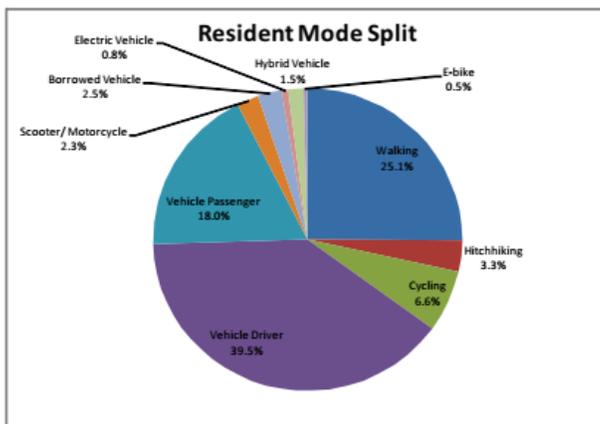


CORTES ISLAND TRANSPORTATION DEMAND STUDY 2017: A BRIEF OVERVIEW

The Strathcona Regional District contracted Bunt & Associates (who worked with Kate Maddigan and Max Thaysen locally) to both understand Cortes' transportation habits and needs, and to explore strategies to enhance transportation options. Transportation alternatives are aimed at reducing Cortes' climate pollution while increasing mobility.

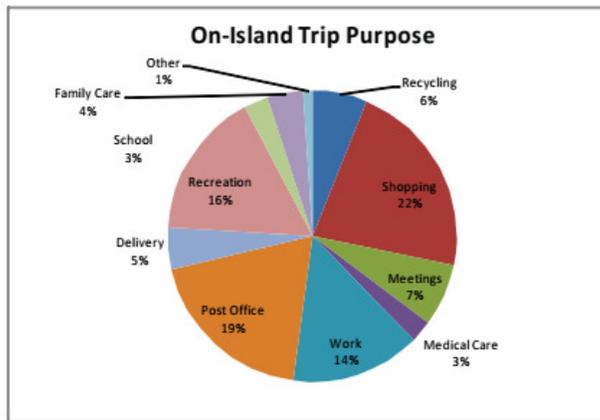
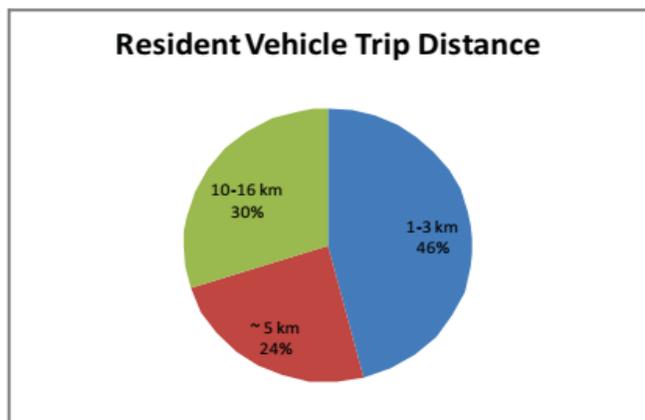
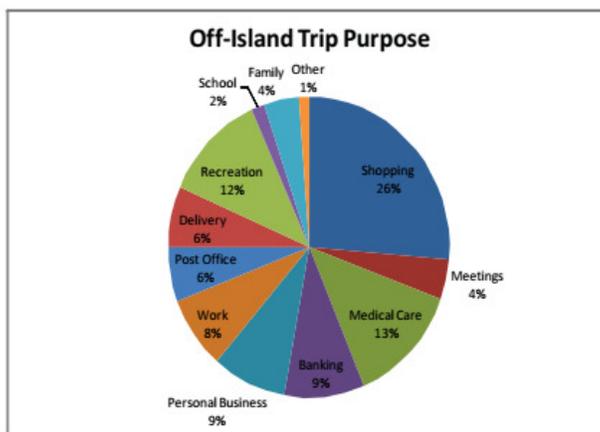
Public Engagement

- An advisory committee was struck of five islanders to guide the study process.
- 374 survey responses were received from residents and visitors, representing 942 people.
- Comparable best-practices were sought from the region and around the world.
- Transportation providers were interviewed along with specially interested organizations and individuals.
- Leveraging existing methods and modes was modeled to achieve the most for the least.



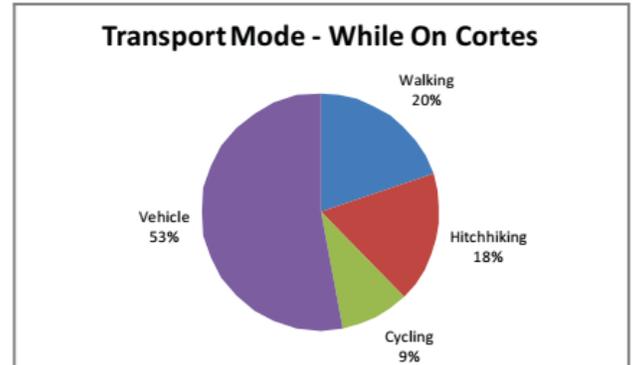
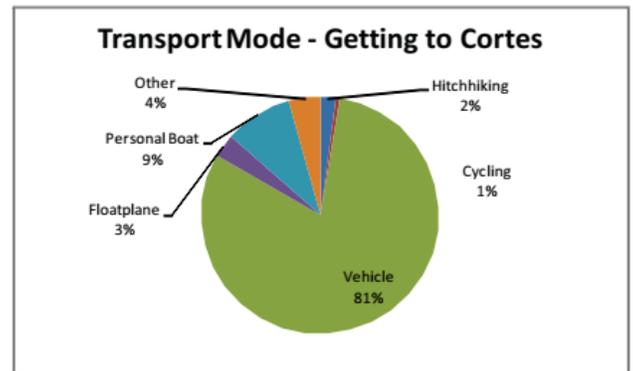
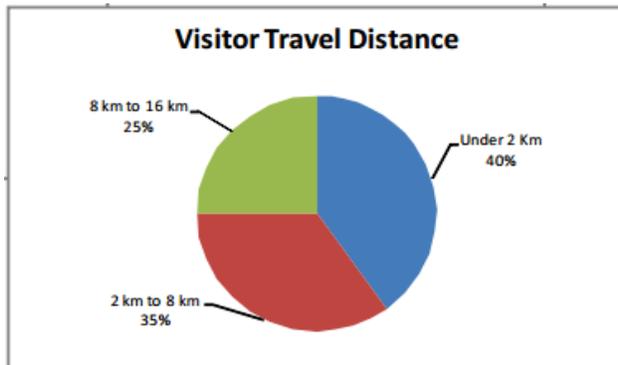
Resident Survey Results

- 85% of respondents want to reduce their carbon emissions.
- Cortes has a small population.
- 45% of the population is over 65 years of age.
- Official Community Plan supports 'alternatives'
- Getting to Campbell River is a big deal. Ferries seem to work best for most, but not great for many.
- In July 2017, the average ferry was 72% full.
- People are spread out physically around the island.
- Island roads are mostly narrow, winding and hilly.
- Regarding their transportation: 40% of Cortes residents are satisfied, 25% dissatisfied, 35% neutral.
- Most people support existing options.



Visitor Survey Results

- Over 78% of visitors declared that they were looking for ways to reduce their greenhouse gas emissions. 43% stated this as a strong desire.
- Lodging was spread out quite evenly.
- Most visitors were quite comfortable with current informal means (hitchhiking, biking, walking)



Future Transportation Options

Residents and visitors were asked the likelihood that they would participate in various future transportation options. Below are the % of those 'somewhat' and 'quite likely' to participate:

- Wider shoulders for walkers or cyclists - 44%
- Cycling – improvements to increase safety - 25%
- A shuttle across Quadra - 21%
- A scheduled min-bus service on Cortes - 20%
- Designated car-stops for hitchhikers - 12%
- Ride-sharing - 11%
- E-bike/ moped rentals - 9%
- Car-Sharing, especially for around CR - 9%
- Cortes Taxi/Uber - 9%
- Infrastructure for electric vehicles - 7%
- Other: better CR transit, shared car in CR, ship to Vancouver

Main Options Considered

- Bus: on Cortes? Mostly empty. Across Quadra? Yes! And it should have a bike rack.
- Better use of existing facilities? School buses, Cortes Connection, taxis, Uber, ridesharing
- Pre-parking for the ferry and the triple trips: reservation? shuttle/rideshare?
- Cycling safety: fix the bad corners, clean the shoulder regularly, mark the road, educate drivers.
- E-bikes are great. Need charging stations. Community organization could increase adoption.
- Hitchhiking encouragement: car-stops, education, ethics, coordination.
- Car and bike sharing – support.
- EVs: education, charging stations.

Other Considerations

- Equity on public right-of-ways; ICBC disincentives; no solution for all - just for some, sometimes.

Table 5.1: Summary of Potential Transportation Initiatives and Strategies

#	STRATEGY	INITIATIVE	APPROXIMATE COST
1	Transportation Demand Management (TDM) Organization and Promotion	Appoint a TDM Task Force, responsible for developing, implementing and maintaining transport programs and initiatives. Task force hires coordinator.	Reduced costs if formed from an existing group such as Friends of Cortes and/ or this Study's Advisory group. -coordinator implements initiatives, creates education campaigns, advocacy - estimated cost \$10,000 annually with supporting grants
2	Pedestrian Infrastructure Improvements	A) Pursue grant funding for a Commuter and Recreational Pedestrian Trail Enhancement Study.	SRD Parks Department to undertake as part of a parks and greenway master plan, or if SRD commissions a study to determine priority actions - estimated cost \$20,000.
		B) Develop segments of off-street pathway system to buffer pedestrians from vehicle traffic.	*\$100/ meter, prior to land costs. Could be done piece by piece as land and funding is procured, with priority given to the most dangerous road sections.
3	Hitchhiking Promotion	A) Introduce a Car-Stop to encourage and provide legitimacy to hitchhiking. Car-Stop should include items described in Exhibit 5.1. Recommended location also shown in Exhibit 5.1.	\$2,000 per Car-Stop - sign, installation, regulatory process.
		B) Review implemented Car-Stop use, best practise and to determine feasibility of potential future additional Car-Stop locations.	\$500, conducted by TDM Task Force.
		C) Green Rider car sticker program, and hitch-hiking education campaign.	\$1,000 one-time cost for sticker printing and promotion (poster on ferry and in Tideline).
4	Rideshare Promotion	A) Support resident use of existing regional ride share program (cortesrideshare.ca). Create app.	<ul style="list-style-type: none"> Create cortesrideshare.ca app \$1,000 onetime fee. Advertise in Tideline for rideshare events \$500 annually. Administrative, domain name, operations variable costs, estimated at \$2,500 annually. TDM coordinator to promote use of rideshare for all public events.
		B) Create Super Driver designation on rideshare platform.	Provide incentives \$200 annually - promotion and prizes for Super Drivers. \$500 annual coordinator
		C) Explore potential for boat inclusion on cortesrideshare.ca. platform.	Explore expansion into boat ride-sharing \$500 promotion and webpage development.
		D) Link cortesrideshare.ca to SRD website.	\$200
5	Cycling Promotion	A) Provide a bicycle repair station at the Whaletown Ferry Terminal adjacent to the existing bike rack.	\$1,200 plus installation.
		B) Contact retailers/community hall in Manson's Landing to gauge interest in having a bike repair station/ cycling amenities on their property.	\$500 from coordinator wages.
		C) Purchase cyclist amenities such as a bench, map and water fountain. Examples provided on Exhibit 5.2.	Variable. Bench -approx. \$1,000, map approx. \$1,000, water fountain approx. \$2,000, assumed land donation.
		D) Add Bike Rack to School Bus.	\$1,200 plus installation.
		E) Explore option of adding bicycles to islandcarshare.ca range of services.	Look for donation bikes, \$200 yearly to islandcarshare.ca to

#	STRATEGY	INITIATIVE	APPROXIMATE COST
6	Cycling Safety	Including a bike in Campbell River.	maintain and administrate.
		A) Traffic Calming - 'Share the Road' sign installation (TAC's WC-19 with WC-19S Tab) or preferably sign that includes pedestrian such as MUTCD's sign as shown in Exhibit 5.3. Recommended location also shown in Exhibit 5.3.	\$250 each plus installation. MoTI jurisdiction.
		B) Bicycle Pavement Markings.	\$50 each plus installation. MoTI jurisdiction.
		C) Road widening for bike lane additions in strategic locations.	* \$500/ meter. MoTI jurisdiction.
		D) Cyclist safety campaign in conjunction with Bike to Work Week. Cycling safety courses in summer and at school. Bike light give-aways, electric bike demonstrations.	\$500 for promotion, bike light give-away. \$200 per half day course. MoTI jurisdiction.
7	Electric Bicycle Promotion	E) Road surface and road edge asphalt improvements.	* \$250/ m. MoTI jurisdiction.
		Gauge interest of commercial operators to adding electric charging ability to their bike parking area.	\$200
		b) support/subsidize a local bike mechanic to install/maintain Cortes Custom e-bike kits - reducing cost/uncertainty by 50%.. Cost: \$2500. c) Encourage BC Ferries to install an electric bicycle charging station on the Cortes Ferry.	
8	Electric Vehicle Promotion	Provide an electric vehicle charging station at 1) Manson's Landing, 2) Whaletown Ferry Terminal.	\$1,500 installed, assumed land donation.
9	Shuttle Bus	A) Explore option to use Cortes School Bus as a shuttle for community events.	\$200
		B) Promote Cortes Connection; provide a link on SRD website.	\$200
		C) Subsidize or promote Cortes Connection.	Variable, likely long-standing commitment required.
		D) Engage Harbour Authority regarding potential for cooperation.	\$200
10	Quadra Island Crossing	Contact Quadra Island Stakeholder groups. Explore subsidized ride-hailing service. Connect with Quadra Regional Director with BC Transit.	\$200
11	BC Ferries	A) Engage with BC Ferries to explore opportunities to add reservation system to Cortes- Quadra ferry.	\$200
		B) Engage with BC Ferries regarding feasibility of introducing an on-line camera showing Whaletown ferry queues.	\$200
12	Car Share	A) Promote existing islandcarshare.ca platform.	Variable.
		B) Provide Car-share vehicle (s).	\$20,000 plus administration and vehicle maintenance. These programs work better with more vehicles and vehicle types hence a larger vehicle network may be required. Or lease Electric Vehicle for approximately \$250/month.
		C) Provide Car-share parking spaces in publicly accessible area.	Variable. No need until designated vehicles are acquired.
13	Alternative Vehicle Use	Explore barriers to the use of golf carts and other non-typical vehicles on Cortes roads.	\$200

*There is wide variance on road work costs depending on need for excavation, retaining wall structures etc. This quoted cost per meter represents the cost to widen or re-surface a roadway in an urban context.