

Peachland Transit System

Proposed Service Changes



2013

District of Peachland



Acknowledgements

BC Transit would like to thank the District of Peachland area community members who provided input into this report. In particular, the elected officials and staff of the District of Peachland, the transit staff of First Transit, the District of Peachland community groups and businesses, and all those residents and organizations who provided feedback at the open house and using online surveys and in one-on-one interviews.

Table of Contents

Acknowledgements..... 2

1.0 Introduction..... 4

2.0 Current Transit System 4

3.0 Consultation 5

3.1 District of Peachland Transit Market..... 7

4.0 Service Options 8

5.0 Community Transit Supportive Initiatives..... 9

6.0 Next Steps: Suggested Path to Staged Implementation10

6.1 Monitoring Plan11

6.2 Recommendations11

1.0 Introduction

This report provides an overview of transit service in Peachland and a summary of priorities and recommendations to improve the transit service. The intention is to receive feedback from the District of Peachland staff, and Council on the proposed service changes and estimated costs that identify opportunities for improvement to:

1. Further increase transit ridership;
2. Gain efficiencies / cost savings;
3. Explore opportunities to expand service to new areas; and
4. Increase the satisfaction of *customers* with transit.

The option analysis is being completed in support of the *District of Peachland Official Community Plan (2010)*, *Central Okanagan Region Transit Future Plan* and other local planning initiatives. It is also in alignment with the District of Peachland's Goals and Objectives outlined below:

- **Livability:** To enhance health, safety, welfare and diversity of all residents and groups of the community.
- **District of Peachland as a Town Centre:** To promote compatibility with neighboring urban areas and the Central Okanagan Regional District.
- **Growth Management:** To provide for the orderly, well balanced and functional use of land in a cost effective manner.
- **Transportation:** To provide for the safe and convenient movement of people and goods within and through the District.
- **Economic Development:** To strengthen and diversify the local economy.
- **Environment:** To preserve, protect and enhance the District's natural environment.

2.0 Current Transit System

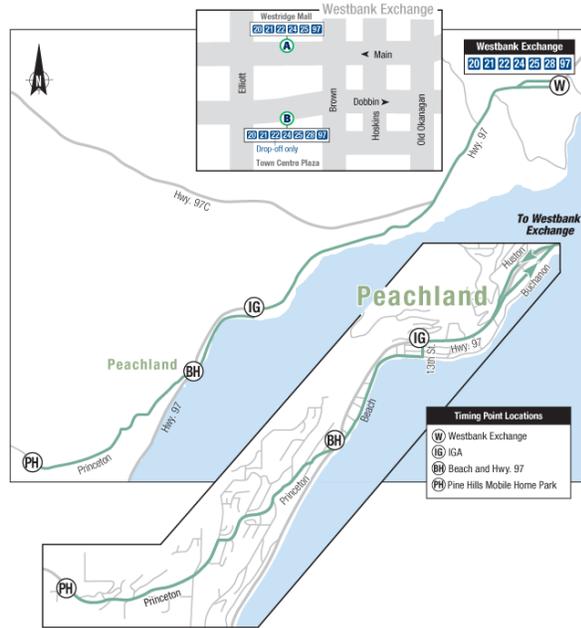
The District of Peachland currently has one transit route: #22 Peachland. This service is part of the Kelowna Regional Transit System and is operated by First Transit Canada. The #22 is a Para-Transit route that provides regular service combined with door-to-door service. In other words, during scheduled service, the bus may detour to pick up riders who are unable to get to a designated bus stop because of a disability or who live beyond normal walking limits of the transit service.

The service is currently operated by one Ford Polar (Community) bus. These buses have capacity for 20 passengers and are fully accessible. There are currently 67 bus stops that the #22 Peachland services.

SCHEDULE INFORMATION				
	Service	Weekday	Sat	Sun
22	Frequency	60-90 min	60-90 min	120 Min
22	Hours of Operation	6:00-23:00	8:00-23:00	9:00-21:00

22 Peachland										
Monday to Friday										
	(W)	(BJ)	(IG)	(BH)	(PH)	(BH)	(IG)	(MW)	(W)	
	Westbank Exchange	Bluejay and Canary	IGA	Bleach Ave and Hwy. 97	Pine Hills Mobile Home Park	Bleach and Hwy. 97	IGA	McNair and Webber	Westbank Exchange	
▲ GI	5:33	—	—	—	6:09	6:16	—	6:33	6:41	
▲	6:21	—	—	—	6:37	6:44	6:51	—	7:01	
▲	7:19	—	7:29	7:33	7:40	7:48	—	—	7:59	
▲	8:04	—	8:14	8:18	8:25	8:45	—	—	9:03	
▲	9:42	—	9:52	9:57	10:04	10:15	10:22	—	10:32	
▲	10:42	—	10:52	10:57	11:04	11:15	11:22	—	11:32	
▲	12:13	—	12:23	12:28	12:34	12:45	12:52	—	1:03	
▲	1:13	—	1:23	1:28	1:34	1:45	1:52	—	2:03	
▲	2:42	—	2:52	2:57	3:03	3:14	3:21	—	3:32	
▲	4:17	—	4:27	4:32	4:38	4:47	4:53	—	5:04	
▲	5:10	—	5:20	5:25	5:31	5:40	5:46	—	5:57	
▲	5:58	—	6:08	6:13	6:19	6:27	—	—	6:42	
G	7:54	8:09	—	8:26	8:36	—	—	—	8:57	
G	9:04	9:19	—	9:36	9:46	—	—	—	10:07	
G	10:34	10:49	—	11:06	11:16	—	—	—	11:37	
Saturday										
▲	8:28	—	8:38	8:42	8:49	8:58	—	—	9:30	
▲	9:38	—	9:48	9:53	10:00	10:09	10:15	—	10:27	
▲	10:38	—	10:48	10:53	11:00	11:09	11:15	—	11:27	
▲	12:23	—	12:33	12:38	12:45	1:02	1:08	—	1:20	
▲	1:28	—	1:38	1:43	1:50	2:01	2:07	—	2:19	
▲	2:58	—	3:08	3:13	3:20	3:34	3:40	—	3:52	
▲	3:58	—	4:08	4:13	4:20	4:31	4:37	—	4:49	
▲	4:58	—	5:08	5:12	5:19	5:30	5:36	—	5:48	
	7:00	—	7:10	7:14	7:21	7:29	7:35	—	7:47	
G	7:52	8:09	—	8:27	8:37	—	—	—	8:57	
G	9:00	9:17	—	9:35	9:45	—	—	—	10:05	
G	10:05	10:22	—	10:40	10:50	—	—	—	11:10	
Sunday										
GI	9:01	—	—	—	9:16	9:24	—	9:47	10:04	
▲ GI	11:10	—	11:20	11:25	11:32	11:40	11:46	12:03	12:20	
▲ G	1:25	1:41	1:57	2:02	2:09	2:18	2:24	—	2:36	
▲ G	3:53	4:09	4:25	4:30	4:37	4:46	4:52	—	5:04	
	7:56	—	—	8:10	8:17	—	—	—	8:36	
	8:52	—	—	9:06	9:13	—	—	—	9:32	

▲ Community Bus: bike rack use limited to daylight hours only.
 G Combined routing: trip leaves Westbank Exchange as 21 Glenrosa.
 GI Combined routing: trip continues as 21 Glenrosa to Westbank Exchange.



Based on feedback from customers and Operators, in April 2013 there were some schedule adjustments made to improve the reliability and regional network connectivity of the #22 Peachland. As a result of these schedule adjustments, the customers benefitted from improved and more reliable connections between the #22 and other transit services at Westbank Exchange, particularly for connections with the #97 RapidBus.

As a result of the improvements in April 2013, the service change proposal to improve network connections that was presented in February 2013 has been removed from this report.

3.0 Consultation

A range of tools was used to maximize opportunities for public/stakeholder input within time and resource limitations. Engagement techniques included a project website, online/print surveys, on-board engagement and an open house.

In April 2013, an open house was held that presented the draft service options to the public. In addition to the open house, BC Transit staff spent time onboard the bus interviewing customers and Operators. On the following page is a summary of the consultation:

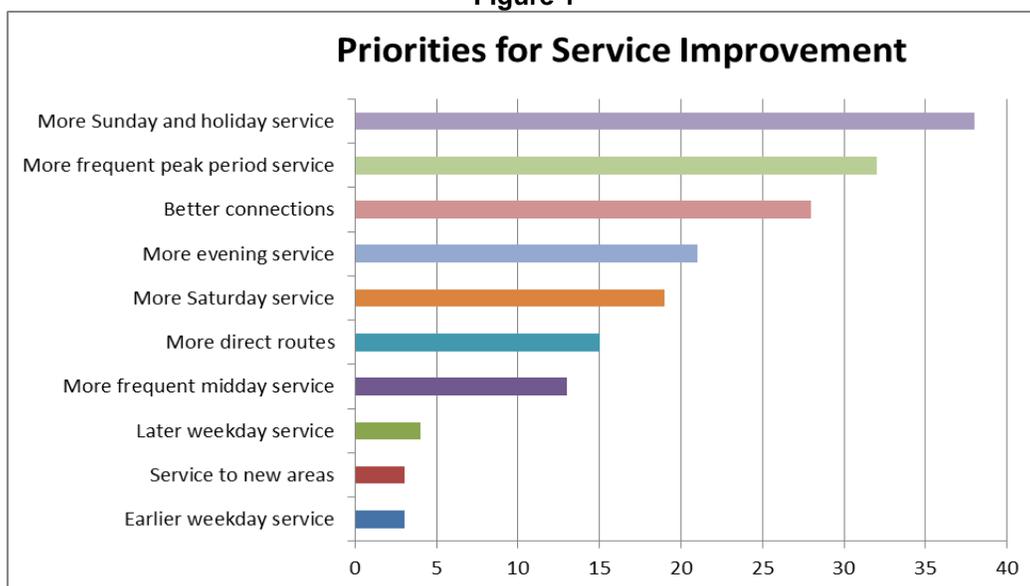
Location	Time	# of Attendees/Surveys
District of Peachland Council Chambers	Thursday, April 4 4pm – 8pm	22
Onboard Bus Consultation	April 30 th – May 1 st	58
Online Survey	March 25 to April 26	2

The key themes that emerged from the consultation are summarized in the table below. These themes fall into four categories – scheduling, routing, capital infrastructure, and other issues.

Scheduling Issues
<ul style="list-style-type: none"> • More weekend service requested, especially on Sundays and holidays • Improved and more direct evening service • Improved service reliability (buses sometimes run late during the peak periods) • More frequent service during the peak periods
Routing Issues
<ul style="list-style-type: none"> • During the evening the route is too circuitous connected with the #21 Glenrosa • Expand service to new areas in the community (Ponderosa and Trepanier)
Capital Infrastructure Issues
<ul style="list-style-type: none"> • Bus stops along Highway 97 at the IGA are needed • Additional bus stops on Beach Avenue required (particularly around 5th Street) • More bus shelters needed and amenities
Other Issues
<ul style="list-style-type: none"> • More education and outreach is required on how to use transit and the benefits of transit • Improved bus destination signage • Improved regional connections (to Summerland and Penticton)

Based on the consultation, the number one priority for service improvement is increased service on Sundays and holidays. Following that is more frequent peak period service, improved connections at Westbank Exchange and more evening service. The figure below provides a more detailed summary of priorities for service improvements.

Figure 1



As a result of the public consultation, the following **changes** were made to the Transit Service Review from the previous report presented to Council:

- An additional short-term service option was included that introduces bus stops on Highway 97 at the IGA; and
- An additional short-term service option was included that improves Sunday/holiday service to match Saturday service.

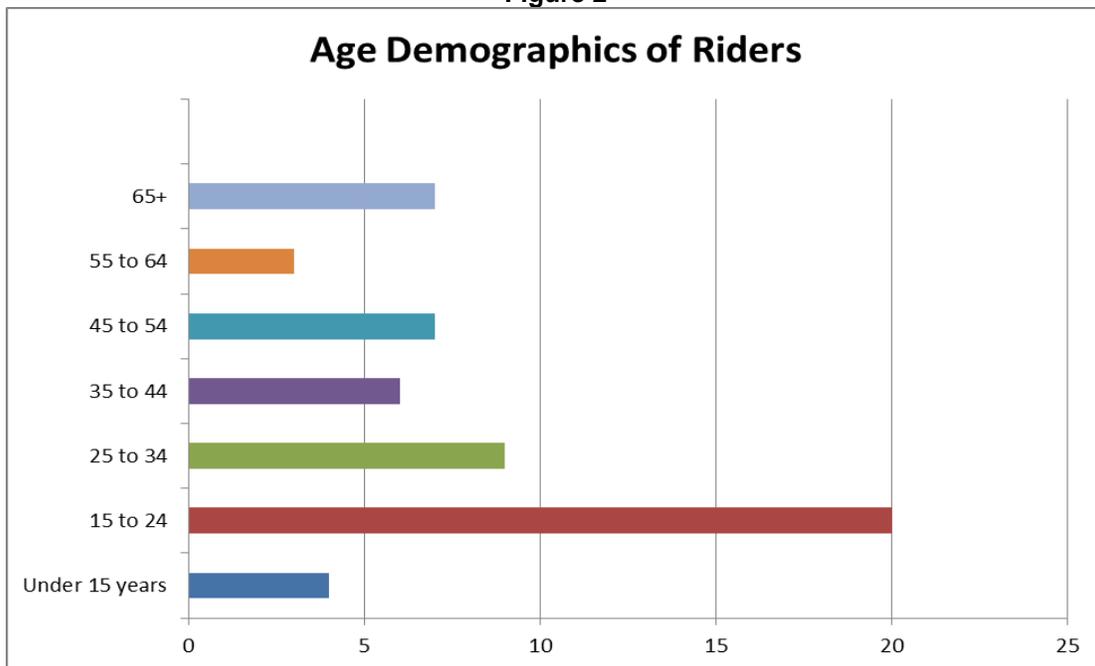
3.1 District of Peachland Transit Market

Analysis of the District of Peachland transit market is based on the onboard and online surveys carried out in spring 2013.

Highlights include:

- The majority of passengers completing the surveys were school and college students (Figure 2);
- The most popular destinations were to Schools/Colleges, followed by downtown Kelowna and Westbank Exchange;
- These riders are generally frequent transit riders with the majority of them using the bus 2-4 times per week or more.

Figure 2



4.0 Service Options

In reviewing the Peachland transit service and feedback collected from the District of Peachland, customers and Operators, a set of short- (within the next year, depending on local approval and the completion of an implementation Memorandum of Understanding) and medium- (2013 to 5 years from now) service change options have been developed. The section below summarizes the service change options, as well as the benefits and effects of each option.

Service Change Option	Benefits	Effects
Short Term (2013 – 2014)		
#1 Introduce bus stops on Hwy 97 in front of the IGA	<ul style="list-style-type: none"> Customers benefit from improved access to the IGA and surrounding destinations in the evening 	<ul style="list-style-type: none"> Potential for capital costs
#2 Improve Sunday/holiday service to match Saturday service	<ul style="list-style-type: none"> Customers benefit from improved service on Sunday and holidays 	<ul style="list-style-type: none"> Increased operating costs
#3 Introduce direct evening service between Peachland and West Kelowna	<ul style="list-style-type: none"> Customers will benefit from shorter travel times between West Kelowna and Peachland in the evening. 	<ul style="list-style-type: none"> Increased operating costs Customers currently using the service to connect between Peachland and Glenrosa will now have to transfer.
Medium Term (2013/14 to 5 years from now)		
#4 Introduce Weekday Peak-Only Commuter Service between Beach Avenue and Westbank Exchange	<ul style="list-style-type: none"> Attract additional ridership appealing to commuter and student markets 	<ul style="list-style-type: none"> Increased operating costs Another vehicle will need to be purchased to provide service
#5 Introduce new weekday community service between Ponderosa, Trepanier, IGA and Beach Avenue	<ul style="list-style-type: none"> Attract additional ridership by introducing service to new areas Improve transit mobility within Peachland 	<ul style="list-style-type: none"> Increased operating costs Another vehicle will need to be purchased to provide service
#6 Introduce a weekday peak-only commuter service and an off-peak community service between Ponderosa, Trepanier, IGA and Beach Avenue (Combination of #4 and #5)	<ul style="list-style-type: none"> Attract additional ridership appealing to commuter and student markets Attract additional ridership by introducing service to new areas Improve transit mobility within Peachland 	<ul style="list-style-type: none"> Increased operating costs Another vehicle will need to be purchased to provide service
#7 Introduce handyDART service to Peachland	<ul style="list-style-type: none"> Customers with mobility impairments can more easily get to medical appointments and treatments, and access other amenities 	<ul style="list-style-type: none"> Increased operating costs Another handyDART vehicle will need to be purchased to provide the service

The following table summarizes the estimated impacts for all service options presented in the above table. All figures are annual and are based on 2013/14 Annual Operating Agreement budgets. These estimates would require review based on actual date of implementation and confirmed service and operational details.

Service Option Summary: Estimated Additional Annual Impacts

Service Proposal	Buses	Annual Service Hours	Rides	Total Revenue	Total Costs (includes vehicle)*	Net Local Share of Costs	BC Transit Share of Costs	Rides per Hour^
Short Term (2013 – 2014)								
#1 Introduce bus stops on Hwy 97 in front of the IGA (infrastructure change)	-	-	-	-	-	-	-	-
#2 Improve Sunday/holiday service to match Saturday service	0	500	2,000	\$2,300	\$33,500	\$15,500	\$15,800	4.0
#3 Introduce direct evening service between Peachland and West Kelowna	0	600	2,400	\$2,800	\$38,100	\$17,500	\$18,000	4.0
Medium Term (2013 to 5 years from now)								
#4 Introduce Weekday Peak-Only Commuter Service between Beach Avenue and Westbank Exchange	1	1,500	10,500	\$12,000	\$148,500	\$68,000	\$69,000	7.0
#5 Introduce new weekday community service between Ponderosa, Trepanier, IGA and Beach Avenue	1	2,000	10,000	\$11,400	\$180,000	\$85,000	\$84,000	5.0
#6 Introduce a weekday peak-only commuter service and an off-peak community service between Ponderosa, Trepanier, IGA and Beach Avenue (Combination of #3 and #4)	1	3,000	18,000	\$20,500	\$243,000	\$109,000	\$113,500	6.0
#7 Introduce handyDART service to Peachland	1	2,000	4,000	\$9,000	\$195,000	\$56,000	\$130,000	2.0

*The costs in this document are high-level estimates that do not reflect an increase in base costs and do not reflect any potential changes in the proportional division of costs between other partners in the Kelowna Regional Transit System.

^Rides per hour is an estimate based on existing ridership statistics in relation to service type, frequency and hours of operation

5.0 Community Transit Supportive Initiatives

Given the growth of the District of Peachland that is expected over the next several years, investment in programs to encourage the use of alternative transportation like transit, walking and biking should continue. With rising oil prices and increasing environmental concerns, it is vital that investments be made to attract residents to these alternatives. Some strategies include:

- Pursue employee transit incentive programs;
- Introduce a “Transit Day” where City staff and elected officials ride the buses and greet the customers;
- Improve tourism marketing of transit access to Peachland.

Additionally, understanding the interdependencies between land use patterns and transit productivity is critically important to a successful transit system. The combined location decisions and land use planning choices made by individuals, institutions, developers and municipalities directly influence the level of transit mobility they can expect. Therefore, it is important that all land-use decisions made in the District of Peachland consider the impacts it will have to the transit system in the short and long term. BC Transit is committed to working with the District, as well as developers and the general public to support the active transportation methods in the District of Peachland.

The District may find it helpful to use BC Transit's development referral service, which enables local governments to send larger-scale development or rezoning proposals to BC Transit for comment. As part of this referral process, BC Transit reviews the proposal and provides local government with comments on how the proposed development fits with the existing transit network, the outlook for future transit service to the development area, and comments on pedestrian links or transit amenities that would make the development more transit-friendly.

Development referrals can be sent to developmentreferrals@bctransit.com.

6.0 Next Steps: Suggested Path to Staged Implementation

The evaluation results shown in the previous table indicated that all of the proposed service changes have significant advantages. There are, however, disadvantages or challenges to implementing some of the changes. To overcome some of these disadvantages, enhance customer satisfaction and improve operational efficiencies, the following actions are recommended:

- Allocate more capital and operating funding to the transit system as the population of Peachland grows. This will allow another vehicle to be purchased to expand service and the ability to respond more effectively to new service needs, bus shelters to be purchased, and the frequency, hours of service, and service reliability to be enhanced; and
- Monitor the impact of the changes described above closely to see what the impact is on ridership and customer satisfaction.

The report recommends implementing the service changes options in a staged approach. This will allow the most critical needs and cost-effective options to be implemented first. It is also recognized that service needs and/or local government capacity to fund transit improvements may change over time. Therefore, options for implementation that require expansion to service hours or vehicles will need to be confirmed on an annual basis for the subsequent year as part of the local budget approval.

Also, it is recognized that the implementation of any option requiring expansion is dependent on BC Transit's fiscal year budget, as well as the allocation of available provincial transit expansion funding between transit systems as determined through BC Transit's Transit Improvement Program (TIP).

Once local government has approved a service option or combination of options for implementation – and local and provincial funding has been approved, if required – an Implementation Agreement Memorandum of Understanding (MOU) will be developed for signature by the District of Peachland and BC Transit. This MOU outlines the exact service changes to be developed for implementation and the roles and timeline for implementation.

6.1 Monitoring Plan

BC Transit and the Operator will continue to collect ridership and other data that requires on-going collection, and BC Transit will perform analysis of key performance indicators such as ridership, on-time performance, vehicle maintenance quality, safety and customer satisfaction.

6.2 Recommendations

It is recommended that the District of Peachland:

- **Receive this report as information and provide direction to District staff prior to finalization by BC Transit staff.**