

**SUBJECT: Victoria Regional Transit Service Review**

**1.0 PURPOSE**

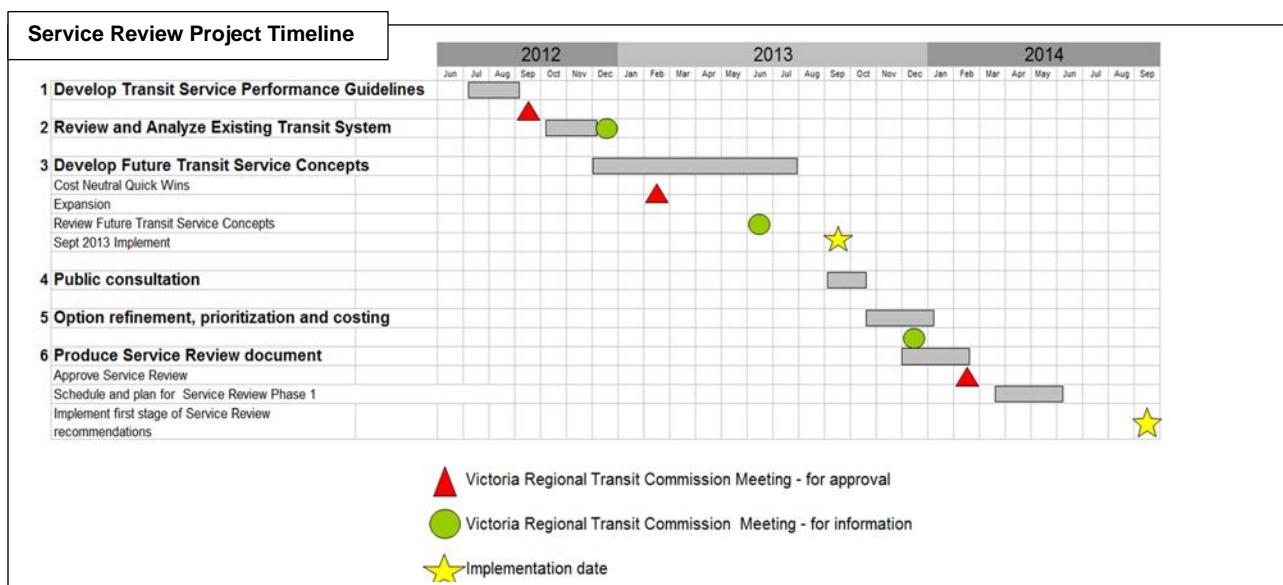
The Victoria Regional Transit Service Plan Draft Service Standards, Service Concepts, and Public Engagement Strategy is being provided to the Victoria Regional Transit Commission for **APPROVAL** to allow staff to move forward with consultation in the fall 2013.

**2.0 BACKGROUND**

The Victoria Regional Transit Service Review is a comprehensive analysis of the existing conventional transit system. Guided by the long term (25-year) system goals, vision and route network developed in the approved Transit Future Plan, the Service Review seeks to determine the priority changes that can be made over the next 5-7 years to align the system’s structure and service levels to those outlined in the long term plan.

Through its detailed review of ridership, service levels, and feedback from customers and front line staff, the Service Review’s suggested service changes also aim to improve the overall effectiveness, efficiency and ease of use of the system. Performance Guidelines used as a benchmark to evaluate route performance were approved by the Commission in September 2012.

In December 2012 the Commission approved the “Quick Wins” arising out of the project’s first phase which will be implemented on September 2, 2013. This timing is in line with the original project timeline (shown below). As per the schedule below, the next phase of the project includes presenting the proposed strategies and concepts for public engagement in the fall 2013.



## 2.1 Three Year Service and Financial Strategy

The Commission was presented a three-year Service Plan and Financial Strategy (2013/14 – 2015/16) at the December 2012 meeting. The strategy provided a three year base budget and expansion options. The service improvements presented in this strategy were based on public input and analysis gathered through the Victoria Regional Transit Future Plan, Service Review and Route Performance Guidelines

The strategy included a base budget and three expansion options reflecting different levels of transit investment and resulting ridership outcomes.

- **Service Expansion Option 1:** Minimum service levels required to remain aligned with population growth (approximate 1.0% increase).
- **Service Expansion Option 2:** Service levels to meet population growth plus a strategic portion of additional hours to improve transit service (approximate 2.0% increase).
- **Service Expansion Option 3:** Service levels needed to remain on target to implement the Transit Future Plan Strategy and meet the approved mode share and ridership targets (approximate 2.7% increase).

The Commission selected **Service Expansion Option 3**, which provides approximately a 2.7 per cent increase in service levels per annum over the three year period. This is the level of investment needed to remain on target to implement the Transit Future Plan. The first year (2013/14) of the three year service plan will be implemented this fall and includes 5,000 hours for fixed route service with an additional 2,250 hours of increased handyDART service. This service expansion was used to implement the Quick Win initiatives presented to the Commission in the 2013/14 Annual Service Plan.

The draft Service Review service changes and enhancements proposed in section 3.3 of this report take into account the increases proposed for years 2 (2014/15) and 3 (2015/16) in the Service Plan.

### Expansion Option 3 (incremental costs)

	Projection	Projection	Projection
<b>Option 3</b>	<b>13/14</b>	<b>14/15</b>	<b>15/16</b>
<b>Service Hours</b>	<b>7,250</b>	<b>35,000</b>	<b>35,000</b>
Conventional	5,000	30,000	30,000
Custom	2,250	5,000	5,000
<b>Vehicles Required</b>	<b>1</b>	<b>15</b>	<b>15</b>
Conventional	0	12	12
Custom	1	3	3
<b>Total Cost</b>	<b>\$541,670</b>	<b>\$3,298,610</b>	<b>\$3,414,060</b>
<i>Commission Share</i>	<i>\$330,660</i>	<i>\$2,348,480</i>	<i>\$2,430,680</i>
<i>Commission Share, net of revenue</i>	<i>\$189,480</i>	<i>\$1,385,950</i>	<i>\$1,468,150</i>
<i>Incremental Transit Levy per Household</i>	<i>\$1.00</i>	<i>\$6.75</i>	<i>\$7.25</i>

Section 3.5 of this report provides details of the consultation that will be conducted to receive input on

the proposed service standards and service improvements. The results of the public consultation will guide the ongoing updating and development of three year Service Plan and annual service plan details.

### 3.0 DISCUSSION

#### 3.1 Transit System Performance Analysis: Key Findings

The service review process examined ridership at the route and segment level, passenger pass up reports, transit operator comment cards and customer feedback. It also evaluated route performance against the performance guidelines approved by the Commission. The following table shows key themes that emerged from this analysis.

##### Key Findings: Performance Guidelines

- The service is well utilized at peak times.
- Most of the routes in the major route classification **meet or exceed** performance guidelines during **peak travel times and midday**.
- Most of the routes in the major route classification **meet** performance guidelines during the **evening**.
- The following routes perform **below** the major route performance guidelines **throughout the day**:
  - 1 Richardson
  - 2 Oak Bay
  - 10 Bay Street
  - 24 Cedar Hill
- The following routes perform **below** the major route performance guidelines in the **evening**:
  - 3 Gonzales
  - 21 Interurban
  - 25 Maplewood
  - 75 Saanichton

##### Key Findings: Service Reliability and Coverage

- Several routes (4, 7, 26, 27, 28 and 39) have passenger pass-ups at peak times and a few routes (4 and 26) experience pass-ups throughout the day.
- Some neighbourhoods are not served by transit, including Westhills, Bear Mountain and Dean Park.
- There is some opportunity to reallocate minor route resources (community bus) in the WestShore and Peninsula to serve areas without transit service.

##### Key Findings: Consistency and Ease of Use

- Overall the system would benefit from a branding strategy that more easily conveyed highest order services in the system (Rapid Transit and Frequent Transit Network routes) and their frequencies to passengers.
- Several neighbourhoods—particularly James Bay—need to have their local services restructured to simplify routes.
- Transit priority measures would improve the convenience of the system but investment in these

measures should be accompanied by service increases.

#### Key Findings: Infrastructure

- Some terminals are at bus capacity and need to be expanded at peak times, in particular:
  - UVic Exchange
  - Legislature Terminal
- Park & Ride capacity is needed in the West Shore and Royal Oak.
- Operations and maintenance facility capacity needs to be increased to accommodate long-term growth of the fleet to support future transit services expansions.

### 3.2 Draft Service Standards

As part of the ongoing management of the transit network, service standards are being developed. These are tools to support not only the service planning decision making process but also the communities' transportation needs. Service standards define and set expectations regarding service levels, service quality and set benchmarks to support the implementation of the Transit Future Plan.

Service standards define minimum levels of transit service. The standards usually define features such as a transit system's service span (the hours and days of service when it operates), frequency of routes or groups of routes, walking distance to bus stops, accessibility and how new service will be triggered for additional areas of service (subdivision density, population, etc.).

A key benefit to establishing service standards for the Victoria Regional Transit System is that they will enable the Commission and BC Transit staff to manage community expectations regarding the level of transit service to be provided, such as service levels for urban and densely populated corridors versus those for rural areas. Another benefit of the service standards is their influence on decisions such as when to provide new service or make adjustments to existing service.

Finally, service standards create consistency and improve system ease of use. Consider the example of how this could apply within the Victoria system: the frequency and span of service vary considerably between suburban community bus routes in Victoria. By defining service standards for these types of routes, the system would be able to set a consistent minimum level of service between similar neighbourhoods, with the opportunity for further service as demand warrants.

Service standards compliment, and work in tandem with, the route performance guidelines already approved by the Commission.

- **Service Standards** define what transit service should look like in the region.
- **Performance Guidelines** measure how routes and the system perform against established goals to recommend further changes.

To be effective, service standards need to be approved by the community. Therefore, the following draft service standards are presented to the Commission for its review and input with the intention of taking these draft standards to the community for further development and feedback as part of the proposed

fall 2013 public consultation. The standards would then be revised and a final draft version presented back to the Commission for its approval as part of the final report.

It is important to note that the service standards shown below reflect practical goals for the transit system to achieve over the next five years. They are also designed to reflect the transition from existing route categories (limited stop express, major routes, minor routes, targeted routes) to the transit network layers ultimately envisioned in the Transit Future Plan (Rapid Transit Network, Frequent Transit Network, Local Transit Network and Targeted Transit). The intent is to review and evolve these standards in tandem with the transit system itself to the frequencies and service spans presented in the Transit Future Plan. Review and recalibration of service standards would occur every 3-5 years as part of updates to the Transit Future Plan.

## **Draft Service Standards for the Victoria Regional Transit System**

### **Network Design Principles**

- Transit trips connect local neighborhoods with their regional growth centres and transit trips between regional growth centres can be made with no more than one transfer.
- Transit routes should be as direct as possible to be competitive with the automobiles.
- Transit service should connect to other transportation systems to allow passengers to conveniently connect to other modes, including cycling and pedestrian networks, intercity busing, rail passenger services and ferry services.
- Transit service should be operated on arterial and collector road network and be very limited on the local road network.
- Transit service coverage is planned so that at least 85% of residents and employees within the CRD's urban containment boundary are within 400 metres walking distance of a transit route.

### **Ease of use Principles**

- To make the transit system easy to use for all passengers, routes should be direct and simple to understand, and service frequencies and schedules should be consistent on each route and during each time period, where possible.
- Customer information should be designed to be straightforward with simple route and schedule information. Comprehensive branding should be developed, with specific attention to the following:
  - Information and branding for the Rapidbus Network and the Frequent Transit Network, including naming convention, logo/identifier, visual identity and style guide for additional livery (vehicle colour schemes or logos), print and electronic channels.
  - Identity and numbering for the local transit network and special services. Current livery will remain.
  - Strategies for route identification (e.g. name/number) that align with the layers of service

## Introducing New Service

The following guidelines have been identified to determine when it may be feasible to introduce transit service into new residential, industrial, commercial and recreational developments. The following conditions should be met:

- Minimum density of 20 residents per hectare or 20 jobs per hectare measured over a minimum developed area of 10 hectares.
- There is a road and pedestrian access that provides for safe access and efficient operation of transit service.

## Service Description and Minimum Frequency and Span of Service,

The table below describes the hierarchy of service layers of the Transit Future Plan and how existing routes will fit into these layers of service in the near-term. The table also describes the minimum levels of service for each route type. The minimum service frequency defines the minimum frequency at which each service type operates, subject to meeting the performance standards. The minimum service span defines the minimum span of service or hours of operation for each service type.

<b>Existing Route Classification</b>	<b>Limited Stop Express Routes</b>	<b>Major Routes: Corridor-Focused</b>	<b>Major Routes: Neighbourhood-Focused</b>	<b>Minor Routes</b>	<b>Targeted Routes</b>
<i>Service Description</i>	Limited stop express routes are designed to move large volumes of passengers between major destinations and stop less often than major or minor routes. Over time these routes would evolve to form the Rapid Transit Network	These routes are generally operated by full sized buses and target the built up core residential and commercial corridors. Over time these routes would evolve to form the Frequent Transit Network.	These routes are generally operated by full sized buses and target residential and commercial neighbourhoods and destinations with a focus on connections to local centres. Over time, these routes would evolve to form part of the Local Transit Network connecting to Rapid and Frequent Transit services.	These routes are generally operated with a community bus and serve less densely populated areas with a focus on connections to local centres and more frequent transit routes. Over time, these routes would evolve to form part of the Local Transit Network connecting to Rapid and Frequent Transit services.	These routes are created to provide targeted service to areas such as schools, universities and/or peak commuter trips
<i>Routes</i>	15x, 16x, 50x, 70x	4, 6, 11, 14, 26, 27, 28, 30, 31, 50	2, 3, 7, 8, 21, 22, 24, 25, 39, 61, 72, 75	1,10,12, 13, 22N 32, 35, 49, 52, 53, 54, 55, 56, 57, 58, 59, 63, 64, 81, 83, 85, 86, 88	17,18,19, 29, 33, 51, 76

<b>Existing Route Classification</b>	<b>Limited Stop Express Routes</b>	<b>Major Routes: Corridor-Focused</b>	<b>Major Routes: Neighbourhood-Focused</b>	<b>Minor Routes</b>	<b>Targeted Routes</b>
<i>Minimum Service frequency</i>	At least every 15 minutes between 7:00 a.m.-10:00 p.m., on weekdays with additional frequency based on demand	At least every 15 minutes between 7:00 a.m.-10:00 p.m., on weekdays with additional frequency based on demand	At least every 30 minutes between 7:00 a.m.-7:00 p.m., on weekdays with additional frequency based on demand	At least every 2 hours with additional frequency based on demand	Varies depending on service
<i>Minimum Service span</i>	7:00am – 7:00pm on weekdays, extended based on demand  Weekend service based on demand	6:00am – 11:00pm on weekdays, extended based on demand  7:00am – 11:00pm on Saturdays, extended based on demand  8:00am – 10:00pm on Sundays, extended based on demand	6:00am – 10:00pm on weekdays, extended based on demand  7:00am – 10:00pm on Saturdays, extended based on demand  8:00am – 9:00pm on Sundays, extended based on demand	7:00am – 6:00pm on weekdays, extended based on demand.  Minor Routes in urban and suburban areas will operate 8:00am – 6:00pm on Saturdays and 9:00am – 6:00pm on Sundays, extended based on demand  No service in rural areas on weekends	Varies depending on service

## Vehicle Type

Vehicle type is driven by passenger loads during the peak hours of the relevant operating period. On routes where capacity is exceeded, consideration should be given to operating vehicles with additional capacity or service with increased frequency. A typical approach is to allow standing passengers during peak periods but to provide sufficient capacity for seated passengers during the off-peak hours. On routes where a small bus would accommodate passenger loads at peak time consideration should be given to operating a smaller bus and maintaining existing frequency. Vehicle types associated with the Transit Future Plan layers of service are outlined in the table below.

Service	Vehicle Type
Rapid Transit	Standard, high capacity bus, high capacity rail (future)
Frequent Transit	Standard or high capacity bus
Local Transit	Standard or small bus
Targeted Transit	Standard or small bus

## Transit Facilities

### Transit Stop

The attractiveness of transit is based not only on transit services, but on the customer amenities that are provided at transit stops. Transit stops and facilities should include a hard surface landing/waiting area and be universally accessible, on-street passenger facilities should include bus benches, shelters, lighting, waste receptacles, and route/schedule information.

Direct pedestrian connections should be provided to bus stops via sidewalks, pathways and crosswalks, with curb ramps and barrier-free access. Bus stops should be located on the far side of crosswalks, or at least 20 m in advance of a crosswalk.

Buses may stop in the traffic lane (with a bus bulge where on-street parking is provided), at curbside or in a dedicated bus bay.



Transit stop amenities associated with each type of service are outlined in the table below.

Service	Passenger Amenities
Rapid Transit	Premium transit shelters Elevated boarding platform Real time schedule information Bike storage Customer wayfinding information (such as directional signage) Universally accessible Bench May include Park & rides facilities
Frequent Transit	Transit shelters Bike storage Quality customer information (such as transit schedule and map information) Universally accessible Bench May include Park & ride facilities
Local Transit	Transit shelter Universally accessible Bench May include Park & Ride facilities in rural areas
Targeted Transit	May include transit shelter Universally accessible May include bench

## Stop Intervals

Transit stops should be spaced along a corridor at an appropriate interval, in urban areas this is typically between 300m - 400m. Transit stops that are spaced too close together lead to slower transit trips and higher transit stop maintenance costs while transit stops that are too far apart limit passenger access to the system. Outside the urbanized area, bus stops should be limited to major destinations, points of interest, and residential concentrations. Spacing of stops should be based on the type of service. The appropriate standards for each service type are outlined in the table below.

Service	Stop Interval
Rapid Transit	Limited stops at key locations. Stops are typically spaced 800m to 2km apart
Frequent Transit	Frequent stops along a corridor, 300- 500m apart.
Local Transit	Frequent stops along a corridor, 250- 300m apart.
Targeted Transit	Varies depending on service

## Transit Priority Measures

Transit priority measures should be provided on the Rapid Transit Network (RTN) and Frequent Transit Network (FTN) to improve travel time and reliability as required. These measures include signal timing optimization, transit signal priority, regulatory signage such as yield to buses, and geometric such as queue jumper lanes and transit only lanes.

Service	Priority	Measure
Rapid Transit	Signal	Transit is given signal priority along the corridor at the majority of intersections
	Lane	Transit only lanes or bus queue-jumper lanes at key areas of congestion
Frequent Transit	Signal	Transit is given signal priority along the corridor at key intersections
	Lane	Only if part of the RTN
Local Transit	Signal	Transit signals are optimized to benefit transit
	Lane	Only if part of the RTN
Targeted Transit	Signal	Only if part of the RTN
	Lane	Only if part of the RTN

## **Transit Facilities**

Transit facilities provide transfers points between bus routes and are typically located within the activity centres of the community, such as the downtown, village centres, and shopping malls to reinforce the relationship between transit and land use patterns. If properly planned and designed, transit exchanges can become effective multi-modal exchanges and pedestrian-oriented sites. At a minimum, transit exchanges should provide weather protection, seating, transit route and schedule information, lighting, and cycling storage.

### **Functional requirements for transit exchanges and Park & Ride facilities**

#### **Site Requirements**

- Preferred sites have no significant safety concerns, providing direct and safe pedestrian access, and minimizing the interaction between buses and general traffic on adjacent roads.
- Preferred sites should be access that is safe and efficient avoiding traffic congestion and queuing (access and egress).
- Sites should be designed to be highly visible, minimizing personal safety concerns for transit passengers using the terminals in evenings and at other off-peak times.
- The sites must be located to minimize additional routing and costs.

#### **Physical Requirements**

- All platforms should accommodate standard 12 m buses, including double-decker buses.
- Buses must be able to arrive and depart from platforms independently.
- Passenger facilities should include:
  - Passenger amenities, including weather protection, seating, illumination, and bicycle storage.
  - Accessibility to all areas of the terminal for persons with disabilities.
  - Wayfinding signage and information.
- Transit terminals should also incorporate operator washrooms.
- In addition, Park & Ride sites should include parking for automobiles, bicycles and bus stops for transit access.

### 3.3 Strategies for Improving Transit System Performance

The Service Review continues to improve the efficiency, effectiveness and ease of use of the Victoria Regional Transit System. At the same time, it also details how service should evolve towards the long term vision presented in the Transit Future Plan. The measures presented for these short term improvements fall into several broad strategies.

#### Service Improvement Strategies:

1. **Focus on building the Transit Future Network** - This means:
  - Short term plans need to work towards long term system goals. This means that the suggested transit service changes are complementary and develop the transit network identified in the Transit Future Plan.
  - Service and infrastructure changes prioritize developing the high frequency and high ridership routes of the RTN and FTN, which serve major destinations and neighbourhoods throughout the region.
2. **Match service to demand** - This means:
  - Use transit service performance guidelines as a transparent decision-making framework for reviewing the performance of the existing transit system.
  - Particularly for local routes, identify areas that are currently not served or are underserved by fixed route transit.
  - Identify opportunities to improve service efficiencies within the transit system and to match vehicles and infrastructure to the appropriate ridership and service levels.
  - Review existing transit terminal facilities and identify triggers for capital improvement and expansion.
3. **Create user-friendly routes, schedules and materials** - This means:
  - Identify ways to maximize transit system ease of use and ridership through improved customer information, corridor branding and improved route naming and number conventions.
  - Develop transit service standards to create consistency between similar service types throughout the region.
  - Undertake local area plans to simplify route structures and connections between local services and the RTN and FTN.
4. **Plan for the future now and involve our best experts** - This means:
  - Continue to evolve our system by listening to those who know it best and improving the inclusivity and transparency of decision making. Similar to how passengers, front line staff, area local governments, community stakeholders and residents from around the region helped shape the Victoria Regional Transit Future Plan and this Service Review, future projects will also be prioritized and refined through annual public engagement campaigns and other specific measures.
  - Plan for future projects in addition to implementing changes each year to keep the system moving forward.

### 3.4 Draft Service Concepts and Priorities

Based on the performance analysis to-date and the performance improvement strategies outlined above, a number of service change concepts and supporting initiatives are proposed for the system. These initiatives are broken into two phases: short term (the next 1-2 years), medium term (next 3-5 years). It is proposed that these draft service concepts and priorities be presented to the public for further input and confirmation in fall 2013. As described in section 2.1, proposals presented for the short term align with the service level increases approved for those years in the three year Service Plan.

#### Proposed Short Term Priorities (Next 1-2 Years)

##### *Focus on Building the Transit Future Network*

###### **Implement service changes to develop the RTN**

- Implement a new 50x limited stop express service between Langford and Downtown to establish rapid transit to the WestShore.
- Improving service to the Saanich Peninsula by shifting route 70x (and all other Peninsula-bound routes) from Blanshard to Douglas between Downtown and Uptown to make use of new transit priority measures planned for the Douglas Street corridor.
- Further evolve one of the key east-west rapid transit lines by extending the 15x limited express service currently operating between UVic and Downtown to Dockyard, thereby increasing frequency along Esquimalt Road and shortening travel times.

###### **Implement service changes to develop the FTN**

- Target service increases to meet FTN policy objectives of 15 minute service or better from 7am to 7pm Monday to Friday on routes 4, 14, 26, 27, 28, 30, 31
- Change routing of route 14 from Douglas and Bay to Pandora/Fort, Government, Esquimalt, Tyee to reduce duplication, shorten travel times and serve new areas of dense residential housing.
- Terminate route 4 at Douglas at Kings (Times-Colonist Building) rather than Downtown to increase frequency at no additional cost and direct service to the route segments along Hillside where the majority of ridership occurs.

###### **Undertake supporting infrastructure and customer information measures**

- Implement transit priority measures on the Douglas, McKenzie and Island Hwy. corridors stemming from June 2013 public consultation (if approved by the Commission).
- Expand UVic Exchange bus capacity.
- Develop service branding standards for the RTN and the FTN, including maps and signage.

##### *Match Service to Demand*

Using route Performance Guidelines to guide decision making, adjust route services as follows:

###### **RTN:**

- Increase service on future rapid transit corridors 15x, 16x, 50x and 70x.

###### **FTN:**

- Add service to routes 4 and 26 to further reduce pass-ups as required.
- Create the ability to have more consistent spacing between trips and therefore a higher level of frequency on the Downtown to Royal Oak section of route 6 by reviewing the Chatterton Way and Emily Carr Drive variations and better matching service to demand.
- Add operational flex hours to provide overload trips for peak ridership demand.

## Proposed Short Term Priorities (Next 1-2 Years), Continued

### ***Match Service to Demand, Continued***

Using route Performance Guidelines to guide decision making, adjust route services as follows:

#### **Local Transit Network**

- Look at adjusting service on specific routes to match actual ridership. For example, based on the latest ridership figures, routes 8 and 21 would be candidates for service increases while routes 2 and 22 would be candidates to have service adjusted and potentially reduced (Service Standards proposed for approval will ensure that a minimum level of service is maintained to areas based on their population density).
- Continue to monitor services to adjust which routes and trips are served by conventional vehicles or smaller community bus vehicles.
- Introduce new service to Westhills, Bear Mountain and Dean Park.

### ***Create User-Friendly Routes, Schedules and Materials***

Using Service Standards to define acceptable minimums for transit system elements like service frequencies, stop spacing, and passenger information, make the following adjustments to services and materials:

#### **Improve service clarity and consistency**

- The James Bay Neighborhood would benefit from a plan to simplify the existing route structure, establish Local Transit Network routes, improve ease of access to local neighbourhood services and potentially introduce community bus services.
- Undertake and implement the results of a WestShore area plan to establish Local Transit Network routes, ensure consistency in service frequency and hours of operation between community bus routes, and redistribute hours from underperforming routes to create the new Bear Mountain and Westhills services.

#### **Make the system easier to use**

- Improve bus bay assignments at Royal Oak and UVic to make it easier to connect between key services.
- Implement the first phases of service branding (maps and signage) for the RTN and FTN.

### ***Plan for the future now and involve our best experts***

#### **Define and Improve Rapid and Frequent Transit Corridors**

- Initiate a Transit Corridor alignment study to determine the most effective path for rapid transit service between Downtown and UVic.
- Initiate a Transit Priority Study for the Downtown couplets (Yates and Pandora, Fort and Johnson), Quadra Street and Esquimalt Road.
- Conduct Transit corridor studies for Hwy 17 and the WestShore to determine optimal locations for stations and Park & Rides.

#### **Establish and Improve Transit Terminus Points**

- Conduct detailed infrastructure and service planning for a future Uptown Exchange.
- Conduct a study to determine options for expanded bus terminal capacity in the Downtown area and implement the findings.
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## Proposed Medium Term Priorities (Next 3-5 Years)

### ***Focus on Building the Transit Future Network***

#### **Implement service changes to develop the RTN**

- In conjunction with developing the Uptown Exchange, implement service and routing changes to the Rapid Transit Network and supporting networks.

#### **Implement service changes to develop the FTN**

- Consider implementation of changes to route 11 which would establish a new Gorge-Hillside crosstown route.
- Create a new east-west crosstown route from Dockyard to UVic along Admirals and McKenzie.

#### **Undertake supporting infrastructure and customer information measures**

- Based on study outcomes undertaken in the short term phase, implement transit priority measures on Hwy 1 and 17.
- Implement Priority Plan recommendations on Quadra, Esquimalt, and the Downtown couplets (Yates/Pandora and Johnson/Fort).
- Develop the Uptown Exchange.
- Establish new Park & Ride in the WestShore, optimally near the 6 Mile area and in coordination with the Rapid Transit Network.
- Begin construction of Rapid Transit Stations.
- Continue implementation of Rapid Transit and Frequent Transit branding strategies as well as launch new route name and numbering strategy.

### ***Match Service to Demand***

Using route Performance Guidelines to guide decision making, adjust route services as follows:

#### **RTN:**

- Increase service levels in conjunction with the implementation of transit priority on the 15x, 16x, 50x and 70x to accommodate expected increases in demand.

#### **FTN:**

- Continue to add service to meet demand as required.

#### **Local Transit Network:**

- Look at specific routes to be adjusted to increase or decrease service to match actual ridership.
- Continue to monitor services to adjust which routes and trips are served by conventional vehicles or smaller community bus vehicles.

## Proposed Medium Term Priorities (Next 3-5 Years), Continued

### **Create User-Friendly Routes, Schedules and Materials**

Using Service Standards to define acceptable minimums for transit system elements like service frequencies, stop spacing, and passenger information, make the following adjustments to services and materials:

#### **Improve service clarity and consistency**

- Increase service levels to meet service standards on routes evolving to Rapid Transit Corridors:
  - Introduce weekend service on the 15x, 16x and 50x
  - Increase summer service levels on the 15x, 16x and 50x
  - Introduce or extend evening service on the 15x, 16x, 50x and 70x to 10:00pm

Target service increases to meet Frequent Transit Network policy objectives of 15 minute service from 7:00am to 7:00pm on weekends on routes 4, 14, 26, 26, 27, 28, 30 and 31. Consider route 7 for frequent transit status.

#### **Make the system easier to use**

- In years 3 and 4, undertake and implement the results of area plans for Esquimalt, Interurban and Cedar Hill to establish Local Transit Network routes and make it easier to access local neighbourhood services.
- In year 5, undertake and implement the results of area plans for the Tillicum and Jubilee areas to establish Local Transit Network routes and make it easier to access local neighbourhood services.
- Develop the service branding strategy for the Local Transit Network (maps and signage).
- Implement the second phases of service branding (route naming and numbering conventions) for the transit system.

### **Plan for the future now and involve our best experts**

#### **Define and Improve Rapid and Frequent Transit Corridors**

- Undertake Transit Priority Studies for the Shelbourne, Craigflower and Goldstream corridors.

#### **Define and improve RTN and FTN corridors**

- Undertake Transit Priority Studies for the Shelbourne, Craigflower and Goldstream corridors.



### 3.5 Public Engagement Plan

In the fall of 2013, BC Transit will lead public consultation to gather feedback on proposed strategies, service standards and service concepts. The information received will be used to develop the final service review document and will also establish implementation priorities for specific projects over the next few years.

In tandem with consultation regarding service review concepts, standards and priorities, the public will also be asked to provide input into customer information that will be used to develop the overall customer information and branding strategy for the system.

The fall 2013 public engagement initiatives are proposed to include:

- Transit Future Bus events across the region
- Stakeholder workshops
- Consultation with local government partners
- Events on site at BC Transit to gather feedback from transit operators and transit telephone information staff
- Updates to the project website and an online survey

Advertising for public events and the project will include posters on all buses, a media advisory, ads in local media and the use of social media (Facebook, Twitter, etc.)

It is important to note that public input at this stage of the service review will be used to shape the overall priorities for service and general concepts. Once the service review is completed, it is proposed that further targeted consultation take place to support the specific service changes / projects a year prior to implementation. This targeted consultation will be more detailed to enable the development of final implementation plans for approval by the Commission. This consultation may include Transit Future Bus events, surveys and stakeholder workshops for particular areas or passenger groups, as well as online components.

### 4.0 RECOMMENDATION

It is recommended that the Victoria Regional Transit Commission **APPROVE** the Victoria Regional Transit Service Plan Draft Service Concepts, Service Standards and Public Engagement Strategy to enable staff to move forward with consultation proposed for Fall 2013.

Respectfully,



Manuel Achadinha  
President and Chief Executive Officer