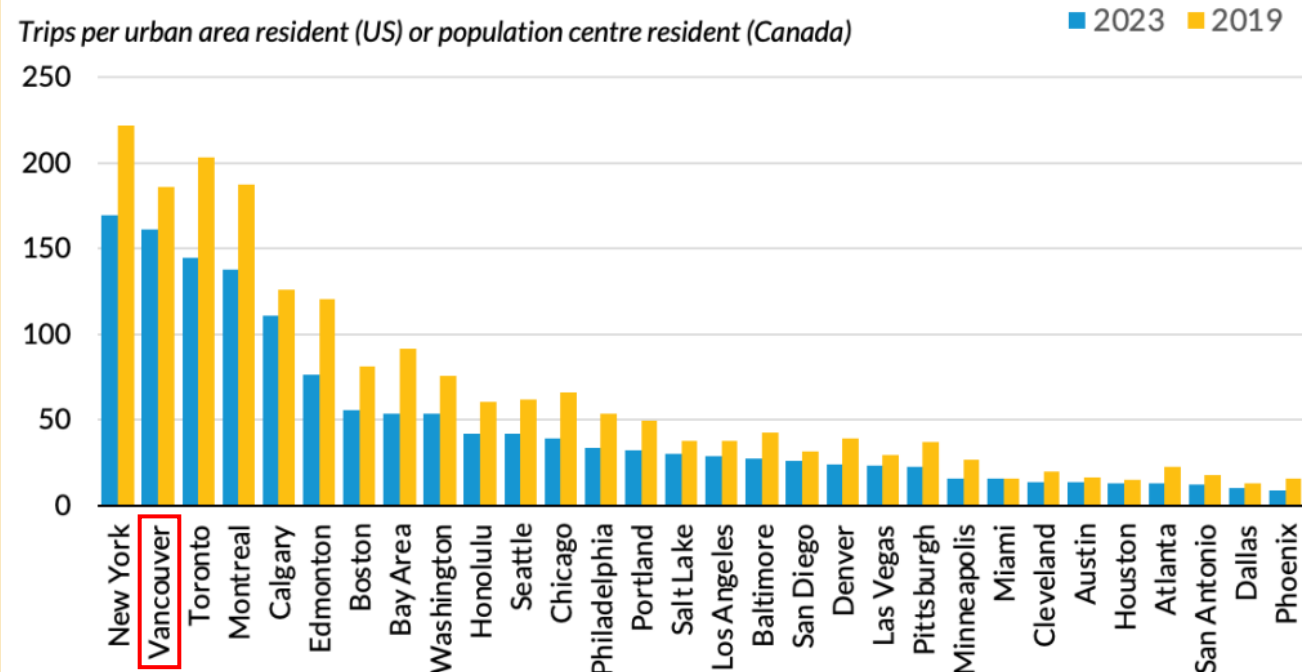


# Why Movement started



# Why Movement started

## Apart from New York, Canadian Urban Areas Attract Far More People to Transit than Their US Equivalents



**Source:** American Public Transportation Association (2019; 2023), US and Canada Censuses (2022; 2021).

**Note:** May not include some operators in each region, but all operators integrated into data are present in both years. No adjustment for population over time.

URBAN INSTITUTE


# What does Movement do?



# What does Movement do?

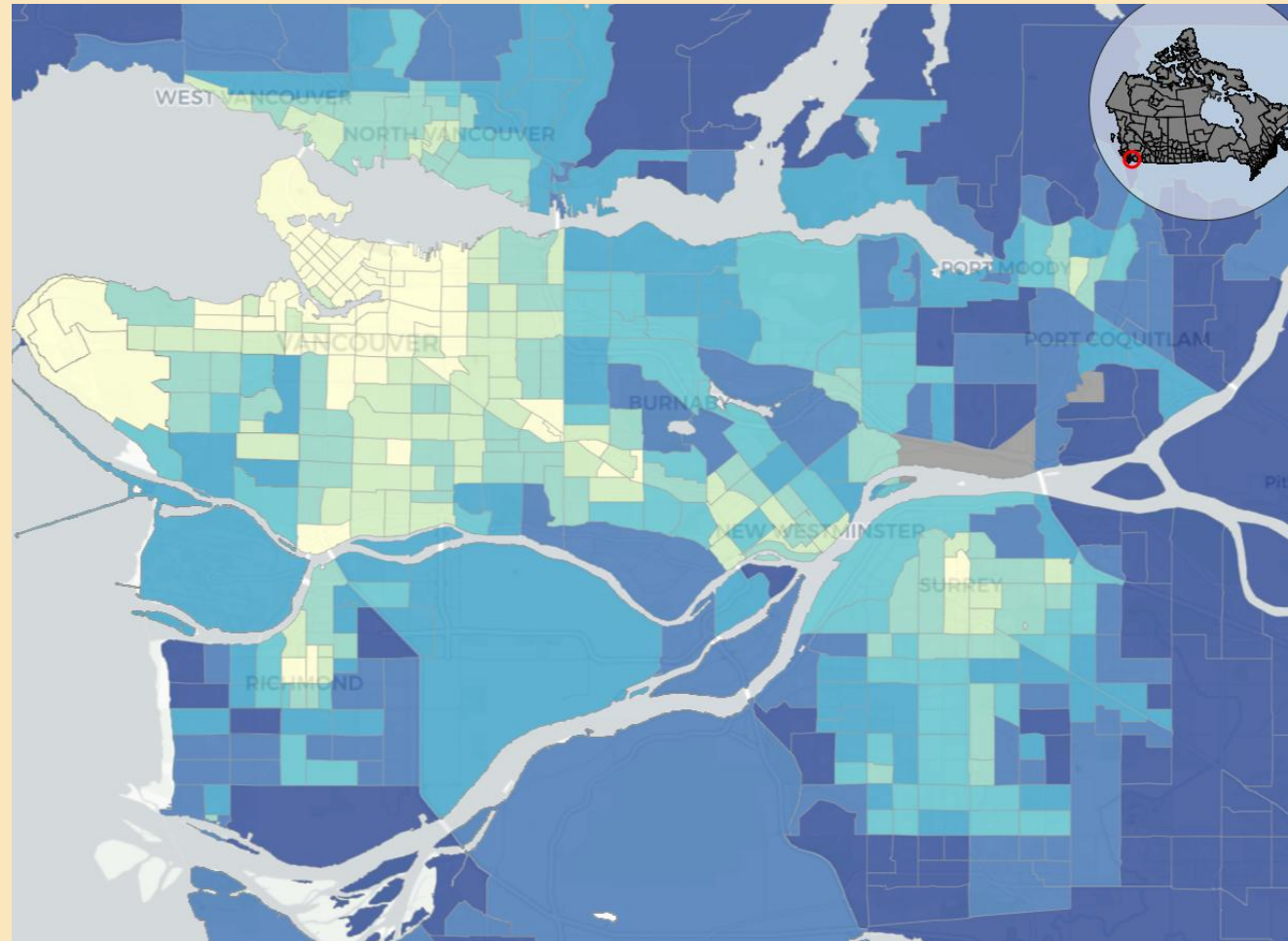


"You should  
ride the bus!"



"Let's make  
transit a WAY  
better option"

# How do people make transportation choices?



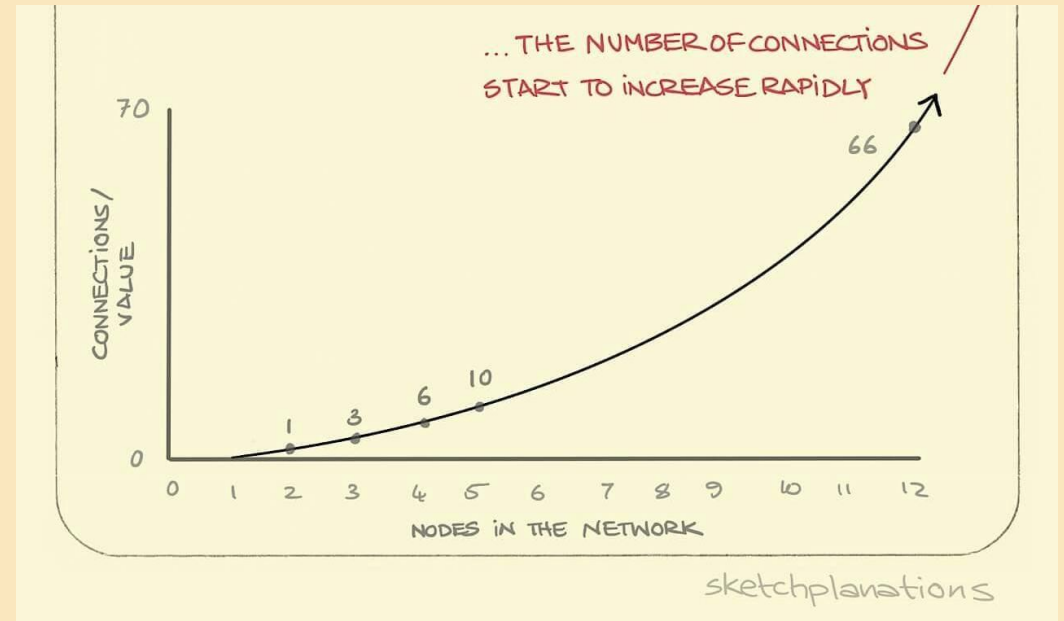
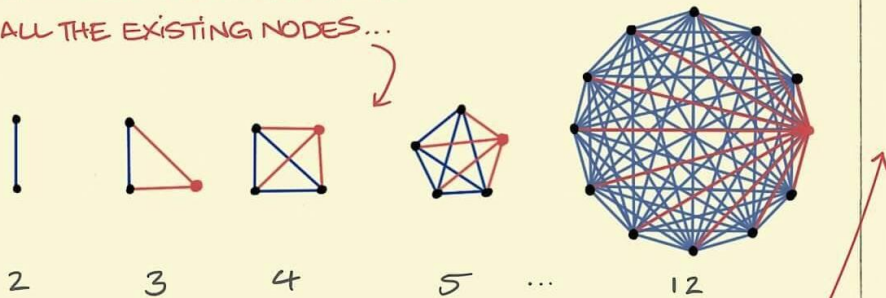
# What gives a network value?

## METCALFE'S LAW

THE VALUE OF A... NETWORK IS  
PROPORTIONAL TO THE SQUARE OF  
THE NUMBER OF...USERS.

— ROBERT METCALFE

IF EACH NEW NODE CONNECTS  
TO ALL THE EXISTING NODES...



# What gives a network value?



# People flock to networks that are useful



Streetcar



Ferry



Bus



Bike

# Trying to scale driving up



Houston



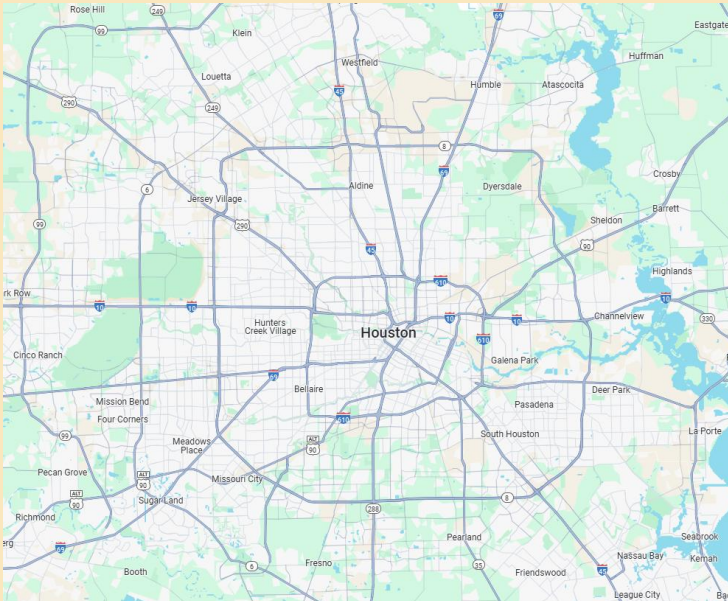
Los Angeles

# Trying to scale driving up



Vancouver

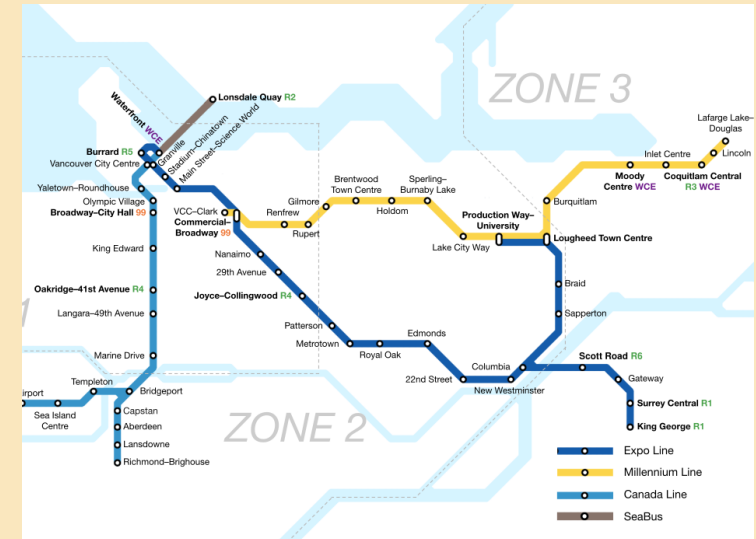
# Options



1. Houston



2. Paris



3. Vancouver

# Transit hasn't grown significantly since 2020



## 3 Main

### Weekday

| 5a    | 6a    | 7a    | 8a    | 9a    | 10a   | 11a   | 12p   | 1p    | 2p    | 3p    | 4p    | 5p    | 6p    | 7p    | 8p    | 9p    | 10p   | 11p   | 12a   | 1a    |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 05:03 | 06:01 | 07:09 | 08:05 | 09:04 | 10:05 | 11:05 | 12:05 | 13:05 | 14:02 | 15:00 | 16:00 | 17:00 | 18:04 | 19:05 | 20:11 | 21:10 | 22:12 | 23:11 | 00:20 | 01:03 |
| 05:23 | 06:16 | 07:23 | 08:19 | 09:20 | 10:20 | 11:20 | 12:20 | 13:20 | 14:14 | 15:12 | 16:12 | 17:12 | 18:17 | 19:22 | 20:25 | 21:25 | 22:27 | 23:26 | 00:41 | 01:23 |
| 05:42 | 06:30 | 07:37 | 08:33 | 09:35 | 10:36 | 11:35 | 12:35 | 13:35 | 14:26 | 15:24 | 16:22 | 17:26 | 18:32 | 19:38 | 20:40 | 21:41 | 22:42 | 23:42 |       | 01:43 |
|       | 06:44 | 07:51 | 08:48 | 09:50 | 10:50 | 11:50 | 12:50 | 13:50 | 14:38 | 15:36 | 16:34 | 17:39 | 18:50 | 19:55 | 20:55 | 21:57 | 22:57 | 23:59 |       |       |
|       | 06:58 |       |       |       |       |       |       |       | 14:48 | 15:48 | 16:48 | 17:52 |       |       |       |       |       |       |       |       |

12 minute waits

## 323 128 Ave

### Weekday

| 4a    | 5a    | 6a    | 7a    | 8a    | 9a    | 10a   | 11a   | 12p   | 1p    | 2p    | 3p    | 4p    | 5p    | 6p    | 7p    | 8p    | 9p    | 10p   | 11p   | 12a   | 1a    |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 04:39 | 05:11 | 06:01 | 07:05 | 08:05 | 09:06 | 10:02 | 11:03 | 12:03 | 13:04 | 14:08 | 15:08 | 16:02 | 17:01 | 18:05 | 19:06 | 20:03 | 21:02 | 22:12 | 23:12 | 00:07 | 01:07 |
| 04:49 | 05:23 | 06:13 | 07:13 | 08:14 | 09:15 | 10:14 | 11:15 | 12:15 | 13:16 | 14:17 | 15:17 | 16:09 | 17:08 | 18:13 | 19:16 | 20:14 | 21:14 | 22:27 | 23:27 | 00:27 | 01:35 |
| 04:59 | 05:35 | 06:22 | 07:21 | 08:23 | 09:26 | 10:26 | 11:27 | 12:28 | 13:28 | 14:26 | 15:25 | 16:15 | 17:14 | 18:20 | 19:28 | 20:26 | 21:28 | 22:42 | 23:47 | 00:47 |       |
|       | 05:49 | 06:31 | 07:31 | 08:32 | 09:38 | 10:38 | 11:39 | 12:40 | 13:38 | 14:35 | 15:34 | 16:22 | 17:21 | 18:28 | 19:40 | 20:38 | 21:43 | 22:57 |       |       |       |
|       |       | 06:39 | 07:40 | 08:41 | 09:50 | 10:51 | 11:51 | 12:52 | 13:48 | 14:43 | 15:42 | 16:28 | 17:28 | 18:38 | 19:51 | 20:50 | 21:58 |       |       |       |       |
|       |       | 06:48 | 07:48 | 08:49 |       |       |       |       | 13:58 | 14:51 | 15:49 | 16:35 | 17:36 | 18:46 |       |       |       |       |       |       |       |
|       |       | 06:56 | 07:57 | 08:58 |       |       |       |       |       | 14:59 | 15:56 | 16:41 | 17:44 | 18:56 |       |       |       |       |       |       |       |
|       |       |       |       |       |       |       |       |       |       |       |       | 16:48 | 17:50 |       |       |       |       |       |       |       |       |
|       |       |       |       |       |       |       |       |       |       |       |       | 16:55 | 17:58 |       |       |       |       |       |       |       |       |

6-7 minute waits

# Lack of Ambition

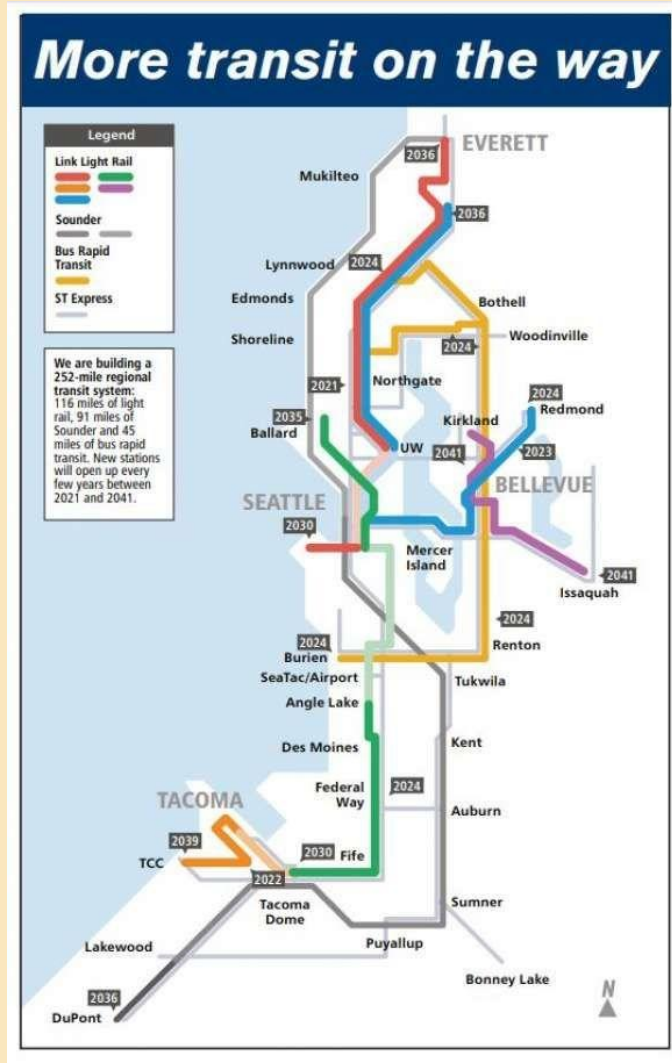
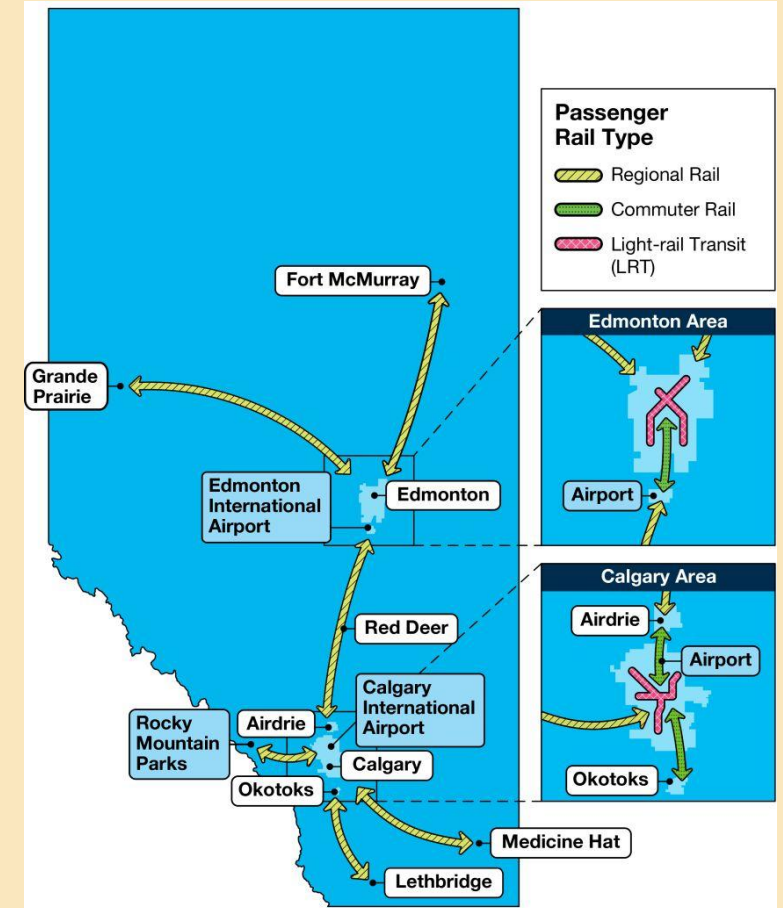
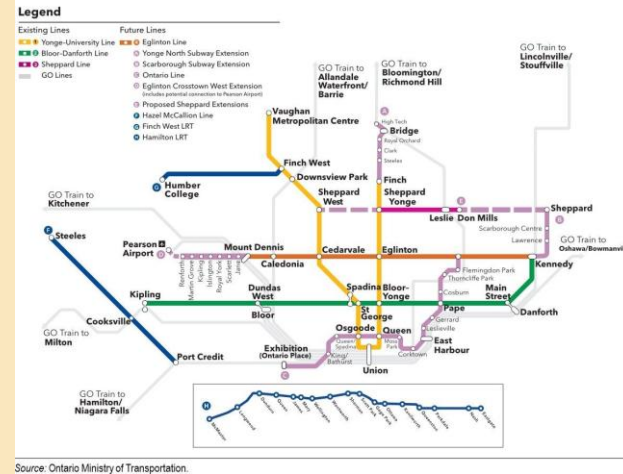


Chart 1.6  
Building Transit in the Greater Golden Horseshoe




# Movement's vision for the region

Long term:

Way more  
rapid transit


Short term:

Make buses faster  
faster, more reliable,  
and more abundant



movementyvr

2h



Watch full reel >


movementyvr


0:20

save

the BUS!

I know as a student how important it is for me to rely on the transit service every time.





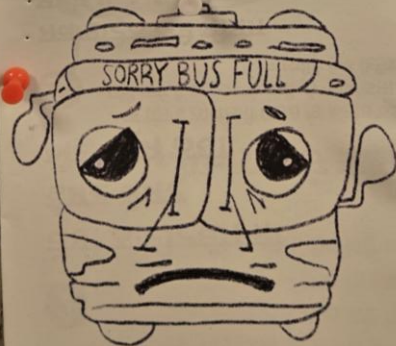
Seen by 32

lligtas ang mga bus routa.


拯救我們的巴士服務!


¡Salven los buses!

ਬੱਸ ਨੂੰ ਬਚਾਓ!



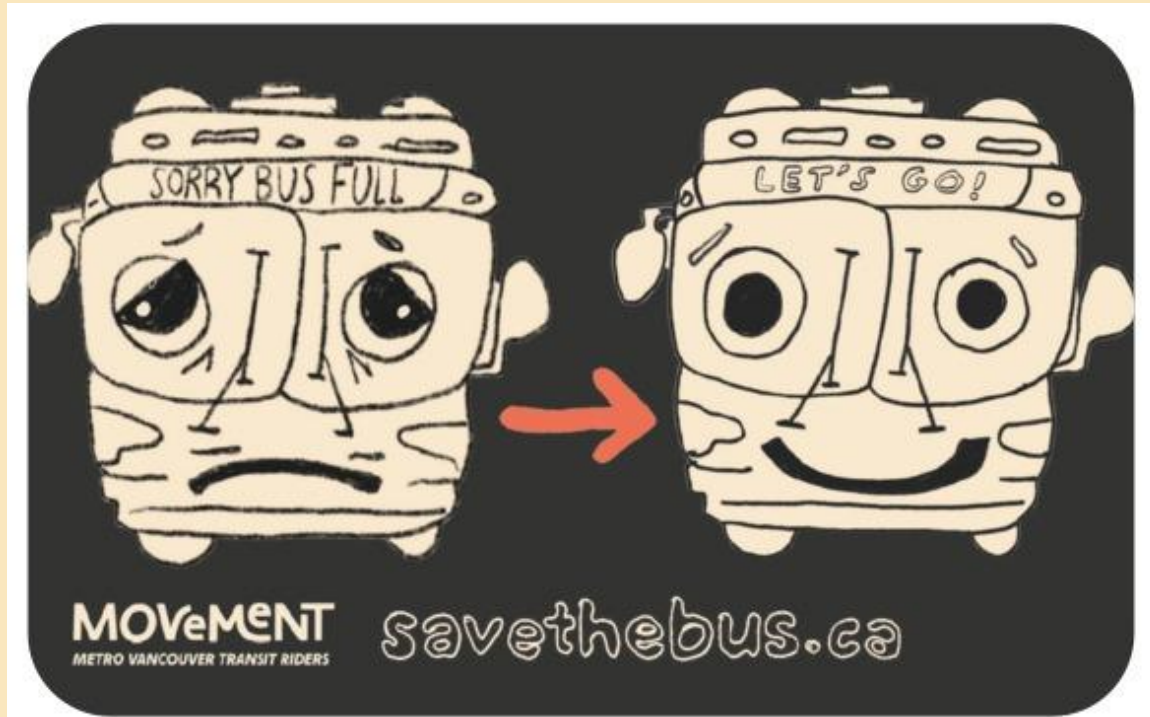
ਆਪਣੇ ਟਰਾਂਜ਼ਿਟ ਸੰਬੰਧੀ ਚਿੰਤਾਵਾਂ ਬਾਰੇ ਆਪਣੇ ਐਮਐਲਏ ਨਾਲ ਗੱਲ ਕਰੋ





MOVEMENT

METRO VANCOUVER TRANSIT RIDERS



**MOVeMENT**  
METRO VANCOUVER TRANSIT RIDERS

[savethebus.ca](http://savethebus.ca)