

Transit Future Action Plan Engagement Plan

The Prince George Transit Future Plan, 2014 (TFP) engagement took place in 2012 and 2013. To ensure that the community priorities were captured, the two phases of engagement cast a wide net where the public was involved in both. The existing Prince George Transit Future Plan provides a solid foundation of ideas and priorities for transit in our community.

The Prince George Transit Future Action Plan development will be collaborative with partner, stakeholder and public input. The Action Plan will work to leverage the TFP's solid foundation. The first phase of engagement in Transit Future Action Plans is strategic and brings together a diverse selection of community stakeholders representing a broad range of interests and deep pools of knowledge of the Prince George community. The second phase of engagement will occur with the general public. The Prince George Transit Future Action Plan Engagement Plan will include the following:

1. Phase One – Partner & Stakeholder Consultation

November 2019

A series of facilitated workshops. Led by BC Transit with the City of Prince George, participants will be broken into table groups and guided through exercises and will include:

- Community mapping exercise to identify areas of changing need in the community, or areas where the existing conventional service does not meet the need;
- A review of the existing transit network and Transit Future Network, in consideration of the maps produced above;
- An opportunity to review ridership targets in the Transit Future Plan; and,
- Discussion of the upcoming 4,000 hours of expansion planned for September 2020 and approved by Council, to gain insights on the service design elements that are the most appropriate (peak, span, etc).

2. Phase Two- Broad Public Engagement

February/March 2020

Open Houses held in late February/March targeted to the broader community to reach transit riders and non-riders alike to include:

- Service concepts for the upcoming September 2020 expansion
- Target mode shares for the Transit Future Action Plan
- Draft priorities for ongoing service and infrastructure for the Transit Future Action Plan. Members of the Public will be asked:
 - If they agree with the concepts and what changes they might suggest
 - How they would prioritize the concepts shown in the plan
- Phase two supplemented with an online survey to enable people who are not able to attend the Open Houses an opportunity to participate in the engagement.

3. Supplementary Activities

In addition to the engagement outlined above, and the opportunity to further market and promote the transit system, the following engagement will also occur:

- An on-board passenger satisfaction survey.
- The opportunity for BC Transit, The City of Prince George, CNC, and UNBC to partner on targeted student consultations held at UNBC and CNC to occur January/February 2020.