



## FOR IMMEDIATE RELEASE

August 26, 2026

### National transit association honours equity, diversity, and inclusion shown by BC Transit and ACRD

Port Alberni – BC Transit, Alberni-Clayoquot Regional District (ACRD), and WATT Consulting recently won a Canadian Urban Transit Association Equity, Diversity and Inclusion award for its thoughtful and inclusive launch of the new transit system on the West Coast.

The ACRD collaborated with Yuułuʔiłʔatḥ and ʔaʔuukʷiʔatḥ (Tla-o-qui-aht First Nation) to feature the Nuu-chah-nulth language on all bus stop signs in the West Coast Transit system – a first for a BC Transit system.

“We worked closely with members of Yuułuʔiłʔatḥ and ʔaʔuukʷiʔatḥ on every aspect of this new service – from service levels to bus stop locations,” says John Jack, chair of the ACRD Board of Directors. “So, when it came to signage and bus stop names, it was important to keep that momentum going and ensure the inclusion of their culture and language.”

BC Transit was supportive of the idea to include Nuu-chah-nulth on all 36 signs. The route includes Tofino, Ucluelet, Long Beach, the Yuułuʔiłʔatḥ community of hitaču, and the ʔaʔuukʷiʔatḥ communities of Esowista and Ty-histanis.

“Yuułuʔiłʔatḥ Government was pleased to be involved in the planning process for this new transit system, especially with the inclusion of our language. The overall result shows what can be achieved when our governments come together collectively for the benefit of the whole West Coast,” explains Yuułuʔiłʔatḥ Government President Charles McCarthy. “A lack of reliable transportation is something that affects all of our communities, in one way or another, and this project is a step towards addressing the shortfall of transit options.”

BC Transit took over West Coast Transit in March of this year. The ACRD originally launched the West Coast Transit service independent of BC Transit in April 2024. With the transition to a BC Transit led service, it was important to ensure all communities continued to be included in the development of the service. Since West Coast Transit operates in Nuu-chah-nulth territories, it was important their voice and culture were a large part of the project.





ALBERNI-CLAYOQUOT  
REGIONAL DISTRICT

For routes, schedules, and other information about the West Coast Transit System, go to:  
[bctransit.com/west-coast/](http://bctransit.com/west-coast/).

- 30 -

For more information,  
Heather Thomson, Communications Coordinator - 250-206-5162 or [hthomson@acrd.bc.ca](mailto:hthomson@acrd.bc.ca)

*Photo caption: ACRD Directors and members of the West Coast Committee, Kirsten Johnsen, Marilyn McEwen, and Vaida Siga receive the ACRD's trophy for the Canadian Urban Transit Association Equity, Diversity and Inclusion award at a BC Transit stop in Ucluelet.*