

**REGIONAL DISTRICT OF NANAIMO
TRANSIT SELECT COMMITTEE
AGENDA**

Thursday, January 25, 2018

12:00 P.M.

RDN Board Chambers

Pages

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA**
- 3. ADOPTION OF MINUTES**
 - 3.1 Transit Select Committee Meeting - November 16, 2017** 2

That the minutes of the Transit Select Committee meeting held November 16, 2017, be adopted.
- 4. UNFINISHED BUSINESS**
- 5. REPORTS**
 - 5.1 CNG Bus Exterior Advertising Update** 5

That BC Transit be advised the Regional District of Nanaimo is permitting exterior bus advertising on the Conventional Transit fleet effective immediately.
 - 5.2 Complimentary Fare Products Policy** 12

That the Distribution of Complimentary Fare Products policy be approved.
- 6. BUSINESS ARISING FROM DELEGATIONS**
- 7. NEW BUSINESS**
- 8. ADJOURNMENT**

REGIONAL DISTRICT OF NANAIMO

MINUTES OF THE TRANSIT SELECT COMMITTEE MEETING

Thursday, November 16, 2017

12:00 P.M.

RDN Board Chambers

In Attendance:	Director T. Westbroek	Chair
	Director A. McPherson	Electoral Area 'A'
	Director M. Young	Electoral Area 'C'
	Director B. Rogers	Electoral Area 'E'
	Director J. Stanhope	Electoral Area 'G'
	Director B. Veenhof	Electoral Area 'H'
	Director B. Colclough	District of Lantzville
	Director M. Lefebvre	City of Parksville
	Director B. McKay	City of Nanaimo
	Director B. Bestwick	City of Nanaimo
	Director J. Hong	City of Nanaimo
Regrets:	Director B. Yoachim	City of Nanaimo
Also in Attendance:	G. Garbutt	A/Chief Administrative Officer
	D. Pearce	Director, Transit & Emergency Services
	D. Marshall	Mgr. Transit Operations
	E. Beauchamp	Superintendent, Transit Planning & Scheduling
	M. Moore	Senior Regional Transit Manager, BC Transit
	J. Wadsworth	Mgr. Transit Planner, BC Transit
	K. Laidlaw	Transit Planning Coordinator
	A. Freund	Transportation Planner, City of Nanaimo
	N. Hewitt	Recording Secretary

CALL TO ORDER

The Chair called the meeting to order.

APPROVAL OF THE AGENDA

It was moved and seconded that the agenda be approved as amended to include the following BC Transit Updates: Kids Ride the Bus Program, Santa Bus Program and the Seniors Connect Program.

CARRIED UNANIMOUSLY

ADOPTION OF MINUTES

Transit Select Committee Meeting - September 14, 2017

It was moved and seconded that the minutes of the Transit Select Committee meeting held on September 14, 2017, be adopted.

CARRIED UNANIMOUSLY

DELEGATIONS

Philippe Lucas, Vice President, Tilray re: Transit Service to Duke Point

Mr. Lucas provided a verbal overview in support of the Duke Point transit expansion.

CORRESPONDENCE

Mr. Nachtegaele, re: Cassidy Transit Services

It was moved and seconded that the correspondence from Mr. Nachtegaele, re: Cassidy Transit Service be received.

CARRIED UNANIMOUSLY

BC TRANSIT UPDATES

Local Area Transit Plan - South Nanaimo

It was moved and seconded that the Local Area Transit Plan - South Nanaimo update be received.

CARRIED UNANIMOUSLY

RDN Transit Updates

D. Pearce provided a verbal update to the Committee regarding Kids Ride the Bus Program, Seniors Connect and RDN Transit in the Public.

REPORTS

September 2018 Conventional Transit Expansion

It was moved and seconded that a 5,000 hour conventional transit annual expansion for September 2018 be approved and staff be directed to work with BC Transit to develop an implementation plan for the Boards approval.

Opposed (3): Director Young, Director Veenhof, and Director Bestwick

CARRIED

ADJOURNMENT

It was moved and seconded that this meeting be adjourned.

TIME: 1:45 PM

CHAIR

TO: Regional District of Nanaimo Transit Select Committee **MEETING:** January 25, 2018

FROM: Darren Marshall
Manager, Transit Operations **FILE:** 1475-01 CNG

SUBJECT: CNG Bus Exterior Advertising Update

RECOMMENDATION

That BC Transit be advised the Regional District of Nanaimo is permitting exterior bus advertising on the Conventional Transit fleet effective immediately.

SUMMARY

BC Transit has a contract with Lamar Advertising, which may allow Lamar the ability to sell advertising space on the exteriors of the BC Transit buses, including those within the Regional District of Nanaimo (RDN) Transit System.

The RDN has been working with BC Transit and New Flyer, the supplier and manufacturer of the CNG buses, to resolve the paint issue - bubbling and lifting. Since the September 14, 2017 report to the Board on CNG Bus Exterior Advertising, New Flyer has issued repair detail/protocols to repair the paint. BC Transit has advised that they are satisfied with New Flyer's fix and the RDN could resume advertising immediately.

BC Transit estimates that in 2018, the RDN could receive \$20,000 to \$30,000 in revenue for advertising on the 50 CNG buses.

BACKGROUND

As part of the contract between BC Transit and Lamar Advertising, ads are only allowed on the driver's side and back of the vehicle with the exception of full wraps (Attachment 1). Further, the contract with BC Transit includes:

- That Lamar must use reasonable commercial efforts to mitigate paint damage and cutting damage by following 3M specifics for vinyl advertising.
- That Lamar will perform snap tests before advertising is installed. In addition, the Lamar Company will report to BC Transit and include a photographic record of any poor paint quality issues observed. At that time, BC Transit may elect to either continue the installation or remove the vehicle or advertising product from the vehicle.

- That Lamar will reimburse BC Transit a reasonable cost to repair or repaint the area where BC Transit determines that repainting directly resulted from advertising application or removal, except where the Lamar Company can establish that the area peeled as a result of poor repaint process or adhesion.

The contract between BC Transit and Lamar contains terms to address the potential damage caused by advertising.

The RDN has been working with BC Transit and New Flyer, the supplier and manufacturer of the CNG buses, to resolve a paint issue - bubbling and lifting (Attachments 2 and 3). Since the September 14, 2017 report to the Board on CNG Bus Exterior Advertising, New Flyer has issued repair detail/protocols to repair the paint. To date, four buses have been repaired at the RDN Transportation facility to confirm the resolution of the paint issue. BC Transit has advised the RDN that it is satisfied with New Flyer's fix and the RDN could resume advertising immediately. The remaining buses with the paint issue will be fixed over the next four (4) months.

ALTERNATIVES

1. That BC Transit be advised the Regional District of Nanaimo is permitting exterior bus advertising on the Conventional Transit fleet effective immediately.
2. That alternative direction be provided.

FINANCIAL IMPLICATIONS

The RDN receives 35% of gross revenue from the contract between BC Transit and Lamar Advertising. The RDN received \$35,608 in 2014, \$42,179 in 2015 and \$24,597 in 2016 due to advertising only being on 24 Conventional diesel buses. In 2017 no revenue was received since the entire RDN Conventional fleet was comprised of CNG buses and there was no advertising.

It is difficult to predict what revenues will be in 2018, as Lamar has not been actively selling advertising on RDN buses over the last year and a half. This will likely result in a slow beginning however, based on the Lamar contract and previous revenues, BC Transit estimates the RDN's projected revenue could be \$20,000 to \$30,000 for 2018.

The RDN would not be responsible for BC Transit's lost revenue if the Board decides not to advertise on the CNG Conventional fleet.

STRATEGIC PLAN IMPLICATIONS

Exterior advertising on conventional buses supports the Focus on Service and Organizational Excellence – *“The RDN will deliver efficient, effective and economically viable services that meet the needs of the Regional District of Nanaimo”*.



Darren Marshall
dmarshall@rdn.bc.ca
January 11, 2018

Reviewed by:

- D. Pearce, Director, Transportation & Emergency Services
- P. Carlyle, Chief Administrative Officer

Attachments

1. Attachment 1 – Livery Standard Exterior Display
2. Attachment 2 – CNG Bus RDN Transit
3. Attachment 3 – CNG Bus Kamloops Paint Blister

Attachment 1 – Livery Standard Exterior Display

Livery Standard Exterior Display - Xcelsior 40' full wrap



All vehicle advertisements must adhere to the approved standards identified in the Transit Vehicle Ad Placement Manual. Advertisements that have a different shape, size or placement than identified in the manual are not permitted without the expressed approval of BC Transit.

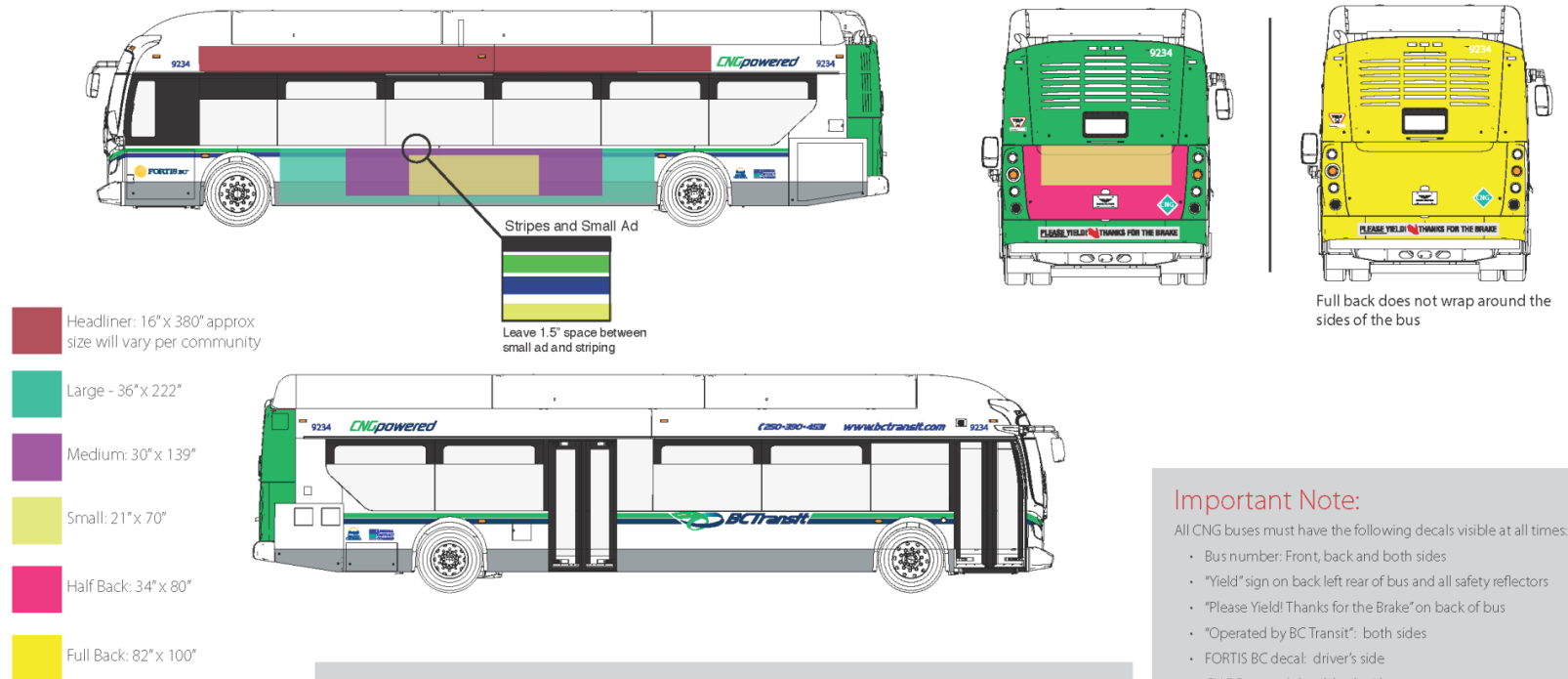
Important Note:

All CNG buses must have the following decals visible at all times:

- Bus number: Front, back and both sides
- "Yield" sign on back left rear of bus and all safety reflectors
- "Please Yield! Thanks for the Brake" on back of bus
- "Operated by BC Transit": both sides
- FORTIS BC decal: driver's side
- CNG Powered decal: both sides, rear top
- CNG decal on back

Vehicle advertisements are not permitted on windows. With the exception of the back window on a full wrap.

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Attachment 2 – CNG Bus RDN Transit



Attachment 3 – CNG Bus Kamloops Paint Blister



TO: Regional District of Nanaimo Transit
Select Committee

MEETING: January 25, 2018

FROM: Daniel Pearce
Director, Transportation and Emergency
Services

FILE: 8500 01 CFPP

SUBJECT: Complimentary Fare Products Policy

RECOMMENDATION

That the Distribution of Complimentary Fare Products policy be approved.

SUMMARY

At the October 3, 2017, Board meeting, the Board directed the investigation of a free bus pass for families below the poverty line in the Regional District of Nanaimo (RDN). The proposed policy, Distribution of Complimentary Fare Products fare products will be distributed by non-profit organizations within the RDN to individuals/families who fall below the Statistics Canada low income cut off. The total value of complimentary fare products that would be distributed under the proposed policy is recommended to be \$25,000 per year.

BACKGROUND

At the October 3, 2017, Board meeting, the following motion was approved:

That staff be directed to investigate the possibility of a free bus pass for families below the poverty line within the Regional District of Nanaimo.

Under the RDN's Master Operating Agreement (MOA) with BC Transit, all fares are the responsibility of the RDN.

In 1999, *Policy C3.2, Distribution of Complimentary and Reduced Fare Products* was introduced. This policy provides the Manager of Transit Operations with the ability to distribute transit fare products for the purpose of training, to local non-profit organizations, municipal government departments and schools within School District 68 and 69 at the cost of 25% the existing fare rate. This policy does not include a maximum financial amount that can be distributed in a single calendar year.

In 2017, under the existing policy, \$8,230 of revenue (25% total fare cost) was received. This included transit fare tickets to skills for life programs, homeless and women's shelters, and the Play & Ride program for the youth within RDN. Additionally, a number of students within the local school districts were provided a number of monthly pass to assist them in their school year.

The proposed Distribution of Complimentary Fare Products Policy (Attachment 1) will permit up to \$25,000 of complimentary fare products to be distributed by non-profit organizations to individuals below the low income cut off as defined by Statistics Canada within a calendar year.

Table 1: Gross Household Low Income Cut-offs updated in 2015 (LICOs)

1 person	\$20,822
2 person	\$25,921
3 person	\$31,866
4 person	\$38,691
5 person	\$43,883
6 person	\$49,493
7 person	\$55,103

The 2015 Low Income Cut-off is the most recent data available.

Financial Analysis

The 2016 Census population for the RDN is 155,698. 2016 Census data shows that in the RDN there are a total of 12,960 persons below the low income cut-off (after tax) as defined by Statistics Canada. This is broken down by 860 children 0-5, 2,645 children 0-17, 9,555 persons 18 to 64 years and 760 persons 65 years and older.

If 50% of the 12,960 persons who could be eligible under the policy received a complimentary monthly pass (either student, senior, or adult), the potential total loss in revenue would be \$376,960 per month, or \$4,523,520 annually. This loss of revenue would have to be made up by tax requisition.

The Distribution of Complimentary Fare Products Policy establishes a maximum financial amount of \$25,000 that would be allowed to be distributed within a calendar year. This would allow approximately 1,100 sheets of 10 adult tickets to be distributed to persons below the low income cut off as established by Statistics Canada Low Income Cut-offs (LICOs), Table 1.

There is no industry standard when selecting a discount fare program.

The policy will provide non-profit organizations within the RDN the ability to connect residents who are below the Statistics Canada Low Income Cut off after tax with complimentary fare products. This change will result in a minimal increased administration costs for the RDN.

Local non-profit organizations will be consulted with once the Complimentary Fare Products policy is approved.

ALTERNATIVES

1. That the Distribution of Complimentary Fare Products policy be approved.
2. That alternative direction be provided.

FINANCIAL IMPLICATIONS

The 2018 Transportation Financial Plan includes the loss of \$25,000 in revenue to accommodate this policy.

STRATEGIC PLAN IMPLICATIONS

The Distribution of Complimentary Fare Products Policy is consistent with key priorities of the 2016-2020 Strategic Plan, and could offer partnerships with other local governments/community groups and advance our Region. It also may promote economic viability and regional collaboration and allow a greater number of residents to access the transit service, in turn providing them with greater access to economic opportunities.



Daniel Pearce
dpearce@rdn.bc.ca
January 18, 2018

Reviewed by:

- P. Carlyle, Chief Administrative Officer

REGIONAL DISTRICT OF NANAIMO

P O L I C Y

SUBJECT:	<i>Distribution of Complimentary Fare Products</i> <i>(Transportation Services)</i>	POLICY NO: C3.5 CROSS REF.:
EFFECTIVE DATE:	January 2018	APPROVED BY: Board
		PAGE: 1 of 2

PURPOSE

To establish a policy and procedure for the distribution of complimentary fare products in the Transportation and Emergency Services Department.

POLICY

- 1) Complimentary fare products will be made available at the discretion of the Director of Transportation and Emergency Services or Manager of Transit Operations and will be used to assist local nonprofit organizations with fare products for individuals below the poverty line as established by Statistics Canada Low Income Cut-offs (LICOs).
- 2) Statistics Canada uses the term, “*the economic family that is, all persons living in the same dwelling and related by blood, marriage, common-law relationships or adoption*” for the LICOs. This policy requires each non-profit organization who applies for the complimentary fare products for the purpose of individuals below Low Income Cut-off to record the number of persons living in the house who are listed on the application. Each person 14 years and older must provide a Notice of Assessment, as the total gross household income is the determining factor for qualification.

The Director of Transportation and Emergency Services or Manager of Transit Operations will be authorized to approve distribution of any complimentary fare products up to \$25,000 each calendar year. Before these products can be authorized for distribution the following procedure must be followed.

1. The request must be made in writing and include the following:
 - The number of tickets or passes required.
 - For Low income complimentary fare products, proof of number of residents living in a residents and total gross income is required.
2. The Director or Manager will review the request based on the following criteria;
 - The request must come from one of the groups noted above.
 - The request will not have a significant negative impact on ridership revenue and be within \$25,000 annually.

3. Complimentary fare products will;
 - be initialed by the Director or Manager.
 - have the serial numbers recorded.
 - be stamped "No Refund".