



# SOUNDING BOARD

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## Moving into the future: 2021 Transportation Survey

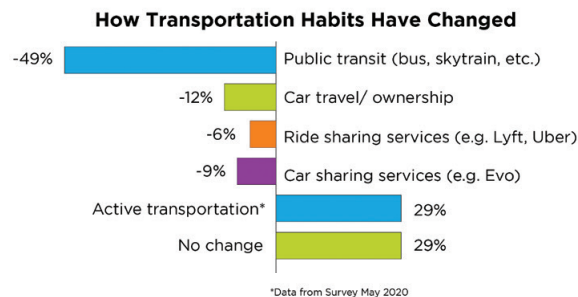
**TRANSPORTATION** | What comes next for transportation in the Lower Mainland?

The Greater Vancouver Board of Trade released the results of our 2021 Transportation Survey in conjunction with Transportation Forum 2021, presented by Deloitte. The survey was commissioned to create a better understanding of the impacts of the pandemic on transportation habits across the region and the extent to which those changes will become permanent.

The initial impact of the pandemic on transportation in the lower mainland has diminished in the past year, but it remains unclear whether a full return to normalcy will occur in the near-term future, or at all. A survey of Metro Vancouver residents was conducted by Mustel Group between April 16 and 28, 2021, the

survey found that:

- When asked about trips taken by transit, respondents reported a decrease of 49% compared with pre-pandemic levels, a substantially higher reduction than trips taken by car (12%).
- 50% of all respondents said they expect 'most' (11%) or 'some' (39%) of the changes in transportation habits will be permanent.
- Support for investment in new public transit projects, such as the Surrey-Langley Skytrain and extension to UBC remains high, with 92% of Vancouver residents and 91% of respondents in Metro Vancouver supporting continued investment.
- Availability of funding for



transportation infrastructure was ranked most likely to impact how we move and travel around the region (50%), followed by population growth (41%) and technology (30%). The survey found 21% of respondents have recently moved, or plan to move, further from Metro Vancouver urban cores for affordability/more space with

35% noting that their move was due to the pandemic. This was highest among residents aged 18-34 (25.7%) and 35-54 (25.5%). This finding further highlights the importance of attracting and retaining young people.

"The results of this survey clearly illustrate the ongoing support for public transit investment both in Vancouver as well as the

lower mainland," said Bridgitte Anderson, President and CEO of the Greater Vancouver Board of Trade. "Right now, important progress is being made to expand transit service, including the recent announcement of major construction beginning on the Broadway Subway Project. It is clear that the public wants to ensure that this momentum is not lost, and we do not emerge from the pandemic only to be stuck in traffic."

"As employees return to offices and students to schools, travel patterns will shift again, but the results clearly indicate it will be some time, if at all, that travel habits will resemble pre-pandemic habits," said Evi Mustel, President and co-founder of Mustel Group. **SB**

## B.C. reopening plan: What you need to know

**REOPENING** | Step 1 already underway

The B.C. government unveiled their phased reopening plan at the end of May, a four-step roadmap to reopening the province, with Step 1 beginning on May 25. For businesses, this means allowing indoor dining for groups of up to six people, extending liquor service to 10 p.m., and the start of a gradual return to workplaces

and offices.

"This provides a framework for business owners to plan for reopening in ways that will protect both customers and staff, and it also gives British Columbians clarity on what is to come through the summer and fall," said Bridgitte Anderson, President and CEO at the Greater Vancouver Board of Trade. "The four phased

plan shows that the hard-work and sacrifice made by millions of British Columbians during the third wave is paying off."

Timelines are contingent on meeting vaccination targets and a decline in both active cases and hospitalizations. Over 70% of B.C. residents aged 18+ have now received at least one dose of a COVID-19 vaccine. Step 2 could

begin as early as June 15, and will allow banquet halls to reopen with limited capacity and safety plans, small in-person meetings, and recreational travel within the province.

Steps 3 and 4 could begin as early as July 1 and September 7, respectively. Step 4 includes fully reopened offices and workplaces, travel within Canada, and

normal social contact.

The Greater Vancouver Board of Trade is committed to working with stakeholders in both business and government to ensure that we embrace the lessons learned during the pandemic and continue to work together in building a prosperous and sustainable economy in the Lower Mainland. **SB**



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## FROM OUR MEMEBERS

## RESILIENCE | Setting a new bar – catering in the time of COVID-19

## Pandemic pivot created a new capacity for innovation

When the Greater Vancouver Board of Trade asked us to help them turn their annual Governor's Gala and Rix Awards into an equally gratifying virtual event, "Operation Wow Factor" was born. As a long-standing member and catering partner, Edge Catering has worked closely with the Board of Trade on many events over the years, but this was a new challenge entirely.

Hosting a memorable virtual event after a year of 'Zoom fatigue' is no easy task. Our goal was to provide an elevated in-home culinary experience for two, complete with an artisan charcuterie and cheese presentation, hand-crafted canapés, and desserts. The gala boxes also included Mission Hill wine, Queen Bee floral bouquets, and customized cookies and menu cards.

The complexity of delivering an at-home dining experience worthy of a black-tie event is enormous. Despite being an established business in the Lower Mainland, Edge Catering had to transform to survive when the COVID-19 pandemic struck. That transformation was a key component in enabling us to achieve the amazing results that

one participant reflected on by saying, "From the elegant packaging to the beautiful array that made up the charcuterie board, Edge Catering exceeded all our expectations."

Exceeding expectations doesn't happen by accident. "Operation Wow Factor" required meticulous planning and a step-by-step methodical approach; our mission was to deliver a black-tie culinary experience to 375 homes. Designing an inspired culinary experience for delivery to hundreds of households is one thing, putting it into practice is another. From accommodating complex dietary restrictions and adhering to critical food-safety guidelines to ensuring that the beautifully arranged packages arrived intact, this was our most ambitious project since the 2010 Olympic Winter Games.

Planning a catering project of this magnitude was an exercise in collective coordination and communication. Defining clear goals was critical to successfully executing the operation, and we worked closely with the team at the Board of Trade from the outset. Our owner Judy Reeves, and Chef Jasmin Porcic decided on the aesthetics and an array



of specialty meats and cheeses to accompany exotic tropical fruits. House cured vegetables, hand-crafted pâtés, and artisan chutneys rounded out the menu of delicacies. After agreeing on the contents of each package with the senior leadership team, it was time to factor in the dietary restrictions, individualized menu cards, and packaging requirements.

Planning is imperative to success, but it's all for nothing if the execution doesn't deliver. Days before the event, our staff were slicing, dicing, and trimming all the varied components of the gala packages, while

simultaneously preparing the take home Easter dinners we were offering at the time as well. Dedicated, hardworking staff are at the heart of every successful business, and our brilliant Corporate Catering Manager Selina Chow, oversaw the planning and delivery of hundreds of fragile, temperature-sensitive packages over the course of two days.

Throughout the entire process, nothing was left up to chance. We engaged all the project stakeholders in deliberative planning, right down to the minutiae of the ribbon on the package and individualized name tags with handling instructions. This experience has

Planning is imperative to success, but it's all for nothing if the execution doesn't deliver



emboldened our team. We can execute incredibly complex projects with a 360-degree approach that will result in an unforgettable experience for everyone involved.

As a highly customized caterer with years of expertise, we have the ability and know-how to deliver an elevated experience, whether that be virtual, in-person (when allowed), or a combination of the two. Edge Catering - "We'll take care of you!" Follow us on social media @edgecaterers. JR

Judy Reeves is the owner of Edge Catering.

## INSPIRATION | One-to-one, with John Bromley

## A lifelong love of giving inspires this local business leader

Welcome to the latest installment of Q&A, our regular series of one-to-ones with some of Greater Vancouver's leading business figures.

This time, our subject is Charitable Impact Founder and CEO John Bromley.

**What was your first job?**

A paper route. I delivered the Real Estate Weekly starting in grade 3 and moved to the Courier in grade 4! I delivered papers until grade 7 or so. I worked through my high school years in other jobs. My parents were pretty strict about having a job if we wanted money to spend. Those years formed the basis of my financial literacy as well as

my sense of responsibility and accountability at an early age.

**Tell us a little bit about where you think there's untapped potential in Greater Vancouver.**

Youth today have unprecedented access to information and can use technology to create progress. In many ways, those that use the benefits of technology to advance their knowledge, understanding, and engagement with ideas seem to be ahead of where my generation was at the same point in our lives. However, I also have concerns about youth today who get too lost in all the meaningless content online because they are likely behind in many ways.



John Bromley

**What is the most important lesson, business or otherwise, life has taught you?**

You'll never achieve anything if you don't try. Setting out to do

something and being persistent about it is critical. While competency and knowledge are essential, you have to have something to apply them to. If you never take that first step and get started, you can't achieve goals. Failing along the way is part of the journey, so learn to appreciate all that is wonderful about failures.

**What might (someone) be surprised to know about you?**

Between the ages of 18 and 22, I spent several months each year in Asia. When I was working in Cambodia as an 18-year-old, I got caught in the middle of a military coup and was evacuated overland to Thailand by the Australian military.

**If you could leave one professional legacy behind, what would it be?**

Every year, fewer Canadians are

giving charitably. At Charitable Impact, our tools and services help people become more regularly engaged in giving back. The legacy I'd like to be part of leaving behind is reversing the tide from declining participation to the development of larger numbers of donors who make charitable giving a part of their budget and their life. JB

Charitable Impact is an online giving platform that makes it easy to support any registered charity in Canada, raise money through crowdfunding, track impact over time, and send charitable dollars to individuals. An Impact Account helps people manage their charitable giving and create the change they want to see in the world, all from one place. Charitable Impact has already helped over 146,000 Canadians donate more than \$775 million to thousands of charities nationwide.

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