



C·V·R·D

TRANSIT COMMITTEE

**WEDNESDAY, APRIL 14, 2010 - 3:30 P.M.
CVRD BOARD ROOM, 175 INGRAM STREET**

AGENDA

	Pages
1. <u>APPROVAL OF AGENDA:</u>	1 - 2
2. <u>ADOPTION OF MINUTES:</u>	
M1 Minutes of the of the Transit Committee meeting held February 10, 2010	3 – 6
3. <u>BUSINESS ARISING FROM THE MINUTES:</u>	
4. <u>CORRESPONDENCE:</u> - No correspondence	
REPORTS:	
R1 Jim Wakeham, Manager, Facilities, Fleet and Transit Re: Revised BC Transit 2010/11 budget.	Verbal
R2 Peter Murray, Senior Transportation Planner, BC Transit Re: Transit Service Fare Review and Options	7 – 18
R3 Peter Murray, Senior Transportation Planner, BC Transit Re: Commuter Service and Park and Ride Review	19 - 22
R4 Bill Young, Transit Manager, Cowichan Valley Transit System Re: April 1, 2010 Commuter Bus Accident.	Verbal
6. <u>CLOSED SESSION:</u>	
Motion that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90, subsections as noted in accordance with each agenda item below.	
SM1 Minutes of Closed Session meeting of February 10, 2010.	23-24
SSR1 Freedom of Information {Sub (1) (j)}	25 – 40
SSR2 Freedom of Information{Sub (1) (j)}	41 - 54

SSR3 Freedom of Information {Sub (1) (j)}

55 - 68

8. ADJOURNMENT:

The next Transit meeting is scheduled for 3:30 p.m., Wednesday, June 9, 2010 in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

DISTRIBUTION:

Transit Committee

Director Seymour, Chair

Director Morrison, Vice-Chair

Director Cossey

Director Duncan

Director Giles

Director Harrison

Director Haywood

Director L. Iannidinaro

Director P. Kent

Director K. Kuhn

Director T. McGonigle

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

Transit Representatives

Myrna Moore, Regional Transit Manager, BC Transit. Myrna_Moore@bctransit.com

Bill Young, FirstCanada ULC. byoung@farwestvic.com

Georg Stratemeyer, Volunteer Cowichan. georg.stratemeyer@volunteercowichan.bc.ca

Mark Turner, Volunteer Cowichan. mturner@telus.net

Carol Blatchford, Cowichan Lake Commuter Service. carol@comserv.org

Minutes of the regular meeting of the Transit Services Committee held in the CVRD Boardroom, 175 Ingram Street, Duncan, on February 10, 2010 at 3:30 p.m.

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

ABSENT: Director McGonigle

ALSO

PRESENT: Jim Wakeham, Manager, Facilities, Transit & Fleet
 Brian Dennison, P. Eng., General Manager, E & E
 Warren Jones, CVRD CAO
 Myrna Moore, BC Transit
 Peter Murray, BC Transit
 Bob Allen, FirstCanada ULC
 Bill Young, FirstCanada ULC
 George Stratemeyer, Volunteer Cowichan
 Angie Fournier, Cowichan Lake Community Services
 Joanne Bath, Recording Secretary

**APPROVAL
 OF AGENDA**

Director Morrison requested one item be added under New Business regarding the Provincial Throne Speech.

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

MOTION CARRIED

**ADOPTION
 OF MINUTES**

It was moved and seconded that the minutes of the December 9, 2009 regular Transit Services Committee meeting be adopted.

MOTION CARRIED

**BUSINESS ARISING
 OUT OF MINUTES**

BA1

The Manager, Facilities, Transit & Fleet, clarified the additional 2010 budget items under Function 107.

It was moved and seconded that, in addition to the added funding of \$73,400 to the 2010 core budget of function 107, three additional items; another HandyDART bus, increased service to Cowichan Station and to Area E (Eagle Heights), all partial year costs totalling

approximately \$66,475 and subject to the Province funding their share, are also approved for 2010 and to be funded by the operating reserve account.

MOTION CARRIED

NB2 It was moved and seconded that the 2010 budgeted amount in function 107 for bus stop maintenance of \$5,500 be increased to \$11,000 to coincide with previous year's budget amounts.

MOTION CARRIED

NB3 The General Manager, Engineering and Environmental Services advised that staff would be bringing forward a recommendation for an increase in staffing for the Transit function.

CORRESPONDENCE No correspondence.

REPORTS

R1 A staff report was considered from the Manager, Facilities, Fleet and Transit regarding 2010 Free Transit Days.

It was moved and seconded that it be recommended to the Board:

- 1. That cash fares on the conventional Cowichan Valley Regional Transit System be reduced to zero (no charge) on Wednesday June 2, 2010 in support of Clean Air Day and on Friday December 17, 2010 to celebrate the holiday season.**
- 2. That cash fares on the conventional and HandyDART transit systems be reduced to zero (no charge) for veterans on Remembrance Day November 11, 2010.**

MOTION CARRIED

It was moved and seconded that the motion be amended to provide free transit to all veterans and Armed Forces personnel during the week of November 7 to 13, 2010 (Remembrance Day week).

MOTION CARRIED

It was moved and seconded that the motion be further amended that cash fares be reduced to zero (no charge) on the on the Cowichan Valley Conventional and handyDART services for all transit riders on Remembrance Day, November 11, 2010.

MOTION CARRIED

R2 Peter Murray, BC Transit Senior Transportation Planner provided a Power-point presentation on a Draft annual service review of the Commuter Service.

BC Transit medium and long range recommendations included:

1. Going to single zone structure, rather than two.
2. Park and ride improvements
3. Locate additional park & ride facilities adjacent to Highway 1 and consolidate to 4 locations.

Director Harrison asked that when the Frayne Road Park and Ride is expanded, the Ministry of Transportation & Infrastructure be requested to install a sound barrier fence.

Director Giles asked that, as the Hutchinson Road site is already overflowing, it be expanded on an interim basis until the Valley View Park and Ride is available.

Director Iannidinardo asked that consideration be given to the Park and Rides conforming to the CVRD's Environmental Lens.

The Committee gave a show of support in favour of BC Transit investigating a single zone structure for the Commuter Service.

R3 An update report on the conventional and commuter service was received from the Transit Manager, Cowichan Valley Regional Transit System.

Staff were asked to send the Committee's condolences to the driver of the bus that was involved in an accident on Highway 18 in December.

R4 An update report was received on the handyDART Service from the Executive Director, Volunteer Cowichan.

NEW BUSINESS:

NB1 Director Morrison asked BC Transit to let the Committee know if the Cowichan Valley would receive any of the "investment of record amounts of funding in public transit", as mentioned in the BC Throne Speech.

**RESOLVE INTO
CLOSED SESSION
4:35 p.m.**

It was moved and seconded that the meeting be closed to the public in accordance with the Community Charter, Part 4, Division 3, Sections 90 {(1) (k)}.

MOTION CARRIED

**RISE FROM
CLOSED SESSION
5:07p.m.**

It was moved and seconded that the Committee rise without report.

MOTION CARRIED

ADJOURNMENT

The meeting adjourned at 5:08 p.m.

Chair

Recording Secretary

Dated: _____

Fare options for the Cowichan Valley Transit System and Cowichan Valley Commuter

This report outlines proposed fare changes for the Cowichan Valley Transit System and the Cowichan Valley Commuter, and provides an estimate of the impact on ridership and revenue.

Conventional Transit Fares

In 2008/09, prepaid fares accounted for about 60% of ridership in the Cowichan Valley, which is lower than most comparable transit systems such as Comox Valley (68%) or Campbell River (74%). Monthly passes and other prepaid fares are encouraged, not only because they are more convenient for passengers, but because prepaid fares encourage greater and more regular transit use.

The table below outlines the current and proposed fares for the Cowichan Valley Transit System. The current adult cash fare of \$1.75 is close to the average for other similar transit systems across B.C., while the adult monthly pass price of \$43 is slightly below the average (see the attached table). However, the average revenue per passenger in the Cowichan Valley was \$1.23, which is higher than the average of \$1.15 for other similar systems. This is in part because fewer Cowichan Valley passengers are using more heavily discounted monthly passes. Cost recovery (revenue as a percent of total costs¹) in the Cowichan Valley was 20.8% in 2008/09 compared with an average of 26% for other similar sized communities.

Transit fares in the Cowichan Valley were last increased in March 2008. From 2007/08 to 2010/11, total conventional transit costs are projected to increase nearly 36%. However, much of this increase is due to a 30% increase in service levels. The cost per hour of service is projected to increase by a more modest 4.3% over this period. Ridership and revenue increases have not kept pace with the increase in service hours and costs, and that has contributed to the projected decline in cost recovery, from 18.5% to 16.4%. Custom transit costs are projected to increase 12% based on little change in service hours. Higher custom transit revenue growth should result in a slight increase in cost recovery.

It is proposed that fares be increased as outlined in the table. All cash fares would increase by \$0.25, resulting in a 14-17% fare increase. Ticket prices would increase proportionately. Monthly pass prices would increase 11-12%. This lower increase for monthly passes would help to offset the impact of higher cash and ticket prices, and it would help to encourage more passengers to use passes.

Transit ridership is sensitive to fares, so some impact on ridership can be expected when fares

Proposed Fare Changes

	Current	Proposed
<i>Cash fares</i>		
Adult	\$1.75	\$2.00
Senior	\$1.50	\$1.75
Student	\$1.50	\$1.75
Children under 5	free	free
<i>Tickets (book of 10)</i>		
Adult	\$14.00	\$16.00
Senior/student	\$11.50	\$13.50
<i>Monthly passes</i>		
Adult	\$43.00	\$48.00
Senior	\$32.50	\$36.00
Student	\$32.50	\$36.00
College student	\$32.50	\$36.00
College semester	\$100.00	\$112.00

¹ Total costs referred to in this report are based on total costs included in the Annual Operating Agreement and cost shared with BC Transit.

are increased. Based on the experience measured in many communities, the general rule of thumb is that for every 10% increase in the average fare, transit ridership will decrease by about 3%, all else being equal. This doesn't necessarily mean that ridership will actually decrease; it just means that ridership would be lower than it otherwise might be if fares were not increased.

As a result of the proposed fare change, annual revenue is forecast to increase by \$25,000 or about 6%. If the fare change is implemented July 1, the impact on revenue in 2010 would be \$12,500. The higher fares will be partly offset by lower ridership, with a projected fare impact of 11,000 fewer annual rides, or about 3%. Since cash and ticket fares increase by a greater percentage than monthly passes, a slight (5%) shift from cash and tickets to monthly pass use is forecast.

Custom Transit (handyDART) Fares

Currently, the handyDART fare is \$2.00 for cash or tickets (there are no monthly passes). It is proposed that handyDART fares be increased to \$2.25, in line with the \$0.25 increase in conventional cash fares. The higher fare for handyDART relative to conventional transit service reflects the premium level of service (door-to-door) and the higher cost of providing this service on a per passenger basis. In 2008/09, the cost per passenger for custom transit in the Cowichan Valley was \$25.48 compared with \$5.88 for conventional transit (not including the Cowichan Valley Commuter). The fare increase is projected to result in a \$2,900 annual increase in revenue, or \$1,400 in 2010 based on a July 1 implementation for the new fares.

Cowichan Valley Commuter Fares

The Cowichan Valley Commuter service currently has a two zone fare structure. Zone 1 is south of Koksilah Road (including Cobble Hill, Shawnigan Lake, and Mill Bay) and Zone 2 is north of Koksilah Road (including Duncan and Cowichan Station). The South Island pass can be used on both the Cowichan Valley Commuter and the Victoria Regional Transit System. Currently, 70% of passengers board in Zone 1 while the remaining 30% board in Zone 2. Unless there is a very clear physical separation or barrier, zone boundaries can be difficult to define and they often appear arbitrary to transit users. A significant number of Cowichan Valley Commuter passengers drive to their stops and use park and ride facilities. As a result, the zone boundaries tend to encourage people who live in the Zone 2 area to drive to a park and ride facility in the Zone 1 area.

It is proposed to replace the current multi-zone fare structure with a single zone. This would address the issues described above, and it would also simplify the fare structure for passengers and operators. The table to the right outlines the proposed fares. The new single zone fares would be priced between the current Zone 1 and Zone 2 fares. This means that for 70% of passengers who currently board in Zone 1, fares would increase. The remaining 30% of passengers would see a fare decrease. The impact on ridership is forecast to be minimal, since demand for this peak

Proposed CVC Fare Changes

	Current	Proposed
<i>Cash fares</i>		
Zone 1	\$6.00	\$7.00
Zone 2	\$8.00	
<i>Tickets (book of 10)</i>		
Zone 1	\$54.00	\$63.00
Zone 2	\$72.00	
<i>Monthly passes</i>		
Zone 1	\$150	\$165
Zone 2	\$200	
Zone 1 S. Island Pass	\$185	\$200
Zone 2 S. Island Pass	\$235	

period service is relatively inelastic with respect to price due to limited alternatives, and because any decrease in ridership from Zone 1 would likely be offset by increased ridership from Zone 2. It is projected that the proposed fares will result in a slight increase in overall fare revenue (\$4,100 annually or 1.7%). If the fare increase is implemented July 1, the impact in 2010 would be approximately \$2,000.

Several other fare levels were also examined for their impact on revenue and ridership. This is summarized in the table below. The recommended fare level (\$7 cash/\$165 monthly pass/\$200 S. Island pass) is highlighted. Fare levels below the recommended level are projected to result in decreased revenue which would be only partly offset by higher ridership resulting from the lower fares. Fare levels above the recommended level would provide more revenue, but the higher fares are projected to negatively impact ridership. In general, each \$0.50 increase in cash fares (along with roughly proportional increases in ticket and pass prices) results in a roughly \$10,000 increase in annual revenue, but will also result in a net reduction in ridership.

Projected Change from Current Revenue & Ridership Levels

Fare level*	Change		% Change	
	Revenue	Ridership	Revenue	Ridership
\$6.00/\$150/\$185	-\$17,700	700	-7.4%	1.9%
\$6.50/\$160/\$195	-\$5,800	100	-2.4%	0.3%
\$7.00/\$165/\$200	\$4,100	-100	1.7%	-0.3%
\$7.50/\$175/\$210	\$14,700	-800	6.2%	-2.2%

*Cash fare/Monthly pass/S. Island pass

Attachment:

**CURRENT FARE STRUCTURES
Comparable Transit Systems**

	Cash Fares						Tickets (10)						Monthly Passes						Semester Passes					
	Adult		Senior		Student		Adult		Senior		Student		Adult		Senior		Student		College		1	2		
	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2		
Cowichan Valley/Youbou	\$1.75	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$14.00	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$43	\$33	\$32.50	\$32.50	\$32.50	\$32.50	\$32.50	\$32.50	\$100	\$100	\$100	\$100
Campbell River	\$1.75	\$2.00	\$1.50	\$1.75	\$1.50	\$1.75	\$14.75	\$17.00	\$12.75	\$14.75	\$14.75	\$14.75	\$45	\$35	\$43	\$25	\$30	\$35	\$43	\$35	\$112	\$138	\$112	\$138
Chilliwack	\$1.50	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$13.50	\$11.00	\$11.00	\$11.00	\$11.00	\$35	\$28	\$28	\$28	\$28	\$28	\$28	\$28	\$28	\$115	\$115	\$115	\$115
Comox Valley	\$1.50	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$13.50	\$11.25	\$11.25	\$11.25	\$11.25	\$45	\$36	\$36	\$25	\$36	\$36	\$36	\$36	\$36	\$120	\$120	\$120	\$120
Penticton	\$2.00	\$1.75	\$1.75	\$1.75	\$1.75	\$1.75	\$15.00	\$12.50	\$12.50	\$12.50	\$12.50	\$45	\$32	\$32	\$27	\$38	\$38	\$38	\$38	\$38	\$100	\$100	\$100	\$100
Vernon Regional	\$2.00	\$2.50	\$1.75	\$2.25	\$1.75	\$2.25	\$16.00	\$22.50	\$14.00	\$20.25	\$14.00	\$20.25	\$50	\$35	\$40	\$35	\$40	\$40	\$40	\$40	\$100	\$120	\$100	\$120

Campbell River and Vernon Regional have 2 fare zones.

Cowichan Valley Commuter Transit Service Review

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Cowichan Valley Commuter Transit Annual Service Review

April 2010

Background

The Cowichan Valley Commuter Service was implemented in October 2008. The service is cost-shared between the Province, the CVRD, and the Victoria Regional Transit Commission. The service consists of two routes – Duncan and Shawnigan Lake. Initially, there were three inbound trips in the morning and three outbound trips in the afternoon on each route.

BC Transit completed a 6-month review of the service in June 2009, which resulted in adjustments to the schedule and routing that were implemented in September 2009.

This annual service review will examine current ridership and performance on the Cowichan Valley Commuter service, including the impacts of the service changes made in September. The review provides additional recommendations on bus stops and park and ride facilities. The review also includes recommendations for fare changes.

Service Description

Both routes operate Monday to Friday (with the exception of statutory holidays). Service is during peak periods and in the peak direction only.

Route 66 Duncan to Victoria

The 66 Duncan route operates from Village Green Mall in Duncan to Downtown Victoria. The route travels south along Highway 1 with stops at Koksilah Road, Hutchinson Road, and Frayne Road. In Greater Victoria the route makes stops in Langford, View Royal, Saanich, and downtown Victoria, ending at the BC Legislative Buildings.

Four trips leave Duncan at 5:51, 6:21, 6:36 and 6:51. Four trips return from Victoria in the afternoon at 4:00, 4:15, 4:45, and 5:15. Total trip time from Duncan to downtown Victoria is 84 minutes.

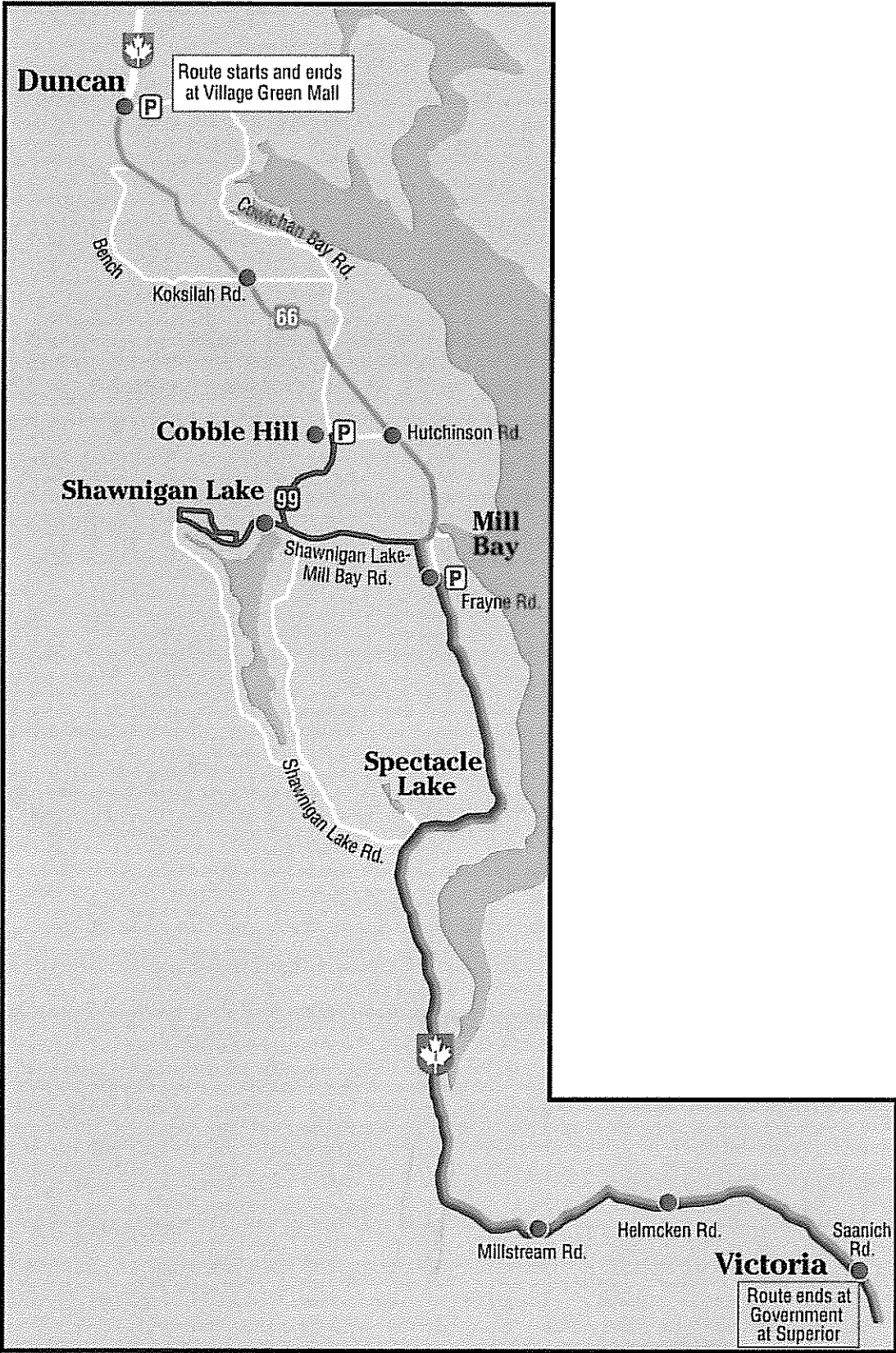
Route 99 Shawnigan Lake to Victoria

The 99 Shawnigan Lake route operates from Cobble Hill Station, to the north side of Shawnigan Lake, then east to Mill Bay. From Mill Bay, it follows the same routing as the 66-Duncan route.

Two trips leave Cobble Hill in the morning at 6:06, and 6:51, and two trip return from Victoria in the afternoon at 4:10, and 4:30. Total trip time from Cobble Hill to downtown Victoria is 84 minutes.

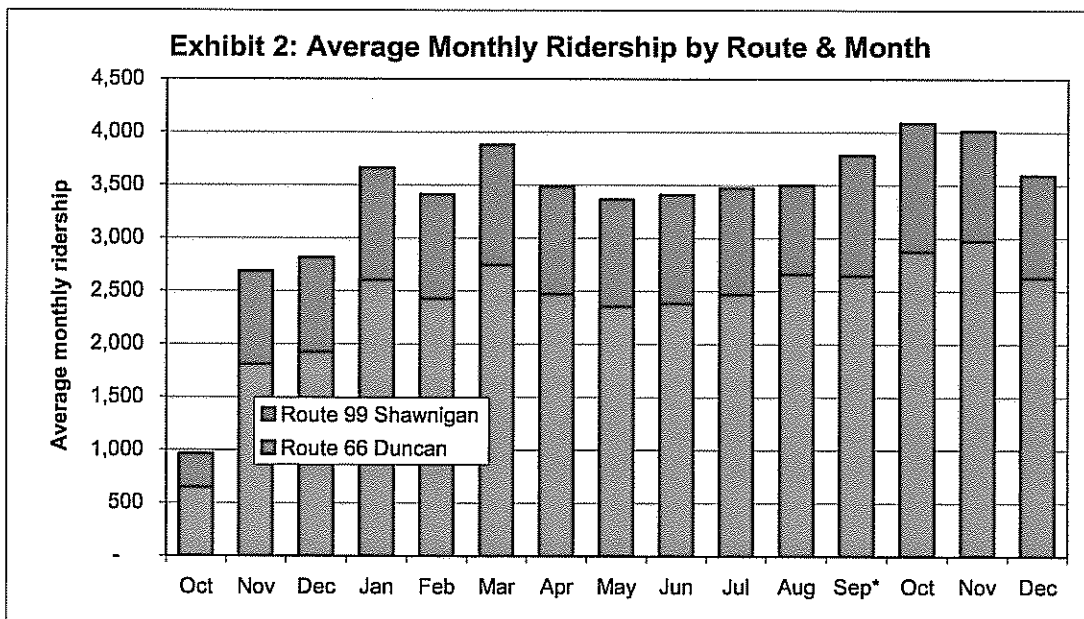
Exhibit 1 on the following page shows the two routes.

Exhibit 1: Cowichan Valley Commuter Service Route Map



Ridership Trends

- From the beginning of the service (October 20, 2008) until the end of December 2009, the Cowichan Valley commuter has carried 50,000 passengers. Annual ridership for January to December 2009 was 43,600.
- Exhibit 2 below shows the monthly ridership for both routes. There was strong ridership growth during the first four months of operation as the service became established. From January to August 2009, monthly ridership averaged 3,500, with some fluctuations. There was an increase in monthly ridership following the implementation of service changes in September 2009, with an average of nearly 4,000 rides per month during the September to November period. Ridership was down in December 2009, but this may be due to increased vacation during this month.
- Prior to the service changes in September 2009, the 66-Duncan route accounted for 71% of ridership. Following the service changes, this route now accounts for 73%.



*September 2009 ridership is estimated based on revenue.

Exhibit 3 below compares total average daily ridership by route for January to August 2009 (prior to the service changes) with September to December 2009.

- Prior to changes in the service, total ridership averaged 169 passengers per day. This is 65% of the target ridership of 260 rides per day.
- Following the service changes, total ridership has averaged 186 passengers per day, or 72% of the target. Average daily ridership was 10% higher in the months following the service changes.
- With only 4 months of ridership data, it is too early to see the full impact of the service changes. It can often take one to two years for ridership to build and mature on a new transit service, particularly for a commuter service such as this, where people typically

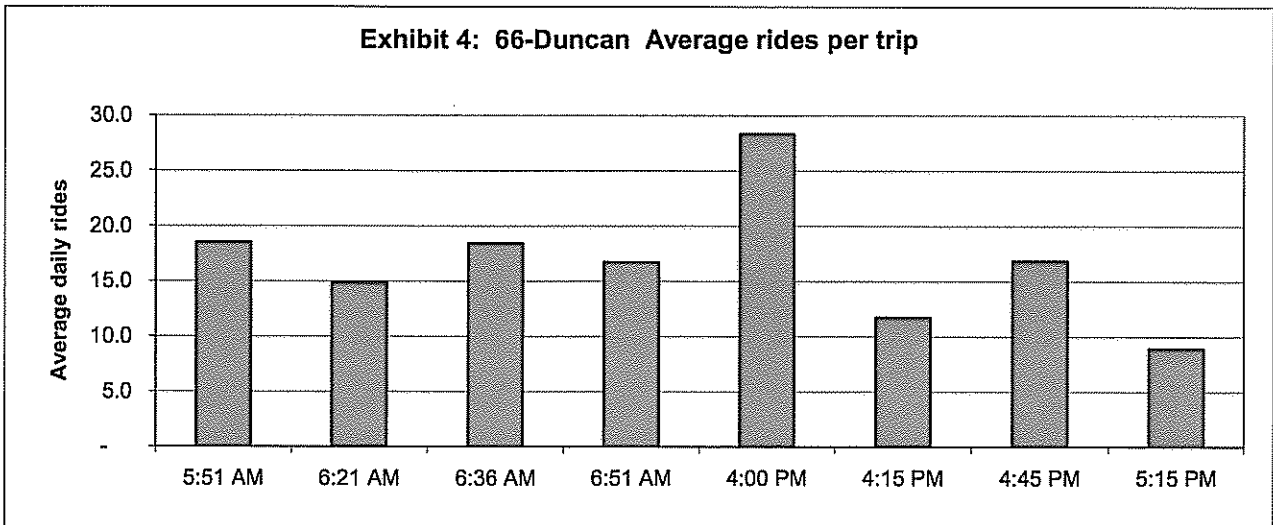
have well-established commuting habits by car or vanpool. Public information and promotion can also help in developing a market for this service.

Exhibit 3: Change in Average Daily Ridership by Route

Average daily rides	Jan. – Aug. 2009	Sep. – Dec. 2009	Change
Route 66 Duncan	121	135	+12%
Route 99 Shawnigan	48	51	+6%
CVC Total	169	186	+10%
Percent of Target	65%	72%	

- The service changes have resulted in more balanced passenger loads between the two routes.
- Average daily ridership on the 66-Duncan route increased 12% from 121 to 135 following the September service changes. Since the number of daily trips increased from 6 to 8, the average number of passengers per trip actually decreased slightly, from 20.2 to 16.9. In part, this is because there are fewer overloaded trips on this route than was the case prior to the service changes.
- Average daily ridership on the 99-Shawnigan Lake increased 6% from 48 to 51 following the service changes. Although this is a smaller increase than on the 66-Duncan route, these passengers were carried on a smaller number of trips (which decreased from 6 to 4), meaning that the average number of passengers per trip increased from 8.0 to 12.8.

Exhibits 4 and 5 below show the average daily ridership by trip for the two routes.

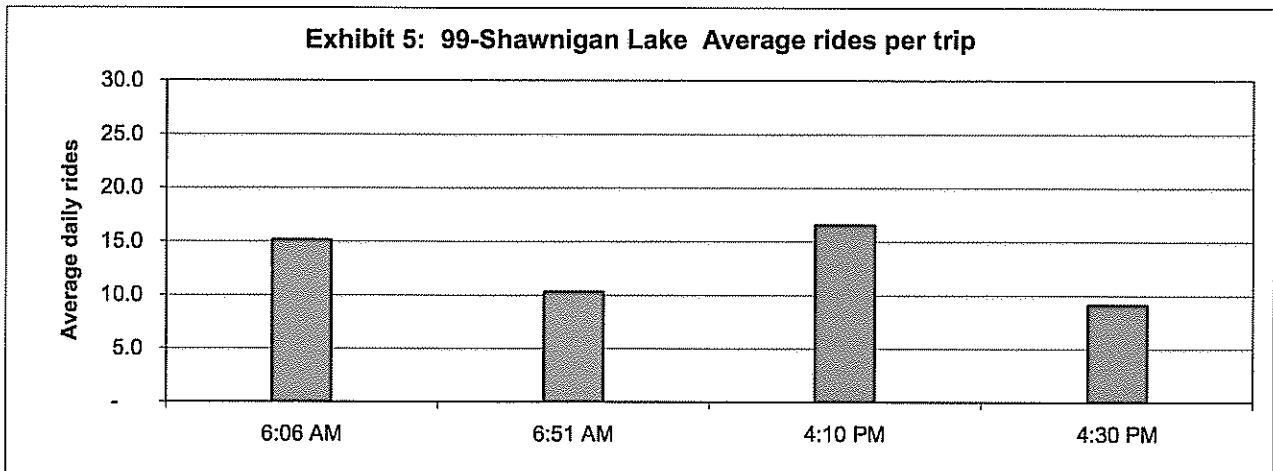


66-Duncan route:

- Ridership is quite evenly distributed among the 4 morning trips, averaging 15-20 passengers per trip. This is an improvement over the situation prior to the service changes, when the last morning trip was carrying more than double the passenger load of

the first morning trip. The addition of a later morning trip has spread out this demand. The first morning trip at 5:51, which now leaves later than the first trip prior to the service changes (5:33), is now carrying about 50% more passengers.

- Among the 4 afternoon trips, the first trip at 4:00 pm has much higher loads than any of the other trips, with an average of 28.3 passengers. However, there have been no capacity issues on this trip, according to the operator. This trip was added in September to take some of the pressure off the heavily used 4:15 trip, but it seems that most riders have switched to the 4:00 pm trip, leaving the 4:15 trip with light loads (11.7 passengers).



99-Shawnigan Lake:

- On average, passenger loads remain lighter on the 99-Shawnigan Lake route than on the 66-Duncan route. Although, as noted above, the discrepancy is less than it was prior to the service changes.
- The first morning trip now carries more passengers than the second trip. It appears that with the elimination of one of the morning trips on this route, ridership that was previously carried on the first two morning trips (5:50 & 6:20) has now been consolidated on the 6:06 trip. Ridership on the 6:51 trip is unchanged.
- The first afternoon trip continues to carry the largest number of passengers, as was the case prior to the service changes. Passenger loads on the second afternoon trip are just over half the level of the first afternoon trip, but they are higher than either of the later afternoon trips prior to the service changes.

Service & Schedule Recommendations

66-Duncan southbound:

Currently, the morning southbound trips on the 66-Duncan route have been stopping for several minutes at Hutchinson Road, since the time in the schedule is significantly more than is required for the bus to travel from Village Green Mall to Hutchinson. It is recommended that these morning departure times be adjusted to leave Village Green Mall 9 minutes later than in the

current schedule. This would eliminate the unnecessary delay at Hutchinson Road and reduce the overall travel time for passengers. Total trip length would be reduced to 75 minutes.

As outlined in the Facilities Review section below, it is recommended that the Valleyview park and ride facility replace the Hutchinson Road stop. This change would also be reflected in the schedule.

The revised schedule is shown in Exhibit 6 below:

Exhibit 6: AM Schedule changes leaving Duncan on the 66-Duncan route				
Lv. Village Green Mall	6:00	6:30	6:45	7:00
Lv. Valleyview	6:08	6:38	6:53	7:08
All other timing points remain unchanged.				
Arr. Government at Superior	7:15	7:45	8:00	8:15

All routes northbound:

There is a similar situation for all northbound trips in the afternoon leaving Victoria on both routes, with buses waiting up to 10 minutes at Helmcken and other locations. This situation is more difficult to address since traffic congestion and travel times varies considerably. However, it is preferable to tighten the schedule and for buses to run a few minutes late on days with higher levels of congestion than the current situation where buses full of passengers have to wait for the scheduled departure time. It is recommended that departure times for all stops from Douglas & Saanich to Hwy. 1 & Millstream be adjusted by 3 minutes. This would apply to all departures.

The 4:30 pm departure of the 99-Shawnigan Lake route consistently runs late, so an additional 5-10 minutes has been added to the timing points in the Cowichan Valley.

The revised schedule is shown in Exhibit 7 below:

Exhibit 7: PM Schedule changes leaving Victoria						
	66-Duncan				99-Shawnigan Lake	
Lv. Govt. & Superior	4:00	4:15	4:45	5:15	4:10	4:30
Lv. Douglas & Finlayson	4:16	4:31	5:01	5:31	4:26	4:46
Lv. Douglas & Saanich	4:21	4:36	5:06	5:36	4:31	4:51
Lv. Hwy 1 & Helmcken	4:29	4:44	5:14	5:44	4:39	4:59
Lv. Hwy 1 & Millstream	4:34	4:49	5:19	5:49	4:44	5:07
Arr. Cobble Hill Station	--	--	--	--	5:40	6:10
Arr. Village Green Mall	5:27	5:42	6:12	6:42	--	--

Medium Range (5-10 year) Proposal

- In the medium range, it is proposed to realign the commuter service to travel directly along Highway 1, with no detours. The 99-Shawnigan Lake route would be removed, and all buses would follow the same routing along Highway 1, providing more trip choices. The following two changes will support this recommendation:
 - The local transit system would provide a feeder service to connect to this express service. This would provide transit connections for passengers from areas no longer served by the commuter routes, including the north side of Shawnigan Lake, Maple Bay, and Cobble Hill, as well as other parts of the Cowichan Valley. Currently, the local transit service does not start early enough to make connections to the morning commuter trips, and there are only very limited connections to the afternoon commuter trips.
 - Many parts of the Cowichan Valley do not have densities to support local transit service, so expanded park and ride facilities will also be required. The commuter route would stop at only a limited number of park and ride locations, rather than numerous roadside stops without parking. The local service would connect with the commuter service at these park and ride locations.
- As the commuter service matures and attracts more riders, more trip options may be possible. Mid-morning, noon and afternoon trips may become feasible for those who do not need to be in Victoria all day. Additional later evening commuter trips may also be possible. Service on the weekends may also be considered as well, dependent on the level of demand and budget constraints.
- BC Transit could also investigate how the Victoria Regional Transit System could better accommodate those CFB Esquimalt employees transferring from Douglas Street onto the 6-Esquimalt or 26-Dockyard routes, and if directly servicing the base is feasible in the future.

Fares & Fare Revenue

The Cowichan Valley Commuter service currently has a two zone fare structure, as shown in Exhibit 8. Zone 1 is south of Koksilah Road (including Cobble Hill, Shawnigan Lake, and Mill Bay) and Zone 2 is north of Koksilah Road (including Duncan and Cowichan Station). The South Island pass can be used on both the Cowichan Valley Commuter and the Victoria Regional Transit System. Currently, 70% of passengers board in Zone 1 while the remaining 30% board in Zone 2.

Exhibit 8: Current Fare Structure

	1 Zone	2 Zone
Cash	\$6	\$8
Tickets (10)	\$54	\$72
CVC monthly pass	\$150	\$200
South Island monthly pass	\$185	\$235

Total fare revenue amounted to approximately \$235,000 during the first full 12 months of service. Monthly revenue averaged \$19,100 from November 2008 to August 2009. Following the service changes introduced in September 2009, monthly revenue has averaged \$24,300 for September to November 2009. Monthly passes accounted for most (60%) of this revenue. Cash fares (26%) and tickets (14%) made up the remainder. This results in a cost recovery ratio of

about 30% (not including vehicle debt service costs, which are being paid 100% by the Province). This cost recovery ratio is close to the average for BC Transit systems outside of Victoria.

Fare Recommendations

As described above, the Cowichan Valley Commuter service currently uses a zone system for fares. However, unless there is a very clear physical separation or barrier, zone boundaries can be difficult to define and they often appear arbitrary to transit users. A significant number of Cowichan Valley Commuter passengers drive to their stops and use park and ride facilities. As a result, the zone boundaries tend to encourage people who live in the Zone 2 area to drive to a park and ride facility in the Zone 1 area.

It is proposed to replace the current multi-zone fare structure with a single zone. This would address the issues described above, and it would also simplify the fare structure for passengers and operators. Exhibit 9 outlines the proposed fares. The new single zone fares would be priced between the current Zone 1 and Zone 2 fares. This means that for 70% of passengers who currently board in Zone 1, fares would increase. The remaining 30% of passengers would see a fare decrease. The impact on ridership is forecast to be minimal, since demand for this peak period service is relatively inelastic with respect to price due to limited alternatives, and because any decrease in ridership from Zone 1 would likely be offset by increased ridership from Zone 2. It is projected that the proposed fares will result in a slight increase in overall fare revenue (\$4,100 annually or 1.7%).

Exhibit 9: Proposed Fare Changes

	Current	Proposed
<i>Cash fares</i>		
Zone 1	\$6.00	\$7.00
Zone 2	\$8.00	
<i>Tickets (book of 10)</i>		
Zone 1	\$54.00	\$63.00
Zone 2	\$72.00	
<i>Monthly passes</i>		
Zone 1	\$150	\$165
Zone 2	\$200	
Zone 1 S. Island Pass	\$185	\$200
Zone 2 S. Island Pass	\$235	

Several other fare levels were also examined for their impact on revenue and ridership. This is summarized in Exhibit 10 below. The recommended fare level (\$7 cash/\$165 monthly pass/\$200 S. Island pass) is highlighted. Fare levels below the recommended level are projected to result in decreased revenue which would be only partly offset by higher ridership resulting from the lower fares. Fare levels above the recommended level would provide more revenue, but the higher fares are projected to negatively impact ridership. In general, each \$0.50 increase in cash fares (along with roughly proportional increases in ticket and pass prices) results in a roughly \$10,000 increase in annual revenue, but will also result in a net reduction in ridership.

Exhibit 10: Projected Change from Current Revenue & Ridership Levels

Fare level*	Change		% Change	
	Revenue	Ridership	Revenue	Ridership
\$6.00/\$150/\$185	-\$17,700	700	-7.4%	1.9%
\$6.50/\$160/\$195	-\$5,800	100	-2.4%	0.3%
\$7.00/\$165/\$200	\$4,100	-100	1.7%	-0.3%
\$7.50/\$175/\$210	\$14,700	-800	6.2%	-2.2%

*Cash fare/Monthly pass/S. Island pass

CVC Facilities Review

For customers, transit stops and park-and-rides are initial points of access to the transit system. Location, design, and amenities influence customer satisfaction and ultimately the performance of the transit system as a whole. As the first point of customer contact, these transit facilities are a critical element in a transit systems' overall goal of providing timely, safe and convenient transportation.

Context

There was an immediate need for temporary transit facilities to operate the service when it was implemented in October 2008. There was an assumption that a longer term plan for transit facilities would be developed at later date. The existing transit facilities are comprised of bus stops, formal and informal park-and-ride lots, a storage location in Victoria and an operating facility in Duncan.

Current Transit Facilities

Exhibit 11 below identifies the Cowichan Valley Commuter park and ride locations currently in service.

Exhibit 11: Current Transit Facilities

Location	Status	Current Parking Capacity
Duncan Mall	Informal	-
Hutchinson Road at Hwy 1	Formal	15
Shawnigan Lake Village	Informal	15
Shawnigan – Mill Bay Road	Informal	5
Frayne Road at Hwy 1	Formal	25
Total Capacity		60

The Ministry of Transportation has made available approximately \$250,000 to immediately implement short term improvements to the park and ride lots for the Cowichan Valley Commuter service. The priorities include expanding the vehicle capacity and transit stops at the Frayne Road and Valleyview park and ride locations. The improvements are under way and should be completed in early spring.

Frayne Road

- Expansion of the capacity at the existing location on the west side of the highway to provide up to 70 park and ride spaces (under construction).
- Add highway bus stops northbound and southbound.
- Long term there may be potential to expand the park and ride lot to the east side of the intersection, with potential for 130 additional parking spaces. This would require a property purchase and development of a business case.

Cobble Hill (Valleyview)

- Reconfiguration of the rest area with 50 park and ride spaces (under construction) .
- Add highway bus stops northbound and southbound.
- Long term there is potential to add another 60 spaces if the vacant land to the north was leased or purchased.

Forecast Trips and Transit Mode Share Targets

BC Transit's long term goal is to achieve a 5% share of the total trips from the CVRD and RDN to the CRD. This goal will require additional transit service and park and ride capacity. Exhibit 12 below highlights the required parking capacity required to meet demand based on the mode share targets and projected increases in ridesharing.

Exhibit 12: Projected Transit Mode & Parking

	2010	2020	2030
Estimated Trips to CRD from CVRD & RDN	5,500	6,250	6,760
Transit mode share	3%	4%	5%
Parking space capacity required	165	300	450

Recommendations

The following transit facility improvements are recommended:

- Once the park and ride facility at Valleyview has been completed, this should replace the Hutchinson Road stop.
- In the medium to longer range, locate all park and ride lots adjacent to Highway 1 and within a 10 minute drive of most residents.
- In order to reduce the number of stops required and provide faster service for passengers, existing formal and informal park and ride locations should be consolidated to the locations outlined in Exhibit 13 below. As described in the service review section, improved local bus service would also provide access to these park and ride locations.

Exhibit 13: Proposed Park and Ride Facilities

Location	Parking Capacity Required
Duncan	125
Cobble Hill (Valleyview)	65
Mill Bay (Frayne Road)	225
South Shawnigan Lake turn off	30

- Improve customer amenities at transit stops and park and ride locations:
 - Provide park and ride signage and wayfinding.
 - Provide schedule information at customer facilities.
 - Improve customer amenities by providing, transit shelters, street furniture, lighting, wheel chair accessible facilities and pedestrian walkways.
 - Provide bike lockers.

Business Case

- Cowichan Valley Commuter transit facility projects have been identified as part of BC Transit's long term capital plan. Business cases need to be developed.