



SPECIAL TRANSIT COMMITTEE MEETING AGENDA

WEDNESDAY, MAY 24, 2017
BOARD ROOM
175 INGRAM STREET, DUNCAN, BC

10:00 AM

PAGE

1. APPROVAL OF AGENDA

2. ADOPTION OF MINUTES

3. BUSINESS ARISING FROM THE MINUTES

4. DELEGATIONS

5. CORRESPONDENCE

C1 Correspondence from Ken Cossey, Board President, Oak Transit Re: Custom Transit Open House for CVRD Directors 1

Recommendation For Information.

6. INFORMATION

7. REPORTS

R1 Report from the Manager, Facilities and Transit Management Division Re: Duncan - Victoria Saturday Express Transit Pilot Recommendations 3

Recommendation That it be recommended to the Board:

1. That three southbound and three northbound trips per Saturday excluding Statutory holidays be provided for the Duncan-Victoria Express transit pilot service to maximize travel opportunities in both directions;

2. That cash-only fares of \$10.00 per one-way trip be implemented for the Duncan-Victoria Saturday Express transit pilot service; and

3. That the Duncan-Victoria Saturday

Express transit pilot service use the same routing and bus stops as Duncan Commuter Route 66.

- R2 Report from the Manager, Facilities and Transit Management Division 15
Re: October 2016 Transit Service Changes Ridership and Drinkwater Road Route Update

Recommendation For Information.

- R3 Verbal Report from the Manager, Facilities and Transit Management Division
Re: Local Fleet Replacement Update

Recommendation For Information.

8. **UNFINISHED BUSINESS**

9. **NEW BUSINESS**

10. **QUESTION PERIOD**

11. **CLOSED SESSION**

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.

12. **ADJOURNMENT**

The next Transit Committee Meeting will be held Wednesday, July 12, 2017 at 1:00 PM, in the Board Room, 175 Ingram Street, Duncan, BC.

Committee Members

Director K. Davis, Chairperson
Director M. Clement, Vice-Chairperson
Director B. Day
Director S. Acton
Director L. Iannidinardo

Director S. Jackson
Director K. Kuhn
Director J. Lefebure
Director K. Marsh

Director I. Morrison
Director A. Nicholson
Director A. Stone
Director T. Walker



May 16, 2017

#2F – 2753 Charlotte Rd
Duncan, BC V9L 5J2

CVRD Transit Committee
c/o Jim Wakeham,
Manager, Facilities and Transit Management Division
175 Ingram Street,
Duncan, BC V9L 1N8

Dear Jim,

As the handyDART service provider for the Cowichan Valley Regional District, Oak Transit would like to announce an Open House to which it invites all members of the CVRD Transit Committee.

The event is intended to allow members of the committee an opportunity to see and experience the operation of a handyDART vehicle first hand. Oak Transit will have a driver and dispatcher on hand to answer questions regarding the service delivery to the registered riders of this important and well used service within the region.

The event will be held in the parking area of the Oak Transit administration office where a handyDART vehicle will be available for committee members to enter, see how riders are transported on, off, and secured while in transit on the vehicle. This will give the committee members a first hand view of a resident user experience using handyDART services in the region.

Date and Time: Friday, June 16, 2017

Anytime between 12noon to 2:00pm (Light refreshments/sandwiches will be available)

Location: Oak Transit
2753 Charlotte Rd, Duncan

I would appreciate this invitation being forwarded to the committee and its members on behalf of Oak Transit, and hope to see committee members at our event on their behalf.

Yours truly,

Ken Cossey, President
Oak Transit Board of Directors



STAFF REPORT TO COMMITTEE

DATE OF REPORT May 17, 2017
MEETING TYPE & DATE Special Transit Committee of May 24, 2017
FROM: Facilities & Transit Division
 Community Services Department
SUBJECT: Duncan-Victoria Saturday Express Transit Pilot Recommendations
FILE:

PURPOSE/INTRODUCTION

The purpose of this report is to seek approval for the Duncan-Victoria Saturday Express transit pilot service that is being implemented in September 2017.

RECOMMENDED RESOLUTION

That it be recommended to the Board:

1. That three southbound and three northbound trips per Saturday excluding statutory holidays be provided for the Duncan-Victoria Express transit pilot service to maximize travel opportunities in both directions;
2. That cash-only fares of \$10.00 per one-way trip be implemented for the Duncan-Victoria Saturday Express transit pilot service; and
3. That the Duncan-Victoria Saturday Express transit pilot service use the same routing and bus stops as Duncan Commuter Route 66.

BACKGROUND

The 2012 Cowichan Valley Transit Future Plan identifies improved connections to transit services in the Victoria Region as a short-term priority.

As part of the rolling 3 year Transit Improvement Planning process, (TIPS), the CVRD and BC Transit approved an Expansion Memorandum of Understanding in June 2016 that included a 500 hour expansion to implement a new pilot project for Saturday service between Cowichan Valley and Greater Victoria in September 2017 using the existing commuter fleet. In March 2017, BC Transit confirmed that provincial funding was available for this project. The 2017 commuter transit budget, Function 106, also includes the estimated local CVRD share of this project for 4 months, September to December 2017, and the 2018 budget will include the full year cost.

Recommendations for service options, naming, routing, and fares are presented below based on a survey that was conducted in March 2017 as well as discussions with BC Transit, the operating company and CVRD staff. Implementation of this service is planned for September 9, 2017.

ANALYSIS

Service Options:

In developing options for this pilot project, it was agreed that it would be beneficial to offer as many as possible same-day trip options for travel southbound and northbound. Southbound travel demand to Victoria is expected to be high from the Cowichan Valley and this was confirmed in the recent commuter survey with 60% of respondents indicating that they, or a family member, would use this service if offered. Opportunities to create connections from local

Cowichan Valley transit routes to and from the Saturday express trips heading south was also requested where feasible to help increase local ridership and provide additional methods for accessing this service locally.

Same-day northbound service options are also desirable to enable Victoria residents to travel to the Cowichan Valley for a few hours, creating economic spinoff benefits for local businesses.

To maximize this pilot, it is recommended that three southbound trips and three northbound trips per Saturday be offered to maximize opportunities for travel in both directions and to provide more capacity on this service. This means Cowichan Valley residents can travel south in the morning or in the early afternoon and have either 3 or 6.5 hours in Victoria, and return by approximately 6pm. Victoria residents travelling northbound will have approximately 3 hours to spend in Cowichan Valley as well. This pilot will not be offering trips Saturday evenings as there is not enough hours or funding to support this service span, and there is very limited local transit service in Cowichan on Saturday evenings.

Service Name: As a new pilot project, it is recommended that this service be called *Route 44: Duncan-Victoria Saturday Express*. This route number differentiates the service from all existing Cowichan Valley and Victoria routes. Exterior bus destination signs would also specify, "To Duncan" or "To Victoria" dependent on their direction of travel for maximum clarity. This differentiates the service from the existing Monday to Friday commuter trips.

Fares and Transfers: Different options for fares and fare products were considered. It is recommended that cash fares of \$10.00, one-way, be offered as an affordable price and that cash-only fares be accepted. As a new Saturday-only service, the tickets and monthly passes that are currently accepted on the Monday to Friday commuter trips are not applicable. A \$10.00 fare is recommended because the Saturday service will not be cost-shared with the Victoria Regional Transit Commission (VRTC) and therefore it is a more expensive service for the CVRD to operate than the Monday to Friday commuter service, which has a \$8.00 cash fare one-way. The \$10.00 fare remains affordable and is a convenient amount to provide as exact fare when boarding, since drivers do not provide change.

Transfers between Saturday trips and local Cowichan Valley routes or local Victoria routes will not be accepted as these systems are managed separately with costs and revenues attributed to different entities. BC Transit and the CVRD will be initiating a fare review for Cowichan Valley local, custom, and commuter systems later in 2017 and options for pricing of fare products can potentially be further investigated at that time if necessary.

Routing and Stops:

The express Saturday service will begin at Village Green Mall and use the same bus stops as the commuter routes do Monday to Friday which includes Koksilah, Valleyview, and Frayne as well as the usual stops at Helmcken, Millstream, and along Douglas Street.

Next Steps:

BC Transit and the CVRD will finalize the schedule trip start and arrival times and produce a marketing plan including a Rider's Bulletin for implementation of this service that will officially launch on September 9, 2017.

FINANCIAL CONSIDERATIONS

Initial high level cost estimates for this service were included in the June 2016 Expansion Memorandum of Understanding signed by the CVRD and BC Transit. In December 2016, BC Transit provided the CVRD a more detailed budget that had some minor changes, but the anticipated net CVRD cost was in line with the \$9,150 amount budgeted for the for 4 months September to December 2017. The estimated cost for 12 months of Saturday service net of fare

revenue is \$27,500.

COMMUNICATION CONSIDERATIONS

Introduction of the new Saturday service will require separate reconciliation of revenues to BC Transit and may involve the establishment of a new business unit for invoicing the CVRD. These changes will be discussed further with BC Transit as well as the CVRD Finance Division prior to implementation.

It is recommended that the Facilities and Transit Division also work with the Economic Development Division to help promote awareness of new northbound travel opportunities and benefits to local businesses with Saturday visitors from Greater Victoria.

A Rider's Bulletin will be produced to convey the new service, schedule and fares to the public for the September launch.

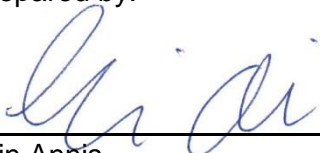
STRATEGIC/BUSINESS PLAN CONSIDERATIONS

This pilot service address the Response to Climate Change component of the Strategic Plan by offering new ways to reduce GHG emissions from single occupancy vehicles travelling between Cowichan Valley and Greater Victoria on Saturdays.

Referred to (upon completion):

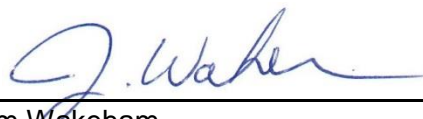
- Community Services (*Island Savings Centre, Cowichan Lake Recreation, South Cowichan Recreation, Arts & Culture, Public Safety, Facilities & Transit*)
- Corporate Services (*Finance, Human Resources, Legislative Services, Information Technology*)
- Engineering Services (*Environmental Services, Recycling & Waste Management, Water Management*)
- Planning & Development Services (*Community & Regional Planning, Development Services, Inspection & Enforcement, Economic Development, Parks & Trails*)
- Strategic Services

Prepared by:



Erin Annis
Transit Analyst

Reviewed by:



Jim Wakeham
Manager



John Elzinga
General Manager

ATTACHMENTS:

Attachment A – BC Transit Report – May 15, 2017

Duncan - Victoria Saturday Service Options
Final Report
CVRD TRANSIT

May 15, 2017



Introduction

The Cowichan Valley Commuter (CVC) service was launched in 2008 as a means to decrease weekday commuter traffic along the TransCanada Highway/Malahat corridor. This service connects the Cowichan Valley with the Greater Victoria area. Service is currently offered southbound from Cowichan to Victoria with 6 trips every Monday through Friday morning during peak periods. Return service northbound from Victoria to Cowichan operates via 6 late afternoon trips. The CVC service does not currently operate on weekends or statutory holidays and as a result the existing fleet is not used on those days.

The current CVC service carries a total daily average of ~400 people. Over the last eight years ridership has grown at a steady rate and the commuter service is one of the most popular services provided by the CVRD. In addition to regional connections during the week, the Transit Future Plan (TFP) for the Cowichan Valley Transit System identified weekend connections to Greater Victoria. In 2016, the CVRD expressed interest to BC Transit in addressing the TFP recommendations for express weekend inter-regional connections requiring 500 expansion hours and to make use of existing un-utilized fleet. This report provides recommendations on the specifics of this service.

Public outreach

In March 2017, a survey was conducted exclusive to the commuter passengers focused on the use of the Park and Rides; however a few questions regarding service on Saturday service were proposed as part of this outreach. The survey received a good response rate with approximately 200 completed surveys received (both online and paper). The following is a synopsis of the responses received.

Q. If commuter service was introduced on Saturday between Cowichan Valley and Victoria, would you or a family member use it?

60% of the respondents said they would. In additional comments, 18 people noted that their use of Saturday service to Greater Victoria would depend on the scheduling, however no specifics were provided.

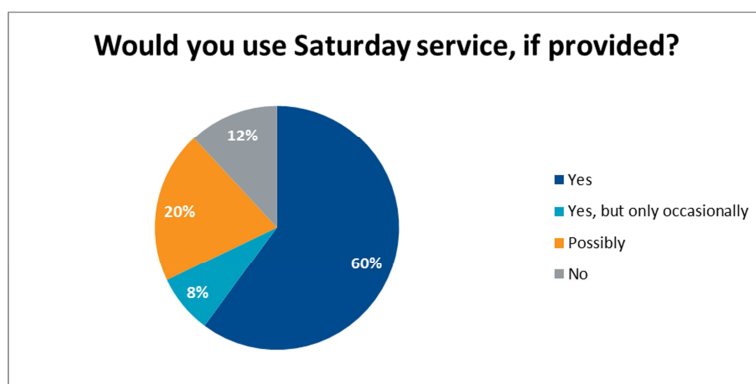


Fig 1: graph showing response to Saturday Express service usage

Q. For proposed Saturday trips starting from Cowichan Valley to Victoria, what times would be the most useful to you?

64% of the respondents indicated that trips starting between 9 am and 12 pm would be most useful for them. Among the comments received in conjunction with this question, 10 people requested all day service and some indicated no preference for start of service as long as enough time in Victoria was provided. No qualification for “enough time” was given.

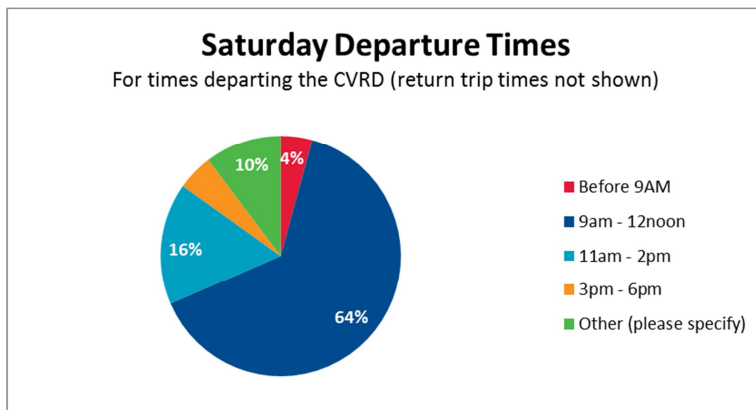


Fig 2: graph showing response to departure times query

Based on the above input as well as logistics of travel (the need to get to Victoria by the time stores and recreation facilities, etc. open and providing at least 2.5 to 3 hours in Victoria), a few options for this service are presented in the next section.

Saturday Express Service Options from the CVRD to Greater Victoria

The following information outlines two different transit service options. The information provided does not include the detailed scheduling of the service, rather a high level description of what each service option would entail and associated resources.

Each service option has the following in common:

- Trips start at Village Green Mall and terminate at Douglas and Superior, following the same routing and stopping pattern as route #66.
- Each option proposes revenue service in both, northbound and southbound direction, to enable connections from Victoria to Duncan as well.
- Each option uses 1 bus and 1 driver for service.

Option 1 – Saturday – Two trip option

Service Description:

This service option proposes two trips in the southbound direction and two trips in the northbound direction, providing residents from Victoria the option of travelling to Duncan and returning the same day. This enables Victoria residents to enjoy things the Cowichan Valley has to offer providing potential economic spin off benefits for local businesses.

Service Span Description:

	Southbound trip	Northbound trip	Estimated Service Hours
Saturday	9:00 a.m. – 10:15 a.m. 14:00 p.m. – 15:15 p.m.	10:30 am – 11:35 am 15:30 pm – 16:50 pm	390.5 annual hours

Route Description:



Fig 3: Map showing potential routing for the express service

Service schedule (potential):

The table below identifies stops and times to illustrate a potential schedule with the two trip option.

Option 1 : Two trip option							
Option description: The service on Saturday would provide two trips to get to Victoria, and two trips to get to Cowichan Valley during the day.							
South:							
VGM	Valleyview	Frayne	Helmcken	Boleskin	Finlayson	Superior	Total time
9:00	9:10	9:21	9:48	9:56	9:58	10:15	1:15
North:							
Superior	Finlayson	Saanich	Helmcken	Frayne	Valleyview	VGM	Total time
10:30	10:43	10:48	10:58	11:25	11:35	11:35	1:05
South:							
VGM	Valleyview	Frayne	Helmcken	Boleskin	Finlayson	Superior	Total time
14:00	14:10	14:21	14:48	14:56	14:58	15:15	1:15
North:							
Superior	Finlayson	Saanich	Helmcken	Frayne	Valleyview	VGM	Total time
15:30	15:43	15:48	15:58	16:25	16:35	16:49	1:19
Victoria residents can catch the 10:30 am trip to Cowichan and spend two hours in Duncan before returning home on the 14:00. This option provides 100 extra hours or 2 hours every Saturday for delays/accidents etc.							

Option 2 – Saturday – Three trip option

Service Description:

This service option proposes three trips in the southbound direction and northbound direction, providing residents from Cowichan with options for getting to Victoria and home the same day. Residents from Victoria also have two options for connecting to Duncan, however, they would not be able to get back to Victoria if they travelled north on either the 13:30 or the 16:30 trip. They would use these trips only if they were spending the weekend in Cowichan, returning to Victoria on Monday morning.

Service Span Description:

	Southbound trip	Northbound trip	Estimated Service Hours
Saturday	9:00 a.m. – 10:15 a.m. 12:00 p.m. – 13:15 p.m. 15:00 pm – 16:15 pm	10:30 am – 11:35 am 13:30 pm – 14:50 pm 16:30 pm – 17:50 pm	440.5 annual hours

Route Description:

Same as shown above in fig: 3

Service schedule (potential):

The table below identifies stops and times to illustrate a potential schedule with the three trip option.

Option 2: Three trip option							
Option description: The service on Saturday would provide three trips to get to Victoria, and three trips to get to Cowichan Valley during the day.							
South:							
VGM	Valleyview	Frayne	Helmcken	Boleskin	Finlayson	Superior	Total time
9:00	9:10	9:21	9:48	9:56	9:58	10:15	1:15
North:							
Superior	Finlayson	Saanich	Helmcken	Frayne	Valleyview	VGM	Total time
10:30	10:43	10:48	10:58	11:25	11:35	11:49	1:19
South:							
VGM	Valleyview	Frayne	Helmcken	Boleskin	Finlayson	Superior	Total time
12:00	12:10	12:21	12:48	12:56	12:58	13:15	1:15
North:							
Superior	Finlayson	Saanich	Helmcken	Frayne	Valleyview	VGM	Total time
13:30	13:43	13:48	13:58	14:25	14:35	14:49	1:19
South:							
VGM	Valleyview	Frayne	Helmcken	Boleskin	Finlayson	Superior	Total time
15:00	15:10	15:21	15:48	15:56	15:58	16:15	1:15
North:							
Superior	Finlayson	Saanich	Helmcken	Frayne	Valleyview	VGM	Total time
16:30	16:43	16:48	16:58	17:25	17:35	17:49	1:19
Victoria residents can catch the 10:30 am and potentially the 13:30 pm trip to Cowichan, the earlier trip will give them some time in the Cowichan Valley, however, the 13:30 will not. This option provides 1.2 hrs every Saturday for delays/accidents.							

Recommendation: Option 2 (3 trips) is recommended for scheduling because it provides maximum opportunities for Cowichan Valley customers to travel south to Victoria and have 2 possible return trips home every Saturday and service stays within the budgeted 500 hours.

Fares:

Proposed fares for Saturday service between the Cowichan Valley and Greater Victoria were considered in detail. Two different fare options were reviewed for the Saturday service. Fares could be the same as the existing Monday to Friday commuter service rates for consistency with existing fare products already available (Option 2 below) but given that the Saturday service will not be cost-shared with the Victoria Regional Transit Commission (VRTC) the same way that the Monday to Friday commuter service is a separate fare was also reviewed in Option 1.

Option 1 – Cash-Only Fares

This option proposes that cash-only fares are accepted for the Saturday trips on the basis that this service is not available on a monthly basis (i.e. there are only 4 Saturdays in a month) and there is likely limited demand for discounted ticket sheets. This service is differentiated from the Monday to Friday commuter service. Monthly CVC passes and commuter tickets for Route #66 or #99 are therefore not valid for the Saturday trips. This option mitigates likely loss of revenues associated with sharing of CVC monthly passes between users and also takes into account that the Monday to Friday commuter service is cost-shared with the Victoria Regional Transit Commission on a 50/50 basis such that monthly pass revenues are also shared between the two local governments. The Saturday service costs and revenues will not be shared between the two governments and so excluding monthly pass and commuter ticket product use on this service is easier to reconcile. Establishing a \$10.00 cash fare, one-way, is rationalized on the basis that this service will be more expensive for the CVRD to operate than the Monday to Friday commuter trips which are cost-shared with the VRTC. The \$10.00 amount remains affordable and is simple for a customer to pay exact change when boarding without having to worry about change.

Option 2 – Cash, Tickets and CVC Monthly Passes

This option proposes that cash, tickets and monthly CVC passes are accepted for travel on the Saturday Express trips on the basis that this service covers the same routing and stops as the Monday to Friday commuter service and existing CVC users have purchased a monthly pass which entitles them to service every day of the month that service is offered. This option does not differentiate the Monday to Friday commuter service from the Saturday express trips. There is potential loss of revenue with this option associated with sharing of CVC monthly passes between friends, families or neighbours which cannot be tracked or monitored as passes have no photo identification. Honouring CVC Zone B monthly passes which allow for weekday travel on the Cowichan and Victoria systems for Saturday service travel also mixes revenues currently shared with the VRTC with a new service provided and funded by the CVRD which is not ideal. There are positive marketing aspects to this option however, as CVC users would benefit from being able to take their monthly passes further with Saturday travel.

Recommendation: Option 1 – The \$10.00 one-way cash only fare is recommended for initial implementation. This should be considered further during the next fare review to see if discount and multi-fare products like ticket sheets are requested by users. Option 2 could be introduced at a later date if desirable.

Transfers:

Under Option 1, and for ease of customer understanding, no transfers will be accepted from local Cowichan Valley routes or local Victoria routes to or from the Saturday Express service trips. This arrangement could also be revisited during the next fare review alongside data on respective volumes of transfers to or from Saturday trips after implementation.

Fleet:

A 40' bus able to seat 38 passengers and carry a total of approximately 54 passengers (including standees and wheelchairs) will be used for this service. A bus from the existing fleet will be used for this proposed service; no new fleet will be needed.

Stops:

All current stops on Route 66 (Duncan Commuter), will be served by the Saturday route, no additional stops are proposed at this time. Updates to existing commuter signage may be needed to clarify that Saturday express trips are also available at these locations.

After the end of the pilot project, if additional stops are warranted, they might be considered in the recommendations of a post-implementation report. For consistency, drivers will be restricted from picking up southbound passengers after the bus leaves Lodge Pole at Frayne or northbound passengers after the bus leaves Millstream.

Service timeframe:

Service is proposed to start on September 9, 2017 and will operate every Saturday after that except on statutory holidays. No service will be offered on statutory holidays. This is consistent with the existing CVC service and with general service standards for service introduction.

Marketing:

A new Rider's Guide will not be printed for this new service at this time. A Rider's Bulletin with trip times, stops and fares will be printed at this time. In March 2018, a new Rider's Guide will be printed to include this information. A marketing campaign will be undertaken to spread the word about this new service. While it is important to let everyone know about this service, the service is starting small, with only one bus providing two or three trips every Saturday. It is important that this service be well used, and not oversubscribed.

Service & Route Name:

This service provides an inter-regional connection between Duncan and Victoria on Saturdays. Suggested naming for this service is: Duncan – Victoria Express / Route 44.

The trips will have Genfare Infrastructure, or GFI, codes for both southbound and northbound trips which enables BC Transit to collect electronic ridership data from the onboard fare boxes. Trips will have a scrolling sign saying "to Victoria" on southbound trips and "to Duncan" on northbound trips will provide the most clarity.

Funding:

This service is funded by the CVRD and BC Transit but not cost-shared with the VRTC. It will be important to track and report operating costs and revenues for Saturday service on these routes separately. The CVRD will treat this as a commuter function for local funding purposes similar to the Monday to Friday service.

Next steps:

The schedule provided in this document is a preliminary draft schedule. The following parameters will be sent to the Scheduling section for final schedules to be drafted:

- 1) Saturday trips to connect with major local routes in the CVRD (#2, #6 and #36) where possible in the morning and evening to allow for local CVRD transit connectivity to this service to increase local and Saturday ridership in Cowichan.

Connections with the VRTS do not have to be scheduled, since service levels are frequent enough to allow convenient transfers.

A marketing plan will be developed to identify the activities to be undertaken to promote this service. Draft schedules and marketing plans will be approved by the CVRD before finalizing.

Timeline:

Date	Deliverable	Owner/Lead
Jan-March 2017	Build schedules and information for implementation	CVRD, BCT
April – May 2017	Schedules drafted, reviewed and finalized	CVRD
May 2017	Commence marketing and communication 12 week phase	BCT, CVRD
July 2017	Materials for Riders Bulletin completed	BCT
August 2017	Riders Bulletin released, website updated and associated marketing/media	BCT (marketing)
September 2017	Service implementation	CVRD, BCT



STAFF REPORT TO COMMITTEE

DATE OF REPORT May 19, 2017

MEETING TYPE & DATE Special Transit Committee of May 24, 2017

FROM: Facilities & Transit Division
Community Services Department

SUBJECT: October 2016 Transit Service Changes Ridership and Drinkwater Road Route Update

FILE:

PURPOSE/INTRODUCTION

The purpose of this report is to provide an update to the Committee on ridership figures in Ladysmith, Youbou, Honeymoon Bay, and the new Saturday morning trip from Mill Bay to Duncan following implementation of the October 2016 transit service changes and to provide an update on Drinkwater Road route changes coming in 2017.

RECOMMENDED RESOLUTION

For Information.

BACKGROUND

On October 3, 2016, service changes to combine local Ladysmith area transit routes and to introduce a new direct route between Ladysmith and Duncan were implemented. Trip time changes were also implemented on Youbou and Honeymoon Bay area routes to help reduce large gaps in weekday trips. In both areas, Sunday and statutory holiday service were removed due to low historic use. A new Saturday morning trip was also added on Route 9 from Mill Bay to Duncan via Cowichan Bay. This report offers an update with ridership data since October 2016.

This report also updates the Committee on route changes occurring for 7x, Cowichan Lake Express, trips in June 2017 as a result of speed tables being implemented along the western portion of Drinkwater Road between the Somenos Road roundabout and Highway 18 this year. These speed tables will add significant time and wear and tear on local fleet. BC Transit Fleet and Planning departments have recommended that Route 7x trips use Somenos Road north to Highway 18 instead. Staff have communicated to the Municipality of North Cowichan the effect this rerouting will have on the transit service.

ANALYSIS

Based on 6 months of ridership data for November 2016 to April 2017 from BC Transit, Ladysmith routes are showing improvement in ridership averages per trip vs. 2015/16 averages.

Route	Average ridership per trip (2016/17) (AFTER CHANGES)	Average ridership per trip (2015/16)	Change
31 – Ladysmith/ Alderwood	2	2	0%
34 – Ladysmith/ Chemainus	6	3	100%
36 – Ladysmith/ Duncan	5	N/A	N/A

Average ridership per trip figures indicate that Route 31 is operating similarly to 2015/16 level with 2 riders per trip. This is not surprising because there are less local trip times offered in Ladysmith than prior to October 2016, to accommodate having the bus service both Chemainus and Duncan. Routes 34 and 36 are showing positive signs in meeting route performance targets of 5 riders per trip. Route 34 (Ladysmith/Chemainus) performance has doubled since the 2015/16 figures were reported. Recent ridership results for Route 36 have shown new regular riders using the morning, midday and afternoon trips as well.

The table below offers a year over year comparison of ridership results on Routes 20 (Youbou) and 21 (Honeymoon Bay) for the same 6 month period, November to April in 2015/16 vs. 2016/17.

Route	Average ridership per trip (2016/17) (AFTER CHANGES)	Average ridership per trip (2015/16)	Change
20 - Youbou	3	4	-33%
21 - Honeymoon Bay	3	3	0%

There has been a slight ridership change on both routes with a decline in ridership per trip on the Youbou route while the Honeymoon Bay route has stayed largely the same. Youbou results are attributed to a low level of interest in the newly added 7:09 p.m. weekday evening trip despite public feedback to add this trip. Ridership on the 11:18 a.m. trip is also still growing with an average of 4 riders per trip. It is expected that after a full year ridership results may be more comparable to 2015/16 results and could even surpass them.

Honeymoon Bay ridership has seen a slight increase in terms of average daily riders with 20 riders per day observed in 2016/17 vs. 19 riders per day observed over the same timeframe in 2015/16. Average ridership per trip has remained stable year over year at 3 riders per trip. There are still gaps in the frequency of weekday trip times that may account for the lower than desired ridership.

With regard to the above changes, as well as the removal of Sunday and statutory holiday service, no written complaints have been received by the CVRD or BC Transit to date for Youbou and Honeymoon Bay.

Ridership results for the new Saturday morning trip added on Route 9 between Mill Bay and Duncan (via Cowichan Bay) indicate that this trip is averaging 9 customers per trip which is above the established route performance target of 5. These are very encouraging ridership results early on.

A formal online and onboard post implementation survey of riders is planned for June 5-18, 2017.

Drinkwater Road Route Update:

Beginning June 5, 2017, Route 7x trips will use Somenos Road north to Highway 18. New bus stops are being installed on Somenos Road to replace the set of bus stops being removed on Drinkwater Road near Highway 18 by Duncan Paving. Customers are being notified in advance of this change. The CVRD and BC Transit will also be discussing opportunities to offset incremental operating costs associated with this route change further with the Municipality of North Cowichan.

FINANCIAL CONSIDERATIONS

None.

COMMUNICATION CONSIDERATIONS

BC Transit and the CVRD are finalizing communication materials (newspaper ads, interior bus cards, etc.) for the post implementation customer survey that will be available online and onboard June 5-18, 2017, to seek feedback on the changes made in 2016.

BC Transit and the CVRD have produced interior bus cards and bus stop posters to communicate changes on Route 7x to affected customers in advance of June 5, 2017.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

This report supports the Sound Fiscal Management and the Engaging Our Communities elements of the Strategic Plan by providing updates on service changes and delivery as well as providing means to engage with the community about changes on transit routes.

Referred to (upon completion):

- Community Services (*Island Savings Centre, Cowichan Lake Recreation, South Cowichan Recreation, Arts & Culture, Public Safety, Facilities & Transit*)
- Corporate Services (*Finance, Human Resources, Legislative Services, Information Technology*)
- Engineering Services (*Environmental Services, Recycling & Waste Management, Water Management*)
- Planning & Development Services (*Community & Regional Planning, Development Services, Inspection & Enforcement, Economic Development, Parks & Trails*)
- Strategic Services

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