

2019 HORNBY BUS SPONSORSHIP INFORMATION

If you are receiving this letter, it is because you have a business on Hornby Island and have been generous in supporting community initiatives in the past. We thank you for your ongoing generosity towards your community.

The Hornby Bus started in 2017, operating for one month, funded by donations from local businesses, with support from HICEEC and the Tribune Bay Outdoor Education Centre. In the summer of 2018, that time frame increased to two months. Last fall, a feasibility study was undertaken, by an independent third party, and recommended the service continue for 2019, with an expanded time frame, money allowing. The Comox Valley Regional District has now added the service to their TRANSIT BUDGET, with an initial contribution of \$20,000.

With over 5000 riders to date, experience shows the benefits of the bus are partly social (for islanders), partly practical (especially in areas of limited parking or for limiting drinking & driving), partly environmental (reducing the number of cars on the road), and partly economic (as boaters, people without driver's licenses, Denman Island foot passengers on the ferry, etc. have reliable rides)

I The traditional bus sponsorships is \$2000./year. We are now calling this Tier One. This level of support will give you:

1. goodwill in the community as a sponsor of public transportation
2. a bus stop in close proximity to your business
3. a decal on both sides of the Bus that advertises your support of this community initiative
4. your business also advertised on the schedule, in advertising, and in all reporting
5. an invite to the year end "friends of the bus" party

II. A Tier Two bus sponsorship at \$1000./year. This level of support will give you:

1. goodwill in the community as a sponsor of public transportation
2. a smaller decal on both sides of the Bus that advertises your support of this community initiative (This may be one full sized decal with a listing of supporting Tier 2 businesses - depending on spatial availability).
3. your business also advertised on the schedule, in advertising, and in all reporting
4. an invite to the year end "friends of the bus" party

Anticipated operational changes for 2019:

- Enhanced service into the main subdivisions to improve ridership, and clients' access to the bus
- Return to an hourly schedule
- The possibility of a second vehicle, to enhance reliability
- Adjustments to some of the turnarounds for safety and speed
- Addition of a bike rack, and donations receptacle
- Longer season, with anticipated service from late June to early September

It is only through local sponsorships that the wheels on the bus keep going round and round!

To summarize, the bus committee is looking at alternatives, and at implementing the Consultant's recommendations and addressing some of the glitches that have been identified. This committee meets monthly over the winter, and anticipates hiring a hands-on manager for operations. We are seeking members for the "Steering" Committee, if someone from your business would like to join, their contributions would be welcomed.

Many thanks for your consideration of this request for financial support for 2019.

Warm regards,

Hornby Bus Steering Committee:

John Heinegg (HICEEC Chair), Karen Ross (HICEEC staff), James Emerson (HICEEC staff), Daniel Arbour (CVRD representative), Sheila McDonnell (School District 71 Trustee), Alex Ortwein (Operation manager Tribune Bay Outdoor Education Society), Garth Millan (Driver's representative), Scott Towson (Driver), Peter Mills (Mechanical adviser), Al Dickie (Mechanical adviser)

