

Prince Rupert Transit

Service Review



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City of
Prince Rupert



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EXECUTIVE SUMMARY

The Prince Rupert Transit Service Review is a comprehensive analysis of transit in the Prince Rupert area. This study was initiated by BC Transit to review the transit system and identify opportunities for improvement to:

1. Increase transit ridership;
2. Find efficiencies and cost savings;
3. Enhance and build potential community partnerships;
4. Improve service delivery and customer focus; and,
5. Increase the satisfaction of customers with transit.

Stantec Consulting, the team conducting this review, has worked closely with BC Transit staff, the local municipal representatives and the local transit operator, First Canada ULC, to provide a comprehensive system service review. The work was undertaken in conjunction with a review of the Port Edward Transit System to ensure the two systems continue to take advantage of opportunities to produce increased efficiency and enhanced travel.

Community Overview

Prince Rupert is a city with a population of about 13,000 located on Kaien Island on the northwest coast of British Columbia. The City is the transportation hub for the north coast of BC, with connections by land, sea and air to surrounding communities. In addition to having a high-performing transit system, Prince Rupert is served by Greyhound, BC Ferries, Alaska Marine Highway Ferries, other local ferries, and VIA Rail. It also has an airport and a seaplane terminal.

While population has been dropping over the past 20 years, recent announcements of investments by the federal and provincial governments to help develop a road and rail corridor to the port and improve the local airport, along with major growth in the movement of international commodities should increase Prince Rupert's importance as a transportation hub, fueling future growth.

Transit System Overview and Analysis

The Prince Rupert Transit System consists of two types of service: conventional transit and handyDART (also known as custom transit). Overall the system is relatively efficient. There are five conventional routes, arranged in a radial system in which all routes connect to the downtown. The short routes allow for fairly high frequencies for a city of Prince Rupert's size. Conventional services are available Monday to Saturday during the day with evening service also offered on Fridays. handyDART services are available Monday to Friday, 8:30am to 4:00pm.

The system operates with four conventional vehicles in service and one handyDART vehicle. There is only one conventional spare vehicle for the system and no spare handyDART vehicle. This is a low number of spares and stretches the reliability and service capabilities of the system.

Ridership on conventional transit services has been fairly steady over the last decade, with a peak near 400,000 annual passengers in the 2007/08 and 2008/09 year. There has, however, been a 12% decline in ridership over the last three years. That being said, Prince Rupert enjoys fairly high ridership for a community its size. When compared to its peer communities, it ranks first in terms of rides provided per service hour.

The City also has fairly high performance in terms of its handyDART services. It ranks second in terms of rides provided per hour, and it has the lowest operating costs per hour among its peers. Between April 2011 and March 2012, there were approximately 354,000 boardings. In 2011/12, handyDART ridership was the highest it has been in more than a decade, reaching nearly 7,000 trips.

The Prince Rupert Transit System has no formal transit exchange. Transfers generally occur at one of the Downtown bus stops, such as the one on 2nd Avenue in front of Ocean Centre and the other on 2nd Avenue in front of the Chevron gas station. There are various types of bus stop shelters in the City of Prince Rupert in a range of physical condition. Similarly, sidewalk conditions vary and in some areas the sidewalk system presents challenges for users trying to access bus stops (e.g. uneven surface, does not connect to bus stop, etc.)

Consultation and Communication

A variety of tools was used to maximize opportunities for public/stakeholder input within time and resource limitations. Engagement techniques included open houses at Prince Rupert's Friendship House, Ocean Centre and Port Edward Council Chambers (60 attendees total), an onboard survey of transit system passengers (422 responses), an online survey connected to the transit system's website (10 responses), a survey of transit system drivers (3 responses) and conversations with transit system passengers. The consultation opportunities were promoted through posters on transit vehicles, a news release and ads in local media and project website was also created.¹

The key stakeholders consulted during this review included the following:

Local Government Partners

- City of Prince Rupert – staff
- District of Port Edward – staff

Transportation Providers

- First Canada ULC – manager and drivers

Educational Agencies

- School District 52
- Northwest Community College

Community Organizations

- North Coast Transition Society
- Ministerial Society
- Friendship House
- Prince Rupert Urban Haida Society

Businesses

- Prince Rupert Port Authority
- Ridley Terminals

Section 4 provides the full summary of public consultation feedback and all consultation comments and results are included in the appendices. However, the most frequent requests for improvement were as follows:

- Add Sunday service and extend evening service to operate Monday to Saturday.
- Adjust schedules to better meet school bell times (particularly for students living in the Westview area) and consider implementing another bus on school trips to reduce crowding.
- Extend the operating hours of handyDART service.
- Look at extending or improving service to specific areas, in particular the new location of the Transition Society and industrial development sites, as well as adjusting routing to increase the schedule reliability of the system.
- Make it easier for passengers to access transit by adding more bus shelters, improving the accessibility of bus stops and connecting sidewalks, and providing schedule information at stops.

¹ Available on BC Transit's Transit Future website at: http://www.bctransit.com/transitfuture/prrpte_latestupdates.cfm

- To improve safety, look at moving a number of specific bus stops to reduce conflicts with other vehicles and pedestrians.
- Make it easier for buses to access stops by repainting curb lines where needed.
- Consider obtaining another handyDART vehicle to act as a spare for both the conventional and handyDART systems to maintain accessible service and reduce the number of service interruptions.

Proposed Service Change Options

In reviewing the Prince Rupert Transit System and the feedback collected from the consultation activities, a set of short- (2012/13 – 2013/14, depending on the completion of an implementation Memorandum of Understanding), medium- (2013/14 to 5 years from now), and long-term (5 to 10 years from now) service change options have been developed for the Prince Rupert system. The table below summarizes the service change options, as well as the advantages and disadvantages of each option.

Service Change Option for Transit Service	Advantages	Disadvantages
Short Term (2012/13 – 2013/14)		
1) Eliminate the downtown loop portion of route #52 Summit	<ul style="list-style-type: none"> • Reduce travel time and improve service reliability 	<ul style="list-style-type: none"> • Reduces service to stop on 1st Ave and potential to create need for transfer for some passengers
2) Move the bus stop on 1 st Ave from in front of the museum to a location in front of Chances	<ul style="list-style-type: none"> • Create a dedicated transit bus stop, reduce vehicle conflicts and improve safety 	<ul style="list-style-type: none"> • Small increased distance (walk) for cruise ship passengers/ tourists to access public transit from Cow Bay
3) Reallocate service to provide more trips to new location of the Transition Society	<ul style="list-style-type: none"> • Provide more service to the Transition Society, which has many clients that require transit service, improve service on Kootenay 	<ul style="list-style-type: none"> • Reduces service on existing route #54
4) Eliminate the Crestview loop for route #3 Crestview	<ul style="list-style-type: none"> • Reduce travel time and improve service reliability 	<ul style="list-style-type: none"> • Residents living the along the loop would have to walk further to catch the bus
5) Reallocate service to the #99 Special in the afternoon	<ul style="list-style-type: none"> • Increase service to a route that is at capacity 	<ul style="list-style-type: none"> • Reduces service to residents living along route #51 Seal Cove
6) Adjust morning schedule to better accommodate students living along route #54 Westview	<ul style="list-style-type: none"> • Students living along route #54 would be able to catch the bus and arrive closer to school bell time 	<ul style="list-style-type: none"> • Schedule change might inconvenience other customers
7) Introduce Taxi Supplement program	<ul style="list-style-type: none"> • Ensure handyDART clients will get requested service 	<ul style="list-style-type: none"> • Increased cost to operating budget
Medium Term (2013/14 to 5 years from now)		
8) Provide printed bus schedule information at high volume stops	<ul style="list-style-type: none"> • Improved customer access to bus schedule information 	<ul style="list-style-type: none"> • Cost to acquire and install, bus schedules require updating and maintenance

9) Continue to ensuring transfers between routes #60 Port Edward and #51 Seal Cove are efficient. If longer transfer times are required, then consider installing a shelter at shared stop	<ul style="list-style-type: none"> • Shorter, or at least more comfortable transfers for customers using both routes 	<ul style="list-style-type: none"> • If a shelter is provided, resources would be required to purchase, install and maintain the shelter
10) Relocate or remove bus stops where the grade is too steep and visibility is impacted	<ul style="list-style-type: none"> • Improve visibility for bus drivers and accessibility for passengers • Some customers may be able to walk shorter distances 	<ul style="list-style-type: none"> • Some customers may have to walk longer distances to catch the bus
11) Extend handyDART service by one hour Monday to Friday	<ul style="list-style-type: none"> • Accommodate more handyDART clients 	<ul style="list-style-type: none"> • Increase to operating costs
12) Expand handyDART service to include Saturday service	<ul style="list-style-type: none"> • Improve accessibility to shopping and recreational activities for handyDART clients • Improve service reliability for handyDART clients 	<ul style="list-style-type: none"> • Additional cost to operating budget • Another vehicle will need to be purchased to ensure service reliability
Long Term (5 to 10 years from now)		
13) Expand service to include Sundays and holidays	<ul style="list-style-type: none"> • Customers could use the transit service for shopping, work, going to church, etc. on Sundays and holidays 	<ul style="list-style-type: none"> • Increased operating costs • Another vehicle may need to be purchased to provide service
14) Introduce evening service Monday to Thursday and Saturday	<ul style="list-style-type: none"> • Provide more transportation options for people who work later, 	<ul style="list-style-type: none"> • Increased operating costs • Another vehicle will need to be purchased to provide service
15) Increase service to the BC Ferries Terminal/VIA Rail station and the Fairview Bay area	<ul style="list-style-type: none"> • BC Ferries and VIA Rail customers could use transit service to get to and from the terminal/station 	<ul style="list-style-type: none"> • Increased operating costs • Another vehicle may need to be purchased to provide service
16) Start morning service earlier and provide service to industrial developments such as Ridley Island	<ul style="list-style-type: none"> • Employees working could use transit service to get to and from work • Reduce parking demand • Reduce commuter congestion 	<ul style="list-style-type: none"> • Increased operating costs • Access may be restricted to employees only for safety reasons

The following table summarizes the estimated impacts for all service options presented in the above table. All figures are annual and are based on 2012/13 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	Service Hours	Rides	Total Revenue	Total Costs	Net Local Share of Costs	BC Transit Share of Costs	Rides per Hour
Short Term (2012/13 – 2013/14)								
1) Eliminate the downtown loop portion of route #52 Summit	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
2) Move the bus stop on 1 st Ave. from front of the museum to a location in front of Chances	n/a	n/a	n/a	n/a	varies	100%	n/a ¹	n/a
3) Reallocate service to provide regular trips to new location of the Transition Society	0	390	14,600	\$16,900	\$33,000	\$1,100	\$15,000	37.4
4) Eliminate the Crestview loop for route #3 Crestview	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
5) Reallocate to the #99 Special in the afternoon	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
6) Adjust morning schedule to better accommodate students on route #54	0	29	290	\$336	\$2,000	\$664	\$1,000	10
7) Add Taxi Supplement program to cover unmet trip requests	n/a	n/a	300	\$450	\$3,000	\$550	\$2,000	n/a
Medium Term (2013/14 to 5 years from now)								
8) Provide printed bus schedule information at high volume stops	n/a	n/a	n/a	n/a	varies	100%	n/a	n/a
9) Install a shelter at stop at McBride and 5 th Ave	n/a	n/a	n/a	n/a	\$18,000	100%	n/a ²	n/a
10) Relocate or remove bus stops to improve visibility	n/a	n/a	n/a	n/a	one-time costs per stop	100%	n/a	n/a

² Opportunity to cost share through the BC Transit Bus Stop Improvement Program

11) Extend handyDART service by one hour Monday to Friday	n/a	250	675	\$980	\$11,800	\$2,921	\$7,900	2.7
12) Expand handyDART service to include Saturday service	1	390	975	\$1,414	\$58,100	\$17,986	\$38,700	2.5
Long Term (5 to 10 years from now)								
13) Expand service to include Sundays and holidays	0	500	9,300	\$10,800	\$52,000	\$17,200	\$24,000	18.7
14) Introduce evening service Monday to Thursday and Saturday	1*	1,600	29,900	\$34,700	\$209,000	\$76,300	\$98,000	18.7
15) Increase service to the BC Ferries Terminal / VIA Rail station and the Fairview Bay area	1*	700	8,400	\$9,700	\$124,000	\$56,300	\$58,000	12
16) Start morning service earlier and provide service to industrial developments such as Ridley Island	1*	900	10,800	\$12,500	\$143,000	\$63,500	\$67,000	12

* Note: It would require only one additional bus to implement all three options, 14), 15) and 16), but an additional bus would be required to implement any one of these options.

Other Changes

In addition to the service changes listed above, other changes have been identified for the Prince Rupert Transit System, to be implemented in the short and longer term. These are fully detailed in Section 5 and include recommendations on changes to specific stops and signage, improvements to how services to schools are scheduled, and improvements to the accuracy and ease of use of the system's Rider's Guide.

Conclusions

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

- Develop a formalized agreement between Port Edward and Prince Rupert with respect to shared assets;
- Allocate more capital and operating funding to the transit system as the population of Prince Rupert grows in order to improve service reliability and respond more effectively to new service needs;
- Operating and maintenance performance standards should be included in operating contracts, as well as specific financial consequences (i.e., bonuses or penalties) when these standards are met or not met;
- Monitor the impact of the changes described above closely to see what the impact is on ridership and customer satisfaction; and,

- Conduct more regular service reviews in the future (e.g. every 5 years or when significant changes occur) so that changes in the population and needs of the customers can be responded to more promptly.

Implementation Considerations

The report recommends implementing the service changes options in a staged approach, with the most critical needs and cost-effective options to be implemented first with others to follow as needs and available funding changes. Implementation will depend on local government and BC Transit funding and fleet availability (for those options that require expansion), 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 City and BC Transit. This MOU outlines the exact service changes to be developed for implementation and the roles and timeline for implementation.

In addition to operations, more local capital funding should be allocated to transit for the purpose of installing more bus shelters and making bus stops more accessible, and for purchasing and operating an additional vehicle. Furthermore, if the contract with First Canada is renewed, in order to keep costs down the current maintenance facility should be upgraded or another site within downtown should be chosen to minimize deadhead costs.

With respect to monitoring performance, it is recommended that BC Transit conduct regular audits of the system.

Recommendations

It is recommended that the City of Prince Rupert:

- **Receive this report as information, provide comment and approve the draft report for presentation to the public for further review;**
- **Direct staff to work with BC Transit to undertake public consultation on the draft report, particularly on all service change proposals in order to prepare the final draft;**
- **Approve creation of local capital project action plans and budgets to address the bus stop and infrastructure priorities identified. BC Transit's Corporate and Capital Planning Division is available to provide assistance with this.**

1. INTRODUCTION

SCOPE OF WORK

The Prince Rupert Transit Service Review is a comprehensive analysis of transit in the Prince Rupert area. As specified in the Master Operating Agreement, BC Transit reviews the efficiency and effectiveness of individual systems to make recommendations for improving system performance. This service review is timely given that system priorities, local economies, school enrollments and travel patterns may have changed over the last 5 years or more. All of these factors influence the effectiveness of the transit system, thus requiring a comprehensive service review.

This study has been initiated by BC Transit to review the transit system and identify opportunities for improvement to:

- Increase transit ridership;
- Find efficiencies and cost savings;
- Enhance and build potential community partnerships;
- Improve service delivery and customer focus; and,
- Increase the satisfaction of customers with transit.

These objectives are being accomplished by:

- Building public awareness and support of transit services provided to/from and within the City of Prince Rupert;
- Gathering feedback on potential routing, scheduling, capital infrastructure, and other changes, as well as input on other elements of the existing transit system;
- Analyzing, summarizing and reporting back on consultation outcomes to the City of Prince Rupert and making recommendations to improve transit system efficiency and effectiveness for the consideration of local decision makers; and,
- Identifying potential efficiencies of asset-sharing between the two systems (e.g. Port Edward bus being used within the Prince Rupert system to maximize service hour and vehicle efficiency).

This work has been undertaken between May and July of 2012 in conjunction with a review of the Port Edward Transit System. Undertaking both reviews jointly ensures that the two systems continue to take advantage of opportunities to produce increased efficiency and enhanced travel by considering them in an integrated and holistic manner.

SERVICE REVIEW PROCESS

Stantec Consulting, the team conducting this review, has worked closely with BC Transit staff, the local municipal representatives and the local transit operator, First Canada ULC, to provide a comprehensive system service review. The following steps were taken:

- Traveled twice to Prince Rupert and Port Edward to better understand the local context, meet with operations manager, transit staff and customers, municipal contacts and

stakeholder groups, and conducted a review of the transit systems by riding the routes, examining bus stops, etc.;

- Researched current and future demographic and economic trends, review planning documents to determine current and future land use and growth areas, and examined existing transportation options;
- Conducted a full review of the transit systems, including both system and route-by-route overviews, and conducted a detailed analysis of ridership, transit system and operational data, existing system infrastructure, and operational considerations;
- Organized and held consultation events and activities, including open houses, stakeholder meetings, an onboard survey, and a web survey, and obtained and summarized feedback from these activities;
- Assessed infrastructure and vehicle assets and determined existing conditions and future needs including better stop level information for customers; and
- Evaluated service and proposed detailed service change options, transit monitoring actions, and short and longer term recommendations.

Guiding Principles

There are an infinite number of ways in which a transit system can be improved or enhanced. To keep this review focused on what can be feasibly implemented as well as meet the critical needs of the community, the following guiding principles have been applied:

- Minimize inconveniences imposed on current customers;
- Place more emphasis on immediate needs;
- Place more emphasis on improvements that require minimal increase in operating and capital costs;
- Improve reliability and accessibility of the transit system; and
- Improve lines of communication with customers.

These principles have provided an important foundation in the development and evaluation of the service change options.

2. COMMUNITY OVERVIEW

DEMOGRAPHICS

Prince Rupert has a few major employers in the city which provide the majority of employment opportunities, so when there have been layoffs in an economic turndown, many have been forced to move out of the city. As a result there was only negligible population growth in the 45-year period between 1961 and 2006. According to the 2011 Community Profile, released by Statistics Canada, the population of Prince Rupert decreased by 2.5% between 2006 and 2011. This represented a drop of about 340 people, with the total population dropping from 13,392 to 13,052 persons.

The unemployment rate was most recently calculated at 15.8%, and the proportion of the population on employment insurance has risen from 6.5% in March 2005 to 8.0% in April 2012. The North Coast/Nechako region had the highest regional unemployment rate in the province in 2011, at 8.6%. The largest employers in the City are the Canadian Fishing Company, with 650

employees, School District 52 with 450 employees, and the Northern Health Authority with 420 employees. The City of Prince Rupert and JS McMillan, a seafood processor, are also major employers, as are Ridley Terminals, which has 140 employees and 200 contractors, and the Prince Rupert Grain Terminal, which has 120 employees (both are located on Ridley Island). Median income for families in 2005 was about \$56,000 per year. See the map below for the location of Ridley Island relative to Prince Rupert.



Prince Rupert has also not drawn many immigrants to the city in the past 20 years. Recent immigrants make up a very small percentage of the population, with only 340 moving to the area since 1991. The aboriginal population represented 35% of Prince Rupert's population in 2006. The percentage of low income earners (before tax) was 19% in 2006 (most recent data available). Seniors over the age of 65 made up 12% of the population in 2011 (an increase of 1% from 2006) while the under 15 population made up 19% (a decrease of 1% from 2006).

The City of Prince Rupert is located on the northwest side of Kaien Island, 40 kilometres south of the Alaska-BC border. It is linked to the mainland by a two-lane bridge on the southwest corner of the island. It is the closest port in North America to Asia, up to 58 hours closer than the port of Los Angeles. It is also the second deepest ice-free port on the continent. CN Rail's northern mainline provides rail connections to the rest of North America and port facilities feed straight into the Northwest Transportation Corridor.

In the 2010 amendment to the 2007 Official Community Plan, reducing energy consumption and greenhouse gas emissions were added as quality of life attributes. Also positive for transit is that the City noted that it aspires to creating an attractive and compact urban environment that balances different transportation modes and reduces GHG emissions by 33% as of 2020. The Official Plan supports the Province's target to increase its level of physical activity by 20% through the promotion of active transportation modes, high quality transit service, and a commitment to compact community design. Prince Rupert has been rated by travel agencies as one of Canada's most walkable cities. The Official Community Plan also considers potential expansion of the transit system to the downtown waterfront walkway, the recycling depot, and

large commercial/industrial areas like Ridley Island. Finally, about 30% of residents live in either apartments or duplexes in the denser parts of town, compared with 57% who live in single-detached homes. This is a good proportion of the population who may be more amenable to using public transit in addition to walking or cycling to work.

The past 10 years has seen the City suffer a number of setbacks, including the closure of pulp mills and sawmills, a decline in the salmon fishery, the burning down of a fish processing plant, and a decrease in coal shipments through the port. One of the biggest losses was the closure of the Skeena Cellulose Pulp Mill, which directly employed 800 people in the area. But while there has not been much population or employment growth in recent years, there have been a number of recent announcements of investments by the federal and provincial governments to help develop a road and rail corridor to the port and improve the local airport and encourage increased movement of international commodities which should in turn fuel future local economic growth.

In the past few years, new investment by government in Prince Rupert's transportation infrastructure has begun to stimulate new development in the City. Both highway and rail links have been upgraded and the development of a container port has begun. The 59 acre Fairway Container Terminal was one of the first dedicated intermodal container terminals in North America, with the capacity to move 500,000 TEUs (Twenty Foot Equivalent Units) per year. The terminal was completed in 2007 and is operated by Maher Terminals of New Jersey.

Prince Rupert is also interested in becoming the natural gas hub for BC with the opening of a liquefied natural gas (LNG) terminal and is in talks with BG Group about this possibility. There are plans to build two liquid natural gas plants in Kitimat by 2020. BC Statistics predicts that the construction industry will show the largest growth in demand, at 39%, followed by mining, agriculture and metal fabrication. However there is a caution in that the transportation and fishing industries, Prince Rupert's biggest employers, show growth of only 0.4% and a decline of 5.5%, respectively, over the five-year period from 2010 to 2015.

The CN rail network connects Prince Rupert to the rest of North America, running on the lowest grade track of any railroad across the Rocky Mountains. As a result, CN can run much longer and faster trains that use less fuel than other routes. There also exists large capacity to increase cargo traffic on the route. The Prince Rupert Grain Terminal has the highest throughput of any grain-cleaning elevator in Canada, dealing mainly with wheat and barley. As mentioned earlier, another important employer is Ridley Terminals, which is a federal crown corporation that operates the coal terminal. The 55 hectare terminal loads metallurgical and thermal coal, petroleum coke, and wood pellets, with the potential to ship other products like sulphur.

In terms of tourism, the Northland Cruise Terminal opened in 2004 and has given a boost to the local tourism industry with a growing number of cruise ships coming to Prince Rupert as part of the Alaska cruise program. In 2010, Prince Rupert's Port Authority started the Cruise Ship Task Force that expanded volunteer programs with excursions and interpretations, resulting in more passengers coming ashore and an increase in guest shore time. In 2011 almost 50,000 passengers disembarked in Prince Rupert, with a total of 21 ship calls including Holland America Lines, Royal Caribbean Cruise Lines and Silversea Cruises. In 2012, however, there are only 5 ship calls scheduled. VIA Rail also runs the Skeena passenger rail service three times a week between Prince Rupert and Jasper.

So while the economy of Prince Rupert may be relatively weak in recent years, signs are pointing to a better economy that should draw more people to the city. Prince Rupert already has one of the highest population densities in the region, at 233 persons per sq. kilometre, so population

and economic growth should have a positive effect on transit ridership if managed correctly. As well, there are a significant number of students, about 1,600, enrolled in higher education institutions in the city, who are a natural target market for public transit.

TRANSPORTATION OPTIONS

Prince Rupert is the transportation hub for the north coast of BC, with connections by land, sea and air to surrounding communities. The main driving route is the Yellowhead Highway (Highway 16), which runs east from Prince Rupert to Mount Robson Provincial Park on the BC-Alberta border. The highway follows the route of the Canadian National Railway, passing through Terrace, Smithers, Prince George, and Vanderhoof. The route west of Prince Rupert runs along Haida Gwaii, connected to the mainland by a ferry across Hecate Strait.

The City of Prince Rupert already has a high-performing transit system given its current population, nearly matching the mode share of larger BC cities such as Kelowna³. Of the employed labour force of 5,800 in Prince Rupert in 2006, 3% commuted by public transit, 18% walked or biked to work, while the majority (76%) get to work by car. The downtown of Prince Rupert is dense and walkable with good sidewalks. Additional pedestrian improvements are planned, including remaking the road through Cow Bay with curbless streets and planted trees separating the road from the sidewalk.

Greyhound operates the inter-city bus service to/from Prince George. Currently, Greyhound provides two trips daily Tuesday through Saturday, one in the morning and in the evening, and one trip on Sunday and Monday.

The Prince Rupert Airport is located on Digby Island, a short bus and ferry ride away from Prince Rupert. The airport offers 28 non-stop flights per week through Air Canada, Inland Air and Hawkair. The City also has the Seal Cove Seaplane Base, home to the seaplane fleet as well as the Flight Services Station. Two seaplane operators, North Pacific Seaplanes and Inland Air Charters offer flights to Port Simpson, Masset, Kitkatla and Hartley Bay. Helijet also provides helicopter flights from the Seal Cove Heliport.

Prince Rupert also has water routes through BC Ferries, linking the city to Haida Gwaii, the mid-BC Coast, and Port Hardy. Alaska Marine Highway Ferries connects the city with coastal Alaskan towns such as Juneau, Ketchikan, and Skagway and south to Bellingham, Washington. Ferries also transport students to Prince Rupert from the communities of Port Simpson, Dodge Cove, Metlakatla and others. The Northland Cruise Terminal, opened in 2004, is the port of call for cruise ships running up and down the coast between Seattle and Vancouver to the south and Alaskan ports of call to the north.

VIA Rail runs the Jasper-Prince Rupert train, which departs three times a week, on Wednesdays, Fridays and Sundays. The trip is a two-day journey with a stopover in Prince George, with connections in Jasper to Vancouver and Toronto with VIA Rail Canadian.

Skeena Taxi provides local service 24 hours a day, 7 days week. There is a wheelchair accessible taxicab in the fleet.

³ Kelowna's 2006 journey to work mode share was: transit 3%, a walking and biking 9%, and passenger vehicle 87%.

3. TRANSIT SYSTEM OVERVIEW AND ANALYSIS

SYSTEM OVERVIEW

The Prince Rupert Transit System consists of two types of service: conventional transit and custom transit (branded as handyDART).

Conventional Transit provides regularly scheduled service to bus stops along designated routes. Vehicles are 30-35 feet in length and are accessible to people with disabilities using wheelchairs or scooters. The Prince Rupert Transit System consists of five conventional routes, one of which is special route that provides service during morning and afternoon school bell times.

handyDART provides door-to-door service for people with a disability who are unable to use the accessible conventional transit service. handyDART passengers must apply to the system to confirm eligibility. Once registered, passengers pre-book trips through the dispatch office. Trips may be either "subscription trips" which occur on a regular basis (such as weekly therapy appointments or travel to day programs, work or school) or may be booked as needed for individual medical appointments, social visits and shopping. handyDART vehicles are smaller than those used for conventional service and are equipped with a rear lift. BC Transit is in the process of transitioning handyDART vehicles to smaller low floor vehicles with side ramps.

The Prince Rupert Transit System is funded by the City of Prince Rupert and BC Transit through a cost-sharing arrangement, and the services are delivered by the contracted operator First Canada ULC.

Service Span and Size

The Prince Rupert Transit System is a relatively efficient transit system, and the short routes of the conventional transit system allow for fairly high frequencies for a city of Prince Rupert's size. The route system provides coverage over the entire City of Prince Rupert. The routes are arranged in a radial system in which all routes connect to the Downtown. Regular conventional services are available Monday to Saturday and the special service (route #99) is available Monday to Friday. On Fridays, services end at around 9:15-9:45pm, while on the other days of the week, services end by 6:15pm. handyDART service is available Monday to Friday, 8:30am to 4:00pm.

There are five conventional buses and one handyDART bus available to provide the given schedules and hours of service. One of the conventional buses is considered a spare bus, but there is no spare handyDART vehicle available. There are often reliability issues within the conventional transit system, as there have been times where two conventional vehicles have been out of order at a given time. In addition, while the one vehicle available for handyDART service has been relatively reliable, there may be maintenance issues as the vehicle ages. Providing funding for an additional handyDART vehicle would help avoid these potential reliability issues. The vehicle could also be used to provide additional capacity (e.g. during school bell times) and improve reliability for the conventional transit system.

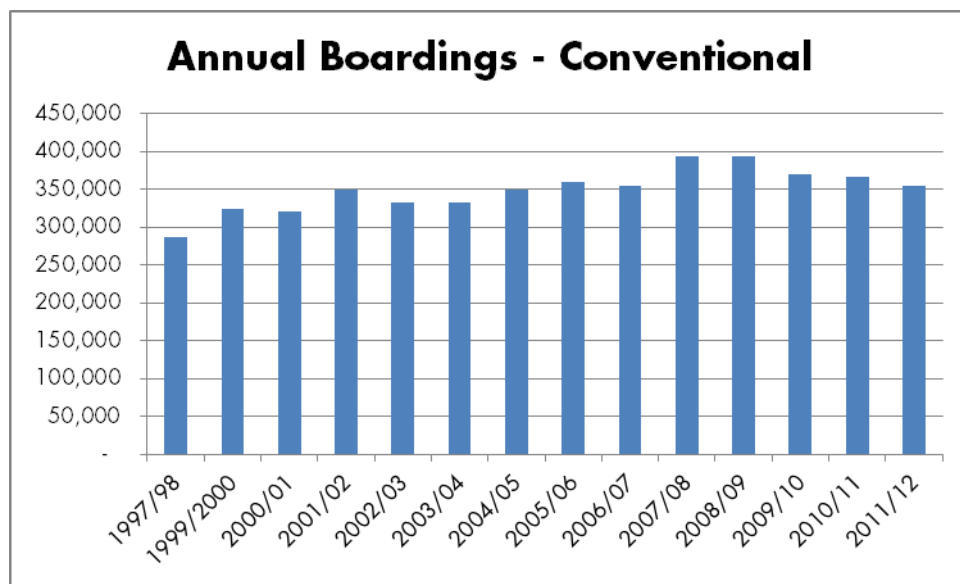
Prince Rupert handyDART service also has a Taxi Saver program. This program enables people with a disability who are registered with handyDART the ability to purchase Taxi Saver coupons at 50% of the face value. These coupons can then be used to pay for travel by taxi with participating taxi companies. Registered users would typically use subsidized Taxi Saver coupons to travel by taxi when handyDART cannot accommodate their needs.

SYSTEM HISTORY

Conventional Service

The Prince Rupert conventional transit system has been operating since 1977.⁴ A total of 9,993 service hours were provided by the conventional services in 2011/12.

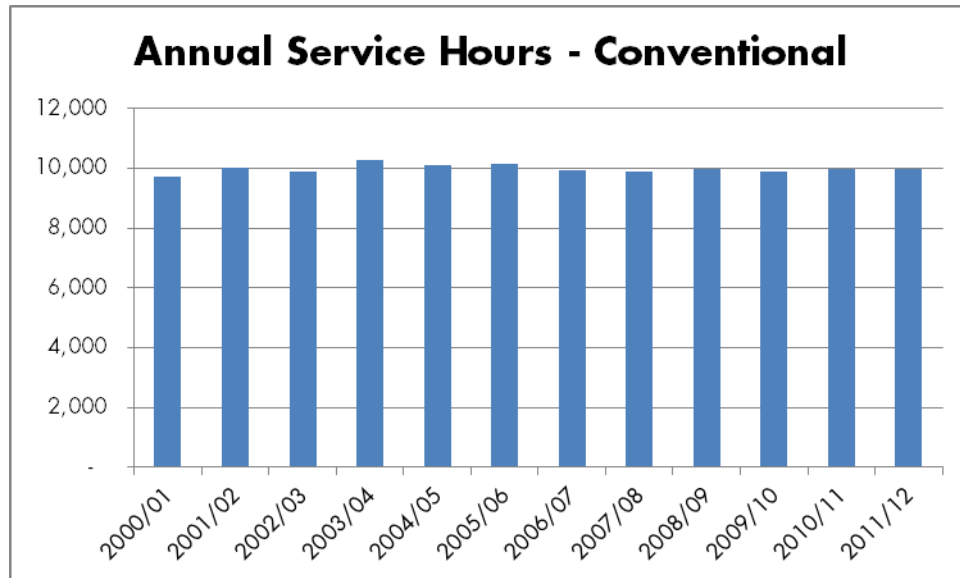
A history of boardings on the conventional services of the Prince Rupert Transit System since 1997 is shown on the next figure. These figures suggest that transit ridership has been fairly steady over the last decade, with a peak near 400,000 annual passengers in the 2007/08 and 2008/09 year. There has, however, been a 10% decline in ridership since 2008/09. This decline in ridership mirrors the 12% decline in overall population, which is thought to be the key contributing factor in this decrease. Between April 2011 and March 2012, there were approximately 354,000 boardings.



Source: BC Transit

A history of the service hours on the conventional services of the Prince Rupert Transit System since 2000 is shown on the next figure. The figures show that the annual service hours have been very consistent over the last decade.

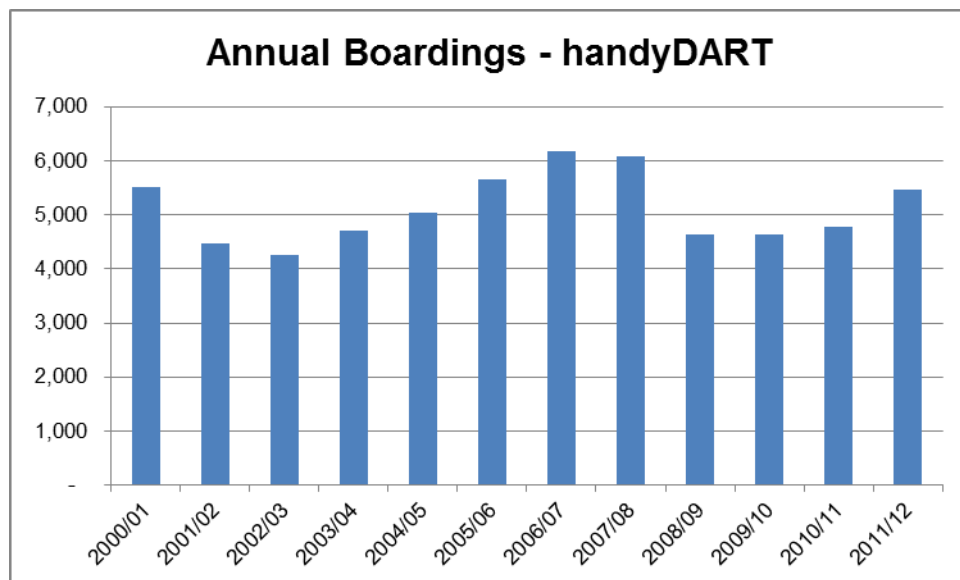
⁴ BCT Facts – August 2011, BC Transit website: http://www.bctransit.com/corporate/partnership/fast_facts.cfm



Source: BC Transit

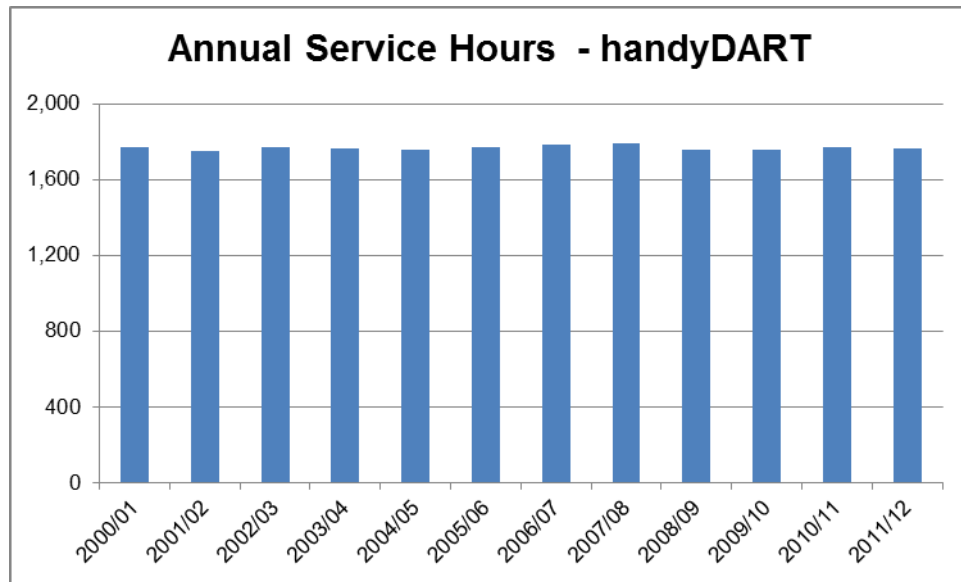
handyDART

handyDART service began on July 15th, 1986. A total of 1,764 service hours were provided by the handyDART services in 2011/12. The historical boarding data provided in the following figure shows that handyDART ridership has declined by 11% since 2006/07 when it reached a peak, again reflecting the decrease in the overall population. On average, there is approximately one occurrence per month in which a handyDART client calls to book a trip but is unable to do so due to lack of availability (at the time requested; there are some trip times which are more popular than others). However due to seasonal demand, there can be as many as 4 instances in a single month.



Source: BC Transit

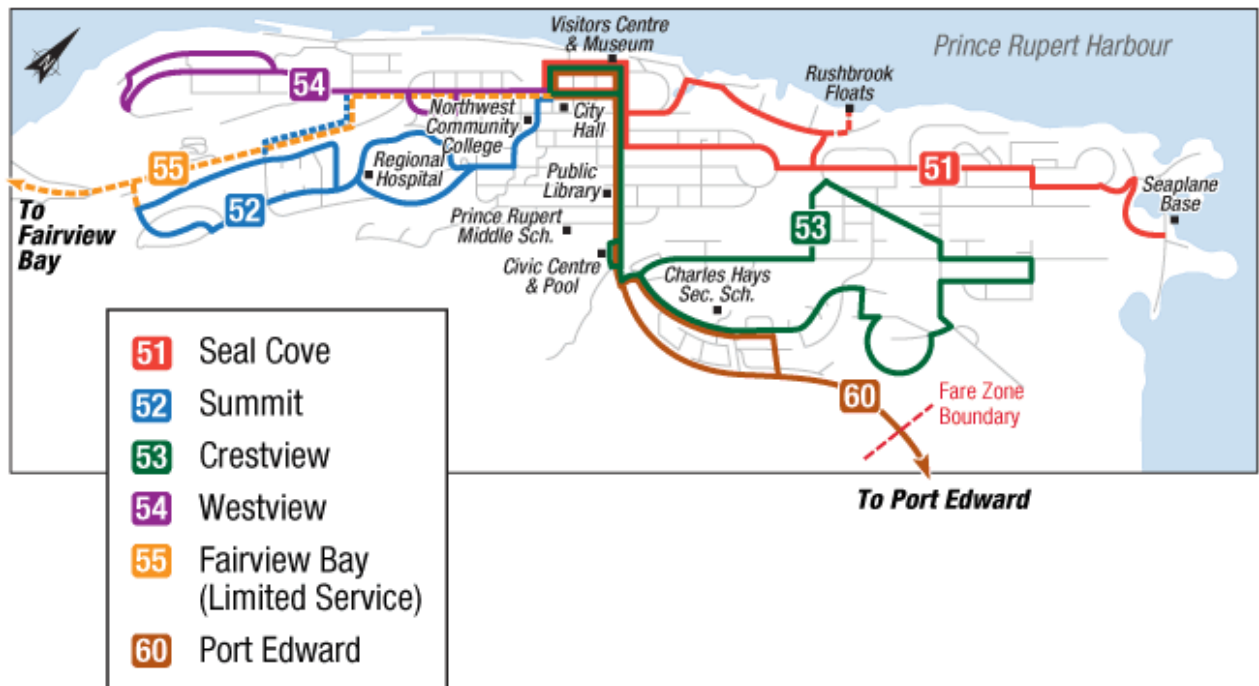
While there appears to be recent fluctuations in demand on the handyDART services, the actual service hours provided has remained steady over the last decade, as can be seen on the following figure.



Source: BC Transit

CONVENTIONAL SYSTEM OVERVIEW

The following map shows the area coverage of the existing Prince Rupert Transit System:



The following table shows the distribution of passenger boardings as percent of total passengers by route for the Prince Rupert and Port Edward transit systems. This data was collected by the GFI electronic fareboxes from July 2011 (when fare boxes were activated on buses) to April 2012.

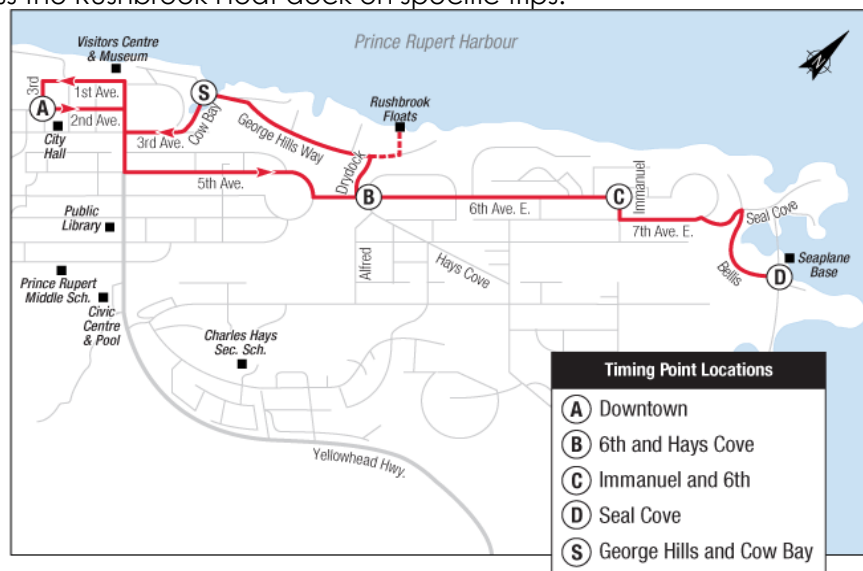
Prince Rupert and Port Edward Route Summary 2011/12	Route Boardings as % of Total
51 Seal Cove	19.96%
52 Summit	23.98%
53 Crestview	34.75%
54 Westview	6.85%
55 Fairview Bay	1.13%
60 Port Edward	7.52%
99 Special	4.19%
Other	1.61%
Unknown	0.00%
Total	100%

As this table shows that some routes perform substantially better than others, the lower performing routes may need to be adjusted to improve performance.

ROUTE-BY-ROUTE OVERVIEW

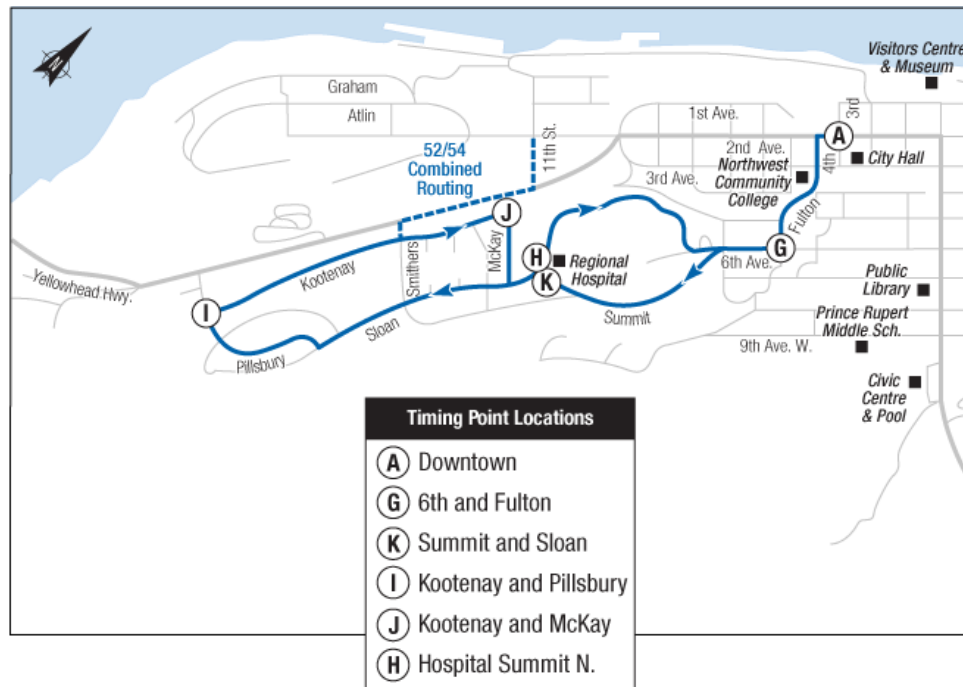
Route #51 – Seal Cove

This route provides coverage to the Seaplane Base and Cow Bay. The first outbound departure from Downtown on weekdays is at 7:15am and 8:25am on Saturdays. The service operates until 6:15pm on Mondays through Saturdays except for Fridays, when the last outbound trip is at 9:15pm. Service frequency ranges between hourly service during off peak times to service every 15 minutes during morning and afternoon peak periods. The round trip time for this route is about 24 minutes and the round trip distance is 8.45km. A variation in the routing can be requested in order to access the Rushbrook Float dock on specific trips.



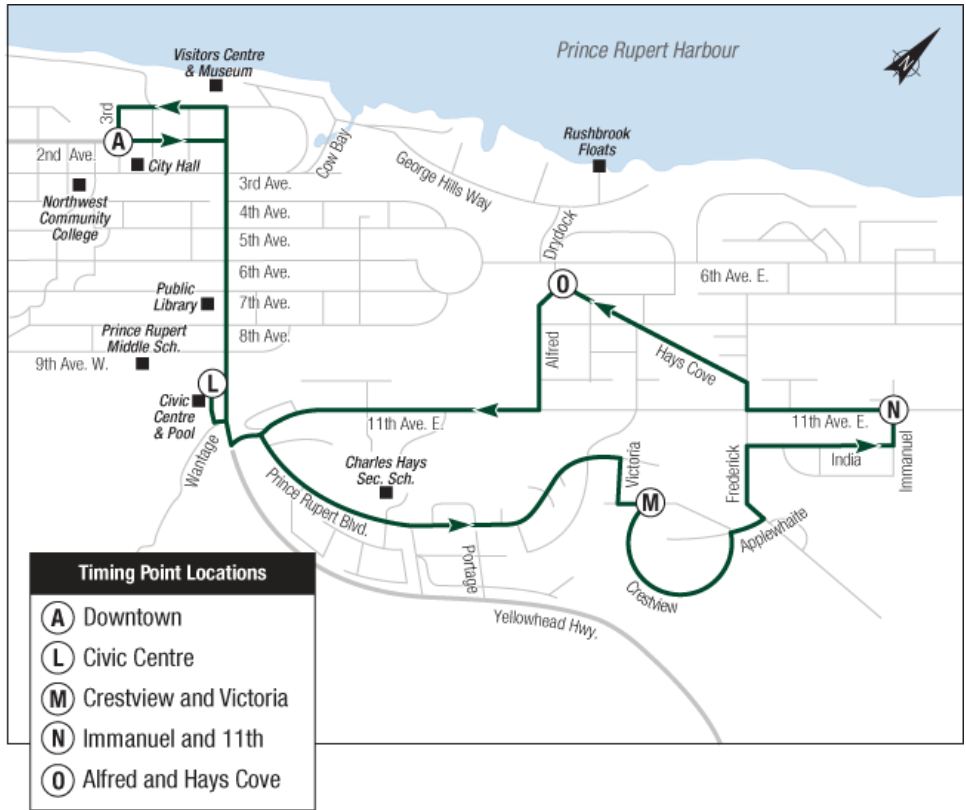
Route #52 – Summit

This route covers the Regional Hospital, apartments on Kootenay, and Northwest Community College. The first outbound departure is at 7:19am on weekdays and at 9:07am on Saturdays. The service continues until 6:15pm on Mondays through Saturdays except for Fridays, when the last outbound trip is at 9:45pm. Round trip time is about 18 minutes and the round trip travel distance is about 5.81km. Service frequency ranges between hourly service during off peak times to service every 20 minutes during afternoon peak time. There is a variation in the routing when route #52 is linked to route #54 - Westview and bypasses Downtown.



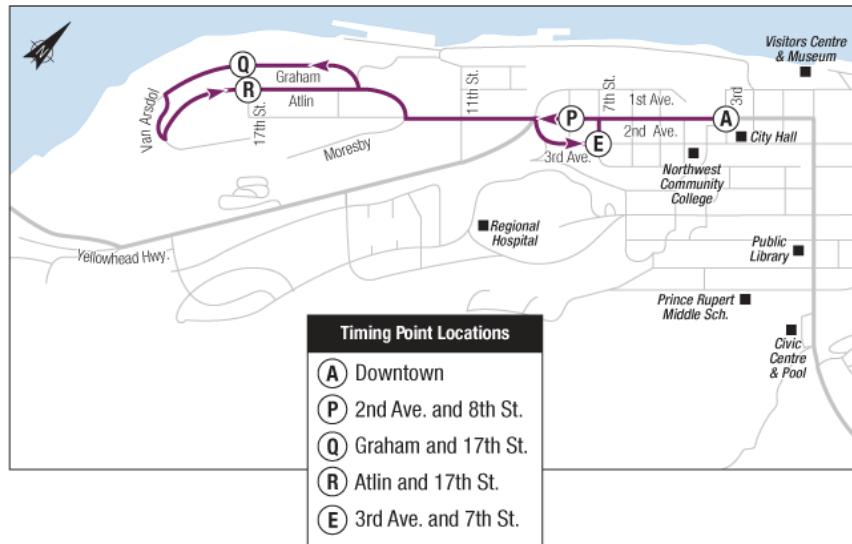
Route #53 – Crestview

This route serves Charles Hays Secondary School and a large residential area. The first outbound departure is at 7:13am on weekdays and at 8:25am on Saturdays. The service continues until 6:15pm on Mondays through Saturdays except for Fridays, when the last outbound trip is at 9:15pm. The round trip time for this route is 25 minutes and the round trip travel distance is 8.98km. Service frequency is generally once every 30 to 40 minutes. The outbound portion of the route travels on Prince Rupert Boulevard, Crestview Drive, Frederick Street, and India Avenue, and the inbound portion of the route travels on 11th Avenue E, Hays Cove Avenue, and Alfred Street.



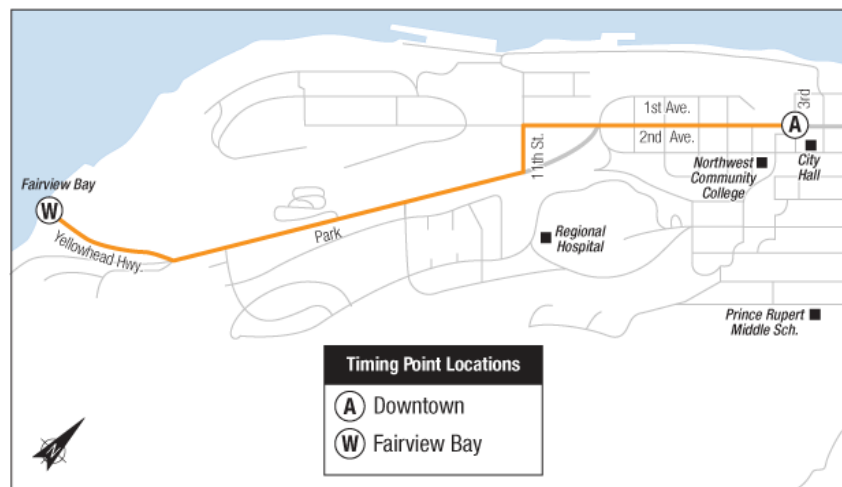
Route #54 – Westview

This route provides coverage to a residential area to the southwest of Downtown. The first outbound departure is 7:19am on weekdays and 8:55am on Saturdays. The service continues until 6:15pm on Mondays through Saturdays except for Fridays, when the last outbound trip is at 9:45pm. Round trip time on this route is scheduled at 12 minutes and the round trip travel distance is 5.05km. Service frequency ranges from once every 30 minutes to once every hour. The outbound portion of the route travels on Graham Avenue and the inbound portion travels on Atlin Avenue.



Route #55 – Fairview Bay

This route provides coverage to Fairview Bay (the terminal for BC Ferries and VIA Rail) and the Transition Society. There are only five round trips scheduled per weekday. The first outbound departure is at 7:38am on weekdays (arriving at Fairview Bay at 7:43am) and at 12:30pm (arriving at Fairview Bay at 12:37pm) on Saturdays. The service continues until 6:15pm on Mondays through Saturdays (arriving at Fairview Bay at 6:23pm). The other trips arrive at Fairview Bay at 2:42pm and 4:37pm. Round trip time depends on the route taken – the most direct one is 12 minutes and the round trip travel distance is 8.98km.



Route #99 – Special

There is a special bus service designed to serve Prince Rupert Middle School and Charles Hays Secondary School, whose bell times are 8:40am and 3:00pm, and 8:45am and 3:04pm, respectively. The special service operates from Monday to Friday between September to June on school days, and they are integrated into the overall transit system to serve students getting to school and returning home.

Route Description:

In the morning, students arriving from Port Edward can request a stop at Portage and Prince Rupert Blvd in order to get to Charles Hays Secondary School or CHSS (although regular school bus service is provided to all students in Port Edward attending schools in Prince Rupert). Students living on routes #51 and #53 can get on the #99 Special leaving McBride and 5th at 8:00am to get to their schools by about 8:20am. Students living on route #54 can get on the 7:48am departure from Atlin Avenue at 17th Street and transfer to the 7:55am route #53 departure which will make a stop at Prince Rupert Middle School (PRMS) upon request and also pass by CHSS. The 7:55am route #53 departure is preceded by route #52, so students living on route #52 can board the 7:45am route #52 departing from Kootenay and Pillsbury to get to their schools. However, these options mean that students have to leave their home relatively early, given that the first school bell for the two schools is at 8:40am and 8:45am for PRMS and CHSS respectively. Fortunately for students living on route #52, they also have the option of arriving at school later, at about 8:40am, as there is a second #99 Special trip after the first morning trip that circulates around the Summit Route. Students living on route #54, however, do not have a second option.

In the afternoon, Prince Rupert students are served by two #99 Special buses and one route #53 bus at about 3:10pm. One #99 Special bus serves the majority of route #53 then turns into route #51. The second #99 Special bus serves a combined route #52 and #54. Route #53 serves the entire route #53, and then continues as route #52. Students returning to Port Edward normally take the regular school bus but do have the option to take a later #60 Port Edward bus.

ANALYSIS OF RIDERSHIP AND TRANSIT SYSTEM DATA

The ridership figures available for Prince Rupert and its peer communities suggest that Prince Rupert enjoys fairly high ridership for a community its size. It ranks first in terms of rides provided per service hour. The City also has fairly high performance in terms of its handyDART (custom) services. It ranks second in terms of rides provided per hour, and it has the lowest operating costs per hour among its peers.

2011/12 Conventional System Figures for Prince Rupert and Peer Communities

Transit System	Licensed Vehicles (1)	Total Passengers	Rank	Total Revenue (\$) (2)	Rank	Cost Recovery	Rank	Rides / Hour	Rank	Operating Costs / Hour	Rank
Prince Rupert	5	353,828	2	415,913	2	34.5%	2	35.4	1	\$96.83	5
Sunshine Coast ▲	8	510,412	1	750,826	1	39.3%	1	26.9	2	\$85.83	2
Port Alberni	5	314,706	3	315,461	4	17.6%	7	25.5	3	\$125.15	8
Nelson ▲	5	257,172	6	321,865	3	22.1%	4	22.5	4	\$100.58	6
Terrace Regional	3	185,475	9	206,449	8	24.8%	3	22.1	5	\$79.20	1
Kootenay Boundary	11	286,190	5	295,209	5	12.9%	8	22.0	6	\$125.63	9
Cranbrook	5	246,781	7	271,867	6	20.6%	5	20.4	7	\$86.24	3
Powell River ▲	5	227,615	4	256,675	7	19.8%	6	19.2	8	\$93.60	4
Squamish	5	203,814	8	189,899	9	11.7%	10	19.1	9	\$127.22	10
Dawson Creek	4	122,253	12	125,625	12	9.9%	11	17.2	10	\$151.59	12
Kitimat	5	135,890	10	151,795	10	12.6%	9	14.9	11	\$104.03	7
Fort St. John	n/a	131,859	11	126,372	11	6.8%	12	11.8	12	\$142.65	11

2011/12 handyDART System Figures for Prince Rupert and Peer Communities

Transit System	Licensed Vehicles (1)	Total Passengers	Rank	Total Revenue (\$) (2)	Rank	Cost Recovery	Rank	Rides / Hour	Rank	Operating Costs / Hour	Rank
Fort St. John	4	22,582	1	45,471	1	9.3%	1	3.7	1	\$61.51	3
Prince Rupert	1	6,778	6	7,289	9	5.1%	5	3.6	2	\$54.15	1
Terrace Regional	2	7,242	5	13,988	6	7.3%	2	3.6	2	\$76.68	4
Alberni - Clayoquot	4	18,972	2	37,444	2	7.3%	2	3.5	3	\$78.13	6
Squamish	2	5,160	9	8,551	8	2.9%	7	2.5	4	\$115.65	8
Cranbrook	3	6,679	7	18,177	4	6.9%	3	1.6	8	\$54.46	2
Sunshine Coast ▲	4	8,149	4	16,463	5	5.0%	6	2.4	5	\$77.97	5
Kootenay Boundary	2	5,286	8	10,999	7	5.3%	4	2.1	6	\$84.24	7

▲ Municipally run transit system. Information above only reflects those costs included in the Annual Operating Agreement.

(1) Includes in service and spare vehicles

(2) Includes advertising revenue

Source: BC Transit

EXISTING SYSTEM INFRASTRUCTURE

The Prince Rupert Transit System has no formal transit exchange. Transfers generally occur at one of the Downtown bus stops, such as the one on 2nd Avenue in front of Ocean Centre (see photo below) and the other on 2nd Avenue in front of the Chevron gas station.



Downtown bus stop in front of Ocean Centre

There are various types of bus stop shelters in the City of Prince Rupert. There are custom made shelters, of which some are in poor condition. Others are standard bus stops in fair condition (see photos below), but there are fewer of these. There are a number of issues with some bus stop locations (too close to another bus stop, in a location with bad visibility, on steep grades, etc.). Another challenge for bus stop accessibility in some areas is that the sidewalk system is poor (e.g. uneven surface, does not connect to bus stop, etc.). There is also an issue with enforcement of the bus stop areas; the yellow curb paint has been painted black in some areas, creating a problem for buses needing to pull into a bus stop to pick up or drop off passengers when vehicles have parked in the bus stop zone.



Bus shelters at the Chevron gas station Downtown (left) and the new Transition Society House (right)

The bus stop situation on each of the five conventional bus routes is provided below.

- Route #51 – Of its 18 bus stops, seven have no sidewalk, and four have shelters
- Route #52 – Of its 24 bus stops, four have no sidewalk, one has a 6% grade, and four have shelters
- Route #53 – Of its 28 bus stops, six have no sidewalk (including three on the Crestview Loop), one bus stop has a 12% grade, and three have shelters
- Route #54 – Of its 19 bus stops, six have no sidewalk, and one has a shelter (the Downtown stop)
- Route #55 – Of its 10 bus stops, one has no sidewalk, and two have shelters

The operations and maintenance facility belongs to First Canada. While it is located Downtown, it is not an ideal facility for maintaining and storing vehicles because there is no enclosed space for maintaining or storing buses.

OPERATIONAL CONSIDERATIONS

While there is one spare bus in the conventional bus fleet, there have been reliability issues with the type of bus being used in Prince Rupert, so there have been times when two buses have been out of order at a given time, and this has created reliability, capacity, and accessibility issues in the system. In such cases, the operator has made adjustments to deliver the services differently, including using vehicles from their own fleet that are older and less accessible to passengers with mobility challenges.

The ridership demand for buses during school bell times creates overcrowding. There may be opportunities to better use the existing fleet, but the low spare vehicle count may prevent this capacity issue from being resolved in the near term. Furthermore, as mentioned earlier, there is no spare handyDART vehicle. As the one available handyDART vehicle ages, there may be reliability problems. Introducing a taxi supplement to the Custom Transit budget and/or having access to an additional accessible vehicle such as a handyDART vehicle would help the system overcome these issues.

Currently, there is an informal agreement between Prince Rupert and Port Edward that Prince Rupert will supply a bus if the Port Edward bus breaks down. In exchange, Port Edward bus is used to operate two of the Prince Rupert trips in the morning. Consideration could be made towards creating a formal asset sharing agreement between Prince Rupert and Port Edward.

It is also noted that reliability is enhanced to some extent by the close proximity of the First Canada storage facility in Downtown Prince Rupert. The overall system reliability is 97%, as measured by the operator.

CONCLUSIONS/SUMMARY

As mentioned earlier, the Prince Rupert Transit System is a relatively efficient transit system. The system could, however, benefit from investments in the bus stop infrastructure in order to improve the comfort to passengers, and the City may wish to invest in an additional bus in the future in order to address peak time crowding, reliability and accessibility.

4. CONSULTATION AND COMMUNICATION

CONSULTATION ACTIVITIES AND LEVEL OF RESPONSE

Communication Tools

A key part of developing a more effective transit system is to effectively engage the community in their system's development. In the case of Prince Rupert, a range of tools was used to maximize opportunities for public/stakeholder input within time and resource limitations. Engagement techniques included both "structured" input, organized around key technical issues (e.g. driver survey and meetings with operating managers), and more open stakeholder sessions and surveys to allow for free flowing opinions and suggestions on existing or proposed services. Listed below are some of the types of tools used.

Stakeholder Meetings and Interviews

Meetings were held with key stakeholders, including the City of Prince Rupert, the District of Port Edward, and the Branch Manager of First Canada ULC, and many others were interviewed over the telephone. A complete list of the organizations consulted can be found below and a summary of the issues and opportunities that they brought forward can be found in Appendix A.

Community Stakeholders

Local Government Partners

- City of Prince Rupert – staff
- District of Port Edward – staff

Transportation Providers

- First Canada ULC – manager and drivers

Educational Agencies

- School District 52
- Northwest Community College

Community Organizations

- North Coast Transition Society
- Ministerial Society
- Friendship House
- Prince Rupert Urban Haida Society

Businesses

- Prince Rupert Port Authority
- Ridley Terminals

OPEN HOUSES

Public open houses were held at two key locations within Prince Rupert – the Friendship House, and an empty retail space at Ocean Centre where a prominent bus stop is situated – to capture as many current and potential future riders as possible. As well, a public open house was held at the Port Edward Council Chambers. All three open houses featured interactive presentation boards that gave an overview of the current service and provided the opportunity to "vote" and offer feedback on suggested schedule, route, and bus stop changes, and other ideas to improve service. The poster boards used at the open houses can be found in Appendix B.



Open house at Ocean Centre

ONBOARD SURVEY

A customer satisfaction survey was distributed by the drivers between June 18 and 23, 2012. The purpose of this survey was to receive passenger feedback and to gather information for the ongoing service review. Passengers were encouraged to fill in the survey while on the bus and then return their completed forms when exiting. The survey questions and detailed results can be found in Appendix C.

ONLINE SURVEY

A web survey posted on BC Transit's *Transit Future* website provided another opportunity for customers and other Prince Rupert and Port Edward residents to provide input to the study. The survey questions and detailed results can be found in Appendix D.

DRIVER SURVEY

Since the drivers have an intimate knowledge of the technical aspects of the transit system, they were asked to complete a survey. They provided feedback on some of the changes that have been suggested, and submitted their own recommendations for service improvements. The survey questions and detailed results can be found in Appendix E.

PUBLIC ADVERTISEMENTS

To advertise the public consultation activities, event announcements were posted on the Prince Rupert municipal website, in the Prince Rupert weekly community e-newsletter, on the BC Transit's *Transit Future* website (linked to the Prince Rupert transit schedule homepage), and on the radio. It was also advertised in the local newspapers in Prince Rupert (*Prince Rupert Northern View* and *Prince Rupert Daily News*), and onboard the buses. Two sets of mail outs were sent to all Port Edward households.

Levels of Response

The levels of participation and response for the open houses and surveys are summarized in the table below.

Consultation Method	Level of Participation / Response
Open houses	Friendship House, Prince Rupert – 15 people Ocean Centre, Prince Rupert – 40 people Port Edward Council Chambers – 5 people
Onboard survey	422 responses, including those from residents of both Prince Rupert and Port Edward
Online survey	10 responses, including those from residents of both Prince Rupert and Port Edward
Driver survey	3 responses

One particular demographic group that could have potentially provided more valuable information is post-secondary students. However, since the consultation activities were held over the summer, it was difficult to engage this demographic group. Some feedback, however, was collected through conversations with school staff, and through the web survey. This group will also be engaged in the second round of consultations in fall 2012.

SUMMARY OF KEY THEMES FROM PUBLIC CONSULTATION

The key themes that emerged from the onboard survey, web survey, open houses, stakeholder meetings, and interviews with passengers 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"> • Sunday service is needed (e.g. for shopping, work, going to church, etc.) • Evening service from Monday to Thursday is lacking • Additional service for route #99 Special is required to meet school bell times • Students living in the Westview area need to leave home relatively early to get to school • Frequency of service is too low, particularly in the morning • Operating hours for the handyDART service should be longer
Routing Issues
<ul style="list-style-type: none"> • Some important locations are not being adequately served (e.g. new location of the Transition Society, where the vast majority of the members do not own a vehicle, only receives service three times per day and the trip times are inconvenient) • Some areas have less transit coverage than other parts of the city (e.g. the area between the Yellowhead Highway and route #52 – Summit) • Potentially introduce new routes to serve industrial development sites, if security issues can be dealt with (e.g. Ridley Island)
Capital Infrastructure Issues
<ul style="list-style-type: none"> • More bus shelters needed • Many stops are inaccessible • Having printed schedule information at bus stops would be helpful to passengers
Other Issues
<ul style="list-style-type: none"> • Buses often break down, causing service reliability problems

ADDITIONAL CONSIDERATIONS

The City of Prince Rupert, District of Port Edward, as well as First Canada and their drivers, also provided valuable feedback. They reiterated many of the key themes mentioned in the previous section, as well as the additional issues and opportunities described in the table below.

Routing Issues

- Some portions of existing routes make trip times unnecessarily longer (e.g. downtown loop portions of route #52)

Capital Infrastructure Issues

- Some bus stops are difficult to pull into and out of (e.g. bus stop at the Museum, where visitors and staff often park)
- The location of some bus stops near pedestrian crossings results in buses having to slow down more frequently
- Some bus stops are in a location that creates potential pedestrian-vehicle conflicts (Yellowhead Highway near Prince Rupert Middle School, and Summit at Sloan near Regional Hospital). Bus stops should be located on the far side whenever possible to avoid such conflicts.
- Some bus stops are too close together, extending travel time
- In some cases, individuals have covered over the yellow paint on curbs so that parking at a bus stop appears legal (e.g. Teddy Bear Daycare).
- Some bus stop poles have been installed too close to the street, and so they have broken bus mirrors or have been damaged themselves.
- Some roads are poorly surfaced and are taking a toll on the buses
- There is a low vehicle spare ratio, leading to service interruptions when a vehicle is inoperable

Other Issues

- There are errors on the current transit map (e.g. the map does not show that route #60 – Port Edward – serves the bus stop at the front door of the Civic Centre and Pool, like route #53 – Crestview; the map does not show the allowed diversion to Prince Rupert Middle School on route #53 – Crestview – which travels West on 7th Ave and East on 8th; and some newer roads are missing)
- Need to educate people about yielding to buses pulling back into traffic, perhaps through a marketing / information campaign

CONCLUSIONS

The consultation activities described above enabled the project team to reach out to many key stakeholders, including the primary users such as seniors, youth, and low-income individuals. Furthermore, the level of response and participation to the surveys and open houses were relatively high, given the population of the City of Prince Rupert.

Through these activities, the project team was able to successfully draw out the main opportunities and issues for the Prince Rupert system, and identify options for service changes. These options are described in the next section.

5. PROPOSED SERVICE CHANGE OPTIONS

In reviewing the Prince Rupert Transit System and the feedback collected from the consultation activities, a set of short- (2012/13 – 2013/14, depending on the completion of an implementation Memorandum of Understanding), medium- (2013/14 to 5 years from now), and long-term (5 to 10 years from now) service change options have been developed for the Prince Rupert system. Service options and recommendations for the Port Edward system are described in the *Port Edward Transit Service Review Report*. These options for Prince Rupert have been developed with the following assumptions/constraints in mind, and these assumptions/constraints have been informed by the input provided by BC Transit staff and the City of Prince Rupert.

Short-Term Assumptions/Constraints (2012/13 – 2013/14)

- Some low-cost immediate actions can be taken
- There is no new substantial funding from the City of Prince Rupert
- There will be no turnover of the transit vehicle fleet and the number of vehicles in the transit fleet will remain the same

Medium-Term Assumptions/Constraints (2013/14 to 5 years from now)

- The population of the City of Prince Rupert will remain stable
- There is no new substantial funding from the City of Prince Rupert
- There will be no turnover of the transit vehicle fleet and the number of vehicles in the transit fleet will remain the same

Long-Term Assumptions/Constraints (5 to 10 years from now)

- The population of the City of Prince Rupert will have grown
- There is additional funding from the City of Prince Rupert
- There will be turnover of the transit vehicle fleet and there will be an opportunity to increase the number of vehicles in the transit fleet to provide more service

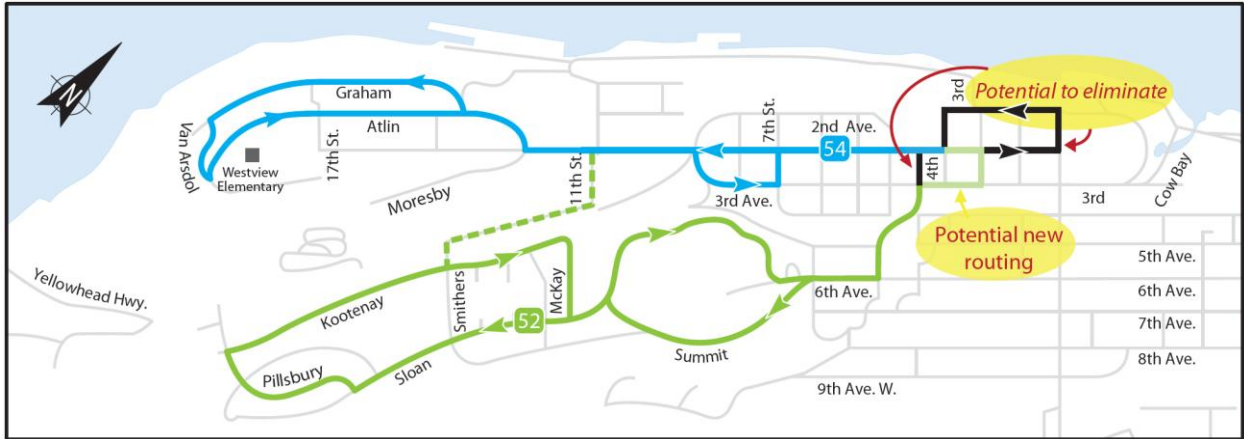
Short-Term Service Change Options (2012/13 – 2013/14)

All figures are annual and are based on the 2012/13 Annual Operating Agreement budget. These estimates would require review based on actual date of implementation and confirmed service and operational details.

1) Eliminate the downtown loop portion of route #52 Summit when interlined with route #54 Westview

This would reduce the travel time by two to three minutes. See the illustration below for the potential rerouting of route #52 when it is interlined with route #54. When the bus is coming into downtown, instead of proceeding down 4th Street, the bus would turn at 3rd Avenue and then at 2nd Street, and finally at 2nd Avenue. This routing would allow route #52 to continue serving the bus stop at the Chevron gas station. When route #52 is interlined with other

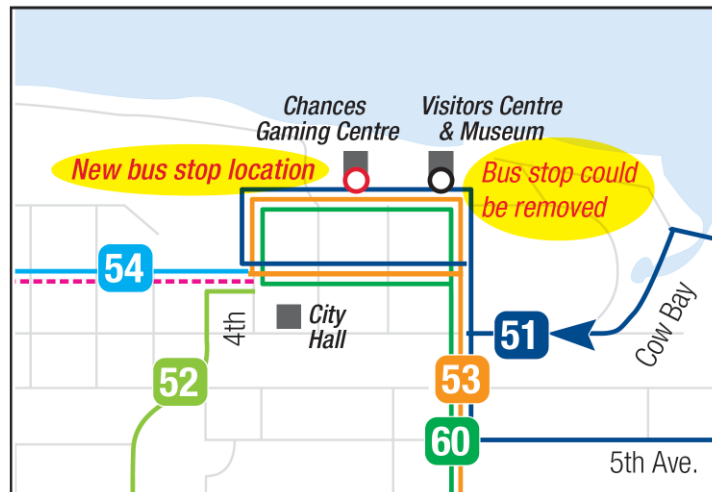
routes, it would follow the current routing. To avoid this rerouting of route #52, efforts should be made to interline route #52 with other routes as much as possible.



This change would not require additional vehicles or hours, but would help the overall reliability of the system.

2) Move the bus stop on 1st Ave from the front of the museum to a location in front of Chances.

The stop in front of the museum is currently shared with tourist buses and is often blocked by cars in the loading/unloading area behind the bus stop. A bus stop at Chances would continue to serve the Safeway (see the illustration below), reduce vehicle conflicts and therefore improve safety.



This change should not require changes to operating resources. However, there will be a cost to the local government partner to move the bus stop and install a shelter. If a bus shelter is installed, the approximate total capital cost would be \$18,000 with an opportunity to cost share through the BC Transit Bus Stop Improvement program.

3) Reallocate service to provide more trips to new location of the Transition Society and increase service along Park and Kootenay

This can be accomplished by alternating the #54 Westview trips between Branch A and Branch B as shown in the map below. This would reduce the frequency of the service on the existing route #54 (branch A), but it would increase service to residents living in the Branch B area, which includes several multi-residential developments. Currently, the ridership is very low on the route #54 and it is anticipated that some passengers will be lost due to this change, but more will be gained by increasing service frequency along Kootenay

As the running time for Branch A and Branch B are approximately the same, this option would likely not impact the schedule or operating costs. Prior to implementation, however, further analysis should be conducted to confirm this. In conjunction with this change, there may also be a way



Initial High Level Estimate – Additional Annual Impacts	
Short Term Option: 3) Reallocate service to provide more trips to new location of the Transition Society and increase service along Park and Kootenay	
Service Hours: 0	Passenger Revenue: \$5,800
Annual Ridership: 5,000	Total Cost: \$0
Vehicles Required: 0	Net Local Share of Costs: -\$5,800
	Provincial Share of Costs: \$0

4) Eliminate the Crestview loop for route #53 Crestview

In the foreseeable future, the portion of Crestview Drive shown with a black line in the map below will likely be unable to accommodate sidewalks, and by-passing the loop would shorten travel time. The Crestview route often runs behind schedule due to passenger loads, so such time savings would be beneficial to the system as a whole. It would also be easier to load wheelchair users on the portion of Crestview Drive where there is a sidewalk.

cab company deducts this from the cab fare and then bills the operating company for the outstanding balance. The local cab company would need to agree to sign a service provision agreement.

Additional Annual Impacts

Short Term Option: 7) Introduce Taxi Supplement program

Service Hours: 0	Passenger Revenue: \$450
Annual Ridership: 300	Total Cost: \$3,000
Vehicles Required: 0	Net Local Share of Costs: \$550
	Provincial Share of Costs: \$2,000

Medium-Term Service Change Options (2013/14 to 5 years from now)

8) Provide printed bus schedule information at stops

Bus schedule information could be placed at all or high traffic bus stops on the bus stop poles. There are a variety of products available for mounting on stop poles and costs vary.

This infrastructure change would require resources to purchase and install the schedule holders. Resources would also be required to maintain (i.e. clean graffiti from holder surfaces) and replace schedules when there is schedule change.

9) Continue ensuring transfers between routes #60 Port Edward and #51 Seal Cove are efficient

If long transfer times are required, then installing a shelter at the 5th Avenue and McBride for passengers travelling from #60 Port Edward and connecting with the #51 Seal Cove should be considered.

Resources would be required to install and maintain a new bus shelter. If a bus shelter is installed, the approximate total capital cost would be \$18,000 with an opportunity to cost share through the BC Transit Bus Stop Improvement program.

10) Relocate or remove bus stops where the grade is too steep

The location of some bus stops on or near steep hills impacts their visibility to bus drivers and therefore the safety of passenger and the system.

This infrastructure change would require resources to identify and relocate or remove bus stops.

11) Extend handyDART service by one hour Monday to Friday

This would better accommodate registered handyDART clients to meet their travel needs. This might be accomplished without additional cost by providing the driver with a one hour lunch break mid-shift provided this would not interfere with client activity, operating company will need to be consulted.

Initial High Level Estimate – Additional Annual Impacts

Short Term Option: 11) Extend handyDART service by one hour

Service Hours: 250	Passenger Revenue: \$979
Annual Ridership: 675	Total Cost: \$11,800
Vehicles Required: 0	Net Local Share of Costs: \$2,921
	Provincial Share of Costs: \$7,900

12) Expand handyDART hours to include Saturday service

This option would improve accessibility to shopping and recreational activities for handyDART clients and improve system reliability.

Initial High Level Estimate – Additional Annual Impacts

Medium Term Option: 12) Expand handyDART hours to include Saturday service

Service Hours: 390	Passenger Revenue: \$1,414
Annual Ridership: 975	Total Cost: \$58,100
Vehicles Required: 1	Net Local Share of Costs: \$17,986
	Provincial Share of Costs: \$38,700

Long-Term Service Change Options (5 to 10 years from now)

13) Expand service to include Sundays and Holidays

The hours of operation could be 9:30am to 5:00pm, providing service on the routes #51, #52, #53 and #54. It would take the bus approximately 90 minutes to cycle through all the routes.

The following estimates assume that Sunday and holiday service would be provided using only one vehicle.

Initial High Level Estimate – Additional Annual Impacts

Long Term Option: 13) Expand service to include Sundays and Holidays

Service Hours: 500	Passenger Revenue: \$10,100
Annual Ridership: 9,300	Total Cost: \$52,000
Vehicles Required: 0*	Net Local Share of Costs: \$17,900
	Provincial Share of Costs: \$24,000

* At present this option appears that it could be implemented with no additional vehicles. This would need to be confirmed by BC Transit's Fleet Standards department closer to the implementation date. An additional vehicle would increase the net local share by \$30,000 annually.

14) Expand service to include evening service Monday through Thursday and Saturday

This change would provide residents with an additional travel option for evening shopping and recreational activities, as well as provide service for workers with evening shifts.

Initial High Level Estimate – Additional Annual Impacts

Long Term Option: 14) Expand to provide evening service Monday through Thursday and Saturday

Service Hours: 1,600
Annual Ridership: 29,900
Vehicles Required: 1

Passenger Revenue: \$34,700
Total Cost: \$209,000
Net Local Share of Costs: \$76,300
Provincial Share of Costs: \$98,000

15) Increase service to the BC Ferries Terminal, VIA Rail station and the Fairview Bay area

Currently, route #55 Fairview only makes five round trips to Fairview Bay per weekday and four trips on Saturdays with limited connection to existing ferry and train arrivals and departures.

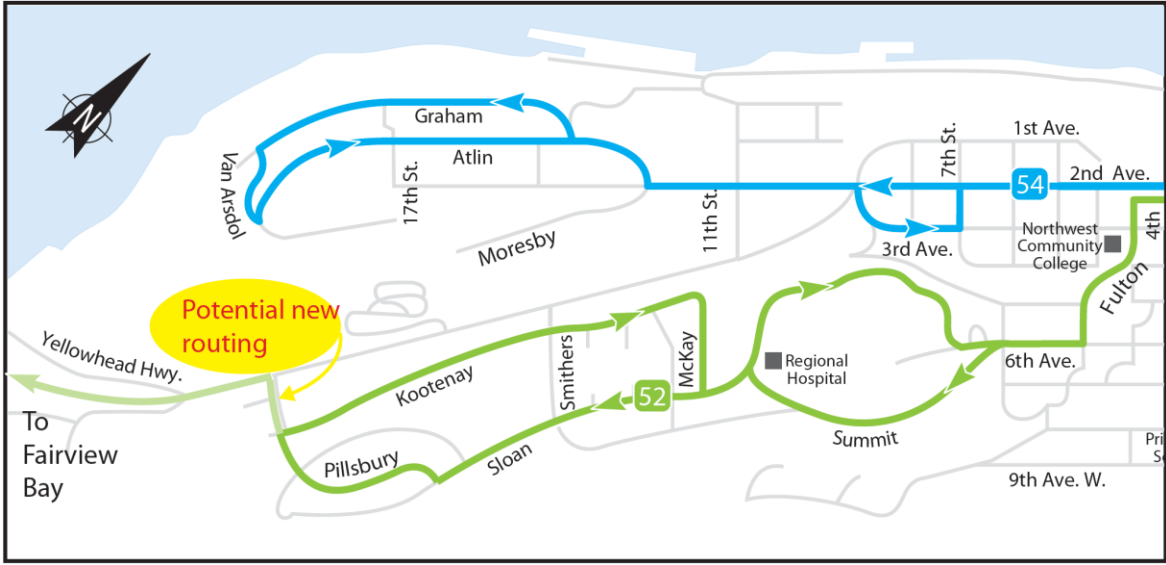
Additional service could be schedule to the Fairview Bay area to enable passengers to connect to/from the ferries serving Port Hardy and Haida Gwaii, and the train to Jasper. In addition, there is a bus stop close to the private docks that could be used by passengers coming from private boats or the employers on the water.

Initial High Level Estimate – Additional Annual Impacts
Longer Term Options: 15) Increase service to the BC Ferries Terminal, VIA Rail station and Fairview Bay Monday through Sunday

Service Hours: 1,000	Passenger Revenue: \$13,900
Annual Ridership: 12,000	Total Cost: \$153,000
Vehicles Required: 1*	Net Local Share of Costs: \$68,100
	Provincial Share of Costs: \$71,000

* This option could be implemented using the additional vehicle acquired for implementing option 14) which would reduce the net local share by \$30,000 annually.

The map below shows one potential way that Fairview Bay could be served while increasing service to high ridership area.



16) Start morning service earlier and introduce service to industrial developments such as Ridley Island Monday to Friday. This change would enable more people to use transit for getting to work in the morning and as Ridley Island and other industrial sites are developed, there may be more demand for transit service to those areas. However, there may be safety and security issues for accessing those areas, in which case the public transit system may not be an option.

Initial High Level Estimate – Additional Annual Impacts
Longer Term Options: 16) Serve industrial developments such as Ridley Island

Service Hours: 400	Passenger Revenue: \$5,600
Annual Ridership: 4,800	Total Cost: \$96,000

Vehicles Required: 1*

Net Local Share of Costs: \$45,400

Provincial Share of Costs: \$45,000

* This option could be implemented using the additional vehicle acquired for implementing option **14)** which would reduce the net local share by \$30,000 annually.

SUMMARY OF SERVICE CHANGE OPTIONS

The table below summarizes the advantages and disadvantages of each service change option.

Service Change Option for Transit Service	Advantages	Disadvantages
Short Term (2012/13 – 2013/14)		
1) Eliminate the downtown loop portion of route #52 Summit	<ul style="list-style-type: none"> Reduce travel time and improve service reliability 	<ul style="list-style-type: none"> Reduces service to stop on 1st Ave and potential to create need for transfer for some passengers
2) Move the bus stop on 1 st Ave from in front of the museum to a location in front of Chances	<ul style="list-style-type: none"> Create a dedicated transit bus stop, reduce vehicle conflicts and improve safety 	<ul style="list-style-type: none"> Increase distance for cruise ship passengers/ tourists to access public transit from Cow Bay
3) Reallocate service to provide more trips to new location of the Transition Society	<ul style="list-style-type: none"> Provide more service to the Transition Society, which has many clients that require transit service, improve service on Kootenay 	<ul style="list-style-type: none"> Reduces service on existing route #54
4) Eliminate the Crestview loop for route #3 Crestview	<ul style="list-style-type: none"> Reduce travel time and improve service reliability 	<ul style="list-style-type: none"> Residents living the along the loop would have to walk further to catch the bus
5) Reallocate service to the #99 Special in the afternoon	<ul style="list-style-type: none"> Increase service to a route that is at capacity 	<ul style="list-style-type: none"> Reduces service to residents living along route #51 Seal Cove
6) Adjust morning schedule to better accommodate students living along route #54 Westview	<ul style="list-style-type: none"> Students living along route #54 would be able to catch the bus and arrive closer to school bell time 	<ul style="list-style-type: none"> Schedule change might inconvenience other customers
7) Introduce Taxi Supplement program	<ul style="list-style-type: none"> Ensure handyDART clients will get requested service 	<ul style="list-style-type: none"> Increased cost to operating budget
Medium Term (2013/14 to 5 years from now)		
8) Provide printed bus schedule information at high volume stops	<ul style="list-style-type: none"> Improved customer access to bus schedule information 	<ul style="list-style-type: none"> Cost to acquire and install, bus schedules require updating and maintenance
9) Continue to ensuring transfer between routes #60 Port Edward and #51 Seal Cove are efficient. If longer transfer times are	<ul style="list-style-type: none"> Shorter, or at least more comfortable transfers for customers using both routes 	<ul style="list-style-type: none"> If a shelter is provided, resources would be required to purchase, install and maintain the shelter

required, then consider installing a shelter at shared stop		
10) Relocate or remove bus stops where the grade is too steep and visibility is impacted	<ul style="list-style-type: none"> Improve visibility for bus drivers and accessibility for passengers 	<ul style="list-style-type: none"> Some customers may have to walk longer distances to catch the bus, while others may be able to walk shorter distances
11) Extend handyDART service by one hour Monday to Friday	<ul style="list-style-type: none"> Accommodate more handyDART clients 	<ul style="list-style-type: none"> Increase to operating costs
12) Expand handyDART service to include Saturday service	<ul style="list-style-type: none"> Improve accessibility to shopping and recreational activities for handyDART clients Improve service reliability for handyDART clients 	<ul style="list-style-type: none"> Additional cost to operating budget Another vehicle will need to be purchased to ensure service reliability
Long Term (5 to 10 years from now)		
13) Expand service to include Sundays and holidays	<ul style="list-style-type: none"> Customers could use the transit service for shopping, work, going to church, etc. on Sundays and holidays 	<ul style="list-style-type: none"> Increased operating costs Another vehicle may need to be purchased to provide service
14) Introduce evening service Monday to Thursday and Saturday	<ul style="list-style-type: none"> Provide more transportation options for people who work later, 	<ul style="list-style-type: none"> Increased operating costs Another vehicle will need to be purchased to provide service
15) Increase service to the BC Ferries Terminal/VIA Rail station and the Fairview Bay area	<ul style="list-style-type: none"> BC Ferries and VIA Rail customers could use transit service to get to and from the terminal/station 	<ul style="list-style-type: none"> Increased operating costs Another vehicle may need to be purchased to provide service
16) Start morning service earlier and provide service to industrial developments such as Ridley Island	<ul style="list-style-type: none"> Employees working could use transit service to get to and from work Reduce parking demand Reduce commuter congestion 	<ul style="list-style-type: none"> Increased operating costs Access may be restricted to employees only for safety reasons

The following table summarizes the estimated impacts for all service options presented in the above table. All figures are annual and are based on 2012/13 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	Service Hours	Rides	Total Revenue	Total Costs	Net Local Share of Costs	BC Transit Share of Costs	Rides per Hour
Short Term (2012/13 – 2013/14)								
1) Eliminate the	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Service Proposal	Buses	Service Hours	Rides	Total Revenue	Total Costs	Net Local Share of Costs	BC Transit Share of Costs	Rides per Hour
downtown loop portion of route #52 Summit								
2) Move the bus stop on 1 st Ave. from front of the museum to a location in front of Chances	n/a	n/a	n/a	n/a	varies	100%	n/a ¹	n/a
3) Reallocate service to provide regular trips to new location of the Transition Society	0	390	14,600	\$16,900	\$33,000	\$1,100	\$15,000	37.4
4) Eliminate the Crestview loop for route #3 Crestview	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
5) Reallocate to the #99 Special in the afternoon	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
6) Adjust morning schedule to better accommodate students on route #54	0	29	290	\$336	\$2,000	\$664	\$1,000	10
7) Add Taxi Supplement program to cover unmet trip requests	n/a	n/a	300	\$450	\$3,000	\$550	\$2,000	n/a
Medium Term (2013/14 to 5 years from now)								
8) Provide printed bus schedule information at high volume stops	n/a	n/a	n/a	n/a	varies	100%	n/a	n/a
9) Install a shelter at stop at McBride and 5 th Ave	n/a	n/a	n/a	n/a	\$18,000	100%	n/a ⁵	n/a
10) Relocate or remove bus stops to improve visibility	n/a	n/a	n/a	n/a	one-time costs per stop	100%	n/a	n/a
11) Extend handyDART service by one hour Monday to Friday	n/a	250	675	\$980	\$11,800	\$2,921	\$7,900	2.7
12) Expand handyDART service to include Saturday service	1	390	975	\$1,414	\$58,100	\$17,986	\$38,700	2.5
Long Term (5 to 10 years from now)								
13) Expand service to include Sundays and holidays	0	500	9,300	\$10,800	\$52,000	\$17,200	\$24,000	18.7
14) Introduce evening service Monday to	1*	1,600	29,900	\$34,700	\$209,000	\$76,300	\$98,000	18.7

⁵ Opportunity to cost share through the BC Transit Bus Stop Improvement Program

Service Proposal	Buses	Service Hours	Rides	Total Revenue	Total Costs	Net Local Share of Costs	BC Transit Share of Costs	Rides per Hour
Thursday and Saturday								
15) Increase service to the BC Ferries Terminal / VIA Rail station and the Fairview Bay area	1*	700	8,400	\$9,700	\$124,000	\$56,300	\$58,000	12
16) Start morning service earlier and provide service to industrial developments such as Ridley Island	1*	900	10,800	\$12,500	\$143,000	\$63,500	\$67,000	12

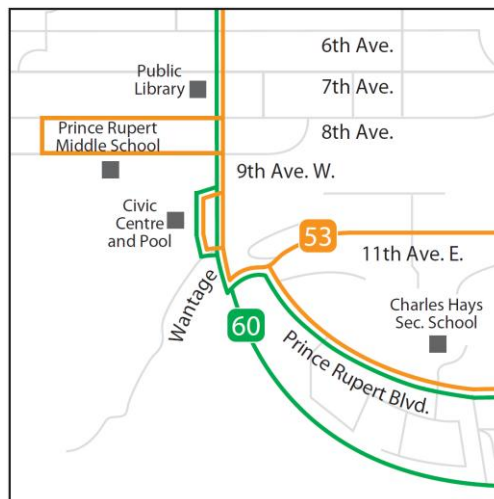
Note: It would require only one additional bus to implement all three options, 14), 15) and 16), but an additional bus would be required to implement any one of these options.

OTHER CHANGES

While this section has focused mainly on service changes, there are also other changes that have been identified for the Prince Rupert Transit System, to be implemented in the short and longer term. These include:

- Moving bus stop poles further away from the curb so that they do not damage the mirrors of transit vehicles;
- Installing a yield sign to warn motorists driving along Yellowhead Highway into Downtown to yield to buses, as buses exiting the Civic Centre and Pool area are often slowed as they try to re-enter traffic;
- Painting the curb along the "No-stopping" zones that have been created for transit purposes (e.g. at bus stops) with red paint instead of yellow to provide motorists with a clearer warning signal;
- Repainting the curb along Cow Bay Road with yellow / red paint to make it easier for buses to turn left from George Hills Way onto Cow Bay Road;
- Improving sidewalks so that they are wheelchair-accessible. High-priority locations for bus stop improvements, selected based on current surrounding land use and level of ridership based on the on-board survey, include the following:
 - Route #52 Summit: Kootenay Avenue and Cade Place – sidewalk should be installed
 - Route #52 Summit: McKay Street at Kootenay Field – sidewalk should be installed
 - Route #52 Summit: 6th Avenue West at United Church – curb letdowns should be installed at 6th Avenue and Fulton Avenue
 - Route #53 Crestview: India Avenue and Goddard Street – sidewalk should be installed

- Route #54 Westview: 2016 Graham Avenue – sidewalk should be installed
- Developing a special schedule for students indicating which routes and trip times would accommodate school bell times;
- Revising the map and schedule in the Rider's Guide to show:
 - The stop at the Civic Centre for buses heading to Port Edward (see the illustration below);
 - The diversion to Prince Rupert Middle School on route #53 (Crestview), which travels West on 8th Ave and East on 9th Ave (see the illustration below);
 - That Westview Elementary is now closed;
 - Some newer roads that are currently missing in the map; The correct spelling of Charles Hays Secondary; and,
 - The location of elementary schools: Pineridge Elementary (served by route #52), Conrad Elementary School (served by route #53), Lax Kxeen (close to route #51), and Roosevelt Park Community School (served by route #53).



6. CONCLUSIONS

The evaluation results shown in the table in Section 5 indicate 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, and to enhance customer satisfaction and improve operational efficiencies, a number of actions are recommended.

The first is to develop a formalized agreement between Port Edward and Prince Rupert with respect to sharing of vehicle assets. While the current informal agreement may work in the short term, having a formal agreement in place would ensure each party is fairly compensated and the expectations and responsibilities of each party are clear. Depending on the terms of the agreement, it could also allow the Port Edward and Prince Rupert buses to be used interchangeably.

The second recommendation is to allocate more capital and operating funding to the transit system as the population of Prince Rupert grows. This will allow another vehicle to be purchased to improve service reliability 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. This in turn will increase Prince Rupert residents' mobility and their access to jobs, school, and other important amenities.

As the service changes described in Section 5 are implemented, the changes implemented should also be monitored closely to see what the impact is on ridership and customer satisfaction.

Finally, it will be important to conduct more regular service reviews in the future (e.g. every 5 years or when significant changes occur) so that changes in the population and needs of the customers can be responded to more promptly.

7. IMPLEMENTATION CONSIDERATIONS

OPPORTUNITIES FOR STAGED IMPLEMENTATION

Section 5 provides an outline of how the proposed service changes could be implemented over several stages. This approach would allow the most critical needs and cost-effective options to be implemented first. Once the population of Prince Rupert has grown such that there is a larger tax base to support the transit system, more resource-intensive improvements could be implemented.

It should also be noted that the service change options and costs presented here are for the purpose of guiding transit development and investment in the Prince Rupert Transit System. It is recognized that service needs and/or local government capacity to fund transit improvements may change over time. Therefore, while this document is presented to guide service development over the longer term, 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 City's budget approval.

Similarly, provincial funding for transit is confirmed on an annual basis. Therefore, implementation of any option requiring expansion is dependent on BC Transit's fiscal year budget, normally confirmed in mid-February each year. Implementation of specific service options and packages are also dependent on 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 City and BC Transit. This MOU outlines the exact service changes to be developed for implementation and the roles and timeline for implementation. Once signed, changes to scope of services in the implementation may change timelines. Detailed costing would be confirmed through implementation.

CHANGES TO TRANSIT INFRASTRUCTURE (BUS STOPS, EXCHANGES) AND FUTURE CAPITAL INVESTMENTS

As described in the previous sections, it is recommended that more funding be allocated to transit for the purpose of installing more bus shelters and making bus stops more accessible, and for purchasing and operating an additional vehicle.

If the contract with First Canada is renewed, in order to keep costs down it is recommended that the current maintenance facility be upgraded or that another site within downtown be chosen. This would keep operating costs down by minimizing deadhead costs. It would also minimize any negative impact on the reliability of the buses in the morning (buses could be caught in traffic if

they are arriving from outside of downtown).

MONITORING PLAN

With respect to monitoring performance, it is recommended that BC Transit conduct regular audits of the system. While the operator would continue to collect ridership and other data that requires on-going collection, BC Transit should objectively perform semi-annual audits and collect information such as on-time performance, vehicle maintenance quality, safety, and customer satisfaction. This can be included as part of the conditions of the operator's contract.

8. RECOMMENDATIONS

It is recommended that the City of Prince Rupert:

- **Receive this report as information, provide comment and approve the draft report for presentation to the public for further review;**
- **Direct staff to work with BC Transit to undertake public consultation on the draft report, particularly on all service change proposals in order to prepare the final draft;**
- **Approve creation of local capital project action plans and budgets to address the bus stop and infrastructure priorities identified. BC Transit's Corporate and Capital Planning Division is available to provide assistance with this.**

APPENDICES

APPENDIX A – MEETING, INTERVIEW, AND OPEN HOUSE SUMMARIES

Partner Organizations

District of Port Edward

The Chief Administrative Officer of the District of Port Edward was consulted. Some of the opportunities and issues that were brought up included:

- The subdivision at the far end of the community should be better served when more of the lots are built out over the next five years. As housing in Prince Rupert is more limited and Port Edward residents pay lower property taxes, Ron thinks more people will be attracted to Port Edward.
- A new school is also being built, and it will serve K-5 students. The building will include three classrooms and a joint-use library.
- Transit service was first introduced to reduce hitchhiking, which often leads to youth getting into trouble, and to relieve parents from having to drive their children back and forth from Prince Rupert.
- The District receives very few complaints about the service (about less than 10 calls per year).
- The service continues on to the North Pacific Cannery in the summer time, and this service is successful (able to support itself).
- The community might undergo some significant growth in the near future due to economic activity in the area (e.g. new industrial development on Watson Island and Ridley Island, and more cruise ships stopping at Prince Rupert) and create pressure for more service (e.g. a new bus stop at the access road to Watson Island).
- There might be some opportunities for improving the service by changing some of the departure times. For example, the 10:10pm bus is underutilized, but people are still returning from the movies at Prince Rupert at that time. At the same time, there have been complaints about no service at 6pm (there is a gap between 4pm and 7pm). Perhaps there could be hourly service and there would be increased ridership.
- Users are typically individuals without cars, families with one car, and seniors. Most residents work in Prince Rupert, but the culture is not to use transit for work trips. Typical trip purpose include shopping, going to the movies, and medical appointments for seniors.
- There isn't much of a need for handyDART, as drivers know the riders well and will drop off passengers with mobility impairments at their door, if required.

City of Prince Rupert

The Chief Financial Officer and another staff member of the City of Prince Rupert were consulted. Some of the opportunities and issues that were brought up included:

Demographics:

- BC Education is indicating that school enrollment would drop in Prince Rupert, but several trends might suggest that this may not happen to the extent forecasted. Firstly, the forecasts may not have reflected the industrial development that may occur in Prince Rupert in coming years with the Port Authority and other entities. It may also not have accounted for the fact that Prince Rupert has a high number of First Nations residents (55%), that a high percentage of them are young (65%), and that their birth rates are much higher than non-First Nations BC residents. It may also not have accounted for the low housing prices in Prince Rupert that may attract young couples and the marketing campaigns that encourage immigrants to work in the North instead of in the bigger cities of Canada. On the other hand, there are certainly many people from Prince Rupert who have moved to other parts of Canada, such as Calgary or Vancouver Island, but these people have generally been the wealthier elderly. They have often moved to be closer to children and grandchildren.
- The population in Prince Rupert will increase by 15–20% over the next five years.
- Some seniors may see riding the bus as a chance to socialize.

Efficiencies:

- It might be worthwhile looking into the airport bus services for improved efficiencies. Three bus trips are made to the airport each day, and the services are operated by First Canada, the same company that provides most of the other bus services in the Region. The City took on the burden of operating the airport when the federal government was trying to offload its rural airports. The City saw that the continued operation of the airport would be critical for preventing the City from becoming a backwater. Efficiencies might come from the reduction in contract materials, in the greater sharing of vehicles, or in the form of better customer service and therefore more transit riders. The biggest complaint the City receives is about the airport bus services.

Bus Stops:

- The Department of Highways recently put in some new bus stops along the highway between McBride and the ferry dock. One set of bus stops that were recently installed in Prince Rupert were uprooted in a windstorm. They were never recovered.

Routing:

- A plan for the City was laid out in 1908. Greg Howie designed the transit system in 1979, and the routes have changed very little since then. The routes are short, and most places are walkable.
- Installing more covered bus stops might have a positive impact on transit ridership, given the weather in Prince Rupert.

- An objective for the study should be to examine how we can make our community more green in the future.
- Dan did not foresee many route changes due to population increases or new subdivisions, but he saw route changes due to industrial developments as being more likely.

Other:

- It would be ideal if the report could indicate transit service changes that might be beneficial to make if the population increases and if parking became a problem again. When the city had 18,000 residents, parking was a large issue.
- The City receives very few complaints about the system, only about one per month. Most complaints would go to the transit operator, as the phone number in the Rider's Guide connects to the First Bus office.
- The greatest issue is likely having an insufficient number of spare buses. This recently created a problem when a child in a wheelchair could not board a bus. The BC Transit bus fleet is 100% accessible, but on that day, there was not an available BC Transit bus for this child's trip, and First Canada ended up using one of its own (non-accessible) buses for that particular trip.
- Some changes haven't had much of an impact, such as the installation of bicycle racks.
- The Dennis Darts are not an ideal bus, with a high incidence of breakdown.
- It is not necessary to market the services. The City is frequently told that it has one of the best performing systems among BC Transit systems.

Operator

First Canada UCL

The branch manager was consulted. He had the following ideas for improvements:

Schedule improvements:

- The last trip to Port Edward could be earlier. Right now, the 10:10pm bus is underused, especially in the winter months. People finishing up a movie can take the 9:30pm bus. [Note: the current movie schedules were checked, and the 7:00pm, 7:10pm, and 7:20pm showings would be over by 9:30pm.] Children returning home from a practice can usually get the 8:15pm. The extra travel time could potentially be placed elsewhere in the schedule. An added benefit to this is that the driver would then be available earlier the next day to provide service, as a minimum of eight hours is required between shifts.

Operational improvement:

- To reduce the travel time required for Route 52 (Summit), the downtown loop portion of the route, which can add two to three minutes to the route, can be eliminated when the route

turns into Route 54 (Westview). The two main downtown stops for this route would then be at 4th Street and 2nd Avenue (see the illustration below).

- On Route 53 (Crestview), the Crestview loop could be eliminated, with the bus by-passing this loop. Crestview will likely never be able to accommodate sidewalks, and using the loop takes extra time. The Crestview route is currently starved for time and any time savings would be helpful. It would also reduce the number of stops from three to two .
- The bus stop in front of the museum could be moved to a location in front of Chances. This would be used by Route 60 (Port Edward) and routes coming from and going to the East side. The problem with the stop in front of the museum is that it is currently shared with tourist buses and is often blocked by cars in the loading/unloading area behind the bus stop. A bus stop at Chances would continue to serve Safeway well.
- A yield sign for buses exiting the Civic Centre and Pool area could provide an operating benefit, as buses are often slowed as they try to re-enter traffic on the Yellowhead Highway.
- Some yellow curb paint has been removed to allow more parking along Cow Bay Road. This makes it difficult for buses to turn left from George Hills Way onto Cow Bay Road, especially if a large car has taken one of the spots.
- Double up service for the special school runs; current school bus runs are at capacity. A bus from Route 51 (Seal Cove) could be used during the school run.
- Transfers between Route 60 (Port Edward) and Route 51 (Seal Cove) could be better scheduled. Sometimes drivers will radio in to tell another bus driver that there are some passengers who want to transfer. The transfer point is on 6 Ave just off the Yellowhead Highway.

Coverage improvement:

- The area between the Yellowhead Highway and Route 52 (Summit) requires longer walks to bus stops than other sections of the community. Coverage here is not as good as it is elsewhere in the City.
- The Transition Society is moving to a location on the Yellowhead Highway. This will likely continue to be a heavily used stop (its current location on the Westview route is being closed). The new location is only served now when Routes 54 and 52 are operating as a combo. This stop could become part of a permanent route by altering existing routes (see below for some potential routings).
- The BC Ferries Terminal / VIA is now underserved. Some trips could go out there to meet departing ferries or trains. The terminal already accommodates taxis and coach buses, and so a transit bus should not be an issue. In addition, there is a bus stop closer to the private docks that could be used by passengers coming from private boats or the employers on the water. People coming by private boat could time their arrivals to meet the buses going to Downtown.

He also raised the following bus stop issues:

- Some bus stops are difficult to pull in and out of.
- Some bus stops are in a location that results in pedestrians slowing the bus down.
- Some bus stops are in a location that creates potential pedestrian-vehicle conflicts (Yellowhead Highway near Prince Rupert Middle School, Summit at Sloan near Regional Hospital).
- Some bus stops are too close together.
- Someone has covered over the yellow paint so that curb parking appears legal (e.g. Teddy Bear Daycare).
- Some bus stop poles have been installed too close to the street, and so they have broken bus mirrors or have been damaged themselves.
- Many stops are inaccessible.

The current transit map has a few errors, including the following:

- The map does not show that Route 60 (Port Edward) serves the bus stop at the front door of the Civic Centre and Pool, like Route 53 (Crestview).
- The map does not show the allowed diversion to Prince Rupert Middle School on Route 53 (Crestview) which travels West on 7th Ave and East on 8th.
- Some newer roads are missing.

Other comments

- There are complaints from the public about early buses that get missed, but these are often the result of misreading the schedule or misreading one's watch/clock.
- A lot of people expect to be dropped off anywhere they ask or picked up if they flag the bus down.
- There are many positive comments about the bus drivers.
- Route 51 (Seal Cove) has lost ridership in recent years, in part due to the closing of some Harbourview Apartments. Some people use the route to go to the Seaplane base to pick up checks from the reserves if there is enough layover time. Harbour Air and Inland Air use this terminal.
- Rushbrook Floats could potentially pick up more demand if the multi-use trail that follows an abandoned railroad track is extended.
- There isn't much potential for using transit buses on the routes to the airport due to the fact that the buses might not be able to board the ferries at high or low tides, as the gradient of the ramp onto the ferry would be too much for a transit bus. It would also introduce some uncertainty into the system. Three staff are currently needed for each trip to and from the airport.
- Some of the bus routes are taking their toll on the buses. Some have bad pavement, sharp turns, steep slopes, etc.
- Some bell times have already been adjusted to spread out crowding.

- Sunday service makes sense in some ways because most stores are now open on Sundays.
- Most people coming from Port Edward are coming to Prince Rupert to shop, as there is very little shopping available in Port Edward.
- There can be a parking problem in the Mall.
- About 30 students from Port Edward travel to Prince Rupert for middle school, and 40 students for high school.
- A mini-Walmart and Target are replacing Zellers at the mall.
- Several schools have been closed in recent years, resulting in changing travel demand patterns.
- First Canada provides the Port Edward school bus route for the Middle School.

Drivers and Passengers

Onboard buses, the consultant team received the following feedback from passengers and drivers:

- According to the bus driver, there are standing loads on all routes during bell times (i.e., when schools are let out).
- The GFI (the fare collection equipment), is not very driver friendly.
- A driver noted that he has encountered violent customers several times.
- Most First Canada employees are school bus drivers and are content with their working conditions.
- BC Transit should put “Yield to Buses – It’s the Law” signs on the back of buses to help educate people about the law that requires drivers to yield to buses pulling back into traffic.
- There are some concerns with the rule that requires drivers to wear seatbelts.
- A driver noted that some of the stops seemed to have been plotted on paper and not given real thought. Some were on very steep slopes, for example.
- It was observed that a passenger got unmarked bus stop location near the hospital, which has the potential of creating vehicle-vehicle conflicts and bus-pedestrian conflicts.

Other Stakeholders

North Coast Transition Society

I spoke with an administrative assistant, and she passed on some of the comments she had received from clients. They said that they used transit whenever it fit their schedules, but the current schedules do not currently meet their needs. The buses do not run often enough and do not run at the times needed to make appointments. Jamie also explained that current services to the Transition Society are limited to three pick-ups/drop-offs per day as part of Route 55. These happen around 7:40 am, 12:35 am, and 4:35 am. The first departure is too early for trips to get to elementary school, and the transfer downtown is inconvenient for getting to the schools. Also people have to get on an outbound

bus to get to go Downtown, which is somewhat inconvenient, although the turnaround time is quite short.

97% of the women at Transition Society do not have access to a car.

Ministerial Society

I spoke with someone at Fellowship Baptist who indicated that a lack of transit services on Sunday was an issue. One church provides its own shuttle services on Sunday for members who do not have a car. This service is generally limited to Prince Rupert, with people coming from Port Edward being encouraged to carpool. No fare is charged for this service, and the shuttle can seat 21 passengers. Salvation Army also has its own bus. This is used to assist lower-income families.

The services are fairly well used, although people still complain about them.

Youth generally walk to get around the City.

School District 52

A spokesperson from the School District said that buses are full in the morning and afternoon, so some students are unable to get on. This is especially true in the afternoon. He suggested having 2 school special buses in the morning and 2 schools special buses in the afternoon. Another suggestion that the district gave was to have BC Transit create “student” bus schedules – essentially a limited bus schedule that would show options for students from the 4 areas of town to get to Charles Hayes Secondary School or Prince Rupert Middle School on transit buses. This may need to include an “early” and a “late” option, for students participating in extra-curricular activities.

He also noted that the timing of the changes to transit service is important. People need to know before September if there is a service change so that they can plan accordingly.

He also noted that students living in the Westview area find it more difficult to use to transit to get to the middle school and secondary school. Students have to leave very early in the morning so that they can get to downtown to get the Crestview bus. This might also be an issue for students living in other parts of town (West side to Charles Hayes Secondary School, and East side to Prince Rupert Middle School).

In addition, he noted that bus drivers of route #53 (Crestview) sometimes get cranky, as students on the bus heading in the direction of downtown often pull the bell too early and there are two stops very close together near the Civic Centre and Prince Rupert Middle School. The students will often want to stop at 9th Avenue and Yellow Highway, but they may pull the bell early, so the bus driver ends up stopping at the stop near the Civic Centre.

He is also aware that First Bus would like to change the routing for route #53 (Crestview) so that they don't have to go the long way around Crestview Dr. he thinks that the residents of the proposed

new section of the route may have some issues with parking being reduced to accommodate the buses.

Northwest Community College

Two staff members who work closely with students noted the following issues:

- On Mondays to Thursdays, buses stop running in the Prince Rupert area at 6:30pm, when their classes end at 9:00 pm. It is not safe to be walking home this late at night, especially in the winter months when it is dark by 4:30 - 5:00 pm.
- Schedule does not start earlier enough in the morning - students who have to get their children to daycare, end up being late for class
- Port Edward frequency of bus service is too limited, particularly in the morning
- No bus service to major industry areas, such as Ridley Island, where students often get summer jobs. Even if a bus schedule was set for the start of morning shift and the end of the shift, it may help
- During the summer, many students and other residents from Port Edward travel into Prince Rupert to work in the canneries. The buses do not start early enough for their shifts - some end up hitchhiking, which isn't the safest way to travel.

One of the staff also mentioned that some students who have received funding from the Adult Basic Education Student Assistance Program have used the program's transportation allowance to purchase transit passes.

Friendship House

The Friendship House does provide a variety of programs in the evenings, but transit service is not available. It would be useful to provide more evening transit service.

Prince Rupert Senior Centre

The spokesperson said that she said that she does not take transit, she is not a senior. Therefore she has not comments about the transit system. However, some of the members of the centre might be interested in attending the open houses, and she said that she would post up the event invitation at the centre.

Prince Rupert Urban Haida Society

A member of the Society noted that the handyDART bus service hours need to be longer, as seniors are unable to get out and do other things besides going to be medical appointments. The city bus does not work for seniors because the streets are not wheelchair accessible. There has been some work done on roads, but it's patchwork.

Prince Rupert Port Authority

A spokesperson from the Port said that he doesn't think any of the staff at the Port take transit. Transit service is not important to the Port's business activities either. When clients come to the port, they take a taxi, as transit is not time-effective. Therefore, he didn't have any feedback on how to improve transit services.

Ridley Terminals

A spokesperson from Ridley Terminals said that if transit service is provided to Ridley Island, it should only allow employees to use the service due to safety reasons. There is a lot of construction on the island. She was also wondering if BC Transit has any issues about operating buses on industrial land.

Ridley Terminals currently has 140 employees and 200 contractors, and operates 24/7, 365 days/year. Employees work 12-hour shifts – 6am–6pm, and 6:00pm–6:00am. Office employees work 8:00am–4:30pm.

The Grain Terminal also has three shifts between Mondays and Fridays. They have 120 employees. The shifts start at 8am, 4pm, and 12am.

In the future, additional industrial expansion on the island will mean parking will become more limited. They are providing a shuttle right now. A few people carpool, so transit would benefit those employees.

General Public

Port Edward

The issues and comments heard at the Port Edward open house included:

- The Port Edward bus⁷ scheduled trip should depart Port Edward at 4:30pm instead of 4:10pm. The 5:15pm bus leaving Prince Rupert should be moved to 5:45pm. People getting off work at 4pm don't have time to catch the 4:10pm bus. 4:30pm would give people more time to get to the bus stop. The 8:10pm bus should be removed, as there is low ridership. The 10:10pm bus could potentially be removed, and the 9:30pm bus could be changed to 9:40pm.
- There should be a stop at Alder Avenue, between Sunset Drive and Evergreen Drive.
- There are five cruise ships coming to Prince Rupert this year. When the cruise ships are in town, the bus does get full.

Prince Rupert

Two open houses were held in Prince Rupert. Some of the main issues that were heard included:

- There needs to be more transit service in the evenings. The Friendship House tries to give taxi vouchers to participants to get them to come out to evening programs. However, they can't do

that beyond the first few classes. One spokesperson from the Friendship House said he had to buy a car because there is no evening transit service.

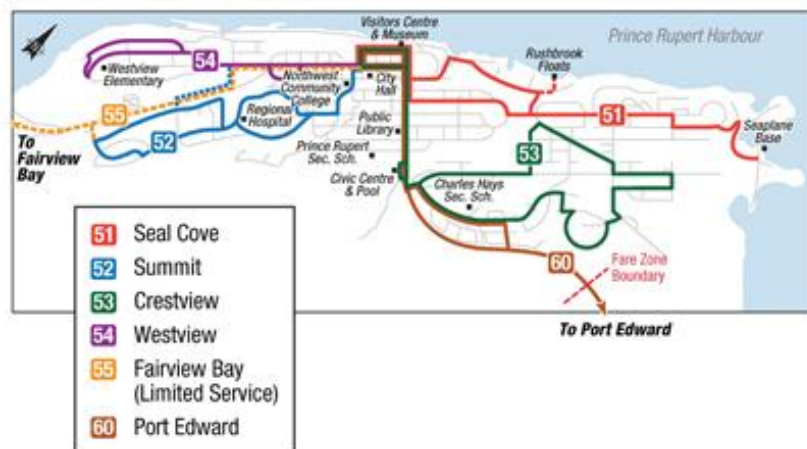
- Service should be introduced on Sundays and holidays.

APPENDIX B – OPEN HOUSE
DISPLAY BOARDS AND SUMMARY
OF RESULTS

Prince Rupert and Port Edward Transit Service Reviews

Welcome!

In partnership with the City of Prince Rupert and District of Port Edward, BC Transit wants your input into how we can improve transit service for Prince Rupert and Port Edward.



Transit in Prince Rupert and Port Edward Today

The Prince Rupert and Port Edward Transit systems carry over 370,000 passengers annually on regular buses. In addition, approximately 5,000 people every year use the handyDART bus service in Prince Rupert.

The Prince Rupert and Port Edward bus services are an important part of the community. They provide transportation options for everyone and reduce the costs of getting around.

These displays describe some changes that have been suggested by community members. We would like your feedback on these suggestions, and your own recommendations for transit service improvements.



What are your priorities for service improvements?

Use 3 sticky dots to vote

Routes	More direct routes	Better connections	More frequent peak period service (7-9am, 3-5pm)	More frequent midday service	Earlier weekday service	Later weekday service	More evening service	More Saturday service	Sunday and Holiday service	Other
51 Seal Cove										
52 Summit										
53 Crestview										
54 Westview										
55 Fairview Bay										
60 Port Edward										
99 School Special										

Tell us your comments

Tell us your priorities by June 30
www.bctransit.com
 and click on Transit Future



Potential Route Changes

52 Summit/54 Westview – Potential Routing



Potential 52 Summit/54 Westview routing – eliminate the downtown loop portion above. The two main downtown stops for these routes would be at 4th Street and 2nd Avenue.

What do you think of this potential route change?

Use a sticky dot to vote

I support the suggested change	I have some concerns, but overall I support the suggested changes ▶ please tell us your concern	Makes no difference to me	I don't support the suggested change ▶ please tell us why below

Tell us your comments

53 Crestview – Potential Routing



Potential 53 Crestview routing – by-pass the Crestview loop to shorten travel time. There are limited sidewalks along the loop.

What do you think of this potential route change?

Use a sticky dot to vote

I support the suggested change	I have some concerns, but overall I support the suggested changes ▶ please tell us your concern	Makes no difference to me	I don't support the suggested change ▶ please tell us why below

Tell us your priorities by June 30
www.bctransit.com
 and click on Transit Future



Potential Route Changes

54 Westview – Potential Routing



54 Westview routing – serve the new location of the Transition Society on the Yellowhead Highway. Right now, the stop is only served when 54 Westview and 52 Summit combine.

What do you think of this potential route change?

Use a sticky dot to vote

I support the suggested change	I have some concerns, but overall I support the suggested changes ↳ please tell us your concern	Makes no difference to me	I don't support the suggested change ↳ please tell us why below

52 Summit – Potential Routing



Potential 52 Summit routing – increase service to the BC Ferries Terminal / VIA Rail station and the Fairview Bay area.

What do you think of this potential route change?

Use a sticky dot to vote

I support the suggested change	I have some concerns, but overall I support the suggested changes ↳ please tell us your concern	Makes no difference to me	I don't support the suggested change ↳ please tell us why below

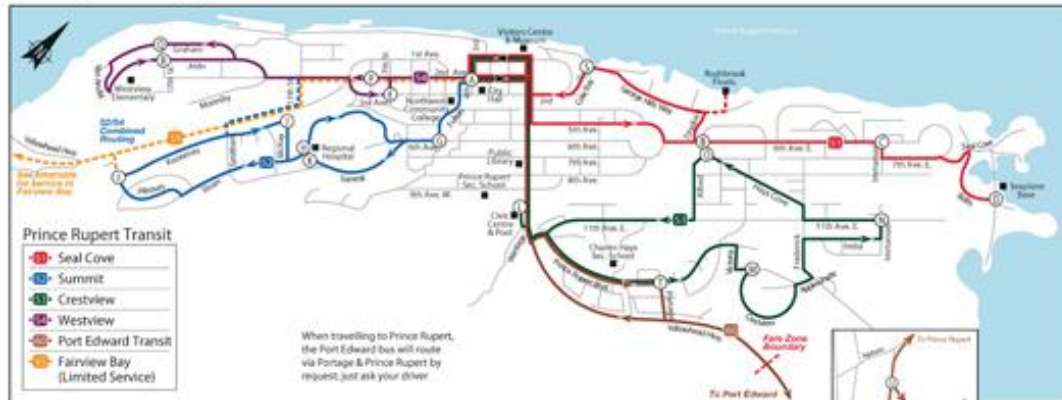
Tell us your comments

Tell us your priorities by June 30
www.bctransit.com
and click on Transit Future



Potential Schedule Changes

Existing Prince Rupert and Port Edward Transit Service



What do you think of the following potential changes?

Use a sticky dot to vote for each suggestion

	The suggested change would encourage me to take transit more often	I have some concerns, but overall I support the suggested changes ↳ please tell us your concern	Makes no difference to me	I don't support the suggested change ↳ please tell us why below
Introduce Sunday service				
51 Seal Cove schedule – add a second bus to trips serving key school times.				
54 Westview and 53 Crestview – reduce morning transfer time for student commutes.				
60 Port Edward schedule – make the last trip to Port Edward from Prince Rupert 9:30 or 9:40pm. Movies typically end by 9:30pm.				
60 Port Edward schedule – add a trip from downtown around 6pm.				



Tell us your comments

Tell us your priorities by June 30
www.bctransit.com
 and click on Transit Future



Potential Bus Stop Location Changes

53 Crestview – Potential Bus Stop Change



Potential Bus Stop Change – remove bus stop on east side of Yellowhead Highway across from the Civic Centre. Use bus stop just north of 9th Avenue at the crosswalk.

What do you think of this potential bus stop change?

Use a sticky dot to vote

I support the suggested change	I have some concerns, but overall I support the suggested changes ▶ please tell us your concern	Makes no difference to me	I don't support the suggested change ▶ please tell us why below

Tell us your comments

51 Seal Cove/53 Crestview/60 Port Edward – Potential Bus Stop Change



Potential Bus Stop Change – move the bus stop in front of the museum to a location in front of the Chances Gaming Centre. The current stop is often blocked by tour buses and cars.

What do you think of this potential bus stop change?

Use a sticky dot to vote

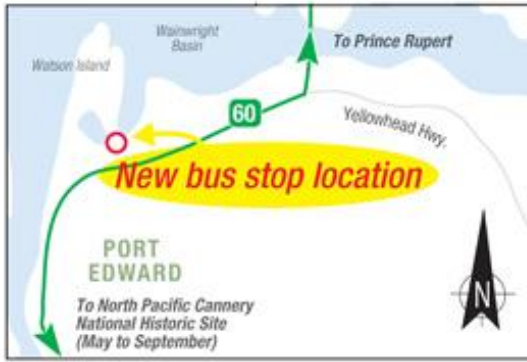
I support the suggested change	I have some concerns, but overall I support the suggested changes ▶ please tell us your concern	Makes no difference to me	I don't support the suggested change ▶ please tell us why below

Tell us your priorities by June 30
www.bctransit.com
and click on Transit Future



Potential Bus Stop Location Changes

60 Port Edward – Potential Bus Stop Location



Potential Bus Stop location – at access road to Watson Island once Watson Island has been redeveloped.

What do you think of this potential bus stop change?



I support the suggested change	I have some concerns, but overall I support the suggested changes ▶ please tell us your concern	Makes no difference to me	I don't support the suggested change ▶ please tell us why below

Tell us your priorities by June 30
www.bctransit.com
 and click on Transit Future



Thank you!

Next Steps

Once the surveys are completed, we will summarize your comments and provide an update to the City of Prince Rupert and District of Port Edward.

Later this fall 2012, the preliminary plan will be shared with the public during the next round of consultations.

The final Transit Service plans will be completed in winter 2012.

Do you have any other ideas to improve transit in your area?

Include suggestions that have not been mentioned on the other boards.

Thank you.



Voting Results

The numbers in the following tables represent the number of times people voted for the option presented. The values are cumulative totals of all three open houses that were held in Prince Rupert and Port Edward.

Service Improvement Priorities

ROUTE	More direct routes	Better connections	More frequent peak period (7-9am, 3-5pm) service	More frequent midday service	Earlier weekday service	Later weekday service	More evening service	More Saturday service	Sunday and Holiday service
51 Seal Cove			5			6	16	7	14
52 Summit					1	1	15	4	11
53 Crestview						3	16	7	17
54 Westview	1	2		1		1	12	3	6
55 Fairview Bay			1			1	8	2	6
60 Port Edward				1		2	6	3	6
99 School Special									

Route Changes

	I support the suggested change	I have some concerns, but overall I support the suggested changes	Make no difference to me	I don't support the suggested change
52 Summit/54 Westview - downtown loop	7	3	5	
53 Crestview - Crestview loop	7	1	8	4
54 Westview - Transition Society	11		5	
52 Summit - BC Ferries/VIA Rail	7		1	2

Schedule changes

	The suggested change would encourage me to take transit more often	I have some concerns, but overall, I support the suggested changes	Makes no difference to me	I don't support the suggested changes
Introduce Sunday service	22			
51 Seal Cove - second bus at key school times	11			
54 Westview and 53 Crestview - reduce morning transfer time	3			
60 Port Edward - 9:30/9:40pm last trip from Prince Rupert to Port Edward	3	2		
60 Port Edward - 6:00pm trip from downtown	5	1	1	

Bus stop location changes

	I support the suggested change	I have some concerns, but overall I support the suggested changes	Make no difference to me	I don't support the suggested change
53 Crestview - Civic Centre	4	1	2	17
51 Seal Cove/53 Crestview/60 Port Edward - Chances Gaming Centre	16		2	3
60 Port Edward - Watson Island	7		5	

Comments

The following specific comments were made during the open houses.

Prince Rupert
Bus route to Mahar Terminals (Port) as part of route #55 7 pm and 12 am
TaxiSaver program - 1/2 city, 1/2 province, \$60 value per month, customer pay \$30 & \$30 subsidized; Taxi has 2 cabs - change regular fare
Port Edward bus needs to stop at entrance to industrial park
Bike racks don't fit all types of bikes - certain bike won't fit in = drivers should help first time users
First aid for bus drivers
Friendship House Evening Programs
Evening - Fall - Apr. for students to attend college + secure/safe travel to/from
Extra Seal Cove bus so people don't have to take the School Special at 3:05 Thanks :)
Port Edward summer schedule should be extended to winter (esp. 2:10pm, 7:10pm)
Permanent 2:30-3pm route to Port Ed
Paratransit - should be weekend service
Covered bus shelters; pm Handidart; Weekend Handidart services
When you move the bus stops passengers have to walk further in the rain. The cost of fare is already too high for the length of ride on bus.
More Sunday service
Ensure stop is made safe from traffic (60 Bus stop change)
Allow anybody to request stop all along the route (60 Bus stop change)
Need bus stop on Park Ave at 11st going to downtown (at Liquor Warehouse)
More bus shelters, especially busy points especially the 99 route stops (60 Bus stop change)
Further for ppl to walk mostly elder & some disabilities. Think about wheel chairs and parents with buggies (51/53/60 stop changes)
Use that stop a lot to go to Safeway (53 Bus stop change)
Further walk from downtown (51/52/60 bus stop changes)
New stop should be in front of the Fire Museum instead. If its in front of Chances, vehicles turning out of the Chances driveway might conflict with buses (51/53/60 bus stop changes)
More shelters 1200 Haze Cove Ave (51/53/60 bus stop changes)
Too far from Civic Cetnre (53 potential bus stop)
Safer with existing turnout at existing stop (53 potential bus stop)
53 Crestview Civic Centre + Pool STAY AS IS; seniors/adults/young children strollers use this stop
Why couldn't there a bus stop put across the stop right outside civic? It would avoid

mishaps without crosswalk (53 potential bus stop)
use this stop alot with my kids (53 potential bus stop)
not enough education on how many ppl use bus but also concerns 4 wheelchair users in this areas (53 potential routing)
moving stop to in front of mall - where would connecting stop to go east be? (52/54 potential routing)
Need service for Comox & 7,8,9 Avenue areas - save service her on Hazelmore
Do not reduce service to Atlin Avenue now that T House has moved - one an hour is not enough (54 potential routing)
New leg should be included after Branch A (54 potential routing)
Should be a stop at 1139 Park Ave going downtown. Apartment building with seniors (20 ppl). Right now, have to go Sunset Villa (54 potential routing)
Should connect with ferries (52 potential routing)
different school bus for the kid's after school
Transit not available in the evening except Friday - Friendship House Programs, Culture Night : Thursday night, Stop Smoking Program : Wed night, Other programs : Tues, Wed, Thurs night, Getting groceries at night (schedule change)
#60 - PE instead of 6 pm I suggest 6:30 for workers to get to the bus - if they end @6 they will miss the bus (schedule change)
Some later evening trips on 51
Port Edward
Summer run schedule between 5pm & 9:30pm & 2:30 pm should continue in winter. So people don't get stuck waiting for 4 hours at night.
Bus stop on Alder Ave between Sunset & Evergreen
Winter pathways need better clearing for strollers and elders to get on & off in Prince Rupert & Port Edward; Day Passes to be sold in Port Edward also - I would so buy them!!
Port Edward bus often full at 2pm & 4pm, especially Fridays, when cruise ship passengers come in
More winter service running on Sunday; make a run between 5pm and 9pm weekday; Bus fair is alright
Need 6:10 & 7:10 trips in winter schedule PR to Pedward
Summer schedule to be added to winter or at least move some bus service (hours) ex. 9:30, 7:10 or 8:10 bus

APPENDIX C – ON-BOARD SURVEY QUESTIONS AND SUMMARY OF RESULTS

ON-BOARD SURVEY CARDS

Below is an example of the survey cards that were distributed.

CUSTOMER SATISFACTION SURVEY — BC TRANSIT SERVICES

1. What is the **main reason** for making this trip? Travel can be to or from any of these destinations. Select one.

- Work Shopping University/College High School Social/Recreational
 Medical/Dental Other: _____

2. Where did you **start** this trip? Please note the **nearest intersection, neighbourhood or landmark**.

3. When did you **start** this trip? _____

4. What is the **location** you are going to? _____

5. What route are you riding now? _____

6. How often do you ride BC Transit services? Select one.

- Everyday Every weekday 2-3 times per week 2-3 times per month
 Less than 2-3 times per month Never

7. How often do you have access to a car as a driver? Select one.

- Always have access to a car Sometimes have access to a car
 Never have access to a car Do not have driver's license



One response per person. Please return to a bus driver or to the First Canada office at 225 W 2nd Ave by June 30. Thank you for your input!

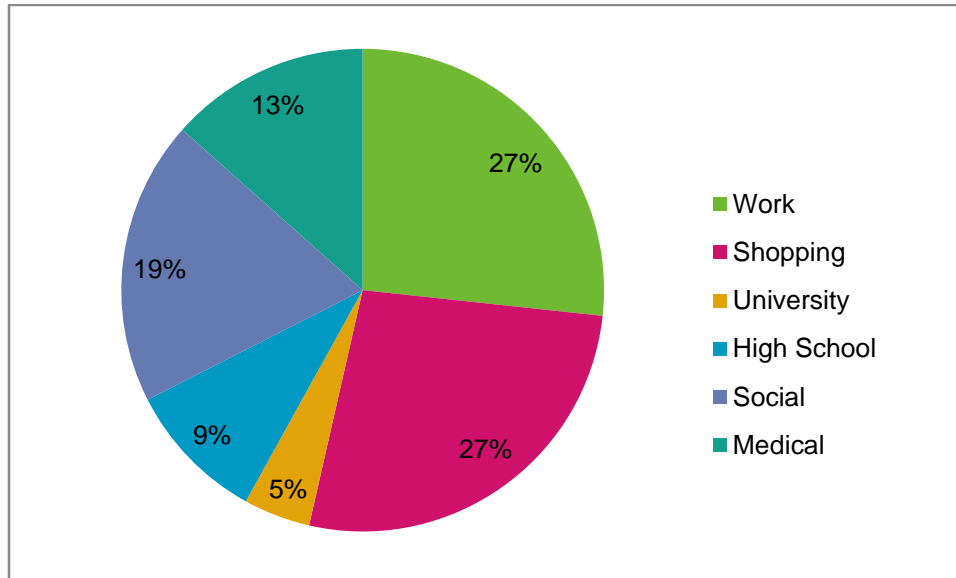
How satisfied are you with the following aspects of your transit service? Select one box to the right of each aspect listed.

Attribute	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closeness of stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfort of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money (of fares)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule information at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to schedule information (eg. Telephone info-line, internet, Rider's Guide)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How could transit services be improved so that you or your friends and family would use it more often?

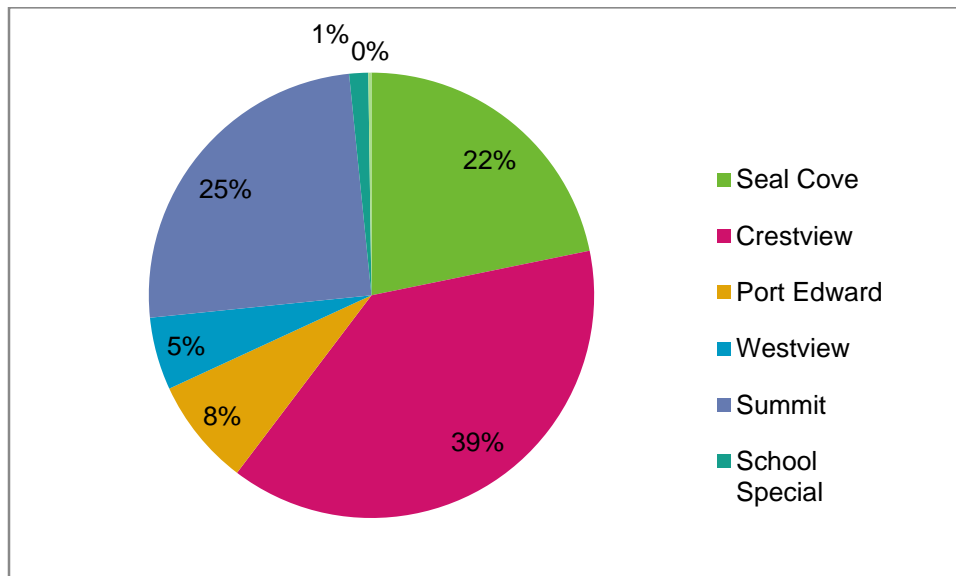
Survey Results

Question 1. What is the main reason for making this trip?



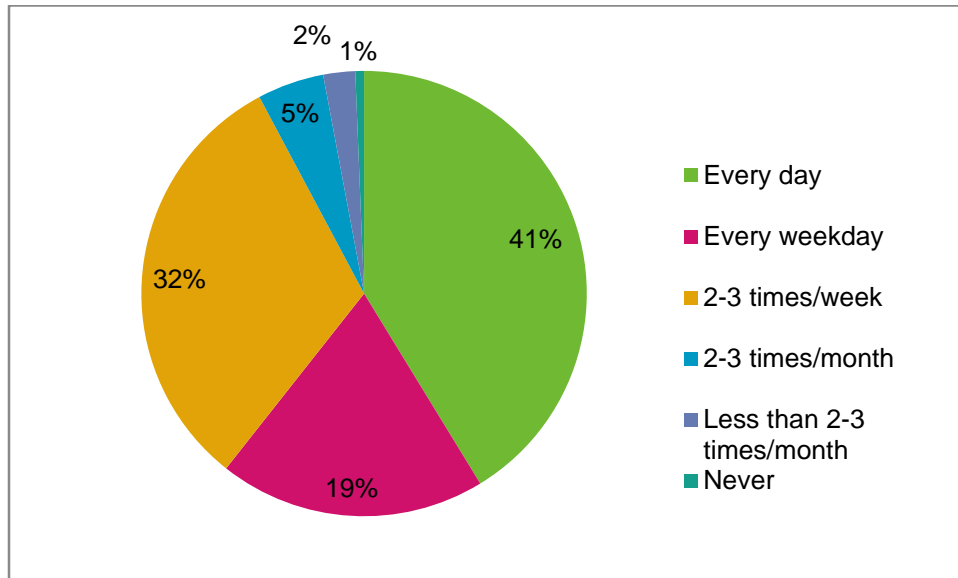
Over half of survey respondents cite either commuting to and from **work** or going **shopping** as their main trip purposes.

Question 5. What route are you riding now?



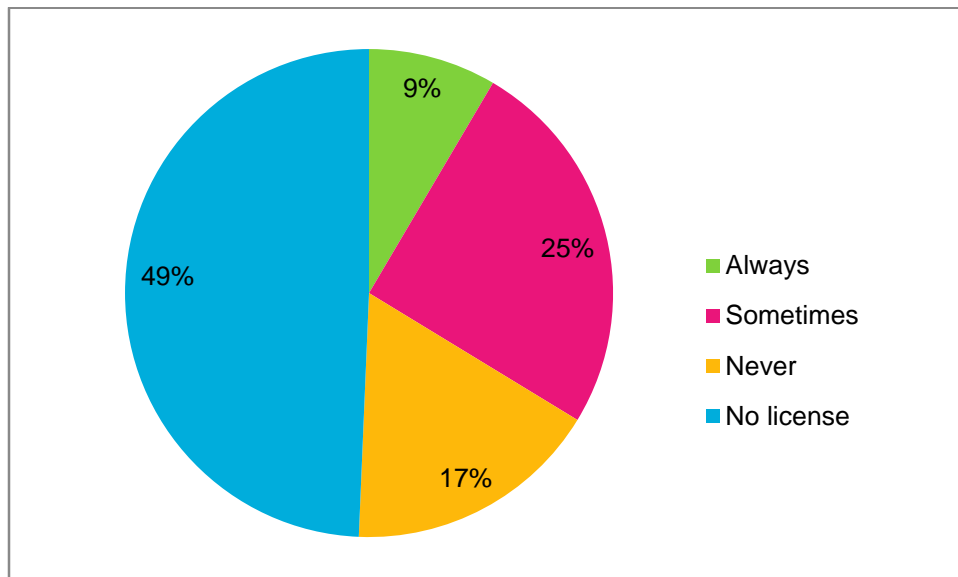
Most survey respondents ride the **Crestview (#53)**, **Summit (#52)** and **Seal Cove (#51)** routes.

Question 6. How often do you ride BC Transit services?



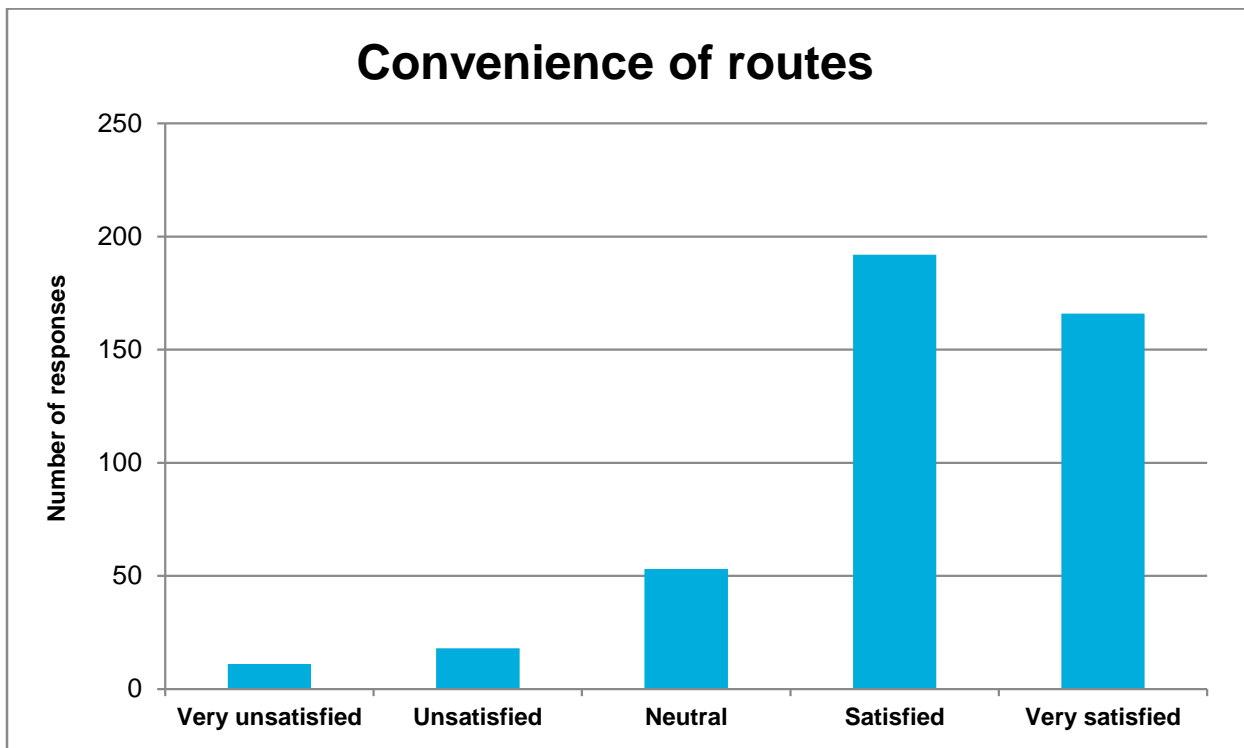
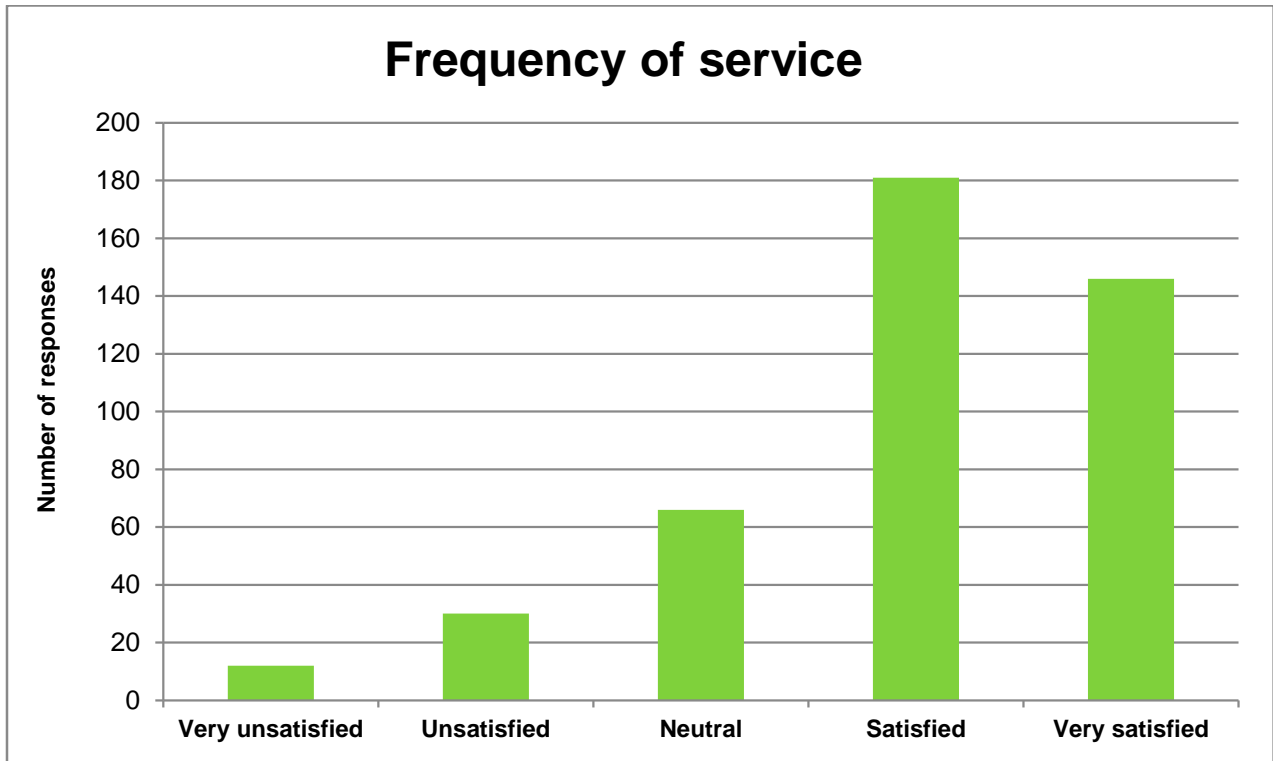
The majority of respondents report taking transit daily, and over **ninety percent** of respondents take transit **at least 2 to 3 times a week**.

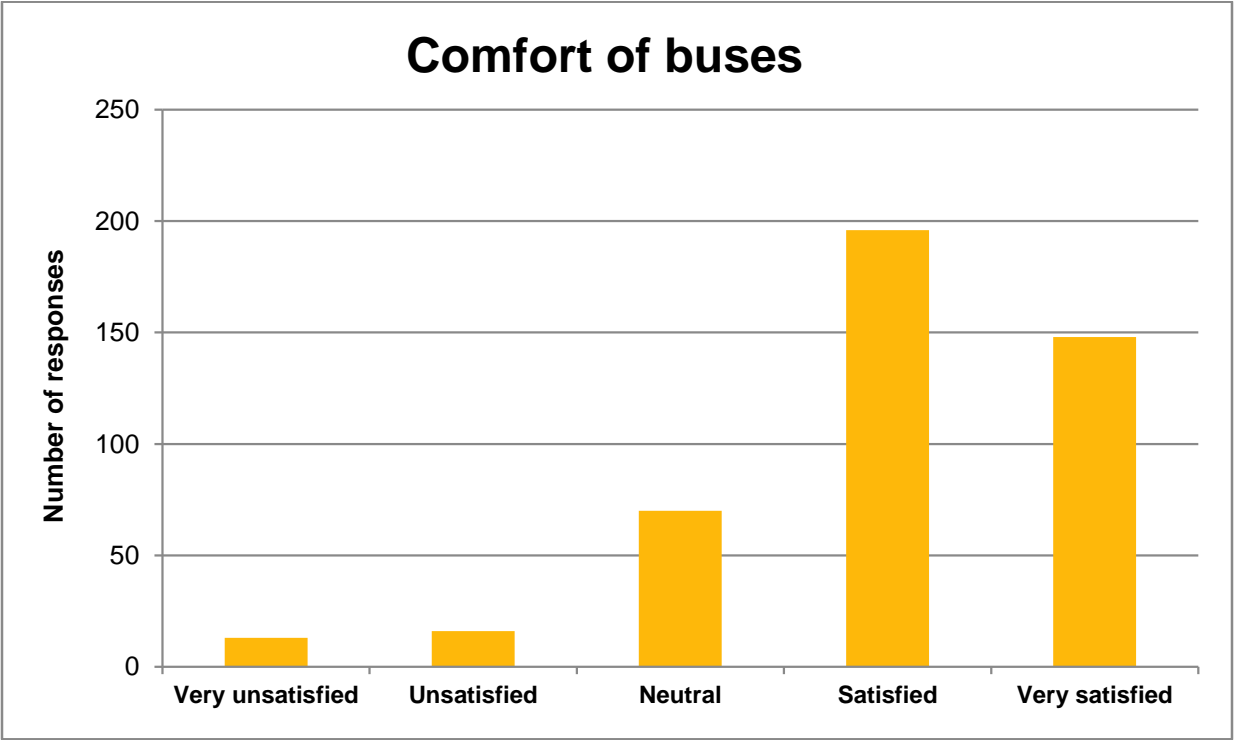
Question 7. How often do you have access to a car as a driver?

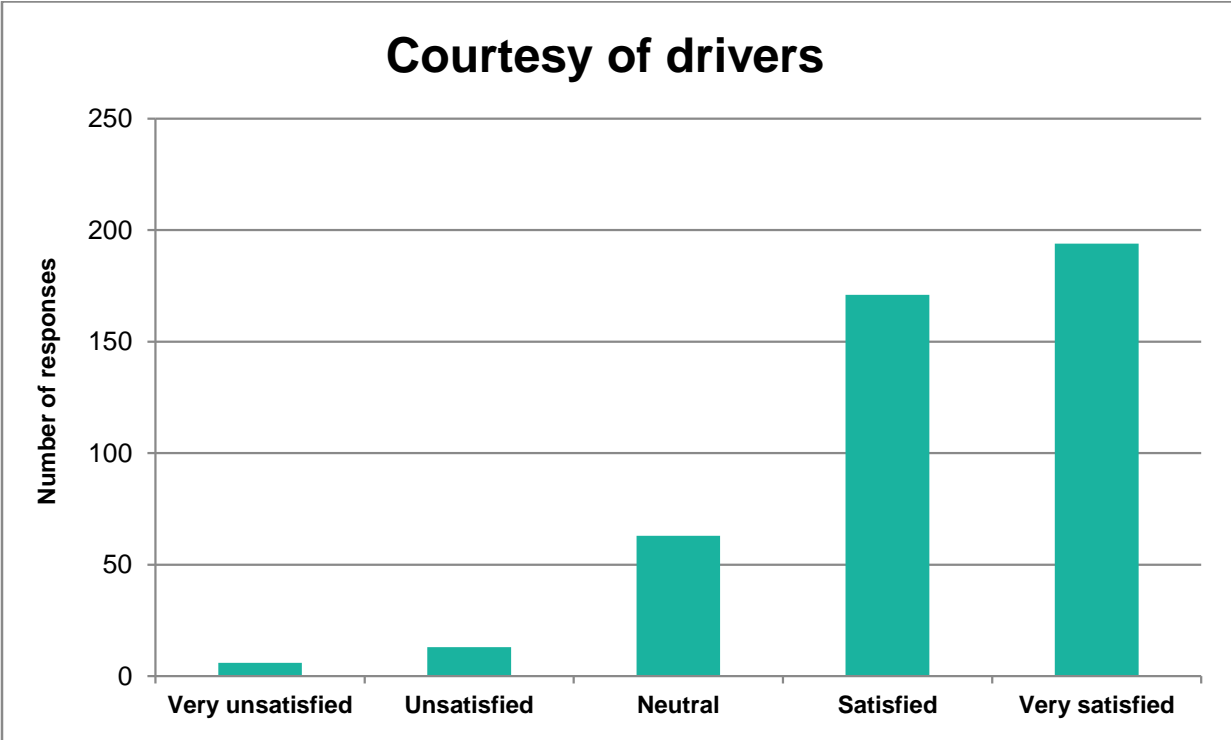
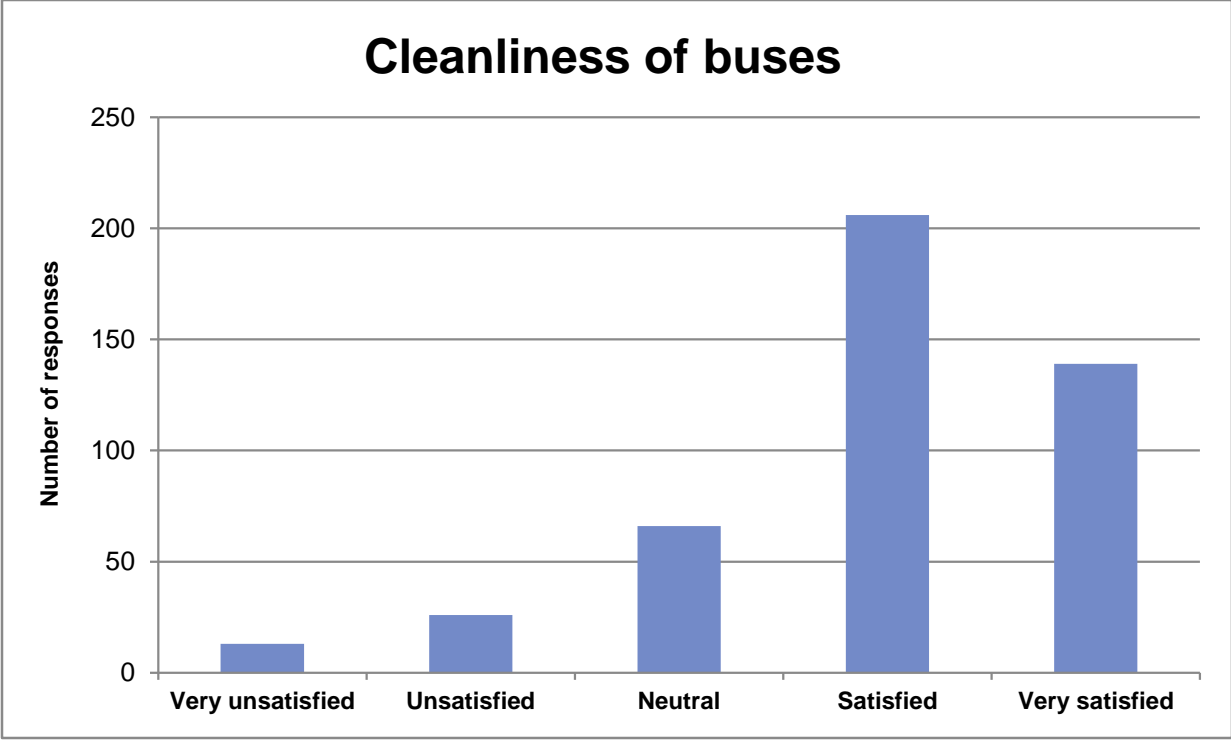


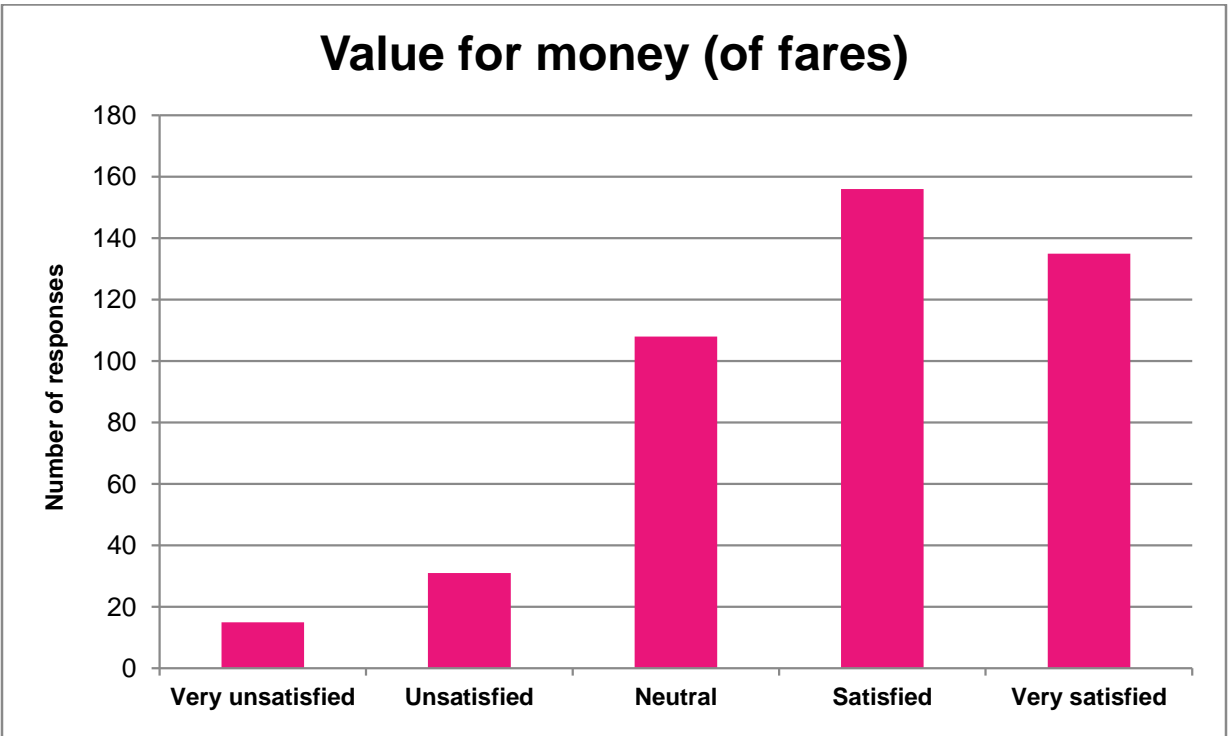
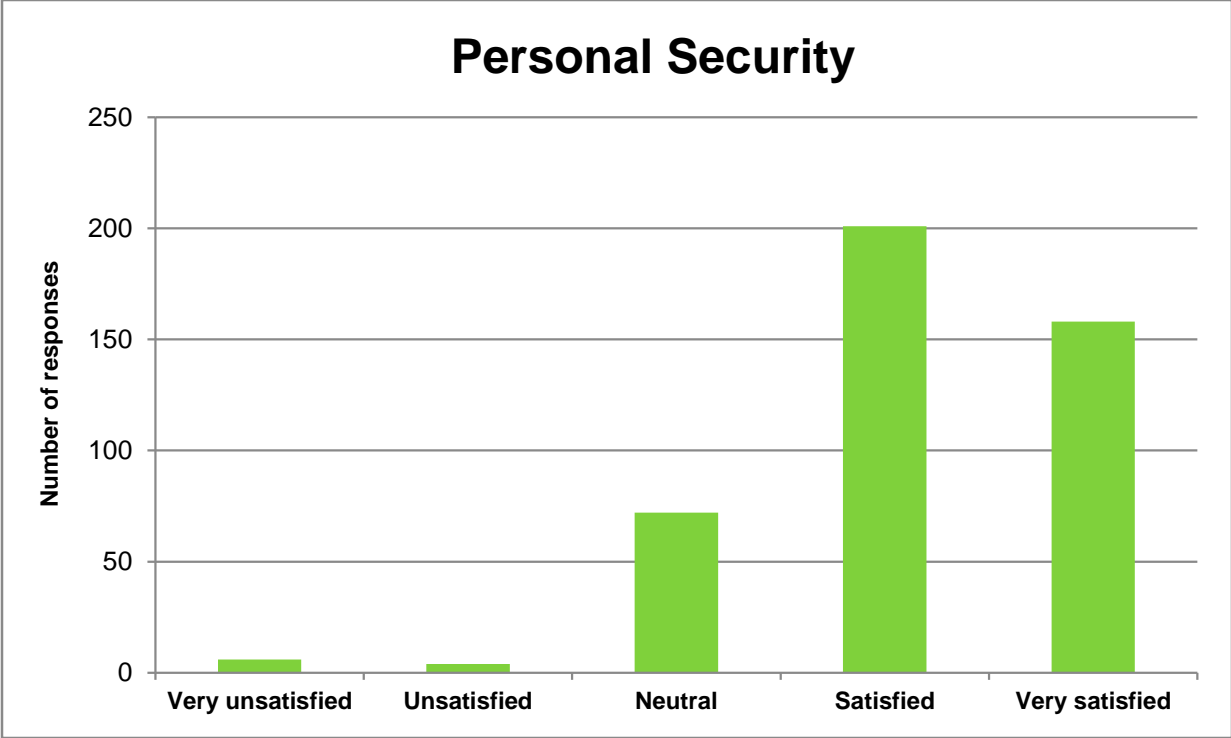
More than half of survey respondents do not have a driver's license. **About two-thirds** of respondents **do not have access to a car** as a driver.

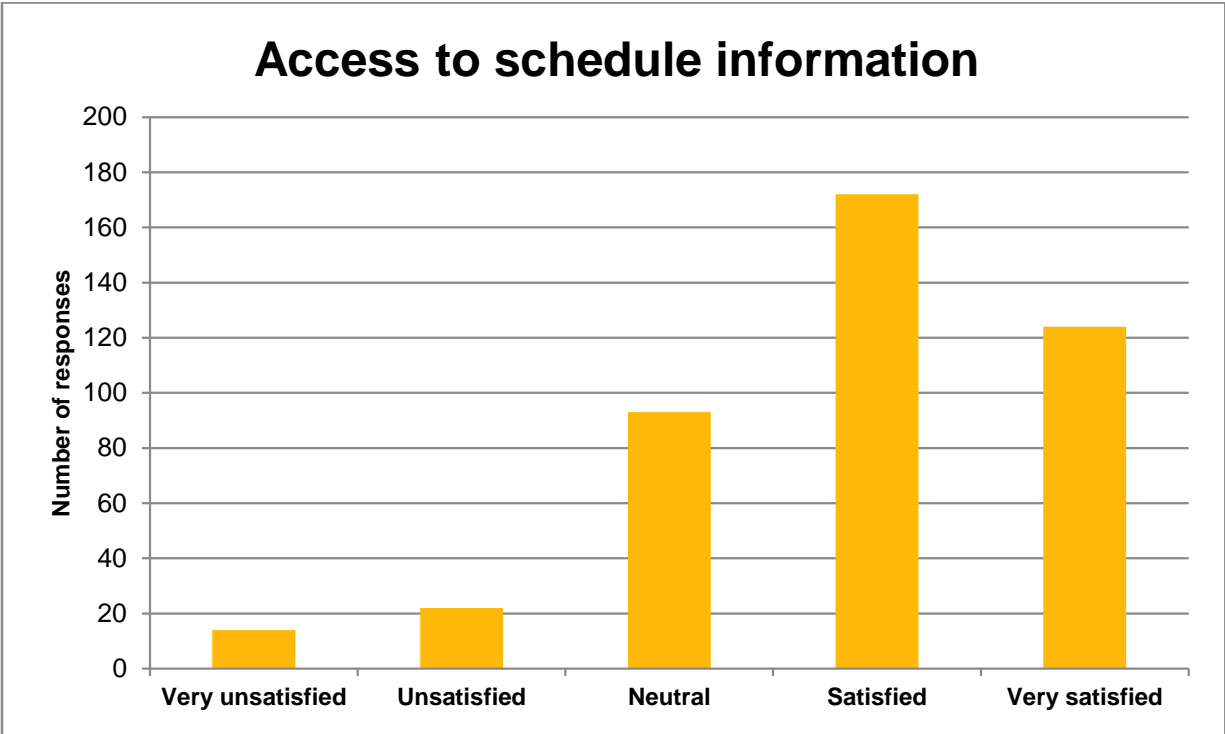
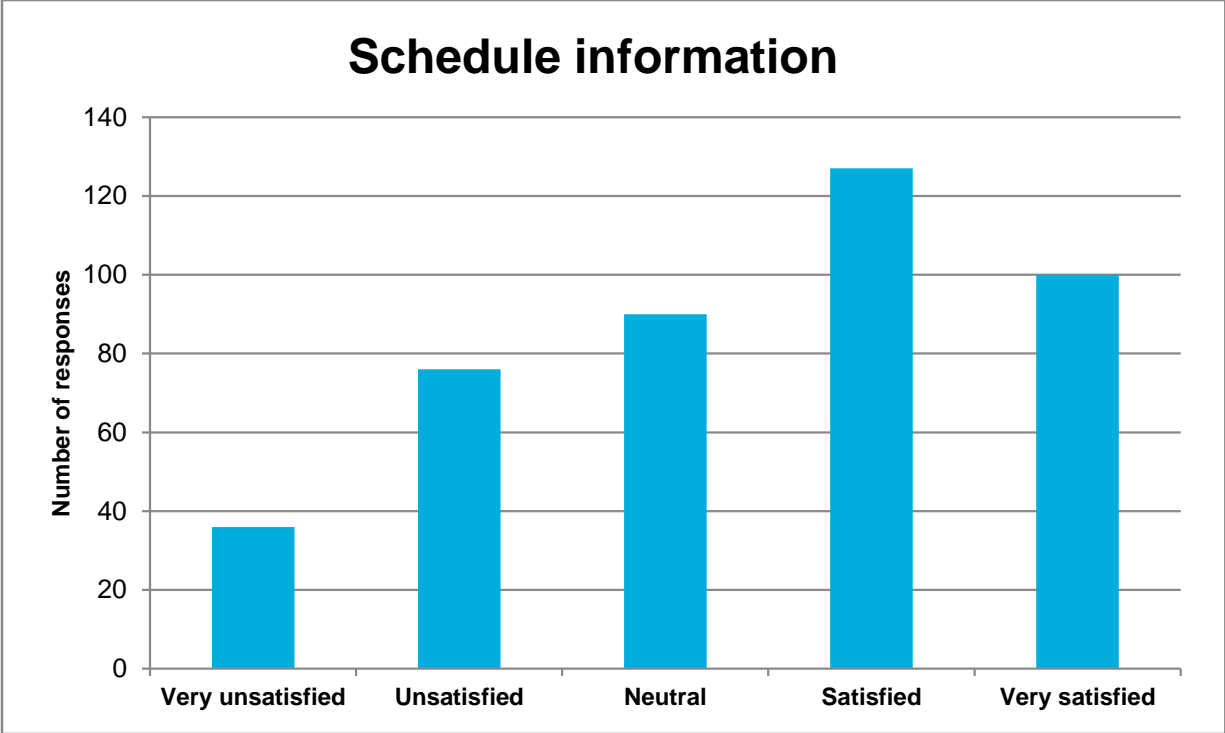
Question: How satisfied are you with the following aspects of your transit service?









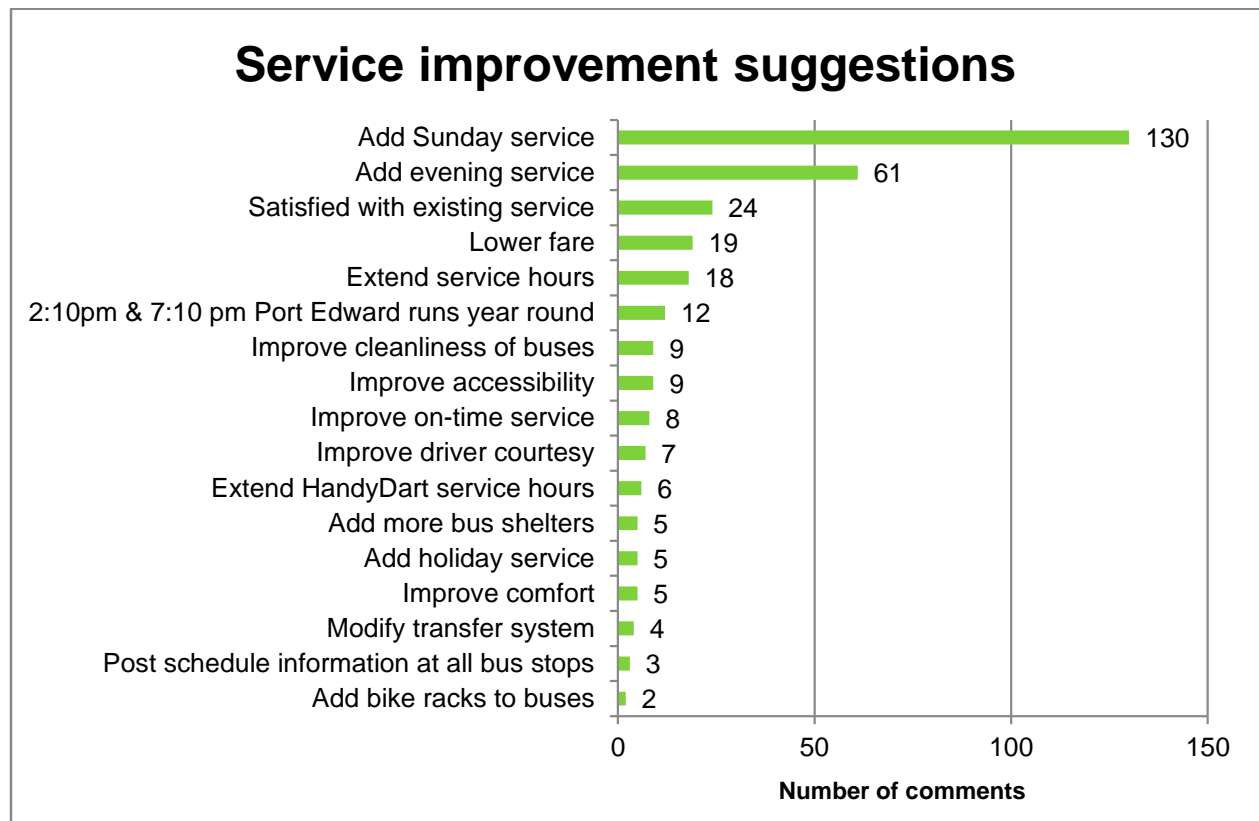


Overall Typical Response With Regards to Satisfaction with Services

The majority of survey respondents report **satisfaction with the current overall level of transit service offered**. Respondents report being very satisfied with the courtesy of bus drivers and satisfied with the frequency of service, convenience of routes, closeness of stops, comfort of buses, cleanliness of buses, personal security, value for money of fares, schedule information and access to schedule information. Distribution of level of satisfaction for all service aspects except schedule information is heavily skewed to the left, towards the satisfied and very satisfied levels. Level of satisfaction regarding schedule information varied more among respondents, though is still slightly skewed to the left.

FREQUENCY OF SERVICE	SATISFIED
CONVENIENCE OF ROUTES	SATISFIED
CLOSENESS OF STOPS	SATISFIED
COMFORT OF BUSES	SATISFIED
CLEANLINESS OF BUSES	SATISFIED
COURTESY OF DRIVERS	VERY SATISFIED
PERSONAL SECURITY	SATISFIED
VALUE FOR MONEY (OF FARES)	SATISFIED
SCHEDULE INFORMATION	SATISFIED
ACCESS TO SCHEDULE INFORMATION	SATISFIED

Question: How could transit services be improved so that you or your friends and family would use it more often?



The introduction of **Sunday service** was the most commonly suggested service improvement, suggested in almost half of all open ended responses. The introduction of **evening service** was suggested by many survey respondents as well – close to a fifth of responses mentioned evening service.

Overall Summary of Survey Results

The average survey respondent cites travel to or from work or shopping as a main reason for making a transit trip, rides the Crestview, Summit and Seal Cove routes, has no car access, takes transit at least 2 to 3 times a week, is satisfied with the overall service quality of transit offered and suggests the introduction of Sunday service as a service improvement.

TRIP PURPOSE	WORK & SHOPPING
MAIN ROUTES RIDDEN	CRESTVIEW, SUMMIT & SEAL COVE
RIDING FREQUENCY	AT LEAST 2-3 TIMES A WEEK
ACCESS TO CAR	NO LICENSE
SERVICE QUALITY	SATISFIED
GENERAL SERVICE IMPROVEMENT	SCHEDULE CHANGE
SPECIFIC SERVICE IMPROVEMENT	SUNDAY SERVICE

APPENDIX D – ON-LINE SURVEY QUESTIONS AND SUMMARY OF RESULTS

Prince Rupert and Port Edward Transit Survey

BC Transit, in partnership with the City of Prince Rupert and the District of Port Edward, is conducting a review of the transit services it offers in the communities of Prince Rupert and Port Edward.

The purpose of these reviews is to assess satisfaction among residents, employees and visitors with the existing services, identify strategies for increasing use of these services, and identify opportunities for making the services more efficient. Your feedback will greatly assist us in identifying strategies for improving transit services in your community.

Please respond to this survey by **June 30th** in order for your feedback to be collected.

Thank you!

Question 1

In which community do you live?

- Prince Rupert - Seal Cove area
- Prince Rupert - Summit area
- Prince Rupert - Crestview area
- Prince Rupert - Westview area
- Prince Rupert - Fairview Bay area
- Port Edward
- Other, please specify...

What is your nearest intersection? (Optional)

Street name:

Nearest cross street:

Question 2

If you ride transit, what is typically the *main* purpose of your trips? Select one.

- Not applicable
- Work
- Shopping
- University/college
- High school
- Social/recreational
- Medical/dental
- Other, please specify...

Question 3

How often do you ride BC Transit services?

- Every day
- Every weekday
- 2-3 times a week
- 2-3 times a month
- Less than 2-3 times a month
- Never

Question 4

Which of the following transportation options have you used in the last year? Select all that apply.

- Greyhound bus service
- School bus service
- Taxi
- Hitchhiking
- Walking
- Cycling
- Other, please specify...

Question 5

How often do you have access to a car as a driver?

- Always have access to a car
- Sometimes have access to a car
- Never have access to a car
- Do not have a driver's license

Question 6

If you use BC Transit services, which routes do you use most often. Select all that apply.

- Route 51 - Seal Cove
- Route 52 - Summit
- Route 53 - Crestview
- Route 54 - Westview
- Route 55 - Fairview Bay
- Route 60 - Port Edward
- Route 99 - School Special
- handyDART

Question 7

What are the main destinations you travel to most often?

Question 8

How satisfied are you with the following aspects of your transit service? Select one choice for each aspect of service

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Don't know
Frequency of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closeness of stop to your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy of drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money (for fares)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedule and route information at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to schedule and route information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 9

What is your *main* source of information about the transit service you most frequently use? Select one.

- BC Transit website
- Printed bus schedules (Rider's Guide)
- Newspapers
- "Transit info" phone number
- Other, please specify...

Question 10

How could information on these transit services be improved?

Question 11

How could transit services be improved so that you or your family and friends would use it more often?

Any further comments or ideas on how we can improve or promote transit in your community?

Thank you for taking this survey!

Submit

Survey Results

Question 1

Response	Chart	Frequency	Count
Prince Rupert - Seal Cove area		0%	0
Prince Rupert - Summit area		9%	1
Prince Rupert - Crestview area		9%	1
Prince Rupert - Westview area		36%	4
Prince Rupert - Fairview Bay area		0%	0
Port Edward		27%	3
Other, please specify...		18%	2

[Details »](#)

Total responses: 11






Question 2

Response	Chart	Frequency	Count
Not applicable		9%	1
Work		55%	6
Shopping		27%	3
University/college		0%	0
High school		0%	0
Social/recreational		9%	1
Medical/dental		0%	0
Other, please specify...		0%	0

[Details »](#)







Total responses: 11

Question 3

Response	Chart	Frequency	Count
Every day		20%	2
Every weekday		20%	2
2-3 times a week		40%	4
2-3 times a month		0%	0
Less than 2-3 times a month		10%	1
Never		10%	1

Total responses: 10





Question 4

Response	Chart	Frequency	Count
Greyhound bus service		10%	1
School bus service		10%	1
Taxi		50%	5
Hitchhiking		10%	1
Walking		70%	7
Cycling		10%	1
Other, please specify...		0%	0

[Details »](#)

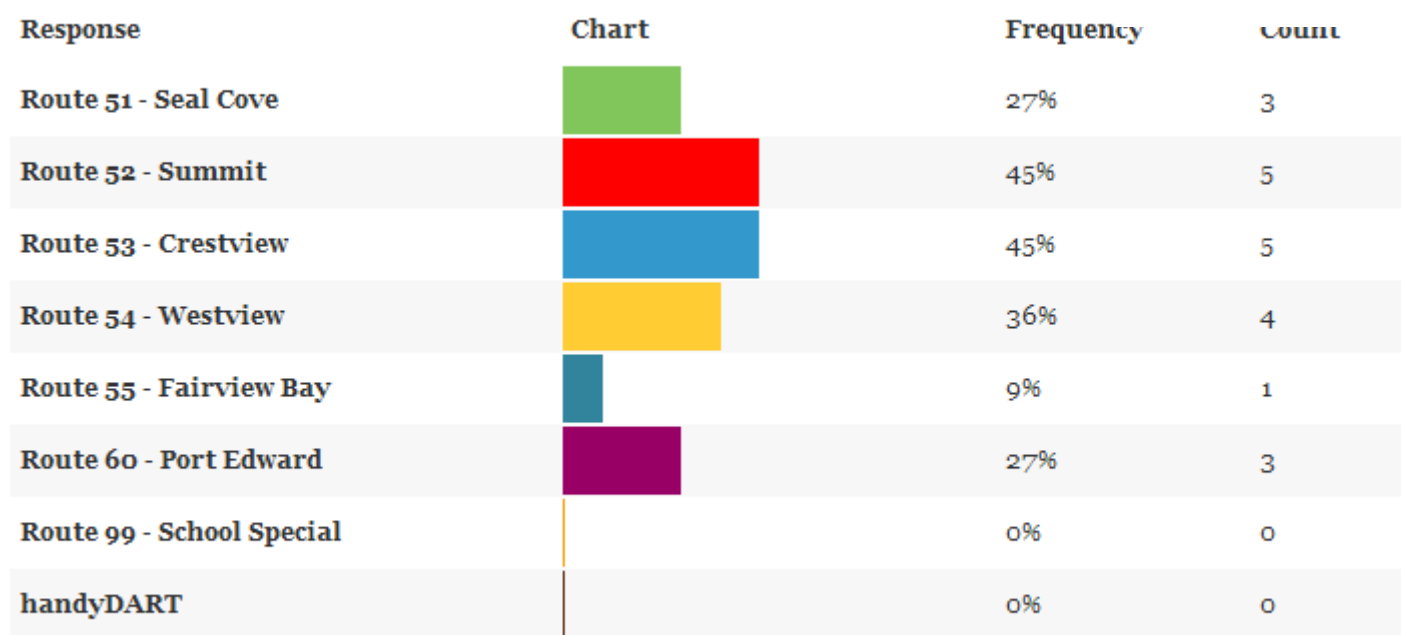
Total responses: 10

Question 5

Response	Chart	Frequency	Count
Always have access to a car		27%	3
Sometimes have access to a car		27%	3
Never have access to a car		27%	3
Do not have a driver's license		18%	2

Total responses: 11

Question 6



Total responses: 11

Question 7

Main Destinations	Number of Responses
Civic Centre	4
Ocean Centre Mall	4
Downtown Prince Rupert	3
Cow Bay	2
Safeway	2
City Hall	2
Hospital	1
Seal Cove	1
Library	1
Overwaitea	1

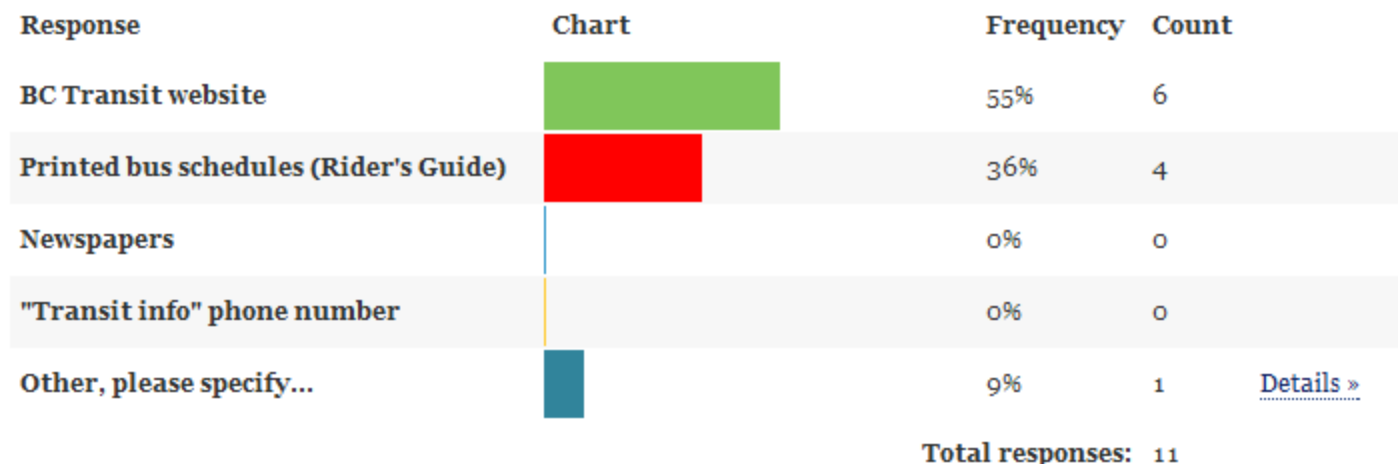
Question 8

Service Aspect	Median
Frequency of service	3
Convenience of routes	3.5
Closeness of stop to your home	4.5
Comfort of buses	4
Cleanliness of buses	4
Courtesy of drivers	4
Personal security	4
Value for money (for fares)	4
Schedule and route information at bus stops	2
Access to schedule and route information	4

Question 8

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Don't know	Total Responses
Frequency of service	0 (0%)	4 (36%)	2 (18%)	2 (18%)	2 (18%)	1 (9%)	11
Convenience of routes	1 (9%)	4 (36%)	1 (9%)	1 (9%)	4 (36%)	0 (0%)	11
Closeness of stop to your home	5 (45%)	4 (36%)	1 (9%)	0 (0%)	1 (9%)	0 (0%)	11
Comfort of buses	3 (27%)	5 (45%)	3 (27%)	0 (0%)	0 (0%)	0 (0%)	11
Cleanliness of buses	2 (18%)	6 (55%)	3 (27%)	0 (0%)	0 (0%)	0 (0%)	11
Courtesy of drivers	1 (9%)	6 (55%)	4 (36%)	0 (0%)	0 (0%)	0 (0%)	11
Personal security	4 (36%)	4 (36%)	2 (18%)	1 (9%)	0 (0%)	0 (0%)	11
Value for money (for fares)	2 (18%)	5 (45%)	3 (27%)	1 (9%)	0 (0%)	0 (0%)	11
Schedule and route information at bus stops	0 (0%)	1 (9%)	1 (9%)	6 (55%)	3 (27%)	0 (0%)	11
Access to schedule and route	0 (0%)	6 (55%)	4 (36%)	1 (9%)	0 (0%)	0 (0%)	11

Question 9



Service improvement suggestions

1. Schedule information posted at bus stops
2. Increased general service

Question 10

How could information on these transit services be improved?	Number of Responses
Have schedule information at more stops	8
Have phone number on bus stops	1
Mobile phone app to access schedule information	1
More advertising on where to purchase passes	1

Question 11

Transit Improvements	Number of Responses
More frequent service	3
Weekend service	2
More service in the fall and winter	2
Introduce service to 7th, 8th, 9th, Commox, and Hays Vale area	2
Better integration of services between west and east sides of City	1
More shelters	1

Fare that requires fewer coins (\$2 or \$1.25)	1
Extra early run to Cow Bay and Seal Cove in the morning to transport Fish plants workers, who start at 7:30am.	1

Concluding Question

Other Suggestions / Comments	Number of Responses
Improve bus shelters to better protect against the elements	2
Get more people to have passes	1
Provide all-day and weekend service	1
Better integration of services between west and east sides of City	1
Provide an electric bus that loops around downtown with high frequency	1
Better signage and information at bus stops	1
Good drivers	1
Extend service hours so that people can stay out later at night	1
More service to Cow Bay	1
Better connection between Cow Bay and other parts of the city	1

APPENDIX E – DRIVER SURVEY QUESTIONS AND SUMMARY OF RESULTS

Prince Rupert and Port Edward Transit Service Review:

Information to FirstCanada ULC Transit Operators

A service review of the Prince Rupert and Port Edward Transit Systems is now underway to analyze the existing systems and create options for improvement. There are five key goals for this transit review:

- Build public awareness and support of transit services provided within the City of Prince Rupert and District of Port Edward and identify ways to grow transit ridership.
- Gather feedback on potential routing, scheduling, and bus stop changes, as well as feedback on other elements of the existing transit system.
- Analyze, summarize and report back on consultation outcomes to the City of Prince Rupert and District of Port Edward and make recommendations to improve transit system efficiency and effectiveness for the consideration of local decision makers.
- Identify potential efficiencies of asset-sharing between the two systems (i.e., Port Edward bus being utilized within Prince Rupert System to maximize service hour and vehicle efficiency).
- Increase customer satisfaction

The service review will gather information on ridership from past surveys and collect information on stop usage and running times from driver feedback and GFI data. However, anecdotal ideas and comments from drivers, passengers, and residents will be the key input to this review.

This feedback will be collected as follows:

- Transit operator survey. See survey on page 3.
- Outreach to key stakeholders
 - Stakeholder meetings and interviews with elected officials, government staff, operating managers, operators, and community organizations.
- Open houses at the following times and locations. At these open houses, some of the suggested changes included in the attached operator survey will be presented, and attendees will be asked for their feedback on these suggestions, as well as input on other ideas for improvement.

Tuesday, June 19	7pm to 9pm	Port Edward Community Centre	770 Pacific Avenue Port Edward, BC
Wednesday, June 20	9am to 12pm	Friendship House	744 Fraser Street, 3 rd Fl Prince Rupert, BC
Wednesday, June 20	2pm to 5pm	Downtown Prince Rupert Bus Stop	2 nd Avenue Between 2 nd Street and 3 rd Street (BMO Bus Stop) Prince Rupert, BC

- An onboard survey, which is being distributed and collected by drivers.
- An online survey for passengers and the general public, which will be open until June 30th. The survey can found here:
<http://fluidsurveys.com/surveys/transp-stantec/prince-rupert-and-port-edward-transit-survey/>
- Written submissions via email, mail, fax, and forms on the transit website.

Once feedback has been received, an operations technical team will go through the initial work of sifting through suggestions and developing preliminary ideas and options. Currently this technical team is proposed to include Senior Regional Transit Manager Todd Dupuis, FirstCanada ULC Branch Manager Darby Minhas, the Stantec Consulting team hired by BC Transit for this study, and myself, Tania from BC Transit.

In turn, the technical team reports to the City of Prince Rupert and District of Port Edward, with information for their consideration.

Depending on feedback, suggestions that can be implemented fairly easily and cost-effectively **will be considered for implementation for fall 2012**. Other suggestions and options related to the Prince Rupert Transit System will go back to transit operators and the public in fall 2012 for their follow up feedback. The final report and options for the Port Edward Transit Service Review are scheduled to be presented to the District of Port Edward in the fall .The final report and options for the Prince Rupert Transit Service Review are scheduled to be presented to the City of Prince Rupert in the winter of 2012. **If options presented in this report are approved, further transit system improvements could be implemented in spring 2013.**

In summary, the timeline is as follows:

Date	Activity
May - June 2012	Data collection; public consultation
July 2012	Data analysis and service option development
August 2012	Final Transit Service Review (Port Edward only)
Fall 2012	Public consultation Phase II (Prince Rupert only)
Fall 2012	Further development of service options (Prince Rupert only)
Fall - Winter 2012	Final Transit Service Review (Prince Rupert only)

As a first step towards rethinking the Prince Rupert and Port Edward Transit Systems, we have attached a survey to help collect your thoughts and feedback. Please complete the survey and return it to Darby Minhas by June 30th.

Thank you for your time and we look forward to receiving your ideas and suggestions.

Sincerely,

Tania Wegwitz, Transit Planner

BC Transit

cc: Todd Dupuis, Senior Regional Transit Manager, BC Transit

Encl: Transit Review Questions for Transit Operators

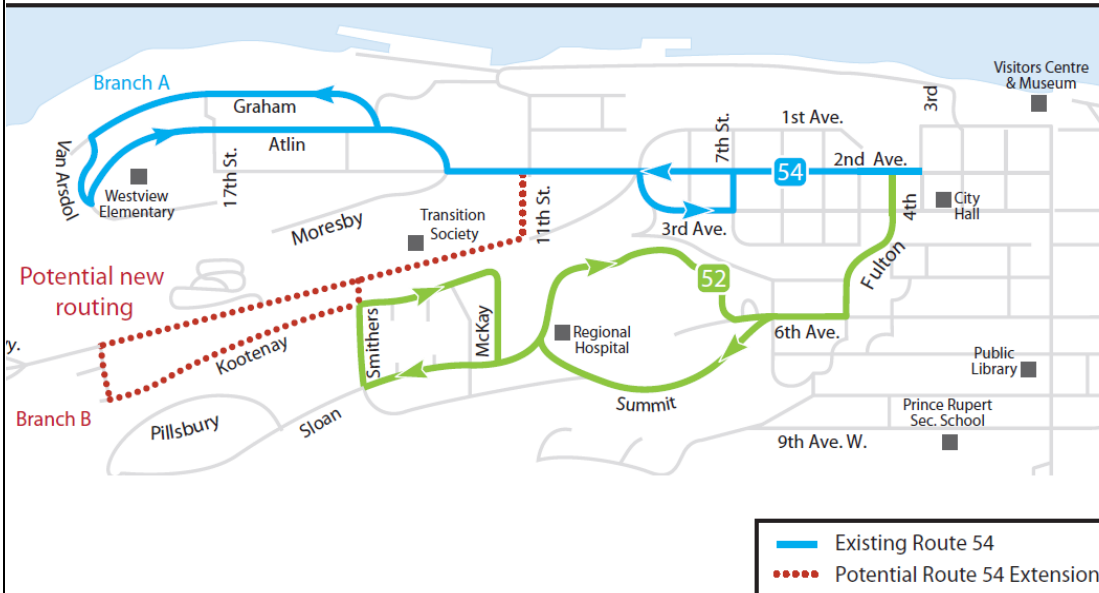
Transit Review Questions for Transit Operators

(This is only a starting point: feel free to add additional pages or information as you like).

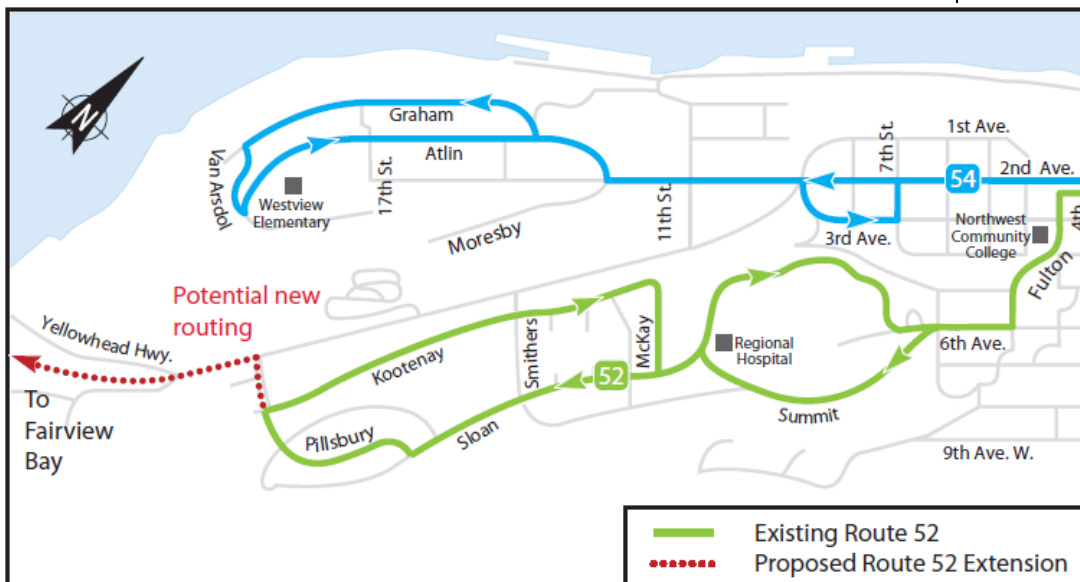
Below are some suggestions that we have heard already. Please provide us with your thoughts on these changes in as much detail as possible.

Suggested Route Changes	Your Comments
<p>To reduce the travel time required for route #52 (Summit), consider eliminating the downtown loop portion of the route when the route turns into route #54 (Westview). The two main downtown stops for these routes would then be at 4th Street and 2nd Avenue.</p>	
<p>On route #53 (Crestview), consider by-passing the Crestview loop, as there are limited sidewalks along the loop and using the loop takes extra time.</p>	

Consider serving the new location of the **Transition Society** on the Yellowhead Highway with **with more service by altering existing routes**. Right now, the stop is only served three times per day when route #55 starts from Downtown. The map below shows one potential way that this stop could be served.



Consider **increasing service to the BC Ferries Terminal / VIA Rail station**. The map below shows one potential way that Fairview Bay could be served more regularly.

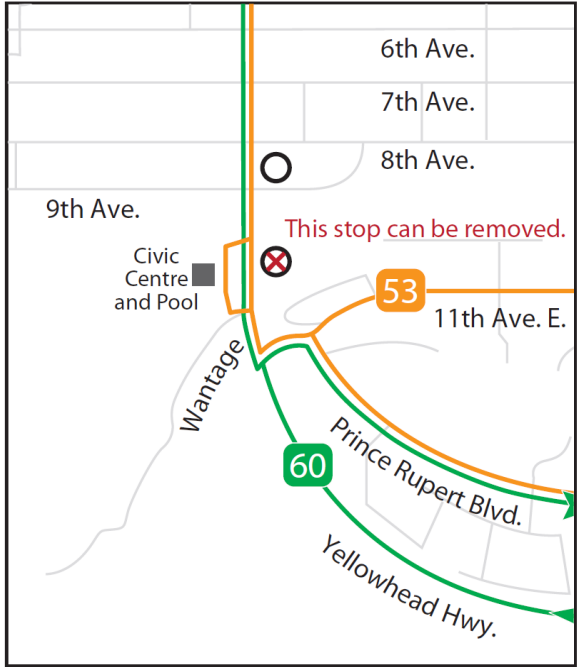


Consider introducing service to Ridley Island	
Suggested Schedule Changes	Your Comments
Consider doubling service for the special school runs , as the current school bus runs are at capacity. One less used morning trip and one less used afternoon trip for route #51 (Seal Cove) could be removed so that the bus can be used for the school run.	
Consider providing later service on routes in Prince Rupert	
Consider introducing service on Sundays	
Consider introducing services to Churches on Sundays	

<p>Consider interlining (joining) routes #54 (Westview) and #53 (Crestview) or reducing transfer time between the two routes in the morning so that students taking route #54 do not have to wait as long downtown before catching route #53.</p>	
<p>For route #60, consider making the last trip to Port Edward from Prince Rupert earlier. Instead of having the 10:10pm bus be the last departure, a 9:30 or 9:40pm trip could be the last trip (movies typically start at around 7pm and end by 9:30pm).</p>	
<p>For route #60, consider introducing a new departure from downtown around 6pm to fill the gap between the 5:15pm and 7:10pm departures.</p>	

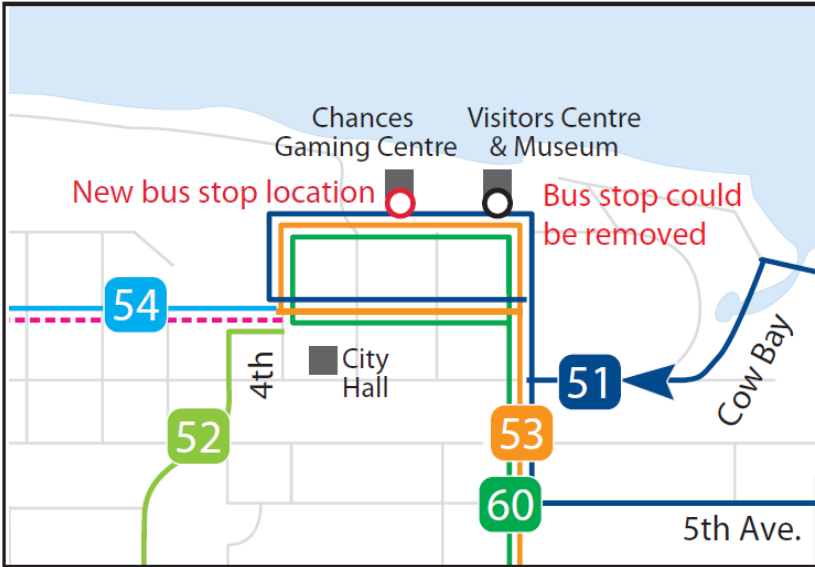
Suggested Bus Stop Location Changes	Your Comments
-------------------------------------	---------------

Consider **removing the bus stop on the east side of Yellowhead Highway across from the Civic Centre**, as there is another bus stop very close to it, just north of 9th Avenue, and that is where the crosswalk is located.

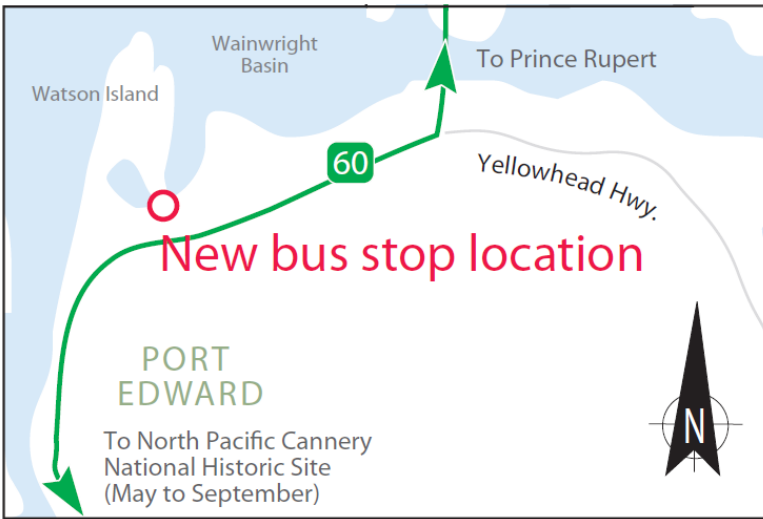


Empty space for user comments

Consider **moving the bus stop in front of the museum to a location in front of the Chances Gaming Centre**. Currently, the stop in front of the museum is shared with tourist buses and is often blocked by cars in the loading/unloading area behind the bus stop.



Consider a **new bus stop at the access road to Watson Island** once Watson Island has been redeveloped.



In addition to the changes suggested above, please provide your thoughts regarding the questions below.

1. It has been noted that the area between the Yellowhead Highway and Fulton Street and between 2nd Avenue and 9th Avenue (directly up the hill from Downtown) is underserved by transit. Do you have any suggestions for how this area could be better served?

15. Do you have any other specific ideas about routing or schedule changes that we could make to improve the Prince Rupert and Port Edward Transit System? Attached is a map of the existing services. Feel free to draw out any routing suggestions.

16. Do you have any other ideas that have not been mentioned above?

Thank you very much for your time and your help.

DRIVER RESPONSES (FROM 3 COMPLETED SURVEYS)

Suggested route changes

52 Summit downtown loop

- Some support for suggested change
 - Ensure that 54 Westview is run before 52 Summit if change is implemented
- Some concern that location of new bus stops on 4th St may be too congested and difficult to access

53 Crestview Crestview loop

- Some support for suggested change
- Some opposition to suggested change
 - An extra bus stop is needed if loop eliminated
 - Loop is well-used, no need for change
- Consider elimination of bus stop on Prince Rupert Blvd and Portage Rd by Prince Rupert Christian School and of bus stop on Applewhaite Dr – Applewhaite Dr stop is dangerous in the winter

Transition Society service

- Some support for suggested change
- Ensure that extra time is added to route if change is implemented

BC Ferries Terminal/VIA Rail station service

- Some support for suggested change
- Ensure that extra time is added to route if change is implemented

Ridley Island service

- Consider introducing service to trail base

Suggested schedule change

Doubling 99 School Special service

- In support of suggested change

Later service

- Some support for suggested change
 - Consider introducing service for 52 Summit and 53 Crestview only
 - Considering introducing later service with one bus only
- Some opposition to suggested change – not enough demand to support such a service

Sunday service

- In support of suggested change
 - Consider implementing service with one bus completing 2 Port Edward runs and operating in Prince Rupert for a total of 8 hrs

Service to Churches on Sundays

- Introduce service with trial period
- Concern that it may be difficult to access churches along 4th Ave E and 4th Ave W

Interlining 54 Westview and 53 Crestview/reducing transfer time

- Transfer time between 54 Westview and 53 Crestview not currently a problem – consider morning transfers between 53 Crestview and 52 Summit as many children go to school via these two routes

Earlier last trip from Prince Rupert to Port Edward

- In support of suggested change
 - Consider a 9:45PM departure

New run with 6pm downtown departure for 60 Port Edward

- In support of suggested change
 - Consider 2 additional evening departures for winter schedule

Suggested bus stop location changes

Civic Centre stop on east side of Yellowhead Hwy

- In support of suggested change – much safer for pedestrians

Chances Gaming Centre stop

- In support of suggested change
- Some concern that bus stop area may be too congested

Watson Island access road stop

- Some support for suggested change
- Some concern regarding running time – add stop only if necessary as there is little to no extra time during runs in the summer
- Consider adding stops at Oliver Lake and at the Galloway Rapids rest area

Questions

Q1. It has been noted that the area between the Yellowhead Highway and Fulton Street and between 2nd Avenue and 9th Avenue (directly up the hill from Downtown) is underserved by transit. Do you have any suggestions for how this area could be better served?

- NO COMMENT

Q2. Are there other neighbourhoods that we don't yet serve that you think we should? (Neighbourhood or street names).

- NO COMMENT

Q3. Of the neighbourhoods that we already serve, which other routes do you think need improved frequency and if so, what time of day?

- 54 Westview needs service every half hour

Q4. Of the neighbourhoods that we already serve, which ones do you think are the highest priority to receive earlier or later service or service on Sundays and holidays?

- Crestview
- Summit
- Seal Cove
- Westview

Q5. Of the destinations (i.e., specific businesses or locations) that we don't yet serve, which other ones do you think are the highest priority to have service introduced? In other

words, what are the places that passengers most frequently ask to get to but where we don't go yet? (Please include the destination name and nearest intersection).

- Fairview Terminal

Q6. Of the destinations that we do already serve, which ones do you think need improved frequency?

- Summit, Crestview runs are busy with strollers and buggies
- Westview

Q7. What are the transfer connections that most need improving? From where to where are those passengers trying to get to?

- Summit 10:30am run for passengers going to hospital

Q8. Thinking of all of the routes that you drive, which ones do you feel are the tightest for running time? In which route segments (between timing points) do you think the additional time is most required? Are there specific times of day where timing on these route segments is needed? Are these delays due to traffic and passenger congestion or are there intersection delays that we could work with the City to improve? (Add more pages if required)

- Summit after school runs
 - 3:35PM, 4:05PM, 4:45PM
- Crestview afternoon run
 - 4:05PM
- Westview

Q9. What are the route, trip, or schedule inconsistencies that you get the most questions about from passengers? Do you have any ideas on how to improve them?

Q10. Is there any additional or different information or policies that we could put into the Rider's Guide that would reduce passenger questions, confusion or conflict?

- Young children (under 4) should supervised and not allowed to put money into fare boxes as this can cause delay

Q11. Thinking about existing bus stops and routes, are there specific bus stops or route locations where it is difficult for bus maneuvering (e.g. locations where it is difficult to pull into or out of a bus stop, locations where bus stop poles are located too close to the road)?

Q12. Thinking about typical requested pick-up and drop-off locations for handyDART service, are there specific locations where it is difficult to load or unload passengers?

- 3rd Ave & 2nd St is very congested

Q13. Do you have any other suggestions about improvements to specific bus stops?

- Bus stop at Port Edward store is on wrong side of street, making stops on way to Port Edward difficult

Q14. Thinking about the other transportation services that are available within Prince Rupert, are there any services that could be better integrated into the Prince Rupert Transit System (e.g. airport service)?

- NO COMMENT

Q15. Do you have any other specific ideas about routing or schedule changes that we could make to improve the Prince Rupert and Port Edward Transit System? Attached is a map of the existing services. Feel free to draw out any routing suggestions.

Q16. Do you have any other ideas that have not been mentioned above?

- Ensure that driver breaks are given every 3-4 hours