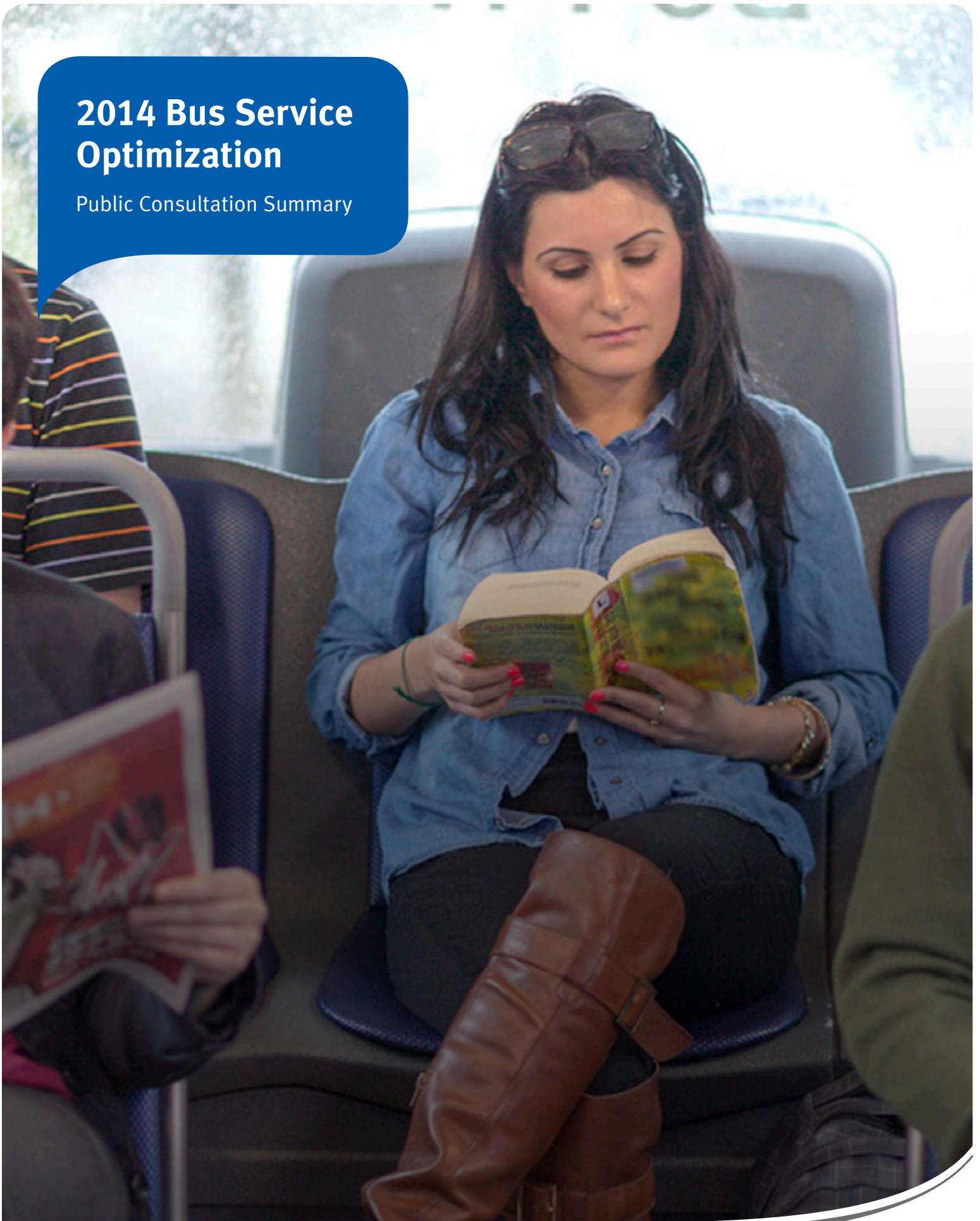


2014 Bus Service Optimization

Public Consultation Summary



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1. Overview

From February 3 to February 19, 2014, TransLink conducted public consultation on potential service change concepts considered for implementation in 2014 and 2015. The consultation included a comprehensive website and four public open houses in neighbourhoods specifically impacted by the proposed changes. Two additional public meetings were held at the request of community groups serviced by the routes under consultation. Public feedback was gathered in a written and online questionnaire, through staff at the open houses and by email.

The consultation process is a means for TransLink to communicate with customers and work with the community to identify issues with the proposed changes. Concerns are identified and may be addressed through mitigation measures or revisions before the proposed changes are implemented. Public feedback received throughout the consultation is valuable in ensuring an informed service planning process.

This consultation summary provides an overview of what we heard from the community and TransLink's recommendations on how to proceed with each proposed initiative. For full details on the rationale for each proposed change or to learn more about how TransLink makes service planning decisions, visit translink.ca/serviceop.

What is Service Optimization?

Service Optimization refers to the process of reallocating transit resources from low-productivity services to services where demand is higher. It's a critical part of TransLink's ongoing program of managing the transit network and relies on the data gathered as part of the annual Bus Service Performance Review.

Service Optimization aims to make better use of transit resources by:

- putting service where it's needed most
- matching service levels to demand
- making the best use of taxpayer money
- helping TransLink generate revenue to support service to the region

Guiding Principles of Service Optimization

The Service Optimization program was initiated in 2010 to review service and determine how to continue to move more people more efficiently with the resources available. Through consultation in the fall of that year, TransLink developed and confirmed the ten guiding principles for decisions about the reallocation of resources. The principles are divided into two categories as follows.

Where service is underused, decisions will be made to:	Where we reinvest services and resources decisions will be made that are expected to:
<ul style="list-style-type: none"> • maintain service, the greatest degree possible for transit dependent customers • maintain services which are strategically significant for network connectivity • minimize service reductions in areas where there are no other transit alternatives • minimize impacts to existing infrastructure • protect growing markets, where ridership or productivity is substantially improving 	<ul style="list-style-type: none"> • generate higher ridership and/or address overcrowding • generate increased revenue ridership in proportion to increased service levels • maximize use of existing transit infrastructure • increase revenue ridership • support TransLink's long-term goals and objectives for the regional transportation system

What Changes Were Proposed?

TransLink makes adjustments to service levels across the system on a regular basis through Service Optimization. Often these involve minor frequency adjustments or changes to hours of operations. We conduct public consultation well in advance of

initiating changes where there could be a significant impact on customers, or where community input is needed to inform final decision-making. These typically include projects that reroute services, discontinue route segments, make major changes to frequency and other high-impact changes.

For 2014, service change concepts were presented to the public in February 2014. If implemented, these changes would affect a number of bus routes across Metro Vancouver. A brief summary of each change is provided below, organized by sub region. Full details of each proposed change are also available online at translink.ca/serviceop.

Vancouver / Burnaby

49 Service Redesign

Remove diversion to Champlain Mall with new route remaining on 49th Ave.

Burnaby / New Westminster

116 Service Redesign

Extend service along North Fraser Way to better serve the Big Bend Business Centre.

Richmond / Delta

404 Service Redesign

Remove duplication with other Massey Tunnel service by terminating at the Riverport Recreation Complex.

Ladner (Delta)

606/608 Service Redesign

Convert to minibuss and terminate at Ladner Exchange.

District of North Vancouver

C15 Service Redesign

Reduce duplication with other services by discontinuing off-peak extension to Deep Cove.

Richmond

C96 Service Redesign

Reduce duplication with other services by discontinuing off-peak service midday and evenings Monday to Friday, and all day Saturday and Sunday.

Service improvements on busy corridors across the system to reduce overcrowding and maintain service reliability

TransLink plans to add approximately 34,900 bus trips per year to increase service levels on busy corridors, including:

- Marine Drive (North Shore)
- Broadway (Vancouver/UBC) and Hastings (Vancouver/SFU)
- 41st Ave. and 49th Ave. (Vancouver/UBC)
- Como Lake (Northeast Sector)
- Fraser Hwy. (South of Fraser)
- Scott Rd./72nd Ave. (South of Fraser)
- No.1 Rd./Cambie/Westminster Hwy. (Richmond)

Service reductions on select basic access services

Service reductions are focused during off-peak periods in the following areas:

- C43/C44 Maple Ridge/Pitt Meadows
- C50/C51/C52/C53 South Surrey/White Rock
- C9 New Westminster
- C93 Richmond

Regional Transit Map of All Proposed Changes



- 1** 49 Service Redesign
- 2** 116 Service Redesign
- 3** 404 Service Redesign

- 4** 606/608 Service Redesign
- 5** C15 Service Redesign
- 6** C96 Service Redesign

2. Consultation Process

Public consultation on proposed projects ran from February 3 to February 19, 2014. The process included a series of four open houses across the region as well as a comprehensive website which included all consultation materials. Staff also met with two additional community groups upon request. Elected officials participated in a separate meeting prior to the broader community engagement.


Outreach strategies to inform the public about the process included:

- targeted SMS and email alerts to subscribed customers of affected routes
- ads in local newspapers ran one to two weeks prior to the relevant consultation events
- articles in the Buzzer Blog, Facebook and Twitter updates
- posters in key community venues near affected areas
- direct outreach to stakeholders who participated in previous Service Optimization consultations that requested to be added to the stakeholder database

Feedback was gathered in the form of a questionnaire, available at each open house and online. Additional feedback was gathered through emails to the Community Relations Coordinator.

Newspaper Advertisements

Advertisements ran in the local Burnaby, Richmond, North Shore, Vancouver and Delta newspapers beginning on Wednesday, January 29 and ending on Wednesday, February 12. A detailed list of the dates the advertisements ran can be found in the Appendix.



2014 Bus Service Optimization Open House

Service optimization is the process of reallocating "bus service hours" from areas of low productivity to where customer demand is higher. It's a critical part of TransLink's ongoing program of managing the transit network to become more efficient and effective.

We invite you to attend a 2014 Bus Service Optimization Open House to learn more about the proposed changes and how you may be affected, ask questions and review alternative travel options available to you.

RICHMOND OPEN HOUSE Date: **February 3, 2014** Location: East Richmond Community Hall
Main Hall
12360 Cambie Road
Richmond

Time: **5:00pm – 8:00pm**


PROPOSED ROUTE CHANGES

C96 Service Redesign
Discontinue off-peak service.

404 Service Redesign
Reroute the 404 along Steveston Highway to terminate at the Riverport Recreation Complex.


For further information on route changes visit translink.ca/serviceop and for event details please contact Vincent Gonsalves, TransLink Community Relations Coordinator, at Vincent.Gonsalves@translink.ca or 778.375.7661.

translink.ca/serviceop



Community Poster Locations

Posters promoting the open houses were delivered to specific locations in the service optimization communities. A full list of the venues can be found in the Appendix.



2014 Bus Service Optimization Open House

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We invite you to attend a 2014 Bus Service Optimization Open House to learn more about the proposed changes and how you may be affected, ask questions and review alternative travel options available to you.

LADNER OPEN HOUSE Date: **February 13, 2014**
Time: **5:00pm – 8:00pm**
Location: Ladner Community Center
Multipurpose Room
4734 - 51st Street
Delta


PROPOSED ROUTE CHANGES

606/608 Service Redesign
Convert the 606/608 to a minibus and terminate service at the Ladner Exchange. This would require a transfer from the 608 to the 601 in the AM peak or a transfer from the 601 to the 606 in the PM.

404 Service Redesign
Reroute the 404 along Steveston Highway to terminate at the Riverport Recreation Complex.

For further information on route changes visit translink.ca/serviceop and for event details please contact Vincent Gonsalves, TransLink Community Relations Coordinator, at Vincent.Gonsalves@translink.ca or 778.375.7661.

translink.ca/serviceop



Calendar of Consultation Events

Monday	Tuesday	Wednesday	Thursday
February 3	4	5	6
Richmond East Richmond Community Hall 5–8 p.m. Focus: C96	Vancouver/Burnaby Holiday Inn Express Metrotown 5–8 p.m. Focus: 49, 116		North Shore Park Gate Community Centre 3–7 p.m. Focus: C15
10	11	12	13
			Richmond/Delta Ladner Community Centre 5–8 p.m. Focus: 404, 606/608
17	18	19	20
	North Shore <i>(requested)</i> Park Gate Community Centre 10–11 a.m. Focus: C15		
	Vancouver <i>(requested)</i> Champlain Mall Residential Complex 5:30–6:30 p.m. Focus: 49		

3. Feedback Summary

Over 91 people attended the scheduled open houses, with the highest volume attending Vancouver/Burnaby (42). 126 people attended two additional public consultations. In total, 469 questionnaires were completed: 125 at open houses and 344 online. Over 30 emails were received providing additional feedback related to the proposed service changes.

The consultation materials were well received, with 69 percent of online respondents rating the information presented as Very Helpful (25%) and Somewhat Helpful (44%).

Number of attendees at scheduled consultation events:

Richmond	Vancouver/ Burnaby	North Vancouver	Richmond/Delta
14	42	10	25

Number of attendees at requested consultation events:

North Vancouver	Vancouver
8	118

Following the open house in Burnaby, TransLink received two petitions from concerned citizens. The intention of both petitions is to oppose the proposed removal of the diversion to Champlain Mall on bus route 49. 693 signatures were submitted on the “Petition to BC TransLink and City of Vancouver” petition. 192 signatures were captured on the “TransLink wants to cut service to 54th Avenue” petition.

Number of completed questionnaires:

Richmond	Burnaby	North Vancouver	Richmond/ Delta	Vancouver	Online
6	23	10	1	85	344

Website Page Views:

Page	Unique Visitors
Service Optimization	1,935
Get Involved	2,291
Proposed Changes	1,827
Guiding Principles	137

Social Media Outreach:

Social media outreach included messaging through official TransLink Facebook and Twitter channels, as well as the Buzzer Blog. Engagement levels varied, but 32 posts elicited 76 comments, likes, shares and retweets. In addition to posting on official TransLink social media, a Facebook ad ran the length of the consultation process from January 30 to February 19. The ad generated a high level of engagement with more than 160 comments, likes and shares.

Detailed Service Feedback

The following high-level summary highlights the key themes from the feedback received as well as recommended next steps. Feedback has been organized by proposed change in sequential order by route number. Response numbers presented include feedback received via questionnaire (in-person or online) by email and through the formal consultation process only. To avoid double-counting, these values do not include separate petitions related to specific routes.

Note: For full details on each proposed change, including a map, rationale service level implications and consultation materials can be viewed online at translink.ca/serviceop.

49 Service Redesign

Remove diversion to Champlain Mall with new route remaining on 49th Ave.

What We Heard

- 310 comments related to this change (14 support, 3 neutral and 293 opposed)
- concern that the walking distance to 49th Ave. to use the 49 bus would increase
- accessibility to Champlain Mall would be impacted
- seniors, members of the disabled community, young families and local businesses at Champlain Mall would be impacted
- users not needing to travel along 54th Ave. would enjoy a shorter trip
- rerouting the 26 bus to serve Champlain Heights was opposed due to concern that this route does not operate as frequently as the 49 bus
- safety concerns related to the walk to 49th Ave.

Recommendations

- defer changes to allow for further analysis of alternatives that maintain transit coverage in the Champlain Heights neighbourhood

116 Service Redesign

Extend service along North Fraser Way to better serve the Big Bend Business Centre

What We Heard

- 57 comments related to this change (45 in support and 12 neutral)
- support for the new route from employees and business owners in the area
- shorter commute times, greater safety at intersections, convenience and accessibility were identified as benefits

Recommendations

- implement as proposed to provide new service to the growing Big Bend area – making transit an option for employees
- changes will coordinate with completion of construction on Byrne Rd.

404 Service Redesign

Remove duplication with other Massey Tunnel service by terminating at the Riverport Recreation Complex

What We Heard

- 21 comments related to this change (1 in support, 4 neutral and 16 opposed)
- safety concerns at transfer location
- concern that some trips will require an additional transfer
- concern over increased travel times with an additional transfer between the 404 and 601 buses

Recommendations

- implement as proposed to reduce service duplication and reallocate resources to where they are needed most

606/608 Service Redesign

Convert to minibus and terminate at Ladner Exchange

What We Heard

- 11 comments related to this change (1 in support, 1 neutral and 9 opposed)
- concern over longer travel times, increased transfers and safety issues at Hwy. 99 and Steveston Hwy.
- request to offer a service specifically for Delta High School and Ladner North students
- general concerns over changes to Delta's transit service

Recommendations

- implement as proposed to maintain neighbourhood service and better match vehicle type with customer demand
- adjust schedules as required to coordinate bus arrival and departure times at Ladner Exchange with connecting services

C15 Service Redesign

Reduce duplication with other services by discontinuing off-peak extension to Deep Cove

What We Heard

- 9 comments related to this change (7 neutral and 2 opposed)
- crossing Seymour Parkway to access the C15 bus was a safety concern for users
- removing the stop at Parkgate Library would be inconvenient for some customers

Recommendations

- implement as proposed to reduce service duplication and reallocate service resources to where they are needed most
- investigate possibility of retaining stop at Parkgate Village

C96 Service Redesign

Reduce duplication with other services by discontinuing off-peak service midday and evenings Monday to Friday, and all day Saturday and Sunday

What We Heard

- 17 comments related to this change (2 in support, 2 neutral and 13 opposed)
- suggestion to adjust the route to better serve the neighbourhood
- bus stop accessibility is a concern for individuals with mobility issues
- concern that service changes could negatively impact students traveling to and from school

Recommendations

- implement as proposed to reduce service duplication and reinvest resources where they are needed most

Service Improvements

Improvements in service frequency on busy corridors across the system

Recommendations

- implement as proposed to reduce overcrowding and maintain service reliability

Service Reductions

Service reductions to basic access services where service is reduced to one trip per hour during off-peak periods

What We Heard

- some concern in select communities

Recommendations

- implement as proposed to better match customer demand during off-peak periods

Next Steps

The recommendations will inform service planning decisions over the next twelve months. The timeline for implementing each of these proposed projects varies. Some projects require infrastructure improvements, fleet procurement, or rely on resources made available through other projects. The specific implementation schedule is subject to change based on resource availability and other constraints.

Ahead of any major service change, TransLink does its best to communicate with customers that may be affected. This could include posters at bus stops or on-board vehicles, notices in local papers, through the Buzzer print newsletter and online blog, as well as updates through our Twitter and Facebook channels. Subscribed customers will also be notified through TransLink's SMS and email alert system. In some cases, street teams will be on-hand at key locations to inform customers in-person when a change is taking place.

For more information and resources visit translink.ca/serviceop.

4. Appendix

Newspaper Advertisements Dates

Wednesday, January 29, 2014

- Burnaby Now
- Burnaby News Leader
- Richmond News
- Richmond Review
- Vancouver Courier

Thursday, January 30, 2014

- Westender

Friday, January 31, 2014

- Burnaby Now
- Burnaby News Leader (didn't run – error by the publication)
- Richmond News
- Richmond Review
- North Shore News
- North Shore Outlook
- Vancouver Courier

Wednesday, February 5, 2014

- North Shore News
- North Shore Outlook

Friday, February 7, 2014

- Delta Optimist
- South Delta Leader

Wednesday, February 12, 2014

- Delta Optimist

Community Centre Posters

Ladner

- Ladner Leisure Centre – 4600 Clarence Taylor Cres., Delta, BC V4K 3X3
- Starbucks – 5263 Ladner Trunk Rd., Delta, BC V4K 1W4
- McKee Seniors Recreation Centre – 5155 47 Ave., Ladner, BC V4K 1R4

North Vancouver

- Parkgate North Vancouver Library – 3675 Banff Ct. North Vancouver, BC V7H 2Z8
- Starbucks (Parkgate Village Safeway) – 1175 Mt. Seymour Rd., North Vancouver District, BC V7G 2J2
- Parkgate Community Services Society – 3625 Banff Ct., North Vancouver, BC V7H 2Z8

Burnaby

- Starbucks – 4700 Kingsway, Burnaby, BC V5H 4M1
- Starbucks – 4800 Kingsway #325, Burnaby, BC V5H 4J2
- BLENZ COFFEE – 4700 Kingsway K4, Burnaby, BC V5H 4M1
- Burnaby Public Library – 6100 Willingdon Ave., Burnaby, BC V5H 4N5

East Richmond

- Starbucks – 12571 Bridgeport Rd. #104, Richmond, BC V6V 1J4
- Richmond Public Library – Cambie Branch – 11590 Cambie Rd. #150, Richmond, BC V6X 3Z5
- Cambie Community Centre – 12800 Cambie Rd., Richmond, BC V6V 0A9