

APPENDIX A

STANLEY PARK SHUTTLE

EVALUATION OF 2000 SEASON

INTRODUCTION

The Board approved the Stanley Park Shuttle award to Vancouver Trolley Company (VTC) on April 14, 1997 for the 1998 season, and extended the contract for another year on January 11, 1999. In 1998 and 1999, the Shuttle operated as a free service. On March 6, 2000, the Board approved the extension of the contract for an additional three years, 2000 - 2002, and fares were introduced.

OPERATING HOURS

The 2000 Stanley Park Shuttle season ran from June 1 - September 10 (102 days), two days less than in the previous year. The service operated from 10 a.m. to 6.30 p.m. daily. Four trolleys were used every day in July and August and on weekends and holidays in June and September. Three trolleys ran on weekdays in June and September. With four trolleys, the service operated at 12 minute intervals. With three trolleys, frequency was every 15 minutes.

FARES AND RIDERSHIP

Fares were set at \$2 per adult and \$1 per child (aged 6 - 12) for a day pass on the Shuttle. Riders travelled free with a TransLink bus transfer, bus pass or Leisure Access Card, and there was no charge for a child aged five and under. These complimentary rides were provided to encourage visitors to use transit to access the park, and to ensure that lower income Vancouver residents were not precluded from using the Shuttle.

Ridership on the Shuttle in 2000 was:

Fare Paying		
Adult	24,300	59%

Child (6 - 12)	2,400	6%
Total	26,700	65%
Complimentary		
with bus transfer	7,900	19%
with bus pass	5,500	13%
with Leisure Access Card	300	1%
Child 5 & under	900	2%
Total	14,600	35%
Total # of riders in 2000	41,300	

The numbers using the Shuttle in 2000 were down significantly from the two previous years, when the Shuttle was free.

	total # riders	average daily # riders
June 1 - Sept 10, 2000 (102 days)	41,300	405
June 1 - Sept 12, 1999 (104 days)	103,000	990
May 16 - Sept 13, 1998 (121 days)	108,000	893

In part, this reflects a general decline in the number of visitors to Stanley Park in 2000. Other operations in the park report decreases in attendance in the summer months estimated at up to 10%. Two of the main reasons suggested were the poor weather in the early part of the season and the significant amount of construction activity in the park.

Both the numbers riding the Shuttle and the fares collected in 2000 were considerably less than anticipated. Based on the 1999 survey results, which indicated that 76% of those surveyed would pay a fare of up to \$2, expected ridership was 76,000 and projected fares were \$136,000. (Note: this estimate of fares assumed no complimentary tickets)

Total fares actually collected in 2000 were **\$47,000**. This shortfall arose from a combination of the lower ridership and the significant numbers who rode for free.

VTC estimates that the Shuttle carried about 5 - 10 people in wheelchairs per week.

COST OF THE SHUTTLE

Net operating costs of the Shuttle in 2000 were:

Revenues		
fares collected	\$47,000	
advertising revenues	\$5,000	
	Total Revenues	\$52,000
Expenses		
trolley charter	\$219,000	
advertising	\$15,000	
cash pickup / count	\$3,000	
install/ remove signs / banner	\$3,000	
survey	\$2,000	
design / production of new Shuttle identity flags / panels / stops (one time cost)	\$6,000	
	Total Expenses	(\$248,000)
Total Net Expenses		(\$196,000)

The trolleys for the Shuttle service were provided by Vancouver Trolley Company (VTC) for an hourly charter fee of \$67.09 + GST. This represented a \$6.78 increase over the previous year's rate, which was due to both the additional costs to VTC of providing a fare paying service and a general increase in its operating costs.

Advertising the Shuttle included the design, production and distribution of posters and 20,000 rack cards to Board, community and tourist facilities, and advertisements throughout the summer in community newspapers.

Additional costs incurred in 2000 related to the introduction of fares. Cash was

picked up daily from the trolleys and counted by a security company. With the three year commitment to the service, a new, more permanent Shuttle identity was created. Metal panels replaced the temporary vinyl banners on the front and sides of the trolleys and new Shuttle stops were produced and installed. The new ID also reflected the fact that the Shuttle was no longer a free service.

FUNDING OF THE 2000 SHUTTLE SERVICE

At the time of Board approval of the Shuttle in 1997, pay parking rates in Stanley Park were increased in the summer months, to fund the Shuttle out of the additional revenues raised. The revenue collected from this source in the summer of 2000 was sufficient to fund the \$196,000 net operating cost of the 2000 Shuttle.

CUSTOMER SURVEY

Over the 2000 season, staff conducted a survey of 400 Shuttle riders. A summary of the survey results is attached as [Appendix B](#).

The Shuttle continued to be popular with its riders, with 98% being satisfied or very satisfied with the service. They used it primarily as an easy way to get round the park and see the attractions (62%). 13% would have been unable to get around the park without it. Without the shuttle, 62% would walk round the park, 15% would use their cars, and 9% would not come.

The majority (75%) of the Shuttle passengers were from outside the Lower Mainland. Of the 25% who were from the Lower Mainland, 2% were from the West End, 15% from elsewhere in Vancouver and 8% were from elsewhere in Lower Mainland.

For 70%, this was their first visit to Stanley Park in 12 months (46% were visitors to Vancouver). 50% knew of the shuttle before arriving in Stanley Park. 45% indicated that they would visit the park more often because of the Shuttle.

40% came to the park by public transit and 16% came by car. Of those who came by transit, 45% said that riding the shuttle for free with a bus pass / transfer influenced their decision to use transit, while 46% of those who did not come by transit said they would use transit next time due to being able to ride free on the

Shuttle

FARE COLLECTION

Charging a fare in 2000 resulted in relatively minor delays to the Shuttle service as riders and drivers dealt with paying the fare and issuing the tickets.

To encourage visitors to come by transit, TransLink transfers and passes were accepted for a free ride on the Shuttle. Passes were sometimes difficult for the Shuttle drivers to accurately monitor, due to the variety of different ones in use.

There was additional administrative time and costs involved on the part of VTC (resulting in a higher hourly trolley charter charge) and the Board in dealing with issuing tickets and having the fare boxes emptied and the cash picked up and counted daily by a security firm.

OTHER COMMENTS

No traffic counts were carried out in Stanley Park in 2000. According to the counts in previous years, reduction in traffic due to the Shuttle was minimal. The capacity of the Shuttle is simply too small in comparison to the overall number of visitors to make a significant dent in the amount of automobile traffic. However, the Shuttle does enhance the attractiveness of taking transit or walking to the park. It also provides accessibility to remoter areas of the park for visitors without other means of transport.