

TRANSIT *future*

▶ **actionplan**

CAMPBELL RIVER

2026



Territorial Acknowledgement

We acknowledge with respect that BC Transit carries out its work on the traditional territories of indigenous nations throughout British Columbia.

Campbell River lies within territorial lands of the Homalco people, and Wei Wai Kum and We Wai Kai (Laich-kwil-tach) peoples.

We are grateful to work on their traditional lands.

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01 Transit Vision

The Campbell River Transit System connects people and communities through cost-effective, convenient, safe and accessible transit services.

The Transit Future Action Plan builds upon the Campbell River Transit System Re-structuring (2017), and the Campbell River Transit Future Plan (2012).

This purpose of this document is to develop a cohesive regional transit plan to incorporate the Transit Vision and Goals for the City of Campbell River, in consultation key representative community partners and local First Nations.



Identify improvement opportunities for service and infrastructure.



Ensure alignment with local area plans, and development strategies. Investment in key corridors.



Make the transit system more efficient and receptive to community need.



Transit links to key destinations, including commercial amenities, health services, centres of employment, schools, etc.



Support regional connectivity and improved access for local First Nations communities.

Figure 1: Transit Future Action Plan objectives

01 Transit Vision

The role of the Transit Future Service Plan is to:

Build on existing planning and add service and infrastructure priorities for the community

Review what has changed for the community

Inform both the planning and operational activities

Drive a range of objectives and actions that will deliver a fit for purpose network across the community

Guide decision making to procure and deliver the desired network

Engage with the community

What information is BC Transit and local staff considering when making future transit planning recommendations?

- Current Demographic Data
- Ridership Statistics
- Operational and Service Performance Data
- Public, Transit-User, and Operator-Specific Feedback
- Industry-wide Principles and Best Practices
- Municipal and Local Area Plans and Policies

02

BC Transit Corporate Initiatives

Going forward and looking ahead to the next 5-7 years, BC Transit and the City of Campbell River will continue to evolve the transit system by introducing and further promoting new and existing programs and technologies to improve the customer experience and reduce the impact on the environment.

BC Transit’s Strategic Plan provides the blueprint for how we will facilitate the transformation and pursue our common vision for a transit-supportive environment:

- Create responsive and reliable services
- Improving integration with other mobility providers. Introduction and expansion of electronic fare programming.
- Building more transit-supportive infrastructure and supporting transit’s integration with land-use planning.
- Supporting timely fleet transition and vehicle replacement.

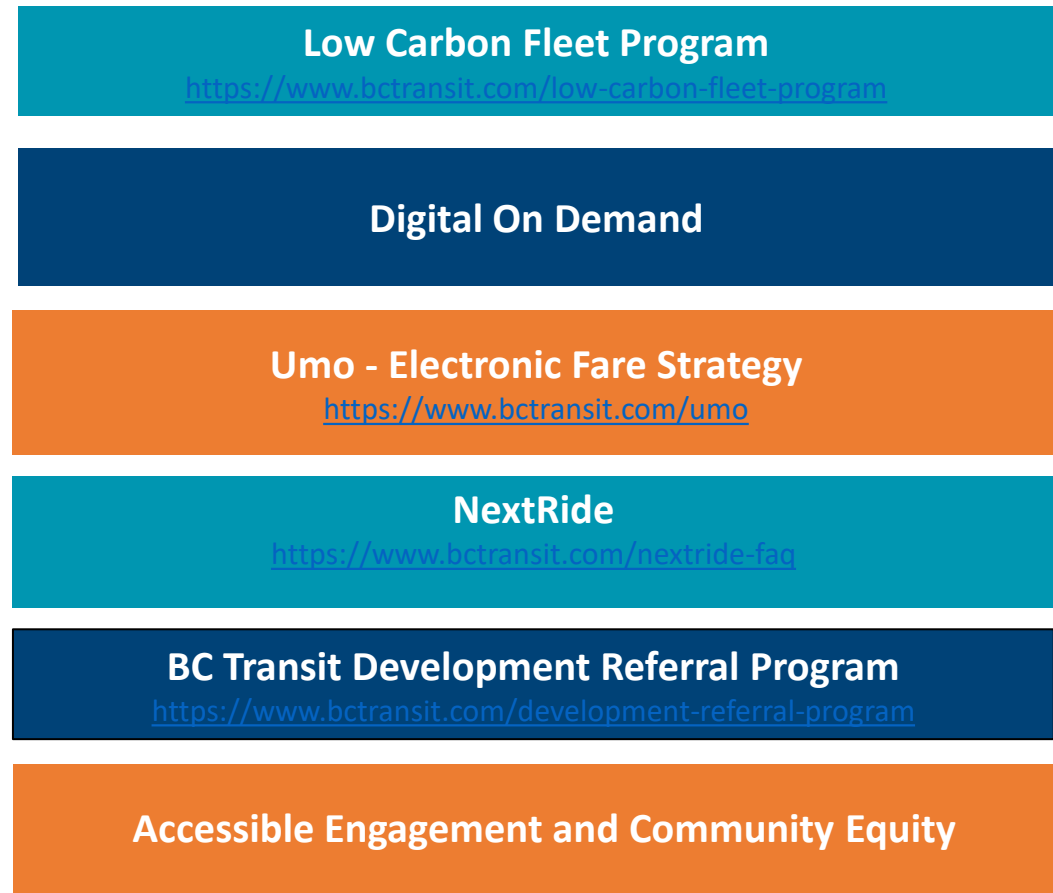


Figure 2: Ongoing BC Transit Corporate Initiatives

BC Transit Corporate Initiatives

Low Carbon Fleet Program

BC Transit is working with key provincial partners in support to electrification and the overall reduction of emissions in its active fleet of vehicles.

The low carbon fleet program focuses on four principles:

- Transitioning vehicles to electric propulsion based on the fleet replacement plan and service delivery strategy.
- Bridging transition to electric with renewable fuels.
- Using industry-best practice to guide investment decisions.
- Developing partnerships with key local groups and industry leaders.

Umo - Electronic Fare Strategy

Umo is BC Transit's recently-launched electronic fare platform, allowing users to pay via smartphone app or reloadable, contactless card. This program was launched in Campbell River in late 2023. The Umo system accommodates a mix of fare products, including cash fares, and can operate in areas with low-cell phone coverage/service.

Via this program, BC Transit is working to not only improve rider convenience but also enable mobility partnerships and create new data collection opportunities.

Digital On Demand

This is an exciting initiative that uses technology to dynamically dispatch a bus or fleet of vehicles to locations dictated by customers using an app or phone-in service. BC Transit has completed a feasibility study on digital on-demand transit and plans to roll out this service type a number of communities in 2025 (pending funding approvals), with a view to add more communities in future years, based on the success of the current project phase.



BC Transit Corporate Initiatives

Accessible Engagement and Community Equity

BC Transit is committed to building a supportive and inclusive environment that reflects the diversity of the communities we serve. Every day, we aim to ensure our communities thrive by providing the safest, highest-quality, most accessible public transit – this means listening to and meeting the transportation needs of British Columbians.

Plans and projects going forward, in supporting this mission, shall support furthering engagement with Indigenous communities and key support/advocacy-based community groups. It is key to be integrating unique and nuanced perspectives in transit planning, and to guide decision-making that supports the best experience for all riders.

Development Referral Program

In supporting alignment and ongoing awareness of community development, local governments or developers can send any referrals and supporting information to BC Transit to review and analysis.

BC Transit can provide comments to the local government or developer on how the proposal may impact current or future transit service and infrastructure. BC Transit will also suggest changes to better support transit service and infrastructure, both now and in the future.

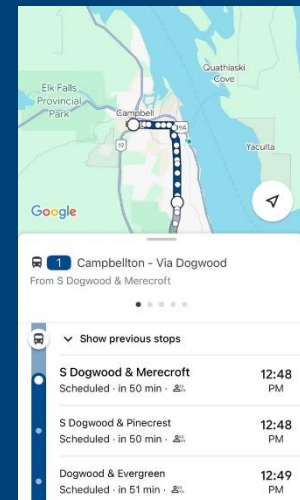
Responses may include comments on:

- Land-Use and Density
- Alignment with Transit Policy, Plans, and BC Transit Infrastructure Design Guidelines
- Site Design
- Location and Amenities of Transit Stops.
- Relevant Future Transit Planning Priorities

Next Ride

NextRide technology offers door-to-door trip planning support and provides real-time bus location information to customers via transit user-supportive apps (i.e., Google Maps- Transit).

NextRide also enhances operations control and route information for local operators on the road.



03 Transit Today

Inaugurated in 1982, the Campbell River Transit System has a long-standing and storied history of providing impactful transit service in the local community and saw continual ridership growth from its inception through to the onset of the COVID pandemic.

The existing transit system is made up of both conventional transit providing local service within the City and regional service to surrounding areas, as well as HandyDART, offering door-to-door accessible service for residents with physical or cognitive disabilities.

The local transit system is delivered through BC Transit’s innovative cost sharing model and in coordination with the City of Campbell River, with the local government supporting final decisions on fares, routes, and service levels (with consideration to feedback, data, and recommendations provided via City staff and BC Transit).

570k Annual Ridership	MON. TO SUN. Operates 7 days a week	27k Annual Service Hours
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8 Routes in the system

12 Fleet Vehicles

Transit Vision, Alignment with Community Development

City of Campbell River Official Community Plan (2012)

- The City of Campbell River Official Community Plan (2012) calls for efficient transit service connecting the community in Section 8.3 of the document.
- Support for a provision for Frequent Transit Network (FTN) with more convenient, reliable, and frequent service throughout the entire day and on evenings, 7/days week, on the Dogwood Corridor and Island Highway Corridor.

Note: An update of the Official Community Plan is currently underway and slated for finalization in late 2025/early 2026.

Campbell River Transit Future Plan (2012)

- The Transit Future Plan outlined at 25-year vision and identified long-term priorities for the system. Alignment for FTN priorities with City of Campbell River OCP.
- Identifying the extension of evening service and establishment of stat holiday service as a key medium to long-term priority.

Campbell River Transit System Expansion and Restructure (2017)

- Recommended various changes to the system, some of which have been implemented. This included the re-organization of, and the establishment of a hierarchical structure, for local coverage-oriented, and key corridor-oriented transit routes with interlined service. +1500 service hrs. of expansion initiated.

Campbell River Transit Service Design Standards and Performance Guidelines (2017)

- These standards define target service levels (trips per day, service span, etc.) for Campbell River Transit, with established guidelines to support route monitoring and ensuring resources are used effectively in delivering service.

City of Campbell River Draft Master Transportation (2025)

- Section 5.2.2 noting that Routes 1 and 2, as core routes, should be the priority focus for further frequency investment in the shorter-term.
- Cross-engagement facilitated. Draft TMP supports alignment with priorities identified in this TFAP.

Dogwood Corridor- Transit-Oriented Development (2025)

- City of Campbell River supporting investment and strategic core development along the Dogwood corridor from the north end (Highway 19A) to south end (Jubilee Parkway).

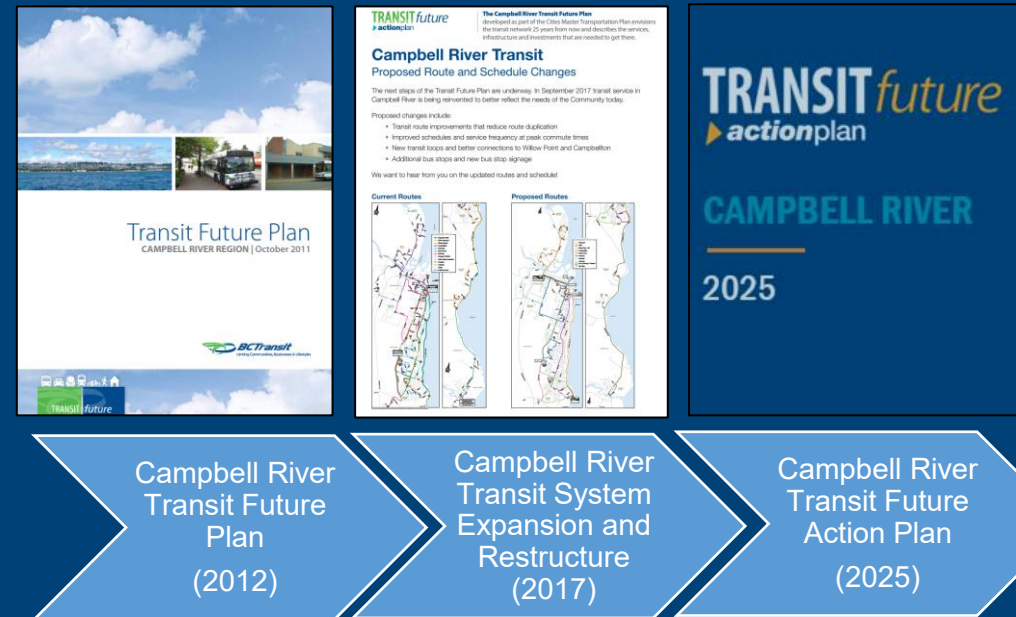


Figure 3: Transit Plan Recent History

03 Transit Today

Campbell River Transit System

- **Route 1 (via Dogwood)** provides service between Campbellton and Willow Point, via the City Centre, Strathcona Gardens, local Secondary Schools, North Island College, and Willow Point. This route runs north-south via the Dogwood Corridor, providing the highest service levels, and carrying the majority of ridership in the local transit system.
- **Route 2 (via Alder)** provides north-south transit service along Alder/S. Alder St, and local neighbourhood service in the Willow Point area.
- **Route 3 (via Highway 19A)** provides north-south transit service along the coastal Island Highway. Providing connections between Willow Point, the City Centre, and the Discovery Harbour Centre.
- **Routes 4, 7, and 8** offer coverage services in lower-density neighbourhoods and outlying areas. These routes offer base-level service only and connect into core routes in the local transit system.
- **Route 6 (Oyster River)** provides service from Erickson Rd./Willow Point south to Oyster River via the Maryland area (Ocean Grove) and Stories Beach. This route provides connections south to the Comox Valley Regional Transit System.
- **Route 15 (Homalco)** provides service from the Homalco First Nation to North Island College/Timberline Sec. School, with thru-connections to the City Centre via Route 8 and Route 1.

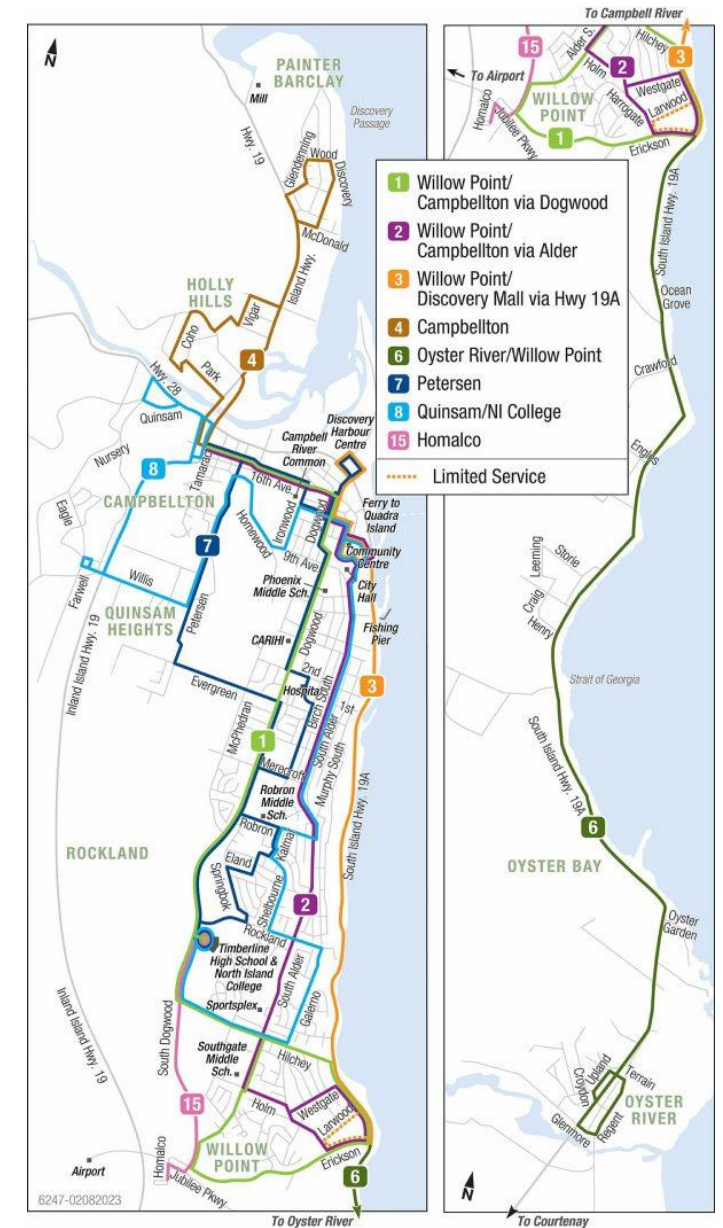


Figure 4: Campbell River Transit System map

04 Transit Need

Demographics in Campbell River

- The population in Campbell River grew by 7.6% per cent between 2016 and 2021 (Census 2021).
- Key corridors of current and future density, featuring major community amenities, include Dogwood St., and Island Hwy. 19A.
- A low density and dispersed population in outlying neighbourhoods (Maryland area, Quinsam, Willow Point, etc.) makes providing efficient and direct transit service a challenge.

Transit is an important resource in Campbell River, in connecting residents to social, educational, and economic opportunities. and ensuring greater accessibility whilst supporting transportation choice and the opportunity to shift travel mode share.

Transit growth and improvements need to match population growth and community trends to support new residents with transportation solutions that are affordable, competitive, responsive, and efficient.

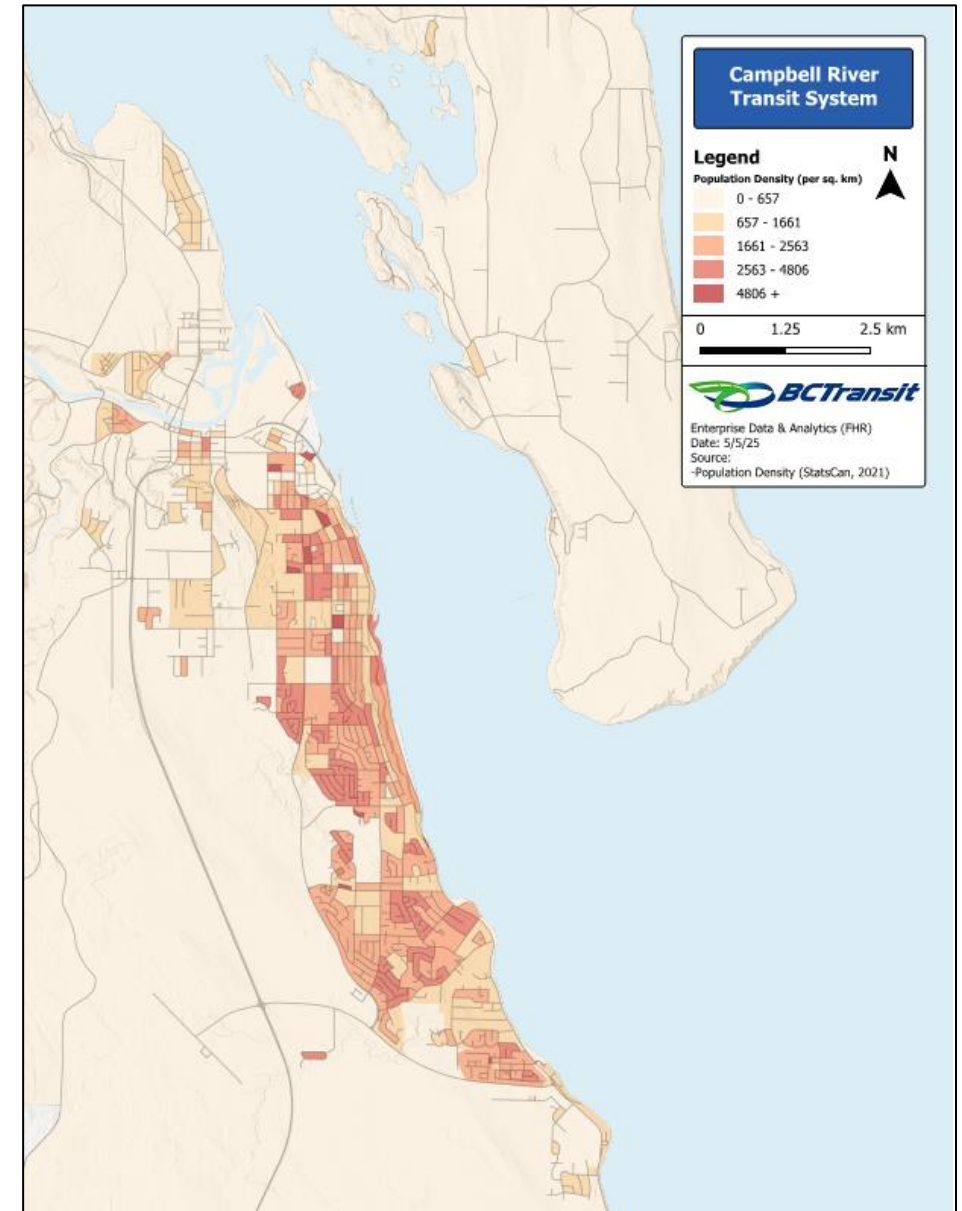


Figure 5: Population density in Campbell River

05 System Performance

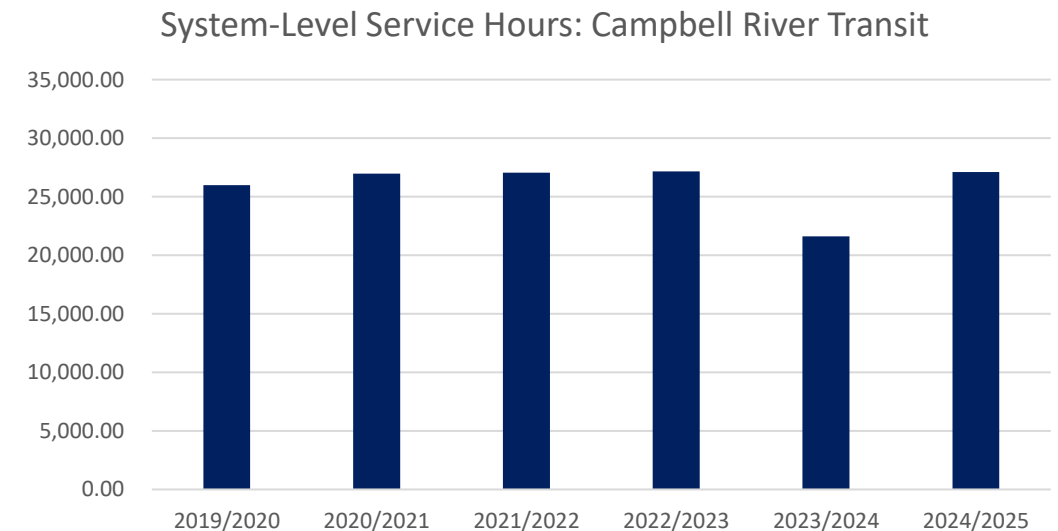
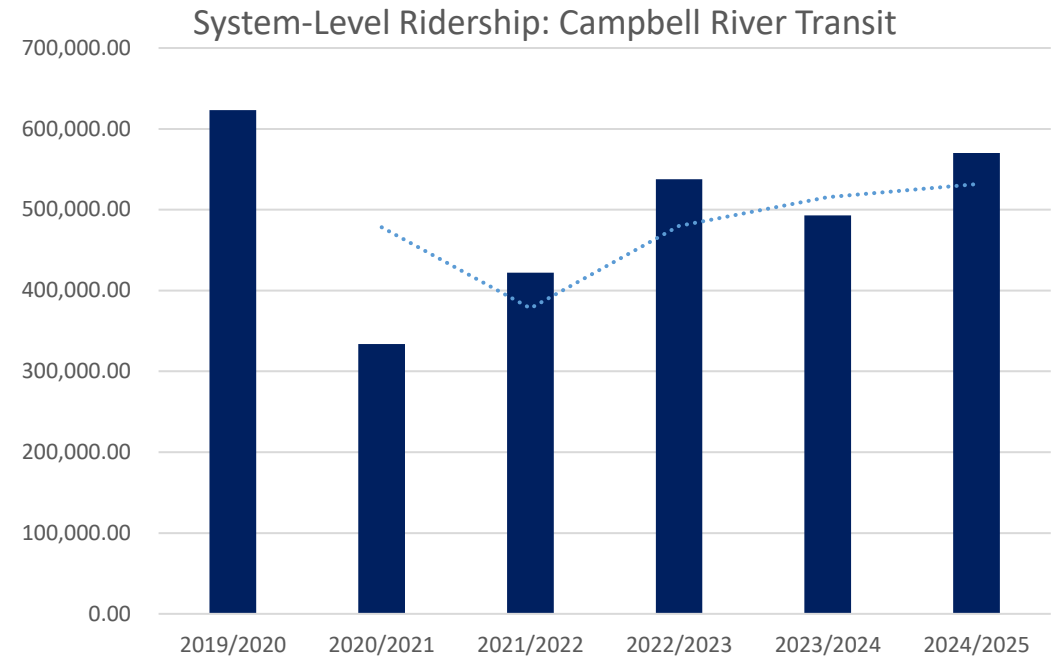
Post-pandemic, transit ridership has seen moderate year-over-year growth.

*Minor drop in ridership noted for 2023-2024 can be attributed to the strike action and temporary cessation of transit service that occurred in early 2024.

The COVID-19 pandemic, which started in early 2020, greatly impacted ridership in transit systems across the country, and Campbell River was no exception, with ridership having dropped significantly (from approx. 620k/yr. to 330k rides/yr.). Ridership has not yet reached pre-pandemic levels, however with further targeted investment (supported by user and performance data), the local system has potential to see greater ridership return in the coming years.

Key Takeaways

- Amidst the onset of the COVID pandemic, transit saw an over 45% drop in ridership.
- Ridership has steadily recovered, peaking at 91.5 percent of pre-pandemic levels in 2024-2025.
- Amidst the pandemic and subsequent recovery years, service hours delivered in the local transit system has remained relatively stable.



Figures 6, 7: Conventional Transit System-Level Performance 2024-2025, Campbell River

06 Route Performance

Key Takeaways

- The Route 1- Campbellton via Dogwood is the highest ridership route in the Campbell River Transit System, with approx. 35 boardings/per in-service hour (2024-2025 Fiscal Year Data).

Within the Campbell River Transit System, the noted lower-performing transit routes provide boarder service coverage and important connections to commercial, recreational, and health services.

In largely serving areas of lower density, lower ridership volumes are generally expected for such routes. Major alterations to these services could have an impact on dedicated existing ridership.

Any prospective routing changes implemented through this plan shall be monitored from a customer service and operational perspective, in addition to service performance data (as collected by BC Transit).

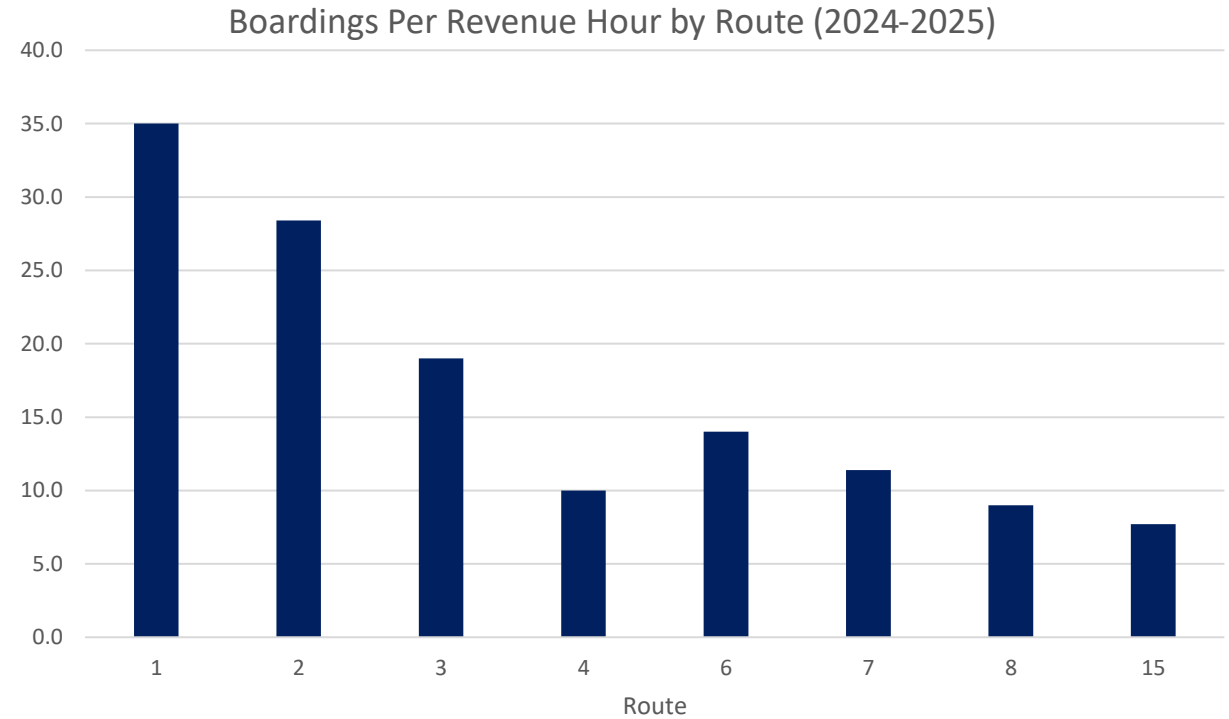


Figure 8: Campbell River Transit- Boardings per Revenue Hour by Route, 2024-2025*

07 Engagement

As part of BC Transit’s commitment to public engagement, outreach was carried out to identify draft service and infrastructure priorities through surveys, workshops, conversations with interested and affected parties, and a transit operator survey.

266 survey responses were received from the public, with the majority of feedback coming through the online survey (hosted in Spring 2024).

In addition to public surveys, and operator engagement, key community partners were consulted via various workshop sessions.

Participating representatives included North Island College, School District 72, Strathcona Regional District, Keolis Transit (formerly PWT Transit), and local First Nations representatives.

Key Findings:

- Strong mix between frequent users, occasional users, and non-users. (Approx. 75% of respondents were transit riders).
- Variety in respondents across age and gender. 10-20% split between age groups.



Dedicated local transit operator survey



10 Key Community Partner Groups



266 public survey respondents

How often do you use the Campbell River Transit system? (n=237)

Source: Public Survey

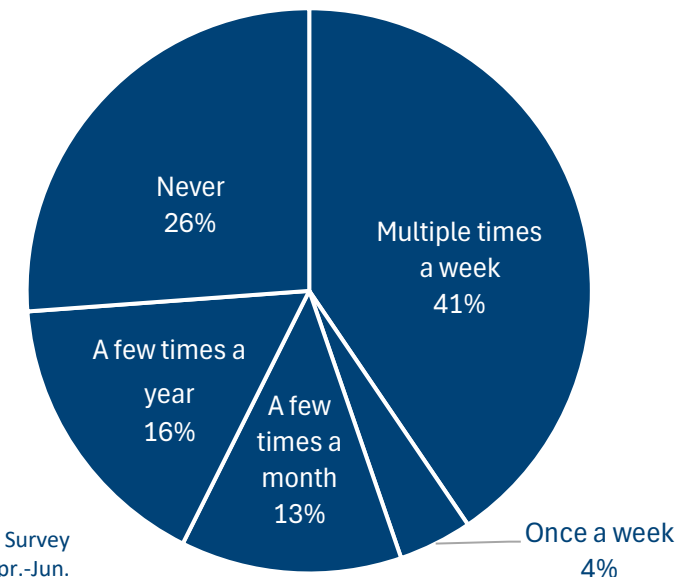


Figure 9: Public Survey Response Data, Apr.-Jun. 2024, Campbell River Transit

07 Engagement: What we heard

Current Service:

- Strong ridership on Routes 1-3. Ridership is below avg. on Routes 4, 6, 7, 8, and 15. Survey respondent breakdown reflected in current performance data.
- Approx. 14% of respondents reported experience(s) in the past of not being able to board transit due to capacity on-board.
- Majority of users reported feeling safe while using transit (approx. 71%).
- Mix in terms of satisfaction rate from respondents. Approx. 25% of respondents noted experiencing a lack of reliability with using transit. This concern is reflected in the operational data collected and the reported on-time performance stats on core routes.

Engagement with Key Community Partners:

- Frequency and span improvements to weekday and weekend evening service was most desired amongst engagement participants and survey respondents (users and non-users).
- Desire for improved service levels on across the service day on weekends.
- Strong support for the implementation of transit on all Statutory Holidays.
- Concern with travel times to/from Downtown Campbell River not being competitive or supporting efficient travel.
- Strong support from North Island College in improving inter-community connections to Comox Valley Regional Transit.
- Strong support from local First Nations for increased service and span on Route 15 and 8, respectively. Notable interest in improving evening and weekend service.

07 Engagement: Ongoing

Voice of the Rider

BC Transit believes that in better understanding our existing and prospective riders better, we need to move a step closer to your community and make the community a part of important business decisions.

BC Transit's Voice of the Rider panel is an effort to drive community engagement on every project we undertake, understand the satisfaction levels of our riders, and take recommendations and suggestions to improve the overall transit experience.

Engaging with Indigenous Communities

BC Transit is developing a strategy for increasing engagement with First Nations and supporting meaningful reconciliation. We recognize the need to engage with communities in ways that are appropriate for each culture.

BC Transit and the City of Campbell River will continue to work with the First Nation communities included and/or adjacent to the transit service area to understand how we can best strategically and effectively serve their communities.

Do you have something to say
about transit in your community?

VOICE
of the Rider



08 Conventional Service Priorities 2025-2030

Recommended Priorities

Priority	Description	Expansion Resources
Improve On-Time Performance on Route 1	Introduce service hours to support operational consistency of scheduled service along the Dogwood Corridor, and to minimize overcrowding and potential pass-ups.	Approx. 1,000 Hrs. 1 Bus
Service Improvements and Increased Weekday Frequency on Route 1	Introduce additional trips on Route 1 to accommodate for ridership growth and school-oriented traffic. Support 15 min. frequency on Route 1 during weekday peak periods.	Approx. 2,500 Hrs. 1 Bus
Introduction of Stat Holiday Service across the transit network	Introduce regular transit service on all statutory holiday (Sunday-level service).	Approx. 425 Hrs. 0 Buses
Improve service frequency on Route 3- via Highway 19A	Implement additional service on Route 3. 30 min. frequency during weekday peak periods, 1 hr. headways during select off-peak periods.	Approx. 4,500 Hrs. 2 Buses

• * Service hr. estimates to be evaluated on a regular basis in future, and subject to minor changes to support scheduling and blocking efficiencies.

Recommended Priorities

Priority	Description	Expansion Resources
Service Improvements on Route 2 via Alder	Improve service frequency on Route 2 via Alder.	Approx. 1,450 Hrs. 1 Bus
Service Improvements on Route 6 to Oyster River	Implement additional trips to support improved transit access via Route 6 to/from Oyster River and Stories Beach.	Approx. 850 Hrs. 1 Bus
Monday to Saturday Service Improvements on Routes 8 Quinsam and 15 Homalco, including expansion of Route 15 to Airport and Maryland.	<ul style="list-style-type: none"> Implement additional service on Route 15 to Homalco First Nation Mondays-Saturdays. Improve thru-connections to North-South services to Campbell River city centre (475 hours). Improve service frequency and introduce additional trips to full existing gaps in Route 8 schedule. Service improvements to connections to/from We Wai Kai First Nation and to support projected future growth in the Quinsam Heights neighbourhood (1,100 hours). Introduction of base-level service opportunities by extending Route 15 to Campbell River Airport (300 hours) and/or Maryland area (Ocean Grove, 400 hours). 	Approx. 2,300 Hrs. 2 Light Duty Buses

* Service hr. estimates to be evaluated on a regular basis in future, and subject to minor changes to support scheduling and blocking efficiencies.

Recommended Priorities

Priority	Description	Expansion Resources
Introduction of Base-Level Sunday Service to Route 8 Quinsam and 15 Homalco	Introduction of Base-Level Sunday Service to Routes 8 Quinsam and 15 Homalco	Approx. 500 Hrs. 0 Light Duty Buses
Introduction of Seasonal Service to Mclvor Lake and Tyee Spit.	<p>Implemented independently, either of these expansions would each require a bus. There is efficiency to grouping them together to implement at the same time when they can share a bus resource. Similarly, offering them in the same time period will make it easier and more predictable for seasonal customers to use and consolidate seasonal service change efforts.</p> <ul style="list-style-type: none"> • Introduction of base-level seasonal service to Mclvor Lake (via Elk Falls Provincial Park) from June to September (280 hours). • Introduction of base-level seasonal service to Tyee Spit from June to September (200 hours) 	Approx 500 Hrs. 1 Light Duty Buses

- * Service hr. estimates to be evaluated on a regular basis in future, and subject to minor changes to support scheduling and blocking efficiencies.

Service Improvements on Route 1- via Dogwood

On-Time Performance Adjustments

The performance of the Route 1 was consistently reported as the number one concern aired via survey with local operators, and according to BC Transit performance data, suffers from consistently poor on-time performance. Existing scheduled time for delivery of round-trip not adequate.

Additional Trips

Introduce additional trips on Route 1 to accommodate for ridership growth and school-oriented traffic. Support 15 min. frequency on Route 1 during weekday peak periods and introduce additional trips on weekends.

- School District expressed support in community partner engagement for additional frequency on the Route 1 during peak times.
- Noted anticipated development and growth along the Dogwood Corridor in future.

1,000

Estimated annual service hours
(On-Time Performance)

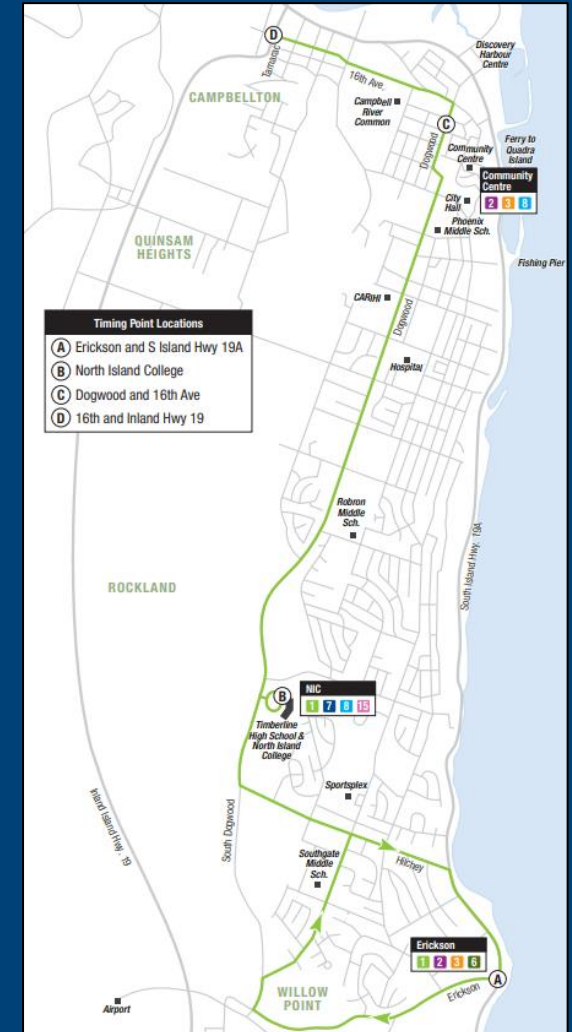
2,500

Estimated annual service hours
(Additional Trips)

1,1*

Additional Vehicles (*Subject to further operational analysis*)

Note: Not including required spare/contingency vehicles.



Introduction of Stat Holiday Service

Introduction of service of statutory holidays across the conventional transit network.

- New Year's Day
- Family Day
- Good Friday
- Victoria Day
- BC Day
- Labour Day
- Truth & Reconciliation Day
- Thanksgiving Day
- Remembrance Day
- Christmas Day
- Boxing Day

425

Estimated annual service hours

0

Additional Vehicle (Subject to further operational analysis)

Note: Not including required spare/contingency vehicles.



Improve Service Frequency on Route 3- via Highway 19A

Improve service frequency throughout the service day on Route 3 via South Island Hwy 19A. Additional trips 7 days/week. Improvement/extension of service span on Sundays.

- Supporting improved alignment for the route in relation to Campbell River Transit's service design standards for Local Transit Network- Ridership (LTN-R) class route.

4,500

Estimated annual service hours

2*

Additional Vehicle (Subject to further operational analysis)



Service Improvements on Route 2- via Alder

Improve service frequency during peak AM/PM periods on Route 2 via Alder. Additional trips 7 days/week. Improvement/extension of service span on Sundays.

- Supporting improved alignment for the route in relation to Campbell River Transit's service design standards for Local Transit Network- Ridership (LTN-R) class route.

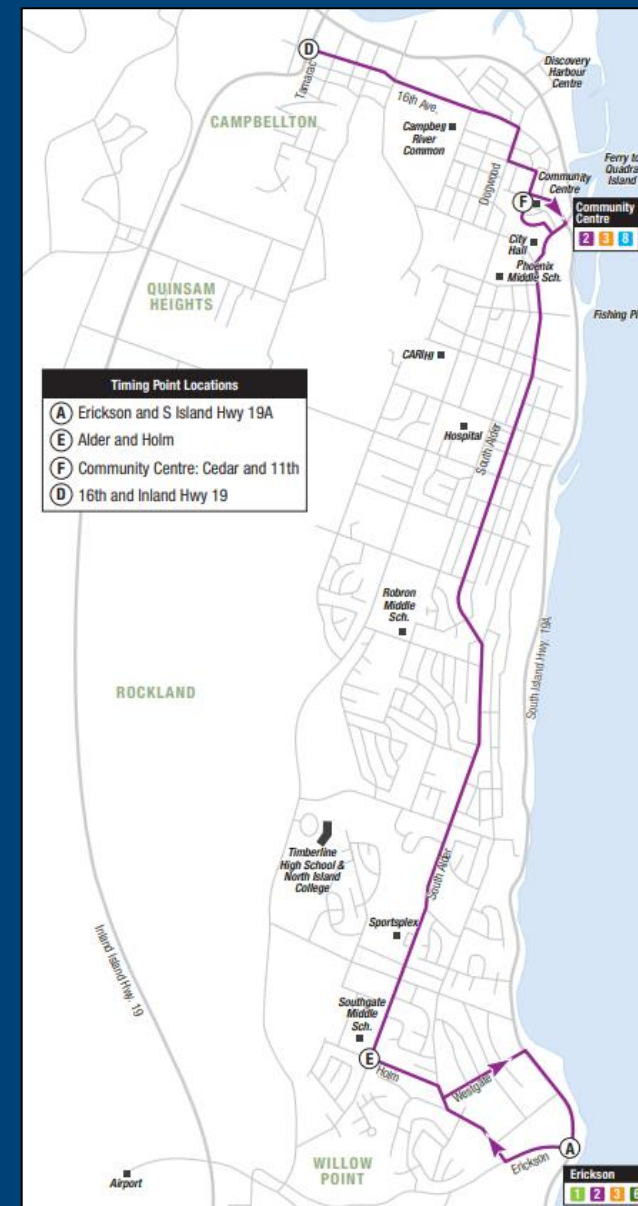
1,450

Estimated annual service hours

1*

Additional Vehicle *(Subject to further operational analysis)*

Note: Not including required spare/contingency vehicles.



Service Improvements on Route 6 to Oyster River

Introduction of additional trips and improved frequency on Route 6 (Weekdays, Sat., Sun.) to support travel to/from Oyster River, Stories Beach, and Shelter Point.

- Comox Valley's Transit Future Action Plan references Route 12- Downtown Courtenay to Oyster River as a candidate for long-term service improvements and additional trips to support inter-community connections.

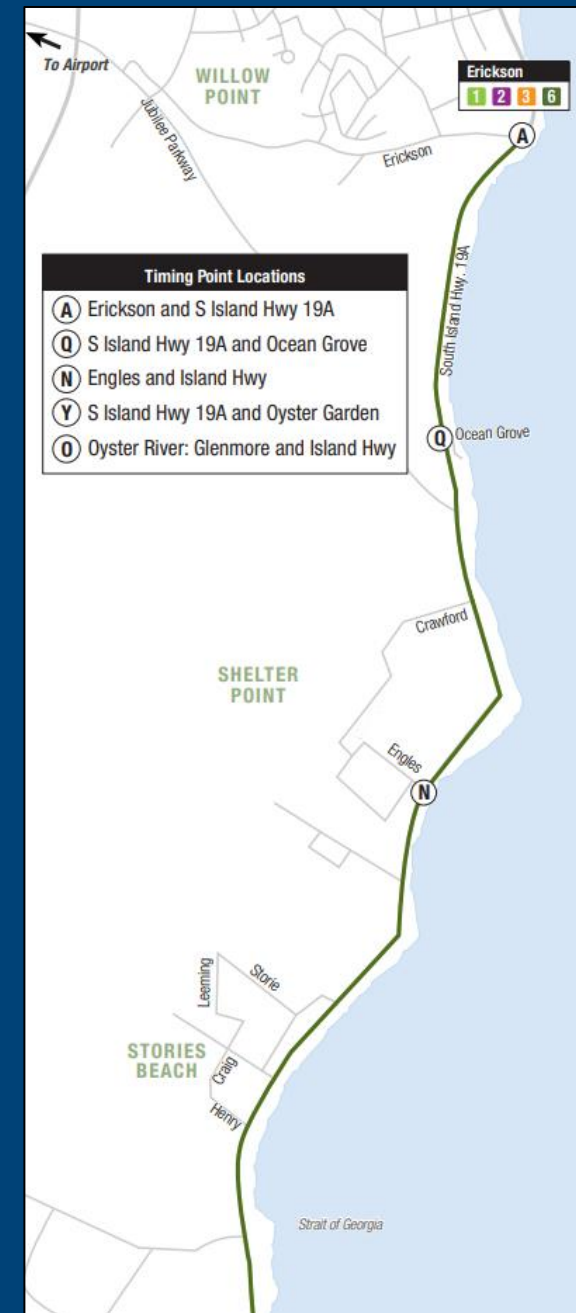
850

Estimated annual service hours

1*

Additional Vehicle *(Subject to further operational analysis)*

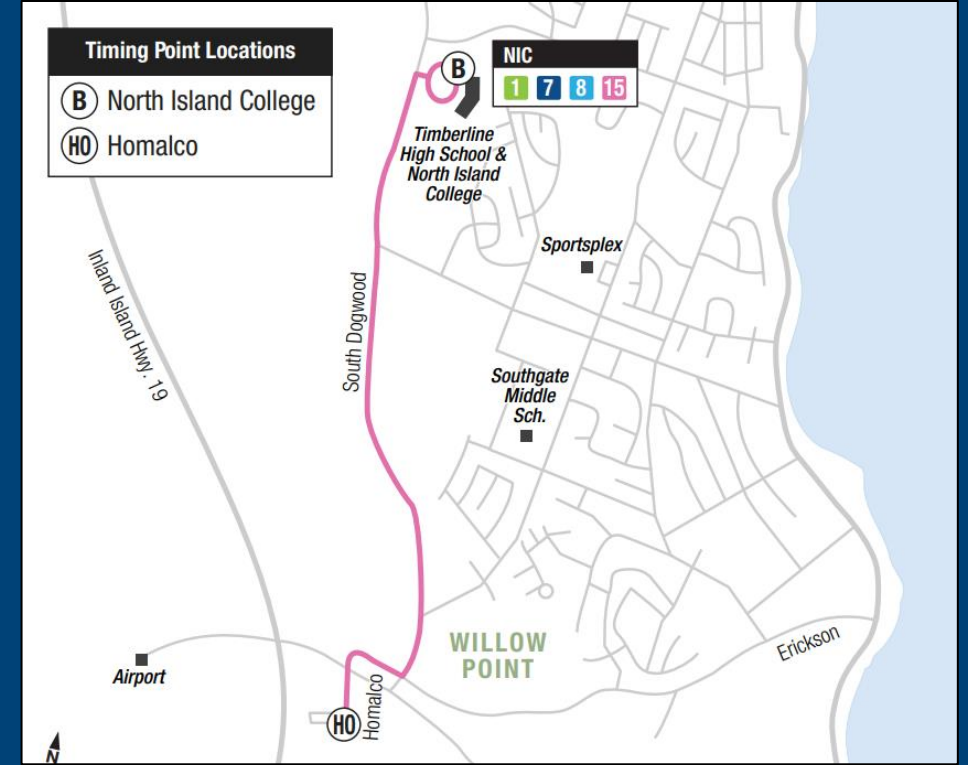
Note: Not including required spare/contingency vehicles.



Service Improvements Route 15 for Homalco First Nation

Increase number of daily round-trips via Route 15 between North Island College Exchange and the Homalco First Nation. Expansion hours proposed to target and support filling existing service gaps during the midday and evening periods.

- Improve timed connections at North Island College for efficient and competitive north-south travel to key community amenities and destinations.
- This expansion should be prioritized prior to service area expansion on Route 15 (to Campbell River Airport, Maryland area).



475

Estimated annual service hours

Note: Considering Mon.-Sat. expansion.

0*

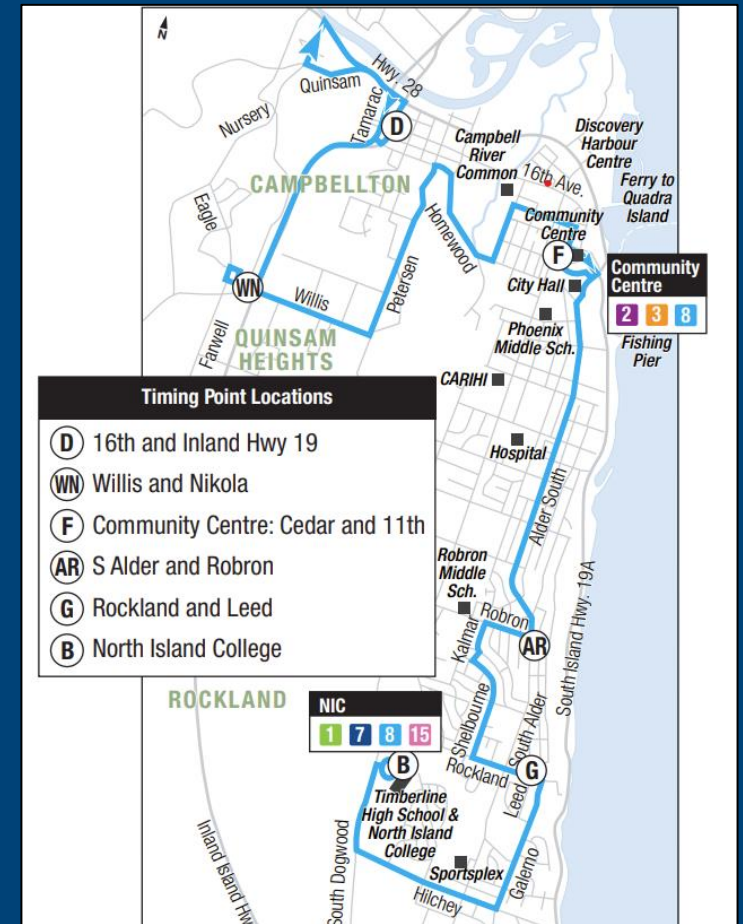
Additional Vehicle *(Subject to further operational analysis)*

Note: Not including required spare/contingency vehicles.

Service Improvements on Route 8- Quinsam

Service-level improvements on Route 8- Quinsam, Mondays through Saturdays

- Specific target with expansion hours to support filling existing service gaps during the midday and evening periods.
- Prospective future development on Farwell Rd. (S. of Willis) noted in community partner engagement, and municipal planning noting increased density and future development in the Quinsam Heights area



1,100
 Estimated annual service hours
 Note: Considering Mon.-Sat. expansion.

1*
 Additional Vehicle *(Subject to further operational analysis)*
 Note: Not including required spare/contingency vehicles.

Introduction of Service to Campbell River Airport (YBL), Maryland (Ocean Grove)

Introduction of base-level service opportunities via Route 15 to Campbell River Airport (300 hours) and/or the Maryland area (Ocean Grove, 400 hours). These expansions should be prioritized after service-level improvements on existing Route 15 routing.

- Further engagement and analysis required on projected service specifications prior to implementation (and opportunities for alt. service options via Maryland). Interest in public survey for supporting workforce in/around Airport.
- Peak directionality opportunities to be explored to ensure service efficiency is maintained for Homolco First Nation.

700

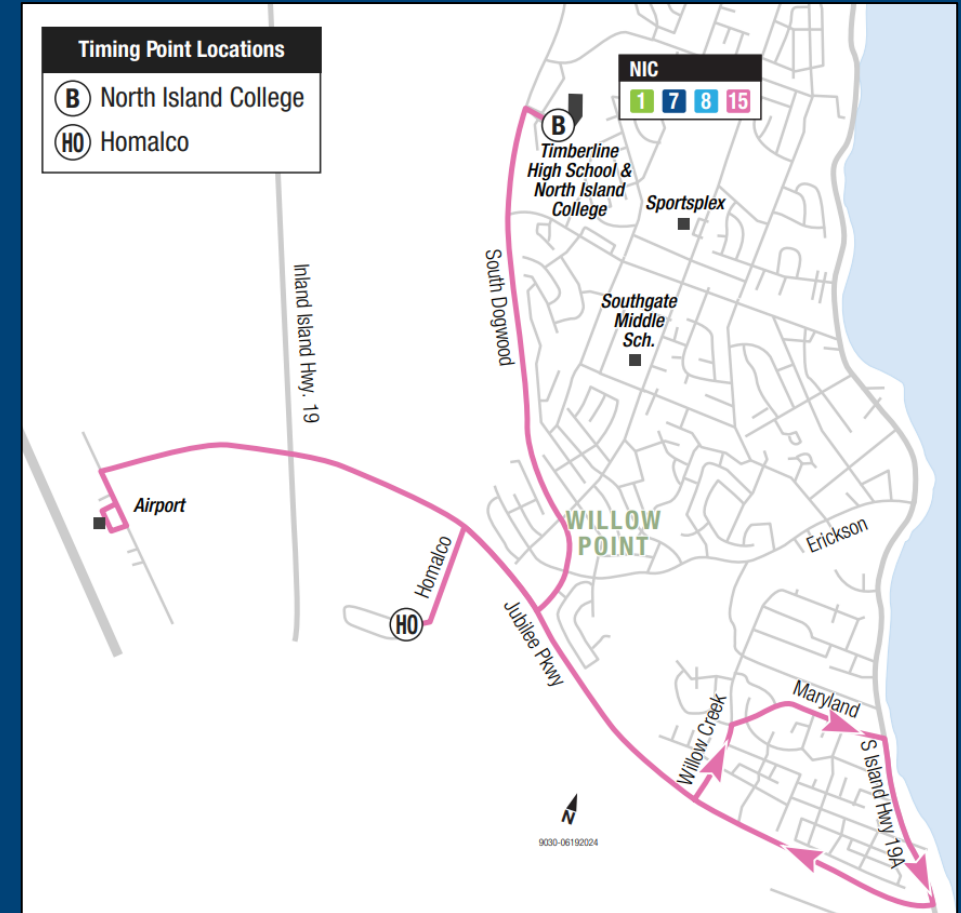
Estimated annual service hours

Base-level service to each of Campbell River Airport (YBL), and the Maryland Area

1*

Additional Vehicle *(Subject to further operational analysis)*

Note: Not including required spare/contingency vehicles.



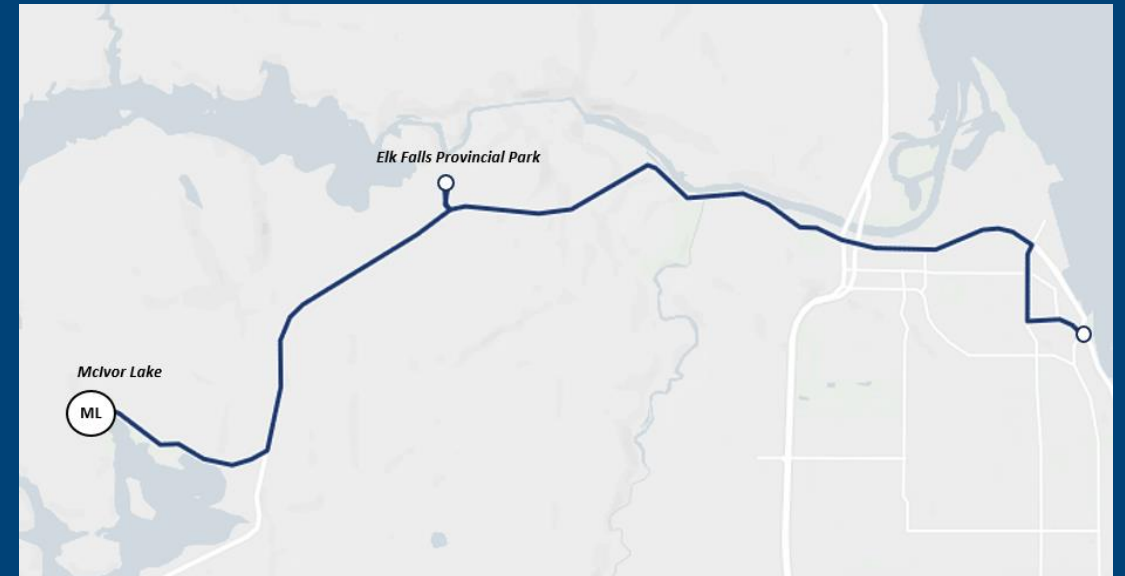
Introduction of Seasonal Service to Mclvor Lake

Introduction of base-level seasonal service to Mclvor Lake (via Elk Falls Provincial Park).

Further engagement and analysis required on projected service specifications prior to implementation. 300 hrs. noted accounting for base-level service between June-September, Friday-Sunday only. This time frame aligns with seasonal service proposals for Tye Spit.

Seasonal service to Mclvor Lake was previously provided (in a limited capacity) with select service days in 2000-2001. Minimal, but targeted year-to-year ridership was reported. Additional marketing and communications would be required to effectively implement service.

Prospective routing and required turning movements have been approved via BC Transit's Safety/Training Division.



300

Estimated annual service hours
(Subject to minor scheduling-related impacts)

1*

Additional Vehicle *(Subject to further operational analysis)*

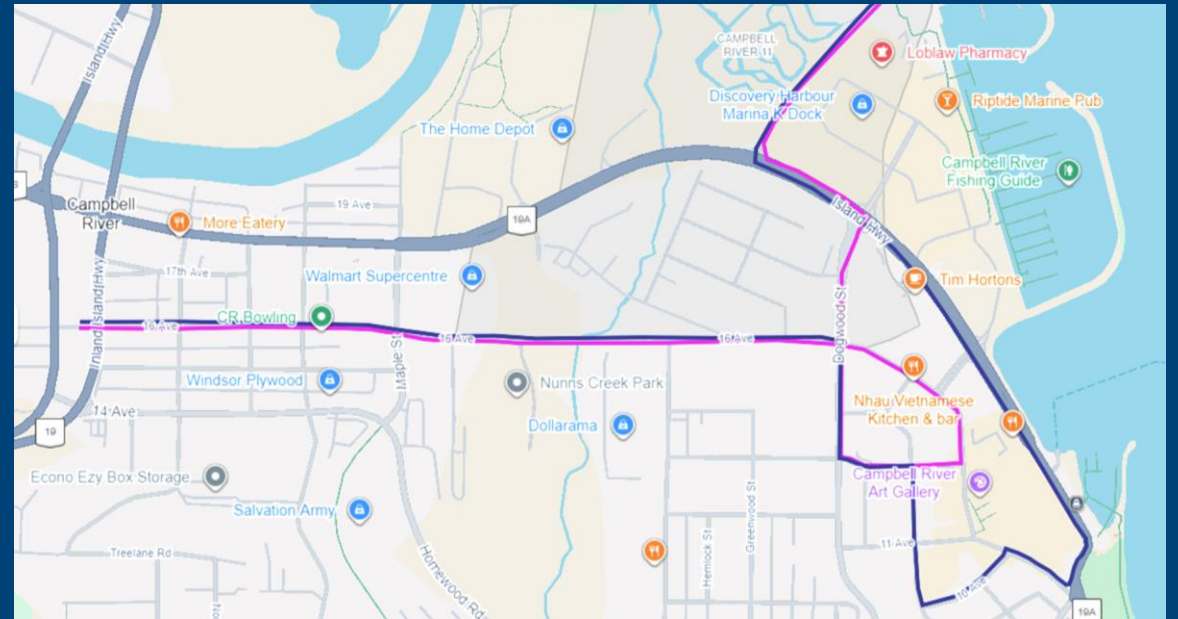
Note: Not including required spare/contingency vehicles.

Introduction of Seasonal Service to Tyee Spit

Introduction of base-level seasonal service connecting downtown to services at Tyee Spit.

Further engagement and analysis required on projected service specifications prior to implementation. 300 hrs. noted accounting for base-level service, 3 round trips per day June to September, Monday to Saturday. This time frame aligns with seasonal service proposals for Tyee Spit.

Prospective routing and required turning movements have been approved via the Campbell River Operating Company and are subject to final approval from BC Transit's Safety/Training Division.



200

Estimated annual service hours

1*

Additional Vehicle (*Subject to further operational analysis*)

Note: Not including required spare/contingency vehicles.

Opportunities for On-Time Performance adjustments, and Service Reliability improvements

The ability to make consistently reliable trips and timely connections is one of the top factors identified by the public that would encourage regular and consistent transit use.

As trip and route-level performance data (collected on-board by BC Transit) becomes more readily accessible beyond 2025, there may be reporting that suggests investments in the existing service is needed on specific routes, trips, etc.

Like other mid-sized communities in BC, as Campbell River grows, traffic on key corridors is projected to increase, with transit needing additional scheduled time to travel to/from a route's terminus. These changes require more resources just to maintain the same level of service.

Beyond critical investment in the Route 1, it is recommended that the existing transit service be supported by cyclical future service hour investments (of 0.5-1.0% of total annual service hours) to ensure service reliability and schedule consistency.



09 Performance Guidelines & Service Design Standards

Route Class	Routes	Performance Guidelines		Service Design Standards			
		Rides per Service Hour	Weekdays: Peak Headway Min	Weekdays: Off-Peak Headway Min	Saturdays: Peak Headway Min	Sundays: Peak Headway Min	
FTN Frequent Transit Network	1	25	15	15	30	60	
LTN-R Local Transit- Ridership	2, 3	15	30	90	30	120	
LTN- C Local Transit- Coverage	4, 6, 7	12	90	90	120	120	
Targeted Specific purpose	8, 15	10	120-180	120-180	180	180	

Note: Route 6 is classified as "Interregional" service, and Routes 8 and 15 are classified as "Targeted" service.

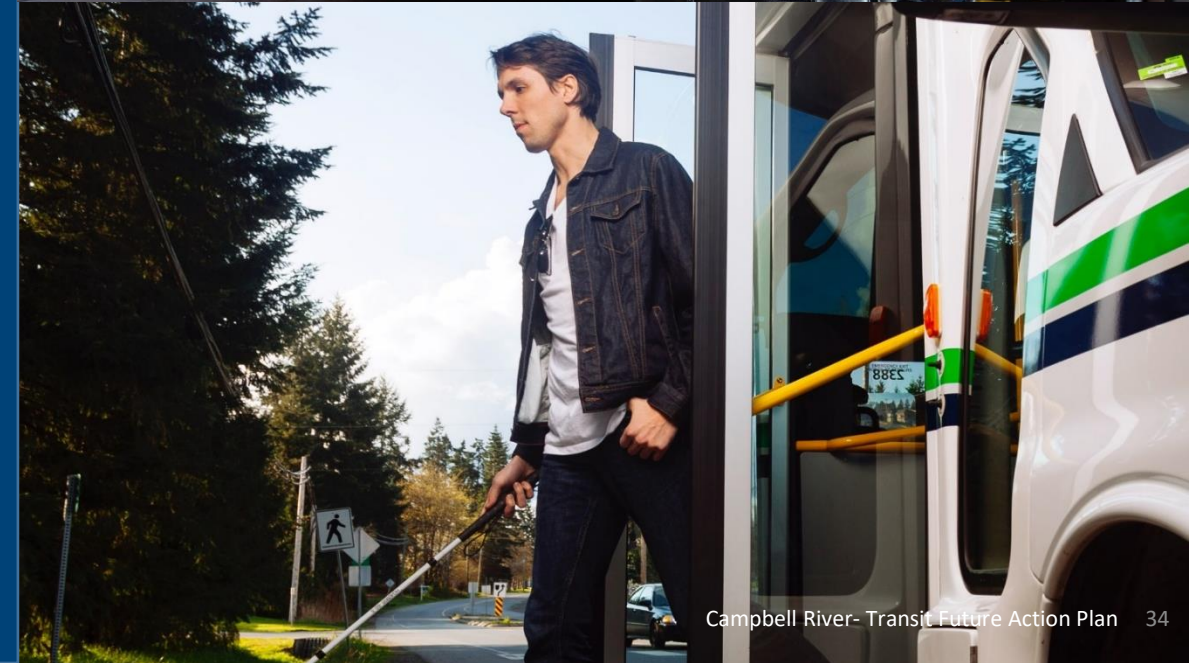
10 Custom Transit Overview

Custom Transit is defined through the BC Transit Act as door-to-door, shared transit provided to people who have a permanent or temporary disability (one that prevents them from safely and independently navigating the conventional transit system without support).

As door-to-door, demand responsive service, custom transit riders receive assistance to and from the door, should they need it, and must pre-book their ride.

Pressure and demand for accessible transit both in the conventional and custom service continues to grow as the Province's understanding of disability has increased. This is reflected in 1 in 4 people between the ages of 15 – 64 reporting to have a disability in British Columbia- That number increases to over 40% for those over the age of 65. The population is also aging, with 1 in 4 British Columbian's set to be over 65 by 2031.

This makes the process for determining eligibility and the efficiency of the service extremely important in order to accommodate increased demand, as well as the varying and unique needs of the users themselves.



10

Custom Transit: System Performance

In its post-pandemic recovery, Custom Transit ridership has recently passed pre-pandemic levels despite labour action in 2023/2024. With a current fleet of 4, the service is available for booking during the following times: Monday – Friday: 7:00am – 7:00pm, Saturday: 9:00am – 7:30pm.

The COVID-19 pandemic, which started in early 2020, saw ridership drop significantly (from approx. 16k/yr. in 2019/2020 to 5k rides/yr. in 2020/2021)

Key Takeaways

- Continued increase in demand with 103 new active users last year alone.
- Increased Taxi usage as overflow to manage increase in demand.
- Unmet trips remain low at 1.4% over the last year
- Cost per ride (\$38) is well below the current provincial average
- Trips per hour (3.24) are above the current provincial average of 2.14

21k

Annual Ridership

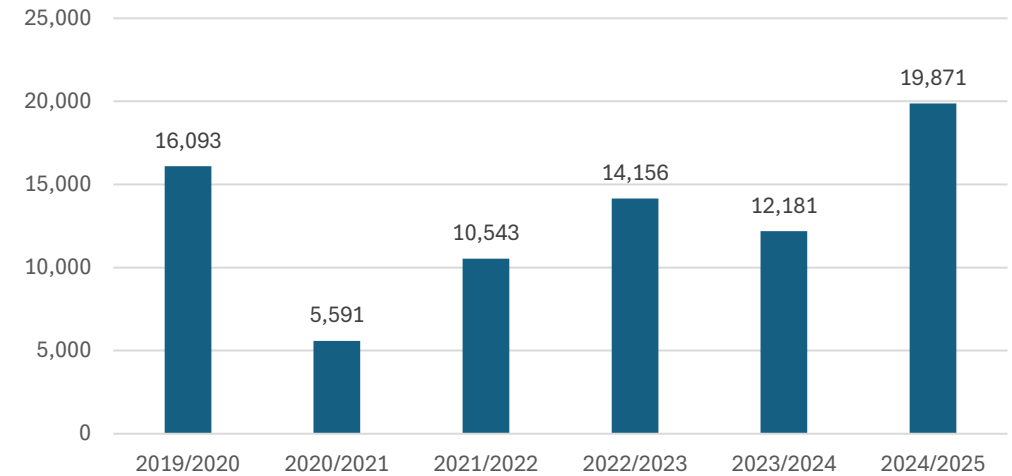
MON.
TO SAT.

Operates 6 days a week

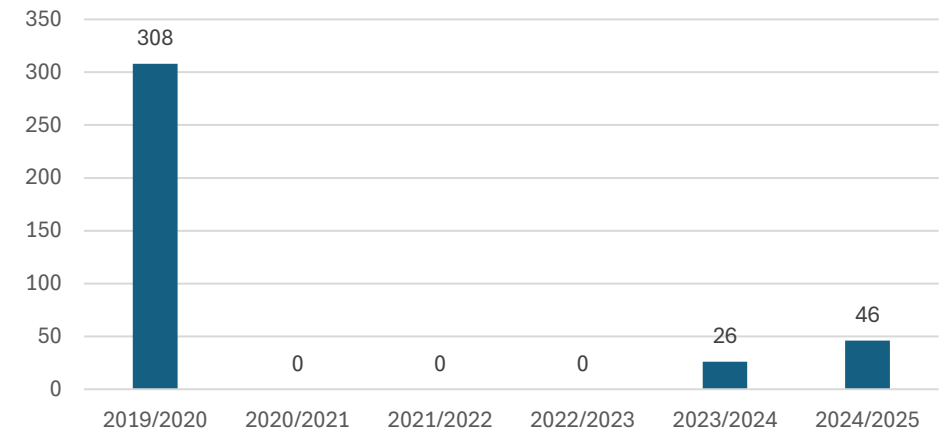
6.7k

Annual Service Hours

Total Trips Delivered: Campbell River Custom Transit



Total Trips Delivered by Taxi: Campbell River Custom Transit



Figures 10,11: Custom Transit System-Level Performance 2024-2025, Campbell River

10 Custom Transit: Looking Ahead

As part of the Custom Transit Strategy, the introduction of the “Custom Transit Solution” is planned for phased implementation (targeted to begin in 2026). This program will focus on modernizing Custom Transit Service Delivery by increasing the availability, flexibility, and efficiency of the service.

The solution will include:

- A digital process for handyDART registration
- An online portal for customers to book trips, making it easier and faster to manage trips online
- A mobile app and web interface to provide push notifications and in-app messaging to inform customers about key service updates, including registration, trip booking, details and delays
- Tracking of key metrics to help guide vehicle and driver allocation for improved optimization of service
- New on-board display on handyDART vehicles to assist drivers with trip-mapping and route navigation, allowing real-time updates to drivers’ schedules to provide a more flexible service that meets customer needs
- Tracking of key metrics to help guide vehicle and driver allocation for improved optimization of service
- Access to new data that will help inform potential future service expansion and enhance service delivery
- The potential to introduce Electronic Fare Payment



10 Custom Transit Service Priorities 2025-2030

Priority	Description	Expansion Resources
Expansion of Custom Service to address peak demand and taxi usage	Expansion of custom transit service hours to address peak time pressures and manage growing demand for service by reducing taxi usage to support the increase in demand and active registrants	2,000 annual service hours and 1 bus
Introduce Sunday Service and Expand Weekday Evening Service Span	Introduction of service on Sundays and expanding weekday evening service span to more closely match hours of operation of conventional transit.	Annual service hours TBD pre-MOU via Custom Transit Division
Expansion of Custom Service on Statutory Holidays	Expanding custom transit to offer base-level service on statutory holidays throughout the year (In-line with current conventional service).	Annual service hours TBD pre-MOU via Custom Transit Division

11 Infrastructure Priorities 2025+

Priority	Description
Improve Transit Amenity Coverage and Investment in Bus Stop Infrastructure	Support Campbell River Transit with improve coverage of bus shelters and benches for higher-ridership stops and key community locations. Seek investment through capital planning and funding opportunities such as: <ul style="list-style-type: none">• Transit Shelter Program• Transit Minor Betterments Funding
Improve Transit Signage and Public-Facing Information	Via collaboration with BC Transit’s Planning and Marketing Divisions., support Campbell River Transit with improved bus stop signage at existing and new stops. Introduce flag-style signage with improved user information (incl. route and destination display).
Improvements at the Community Centre Exchange	To accommodate for desired service growth in the coming years, explore opportunities for transit infrastructure/amenity improvements at the Community Centre Transit Exchange and options to expand site capacity.



12 Approaching Service Improvements

1. Operational Needs/Critical Fixes	Are the existing routes reliable and consistent? Any outstanding performance issues? *Note: The Province is prioritizing support for expansion funding in this area.
2. Performance Data Response	Are any routes reaching capacity thresholds? Any additional critical fixes needed?
3. Outstanding Transit Future Planning Priorities	What changes identified in the most recent TFAP (or past TIPS requests) have not yet been addressed.

Figure 12: Service Planning and Expansion/Improvement Prioritization Matrix

Monitoring + Implementation

Performance of the transit system is monitored on an annual basis, which is typical for transit systems of this size. Performance may be monitored more closely after a significant service change to evaluate the change.

Service improvements will be integrated into the Three-Year Transit Improvement Process (TIPs), which is updated on an annual basis. Infrastructure improvements will be incorporated into BC Transit’s Capital Plan.

Prior to implementation of service changes, BC Transit planning staff will work with City of Campbell River staff and leadership to ensure service improvements appropriately reflect local needs. Additional targeted engagement may be conducted.

13 Investment Strategy

Funding the plan

To achieve the goals of this plan, capital and operating investments in the transit system will be required over the next five years and beyond.

Costing, financial information, and fleet requirements supporting the expansions noted in this plan will be reviewed and prepared by BC Transit for Local Government review on an annual basis (prior to sign-off of MOUs for formal expansion request and implementation).

The plan also calls for capital investments that include:

- Additional buses to be added to the Campbell River Transit fleet.
- Improvements to customer amenities and infrastructure at bus stops and key exchanges.



14 Acknowledgments

Thank you.

The development of this Transit Future Action Plan provides the planning overview for the future development and growth of the Campbell River system. This plan was made possible by participation from provincial and local governments, key community partners, local ridership, and prospective and non-users.

BC Transit would like to thank staff from the following organizations for their contributions and efforts in supporting this work:

- City of Campbell River
- Strathcona Regional District
- School District 72
- Homalco First Nation
- Wei Wai Kum First Nation
- We Wai Kai First Nation



15 Next Steps

That the City of Campbell River endorse the 2025 Campbell River Transit Future Action Plan.

Priorities identified in the 2025 Campbell River Transit Future Action Plan will be considered on an annual basis through the three-year Transit Improvement Program (TIPs) in the coming years. Council will be provided updated costing to inform budgeting and service implementation timelines.

BC Transit to continue partnership with the City of Campbell River to support annual service expansion analysis.

