



Dawson Creek Transit Service Performance Check-In: Interim Report – Draft Change Proposals

City of Dawson Creek Council – July 18, 2016

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Purpose

To seek approval from Council of the:

- Draft Service Change Proposals
- Proposed Phase 2 Public Engagement Strategy

in order to proceed to Phase 2 Public Engagement



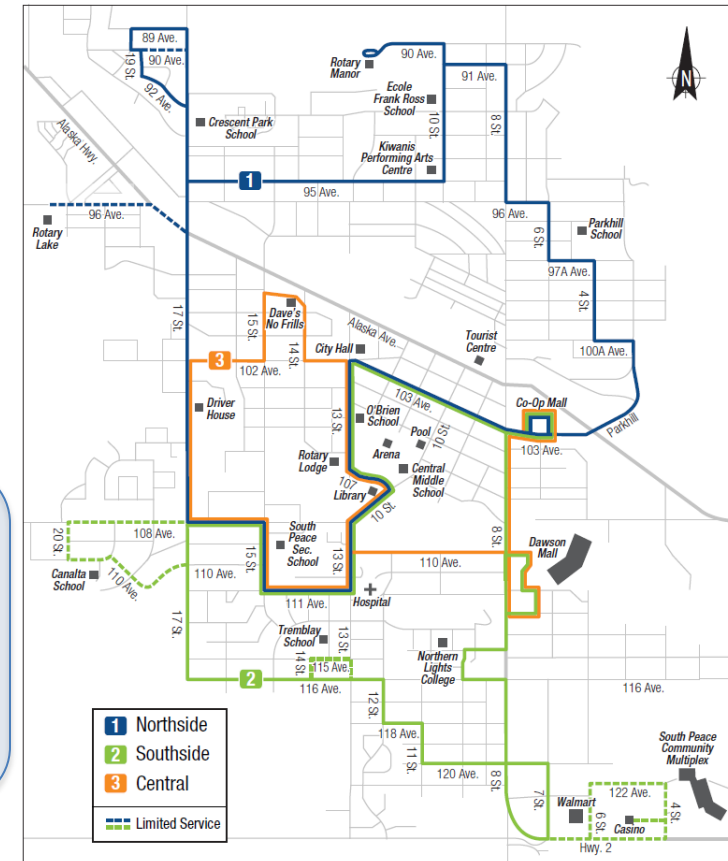
Presentation Topics

- ❑ Service Performance Check-In
Objectives: Review
- ❑ Draft Change Proposals:
 - Approach
 - Issues and opportunities
 - Recommended draft service change proposals
 - Draft infrastructure and marketing & communications proposals
 - Other considerations
- ❑ Proposed Next Steps
- ❑ Recommendations



Service Performance Check-In Objectives: Review

- 1. Analyze and report on** existing Dawson Creek Transit System performance, including peer comparisons, current strengths, improvement opportunities
- 2. Examine future transit requirements** based on the OCP, demographic trends, proposed land development & road network changes, and citizen priorities expressed through public consultation
- 3. Build awareness of and support for the transit system** through Council and public participation and communication strategies
- 4. Outline and recommend service options** over the short- and longer-term periods, for consideration by the City of Dawson Creek, to improve transit system performance and effectiveness
- 5. Make recommendations** on non-service-related supporting strategies
- 6. Outline process towards implementation** of the potential improvement options identified in objectives 4. and 5. above



Approach

Background Sources:

- Official Community Plan
- Dawson Creek Transportation Master Plan
- Statistics Canada

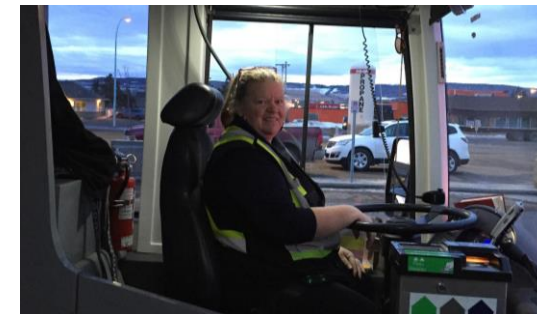
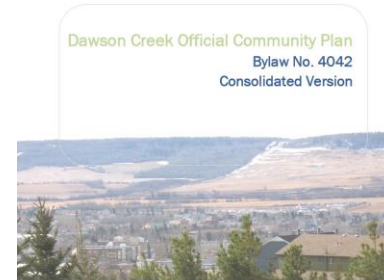
Public Feedback:

- Detailed driver surveys (summaries of passenger feedback)
- Informal passenger interviews
- Discussions with key community stakeholders:

Diversified Transportation Ltd.	Better At Home
School District 59	Nawican Friendship Centre
South Peace Community Resources	Dawson Creek Society for Community Living
Step Up 'N' Ride	

Transit System Data:

- Two-week Passenger Count
- Bus Stop Activity Count



Issues and Opportunities

Service

Frequency and Connections

- Improve transfer connections between routes (Central to/from Northside and Southside routes)
- Reduce the Northside and Southside service gaps between 10:30 a.m. and 2:30 p.m.
- Ensure schedules meet/continue to meet school bell times
- Increase service frequency to the Multiplex

Service to New Areas & New Markets

- Introduce service along Hwy 97 to serve Nordlys Medical Clinic, Peavey Mart, and Tim Hortons
- Introduce service on 15 St between 108 and 102 Ave
- Extend service further north on 17 St (Sunset Ridge)
- Opportunity to increase ridership among the seniors' demographic

Routing

- Reduce duplication of routes in the Dawson Creek Secondary School, Hospital, and Library area
- Reverse routing for increased safety and accessibility in area of Dave's No Frills



Issues and Opportunities (ctd.)

Infrastructure

Specific Bus Stops

- Improve safety and accessibility of bus stop at Dave's No Frills
- Consider relocating Multiplex bus stop closer to main entrance
- Ensure good pedestrian access to bus stops (e.g. sidewalk provision between Sunset Ridge and nearest stop)

Bus Stops (General)

- Improve bus stop signage where needed
- Improve bus route and bus stop maintenance (e.g. snow clearing)

Marketing & Communications

- Introduce a Travel Training program aimed at the local seniors' population

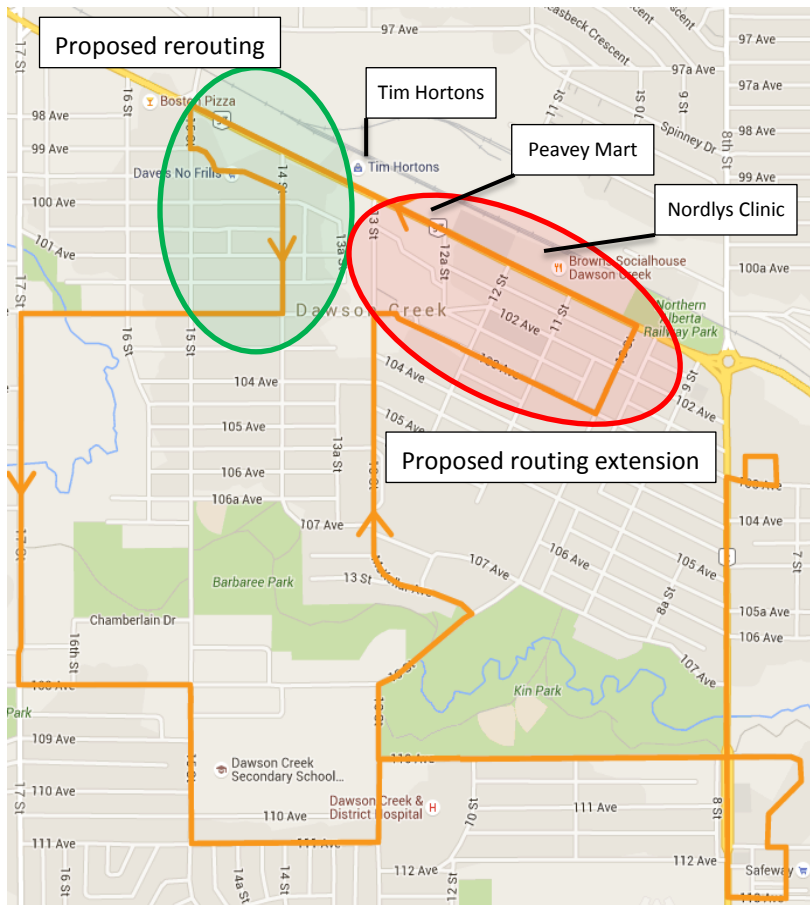


Recommended Draft Service Change Proposals*

* All service change proposals are designed to be cost neutral



Proposal 1: Route 3 Central Routing Extension



Proposal

Extend routing to Hwy 97 and reroute in area of Dave's No Frills

Benefits

- Serves new destinations
- Improves transfer connections
- Reduces wait time at exchange
- Reduces total travel time for users of Central route plus Northside / Southside
- Improves customer safety / accessibility at Dave's No Frills
- Maintains existing service span

Challenges

- Longer travel times and less direct routing for users of Central route only
- Daily number of trips would decrease, bringing in line with Northside and Southside trips
- Permission required for bus stop relocation

Proposal 2: Reduce midday service gaps

Current Situation

- Only two vehicles operate 10:30 a.m. – 2:30 p.m.
- Frequency on Northside & Southside routes drops from 40 mins to 1 hour 20 mins

Proposal

- Spread midday service more evenly among all routes, for slightly increased frequency on Northside and Southside routes
- Reallocate certain evening trips, when ridership is typically lowest, to midday service

Benefits

- Improves midday service frequency
- Improves daily service consistency and predictability

Challenges

- A few evening trips would be lost but a net ridership increase is expected



Proposal 3: Ensure schedules meet school bell times

Current Situation

- Route 1 Northside trip meeting Central campus's AM bell sometimes runs behind schedule due to heavy passenger loads

Proposal

- Schedule this trip to begin 10-15 mins earlier

Benefits

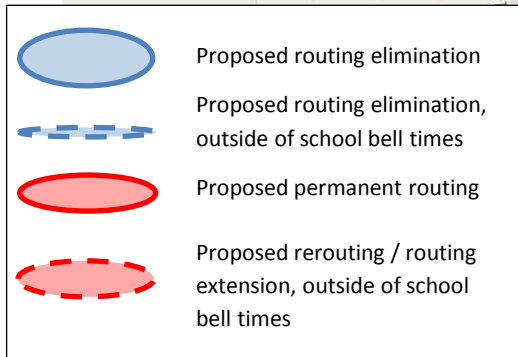
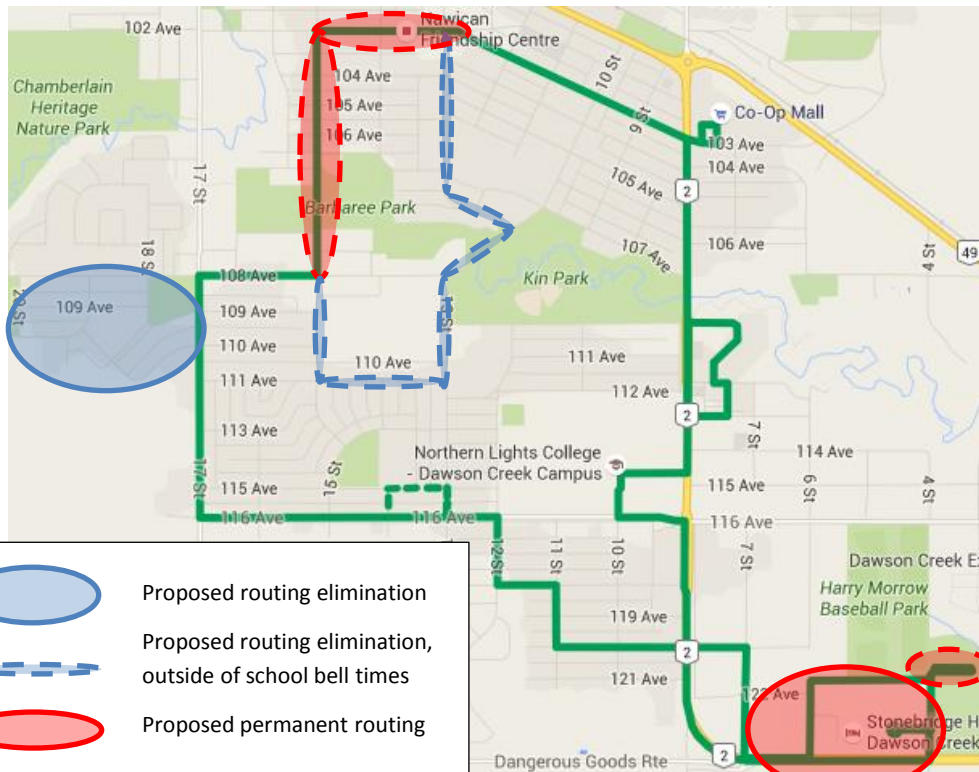
- Improves AM Peak on-time performance
- Ensures Central campus students (~ 45 rides/weekday AM) can arrive on time
- Serves employee shift times at a Multiplex-area hotel

Challenges

- Detailed Scheduling work required to determine optimum solution, to minimize potentially negative impacts on Crescent Park / Tremblay arrival times (~ 2 rides/weekday AM)



Proposal 4: Route 2 Southside Rerouting



Proposal

Reroute for increased Multiplex service, using existing routing at school bell times only

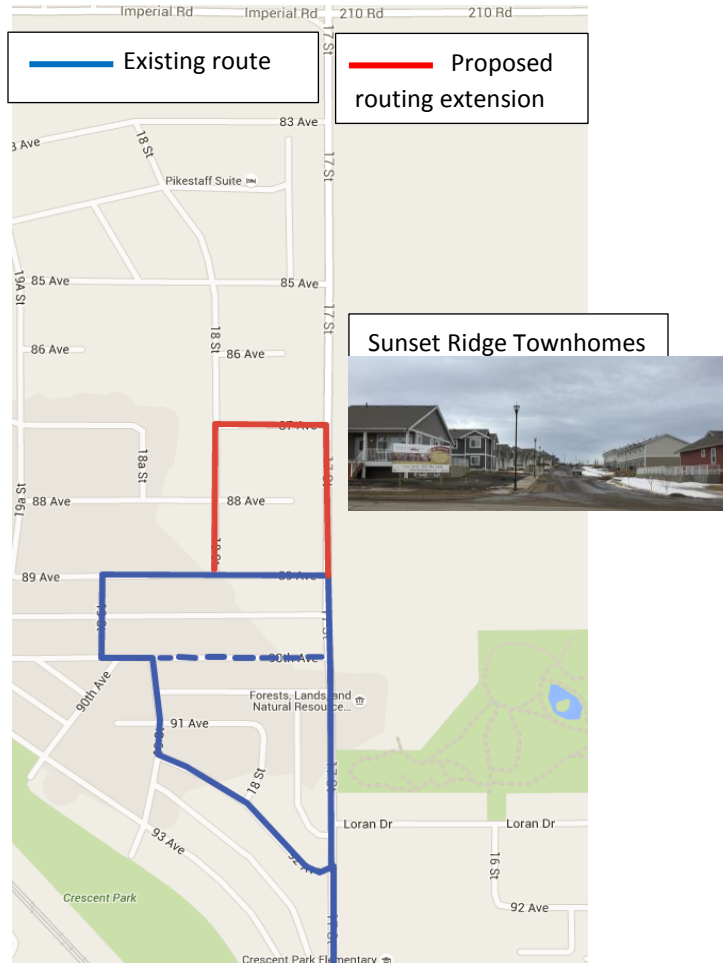
Benefits

- Doubles service to Multiplex
- Increases coverage
- Reduces duplication in Dawson Creek Secondary / Hospital / Library area
- Removes service from area of minimal demand
- Time savings enable service directly to Multiplex front entrance

Challenges

- Potential initial customer confusion – can be mitigated with bus signage
- New routing along residential streets may result in local resident complaints initially

Proposal 5: Extend service to Sunset Ridge



Proposal

Extend Route 1 Northside further north to Sunset Ridge subdivision

Benefits

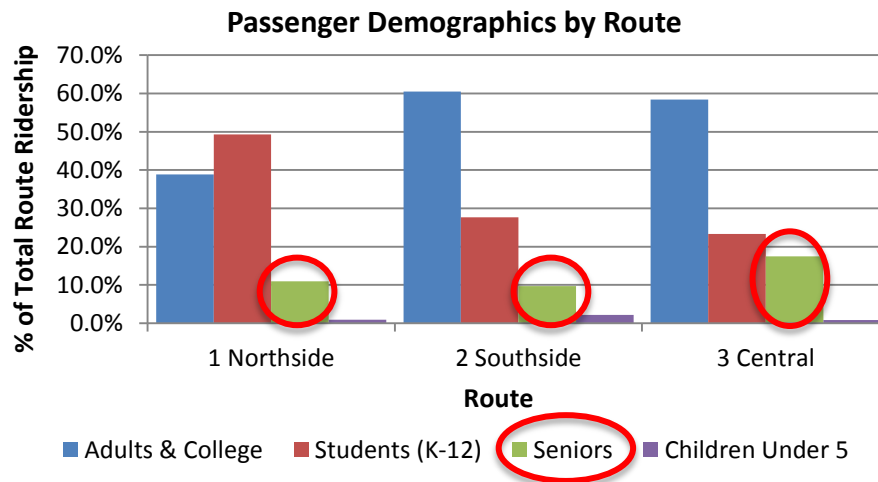
- Brings most area residents within reasonable walking distance of transit service

Challenges

- Adds running time to route – may pose operational risks for on-time performance and schedule reliability
- Operational feasibility test required to ensure safe transit vehicle access along 18 St and 87 Ave
- New routing along residential streets may result in local resident complaints initially

Draft Marketing & Communications Proposals

- **Proposal 6: Introduce a Transit Travel Training program aimed at the local seniors' population**



- **Proposal 7: Marketing outreach, new ideas for transit promotion**



Draft Infrastructure Proposals

- **Proposal 8: Improve bus stop signage**
- **Proposal 9: Improve bus route and bus stop maintenance**
- **Proposal 10: Ensure good pedestrian access to bus stops**



Other Considerations

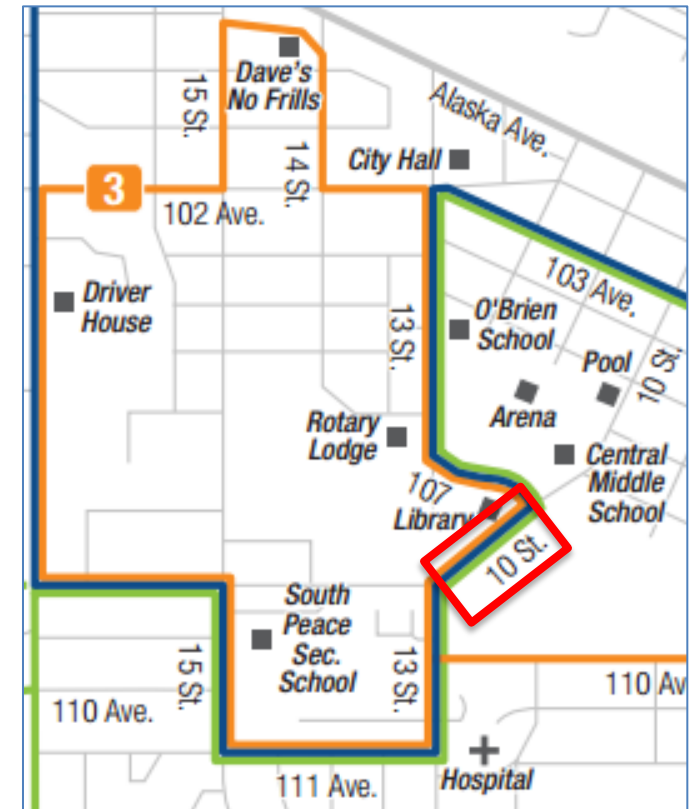
❑ Rerouting for scheduled 10 St Bridge replacement

Challenges for:

- Passenger accessibility to DCSS's Central campus, Library and Senior Citizens' Centre
- Scheduling and service frequency
- Ridership

❑ Future transit system expansion priorities

- Filling in remaining midday service gaps
- Other priorities to be confirmed through Phase 2 Public Engagement



Proposed Next Steps

Phase 2 Public Engagement on Draft Service Change Proposals

- **Proposed Timing:**
 - September
- **Proposed Strategy:**
 - Online survey
 - Open Houses at Co-Op Mall (transit exchange)



Recommendations

THAT Council approve:

- ***Presenting the draft service change proposals herein to the public at Phase 2 Public Engagement***
- ***The proposed Phase 2 Public Engagement strategy***





Thank You

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