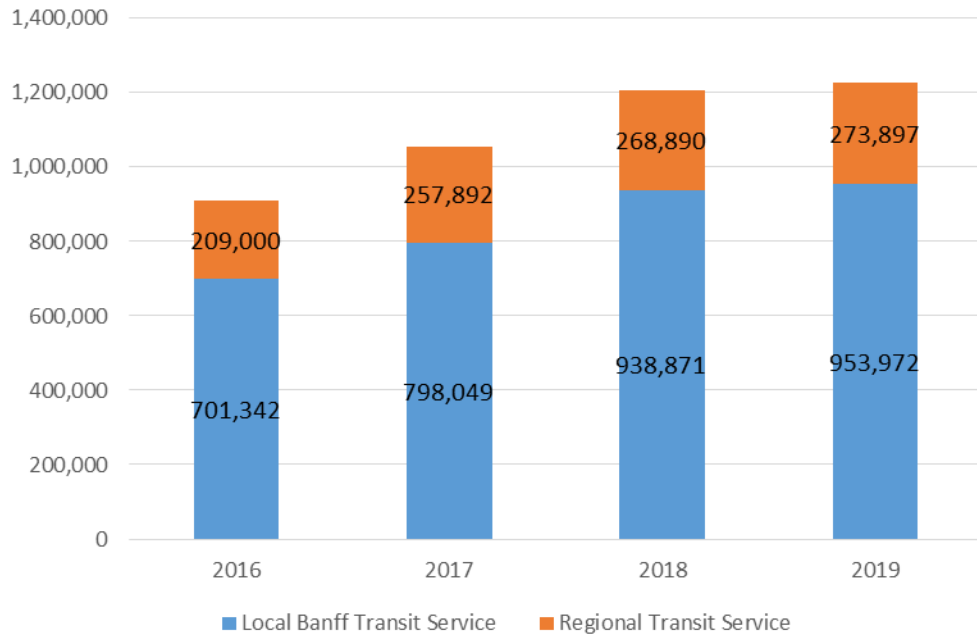


Transit Services

**Roll-Up
2016-2019 Operating Budget**

	2016 Budget	2016 Q2 Forecast	2017 Approved Budget	2017 Proposed Budget	2018 Proposed Budget	2019 Proposed Budget
REVENUES						
Activity Revenue	\$143,050	\$127,998	\$144,050	\$145,250	\$145,250	\$145,250
Other Revenue	4,500	165,279	4,500	4,500	4,500	4,500
TOTAL REVENUES	147,550	293,277	148,550	149,750	149,750	149,750
EXPENDITURES						
Contracted & General Services	848,134	849,700	941,901	978,741	1,129,304	1,149,069
Materials, Goods & Supplies	44,500	28,500	44,500	44,500	44,500	44,500
Other Expenses	2,842	2,842	2,300	2,300	1,657	1,300
Internal Charges	29,300	29,300	31,200	30,400	32,300	33,000
TOTAL EXPENDITURES	924,776	910,342	1,019,901	1,055,941	1,207,761	1,227,869
REVENUES LESS EXPENDITURES	(777,226)	(617,065)	(871,351)	(906,191)	(1,058,011)	(1,078,119)
Associated Amortization	158,029	158,029	158,029	158,148	158,148	158,148
Transfers to Reserves	(48,150)	(208,929)	(49,100)	(49,100)	(50,100)	(50,100)
Transfers from Reserves	2,842	2,842	2,300	2,300	1,657	1,300
Tax Funding Required	(822,534)	(823,152)	(918,151)	(952,991)	(1,106,454)	(1,126,919)

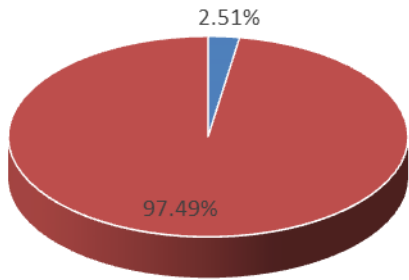
Expenses by Function



Percentage Total Expense

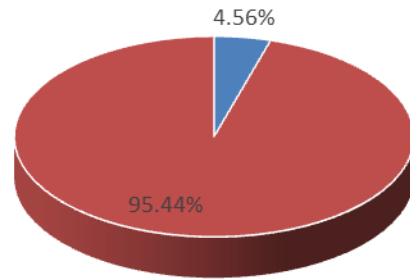
Percentage Total Tax Funding

2016



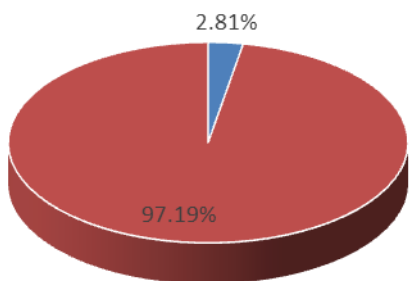
■ Tranist Services ■ Remaining Expenses

2016



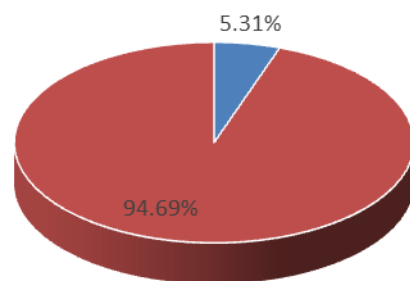
■ Transit Services ■ Other Tax Funded Services

2017



■ Tranist Services ■ Remaining Expenses

2017



■ Transit Services ■ Other Tax Funded Services

Service Area: Transit /Town of Banff Service (1 of 2)

- Operation & management of Banff Local transit system
 - Route planning & enhancements
 - Public & media relations
 - ROAM partner contract management
- } Through the BVRTSC

**Transit Services (Local)
2016-2019 Operating Budget**

	2016 Budget	2016 Q2 Forecast	2017 Approved Budget	2017 Proposed Budget	2018 Proposed Budget	2019 Proposed Budget
REVENUES						
Activity Revenue	\$119,050	\$103,998	\$120,050	\$121,250	\$121,250	\$121,250
Other Revenue	500	104,374	500	500	500	500
TOTAL REVENUES	119,550	208,372	120,550	121,750	121,750	121,750
EXPENDITURES						
Contracted & General Services	668,134	669,700	745,001	750,049	889,914	904,772
Materials, Goods & Supplies	20,500	4,500	20,500	20,500	20,500	20,500
Other Expenses	2,842	2,842	2,300	2,300	1,657	1,300
Internal Charges	24,300	24,300	25,900	25,200	26,800	27,400
TOTAL EXPENDITURES	715,776	701,342	793,701	798,049	938,871	953,972
REVENUES LESS EXPENDITURES	(596,226)	(492,970)	(673,151)	(676,299)	(817,121)	(832,222)
Associated Amortization	158,029	158,029	158,029	158,148	158,148	158,148
Transfers to Reserves	(48,150)	(152,024)	(49,100)	(49,100)	(50,100)	(50,100)
Transfers from Reserves	2,842	2,842	2,300	2,300	1,657	1,300
Tax Funding Required	(641,534)	(642,152)	(719,951)	(723,099)	(865,564)	(881,022)

COUNCIL EXPECTATIONS

- 1) Increase ridership
- 2) Optimize service frequency
- 3) The system targets local and visitor ridership
- 4) Maintain current operating cost recovery percentage
- 5) Seamless integration of public transportation
- 6) Constant monitoring and communication of the system
- 7) Focus on superb customer service
- 8) Transit system fares and contracted partners will cover the majority of the costs of running the transit system and new revenue opportunities and partnership will be pursued with local business to increase ridership and expand the system.
- 9) The Town of Banff targets to be in the top 20 percent for cost recovery for transit systems belonging to the Canadian Urban Transportation Association
- 10) Performance metrics are provided to Council quarterly



Successes

- High cost recovery relative to CUTA. National average is 55% based on 2014 CUTA statistics, while Roam Transit is at 71%. CUTA statistics do not differentiate between municipal and regional transit.
- Connectivity with Canmore/Banff Regional service allows for opportunity for both commuters and visitors to travel between and throughout the two communities seamlessly without the use of personal vehicles.
- Brand standard is appreciated by community & riders
- Professional & courteous service
- On-time performance
- Rider data availability shared with the Town and other stakeholders on a regular basis.
- Hotel partnership programme aids with cost recovery and carried 360,000 staff and guests in 2015, reducing the number of vehicles potentially on the roads.
- ToB Fleet support keeps buses on the road and service disruptions are minimal
- Partnership with the BVRTSC, the commission administration, brand standard and other successes are a sound foundation upon which to build further growth of the system.
- Transit APP and Next bus as tools to inform riders of schedule
- Ridership per service hour is high relative to

Challenges/Opportunities

- Mode share over the Bow River Bridge is 4% - Roam transit is not the first choice for 96% of travellers in vehicles. The successes of the service provide a sound foundation upon which to build future transit growth.
- Transit ridership is up 1% YTD and is falling behind background vehicle growth (of 8%YTD). 2017 free entry to BNP provides opportunity to trial new initiatives – such as free transit and increased communications & promotion of the service.
- The BLLT Indexperience study shows that 55% of summer visitors are aware of the Roam service – there is potential for a further 45% increase in awareness. Transit shelters to be installed in 2017 will aid in increasing the visibility of the service; opportunity exists to increase awareness through increased communications & marketing efforts.
- Congestion and parking shortfall caused by excessive vehicle numbers is becoming an issue throughout the National Park. Parks Canada's involvement is needed to provide transit throughout the national park such that travelling around the Bow Valley without the use of a private vehicle is a viable option. BVRTSC and ID9 have commissioned a report to be delivered in early 2017 identifying an implementation plan for potential transit connectivity between Banff and Lake Louise

- CUTA standard National ridership per service hour is 21 for populations <50,000. Roam Transit is at 36 for overall regional and local and 48 for local service only. Through the summer peak this number increases to 58 riders per service hour.
- Driver retention and working environment within the commission
 - Transit plays a role in reducing congestion
 - Transit extended further into Tunnel Mtn 1 Campground this summer, picking up over 4000 passengers at the new stops. Parks Canada had the access road to Tunnel Mountain 2 and Hidden Ridge closed all summer. Ridership remained fairly static despite this closure, primarily due to the additional service into Tunnel Mountain 1.
 - Service increases and free transit trials have increased ridership. For the period of May 1 to September 1, transit ridership has increased 17% since 2014 when service increases and free campground transit was introduced.
- Driver attraction and retention will become more of a challenge with growth of short term, summer intensive service in Banff.

2016 Priorities:	Priority Status
<ul style="list-style-type: none"> ● Monitor ROAM Service – Customer Service/Financials 	<ul style="list-style-type: none"> ✓ <i>Ongoing, provided through the BVRTSC</i>
<ul style="list-style-type: none"> ● Monitor success of Banff/Canmore Service 	<ul style="list-style-type: none"> ✓ <i>Ongoing, monthly ridership continues to outpace previous years</i>
<ul style="list-style-type: none"> ● Performance metrics are provided to Council quarterly (cost per service hour and riders per service hour for both Banff and regional 	<ul style="list-style-type: none"> ✓ <i>Ongoing – key performance indicators to be provided at AGM</i>
<ul style="list-style-type: none"> ● The Town of Banff targets to be in the top 20 percent for cost recovery for transit systems belonging to the Canadian Urban Transportation Association 	<ul style="list-style-type: none"> ✓ <i>Ongoing, decisions around service increases and fare reductions required to increase ridership will negatively affect cost recovery.</i>
<ul style="list-style-type: none"> ● Maximizing the benefits of direct service provision 	<ul style="list-style-type: none"> ✓ <i>Ongoing, cost savings achieved over contracted services model</i>
<ul style="list-style-type: none"> ● Local route review and changes if required (per TMP) 	<ul style="list-style-type: none"> ✓ <i>Ongoing</i>
<ul style="list-style-type: none"> ● Increase the visitor awareness of local routes 	<ul style="list-style-type: none"> ✓ <i>Ongoing, opportunities exist for increased awareness through advertising and communications</i>
<ul style="list-style-type: none"> ● Plan for transit shelters 	<ul style="list-style-type: none"> ✓ <i>Design work ongoing, transit route review will affirm placement</i>
<ul style="list-style-type: none"> ● Increase service on the sulphur mountain route 	<ul style="list-style-type: none"> ✓ <i>Complete – service increase made permanent in 2016</i>
<ul style="list-style-type: none"> ● Increase mode shift to transit 	<ul style="list-style-type: none"> ✓ <i>Ongoing. Counter has been installed on Bow River Bridge to provide a baseline count of 4%.</i>
<ul style="list-style-type: none"> ● Develop capital allocation policy for new rolling stock to support service increases 	<ul style="list-style-type: none"> ✓ <i>Complete</i>
<ul style="list-style-type: none"> ● Continue to provide transit ridership that outstrips entrance counter volume increases 	<ul style="list-style-type: none"> ✓ <i>Work in progress – transit ridership is currently falling behind entrance counter volume increases (1% vs 8% YTD)</i>

2017 Priorities:

- Communications & marketing efforts to increase awareness and ridership
- Trial of free transit to establish effects on ridership and to assist with potential vehicle volume increases as a result of free entry to BNP

#1 New Service Request – 2017 Free Transit Trial

Objective:

Mitigate congestion issues in Banff through the increased awareness and use of Banff Local Roam Transit by offering a fare free service for the 79-day period identified as the peak for summer traffic volumes.

Summary:

Through the summer months from late June to mid-September, Banff is crowded beyond capacity with over 24,000 vehicles per day (both entrances, both directions). The implementation of fare free transit may reduce the vehicular traffic through increasing the transit ridership on local routes, allowing for more seamless movement of people through the town of Banff. The trial would also help inform future decisions regarding the price sensitivity of transit in Banff. A free transit marketing campaign would be required to be implemented to target awareness of the free transit service throughout town, encompassing businesses, hotels, campgrounds and social media.

Cost to Implement:

The approximate reduction in revenue for the period from June 24, 2017 to September 10, 2017 would be as below:

Cash revenue:	\$101,222
Pass revenue:	\$ 7,500
Partner revenue:	\$ 86,143
Additional Marketing Cost:	\$ 15,000
Savings realized through Smart Card reduction	\$(10,000)
Total Cost to Implement:	\$199,865

Ongoing Operational Cost per year:

This is recommended on a trial basis for one summer to gauge its' success and decide whether to submit subsequent requests in future years.

Resources Required to Implement:

BVRTSC staff and TOB Communications staff to develop and implement a marketing campaign. BVRTSC staff would require minimal time to make fare box changes to ensure we are still able to gather accurate passenger data.

Resources Required to Maintain:

The initial trial is proposed for a finite 79-day period. The success of the program would be documented following the trial to determine if further periods of free transit would be proposed.

Return on Investment:

The return on investment is estimated to be a 40% increase in transit ridership through the peak summer months with a corresponding decrease in traffic on the roads within Banff.

Current ridership for period:	196,865 (June 25 to Sept 11, 2016)
Projected ridership increases:	80,000
Additional riders per day:	1013
Cars removed from road:	34,783 (2.3 passengers per car)
Cars removed per day (79 days):	440
Mode share shift across bridge:	Move from 3% to 4.8%

Savings will be realized by a reduced number of hotel smart cards needed on an annual basis (\$10,000 reduction) as outlined in Implementation Costs.

Estimated Delivery Date: June 2017

Commission Strategic Priority? yes

See: BVRTSC 2017 to 2020 Business and Strategic Plan

Supporting Materials:

The success of fare free transit and the benefits are documented by various agencies worldwide, including an example from Montana:

<http://www.mountainline.com/your-future-mountain-line/zero-fare/>

Comparison to Canadian Urban Transit Association (CUTA) agencies:

Canadian Urban Transit Association 2014 Ridership per Hour Statistics					
Location	Revenue Hours	Passengers Transported	Passengers per Service Hour	Percent Compared to Average	Adult Cash Fare
Kelowna	185371	4848971	26	112%	\$ 2.25
Victoria	805631	25228556	31	134%	\$ 2.50
Lethbridge	103038	1215147	12	50%	\$ 3.00
PEI	661008	17760942	27	115%	\$ 2.25
Population <50K	709558	14957114	21	90%	\$ 2.74
Average:			23		
Roam (All Services)	18041	650000	36	154%	
Roam (Banff Local)	12592	566437	45	192%	\$ 2.00
Roam (Banff Summer)	2500	145816	58	249%	\$ 2.00
Roam (Banff 2016)	4088	196069	48	205%	\$ 2.00

Ridership results from July and August 2016 (TOB data):

Bus Ridership - July and August Combined					
Bus Category	2014	*2015	2016	2016 Change in Riders	2016 % Change in Ridership
Roam Route 1	75,268	94,437	99,544	5,107	5%
Roam Route 2	57,349	62,061	61,537	(524)	-1%
Roam Route 4	4,063	2,898	1,770	(1,128)	-39%
Brewster Shuttle		16,319	42,018	25,699	157%
* Route 1 frequency doubled in 2015					

Brewster's free shuttle doubled frequency in 2016; in addition, they enhanced their marketing program and created a new brightly coloured wrap to distinguish their buses.

#2 New Service Request – 2017 Marketing Plan Development and Implementation

Objective:

Develop a marketing plan for Roam transit in Banff in the first quarter of 2017 for implementation in the second quarter to achieve a 25% increase in transit ridership through increased awareness.

Summary:

Through the summer months from mid-June to mid-September, the roads of Banff are beyond the identified capacity of 24,000 vehicles (both entrances, both directions). This project contemplates the creation and implementation of a comprehensive marketing plan designed to encourage the shift of travel modes from private vehicle to the use of transit. Banff Lake Louise Tourism survey indicated that only 55% of visitors surveyed were aware of transit in Banff (see supporting materials). Through a comprehensive marketing plan, that awareness number can be increased significantly with the intended target of a 25% ridership increase through the peak period.

Cost to Implement:

The estimated cost to develop and implement a comprehensive marketing plan for Banff local service is:
\$25,000 Plan Development

Ongoing Operational Cost per year:

	2017	2018	2019
Implementation Cost	\$25,000		
Annual Operating Cost	\$50,000	\$50,000	\$50,000
Increase in Revenue	\$(20,000)	\$(20,000)	\$(20,000)
Net Operating Impact	\$55,000	\$30,000	\$30,000

The ongoing operational cost will be \$50,000 per year (\$30,000 net), supplementing the current \$30,000 transit marketing budget. The additional marketing funds proposed are intended to provide comprehensive targeted marketing for the peak summer months with the goal of reducing congestion on the Banff roads through increased transit ridership. Increased revenue will only be realized if the marketing plan is implemented independent of the Free Transit Service Level Request.

Resources Required to Implement:

This will require the resources of BVRTSC staff and a consultant with visitor marketing expertise to develop the plan. Execution of the plan in the first and subsequent years will be completed by a marketing agency and BVRTSC staff.

Resources Required to Maintain:

Seasonal BVRTSC contracted resources needed for ongoing execution of the marketing plan on an annual basis, included in the annual plan as above.

Return on Investment:

The estimated return on investment is estimated to be a 25% increase in transit ridership through the peak summer months with a corresponding decrease in traffic on the roads within Banff.

Current ridership: 196,069 (June 25 to Sept 11, 2016)
 Projected ridership increases: 49,017
 Additional riders per day: 620
 Cars removed from road: 24,286 (2.3 passengers per car)
 Cars removed per day (July/Aug): 282
 Mode share shift across bridge: Move from 3% to 4%

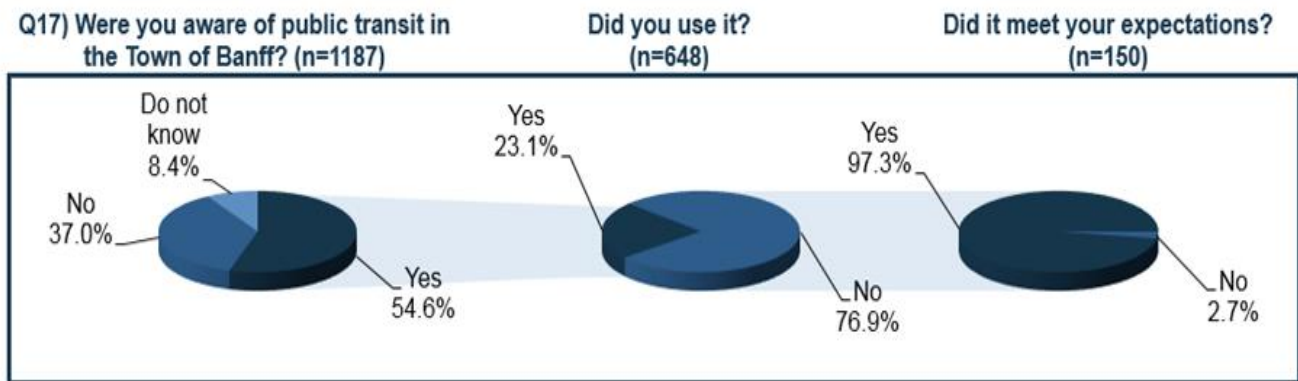
Estimated Delivery Date: Spring 2017

Commission Strategic Priority? Yes
 See: BVRTSC 2017 to 2020 Business and Strategic Plan

Supporting Materials:
 Banff Lake Louise Tourism Survey:

C. The Characteristics of the Trip...

- 54.6% of respondents were aware of public transit in the Town of Banff, among whom 23.1% used it at least once.
 - Almost all users of public transit in the town of Banff (97.3%) mentioned that it met their expectations.



Visitors who used public transit in a higher proportion are those:

- Who did not come by car / rented car or by plane / rented car (57.6%)
- From outside North America (50.4%)
- Who were part of an organized tour (50.0%)
- Who do not have a park entry pass (47.8%)
- Who stayed overnight in a Hostel / Bed & Breakfast (38.7%)
- Who stayed overnight in the Town of Banff (33.1%)

Comparison to Canadian Urban Transit Association (CUTA) agencies:

Canadian Urban Transit Association 2014 Ridership per Hour Statistics				
Location	Revenue Hours	Passengers Transported	Passengers per Service Hour	Percent Compared to Average
Kelowna	185371	4848971	26	112%
Victoria	805631	25228556	31	134%
Lethbridge	103038	1215147	12	50%
PEI	661008	17760942	27	115%
Population <50K	709558	14957114	21	90%
		Average:	23	
Roam (All Services)	18041	650000	36	154%
Roam (Banff Local)	12592	566437	45	192%
Roam (Banff Summer)	2500	145816	58	249%
Roam (Banff 2016)	4088	196069	48	205%

Ridership results from July and August 2016 (TOB data):

Bus Ridership - July and August Combined					
Bus Category	2014	*2015	2016	2016 Change in Riders	2016 % Change in Ridership
Roam Route 1	75,268	94,437	99,544	5,107	5%
Roam Route 2	57,349	62,061	61,537	(524)	-1%
Roam Route 4	4,063	2,898	1,770	(1,128)	-39%
Brewster Shuttle		16,319	42,018	25,699	157%
* Route 1 frequency doubled in 2015					

Brewster's free shuttle doubled frequency in 2016; in addition, they enhanced their marketing program and created a new brightly coloured wrap to distinguish their buses.

#3 New Service Request – Park and Ride Lots & Shuttle Service

Objective:

Provide options for visitor parking outside the downtown core - intercept lots on Norquay Road and Banff Avenue; serviced with shuttle service to downtown.

Summary:

Banff's road system is finite and is beyond capacity of 24,000 vehicles per day (both entrances, both directions) for much of the busy summer period. The Long Term Transportation Plan and previous studies have identified the need for intercept lots and mass transit to move people throughout the town site and this project contemplates the development of a 500 stall lot at each of the entrances to Town; combined with shuttle service from each lot to downtown. Exact locations would be determined with Parks Canada. Two shuttle buses for each lot plus one spare bus (per the BVRTSC spare ratio policy) are proposed. Operating costs are based on 79 days of operation during the busy summer period.

Funding applications have been submitted for the park and ride lots and for the shuttle service; and the project could be subject to approval of provincial funding through GreenTRIP

Cost to Implement:

Intercept lots	\$2,333,333 Banff contribution (1/3 of \$7,000,000 total)
Shuttle buses (5 buses)	\$1,016,667 Banff contribution (1/3 of \$3,050,000 total)
Total Capital (incl GreenTRIP funding)	\$3,350,000
Total Capital (excl GreenTRIP funding)	\$10,050,000

Ongoing Operational Cost per year:

Operating impact is based on:

- 1 bus from each lot between 10:00 and 23:30 (20-minute frequency).
- 1 additional bus from each lot between 11:00 and 19:00 (10-minute frequency).
- Frequency dependent upon final location of Park and Ride lots.
- 79 days per year to match the period that congestion has been identified.
- Free fare shuttle service. Automatic Passenger Counters included.
- Costs include fuel, driver wages & benefits, training and bus maintenance.

Operating Costs:

Shuttle Service	2 Buses @ 13.5 Hours/Day	\$206,583
Shuttle Service	2 buses @ 8 hours per day	\$166,435
Spare Bus	1 bus	\$35,000
	Total:	\$408,018

Amortization Costs:

Item	Amortization period	Capital costs	Annual amortization assuming 0% provincial funding	Annual amortization assuming 2/3 provincial funding
Shuttle buses	18	\$ 3,050,000	\$ 169,444.44	\$ 56,481.48
Intercept lots	50	\$ 7,000,000	\$ 140,000.00	\$ 46,666.67
Total		\$ 10,050,000	\$ 309,444.44	\$ 103,148.15

Operating Impact Summary:	2020	2021	2022
Contracted Services – annual operating	\$408,000	\$416,000	\$424,300
Contracted Services – capital contribution	\$309,500	\$309,500	\$309,500
TOTAL	\$717,500	\$725,500	\$733,800

Resources Required to Implement:

The project would be managed with existing resources in Engineering, Fleet, Corporate services and in collaboration with the BVRTSC

Resources Required to Maintain:

The plan would identify future investments

Return on Investment:

The plan would identify future return on investments and/or required public subsidies

Estimated Delivery Date:

Intercept lot construction 2019
 Shuttle service start 2020

Council Strategic Priority? Yes

(See <http://www.banff.ca/town-hall/banff-town-council/strategic-priorities.htm>)

Is this an approved Service Review Item? Yes

Supporting Materials:

(Optional. Provide a link to other supporting documents such as spreadsheets.)

<http://banff.ca/documentcenter/view/3535>

**#4 New Service Request – Fleet for Increased Frequency on Banff Local Routes (Phase 1)
(Green Trip Project B2)**

Objective:

To increase Banff Local Roam service ridership through enhancing service on Routes 1 and 2. This project contemplates the purchase of 3 new buses for enhanced service starting in 2018 - 1 bus for each of route 1 and 2 are proposed plus 1 bus to act as spare per BVRTSC spare ratio policy.

Summary:

Banff's road system is finite and is beyond capacity of 24,000 vehicles per day (both entrances, both directions) for much of the busy summer period. The Long Term Transportation Plan and previous studies have identified the need for intercept lots and mass transit to move people throughout the town site.

This project contemplates the purchase of 3 new buses to enable frequency increases on the Banff local service. 1 bus for each of route 1 and 2 are proposed plus 1 bus to act as spare per BVRTSC spare ratio policy.

Funding applications have been submitted for the bus purchases; and the project could be subject to approval of provincial funding through GreenTRIP

Cost to Implement:

Capital costs:

Bus Purchase (3 buses)	\$1,725,000
Potential GreenTRIP Funding	\$862,500
Public Transit Infrastructure Fund (PTIF)	\$862,500
Banff Capital Contribution (if both funding sources approved)	\$0

Ongoing Operational Cost per year:

- Operating impact is based on:
 - Route 1: Sulphur Mountain/Banff Avenue
 - 1 additional bus between 12:00 and 8:00 pm to achieve 20-minute frequency throughout the day. Currently 2 buses operate on this route at 30 minute intervals during peak and 20 minute intervals off-peak.
 - Route 2: Tunnel Mountain/Banff Springs Hotel
 - 1 additional bus during extended peak hours to achieve 20-minute or 25-minute service dependent upon campground pick up locations. Currently operate a 45-minute schedule from Tunnel Mtn 1. Extended hours proposed from 11:00 am to 11:00 pm.
- 79 days per year to match the period that congestion has been identified.

Route 1	1 additional Bus @ 8 hours/day	\$91,267
Route 2	1 additional bus @ 12 hours/day	\$106,159
Spare Bus	1 bus	\$35,000
	Total:	\$232,426

- Estimates above are based on gross costs without any fare contribution.
- Expectation would be increase of ridership during peak hours of 25%, equating to cash and pass revenues of approximately **\$31,000** on Route 1 and **\$35,000** on route 2, assuming 70% of ridership occurs during peak hours.

Amortization and Reserve Funding Costs:

Item	Amortization period	Capital costs	Annual Amortization	Reserve Funding (Assuming \$0 Grant Contribution)	Reserve Funding (Assume 50% Grant Contribution)
Route 1 and 2 buses (phase 1)	18 years	\$1,725,000	\$95,833	\$129,074	\$64,537

Operating Impact Summary:	2017	2018	2019
Contracted Services – annual operating		\$232,426	\$237,074
Contracted Services – capital contribution		\$64,537	\$64,537
TOTAL		\$296,963	\$301,611

Resources Required to Implement:

The project would be managed with existing resources in Engineering, Fleet, Corporate services and in collaboration with the BVRTSC

Resources Required to Maintain:

The plan would identify future investments

Return on Investment:

The plan would identify future return on investments and/or required public subsidies

Estimated Delivery Date:

Service start 2018

Council Strategic Priority? Yes

(See <http://www.banff.ca/town-hall/banff-town-council/strategic-priorities.htm>)

Is this an approved Service Review Item? Yes

Supporting Materials:

(Optional. Provide a link to other supporting documents such as spreadsheets.)

<http://banff.ca/documentcenter/view/3535>

**#5 New Service Request – Fleet for Increased Frequency on Banff Local Routes (Phase 2)
(Green Trip Project B3)**

Objective:

To increase Banff Local Roam service ridership through enhancing service on Routes 1 and 2. This project contemplates the purchase of 2 new buses for enhanced service starting in 2020 - 1 bus for each of route 1 and 2 are proposed.

Summary:

Banff's road system is finite and is beyond capacity of 24,000 vehicles per day (both entrances, both directions) for much of the busy summer period. The Long Term Transportation Plan and previous studies have identified the need for intercept lots and mass transit to move people throughout the town site.

This project contemplates the purchase of 2 new buses to enable frequency increases on the Banff local service. 1 bus for each of route 1 and 2 are proposed.

Funding applications have been submitted for the bus purchases; and the project could be subject to approval of provincial funding through GreenTRIP

Cost to Implement:

Capital costs:

Bus Purchase (2 buses)	\$416,000 Banff contribution (1/3 of 1,250,000 total)
Total Capital (incl GreenTRIP funding)	\$416,000
Total Capital (excl GreenTRIP funding)	\$1,250,000

Ongoing Operational Cost per year:

- Operating impact is based on:
 - Route 1: Sulphur Mountain/Banff Avenue
 - 1 additional bus between for full service throughout the day to achieve 10-minute frequency during off peak and 15-minute frequency during peak hours. Phase 1 has this route operating at 20-minute intervals throughout the day.
 - Route 2: Tunnel Mountain/Banff Springs Hotel
 - 1 additional bus throughout the day to achieve a 15-minute interval on this route at all times during extended peak hours and a 20-25-minute interval in the mornings.
 - Phase 1 has this route operating on a 20-25-minute interval during extended peak hours and a 40-45-minute interval during morning hours.
- 79 days per year to match the period that congestion has been identified.

Route 1	1 additional Bus @ 17.25 hours/day	\$130,782
Route 2	1 additional bus @ 17.25 hours/day	\$130,782
Spare Bus	1 bus (not required)	N/A
	Total:	\$261,563

- Estimates above are based on gross costs without any fare contribution.
- Expectation would be increase of ridership during the day of up to 25%, equating to cash and pass revenues of approximately **\$39,000** on Route 1 and **\$43,000** on route 2, assuming 70% of ridership occurs during peak hours.

Amortization and Reserve Funding Costs:

Item	Amortization period	Capital costs	Annual Amortization	Reserve Funding (Assume \$0 Grant Contribution)	Reserve Funding (Assume 50% Grant Contribution)
Route 1 and 2 buses (phase 2)	18	\$1,250,000	\$69,444	\$96,359	\$48,179

Operating Impact Summary:	2017	2018	2019	2020
Contracted Services – annual operating				\$261,563
Contracted Services – capital contribution				\$48,179
TOTAL				\$309,742

Resources Required to Implement:

The project would be managed with existing resources in Engineering, Fleet, Corporate services and in collaboration with the BVRTSC

Resources Required to Maintain:

The plan would identify future investments

Return on Investment:

The plan would identify future return on investments and/or required public subsidies

Estimated Delivery Date:

Service start 2020

Council Strategic Priority? Yes

(See <http://www.banff.ca/town-hall/banff-town-council/strategic-priorities.htm>)

Is this an approved Service Review Item? Yes

Supporting Materials:

(Optional. Provide a link to other supporting documents such as spreadsheets.)

<http://banff.ca/documentcenter/view/3535>

New Capital Budget Request – Bus Shelter Installations and Bus Stop Improvements

Project #:	T-25-16	Department:	511-Transit	Project:	Bus Shelter Installations & Bus Stop Improvements
Budget Year:	2017	Manager:	Adrian Field	Project Type:	Transportation
Budget Status:	Open	Project Partner:		Asset Type:	Other
Year Identified:	2016	Start Date:		Est. Completion Date:	

Banff’s road system is finite and is beyond capacity of 24,000 vehicles per day (both entrances, both directions) for much of the busy summer period. The Long Term Transportation Plan and previous studies have identified the need for intercept lots and mass transit to move people throughout the town site.

This project contemplates the construction of 9 additional shelters (over/and above the 7 that are proposed for construction in 2017). The combination of both phases would see the construction of shelter at all principal bus stops in the Banff local system.

The Bow Valley Regional Transit Services Commission (BVRTSC) has applied for \$666,667 of provincial GreenTrip funding on behalf of the Town of Banff. If BVRTSC is successful in their grant application, the shelters would be funded 2/3 from the provincial GreenTrip funding and 1/3 from the Town’s General Capital Reserve for a total of \$1,000,000.

- In the event where the BVRTSC is not successful with the GreenTrip funding, Council could direct administration to
- 1- Proceed with the construction of 3 shelters that would be solely funded by the Town’s general capital reserve at the cost of \$333,333
 - 2- Proceed with the construction of 9 shelters that would be solely funded by the Town’s general capital reserve at the cost of \$1,000,000
 - 3- Delay the construction of 9 shelters until grant funding is secured.

Budget Summary:

Account	Description	2017	2018	2019	2020	2021	2022 - 2026	Total
3200	General Capital Reserves	0	333,333	0	0	0	0	333,333
4645	Provincial Capital Grant	0	666,667	0	0	0	0	666,667
6000	Capital Expense	0	(1,000,000)	0	0	0	0	(1,000,000)
Net:		0	0	0	0	0	0	0

Operating Budget Impact:

Effective Date	(Exp)/Rev
2017	(60,500)
2018	(60,500)
2019	(60,500)

Service Area: Regional Transit Service (2 of 2)

- Operation & management of transit system
- Route planning & enhancements
- Public & media relations
- ROAM partner contract management

} Through the BVRTSC

**Transit Services (Regional)
2016-2019 Operating Budget**

	2016 Budget	2016 Q2 Forecast	2017 Approved Budget	2017 Proposed Budget	2018 Proposed Budget	2019 Proposed Budget
REVENUES						
Activity Revenue	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Other Revenue	4,000	60,905	4,000	4,000	4,000	4,000
TOTAL REVENUES	28,000	84,905	28,000	28,000	28,000	28,000
EXPENDITURES						
Contracted & General Services	180,000	180,000	196,900	228,692	239,390	244,297
Materials, Goods & Supplies	24,000	24,000	24,000	24,000	24,000	24,000
Internal Charges	5,000	5,000	5,300	5,200	5,500	5,600
TOTAL EXPENDITURES	209,000	209,000	226,200	257,892	268,890	273,897
REVENUES LESS EXPENDITURES	(181,000)	(124,095)	(198,200)	(229,892)	(240,890)	(245,897)
Transfers to Reserves		(56,905)				
Tax Funding Required	(181,000)	(181,000)	(198,200)	(229,892)	(240,890)	(245,897)

COUNCIL EXPECTATIONS

- 1) Increase ridership
- 2) Optimize service frequency
- 3) Local and visitor ridership
- 4) Maintain current operating cost recovery percentage
- 5) Seamless integration of public transportation
- 6) Constant monitoring and communication of the system
- 7) Focus on superb customer service
- 8) The Town of Banff targets to be in the top 20 percent for cost recovery for transit systems belonging to the Canadian Urban Transportation Association
- 9) Performance metrics are provided to Council quarterly



Successes

- High cost recovery relative to CUTA National average is 55% based on 2014 CUTA statistics, while Roam Transit is at 71%. CUTA statistics do not differentiate between municipal and regional transit.
- Brand standard is appreciated by community & riders.
- Community recognition for providing a needed safe and environmentally friendly service between centres. Connection of Banff and Canmore without needing a personal vehicle.
- Professional & courteous service
- On-time performance
- Rider data availability
- Corporate discount program introduced in 2016 allows companies to purchase bulk regional passes for their customers at a discounted rate, increasing the opportunity for transit use.
- ToB Fleet support keeps buses on the road and service disruptions are minimal
- Partnership with the BVRTSC, the commission administration, brand standard and other successes are a sound foundation upon which to build further growth of the system
- Transit APP and Next bus as tools to inform riders of schedule
- Ridership per service hour is high relative to CUTA standard. National ridership per service hour is 21 for populations <50,000. Roam Transit is at 36 for overall regional and local.

Challenges/Opportunities

- 96% of Canmore commuters to Banff still prefer to drive. Cost recovery is high relative to CUTA. Opportunity exists to increase ridership through increased communication & marketing, fare reduction or service enhancements.
- Congestion and parking shortfall caused by excessive vehicle numbers is becoming an issue throughout the National Park. Parks Canada's involvement is needed to provide transit throughout the national park such that travelling around the Bow Valley without the use of a private vehicle is a viable option.
- The introduction of Canmore local transit service will offer further opportunity for connectivity without the use of personal vehicles.

- Driver retention is strong, with a positive and rewarding working environment within the Commission
- Transit plays a role in reducing congestion
- Better than projected ridership. Ridership in summer 2016 has topped 10,000 per month
- Regional collaboration
- Good synergy with legacy trail. 3961 bikes were carried by Roam Regional service between April and September 2016, compared to 3199 in 2015 (increase of 24%)
- Ridership numbers are steadily increasing
- Strong pass sales indicate a committed and loyal ridership base.
- Captures some commuters – 4.3% - (35 out of 807)* Canmore commuters ride the bus; 92% (744 out of 807) arrive in Banff by vehicle) *from 2014 Canmore census

2017 Priorities:	Communication Format
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- Increase ridership on regional route

(RFD/Briefing/Policy/Bylaw/Workshop/Etc.)

Ridership stats provided in BVRTSC minutes