



Notice of Meeting and Meeting Agenda Salt Spring Island Local Community Commission

Thursday, September 10, 2026

5:00 PM

SIMS Boardroom
124 Rainbow Road
Salt Spring Island BC

[MS Teams Meeting Streaming Link](#)

E. Rook (Chair), G. Holman (Vice Chair), G. Baker, B. Corno, B. Webster

The Capital Regional District strives to be a place where inclusion is paramount and all people are treated with dignity. We pledge to make our meetings a place where all feel welcome and respected.

1. Territorial Acknowledgement

2. Approval of Agenda

3. Adoption of Minutes

3.1. [26-0347](#) Minutes of June 11, 2026 Salt Spring Island Local Community Commission

Recommendation: That the minutes of the June 11, 2026 meeting be adopted as circulated.

Attachments: [Minutes: June 11, 2026](#)

4. Chair, Director, and Commissioner Reports

5. Senior Manager Report

6. Presentations/Delegations

Delegations will have the option to participate electronically. Please complete the online application for "Addressing the Salt Spring Island Local Community Commission" on our website and staff will respond with details. Requests must be received no later than 4:30 p.m. two calendar days prior to the meeting.

Alternatively, you may email your comments on an agenda item to the Salt Spring Island Local Community Commission (LCC) at saltspring@crd.bc.ca.

6.1. Presentations

6.2. Delegations

- 6.2.1. [26-1003](#) Delegation: Jesse Giddings, Salt Spring Island Healthy Living Re: Item 7.3. Sponsorship Proposal and Approval of Rink Board Advertising Guidelines

Attachments: [Delegation Request: Salt Spring Island Healthy Living, August 27, 2026](#)

7. Commission Business

- 7.1. [26-0962](#) Sponsorship Proposal and Approval of Rink Board Advertising Guidelines

Recommendation: That the Salt Spring Island Local Community Commission approve the Salt Spring Island Rink Board Advertising Guidelines as presented in Appendix B.

Attachments: [Staff Report: Sponsorship Proposal and Approval of Rink Board Advertising Guidelines](#)
[Appendix A: Salt Spring Island Healthy Living Society Sponsorship Proposal](#)
[Appendix B: Administration Guideline – SSI PARC Rink Board Advertising](#)

- 7.2. [26-0938](#) 2026 SSI LCC Strategic Plan Progress Report

Recommendation: There is no recommendation. This report is for information only.

Attachments: [Staff Report: 2026 SSI LCC Strategic Plan Progress Report](#)
[Appendix A: Status of Initiatives in SSI LCC Strategic Plan 2024-2027](#)

- 7.3. [26-0961](#) Salt Spring Island Transit - Free Transit Fares Guidelines

Recommendation: That the Salt Spring Island Local Community Commission approve the Salt Spring Island Free Transit Fare Guidelines as presented in Appendix D.

Attachments: [Staff Report: Salt Spring Island Transit - Free Transit Fares Guidelines](#)
[Appendix A: Cowichan Valley Regional District, Free Transit Fares Policy](#)
[Appendix B: Victoria Regional Transit System, Special Fare Days](#)
[Appendix C: City of Campbell River, BC Transit Special Events Policy](#)
[Appendix D: Draft Salt Spring Island Community Transit Free Transit Fares Guidelines](#)

8. Notice(s) of Motion

- 8.1. [26-0963](#) Motion with Notice: Art Group Access to Affordable Venues (B. Webster)

Recommendation: [At the August 20, 2026 Salt Spring Island Local Community Commission meeting, the following notice was read by Commissioner Webster into record to be discussed at a following meeting.]

That the Salt Spring Island Local Community Commission direct staff to report back on options for the LCC to support Salt Spring Island arts groups in getting more affordable access to non-profit arts venues on the island, including Artspring, Mahon Hall and other community halls and facilities.

8.2. [26-0964](#) Motion with Notice: LCC Strategic Plan Amendment (G. Holman)

Recommendation: [At the August 20, 2026 Salt Spring Island Local Community Commission meeting, the following notice was read by Director Holman into record to be discussed at a following meeting.]

That the Salt Spring Island Local Community Commission prioritize strategic plan initiatives and projects based on consideration of broad community need, taxpayer willingness and ability to pay, and if applicable, funding participation by user groups.

8.3. [26-0965](#) Motion with Notice: 2027 Provisional Budget Summary to Media (G. Holman)

Recommendation: [At the August 20, 2026 Salt Spring Island Local Community Commission meeting, the following notice was read by Director Holman into record to be discussed at a following meeting.]

That the LCC submit a summary of the 2027 provisional budget to the Driftwood and SS Exchange as soon as possible in September.

8.4. [26-0966](#) Motion with Notice: Seaview Intersection Crosswalk Safety (B. Corno)

Recommendation: [At the August 20, 2026 Salt Spring Island Local Community Commission meeting, the following notice was read by Commissioner Corno into record to be discussed at a following meeting.]

That staff report back on the implications of improving pedestrian safety at the crosswalk at Fulford-Ganges Road and Seaview Drive, including the installation of pedestrian crossing lights and/or barriers to prevent parking immediately in front of the crosswalk.

8.5. [26-0967](#) Motion with Notice: SSI Community Arts Workshop (B. Corno)

Recommendation: [At the August 20, 2026 Salt Spring Island Local Community Commission meeting, the following notice was read by Commissioner Corno into record to be discussed at a following meeting.]

That staff report back on the applications of developing a community arts priority-setting workshop.

9. Adjournment

NEXT MEETING:

-Thursday, September 17, 2026 at 9:00AM in the Salt Spring Island Multi Space (SIMS) Boardroom, 124 Rainbow Road, Salt Spring Island, BC V8K 2V5

Meeting Minutes - Draft

Salt Spring Island Local Community Commission

Thursday, June 11, 2026

5:00 PM

SIMS Boardroom
124 Rainbow Road
Salt Spring Island BC

PRESENT

COMMISSIONERS: E. Rook, G. Holman (Director), B. Corno, G. Baker (EP), B. Webster,

STAFF: S. Henderson, General Manager, Electoral Area Services; D. Ovington, Senior Manager, SSI Administration; M. Cossette, Clerk, SSI Administration (Recorder)

GUESTS: M. Sliva, GISS Earth Club

EP- Electronic Participation

These minutes follow the order of the agenda although the sequence may have varied.

The meeting was called to order at 4:59pm.

1. Territorial Acknowledgement

Commissioner Rook provided a Territorial Acknowledgement.

2. Approval of Agenda

MOVED by Commissioner Webster, **SECONDED** by Director Holman,
That agenda for the June 11, 2026, meeting of the Local Community Commission
be approved as presented.
CARRIED

3. Adoption of Minutes

3.1. Minutes of April 9, 2026 Salt Spring Island Local Community Commission

MOVED by Commissioner Webster, **SECONDED** by Commissioner Corno,
That the minutes of the April 9, 2026, meeting be adopted as circulated.
CARRIED

4. Chair, Director, and Commissioner Reports

Commissioner Webster spoke regarding the following:

- Meeting with Salt Spring Island Pickleball Association,
- A tour of Island Community Services facilities,
- The federal food security strategy announcement.

Commissioner Corno spoke regarding updates to the Ganges Hill Project.

Director Holman spoke regarding CRD Board's consideration for remuneration.

5. Senior Manager Report

D. Ovington spoke regarding appointment of Mimi Cossette as minute-taker.

6. Presentations/Delegations

6.1. Presentations

6.1.1 Presentation: Melody Sliva, GISS Earth Club Re: Exploring Sustainable Waste Management on SSI

M. Sliva spoke regarding exploring sustainable waste management on SSI.

Commissioner Baker joined the meeting at 5:12pm.

**MOVED by Director Holman, SECONDED by Commissioner Webster,
That the proposal for Sustainable Waste Management on Salt Spring Island be
referred to staff to report back with additional information.
CARRIED**

6.2. Delegations

6.2.1. Delegation: Shelia Dobie, SSI Agriculture Alliance; Re: Agenda Item 7.1. Economic Development Initiatives Project Funding

S. Dobie spoke to agenda item 7.1.

7. Commission Business

7.1. Economic Development Initiatives Project Funding

**MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission approve requests for
funding from the 1.124 Salt Spring Island Economic Development Service in the
amount of \$55,180 as listed in Appendix A, Table 1.**

Commissioner Webster amended the motion.

"That the Salt Spring Island Local Community Commission approve requests
for funding from the 1.124 Salt Spring Island Economic Development Service in
the amount of \$31,450 as listed in Appendix A, Table 1 excluding Housing Now."

The question was called on the motion as amended.

**That the Salt Spring Island Local Community Commission approve requests for
funding from the 1.124 Salt Spring Island Economic Development Service in the
amount of \$31,450 as listed in Appendix A, Table 1 excluding Housing Now.
CARRIED**

**MOVED by Director Holman, SECONDED by Commissioner Corno
That Salt Spring Island Local Community Commission request for funding be
referred to staff for additional information.
CARRIED**

7.2. Grant-In-Aid Application - SSI Groove Photo Arts Association

**MOVED by Director Holman, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission approve the
Grant-in-Aid application to Salt Spring Groove Photo Arts Association in the
amount of \$1,000.
CARRIED**

7.3. Ganges Fire Hall Project Charter - Consultation

Direction provided to staff to amend the language in project charter regarding
Local Community Commission stakeholder authority.

**MOVED by Director Holman, SECONDED by Commissioner Webster,
That the Salt Spring Island Local Community Commission approve the Ganges
Fire Hall Repurpose Project Charter (Appendix A) as amended with direction on
the amendment and authorize staff to proceed with the project as outlined,
including community and First Nations engagement and associated assessments,
within the approved project budget.
CARRIED**

Discussion ensued regarding the potential use of the parking lot owned by the
Ministry of Transport and Transit (MOTT).

7.4. Salt Spring Island Local Community Commission's External Grants -
Spring 2026

The report was received for information.

8. Notice(s) of Motion

8.1. Motion with Notice: Increase Economic Development Operating Reserve
(B. Webster)

MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission directs staff to prepare
the 1.124 Salt Spring Economic Development Preliminary Five-Year Financial
Plan by increasing the transfer to the Operating Reserve from \$7,460 in 2026 to
\$30,000 in 2027.

CARRIED

8.2. Motion with Notice: Increase Economic Development Project Cost Budget
(B. Webster)

MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission directs staff to prepare
the 1.124 Salt Spring Island Economic Development Preliminary Five-Year
Financial Plan by increasing Project Costs from \$51,716 in 2026 to \$60,000 in 2027
as an ongoing supplementary item funded by requisition.

CARRIED

8.3. Motion with Notice: Transit Expansion APP Funding (B. Webster)

MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission directs staff to prepare
the 1.238A Salt Spring Island Community Transit Preliminary Five-Year Financial
Plan by adding \$20,000 for alternative approval process for service expansion in
2027, funded by a one-time transfer from the Operating Reserve Fund.

CARRIED

8.4. Motion with Notice: Bus Parking & Charging Facility Project (B. Webster)

MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission directs staff to prepare
the 1.238A Salt Spring Island Community Transit Preliminary Five-Year Capital
Plan by adding a project for the design of a facility for bus parking and electric
bus charging in 2028, funded by grant/reserves.

CARRIED

8.5. Motion with Notice: Centennial/Grace Point Boardwalk Project Funding (B. Webster)

MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission directs staff to prepare the 1.45X Salt Spring Island Parks & Recreation Services Preliminary Five-Year Capital Plan by revising project 25-02 to include the full Centennial / Grace Point boardwalk upgrade project to be carried out in 2029, funded 70 per cent by grant, 20 per cent by debt and ten per cent through a transfer from the Capital Reserve Fund.

CARRIED

MOVED by Commissioner Webster, SECONDED by Director Holman,
That the Salt Spring Island Local Community Commission postpone agenda items 8.6 to 8.8 to be discussed at a future meeting.

CARRIED

8.9. Notice of Motion: Potable Water in Ganges Harbour (G. Baker)

Commissioner Baker proposed the following Notice of Motion for consideration at a future meeting:

“That the Salt Spring Island Local Community Commissioner request staff to report back on options for providing potable water within Ganges, in addition to Centennial Park.”

8.10. Notice of Motion: Fulford Porta Potty (B. Webster)

Commissioner Webster proposed the following Notice of Motion for consideration at a future meeting:

“That the Salt Spring Island Local Community Commission request staff to install a porta potty located at 2470 Fulford-Ganges Road (Fulford Tennis/Pickleball Courts) for the duration of 2026 and include \$3,600 of ongoing funding in the 2027 provisional budget to support rental costs associated with an additional porta potty.”

10. Adjournment

MOVED by Commissioner Webster, SECONDED by Commissioner Corno,
That the Salt Spring Island Local Community Commission adjourn the meeting at 7:00pm

CARRIED

CHAIR

SENIOR MANAGER

From: Capital Regional District <noreply@crd.bc.ca>

Sent: Thursday, August 27, 2026 3:43 PM

To: Legserv <Legserv@crd.bc.ca>

Subject: New Submission from Addressing the CRD Board & Committees webform - Submission #146 SID #57047

Submitted on Thu, 08/27/2026 - 3:43pm

Submitted by: Anonymous

Submitted values are:

Name

Jesse Giddings

I represent

Salt Spring Island Healthy Living

Telephone

[REDACTED]

Email address

[REDACTED]

Street Address (optional)

[REDACTED]

Municipality/Electoral Area in which you reside

[Salt Spring Island](#)

I wish to address

[Salt Spring Island Local Community Commission](#)

Meeting Date

2026-09-10

Agenda Item

Skating Rink Advertising Boards

My reason(s) for appearing (is/are) and the substance of my presentation is as follows:

To propose an agreement for managing the first year advertising on the skating rink boards.

I will attend the meeting

In person

I will have a PowerPoint or video presentation and will submit it at least 24 hours in advance of the meeting.

No

I understand

Yes

**REPORT TO SALT SPRING ISLAND LOCAL COMMUNITY COMMISSION
MEETING OF THURSDAY, SEPTEMBER 10, 2026**

SUBJECT **Sponsorship Proposal and Approval of Rink Board Advertising Guidelines**

ISSUE SUMMARY

The purpose of this report is to consider a proposal to establish an initial rink board sponsorship program for the Salt Spring Island Outdoor Rink and to approve advertising guidelines to support the management of the rink board advertising program.

BACKGROUND

The Salt Spring Island Healthy Living Society (SSIHLS) has secured a \$15,000 deposit toward the acquisition of a CAN-ICE skating surface and Athletica dasher board system for the Salt Spring Island Outdoor Rink at Rainbow Road Recreation Area. The Society has advised that approximately \$85,000 remains owing on the equipment purchase and has identified rink board sponsorship as a fundraising mechanism to support repayment of acquisition costs.

In its proposal to the Salt Spring Island Local Community Commission (LCC), SSIHLS requests:

1. Permission to establish a board sponsorship program on the outdoor rink dasher boards;
2. Permission to pre-sell sponsorships for an initial one-to-three-year term, with revenues applied toward the rink acquisition costs; and
3. Agreement that the CRD assume responsibility for the sponsorship program at the conclusion of the initial term as an ongoing revenue source for the facility.

The proposal (Appendix A) identifies approximately twenty-eight sponsorship opportunities consisting of premium sideboard locations and standard end and corner board locations. SSIHLS proposes that major donor recognition opportunities be differentiated from standard business advertising opportunities and that the Society undertake all initial sales, sponsor servicing, graphic design, production, installation, and administrative functions associated with the fundraising campaign.

Greater Victoria recreation facilities including CRD operated centres support the concept of rink board sponsorship as a means of generating non-taxation revenue while recognizing community contributions to the outdoor rink project. However, the LCC currently does not have a specific administrative framework governing rink board advertising and sponsorship opportunities.

To address this gap, staff have prepared Administrative Guideline #2026-02, SSI PARC Rink Board Advertising (Appendix B). The guideline establishes procedures for sponsorship inventory, advertising standards, sponsor renewals, donor recognition, revenue allocation, and administration of rink board advertising and sponsorship programs.

Approval of the guideline would provide staff with the authority and framework necessary to administer future rink board advertising opportunities as well as any approved transition from the SSIHLS fundraising campaign.

ALTERNATIVES

Alternative 1

That the Salt Spring Island Local Community Commission approve the Salt Spring Island Rink Board Advertising Guidelines as presented in Appendix B.

Alternative 2

That the Salt Spring Island Local Community Commission approve the Salt Spring Island Rink Board Advertising Guidelines with specific amendments as amended in Appendix B.

Alternative 3

That the Salt Spring Island Local Community Commission refers the report back to staff for additional information.

IMPLICATIONS

Financial Implications

The proposed sponsorship program represents an opportunity to generate capital fundraising revenues in support of the outdoor rink project and future operating revenues for recreation services. Sponsorships may also reduce future reliance on tax-supported funding for recreation infrastructure improvements and equipment replacement

Social Implications

The proposal provides opportunities for local businesses, families, service clubs, foundations, and community organizations to visibly support the outdoor rink project. The guideline includes provisions that may give preference to Salt Spring Island organizations where demand exceeds available inventory.

CONCLUSION

The Salt Spring Island Healthy Living Society Board Sponsorship Proposal presents an opportunity to support the fundraising objectives of the Salt Spring Island Outdoor Rink project while establishing a sustainable source of future revenue for Parks and Recreation. Approval of the proposal in principle, together with the Rink board Advertising Guideline, will provide a clear framework for the management of rink board sponsorships and advertising, support community participation in the project, and ensure that future sponsorship opportunities are available.

RECOMMENDATION

That the Salt Spring Island Local Community Commission approve the Salt Spring Island Rink Board Advertising Guidelines as presented in Appendix B.

Submitted by:	Kent Bittorf, BPhEd, Manager, SSI Parks and Recreation
Concurrence	Dan Ovington, BBA Senior Manager, Salt Spring Island Administration
Concurrence	Stephen Henderson, MBA, PG.Dip.Eng. BSc, General Manager of Electoral Area Services Department

ATTACHMENTS:

Appendix A: Salt Spring Island Healthy Living Society Sponsorship Proposal
Appendix B: Administration Guideline – SSI PARC Rink Board Advertising

BOARD SPONSORSHIP PROGRAM

A proposal to the Capital Regional District

Salt Spring Island outdoor skating rink · Rainbow Road Recreation Area

To	Dan Ovington, Capital Regional District Kent Bittorf, Manager, Salt Spring Island PARC	From	Jesse Giddings Founder & Chair, SSIHLS
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What we are asking

- 1 Permission for the Society to establish a board sponsorship program on the rink's dasher boards.
- 2 Permission to **pre-sell** sponsorships for an initial one-to-three-year term, with proceeds applied to the \$85,000 balance owing on the equipment purchase.
- 3 Agreement that the **CRD assumes the program** at the end of that term — fully built, fully sold, at no cost — as ongoing operating revenue for the facility.

The Society would carry all cost and effort: design, production, installation, sales, administration and sponsor servicing.

Why we are asking now

The Society holds a \$15,000 non-refundable deposit against a \$100,000 purchase of the CAN-ICE surface and Athletica dasher board system from the Victoria Hockey Legacy Society. The \$85,000 balance is owing, and our fundraising campaign is scheduled to close October 29, 2026.

Board sponsorship is the fastest-converting instrument available to us. It sells to businesses on ordinary commercial terms rather than asking for charity, it follows the same precedent as the ball field and other sports facilities on the island, and it produces a visible public good — the boards look finished and community-backed on opening day rather than blank.

We would rather build this properly, with the CRD's approval and to the CRD's standards, than improvise it and hand you a problem later.

The inventory

SEGMENT	POSITIONS	CHARACTER
Sideboards 7 per side	14	Highest visibility. Full sightline from the viewing area, and in virtually every photograph taken of the rink.
Ends and corners 7 per end	14	Behind and beside the nets. Good visibility, lower prominence.

***Provisional.** These counts are read from photographs of the system in service in Victoria and will be confirmed against the equipment manifest before anything is sold. Note also that on this system a single advertisement is applied across more than one physical panel, so positions is the meaningful unit, not panel count.*

Two distinct products

We propose treating the two segments as genuinely different offers, because they are.

	OFFER	TREATMENT
Sideboards	Major donor recognition, reserved for significant contributors to the acquisition.	Recognition of a gift — not the sale of advertising — and handled as such for receipting.
Ends & corners	Business advertising, sold to island businesses.	A commercial transaction, invoiced by the Society. Not receiptable.

Keeping these separate matters. It keeps the receipting clean, it protects the value of the sideboards, and it means a business that simply wants exposure is not competing with a donor who wants their family's name on the rink.

Term — for the CRD to determine

We have no fixed view, and would rather adopt whatever the CRD is comfortable committing to. Three models we could work with:

MODEL	RECOGNITION PERIOD
A — Fixed renewable	All positions 3 or 5 years, with right of first refusal on renewal.
B — Tiered by gift	\$10,000 → 3 years · \$15,000 → 5 years · \$25,000+ → life of the installation.
C — Life of installation	Qualifying major gifts hold their position for as long as the rink stands.

We would not offer “permanent” or “lifetime” recognition without your explicit agreement, and even then would prefer it stated as *life of the installation, to a maximum of ten years*. The Society will not own or operate the facility, the panels have a finite service life, and a promise we cannot control is a liability we would be handing to you.

Term commences on opening day. Sponsorship terms would begin when the rink opens to the public, not on payment. Installation funding sits with the 2027 provisional budget, so there may be a gap between the equipment purchase and the first skate. No sponsor should spend term during it — and we would rather tell them that up front than explain it afterwards.

Provisional pricing

Benchmarked against published BC municipal rates. The District of Squamish charges **\$579 per year** for a dasher board; the District of West Vancouver **\$1,875 per season**, including print, installation and one damage replacement. Both are established indoor arenas.

OFFER	PROPOSED
Business position — 1 year	\$1,250
Business position — 3 years, prepaid	\$3,000
Major donor sideboard	\$10,000 / \$15,000 / \$25,000

Subject to a local comparables check against Portlock Park, the aquatic centre and Driftwood rates before we go to market. A per-position print quote has been requested from the original supplier and will replace the production estimate.

Illustrative. 14 business positions at \$3,000 prepaid is **\$42,000**. Three sideboard gifts at \$15,000 is **\$45,000**. Together that is the balance owing — from seventeen conversations.

What the Society covers

Graphic design · print production and installation, estimated \$250–400 per position or roughly \$7,000–11,200 across all 28 · removal of the existing Victoria sponsor graphics, confirmed with the original printer as clean-peel and replaceable, having already been changed twice in service · sales and sponsor servicing · invoicing, records, and a sponsor register handed to the CRD at transition.

Decisions we are asking for

- 1 **Who administers board advertising at Panorama Recreation and SEAPARC today** — and can Salt Spring PARC use the same framework rather than building one?
- 2 Does this require Local Community Commission approval, or can PARC staff approve it?
- 3 Is a pre-sold one-to-three-year term acceptable, with proceeds applied to the acquisition?
- 4 Which term model above is the CRD prepared to stand behind?
- 5 Will the CRD apply an existing content standard? We would expect exclusions for political, partisan and denominational messaging and for products not sold to minors, consistent with other BC municipal programs.
- 6 Are there existing exclusivity or vendor agreements at Rainbow Road that a sponsor could conflict with?
- 7 At the end of the initial term, does the CRD wish to assume renewals and revenue directly?
- 8 Who holds title to the boards once installed, and does that change any of the above?
- 9 **When does the CRD expect installation**, given that the installation and operating budget goes to the 2027 provisional budget? Sponsors will ask when the rink opens, and we would rather answer accurately.

Timeline

WHEN	WHAT
Early September	CRD decision sought.
September – October	Sales, subject to approval.
October 29	Scheduled close of the fundraising campaign.
Following acquisition	Graphics produced; boards transported and installed.
Opening day	Sponsorship terms commence.

The equipment purchase is secured. The balance is underwritten by a commitment already in place, and the acquisition will complete independently of this proposal — sponsorship revenue repays that commitment rather than funding the purchase. Sponsors are therefore backing a rink that is happening. Installation timing is the remaining variable, which is why we have asked question 9.

Salt Spring Island Healthy Living Society is a BC non-profit society, registration S0083594. It is not a registered charity; charitable receipting for the campaign is being arranged separately through the Salt Spring Island Foundation. Business advertising purchases are commercial transactions invoiced by the Society and are not receiptable.

Section	Salt Spring Island Parks and Recreation	
Subsection	Guidelines	
Title	SSI PARC RINK BOARD ADVERTISING	#2026-02

1. GUIDELINE

This guideline provides direction to staff regarding the administration, sale, approval, and management of rink board advertising and sponsorship opportunities. Revenue generated through rink board advertising and sponsorship shall support recreation operations, facility maintenance, capital renewal, and enhancement of recreation services

2. PURPOSE

The purpose of this guideline is to:

- Establish a transparent and consistent process for rink board advertising and sponsorship.
- Generate revenue to support recreation infrastructure and services.
- Recognize significant community contributions toward recreation facilities.
- Ensure advertising content is appropriate for a public recreation environment.
- Provide a framework for administration of sponsor relationships and renewals.

3. RESPONSIBILITIES

Manager, or designate, is responsible for:

- Administering the rink board advertising program.
- Approving advertising content.
- Assigning advertising locations.
- Establishing annual advertising rates.
- Maintaining sponsor records.
- Managing renewals and right-of-first-refusal provisions.
- Ensuring compliance with this guideline.

Recreation staff are responsible for:

- Administering advertising agreements.
- Coordinating installation and removal of graphics.
- Maintaining sponsor inventories.
- Monitoring compliance with approved advertising standards.

Sponsors are responsible for:

- Providing artwork in approved formats.
- Paying all applicable fees.
- Ensuring advertising content complies with this guideline.
- Maintaining current contact information for renewals and communications.

Partner Organizations

Where approved by the Salt Spring Island Local Community Commission (LCC), a community partner organization may assist with fundraising, sponsorship sales, graphic design, production, installation, and sponsor servicing under terms approved by the Commission

4. SCOPE

This guideline applies to all sponsorship and advertising opportunities located on the dasher boards of the Salt Spring Island Outdoor Rink, including:

- Sideboard sponsorship locations.
- End-board sponsorship locations.
- Corner sponsorship locations.
- Temporary promotional graphics attached to rink boards.
- Any future rink board advertising products approved by PARC.

This guideline does not apply to facility naming rights, special event sponsorships, concession sponsorships, or other forms of advertising administered through separate agreements.

5. PROCEDURE

Sponsorship Inventory

The rink board inventory shall generally consist of:

Premium Sideboard Locations

Approximately fourteen (14) sponsorship locations situated along the primary spectator viewing sides of the rink. These locations offer the highest visibility and may be reserved for major donor recognition or premium sponsorship opportunities.

Standard End and Corner Locations

Approximately fourteen (14) sponsorship locations situated at rink ends and corners. These locations may be sold as business advertising or community sponsorship opportunities. The final number and location of advertising spaces shall be determined by staff based on the installed rink board system.

Sponsorship Categories

Major Donor Recognition

Premium sideboard locations may be allocated to individuals, families, organizations, or businesses making significant capital contributions toward the rink or recreation facilities.

Business Advertising

End and corner board locations may be sold as commercial advertising opportunities to businesses and organizations.

Sponsorship Terms

Advertising and sponsorship agreements may be offered for:

- One-year terms;
- Three-year terms;
- Five-year terms; or
- Other terms approved by the Manager.

The sponsorship term shall commence on the date the rink officially opens for public operation unless otherwise specified in the sponsorship agreement.

Renewal Rights

Existing sponsors shall be given first right of refusal to renew their location.

Renewal notices shall be issued annually by staff.

Locations not renewed by the prescribed deadline may be released for sale to new sponsors.

Initial Fundraising Campaign

The LCC may authorize a community partner to conduct an initial sponsorship campaign to support rink acquisition or capital fundraising objectives.

Where authorized:

- Sponsorships may be pre-sold prior to rink opening.
- The community partner may administer sponsorship sales and servicing.
- The community partner shall be responsible for all associated sales, design, production, installation, and administration costs.
- All sponsor records shall be transferred to PARC at the end of the approved campaign term.
- Future renewals and sponsorship revenues shall revert to PARC unless otherwise approved.

Installation Standards

All graphics shall:

- Be professionally produced.
- Meet dimensions specified by staff.
- Be suitable for outdoor use.
- Be securely installed.
- Not interfere with operation or maintenance of the facility.

PARC reserves the right to require replacement of damaged or deteriorated graphics.

Advertising Standards

Advertising shall be consistent with the family-oriented nature of recreation facilities.

Advertising shall not:

- Promote discrimination or harassment.
- Contain offensive, obscene, or inappropriate content.
- Promote violence or illegal activity.
- Promote tobacco, vaping, cannabis, firearms, or prohibited products.
- Include political campaign advertising.
- Include partisan political messaging.
- Include religious or denominational advocacy.
- Contain false or misleading claims.

PARC reserves the right to reject or remove advertising that does not comply with these standards.

Local Preference

Where demand exceeds available inventory, preference may be given to:

- Salt Spring Island businesses;
- Local service providers;
- Registered non-profit organizations;
- Community organizations operating on Salt Spring Island.

Revenue Allocation

Revenue generated through rink board advertising and sponsorship shall be directed toward:

- Recreation facility operations;
- Capital replacement reserves;
- Recreation facility improvements;
- Recreation programming; and
- Other LCC-approved recreation priorities.

6. DEFINITIONS

Advertising: A paid promotional message displayed on rink boards in the exchange for financial consideration.

Major Donor Recognition: Recognition provided in acknowledgement of a significant contribution towards recreation infrastructure or capital projects.

Premium Location: A sponsorship position designated by PARC as having enhanced visibility and value.

Recreation Facility: Any facility owned, operated, or administered by the Salt Spring Island CRD.

Sponsorship: Financial or in-kind support provided in exchange for recognition, advertising, or promotional opportunities.

Right of First Refusal: The opportunity granted to an existing sponsor to renew their current advertising location before it is offered for sale to another party.

Approval Date:		Approved By:	
1. Amendment Date:		Approved By:	
Next Review Date:		Reviewed By:	

Appendix A – Schedule of Advertising Rates

Recognition Period	Cost
Business Position – One year	\$1,250
Business Position – Three years, prepaid	\$3,000
Major Donor Sideboard – Three years	\$10,000
Major Donor Sideboard – Five years	\$15,000
Major Donor Sideboard – Life of Installation	\$25,000

**REPORT SALT SPRING ISLAND LOCAL COMMUNITY COMMISSION
MEETING OF THURSDAY, SEPTEMBER 10, 2026**

SUBJECT 2026 SSI LCC Strategic Plan Progress Report

ISSUE

The purpose of this report is to provide the Salt Spring Island (SSI) Local Community Commission (LCC) with an update on the progress of initiatives identified in the 2024-2027 Strategic Plan 2024-2027.

BACKGROUND

The SSI LCC was established in June 2023 following a referendum that supported its creation. The LCC is an elected regional district commission, including the SSI Electoral Area CRD Director, that now oversees 12 local CRD services previously managed by four volunteer commissions. While the CRD Board retains authority over Bylaws and the Financial Plan, certain powers have been delegated to the LCC. Its purpose is to provide broader elected oversight, increase transparency, and ensure local services reflect the community's interests, while also serving as an advocate for SSI residents.

The SSI LCC undertook a strategic planning process in May of 2024 to confirm the long-term vision for the services governed by the commission and set priorities to guide future initiatives. The SSI LCC's Strategic Plan was formally adopted by the LCC on November 14th, 2024 with the intention of completing annual reviews.

The Strategic Plan identifies key operational priorities and Commission-directed initiatives intended to guide service delivery and decision-making throughout the 2024-2027 term. Staff provided a progress update to the LCC in October 2025 and committed to reporting on implementation progress annually.

Since the adoption of the plan staff have been developing implementation plans and budgets to advance the LCC initiatives. New initiatives are brought forward on a yearly basis for review and approval during the annual budgeting process.

The 2024-2027 LCC Strategic Plan endorsed the following strategic priorities and goals:

- *Liquid Waste* – Goal: Cost effective and environmentally responsible management of liquid waste and residuals.
- *Transportation and Transit* – Goal: Enhance active transportation and transit options.
- *Economic Sustainability* – Goal: Encourage a diverse, inclusive and resilient local economy.
- *Parks, Arts, Recreation and Culture* – Goal: Enhance diverse, inclusive opportunities for physical activity and social/cultural enrichment while following environmental best practices.
- *Governance* – Goal: Promote accountable, collaborative, efficient, consolidated and locally controlled governance for SSI Services.

Summary of Progress

The LCC's Strategic Plan has been reviewed against the 2027-2031 provisional financial plan to determine which initiatives are included and which initiatives will need additional resourcing or financial assistance. Out of the 42 initiatives identified in the strategic plan:

- 18 Initiatives have been completed
- 19 initiatives are currently underway and on track
- Four initiatives have not been started or are on hold
- One initiative has been delayed

An update on the LCC Strategic Plan key deliverables for 19 objectives and 42 initiatives has been provided (Appendix A).

IMPLICATIONS

Financial Implications

The implementation of the SSI LCC Strategic Plan continues to advance with the provisionally approved 2027–2031 Financial Plan. Many of the 42 initiatives identified in the plan are incorporated into existing service budgets, while others will require additional funding or external grant support to proceed.

Initiatives with confirmed funding are progressing through LCC services operating budgets, capital reserves, and approved capital projects. Initiatives related to transit expansion are dependent on securing provincial funding to advance to the next phase.

Future financial impacts will be assessed and brought forward through the annual budget and financial planning process. Where initiatives require new resources or staffing, these will be identified as service level changes for LCC and Board consideration. Staff will continue to pursue external grants and partnerships to minimize local tax impacts while supporting the advancement of LCC strategic priorities

CONCLUSION

Implementation of the Salt Spring Island Local Community Commission Strategic Plan continues to progress, with 18 initiatives completed and 19 currently underway across all five strategic priority areas. While some initiatives remain dependent on external funding, partnerships, or prerequisite work, staff continue to evaluate opportunities to advance these priorities. Strategic plan initiatives will continue to be integrated into annual financial planning, and staff will provide ongoing progress updates to the Commission.

RECOMMENDATION

There is no recommendation. This report is for information only.

Submitted by:	Dan Ovington, BBA, Senior Manager, SSI Administration
Concurrence:	Stephen Henderson, MBA, P.G.Dip.Eng, BSc, General Manager, Electoral Area Services

ATTACHMENT:

Appendix A: Status of Initiatives in SSI LCC Strategic Plan 2024-2027

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026

September 10, 2026

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Liquid Waste

Goal: Cost effective and environmentally responsible management of liquid waste and residuals.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Reduced volume of liquid waste transported off SSI	1. Determine dewatering technique	●	●	●	Geotubes report prepared and follow-up report on biochar and greenhouses gases has been presented.
	2. Implement selected dewatering technique	○	○	●	LCC direction to maintain current operation and to provide updated options in fall 2026.
Effective local effluent disposal	3. Determine local effluent disposal technique	●	●	●	Geotubes report prepared and follow-up report on biochar and greenhouses gases has been presented.
	4. Implement selected effluent disposal technique	○	○	●	LCC direction to maintain current operation and to provide updated options in fall 2026.
Effective solid residuals disposal	5. Determine disposal technique	●	●	●	Geotubes report prepared and follow-up report on biochar and greenhouses gases has been presented.
	6. Implement selected disposal technique	○	○	●	LCC direction to maintain current operation and to provide updated options in fall 2026.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Transportation & Transit

Goal: Enhance active transportation and transit options.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Effective active transportation network in and around the Ganges Village	1. Identify priorities within the Ganges SSI Active Transportation Network Plan (ATPN)	●	●	●	Engineering design being broken into smaller sections to accommodate reduced budget for Rainbow Road and McPhillips Avenue. Land survey of Drake Road also completed.
	2. Implement identified priorities within the SSI ATNP in consultation with MOTT	●	●	●	Merchant Mews project complete. Permit approved by Ministry of Transportation and Transit (MOTT) for Rainbow Road.
	3. Identify additional active transportation priorities in and around Ganges Village	●	●	●	Kanaka Connector Trail and Jackson Avenue were added to the priorities in Ganges.
	4. Develop additional active transportation priorities in and around Ganges Village	●	●	●	Kanaka Connector Trail has been completed. Additional funding needs to be secured for Rainbow Road and Jackson Avenue.
Development of the Salish Sea CRD Regional Trail	5. Advocacy with MOTT and complementary actions with CRD Regional Parks	●	●	●	Design work for the project has been deferred to 2027 in the Regional Parks capital plan.
Optimized parking within the Ganges Village	6. Examine feasibility of parking management options	●	●	●	A bus parking study and parking analysis for Ganges was reviewed, with Saturday parking identified as a priority.
	7. Implement chosen actions (if any)	●	●	●	On Saturdays directional signage was put up for available parking. Signage is no longer needed with the opening of the Ganges Hill Market parking and shuttle.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Transportation & Transit

Goal: Enhance active transportation and transit options.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Expanded transit service and use	8. Identify transit expansion priorities	●	●	●	Routes 2 and then Route 7 are identified as priorities.
	9. Implement identified transit expansion priorities	●	●	●	Funding from the Province is not currently available to expand the service and CRD is preparing for a future expansion.
	10. Expand the number of bus shelters	●	●	●	Two bus shelters have been installed. Visitor Centre bus shelter has been identified next for replacement.
	11. Establish appropriately located bus storage and charging facility	●	●	●	Re-zoning completed to facilitate this facility being constructed at Kanaka. Detailed designs are currently being developed ahead of construction.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Economic Sustainability

Goal: Encourage a diverse, inclusive and resilient local economy.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Diverse, inclusive and resilient local economy and community	1. Develop an integrated housing strategy for SSI, including the LCC’s involvement in the strategy	●	●	●	Integrated housing strategy commenced in May 2025 with public engagement in the fall of 2025. Draft report presented to the LCC in September 2026 for final comments.
	2. Enhance Grant-in-Aid services capacity to address community need	●	●	●	Grant-in-Aid service was amended with final decisions now made by the LCC with no veto by the Electoral Area Director. \$20,000 of additional funding was provided by the SSI Foundation in 2026. Funding is anticipated to be received again in 2027.
Improved local food security	3. Support local food security initiatives	●	●	●	The composting facility in Burgoyne Valley is operational. The CRD is amending its Composting Facilities Regulation Bylaw to exempt the SSI Abattoir Society from licensing requirements prior to fully rescinding Bylaw 2736.
	4. Explore feasibility of Ganges Firehall property for Farmer’s Market	●	●	●	A consultant has been retained to complete community consultation and needs assessment to determine future use of the Ganges Firehall for LCC consideration when determining future uses of the site.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Economic Sustainability

Goal: Encourage a diverse, inclusive and resilient local economy.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Revitalized Ganges Village	5. Design Harbourwalk and Harbourside Parks	●	●	●	Conceptual designs have been completed and discussions with First Nations have been initiated. Additional discussions with upland owners required prior to community engagement.
	6. Construct Harbourwalk and Harbourside Parks	○	○	○	Detailed designs and funding required to advance to construction.
	7. Explore feasibility of repurposing Ganges Firehall property	○	●	●	An architect was retained to evaluate the Ganges Firehall building code considerations. A consultant has been retained to complete community consultation and needs assessment to determine future use.
	8. Implement Ganges Firehall property repurposing plan	○	○	○	Detailed designs for preferred option and funding required to advance to construction.
	9. Identify and implement Ganges Village vibrancy and beautification initiatives	○	○	●	LCC is waiting on a revised proposal from the SSI Chamber of Commerce to advance this discussion. Upgrades to Centennial Park gardens are in progress.
	10. Explore options for an LCC role in Ganges Harbour management	●	●	●	The LCC hosted two roundtable workshops on harbours and will be organizing an additional one in the winter of 2027.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Parks, Arts, Recreation & Culture

Goal: Enhance diverse, inclusive opportunities for physical activity and social/cultural enrichment while following environmental best practices.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Exceptional community parks and recreation facilities, programs and services	1. Review existing strategic plans for SSI Parks, Arts, Recreation & Culture (PRAC) and identify priorities	●	●	●	New site master plans approved for Portlock Park and Rainbow Road Recreation Centres. Review of current priorities and actions in the 2019 SSI Parks and Recreation Strategic Plan deferred to next term.
	2. Implement approved priorities as approved by the SSI LCC	○	●	●	Detailed designs and funding required to advance master plan priorities. LCC has advanced priorities for parkland acquisition (Morningside), parks maintenance facility development and indoor recreation (Phoenix Elementary/RRC/SIMS)
	3. Repair Rainbow Road Centre (RRC) building envelope	●	●	●	Detailed designs and cost estimates have been completed for the RRC building envelope project. A grant application was not successful requiring an Alternative Approval Process (AAP) to be held for voter approval in 2027 to borrow funds.
	4. Examine long-term use of and improvements to SSI Multi-Space (SIMS)	●	●	●	Discussions occurring to extend the lease and complete roof repair and installation of a more efficient HVAC. HVAC designs are in progress with a goal to reduce costs and greenhouse gas emissions.
	5. Examine long-term use of and improvements to the Phoenix School Site	○	○	●	Long term use has not been determined and in the short-time an existing 12 month license with the Chuan Society has been renewed for the top floor, and the lower floor will be used by SSI PARC's operations staff while their existing maintenance facility is renovated.
Diverse, accessible and affordable arts and culture	6. Review community priorities for arts funding	○	●	●	Additional funding has been allocated to SSI Arts Council and Artspring in 2027. Staff are reviewing implications with amending the existing service establishment bylaw.
Sustainable library funding	7. Engage with the SSI Library Board to develop long-term funding strategy	○	●	●	Transfers to reserves have been increased to support long term funding needs and capital improvements.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Governance

Goal: Promote accountable, collaborative, efficient, consolidated and locally-controlled governance for SSI services.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
A community that is knowledgeable about and engaged in LCC activities	1. Broaden and improve comprehensive communications with the public	●	●	●	LCC website has been updated. Media releases and other communications have been distributed as part of communications plans.
CRD Bylaws that reflect SSI priorities and needs	2. Develop consistent and transparent process for reviewing CRD bylaws that affect SSI	●	●	●	Roundtable workshop completed in June 2025 with actions provided.
Sustainable asset management	3. Develop sustainable asset management plans for all capital assets	●	●	●	Asset management report cards have been completed for the five water utilities and two wastewater treatment plants on SSI. LCC assets are in the queue.
Improved and sustainable CRD services that reflect prudent financial management	4. Develop an improved approach to longer-term year-round budgeting processes, in alignment with CRD financial planning process, that reflect LCC strategic plan priorities	●	●	●	A revised budgeting process with advance meetings in the spring and summer were completed to inform the draft 2027 Provisional Budget that was further approved by the LCC in August 2026.
Improved collaboration and cooperation with other agencies	5. Establish regular meeting schedule with other agencies	●	●	●	Regular meetings have been occurring with the Islands Trust. Additional meetings have been occurring with the School District, BC Transit, Ministry of Transportation and Transit, North Salt Spring Waterworks, and the Harbour Authority.

SSI Local Community Commission Strategic Plan – Annual Progress Report 2026



Governance

Goal: Promote accountable, collaborative, efficient, consolidated and locally-controlled governance for SSI services.

Objective	Initiatives	Status			Key deliverables as of September 2026
		24	25	26	
Expanded LCC administrative authority to include all SSI local CRD services	6. Develop initial strategy	○	○	○	Action in response to LCC motion requesting information on the process of adding additional CRD services under the delegated authority of the LCC has been postponed to next term.
	7. Consult interest holders	○	○	○	Action in response to LCC motion requesting information on the process of adding additional CRD services under the delegated authority of the LCC has been postponed to next term.
	8. Identify and recommend bylaw amendments	○	●	●	Recommendations on noise and nuisance Bylaw were provided to staff.

**REPORT TO SALT SPRING ISLAND LOCAL COMMUNITY COMMISSION
MEETING OF THURSDAY, SEPTEMBER 10, 2026**

SUBJECT Salt Spring Island Transit – Free Transit Fares Guidelines

ISSUE SUMMARY

The purpose of this report is to provide a summary of special fare days and recommended special free transit days requiring approval from the Salt Spring Island Local Community Commission.

BACKGROUND

Several local government transit systems in British Columbia have adopted fare-free transit programs during special event, holidays and election days to encourage participation and eliminate transportation barriers for residents.

The Cowichan Valley Regional District has maintained a policy providing free transit fares on General Voting Day for federal, provincial, and local government elections since 2016 (Appendix A). Similarly, the Victoria Regional Transit Commission has approved complimentary transit service on election days as an ongoing special fare day, recognizing the benefit of encouraging participation in the democratic process (Appendix B).

Most recently, the City of Campbell River adopted a BC Transit Special Events Policy that includes free fares on general election days for municipal, provincial, and federal elections (Appendix C).

Currently, Salt Spring Island transit fares remain in effect on election days unless specific approval is provided. To reduce the occurrence of these ad-hoc approvals and move towards a standardised calendar of special fare days a Salt Spring Island Free Transit Fares Guidelines has been drafted for consideration (Appendix D). Staff are initially only recommending free transit fares on election days however additional dates can be added to the guidelines as requested by the Salt Spring Island Local Community Commission (LCC).

ALTERNATIVES

Alternative 1

That the Salt Spring Island Local Community Commission approve the Salt Spring Island Free Transit Fare Guidelines as presented in Appendix D.

Alternative 2

That the Salt Spring Island Local Community Commission approve the Salt Spring Island Free Transit Fare Guidelines with specific amendments as amended in Appendix D.

Alternative 3

That the Salt Spring Island Local Community Commission refers the report back to staff for additional information.

IMPLICATIONS

Financial Implications

The financial impact of the proposed guideline is expected to be minimal. General election days occur infrequently, and transit ridership levels on Salt Spring Island are relatively modest compared with larger regional systems.

Lost fare revenue would be absorbed within the annual transit operating budget. The LCC put forward a transit fare rate increase that came into effect in the spring of 2026 and will likely result in 2026 revenues coming in higher than budgeted. No additional service hours are proposed as part of this policy.

CONCLUSION

The proposed guidelines establish a clear and consistent framework for implementing fare-free transit days and reduce the need for ad hoc approvals. The initial recommendation for free transit on general election days supports equitable access to voting and aligns with practices in other BC Transit and regional communities. The financial impact is expected to be minimal and can be accommodated within the existing transit operating budget

RECOMMENDATION

That the Salt Spring Island Local Community Commission approve the Salt Spring Island Free Transit Fare Guidelines as presented in Appendix D.

Submitted by:	Dan Ovington, BBA Senior Manager, Salt Spring Island Administration
Concurrence	Stephen Henderson, MBA, PG.Dip.Eng. BSc, General Manager of Electoral Area Services Department

ATTACHMENTS:

- Appendix A: Cowichan Valley Regional District, Free Transit Fares Policy
- Appendix B: Victoria Regional Transit System, Special Fare Days
- Appendix C: City of Campbell River, BC Transit Special Events Policy
- Appendix D: Draft Salt Spring Island Community Transit Free Transit Fares Guidelines



FREE TRANSIT FARES POLICY

Applicability: Facilities & Transit Management Division, Community Services Department

Effective Date: November 1, 2016

PURPOSE:

To establish a policy offering free transit fares on Cowichan Valley conventional and handyDART transit systems during the week of Remembrance Day and on General Voting Day for Federal, Provincial, and Local Government elections.

POLICY:

The following policy reduces transit cash fares to zero on Cowichan Valley conventional (local routes) and handyDART transit systems annually on the following days:

1. Remembrance Day, each year for all riders;
2. The week before Remembrance Day each year (November 4-10) for Veterans and Armed Forces personnel only with valid I.D.; and
3. On general voting day for Federal, Provincial and Local Government elections, for all riders.
4. This policy does not apply to the Cowichan Valley Commuter routes.
5. This policy does not apply to:
 - a. advance election voting days;
 - b. assent voting (i.e. referendums); or
 - c. By-Elections (Local Government elections held in more than one jurisdiction).
6. Annual budgetary impacts associated with this promotion will be accounted for in Transit Budget Function 107.
7. Utilization of free transit promotions by riders will be monitored on an annual basis.

Approved by: CAO Approval date: September 14, 2016

CVRD Free Transit Fares Policy

**CHAIR & MEMBERS
VICTORIA REGIONAL TRANSIT COMMISSION
FEBRUARY 23, 2021**

#12

SUBJECT: SPECIAL FARE DAYS

PURPOSE

This report, providing a summary of special fare days and recommended special fare days is provided to the Victoria Regional Transit Commission (the “Commission”) for **APPROVAL**.

BACKGROUND

Historically special fare days have resulted in a need for approvals from the Commission on an on demand basis outside of the regular meeting cycle. This report has been developed to reduce the occurrence of these ad-hoc approvals and move towards a standardized calendar of special fare days. This will ensure staff can better plan for these special events.

DISCUSSION

To reduce the need of these ad-hoc approvals the following table has been developed for advance approval of special fare days. It has been organized into two categories (1) Current Special Fare Days in the Victoria Regional Transit System (“VRTS”) (2) New Special Fare Day Considerations. Each of these come with the benefit of positive outlooks on transit’s image, and added goodwill in that customer segment at the cost of lost fare revenue for the targeted audience/day. The following list seeks to identify pros and cons outside of these base understandings.

	Day**	Details	Pros	Cons
Current*	Remembrance Day (NOV)	Complimentary transit is extended to current and retired armed forces and police officers in uniform.	Recognizes service members and reduces vehicle congestion at ceremonies.	
	New Year’s Eve (DEC)	Complimentary transit is extended to all customers after 6pm until end of service.	Encourages the public to make safe choices.	Capacity may be an issue.
	Election Days (Varies)	Complimentary transit is extended to all customers on municipal, provincial and federal election days.	Encourages participation in the democratic process.	

	Day**	Details	Pros	Cons
New Considerations	Go By Bike Week & Day (FALL/FEB)***	Complimentary transit is extended to customers using the bicycle racks or carrying a bicycle helmet.	Encourages active multi-modal transportation.	May encourage otherwise active transportation commuters to ride transit.
	Earth Day (APR)	Complimentary transit is extended to all customers.	Encourages local constituents to try transit and builds awareness about climate change.	
	Clean Air Day (JUN)	Complimentary transit is extended to all customers.	Encourages local constituents to try transit and builds awareness about climate change.	

*Previously complimentary transit on election days have resulted in special approvals as elections are called.

Remembrance Day and New Year's Eve have previously been approved on an ongoing basis.

**Specific dates may change year over year. Month/season are provided for informational purposes. Staff will work to implement complimentary transit on the specific dates each year.

***Previously known as Bike to Work Week

RECOMMENDATION

It is recommended that the Victoria Regional Transit Commission:

1. **APPROVE** the continuation of following days for complimentary transit on both handyDART and Conventional service on an ongoing basis without additional approvals:
 - a. Remembrance Day
 - b. New Year's Eve
 - c. Election Days
2. **APPROVE** the addition of the following days for complimentary transit on both handyDART and Conventional service on an ongoing basis without additional approvals:
 - a. Earth Day
 - b. Clean Air Day
 - c. Go By Bike Week & Day

Respectfully,
 Christopher Gregory
 Senior Revenue Advisor, Sales and Revenue

Section:	BC TRANSIT	#12
Sub-Section:	Special events policy	#1

RELATED POLICIES

None

APPROVALS

Approval Date: [ENTER DATE]

Resolution: [#, create hyperlink]

Amended: [ENTER DATE]

Resolution: [#, create hyperlink]

1. POLICY STATEMENT

To establish which special events qualify for either free fares &/or additional service.

2. DEFINITIONS

Additional service: Additional service hours, either on existing routes or different routes, resulting in a budget implication. Budget implications to be determined during Financial Planning and included in the BC Transit Annual Operating Agreement (AOA).

Conventional service: Fixed route, fixed time service, usually using large buses. This differs from and does not include custom service, also known as Handy Dart, which is a shared ride service for disabled riders and uses smaller buses.

Free fares: Not collecting any fares for riding the bus. This applies only to cash and ticket fares at the box. The 30-day passes are not impacted.

Special event: Public event that occurs infrequently that is open to a large number of people. Examples are parades, festivals, fairs, sports games etc.

3. PURPOSE

This Policy establishes which special events qualify for additional service or free fares. Intended outcomes include increased transit ridership, increased opportunities for community gathering, reduces transportation barriers, and promotes public safety. Decisions are balanced against cost implications including additional costs or lost revenue.

4. SCOPE

4.1. This Policy applies to all conventional service within the Campbell River transit system.

5. PRINCIPLES

- 5.1. The City of Campbell River on occasion provides free and/or additional service for special community events. Requests are evaluated by Staff based on the degree to which the event supports one or more of the following outcomes and the associated community benefits.

Outcome	Community Benefit
Positive Social Impact	Community events create positive social impact by providing opportunities to socialize with others, build community pride, and enhance quality of life.
Fair Access and Equity	The City aims to provide its residents with equal and fair access to community events. Providing free transit during community events removes barriers for those without adequate transportation, and those seeking alternative modes of transportation. Events which are open to the public at no cost provide the greatest benefit to the widest range of residents. Providing free public transit to these events further enhances access and equity.
Economic Development within the Downtown	The City aims to bring more people downtown to live, work and play, and to foster a sense of place and pride. The City's Strategic Priorities, the current Official Community Plan, as well as Downtown Refresh strategy emphasize the importance of a vibrant, thriving downtown.
Public Safety	Public transit helps safely move large volumes of people to and from crowded or large-scale events and provides better access for emergency responders. Public transit provides safe transportation for those consuming alcohol at licensed events where alcohol is served, potentially reducing alcohol-impaired driving.

Council will provide the following City-hosted events with free transit and/or additional services, including, but not limited to:

Event	Additional Service	Free Fares
Bevy About Town	Regular service	Free fares, after a certain time, across all routes
CR Live Streets (Wednesday evenings)	Regular service	Free fares, after a certain time, across all routes

Canada Day	Additional service per AOA	Free fares, all day, all routes
Deck the Downtown	Regular service	Free fares, after a certain time, across all routes for both Friday and Saturday
Election days*	Regular service	Free fares all day, all routes

**General election days only (not advance voting days) for municipal, provincial and federal elections*

Section	Salt Spring Island Parks and Recreation	
Subsection	Guidelines	
Title	SSI TRANSIT FREE FARE GUIDELINES	#2026-02

1. GUIDELINE:

This guideline provides direction to staff regarding the implementation of free transit fare days on the Salt Spring Island Community Transit System. Free fare days are intended to support community participation, improve access to essential civic activities, encourage the use of public transit, and reduce transportation barriers for residents and visitors.

2. PURPOSE:

The purpose of this guideline is to:

- Establish consistent criteria for determining free transit fare days.
- Encourage the use of public transit as a safe, accessible, and sustainable transportation option.
- Increase transit ridership and awareness of community transit services.
- Support public participation in civic, democratic, and community events.
- Reduce transportation barriers and improve accessibility for residents.
- Strengthen community connectivity by facilitating attendance at island-wide events and activities.

3. SCOPE:

This guideline applies to the Salt Spring Island Community Transit Service and governs the administration of transit fares that have been temporarily reduced to zero for approved free fare days.

4. PROCEDURE:

When determining free fare days, consideration should be given to the community benefit, ridership impacts, and revenue implications associated with waived fares.

Transit fares shall be reduced to zero for all riders on the Salt Spring Island Community Transit System on the following days:

- General Voting Day for Federal Elections.
- General Voting Day for Provincial Elections.
- General Voting Day for Local Government Elections.

Additional free fare days may be approved by the Salt Spring Island Local Community Commission, subject to budget capacity and operational considerations.

Staff shall coordinate approved free fare days with BC Transit and the transit operating contractor and provide public notice in advance whenever practical.

Approval Date:		Approved By:	
1. Amendment Date:		Approved By:	
Next Review Date:		Reviewed By:	