



# 16b - Engagement Summary Report

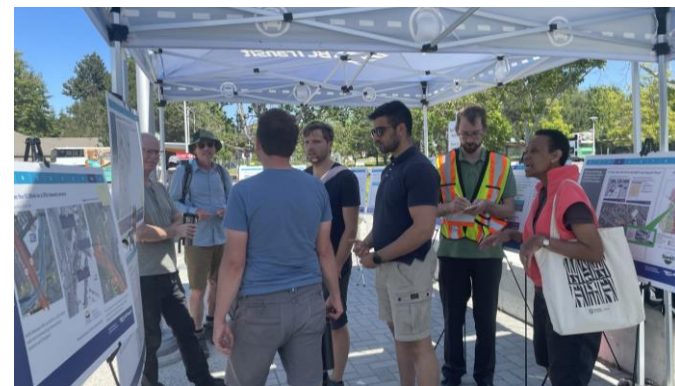
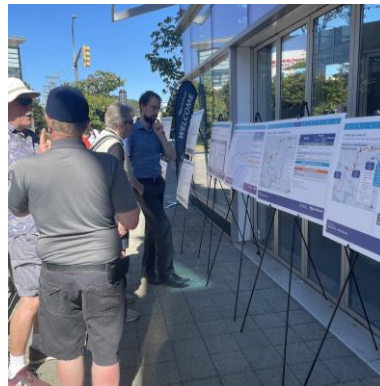
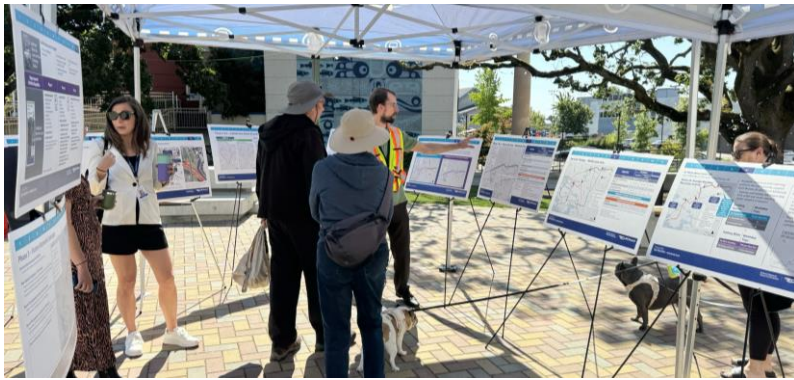
TILLICUM-MCKENZIE TRANSIT CORRIDOR PLAN

AUGUST 2024



# Introduction

- The purpose of this engagement was to:
  - Receive feedback on proposed routing change options to prepare the network for the launch of the Route 96 McKenzie RapidBus Line
- Participating Local Government Partners:
  - District of Saanich
  - Township of Esquimalt



# Background

- The development of a Transit Priority Corridor along McKenzie Avenue was first envisioned in the 2011 Victoria Regional Transit Future Plan.
- The 2021 RapidBus Implementation Strategy further refined the alignment for the McKenzie RapidBus Line.
- BC Transit is working with the Ministry of Transportation and Infrastructure (MOTI) and Saanich to develop transit priority improvements in the Uptown area and along McKenzie Avenue.
- Available resources and year-round ridership levels do not currently support both Routes 26 and 96 operating on McKenzie, requiring a more comprehensive network change.

# Engagement Purpose

*Prepare  
people for change  
Help them understand the  
change*

- Act as an initial phase in **change management** for the implementation of McKenzie RapidBus:
  - Be clear with participants on the nature of the plan and communicate the implications of McKenzie RapidBus designation (using Route 95).
- Examine tradeoffs and considerations associated with routing scenarios for local service developed by BC Transit staff with input from municipal staff (Appendix B).
- Select a preferred scenario of revised local routes connecting passenger travel between Esquimalt, Uptown, and UVic.
- Offer riders and the community one last review of proposed changes to Route 25, which were engaged on previously in November 2023.

# Engagement Outcome Summary

- Response to McKenzie Rapid Bus

✓  
**positive**

- Route 40 Alignment (Page 9):

- **63% preference for most direct travel between Dockyard and UVic via Admirals-McKenzie**
- 37% preference for travel between Dockyard and UVic via Admirals-Uptown-McKenzie Ave

✓  
**preferred**

- Route 16 Connections to Route 26 at Uptown (Pages 10 – 12):

- 52% preference for some route 26 trips to continue as route 16s (and vice versa)
- 48% preference for route 26 and route 16 to both terminate at Uptown (and use consistent routing)

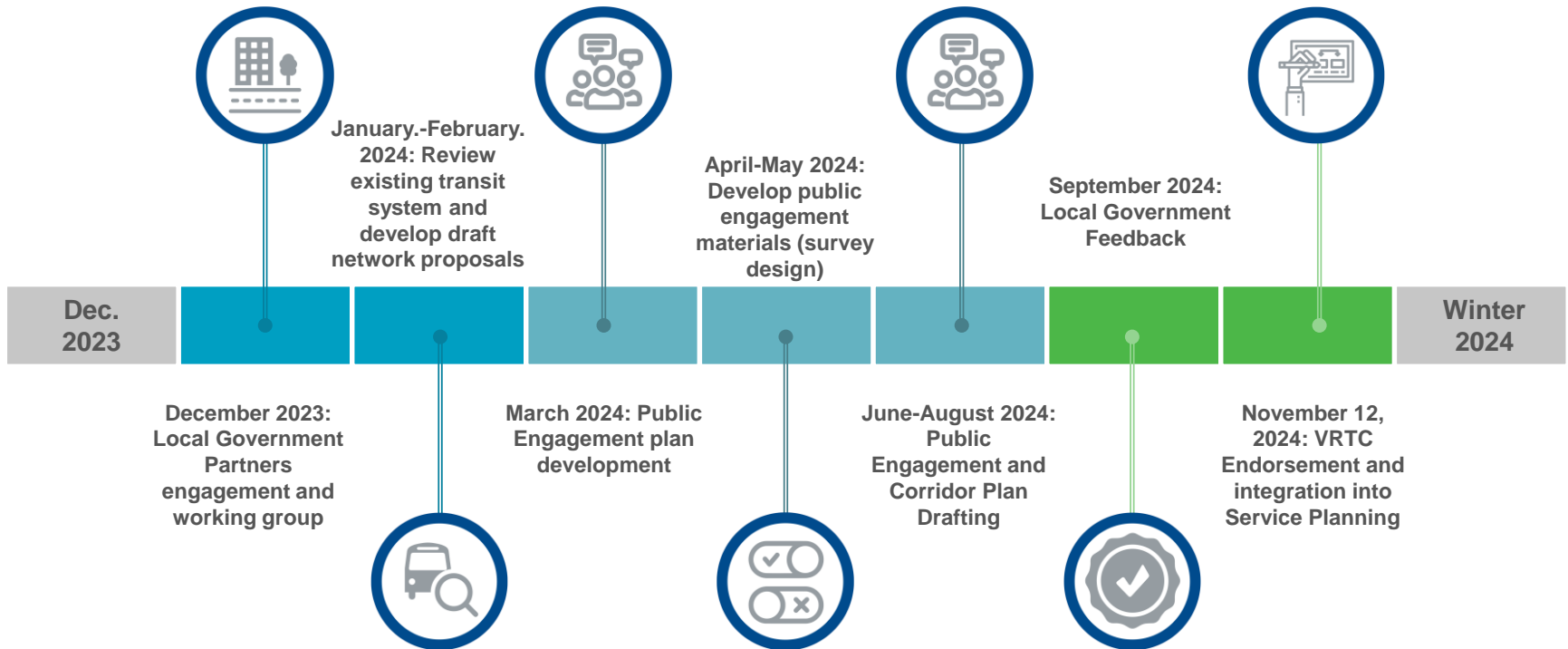
✗  
**no  
clear  
preference**

- Route 25 new Dockyard Terminus (Page 25)

- Concern that access to/from Admirals Walk area will be too low with Route 40 at introductory levels and not serving Esquimalt Town Centre.

**consider  
revision**

# Timeline



# Promotion and Awareness



## Main Page Pop-Up Banner

A pop-up link to the engagement platform appearing on Victoria Regional Transit System website



## Social Media

Posting on the BC Transit Facebook and X page, shared by the Township of Esquimalt and District of Saanich.



## Bus Stop Ads

Posted at relevant stops for Routes 17, 24, 25 and 26



## Media Advisory

Issued on June 17



## E-mail outs

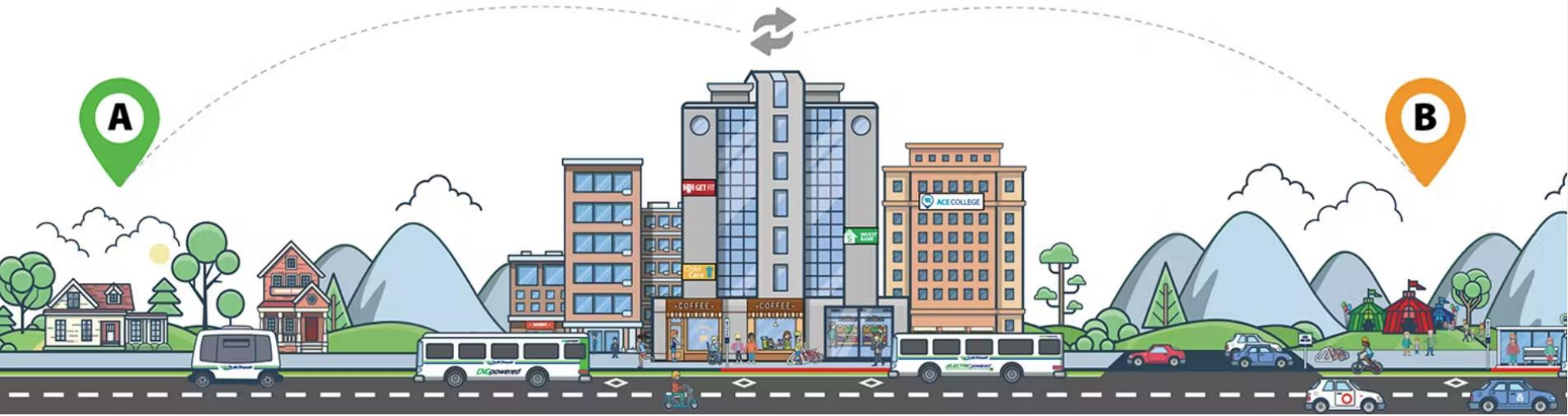
Direct email notifications to primary stakeholders



## Digital Advertisements

Social Media advertisements targeting relevant postal code areas

# Engagement Overview



Online Survey: June 17 – July 2, 2024



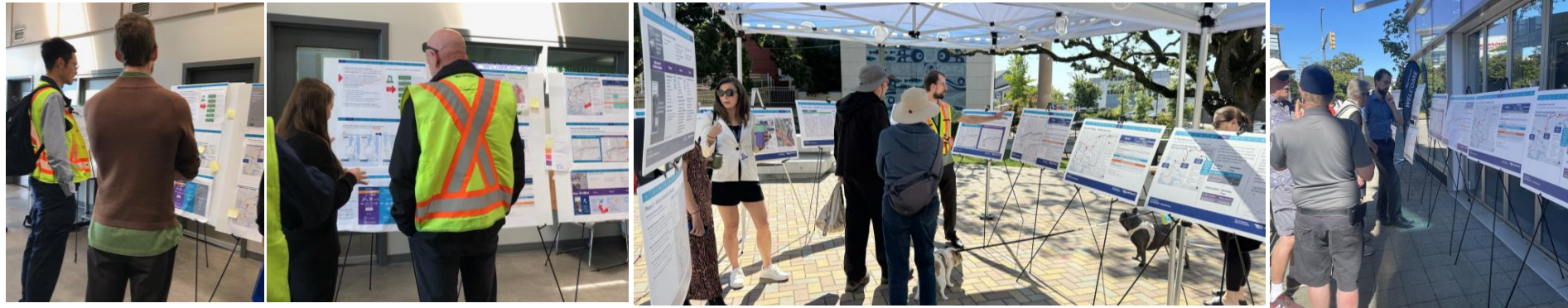
**1,898** Page Visitors



**535** Online Survey responses

See Appendix A for more details on demographics of participants.

# Engagement Overview



**3** Open House Events  
111 Participants



**2** Operator Coffee Chats  
LTC and VTC, 40-50 Attendees



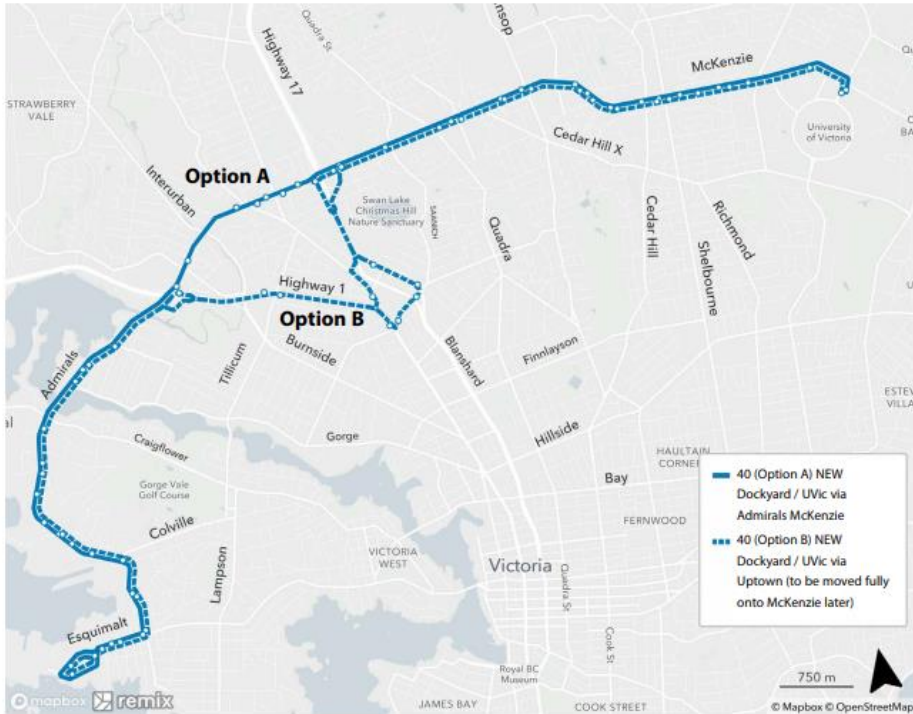
**Stakeholder Workshop**  
3 Agencies, 7 Attendees  
(34 Agencies invited)



**Staff Focus Group**  
8 Attendees

# Engagement Results – Which Route 40 Alignment?

## What We Asked



### Option A Route 40 via Admirals-McKenzie

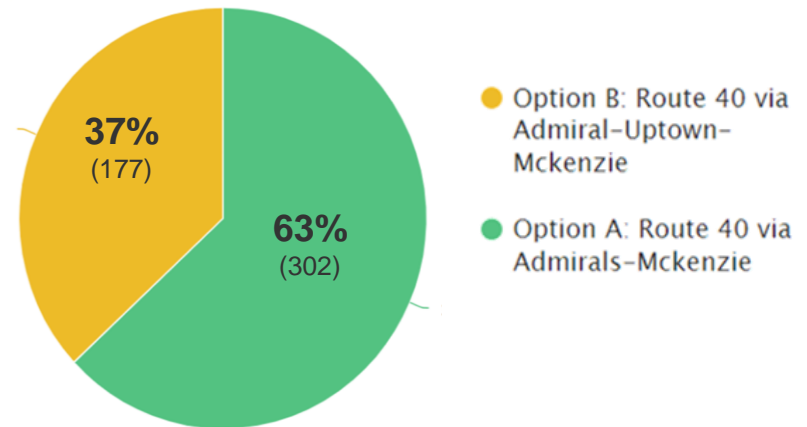
#### Considerations

- Most direct (faster connection) between Esquimalt and UVic.
- Improves service for residents around McKenzie between Highways 1 and 17.
- Consistent with existing plans and is unlikely to be realigned for some time.

### Option B Route 40 via Admirals-Uptown-McKenzie

#### Considerations

- Provides a one-seat ride from local transit stops on McKenzie Avenue east of Blenkinsop to Uptown.
- Provides a one-seat ride from Admirals to Uptown services and transit.
- This would likely be a shorter-term measure, Route 40 would eventually transition to the Option A alignment when Route 29 is introduced in Phase 3.



Both operators and survey respondents preferred Option A. Both groups cited directness, simplicity, and improved crosstown travel opportunities. See Appendix C for more details.

# Engagement Results

## What We Asked

## Indicate how Route 26 and Route 16 should connect

### Option A

### Option B

#### Circulation Pattern 1

(Both Routes End at Uptown)



#### Circulation Pattern 2

(Rt. 26 trips continuing as Rt. 16 and reverse)



### Option A

Both routes end at Uptown

#### Considerations

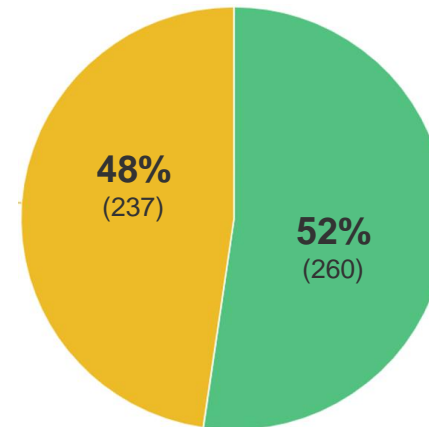
- Route 16 trips, especially towards UVic, are more likely to be on-time
- Likelihood of slightly higher service frequency (shorter transfer times) on both routes
- Both routes will fully circle Uptown, and serve more stops around Uptown
- Will only use Circulation Pattern 1

### Option B

Some Route 26 trips continue as Route 16 trips and reverse

#### Considerations

- Keeps an option for riders to travel between Lampson and Tillicum and UVic without transferring.
- Route 16 trips continuing from 26 trips have a higher chance not being on-time (due to travel volatility on Lampson and Tillicum Roads)
- Will use BOTH Circulation Patterns 1 and 2.

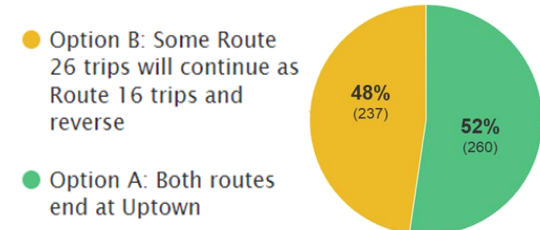


- Option B: Some Route 26 trips will continue as Route 16 trips and reverse
- Option A: Both routes end at Uptown

# Engagement Results

## Discussion

### Indicate how Route 26 and Route 16 should connect



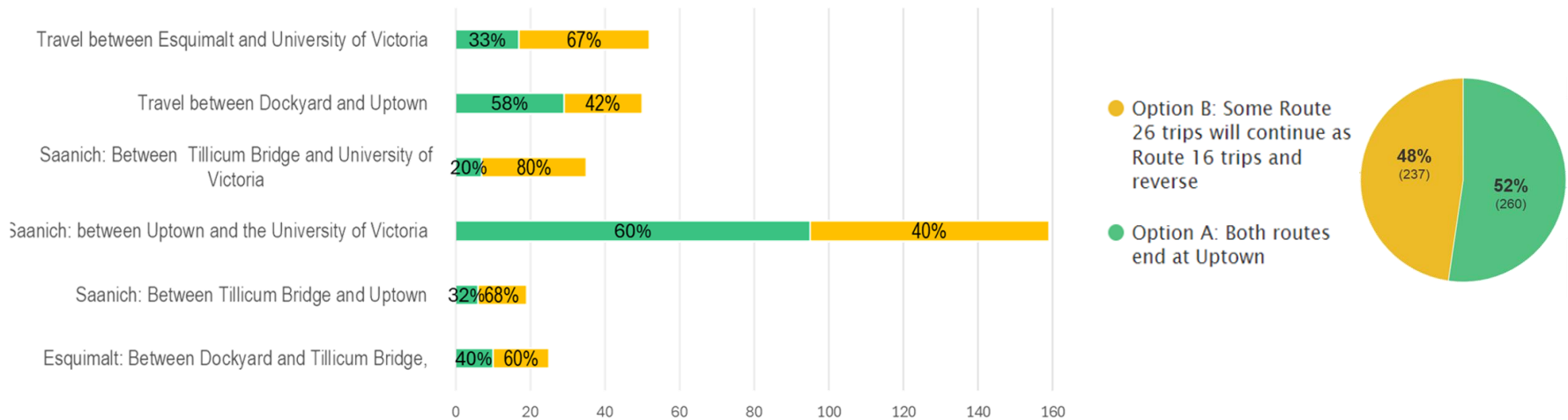
	<b>Both Route 26 and Route 16 <u>always</u> end at Uptown</b>	<b><u>Some</u> Route 16 trips continue as Route 26 trips and vice versa;</b>
Primary Benefit (compared to today)	Easier to explain Better on time performance	Maintains the 'through Uptown' service that is provided today on Route 26*
Primary Impact (compared to today)	All people who currently use Route 26 today to ride through Uptown will need to change buses*	On-time performance for the trips that are “continues as” towards UVic, will stay similarly poor to today’s Route 26

\*26.1% of survey respondents primarily use the Route 26 to travel through Uptown, and would benefit from some Route 16 trips continuing as Route 26 trips (and vice versa)

# Engagement Results

## What We Asked

Indicate how Route 26 and Route 16 should connect



**Overall participants were evenly divided, but differences emerged based on how respondents use the existing Route 26.**

- Riders travelling between Uptown and UVic, and between Dockyard and Uptown were most supportive of all #16 and #26 trips ending at Uptown (59% support among 209 participants).
- All other groups preferred continuing some Route 26 trips as Route 16 trips at Uptown and vice versa (69% support among 131 participants).
- See Appendix C for more details.

# Appendices

- Demographics (Appendix A)
- Service Proposal Summary (Appendix B)
- Comment Summary (Appendix C)

# Appendix A

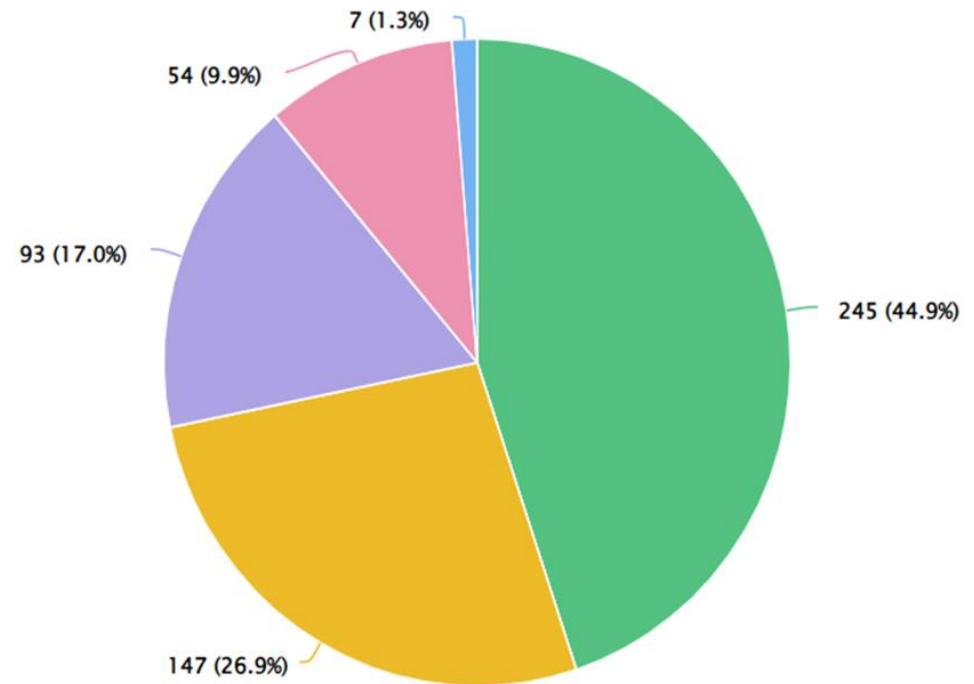
## Demographics

- How often do you use transit?

### Question options

*(Click items to hide)*

- Daily
- Several times a week
- Several times a month
- A few times a year
- Never



# Appendix A

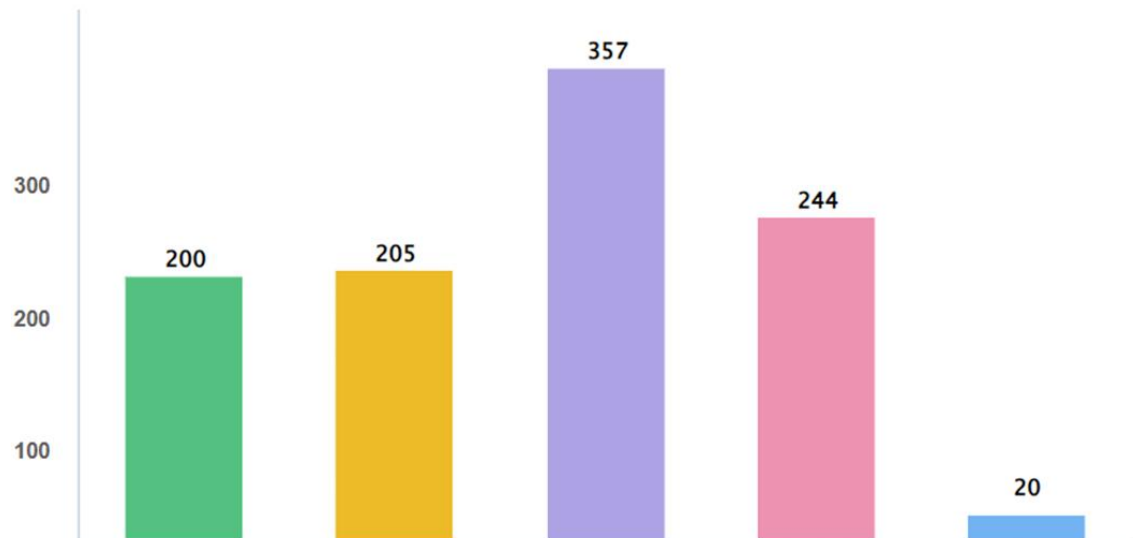
## Demographics

- Routes you Use

### Question options

*(Click items to hide)*

- Route 24: Cedar Hill/Tillicum Centre
- Route 25: Maplewood/Tillicum Centre
- Route 26: Dockyard/UVic
- Route 72: Swartz Bay/Downtown
- Not applicable/don't use transit



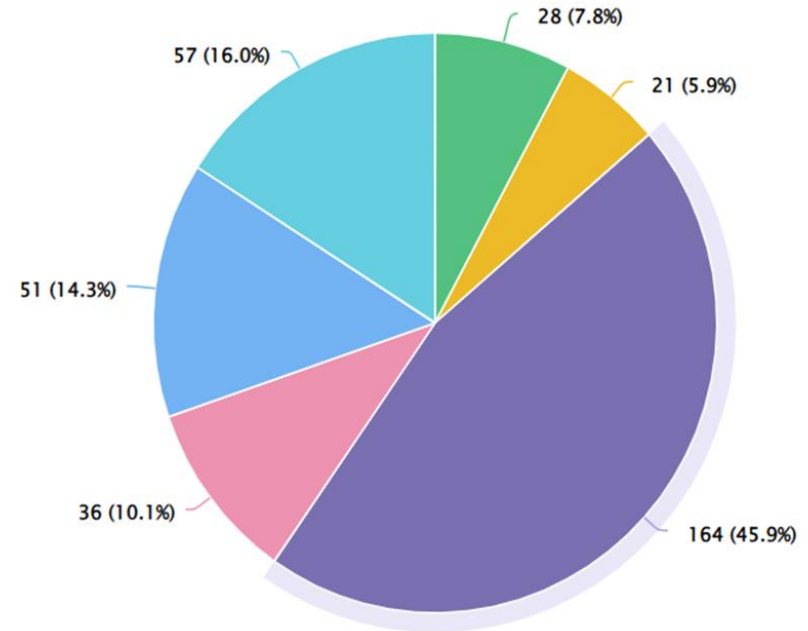
# Appendix A

## Demographics

- 26.1% of respondents most often use Route 26 in a way that would benefit from interlining the proposed Routes 16 and 26
  - Travel between Esquimalt and University of Victoria (16%)
  - Travel between Tillicum Bridge and University of Victoria (10.1%)
- 73.9% of respondents most often use Route 26 in a way that would benefit more from terminating proposed Routes 16 and 26 at Uptown
  - Travel between Dockyard and Uptown (14.3%)
  - Travel between Uptown and University of Victoria (45.9%)
  - Travel between Tillicum Bridge and Uptown (5.9%)
  - Travel between Dockyard and Tillicum Bridge (7.8%)
- These results align with identified patterns from stop-level ridership data

### Tell us how you most often use Route 26

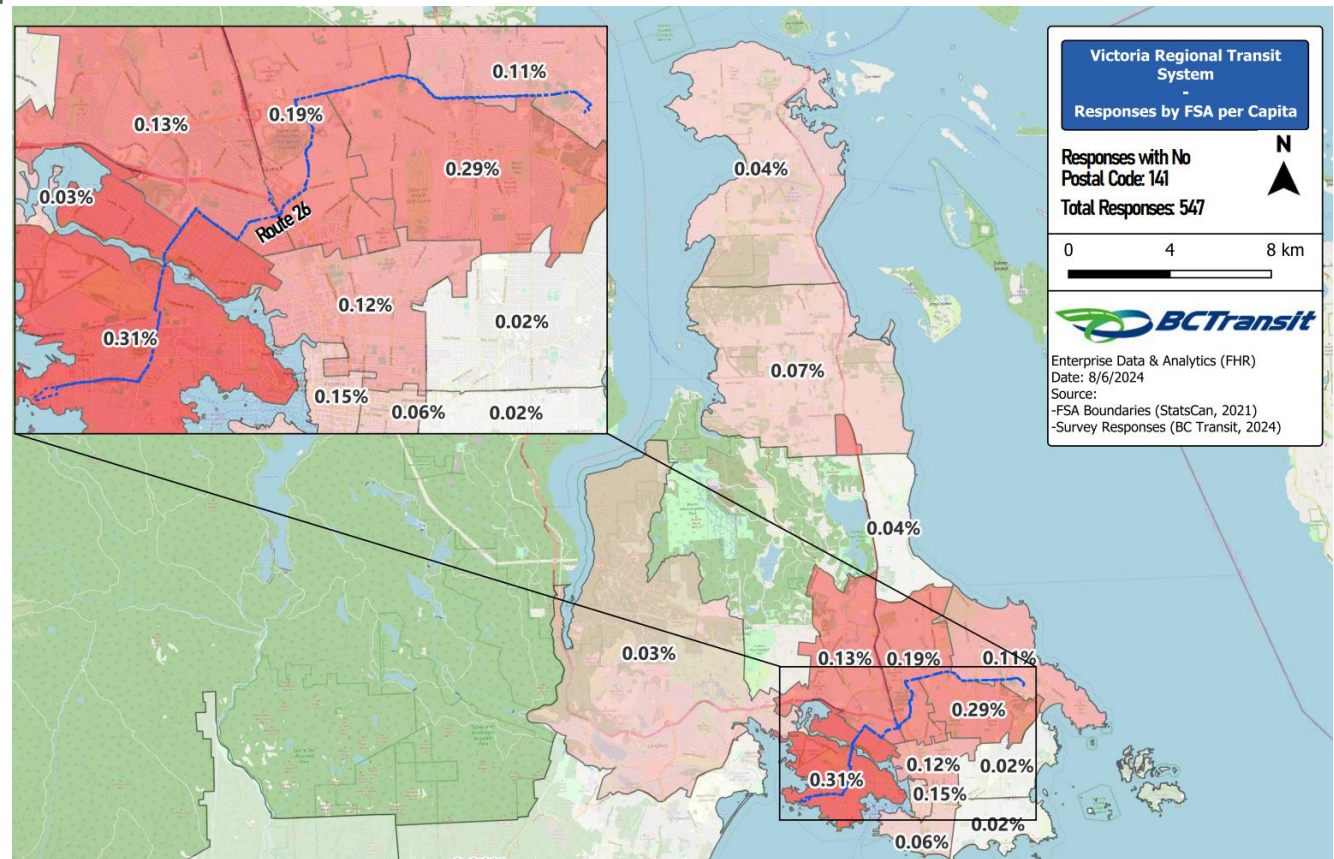
- Travel between Esquimalt and University of Victoria
- Travel between the Dockyard and Uptown
- Travel within Saanich between Tillicum Bridge and University of Victoria
- Travel within Saanich between Uptown and University of Victoria
- Travel within Saanich between Tillicum Bridge and Uptown
- Travel within Esquimalt between the Dockyard and Tillicum Bridge



# Appendix A

## Demographics

- Where survey respondents live



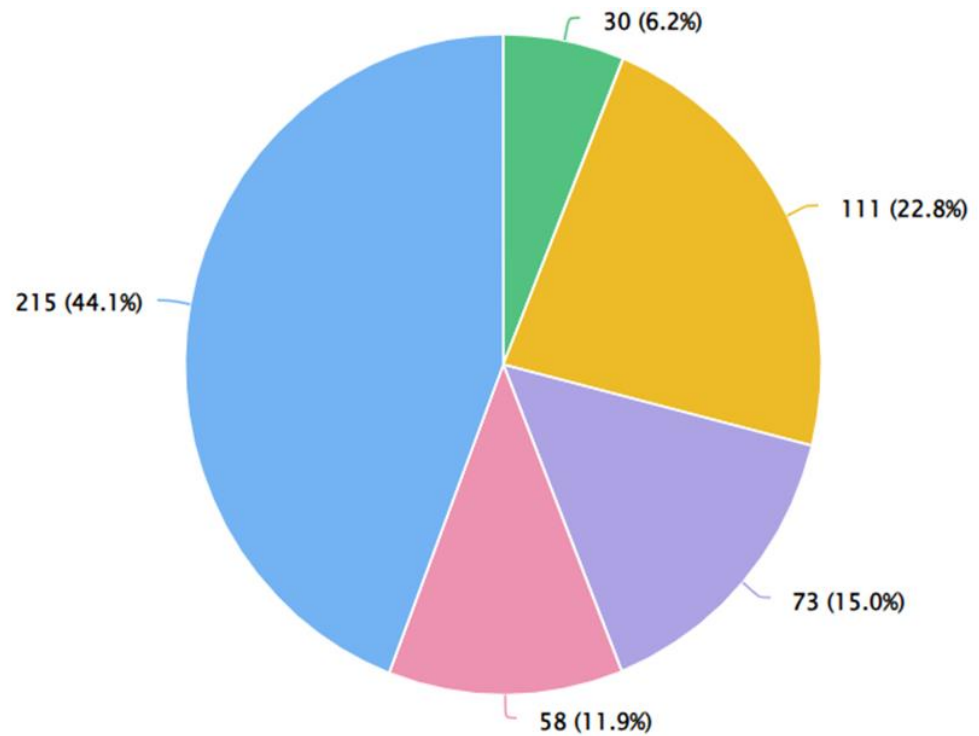
# Appendix A

## Demographics

- How long have you been a resident of the community you currently live in?

**Question options**  
*(Click items to hide)*

- Over 10 Years
- 7-10 Years
- 4-6 Years
- 1-3 Years
- Less than 1 Year



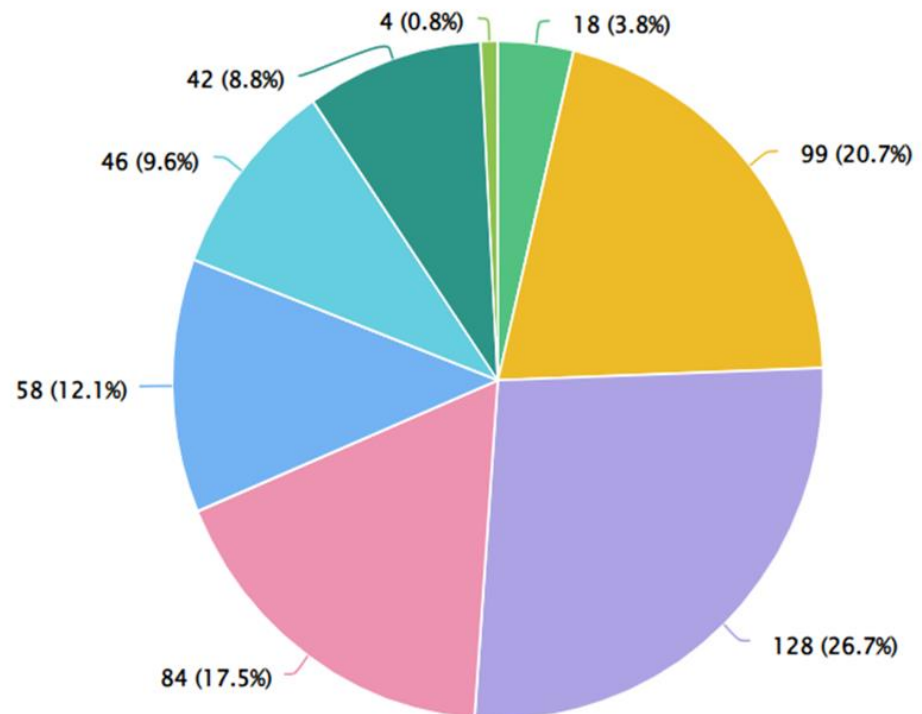
# Appendix A

## Demographics

- Please Specify your Age Group

### Question options *(Click items to hide)*

- 75+
- 65-74
- 55-64
- 45-54
- 35-44
- 25-34
- 18-24
- Under 18

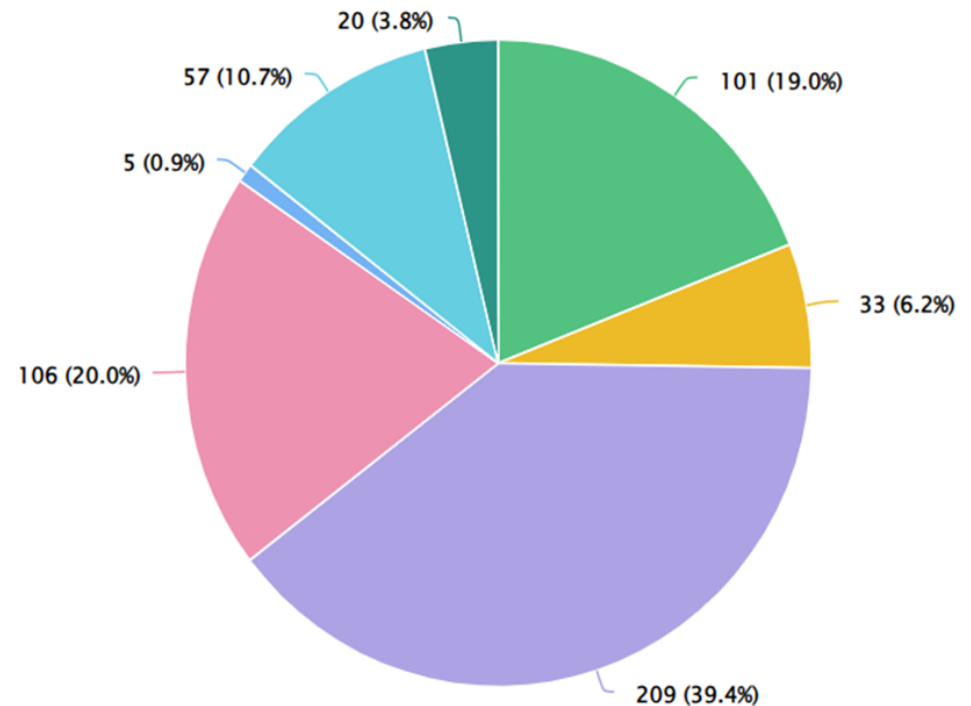


# Appendix A

## Demographics

- What is your current Employment Status?

- Other (please specify)
- Retired
- Unemployed
- Employed (hybrid)
- Employed (working from an external space)
- Employed (working from home)
- Student

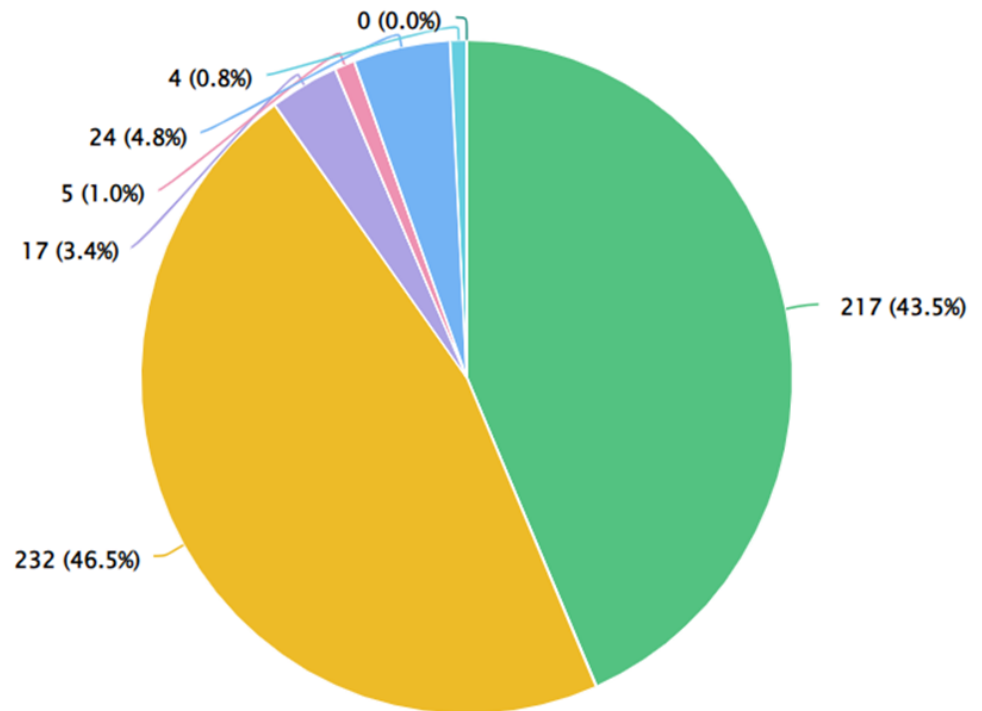


# Appendix A

## Demographics

- How do you identify?

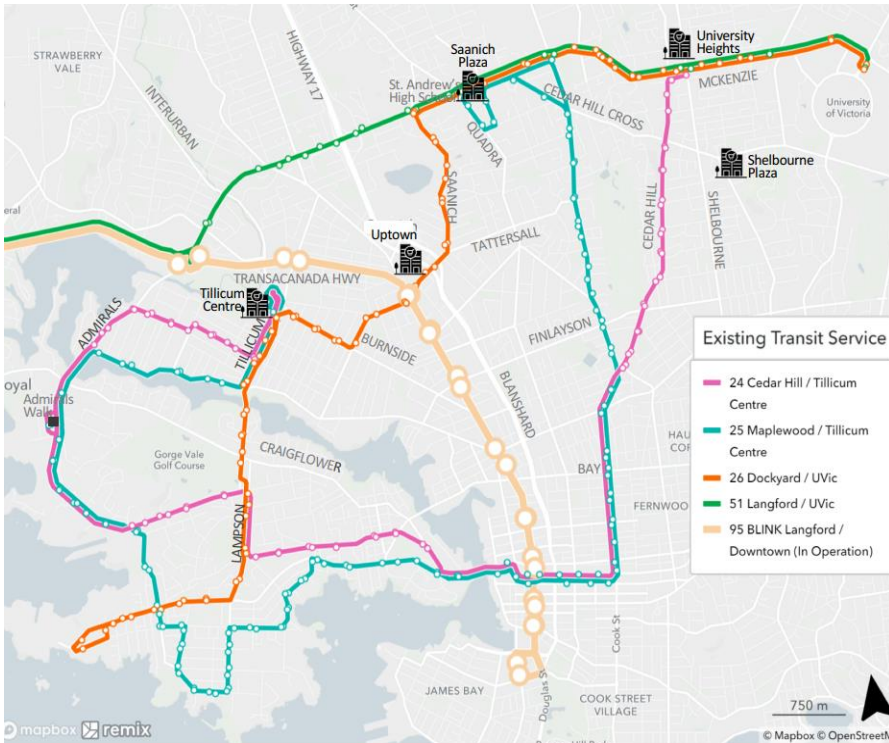
- Other Cultural Genders
- Not Listed here
- Prefer Not to Say
- Two-Spirited
- Non-Binary (including polygender, genderqueer, agender, bigender, and others)
- Man
- Woman



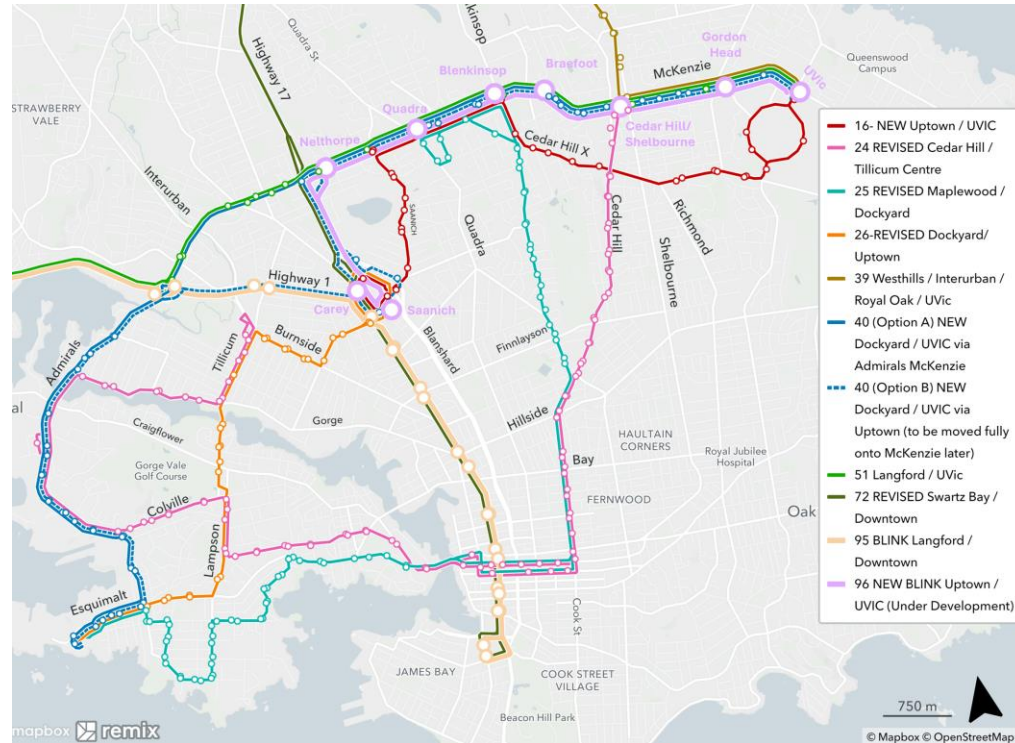
# Appendix B

## Service Proposal Summary

### Current Service



### Service Proposal



# Appendix C

## Engagement Results – Which Route 40 Alignment?

*Comments*

- **Route 40 Specifics:**

- Comments indicate that if changes are temporary, it may be better to implement the final intended route from the start to avoid rider confusion. Transit Operators were the most adamant group regarding this.
- Queries about the existence of Route 51 in relation to the new Route 40 and concerns about potential overlap or redundancy.
- A strong preference for connecting the Admirals neighborhood directly to UVic, as it's currently under-served.
- Calls for better cross-town service, emphasizing direct and frequent routes over additional stops at places like Uptown.

- **Routing and Stops:**

- Questions about the space at the McKenzie Interchange for transfers between the 95 and UVic-bound 40s.
- Concerns about potential service gaps on McKenzie if the Route 40 is rerouted through Uptown

- **Transfers and Accessibility:**

- Comments on the stress of transfers, with a preference for direct routes to minimize connection times.

- **General Feedback and Sentiment:**

- Opinions on whether Uptown should serve as a hub and the impact on service efficiency, and inconvenience of transfers.

# Appendix C

## Engagement Results

Indicate how Route 26 and  
Route 16 should connect  
*Comments*

- **Specific Route Feedback:**

- Opinions vary on whether Route 26 should end at Uptown or continue to UVic, with some favoring one continuous route for simplicity. Explaining that some trips “continue-as” and some do not may be challenging.

- **Criticism and Concerns:**

- Several respondents are against the changes, preferring to keep existing services or doubting the value of the proposed changes.
- Concerns about the frequency of buses, particularly on the Esquimalt side and during weekends.
- Worries about the reliability of connections due to the forced transfer and decreased frequency on some routes.
- Disapproval of the proposed split of Route 26 into two stages, fearing missed connections and inconvenience.

- **Support for Changes:**

- Some are fine with the changes and see the value in the new Route 16 adding coverage to Cedar Hill X road to and serving the Shelbourne/Cedar Hill X commercial area.
- Some route 26 Tillicum/Gorge users commented that increasing Route 9 could provide an alternative one-seat ride to UVic and replace the value that the 26 brings UVic-bound Tillicum residents.

- **Transfers and Accessibility:**

- Comments on the stress and added time of transfers, with a preference for direct routes
- Requests for improved pedestrian safety at busy intersections such as Saanich/Douglas.
- Concerns about the impact of more transfers on vulnerable populations, including the elderly and disabled.
- Appreciation for the potential of some routes to continue providing a direct connection to key locations, such as UVic and Tillicum Mall.

- **General Feedback and Sentiment:**

- A mix of acceptance and resistance to the proposed changes, with some users highlighting potential benefits and others pointing out potential drawbacks.

# Appendix C

## Engagement Results

### Feedback on proposed changes in Phase 1 of the Tillicum-McKenzie Corridor Transit Plan

#### Comments

#### Route 25 Specifics

- About 70 percent of the feedback related to Route 25 was about retractions to Dockyard or misunderstanding of the intention for Shoreline school trips.
  - Consistent with concerns expressed in November of 2023 users of Route 25 in Esquimalt or along Admirals between Esquimalt and Admirals Walk expressed concerns with having route 25 retracted to terminate as far south as Dockyard.
    - Participants pointed out that the Route 25 Admirals connection dates to when the complex was first developed.
    - Residents in the Esquimalt area have come to rely on services at Admirals Walk and Route 24 does not service closely enough to Esquimalt Town Centre; the new Route 40 terminates at Dockyard and does not enter the town centre either.
    - Aside from hourly service on route 24, residents and staff oriented to Admirals Walk would have a walk of over 800 metres to Craigflower access service to Downtown on Route 14
    - Many residents with youth relying on access to Shoreline also misunderstood the intention to keep the route serving schools trips. This is not the case.
- Requests for increases in frequency to both routes 24 and 25; Requests for Route 24 frequency to increase since one of the Admirals bridge routes will be removed.