

CRESTON VALLEY TRANSIT SYSTEM

TRANSIT STRATEGY

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1. INTRODUCTION

Public transit is delivered in BC, outside Greater Vancouver, under a partnership between BC Transit, local government and, in most cases, a private sector operating company. The operating authority, assignment of responsibilities between the parties and cost-sharing between BC Transit and local government partners are established under the British Columbia Transit Act and Regulation. Grouse Mountain Transportation operates custom and paratransit service in the Creston Valley.

This Transit Strategy is developed to support the Town of Creston's plans for growth and development over the next five years. The Strategy outlines the key objectives for the delivery of transit services within the Creston Valley area and examines the current and future markets of transit customers. The review of existing transit services, including an assessment of key performance indicators, provides the necessary system level information in which to identify service improvements to occur over the next three to five years. Key support initiatives that are necessary to enhance the effectiveness of transit within the Town of Creston are also included in the strategy.

2. OBJECTIVES

The primary goal of the Town of Creston Transit Strategy is to provide transportation alternatives to key customer markets and increase overall mobility within the community. In this regard, the primary objectives of the Transit Strategy are briefly summarized as follows:

- **Provide service to all major activity centres and key residential areas in Creston, including nearby rural communities.** In this regard, transit service will focus primarily on the established areas of the community, with services directed toward connecting residential, mixed-use and other key trip generators within Creston. This would also include facilities such as the Creston Valley Hospital, Creston Valley Mall, and the recreation centre.
- **Focus on the service needs of commuters for school and work.** Existing and new transit services will continue to focus on the primary markets – schools, and employment centres. Particular emphasis will be put on attracting youth to use transit and build ridership in this

regard by continuing service to Prince Charles Secondary School.

- **Provide services to support mobility for seniors, and persons with disabilities.** Approximately 22.5% of the population in Creston is 65 or older, with the number of people set to become seniors in the next 5 years being approximately 6.3% of the population. Continued operation of handyDART service will help to serve this population.
- **Integrate transit considerations with land use planning decisions.** The Town's Official Community Plan outlines the expectations for growth and development. The Transit Strategy will support the growth patterns of the community and should be integrated with future land use decisions ranging from area structure plans through to subdivision applications. This could also be used to influence the relationship between transit and where key land uses are located such as medical facilities and shopping. Community planning exercises could also define the densities required to support better transit service as communities develop.
- **Define supporting strategies needed to encourage greater transit ridership among key customer markets.** In order to make transit more attractive, supporting strategies that encourage and facilitate access to transit will be examined. These initiatives may range from making transit facilities more accessible through to support programs provided directly to target transit customers.
- **Make efficient use of transit resources using key performance indicators to maximize customer service and community benefits.** Monitoring key performance indicators and making comparisons with similar transit systems will be used to identify guide the development of improvement opportunities with the available transit resources.

3. CURRENT & FUTURE MARKETS

The assessment of current and future transit customer markets is a key step in the development of a transit plan. Key factors include population characteristics, the profile of transit riders as well as other key observations about the community.

The Creston Valley area is expected to have modest population growth over the next 25 years. Currently, there are approximately 9500 people in the Creston Valley service area with this expected to increase to 10,300 by 2031.

The area has approximately 22.5% of its population that is 65 years or older. This is expected to grow as the population ages and more people look to the Creston Valley area as a place to retire. Conversely, approximately 16% of the population is less than 15 years old. Based on general demographics, it is reasonable to assume that the population of Creston Valley area will continue to grow older.

4. EXISTING SERVICES & PERFORMANCE

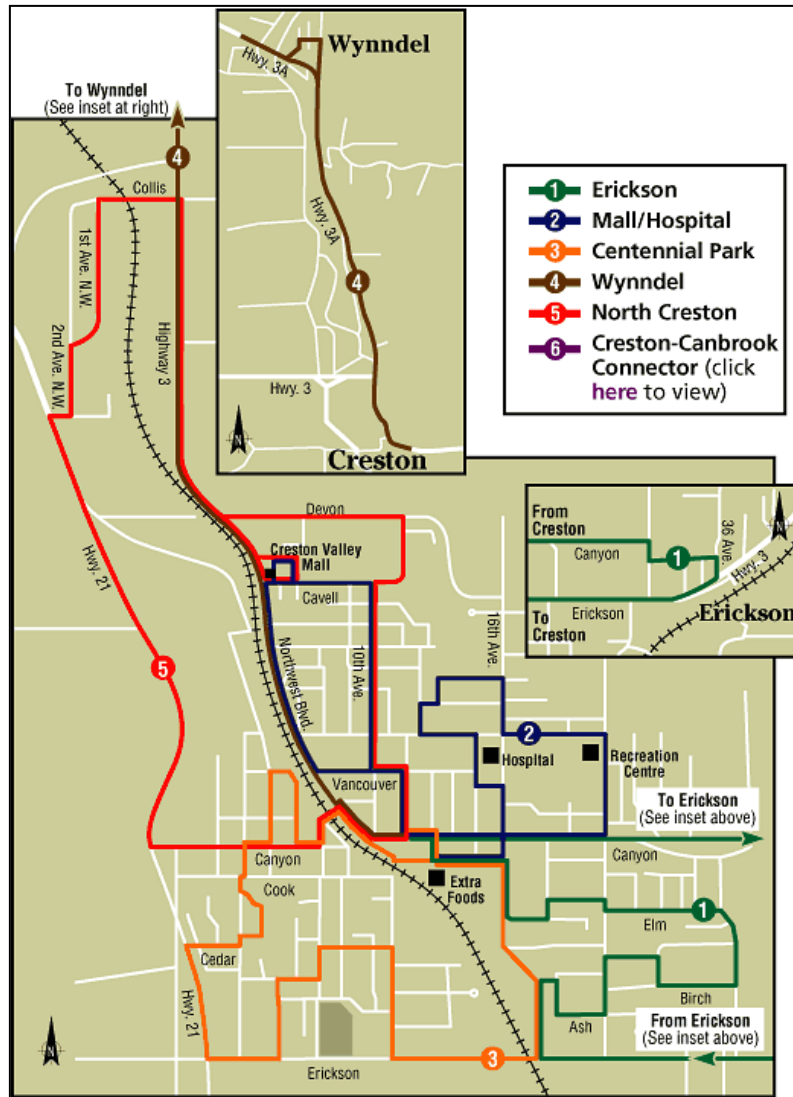
BC Transit monitors key performance indicators related to transit systems on a quarterly basis and sets targets annually. These indicators provide BC Transit with the data required to assess how well the system is performing and provides guidance for future investment.

The Creston Valley conventional transit service is comprised of six routes. Service is provided on Weekdays only with no evening service.

Routes 1, 3 and 5 operate 3 times daily and route 2 operates 6 times daily. Route 4 operates twice a day on Mondays and Fridays only, whilst route 6 to Cranbrook runs once in each direction on Tuesdays and Thursdays.

Figure 1 illustrates the routes.

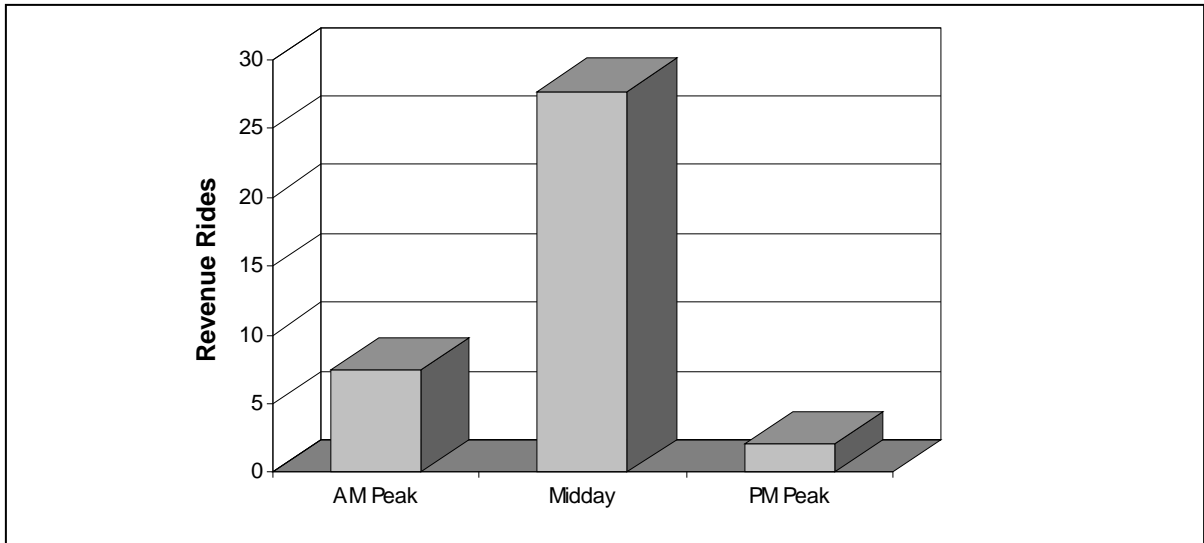
Figure 1 – Creston Valley Transit System



In addition to the above, custom transit service is provided on Weekdays between 8:00am and 4:30pm.

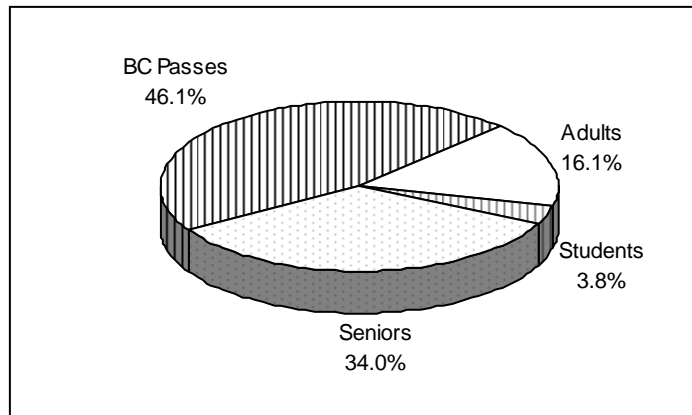
Based on two week counts in October 2007, the Creston Valley transit system handles approximately 37 revenue passengers per day. Ridership is strongest during the midday hours. Figure 2 summarizes this information.

Figure 2 – Weekday Ridership



BC Passes holders comprise the largest passenger group though the Seniors ridership group is also significant. Figure 3 summarizes the weekday revenue ridership by passenger group.

Figure 3 – Weekday Revenue Ridership by Passenger Group



Relative to other similar systems, the Creston Valley has one of the moderate costs per hour of service and lowest cost per hour of service, but reasonable costs per passenger. In 2006/07, the system handled almost 22,000 passengers and had a total cost of \$278,000. Table 2 summarizes key performance indicators for Creston Valley.

Table 2 – Key Performance Indicators, 2006/07

INDICATOR	PERFORMANCE
Financial Summary (000)	
Total Cost	\$278
Total Revenue	\$32
BC Transit Share	\$108
Net Municipal Share	\$134
Level of Service	
Population Served	9,500
Vehicles in Service	2
Revenue Hours	5,060
Performance Summary	
Annual Passengers	21,910
Passengers/hour service	4.33
Total Cost per Passenger	\$12.70
Cost Recovery	11.4%
Cost per Hour Service	\$50.72

5. IMPROVEMENT INITIATIVES

Over the past number of years, ridership in the Creston has remained very stable. Improvements to the transit system need to reflect the needs of the community as well as changes in community development. They are also subject to local and provincial budget approvals and are conditional on local and provincial resources.

Whilst no specific improvements have been identified as yet, it is important that supporting strategies are in place to identify new transit markets, monitor ridership and level of satisfaction of the transit system.

6. SUPPORTING STRATEGIES

In addition to providing transit services directed toward the target customer markets, supporting strategies can be used to encourage and accommodate greater ridership and improve transit service performance. Improvement strategies could include, in general, the following:

- Fare strategies that may be directed toward expanding existing target markets
- TDM measures that support the integration of transit with attractive bicycle and pedestrian facilities in terms of creating enhanced access
- On-street facilities at high demand locations to enhance the quality of waiting areas
- Marketing strategies to identify and target key transit markets, including the provision of accessible transit information such as riders' guides, information signage, and the website.

7. RECOMMENDATION

It is recommended that the Regional District of Central Kootenay and BC Transit approve this transit strategy as a guide for transit planning and delivery in the Creston Valley.