

News

NEWS RELEASE

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Auditor General Reports on BC Transit Productivity, Marketing

VICTORIA--After completing a comprehensive review of BC Transit's bus operations and marketing functions, George Morfitt, British Columbia's Auditor General, has concluded that BC Transit needs to improve productivity, and the way it listens to its customers.

Morfitt's audits looked at how Transit manages its largest single cost -bus operators - and assessed how market-focused Transit is. These are important issues, says Morfitt, because long-term regional plans require Transit to achieve significant growth in ridership, and to achieve a high level of efficiency.

Morfitt found that Transit needs to plan for productivity improvements, reduce absenteeism, and improve scheduling. Morfitt also called for Transit management to seek efficiencies through collective bargaining. On the marketing side, Morfitt says Transit needs to place a higher priority on customer needs in its operations, better align its goals and action plans, and make better use of customer feedback. Overall, says Morfitt, Transit needs to improve its accountability reporting.

In 1995/6, BC Transit received \$271 million in direct provincial funding, and \$95 million in regional gas taxes and hydro levies. Morfitt's examination concentrated on the Vancouver and Victoria regional transit systems, which account for over 90% of Transit's total expenditures, and employ approximately 2,600 bus operators. BC Transit has responded positively to the Auditor General's report and is already making changes.

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1996/97 Performance Audits - Report on BC Transit; Managing Operator Productivity, and Its Success as a Market - Focused Organisation. Copies of this report can be obtained from:

[Auditor General Homepage](#)

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