



TRANSIT COMMITTEE MEETING AGENDA

WEDNESDAY, MARCH 8, 2017
BOARD ROOM
175 INGRAM STREET, DUNCAN, BC

3:00 PM

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1. <u>APPROVAL OF AGENDA</u>	
2. <u>ADOPTION OF MINUTES</u>	
M1 Regular Transit Committee meeting of December 14, 2016	1
Recommendation That the minutes of the Regular Transit Committee meeting of December 14, 2016 be adopted.	
3. <u>BUSINESS ARISING FROM THE MINUTES</u>	
4. <u>DELEGATIONS</u>	
D1 Ken Cossey, Board President, Oak Transit Inc. Re: Cowichan Valley HandyDART	5
5. <u>CORRESPONDENCE</u>	
C1 January 30, 2017 Letter Re: Complimentary Transit for National Aboriginal Hockey Championship Athletes & Support Staff	15
6. <u>INFORMATION</u>	
7. <u>REPORTS</u>	
R1 Report from the Manager, Facilities and Transit Management Division Re: Complimentary Transit for National Aboriginal Hockey Championships (NAHC) Athletes and Staff	17
Recommendation That the Board approve the provision of complimentary transit from April 29 - May 7, 2017, on local Cowichan Valley transit routes for accredited athletes and support personnel attending the National Aboriginal Hockey Championships (NAHC) upon	

presentation of event credentials when boarding.

- R2 Report from the Manager, Facilities and Transit Management Division Re: Complimentary Transit Passes for Refugees 19

Recommendation That the Board approve continuation of the complimentary bus pass program for refugees, providing up to 30 adult monthly passes and up to 20 student/senior monthly passes, (50 passes in total), regardless of country of origin, beginning April 1, 2017 to December 31, 2017, on the following basis:

- 1) That the priority for these 50 complimentary monthly transit passes be given to new-entry refugees settling in the Cowichan Valley between April and December 2017; and
- 2) That existing refugee families accessing the bus pass program in 2016, and still requiring transportation assistance, be able to obtain passes until December 31, 2017, as long as this can be accommodated within the total allotment of up to 50 monthly passes.

- R3 Report from the Manager, Facilities and Transit Management Division Re: Spring and Summer Transit Promotions and Events 23

Recommendation That it be recommended to the Board:

- 1) That the Free Swim or Skate with redemption of the previous month's Cowichan Valley transit pass be continued as a Free Swim or Gym promotion between April 1 and December 31, 2017;
- 2) That BC Transit's GradPASS program which offers Grade 12 students in the CVRD region passes to ride the local bus service for two free days in June 2017 be approved;
- 3) That the School's Out Transit Special offering free transit to all youth in the K-12 system in the Cowichan Valley between June 30 - July 7, 2017, be approved; and
- 4) That a special transit event be held in recognition of the launch of the first of six new Vicinity buses coming to the Cowichan Valley in summer 2017 to replace some of the aging local fleet.

- R4 Report from the Manager, Facilities and Transit Management Division Re:
Appointment of Cowichan Valley Transit Operations and Maintenance Facility
Subcommittee

8. UNFINISHED BUSINESS

9. NEW BUSINESS

- NB1 Verbal Report from the Manager, Facilities and Transit Management Division Re:
October 2016 Service Changes

- NB2 Verbal Report from the Manager, Facilities and Transit Management Division Re:
Proposed Transit Committee Meeting Date Change

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.

- CS M1 - Closed Session Minutes of the December 14, 2016 Transit Committee

- CS R1 - Verbal Report from the Manager, Facilities and Transit Management Division
Re: Land Acquisition {Sub (1) (e)}

12. ADJOURNMENT

The next Transit Committee Meeting will be held Wednesday, May 10, 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. Furstenuau
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

Minutes of the Transit Committee Meeting held on Wednesday, December 14, 2016 in the Regional District Board Room, 175 Ingram Street, Duncan BC at 3:00 PM.

PRESENT: Chair S. Furstenau
 Vice Chair K. Marsh
 Director K. Davis
 Director B. Day
 Director L. Iannidinardo
 Director S. Jackson
 Director K. Kuhn
 Director J. Lefebure
 Director I. Morrison
 Director A. Nicholson
 Director A. Stone
 Director T. Walker
 Director M. Dorey <arrived at 3:28 pm>

ALSO PRESENT: Brian Carruthers, Chief Administrative Officer
 Jim Wakeham, Manager, Facilities and Transit
 Erin Annis, Transit Analyst, Facilities and Transit
 Mark Kueber, General Manager, Corporate Services
 John Elzinga, General Manager, Community Services
 Gail Erickson, Recording Secretary
 Michelle Lewers, Recording Secretary
 Myrna Moore, BC Transit
 Colin Oakes, First Canada
 Levi Timmermans, BC Transit
 Shilpa Paniker, BC Transit

ABSENT: Director M. Clement

APPROVAL OF AGENDA

It was moved and seconded that the agenda be amended to remove the following item:

- **D1 - Ken Cossey , Oak Transit Inc. Re: Cowichan Valley HandyDART**

The Manager of Facilities and Transit advised that Mr. Cossey would not be presenting and the delegation will be rescheduled to a future meeting.

MOTION CARRIED

ADOPTION OF MINUTES

M1 Regular Transit Committee meeting of August 24, 2016

It was moved and seconded that the minutes of the Regular Transit Committee Meeting of August 24, 2016 be adopted.

MOTION CARRIED

DELEGATIONS

D1 Item deleted upon adoption of the agenda

D2 Vicki Holman - Executive Director, Cowichan Seniors Community Foundation Re: Supported Transportation Program

Vicki Holman, Executive Director, Cowichan Seniors Community Foundation provided a PowerPoint presentation of the Cowichan Seniors Community Foundation Supported Transportation Program and requested that the current agreement be renewed for another year.

3:28 pm Director Dorey arrived at the meeting at 3:28 pm.

REPORTS

R1 Report from the Facilities and Transit Division Re: Cowichan Seniors Community Foundation Transportation Services Review Contract

It was moved and seconded that it be recommended to the Board that the renewal of Contract for Services Agreement with the Cowichan Seniors Community Foundation to provide supported transportation services for seniors for an additional year commencing April 1, 2017 for the annual fee of \$17,500 be approved.

MOTION CARRIED

R2 Report from the Facilities and Transit Division Re: Update on October 3, 2016 Transit Service Changes Implemented

A verbal report from the Facilities and Transit Division Re: Update on October 3, 2016 Transit Service Changes Implemented was received for information.

CLOSED SESSION

3:36 pm **It was moved and seconded that the meeting be closed to the public, in accordance with the *Community Charter* Part 4, Division 3, Section 90, {Sub (1) (e)} Land Acquisition.**

MOTION CARRIED

RISE FROM CLOSED SESSION

4:31 pm **It was moved and seconded that the Transit Committee rise without report on CSR1 and return to the Open portion of the meeting.**

ADJOURNMENT

4:33 pm **It was moved and seconded that the meeting be adjourned.**

MOTION CARRIED

The meeting adjourned at 4:33 pm.

Chair

Recording Secretary

Dated: _____

Transit Committee

Request to Appear as a Delegation at the Transit Committee

Transit meetings are held on the fourth Wednesday of the month at 12:30 pm (every 2nd month, starting in February 2016).

Please Note: Contact information supplied by you and submitted with this form will become part of the public record and will be published in a meeting agenda that is posted online when this matter is before the Transit Committee. If you do not wish this contact information disclosed, please contact the FOI Coordinator at 250-746-2507 or 1-800-665-3955 to advise.

Meeting Date	10/26/2016 Rescheduled to March 8, 2017
Contact Information	
Contact Name	Ken Cossey
Representing	Oak Transit
Number Attending	2
Address	2F - 2753 Charlotte Road
City	Duncan
Province	BC
Postal Code	V9L 5J2
Telephone Number	250-514-4259
Reply Email	kcossev@shaw.ca
Presentation Topic and Nature of Request	Presentation of the handyDART service provided by Oak Transit in and on behalf of the CVRD.
Do you have a PowerPoint presentation?	Yes



CVRD Transit Committee Meeting
March 8, 2017



Who we Are

- A company for the Community
- Contracted by BCT and CVRD

What we DO

- handyDART service

Where we do IT

- Within the CVRD

Why we do IT

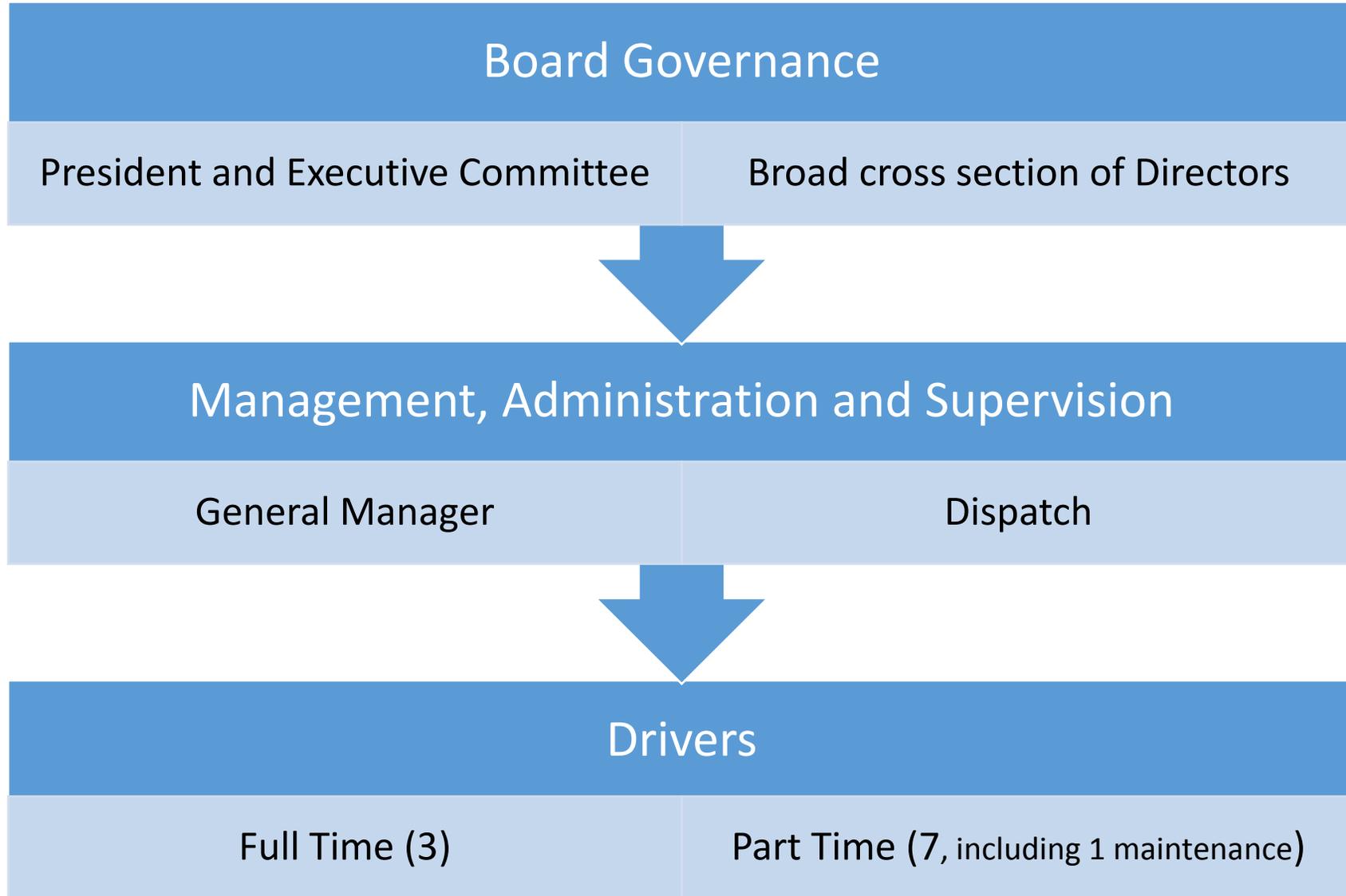
- For the Community

How Long have we been doing IT

- Since 1982 as a service under Volunteer Cowichan and since 2014 as a company

How Well do we do IT

- Our Performance by the Numbers



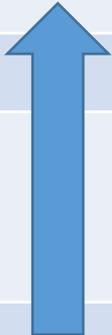
Provide rider service to local programs / facilities

- Providence Farms
- Cairnsmore facility
- Waldon House
- Clement Centre
- Glenora Farms
- Sunridge Lodge/Meadows
- Seniors Centre
- Cowichan District Hospital
- CBI assessments
- Medical and daily activities

Why performance may vary across handyDART systems

- Size of area serviced
- Number of hours of operation
- 1 or 2 tier fare system
- Local or Independent vs multi-national
- Size of vehicle fleet
- Lease, own, integration of facilities
- Group rides vs individual rides
- Employee wage scales
- Organization maturity

Performance by the Numbers

TREND	Measure	CVRD Target	Annual 2015/16	15/16 Peer Median	Annual 2014/15	14/15 Peer Median	Annual 2013/14
	<u>Effectiveness</u>						
	Revenue to CVRD	n/a	\$37,143	n/a	\$35,257	n/a	\$31,283
	Total Riders	n/a	20,918	n/a	17,634	n/a	15,669
	Rides per hour	3.0	2.21	2.4	2.16	2.6	2.12
	Service Hours	n/a	9,468	n/a	8,155	n/a	7,372
Increased area impact	<u>Efficiency</u>						
	Cost Recovery	6.0%	5.8%	5.9%	6.7%	6.8%	6.4%
	Cost per Service Hour	n/a	\$68.04	\$77.55	\$64.60	\$74.60	\$65.92
	Cost per Ride	\$28.00	\$30.80	\$30.40	\$29.87	\$29.75	\$31.02

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Supporting the Community

Supports Policy / Initiative	Activity	Annual 2016/17	Annual 2015/16	Annual 2014/15	Annual 2013/14
Community support	Employees	13	11	9	6
	Area service demand	> 85% Duncan / N. Cow 10% S/ Cow < 5 % Lk Cow / Ladysmith			
12	Wage rate* compared to CV Living Wage** (* Driver;**\$18.81 for 16/17)	111% Plus increased benefits	116% Plus benefits	119%	n/a
Expanded client service access	Number of Buses providing service	6	6	6	5
Expanded and focussed client service access	Service & organizational changes Focused service to users	<ul style="list-style-type: none"> • Custom registration process; in person assessments and transit education • Updated area limits 	<ul style="list-style-type: none"> • Outreach to client groups • Participated in community events Ladysmith Lights, Duncan parade 	<ul style="list-style-type: none"> • Established office etc • Added 1 bus • Ladysmith 	<ul style="list-style-type: none"> • OakT created • Previously VC was provider

Aligning Our Joint Objectives

- Maintaining your trust and confidence as a business partner
- Being your handyDART service provider now, and into the future
- Expanding our services within and outside the community
- Providing service and employment to the community
- Supporting community initiatives
- Service VALUE (Cost, Quality, Level of Service)

OUR Future together

We look for your support in our future growth together

- Sustaining a relatively low cost service without creating operating losses; and providing opportunity for growth and integration
- Increasing ridership and servicing the community
- Supporting the implementation of CVRD and BCT policy, best practice initiatives and transit service vision
- Providing the Community a service with VALUE



COWICHAN

c/o Gerry Giles
1115 Braithwaite Drive
Cobble Hill, B. C.
V0R 1L4

January 30, 2017

Mr. Jon Lefebure, Chair
Cowichan Valley Regional District
175 Ingram Street
Duncan, B. C.
V9L 1N8

Dear Chair Lefebure and Directors:

During the first week in May approximately 500 athletes will converge on the Cowichan Valley to participate in the Cowichan 2017 National Aboriginal Hockey Championships. These young competitors, both female and male, will take part in one possibly two games a day at either the Island Savings Centre or the Cowichan Lake Sports Arena.

These individuals along with their coaches will be guests in our wonderful community for a week. The Cowichan 2017 National Aboriginal Hockey Championship Committee asked me to write to determine if the CVRD would provide accredited athletes and their supporting personal with Transit Passes for the time they are in the Cowichan Valley. By doing so these visitors would be able to further explore this terrific area we are so fortunate to call home.

Thank you for your consideration.

Sincerely,

Gerry Giles, Co Chair
Cowichan 2017 NAHC



STAFF REPORT TO COMMITTEE

DATE OF REPORT February 24, 2017

MEETING TYPE & DATE Transit Committee of March 8, 2017

FROM: Facilities & Transit Division
Community Services Department

SUBJECT: Complimentary Local Transit for National Aboriginal Hockey
Championships' Athletes and Staff

FILE:

PURPOSE/INTRODUCTION

The purpose of this report is to provide the Committee with information and a recommendation in response to the January 30, 2017, letter requesting complimentary transit passes for accredited athletes and support personnel attending the Cowichan 2017 National Aboriginal Hockey Championships (NAHC).

RECOMMENDED RESOLUTION

That the Board approve the provision of complimentary transit from April 29 – May 7, 2017, on local Cowichan Valley transit routes for accredited athletes and support personnel attending the National Aboriginal Hockey Championships (NAHC) upon presentation of event credentials when boarding.

BACKGROUND

The Cowichan Valley will be hosting the NAHC during the first week in May with over 500 athletes and additional support staff and family members attending this event. This is a great opportunity to showcase the Cowichan Valley and promote local attractions and businesses to guests from across Canada. By offering complimentary transit to the athletes and support staff, they will have access to environmentally-friendly transportation options to explore the Cowichan Valley when not participating in game events. The complimentary transit is not extended to the families of the athletes.

BC Transit has partnered with other local communities on similar opportunities including the Ice Hockey Federation (IIHF) Women's World Hockey Tournament in Kamloops in March 2016.

ANALYSIS

Based on experience in other communities, BC Transit staff recommends that NAHC event credentials or identification be used for complimentary boarding on local bus routes. This helps to reduce costs associated with distributing complimentary transit fare products or producing costly event-specific transit products.

It is suggested that NAHC athletes and support personnel be offered complimentary transit on local Cowichan Valley routes from April 29 – May 7, 2017, when presenting NAHC event credentials.

FINANCIAL CONSIDERATIONS

This initiative will promote increased access to local businesses at no added cost to the CVRD. Existing Cowichan Valley Transit Rider's Guides will be distributed along with a welcome letter providing a quick overview of transit routes and connections to local businesses and attractions

during their stay.

As visitors to the region, these guests would not likely otherwise be using the local transit system. By promoting a positive experience, the Cowichan Valley will also be attractive to other future events looking for host communities.

COMMUNICATION CONSIDERATIONS

Follow up with the Cowichan 2017 NAHC Co-Chair to confirm the provision of complimentary transit on local routes and to provide a welcome letter from the CVRD to NAHC athletes and support personnel.

Follow up with local transit operating companies to confirm complimentary transit fare days and provide copies of event specific credentials that will be accepted for free fares.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

This report supports the Engaging Our Communities component of the Strategic Plan by providing transportation access to visitors as a means to explore the Cowichan Valley. It also supports the Greenhouse Gas reduction strategy by promoting the use of transit versus single occupancy vehicles.

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:

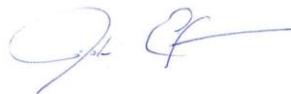


Erin Annis
Transit Analyst

Reviewed by:



Jim Wakeham
Manager



John Elzinga
General Manager



STAFF REPORT TO COMMITTEE

DATE OF REPORT February 24, 2017
MEETING TYPE & DATE Transit Committee of March 8, 2017
FROM: Facilities & Transit Division
 Community Services Department
SUBJECT: Complimentary Transit Passes for Refugees
FILE:

PURPOSE/INTRODUCTION

The purpose of this report is to provide the Committee with information regarding the complimentary bus pass program for refugees.

RECOMMENDED RESOLUTION

That the Board approve continuation of the complimentary bus pass program for refugees, providing up to 30 adult monthly passes and up to 20 student/senior monthly passes, (50 passes in total), regardless of country of origin, beginning April 1, 2017 to December 31, 2017; on the following basis:

- 1) That priority for these 50 complimentary monthly transit passes be given to *new-entry* refugees settling in the Cowichan Valley between April and December 2017; and
- 2) That existing refugee families accessing the bus pass program in 2016, and still requiring transportation assistance, be able to obtain passes until December 31, 2017, as long as this can be accommodated within the total allotment of up to 50 monthly passes.

BACKGROUND

In May 2016, the CVRD approved the provision of up to 20 complimentary monthly transit passes to support the transition of refugees into the Cowichan Valley region regardless of country of origin. This program was open to all refugees settling in the region during the period of January 1, 2016 to March 31, 2017, and the Cowichan Intercultural Society (CIS) was appointed to administer these passes on behalf of the CVRD. In August 2016, the quantity of complimentary monthly passes was subsequently increased to up to 30 adult monthly passes and 20 student/senior monthly passes in recognition of the growing volumes and needs of these families to access transportation to meet basic needs and attend critical ESL programs.

With the current program drawing to an end on March 31, 2017, it is time to review the program and consider options for potential renewal.

ANALYSIS

Between June and December 2016, a total of 181 complimentary monthly transit passes were provided to CIS for new refugee families settling in the Cowichan Valley for a blended average of 30 passes per month used of the 50 passes available. This average is based on 100 Adult passes issued over 7 months and 81 Student/Senior passes issued over 5 months.

In 2016, the Victoria Regional Transit System also provided free bus passes to refugee families. The Victoria Regional Transit Commission has renewed the free bus pass program in 2017 for *new-entry* refugee families in the Capital Regional District.

The Cowichan Intercultural Society (CIS) has written to the CVRD Transit Committee expressing

appreciation for this program in 2016 and noting how invaluable these passes are in enabling new families to the community to meet basic needs (see Attachment A). CIS has also requested continuation of this program to support *new-entry* refugee families, as three privately sponsored groups are anticipated in 2017, and potentially more government-sponsored refugees, though volumes of the latter group remain unknown at this time. CIS would also like to extend support for individuals still requiring transportation to attend ESL programs, school, or attend to basic needs. CIS confirms that this can be achieved through the existing monthly pass allotments already approved by the Board in 2016 so there is no need to increase these.

FINANCIAL CONSIDERATIONS

Based on 2016 statistics, a total of 181 complimentary monthly passes were used by refugee families in the Cowichan Valley between June and December. The value of these passes equates to \$7,716, but this does not mean the revenue was impacted by this amount because if passes were not provided it is unclear as to what amount (if any) the individuals may have used public transit. The approval of these passes does not have a negative effect on the 2017 Transit Budget, as no additional revenue was contemplated from these users.

COMMUNICATION CONSIDERATIONS

Communicate results to the Cowichan Intercultural Society for administering this program on the CVRD's behalf.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

This report supports the Engaging Our Communities component of the Strategic Plan by providing transportation access necessary to encourage the engagement of new residents in the Cowichan Valley. It also supports the Greenhouse Gas reduction strategy by promoting the use of transit versus single occupancy vehicles.

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 – February 8, 2017, Letter from the Cowichan Intercultural Society

Attachment A

Kerry Davis
Chair, CVRD Transit Committee
Cowichan Valley Regional District
175 Ingram Street, Duncan, BC V9L 1N8

February 8, 2017

Dear Mr. Davis:

As our current complimentary bus pass program with the CVRD ends on March 31 of this year, I would like to update you regarding its impact on our clients and request a renewal for the remainder of 2017.

The clients who have accessed the bus pass program have expressed so much appreciation to the CVRD for making it possible to attend English classes as well as getting to such essentials as doctors' appointments and grocery stores. As they are all on a very limited income, this assistance with transportation costs can make a big difference in the monthly budget.

Since the program began, a number of clients have been successful in obtaining their drivers' licenses and also in getting vehicles; some of these families no longer need bus passes. In other families, the husband has found a job and will use the car to get to work, but the wife will still need a bus pass to attend English classes. Some families still do not have anyone with a driver's license and they will carry on with the bus.

We do not have firm numbers for new refugee families coming in but there are at least 3 sponsorship groups who have applications at various stages with the government. We have no idea whether we will be receiving any more government sponsored refugees.

As it stands, we believe that our current allotment of 30 adult tickets and 20 student tickets should be sufficient to meet our need until the end of 2017. Thank you for considering this request and for all the support the CVRD has offered to date.

Sincerely,

Anne Matheson
Settlement and English Language Assistant

where cultures connect



STAFF REPORT TO COMMITTEE

DATE OF REPORT February 24, 2017
MEETING TYPE & DATE Transit Committee of March 8, 2017
FROM: Facilities & Transit Division
 Community Services Department
SUBJECT: Spring and Summer Transit Promotions and Events
FILE:

PURPOSE/INTRODUCTION

The purpose of this report is to seek approval for transit promotions and events in the first half of 2017 that are not already covered under the Free Transit Policy adopted in 2016.

RECOMMENDED RESOLUTION

That it be recommended to the Board:

- 1) That the Free Swim or Skate with redemption of the previous month's Cowichan Valley transit pass be continued as a Free Swim or Gym promotion between April 1 and December 31, 2017;
- 2) That BC Transit's GradPASS program which offers Grade 12 students in the CVRD region passes to ride the local bus service for two free days in June 2017 be approved;
- 3) That the School's Out Transit Special offering free transit to all youth in the K-12 system in Cowichan Valley between June 30 – July 7, 2017, be approved; and
- 4) That a special transit event be held in recognition of the launch of the first of six new Vicinity buses coming to Cowichan Valley in summer 2017 to replace some of the aging local fleet.

BACKGROUND

The CVRD's Transit Future Plan includes a 25 year vision to grow ridership from 435,000 annual rides in 2012 to 1.2 million by 2036. The most recent full year ridership data (ending March 31, 2016) had an annual ridership just over 470,000 customers per year. In 2016, the CVRD did some new promotions to enhance interest and awareness in transit. These are summarized below.

Free Swim or Skate:

The CVRD, together with the Municipality of North Cowichan, the Town of Ladysmith, and BC Transit, launched a new campaign in September 2016 offering a Free Swim or Skate at 6 local recreation facilities when customers brought in their previous month's expired Cowichan Valley transit pass. This campaign was designed to reinforce the "*Hop on Board and Play Cowichan*" ads promoting physical literacy on local transit buses. It was also intended to extend the benefits of having a monthly transit pass by offering active rewards. The campaign was approved to run from September 1, 2016 to March 31, 2017. This report provides a mid-campaign assessment of redemption rates and suggestions for potential extension and changes to the campaign for the remainder of 2017.

GradPASS:

The GradPASS program was first developed in 1988 in Vancouver through Counterattack, BC Transit, and the School Boards. Since 2014,²³ Cowichan Valley has participated in this

program with several other provincial communities. Local schools reported fairly low use of the GradPASS in 2014 and 2015. In 2016, efforts were made to increase youth awareness about local transit routes and services by offering education sessions to students in May prior to distributing GradPASS. These education sessions were part of the new School's Out Transit Special. The 2016 GradPASS redemption rates showed improvement and this is discussed below.

Schools Out Transit Special:

As a new promotion initiated in 2016, the CVRD Board approved free transit for all K-12 students in the Cowichan Valley the week after school ended, June 27 – July 1, 2016. This report discusses how many students took advantage of the promotion and makes recommendations for minor enhancements in 2017.

Special Transit Event:

BC Transit has advised that the first of six new Vicinity buses replacing 50% of the 1999 Dennis Dart buses is scheduled to arrive and start operating on local routes between May and August 2017 (exact date to be determined). To celebrate the new fleet, a media event including customer appreciation activities (e.g. free coffee and cookies) is suggested near the main transit hub, located at Village Green Mall.

ANALYSIS

Free Swim or Skate: Free swim or skate redemption rates reported between September 2016 and January 2017 were quite low at 20 participants. The highest redemption rates reported were for free swimming at the Cowichan Aquatic Centre (17 of 20 passes). As a new initiative, this is not surprising because it can take time for community awareness and participation to grow. The West Kootenay Region (Nelson, Castlegar, Trail, and Salmo communities) also offered a Free Swim or Gym campaign in 2016 and redemption rates there were also slow over the first 6 months but participation increased over the last 6 months following additional social media marketing efforts. These West Kootenay communities have extended the campaign in 2017.

It is recommended that Cowichan also continue the campaign with a shift to promote **Free Swim or Gym** components from April 1 – December 31, 2017. With ice being removed from local rinks in March, this provides an opportunity to refresh the existing campaign with a new Gym component for fitness centres at the Cowichan Aquatic Centre and Frank Jameson Centre as well as drop-in programs at CVRD Recreation Centres which may increase participation by more members in the community. It also allows the CVRD and BC Transit to refresh public marketing materials and produce new more targeted marketing for fitness centre use at minimal cost to increase awareness and continue promoting the benefits of recreation and transit in our communities.

GradPASS: Based on figures provided by BC Transit, 2016 redemption rates for the GradPass promotion increased to nearly 17%. This is above the 2016 provincial average of 11%. GradPass is a very low cost initiative (\$180 cost to the CVRD in 2016), and is a means to encourage youth to try the transit service. It is recommended that this promotion be continued in 2017 and that it continue to focus on the opportunity to use transit after graduation for accessing employment and post-secondary education.

School's Out Transit Special Promotion:

As a new campaign in 2016, 269 youth used the free transit promotion offered during the 5 day period from June 27-July 1. Frances Kelsey Secondary School (FKSS) also participated in the transit information sessions offered to students in Grades 8 – 12 in May. Students at FKSS were actively engaged in session materials provided and raised good questions. It is suggested that

this promotion be offered again in 2017 from June 30 – July 7 as school ends on June 29.

To increase potential participation in transit information sessions, the CVRD and BC Transit should provide additional marketing and outreach opportunities in March or April to provide this information with Summer Camp materials distributed by the CVRD and/or convey this information to Parent Advisory Committees as well as school administrators since May and June are a busy time for schools with lots of information coming home.

FINANCIAL CONSIDERATIONS

The transit promotions and events identified above take advantage of marketing resources for ad design, production and placement, etc. provided by BC Transit for the Cowichan Valley system under the Contract For Services account in Function 107. As these promotions have been done in past years, costs to update materials in 2017 will be very minimal.

The School's Out Transit Promotion for 2017 will likely have very little effect on the 2017 Transit Revenue Budget as it is expected the promotion will attract new customers.

Costs for a media and customer appreciation event to launch the new buses coming to Cowichan are expected to be minimal and can be funded from the existing promotions expense account in Function 107.

COMMUNICATION CONSIDERATIONS

Work with BC Transit for the production of updated communications materials (posters, ads, social media) and distribution, as well as communicating with the School Districts.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

These promotions support the Response to Climate Change component of the Strategic Plan as well as the Engaging our Communities component.

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

