

## Route #13 – Quail Ridge Report

### #13 Quail Ridge Service Analysis and Recommendation – July 2017

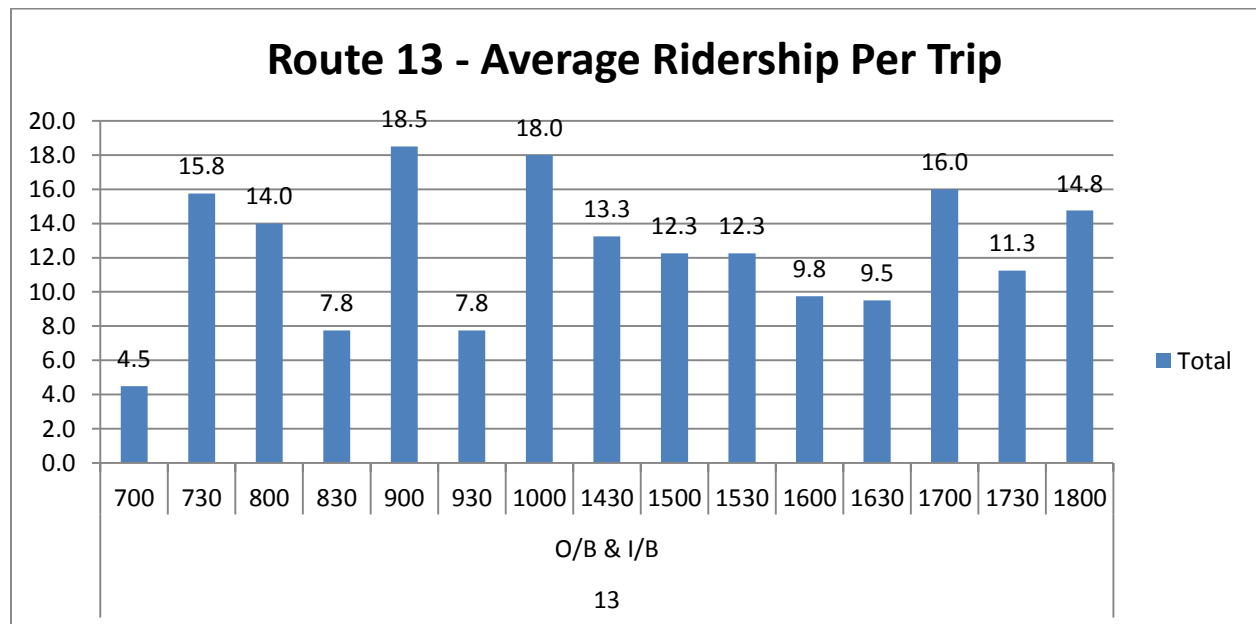
Route 13 Quail Ridge transit service, introduced in 2012, is presently performing well. The service operates from September-April providing peak weekday service between the Quail Ridge area and UBCO. The route is served by a smaller light duty bus given the tight suburban road network in the area.

The route provides two separate branches of service, one to Quail Run Drive primarily serving single family homes, and the other to Country Club Drive which is comprised of higher density residential buildings housing students during the regular school year.

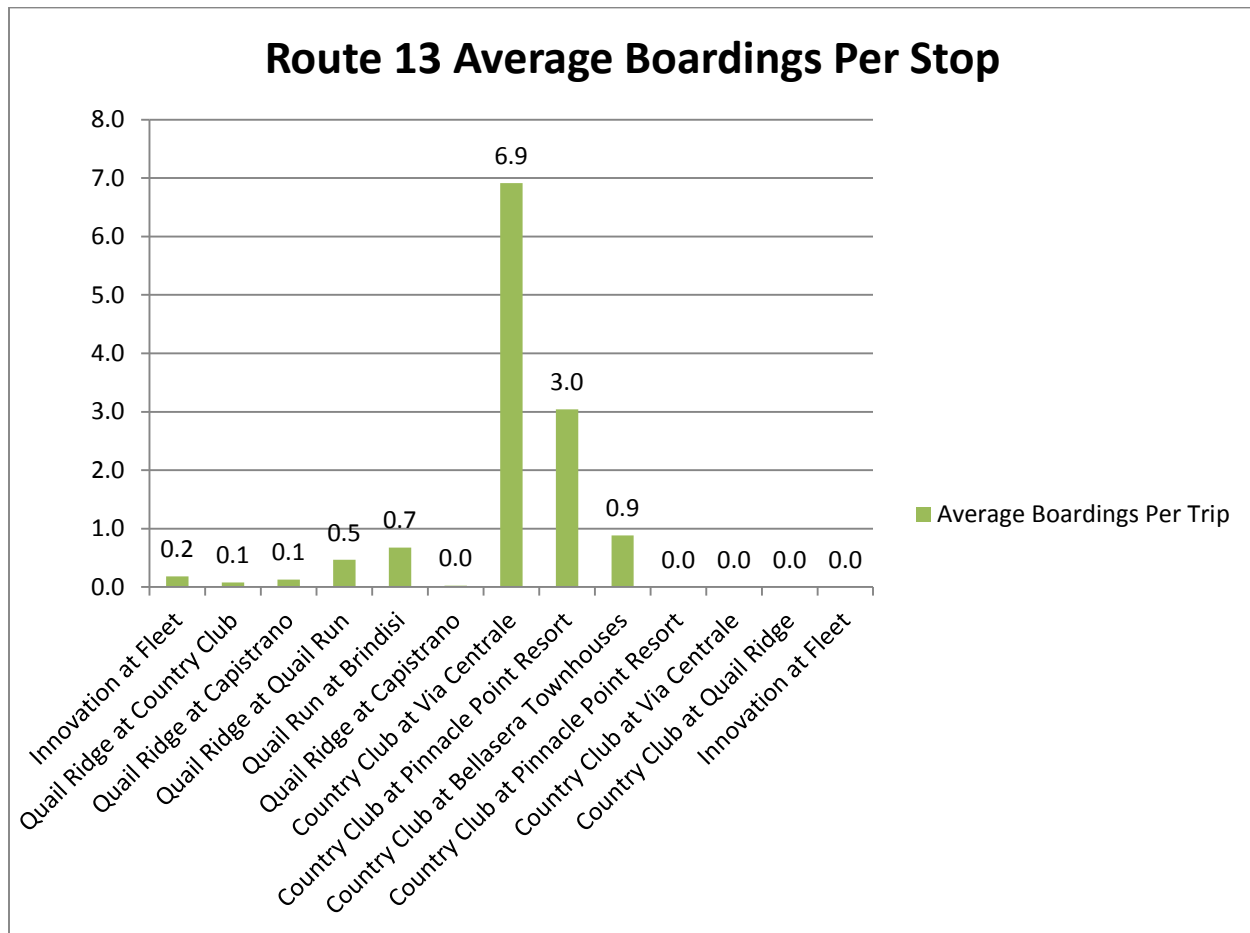
Over the past couple of years, ridership has steadily increased on the Route 13 which has resulted in heavy-loads, on-time performance issues and pass-ups<sup>1</sup>, particularly in the Country Club Drive area. To address these issues, three possible options were explored: 1) Expand service levels on the route; 2) Convert the existing vehicles to higher capacity vehicles; 3) Optimize sections of the route and re-invest saved resources to the higher performing sections.

Options 1 is not preferred due to the cost of acquiring an additional bus for a marginal increase in service level. Option 2 was tested and is not possible given the suburban road network design which doesn't support full size buses. The preferred option for improving efficiency on the Route 13 is to optimize lower performing sections of the route and reinvest to the higher performing sections.

In early 2017, detailed analysis of route ridership, and boarding per stop was done with the overall observation being that ridership in the Country Club Drive area represents the significant majority, whereas ridership in the Quail run area is minimal.



<sup>1</sup> A pass-up is when the bus arrives at a bus stop at a capacity and is incapable of safely alighting anymore people, therefore the bus passes the waiting customers who will have to wait for the next bus.



Given the exceptionally high ridership in the Country Club Drive area and the minimal ridership that takes place in the Quail Run area, it is recommended that the service extension to the Quail Run area be discontinued and the resources saved be reinvested to increase frequency between UBCO and the Country Club Drive area.

The benefits of this service change are to increase frequency on Route 13 (from 15 round trips to 20 round trips per day). This will assist in addressing the heavy loads and pass-ups as well as allowing for increased ridership growth in the future. The challenge with this service change is that the few customers who do use the service in the Quail Run area will have to find an alternative option to connect to UBCO. BC Transit in collaboration with the City of Kelowna and UBCO will undertake a marketing campaign to ensure these customers are aware of this change.

The service change will take effect September 3, 2017 and will be closely monitored to ensure customer impacts are minimal. In addition to this change, BC Transit and the City of Kelowna are exploring additional options in the area including Pier Mac Way and Academy Way as part of the Transit Future Action Plan process. This information will be available for consideration in late 2017.

