

# Report to Council



**Date:** February 15, 2012  
**File:** 1405-10  
**To:** City Manager  
**From:** Jerry Dombowsky, Regional Programs Manager, Regional Services  
**Subject:** Proposed New #9 Shopper Shuttle Transit Service and #12 McCulloch Saturday service

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## Recommendation:

THAT Council approve a new #9 Shopper Shuttle transit service on a modified schedule and routing, operating between the Queensway exchange and the Orchard Park exchange;

AND THAT Council approve continuation of the #12 McCulloch transit service on Saturdays;

AND THAT the new #9 Shopper Shuttle service be introduced March 25<sup>th</sup> in conjunction with the changes planned for the new H2O/Capital News Centre service.

## Purpose:

To introduce new transit service on #9 Shoppers Shuttle route and to continue Saturday service on the #12 McCulloch route.

## Background:

During the 2012 Provisional Budget review, Council approved service reductions to a number of low performing transit routes and to routes where alternative transit service was being provided in close proximity. These reductions included the complete elimination of the #9 Shopper Shuttle service, and the elimination of Saturday service on the #12 McCulloch route

The #9 Shopper Shuttle currently provides mid-day hourly service seven days of the week. It operates between Downtown Kelowna and Enterprise Way and Banks Road on a route through residential and secondary roads. It also provides transit service to a convenient stop in front of the Parkinson Recreation Centre. The #10 North Rutland provides close-by, parallel service to the #9 bus with much higher frequency (operating at fifteen minute service during the peak periods) but it stays on the main streets - Bernard Avenue, Spall Road and Enterprise Way.

After careful reconsideration, staff feel it would be beneficial to maintain some service on this route to allow either easy access to major shopping outlets or easy transfer to other transit routes.

Staff have been working closely with BC Transit staff to examine a post-secondary transit service request in conjunction with the U-Pass for students at UBC for final budget. Through this

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planning work it has been determined that some transit service hours could be provided for the #9 Shopper Shuttle. Given this knowledge, a proposed new #9 Shopper Shuttle route would provide the following service:

- Route would connect between Downtown (Queensway) and Orchard Park exchanges providing direct service to these two major shopping destinations and easy transfer to other routes at these terminuses;
- Hourly service would be provided seven days a week (four trips daily) between 11:40am and 2:40pm; &
- The route would still provide convenient drop-off in front of the Parkinson Recreation Centre.

Subject to City Council's approval of the proposed #9 Shopper Shuttle service at the February 20<sup>th</sup> Council meeting, BC Transit has confirmed that the service can be modified on March 25<sup>th</sup>. A new Riders Guide will need to be published to include all changes to local transit service.

Through the review, it was also determined that there is opportunity to restore Saturday service to the #12 McCulloch route. This Saturday service cut was one of the eliminations proposed and approved at the 2012 Provisional Budget review. While ridership on this route is at a lower than ideal level on Saturdays, it is recognized that failing to provide a complete week of service may lead to some ridership loss overall. Given the opportunity to act within existing budget, continuation of this Saturday service is recommended.

**Internal Circulation:**

Director, Financial Services  
Director, Communications

**Financial/Budgetary Considerations:**

The proposed modified #9 Shopper Shuttle service and continuation of the #12 McCulloch Saturday service will be provided within the current approved budget. Restructuring of other transit service has provided this opportunity to provide the proposed level of service.

**Communications Considerations:**

Subject to Council's approval of these recommendations, the proposed changes will be incorporated into a new transit Riders Guide

**Considerations not applicable to this report:**

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

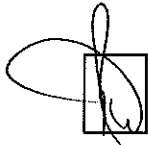
Existing Policy:

**Personnel Implications:**  
**External Agency/Public Comments:**  
**Alternate Recommendation:**

Submitted by:



J. Dombowsky, Regional Programs Manager  
Regional Services



Approved for Inclusion: Director, Regional Services

Cc: Regional Transit Manager, BC Transit