



# C·V·R·D

## TRANSIT COMMITTEE

WEDNESDAY, FEBRUARY 8, 2012 - 3:30 P.M.  
CVRD BOARD ROOM, 175 INGRAM STREET

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### AGENDA

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**INFORMATION**

IN1 CVRD Future Transit Plan Draft Executive Summary – to be distributed

5. **NEW BUSINESS:**

6. **CLOSED SESSION:**

7. **QUESTION PERIOD:**

8. **ADJOURNMENT:**

**A special meeting of the Transit Committee will be held at 2:00 p.m., March 14, 2012 for BC Transit to present the Transit Future Plan report.**

**DISTRIBUTION:**

**Transit Committee**

Director Morrison, Chair  
Director Kent, Vice-Chair  
Director Duncan  
Director Fraser  
Director Giles  
Director L. Iannidinardo

Director Lefebure  
Director Lines  
Director McGonigle  
Director Walker  
Director Weaver

**CVRD**

Warren Jones, CAO  
Jim Wakeham, Manager, Facility Management, Fleet and Transit  
Mark Kueber, General Manager, Corporate Services  
Brian Dennison, General Manager, Engineering and Environment  
Rob Williams, Transit Analyst

**Transit Representatives (via e-mail)**

Myrna Moore, Regional Transit Manager, BC Transit  
Bob Allen, FirstCanada ULC  
Colin Oakes, FirstCanada ULC  
Georg Stratemeyer, Volunteer Cowichan  
Carol Blatchford, Cowichan Lake Commuter Service

Complete Agenda Package available at: <http://bc-cowichanvalley.civicplus.com/Archive.aspx?AMID=56>

Minutes of the regular meeting of the Transit Committee held in the CVRD Boardroom, 175 Ingram Street, Duncan, on October 12, 2011 at 3:30 p.m.

**PRESENT:** Director Seymour, Chair  
Director Morrison, Vice-Chair  
Directors Cossey, Duncan, Giles. Harrison, Iannidinardo,  
Kent, Kuhn

**ABSENT:** Directors Haywood and McGonigle

**ALSO PRESENT:** Warren Jones, CAO, CVRD  
Jim Wakeham, Manager, Facilities, Transit & Fleet  
Brian Dennison, P. Eng., GM, Engineering & Environment  
Rob Williams, Transit Analyst, CVRD  
Myrna Moore, BC Transit  
Mark Kueber, GM, Corporate Services  
Joanne Bath, Recording Secretary

## **APPROVAL OF AGENDA**

**It was moved and seconded that the agenda be approved as presented.**

**MOTION CARRIED**

## **ADOPTION OF MINUTES**

**It was moved and seconded that the minutes of the September 21, 2011 special Transit Services Committee meeting be adopted.**

**MOTION CARRIED**

## **BUSINESS ARISING OUT OF MINUTES**

### **BA1**

As requested at the meeting of September 21<sup>st</sup>, a report regarding Short Term Conventional Service Expansion Options (2,500 hours) was provided by BC Transit for additional information.

## **DELAGATIONS**

### **D1**

Pam Alcorn, Project Facilitator, provided the Committee with the transportation and mobility recommendations from the City of Duncan - Age-friendly Seniors Safety Project Report.

### **D2**

Carol Hunt, Executive Director, Cowichan Seniors Community Foundation, spoke regarding a request for funding for Supported Transportation for Seniors "Door to Door" Program.

**It was moved and seconded that \$6,000 be included in the 2012 budget in support of the Cowichan Seniors Community Foundation for the Supported Transportation for Seniors "Door to Door" Program.**

**MOTION CARRIED**

**CORRESPONDENCE**

**C1** Correspondence was received from the City of Duncan providing support for the Cowichan Valley Transit Future Plan, in particular the Transit Future Network, its Vision and Goals.

**It was moved and seconded that the letter from the City of Duncan be received and filed.**

**MOTION CARRIED**

**C2** Correspondence was received from the Town of Lake Cowichan providing its full support for the Transit Future Network, its Vision and Goals.

**It was moved and seconded that the letter from the Town of Lake Cowichan be received and filed.**

**MOTION CARRIED**

**C3** Correspondence was received from Glen Ridgway inquiring about a private initiative to provide bus service from Ladysmith to Duncan and Nanaimo and requesting financial information with respect to the current BC Transit system.

**Staff were asked to respond to Mr. Ridgway's letter providing the financial information requested and that he be advised that according to BC Transit the private initiative is a proposed service only at this time and that the application for the initiative is in process.**

**REPORTS**

**R1** BC Transit provided a PowerPoint presentation on the Cowichan Valley Transit Future Plan.

Staff were asked to provide the Committee with a coloured copy of PowerPoint presentation.

**It was moved and seconded that it be recommended to that the Board support moving forward to complete the Transit Future Plan and endorse the following components of the Plan:**

- .1 Vision and Goals**
- .2 Transit Future Network**
- .3 Implementation Strategy**

**MOTION CARRIED**

**R2** A staff report was considered regarding 2,500 additional Transit Conventional Service Hours with respect to 2012 Budget considerations for Function 107.

Staff were asked to specifically identify, in the 2012 budget, the funding for the Supported Transportation for Seniors "Door to Door" Rider Program under "Other Transit Service Initiatives".

**It was moved and seconded that it be recommended that the Board approve BC Transit's recommendation for additional annual service hours totalling 2,500 for conventional transit routes commencing February 1, 2012 and authorize staff to include the associated costs in the 2012 budget.**

**Authorize the CVRD Board Chair and Corporate Secretary to sign the amended Annual Operating Agreement with BC Transit, FirstCanada ULC and the CVRD.**

**MOTION CARRIED**

**R3**

A staff report was considered regarding Transit Free Days for 2011.

**It was moved and seconded that it be recommended that cash fares be reduced to zero on the Cowichan Valley Conventional and handyDART Regional Transit Systems on the following days:**

- .1 Remembrance Day, November 11, 2011**
- .2 During the Remembrance Day week for Veterans and Armed Forces personnel only.**
- .3 The Friday, Saturday, & Sunday before Christmas, December 16, 17 and 18, 2011.**

**MOTION CARRIED**

## **NEW BUSINESS**

**NB1**

Correspondence was received from the Town of Ladysmith providing its full support for the Transit Future Network, its Vision and Goals.

**It was moved and seconded that the letter from the Town of Ladysmith be received and filed.**

**MOTION CARRIED**

**NB2**

Correspondence was received from Peter Rantucci, Director, Regional Transit Systems, regarding the monthly pass registration system for the CVRD Commuter System.

The Chair asked that, due to the content of this letter, a motion be put forward to rescind the following recommendation going to the October 12<sup>th</sup> Board meeting.

*"That BC Transit re-implement the registration/reservation system on the Cowichan Valley Commuter Service."*

**It was moved and seconded that the afore-mentioned recommendation to the Board be rescinded.**

**MOTION CARRIED**

Director Seymour expressed his appreciation to Committee, staff and BC Transit for supporting him through his time as Chair of the Transit Committee.

**ADJOURNMENT**

**It was moved and seconded that the meeting be adjourned.**

**MOTION CARRIED**

The meeting adjourned at 5:30 p.m.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Recording Secretary

Dated: \_\_\_\_\_



**R1**

## STAFF REPORT

### TRANSIT COMMITTEE MEETING OF FEBRUARY 8, 2012

**DATE:** January 30, 2012 **FILE NO:**

**FROM:** Rob Williams, Transit Analyst, Facilities, Fleet and Transit Management

**SUBJECT:** Feb. 6, 2012 Cowichan Valley Regional Transit Rider's Guide

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**Recommendation/Action:** For information only.

**Relation to the Corporate Strategic Plan:**

**Financial Impact:** *(Reviewed by Finance Division: Not required)*

**Background:**

A revised Rider's Guide has been published for 2012 in order to reflect improvements to the fixed transit routes as a result of the additional 2,500 annual service hours. The new Guide will also illustrate schedule changes to the commuter service that are intended to improve efficiency. There are no changes to the fares. The new Rider's Guide will be distributed the last week of January with the guide schedules taking effect February 6, 2012. The new guide and changes to the routes will be well advertised through the local papers, radio, website, facebook, on board handouts, etc.

The following is a summary of the guide revisions:

- **Fixed route service:** Additional am trips for route # 4, 6, 7, 10, 12, and 15. As a result of these additional trips the system has filled in some service frequency gaps which will help create a more consistent schedule.

Other route schedule times have been altered resulting in better connection times. i.e. a revised #5 Eagle Heights trip departing the Village Green Mall at 7:30 am (instead of 8:33 am) arriving back at 7:55 am, which will help accommodate working commuters to Duncan as well as improvements in trip times from Crofton/Chemainus to Duncan.

- **Commuter service:** Schedule changes to three of the six pm return departure times from Victoria to help distribute the passenger loads, as well as minor schedule changes to the am departure times from Duncan and Shawnigan Lake.

Removal of the timing point (not the stop) Hwy 1 at Millstream Interchange, which will allow for a more efficient return trip as the bus will not have to wait at this stop if there are no passengers.

Relocation of the bus stop at the Victoria Legislature from Government St. to Superior at Government for pm departure trips. This will reduce congestion and confusion between the Commuter and Victoria service. Signage has been installed in order to highlight the change and announcements will be made onboard the am buses dropping off.

Note a revised pet policy has been drafted by BC Transit for the Commuter service only, and has recently been submitted to the CVRD for their approval to reduce related incidents.

- A paragraph was added to the Welcome Aboard section outlining the CVRD transit service areas as well as an added paragraph notifying riders of route changes due to winter weather.
- All ticket outlets have been updated with correct location titles. Several other grammatical and language changes have been made in order to make the guide easier to understand.
- All route maps have been corrected of typos with additional points of interest added including community halls and visitors centres.
- The Cowichan Valley Transit (BC Transit) website will be updated accordingly to ensure consistency with the new Rider's Guide.


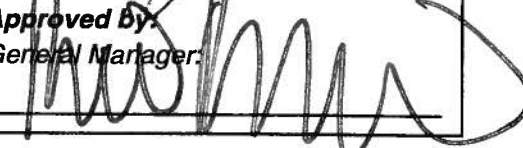
Submitted by,



Rob Williams, M. Sc.  
Transit Analyst

RW:Jlb

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<b>Reviewed by:</b> Division Manager:	
<b>Approved by:</b> General Manager:	





**STAFF REPORT**

**R2**

**TRANSIT COMMITTEE MEETING  
OF FEBRUARY 8, 2012**

**DATE:** January 31, 2012 **FILE NO:** Transit  
**FROM:** Rob Williams, Transit Analyst, Facilities, Fleet and Transit Management  
**SUBJECT:** Cowichan Valley Commuter On Board Pet Policy

**Recommendation/Action:**

**That it be recommended to the Board that the following revised on board pet policy for the Cowichan Valley Commuter be adopted, as recommended by BC Transit.**

***"Other than Assistance Animals, pets are not permitted on board the Cowichan Valley Commuter Service. The service is not deemed appropriate for pets to travel on due to the longer duration trips and the large distances the vehicle travels between stops. This policy applies to all pets regardless of whether they are contained in secure cages or not. Assistance animals are allowed on public transit at all times. Passengers may be asked to produce their Guide Animal Certificate."***

**Relation to the Corporate Strategic Plan:**

**Financial Impact: (Reviewed by Finance Division: Not Required)**


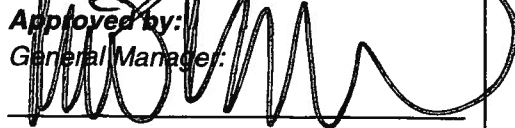
**Background:**

BC Transit and the CVRD have received a number of complaints regarding on-board pets, which was also reiterated by Cowichan Valley Commuter regular passengers at the December 3, 2011 Commuter service meeting. Specifically, the feedback has included complaints of oversized pet carriers on board taking up passenger seats and causing access issues, allergy issues, as well as reports of pet waste spilling onto seats and the bus floor. Such incidents are considered a health and safety issue for both transit riders and operators.

In addition to the above health and safety issues, due to the high demand for the service, it will also assist in allowing as many seats as possible for passengers. Small pets are allowed on board the Conventional service, if contained in a small cage, secured and fit on owner's lap, but since the Commuter service has much longer trip times, it is recommended that the on-board pet policy for the Cowichan Valley Commuter service be revised, as outlined in the attached letter from Peter Rantucci, Director Regional Transit Systems, BC. Transit, dated January 20, 2012.

Submitted by,

Rob Williams, M.Sc., Transit Analyst  
Facility, Fleet, and Transit Management

<p><b>Reviewed by:</b> Division Manager:</p> 
<p><b>Approved by:</b> General Manager:</p> 

January 20, 2012

Jim Wakeham  
Manager, Facility, Fleet and Transit Management Engineering and Environmental  
Services Department  
Cowichan Valley Regional District  
175 Ingram Street, Duncan, BC V9L 1N8

**Re: Alteration to Pets on Board Policy for the Cowichan Valley Commuter**

Dear Jim

I am writing to confirm that if the CVRD supports a more restricted Pets on Board policy for the Cowichan Valley Commuter due to the different service character of the commuter (i.e. long duration single trips), BC Transit will support the same, subject to working pets (e.g. guide dogs for the visually impaired) being afforded continued access.

As you are aware, several passengers that attended the Cowichan Valley Commuter public meeting in Duncan on the 3<sup>rd</sup> December 2011, expressed displeasure at an increasing number of passengers bringing pets onboard. Some passengers have complained that they have seen waste spill from the animal carrier crates on to the seats and floor which not only creates a hazard to riders but also creates a very unpleasant experience given the long distances the vehicle travels without stops.

Additionally the under seat and overhead storage areas on the CVC buses are not of an adequate size to accommodate the majority of pet carrier crates resulting in instances where owners have placed them on the seat next to them thereby depriving other riders of a seat on already overcrowded trips, at times forcing them to stand for the entire trip.

Whilst we do not wish to ban all animals from the service, we agree that the commuter service is not conducive to having larger pets onboard for an hour long journey.

Please find below the suggested language for the revision to the CVC Pets on Board Policy.

*Other than Assistance Animals, pets are not permitted on board the Cowichan Valley Commuter. The service is not deemed appropriate for pets to travel on due to the longer duration trips and the large distances the vehicle travels between stops. This policy applies to all pets regardless of whether they are contained in secure cages or not. Assistance animals that are certified are allowed on public transit at all times. You may be asked to produce your Guide Animal Certificate. This policy applies only to the Cowichan Valley Commuter service. We thank all passengers for their co operation.*

We hope that the change in policy will further help improve the operation of the service especially with capacity issues continuing to grow whilst managing any enhancements within the existing available resources.

If you have any question please feel free to call me.

Sincerely,



Peter Rantucci

Director Regional Transit Systems

Office Tel: 250 995 5732 Cell: 250 508 2672

cc: Myrna Moore Senior Regional Transit Manager



**R3**

**STAFF REPORT**

**TRANSIT COMMITTEE MEETING  
OF FEBRUARY 8, 2012**

**DATE:** January 31, 2012 **FILE NO:** Transit  
**FROM:** Rob Williams, Transit Analyst, Facilities, Fleet and Transit Management  
**SUBJECT:** Custom Transit Service Area Proposal

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**Recommendation/Action:**

**That the Transit Committee provide feedback to staff regarding the Custom Transit Service Area proposal from BC Transit, prior to March 23, 2012 in order for staff to develop a formal response to BC Transit by March 31, 2012.**

**Relation to the Corporate Strategic Plan:**

The establishment of a formalized service area for custom service fits within the Establish Sustainable Communities objective in the Healthy Environment section of the Corporate Strategic Plan, as it improves service and supports cost effective services.

**Financial Impact:** *(Reviewed by Finance Division: Not Required)*

**Background:**

To date, Custom Transit or handyDART service has been available to all those qualified under BC Transit (BCT) guidelines within the CVRD transit service area. While qualified residents in the service area can register for the service, it is extremely difficult to service the entire region due to limited resources and the large geographic area serviced. Servicing remote areas can require large amounts of service hours resulting in lower ridership figures and higher trip costs.

In an effort to provide a more formalized approach to the handyDART service and improve the system, BCT is proposing the implementation of a service boundary. The proposed boundary is 1.5 km around the existing conventional transit route system, which draws from the Americans with Disability Act. This approach will better align with the handyDART conventional system, while continuing to provide door-to-door custom service. Those registered riders currently outside the proposed 1.5 km boundary would be grandfathered under the proposed policy and would not have their service terminated. This is estimated to be approximately 11-15 riders or 2.3% of the current registered rider base.

It is understood that there are some sensitivities around this subject, considering the needs of the clientele served, and that some residents outside the proposed service boundary could have an issue with taxes paid towards that segment of their overall transit service. In reviewing this possible concern, it is, however, similar to the current conventional service model whereby a current transit taxpaying resident may reside several kilometers outside the conventional fixed route system, and in order to use the system would be required to travel to the nearest bus stop. While this may not be feasible for some handyDART clients due to mobility challenges, staff and BCT will be looking for ways to provide access to new potential riders outside the proposed boundary. Conventional flex routing and taxi vouchers will be explored. .../2

Attached is the January 27, 2012 BC Transit letter – “Custom Transit Service Area Proposal” and the accompanying map outlining the proposal.


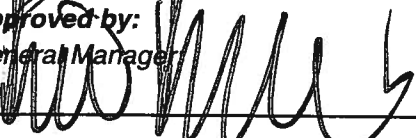
Submitted by,



Rob Williams, M.Sc. Transit Analyst  
Facility, Fleet, and Transit Management

RW:jlb

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<b>Reviewed by:</b> Division Manager: 
<b>Approved by:</b> General Manager: 

January 27, 2012

Jim Wakeham  
Manager, Facility Fleet and Transit Management  
Cowichan Valley Regional District  
175 Ingram Street  
Duncan, BC V9L 1N8

Dear Mr. Wakeham;

**RE: Custom Transit Service Area Proposal**

A letter was sent to all local government contacts from Danielle Harriott, Custom Transit Project Manager, regarding the need to examine the issue of an increasing number of handyDART trips to remote areas and the negative impact it was having on service delivery for some systems. To address this issue, BC Transit is proposing a formalized custom transit service area in the form of a 1.5 kilometre buffer around the existing fixed route transit system. This policy draws directly from the Americans with Disabilities Act and makes the link between door-to-door service and the conventional routes of public transit, while continuing to accommodate the unique needs of those who require customized transportation.

Attached is a map of how the proposed service area will look for the handyDART service in your community. The green shaded area represents the proposed service area based on the existing fixed routes, which are displayed in red. The yellow circles represent the residential addresses of handyDART registrants that are within the proposed service area. **The red circles represent residential pick-up addresses that are outside of the proposed service area.** There is no intention to discontinue service to existing riders. Riders who currently live outside the service area would be 'grandfathered' and their service would continue.

This proposal is to provide a clear definition to the area served by the custom transit portion of the transit system in order to preserve current service levels, provide service to the maximum number of individuals who are physically or cognitively unable to use conventional transit independently, and solidify the parallel relationship between fixed-route and door-to-door service areas. In future, the custom transit service area would expand along with conventional transit routes as funding allowed.

BC Transit would like to receive your perspective and feedback regarding this proposal. If you are in agreement, we would propose to include the new service area definition as an amendment to schedule "A" of the 2012/13 Annual Operating Agreement for the purposes of custom transit service only. If key locations or areas have not been included, we will be pleased to work with you to define a service area that will meet the needs of your community and provide cost effective and efficient service.

Please review the attached service area map and provide your feedback to me regarding this proposal prior to March 31<sup>st</sup>, 2012.

Sincerely,



Myrna Moore  
Senior Regional Transit Manager,  
Vancouver Island Coastal  
Municipal Systems  
Phone: (250) 995-5612  
[Myrna\\_Moore@bctransit.com](mailto:Myrna_Moore@bctransit.com)

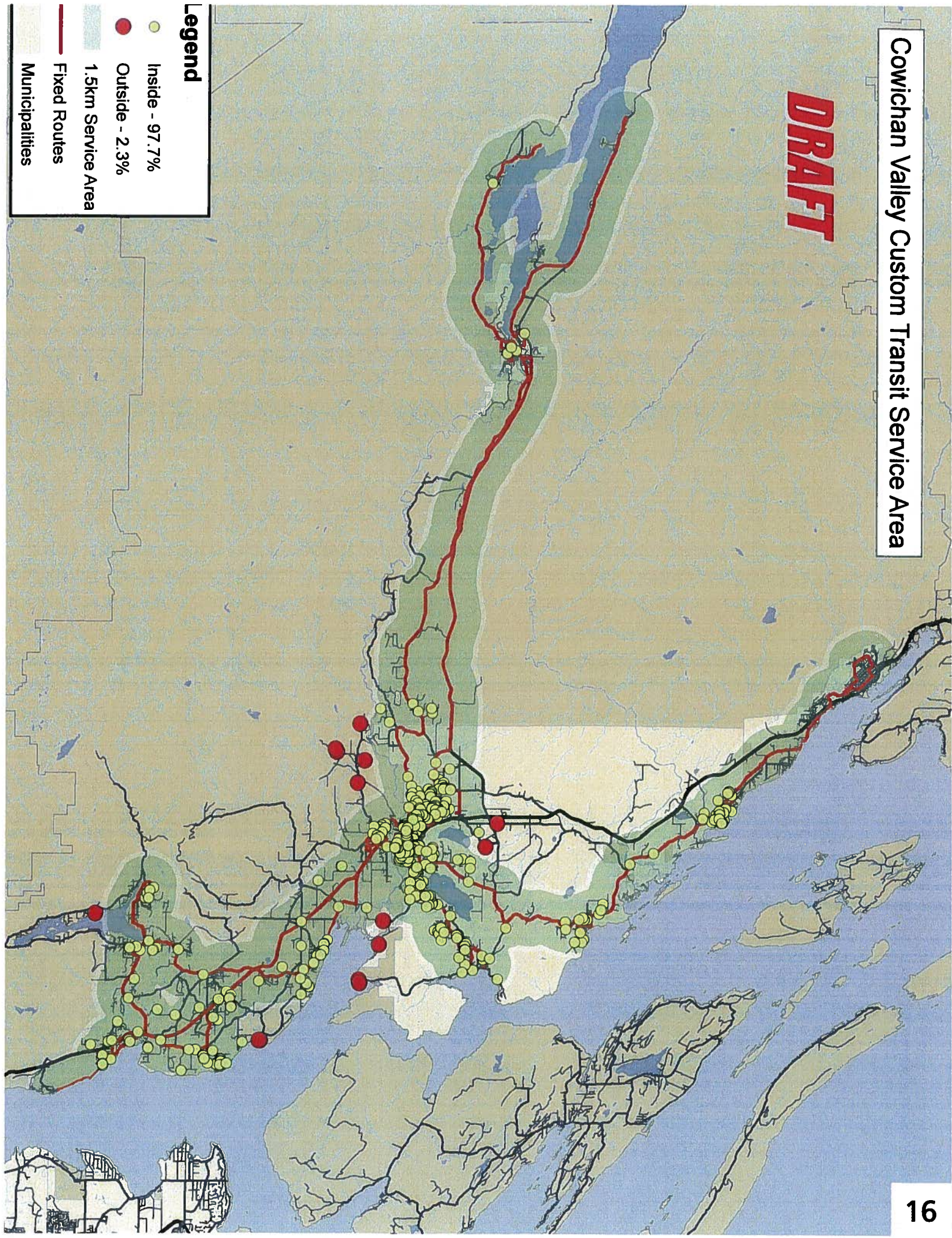


# Cowichan Valley Custom Transit Service Area

## DRAFT

**Legend**

- Inside - 97.7%
- Outside - 2.3%
- 1.5km Service Area
- Fixed Routes
- Municipalities







C·V·R·D

**R4**

**STAFF REPORT**

**TRANSIT COMMITTEE MEETING  
OF FEBRUARY 8, 2012**

**DATE:** January 31, 2012 **FILE NO:** Transit

**FROM:** Jim Wakeham, Manager, Facility, Fleet and Transit Management

**SUBJECT:** Conventional Transit Service Expansion 2012 - 2014

**Recommendation/Action:**

1. That it be recommended that staff notify the Town of Ladysmith of the opportunity to receive expansion hours to integrate Ladysmith into the Regional Transit Service, to commence March 2013; and further that the Town be advised that, if interested in joining the CVRD transit service, formal notification must be received in time for the CVRD to provide confirmation to BC Transit before May 31, 2012.
2. That it be recommended that staff notify BC Transit that the CVRD is interested in receiving the proposed additional expansion hours outlined in their letter of January 26, 2012, as well as other additional hours should they be made available.

**Relation to the Corporate Strategic Plan:**

The additional transit expansion hours fit within the Healthy Environment, Sustainable Infrastructure, and Safe & Healthy Community sections of the Corporate Strategic Plan as it supports the goal of increasing ridership and establishing sustainable communities.

**Financial Impact:** (Reviewed by Finance Division: *SEM*)

The total annual CVRD cost (net of BC Transit sharing) of the 4,200 hours for the integration of the Ladysmith service is approximately \$275,000. This amount does not include a reduction for the fare revenue that would be collected, nor does it include any start up and maintenance costs associated with the new service (ie. bus stops, rider guides, advertising, etc.).

The total annual CVRD cost (net of BC Transit sharing) of the additional 3,200 hours for conventional service improvements is approximately \$192,000. This amount does not include a reduction for the fare revenue that would be collected, nor does it include associated marketing costs. Any further offer of expansion hours would require a review of costs and tentative dates.

The above items have been provided to the CVRD as future possibilities and have not been provincially approved, thus there is no effect on any current CVRD budgets.

**Background:**

CVRD staff received a letter from BC Transit on January 26, 2012 regarding a change in the method that BC Transit provides expansion hours allocation among local governments. The change from the previously established criteria is good news as it has provided the CVRD with an improved position and allocation of hours in the upcoming years, still subject to Provincial funding approval. The letter outlines some conventional service expansion possibilities that are in support of the CVRD Future Transit Plan recommended improvements, with corresponding start annual hours, dates and estimated costs.

.../2

BC Transit is seeking a response from the CVRD in regard to our expansion expectations and the level of interest in obtaining some, or all of the hours so that they can better correlate their planning with our projected expansion needs. As at the date of BC Transit's letter, the CVRD has only committed to the 1,600 hours for increased handyDART service, which still awaits Provincial funding approval.

The Town of Ladysmith is not a partner in the CVRD Transit function, but has been involved in the CVRD Future Transit Plan over the past year with residents attending various open houses, and its preliminary service expectations levels are included in the plan. Since BC Transit has identified the possibility of 4,200 service hours being available for Ladysmith service, there is a need to start formal discussions regarding their interest in joining the CVRD Transit service.



Attached is the January 26, 2012 BC Transit letter – "Confirmation of Conventional Service Expansion Allocation" which outlines targeted service priorities and corresponding information.

Submitted by,



Jim Wakeham, Manager  
Facilities, Fleet and Transit Management

JW;jlb

<b>Reviewed by:</b> Division Manager:

<b>Approved by:</b> General Manager:


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January 26, 2012  
 File: COW.23

Jim Wakeham  
 Manager, Facility, Fleet and Transit Management  
 Engineering and Environmental Services Department  
 Cowichan Valley Regional District  
 175 Ingram Street  
 Duncan, BC V9L 1N8

Dear Mr. Wakeham:

**RE: Confirmation of Conventional Service Expansion Allocation**

BC Transit has developed a process to allocate expansion funding across the province, called the Transit Improvement Process (TIP). The TIP is designed to:

- Recognize local governments' budget planning requirements
- Prioritize expansion allocations in a way that achieves municipal, provincial and corporate objectives for ridership targets, greenhouse gas emissions and value for money investments
- Allow "like systems" to be prioritized amongst each other to ensure expansion hours are allocated amongst systems of all types and sizes
- Improve capital planning processes

On June 7, 2011 BC Transit sent a letter to local government partners outlining the proposed TIP and asked for input on the proposed methodology. As a result of the feedback received, expansion evaluation weightings were revised to reduce the importance of system productivity and to increase the weighting given to planning and land use factors. Factors relating to social, operational, facilities and policy factors were also marginally adjusted.

The updated TIP was approved as the basis for allocating expansion funding by the BC Transit Board of Directors in October, 2011. The following outlines the evaluation factor weightings:

**Factor Weightings for Expansion Allocation**

	Circulated Weighting		Revised Weighting	
	Subtotal	Percentage	Subtotal	Percentage
Productivity Score	100	54%	100	45%
System Ranking	16	9%		0%
Fix vs Expansion	50	27%	50	23%
Planning and Land Use	8	4%	40	18%
Vehicles and Facilities	4	2%	12	5%
Policy	3	2%	9	4%
Social and Operational	4	2%	12	5%
Score	185	100%	223	100%

## Expansion Allocations

With the expansion evaluation methodology redefined, the next step in the process is to confirm the Fixed Route and Custom Service expansion allocations outlined in the 2012/13 and 2013/14 TIP lists, are aligned with local government expectations. As indicated in the table below, the Custom service has been earmarked to receive 1,600 annual hours with an anticipated start date of September 2012, and the CVRD has already confirmed acceptance of this expansion in 2011, subject to provincial funding approval. It is expected that we will have a decision by March 31, 2012.

In support of the Cowichan Valley 25 year Future Transit Plan, the local Ladysmith service with a connection to Crofton has been identified as a project that maybe undertaken a little sooner than expected, with a proposed service implementation date of March 2013, subject to Provincial and local funding approval and the town of Ladysmith's agreement to join the CVRD transit function. In order for this opportunity to be acted upon with the above noted start date, BC Transit would need to receive confirmation by May 31, 2012 in order to allow for adequate planning/marketing time, acquisition of buses, and legal agreements to be finalized between the Town of Ladysmith and the Cowichan Valley Regional District.

The TIP list outlines the following expansion projects for your community:

Year	Service type	Estimated Hours	Estimated Vehicles	Description	Estimated Local Share of Annual Cost
2012/13	Custom Transit	1,600	1 (Custom)	Increased handyDART hours	\$47,500*
2012/13	Conventional	4,200	2 (community bus )	Local Ladysmith service and connection to Crofton	\$275,000**
2013/14	Conventional	3,200	1 (conventional)	Improve evening service	\$192,000*

- \*The estimated local share of annual fleet and operation costs excludes revenue, and any marketing costs or CVRD associated costs.
- \*\*The estimated local share of annual fleet and operation costs excludes revenue, and any start up costs, advertising or CVRD associated costs.

In addition to confirming the existing TIP lists we would like to take requests for additional expansion for 2012/2013, 2013/14 and 2014/15, should the opportunity arise to offer more expansion hours. Based on the Cowichan Valley 25-year Future Plan, the next 2 service priorities improvements identified are weekend service, and the introduction of a town circulator service within Duncan and North Cowichan. Details on the level of hours required and corresponding costs will need to be further reviewed.

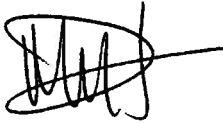
## Moving Forward

Once our local partners have outlined their expansion expectations and any new expansion requests have been evaluated by the TIP, your Senior Regional Transit Manager (SRTM) will work with you to establish a three-year TIP Memorandum of Understanding (MOU). The TIP MOU will outline the scope and size of the 2012/13, 2013/14 and 2014/15 expansion allocations for your community. TIP MOUs aim to improve efficiency, financial certainty and asset utilization

and will be updated and renewed annually. In 2012 the TIP MOU will be coordinated in September, to better align with local government budget processes.

Please contact your SRTM should you have any questions on the above information.

Sincerely,

A handwritten signature in black ink, appearing to be 'Mike Davis', with a long horizontal stroke extending to the right.

Mike Davis  
Chief Operating Officer

cc: Senior Regional Transit Managers



**R5**

**STAFF REPORT**

**TRANSIT COMMITTEE MEETING  
OF FEBRUARY 8, 2012**

**DATE:** January 27, 2012 **FILE NO:** Transit  
**FROM:** Rob Williams, Transit Analyst, Facilities, Fleet and Transit Management  
**SUBJECT:** Installation of Transit Benches

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**Recommendation/Action:**

**That it be recommended that staff include \$50,000 in the 2012 transit budget in the minor capital account for the installation of approximately twenty-five stand-alone transit benches at identified priority transit stops within the CVRD.**

**Relation to the Corporate Strategic Plan:**

This initiative fits within the Healthy Environment section of the Corporate Strategic Plan as it supports the objective of establishing sustainable communities and the regional transit plan.

**Financial Impact:** (Reviewed by Finance Division: )

The total anticipated expense for this 2012 initiative is \$50,000, at approximately \$2,000 per installed bench. This item is included in the draft 2012 budget as a supplemental item, however it was only for \$25,000 and it is requested that the amount be increased to allow for approximately 25 benches to be installed. Like the transit shelters it will provide a higher visual presence in the community and improved customer experience, both of which will help increase ridership.

**Background:**

Over the past few years staff have been working to improve transit infrastructure across the District. This has included curb painting, signage upgrades, installing 27 new shelters in 2011, as well as recently installing 20 transit schedule holders at various bus stops. These upgrades are intended to improve transit visibility and help provide better service to transit operators and riders. This initiative is also supported in the 25 year Transit Plan, which continually highlights the importance and need for increased transit infrastructure including benches, shelters, lighting and schedule holders.

In order to continue upgrading transit infrastructure and to support the 25 year Transit Plan, staff are recommending the installation of approximately 50-75 transit benches over the next one to three years. The installation locations for the benches will be determined through a priority ranking evaluation conducted in partnership with the First Canada and BC Transit, as well as discussions with the municipal partners and MOTI. It is recommended that the first phase of this project commence in 2012 with the implementation of approximately 25 benches at designated transit priority stops.

While there are numerous bench design options to choose, from several factors must be considered as part of the decision-making process. Such factors include the look and feel of the bench, durability, required maintenance, susceptibility to graffiti, costs, etc. Local government bylaws and Official Community Plans may also dictate the style of bench acceptable in a given area. A preliminary analysis has indicated that cement and steel bench structures are likely the most cost effective bench design for a transit application with respect to maintenance and cost.



However, a more detailed analysis of the cost and benefits of various transit benches will be presented at the next Transit Committee meeting if approval is granted to proceed with this project. Below is a sample of possible transit bench designs.

**Sample Transit Benches**

#1 Full Concrete Bench



#3 All Metal Perforated Flat Seat



#2 Concrete Pedestals with Cedar Slats



#4 All Metal Perforated Seat and Back Frame



Submitted by,

A handwritten signature in blue ink, appearing to be 'Rob Williams'.

Rob Williams, M.Sc.  
Transit Analyst, Facility, Fleet, and Transit

#5 Steel Frame with Cedar Slats



<b>Reviewed by:</b> Division Manager:  Rob Williams
<b>Approved by:</b> General Manager:  Rob Williams



## STAFF REPORT

**R6**

### TRANSIT COMMITTEE MEETING OF FEBRUARY 8, 2012

**DATE:** January 27, 2012 **FILE NO:** Transit  
**FROM:** Rob Williams, Transit Analyst, Facilities, Fleet and Transit Management  
**SUBJECT:** Expanded CVRD Transit Marketing

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**Recommendation/Action:**

That an increase be included in the 2012 107 Transit budget advertising account from \$1,000 to \$4,000; and the promotions account from \$1,500 to \$10,500, for a total increase of \$12,000 in order to implement additional CVRD transit marketing initiatives.

**Relation to the Corporate Strategic Plan:**

This initiative fits within the Healthy Environment section of the Corporate Strategic Plan as it supports the objective of establishing sustainable communities and the regional transit plan.

**Financial Impact:** (Reviewed by Finance Division: )

This initiative requires a budget increase of \$12,000 to the 2012 function 107 Transit Budget as per the recommendation above.

**Background:**

To date, transit marketing initiatives have largely been lead by BC Transit (BCT) under the Transit Master Operating Agreement (MOA). The primary focus and responsibility of BCT marketing has mostly been advertising service schedules, fare and schedule changes and a yearly province wide generic transit campaign. Examples of this include production of the transit Rider's Guide, schedule change advertisements, related press releases and their "Go Green" transit campaign. Generally BCT marketing is regionally based to be consistent with the marketing of other transit systems, and there seems to be limited focus or flexibility with local areas. All costs associated with BCT lead marketing initiatives are split between the CVRD and BCT as per the MOA, at 53% CVRD and 47% BCT.

CVRD Transit staff are continuing to look for ways to increase the exposure of the CVRD transit system in order to better serve the public. Improving local marketing has been identified as an avenue to accomplish this goal, including a greater presence in local media, community events, education sessions and the school system. Staff is recommending an increase in the 2012 Transit budget to help cover the costs of additional marketing initiatives. Specifically, increase the 2012 Transit advertising account from \$1,000 to \$4,000 and the promotions account from \$1,500 to \$10,500. This will allow for an increase in local advertising, provide for a school and community outreach program, allow two scheduled transit education sessions, cover the cost of additional promo giveaways, and enter community parades and special public events. The following table outlines the proposed additional marketing items.

.../2



	<b>Marketing Initiative</b>	<b>Projected Cost</b>
<b>1</b>	<b>Newspaper ads</b> - publish 4 seasonal transit ads in local and small newspapers over the year promoting various aspects of the transit system i.e. schedules, fare products, ticket locations, etc.	\$2,000
<b>2</b>	<b>CVRD Recreation Guide advertising</b> - publish 2 seasonal transit ads in the Lake Cowichan and South Cowichan Recreation Guides. Note, no advertising opportunities in the ISC/DNC guide.	\$1,000
<b>3</b>	<b>School/Community Outreach</b> – partner with Solid Waste and the Water division on the Cowichan Green Community contract to promote CVRD services including transit in schools and at community events.	\$6,000
<b>4</b>	<b>Transit Education Sessions</b> – schedule two community transit info sessions with the BCT education consultant.	\$1,250
<b>5</b>	<b>Promo Giveaways</b> – order various promo giveaways from BCT to hand out during outreach sessions and events.	\$750
<b>6</b>	<b>Special Events</b> – work with BCT and First Canada to enter a bus in local parades and special events.	\$1,000
<b>TOTAL COST</b>		<b>\$12,000</b>


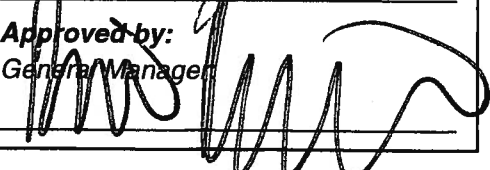
There are several other marketing initiatives that staff are further pursuing in order to increase transit exposure. These include continually improving and utilizing the transit website and social media, distributing discount coupons to coincide with route expansions, and distributing complimentary passes to service organizations that can help promote transit (i.e. CVRD Recreation & Youth Outreach, RCMP, Seniors Centres, Hospital, etc.). Further, in an effort to improve customer service transactions, staff will be reviewing transit products and ticket outlets and making changes where possible and providing BCT with recommendations for improvements. It is anticipated that ridership will increase through a more comprehensive transit marketing approach.

Submitted by,



Rob Williams, M.Sc.  
 Transit Analyst, Facility, Fleet, and Transit Management

RW:jlb

<p><b>Reviewed by:</b>                  Division Manager:</p> 
<p><b>Approved by:</b>                  General Manager:</p> 

**A) Core Budget (Existing Service Level)**

<b>Core Budget</b>	<u>Tax Requisition</u> \$174,264	<u>2011 Tax Requisition</u> \$160,944	<u>2011 % Increase (Decrease)</u> -7.6%	<u>Proposed 2012 Tax Requisition</u> \$160,944	<u>\$ Increase (Decrease)</u> \$0	<u>% Increase (Decrease)</u> 0.0%
<b>Reasons for zero tax increase for 2012:</b>	<ul style="list-style-type: none"> <li>1) Increase in fare revenues (net of Victoria share)</li> <li>2) 2011 surplus &gt; 2010: (\$30,710 + \$60,500 reserve transfer) -\$39,347 less transfer to operating reserve</li> <li>3) less increase in BC Transit estimated operating costs</li> <li>4) less full year of transit analyst costs</li> <li>5) less other expense increases</li> </ul>					
		Subtotal			\$0	0.0%

**B) Supplemental Items**

<b>i)</b>	<b>Requested by Committee</b>	<b>Anticipated Funding Method</b>	<b>Reserves</b>	<b>S.T. borrow</b>	<b>Operating</b>	<b>Impact on Requisition</b>	<b>% Increase</b>
	None from Oct 27/11		\$0	\$0	\$0	\$0	0.0%

**ii)**

<b>Recommended by</b>	<b>Corporate Leadership Team</b>	<b>Anticipated Funding Method</b>	<b>Reserves</b>	<b>S.T. borrow</b>	<b>Operating</b>	<b>Impact on Requisition</b>	<b>% Increase</b>
	None		\$0	\$0	\$0	\$0	0.0%

**iii)**

<b>Other items (for discussion)</b>	<b>Anticipated Funding Method</b>	<b>Reserves</b>	<b>S.T. borrow</b>	<b>Operating</b>	<b>Impact on Requisition</b>	<b>% Increase</b>
		\$0	\$0	\$0	\$0	0.0%

**Total Impact (i to iii)**

		\$0	\$0	\$0	\$0	0.0%

NOTE: Operating reserve balance as at January 1/11 = \$25,143 plus 2011 contribution at year end of \$60,500 = total of \$85,643.

## Function: 107 - Transit 2012 Requisition Review

A) Core Budget (Existing Service Level)		2010	2011	Proposed		
	Tax Requisition	Tax Requisition	% Increase (Decrease)	2012 Tax Requisition	\$ Increase (Decrease)	% Increase (Decrease)
Core Budget	\$1,090,523	\$1,545,745	41.7%	\$1,545,745	\$0	0.0%
<b>Reasons for zero tax increase for 2012:</b>						
1) Increase in fare revenue and other revenues						
2) 2011 surplus > than 2010 (\$166,142 - \$3,662) + transfer to reserve \$160k) mainly due to major savings in BC Transit costs of \$174,000. less transfer to reserve.						
3) plus reductions in contingency and other						
4) less: Increase in BCT contract service and expenses						
5) less: Cowichan Seniors Care Foundation Transportation partnership						
6) less: net increase in gen. gov't & other allocations						
7) less: increase re full year transit analyst						
Subtotal					\$0	0.0%

B) Supplemental Items		Requested by Commission		Anticipated Funding Method		Impact on	
	Reserves	S.T. borrow	Operating	Requisition	% Increase		
i) 1) 1,600 hours handyDART anticipated expansion for Sept 2012	\$16,667			\$0	0.0%		
	\$16,667	\$0		\$0	0.0%		

ii) Recommended by		Anticipated Funding Method		Impact on	
Corporate Leadership Team	Reserves	S.T. borrow	Operating	Requisition	% Increase
None	\$0	\$0		\$0	0.0%

iii) Other items		Anticipated Funding Method		Impact on		Cost per \$100k	
	Reserves	S.T. borrow	Operating	Requisition	% Increase		
1) CVRD marketing initiatives			\$12,000	\$12,000	0.8%	\$0.11	\$0.11
2) Transit benches (see *)	\$31,000		\$19,000	\$19,000	1.2%	\$0.18	\$0.18
* Reducing the \$116,827 transfer to reserve, by \$31,000 increases the surplus carry forward to 2012, and does not affect the tax requisition.							
Total Impact		\$31,000	\$0	\$31,000	2.0%	\$0.29	\$0.29
				\$31,000	2.0%	\$0.29	\$0.29

NOTE: Operating reserve balance as at January 1/11 = \$44,448 plus 2011 contribution at year end of \$116,827 = total of \$161,275, less \$31,000 if approved.