

Horseshoe Bay Terminal Development

Summary of Results from Phase 3 of Engagement

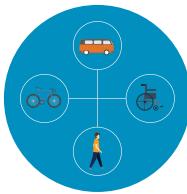
During Phase 3 (Visioning) we heard from over 1,500 people about what's important to them in the design of the future terminal. The infographic below provides a summary of what we heard.

Central Themes

Participants noted five central considerations for the future Horseshoe Bay terminal:



Practical,
cost-effective,&
functional solutions



Safe &
accessible
travel



Integration of
technology
& information



A comfortable
customer
experience

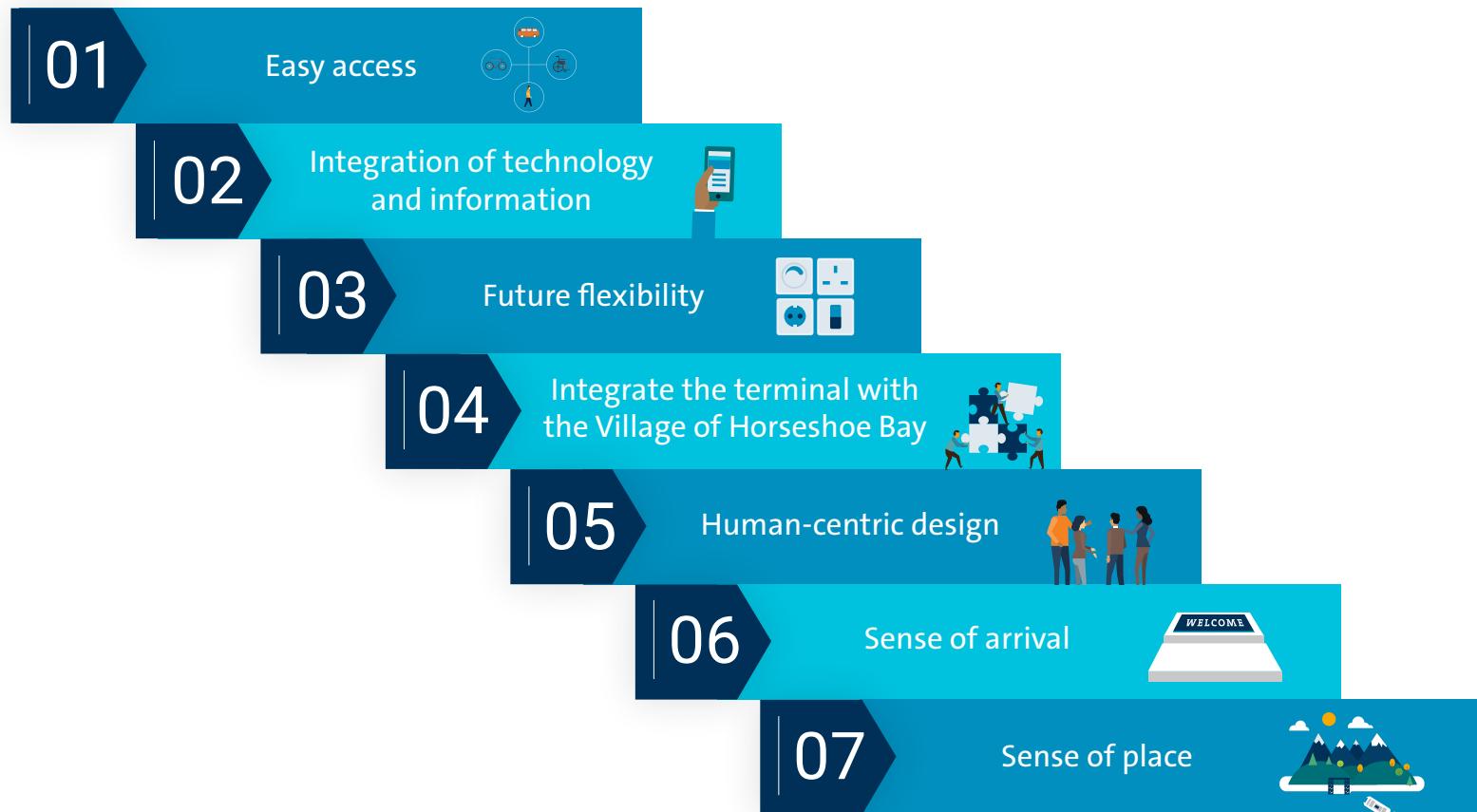


Integration with
the Horseshoe Bay
Village & surrounding
environment

Design Drivers

What are design drivers? Design drivers are like a check-list of needs. They help the redevelopment team understand what to include in the design of the future terminal.

The team developed seven design drivers using community feedback from Phases 1 and 2.
Participants ranked these drivers in the following order of importance:



Visual Profile

What is a visual profile? A visual profile is like a picture book that tells a story about how a design should make people feel, for example welcome, calm, close to nature etc.

A summary of the visual profiles developed by participants can be found on the project website at bcferries.com/about/hsbvision, by clicking on the link to the Phase 3 Summary Report



We Also Heard...



We also heard that you want more frequent service to the Sunshine Coast and during peak times. We want to let you know that we understand and we're working on it. With our upcoming vessel replacement program, we are planning to have hourly service to the Sunshine Coast in place within the next five years to accommodate growing demand and make the travel experience easier for our customers.

Next Steps

The design team will now take community input and use it alongside business priorities and objectives to create design concepts. The community will be invited to provide their feedback on design concepts this fall.



Have questions?

Please email the project team at horseshoebayvision@bcferries.com.