



Comox Valley Transit Future Action Plan

ENGAGEMENT SUMMARY



Engagement Purpose

- To gather feedback from the public on outstanding service priorities from the 2014 Transit Future Plan and new priorities for the Comox Valley Transit System

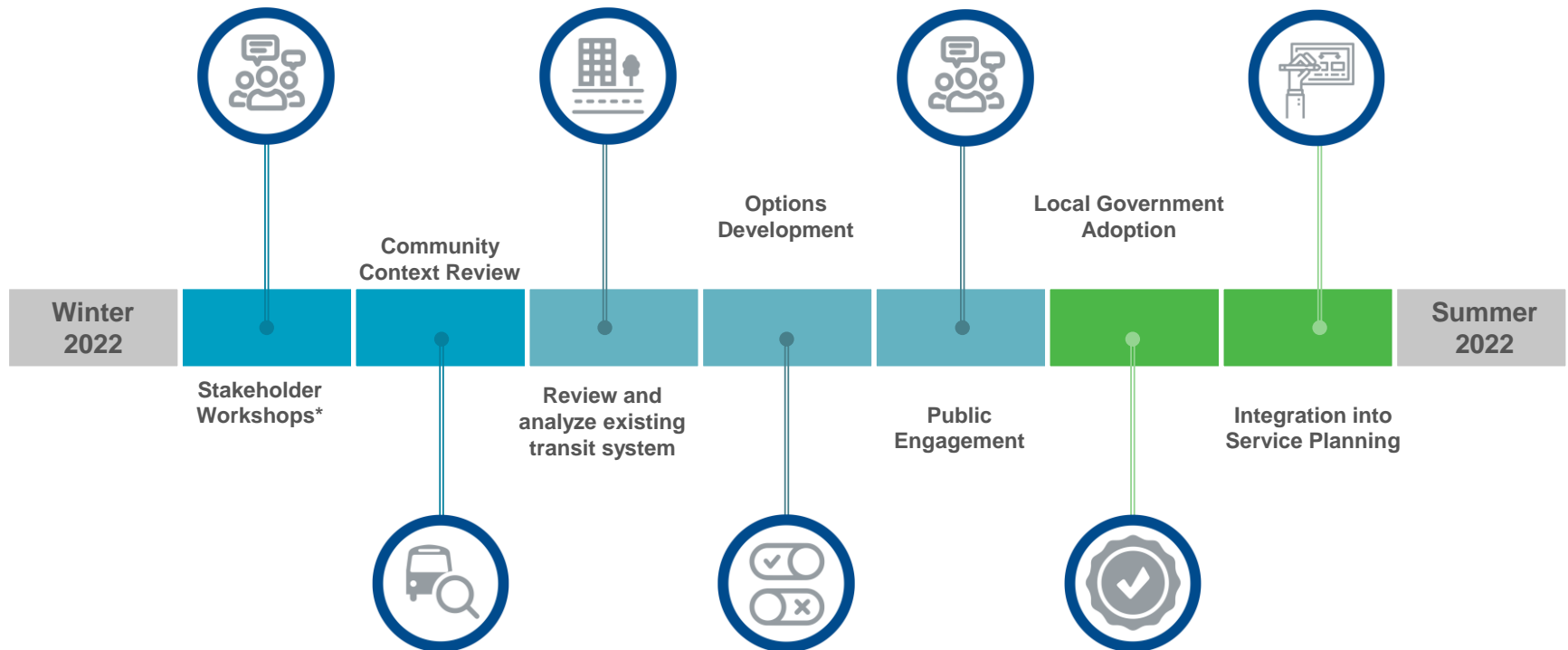


Engagement Strategy

- **Stakeholder Workshops (2020)**
 - Consult: Work with key stakeholders and obtain feedback on transit service in the Comox Valley
- **Project Website and Survey**
 - Consult: obtain feedback on service priorities
 - Inform: notify the public of how feedback will be used and when they can expect to see final priorities

	INFORM	CONSULT
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions	To obtain public feedback on analysis, alternatives and/or decision
PROMISE TO THE PUBLIC	We will keep you informed	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision

Plan Timeline



*stakeholder workshops occurred in 2020, when the plan was originally kicked off

Engagement Overview



530 online survey responses



15 stakeholder workshop attendees



7 pins added to the map



10 comments

Engagement Overview



Project Website

Hub for project information and tools:
engage.bctransit.com/comoxvalley2022



Bus Stop Ads

Ads placed at bus stops advertising the plan and ways to participate.



Newspaper Ads

Ads placed in the Comox Valley Record, Hornby Tribune, the Islands Grapevine and Denman Flagstone advertising the plan and ways to participate



Social Media

Facebook and Twitter posts were used to raise awareness of the project



Radio Ads

Ads ran on local radio stations at key points throughout public engagement



Internal Bus Cards

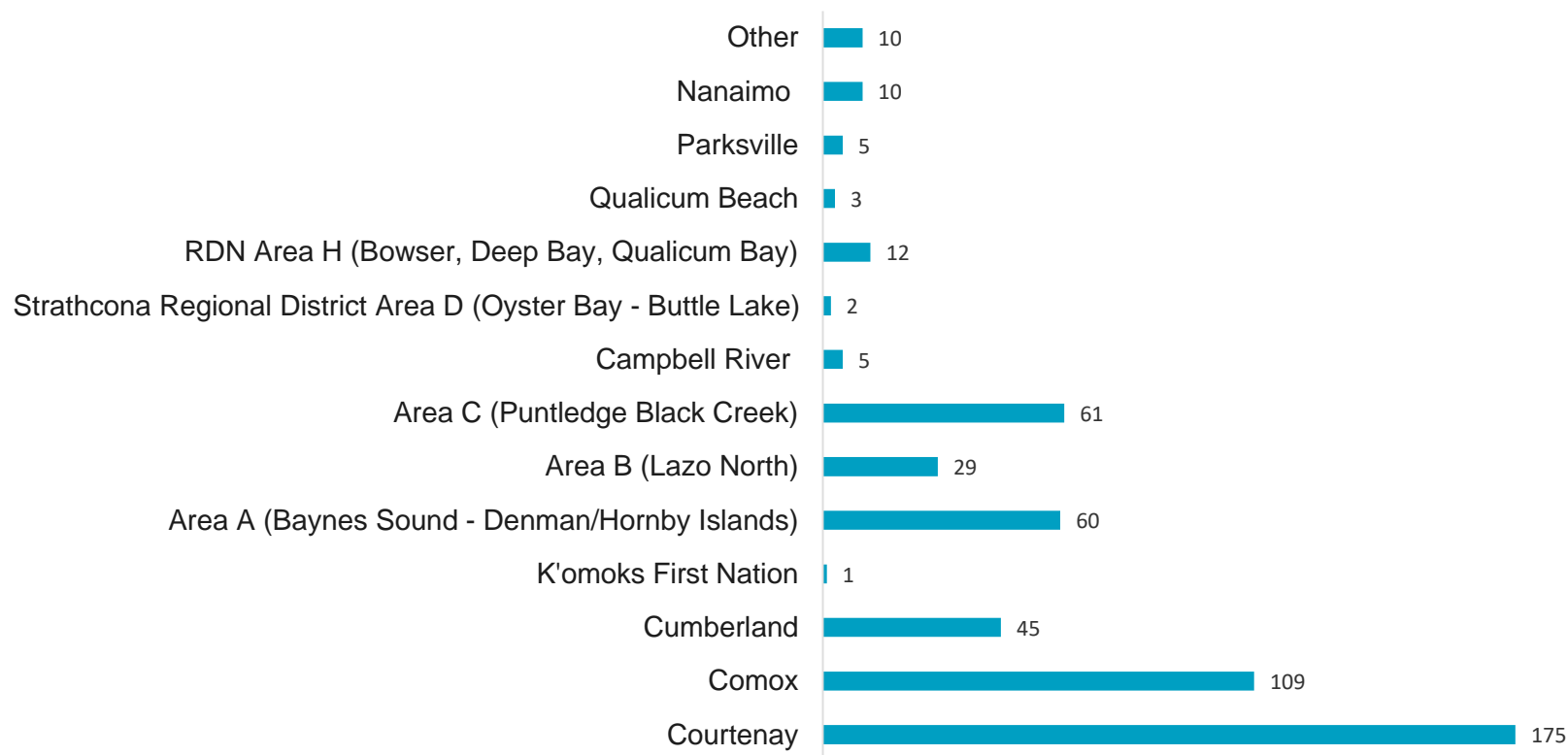
Ads placed inside the bus advertising the plan and ways to participate.

Engagement Overview

Level of engagement	Description	Target	Actual
Aware	Visited at least one page	1,200	1,352
Informed	Clicked around on the engagement webpage	2-5 times the amount of previous in person attendees; <ul style="list-style-type: none">• 860 (430 in-person attendees in 2014)	833
Engaged	Contributed to a tool (for example, filled out the survey or placed a pin on the map)	10% of total visitors	39.2%

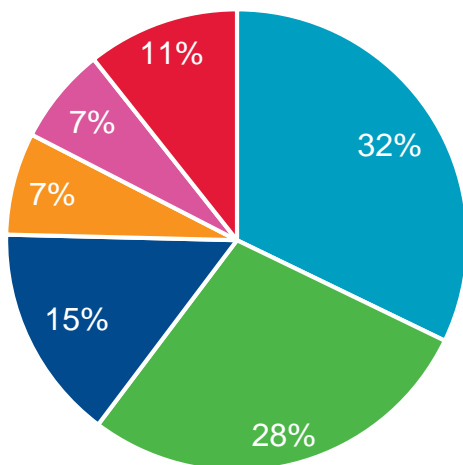
Who We Heard From

Where do you live?



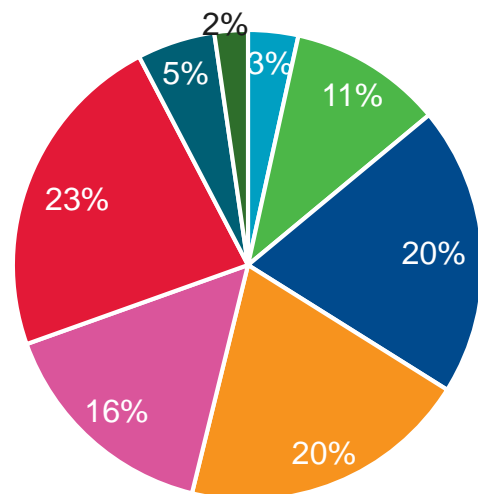
Who We Heard From

How often do you use transit?



- I don't use transit
- A few times per year
- A few times per month
- 1-2 days per week
- 3-4 days per week
- 5+ days per week

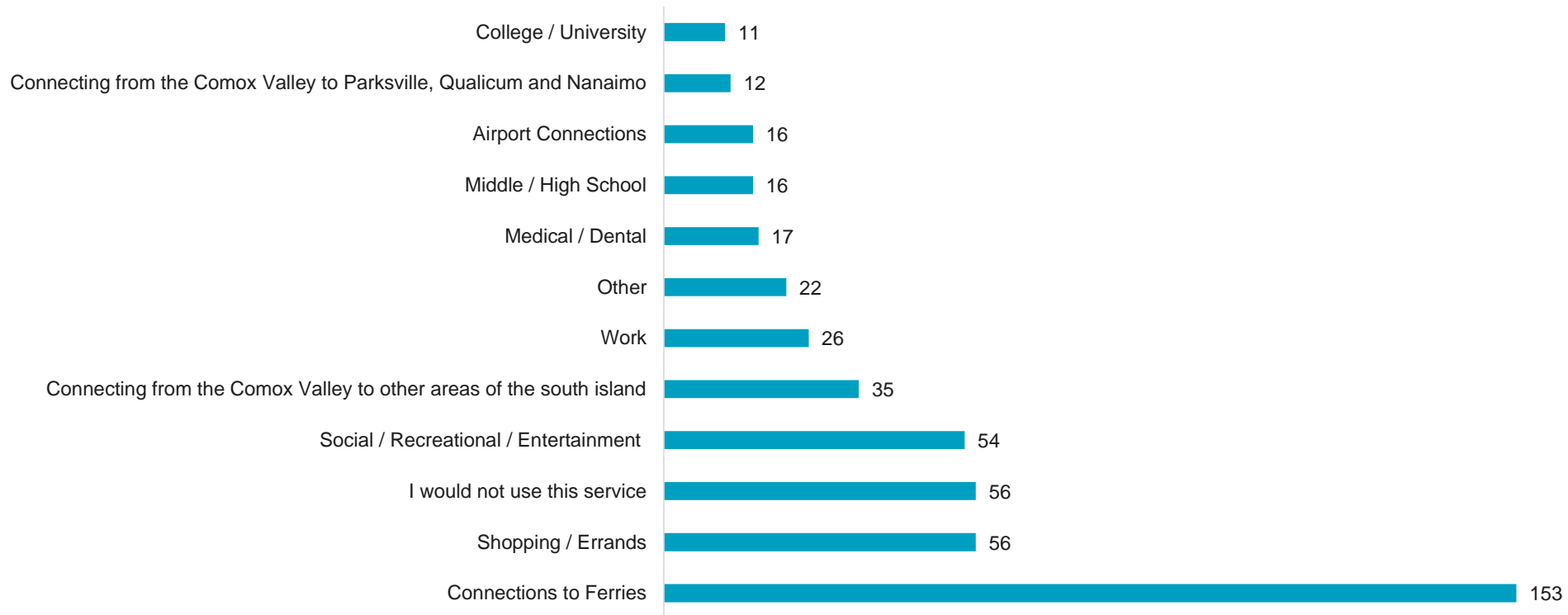
Which age category do you fall into?



- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

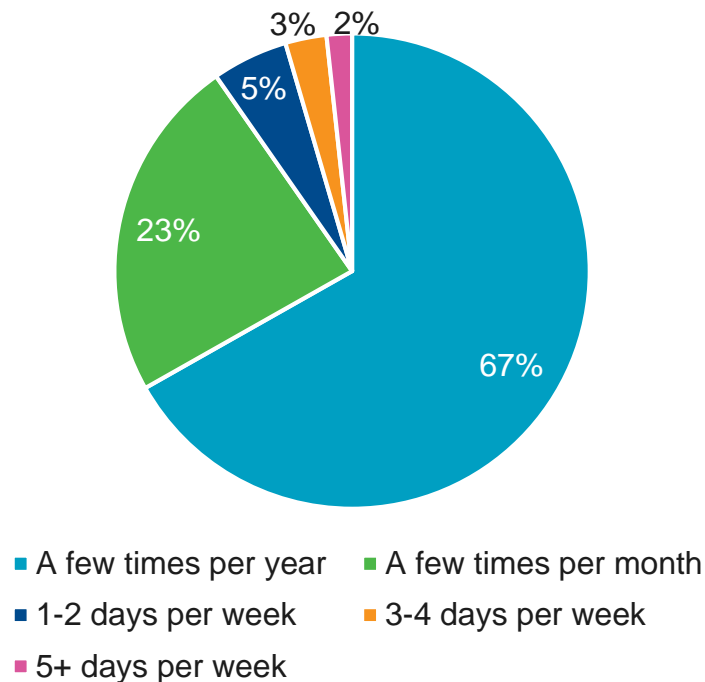
Service to the Regional District of Nanaimo and South Island

What would you primarily use this service for?



Service to the Regional District of Nanaimo and South Island

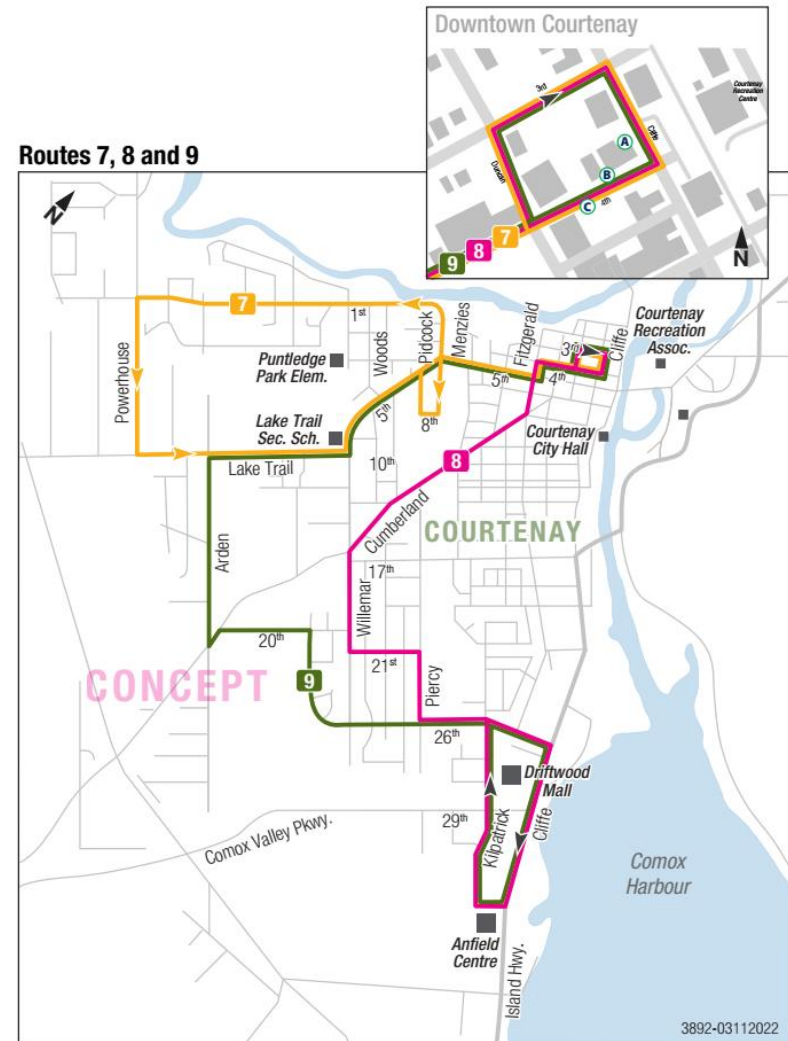
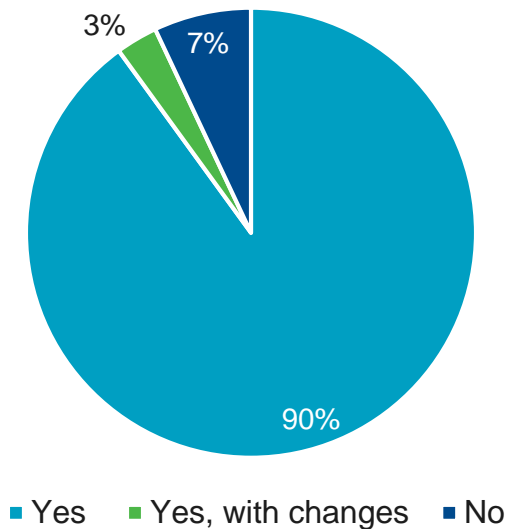
How often would you use this service?



Level of Support – Modification of routes 7 and 8 and the introduction of route 9

Routes 7 and 8 would be changed to become more direct and easier to understand, and a new route 9 would be implemented to provide service to the Lake Trail, Tin Town and Cousins areas.

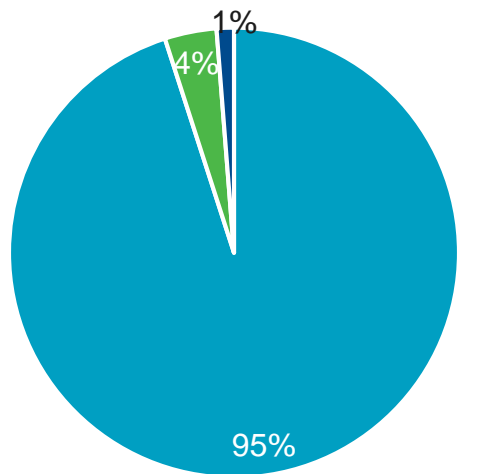
Do you support these changes?



Level of Support – Modification of route 5 Vanier

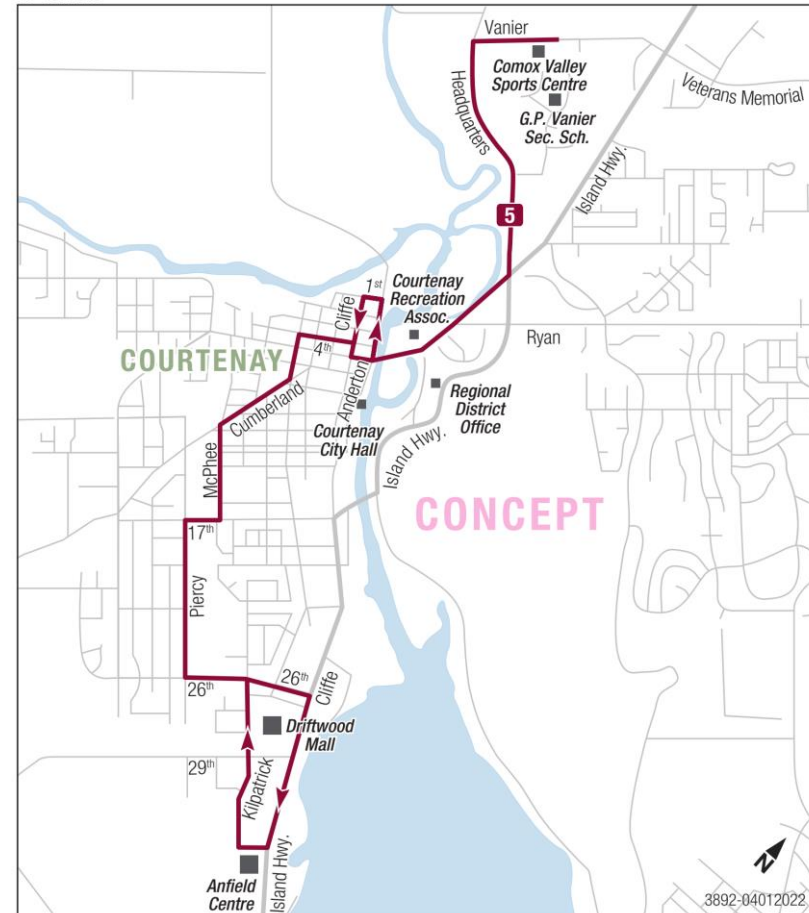
Route 5 Vanier would be modified to provide service between Anfield Centre, Downtown Courtenay and the Comox Valley Sports Centre via McPhee Ave.

Do you support this proposal to change route 5?



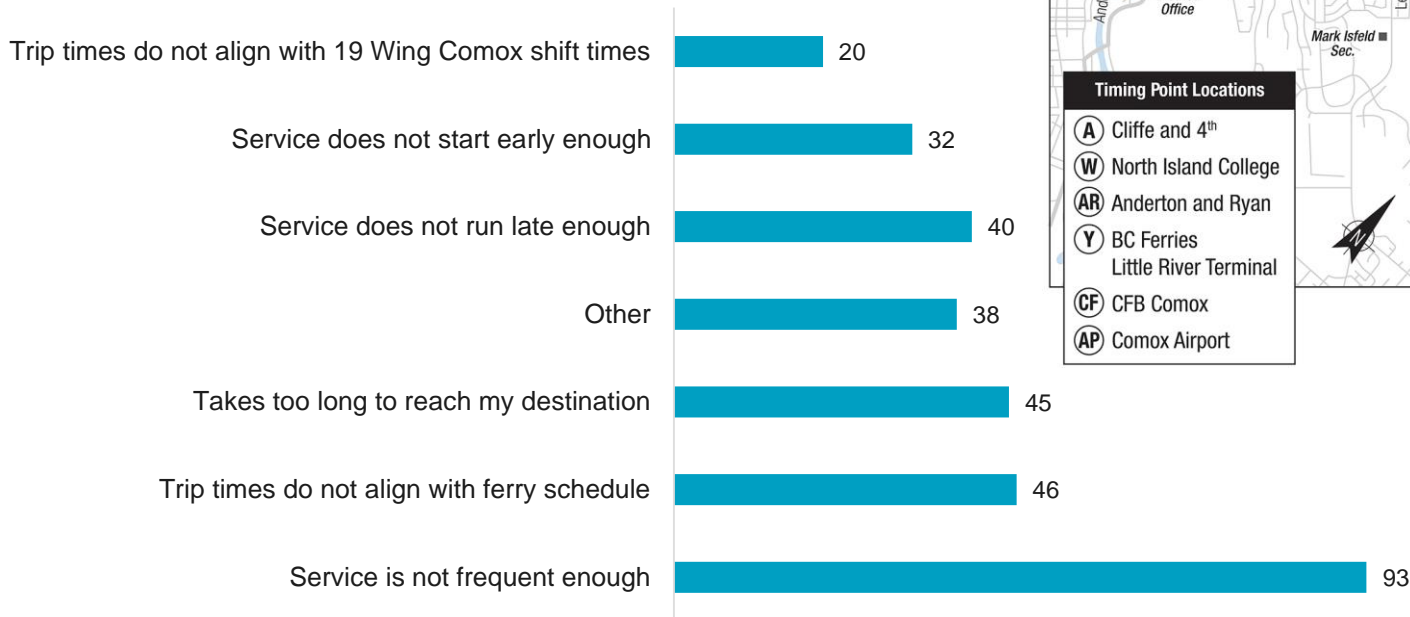
■ Yes ■ Yes, with changes ■ No

5 Vanier



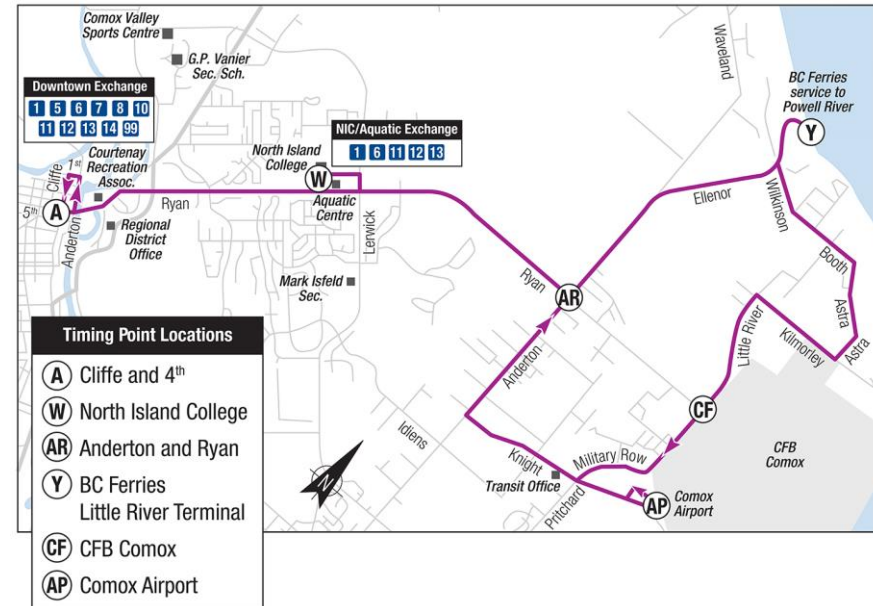
Feedback on Current Service – Route 11 Little River

What challenges do you currently have with route 11 Little River?



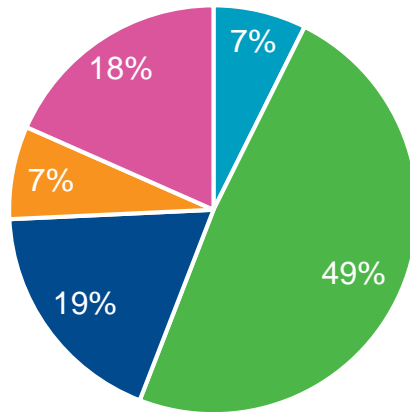
Other comments included: difficult to connect to from Comox/ transfers are difficult and general confusion on routing

11 Little River



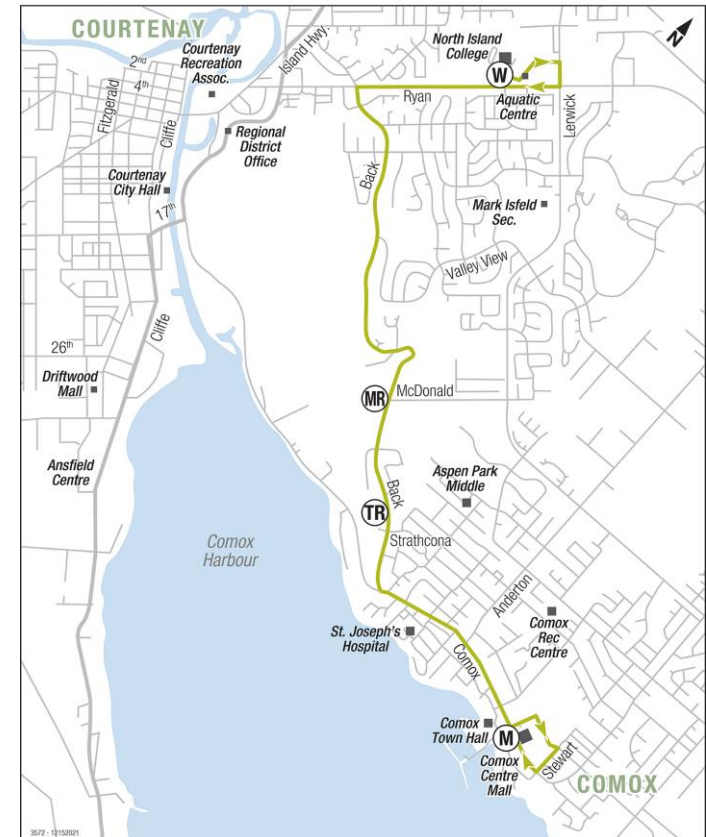
Feedback on Current Service – Route 15 Comox Mall / Aquatic Centre via Back Rd

What is most important to improve?



- More trips on Wednesdays and Fridays
- Service on other Weekdays: Monday, Tuesday and Thursdays
- Service on Saturday
- Service on Sunday
- Other

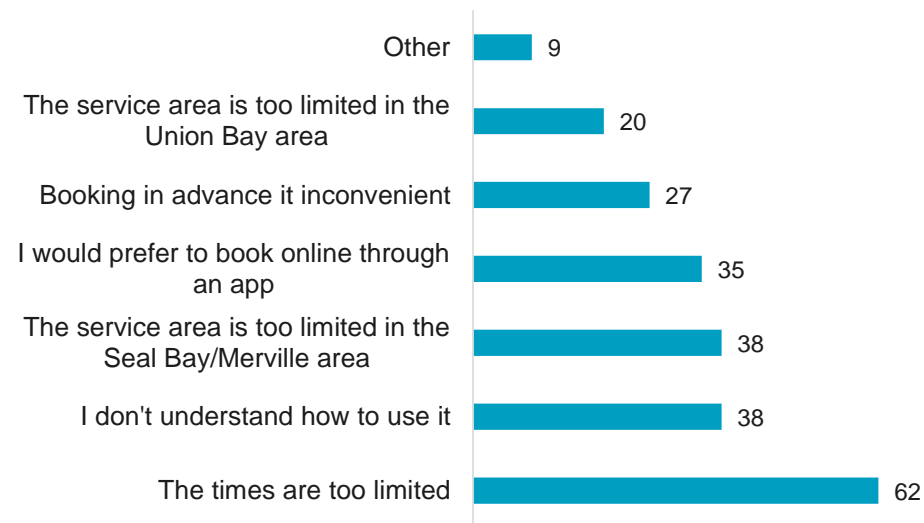
15 Comox Mall/Aquatic Centre via Back



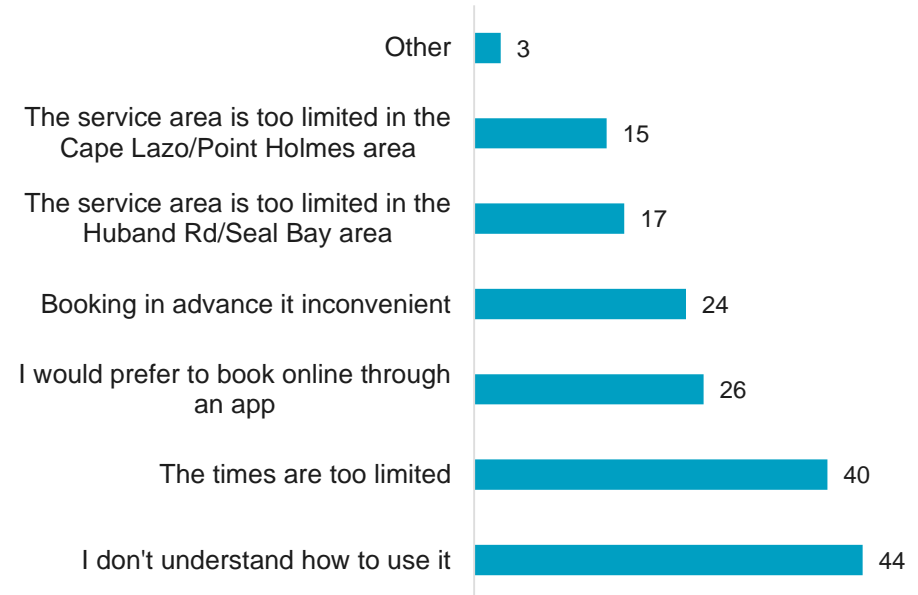
Feedback on Current Service – On Request

On request service is available on routes 13 Seal Bay/Merville and 14 Union Bay downtown where the bus will deviate off the route to pick up and drop off passengers. Routes 21 Cape Lazo/Point Holmes and 22 Huband Road/Seal Bay operate on request only Monday through Friday during specified window.

What prevents you from using route 13 and 14 more often?

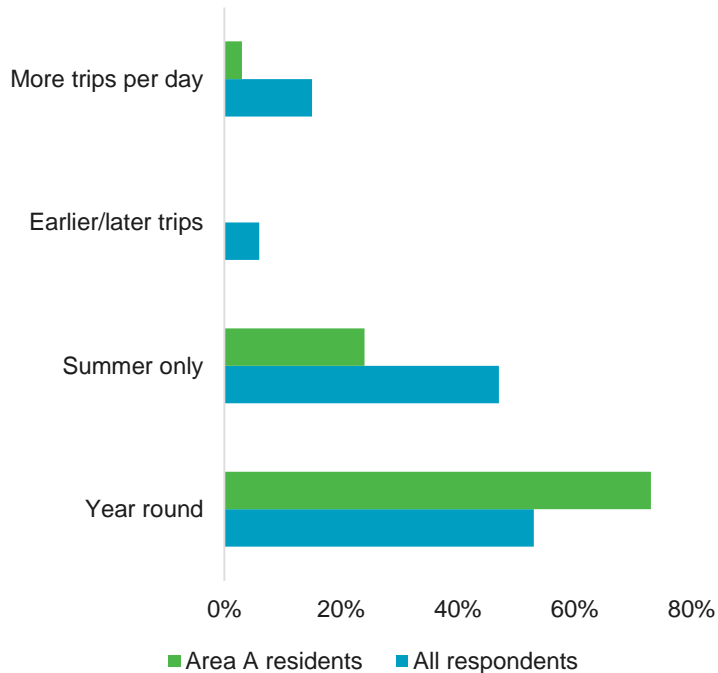


What prevents you from using route 21 and 22 more often?

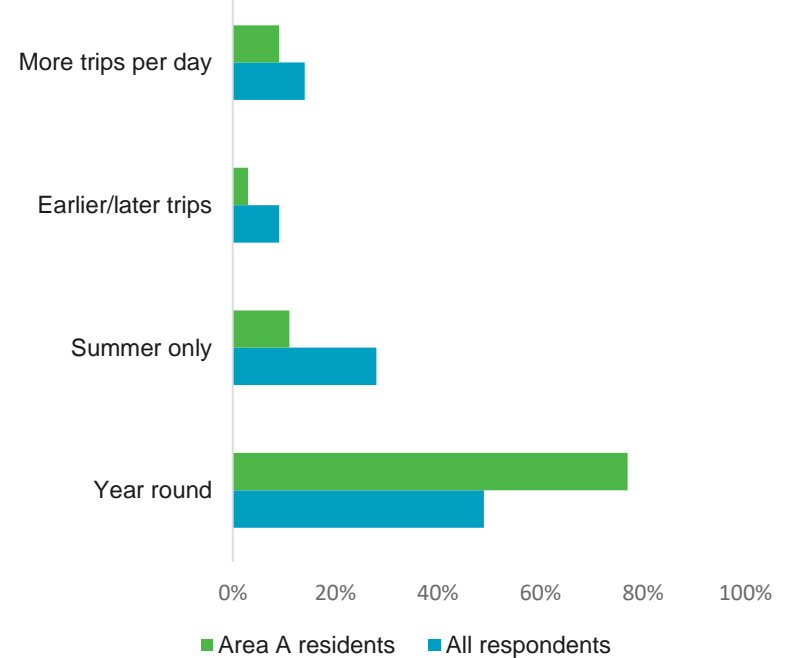


Service on Hornby and Denman Islands

What is your preference for service on Denman Island?

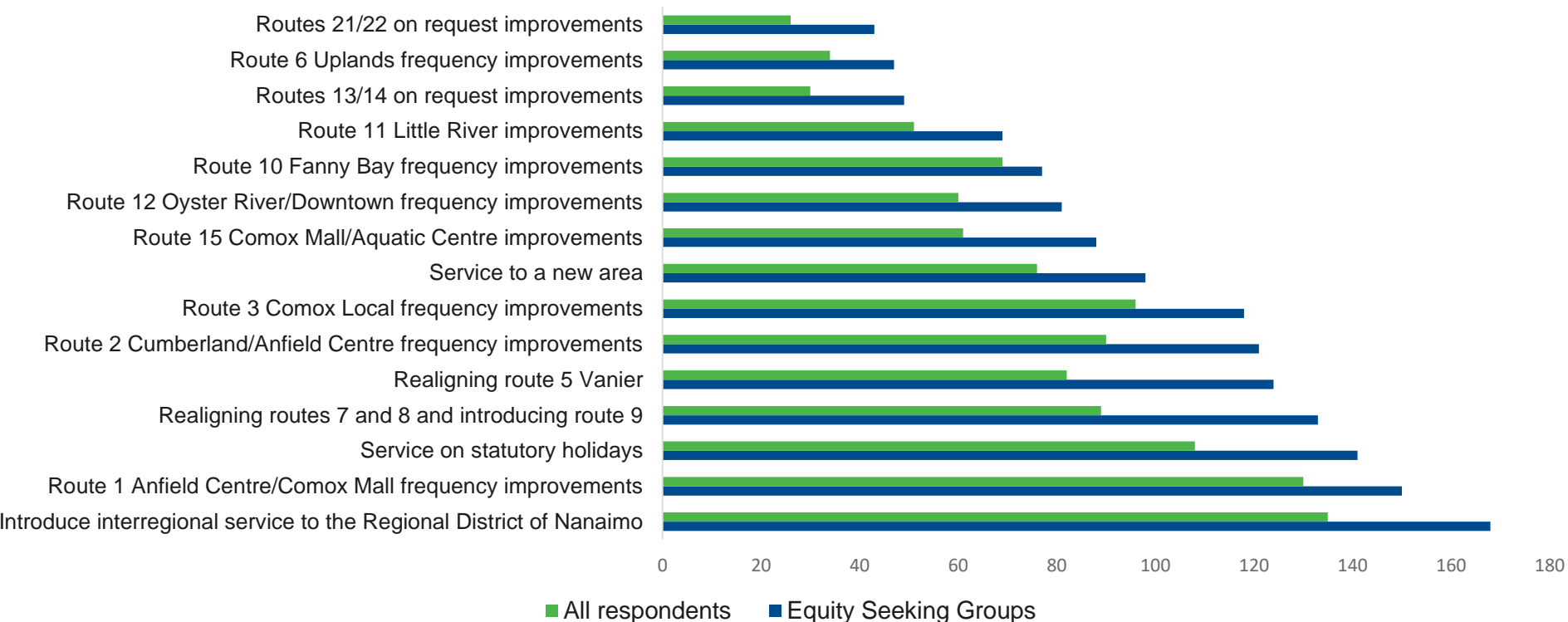


What is your preference for service on Hornby Island?

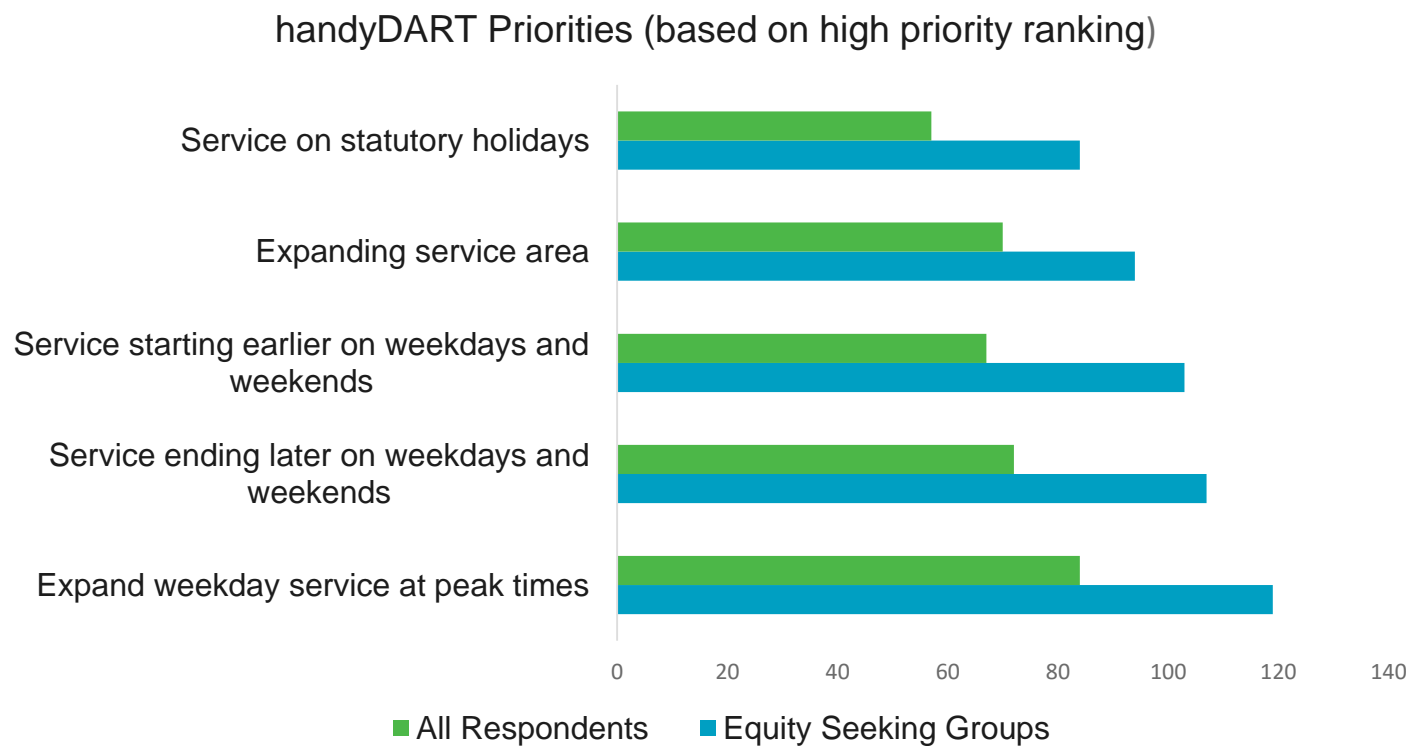


Service Priorities

Service Priorities (based on high priority ranking)



HandyDART Priorities



Observations, Impacts and Implications

Observation	Impact	Implication
Strong desire for an interregional service to the Regional District of Nanaimo.	BC Transit and the CVRD will work with the Regional District of Nanaimo to undertake more detailed service planning.	Additional engagement on routing, service levels, etc. will be required.
Strong support for West Courtenay routing changes and improving service to the Comox Valley Farmer's Market and Sports Centre.	Changes to routes in West Courtenay should take place at the same time.	Additional engagement will be required due to the magnitude of these proposed changes.
Strong desire to continue improving frequency on route 1 Comox Mall/Anfield Centre, the Frequent Transit Network	Frequency improvements on route 1 will be targeted to meet the short term Service Standard.	Route 1 has the majority of the ridership in the transit system and should be developed to support increased ridership.

Observations, Impacts and Implications

Observation	Impact	Implication
The top 3 reasons people use transit in the Comox Valley were to reduce driving related expenses, reduce environmental impact/sustainability reasons and lack of other options.	Service should be designed to support those who don't have other options, while balancing the need to be more attractive than single-occupancy vehicles.	Service priorities will consider the perspective of all respondents as well as equity seeking groups.
Those who don't use transit indicated that frequency and improved connections would encourage them to use transit.	Frequency improvements will be targeted to routes as prioritized through public engagement.	Significant investment to make service levels attractive may be required.
Expanding service area is important to encourage more transit use generally	Areas most frequently cited were Denman Island, Hornby Island, Macaulay Road, Comox Valley Farmer's Market	BC Transit operated service will be explored on Denman and Hornby Islands. The Farmer's Market will see improved service with route 5 changes. Other rural areas will be explored and may include on demand options.

Next Steps

- Overall, engagement for this Transit Future Action Plan was very strong, with the percentage of engaged website visitors significantly surpassing the 112 per cent recommended in best practices documents.
- Proposals for changes were well received, most respondents felt they had information to provide informed feedback.
- The results of public engagement will be used to refine the service priorities presented in the final Transit Future Action Plan.

Date	Milestone
May 2022	Public engagement summary and draft service priorities reviewed by TMAC.
June 2022	Project Working Group meeting #4: Review of draft TFAP by the project working group. Revise draft based on feedback received by the group.
Summer 2022	Present the final TFAP to local government CVRD Board for endorsement.
Summer 2022-onwards	Begin integrating proposals into service planning.