

C-TRAN Fourth Plain Bus Rapid Transit (BRT)

System Name - Public Feedback Summary

An online survey was made available May 13 through June 4, 2014 and was distributed to project stakeholders through several e-mail distribution lists including the C-TRAN project stakeholders list (400+) and the Vancouver Office of Neighborhoods weekly e-mail (850+), the project website and a media release. Hard copies of the survey as well as information cards with the web address were available at four information tabling events. Information kiosks with project information and survey link were also available at Clark College and the Fort Vancouver Library. Flyers advertising the online survey were distributed to over 150 corridor businesses. One news article about the survey appeared in the Columbian newspaper on May 14.

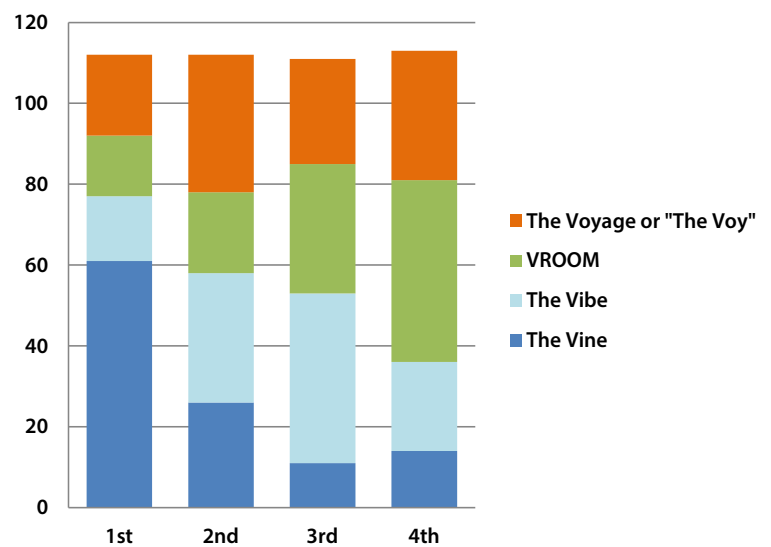
A **total of 157 people** took this survey either in person at tabling events or online.

Survey Results

The purpose of the survey was to generate community feedback on the four naming options.

The majority of respondents ranked "The Vine" (55%) as their first choice over the other three options. The "The Voyage/Voy" garnered 18% of the first choice responses, "The Vibe" received 14% and "VROOM" received 13%.

System Name Preference

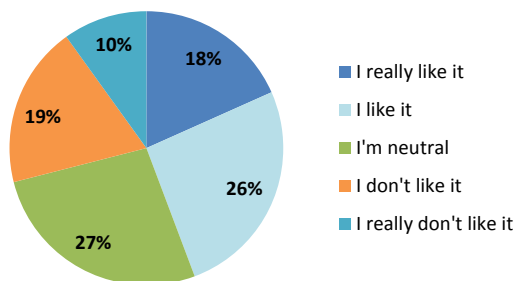


Specific Name Feedback:

The Vine

Merits: I like the resonance with the leaves & branches idea, but also the idea of greenery which is symbolic of our area. Broad appeal in the name that people can relate to. Sounds like a good name for branching out bus routes. I like the concept of branching out and the new growth it employs.

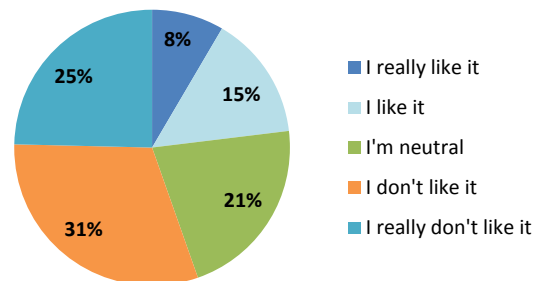
Drawbacks: Same name as the social media app and the State Corrections reporting system. The Vine is a creeping plant.



The Vibe

Merits: Catchy; energetic.

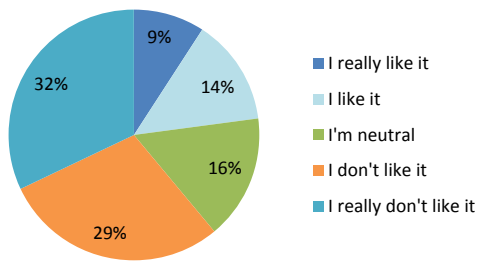
Drawbacks: Sounds like a nightclub.



VROOM

Merits: Sounds fun and exciting; fast.

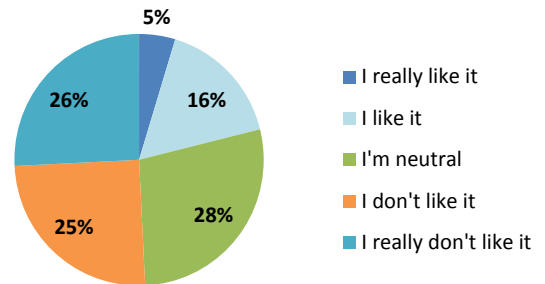
Drawbacks: Sounds too fast or speedy. Childish.



The Voyage/ Voy

Merits: The connection to our local history.

Drawbacks: Sounds like a long journey. Reminds me of the Star Trek Voyager.



Other General Comments:

Most people who provided open-ended responses indicated that they did not like any of the name choices and some suggested other naming options, such as "The Couv" or "Couv Express", "the Verve, Vantrek, or Vantrip", "The Link", "ZIPtran or SmartTran", "Vancouver-Clark-Transit (VCT)", "C-ART or ART (which has a human quality or creative connotation)", "the V", "ZIPDRIVE", or "Flite". Several provided comments that "V" names were too focused on Vancouver and not the broader County.

About 10 people commented on the name "The Vine"; most indicating that they liked this option best because it described how the service would work. However three people didn't like it because it's a "creeping plant" or that it has the same name as the jail reporting system or the social media app.

Five people were generally not supportive of the project and commented on the cost to the taxpayers. Approximately five people commented on the station design, expressing they weren't fond of the color or the modern feel at the St. James Church location.

Additional Outreach:

Tabling Events

Approximately **100 people** stopped by the four information tabling opportunities held at Clark College (May 20), Westfield Vancouver Mall Transit Platform (May 21), Vancouver Library (May 22), and the C-TRAN Offices (May 29). Nearly 20 people completed the survey at these events. Most were interested in the project and when it was going to happen. The others who were interested in the naming had a wide range of opinions as to which one(s) they supported or not.

Canvassing

156 businesses along the corridor were visited by project staff on May 14 and 16. Staff provided each business with a brief overview of the project and a flyer promoting the naming options survey and the tabling events. Businesses varied from restaurants, grocery stores and retail stores. Over 20 ethnic markets and restaurants were included in this outreach (Russian, Asian and Latino businesses). During these visits, many people indicated that liked the designs; several felt the project would be a positive development for the corridor and the community. Some businesses gave feedback on the naming: a handful indicated they did not like any of the options; providing suggestions that either connected more with our local history and community. 24 people indicated they preferred "The Vine", four liked "The Vibe", five liked "The Voyage/Voy", and four preferred "VROOM". One new business owner was concerned with the location of a BRT stop in front of their business. One business owner expressed the desire for improved streetscaping with the addition of the BRT stations and the need for bus pullouts to facilitate better traffic flow. Another business owner requested that the stations provide recycling receptacles and ash trays in addition to trash cans.