

# Discussion Paper: BC Transit's Corporate Strategic Plan

## Why a Strategic Plan?

In January 2008, the Provincial Government set a very ambitious goal for BC Transit: double transit ridership by 2020.

This goal brings tremendous potential to contribute to stronger, more sustainable communities. It also requires that BC Transit assess how we plan, invest in, and promote public transportation throughout the province.

At the same time, we know that our world is in transition.

The changes around us bring opportunities to engage citizens, attract new customers and build diverse partnerships. We also know that the next 20 years will bring some real challenges, including a shifting climate, an aging population, and a significantly more unpredictable energy and economic picture.

## Our Plan and Community Consultation

In April 2009 BC Transit will launch a province-wide strategic planning process to look at these challenges and opportunities and set a vision for the future. This Corporate Strategic Plan will guide the long-term direction of BC Transit and will provide the framework for more detailed capital plans, service plans, and budgets to follow. The plan is an unprecedented opportunity to re-imagine our organization and set a course for its continued evolution.

Since our organization exists to serve communities, it is crucial that we hear from our partner local governments during this first information-gathering phase of the strategic plan process. Of particular importance is hearing what local government elected officials and staff perceive to be future challenges and opportunities for transit and the strengths and weaknesses of our current organization's structure and services.

This paper presents key questions for discussion and feedback. We request that senior local government staff review this paper and direct its response and circulation as required by **May 27, 2009**. There are four ways to provide input:

- By providing information to your staff or elected officials scheduled to attend the BC Transit workshop in Comox, BC May 6-8, 2009;
- By joining the conversation online at [www.bctransit.com/2030](http://www.bctransit.com/2030);
- By written response;
- By teleconference with one or more participants from your senior staff or elected officials. Teleconferences will be facilitated and arranged by BC Transit staff and can be initiated by contacting Tania Wegwitz, Corporate Business Development Manager, at 250-995-5632 or [tania\\_wegwitz@bctransit.com](mailto:tania_wegwitz@bctransit.com).

A further phase of consultation is planned for early fall 2009 upon completion and approval of the draft plan by BC Transit's Board of Directors.

The honest and thoughtful comments that you provide will help shape the choices and priorities that we make. Thank you for your participation and contribution.



## Part 1: Future Challenges and Opportunities

- 1.1 What are the significant challenges that will face your community over the next 20 years?
- 1.2 What are the significant opportunities?
- 1.3 How do you see BC Transit's role in relation to these challenges and opportunities?

## Part 2: Creating a Vision

- 2.1 What does successful public transportation look like in your community 20 years from now?
- 2.2 What are the aspects of this future system that make it different from how you see public transportation currently functioning in your community?

## Part 3: Providing Feedback on BC Transit's Performance

As the provincial Crown agency, BC Transit coordinates the delivery of public transportation throughout BC outside Metro Vancouver. In most communities, BC Transit systems are a partnership between local government and a local operating company. In Nanaimo, Nelson, Powell River, and the Sunshine Coast, the municipal partner also operates the system. The Victoria Regional Transit System is operated by BC Transit.

In partnership with local governments, BC Transit's key responsibilities include:

- **Planning:** developing long range and operational plans
  - **Funding:** funding about half of scheduled transit services and two-thirds of custom service for people with disabilities
  - **Marketing:** promoting transit system routes, schedules and policies
  - **Fleet Management:** purchasing vehicles and setting fleet maintenance standards
  - **Contract Administration:** managing transit system budgets and service contracts with private transit management companies as well as obtaining volume discounts for fuel and transit system components.
  - **Expertise:** offering expertise and advice in areas, such as fare strategies, labour relations, and safety policies.
- 3.1 Of the BC Transit responsibilities/services listed above, as far as you are aware, which has your community has used over the past year?
  - 3.2 What are the most valuable aspects of BC Transit's current organization, structure and services?
  - 3.3 What are the aspects of BC Transit's current organization, structure or services that should be changed to better enable your community to reach the transportation vision you outlined in section 2.1?
  - 3.4 How would you suggest those aspects be changed?

## Part 4: Gaining New Customers

In January 2008, the Provincial Government set a very ambitious goal for BC Transit: double transit ridership by 2020.

Achieving this goal may mean reassessing are approaches to key areas, including:

- Planning / Land Use
- Funding
- Partnerships / Governance
- Technology / Infrastructure
- Marketing / Communication
- Other?

- 4.1 What are the key things that need to change on a local government level in order to attain this goal of increased ridership? What are your suggestions for how to change them?
- 4.2 What are the key things we need to change on a BC Transit or provincial level in order to attain this goal? What are your suggestions on how to change them?