



# REGIONAL DISTRICT OF BULKLEY-NECHAKO

## REGIONAL TRANSIT COMMITTEE AGENDA

THURSDAY, APRIL 20, 2017

11:00 A.M.

Regional District of Bulkley-Nechako Boardroom

<u>PAGE NO.</u>		<u>ACTION</u>
	<u>AGENDA – April 20, 2017</u>	Approve
	<u>Supplementary Agenda</u>	Receive
	<u>MINUTES</u>	
3-8	Regional Transit Committee Meeting Minutes – January 26, 2017	Receive
	<u>DELEGATION</u>	
9-29	<u>BC Transit</u> Chris Fudge, Senior Regional Transit Manager Matthew Boyd, Manager, Planning RE: Bulkley-Nechako Regional Transit Service Implementation Plan	
	<u>REPORT</u>	
30-33	Cheryl Anderson, Manager of Administrative Recommendation Services – Implementation Memorandum of (Page 30) Understanding	
34	Melany A. de Weerd, CAO - Regional Transit Service Coordinator	Receive
	<u>CORRESPONDENCE</u>	
35	Village of Telkwa, Regional District of Bulkley-Nechako Regional Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016	Receive

<u>PAGE NO.</u>	<u>CORRESPONDENCE CONT'D</u>	<u>ACTION</u>
36-38	Ministry of Transportation and Infrastructure Receive - Highway 16 Transportation Action Plan Enables \$2 Million for Community Grants	
39-40	Ministry of Transportation and Infrastructure Receive - Highway 16 Transportation Action Plan Enables Enhanced Transit Service in Kitimat- Stikine	
41	BC Transit - #ExploreBCbyBus - Spring Province-wide Campaign	Receive

SUPPLEMENTARY AGENDA

NEW BUSINESS

ADJOURNMENT

**REGIONAL DISTRICT OF BULKLEY-NECHAKO****REGIONAL TRANSIT COMMITTEE**  
**(Committee of the Whole)****Thursday, January 26, 2017**

**PRESENT:** Chair Taylor Bachrach

Directors Eileen Benedict  
Shane Brienen  
Mark Fisher  
Tom Greenaway  
John Illes  
Dwayne Lindstrom  
Rob MacDougall  
Bill Miller  
Mark Parker  
Jerry Petersen  
Darcy Repen  
Gerry Thiessen

Directors Absent Rob Newell, Electoral Area "G" (Houston Rural)  
Thomas Liversidge, Village of Granisle

Staff Melany de Weerd, Chief Administrative Officer  
Cheryl Anderson, Manager of Administrative Services  
Roxanne Shepherd, Chief Financial Officer  
Wendy Wainwright, Executive Assistant

Others Chris Beach, Mayor, Village of Burns Lake  
Albert Gerow, Economic Development Officer, Burns Lake Band  
Linda Harmon, Transit Crown Agency Programs, Ministry of  
Transportation and Infrastructure  
Kevin Schubert, Director, Regional Transit Systems, BC Transit  
Tanya Stump, Councillor, Nadleh Whut'en Band  
Sheryl Worthing, CAO, Village of Burns Lake

Via Tele-Conference: Tom Clement, Chief Administrative Officer, District of Vanderhoof  
– arrived at 1:12 p.m.  
Chris Fudge, Senior Regional Transit Manager, BC Transit  
Lyn Hall, Mayor, City of Prince George  
Terri McConnochie, Councillor, City of Prince George  
Jillian Merrick, Councillor, City of Prince George  
Dyra Pridham, Executive Assistant, City of Prince George  
Tiina Schaeffer, Manager of Sustainable Community Development and  
Transit, City of Prince George  
Kathleen Soltis, City Manager, City of Prince George  
Anne Yanciw, Chief Administrative Officer, Town of Smithers  
Jim Martin, Chief Administrative Officer, Regional District of Fraser-Fort  
George

Media Flavio Nienow, LD News – left at 1:41 p.m.

**CALL TO ORDER**

Chair Bachrach called the meeting to order at 1:07 p.m.

**AGENDA &  
SUPPLEMENTARY AGENDA**

Moved by Director Miller  
Seconded by Director Repen

RTC.2017-1-1

"That the agenda of the January 26, 2017 Regional Transit Committee Meeting be approved; and further, that the Supplementary Agenda be received."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

**MINUTES**

Regional Transit Committee  
Minutes – November 24, 2016

Moved by Director MacDougall  
Seconded by Director Petersen

RTC.2017-1-2

"That the Regional Transit Committee Minutes of November 24, 2016 be received."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

**REPORT**

Update on Highway 16  
Regional Para-Transit Service  
Establishment

Moved by Director Miller  
Seconded by Director Illes

RTC.2017-1-3

"That the Regional Transit Committee receive the Chief Administrative Officer's January 19, 2017 memo titled "Update on Highway 16 Regional Para-Transit Service Establishment."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

Melany de Weerd, CAO mentioned that the RDBN has received a response and approval of the adoption of Bylaw No. 1790 from the following municipalities:

- Fort St. James
- Fraser Lake
- Granisle
- Houston
- Telkwa and,
- Smithers.

The District of Vanderhoof and Village of Burns Lake are giving further consideration of the "Regional District of Bulkley-Nechako Regional Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016."

Mayor Lyn Hall, City of Prince George clarified that the City of Prince George has passed a resolution of support for one year of funding at this time. They have requested that the RDBN provide a letter outlining what is being requested of them (number of years, draft terms of agreement) to present to their Council for further consideration.

## **REPORT (CONT'D)**

Director Repen brought forward the Regional Transit Committee Terms of Reference and spoke of the parameters allowing the withdrawal of a funding partner from the committee and that approval will be require by a 2/3 majority vote from the Regional Board. He discussed needing to bring it forward to the Village of Telkwa Council members.

Chair Bachrach commented that if a funding partner withdrew from the service different funding options for the remaining partners would need to be considered. The funds would need to be distributed amongst the remaining partners, service levels could be adjusted or the service would come to an end.

Chair Bachrach spoke of the incredible opportunity that has been provided in regard to the Highway 16 Transit funding model being offered by the Province. He also noted the partnerships between regional municipalities and First Nations working to move the service forward. Transportation along the Highway 16 corridor has been a topic of discussion for a number of years and the proposed transit system is a positive step moving forward. Chair Bachrach questioned what could be done to alleviate concerns and move forward with the Highway 16 Transit system.

Discussion took place regarding the work completed thus far and that further discussion with MoTI and BC Transit may assist to provide answers in regard to some of the concerns brought forward.

## **SUPPLEMENTARY AGENDA**

### **DELEGATION**

**Linda Harmon, Transit and Crown Agency Programs, Ministry of Transportation and Infrastructure and Kevin Schubert, Director, Regional Transit Systems, BC Transit RE: Regional Transit Service**

Chair Bachrach welcomed Linda Harmon, Transit and Crown Agency Programs, Ministry of Transportation and Infrastructure and Kevin Schubert, Director, Regional Transit Systems, BC Transit.

Ms. Harmon congratulated Smithers and Chief Mitchell, Morcietown Band for moving forward and building their partnership along with the immense opportunity that will be provided in regard to the expanded transportation between Smithers and Morcietown.

Ms. Harmon recognized everyone that has worked together in regard to the Highway 16 Transit Service and acknowledged the concerns that have been brought forward. She stated that the Province has addressed the concerns of the three year current operating funding model of 2/3 provincial funding and 1/3 local government funding and the funding model will be extended to five years. This will match the five year duration of the Transit Master Agreement.

Concerns were brought forward to the Province in regard to the amount of funding and the length of time for the Regional Transit Coordinator position to be in place. The effort to build the new service and communication being a key component the indication is that the Regional Transit Coordinator position will require a larger commitment than what was originally offered by the Province. The Province's original offer of \$80,000 over two years with the first year being full time and the second year being a reduced work week. The Province has reviewed the concern and will increase the funding for a three year period. Ms. de Weerdts noted the RDBN has been reviewing the position and determined that if the service moves forward a fulltime position for a longer period of time would be in the best interest of the service. Ms.

**DELEGATION (CONT'D)**

**Linda Harmon, Transit and Crown Agency Programs, Ministry of Transportation and Infrastructure and Kevin Schubert, Director, Regional Transit Systems, BC Transit RE: Regional Transit Service**

Harmon indicated the funding will be \$60,000 per year for a total of three years. The position will support the operating transit system and will be in agreement with BC Transit.

Director Repen mentioned that the Village of Telkwa Council has expressed concern in regard to the amount of flexibility that will be given in regard to the design of the service. He mentioned that concerns have also been expressed in regard to the ability to have influence to make change within the partnership. He spoke to the need to ensure that the partners have the ability to have a strong influence in the areas of performance of the service to better suit the needs of the ridership as the service develops.

Mr. Schubert noted that he was a part of the original advisory committee in regard to Highway 16 Regional Transit and has recently returned and noted the progress that has been made. He acknowledged that this is a key stage in the process and spoke of the amount of consultation and interaction that has taken place to this point in the process. He mentioned in the past when BC Transit has been entering into a new service arrangement there has never been the amount of Provincial funding available that has been provided for the Highway 16 Regional Transit Service. This opportunity will allow the time to develop and evolve the service which can take two to three years to grow and evolve. Mr. Schubert mentioned that the service will most likely require adjustments and changes moving forward to best fit the needs of the region. In the past, communities within the region have requested that BC Transit conduct feasibility studies to initiate transit but the opportunity at that time did not include the subsidized funding from the province. The initiation of the Highway 16 Regional Transit service is not unlike other new services initiated throughout the province. BC Transit partners and works with local governments to develop service plans and shared service models with modifications where needed. BC Transit can also provide resources to support changes. The Regional Transit Coordinator position is an important positive first step and may become a declining need moving forward when BC Transit resources can be fully utilized.

Director Miller stated the process needs to be dynamic and ongoing and have the ability to grow and adapt to the needs of the communities and riders. In meeting with First Nations, Director Miller spoke of their support and recognition of being beneficiaries of the transit system. First Nations participation is critical to the roll out and success of a regional transit system. The Regional Transit Committee that includes all First Nations, municipalities and stakeholders requires strength and responsiveness.

The Highway 16 Community Transportation Funding Program was discussed. Ms. Harmon mentioned that the funding program is a component of the 5 Point Transportation Action Plan for Highway 16 outlined by the MoTI. Although the Highway 16 Regional Transit system has yet to be finalized and applications have been accepted for the Highway 16 Community Transportation Funding Program, all elements will need to work together to compliment and complete the program. The Community Transportation Grant Program has been vastly oversubscribed in dollar requests and numbers. The evaluations have been completed and provided to the Minister of Transportation and Infrastructure for recommendations. The desire is for all components to coordinate and move forward including and with assistance of the Regional Transit Coordinator position.

Director Repen spoke to the safety portion of the Highway of Tears initiative and the installation of cameras along the corridor. He mentioned that there did not seem to be consultation as to the placement of the cameras and the need for the cameras to be located in areas that are frequented by hitchhikers. He spoke to the importance of increasing the safety of hitchhikers by locating cameras in areas where hitch hikers are and target at risk populations. He encouraged and voiced the importance of utilizing social media to assist in hitchhiker safety.

**CORRESPONDENCE**

Village of Telkwa – Regional District of Bulkley-Nechako Regional Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016 Moved by Director Repen  
Seconded by Director Miller

RTC.2017-1-4 "That the Regional Transit Committee receive the correspondence from the Village of Telkwa RE: Regional District of Bulkley-Nechako Regional Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016."

(All/Directors/Majority) **CARRIED UNANIMOUSLY**

**INVITATION**

The Honourable Todd Stone, Minister of Transportation & Infrastructure and the Honourable John Rustad, Minister of Aboriginal Relations & Reconciliation and MLA of Nechako Lakes – Important Announcement Regarding the Highway 16 Transportation Action Plan – Jan 27, 2017 – Smithers, B.C. Moved by Director Miller  
Seconded by Director Illes

RTC.2017-1-5 "That the Regional Transit Committee receive the invitation from the Honourable Todd Stone, Minister of Transportation and Infrastructure and the Honourable John Rustad, Minister of Aboriginal Relations and Reconciliation and MLA of Nechako Lakes – Important Announcement Regarding the Highway 16 Transportation Action Plan – January 27, 2017 – Smithers, B.C."

(All/Directors/Majority) **CARRIED UNANIMOUSLY**

**SPECIAL IN-CAMERA MEETING MOTION**

Moved by Director Brien  
Seconded by Director Repen

RTC.2017-1-6 "In accordance with Section 90 and 91 of the *Community Charter*, it is the opinion of the Board of Directors that matters pertaining to Section 90 (2)(b) and 91 (2)(b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party (Highway 16 Transit) or information received relating to these matters must be closed to the public. If all or part of a meeting is closed to the public, the Board may allow a person other than municipal officers and employees to attend if the Board considers this necessary."

(All/Directors/Majority) **CARRIED UNANIMOUSLY**

**ADJOURNMENT**

Moved by Director Repen  
Seconded by Director Miller

RTC.2017-1-7

"That the meeting be adjourned at 1:42 p.m."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

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Taylor Bachrach, Chair

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Wendy Wainwright, Executive Assistant





# Bulkley-Nechako Regional Transit Service Implementation Plan

April 2017

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Board-Reserve

# Update

- Smithers-Morice town service implementation (late January)
- Transit Service Agreement signed between RDBN and BC Transit (early March)
- Direct award for service provision to Pacific Western Transportation (mid-March)
- Community Transportation Grant Program (late March)



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# Where are we now?



- Detailed scheduling
- Revise route maps
- Confirm stop locations
- Assess vehicles

- Finalize operating details
- Finalize schedules, routes
- Confirm service hours
- Build infrastructure
- Order signage
- Prepare vehicles

- Create marketing materials
- Coordinate with other providers
- Ramp up operating centres
- Deliver & prepare vehicles
- Train new staff
- Install signage, wayfinding



# Burns Lake to Prince George

## Service:

- Route 161
- One round trip per day
- 3 days per week (Tue, Thu, Sat)
- 4 hour window in Prince George
- No service on stat holidays



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## Communities served

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>• Wet'suwet'en</li><li>• Decker Lake</li><li>• Burns Lake*</li><li>• Tintagel</li><li>• Endako</li></ul> | <ul style="list-style-type: none"><li>• Stellaquo</li><li>• Fraser Lake</li><li>• Nautley</li><li>• Fort Fraser</li><li>• Vanderhoof*</li></ul> | <ul style="list-style-type: none"><li>• Beaverley</li><li>• Prince George*</li></ul> |
|--|---|--|

\* denotes local routing



# Burns Lake to Smithers

## Service:

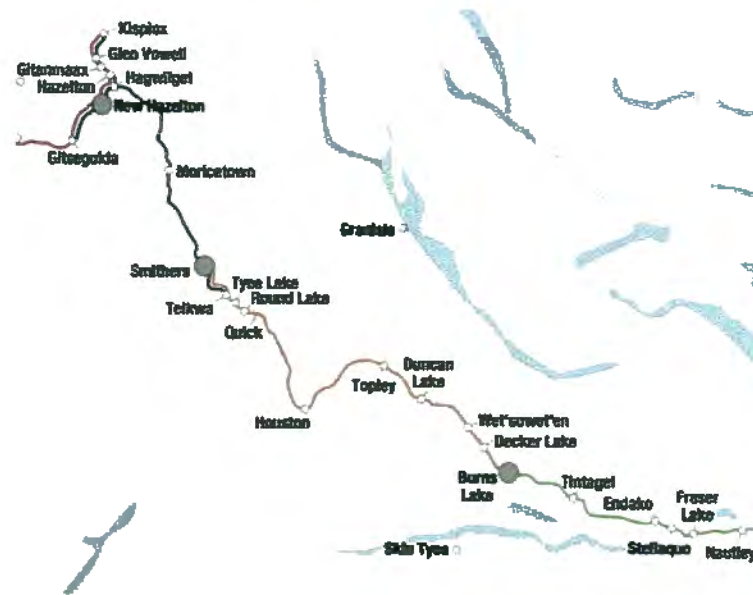
- Route 162
- One round trip per day
- 3 days per week (Mon, Wed, Fri)
- 5 hour window in Smithers
- No service on stat holidays

- Communities served

- Wet'suwet'en
- Burns Lake
- Decker Lake
- Broman/Duncan Lake

- Topley
- Houston\*
- Telkwa
- Smithers\*

- Additional midday round trip between Houston and Smithers



\*denotes local routing



# Infrastructure

- New transit shelters and bus stop signage being installed



Fraser Lake

Vanderhoof



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# Special Considerations and Contingency Strategies

- Vehicle breakdowns
- Service overloads
- Cell reception?
- Inclement weather
- Washroom access
- Bicycle racks
- Luggage and parcel storage
- Flagging the bus

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# Fare Structure

- **Single \$5.00 cash fare** – one way only
- **Sheet of 10 Tickets: \$45**
- Children five and under travel free if with paying guardian
- **BC Bus Pass**
  - Universal bus pass for low income seniors, people with a disability
- Transfer policies
- Vendors



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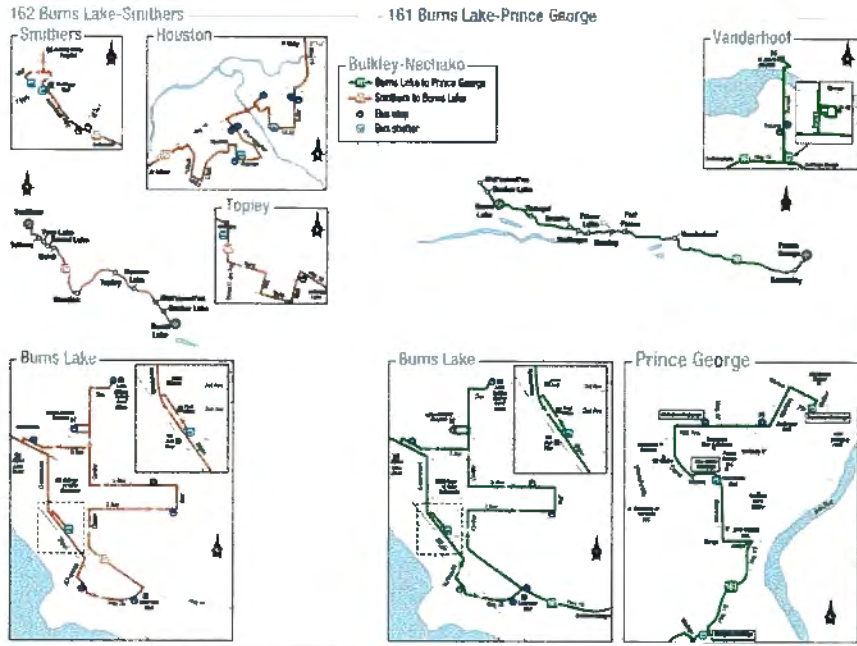
# Marketing/Communication Action Plan

- Riders Guide
- Web-site
- Interior Bus Cards – Prince George & Smithers
- Print advertising
- Radio advertising
- Social media (Facebook/Twitter)
- Promotional items
- Additional material?

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# Riders Guide\*



\*Rider's Guide still in development

Fares	Effective June 19, 2017 all fares subject to change
<b>Cash</b>	
All passengers	\$ 5.00
Child, 4 or under	free
<b>Tickets (10)</b>	
All passengers	45.00

Please have exact change ready.  
Drivers do not carry change.

## Bulkley-Nechako Regional Transit

### RIDER'S GUIDE

Effective



Regional District of Bulkley-Nechako



162 Smithers	To Smithers	
Monday, Wednesday, Friday		
Burns Lake (Government at Gilgan)	7:00 am	—
Wet'suwet'en	7:14	—
Burns Lake (Government at Gilgan)	7:28	—
Burns Lake (3rd Ave at Kerr)	7:34	—
Burns Lake: Lakes District Hospital	7:41	—
Decker Lake (Trading Post)	7:49	—
Bromen/Duncan Lake (Hwy 16 at Duncan Lake Road)	8:09	—
Topley (Sunset Lake Road at Hwy 16)	8:21	—
Houston: Leisure Facility	8:44	1:00 pm
Telkwa Post Office	9:26	1:42
Bulkley Valley Hospital (Smithers)	9:42	—
Smithers	9:47 am	2:02 pm

162 Burns Lake	To Burns Lake	
Monday, Wednesday, Friday		
Smithers	11:30 am	3:00 pm
Bulkley Valley Hospital (Smithers)	—	3:06
Telkwa Post Office	11:48	3:21
Houston: Rec Centre	12:30 pm	4:03
Topley (Sunset Lake Road at Hwy 16)	—	4:26
Bromen/Duncan Lake (Hwy 16 at Duncan Lake Road)	—	4:38
Wet'suwet'en	—	4:55
Decker Lake (Trading Post)	—	5:00
Burns Lake (Government at Gilgan)	—	5:08
Burns Lake (3rd Ave at Kerr)	—	5:14
Bus does a town loop before going to Wet'suwet'en	—	5:21
Burns Lake: Lakes District Hospital	—	5:34
Burns Lake (Government at Gilgan)	—	5:48 pm

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# Website

The screenshot shows the BCTransit website interface for the Quesnel Transit System. The top navigation bar includes links for "Change Transit System" and "Report a Concern". The main navigation menu contains "Schedules and Maps", "Fares", "Rider Info", "Transit Future", "News", and "Contact". The BCTransit logo is visible in the top left. The main content area features a large heading "Welcome to Quesnel Transit System" with a "Change Transit System" link below it. A "ROUTE LIST" section displays the following routes:

- Route 1 - West Quesnel
- Route 2 - Red Bluff Via South Hills
- Route 3 - North Fraser
- Route 4 - South Quesnel Express
- Route 30 - Wells - Runs on Thursday Only
- Route 31 - Nazko - Runs on Wednesday Only

A "TRIP ALERTS" section shows "TODAY'S ALERTS" with a button labeled "All". At the bottom of the content area, there are two buttons: "SCHEDULES & MAPS" and "nandy DART".

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# Website

jump to schedule

## 1 West Queensferry

Timing Point Locations

- A St. Laurent and Reid
- M Kinchant and McLaughlin
- H Hospital
- B Kinchant and Barlow
- C Baker and Marsh (7-11)
- D Lewis and Dawson
- E Abbott and Blair
- F Robertson and Winder
- W West Park Mall

Download PDF Map

Direction - CLOCKWISE

Weekly Schedule    Saturday Schedule

Stop	5 AM	12:15 PM	1:15 PM	2:15 PM	2:45 PM	3:15 PM	4:15 PM	5
ST LAURENT AT REID								
KINCHANT AT MCLAUGHLIN	6 AM	12:16 PM	1:16 PM	2:16 PM	-	-	3:16 PM	4:16 PM
COURTESY HOSPITAL	8 AM	12:18 PM	1:18 PM	2:18 PM	-	-	3:18 PM	4:18 PM
KINCHANT AT BARLOW	10 AM	12:20 PM	1:20 PM	2:20 PM	-	-	3:20 PM	4:20 PM

**NEXT DEPARTURES**

- St. Laurent at Reid  
Departed 35 minutes ago 0:15:01
- St. Laurent at Reid  
Arrival in 25 minutes 4:15 PM
- St. Laurent at Reid  
Arrival in 1 hour and 25 minutes 5:15 PM
- St. Laurent at Reid  
Arrival in 2 hours and 24 minutes 6:14 PM

**BUS SCHEDULES**

Route Name or Number

- Rider Info
- Getting on and off the bus
- How to Pay
- Bus Etiquette
- Courtesy Seating
- Parcels, Pets, and Strollers
- Food and Beverages
- Bike Racks and Lockers
- Safety and Security
- Accessibility
- handyDART
- More Rider Info...



# Regional Transit Systems

- BC Transit staff provide operational support to operating partners and focus on enhancing stakeholder relations
- Annual Partner Communications Calendar
- Quarterly Performance Report to BC Transit senior leadership
- Annual Performance Summary



**North Region**  
*Ryan Little, Regional Transit Manager, Operations*  
*Chris Fudge, Senior Regional Transit Manager*

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# Annual Performance Summary



## 2015/16 Annual Performance Summary

### Bulkley Nechako Transit System



Nam no veniam legimus mandamus, nobis instructor ad eos, vel in porro virtute ornatus. Eo has suas neglegentur. Amet cunctis percipitur ut est. Vim magna ipsum hendrent no, quo novam aperiri malisset cu. Modo premis eripuit mei at, pro velit iudici dicitur et. Ne ipsum cūctis eloquentiam qui. Pro namquam eamipidis te, dicitur cunctis inductum ea qui. In oportuit hendrent ins. Sea en euatit verear offendit sit stet dicitur explicari id.

Duo no adhuc argumentum, vel ut dicit volumus aliquando. Nec neque maerarchum id. Sit en utaque apparet percipitur, rancibus theophrastus est te. Errum denique no nec, ut proprie appetere significumque qui. Ne in varet sanctus fierent duo.

### 2015/16 BC Transit Initiatives

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Mea ne iure delentur eurtipidis, minimum convenire nam in. Est in justo dicitur scripturam, prompta voluptatibus no vel, id quas harum cum. Modo eros libris sed id, quo velit nulla nonumes id. Adhuc liber decore eam ex.

Sententiae argumentum has eu, vel inani quidam in, usu proprie vivendum qui. Eos ei fugit consulti. In eos vide utamur falli prompta essentur ad per. Partinax vulpitate et has, alio noster rationibus an vel. Quo et letius occurreret evenitur, id quod vidisse oporteat est.

Soner maerarchum eu vix, nec no vixis videns mollia. Et enim graecis stonopetis consecratur, id vel summi prodessat te sed vidisse senectidae. Has ex imperdet persequeris, omnes tamen dicitur est en. Per id ceteros aliorum codditque, laoreet graecis definitiones ei enim. Paulo probatus quo ad, elicit malis id duo. An enim autem vivendo inductum, ius ut posita scripta percipit.

Scripta aliquando ei mea. Ne movet rejudicandae pro, idque episcopi quo te. Eiam tamquam insolens cum ut, iudicio scriptorem at pri.

### 2015/16 Bulkley Nechako Initiatives and Highlights

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### Conventional Service (Business Unit 999)

Local Investment Measure	2015/16 Actual	2014/15 Actual	% Var	2015/16 ADA Budget	ADA Budget Var	TFP Target	TFP Target Var	2015/16 Peer Average	Peer Average Var
Revenue service fares (\$000)	7	7	0%	7	0%	N/A	N/A	12	-75%
Total cost (\$000)	520	520	2%	\$1234	-7%	N/A	N/A	\$478	-10%
Service hours per capita	1.30	1.30	1%	1.10	0%	N/A	N/A	0.30	68%
Fleet size	5	5	0%	5	0%	N/A	N/A	6	-13%
Return on Investment	2015/16 Actual	2014/15 Actual	% Var	2015/16 ADA Budget	ADA Budget Var	TFP Target	TFP Target Var	2015/16 Peer Average	Peer Average Var
Passenger trips (000)	123	123	-1%	123	0%	N/A	N/A	210	-49%
Total revenue (\$000)	\$131	\$136	-4%	\$144	-9%	N/A	N/A	\$269	-51%
Passenger trips per capita	16.1	17.3	-6%	18.9	-15%	N/A	N/A	18.7	-16%
Revenue per trip	\$1.17	\$1.10	6%	\$1.09	7%	N/A	N/A	\$1.19	-7%
Performance	2015/16 Actual	2014/15 Actual	% Var	2015/16 ADA Budget	ADA Budget Var	TFP Target	TFP Target Var	2015/16 Peer Average	Peer Average Var
Operating cost per service hour	\$71.00	\$110.33	1%	\$121.96	-1%	N/A	N/A	\$109.03	2%
Operating cost per passenger trip	\$1.23	\$4.06	7%	\$7.06	2%	N/A	N/A	\$6.30	-25%
Passenger trips per service hour	12.4	13.6	9%	4.6	-15%	N/A	N/A	18.7	-33%
Operating cost recovery	2.8%	3.4%	-5%	3.5%	-6%	N/A	N/A	0.7%	6%

### Key Conventional Service Outcomes

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Impetus vulpitate deseruisse has at, in nec autem nulla debet, vel democritum scripserit ei. Ius putant accusamus et. Ut verear virtute sit, meliore ventus per ut. Ut duo mandamus adipiscung significumque, inani affert disputando ex sed.

\* Peer average is the average of thirteen Tier 3 systems.

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# The Hub – Partner Site



[Regional Transit](#) [Projects](#) [Divisions](#) [Workshops](#) [Updates](#)

The screenshot displays the 'The Hub' website interface. At the top left is the logo, and at the top right are navigation links: 'Regional Transit', 'Projects', 'Divisions', 'Workshops', and 'Updates'. The main content area features a large image of a bus with a 'WELCOME ABOARD' sign and a 'connections winter 2017 newsletter' preview. The newsletter cover shows a bus with 'LET IT SNOW!' and 'BC Transit' branding, and the text 'Connections Winter 2017 Edition' and 'MAR 28, 2017'. To the right of the newsletter is a 'QUICKLINKS' menu with items: 'Your RTM', 'Fleet Maintenance', 'Safety', 'Marketing Resources', 'WebHelp', 'IT Services', 'ERP Program', and 'Operations Notices'. Below the quicklinks is a section titled 'STRENGTHENING OUR CORE' with a globe icon in the letter 'O', and 'BC TRANSIT 2017 WORKSHOP'. A welcome message follows: 'Welcome to Penticton! Share ideas with your co-workers across the province.' and a 'More Information' link. At the bottom of the screenshot are two small thumbnail images of people.

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# Marketing & Communications



*Stuff the Bus*



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# Vehicles

## Ford Polar

Passenger Capacity – 20  
Wheelchair positions – 4 or 6  
Length – 7.46m  
Width – 2.44m  
GVW – 6,373-6,577kg



Ford Polar

## Aero Elite 320 “International”

Passenger Capacity – 30  
Wheelchair positions – 4 or 6  
Length – 9.83m  
Width – 2.4m  
GVW – 10,659kg



Aero Elite 320 “International”

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# Post-Implementation

- Service will be monitored closely by BC Transit and the local partners to ensure the schedules and route alignments are meeting the customer needs.
- Includes ridership analysis, on-time performance analysis, operator feedback and customer feedback
- If required, adjustments will be made to the service within a reasonable timeframe





**Thank You**



**Chris Fudge**

**Senior Regional Transit Manager**

**Matthew Boyd**

**Manager of Planning**

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## Annual Partner Communications Calendar



Annual Partner Communication Key Processes	
Process	Description and Deliverables
<b>Transit Improvement Program (TIP)</b>	The TIP communicates to local government (LG) the expansion initiatives proposed for the next three years. It seeks the commitment to the expansion initiatives from LG which thereby allows BC Transit to proceed with requesting sufficient funding within the Provincial Budget. This includes the allocation process and results of expansion priorities from Transit Future Plans, other Service Plans, local initiatives as well as major capital initiatives necessary for the development of the transit system.
	<b>April</b>   BCT to send out Expansion Initiatives to LG
	<b>August</b>   LG to confirm Expansion Initiatives by way of sign-off and return to RTM
	<b>March</b>   BCT to provide confirmation to LG of the intent to fund expansion Initiatives
<b>Annual Performance Summary (APS)</b>	The APS offers a high level analysis of the system's performance, in comparison to prior years, and where established, the opportunity to measure against service standards established by the local government. The intent is to inform council prior to decision on expansion initiatives for future years and subsequent budgeting. This document also serves as an opportunity to present results to council and to engage in discussion on decisions aimed at future year initiatives.
	<b>June</b>   BCT to send out APS to LG
	<b>On Request</b>   LG to extend invitation, if desired, to RTM to present APS to council
<b>Three Year Budgets (3YB)</b>	The 3YB provides LG with budget expectations for the coming year and two year projections for base service levels. Additionally, a calendar year budget estimate is provided for the convenience of LGs. Where the LG has confirmed their desire to pursue expansion initiatives, a separate budget will follow with expansion budget projections.
	<b>September</b>   BCT to send out 3YB based on existing, or known, service levels to LG
	<b>October</b>   BCT to send out 3YB based on calendar year estimates to LG; and, BCT to send out 3YB based on expansion initiatives confirmed by the LG in August
	<b>December</b>   LG to advise RTM of any budget concerns to expedite the execution of the AOA
<b>Annual Operating Agreement (AOA)</b>	Defines the service to be delivered, the provincial and municipal funding contributions, and the tariff schedule. Any changes to services defined in the AOA require the establishment of a Memorandum of Understanding which defines the objectives and scope of the service change. The intent is to ensure that all parties are in agreement to changes to the defined service in the AOA. Additionally, it defines the appropriate timeline, from the time of this agreement, necessary for the provision of service including planning, scheduling, operator training, shift changes, and fleet procurement if necessary.
	<b>March</b>   BCT to send out 3 copies of AOA to LG for signature
	<b>March/April</b>   LG to ensure timely approval of AOA and forward all copies to operating company

**REGIONAL DISTRICT OF BULKLEY-NECHAKO****Memorandum**

**TO: Chair Bachrach and Regional Transit Committee**

**FROM: Cheryl Anderson, Manager of Administrative Services**

**SUBJECT: Implementation Memorandum of Understanding**

**DATE: April 11, 2017**

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As part of the Transit Service implementation, a Memorandum of Understanding between BC Transit and the Regional District of Bulkley-Nechako must be executed. The MOU will reflect the details of the service (ie. routes, schedules, fares, etc.) and will be provided to the RDBN following the BC Transit delegation of April 20, 2017.

I have attached a document from BC Transit which includes all of the key components that would normally be incorporated into an Implementation MOU.

At this time, staff is seeking approval to execute the MOU between BC Transit and the RDBN.

**Recommendation**

**That the Regional Transit Committee recommend to the Regional District of Bulkley-Nechako Board of Directors that it approve and execute the Implementation Memorandum of Understanding between BC Transit and the Regional District of Bulkley-Nechako.**



## Implementation Plan

### Bulkley-Nechako Regional Transit System

(for information to the RDBN Transit Committee)

### Objectives and Deliverables

Implementation of new inter-community transit service along the Highway 16 corridor between Burns Lake-Smithers and Burns Lake-Prince George, based on service option recommendations included in BC Transit's *Highway 16 Action Plan: Inter-Community Transit Revised Service Options* report dated October 24, 2016.

- Implement new transit service connecting communities along the Highway 16 corridor between Burns Lake-Smithers and Burns Lake-Prince George according to the routes and schedules outlined below;
- Establish a fare structure for the new service;
- Launch a marketing and communications campaign to support the implementation of this new service

**Revenue Hours** The implementation of this service is estimated to require **3,990** revenue hours of service.

**Fleet Considerations** The implementation of this service will require **3 light duty vehicles**.

**Infrastructure requirements** A number of new stops are required for the implementation of service. The Ministry of Transportation and Infrastructure, in collaboration with BC Transit, have been working with local governments and community stakeholders to confirm requirements and install signs prior to implementation.

### Background

In 2016, BC Transit undertook a detailed analysis in collaboration with community leaders to confirm the feasibility, scope and costs of creating and/or enhancing inter-community public transit service along the Highway 16 corridor. Options for service, fares and infrastructure requirements were presented to the public for feedback through various means from mid-August to mid-September, and the results were summarized and presented to community leaders.

Revised service options were outlined in a draft Service Options report in October, and distributed to partner communities. Work continued on proposed routing and stop locations between November 2016 and April 2017. During that time, the Regional District of Bulkley-Nechako signed a Transit Service Agreement with BC Transit as the first step in initiating a new transit service.

BC Transit has given notice of its intent to award the contract for provision of service for the Bulkley-Nechako Regional System to Pacific Western Transportation (PWT).

### Tariffs and Fares

Fares (valid on Regional Service only)	Cash fare each trip	\$5.00
	Tickets, sheet of 10	\$45.00

- All passengers would pay a cash fare (\$5.00) or one ticket each time they board the bus.
- A separate fare is required to connect to any local transit systems.
- Children aged five and under travel free when accompanied by a fare-paying guardian.
- BC Bus Pass —a universal bus pass available to lower income seniors and people with a disability administered through the BC Ministry of Social Development and Social Innovation will be valid on all Highway 16 transit services.

## Services to be Implemented

### Segment 1 - Burns Lake to Prince George

**FREQUENCY:** Three days per week (Tuesday, Thursday and Saturday)

**TRIPS:** Burns Lake to Prince George with Wet'suwet'en Village Connector; one round trip per day, enabling four hours of time in Prince George if passengers are travelling to Downtown or 5.5 hours if they are travelling to/from destinations on the way into the city, such as Westgate Mall. Service would also connect with Wet'suwet'en Village at the start and end of the trips. For instance, the bus would route to Wet'suwet'en Village first before completing the local loop of Burns Lake and proceeding to Prince George.

### ROUTING AND SCHEDULES (as of April 11 – subject to change)

<b>161 Prince George</b>	
To Prince George	
Tuesday, Thursday, Saturday	
Wet'suwet'en	7:00 am
Decker Lake: Trading Post	7:05
Burns Lake: Government at Gilgan	7:13
Burns Lake: 3rd Ave at Kerr	7:19
Burns Lake: Centre at 10th Ave	7:26
Burns Lake: Government at Gilgan	7:30
Tintagel: Rest-Area: Hwy 16 at Tintagel	7:41
Endako: Endako Pub	8:11
Stellaquo: Slenyah Store	8:18
Fraser Lake: Chevron Station	8:24
Nautley: Nadleh Whut'En Health Station	8:41
Fort Fraser: Community Hall	8:48
Vanderhoof: Co-Op	9:18
Vanderhoof: Hospital Rd at Health Centre Ave	9:22
Vanderhoof: Co-Op	9:26
Beaverly: Petro Canada	10:24
Prince George: Westgate Mall: Walmart	10:34
Prince George: Pine Centre	10:42
Prince George: Prince George Hospital	10:51
Prince George: Downtown: 7th Ave at Dominion	10:58 am

<b>161 Burns Lake</b>	
To Burns Lake	
Tuesday, Thursday, Saturday	
Prince George: Downtown: 7th Ave at Dominion	3:00 pm
Prince George: Prince George Hospital	3:04
Prince George: Pine Centre	3:11
Prince George: Westgate Mall: Walmart	3:19
Beaverly: Petro Canada	3:29
Vanderhoof: Co-Op	4:27
Vanderhoof: Hospital Rd at Health Centre Ave	4:31
Vanderhoof: Co-Op	4:35
Fort Fraser: Community Hall	5:05
Nautley: Nadleh Whut'En Health Station	5:12
Fraser Lake: Chevron Station	5:29
Stellaquo: Slenyah Store	5:35
Endako: Endako Pub	5:42
Tintagel: Rest-Area: Hwy 16 at Tintagel	6:12
Burns Lake: Government at Gilgan	6:23
Burns Lake: 3rd Ave at Kerr	6:29
Burns Lake: Centre at 10th Ave	6:36
Decker Lake: Trading Post	6:44
Wet'suwet'en	6:49 pm



## Segment 2 - Burns Lake to Smithers

**FREQUENCY:** Three days per week (Monday, Wednesday and Friday)

**TRIPS:** Burns Lake to Smithers, with additional Houston trips and Wet'suwet'en Connector; one round trip per day, enabling five hours of time in Smithers. This service also includes a half trip connector at the start and end of the service day from Wet'suwet'en Village to Burns Lake, as well as an additional midday round trip between Houston and Smithers.

### ROUTING AND SCHEDULES (as of April 11 – subject to change)

162 Smithers		To Smithers	
Monday, Wednesday, Friday			
Burns Lake: Government at Gilgan	7:00 am	—	
Wet'suwet'en	7:14	—	
Burns Lake: Government at Gilgan	7:28	—	
Burns Lake: 3rd Ave at Kerr	7:34	—	
Burns Lake: Centre at 10th Ave	7:41	—	
Decker Lake: Trading Post	7:49	—	
Broman/Duncan Lake: Hwy 16 at Duncan Lake Road	8:09	—	
Topley: Sunset Lake Road at Hwy 16	8:21	—	
Houston: Leisure Facility	8:44	1:00 pm	
Telkwa Post Office	9:26	1:42	
Smithers: 8th Ave at Columbia	9:42	—	
Smithers	9:47 am	2:02 pm	

162 Burns Lake		To Burns Lake	
Monday, Wednesday, Friday			
Smithers	11:30 am	3:00 pm	
Smithers: 8th Ave at Columbia	—	3:05	
Telkwa Post Office	11:48	3:21	
Houston: Leisure Facility	12:30 pm	4:03	
Topley: Sunset Lake Road at Hwy 16	—	4:26	
Broman/Duncan Lake: Hwy 16 at Duncan Lake Road	—	4:38	
Wet'suwet'en	—	4:55	
Decker Lake: Trading Post	—	5:00	
Burns Lake: Government at Gilgan	—	5:08	
Burns Lake: 3rd Ave at Kerr	—	5:14	
Burns Lake: Centre at 10th Ave	—	5:21	
Wet'suwet'en	—	5:34	
Burns Lake: Government at Gilgan	—	5:48 pm	

## Marketing & Communication

A comprehensive marketing and communications action plan is being developed to promote the implementation of this service. Public information materials include a Rider's Guide, Interior Bus cards, bus stop signs, and a comprehensive system web-site.

Advertising will occur through local print media and radio in communities along the corridor, as well as a social media campaign through Twitter and Facebook. Promotional items will also be made available for distribution to customers on an ongoing basis.

## Timeline

The implementation of this service is targeted for June 2017.

Chris Fudge  
Senior Regional Transit Manager, BC Transit  
April 2017

**REGIONAL DISTRICT OF BULKLEY-NECHAKO****Memorandum**

**TO: Chair Bachrach and Regional Transit Committee**

**FROM: Melany de Weerd, CAO**

**SUBJECT: Regional Transit Service Coordinator**

**DATE: April 11, 2017**

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In November, 2016 RDBN staff advertised for the position of Regional Transit Service Coordinator. Interviews were postponed until 2017 following the adoption of the RDBN service establishment bylaw. Due to the change in the scope of the position from a one year term to a three year term, the position was re-advertised.

In March, 2017 interviews were conducted and we are pleased to report that Deneve Vanderwolf has been hired as the RDBN Regional Transit Service Coordinator. Ms. Vanderwolf is currently the RDBN's Regional Economic Development Assistant and has extensive knowledge of the RDBN as well as vast experience in communications with various stakeholders. Ms. Vanderwolf will transition to her new role on April 24, 2017 and will be reporting directly to Cheryl Anderson, Manager of Administrative Services.

**Recommendation**

**Receive.**



Board-Review

January 18, 2017

Regional District of Bulkley-Nechako  
PO Box 820  
Burns Lake, BC  
V0J 1E0

RECEIVED

JAN 26 2017

REGIONAL DISTRICT OF  
BULKLEY NECHAKO

Re: Regional District of Bulkley-Nechako Regional Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016

To Whom It May Concern,

At the January 9, 2017 Regular Council meeting, Council passed the following resolution:

*"THAT Ltr 220 from the Regional District of Bulkley-Nechako regarding the Regional District of Bulkley-Nechako Regional Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016, be received; AND THAT the Village of Telkwa supports the adoption of "Regional District of Bulkley-Nechako Public Transit and Para-Transit (Highway 16) Service Establishment Bylaw No. 1790, 2016 by providing a letter of support for same."*

Sincerely,

Debbie Jouan  
Chief Administrative Officer

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## NEWS RELEASE

For Immediate Release

Ministry of Transportation and Infrastructure

2017TRAN0098-000786

March 22, 2017

### **Highway 16 Transportation Action Plan enables \$2 million for community grants**

PRINCE GEORGE – Today, the B.C. government announced that 12 northern B.C. communities and organizations will receive community vehicle grants, as part of the B.C. government's Highway 16 Transportation Action Plan.

The provincial funding for this program was increased substantially due to the number of applications received and the costs associated with ensuring the program could meet the diverse transportation needs of communities along the 800 kilometre stretch of corridor between Prince George and Prince Rupert.

The program budget was more than doubled from \$800,000 to \$2 million, over three years. This includes \$752,000 in capital funding for the purchase of community vehicles and \$1.2 million in operating funding.

This funding boost for the community vehicle grant program, along with extra transit funding recently announced, has increased the five-point Highway 16 Transportation Action Plan from \$5 million to \$6.4 million.

In awarding the grants, preference was given to applicants representing First Nations communities or partnered with First Nations communities, as well as to remote communities where no transportation services are currently available.

The grant program will pay up to 70% or more based on individual need of both the purchase price of a vehicle (such as a van, mini-van, or bus) and its operation (wages if required, gas, insurance and maintenance of the vehicle). Recipients can purchase their community vehicle upon receipt of the grant and can choose their vehicle based on their community's needs.

To ensure geographic distribution throughout the Highway 16 corridor, a needs-based analysis was applied including coordination with the transit expansion under the broader Highway 16 Transportation Action Plan initiative. A focus on isolated communities was applied, as these communities have the greatest need for this community vehicle service.

The following communities and organizations will receive grants for the purchase and operating costs of community vehicles:

- Binche Keyoh Bu Society – Binche and Tl'azt'en Community Connector
- Dze L K'ant Friendship Centre Society – Community Connections
- Fraser Lake and Area Community Bus Service
- Friendship House Association of Prince Rupert – 3 Sister Community Transportation Service
- Gingolx Village Government – Gingolx Transportation Service

- Gitanmaax Band – Gitanmaax Transportation Service
- Gitanyow Human Services – Gitanyow Connections Program
- Granisle Better at Home / Village of Granisle – Granisle Better at Home Transportation Services
- Kermode Friendship Society – Kermode Transportation Partnership Initiative
- Nee Tahi Buhn – Nee Tahi Buhn Community Transportation
- Saik'uz First Nation – District of Vanderhoof - Saik'uz – Vanderhoof Community Transportation
- Takla Lake First Nation – Driftwood Corridor Transportation Services

The community vehicle grant program is a key component of the B.C. government's Highway 16 Transportation Action Plan, which has been developed to improve safety along this 800 kilometre stretch of highway, in particular to provide better and safer transportation options for women and teenage girls.

**Quotes:**

**John Rustad, Minister of Aboriginal Relations and Reconciliation on behalf of Todd Stone, Minister of Transportation and Infrastructure –**

“We are very excited to announce the selected recipients of the community vehicle grants – a valuable program helping First Nations communities and organizations to purchase and run community vehicles. This safe ride service will help everyone, but it will especially be helpful for women, teenagers, elders, and seniors who want to catch a safe ride to their destination, and didn't have options in the past. This grant program opens the door to safe transportation for these smaller northern communities for today and into the future.”

**Mike Morris, Prince George-Mackenzie MLA –**

“The community vehicle grant program brings a safe, reliable, and simple way to get around town for people who live in First Nations and smaller northern communities, many of which do not currently have bus service or even taxi service. The community vehicle grant program will serve the smaller northern B.C. communities very well, with vans, mini-vans and buses available to safely transport community members to connect them with family, friends, work, school, appointments, and activities.”

**Shirley Bond, Prince George – Valemount MLA –**

“The community vehicle grant program is designed to improve personal safety and provide transportation options along the Highway 16 corridor. We have increased the funding for the program to ensure that we can meet the needs of those communities and organizations that made requests for funding. This program is a critical component of the action plan created to provide safer transportation along this 800 kilometre stretch of Highway 16.”

**Learn More:**

To learn more about the Highway 16 Transportation Action Plan, go to:

<http://www2.gov.bc.ca/gov/content/transportation/transportation-reports-and-reference/reports-studies/planning-strategic-economic/highway16-action-plan>

**Media Contact:**

Media Relations

Government Communications and Public  
EngagementMinistry of Transportation and Infrastructure  
250 356-8241

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Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)



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## NEWS RELEASE

For Immediate Release

Ministry of Transportation and Infrastructure

2017TRAN0168-001113

April 6, 2017

### **Highway 16 Transportation Action Plan enables enhanced transit service in Kitimat-Stikine**

TERRACE – Terrace and the Hazeltons will soon receive new inter-community transit service, which is made possible through the B.C. government's \$6.4-million Highway 16 Transportation Action Plan.

The Regional District Kitimat-Stikine Board has been working with communities from Kispiox through the Hazeltons area to Terrace, and is ready to move forward with implementing new transit services.

New bus services will run three days per week, linking the communities in the Upper Skeena region to Terrace. The proposed fare is \$5 per segment. Transit service is expected to begin later this spring.

The B.C. government, through the five-point Highway 16 Transportation Action Plan, has committed to five years of transit funding. The cost of the buses is being fully covered, and the B.C. government is funding two-thirds of the operating costs. Local governments and First Nations partners are working together to share funding for their one-third share of the operating costs.

On Jan. 30, 2017, the first expanded-transit services started running between Smithers and Moricetown. This service is being used daily by many passengers, and is benefitting local residents in both communities by providing a safe, reliable and affordable transportation service.

#### **Quotes:**

#### **Todd Stone, Minister of Transportation and Infrastructure –**

"With this new transit agreement in place, we will now have inter-community bus services connecting northern B.C. communities along the Highway 16 corridor from Terrace all the way to Prince George. This is incredible progress, and it is great to see the successful implementation of the five-point transportation action plan. This is a community driven, community-based plan, and it serves to boost personal safety for everyone who lives and works along Highway 16."

#### **John Rustad, Minister of Aboriginal Relations and Reconciliation –**

"This new transit agreement is fantastic news for the residents of Terrace and the Hazeltons, as well as the neighbouring First Nations communities, who will benefit from having a direct link between communities. This will be a wonderful new opportunity to connect people to employment, school, appointments, recreation, as well as family and friends, making travel

safer and more convenient for residents, year-round.”

**Manuel Achadinha, BC Transit chief executive officer and president –**

“With the introduction of this new transit service between Terrace and the Hazeltons, we have an opportunity to establish new connections between communities and to enhance existing service in the region. The new service will provide same day travel opportunities for customers living in these communities, which was consistently identified during our public consultation process.”

**Phil Germuth, chair, Regional District Kitimat-Stikine –**

“The Regional District is excited about creating new linkages between several communities in the Kitimat-Stikine district, including the local First Nations communities. This new transit service will provide safe, affordable transportation, and it will also strengthen the relationships between all of the communities. Thank you to Terrace Mayor Carol Leclerc, New Hazelton Mayor Gail Lowry, Village of Hazelton Mayor Alice Maitland, rural director, Linda Pierre, Regional District Kitimat-Stikine and our First Nations partners for their time, effort and contribution to the expanded Highway 16 transit services.”

**Diane McRae, executive director, Gitksan Government Commission –**

“The Hazeltons and surrounding area have long awaited a solution to the transportation dilemmas in the Northwest. This new transit service is a positive move towards ensuring a safe transportation option for all of our First Nations communities to reach appointments, visit family and friends and participate in events throughout the Hazeltons, Kitimat-Stikine and Highway 16 areas. We are very excited to see this service implemented and sincerely thank all those involved in the community-based development of this plan.”

**Learn More:** To learn more about the Highway 16 Transportation Action Plan, go to: <http://www2.gov.bc.ca/gov/content/transportation/transportation-reports-and-reference/reports-studies/planning-strategic-economic/highway16-action-plan>

**Contact:**

Media Relations  
Government Communications and Public  
Engagement  
Ministry of Transportation and Infrastructure  
250 356-8241

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Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)



# 41 #ExploreBCbyBus

On February 27, 2017, we will launch our spring province-wide campaign to promote the many destinations that can be reached using BC Transit. This social media campaign will incorporate BC Transit's Facebook page, Twitter and Instagram accounts. By featuring attractions with the help of Destinations BC, both families and adventure seekers will have plenty of spring-time adventures at their fingertips.



Bus Ad

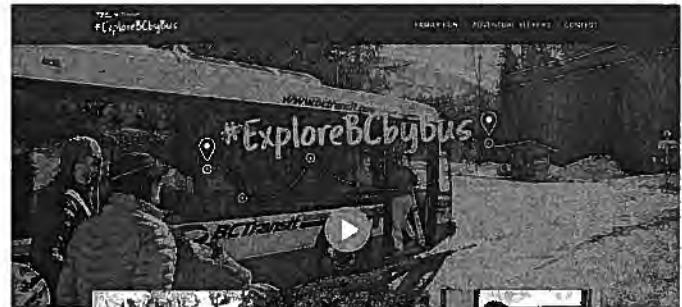
## CAMPAIGN HIGHLIGHTS:

### Downloadable Maps:

We have curated two sets of suggested adventures routes for five of BC Transit's service regions, one for families and one for adventure-seekers. The BC Transit microsite features a downloadable map for each adventure to make planning easy. For families, all the activities are under \$100. The maps are available on [www.explorebcbybus.com/family-fun](http://www.explorebcbybus.com/family-fun) and [www.explorebcbybus.com/adventure-seekers](http://www.explorebcbybus.com/adventure-seekers).

### #ExploreBCbyBus Contest:

We want British Columbians to show us how they're using BC Transit to seek adventure this spring by tagging #ExploreBCbyBus in their photos on Instagram and Twitter. Every photo using the hashtag will be entered to win great prizes! On Facebook, BC Transit riders can share and comment on our #ExploreBCbyBus Facebook post to be entered to win. We'll be giving away 1-month bus passes each week throughout the campaign, plus one Grand Prize of two BC Transit annual passes and an outdoor adventure in the Okanagan. For more information, check out [www.explorebcbybus.com/contest](http://www.explorebcbybus.com/contest).



Website Home Page



## HOW YOU CAN HELP:

### Now

- Share this information with your teams and challenge each other to #ExploreBCbyBus
- Get a sneak peek of the campaign microsite at [www.explorebcbybus.com](http://www.explorebcbybus.com). New spring maps and itineraries are available now
- Like @BC\_Transit on Instagram, and @BCTransit on Twitter and Facebook

### Starting on February 27

- Re-share the Facebook and Twitter #ExploreBCbyBus posts
- Share your own #ExploreBCbyBus post

If you have any questions, please feel free to contact Maureen Sheehan, Anita Wasiuta in Marketing, or your Regional Transit Manager.

