

CRANBROOK TRANSIT SYSTEM

SERVICE REVIEW - FALL 2004

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1.0 INTRODUCTION

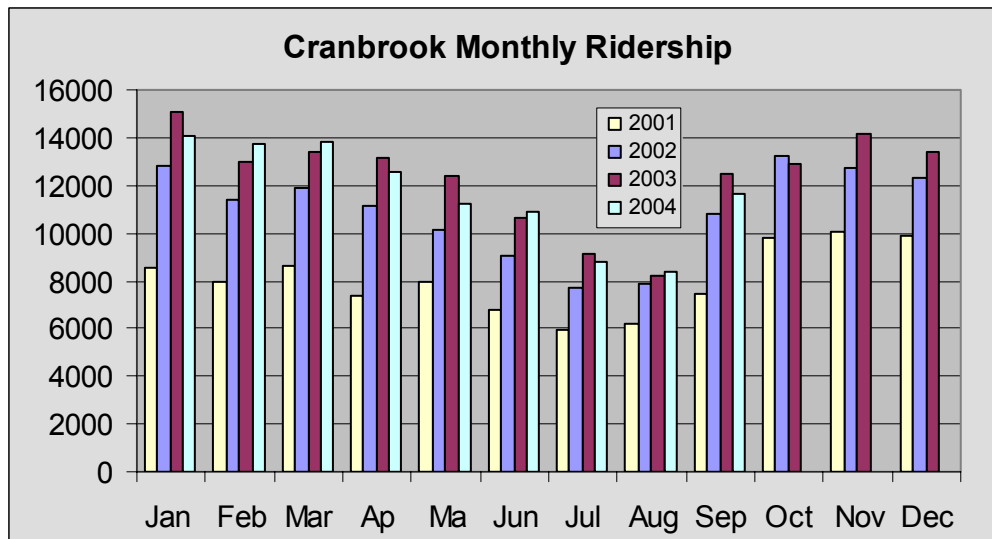
The City of Cranbrook Transit System provides an integrated transit system that allows riders convenience and flexibility travelling within the city. The conventional fixed route system is provided with fully accessible buses allowing most residents of the city easy access. For those unable to use the conventional system, the custom transit service provides door to door service. Both services are operated by the same operating company – The Gray Line of Victoria Ltd. – which allows for an efficient and seamless service for the residents of Cranbrook.

The conventional service has been operating close to four full years and the service has grown steadily such that a comprehensive review of the service is now in order. This continued increase in demand offers an opportunity to revisit the service provided and to respond to changes within the City. The service review will closely examine the impact of increased ridership, increased traffic congestion and demand for service in those areas not presently served. This review offers the opportunity for analysis and possible expansion of transit services.

The Cranbrook Custom Transit service, started in 1982 as a paratransit system, has been an invaluable aid in providing basic mobility for the elderly and disabled residents of Cranbrook. The start up of the conventional service in December 2000 marked the changeover from a para to custom service. The custom service is a fully accessible door-to-door service for those residents who are unable to use the fixed-route system. This review will also update and assess the status of the custom service.

2.0 CONVENTIONAL TRANSIT SERVICE OVERVIEW

The conventional system provides service seven days a week. Monday through Thursday the service operates from approximately 7:15 AM until 6:30 PM with extended hours to 9:30 PM on Friday. Saturday service commences at 8:30 AM recognizing the lack of a commuter market in the morning period. Sunday service is based on the social and shopping market and is limited to between 10:30 AM until 5:00 PM. The system carried 138,500 customers in the past 2003/04 fiscal year with approximately 11,900 revenue hours of service. The graph below shows ridership by month over the past three years.



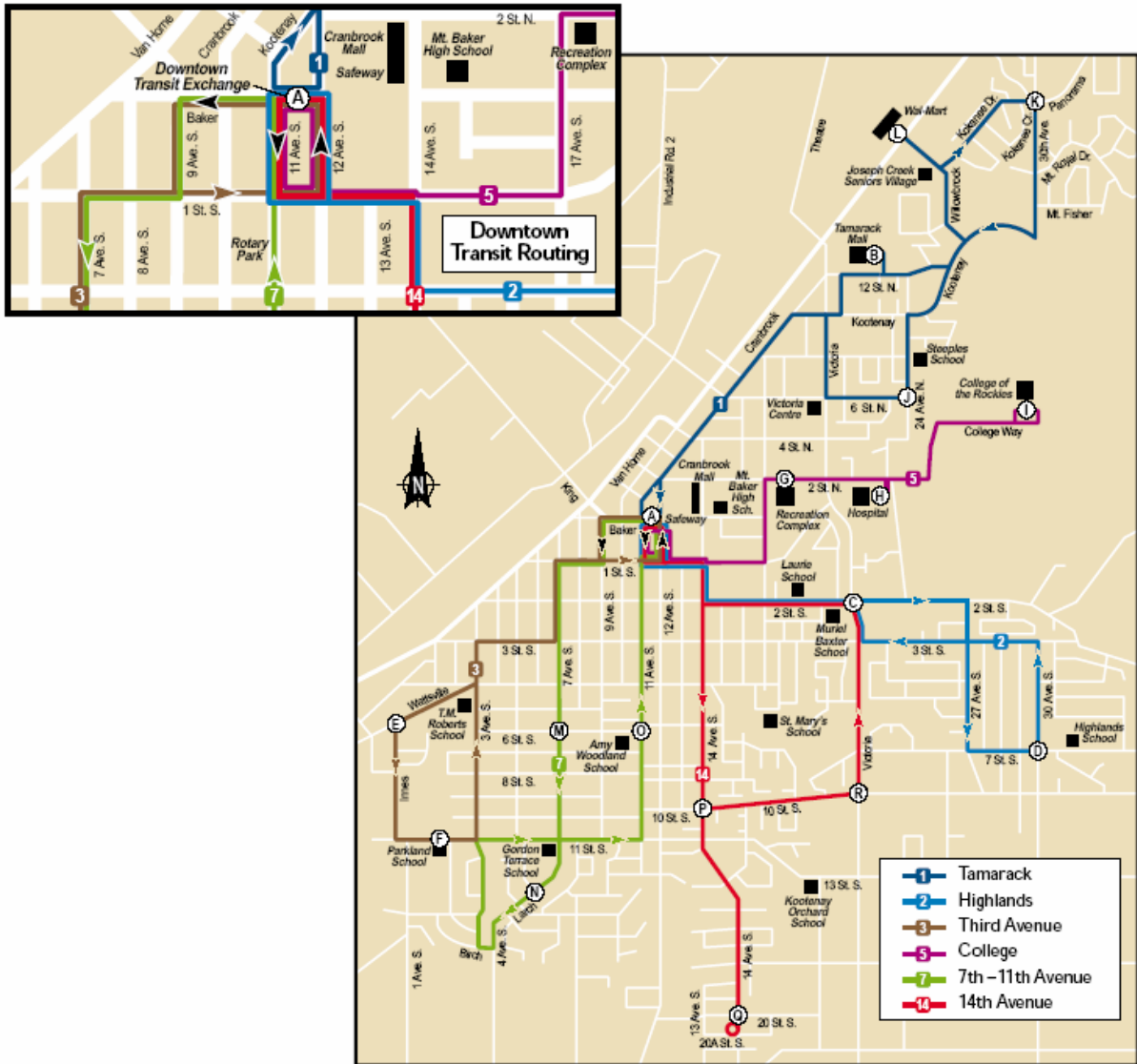
There are a few interesting highlights:

- Ridership has increased each year as the system matures.
- Summer ridership is significantly reduced due to holidays, no school and limited college courses available.
- The last quarter of 2004 will see a continued increase in ridership, particularly from the college market. This is the result of continued awareness of transit through past experience, on-going transit marketing and the impact of the high cost of gas for private vehicles.
- The marked increase in annual ridership over the first three years of service has started to plateau. Consideration should be give to an increase in service to capture a greater share of the transportation market.

- The Cranbrook Transit System was not designed for, and currently does not carry, a large work commuter market resulting in fewer regular customers, compared to a system with higher frequency of service.

2.0.1 Cranbrook Transit Service Coverage

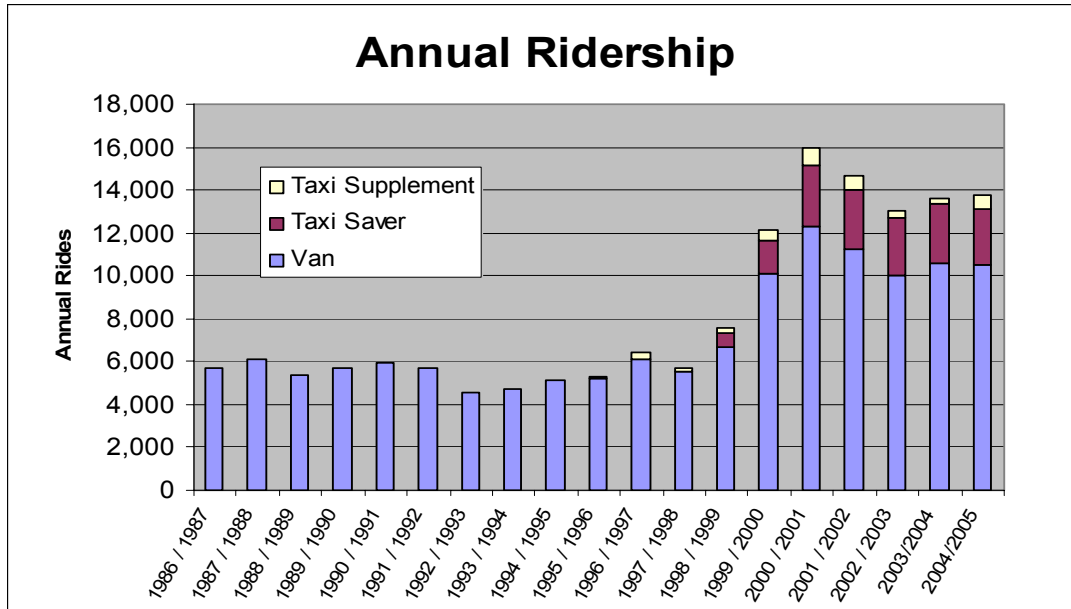
A map of the existing fixed route transit system is shown on the following page. It is interesting to note that the majority of the City is within 300 metres of transit service. This distance is considered the limit in which people feel comfortable walking – the use of public transit greatly diminishes with any greater distance. The notable exception with no service in the City is the area to the west of the railway line. In the immediate future the infilling of residential development south of 10th Street South will be watched closely as an area for consideration of transit service as it continues to be developed.



Map of Existing Conventional Transit System

3.0 CUSTOM TRANSIT SERVICE OVERVIEW

Similarly, as indicated in the graph for conventional transit in the City of Cranbrook, the custom service has been steadily increasing, with 13,600 riders in the past 2003/04 fiscal year. The following graph illustrates ridership over the past 15 years. The introduction of the Taxi Saver and Taxi Supplement programs has significantly increased ridership the past five years.



There are over 400 registered custom users. Service is provided by two fully accessible minibuses each equipped with up to four wheelchair positions. There are just over 3,500 hours of service provided annually. Service operates weekdays from 8:00am until 5:00pm. There is no service on weekends. With Cranbrook now the regional centre in the East Kootenays for social and health related issues, more people dependent on these services are gravitating to Cranbrook. This is slowly changing the demographic layout of the community and putting added pressure on the custom transit service. Custom transit usage is nearing capacity and the demand will continue to increase as more seniors choose Cranbrook rather than Fernie, Invermere or Kimberley to live in order to access medical facilities.

Custom transit's strong demand has been softened slightly by the ease of use of the fully accessible conventional bus service. Accessible buses have provided the opportunity for many passengers that might otherwise be using the custom service, to use the conventional service for a longer period of time. In addition, many current custom passengers tend to use the conventional service during the

spring and summer periods when outside conditions provide easier access to bus stops. This coupled with the operator's ability to use taxis during high demand periods has to date minimized the need for expansion of hours of the custom transit service.

4.0 CONVENTIONAL SYSTEM ANALYSIS

This section provides an analysis of the conventional service. The collection of ridership information is a valuable tool in this analysis of the transit system. Each year a comprehensive two-week passenger count is conducted providing an opportunity to compare with past counts and predict changes to routes which might be required. This information is categorized by route, time, day of week and passenger group.

4.0.1 Conventional Transit: Ridership Profile

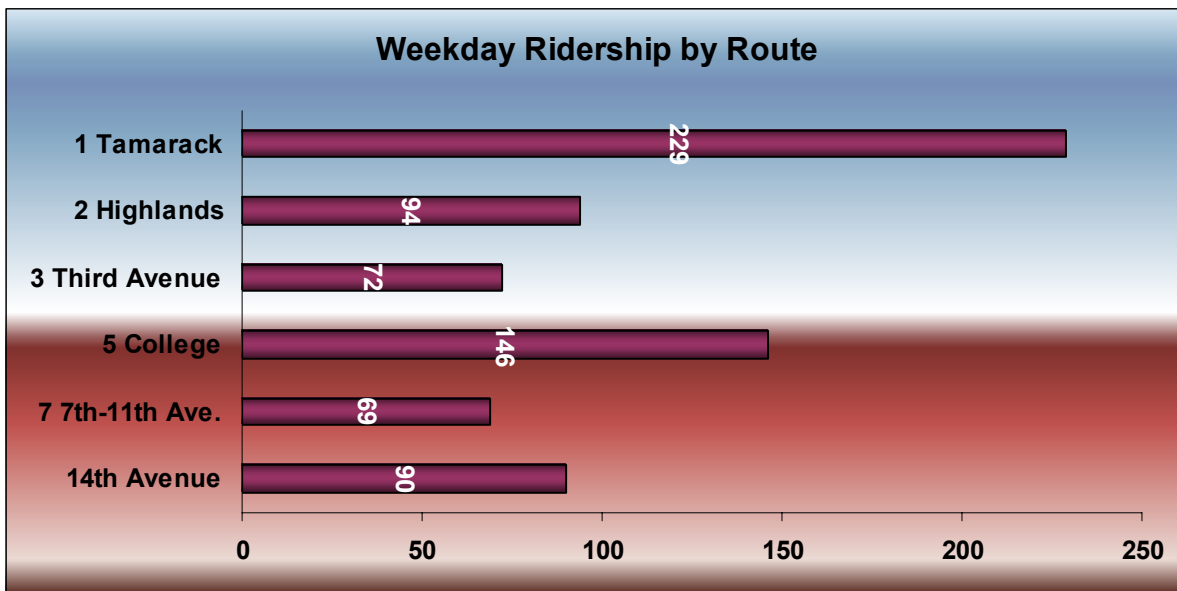
Based on ridership counts taken over the past five years, annual ridership in Cranbrook has grown from a low of **107,500** in 2001/02 to the present level of **138,500** in 2003/04. There is a clear upward trend in ridership as predicted at the start of transit service in December 2000. As the system matures public transit becomes increasingly important as part of the city's transportation network. According to the most recent tally, the Cranbrook Transit System carried an average of 590 passengers each weekday. Saturday, with no school and a limited commuter market averages about 300 passengers and Sundays even fewer with 145 passengers.

Table 4.1 below shows ridership by major time period on the Cranbrook Transit System. Of interest is the strong ridership demand on weekdays during the morning and afternoon period. In Cranbrook, most of the commuter trips are school trips rather than work trips. This presents a significant challenge for transit: the system must be flexible enough to meet this peak demand while still being able to adjust to the much lower demand levels at other times. Building other non-school markets will help to reduce the relative sharpness of these two peaks. On Saturdays, service starts later and the bulk of transit use is in the mid-day period. The Sunday profile is classic with ridership focused on the mid-day for social and shopping trips.

Table 4.1 System Daily Demand

	Weekday	Saturday	Sunday
AM Peak (7:00 - 9:00 AM)	142 (24%)	12 (4%)	No Service
Midday (9:00 – 3:00 PM)	249 (42.5%)	169 (56%)	95 (64.5%)
PM Peak (3:00 – 6:00 PM)	176 (30%)	92 (31%)	52 (35.5%)
Evening (6:00 – 9:00PM)	22 (3.5%)	27 (9%)	No Service
Total	589 (100%)	299 (100%)	146 (100%)

Ridership by route is shown on the graph below. The graph illustrates that the 1 Tamarack and 5 College carry the largest number of passengers. Although the 2 Highlands and 14th Avenue routes carry the third and fourth highest number of passengers, overall they are significantly less than the Tamarack and College. A complete route by route profile can be found in Section 6.0.



5.0 CONVENTIONAL ROUTE DESIGN GUIDELINES

Fixed route network design is a very important factor in the manner in which potential riders perceive the system. If it appears too complicated, they may never use transit. There are always times when a certain degree of complication is necessary to provide cost-efficient operations that offer as much coverage to as many service area residents as possible. It is fair to say that the current transit network is a success in terms of ease of use and understanding.

The following basic guidelines have been used in Cranbrook to assure a strong transit network is in place that will promote success:

- Ensuring a minimum transfer wait time between buses for users. This has been a challenge in Cranbrook with a wide range of travel times between routes – with a range of 15, 20, and 25 minutes. This complicates the ability for routes to arrive at the downtown transit exchange at the same time. The transit service has attempted to make exact transfer meets with the major trip desires by customers.
- There has been success in Cranbrook in interlining routes together. Those routes which show a higher degree of transfer activity have been interlined wherever possible.
- Conventional service in Cranbrook is on the same hourly cycle time. This is commonly referred to as clock headway and the same time interval each hour makes the service easy to understand and memorize for customers.
- The route name designations have attempted, with reasonable success, to be given names that easily identify with the route destination. For example the 5 College travels to the college and the 14 14th Avenue travels dominantly along 14th Avenue.
- Although restricted in part by fiscal constraints there is two-way service in most areas. Where there is a loop service the elapsed time to complete the loop does not exceed 8 minutes.
- Frequency of service, or as commonly referred to in the transit industry as headways, have a minimum base period regularly scheduled weekday service of sixty minutes. There are some routes with thirty minute service. Some of the routes with 60 minute frequency have additional trips during peak rush hour periods to meet demand.

6.0 ROUTE SUMMARIES

This section examines the individual routes. Each profile presents route characteristics such as frequency of service, hours of service, route length, trip time and ridership.

6.0.1 Route 1 Tamarack

The first part of the route is exclusively commercial and retail development from Downtown to Tamarack Mall. From the mall to the Wal-Mart complex, the service operates through a medium-density residential neighbourhood along 6th Street North and 24th Avenue, then through a mix of medium and high density, traveling north along Kootenay, Willowbrook, Kokanee Drive and 30th Avenue. The route terminates at Wal-Mart. The route also serves Victoria Centre commercial complex, Steeples School and the Joseph Creek Seniors Village. There is some confusion by customers travelling between Tamarack Mall and the Wal-Mart commercial complex. Approximately every second trip travels via Kokanee and 30th Avenue rather than directly between the two major destinations. A solution to customer confusion about the northerly section of this route is discussed in the proposed service changes in **Section 7.0** of this report.

Service Schedule	Hours of Operation	Trip Length	Trip Travel Time	Daily Round Trips	Passengers Per Hour
Monday - Thursday	7:15am – 6:15pm	7.7 Km.*	26 minutes	23	23.6
Friday	7:15am – 9:00pm	7.7 Km.*	26 minutes	26	23.6
Saturday	8:30am – 6:15pm	7.7 Km.*	26 minutes	21	12.0
Sunday	10:45am – 4:45pm	7.7 Km.*	26 minutes	7	12.0

* An additional 4.6 kilometres to provide service to Kokanee and 30th Avenue.

Route 1 Tamarack Service Frequency

Service Schedule	AM Peak	Mid-Day	PM Peak
Monday - Thursday	Every 30 Minutes	Every 30 Minutes	Every 30 Minutes
Friday	Every 30 Minutes	Every 30 Minutes	Hourly Evening
Saturday	Every 30 Minutes	Every 30 Minutes	Every 30 Minutes
Sunday	No Service	Hourly	Hourly

6.0.2 Route 2 Highlands

The Highlands service provides transit coverage to the southeast section of the city. The route service area is mixed multi-unit housing and urban residential, with the main passenger generator being Laurie School on 2nd Street. The route is a figure eight configuration travelling outbound via 2nd Street, 27th Avenue and 7th Street and incoming via 30th Avenue, 3rd Street and back onto 2nd Street at Victoria to downtown. The routing works well with little time inconvenience for transit passengers. With no major trip generators along the route ridership remains modest. It does provide a reliable and important link with the services and stores in downtown Cranbrook.

Service Schedule	Hours of Operation	Trip Length	Trip Travel Time	Daily Round Trips	Passengers Per Hour
Monday - Thursday	7:15am – 6:00pm	6.7 Km.	13 minutes	15	20.6
Friday	7:15am – 9:15pm	6.7 Km.	13 minutes	19	20.6
Saturday	8:00am – 6:00pm	6.7 Km.	13 minutes	13	6.9
Sunday	10:45am – 5:15pm	6.7 Km.	13 minutes	8	16.0

Route 2 Highlands Service Frequency

Service Schedule	AM Peak	Mid-Day	PM Peak
Monday - Thursday	Hourly	Hourly	Hourly
Friday	Hourly	Hourly	Hourly
Saturday	Hourly	Hourly	Hourly
Sunday	No Service	Hourly	Hourly

6.0.3 Route 3 Third Avenue

The 3 Third Avenue service operates primarily as a local residential route. The ridership on the route is light with the exception of school trips to Parkland High School and T.M. Roberts. As both Parkland and T.M. Roberts Elementary are French immersion schools, students come from many locations within the city and depend on the Cranbrook Transit System to get them to and from school.

The first half of the route is two-way and the second portion is a large one-way loop configuration. The one-way loop takes only 5 minutes to complete so is not a significant time delay for customers.

The residential portion of the route is medium to low density suburban with the area to the west of Innes rural. Ridership on this route has slowly increased but given the low density of the service area it will never be as high as other service routes in the city. Low ridership is in part softened by the fact it takes only 12 minutes to complete and it provides an essential service to those residents on the west side of town.

Service Schedule	Hours of Operation	Trip Length	Trip Travel Time	Daily Round Trips	Passengers Per Hour
Monday - Thursday	7:45am – 5:45pm	5.7 Km.	12 minutes	11	23.4
Friday	7:45am – 8:45pm	5.7 Km.	12 minutes	14	23.4
Saturday	8:14am – 5:45pm	5.7 Km.	12 minutes	10	5.1
Sunday	10:30am – 5:30pm	5.7 Km.	12 minutes	8	7.5

Route 3 Third Avenue Service Frequency

Service Schedule	AM Peak	Mid-Day	PM Peak
Monday - Thursday	Hourly	Hourly	Hourly
Friday	Hourly	Hourly	Hourly
Saturday	Hourly	Hourly	Hourly
Sunday	No Service	Hourly	Hourly

6.0.4 Route 5 College

This route provides service to three of the most popular destinations within the City of Cranbrook – the College of the Rockies, the Cranbrook Recreation Complex and East Kootenay Regional Hospital. From Downtown the service travels to the College of the Rockies via 14th Avenue South and 2nd Street South. This route has a good mix of origins and destinations, as well as strong anchor terminals at each end of the route. It has clearly become one of the most important transit routes in Cranbrook. Every attempt possible has been made for timed transfer opportunities with the 5 College at the Downtown Transit Exchange.

The route also serves Mt. Baker High School, Cranbrook Public Library and the Green Medical Centre and there is a bus stop directly in front of the Mountain Village Seniors Housing development on 2nd Street. The 5 College is also one of the few routes in the system which serves a number of medium to high-density multi-unit housing facilities, prime territory for transit ridership.

The 5 College provides two-way service over its length with the fast direct service taking only 7 minutes to travel from downtown to the College. The College and Hospital have both proven to be pro-transit and have accommodated transit users with bus stops immediately adjacent to major entrances. In addition, the hospital is developing a re-designed front entrance that will provide transit a fully accessible bus stop and covered shelter for customers. Students at the College have a warm inner vestibule in which to wait for service.

Passenger load counts yielded a total of 146 daily boardings. When combined with the very short route distance, productivity is a highly respectable 26.8 passengers per hour. The transfer count is significant with the majority transferring to those routes serving the residential neighbourhoods within the City.

The 5 College route has enough scheduled running time although heavy passenger loads at peak times at the college and hospital can put the service slightly behind time.

Service Schedule	Hours of Operation	Trip Length	Trip Travel Time	Daily Round Trips	Passengers Per Hour
Monday - Thursday	7:30am – 6:15pm	5.4 Km.	14 minutes	21	26.8
Friday	7:30am – 9:00pm	5.4 Km.	14 minutes	24	26.8
Saturday	8:15am – 6:15pm	5.4 Km.	14 minutes	20	8.7
Sunday	11:00am – 5:00pm	5.4 Km.	14 minutes	7	10.4

Route 5 College Service Frequency

Service Schedule	AM Peak	Mid-Day	PM Peak
Monday - Thursday	Every 30 Minutes	Every 30 Minutes	Every 30 Minutes
Friday	Every 30 Minutes	Every 30 Minutes	Hourly Evening
Saturday	Every 30 Minutes	Every 30 Minutes	Every 30 Minutes
Sunday	No Service	Hourly	Hourly

6.0.5 Route 7 7th-11th Avenue

This is an exclusively residential transit route. There are no intermediate destinations within the route and customers travel to downtown and/or transfer to destinations outside of the downtown core. The 7 7th-11th Avenue is a one-way loop operating in an anti-clockwise direction joined by a minor loop at the southend travelling up Larch and down 3rd Avenue. The one-way loop configuration dictates that, unless the customer's destination is exactly halfway from their point of origin, customers have to travel more than half the total distance out of direction of the route to complete their trip. This route design was discussed in the early conceptual design stages before the Cranbrook Transit System began in December 1999. The initial design remained intact because the route only takes 14 minutes to complete and no customer has longer than 6 minutes to travel out of their way.

The design has not proven to be an obstacle in the success of the service. Ridership on this route is well above the system average. The monthly passenger counts have shown a consistent upwards pattern significantly higher than most routes in the system. Schedule adherence is acceptable on this route.

Service Schedule	Hours of Operation	Trip Length	Trip Travel Time	Daily Round Trips	Passengers Per Hour
Monday - Thursday	7:15am – 6:15pm	5.9 Km.	14 minutes	13	29.4
Friday	7:15am – 9:30pm	5.9 Km.	14 minutes	17	29.4
Saturday	8:00am – 6:15pm	5.9 Km.	14 minutes	12	13.3
Sunday	11:15am – 5:15pm	5.9 Km.	14 minutes	7	10.6

Route 7 7th-11th Avenue Service Frequency

Service Schedule	AM Peak	Mid-Day	PM Peak
Monday - Thursday	Hourly	Hourly	Hourly
Friday	Hourly	Hourly	Hourly
Saturday	Hourly	Hourly	Hourly
Sunday	No Service	Hourly	Hourly

6.0.6 Route 14 14th Avenue

When the Cranbrook Transit System first started, the 14th Avenue service provided two-way service up and down 14th. Demand for service along 10th and Victoria resulted in the service travelling inbound to downtown to be redirected via both these streets. Despite the large one-way, loop the service change proved to be a success.

The 14th Avenue route travels a long distance primarily through low density development and has only one major source of passenger activity – Laurie School. There are a few minor density developments such as Hycrest Mobile Home Park on 10th and some medium density development on parts of Victoria and the north end of 14th.

The large service area this route covers has resulted in a positive increase in ridership over the past three and a half years. Continuing residential infilling to the south of town will assure a positive future for this route.

Service Schedule	Hours of Operation	Trip Length	Trip Travel Time	Daily Round Trips	Passengers Per Hour
Monday - Thursday	7:00am – 6:00pm	6.8 Km.	15 minutes	21	16.0
Friday	7:00am – 9:30pm	6.8 Km.	15 minutes	25	16.0
Saturday	8:15am – 6:00pm	6.8 Km.	15 minutes	19	7.5
Sunday	10:30am – 5:30pm	6.8 Km.	15 minutes	8	9.2

Route 1 Tamarack Service Frequency

Service Schedule	AM Peak	Mid-Day	PM Peak
Monday - Thursday	Every 30 Minutes	Every 30 Minutes	Hourly
Friday	Every 30 Minutes	Every 30 Minutes	Hourly Evening
Saturday	Every 30 Minutes	Every 30 Minutes	Hourly
Sunday	No Service	Hourly	Hourly

7.0 PROPOSED SERVICE PLAN

This section of the Cranbrook Conventional Transit Review lists proposals resulting from the route-by-route analysis, and discussions with and input from management and operating staff of the transit operating company. The plan is in two parts: immediate changes that can be done with no cost impact and service expansion and enhancements to the Cranbrook Transit System that require additional funding. The baseline or no cost impact changes focus on solving priority problems to improve system quality. There are few changes proposed but each is critical in the continuing improvement of transit services in Cranbrook:

- A minor route change on the **3 Third Avenue** to take advantage of the new roadwork on 4th Street between 7th and 3rd Avenue. This would replace the existing service on 3rd Street between these two avenues.
- Although each route has enough travel time, any unforeseen delays quickly put the system behind schedule which impacts timed transfer connections. An analysis of the passenger counts suggests that the 10:00 am **14 14th Avenue** and the 10:30 am **5 College** both carry less than four passengers. It is proposed that these two runs be removed to provide additional time to offset morning rush hour schedule delays. This will assure schedule adherence and transfer connections for the balance of the day.
- Saturday service parallels weekday service with the exception of the early morning commuter runs. It is proposed to scale back selected trips in the afternoon that are primarily school runs for students. The removal of these selected runs will enable Saturday service to remain on schedule and provide the transit operators a much needed afternoon recovery break.

Increased service enhancements will require additional costs. The changes focus on increased service frequency and expanded service coverage within the city. Proposed service changes include the following:

- The biggest challenge of the existing transit system is the limited service frequency of hourly service on three of the six routes. It is proposed to increase service frequency to 30 minutes on all routes. This will provide local residents with a premium service and would entice the use of transit for work commuting. Enhanced frequency also assures guaranteed timed connections for all routes with no wait times.
- The additional service will also provide residents either working or residing north of the railway line with transit service. *Most requests for extended transit service originate from this area.* It is proposed to provide morning and afternoon commuter trips for residents working in the light industrial area and mid-day transit service for residents living in Grandview Heights and through the Slaterville neighbourhood.
- An additional bus in service will also allow route **1 Tamarack** to be streamlined. Service will operate directly between Downtown, Tamarack Mall and Wal-Mart. A separate service between Wal-Mart, Kokanee Drive, Park Royal via 30th Avenue, Tamarack Mall, Steeples School and then to downtown via 6th Street is proposed. The realignment of the north section of transit service would streamline service to the three main destinations of Downtown, Tamarack and Wal-Mart while still providing service to the residential neighbourhoods on the north side of town. This would solve the present situation of alternate trips, which is confusing to customers, and focus on fast direct service to the key commercial destinations.
- Increase custom service to include Saturday and additional Taxi Supplement for peak demand periods on weekdays.

If the city wishes, a more moderate plan for expansion could be considered:

- Limit increased service frequency to the morning and afternoon high demand time periods.
- Assure all transfer meets are made between buses during the high demand times.
- Custom service to include Saturday and weekday increase in Taxi Supplement.
- Community transit service to the northwest side of the City.

Cranbrook Transit System Proposed One-bus Expansion

20 Community Bus

Service Level:
Rush Hour Commuter Service
Mid-day non-work trips

1 Tamarack

Direct Service Downtown,
Tamarack Mall - Wal-Mart

4 Kootenay

New fixed-route
60 minute service

3 Third Avenue

Increased Frequency
30 minute service

2 Highlands

Increased Frequency
30 minute service

7th-11th Avenue

Increased Frequency
30 minute service



7.0.1 Summary and Cost Implications of Service Expansion Options

The table below summarizes the service enhancements proposed for the Cranbrook Transit System. At this time, the implementation of these services requires 100% local funding and an adjustment to the cost sharing percentages between the municipality and BC Transit through a flex funding arrangement.

Summary and Cost Implications of Service Expansion Options

Description of Service	Vehicles	Hours	Total Cost	Revenue
<p style="text-align: center;"><u>Option 1</u></p> <ul style="list-style-type: none"> • Increased frequency to 30 minutes • Community bus to northwest side of the City: <i>Commuter service and non-work trips</i> • Improved route structure north end of the City • All school start/finish times met • All transfer connections met • Improvements - <u>Monday through Saturday</u> • Saturday custom, Taxi Supplement increase 	1 Bus	3,000	\$199,000	\$36,750
		400	\$18,000	\$1,600
<p style="text-align: center;"><u>Option 2</u></p> <ul style="list-style-type: none"> • Increased frequency to 30 minutes – <u>rush hour only</u> • Community bus to north west side of the City: <i>Commuter service and non-work trips</i> • All school start/finish times met • All transfer connections met – <u>rush hour only</u> • Improvements – <u>weekday only</u> • Saturday custom, Taxi Supplement increase 	1 Bus	1,500	\$100,000	\$18,500
		400	\$18,000	\$1,600

8.0 FLEET ISSUES

There have been a number of issues with regard to the reliability and maintenance costs associated with the fleet of low floor DART buses in Cranbrook. These issues have been reviewed at some length and are not discussed here. Suffice to note that the most recent BC Transit vehicle report states that while maintenance of the buses has been a challenge, the vehicles are well supported by the maintenance facility in Cranbrook and can be sustained in that community.

From a user perspective, these vehicles have been very well accepted. An informal survey conducted by the operator in June 2004 indicated that about 13% of passengers requested the bus to kneel or required use of the ramp. The low floor buses accommodate a variety of passengers using wheelchairs, walkers and canes as well as a significant number of strollers.

9.0 REVIEW OF TRANSIT FARES

The conventional and custom fares remain comparable with communities with similar levels of transit service. There is in place a complete range of fare products such as books of tickets, day and monthly passes and a college semester pass for post-secondary students. Each of these products provides added convenience for transit customers. A fare increase is not recommended at this time. For a complete list of current fares within the Municipal Systems Program please refer to the following web sites: http://www.busonline.ca/corporate/munsys/pdf/20040314_conventional_fares.pdf, and: http://www.busonline.ca/corporate/munsys/pdf/20040314_custom_fares.pdf.

10.0 ALTERNATIVE TRANSIT INITIATIVES

There are three transit initiatives that the City may wish to consider that would to varying degrees increase ridership. They would also serve to showcase and enhance the image of transit within the City.

10.0.1 Bike Racks

The City of Cranbrook is well-suited for the promotion of cycling given the rural nature of the surrounding area and the quiet residential streets that make cycling enjoyable and safe. Greater integration of transit and cycling can be encouraged by the provision of bike racks on buses. Racks are now common in most communities in the Province. BC Transit provides information on purchasing bike racks and will also provide user information and highlight a **Bike and Ride** marketing plan. The City can purchase the racks or involve outdoor businesses to contribute funds for this very worthwhile program. Each rack costs

approximately \$1,000. One of the more popular bike racks used in the Municipal Systems is made by *Sportworks*. For further information visit <http://www.bicycleracks.com>.

10.0.2 U-Pass Program

The U-Pass program for students at post-secondary institutions is quickly becoming popular. Transit service for students is funded directly through a special fee that all students are required to pay as part of their tuition. In return for paying this fee, students receive unlimited use of the transit system. This program incentive has resulted in significant ridership gains in every university or college that has implemented this program. In most cases this program requires approval by the student body by referendum. A meeting between the City of Cranbrook, College of the Rockies and BC Transit will provide additional information on this program.

10.0.3 Landmark Stops

The City might wish to consider creating “landmark” stops as signature stops of the transit system. These showcase stops are an exciting and progressive endeavor going beyond the safety and operation standards of a standard public transit stop. This is an excellent opportunity of looking at technical advances such as electronic information signs and solar lighting; perhaps using local artisans to create murals or sculptures; and transit information displayed in an informative and tasteful manner. These stops can be sponsored in partnership with local groups or institutions and public funds. Public involvement will ensure that the design elements both complement the City of Cranbrook and reflect a public appreciation of transit. Locations for consideration of Landmark Stops could be the downtown exchange, College of the Rockies, Tamarack Mall and the Wal-Mart commercial area. Of interest is a private provincial company called **Carmanah Technology** that uses solar power in transit shelters in various transit systems throughout the world – their products can be viewed at <http://www.transitlights.com>.