



City of Richmond

Report to Committee

To: Public Works and Transportation Committee Date: July 29, 2004
From: Victor Wei, P. Eng. File: 10-6480-03-02/2004-
Acting Director, Transportation Vol 01
Re: CRESTWOOD COMMUNITY SHUTTLE – PROPOSED SERVICE PLAN

Staff Recommendation

That the proposed transit service plan of the Crestwood Community Shuttle scheduled for implementation in December 2004 by TransLink be endorsed with the use of McNeely Drive, Jack Bell Drive, Jacobms Road, Wireless Way, and Commerce Parkway as part of the proposed routing of this new community shuttle service.

Victor Wei, P. Eng.
Acting Director, Transportation
(4131)

Att.5

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

At its regular meeting on May 25, 2004, Council approved the proposed implementation and public consultation process for the new Crestwood community shuttle service. Following completion of its local public consultation in June 2004, Coast Mountain Bus Company (CMBC) and TransLink, with input from staff, have developed a proposed service plan and requested City approval to introduce the new community shuttle service between Richmond City Centre and the Crestwood area of East Richmond. Such requests are TransLink's standard practice to ensure that municipalities are able to comment on possible implications of the use of a particular roadway and to make the resources available for the implementation of bus stop infrastructure and passenger amenities.

As part of the overall design and implementation process for the Richmond Area Transit Plan, Council approval is required to introduce new bus service on roads within the city. This staff report outlines the routing and frequency of the proposed community shuttle service and presents the results of the public consultation process. This new shuttle service would be introduced in December 2004.

Analysis

1. Areas Served

A new community shuttle service in the Cambie and Crestwood employment areas of Richmond area would introduce direct service to a growing and already significant employment area, while also improving service coverage to residential neighbourhoods adjacent to Cambie Road. The new service would provide an opportunity to redesign service to the East Cambie area, improve the quality of service delivered and potentially attract new transit riders. The community shuttle is intended to work in conjunction with existing and planned conventional buses in the area, including the #407 (Gilbert) and proposed #430 Regional Connector (Richmond Centre-Burnaby/Metrotown), which both provide service on Bridgeport Road, and the #405 (Cambie/No. 5 Road) and #410 (Railway/22nd Street Station), which both serve Cambie Road.

The *Richmond Area Transit Plan* (November 2000) identified a service deficiency to the emerging market of the northeast Richmond industrial area and projected 10,000 additional jobs in this area over the next 10 years. The new route would provide additional service to this area and introduce service to a neighbourhood currently beyond the recommended walking distance from a transit route.

2. Service Plan Objectives

The following service design criteria were considered during the development of the service plan:

- provide direct connection between Richmond Centre and the Crestwood and southeast Cambie employment areas;
- improve coverage of the medium-density residential area south of Cambie Road on McNeely Drive and Jack Bell Drive;

- provide more direct service to Cambie Secondary School;
- provide sufficient capacity to meet ridership demands;
- maintain or improve existing service levels and coverage;
- maintain timed transfer connections to/from regional services at Richmond Centre; and
- consider other transfer connections to/from the east via the #410 or north via the #405.

3. Service Characteristics

The following operating characteristics are proposed for the new community shuttle service.

- Proposed Vehicle Type - The community shuttle will be a 24-foot long and 8-foot wide diesel-powered minibus that is wheelchair lift-equipped and seats 20 passengers (or 16 passengers and two mobility aids). TransLink is interested in alternative fuels for its various fleet types and has conducted specific trials of alternative fuels including compressed natural gas (CNG), fuel cell (Ballard technology) and hybrid (diesel-electric). At this time, hybrid appears to provide the best promise for the short-term and TransLink plans to conduct trials with hybrid buses in the next couple of years.
- Routing – The preferred routing (Option 3 of four alternative options) would generally operate between Richmond City Centre and the Crestwood industrial area via No. 3 Road, Lansdowne Road, Garden City Road, Alderbridge Way, No. 4 Road, Cambie Road, No. 5 Road, McNeely Drive, Jack Bell Drive, Jacombs Road, Cambie Road, No. 6 Road, Wireless Way, and Commerce Parkway (see Attachment 1). Staff support this routing as it would fill in a number of gaps in local transit service by providing new service to areas currently without transit service, such as McNeely Drive, Jack Bell Drive, Wireless Way, and Commerce Parkway. The recommended routing is intended to provide direct service to employment centres in the Cambie and Crestwood areas as well as to a number of local destinations along the Cambie Road corridor including: Cambie branch of the Richmond Public Library, the No. 5 Road/Cambie Road shopping area, Cambie Community Centre, and Cambie Secondary School. Alternative routings displayed at the public open house for comment and feedback (see Section 4) are shown in Attachments 2-4.
- Frequency – The service will operate at 30-minute frequencies during weekday peak periods and at 60-minute frequencies during weekday middays and evenings and on Saturdays and Sundays. Hours of operation would be: weekdays from 6:00 am to 7:30 pm; Saturdays from 7:00 am to 7:30 pm; and Sundays and holidays from 8:00 am to 7:30 pm. The service will be monitored and adjustments made to the hours of operation where appropriate within the allocated resources.
- Road Geometry – The geometry of these sections of roadways are adequate to accommodate safe community shuttle operations. CMBC and City staff determined from a field test that the proposed route is feasible from all service and operational considerations.
- Bus Stops – The new service will require the installation of up to 19 new bus stops with landing areas on No. 5 Road, McNeely Drive, Jack Bell Drive, Jacombs Road, No. 6 Road, Wireless Way, and Commerce Parkway. Bus stops outside the residential areas of Jack Bell Drive and McNeely Drive will be wheelchair accessible where feasible (e.g., lack of required property may prevent provision of an accessible bus stop in the interim).
- Ridership – per analysis and market research undertaken during the formulation of the *Richmond Area Transit Plan*, daily ridership on the service during its first year of operation is estimated at 290 passengers.

4. Public Consultation Process

4.1 Open House

CMBC held an open house on June 24th at the Cambie Community Centre from 12:00 pm to 8:00 pm. The open house consisting of display boards showing existing transit services in the area and the proposed community shuttle service as well as the proposed Richmond Centre-Burnaby/Metrotown regional service. An advertisement advising of the open house was placed in a local newspaper preceding the event and approximately 50 major employers (with 75+ employees) in the affected area were notified. Coast Mountain Bus Company, TransLink and City staff attended the open house to answer questions and comment sheets were available for the public to provide further feedback. Approximately 10 people attended the event.

All residents that staff spoke with were pleased to see increased transit service in the Richmond area. Of the four alternative routing options displayed, there was no obvious preference for any of the options presented for either route. There was some interest in routing the service through other residential neighbourhoods of East Richmond, however the roadways in these older areas are not suitable for transit at this time. Overall, residents expressed support for the introduction of a neighbourhood friendly community shuttle in the East Cambie area and there was also a positive response to the Regional Connector route between Richmond Centre and Burnaby/Metrotown.

CMBC staff also contacted representatives of the East Richmond Community Association to gain their feedback on the alternative routing options. Representatives expressed a preference for Option 3 (the recommended routing) and indicated their overall support of the improved transit service for the area.

4.2 Neighbourhood Resident Survey

As this proposed service would be the first transit route to operate on local neighbourhood roads and given the relatively low turnout at the open house event, a letter advising of and illustrating the recommended routing and location of the bus stops was delivered to all residents of McNeely Drive and Jack Bell Drive to provide an opportunity for their comment and feedback (see Attachment 5). Out of the total of 350 residences notified, three responses were received from residents of Jack Bell Drive. All three respondents are opposed to a transit service through their neighbourhood citing concerns of increased traffic and potential increased crime and stating that there is already sufficient transit service along Cambie Road and No. 5 Road.

Based on the above low level of opposition (1% of total surveyed), it is concluded that there is overall support of the new transit service by the majority of residents in the area. To minimize the impact of the service in the neighbourhood, new bus stops will be identified by signage only and will not be wheelchair accessible (which requires sectional widening of sidewalk) unless specifically requested. The new service will be monitored and its operational characteristics could be revised based on further community feedback.

5. Next Steps

The timeline for the remaining activities of the implementation process is:

- September 2004: City initiates construction of the bus stops.
- November 2004: Operator prepares for new service and City completes installation of required bus stops.
- December 2004: Service is implemented.

Financial Impact

The total cost to construct up to 19 bus stops is estimated at \$10,000 and is proposed to be funded from the 2004 Transit Plan Infrastructure Program. The projects will also be submitted to TransLink for 50/50 cost-sharing under TransLink's 2004 Transit Related Road Infrastructure Program.

Conclusion

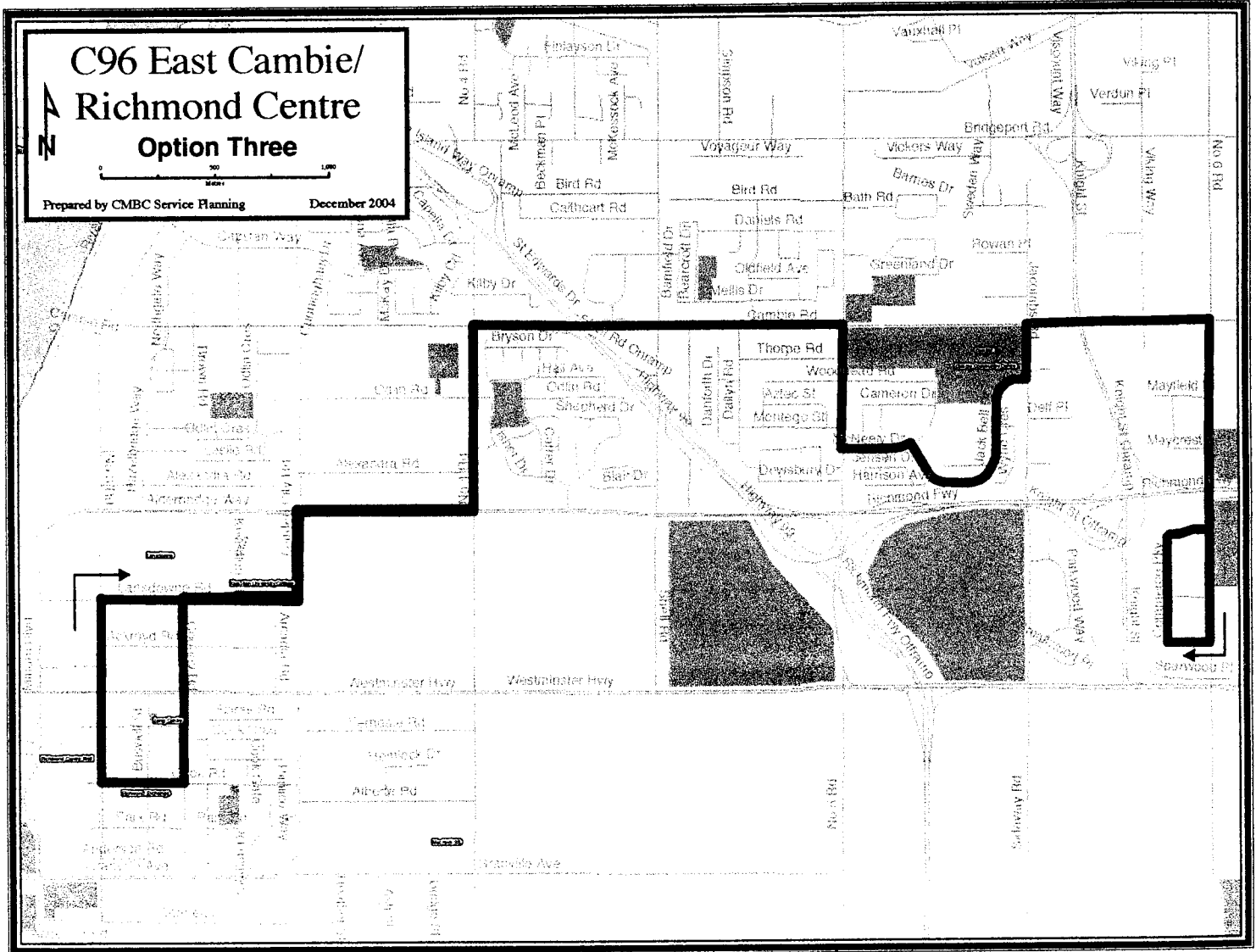
As part of the on-going implementation of the *Richmond Area Transit Plan*, TransLink and CMBC propose to introduce a community shuttle service in December 2004 between Richmond City Centre and the Crestwood industrial area via No. 3 Road, Lansdowne Road, Garden City Road, Alderbridge Way, No. 4 Road, Cambie Road, No. 5 Road, McNeely Drive, Jack Bell Drive, Jacombs Road, Cambie Road, No. 6 Road, Wireless Way, and Commerce Parkway. CMBC, jointly with TransLink and City staff, has completed a public consultation process on the proposed service plan and has received overall positive feedback on the planned operating characteristics of the service and a preference for Option 3 of the four alternative routings. Staff therefore recommend that the proposed service plan of the Crestwood Community Shuttle and the use of McNeely Drive, Jack Bell Drive, Jacombs Road, No. 6 Road, Wireless Way, and Commerce Parkway for the new service be endorsed.

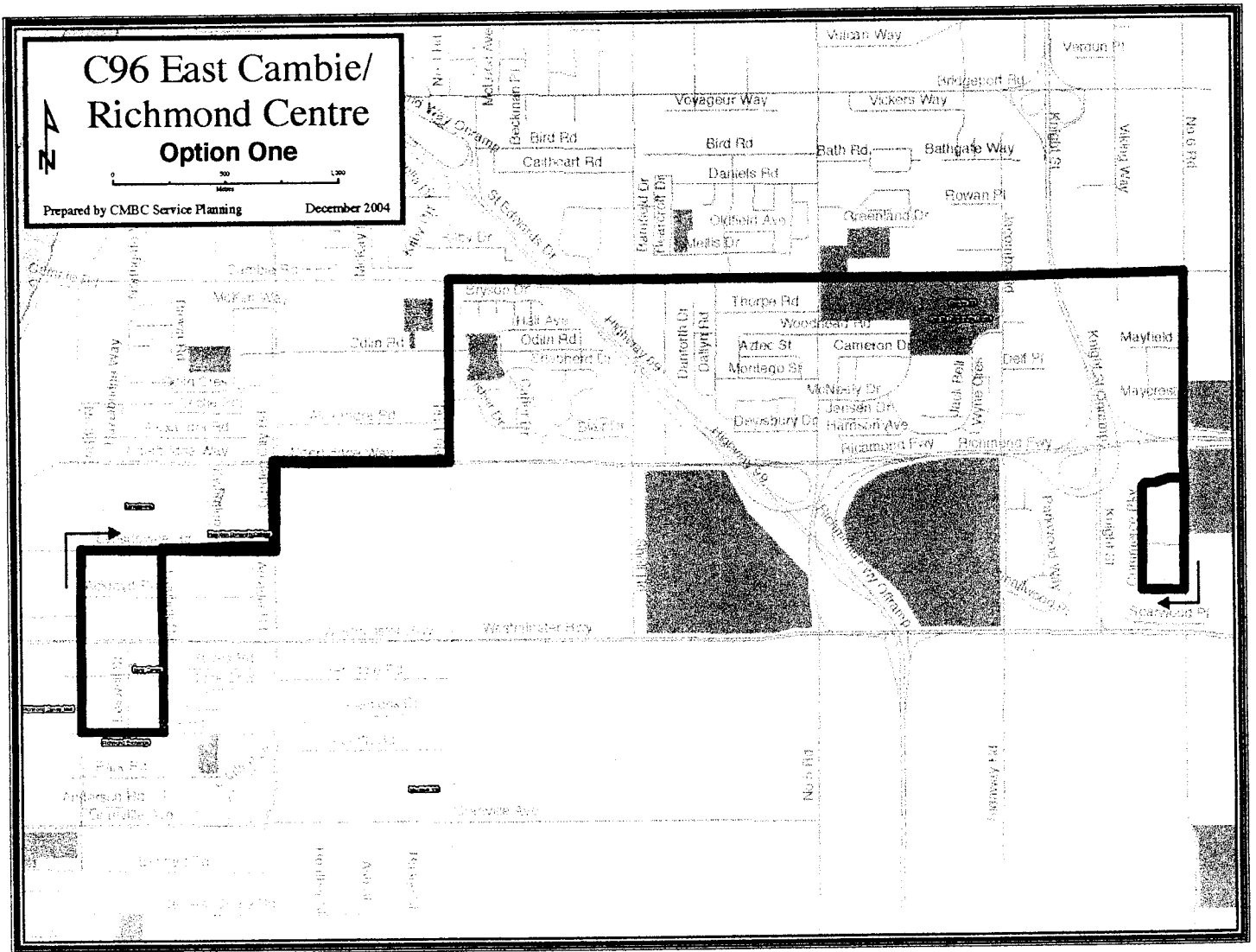


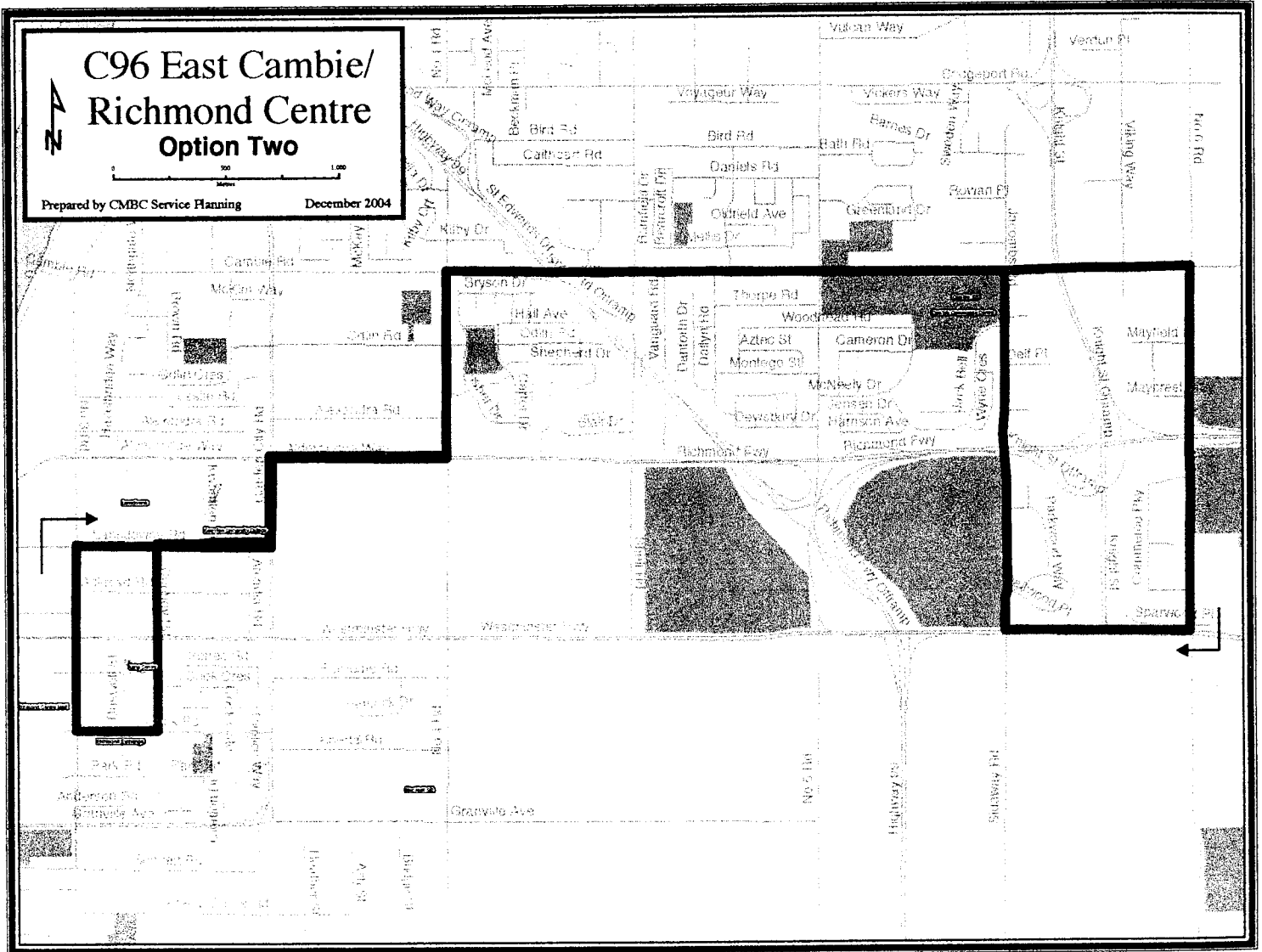
for
Joan Caravan
Transportation Planner
(4035)

JC:lce

Recommended Route

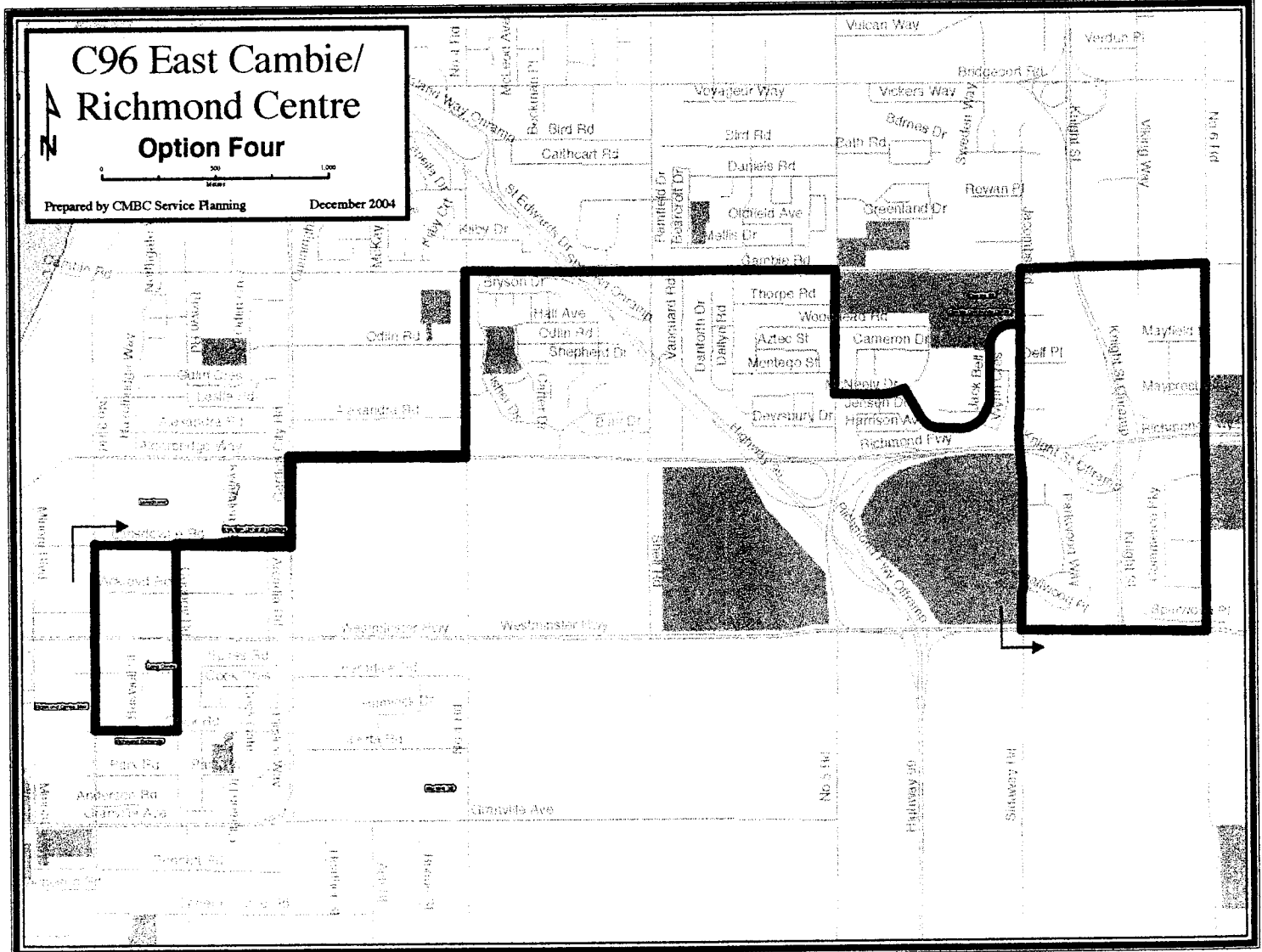






C96 East Cambie/ Richmond Centre Option Four

Prepared by CMBC Service Planning December 2004



Owner / Occupant

Re: New Crestwood Community Shuttle Service in Your Neighbourhood

TransLink and Coast Mountain Bus Company (CMBC) propose to introduce a new Community Shuttle transit route linking Richmond Centre and the East Cambie area in December 2004. The "C96 East Cambie/Richmond Centre" will improve public transit to the residential neighbourhoods adjacent to Cambie Road and introduce direct service to the growing and already significant employment areas east of Jacombs Road. The City of Richmond and CMBC have reviewed a variety of routing options and are recommending the routing illustrated in the attached map, which also shows the proposed bus stop locations in your area. A public open house was held in June at the Cambie Community Centre to gather public input on the proposed service and routing and, given the recommended routing, the City of Richmond and CMBC are now seeking direct input from residents of McNeely Drive and Jack Bell Drive.

The proposed route of this new shuttle will benefit residents on McNeely Drive and Jack Bell Drive by providing direct transit service to central Richmond, the employment areas of the East Cambie area and local destinations such as the Cambie Community Centre and Cambie Secondary School. The C96 provides an opportunity to improve the quality of transit service to the East Cambie area, with increased frequency of transit along the Cambie corridor and improved transfer connections.

C96 Proposed Service Characteristics

Day of Week	Frequency	Hours of Operation
Monday - Friday	AM Peak: 30 minutes Mid-day: 60 minutes PM Peak: 30 minutes	6:00 am to 7:30 pm
Saturday	All Day: 60 minutes	7:00 am to 7:30 pm
Sunday	All Day: 60 minutes	8:00 am to 7:30 pm

Smaller vehicles, like the one pictured here, operate Community Shuttle services. The vehicles are fully wheelchair accessible and carry a total of 24 passengers. At 24 feet long, they are just over half the size of a traditional bus, making them ideal for serving neighbourhoods. CMBC currently has Community Shuttle services operating in Richmond and throughout the Lower Mainland and feedback from neighbourhood residents has been positive.



If you have any comments on the proposed service or routing, please contact (by July 29, 2004):

Len Dyer, Community Relations Officer
Coast Mountain Bus Company
Tel: 604-953-3449
email: leonard.dyer@translink.bc.ca

Doug Newton, Transportation Department
City of Richmond
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e-mail: dnewton@richmond.ca