



WHISTLER

File 584

MINUTES

REGULAR MEETING OF THE TRANSIT MANAGEMENT ADVISORY COMMITTEE (TMAC) MONDAY JULY 14, 2014, STARTING AT 12:00 PM

In the Piccolo Room
4325 Blackcomb Way, Whistler, BC V0N 1B4

PRESENT:

Jack Crompton, RMOW Councillor – TMAC Chair
Bill Murray, Citizen-at-Large
Scott Pass, Citizen-at-Large
Johann van Schaik, BC Transit – Senior Regional Transit Manager– *by phone*
Juan Carlos Gomez, Whistler Transit Ltd, Manager
Emma DaSanto, RMOW – TDM Coordinator & Recording Secretary

GUESTS:

Matthew Boyd, BC Transit – Senior Planner
Steve Antil, Whistler Transit Ltd. – Service Delivery Manager, *alternate*

REGRETS:

Joe Paul, RMOW – General Manager Infrastructure Services

ADOPTION OF AGENDA

*Moved by Bill Murray
Seconded by Scott Pass*

That the Transit Management Advisory Committee (TMAC) adopts the TMAC agenda of July 14, 2014 as circulated.

CARRIED

ADOPTION OF MINUTES

*Moved by Scott Pass
Seconded by Jack Crompton*

That the Transit Management Advisory Committee (TMAC) defers adopting the minutes of April 25, 2014 TMAC meeting.

CARRIED

PRESENTATIONS/DELEGATIONS

- TMAC Membership Effective January 24, 2014, Juan Carlos Gomez has been appointed Manager Whistler Transit Ltd. and as such becomes the official Whistler Transit Ltd. representative on the Transit Management Advisory Committee. He replaces Trevor Webb who has accepted the position Vice President Transit for Pacific Western Transportation, the parent company of Whistler Transit Ltd.
- Winter Pictures BC Transit arranged to have photos taken in Whistler to be used for Riders Guides and for the Sea to Sky Transit Future Plan. BC Transit and the RMOW jointly own all the photographs.
- Action1:**
RMOW staff continue to take photographs of the transit system and events in Whistler seasonally and share them with BC Transit.
- Transit Future Plan Matthew Boyd, Senior Planner – BC Transit presented the general results of phase one of the Sea to Sky Transit Future Plan which were circulated with the agenda package as well as the next steps and updated timeline. Next steps include developing the Vision, Goals and Ridership targets for 2040 as well as draft transit network, performance guidelines and service standards and short term implementation priorities.
- Summary of the TMAC discussion are listed below:
- Should the target date be 2040 or 2020 to match the Whistler2020 documents?
 - What were the main issues raised for Whistler?
 - The hard change from full winter to spring/summer/fall schedule
 - Survey respondents wanted more equity of service north (especially Emerald and Rainbow) of the village compared to south of the village
 - More service to Spring Creek year round. Link Spring Creek to Bayshores on local roads
 - Fares and linking transit to ski passes
 - Frequency (of buses) vs. travel time on bus vs. coverage of the community
 - What is the definition of “**convenient**” when talking about transit?
 - TMAC members had different definitions.
 - TMAC had an in-depth discussion on how to gauge Whistler Transit users preferences of frequency vs travel time based on providing them with comprehensive information and specific examples that will enable a meaningful response and prioritization of preferences.
 - It was suggested that a survey be done of transit users.
 - Options for increasing ridership such as tying a transit pass to a ski pass.
 - The sample vision statement presented is too broad. BC Transit

should consider four vision statements and ridership goals/target, one for each community and one for the region.

Action 2:

TMAC is requesting that there be a workshop or survey focused on Frequency of Service vs Express Service focusing on Emerald, Alpine, Tamarisk, Spring Creek, Function, and Cheakamus neighbourhoods. People need to fully understand the trade-offs.

*Moved by Jack Crompton
Seconded by Scott Pass*

THAT *TMAC receive a presentation regarding the U-Pass including cost and ridership implications.*

CARRIED

@WhistlerTransit Twitter
Pilot Program Final
Report

Johann van Schaik joined the meeting by phone at 1:00pm. After it was established that everyone had reviewed the report circulated with the agenda, Johann outlined the reasoning behind the report's recommendation to keep the @WhistlerTransit account and expand Whistler Transit Ltd office hours from 8-4:30am Monday to Friday to 7am to 5:30pm seven days per week.

TMAC raised the following concerns:

- The Twitter account was envisioned as an operational tool but was implemented through the BC Transit marketing department and therefore has more of a Promotions and Marketing feel.
- Most of the content is promotional and not necessarily operational.
- Whistler Transit Ltd. is contractually bound to have its office open Monday to Friday 8am to 4:30pm.

Action 3:

That RMOW and BC Transit staff explore the contractual obligation of the operating company to have office hours from 8AM to 4:30pm Monday to Friday and what it would take to change the hours to have the office staffed on Saturday and Sunday instead of Tuesday and Wednesday.

*Moved by Scott Pass
Seconded by Bill Murray*

THAT *TMAC conditionally endorses the @WhistlerTransit "full" Twitter option as outlined the @WhistlerTransit Twitter Pilot Project Briefing Note circulated as part of the agenda package for the July 14, 2014 TMAC meeting, based on the increased office hours that will result. The additional hours will supplement the operator's existing office hours and will thereby enable Whistler Transit office hours from 7am - 5:30pm 7-days a week for the winter 2014/2015 schedule period at an additional cost of \$21,000 to the system that will be cost shared with BC Transit according the established formula. However, TMAC is concerned about the overall effectiveness of the Twitter Pilot Project and as such requests that BC Transit review the current*

program structure and provide recommendations for program improvements based on Twitter strategies for public transit systems in other communities. Note that winter is defined as November 15, 2014 through April 19, 2015.

CARRIED

- Special Group Trips BC Transit was approached by a contractor of the Pemberton Music Festival a couple of weeks ago to provide shuttle service between Pemberton and Whistler using BC Transit vehicles. BC Transit worked with staff from Whistler Transit Ltd, the RMOW and SLRD to see if we could meet the request. It was determined that there wasn't enough time or resources to meet the needs of the request without jeopardizing the existing transit system.
- Johann van Schaik left the meeting at 1:59pm.
- Whistler Transit System Update BC Transit, RMOW and Whistler Transit Ltd staff will be meeting in Victoria on August 5 for a winter 2014/2015 workshop.
- Winter 2014/2015 schedule is based on winter 2013/2014
 - Winter 2014/2015 is defined as Dec 1, 2014 through April 6, 2015
 - Early Winter and Late Winter service will be part of the discussions
 - Day time service is proposed to be removed from Tamarisk once the signal is installed
 - Improved service levels to Emerald and Function during off-peak periods will be explored
 - Consider having the last bus on each route go to every stop on that route
- Gondola Transit Exchange Bus Bays For winter 2013/2014, the posts/bays in Gondola Transit Exchange were re-labeled from a numeric system (1-7) to an alphabet system (A-G). From a mapping perspective, this is logical. From a usability perspective out in the field, it has not worked as well as predicted due to the high number of non-English speaking passengers. Drivers have troubles directing passengers to the correct bus stop.
- Action 4:**
Whistler Transit Ltd is to do an on-line survey of current and laid-off drivers regarding the preference for numbers vs letters by the end of September. BC Transit and RMOW staff will work with Whistler Transit Ltd staff to come up with a clear survey question and method. The results will be shared with TMAC.
- Revenue Opportunities
- Whistler Blackcomb and RMOW staff have developed two options to reduce the cost of the Staff Housing Route during the winter.
 1. a \$1.00 ticket only available on the Staff Housing Route vs
 2. free transit only on the Staff Housing route from 8PM to 8AM (the hours when the Blackcomb Gondola is not operating.) during a select portion of the winter
 - Vendors has approached the RMOW with concept of having a 3-4 transit pass

- RMOW staff presented the option of selling the monthly pass at a discounted rate for the last 7-8 calendar days of the month from Municipal Hall only for \$25 in spring/summer/fall and \$35 in winter.

Action 5:

TMAC requests that the concept of a one-week pass be presented when discussing the U-Pass.

OTHER BUSINESS

Updates

- Bus Bays in the Village are almost complete. There are deficiencies that need to be resolved which will require the Village Gate Boulevard and Northlands Boulevard bus shelters to be closed for two weeks
- Lost Lake Road will be repaired late July or early August
- Traffic signal at Highway 99 and Alta Lake Road is scheduled to be installed before August 6, 2014

Next Meeting

The next TMAC meeting will be scheduled for the day after the Sea to Sky BC Transit Future Plan Workshop preferably in the third week of September.

ADJOURNMENT

Moved by Jack Crompton

That Transit Management Advisory Committee (TMAC) adjourns the July 14, 2014 TMAC meeting at 2:50 p.m.

CARRIED

CHAIR: Jack Crompton