

**KITIMAT TRANSIT SYSTEM  
CONVENTIONAL AND CUSTOM TRANSIT SERVICES**

**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. The Kitimat transit service is operated by Coastal Bus Lines Ltd.

This Transit Strategy is developed to support the Kitimat's plans for growth and development over the next five years. The Strategy outlines the key objectives for the delivery of transit services in the Kitimat 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 Kitimat area are also included in the strategy.

## 2. OBJECTIVES

The primary goal of the Kitimat 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 Kitimat, including Kitamaat Village.** 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 the Kitimat area, this would also include facilities such as Kitimat General Hospital.
- **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. Emphasis will be put on attracting youth to use transit and build ridership in this regard by

continuing service to middle and high schools. This is important as Kitimat has a relatively young population with almost 20% of its population below the age of 15 and the system relies on students for a large portion of its ridership.

- **Provide services to support mobility for seniors, and persons with disabilities.** Compared to other communities, Kitimat has a small proportion of its population that is 65 or older. Approximately 9.4% of the population in Kitimat is 65 or older, with the number of people set to become seniors in the next 5 years being approximately 4% of the population. Special taxiDart services will continue to be employed to provide mobility for those with disabilities as well as accessible buses.
- **Integrate transit considerations with land use planning decisions.** The District is currently updating its Official Community Plan which will outline 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. Community planning exercises could also define the densities required to support better transit service as communities develop. This could also be used to influence the relationship between transit and where key land uses are located such as medical facilities, shopping, and employment centres.
- **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 Kitimat area is expected to have low population growth over the next 25 years. Currently, there are approximately 10,000 people in the Kitimat service area with this expected to increase to 11,000 by 2031.

Kitimat has a fairly young population relative to other centres with 37% of residents being below the age of 24. At the same time, the number of senior citizens in Kitimat is fairly low with approximately 9% of the population 65 years or older.

Maintaining this age structure over the long-term will be greatly dependent on there being sustained employment for younger people in the area.

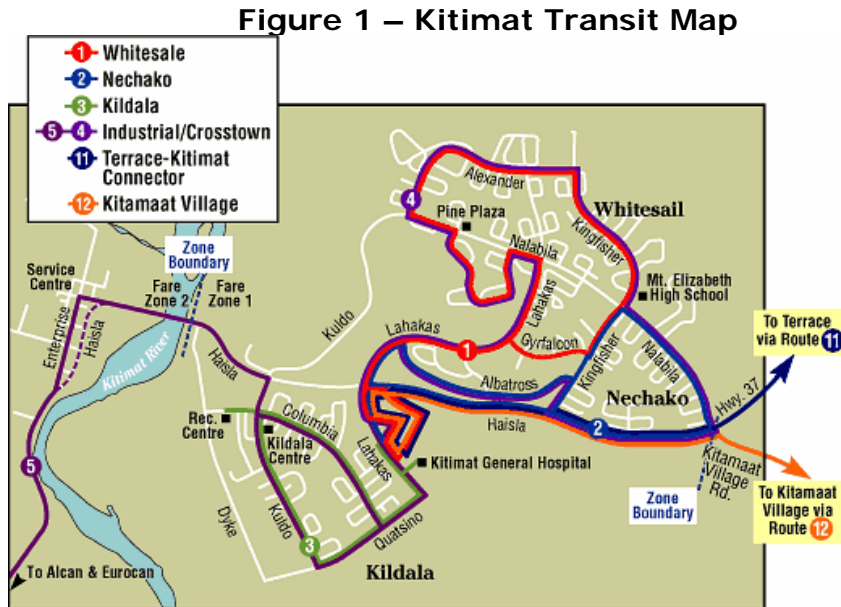
### 4. EXISTING SERVICES & PERFORMANCE

The Kitimat conventional transit service is comprised of five routes. These routes operate throughout Kitimat and the surrounding area and reach the City of Terrace. Table 1 summarizes frequencies of service.

**Table 1 – Kitimat Transit Service Frequency**

<b>Route</b>	<b>Service Day</b>	<b>AM Peak (min)</b>	<b>Midday (min)</b>	<b>PM Peak (min)</b>	<b>Evening (min)</b>
1 – Whitesail	8:00 - 21:00	30	30	30	60
2 – Nechako	7:45 - 21:30	30	30	30	60
3 – Kildala	7:30 – 21:45	30	30	30	60
4 – Crosstown	5:45 – 19:15	15-35	-	30-40	(1 trip only)
5 – Industrial	6:05 – 19:00	30	-	30-40	(1 trip only)

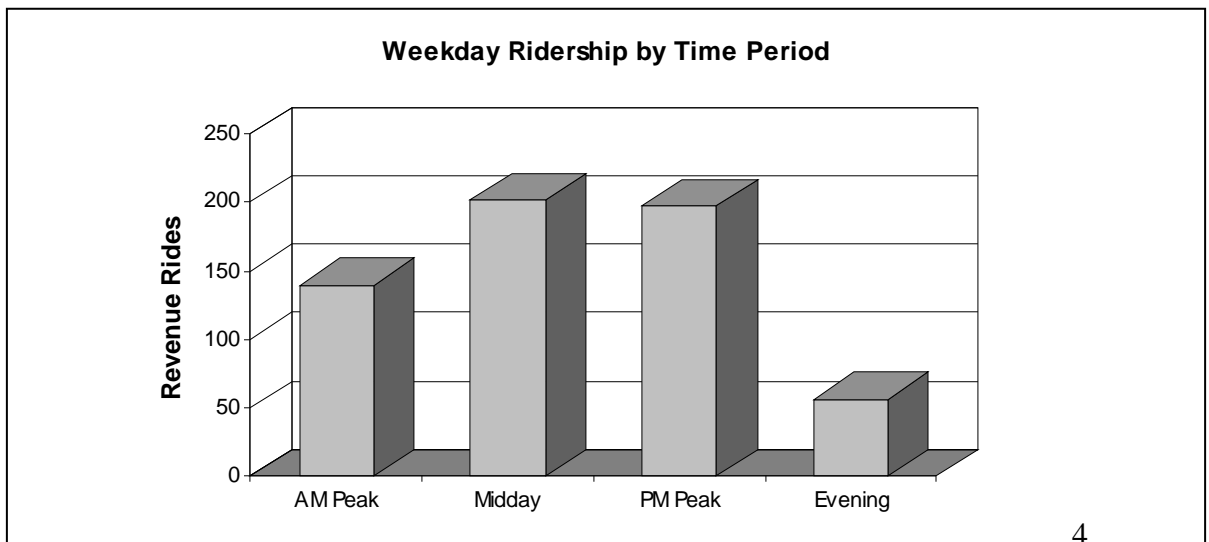
Figure 1 illustrates the Kitimat area transit map.



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.

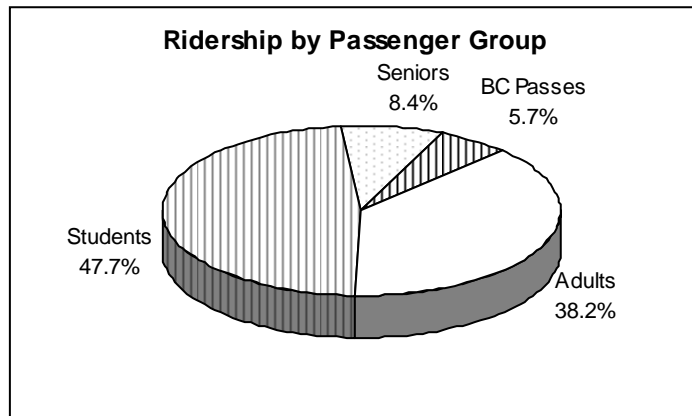
Based on two week counts in October 2007, the Kitimat transit system handles approximately 595 revenue passengers per day. Ridership is highest during the midday with a smaller number of passengers during the AM and PM peak. The number of revenue rides per hour is highest during the AM peak. Figure 2 summarizes this information.

**Figure 2 – Weekday Ridership**



The largest passenger group in Kitimat are students, comprising 47.7% of overall ridership followed by the adult population. Seniors and students comprise a small portion of passengers. Figure 3 summarizes the weekday revenue ridership by passenger group.

**Figure 3 – Weekday Revenue Ridership by Passenger Group**



Relative to other communities with similar transit systems, Kitimat's conventional system is one of the cheapest to operate on a per hour basis but has the lowest rides/hour and the highest total cost per passenger. In 2006/07, the system handled over 160,000 passengers and had a total cost of approximately \$1.1 million. Table 2 summarizes key performance indicators for the conventional and handyDART transit service for Kitimat.

**Table 2 – Key Performance Indicators, 2006/07**

<b>SERVICE LEVELS &amp; PERFORMANCE INDICATORS</b>	<b>KITIMAT CONVENTIONAL</b>	<b>KITIMAT HANDYDART</b>
<b>Financial Summary</b>		
Total Cost	\$1,138,900	\$132,300
Total Revenue	\$165,900	\$12,000
BC Transit Share	\$454,500	\$76,900
Net Municipal Share	\$500,300	\$41,000
<b>Level of Service</b>		
Population Served	10,000	10,600
Vehicles in Service	5	0
Revenue Hours	11,989	0

<b>Performance Summary</b>			
	Annual Passengers	161,349	4,386
	Passengers/hour service	13.5	N/A
	Total Cost per Passenger	\$7.06	\$30.17
	Cost Recovery	14.6%	9.0%
	Cost per Hour Service	\$81.20	N/A

## 5. IMPROVEMENT INITIATIVES

This section outlines improvements to the Kitimat transit system over the next 3 – 5 years. These improvements will evolve with community planning 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.

In Kitimat, potential improvements include:

- Additional service between Kitimaat village and the City;
- Potential realignment of routes to accommodate closure or consolidation of schools; and
- Increased service to Alcan if there is a reconstruction.

Taxi Saver programs could also be implemented to support TaxiDart service.

## 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. The discussion below briefly outlines potential support strategies that may be developed in Kitimat. 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.

The main strategy to support transit in Kitimat will be rehabilitation and replacement of shelters, walkways, and trails.

Further support strategies and policies could be outlined in the District's new OCP.

## **7. RECOMMENDATION**

**It is recommended that the District of Kitimat and BC Transit approve this transit strategy as a guide for transit planning and delivery in Kitimat.**