

DAWSON CREEK TRANSIT SERVICE PERFORMANCE CHECK-IN CITY OF DAWSON CREEK: TERMS OF REFERENCE

This Terms of Reference outlines the objectives, scope, deliverables and approach for the completion of a Service Performance Check-In for the Dawson Creek Transit System. It has been developed to meet the objectives outlined in the Memorandum of Understanding (MOU) between the City of Dawson Creek and BC Transit, signed February 4, 2016, for the completion of a Service Performance Check-In. This Terms of Reference should be read in conjunction with the MOU.

1.0 INTRODUCTION

The Dawson Creek Transit Service Performance Check-In is an analysis of all transit routes comprising the Dawson Creek Transit System. The impetus for this review stems from a local desire to verify the needs of existing and potential riders, to optimize the transit system, and to explore potential opportunities to find efficiencies.

2.0 OBJECTIVES

The Service Performance Check-In will address the following objectives:

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

The above analysis will be conducted while remaining cognizant of the objectives contained in:

- the City of Dawson Creek's *Official Community Plan* (2009)
- the Dawson Creek Transportation Master Plan (2013)
- any other relevant local and regional plans

3.0 SCOPE

The Dawson Creek Service Performance Check-In will examine the following:

Topic	Description
Context & Analysis	<ul style="list-style-type: none"> • Background to the existing transit service • Current and future community needs • Current service and market analysis
Option Analysis	<ul style="list-style-type: none"> • Transit system improvement options for consideration over the short and longer term • Applicable hour and cost increases/savings and any additional resource requirements • Other considerations and supporting strategies, e.g. fares, fleet, infrastructure, and marketing
Public Engagement	<ul style="list-style-type: none"> • Project website linked to BC Transit and City of Dawson Creek websites • Phase 1: Recommendations received from City of Dawson Creek Council and Staff, operating company staff, and operators • Phase 2: Public engagement on draft transit system improvement options, through e.g. online surveys, public open houses* • Supporting news releases and advertising in local media and on local transit vehicles
Final Report	<ul style="list-style-type: none"> • Final recommendations and next steps, including implementation process outline for transit system improvement options ultimately approved by City of Dawson Creek Council

* Scope of Phase 2 Public Engagement to be determined pending results of Phase 1 Public Engagement

4.0 DELIVERABLES

The key deliverables of the Service Performance Check-In will be:

- A. Draft Transit System Improvement Options**
Each option will include projected changes in the number of service hours and vehicles required, as well as projected ridership, revenue, total costs or savings, and total, municipal, and provincial share of these;
- B. Final Transit System Improvement Options**, based upon feedback from City of Dawson Creek Council and Staff, the operating company, and Public Engagement;
- C. Dawson Creek Transit Service Performance Check-In Report**, including:
 - Transit System Background
 - Existing Transit System Performance
 - Public Engagement Results
 - Final Transit System Improvement Options, as above
 - Transit System Improvement Option Implementation Process and Next Steps

5.0 APPROACH

BC Transit’s Service Performance Check-In of the Dawson Creek Transit System will be conducted via a collaborative approach between the City of Dawson Creek, BC Transit, and the operating company (Diversified Transportation Ltd.). The key contacts are as follows:

Service Performance Check-In Partners:

- BC Transit:** Chris Fudge – Senior Regional Transit Manager
Alison McDonald – Transportation Planner
- City of Dawson Creek:** Jim Chute – Chief Administrative Officer
- Diversified Transportation Ltd.:** Shelley Lindaas – Transit Manager

Ongoing communication with the City of Dawson Creek will be valuable at key junctures of the process in order to receive their input and endorsement on the approach, proposed service options and the final Service Performance Check-In report, prior to working towards implementation of approved recommendations.

BC Transit will conduct public engagement in collaboration with its partners — the City of Dawson Creek and Diversified Transportation Ltd. — incorporating several strategies from the spectrum of engagement, including:

- Collaborating – BC Transit, the City of Dawson Creek, and Diversified Transportation Ltd. are considered partners in the Service Performance Check-In process, including collaboration on analyzing issues, developing options, identifying preferred solutions, and making recommendations. Recommendations are presented to Council for approval;
- Consulting – stakeholder feedback is obtained to analyze issues and build alternatives, thereby contributing to the decision-making process;
- Listening and learning – BC Transit, its partners, and the public listen to and learn about each other’s views, plans, concerns and expectations; and,
- Informing – providing information to assist partners and the public in understanding issues, problems, alternatives, and/or solutions.

6.0 TIMELINE

Date*	Deliverable	Owner/Lead
February 2016	Service Performance Check-In Memorandum of Understanding developed and signed Terms of Reference confirmed and signed	BC Transit City of Dawson Creek
March 7, 2016	<i>Terms of Reference presented to City of Dawson Creek Council for information¹</i>	<i>BC Transit and City of Dawson Creek</i>
Feb – Mar 2016	Data collection and Phase 1 public engagement <ul style="list-style-type: none"> Data collection: onboard ride checks, 2-week passenger counts Driver surveys, including feedback on customer requests Consultation with City and operating company staff on recommendations, upcoming development and road network changes, etc. 	BC Transit Diversified Transportation Ltd.
Feb – Apr 2016	<ul style="list-style-type: none"> Analysis of Phase 1 data Draft transit system improvement option development 	BC Transit
May 2016	<ul style="list-style-type: none"> <i>Draft transit system improvement options to City Staff and operating company</i> <i>City of Dawson Creek Council and Staff workshop to discuss draft transit system improvement options²</i> 	<i>BC Transit and City of Dawson Creek</i>
May – Jun 2016**	Phase 2 public engagement materials developed and approved	BC Transit and City of Dawson Creek
May – Jun 2016**	Phase 2 public engagement on proposed service options (e.g. online surveys, public open houses etc.)	BC Transit
May – Jun 2016**	Analysis of Phase 2 public engagement feedback and incorporation of changes into final transit system improvement options	BC Transit
May – Jun 2016**	Compiling of Draft Service Performance Check-In Report	BC Transit
May – Jun 2016**	<ul style="list-style-type: none"> Draft Service Performance Check-In Report sent to City Staff for discussion Opportunity for City Staff to provide feedback on report and input into final proposed transit system improvement options. 	BC Transit and City of Dawson Creek
Summer 2016**	<i>Final Draft Service Performance Check-In Report presented to City of Dawson Creek Council for approval³</i>	<i>BC Transit and City of Dawson Creek</i>
Fall 2016**	Opportunity for City of Dawson Creek Council and BC Transit to proceed to implementation of approved recommendations by signing an Implementation Agreement MOU. Confirmed implementation date(s) to be provided by the MOU.	BC Transit and City of Dawson Creek

* Timeline is subject to additional work that may arise and will be updated as required. Local partners will be kept informed of any changes.

** Scope of Phase 2 Public Engagement to be determined pending results of Phase 1 Public Engagement. Depending on finalized Phase 2 scope, timeline may be extended.

¹ Optional dependent on preference by City of Dawson Creek regarding level and timing of communication with Council

² See footnote 1

³ See footnote 1

Approvals:

The undersigned agree to the Terms of Reference as outlined above:

On behalf of the City of Dawson Creek

Name _____ Position _____

Signature _____ Date _____

On behalf of BC Transit

Name _____ Position _____

Signature _____ Date _____