

# BC TRANSIT

Public Opinion Survey

## Kelowna Transit System Report

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Prepared for: BC Transit/Kelowna Transit System

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STRATEGIC MARKETING SOLUTIONS

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## EXECUTIVE SUMMARY – KELOWNA

The following offers an executive summary of the findings from a survey of Kelowna residents conducted during March 2000.

### Respondent Profile

- The profile of respondents in Kelowna is similar to that of respondents province-wide, except that there were more retired respondents (32% vs. 25% overall)
- 53% are employed full or part time and another 14% are self-employed.
- 14% attend classes full or part time.
- 39% of all adults regularly travel to and from an employer's place of work.
- 59% of all employees need their car for their work.
- Most households have two or more cars. Only 7% of Kelowna residents do not have a vehicle at home.

### Attitudes

- In response to a series of statements, respondents province-wide were most likely to agree that:
  - ◆ *When I go out, I regularly go to several different places in one trip*
  - ◆ *I would find it very difficult to give up the door-to-door convenience of driving a vehicle*
- They generally did not agree that:
  - ◆ *I feel guilty about driving alone in a vehicle*
  - ◆ *If there were transit stops closer to my home and destinations, I would take transit more*
- The attitudes of Kelowna residents are typical of the overall results
- Like other BC residents, those in Kelowna see the major benefit of using transit to be that it is less expensive than a private vehicle (mentioned by 41% of respondents).
- 17% see the major benefit being that it is more socially or environmentally responsible to use transit.

## Awareness

- Only 10% identified that there are between 11 and 15 routes in the local system (There are currently 13 routes).
- Two-thirds of Kelowna residents report that there is a bus stop within one or two blocks of their home.
- Half of the Kelowna residents believe that local service frequency is once every half hour or once every 10-15 minutes. This is a significantly higher service frequency than in other communities tested.
- Over 40% of local residents do not know the single trip bus fare.

## Transportation

### *Transit usage*

- 9% of Kelowna employees and students usually take transit to get to work or school.
- 15% of the residents report having taken transit in the last week.
- 27% report having taken transit in the last three months. Although the difference is not statistically significant, this is the highest proportion of riders, in the last three months, of any of the systems studied.
- 4% of local residents report taking transit every day or every work day.
- Kelowna residents aged 16-24 appear to be the main user group. Over half report having used transit in the last three months.
- One third of students report using transit every work day in the last three months.
- Seniors are not statistically more likely to use transit than other adult age groups.

### *Reasons for non-use*

- Like other BC communities the main reason given for not using the bus more often is that people simply prefer to use their own vehicle (38%).
- They are also likely to suggest the reasons are:
  - ◆ Don't need to/ get ride/ walk (14%)
  - ◆ Bus stop too far away (12%)
  - ◆ No buses available/ near home/ work/ where I want to go/ limited routes (11%)
  - ◆ Infrequent bus service(10%)
- Community leaders concur that a preference for the private vehicle is the main barrier to increased ridership in the Kelowna area.
- It is also suggested that there are no disincentives to the use of private vehicles in Kelowna, such as major traffic delays or high parking costs.
- Private vehicles are also a part of the community lifestyle, where many recreational activities are available out of town.

- Other barriers to use in the Kelowna area are identified as:
  - ◆ Absence of high-density population areas
  - ◆ Extremes of climate discourage waiting for buses
  - ◆ Perceived inconvenience of transit
  - ◆ Limited evening hours of operation
  - ◆ Need for multiple transfers to get to some destinations

### ***Opportunities***

- University College students may be influenced by the idea that transit use is better for the environment.
- Areas where parking is or may become limited will lead to greater transit use.
- Greater awareness of the level of service provided may lead some to switch to transit.
- The Kelowna system enjoys a good reputation for customer service.

### ***Satisfaction***

- The Kelowna system scored slightly higher than other BC communities for *Frequency of service*.
- The proportion of Kelowna residents rating *Cleanliness of buses* as **excellent** was slightly lower than in other communities.
- Ratings on other attributes of the system are similar to the other communities.
- Highest ratings are given for:
  - ◆ Courtesy of drivers (73% good or excellent)
  - ◆ Comfort of buses (71% good or excellent)
  - ◆ Personal security (70% good or excellent)
- Lowest ratings are given for:
  - ◆ Schedule information at bus stops (39% good or excellent)
  - ◆ Convenience of routes (50% good or excellent)
  - ◆ Access to schedule information in general (56% good or excellent)

### *Improvements*

- The most requested improvement to the local system was *more frequent trips* (19%).
- Community leaders suggested that expanded service hours – later in the evenings and more weekend service would be beneficial.
- There was also a request for more direct routes, especially to serve potentially high-density locations such as Okanagan University College (OUC).
- Door-to-door service might also be considered in some areas.
- Special event service could be provided to festivals and cultural and sporting events.
- A number of opportunities to improve service to disabled residents were identified:
  - ◆ Provide re-assurance that they can access conventional buses (without embarrassment).
  - ◆ Extend handyDART hours of service to provide transportation in the evenings and on weekends.
  - ◆ Ensure that all passengers with reservations are actually picked up.
  - ◆ Reduce time required for advance booking.
  - ◆ Ensure all drivers are fully trained in safety procedures.
  - ◆ Increase the monthly maximum for the *Taxi-saver* programme to reflect the cost of trips in the Kelowna area.

### Target Markets

- Two primary target markets are indicated for transit usage:
  1. **Those who have to use public transit**, because they do not have access to their own vehicle. These people may be willing (or obliged) to accept infrequent service or indirect routings, either because transit is the only transportation option open to them, or because they are operating to a more relaxed time schedule and can afford the extra time transit is perceived to require.
  2. **Those who might be willing to take transit for certain regular and direct trips**, such as work or school. These people are more likely to operate to a schedule and would be unwilling to accept infrequent service or circuitous routes.
- A primary target segment in Kelowna would appear to be OUC students – especially those attending the North Campus.

## Marketing

- Recall of any type of promotional activity for transit was slightly higher than elsewhere in the province (31% vs. 24% overall).
- 29% of all residents had seen or heard about the *Introduction of new buses*.
- 26% had seen or heard about the *Kelowna Rockets* promotion.
- Only 9% of residents have heard of the *McGruff Safe House programme*.
- Community leaders feel that transit could be promoted more aggressively in the Kelowna system.
- The preferred method is to provide demonstrations and information booths at high traffic locations, such as the University College, at appropriate times of year.
- The system could be promoted to employees through their employers, with a special discounted bus pass – sold through large employers and business associations.
- The system could be promoted to students through partnerships with OUC and the Students' Association.
- Providing service to community events would provide a public service and raise the profile of the buses in the community.

## Responsibility

- Community leaders felt that transit planning needs to be a consultative process with the various stakeholder groups.

## KELOWNA – CONCLUSIONS

The results of this survey seem to indicate that ridership is fairly good in the Kelowna Transit System relative to most of the other systems studied.

It is interesting to note that satisfaction ratings for *frequency of service* are also higher in Kelowna than elsewhere. Yet, in general, local residents do not rate the system any higher on other key service attributes. Although far from conclusive, this may indicate that service frequency is an important attribute in attracting ridership.

Like other BC communities, the main barrier to usage still seems to be that residents simply do not consider transit as a transportation option, preferring the convenience and flexibility of their private vehicle. Since they have so many vehicles available (the majority have two or more in the household), it may be hard to compete with the car in a general sense. However, there may be specific trips that are direct and frequent enough to cause residents to consider transit. Typically, these will be commuter trips to work or school. Almost 40% of the Kelowna residents – ages 16 and over - regularly travel to work or school using transit.

There may be an opportunity for additional, commuter focused service during peak hours, especially to and from the University College.

There appears to be some concern about the current state of service to the disabled. In particular the existing handyDART service is reported to have some real shortcomings, which may need to be addressed.

At the same time, more promotional effort is called for. Awareness of system attributes is limited and changes in behaviour will be required in order to increase the number of riders. Residents will need to be shown how public transit can meet their individual transportation needs conveniently and efficiently, to capitalise on what residents already see as a significant cost saving.

The indications are that promotion needs to be directly targeted to the identified target groups most likely to switch (primarily students and commuters). The most efficient means of promotion is seen to be information sessions at educational institutions and partnerships with the business community and cultural and sporting events, building on the – apparently successful – *Kelowna Rockets* promotion. Such promotional partnerships would also raise the profile of the system.

## KELOWNA - RECOMMENDATIONS

The following recommendations are intended to complement the overall recommendations arising from the survey of seven systems across BC. These recommendations are specific to the Kelowna region.

- 1) Expand frequency of service to areas of high-density employment or study, during peak hours.
- 2) Test direct cross-town service from Westbank to OUC North Campus (and the Airport).
- 3) Test later evening service (up to midnight) to popular entertainment destinations.
- 4) Continue special service to cultural and sporting events, ideally supported by joint promotion activity.
- 5) Review service to disabled residents:
  - a) Education and awareness with respect to use of conventional system
  - b) Improved handyDART service – especially hours of operation and advanced booking times
  - c) More generous *Taxi-Saver* programme.
- 6) Provide schedule information at bus stops.
- 7) Promote *McGruff* programme more aggressively to increase awareness.
- 8) Set up information displays at Okanagan University College at the beginning of September and January.
- 9) Develop a formal partnership with Okanagan University College and Student Association to promote student transit use.
- 10) Develop alliances with business groups to promote transit to employees.
- 11) Establish a local Transit Advisory Group with community representation.

## SUMMARY RESULTS

The following summarises the results of a survey of 300 Kelowna residents.

The data shows results for the Kelowna system, compared with other systems included in the study. Additional analysis offers comparisons by community, by transit usage and by key demographic variables. Numbers in the tables that show ↑ or ↓ are significantly different from the results for all systems at the 95% confidence level. Numbers showing \* indicate some responses, representing less than 1% of the total.

Additional comments drawn from three in-depth interviews with community leaders in Kelowna have been added in the appropriate sections.

## 1.0 Respondent Profile

### 1.1 Age

Question 23: Which age category do you fit in?

Age	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
16 to 24	11.7	11.3	14.7	9.3	<b>11.7</b>	10.3	8.7	16.0
25 to 44	38.0	40.0	41.0	40.0	<b>35.7</b>	34.3	28.3	46.7
45 to 64	31.9	36.3	29.3	30.3	<b>30.3</b>	34.3	32.7	30.0
65 or better	18.0	11.7	14.3	20.0	<b>22.0</b>	20.7	30.3	7.0
Don't know/Refused	0.4	0.7	0.7	0.3	<b>0.3</b>	0.3	-	0.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

## 1.2 Gender

Question 24: Gender

Gender	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Female	59.9	61.0	57.0	64.0	<b>60.0</b>	57.3	61.0	58.7
Male	40.1	39.0	43.0	36.0	<b>40.0</b>	42.7	39.0	41.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

### 1.3 Household Size

Question 21: Including yourself, how many people aged 16 and over live in your household?

Number of People in Household	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
1	23.8	22.3	19.7	27.3	<b>23.7</b>	22.3	31.0	20.3
2	52.0	53.0	45.3	52.7	<b>52.7</b>	54.3	55.0	50.7
3	14.8	17.7	20.3	13.0	<b>10.7</b>	14.3	9.3	18.0
4	6.6	5.0	7.7	5.0	<b>9.7</b>	6.0	4.0	9.0
5	2.0	1.3	5.3	1.0	<b>2.7</b>	1.0	0.7	2.0
6 or more	0.4	-	1.0	0.7	<b>0.3</b>	1.0	-	-
Don't know/Refused	0.4	0.7	0.7	0.3	<b>0.3</b>	1.0	-	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0
Mean	2.12	2.09	2.37	2.01	<b>2.18</b>	2.12	1.88	2.22

## 1.4 Number of Children

Question 21b: How many children (under 16) live in your household?

Number of Children in Household	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
None	64.3	59.0	59.0	63.0	<b>68.7</b>	71.3	73.0	56.3
1	14.5	19.3	14.7	12.3	<b>14.3</b>	12.7	11.3	16.7
2	14.2	13.7	14.7	19.0	<b>12.3</b>	10.0	10.7	19.0
3	5.2	6.7	8.0	4.7	<b>4.3</b>	3.7	2.7	6.7
4	1.0	1.0	1.3	0.7	-	1.7	1.3	1.0
5 or more	0.4	-	1.0	-	-	0.3	1.0	0.3
Don't know/Refused	0.4	0.3	1.3	0.3	<b>0.3</b>	0.3	-	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0
Mean	0.65	0.71	0.80	0.67	<b>0.52</b>	0.54	0.51	0.80

## 1.5 Number of Vehicles

Question 20: How many registered, licensed vehicles are there in your household?

Licensed Vehicles	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
None	7.7	8.0	5.0	6.0	<b>7.3</b>	8.3	12.3	7.0
1	35.3	32.3	28.3	40.0	<b>34.7</b>	34.0	44.0	33.7
2	40.9	41.7	43.7	43.3	<b>39.7</b>	41.0	33.7	43.3
3	10.7	12.0	14.3	8.0	<b>12.7</b>	11.7	5.3	11.0
4	3.4	4.3	5.7	1.3	<b>3.3</b>	3.3	3.3	1.3
5 or more	1.5	1.6	2.0	1.3	<b>2.0</b>	1.3	0.6	2.2
Don't know/Refused	0.3	-	1.0	-	<b>0.3</b>	0.3	0.7	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0
Mean	1.74	1.79	1.95	1.64	<b>1.77</b>	1.78	1.50	1.78

Vehicle ownership patterns in Kelowna are fairly typical of other communities in BC.

Only 7% of Kelowna residents do not have a vehicle in their household. Over half the residents (58%) have two or more vehicles.

Retired residents are substantially less likely (80% vs. 93% overall) to report owning a car.

## 1.6 Employment Status

Question 5: What is your current employment status?

Employment Status	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Employed full time	37.0	37.7	45.7	31.7	<b>38.0</b>	34.0	30.7	41.7
Employed part time	16.4	18.3	14.0	16.0	<b>15.0</b>	15.3	16.0	20.3
Self-employed	14.0	15.7	13.7	14.7	<b>14.3</b>	19.0	11.3	9.7
Retired	25.3	19.3	18.3	27.7	<b>32.0↑</b>	29.0	39.7	11.3
Unemployed/on leave	8.6	10.7	7.7	8.0	<b>7.0</b>	8.0	6.3	12.7
Homemaker	21.0	27.0	20.0	25.0	<b>14.0</b>	17.0	19.0	24.7
Student	10.8	9.0	12.7	10.3	<b>9.0</b>	10.3	5.7	18.7
Don't know/Refused	0.9	-	1.3	1.3	<b>1.0</b>	1.3	0.7	0.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Just over half of local residents describe themselves as employed, full or part time. A further 14% are self-employed.

More Kelowna residents report being retired than in other communities in BC.

Nine percent of adult residents describe themselves as students.

## 1.7 Classes

Question 8: Do you regularly attend classes outside the home?

Attend Classes	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
At a high school	4.2	3.7	5.3	4.0	<b>4.0</b>	3.7	5.7	3.3
At a post-secondary institution full time	5.2	4.0	6.7	3.3	<b>3.3</b>	6.3	2.3	10.7
At a post-secondary institution part time	7.2	6.3	8.0	4.7	<b>8.3</b>	8.3	5.0	10.0
None	84.9	87.3	82.3	88.3	<b>85.7</b>	84.0	88.3	78.3
Don't know/Refused	*	-	-	-	<b>-</b>	-	0.3	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

In Kelowna, 14% of adult respondents reported attending classes at a high school or post-secondary institution. However, only 9% of respondents consider themselves a student.

## 1.8 Place of Work

Question 7: Do you mainly work from your home, work at your employer's location or at multiple locations?

Employment Location	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=1236</i>	% <i>n=190</i>	% <i>n=191</i>	% <i>n=162</i>	% <i>n=179</i>	% <i>n=170</i>	% <i>n=155</i>	% <i>n=189</i>
From home	11.3	14.2	11.0	14.8	<b>8.9</b>	14.7	11.6	4.8
At employer's location	63.5	63.2	64.4	58.6	<b>63.1</b>	58.8	65.8	69.8
Both home and employer's	1.5	1.1	0.5	1.9	<b>2.8</b>	1.8	0.6	1.6
Multiple locations (neither home nor employer)	23.5	21.6	24.1	24.1	<b>25.1</b>	23.5	21.9	23.8
Don't know/Refused	0.2	-	-	0.6	-	1.2	-	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Among those who are employed, two-thirds report going to their employer's fixed location, or dividing their time between home and the employer's. In other words, 39% of local residents are regularly travelling to work at a fixed destination.

## 1.9 Occupation

Question 22: What is your occupation?

Occupation	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Unskilled Labour	14.5	17.7	16.7	11.3	<b>13.7</b>	14.7	12.0	15.3
Clerical	10.0	12.0	9.7	8.0	<b>9.3</b>	10.0	9.3	12.0
Professional	9.9	10.3	10.0	11.7	<b>10.7</b>	9.3	7.7	9.7
Skilled Labour	9.1	10.7	8.3	11.3	<b>8.7</b>	8.0	7.0	9.7
White Collar	6.8	5.7	6.7	7.0	<b>7.0</b>	6.3	6.7	8.0
Business Executive	3.2	3.3	4.0	1.7	<b>3.7</b>	3.3	2.7	3.7
Manager	3.0	2.0	2.7	2.0	<b>3.3</b>	5.0	3.7	2.3
Retired	22.4	16.3	14.7	23.3	<b>30.0</b>	25.7	36.7	10.3
Homemaker	7.2	9.7	8.7	9.3	<b>4.0</b>	5.0	4.0	9.7
Student	5.6	5.0	6.7	6.7	<b>2.7</b>	6.3	4.0	8.0
All others less than 3%								
Don't know/ Refused	4.6	3.7	7.3	5.0	<b>3.7</b>	3.0	2.7	6.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Thirty percent of Kelowna respondents describe their occupation as *retired*.

## 1.10 Income

Question 27: Which of the following best describes your total household income, before taxes in 1999?

Household Income	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Under \$25,000	19.5	19.7	14.7	19.3	<b>20.0</b>	20.3	24.7	17.7
\$25,000 to less than \$40,000	19.6	12.3	22.3	23.7	<b>18.0</b>	21.3	23.0	16.7
\$40,000 to less than \$60,000	19.7	23.3	18.7	18.3	<b>15.3</b>	20.7	22.0	19.7
\$60,000 or more	21.7	24.3	21.0	22.0	<b>24.7</b>	19.3	12.0	28.7
Don't know/Refused	19.5	20.3	23.3	16.7	<b>22.0</b>	18.3	18.3	17.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

## 2.0 Attitudes

### 2.1 Transportation

Question 14: Transportation statements

Transportation	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
When I go out, I regularly go to several different places in one trip	8.14	8.57	7.92	8.25	<b>7.88</b>	8.19	8.12	8.05
I would find it very difficult to give up the door- to- door convenience of driving	7.26	7.29	7.42	7.08	<b>7.26</b>	7.17	7.07	7.54
I am concerned with the high cost of owning/ operating a vehicle	6.41	6.23	6.42	6.42	<b>6.44</b>	6.56	6.65	6.16
It's easy to get information to plan a transit trip	6.21	7.00	5.84	5.66	<b>6.13</b>	5.95	6.85	6.01
Travelling by transit is too time consuming	6.21	6.06	6.45	6.09	<b>5.92</b>	6.56	5.70	6.70
Transit allows me to read/ relax on board which is a better use of my time than driving	5.72	5.34	5.97	5.78	<b>5.83</b>	5.91	5.72	5.49
I would use the bus more if the service was more frequent	5.24	4.98	5.10	5.74	<b>5.17</b>	5.72	4.55	5.44
If there were more transit stops closer to my home/ destinations, I would take transit more	4.62	4.39	4.94	4.99	<b>4.89</b>	4.81	4.28	4.06
I feel guilty about driving alone in a vehicle	4.11	3.69	3.99	4.18	<b>4.43</b>	4.43	4.14	3.90
Transit does not have enough personal space or privacy for me	3.80	3.85	3.91	3.78	<b>3.59</b>	3.96	3.78	3.76

The table on the preceding page shows mean scores out of 10, where “10” indicates that respondents **agree strongly** with the statement, and “1” indicates that they **disagree strongly**.

Attitudes of Kelowna residents are typical of those in other communities. No significant differences are observed between Kelowna responses and the means across all seven communities in the study. In summary they indicate that residents typically go to several different places in a single trip, and that the majority *would find it very difficult to give up the door-to-door convenience of driving*.

They are least likely to agree that:

- *Transit does not have enough personal space or privacy for me*
- *I feel guilty about driving alone in a vehicle*
- *If there were transit stops closer to my home/destinations I would take transit more*

Kelowna residents that did not own a vehicle were less likely to agree that *travelling by transit is too time consuming* (Mean 4.41 vs. 5.92 overall). Those who had taken transit in the last week also shared this opinion (Mean 4.64). Students, however, were more likely to agree that this was the case (Mean 7.50).

Kelowna respondents that had taken transit in the last week were more likely to agree that they felt some concern over the costs of vehicle use (Mean 7.67 vs. 6.44 overall). Those who had taken transit in the last week were also less likely to agree that they *would find it very difficult to give up the door-to-door convenience of driving* (Mean 5.76 vs. 7.26 overall).

Kelowna residents that did not own a vehicle were less likely to agree that they regularly went to several different places in one trip (Mean 5.68 vs. 7.88 overall).

Those Kelowna residents who reported using transit in the last week were more likely to agree that if bus service were more frequent they would take transit more often (Mean 6.21 vs. 5.17 overall).

## 2.2 Benefits

Question 13: For you personally, what would be the benefits to using transit bus for your most frequent trip?

Benefits	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Transit less expensive/ gas/ insurance/ cab/ maintenance to car	38.2	39.7	38.0	43.3	<b>41.0</b>	38.3	27.3	39.7
More socially responsible/ better for the environment	12.2	8.7	12.7	11.7	<b>16.7</b>	9.7	15.0	11.0
Shopping/ appointments/ convenience	11.2	11.7	9.0	15.0	<b>9.7</b>	14.3	9.3	9.3
No problems with parking/ don't have to pay	6.2	4.0	6.7	6.0	<b>8.7</b>	5.7	4.0	8.7
Less stress than driving in heavy traffic/ don't like driving	3.7	2.3	4.0	2.7	<b>6.0</b>	2.7	5.7	2.3
Can read/ work/ socialise enroute/ don't have to drive	3.8	2.0	6.7	2.7	<b>5.7</b>	4.3	3.0	2.0
Reliable/ if vehicle is unavailable	5.6	5.7	4.3	4.0	<b>4.7</b>	8.0	8.7	3.7
All others less than 3%								
Don't know/Refused	1.0	-	2.3	0.3	<b>1.3</b>	1.3	1.3	0.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

The major benefit to transit is perceived to be the fact that it is less expensive. Seventeen percent see transit as a more socially or environmentally responsible transportation choice. A further ten percent of Kelowna residents see transit as being potentially convenient for shopping and appointments.

Residents without vehicles are less likely to suggest the low cost of transit as a benefit (18% vs. 41% overall) and more likely to suggest the convenience of shopping and appointments (32% vs. 10% overall).

## 3.0 Awareness

### 3.1 Number of Routes

Question 1: As far as you know, how many different bus routes are there in your local transit system?

Bus Routes	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
None	1.0	0.3	1.0	1.3	<b>1.7</b>	1.3	0.3	1.0
1	6.5	2.3	6.0	8.7	<b>6.7</b>	15.3	4.3	2.3
2	2.8	2.0	3.0	4.3	<b>3.0</b>	4.7	1.7	1.0
3	2.9	1.3	5.0	4.0	<b>2.0</b>	3.7	3.0	1.3
4	5.0	6.7	3.0	8.0	<b>1.7</b>	2.7	12.7	-
5	5.1	8.0	1.7	7.7	<b>2.3</b>	2.7	12.0	1.3
6	5.6	10.3	3.7	5.7	<b>2.3</b>	3.0	9.7	4.7
7	2.5	5.7	1.7	0.3	<b>1.7</b>	4.3	1.7	2.0
8	3.9	4.7	5.0	3.0	<b>1.3</b>	4.3	3.3	5.3
9	0.7	1.7	0.7	0.3	<b>0.7</b>	1.0	-	0.3
10	6.3	9.3	7.3	2.7	<b>7.0</b>	9.0	1.3	7.7
11- 15	6.0	4.7	5.0	3.3	<b>10.0</b>	7.0	2.0	10.0
15 and up	4.2	2.3	2.3	2.6	<b>8.3</b>	2.9	0.7	10.3
Don't know/Refused	47.5	40.7	54.7	48.0	<b>51.3</b>	38.0	47.3	52.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0
Mean	7.80	7.39	7.29	5.71	<b>10.38</b>	6.69	5.30	12.73

As in other BC communities, awareness of the number of routes in the Kelowna system (shown in the table on the above page) is limited. More than half the residents did not know how many routes there are.

Only 10% were able to identify that there are between 11 and 15 routes in the Kelowna system. There are currently 13 routes operating in the system.

It is interesting to note that while those residents who reported using transit every work day were substantially more able to answer the question about frequency (92% vs. 49% overall), they were not more likely to answer the question correctly.

Residents aged 16-24 were more likely to answer the question about number of routes correctly (34% vs. 10% overall).

### 3.2 Distance to Bus Stop

*Question 2: How far is the nearest bus stop from your home?*

Distance	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
1 or 2 blocks or less	69.3	76.7	68.3	56.0	<b>66.0</b>	62.7	82.3	73.3
3 or 4 blocks	12.5	13.7	12.3	14.3	<b>10.3</b>	16.0	8.0	13.0
More than 4 blocks	16.1	8.7	17.3	24.3	<b>23.3↑</b>	19.3	7.3	12.3
Don't know/Refused	2.0	1.0	2.0	5.3	<b>0.3</b>	2.0	2.3	1.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Kelowna reports being approximately as well served for bus stop locations as other BC communities. Two-thirds of respondents report that there is a bus stop within one or two blocks of their home. However, residents were somewhat more likely than elsewhere in BC to report that there was a bus stop more than 4 blocks away.

Residents of the Kelowna Central/ Glenmore region of Kelowna report being better served for bus stop locations with 78% reporting a bus stop within 1 or 2 blocks of their home. In contrast, residents of the Westside/ Westbank/ Peachland region report being less well served with only 46% reporting a bus stop within 1 or 2 blocks of their home.

### 3.3 Frequency of Service

Question 3: How often does the bus go past that stop? Would it be...?

Frequency	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Once every 10- 15 minutes	4.2	1.0	4.3	2.7	<b>12.0↑</b>	4.0	2.7	2.7
Once every half hour	31.0	27.0	42.3	10.7	<b>38.0↑</b>	28.0	35.7	35.3
Once an hour	31.4	51.3	21.0	35.7	<b>16.3↓</b>	33.0	34.0	28.7
Once every two hours	5.5	5.3	3.0	12.7	<b>4.0</b>	7.0	2.3	4.0
Less often	5.8	1.7	2.7	11.0	<b>6.0</b>	7.7	4.3	7.3
Don't know/Refused	22.1	13.7	26.7	27.3	<b>23.7</b>	20.3	21.0	22.0
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Kelowna residents generally perceive their bus service to be more frequent than do residents of other communities. They are more likely to report that service to the nearest bus stop is once every 10-15 minutes or every half hour, and less likely to report that it is every hour. A brief review of the current schedule indicates that most routes do operate on a half hourly frequency or more often.

Nearly one quarter of residents were unable to answer the question about service frequency.

Of those who had taken transit in the last week, two-thirds reported that bus service was every half hour.

### 3.4 Fares

Question 4: How much is the bus fare for a single trip?

Fares	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Free	0.1	-	0.3	0.7	-	-	-	-
Less than 1 dollar	2.8	2.3	4.3	4.3	1.3	1.3	3.3	2.7
\$1.00	13.4	9.0	23.0	21.3	22.7	3.0	8.0	6.7
\$1.20	1.4	0.3	0.3	-	0.3	0.7	7.3	1.0
\$1.25	16.8	21.7	15.3	16.7	23.3	11.3	10.0	19.0
Other \$1.00 - \$1.49	2.1	0.3	1.0	1.0	1.3	1.7	7.0	2.3
\$1.50	15.4	28.3	8.0	7.0	7.3	17.3	15.7	24.0
\$1.75	4.1	4.3	0.3	3.0	1.0	19.0	0.7	0.7
Other \$1.50 - \$1.99	0.4	-	-	-	0.7	0.7	1.3	-
\$2.00 or more	1.9	1.7	-	3.7	1.0	4.0	1.0	2.0
Don't know/ Refused	41.6	32.0	47.3	42.3	41.0	41.0	45.7	41.7
Total %	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean \$	1.32	1.35	1.13	1.22	1.20	1.60	1.27	1.44

Single trip fares in Kelowna are currently \$1.25 for one zone, \$1.50 for two zones and \$1.75 for three zones (adults) and the concession fare is 25 cents less. Just over forty percent of residents were unable to give an estimate of the current fares.

A further 5% gave incorrect answers; however, this low number compared to in other communities may be caused by the availability of a variety of different fares spanning three different zones. In other words, the chances of Kelowna residents “guessing” right were greater than in systems with fewer fare options.

### 3.5 Community Leaders – Awareness and Knowledge

Three community leaders were interviewed individually in greater depth to add to the learning from the random survey. These individuals were:

- Student attending Okanagan University College (OUC)
- Community advocate for seniors and the disabled
- Representative of Kelowna Chamber of Commerce

From these interviews, it appears that familiarity with the transit system is directly correlated with usage. Those interviewees who use the system themselves, or who spend time with people who do, tend to be reasonably knowledgeable. Those who do not, admit that they do not know much about the system.

It does not seem as though public transit is a factor or an issue within the business community. Equally, there may be limited familiarity with the system among University College students – at least among those who are not currently users of transit. Although discounted books of tickets and semester passes are available to OUC students; this fact may not be widely known among students.

The community leaders were, on the other hand, confident that they knew where to access information if they needed to.

- Bus schedules are available at Tourist Information offices.
- Transit drivers are an excellent source of information.
- Community leaders can contact City Hall or Council direct, for any major issues.

## 4.0 Transportation

### General

#### 4.1 Use of Car for Work

Question 6: Do your employment duties require the use of a car?

Transportation	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=1236</i>	% <i>n=190</i>	% <i>n=191</i>	% <i>n=162</i>	% <i>n=179</i>	% <i>n=170</i>	% <i>n=155</i>	% <i>n=189</i>
Yes	60.2	66.3	69.1	60.5	<b>58.7</b>	58.2	54.2	52.9
No	39.7	33.7	30.9	39.5	<b>41.3</b>	41.2	45.8	47.1
Don't Know/ Refused	0.1	-	-	-	-	0.6	-	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Like residents of other BC communities, nearly sixty percent of those who are employed report that they use their car for work.

Interestingly, one in ten residents that use transit every work day report that their *employment duties require the use of a car*.

## 4.2 Transportation Method

Question 9: What is your usual method of getting to work or school? Would it be...?

Method	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=1248</i>	% <i>n=181</i>	% <i>n=193</i>	% <i>n=162</i>	% <i>n=172</i>	% <i>n=173</i>	% <i>n=156</i>	% <i>n=211</i>
Vehicle by yourself	69.2	71.8	71.0	71.6	<b>72.1</b>	67.1	64.1	66.4
Vehicle with someone else	13.8	14.4	14.0	14.2	<b>11.6</b>	13.9	13.5	14.7
<i>Transit bus</i>	6.3	5.5	4.7	4.3	<b>9.3</b>	8.7	3.2	7.6
Walking	6.7	4.4	6.2	5.6	<b>4.1</b>	6.4	12.2	8.5
Bicycle	2.1	1.1	0.5	3.1	<b>1.7</b>	1.7	6.4	0.9
School bus	0.7	1.1	1.0	0.6	-	1.2	-	0.9
Other	1.2	1.7	2.1	0.6	<b>1.2</b>	1.2	0.6	0.9
Don't know/ Refused	0.1	-	0.5	-	-	-	-	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Among residents who work or go to school, 9% usually use the transit bus to get there.

Private vehicles dominate as the preferred mode of transport to work or school, with a majority of commuters (72%) using a vehicle by themselves and 12% reporting that they carpool with someone else.

Three quarters of residents who do not own vehicles report using the bus to get to work or school, the remaining one quarter carpool.

## Transit Usage

### 4.3 Frequency in Last Week

Question 10: In the last week, how many times have you taken the transit bus?

Number of Times	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
None	86.8	85.3	87.7	92.3	<b>85.0</b>	83.3	87.3	86.3
1	2.2	2.7	2.7	2.3	<b>1.3</b>	3.0	2.3	1.3
2	3.2	3.3	3.0	2.0	<b>2.3</b>	4.3	3.0	4.3
3	1.3	2.3	1.0	0.3	<b>2.3</b>	1.0	1.7	0.3
4	1.7	2.3	1.0	1.0	<b>3.0</b>	2.7	1.3	0.7
5	1.3	1.0	1.7	1.0	<b>1.3</b>	1.3	1.7	1.3
6 or more (up to 50)	3.2	2.5	3.0	1.0	<b>4.6</b>	4.3	2.6	5.2
Don't know/ Refused	0.1	0.3	-	-	<b>-</b>	-	-	0.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Among all Kelowna residents, 15% report having taken the bus in the last week. Six percent have taken the bus five or more times.

Nearly one third of Kelowna residents that do not own a vehicle had not used the bus in the last week.

## 4.4 Frequency in Last Three Months

Question 11: In the last three months, on average, how frequently have you taken the transit bus?

Frequency	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Never	78.6	79.7	80.7	86.3	<b>73.0</b>	73.7	77.0	80.0
2-3 times a month	10.5	8.3	9.7	8.0	<b>10.7</b>	13.3	13.3	10.3
1-3 times a week	7.0	7.7	5.7	3.7	<b>12.3</b>	8.0	7.0	5.0
Every work day	2.1	1.7	2.0	1.3	<b>2.7</b>	2.0	1.0	4.0
Every day	1.7	2.7	1.7	0.7	<b>1.3</b>	3.0	1.7	0.7
Don't know/ Refused	*	-	0.3	-	-	-	-	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Kelowna has an average proportion of transit users compared to other communities in BC. Just over one quarter of the population has taken a transit bus in the last three months.

Fourteen percent of residents without vehicles report that they have never used transit in the last three months.

Kelowna residents, ages 16-24, appear to be the main user group. Over half report having used transit in the last three months.

One third of students report using transit every work day in the last three months.

Half of those residents that are employed part-time report using transit every work day in the last three months.

## 4.5 Community Leaders – Usage

Among the community leaders, the assumption was that the majority of riders were those who were dependent on public transportation – in other words those who do not own or cannot operate a private vehicle.

It was estimated that transit might account for 10 – 15% of all trips in the community. The proportion of post-secondary students using the system may be slightly higher – up to 30% of students attending the North Campus may use the bus, depending on class schedules. Students attending the KLO campus are more likely to walk or bicycle to that more central location.

As in other communities, there is a perception that Kelowna buses travel half empty a lot of the time.

Among regular transit users, the destinations are assumed to be:

- Downtown
- Shopping Malls
- Hospital
- University College

The occasions when people take the transit bus would be:

- Shopping
- Medical appointments

Apparently, buses are not often used to attend entertainment functions, but this may be changing since the opening of the new Skyreach Centre.

Commuting by transit is not perceived to be a common practice among Kelowna residents, although the survey results indicate that almost 10% of employees use transit to get to work or school.

## 4.6 Reasons for Non-Use

Question 12: What are the main reasons you don't use transit buses more frequently?

Reasons for Non-use	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Don't like buses/ have/ prefer my own vehicle	39.7	46.3	36.3	40.5	<b>37.5</b>	31.9	44.9	40.2
Don't need to/ get ride/ walk	15.3	15.3	11.4	10.5	<b>13.5</b>	16.8	27.1	12.2
Bus stop too far away	8.2	7.0	7.3	13.6	<b>11.8</b>	8.8	3.4	5.2
No buses available/ near home/ work/ where I want to go/ limited routes	13.3	8.0	22.8	16.0	<b>11.5</b>	17.2	7.2	10.1
Infrequent bus service	12.1	11.5	7.6	18.7	<b>10.4</b>	16.1	6.2	14.0
Transit trip takes too long	9.9	9.1	10.7	9.2	<b>9.4</b>	10.5	6.2	14.7
Need to transport tools/ merchandise/ work/ groceries/ no space for bags/ packages	6.9	10.1	8.0	6.8	<b>9.4</b>	5.3	5.1	3.5
No direct transit routes/ have to transfer	6.5	6.6	4.5	3.4	<b>9.0</b>	7.0	3.1	12.2
Schedules don't correspond with my/ work schedules	7.0	9.8	5.5	7.1	<b>5.9</b>	7.4	5.5	7.7
Transit too expensive	3.2	4.5	2.4	1.0	<b>3.1</b>	2.5	4.5	4.2
Don't like relying or conforming on bus schedules	3.6	4.5	2.4	3.7	<b>1.0</b>	4.2	4.1	4.9
Transit service does not run late enough	3.7	8.7	3.1	4.1	<b>0.7</b>	1.4	3.4	4.5
All others less than 3%								
Don't know/ Refused	0.3	0.3	0.7	-	<b>-</b>	-	0.7	0.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

As in other communities, the primary reason, given above, for not using the bus is simply that people prefer their cars. Another barrier to usage mentioned is that people do not need to use the bus as they can either walk or get a ride to their destinations.

Of those who do not own a vehicle, 45% suggest that they do not use transit more because they don't need to because they can get a ride or walk to their destination.

Half of student respondents report the length of the transit trip as a barrier to usage.

## **4.7 Community Leaders - Motivations and Barriers**

The community leaders interviewed offered the following perceptions on the barriers and motivations to use of transit in Kelowna.

### **4.7.1 Barriers**

#### **4.7.1.1 Attitudes**

The interviewees concurred that a major barrier to increased use of transit was that residents are used to the convenience and time saving that comes with the use of a private vehicle.

Apparently, Kelowna residents have the expectation that they will be able to get to their destination by car without delays. They also expect that they will be able to park within a few yards of where they are going.

By definition, taking transit requires some degree of planning, compared to stepping into one's own vehicle. For some, there is also an issue of loss of independence, when one has to fit in with a transit schedule.

There is also a sense that travelling by transit indicated low status – apparently related to the perception that only those who cannot afford their own vehicle would use public transit.

Equally a component of the lifestyle in communities like Kelowna is that recreation is available out-of-town (such as lakes, hiking, fishing, skiing), so that the private vehicle is an important component of the lifestyle.

*“Even if you have a bus pass – you still need a car.”*

#### ***4.7.1.2 Community development***

Kelowna is described as being relatively spread out with few pockets of high-density population. Therefore, it is difficult to design bus routes that will be direct and convenient for large numbers of residents.

#### ***4.7.1.3 Climate***

Kelowna's climate does not lend itself to transit travel, since it can be very hot in summer and very cold in winter. Residents are not willing to wait for buses in extreme temperatures.

#### ***4.7.1.4 Easy access to parking***

Apparently, there are few areas of Kelowna where drivers might experience any difficulty finding parking. Even in the downtown area, where employees do have to pay for their daytime parking, the cost is minimal - \$20 - \$30 per week. Unlike some other post-secondary institutions identified in the province-wide study, there does not appear to be any shortage of parking at the OUC North Campus at present. Although there is less space available at the KLO campus – as mentioned above many students walk or bicycle to that location.

#### ***4.7.1.5 Convenience***

Quite simply, it is assumed that public transit will be less convenient than the private vehicle, as well as being more time-consuming. As one interviewee put it – “*Time is money*” – and local residents want to reach their destinations as quickly as possible. These interviewees confirmed that their most common practice is to go to several different places in one day, or even in one trip. They felt that the transit service was too infrequent and, in some cases too indirect to allow transit to be a transportation option for them.

#### ***4.7.1.6 Transfers***

Compounding the impression that travel by transit is inconvenient, is the perception that several transfers are required to reach one's destination. It is reported that some trips can require two or three transfers. In these situations, passengers will avoid transit because of the inconvenience and the delays involved.

#### ***4.7.1.7 Late night service***

There is also a concern about getting stranded and unable to return home by transit even if one can get to one's destination. This certainly applies to evening entertainment events, where in most cases, the last buses leave the downtown area no later than 10:15 p.m.

For students attending the OUC North Campus, there is no service to most destinations after 10:00 p.m., even though, apparently, some evening classes continue until that time. Nor is there any service for student residents to return to OUC in the late evening.

#### ***4.7.1.8 Personal security***

One interviewee indicated that women may be unwilling to use transit at night, because of concerns for their personal security – not so much on the buses, but while waiting, or while walking home from the bus stop.

### ***4.7.2 Motivations***

#### ***4.7.2.1 Cost/maintenance of private vehicles***

As identified in the survey, community leaders felt that the main advantage of transit is its low cost, compared to the private vehicle. However, the true cost saving may not be top-of-mind with many residents, who may simply compare transit fares with parking fees.

At the same time, maintenance of private vehicles can be costly and time consuming.

#### ***4.7.2.2 Environment***

The benefits to the environment of reduced vehicle use might also be an incentive for some residents. It was suggested that students might be particularly susceptible to this argument.

#### ***4.7.2.3 Comfort/use of time***

Again, for students in particular, the ability to read or study on the bus, could be an advantage over driving a vehicle.

#### ***4.7.2.4 Parking***

Although parking is not currently an issue in the community, as pressures on parking space grow, public transit may become a more attractive alternative. Opportunities may already exist in locations where parking is limited, such as the KLO campus of OUC and at events at the Skyreach arena.

#### ***4.7.2.5 Convenience/Awareness***

It may be that the existing bus service is more convenient than many residents realise. It was pointed out that the service to the downtown area is quite good, and that transit may well be an option for commuters if they realised that the service can meet their needs.

#### ***4.7.2.6 Customer service***

Community leaders reported that the customer service is excellent on Kelowna's bus system – at least the conventional system. Ridership growth could build on this positive image.

## Satisfaction

### 4.8 Ratings

#### 4.8.1 Frequency

Question 15: Whether or not you have taken the bus recently, we would like your impressions of the local bus system. How would you rate your local bus system for...

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Frequency of service	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	14.1	16.7	13.7	6.7	<b>17.7</b>	12.0	26.3	6.0
Good	41.6	48.3	44.7	33.7	<b>44.7</b>	33.3	47.0	39.3
Fair	29.3	24.7	26.3	37.0	<b>22.3↓</b>	35.0	20.7	39.0
Poor	10.9	7.0	9.3	16.7	<b>10.3</b>	16.3	3.7	13.0
Don't know/ Refused	4.1	3.3	6.0	6.0	<b>5.0</b>	3.3	2.3	2.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Frequency of service is rated fairly high in Kelowna. Just over 60% of residents rate frequency as *good* or *excellent*. Fewer respondents rated the frequency of service as *fair* than the average in the province.

#### 4.8.2 Convenience of Routes

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Convenience of routes	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	10.8	14.0	10.3	6.7	<b>12.0</b>	7.7	18.7	6.0
Good	36.9	46.3	39.3	30.3	<b>38.3</b>	28.7	43.3	31.7
Fair	31.9	26.7	31.0	36.3	<b>25.7</b>	41.3	25.0	37.3
Poor	14.8	7.0	14.3	18.3	<b>16.3</b>	18.3	9.3	20.0
Don't know/ Refused	5.7	6.0	5.0	8.3	<b>7.7</b>	4.0	3.7	5.0
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

The majority (64%) of residents rated the convenience of the routes as *good* or *fair*. Kelowna respondents gave a fairly neutral rating.

#### 4.8.3 Closeness of stop to your home

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Closeness of stop to your home	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	36.0	42.0	38.3	39.7	<b>31.7</b>	28.3	46.0	36.0
Good	35.7	37.0	36.7	32.3	<b>37.7</b>	31.7	35.0	39.3
Fair	12.8	11.7	9.3	13.3	<b>11.7</b>	18.7	11.0	13.7
Poor	14.3	8.3	14.0	23.0	<b>17.7</b>	20.0	6.7	10.3
Don't know/ Refused	1.3	1.0	1.7	1.7	<b>1.3</b>	1.3	1.3	0.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Ratings for the location of bus stops were more positive. Nearly seventy percent of Kelowna residents rated the location of bus stops as *excellent* or *good*.

Just over 50% of residents that had taken transit in the last week rated the location of bus stops as *excellent*.

#### 4.8.4 Comfort of buses

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Comfort of buses	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	17.1	23.0	17.0	14.7	<b>12.7</b>	12.7	29.3	10.3
Good	52.2	49.7	49.3	52.0	<b>58.0</b>	54.3	47.0	55.0
Fair	20.9	20.0	22.0	23.0	<b>18.0</b>	23.7	15.7	24.0
Poor	2.4	1.0	3.7	3.3	<b>2.0</b>	2.0	1.3	3.7
Don't know/ Refused	7.4	6.3	8.0	7.0	<b>9.3</b>	7.3	6.7	7.0
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Kelowna residents were fairly neutral about the comfort of buses. The majority of respondents rated the comfort as *good*.

#### 4.8.5 Cleanliness of buses

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Cleanliness of buses	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	19.6	25.7	16.0	21.7	<b>12.3↓</b>	18.0	30.7	13.0
Good	52.7	53.0	50.7	55.0	<b>56.7</b>	49.7	51.3	52.7
Fair	16.5	13.0	18.7	13.3	<b>16.7</b>	21.0	11.7	21.3
Poor	2.0	-	3.0	0.7	<b>3.3</b>	2.0	1.3	3.3
Don't know/ Refused	9.2	8.3	11.7	9.3	<b>11.0</b>	9.3	5.0	9.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Ratings for the cleanliness of buses were fairly neutral. However, *excellent* ratings for this attribute were lower than elsewhere in the province.

#### 4.8.6 Courtesy of drivers

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Courtesy of drivers	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	25.7	36.3	23.0	27.3	<b>19.7</b>	17.7	38.7	17.0
Good	50.2	44.7	50.7	50.0	<b>52.7</b>	51.3	45.7	56.7
Fair	12.8	7.3	15.3	9.3	<b>12.7</b>	19.7	10.7	14.3
Poor	2.4	2.0	2.7	1.0	<b>2.7</b>	3.7	0.7	4.3
Don't know/ Refused	8.9	9.7	8.3	12.3	<b>12.3</b>	7.7	4.3	7.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Kelowna residents rated driver courtesy quite positively with just over 70% giving a *good* or *excellent* rating.

Forty percent of residents who had taken transit in the last week gave the courtesy of drivers an *excellent* rating.

#### 4.8.7 Personal security

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
<b>Personal Security</b>	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	16.5	20.3	12.7	16.0	<b>14.0</b>	13.7	30.0	8.7
Good	55.1	58.7	51.3	56.3	<b>56.3</b>	52.7	50.3	60.3
Fair	18.4	12.3	22.7	17.3	<b>18.3</b>	23.7	15.0	19.3
Poor	2.9	1.0	5.3	2.0	<b>2.7</b>	3.7	1.7	3.7
Don't know/ Refused	7.1	7.7	8.0	8.3	<b>8.7</b>	6.3	3.0	8.0
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Residents felt that security on the transit system is quite good. The majority of respondents gave a rating of *good*.

#### 4.8.8 Value for money of fares

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Value for money of fares	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	13.2	12.7	11.7	11.7	<b>15.7</b>	14.3	16.7	10.0
Good	51.2	55.0	54.0	58.0	<b>51.3</b>	45.7	48.0	46.7
Fair	23.5	22.7	23.0	20.3	<b>19.7</b>	27.7	23.0	28.0
Poor	4.2	4.3	3.0	1.3	<b>3.3</b>	5.0	5.7	7.0
Don't know/ Refused	7.8	5.3	8.3	8.7	<b>10.0</b>	7.3	6.7	8.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Generally, ratings for value for money were neutral. Residents do not seem to have internalised the fact that transit offers considerable cost savings.

#### 4.8.9 Schedule information at bus stops

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Schedule information at bus stops	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Excellent	8.8	13.3	10.7	6.7	<b>7.3</b>	5.0	12.7	6.0
Good	29.8	27.3	33.0	22.3	<b>32.0</b>	28.7	37.7	27.7
Fair	24.6	21.0	23.3	21.3	<b>27.0</b>	28.0	24.0	27.3
Poor	27.8	29.7	23.7	39.3	<b>23.0</b>	31.0	17.3	30.3
Don't know/ Refused	9.0	8.7	9.3	10.3	<b>10.7</b>	7.3	8.3	8.7
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Ratings for schedule information at the bus stop in Kelowna were similar to that in other BC communities. One half of Kelowna residents rate this attribute *fair* or *poor*.

**4.8.10 Access to schedule information**

Rate Local System	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
Access to schedule information (such as Info-line, Internet, Riders' Guides)	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
Excellent	13.0	23.0	12.7	9.0	<b>10.0</b>	11.7	15.7	9.3
Good	43.9	42.3	44.7	41.7	<b>46.3</b>	40.7	46.7	44.7
Fair	25.4	19.0	25.3	28.3	<b>23.3</b>	31.7	21.7	28.3
Poor	9.2	9.3	8.7	12.3	<b>9.0</b>	10.7	6.0	8.7
Don't know/ Refused	8.5	6.3	8.7	8.7	<b>11.3</b>	5.3	10.0	9.0
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Access to schedule information from other sources was generally rated *good* or *fair*.

## Improvements

### 4.9 Possible Improvements

Question 16: How could they make your local Transit System better for you?

Make Local System Better	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% n=2100	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300	% n=300
More frequent trips/ shorter time between buses	23.2	21.7	22.7	34.0	<b>19.3</b>	25.3	16.0	23.3
Come to the/ my door/ closer stops to home	10.4	9.0	9.0	12.7	<b>14.0</b>	12.7	6.7	8.7
More routes/ expand/ reverse	11.3	8.7	16.3	14.3	<b>11.3</b>	9.0	6.3	13.3
More direct/ convenient/ express routes/ faster	8.8	7.7	9.0	6.7	<b>8.0</b>	10.3	7.0	13.0
Longer hours/ run later at night/ earlier	9.5	16.7	8.3	8.0	<b>7.7</b>	5.7	5.3	14.7
More stops/ at major destinations	4.3	3.7	4.0	5.7	<b>7.3</b>	3.3	3.0	3.3
Post/ show/ advertise transit schedules/ times/ routes/ more information	5.6	5.0	5.0	7.7	<b>4.0</b>	6.3	5.3	5.7
Lower prices	4.3	5.3	3.3	1.7	<b>3.7</b>	2.7	7.7	5.7
Sunday/ holiday/ weekend service	3.9	9.7	1.0	1.7	<b>2.7</b>	3.7	2.3	6.0
More buses	3.4	3.3	4.0	3.7	<b>2.7</b>	2.7	3.0	4.3
Smaller buses	3.0	1.7	2.7	2.7	<b>1.7</b>	1.3	5.3	5.7
All others less than 3%								
Don't know/ Refused	14.2	15.0	14.7	9.0	<b>13.3</b>	12.3	23.7	11.3
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Increased frequency was the service improvement requested by the largest proportion of respondents across the province (seen in the table above). Closer stops were also requested by 14% of residents.

Fifty percent of respondents suggest an expansion of routes as an improvement to the Kelowna system.

#### **4.10 Community Leaders – Improvements**

Building on their understanding of the current system, the community leaders interviewed, made a number of suggestions for improvements.

##### ***4.10.1 Expanded service hours***

It was proposed that service be extended to midnight on those routes which serve entertainment destinations, as well as the University College. A minimum, service should be available.

In addition, it was felt that weekend service should be expanded to more closely approximate the service levels available during the week. Again, specific consideration was for Saturday evening entertainment, but also service for church and shopping on Sundays.

##### ***4.10.2 Increased service frequency***

It was suggested that, in order to attract more riders, it would be necessary to increase frequency, to reduce delays waiting for the bus and, especially, waits between connections. One interviewee even suggested testing very frequent service – every 5 or 10 minutes – to see if this would attract more riders.

##### ***4.10.3 More/Direct routes***

Again, addressing the perceived inconvenience of public transit, interviewees recommended more direct service to and from high-density locations. For example, direct routes to the OUC North campus:

- a) Westbank to OUC express (limited stops)
- b) Direct service to OUC from other residential areas

It was also emphasised that transit planning needs to follow closely the growth of the community by providing service to new residential developments.

#### ***4.10.4 Door-to-door***

It was even suggested that consideration be given to door-to-door transit service to provide perfect convenience<sup>1</sup>.

#### ***4.10.5 Reduced fares for students***

A review of the current Riders' Guide indicates that there are reduced fares for OUC students, including a semester pass. However, it is not clear whether all students are aware of this.

In any case, more aggressive promotion of student discounts is recommended. This could be tied in with parking fees, whereby a portion of parking revenue could be set aside to subsidise student bus passes.

#### ***4.10.6 Service for the disabled***

Although not a primary objective of this study, there was considerable discussion of the needs of disabled residents within the individual interviews. It appears that there are considerable challenges in this part of the system, although the sample of residents on which these observations are based is extremely small.

Review of transportation issues for the disabled should be considered in the context that some are completely dependent on public transit service, without which they are forced to stay at home. As a result, they may become quite isolated and depressed.

##### ***4.10.6.1 Conventional buses***

It is reported that disabled residents are hesitant to use the conventional buses for their transportation needs, for a number of reasons:

- Bus stops may be too far from home or destinations, for disabled residents to get to them.
- There is limited space for wheelchairs (maximum 2 per bus). If the spaces are already in use, the passenger has to wait for the next bus.
- There is no space for walkers on the buses.
- Disabled passengers fear that they may fall – especially if the bus is in motion before they are seated or while they are preparing to alight.
- They may feel embarrassed at causing delay to the other passengers.

It is reported that drivers have refused entry to some disabled passengers in Kelowna, presumably because they may cause delays to the schedule, although the precise reasons are not known.

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<sup>1</sup> Researcher's note: An evening "Dial-a-bus" service is to be tried in the South Surrey/White Rock area of the GVRD. It will be interesting to follow the results of this initiative.

#### **4.10.6.2 handyDART**

Based on input from one individual interviewee, it appears that there may be some challenges in delivering adequate handyDART service to Kelowna residents.

- The hours of operation are perceived to be insufficient. The last pick-up is at 4 p.m. on weekdays. This means that users cannot attend social or entertainment functions. It also means that dialysis patients at the hospital cannot use the service.
- In some cases, users have to book three days in advance. Some patients do not know three days in advance whether they will be well enough to travel. In any case, advance booking means that users have no flexibility to go out whenever they want to.
- Demand appears to exceed the supply, so that some residents are not able to use the service when they want to.
- Kelowna was the only community in this study where the handyDART service was reported to be unreliable. On some occasions, apparently, reserved pick-ups are missed.
- Apparently, cancellations are not permitted, so that the handyDART has been known to arrive at a resident's home, even though they had called to cancel.
- Trips can be very slow, since the first passenger on is not always the first passenger off. By the time the van has made 5 or 6 pick-ups, the first passenger can spend a very long time en route.
- Apparently, not all the handyDART drivers are fully conversant with the safety measures and the means to tie down wheelchairs in the van.

It is reported that, in January 2000, a local cab company made 538 wheelchair trips, of which only 25% were referred by handyDART. This is interpreted to suggest that the current handyDART service is not meeting the needs of disabled residents, and that they are forced to turn to more expensive modes of transport.

#### **4.10.6.3 Taxi-saver**

The Taxi-saver programme is a welcome resource for disabled residents, offering a 50% discount up to a maximum monthly amount for the use of taxis when handyDART is not in operation.

However, because of the relatively long distances within Kelowna, the monthly maximum does not allow for many trips. It is estimated that, on average, the programme can be used for 5 or 6 trips per month. For example, the taxi fare from downtown to the OUC North Campus is approximately \$30, so that the use of a cab is not really a viable option for disabled students.

It is also reported that, while one of the cab companies is very good at dealing with disabled passengers, others may not be completely safe, in that wheelchairs are not completely tied down.

#### **4.10.6.4 Joint venture**

Community activists are looking at a public/private sector joint venture between the handyDART service and a local taxi company to provide efficient round-the-clock service to disabled residents.

## *Switching*

### 4.11 Target Market Segments

In fact, it became clear from the in-depth interviews that there are two distinct “target market segments” when it comes to bus ridership:

1. **Those who have to use public transit**, because they do not have access to their own vehicle. These people may be willing (or obliged) to accept infrequent service or indirect routings, either because transit is the only transportation option open to them, or because they are operating to a more relaxed time schedule and can afford the extra time transit is perceived to require.
2. **Those who might be willing to take transit for certain regular and direct trips**, such as work or school. These people are more likely to operate to a schedule and would be unwilling to accept infrequent service or circuitous routes.

From these interviews, it would appear that, in Kelowna, the highest proportion of this second target group would be students – especially those attending OUC. Since the University College operates two campuses within the community, some students need to travel regularly between campuses. Equally, the north campus is some distance from the city, so that it is too far for many students to walk or bicycle to the campus. Therefore, they need to go by car, unless transit service can be shown to be almost as convenient and quick, at a reduced cost.

## 5.0 Marketing

### 5.1 Promotion Recall

Question 17: *In the past two months, have you seen or heard any advertising or promotion for public transit in your area?*

Promotion	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Yes	24.4	24.3	22.3	26.3	<b>31.0↑</b>	16.7	26.7	23.3
No	75.3	75.3	77.7	73.7	<b>67.7↓</b>	83.0	73.0	76.7
Don't know/ Refused	0.3	0.3	-	-	<b>1.3</b>	0.3	0.32	-
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Promotional activity appears to have reached more residents in Kelowna than elsewhere in BC. Recall is higher than in any other community surveyed.

## 5.2 Awareness

Question 18: Did you see or hear any of the following in the past two months?

Heard of promotion	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=2100</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>	% <i>n=300</i>
Introduction of new buses	27.4	34.3	12.7	48.0	<b>29.0</b>	10.7	9.3	47.7
McGruff Safe House Programme	10.6	18.0	6.0	10.7	<b>8.7</b>	11.3	9.7	9.7
Love Your Bus/ Valentines/ Chocolate Hearts Programme	10.6	20.0	6.3	14.0	<b>6.3</b>	3.0	20.7	3.7
Rockets Restaurant/ hockey/ transit promotion (Kelowna)	26.3	-	-	-	<b>26.3</b>	-	-	-

However, recall of specific promotions is typical of BC communities.

Almost 30% of all residents and nearly half (47%) of those who had taken transit in the last week remembered hearing about the introduction of new buses.

Residents aged 16-24 had greater recall of the introduction of new buses than overall (60% vs. 29%).

### 5.3 Source of Awareness

Question 19: Where did you hear about the . . . ?

Introduction of New Buses	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=575</i>	% <i>n=103</i>	% <i>n=38</i>	% <i>n=144</i>	% <i>n=87</i>	% <i>n=32</i>	% <i>n=28</i>	% <i>n=143</i>
Newspaper Article	45.0	54.4	31.6	61.1	<b>31.0↓</b>	25.0	17.9	44.1
Television	17.9	6.8	31.6	7.6	<b>25.3</b>	21.9	39.3	23.1
Radio Announcement	13.7	11.7	5.3	11.1	<b>20.7</b>	6.3	10.7	18.2
Newspaper Ad	11.8	15.5	13.2	18.7	<b>3.4</b>	9.4	14.3	7.0
On Buses	10.8	9.7	10.5	12.5	<b>16.1</b>	6.3	3.6	9.1
Radio Ad	9.2	7.8	-	6.9	<b>18.4</b>	3.1	7.1	11.2
Word of Mouth	9.2	9.7	10.5	6.3	<b>10.3</b>	25.0	10.7	7.0
Other	8.4	7.8	15.8	4.2	<b>4.6</b>	15.6	10.7	11.2
Don't know/ Refused	1.4	1.0	2.6	-	<b>2.3</b>	6.3	-	1.4
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

Of those who had heard about the new buses, newspaper articles were the primary source of information. However, in Kelowna, almost as many people learned of the introduction of new buses through television and radio announcements rather than through the newspaper.

McGruff Safe House Programme	Total	Campbell River	Central Fraser Valley	Comox Valley	Kelowna	Nanaimo	Penticton	Prince George
	% <i>n=222</i>	% <i>n=54</i>	% <i>n=18</i>	% <i>n=32</i>	% <i>n=26*</i>	% <i>n=34</i>	% <i>n=29</i>	% <i>n=29</i>
On Buses	27.0	29.6	22.2	15.6	<b>34.6</b>	38.2	17.2	27.6
Television	24.3	20.4	38.9	9.4	<b>19.2</b>	17.6	31.0	44.8
Newspaper Article	14.4	16.7	5.6	34.4	<b>7.7</b>	11.8	6.9	10.3
Newspaper Ad	9.5	13.0	16.7	21.9	-	5.9	3.4	3.4
Radio Ad	8.1	14.8	-	6.3	<b>7.7</b>	2.9	10.3	6.9
Word of Mouth	7.7	5.6	11.1	6.3	<b>7.7</b>	8.8	10.3	6.9
Radio Announcement	5.4	5.6	-	15.6	<b>7.7</b>	2.9	3.4	-
Posters	5.0	5.6	5.6	-	<b>7.7</b>	8.8	-	6.9
Other	10.9	11.2	5.6	-	-	11.8	24.1	20.7
Don't know/ Refused	6.8	3.7	11.1	-	<b>19.2</b>	11.8	-	6.9
Total %	100.0	100.0	100.0	100.0	<b>100.0</b>	100.0	100.0	100.0

\* Caution: Very small base

Among residents who had heard about the McGruff programme, 35% heard on the buses.

Rockets Restaurant/ hockey/ transit promotion	Kelowna
	% n=79
Radio Ad	27.8
On Buses	24.1
Newspaper Ad	17.7
Radio Announcement	12.7
Television	11.4
Posters	8.9
Newspaper Article	7.6
Word of Mouth	5.1
Other	3.8
Don't know/ Refused	2.5
Total %	100.0

Just over one quarter of Kelowna residents had seen or heard about the *Kelowna Rockets/restaurant* promotion. They listed radio ads as well as on the buses as their primary sources of information.

## 5.4 Community Leaders – Recommendations

The community leaders felt that there were opportunities for more proactive promotion of public transit in Kelowna. They reasoned that the service is available for many trip occasions, especially regular trips to work or school, but that residents do not use transit, simply because they do not think of it.

### 5.4.1 Awareness

As with the general population, awareness of previous promotions was mixed. However, it can be said that not all of these community leaders were aware of all the promotional initiatives that Kelowna Regional Transit had undertaken in the past two months. Arguably, community leaders should be among the primary targets for promotional activity.

### 5.4.2 Rockets/restaurant promotion

The *Kelowna Rockets/restaurant* promotion was felt to be a strong concept, since it ties transit in with an activity where there is limited parking and may be heavy traffic. At the same time, it provides an added benefit to taking transit.

This concept could be extended to other special events within the community.

### 5.4.3 Commuters

Other promotions could be targeted at specific potential user groups. This was felt to be a more efficient approach than blanket advertising, since the message could be adapted to be directly relevant to the desired target group. Once such group would be commuters to work – especially in the downtown area.

A *Ride-to-work* promotion could be envisaged.

It was suggested that the Kelowna Regional Transit System collaborates with business groups to offer group discounts to employees. Organisations like the Chamber of Commerce and the Downtown Business Association and the major shopping malls might be approached with such a concept.

Awareness could also be raised through presentations at the Chamber of Commerce luncheons.

#### ***5.4.4 Students***

The other primary target group might be students.

In addition to special student discounts, OUC students could be reached by information sessions and displays at the beginning of each semester – September and January. Information could also be distributed with registration packages.

Advertisements could also be placed in the student newspaper.

Again it was suggested that promotion to students be developed in collaboration with the relevant organisations – in this case, the Student Association and OUC administration.

## 6.0 Responsibility

The community leaders were asked who should be responsible for bringing about any changes arising from this study.

### 6.1 New contractor

Responses to this question should be considered in the context that, reportedly, a new local operator had recently been contracted to provide conventional and handyDART transit service. Unfortunately, from the report of community leaders, this change has generated some negative reactions within the community.

Reportedly, the previous contractor was well liked and well connected in the community. Rightly or wrongly, there is a perception that the new contractor was imposed by BC Transit from Victoria. There is even a view that the new contractor has been unsuccessful in other jurisdictions. As a result, there appears to be some resentment surrounding the process.

Whether or not these opinions are justified, it does seem that it will be helpful to work carefully to provide re-assurance to the local community that their views are being taken into account when key decisions are made.

It was also suggested that different capabilities are required for the delivery of handyDART service from those required for conventional transit.

### 6.2 Partnerships

In this context, community leaders felt strongly that there needs to be close community consultation, not only in transit planning, but also in devising promotional activity to reach key target groups. The system needs to be more closely integrated into the community, including:

- Business groups
- Major institutions, such as OUC
- Community advocates – especially for seniors and the disabled.