

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

Thursday, March 22, 2018

12:00 P.M.

RDN Board Chambers

This meeting will be recorded
Lunch will be provided at 11:30 am, meeting will start at 12 pm

Pages

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA**
- 3. ADOPTION OF MINUTES**
 - 3.1 Transit Select Committee Meeting - January 25, 2018** 3

That the minutes of the Transit Select Committee meeting held January 25, 2018, be adopted.
- 4. DELEGATIONS**
 - 4.1 Gerard Nachtegaele, re Transit Service to South Wellington, Cassidy and the Nanaimo Airport**
 - 4.2 Michael Ribicic, Nanaimo Youth Advisory, re Youth Perspective on Transit**
- 5. CORRESPONDENCE**
 - 5.1 Heather Svensen, Corporate Administrator, Town of Qualicum Beach, re Summer 2018 \$1 Fare Pilot Study** 6
- 6. UNFINISHED BUSINESS**
- 7. BC TRANSIT UPDATE**
 - 7.1 South Nanaimo Area Transit Plan Update**

8. REPORTS

8.1 September 2018 Conventional Transit Expansion Options 7

That the 5,000 hour annual conventional transit expansion scheduled for September 2018 be implemented to provide transit service between Prideaux Street transit exchange and Duke Point ferry terminal.

8.2 Fare Program 27

That the report be received for information.

8.3 RDN Transit Verbal Update

9. BUSINESS ARISING FROM DELEGATIONS

10. NEW BUSINESS

11. ADJOURNMENT

**REGIONAL DISTRICT OF NANAIMO
MINUTES OF THE TRANSIT SELECT COMMITTEE MEETING**

**Thursday, January 25, 2018
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
	Alternate	
	Director M. Beil	City of Parksville
	Director B. McKay	City of Nanaimo
	Director Brennan	City of Nanaimo
	Director B. Bestwick	City of Nanaimo
	Director J. Hong	City of Nanaimo
Regrets:	Director M. Lefebvre	City of Parksville
	Director B. Yoachim	City of Nanaimo
Also in Attendance:	D. Pearce	Director, Transit & Emergency Services
	D. Marshall	Mgr. Transit Operations
	E. Beauchamp	Superintendent, Transit Planning & Scheduling
	B. Miller	Superintendent, Fleet & Transit Service Delivery
	A. Freund	Transportation Planner, City of Nanaimo
	M. Moore	Senior Regional Transit Manager, BC Transit
	N. Hewitt	Recording Secretary

CALL TO ORDER

The Chair called the meeting to order and respectfully acknowledged the Coast Salish Nations on whose traditional territory the meeting took place.

APPROVAL OF THE AGENDA

It was moved and seconded that the agenda be approved as amended to include New Business items on the addendum.

CARRIED UNANIMOUSLY

ADOPTION OF MINUTES

Transit Select Committee Meeting - November 16, 2017

It was moved and seconded that the minutes of the Transit Select Committee meeting held November 16, 2017, be adopted.

CARRIED UNANIMOUSLY

UNFINISHED BUSINESS

REPORTS

CNG Bus Exterior Advertising Update

It was moved and seconded that BC Transit be advised the Regional District of Nanaimo is permitting exterior bus advertising on the Conventional Transit fleet effective immediately.

Opposed (2): Director Westbroek, and Director McPherson

CARRIED

Complimentary Fare Products Policy

It was moved and seconded that the Distribution of Complimentary Fare Products policy be approved.

It was moved and seconded that the Distribution of Complimentary Fare Products policy be approved with an amendment that the amount of funding be up to \$75, 000.

It was moved and seconded that the Distribution of Complimentary Fare Products policy be approved with an amendment that the amount of funding be up to \$75, 000 and that there be quarterly reviews.

Opposed (6): Director Westbroek, Director Young, Director Rogers, Director Stanhope, Director Bestwick, and Director Hong

DEFEATED

It was moved and seconded that the report be referred back to staff for the next meeting.

Opposed (4): Director McPherson, Director Veenhof, Director Colclough, and Director Brennan

CARRIED

NEW BUSINESS

Brandon Miller – BC Ambulance Service Vital Link Award

the Committee congratulated Brandon Miller on his BC Ambulance Service Vital Link Award.

Nova Lead Bus Retrofit Project

The Committee received the update on the Nova Lead Bus Retrofit Project.

ADJOURNMENT

It was moved and seconded that his meeting be adjourned.

CARRIED UNANIMOUSLY

TIME: 1:50 PM

CHAIR



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February 20, 2018

Teunis Westbroek, Chair
Regional District of Nanaimo Transit Select Committee
6300 Hammond Bay Road
Nanaimo, BC
V9T 6N2

Via Email: corpsrv@rdn.bc.ca

Dear Teunis:

Summer 2018 \$1 Fare Pilot Study

Council passed the following motion at their February 19, 2018 Regular Council meeting:

THAT staff send a letter to the Regional District of Nanaimo Transit Select Committee asking for a well-advertised pilot study to be implemented prior to the 2018 summer period for the Qualicum Beach Transit Service that authorizes a \$1 fare per ride.

If you have any questions, please call me at 250.738.2207 (Office Direct) or e-mail: hsvensen@qualicumbeach.com.

Sincerely,

Heather Svensen
Corporate Administrator
/hg

CC: Daniel Pearce
A/General Manager, Transit and Emergency Services
dpearce@rdn.bc.ca

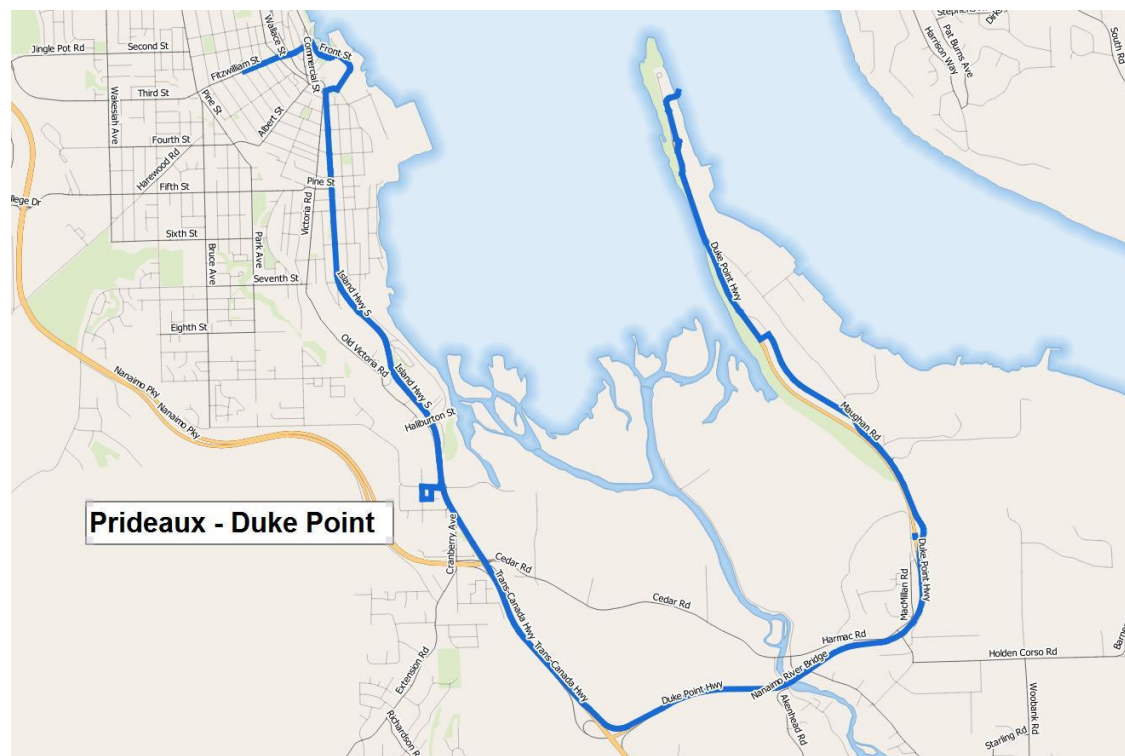
N:\0100-0699 ADMINISTRATION\0110 ADMINISTRATION-GENERAL\0110-20 CONVENIENCE FILES\Letters\2018\RDN Transit Select Committee pilot study request.docx

The BC Transit 'RDN Expansion Options 2018' report assesses four options (Attachment 'A'), which are in-line with feedback garnered through public consultation, online surveys, and ferry ridership data. This public feedback indicates that there is a significant need for transit to the Duke Point ferry terminal. As such, three options offered by BC Transit are aligned with this feedback, with a fourth option directed towards service improvements along Route 40.

Option A: Prideaux/Duke Point

Transit service from the Prideaux Street Exchange to the Duke Point ferry terminal is the most direct, shortest and most frequent option for providing transit service to Duke Point. A 5,000 hour annual expansion would allow for six ferries to be met by transit. The routing for this option starts at the Prideaux exchange, proceeding through downtown, then out to Duke Point via South Parkway Plaza, Duke Point Hwy, Duke Point industrial area (on each trip), arriving at the ferry terminal (Figure 1).

Figure 1. Routing for Option A: Prideaux to Duke Point (BC Transit: RDN Expansion Options 2018)

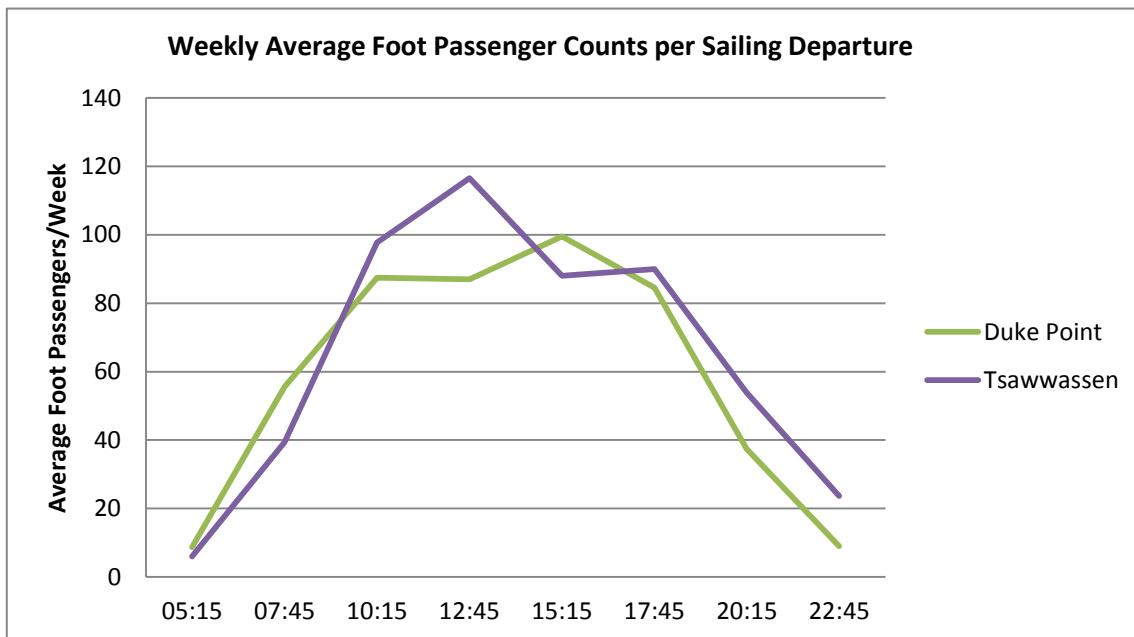


The direct travel of this option, from Prideaux to Duke Point, has been identified as a key priority in discussions with community groups and public engagement sessions. Preliminary scheduling for this option provides service to the ferry terminal between the hours of 7:00am to 8:30pm and would meet ferries from 7:45am to 8:15pm.

Transit Market for Providing Service to Ferry Terminals

Providing service to a ferry terminal such as Duke Point allows for a unique transit market. Foot passengers are a captive market with few to no options once they reach the Duke Point ferry terminal. Transit service to this area would offer a sustainable, predictable, low cost option to a ridership that has strong financial incentives to choose transit. The rising cost of fuel, coupled with costs of bringing a vehicle on the ferry, give travelers viable reasons not to drive and choose transit instead.

Data acquired through BC Ferries was analyzed based on foot passenger counts, providing useful information such as peak foot passenger ridership as well as which ferries would be best to meet, in order to better plan transit to this location. The foot passenger count is done on a per-terminal, per-sailing basis, with averages below in Graph 1.



Graph 1. Average foot passenger count per sailing, per week, out of Duke Point & Tsawwassen

As a result of this analysis, it was determined that the first and last ferries (05:15am & 10:45pm) would not yield significant enough ridership to justify transit to these sailings. As well, through discussion with BC Transit, it was determined that the geographic location and surrounding land uses of Duke Point ferry terminal are similar to those of Swartz Bay ferry terminal. Thus, parallels can be drawn between these terminals and the potential for transit ridership.

Current foot passenger and transit ridership data for the Swartz Bay ferry terminal indicate that there are on average, 4,500 foot passengers arriving and departing per day (BC Ferries, 2016). BC Transit analysis of ridership data indicates that approximately 30% of these foot passengers arrive and depart Swartz Bay ferry terminal using transit. Analysis of current BC Ferries data indicates that for the Duke Point ferry terminal there are on average, 3,500 foot passengers arriving and departing per week. Based

on the discussed similar nature of Duke Point and Swartz Bay ferry terminals, it can be forecast that once full ridership has been established, approximately three years from implementation, a similar ridership level of 25-30% of foot passengers utilizing Duke Point ferry terminal can be obtained if provided with a reliable, consistent transit option.

This service option would utilize 4,800 annual service hours. The remaining 200 annual hours would be used to help improve connection times on Routes 40, 7 and 20.

Option B: Route 40 Frequency Enhancement

A second option for the 5,000 hour annual conventional transit expansion is implementation towards service improvements on the Route #40. This route accounts for 30% of the overall RDN transit ridership of 2,815,000/year and experiences overloads during peak morning and evening times on weekdays, resulting in RDN transit operations having to run two buses instead of one.

Allocating the 5,000 hours to this option would allow for frequency realignment on this route, resulting in 10 minute frequency during peak morning hours, 15 minute frequency for the rest of the day until 5:00pm, and 30 minute frequency after 5:00pm.

Vancouver Island University (VIU) is currently updating their Transportation Demand Management (TDM) plan and, as reported in the local media, is experiencing major parking issues. VIU administration has indicated that, as new buildings are constructed, parking will be reduced on their site. As well, the local road network surrounding VIU also experiences parking issues along residential roads.

Improving transit service frequency towards VIU and downtown Nanaimo enables students and commuters to have reliable, frequent transit service.

This option utilizes the full allocation of expansion hours (5,000) and creates better frequency and reliability along the Route #40.

Option C: Cedar/Duke Point

Option C explores the restructuring of the current Route #7 into two separate routes, one to Cinnabar and the second to Cedar and Duke Point (Figure 1). The proposed route to Cedar/Duke Point would first travel to Duke Point via Prideaux exchange, Nicol St., South Parkway Plaza, Duke Point Hwy, Duke Point Industrial Area, Duke Point ferry terminal, Duke Point Industrial Area, then into Cedar via Maughan Rd, Gordon Rd, McMillan Rd, Cedar Rd, Gould Rd, Yellow Point Rd, Woobank, Holden Corso, McMillan Rd, Cedar Rd and Hwy 19 to reverse routing Prideaux (see Figure 2).

In exploring this as a possible service expansion option, it was determined that with this routing, it is not possible to provide viable, reliable, frequent service to the residents of Cedar in Area 'A', while also providing service to the Duke Point ferry terminal.

Current transit service to Cedar offers 10 trips per weekday, as a continuation of the Route #7 once it leaves Cinnabar. Restructuring the Route 7 as outlined above, to include service to Duke Point, would result in only 6 trips per day to Cedar, a reduction of 4 trips. As well, since the service to Duke Point will provide service to and from the ferry, the bus must wait for the ferry if it is late. Thus, the service through Cedar would be unreliable since the scheduled times would only be accurate when the ferry is on time.

Figure 2. Routing for restructuring of Route 7, split into 2 routes with one to Duke Point



This option would require 4,900 hours for 6 trips to Cedar & Duke Point. It is recommended that changes to Route 7 be made upon completion of the South Nanaimo Local Area Transit Plan.

FUTURE CONSIDERATIONS

There are several priorities that have been identified for expansion within the RDN transit service areas. Some of the priorities that are currently being explored for future expansion hours are as follows (in no particular order):

1. South Nanaimo Local Area Transit Plan
 - Public consultation process currently underway
 - Explores restructuring of Routes 7, 5, 6, & 30
 - Will explore referral of routing for the Route 7
 - Next steps (after public consultation) include planning, followed by public information sessions and workshops with key stakeholder groups and community organizations
2. Transit on Rutherford Rd & in Linley Valley
 - Requires public consultation & information sessions
 - This area has been experiencing growth and development
3. BC Transit/RDN to explore possibility of medium duty CNG buses
 - This will be supported by data from the Automated Vehicle Location (AVL) system being installed in the current 50 CNG buses which will be going live to the public in June 2018

ALTERNATIVES

1. That the 5,000 hour annual conventional transit expansion scheduled for September 2018 be implemented to provide transit service between Prideaux Street transit exchange and Duke Point ferry terminal.
2. That the 5,000 hour annual conventional transit expansion scheduled for September 2018 be implemented to provide service frequency improvements to the Route #40 VIU.

FINANCIAL IMPLICATIONS

Implementation of the 5,000 hour annual conventional transit expansion would be in September 2018, resulting in approximately 1,900 annual hours in 2018 and the full 5,000 hours in 2019.

The estimated annual net cost increase is \$332,000, which is included in the 2018 Financial Plan. As a result of a carry forward surplus greater than anticipated from 2017, the actual net cost increase is \$265,000 with the first year of expansion costs partially funded by the carry forward surplus. Costs are estimated and will vary depending on a number of items including fuel prices and the amount of deadhead service hours absorbed by the RDN. These requisition values are based on:

- No change in Custom transit hours for this purpose
- Requisition values are based on 2017 usage allocations for the Southern Community Service
- Full impact of expansion will be realized by 2019

The Financial Plan for 2018 to 2021 includes a 5,000 hour annual conventional transit service expansion for the fall of 2018. The following table provides a preliminary estimate of costs to Southern Community Transit participants as established by “*Southern Community Transit Service Area Conversion Bylaw No. 1230, 2001*”.

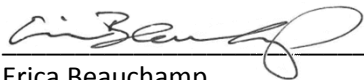
Table 1. Estimated allocation of 5,000 hour annual expansion for Options 1 & 2

	Projected net cost of 5,000 hour expansion	2017 Requisition	2018 Requisition (includes 5,000 hour expansion)
Nanaimo	\$325,369	\$8,575,356	\$8,905,931
Lantzville	\$3,255	\$111,568	\$89,111
Electoral Area ‘A’	\$3,013	\$126,368	\$82,477
Electoral Area ‘C’*	\$363	\$9,467	\$9,923
Total	\$332,000	\$8,822,759	\$9,087,442

although electoral area ‘C’ does not pay into conventional transit, in accordance with the transit allocation bylaw and Area ‘C’ participation in Custom transit, transit costs are apportioned based on overall transit usage

STRATEGIC PLAN IMPLICATIONS

This service expansion aligns with the RDN Strategic Plan Key Focus Area to '*Focus on Service and Organizational Excellence*', specifically the strategic priority to "*...advocate for transit improvements and active transportation*". Improving and expanding transit within the service area results in greater access for the public to more sustainable transportation and economic opportunities throughout the RDN and surrounding municipalities.



Erica Beauchamp

ebeauchamp@rdn.bc.ca

March 7, 2018

Reviewed by:

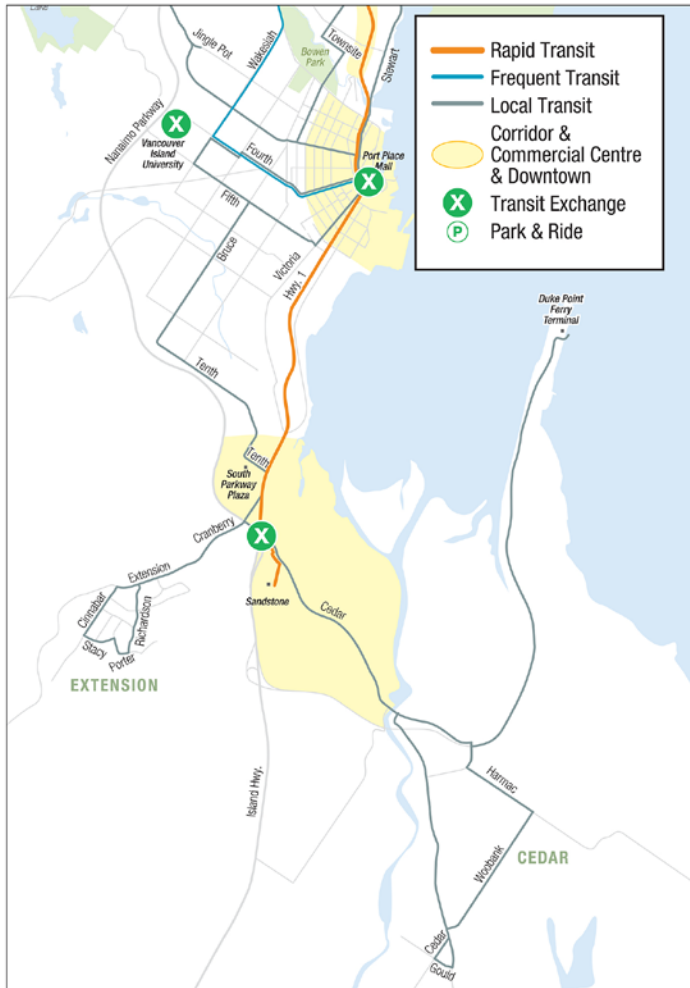
- D. Marshall, Manager, Transit Operations
- D. Pearce, Director, Transportation and Emergency Services
- P. Carlyle, Chief Administrative Officer

Attachment

1. BC Transit Report: '*Expansion Options 2018*'

RDN Expansion Options 2018

South Nanaimo Transit Future Network



Summary

To support the implementation of the Transit Future Plan, The Regional District of Nanaimo Board approved a 5,000-hour service expansion on December 12, 2017.

This report identifies three options to improve the Regional District of Nanaimo transit system by increasing travel opportunities to destinations. Two route alignments to provide transit service to Duke Point Ferry Terminal and nearby industrial complexes were evaluated. Service Improvements to Route 40 VIU Express, which experiences passenger crowding is also explored.

For each concept, an analysis of the key benefits and tradeoffs was conducted. Future service improvements to routes in the South Nanaimo area are also briefly discussed within the context of the South Nanaimo Local Area Transit Plan.

It is recommended that the Regional District of Nanaimo implement **Option A: Prideaux to Duke Point** and allocate any remaining hours towards improving transit service reliability.

Service Proposal	Description	Key Benefits	Key Tradeoffs
Option A: Prideaux to Duke Point (one route)	Direct route from Prideaux to Duke Point Ferry Terminal.	Connects the downtown core to the Duke Point Ferry Terminal.	Providing for effective connections at the Prideaux Exchange may cause less frequent service because buses will need to wait for each other.
Option B: Improvements to Route 40 VIU Express	Increase frequency at peak periods on Route 40 VIU Express weekday trips	Improves frequency and reliability on the Frequent Transit Network during peak weekday times	All 5000 hours will be allocated towards improving service on the Route 40
Option C: Cedar / Duke Point (two routes)	Route from Prideaux Exchange through Cedar to the Duke Point Ferry Terminal. Route 7 will be evaluated in the South Nanaimo Local Area Transit Plan.	Route 7: Restructures long and circuitous route into two routes.	The bus routing to Duke Point would be less direct for customers and may experience passenger crowding and on-time reliability issues. Providing for effective connections at the Prideaux Exchange will cause less frequent service because buses will need to wait for each other.

Table 1. Service Option Evaluation

Service Option	Additional Buses	Number of Ferry Meets	Annual Service Hours
Option A	2	6	4,800
Option B	2	N/A	5000
Option C	2	6	4,900

Table 2. Stylized Resource Costs

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1.0 Introduction

To support the Nanaimo Transit Future Plan goals and objectives, The Regional District of Nanaimo Board approved a 5,000-hour service expansion on December 12, 2017. The implementation will require two additional CNG buses. This report provides an evaluation of the two route alignments to the Duke Point Ferry area, a currently unserved area and service improvements on Route 40, which experiences passenger crowding.

This report outlines the material needed for a successful implementation in September 2018.

- Implementation Timeline
- Background and Context on Service Improvements
- Routing Options
- Implementation Plan
- Marketing and Communication Plan

1.1. Implementation Timeline

The timeline below outlines key milestones for the September, 2018 Implementation.



Figure 1: Implementation Timeline

2.0 Background

The Regional District of Nanaimo Transit Future Plan (2014) provides a 25-year strategy that creates a vision for transit and supports the economic, social and environmental sustainability goals of the region. It enables the RDN to create an efficient and effective transportation system to shape healthy and livable communities. The plan:

- Guides and prioritizes future investment in the transit system
- Sets a mode share target of 5% (presently 2.6%)
- Identifies key transit corridors and the supporting local transit network
- Identifies the fleet, service hours, and infrastructure needed to support the transit network

Public Engagement

Multiple public engagements sessions held in 2014 as part of the development of the Transit Future Plan (2014) identified transit service expansion to the Duke Point area as a priority for the community. More recent engagement sessions held as part of the South Nanaimo Local Area Transit Plan in late February 2018 also identified the Duke Point transit service as a priority.

Future South Nanaimo Service Improvements

South Nanaimo Local Area Transit Plan - BC Transit and the Regional District of Nanaimo are currently developing a local area transit plan for South Nanaimo. The plan will outline service improvements, including the simplification of the following routes: Route 7 (Cinnabar / Cedar), Route 5 (Fairview), Route 6 (Harewood), and Route 30 (NRGH). This plan will be shaped by ridership analysis, an evaluation of network benefits and tradeoffs, and public engagement input.

3.0 Context

This section explores the demand for providing coverage to the Duke Point Ferry Terminal area. Expansion to this area aims to connect people to key recreational and employment destinations, improving the environmental sustainability and social capital of the region.

Transit Market for Ferry Terminals

Ferry terminals are a unique transit market because:

- A. There is a concentrated transportation demand.
- B. There are strong financial incentives for travelers not to drive, such as the cost of bringing a vehicle on board (\$57.50) and the cost of parking (\$18/\$19 day).

Duke Point Ferry Terminal - The Duke Point Ferry Terminal, owned by BC Ferries was established in 1997 and provides ferry service from the Duke Point Ferry Terminal to the Tsawwassen Ferry Terminal. BC Ferries 2017 data indicates that at Duke Point Ferry Terminal approximately seventeen per cent of trips are foot passenger trips on an average weekday. BC Ferries data also indicates that the number of trips to Duke Point Ferry Terminal and Tsawwassen Ferry Terminal have been increasing in recent years.

Tsawwassen Ferry Terminal - Transit service (Translink) is provided to/from the Tsawwassen Ferry Terminal. Translink data indicates that on an average weekday in the Fall, there are approximately 3200 boardings and 3100 alightings at the nearest bus stops.

Swartz Bay Ferry Terminal - Duke Point Ferry Terminal and the Swartz Bay Ferry Terminal in North Saanich, British Columbia share similarities in current and future land use patterns, demographics, and

employment characteristics. BC Ferries 2016 and BC Transit 2016 data indicate that approximately thirty per cent¹ of foot passengers arrive and depart to Swartz Bay using transit.

Surrounding Land Uses

Tsawwassen Ferry Terminal Area

Tsawwassen Mills, a major outlet shopping centre is located within five kilometers of the Tsawwassen Ferry Terminal. The parcel hosts major shops, such as Bass Pro Shops amongst other designer clothing and shoe stores. Given its close proximity to the ferry terminal, it is likely that providing transit service to Duke Point would attract additional riders who wish to shop at Tsawwassen Mills.

Duke Point Ferry Terminal Area

The Duke Point Ferry Terminal is surrounded by industrial lands, where there are approximately 50 businesses with a total employee population of approximately 900 people within the Duke Point area.

Plan Nanaimo (Nanaimo Official Community Plan No.6500) designates the Duke Point area as “industrial” where lands should be adequately serviced and the Nanaimo Transportation Master Plan supports new linkages to regional gateways, such as the Duke Point Ferry Terminal.

¹ At Swartz Bay on an average weekday there are approximately 4500 foot passengers (BC Ferries, 2016) and BC Transit (2016) stop level activity indicates that approximately 1300 passengers alight / board bus stops at the Swartz Bay ferry terminal during the peak season.

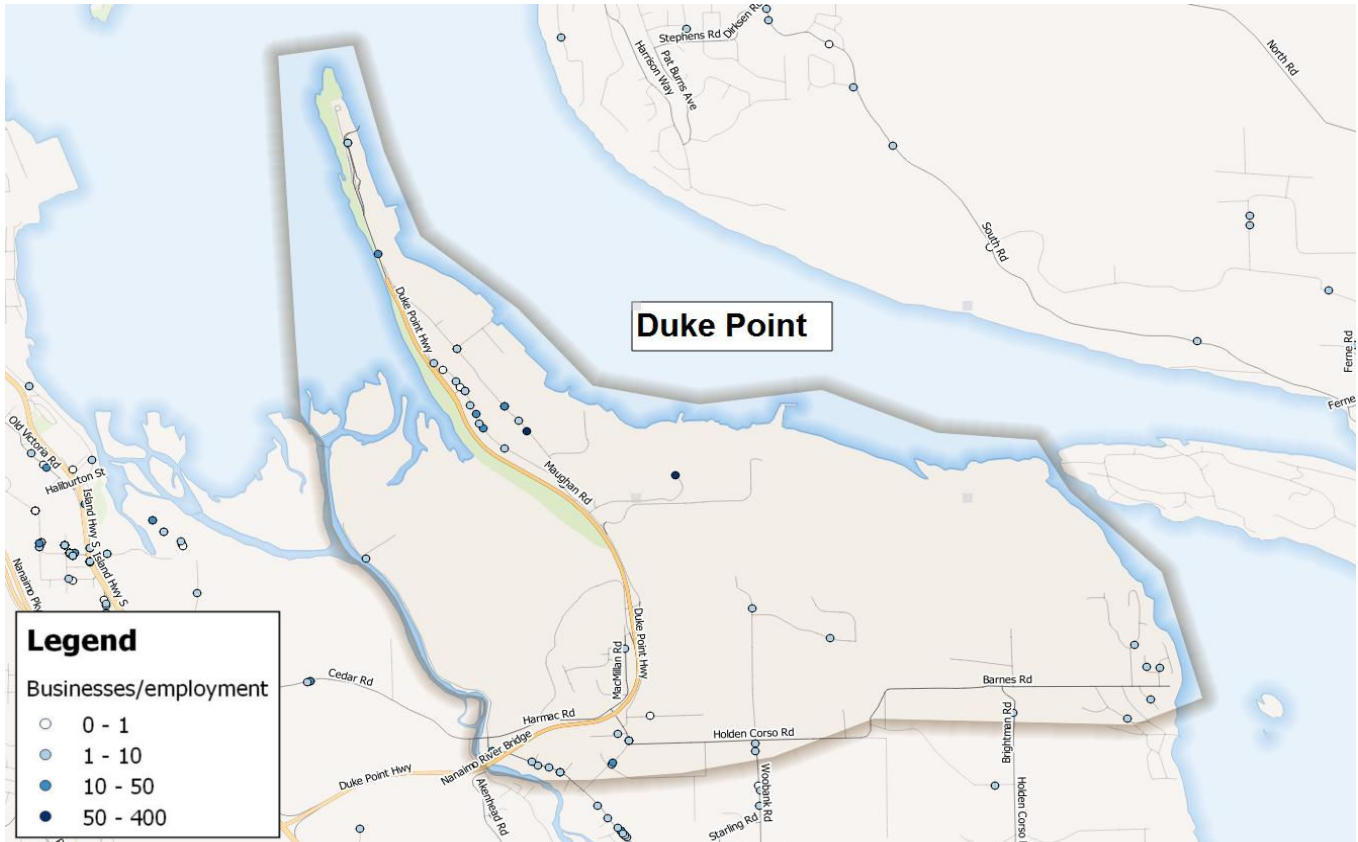


Figure 2: Employment Density Map of the Duke Point Area

Future Growth

It is estimated that this route will attract customers because:

- A. Ferry terminals and employment areas are trip generators
- B. There is an increasing demand for regional ferry connections
- C. There is likely latent demand for transit service to the ferry terminal

Based on BC Transit’s previous implementations that involved providing transit service to previously unserved areas, an approximate three-year period is necessary for a new transit route to attract customers and experience growth.

4.0 Route Options

Based on public input (Transit Future Plan, 2014), the Regional District of Nanaimo Transit Future Plan, The Nanaimo Transportation Master Plan, Plan Nanaimo, and our evaluation of benefits and tradeoffs, two route alignments to the Duke Point area were developed.

Alignment Options

- Option A - Prideaux Exchange to Duke Point (one route)
- Option B - Route 40 Improvements
- Option C - Cedar / Duke Point

4.1 Option A – Prideaux Exchange to Duke Point

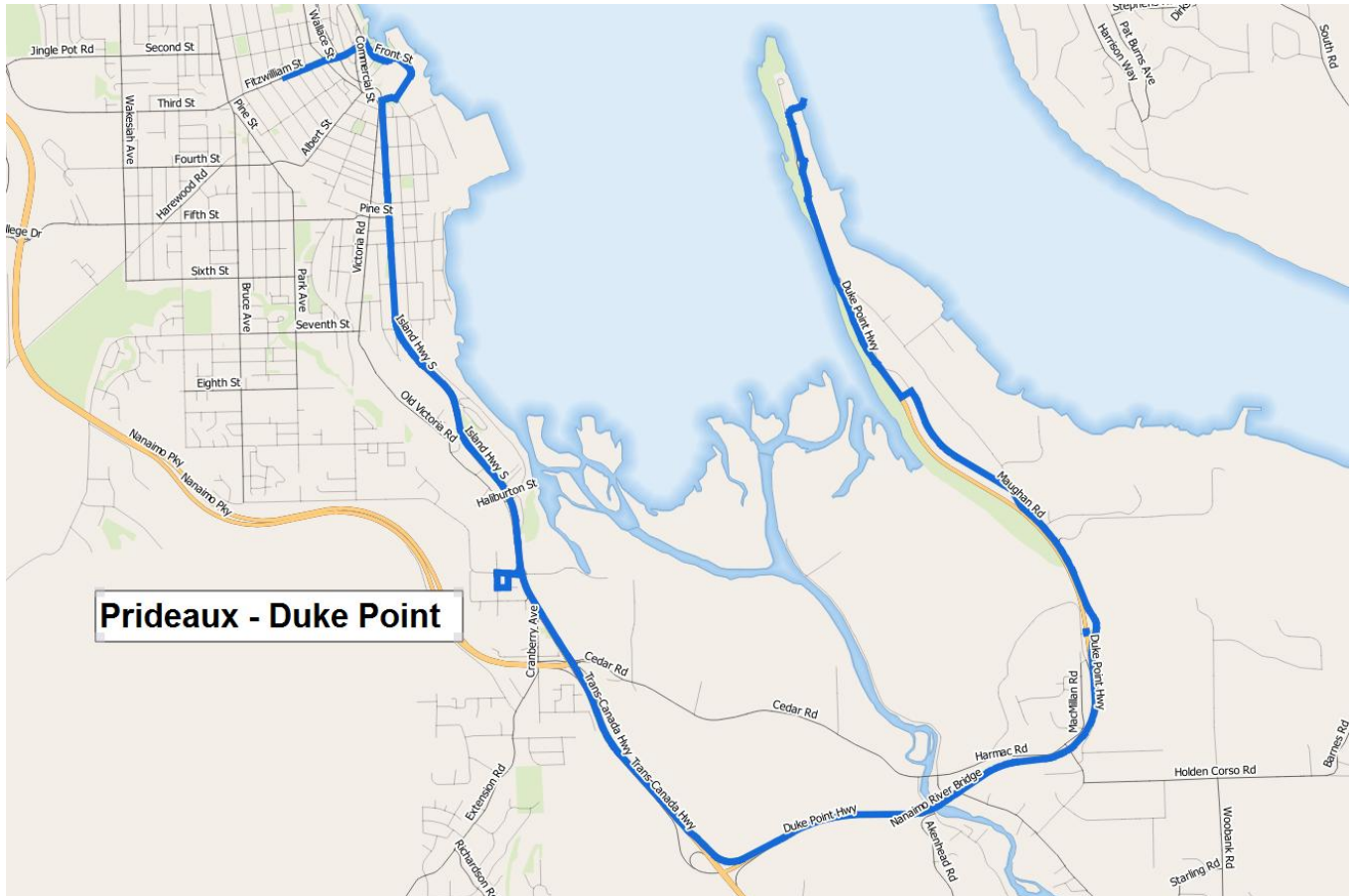


Figure 3: Prideaux to Duke Point Routing

Overview: Introduce a new bus route that provides a connection from Prideaux Exchange to Duke Point Ferry Terminal. This route follows the Duke Point Highway and deviates on Maughan Road to provide service to the surrounding industrial area.

Benefits:

A. Provides a simple and direct connection from Prideaux Exchange to Duke Point Ferry. This route will require 4,800 hours.

Considerations:

A. Passengers from the ferry will need to wait for connecting buses at Prideaux exchange.

Prideaux – Duke Point Hour Estimates

Route	Additional Hours
Prideaux to Duke Point	4,800
Other Service Improvements	200

Table 3: Prideaux - Duke Point Hour Estimates

4.2 Option B - Service Improvements to Route 40

Route 40 VIU Express, a north-south connection is a Frequent Transit Route, providing 15-30-minute service frequency. It serves major destinations, including recreation centres, shopping centres, Vancouver Island University and the downtown core. The major connection will likely experience additional demand as the university student population increases and Vancouver Island University explores Transportation Demand Management measures.

The route experiences passenger overloads during the peak morning and evenings during the weekdays. The following service improvements are needed to maintain schedule reliability and increase ridership.

Route 40 – Improvement Estimates

Route	Additional Hours
Additional peak weekday trips on Route 40	5,000

Table 4: Route 40 Hour Estimates

4.3 Option C – Cedar / Duke Point

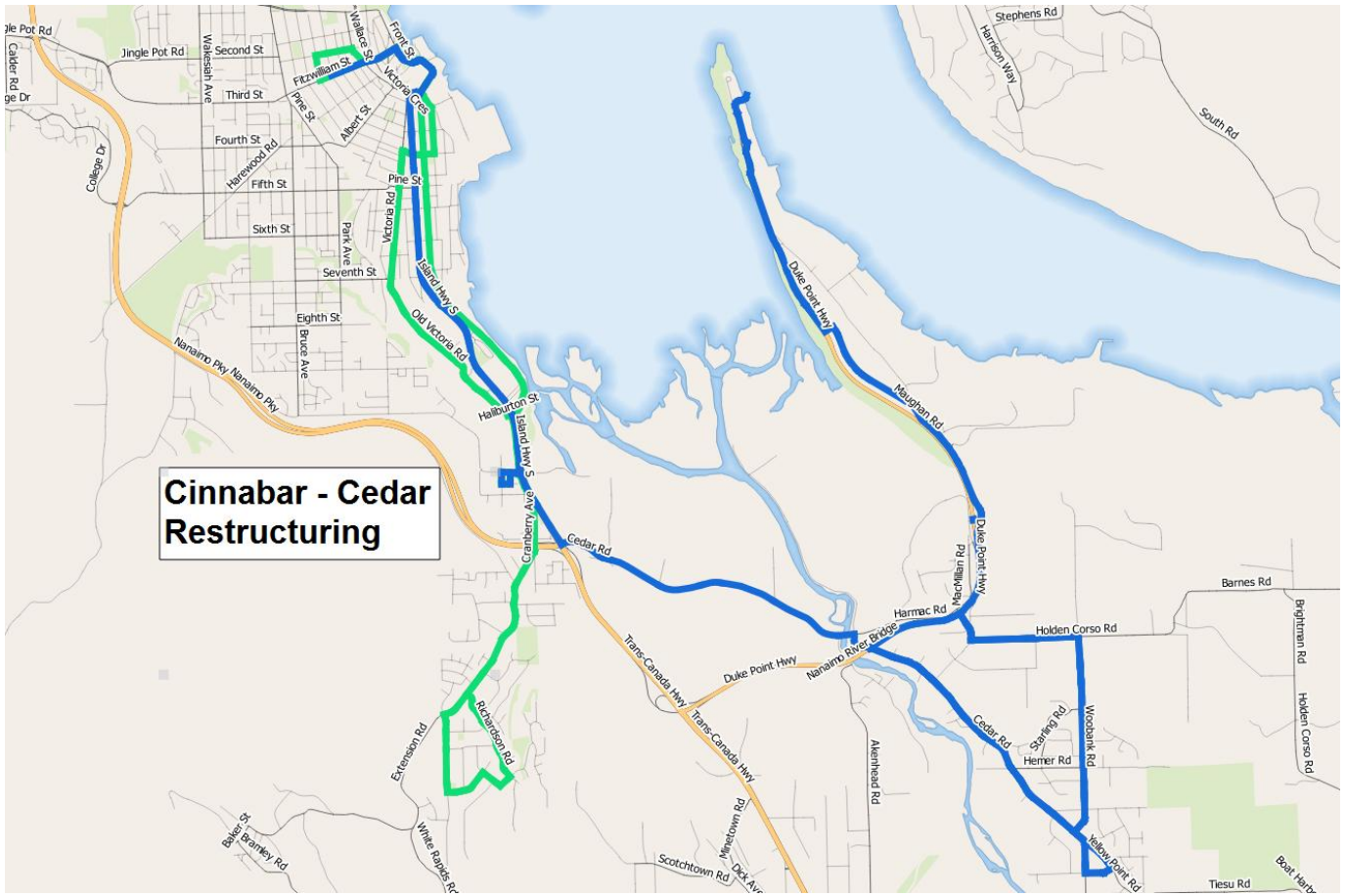


Figure 4: Two Routes: Cinnabar and Cedar Routing

Overview: The existing Route 7 will be restructured into two route routes. One route, as delineated by the green line will continue to serve the Cinnabar area and connect to the downtown core. Another route will provide service, as delineated by the blue line, from downtown Nanaimo routing through Cedar to the Duke Point Ferry Terminal.

Benefits: Restructures the current Route 7 to make it simpler and more legible for customers. This route will be analyzed in the future *South Nanaimo Local Area Transit Plan*.

Considerations:

- A.** The bus will wait for the ferry to ensure that foot passengers have access to public transit. This could cause delays for customers boarding / alighting in the Cedar area.
- B.** This bus routing to Duke Point is less direct, may experience crowding, and on-time performance reliability issues.

5.0 Recommendation

This Service Change Plan developed by BC Transit and the Regional District of Nanaimo will be brought forth to the Nanaimo Transit Select Committee in March for approval.

It is recommended that the Regional District of Nanaimo implement **Option A: Prideaux to Duke Point** and allocate any remaining hours towards improving transit service reliability.

6.0 Implementation Plan

Final routing and schedules will be finalized by June 8, 2018 for service implementation in September 2018. The following table outlines key milestones required for successful implementation.

Date*	Deliverable	Owner/Lead
March 2018	Transit Select Committee Approval	RDN, BCT
March 2018	Regional District of Nanaimo Board Approval	RDN
March 2018	Finalize transit expansion options and schedule	RDN, BCT
June 8, 2018	Scheduling Completion	RDN
August 15, 2018	Riders Guide Completion	BCT
August 2018	Bus stop installation	RDN
August 2018	Riders Guide released, website updated and marketing/media	BCT (marketing)
September 2, 2018	Service Implementation	RDN, BCT

Figure 5: Implementation Key Dates

7.0 Marketing Plan

A comprehensive marketing and communication plan will be developed to communicate these proposed changes effectively to the public. This plan has the following objectives:

- To make the public aware of the new transit service and other transit services in the region
- To obtain user feedback
- To ease implementation
- To promote ridership and community support for transit

The marketing and communication plan will include the following components:

- On-street outreach (BC Transit and RDN staff at key stops)

- Additional marketing and customer information will be provided
 - » Advertising (print, radio, and online/social media)
 - » On-board bus information
 - » Distribution of new Rider's Guides
 - » BC Transit website & Customer Information Line
 - » Posters at bus stops.
 - » Service preview on the BC Transit website and Google Transit
 - » Media Briefing
 - » Potential launch event / public information session

8.0 Monitoring Plan

The new transit service will be monitored closely by BC Transit and the Regional District of Nanaimo following implementation to ensure that the schedules and route alignments are meeting the needs of customers. This information will be presented to the Transit Select Committee in 2019 to allow for service adjustments the following year as required.

TO: Regional District of Nanaimo Transit Select Committee **MEETING:** March 22, 2018

FROM: Daniel Pearce
Director, Transportation and
Emergency Services **FILE:** 8500 01 CFPP

SUBJECT: Fare Program

RECOMMENDATION

That the report be received for information.

SUMMARY

At the October 3, 2017, Regular 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). Subsequently, a report was brought forward at the Regular Board meeting held on February 27, 2018, however the report was referred back to staff.

There is no industry standard when selecting a discount fare program. The Province of British Columbia B.C is unique in offering a Provincial transit pass. Based on this program as well as the RDN's Kids Ride Free and the current practice, there are adequate transportation options for families in the RDN.

BACKGROUND

At the October 3, 2017, Regular 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.

Since this above motion was approved the staff have been investigating various options and presented an updated practice back the Transit Select Committee but the concept and delivery of the program was directed back to staff.

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

In the Province of British Columbia, persons with disabilities and low income seniors have access to the B.C. Bus Pass. This pass is valid throughout B.C. Persons with disabilities can access a bus pass as part of their assistance and low income seniors can receive a bus pass at a reduce cost of \$45 per year.

Further, since January of 2018, the Provincial Government provided people receiving disability assistance an extra \$52 a month for transportation. This money can be used for a BC Bus Pass, or if the person does need a bus pass can be used towards handyDART or taxis.

In September 2017, RDN Transit implemented an update fare structure. This new structure includes a Kids Ride Free program, where a parent or guardian, 19 years or over with a current fare can bring up to two children 14 years and young on board for free. In addition, all monthly fares were reduced and children 5 and under ride free. This allows parents to teach children about transit and also assists with local schools teaching children about transit.

Option A. Current Practice

To supplement the BC Bus Pass program and the RDN Fare structure, the RDN distributes transit fare products for the purpose of promoting transit within the RDN, 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 practice has been successful and allows flexibility to support individuals and families in the RDN. All three groups listed above access this opportunity to support students, individuals and families. This practice includes homeless shelters, students in need of transportation to get to school, women and families in need of transportation and youth groups learning about transit.

Option B. New Complimentary Fare Products Program

A complimentary fare products practice could be developed to replace the existing practice. This practice would allow low income families access to monthly transit tickets. BC Transit currently does not print yearly transit passes so the program would rely on individual transit tickets. There would be no cost incurred for the tickets and the total amount budgeted to provide the tickets to the low income families for each calendar year would be capped at \$80,000. Once the \$80,000 yearly amount was reached the program would be shutdown until the next calendar year.

There is no industry standard when selecting a discount fare program. B.C is unique in offering a Provincial transit pass. There are some large municipalities that offer discounted transit passes such as Edmonton and Guelph however these programs still require individuals and families to pay a percentage of a monthly transit pass. Based on this data, the Kids Ride Free Program, and the RDN's current practice there are transportation support options for families in the RDN.

ALTERNATIVES

1. That the report be received for information.
2. That alternative direction be provided.

FINANCIAL IMPLICATIONS

Option A

In 2017 under the current program, \$8,230 of revenue (25% total fare cost) was received by those in need. This program includes 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.

Option B

\$80,000 annually would be budgeted for this program. For 2018 this amount was not budgeted and may cause a reduction in budget 2018 fares.

STRATEGIC PLAN IMPLICATIONS

The RDN's current practice is consistent with key priorities of the 2016-2020 Strategic Plan, and offers partnerships with other local governments/community groups in our region. It also promotes economic viability and regional collaboration and allows a greater number of residents to access the transit service, in turn providing them with greater access to economic opportunities.



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Reviewed by:

- P. Carlyle, Chief Administrative Officer