

Subject: Comox Valley Transit Service - Special Event Service	
Category: Strategic and long range planning - public	Policy Reference: 8500-00

Purpose

1. To establish guidelines and procedure for special event services that may be provided by the Comox Valley transit service.

Scope

2. The policy applies to all requests from within the Comox Valley transit service area to provide transit service above and beyond what is currently provided.

Guiding Principle

3. That additional transit service, such as may be provided to special events, presents an opportunity to promote the transit system and provides the public with alternative transportation choices.

Service Guidelines

4. Empire Days, Canada Day and Nautical Days are community wide special events that offer free admission to all members of the public and occur on statutory holidays when the transit service is not operated. Enhanced transit service will be offered to the public for free on a 'by donation' basis for these events as they provide an opportunity to promote use of the transit system and also to improve the public's ability to attend these events in an efficient manner. ~~Bus fares for the community events will be set at one dollar. Sponsorship funding can be used to offset bus fares.~~
5. The Comox Air Show is a major biennial event that has historically experienced major traffic congestion on the local road network. The Comox Valley transit service will support this event in future years by offering 'by-donation' transit service to and from the event in exchange for sponsorship benefits of a value similar to the transit service provided. The Comox Air Show will be required to provide and implement a transportation plan that prioritizes bus movement to and from the event.
56. In return for service, the event organization must provide:
 - a. Promotional exposure to the Comox Valley transit service. This could include provision of a public transit display on-site.
 - b. Public advertising to indicate that the event will include transit service.
7. During municipal, provincial and federal election days, the Comox Valley transit service will provide service to all customers on a 'by donation' basis.
68. Provision of transit service to other community events offers the opportunity to promote use of the transit system and to increase alternative transportation options to the public attending these events. Requests to provide transit service to these events may be considered based on the following criteria:

- a. The event is held within the Comox Valley transit service area.
- b. There is no negative impact to normal transit service operation.
- c. The special event is a community wide event [that offers free admission open](#) to all members of the public.
- d. The service will be provided on a total cost recovery basis and no additional costs will be borne by the CVRD or BC Transit.
- e. The applicant provides promotional exposure to the Comox Valley transit service.
- f. The applicant advertises publicly that the event will include transit service.
- g. [Regular fares will apply during provision of the service and will be returned to the applicant as an incentive for their efforts toward increasing ridership on the event transit service.](#)
- g. Service can be provided in accordance with CVRD policies and procedures as well as the master operating agreement between the CVRD, BC Transit and the operating company.

Procedure

- 89. Requests for service must be submitted in writing to the CVRD’s manager of transit and sustainability ~~a minimum of three (3) months~~ in advance of the event and must include the following information listed:
 - a. Event details, including contact, event schedule, location and layout
 - b. An estimate of the number of people who will be in attendance at the event.
 - c. A plan of how busses will be accommodated during the event to provide ease of access and a safe drop off/pick-up location.

[Submitting requests for service a minimum of three \(3\) months in advance of the event is required. Exceptions may be made for minor requests that require limited service planning.](#)

- 910. The CVRD’s manager of transit and sustainability will [assess the request and dependent upon its complexity](#) work with the transit management advisory committee, staff from the jurisdiction hosting the event, BC Transit and the transit service provider to determine whether the request can be met and to develop a transit service plan. [As part of the review process, the applicant may be required to provide a transportation plan showing traffic flow and any strategies to prioritize bus movement.](#)

- 1011. The CVRD’s manager of transit and sustainability will provide written notification to the party requesting service with respect to the ability to provide the service, [including an estimated cost.](#)

Approval History

Guideline adopted:	May 3, 2011
Policy amended:	May 28, 2013
Policy amended:	