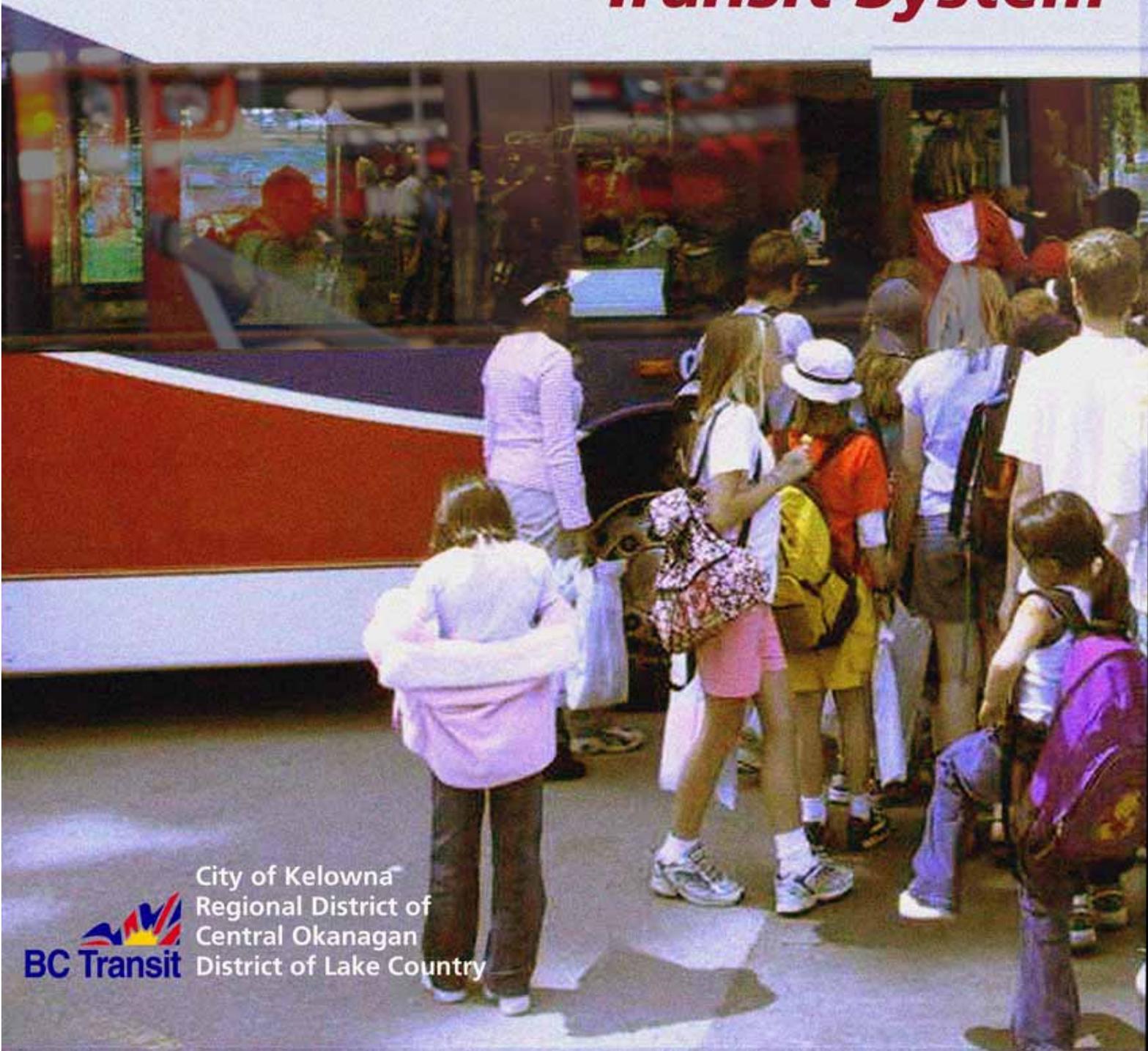


System Review & Detailed Service Plan

March 2007

Kelowna Regional Transit System



City of Kelowna
Regional District of
Central Okanagan
District of Lake Country

Kelowna Regional Transit
System Review and Detailed Service Plan

Final Report: March 2007

Prepared by BC Transit in collaboration and consultation
with passengers, residents, staff, and elected officials of the
City of Kelowna, Regional District of Central Okanagan, City
of Peachland, District of Lake Country, Westbank First
Nation, and Farwest Transit Services Ltd

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Kelowna Regional Transit System Review & Detailed Service Plan: Executive Summary

1.0 Introduction

This Kelowna Regional Transit System Review and Detailed Service Plan complements the April 2005 Central Okanagan Smart Transit Plan by providing details on how the existing route structure and services must evolve to meet future population growth and transportation goals. Specifically, it recommends how existing services must change to coordinate with a planned bus rapid transit (BRT) line that will link the region's major centres. It also describes how the system's on-time performance, service reliability, and convenience of connections and transfers can be improved to maintain existing customers and attract new ones.



This review provides an overview of the current system and summarizes feedback from passengers, staff, residents, and key stakeholders on what they would like to see changed and improved. It also summarizes major planned developments by area and existing transit service issues. Resulting service concepts and proposals are presented for the immediate, short, medium, and long range periods. The plan also includes supporting strategies to support the service plan and improve transit system performance.

2.0 Transit System History and Background

Key transit system historic developments and themes for the Kelowna Regional Transit System include:

- The transit service started in 1977 and has been expanded on a regular basis since that point. A significant turning point for the system came in 1996 with the first introduction of 15-minute commuter service on major routes.
- Since 2001 the system has had several challenges, including funding pressures, increased passenger needs, demand for more service, increased traffic congestion, and declining service reliability.
- In 2005/06 the transit system carried over 3,000,000 passengers, its highest annual ridership to date. Primary current passenger markets include commuters, students and post-secondary students. It is expected that without continued expansion ridership will level or increase marginally over the next few years.
- The system is currently designed around a hierarchy of major connector routes, minor collector routes, and community bus routes.

3.0 Public Participation Process and Feedback

The Service Review process included a substantial public participation and feedback component used to gather input and to refine service proposals. The public participation process included workshops with major stakeholders, open houses with transit drivers and the general public, a youth forum, and information and surveys distributed on buses and on the internet.

The first phase of the public participation process (March – May, 2006) gathered information from passengers, staff, residents, and key stakeholders on what they liked about the current system,

what they would like to see improved, and feedback on specific trip concerns. Key findings of phase I included:

- Satisfaction with the overall service, transit staff, and the comfortable and accessible nature of buses.
- Requests for improved connections and schedule reliability, especially on major routes.
- Requests for improved coverage and frequency to all areas within the region, and especially to Lake Country and the Westside, as well as other specific destinations.
- Requests for more service during all times of the day but especially later and more frequent evening service, and increases to Saturday and Sunday/Holiday service.

The second phase of the process (December 2006 - January 2007) presented--and sought feedback on--the draft service proposals developed from the initial feedback. Key findings of phase II included:

- Generally a positive response to the presented proposals.
- Most respondents wanted to see Sunday service enhancements implemented sooner, in the short-range future rather than the medium-range.
- Requests for more handyDART service on the Westside also emerged as a specific concern.

The proposals included in this final report incorporate this feedback as well as other specific comments on routing, trip frequencies, and implementation timing.

4.0 Service Reliability and Operating Issues

Information on schedule reliability and operations concerns were derived from buses equipped with automated passenger counters and from discussions with transit drivers and operating staff.

This information identified:

- Routes most in need of additional running time, opportunities to reduce or eliminate transfers, and different possible approaches to the spacing of trips on major routes during commuter periods in order to enhance schedule reliability.
- Route restructuring information to increase service area coverage, streamline routing, and reduce passenger confusion by improving consistency.
- Other considerations to improve passenger ease of use and smooth operation of the system.

5.0 Community Development

Short- and medium-range community development issues in the Central Okanagan were examined. Specifically, staff at the City of Kelowna, Regional District of Central Okanagan, City of Peachland, District of Lake Country, and Westbank First Nation provided information on likely residential, commercial, and road network developments over the next 1-10 years. The service review process also reviewed 20-year zoning and road network maps.

This information was used to develop service proposals to meet current and future passenger demand. It was also used to improve the likelihood that service proposals logically evolve on each other. Having the full picture of proposed growth patterns is important to reduce the chance that service will need to be “undone” in order to layer on each successive phase or iteration of transit growth.

6.0 Service Concepts

A suite of service concepts was developed to serve as the guidelines for the service proposals. These concepts outlined that the Service Review's proposals should:

- Complement a new Bus Rapid Transit (BRT) spine that will provide frequent, limited-stop service between key centres.
- Be based on a regional approach to the system.
- First address highest priority issues affecting the existing system before layering on additional service.
- Be based on running times adjusted for current traffic flow and ridership, including contingency for congestion and ridership increases over the next three to five years.

7.0 Service Proposals

This report presents a series of proposed service improvements to the Kelowna Regional Transit System. Proposals are organized by three jurisdictions: City of Kelowna, Regional District of Central Okanagan (including services to Peachland, and areas of Westbank First Nation), and the District of Lake Country.

The proposals are also organized by three time periods:

- **Short-Range:** Next 1-2 years.
- **Medium-Range:** Next 2-7 years.
- **Longer-Range:** Next 7-20 years.

Each short- and medium-range proposal includes a description of service; market served, key benefits, and annual cost and revenue impacts. Short-Range proposals also include suggested implementation dates based on logical order, vehicle availability, and preliminary discussion with local governments. While availability of provincial operational funding for expanded services is not confirmed, traditional provincial share of funding is noted for the information of decision makers.

Longer-range options are outlined as concepts rather than as costed proposals since costs for some items may change substantially in the interim and since community growth patterns and priorities may also change.

The following sections provide a summary of proposals and their impacts.

7.1. Summary of City of Kelowna Service Proposals

City of Kelowna Service Proposals: Short Range Consideration (1-2 years) (All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
Implemented January 8, 2007:								
1.1 Two additional UBC-O AM express trips	0	0	800	22,000	\$24,000	\$59,000	\$35,000	\$28,000
For Proposed Implementation August 26, 2007:								
1.2 Introductory Bus Rapid Transit Phase I & II: Downtown to UBC-O	8	0	24,100	759,000	\$827,000	\$2,156,000	\$1,329,000	\$895,000
1.3 Route restructuring and schedule maintenance, Phase I:	1	0	4,500	107,400	\$117,000	\$354,000	\$237,000	\$152,000
1.3a Reallocation to introduce 9 Shopper Shuttle	0	0	1,100	8,000	\$9,000	\$59,000	\$50,000	\$28,000
1.3b Reallocation to combine 11 South Rutland and 9 Central Rutland	0	0	0	24,800	\$27,000	\$0	-\$27,000	\$0
1.3c 7 Glenmore schedule reliability improvements	1	0	3,300	71,000	\$77,000	\$287,000	\$210,000	\$120,000
1.3d 12 McCulloch & 10 North Rutland route adjustments	0	0	100	3,600	\$4,000	\$8,000	\$4,000	\$4,000
1.4 Additional Sunday service to UBCO (Rte. 8)	0	0	600	12,000	\$13,000	\$52,000	\$39,000	\$24,000
1.5 Additional handyDART van service (Shared with RDCO)*	0	0.73	1,500	5,100	\$6,200	\$70,000	\$63,800	\$44,000
1.6 Additional Taxi Saver and Taxi Supplement (Shared with RDCO)*	0	0	n/a	2,700	\$1,200	\$16,000	\$14,800	\$11,000
For Proposed Implementation January 6, 2008:								
1.7 Extended & increased evening service Monday to Saturday	0	0	7,900	126,000	\$137,000	\$605,000	\$468,000	\$282,000
1.8 Extended and increased Sunday & Holiday Service	0	0	5,300	106,000	\$116,000	\$437,000	\$321,000	\$204,000
Total of all Short-Range options	9	1	44,700	1,140,200	\$1,241,400	\$3,749,000	\$2,507,600	\$1,640,000
* Additional handyDART service replaces and adds to the second phase of the flex-funded service previously approved locally. This reflects the service level included in BC Transit's 2007/08 expansion budget submission to the province. Note: Costs here reflect City of Kelowna's 73% share of total (Regional District funds remaining 27% local share).								

City of Kelowna Service Proposals: Medium-Range (2-7 years)

(All figures show additional annual impacts)

Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
2.1 Route Restructuring, Phase II: Improved Town Centre Connections	5	0	13,800	320,000	\$349,000	\$1,174,000	\$825,000	\$478,000
2.2 Introduction of 15-minute commuter service to Glenmore area	2	0	3,500	81,000	\$88,000	\$323,000	\$235,000	\$123,000
2.3 Earlier Weekday & Saturday service	0	0	1,300	27,000	\$29,000	\$94,000	\$65,000	\$44,000
2.4 Ellison / Mackenzie Community Bus (Shared with RDCO)**	0	0.5	1,600	18,000	\$19,000	\$86,000	\$67,000	\$38,000
2.5 Community Bus Extension to Pandosy Town Centre	0	1	3,200	26,000	\$28,000	\$177,000	\$149,000	\$61,000
2.6 Introduction of limited evening service to all community bus routes	0	0	2,500	20,000	\$22,000	\$131,000	\$109,000	\$79,000
2.7 Magic Estates / Clifton Rd. community bus	0	1	3,200	36,000	\$39,000	\$177,000	\$138,000	\$79,000
Total of all Medium-Range options	7	3	29,100	528,000	\$574,000	\$2,162,000	\$1,588,000	\$902,000

** Costs and revenues shown for the Ellison/McKenzie option are split 50/50 between the City and Regional District.

City of Kelowna Longer-Range Service Concepts

- 3.1 Extend afternoon commuter service
- 3.2 Introduce 15 minute service on Saturdays
- 3.3 Additional frequency improvements to BRT
- 3.4 Introduce additional community bus feeder route(s) in Rutland area
- 3.5 Further Improvements to Base Route Network

7.2. Summary of Regional District of Central Okanagan Service Proposals

Regional District of Central Okanagan Service Proposals: Short-Range (1-2 years) (All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
Implemented January 8, 2007:								
4.1 Additional Morning Westside UBC-O Express	0	0	380	11,000	\$12,000	\$28,000	\$16,000	\$13,000
4.2 Additional Morning Peachland Commuter Service	0	0	300	3,000	\$3,000	\$16,000	\$13,000	\$7,000
For Proposed Implementation August 26, 2007:								
4.3 Westside Route Restructuring Phase I:	2	3	13,100	175,000	\$191,000	\$985,000	\$794,000	\$421,000
4.3a Community Bus Conversion & Expansion	0	3	5,900	47,000	\$51,000	\$364,000	\$313,000	\$159,000
4.3b 20 Lakeview and 24 Shannon Lake Improvements	0	0	900	19,000	\$21,000	\$69,000	\$48,000	\$32,000
4.3c 21 Glenrosa Routing & Reliability Improvements	0	0	2,300	35,000	\$38,000	\$176,000	\$138,000	\$82,000
4.3d Introduction of Interim Commuter Westside Shuttle	2	0	4,000	74,000	\$81,000	\$376,000	\$295,000	\$148,000
4.4 Westside & Peachland Extended Evening Service, Phase I	0	0	3,000	43,000	\$47,000	\$230,000	\$183,000	\$107,000
4.5 Additional handyDART van service (Shared with City)*	0	0.27	500	1,900	\$900	\$29,000	\$28,100	\$16,000
4.6 Additional Taxi Saver and Taxi Supplement (Shared with City)*	0	0	n/a	1,000	\$500	\$6,000	\$5,500	\$4,000
For Proposed Implementation January 6, 2008:								
4.7 Westside & Peachland Enhanced Sunday & Holiday Service	0	0	3,200	76,000	\$83,000	\$270,000	\$187,000	\$126,000
4.8 Additional Westside handyDART van service, Phase II	0	1	2,000	7,000	\$12,000	\$111,000	\$99,000	\$69,000
Total of all Short-Range Options	2	4	22,480	317,900	\$349,400	\$1,675,000	\$1,325,600	\$763,000
* Additional handyDART service replaces and adds to the second phase of the flex-funded service previously approved locally. This reflects the service level included in BC Transit's 2007/08 expansion budget submission to the province. Note: Costs here reflect Regional District's 27% share of total (City of Kelowna funds remaining 73% local share).								

Regional District of Central Okanagan Service Proposals: Medium-Range (2-7 years)
(All figures show additional annual impacts)

Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
5.1 Bus Rapid Transit Phase III: Westbank to Downtown Kelowna**	2	0	12,300	343,000	\$374,000	\$945,000	\$571,000	\$413,000
5.2 Westside Route Restructuring Phase II: Adjusted 21 Glenrosa ***	0	0	0	14,000	\$15,000	\$0	-\$15,000	\$0
5.3 Westside & Peachland Earlier Weekday & Saturday Service	0	0	1,100	24,000	\$26,000	\$80,000	\$54,000	\$37,000
5.4 Ellison / Mackenzie Community Bus (Shared with City) ^	0	0.5	1,600	18,000	\$19,000	\$86,000	\$67,000	\$38,000
5.5 20 Lakeview and 24 Shannon Lake 15-Minute Commuter Service	5	0	8,100	175,000	\$191,000	\$760,000	\$569,000	\$285,000
5.6 Peachland Commuter Improvements	0	1	2,000	20,000	\$22,000	\$131,000	\$109,000	\$57,000
5.7 Westside Extended Evening Service, Phase II	0	0	3,600	36,000	\$39,000	\$189,000	\$150,000	\$88,000
Total of all Medium-Range Options	7	2	28,700	630,000	\$686,000	\$2,191,000	\$1,505,000	\$918,000

** Note: Costs presented for BRT Phase III assume the previous implementation of the Interim Westside Shuttle in option 4.3d and the subsequent reallocation of those resources.

*** If congestion savings due to new bridge are not significant, there would be a cost associated with this proposal.

^ Costs and revenues shown for the Ellison/McKenzie option are split 50/50 between the City and Regional District.

Regional District of Central Okanagan Longer-Range Service Concepts

- 6.1 Additional coverage and frequency to Peachland
- 6.2 Shannon Lake Community Bus
- 6.3 Additional Community Bus Expansion
- 6.4 Westside Route Restructuring Phase III to incorporate Westside Station Town Centre Exchange
- 6.5 Additional frequency improvements to BRT
- 6.6 Further Improvements to Base Route Network

7.3. Summary of District of Lake Country Service Proposals

District of Lake Country Service Proposals: Short-Range (1-2 years) (All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
For Proposed Implementation August 26, 2007 (Pending available provincial funding):								
7.1 Lake Country Enhanced Sunday & Holiday Service, Phase I	0	0	300	4,000	\$4,000	\$26,000	\$22,000	\$12,000
7.2 Lake Country Extended Evening Service, Phase I	0	0	300	4,000	\$4,000	\$23,000	\$19,000	\$11,000
7.3 Lake Country Enhanced Saturday Service, Phase I	0	0	200	3,000	\$3,000	\$15,000	\$12,000	\$7,000
For Proposed Implementation January 6, 2008 (Pending available provincial funding):								
7.4 Introduction of handyDART Service	0	1	1,900	6,000	\$10,000	\$106,000	\$96,000	\$65,000
7.5 Additional Lake Country Weekday Commuter, Phase I	1	0	1,400	22,000	\$24,000	\$142,000	\$118,000	\$52,000
7.6 Lake Country Extended Evening Service, Phase II	0	0	1,100	13,000	\$14,000	\$84,000	\$70,000	\$39,000
7.7 Lake Country Enhanced Sunday & Holiday Service, Phase II	0	0	400	7,000	\$8,000	\$35,000	\$27,000	\$16,000
Total of all Short-Range Options	1	1	5,600	59,000	\$67,000	\$431,000	\$364,000	\$202,000

District of Lake Country Service Proposals: Medium-Range (2-7 years) (All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
8.1 Lake Country Route Restructuring	0	0	2,300	42,000	\$46,000	\$167,000	\$121,000	\$78,000
8.2 Additional Lake Country Commuter Trips, Phase II (15 min service)	2	0	3,800	76,000	\$83,000	\$345,000	\$262,000	\$133,000
8.3 Lake Country Earlier Saturday Service Phase II	0	0	300	4,000	\$4,000	\$22,000	\$18,000	\$10,000
8.4 Introductory Service to Oyama	0	1	3,200	26,000	\$28,000	\$177,000	\$149,000	\$79,000
Total of all Medium-Range Options	2	1	9,600	148,000	\$161,000	\$711,000	\$550,000	\$300,000
Total of all Lake Country Short- and Medium-Range Options:	3	2	15,200	207,000	\$228,000	\$1,142,000	\$914,000	\$502,000
Alternate Additional Proposal: BRT Phase iV (UBC-O to Berry Road)*:	3**	4	19,600	277,000	\$305,000	\$1,295,000	\$990,000	\$567,741
* This option includes a credit for existing services that would be replaced and therefore reallocated. However it does NOT include any contribution for the portion of BRT operating between UBC-O and Westbank. Total annual cost less revenue for these other portions is \$1.9 million. This option also assumes use of community bus for local trips. To retain low-floor buses (and therefore offer better service to people with mobility disabilities and parents with strollers) add additional cost-less-revenue of \$177,000 per year. (Low floor costs are higher but also gain / retain more ridership).								

District of Lake Country Longer-Range Service Concepts
9.1 Further frequency improvements to Oyama
9.2 Extension of service to Okanagan Centre
9.3 Extension of service to Carr's Landing

8.0 Other Regional Considerations and Supporting Strategies

The report provides a number of key issues and supporting strategies to be considered in conjunction with service proposals presented in section 7.0. These strategies include:

1. Implement more flexible two-way time-based transfer policy
2. Collapse existing multiple zone boundaries into one
3. Continue to expand range of fare products
4. Continue to expand range of transit information products
5. Consider moving to destination-based route names
6. Develop and clarify airport policy
7. Develop and improve snow clearing and bus stop maintenance protocols
8. Continue to develop regional connections

9.0 Implementation Process

The most significant issue facing the local governments and BC Transit will be finding the funding resources to implement the transit service expansion proposals outlined in this document. In particular, as of yet there is no confirmation on the level of provincial funding available for expanded services in the Kelowna system in the 2007/08 year or in subsequent years.

Once this System Review and Detailed Service Plan report has been approved, it becomes a guiding document for making future transit decisions in the Kelowna Region. Pending available funding and approval, service changes identified for the upcoming year will be further refined through detailed planning work and public consultation. The final detailed service proposals would then be approved as amendment(s) to the Annual Operating Agreements for the system. It is recommended that subsequent service reviews be undertaken at least every two to three years to provide updates to proposals/concepts and other sections as needed.

10.0 Recommendations

It is recommended that the Central Okanagan Regional Transportation Committee and its respective local governments:

1. Approve this report as a guide for transit service planning and delivery in the Kelowna Region;
2. Select and approve the Short Range Service Proposals, create budget provision, and direct staff to proceed with more detailed planning work and implementation;
3. Approve in principle the Medium and Long Range Service Proposals. These proposals will further be evaluated as part of the annual budget development process;
4. Approve in principle the recommendations outlined in Section 8.0 – Other Regional Considerations.

1.0 Introduction

As outlined in the current Kelowna Regional Transit Annual Operating Agreement, BC Transit has responsibility to review the efficiency and effectiveness of the Kelowna Regional Transit System on a regular basis. Complementing the analysis and broader service options presented in the April 2005 Central Okanagan Smart Transit Plan; this System Review and Detailed Service Plan aims to focus on the details of the conventional system's underlying route structure.

The April 2005 Central Okanagan Smart Transit Plan created a broad long-range strategy to guide the operation and future development of the Kelowna Regional Transit System. The Smart Transit Plan's Executive Summary is included for reference in Appendix A. The Plan's key goals were to address the future population growth and transportation challenges in the Central Okanagan region. This Service Review complements the Smart Transit Plan by providing details on how the existing route structure and services must evolve to meet these future goals.

The primary objectives of the review are to:

- Assess changes required to evolve the existing route network into one that best integrates with the new bus rapid transit (BRT) line proposed in the Smart Transit Plan that will link the region's major centres.
- Evaluate schedule reliability, effectiveness, and service opportunities of the current system, including opportunities to maintain existing customers and attract new ones by improving the system's on-time performance, convenience of connections, and service area coverage.
- Draw conclusions on, and make recommendations for, improved transit system performance and effectiveness.

Additionally, this review also assesses and plans for expected ridership impacts due to the planned implementation of a Universal Bus Pass (U-Pass) by University of British Columbia – Okanagan in September 2007.

In terms of structure, this review provides an overview of the current system and summarizes feedback from passengers, staff, residents, and key stakeholders on what they would like to see changed and improved. It also summarizes major planned developments by area and existing transit service issues. Resulting service concepts and proposals are presented for the immediate, short, medium, and long range periods. The plan also includes supporting strategies to support the service plan and improve transit system performance.

While some handyDART recommendations are included, this report focuses primarily on the conventional and community bus portions of the transit system. This is because a service review of the handyDART system was recently completed and because that style of service has much more flexibility to adjust itself to meet the day-to-day needs of its registered users on an ongoing basis.

2.0 Transit System History and Background

2.1 Transit System Evolution and Milestones

Since its first day of operation on July 4th 1977, the Kelowna Regional Transit System has become an integral part of the Central Okanagan transportation network. Starting with 8 buses, the system provided 30 minute service to the principal residential neighbourhoods of Kelowna.

In 1981 the system expanded to Westbank followed by further expansions to Peachland and Winfield (Lake Country). In 1993, service was expanded to the new North Campus of Okanagan College (now UBC Okanagan). However, the turning point of the Kelowna Transit System was the leap to commuter based service. In the fall of 1996, 8 additional buses were added to the fleet bringing 15-minute commuter service to all city routes. This expansion was followed shortly by 4 more buses providing commuter service to the Westside. Additional expansions in the late 90's improved evening, early morning and Sunday services.

Other firsts for the Kelowna Regional Transit System within BC Transit's Municipal Systems Program include the operation of the first double deck buses in 2003 and most recently the first hybrid electric buses in 2005.

Since 2001 the system has had several challenges including increased ridership, demand for more service, increase traffic congestion and funding pressures. While a February 2004 expansion added time to the Kelowna system to improve schedule reliability, increasing congestion, road construction, and passenger needs since then have continued to impact the system.

Recent expansions in February and August 2007 have included the introduction of Community Buses to developing neighbourhoods, express trips to key destinations, and additional buses to address the highest priority schedule reliability issues. The proposals presented in this Plan complement these recent expansions and seek to address schedule reliability and service coverage issues in a comprehensive, sustainable way.

A key point to observe when considering the Kelowna Regional Transit System's development and history is that, since its humble beginnings in the late 70's, Kelowna's ridership has increased dramatically to current levels of over 3 million rides annually. Its pattern of measured and continued expansions has resulted in demonstrated and significant ridership gains: within the province of British Columbia, only Vancouver's Translink and the Victoria Regional Transit System carry more passengers.

2.2 Current System Structure

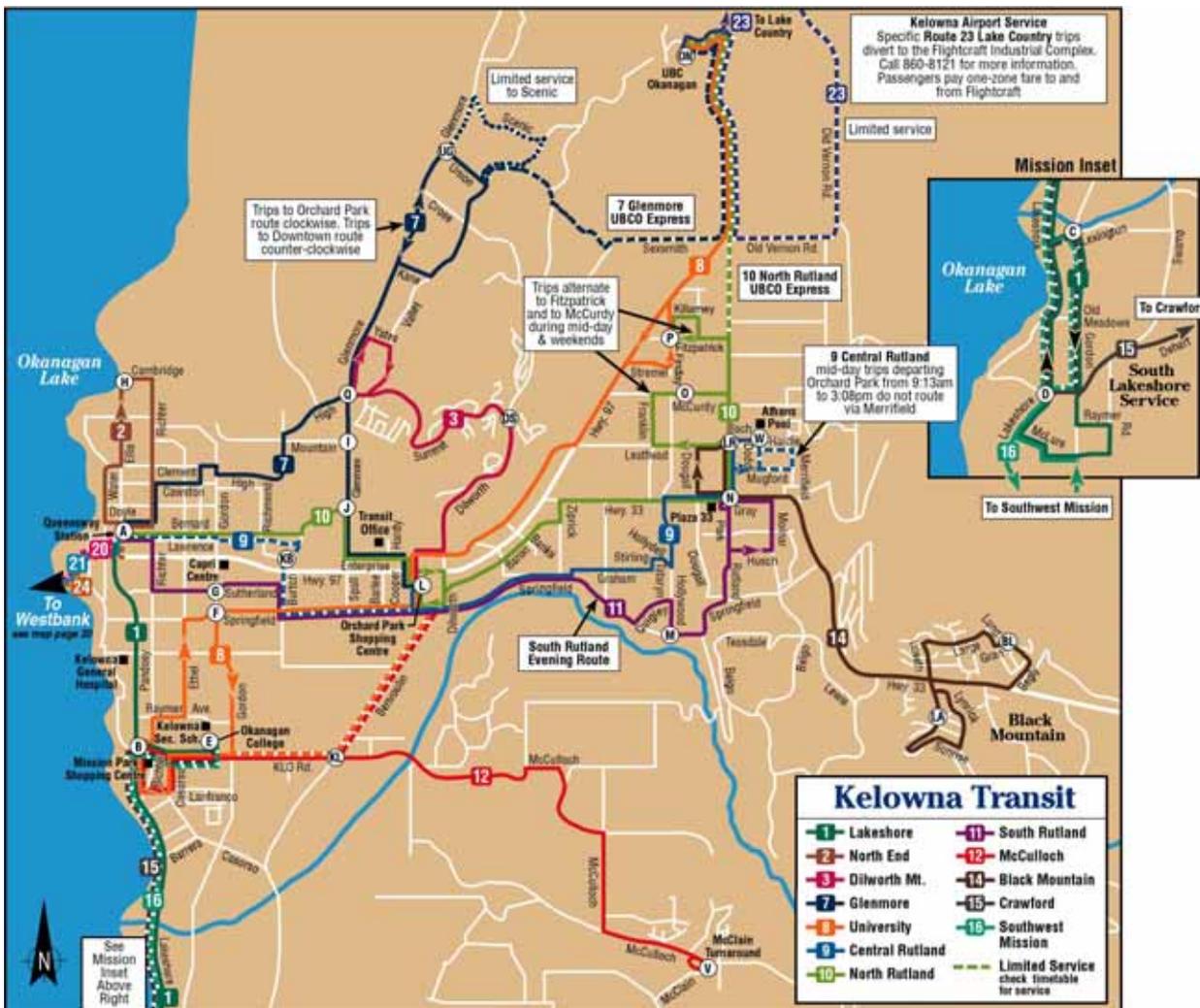
In general, the Kelowna Regional Conventional Transit system is currently designed around timed connection cycles of 15, 30 and 60 minute intervals. Called “clockface headway,” the key benefit of these regular intervals between trips is that it makes the system easier to understand and use for passengers. However, as the system continues to grow there may be some gains in schedule reliability by adopting slightly more flexible intervals at commuter times.

The various routes within the system conform to a loose hierarchy of services:

- Major Connector routes that offer 15-minute service at commuter times
- Minor Collector routes that offer 30-minute commuter service
- Community Bus routes serving newer neighbourhoods which operate at a commuter frequency of 30-45 minutes.

Throughout the day frequency and timed connections varies from every 15 minutes to every 60 minutes during evenings. During off peak times (evening and Sunday/Holidays) some routes are combined to provide more coverage using fewer buses. Similar to the discussion on clockface headway above, the efficiency gained by combining routes in off-peak times has a trade off in reduced consistency and passenger ease of use.

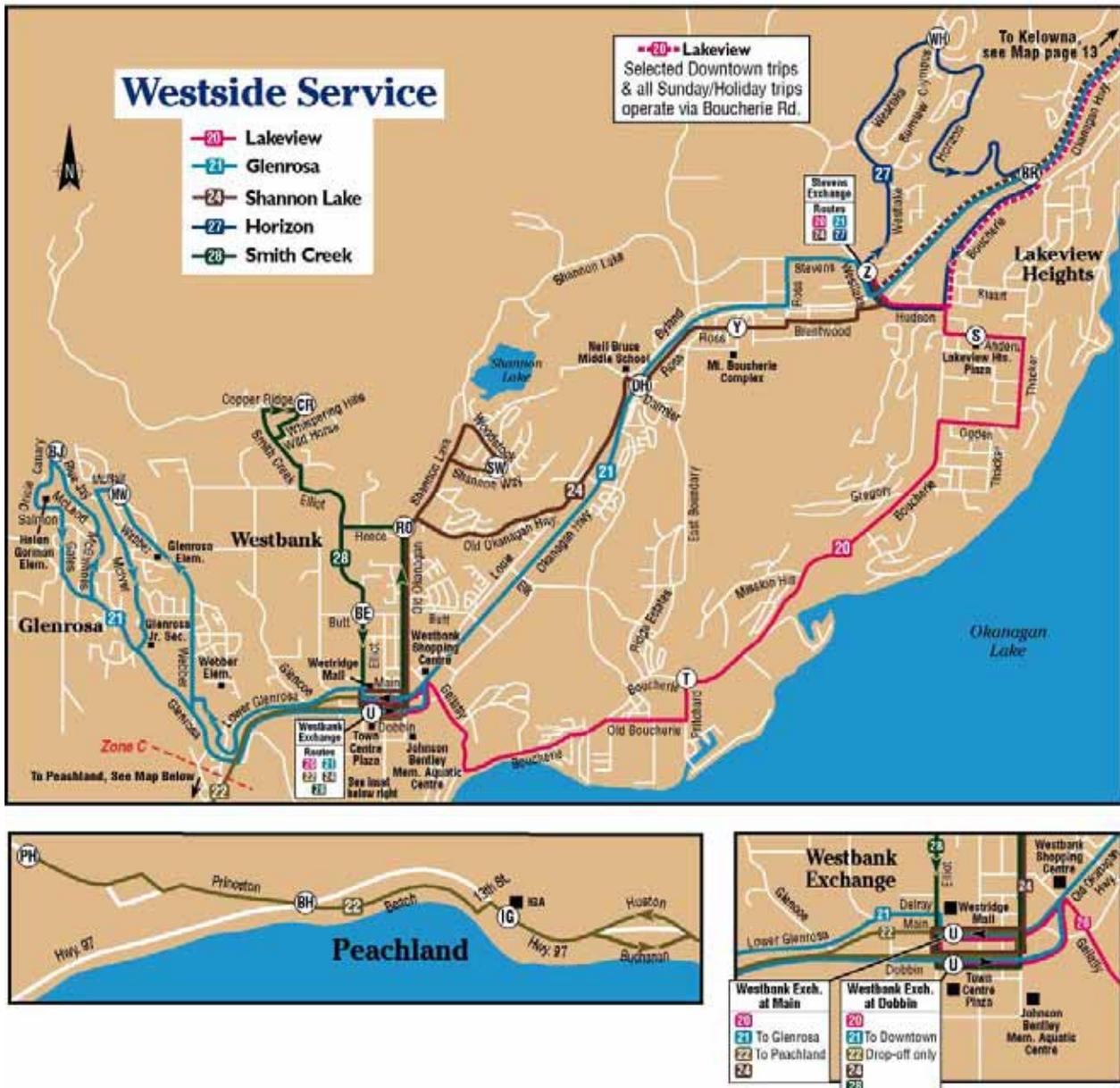
Existing City of Kelowna Transit Service (as of August 27, 2006)



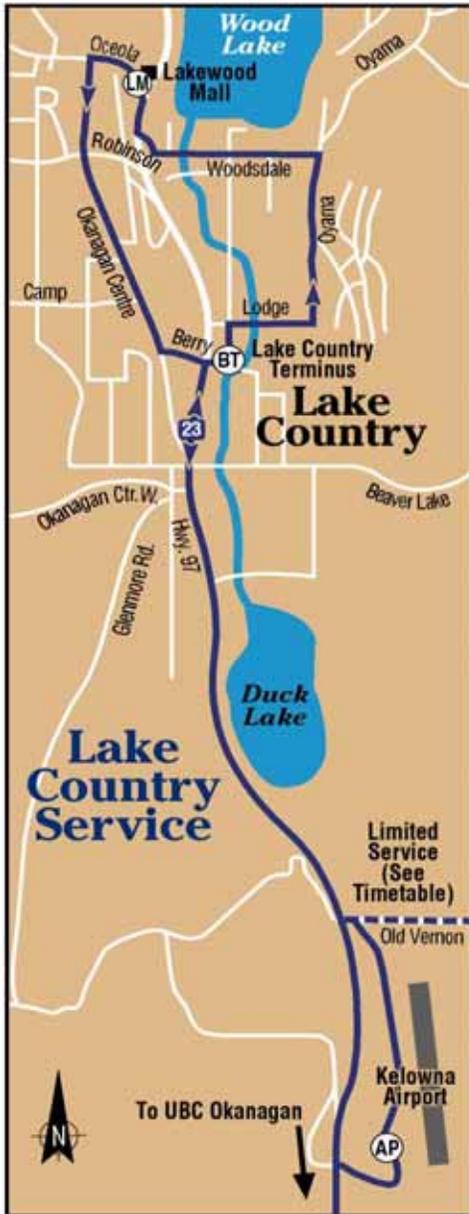
All main routes interconnect at two primary exchanges in the City (Queensway and Orchard Park) and two exchanges on the Westside (Westbank and Stevens Exchange). This strategy provides passengers with the most transportation options. Minor transfer locations also occur at Okanagan College, and near the intersections of Rutland Road at Hwy. 33 and Findlay at Fitzpatrick in Rutland. The system also includes Berry Rd. Transit Exchange in Lake Country. However, no transfers currently take place at this exchange since the same buses provide both local and regional services.

Nine main routes centre on Downtown Kelowna, including six within the City and three to the Westside, two of which mainly serve the Westside area, extending to Downtown Kelowna at select commuter times and on Sundays. One route (8 University) acts as a cross-town link between the University of British Columbia's Okanagan Campus (UBC-O), Okanagan College, and Orchard Park Transit Exchange.

Existing Westside Transit Service (as of August 27, 2006)



Existing Lake Country Transit Service (as of August 27, 2006)



In addition, five feeder routes in the City and three on the Westside connect with main routes to Downtown Kelowna. A combined feeder and main route (the 23 Lake Country / 8 University) serves Lake Country connecting rural neighbourhoods with UBC-O and Orchard Park.

The most significant factor affecting transit system design and operation to date has been the traffic congestion and reliability issues on the Westside associated with the current Okanagan Floating Bridge. From a passenger perspective, it would be optimal to link routes on the Westside to those within the City of Kelowna in order to provide no-transfer-required service from one region to the other.

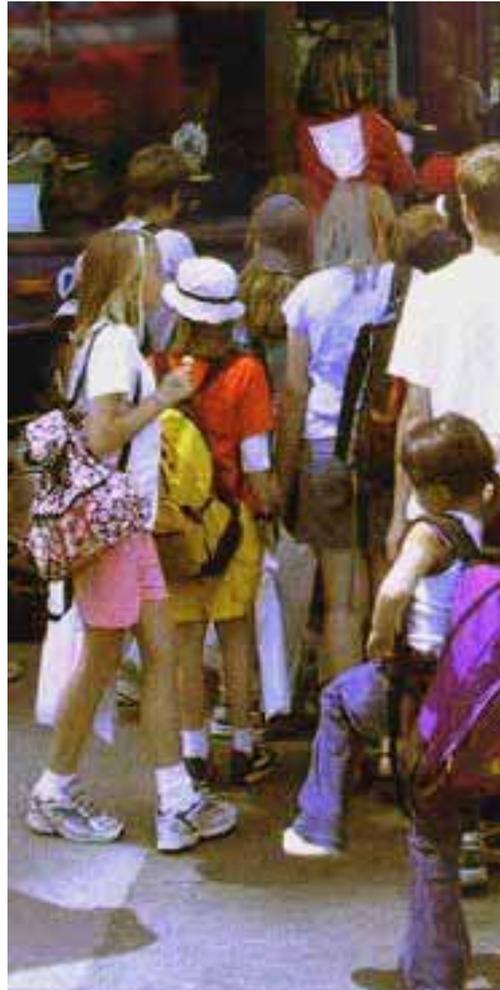
However, the practice has been to confine as much Westside service as possible to that side of the bridge. This has been done in order to try to ensure that local services are maintained regardless of bridge issues and to reduce the impact of bridge congestion on the rest of the system. It is hoped that the upcoming opening of the William R. Bennett Bridge in 2008 will address some of these reliability issues and provide the possibility of more seamless transit travel between the Westside and the rest of the region.

2.3 Current System Ridership

The following section provides an overview of current ridership on the conventional and community bus portions of the transit system. Presented information comes from a two-week passenger count survey conducted in October 2006 and historical ridership information derived from farebox revenues and ticket and pass sales.

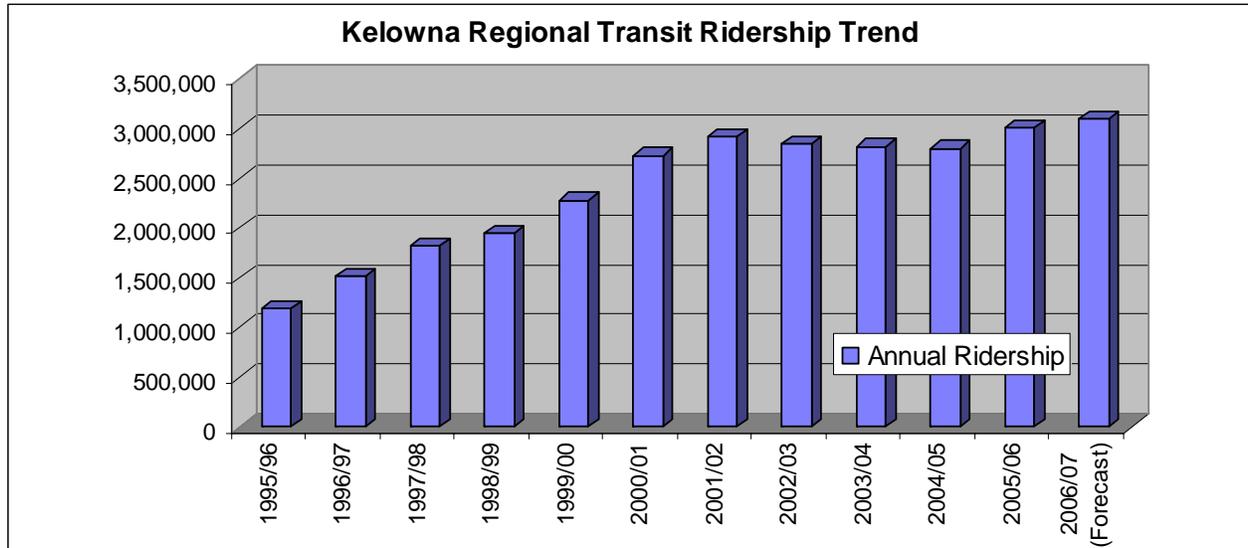
2.3.1 Current Ridership Highlights:

- On average, the Kelowna Regional Transit System carries about 13,000 passengers per weekday and about 26.5 passengers for every hour of service on the road.
- In keeping with the system's focus on commuter levels of service, more than half of all weekday ridership (57%) takes place between the hours of 6:00am and 9:00am and between 3:00pm and 6:00pm.
- Adults make up the highest percentage of passengers, accounting for about half of all riders (51%). This is the third highest level of adult ridership in BC Transit's Municipal Systems Program (only Whistler and Sunshine Coast transit have higher adult ridership levels).
- School students make up the next largest segment of ridership, accounting for about 1/3rd of riders (33%).
- Seniors and people with a disability (including those who use annual BC Bus Passes) make up the remaining 16% of passengers.
- In keeping with lower service levels and passenger demand, the system carries much fewer passengers on Saturdays and Sundays (6,000 and 2,300 passengers, respectively). While Kelowna's Sunday service levels are currently in keeping with what is offered in other similarly-sized communities in the province, its ratio of Sunday service to weekday service is lower. One of the most frequent passenger requests has been for improved service on Sundays and holidays.



2.3.2 Ridership Trend:

The following chart illustrates ridership growth trend over the past ten years of actual ridership monitoring, as well as the forecasted ridership for current year 2006/07.



In general, ridership shows:

- Steady and significant gains from 1995/96 to 2001/02 in response to aggressive expansion of the system, especially to the levels of commuter service offered.
- Decreasing and level ridership for the period from 2001/02 to 2004/05. Several factors likely influenced this ridership decline:
 - Service reductions and lack of service increase to address schedule issues due to provincial funding restrictions;
 - The ensuing decline in service reliability and on-time performance.
 - Two subsequent fare increases implemented in 2001 and 2004 to offset rising local share of transit costs, especially in cases where local share increased to cover the gap in provincial funding. (In general, fare increases are always associated with at least a small resulting ridership decline).
- A ridership gain in 2005/06. This was likely due to population growth and the longer term effects of service hours added in February 2004 to address the highest priority schedule reliability issues.
- A further projected increase in 2006/07 in response to further small schedule reliability improvements, new UBC-O express services, and community bus services to new areas implemented in February and September 2006.
- It is expected that without continued expansion, especially without a systematic change to funding, route structures, and schedules to address schedule reliability issues over the long term, ridership will level or only increase marginally over the next few years.

3.0 Public Participation Process and Feedback

The ideals of participatory democracy have been a key component of this Review's process structure and the development of its proposals. This ideal is based on the belief that those people who are closest to an issue—in this case passengers and front-line transit staff—are usually those in the best position to suggest possible solutions. For this reason the System Review process included a substantial public participation and feedback component used to gather input and to refine service proposals.

To date, the system review has encompassed two distinct public participation phases:

- The first phase (March – May, 2006) gathered information from passengers, transit staff, residents, and key stakeholders on what they liked about the current system, what they would like to see improved, and feedback on specific trip concerns.
- The second phase (December 2006 - January 2007) presented—and sought feedback on—the draft service proposals developed from the initial feedback.

Major accomplishments and findings from these two phases are presented in the following sections.

It is recommended that a third phase of public participation be held immediately prior to the actual implementation of service proposals presented in this report. Presented as a “Sneak Peek,” this third phase would allow passengers and transit staff to view and comment on the actual proposed schedules prior to their implementation. This practice has worked well in other BC communities and enables identified trip schedule and connection concerns to be corrected before transit schedules are finalized and printed.



3.1 Public Participation Process, Phase I: Key Accomplishments and Findings

Key accomplishments of Phase I of the public participation process included:

- Service Review Working Group and Technical Team meetings held to develop plan and monitor actions. This group consists of City of Kelowna, BC Transit, and Farwest Transit Services Inc. staff, including a number of transit drivers and operations supervisors.
- Marketing strategy created for the campaign under the title of “Steer the Future of Public Transit,” including newspaper ads, news releases, on bus advertising, website, and flyers. Display materials and Youth Forum materials also created.
- Survey distributed to transit drivers and open house held in the driver’s area of the transit garage on March 28, 2006 to provide for individual meetings with planning staff and Technical Team driver representative.
- Stakeholder workshop held on April 26, 2006 with approximately 25-30 participants, including elected officials, major employers, and representatives of neighbourhood associations, secondary students, and organizations serving people with a disability, seniors, cyclists, and transit passengers.
- Two interactive open houses held May 2 and 3, 2006, one at Mt. Boucherie Complex, and the other at Orchard Park Shopping Centre.
- A Youth Forum held May 26, 2006 with approximately 40 youth participants. Youth Forum participants also rode transit vehicles and completed a transit log of their trips.
- Feedback forms from passengers and residents collected throughout May via mail, fax, web, and on-board buses.

Appendix B provides a more detailed summary of Phase I feedback. **Significant themes and conclusions from Phase I** include:

- Over 90% of survey respondents used the system regularly, at least twice a week with two-thirds using it every weekday or more. This means that respondents to the survey portion of the process can be trusted to provide a clear and detailed picture as to what Kelowna Transit is doing both right and wrong.
- Similarly, 72% of survey respondents said their primary reason for taking transit was for commuting purposes: either to work, school, or post-secondary school. This reinforces how Kelowna Transit functions as a commuter based service similar to larger urban regions (Victoria and Vancouver) as opposed to the traditional smaller community transit systems that service primarily a captive market of seniors and others who have limited transportation options. It can also be concluded that there is a strong need for improved commuter service.
- Regular transit users generally like and appreciate the service they have, especially the staff. They also were satisfied with the overall frequent and convenient service and the comfortable and accessible nature of buses.
- Kelowna Transit is continually challenged under its current structure to maintain schedules and connections. Respondents indicated that, in general, all primary trunk routes experience missed connections and had schedule reliability problems. This issue was not as prevalent with feeder routes. This is a direct result of increasing traffic congestion together with increasing ridership. Adjustments to improve the overall system structure are immediately required.
- Regular riders of the Kelowna Transit System want improved coverage and frequency to all areas within the region, and especially to Lake Country and the Westside. Residents have also pointed out that improved service is needed to specific

destinations like UBC-O, Kelowna General Hospital and other major employers, Kelowna Airport, and Wal-Mart.

- In general, respondents wanted more service during all times of the day. However, later and more frequent evening service, and increases to Saturday and Sunday/Holiday service were by far the top concerns. Other important requested improvements include service area /destination coverage, schedule reliability and bus stop safety and cleanliness.

3.1.1 Infrastructure Survey

Included within the Phase I public consultation and feedback process were questions regarding support of specific transit related infrastructure. Attendees at the Westside and Orchard Park open houses and members of the Kelowna Youth Forum were asked whether they supported or opposed “on road” transit changes in the form of signal priority, fewer stops of busy routes and bus only lanes/queue jumpers. Overall endorsement for transit related infrastructure is strong with 63% of respondents supporting the concepts. 13% were neutral and 24% opposed.

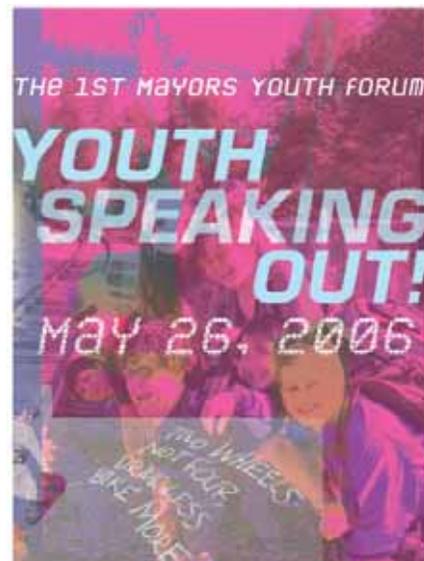
Signal priority for buses was supported the most followed by bus only lanes/queue jumpers. The infrastructure concept most opposed was fewer stops on busy routes. This opposition was particularly evident among Youth Forum attendees.

In conclusion, there is good support for transit improvement infrastructure that increases the speed and convenience of transit trips. There is little support for the elimination of stops on busier routes to improve travel times. The elimination of stops on any route would be construed as a negative among riders as it would increase walking time and hence increase overall trip time. Any improvements to transit infrastructure should have little or no impact to passenger’s access to stops.

3.1.2 Kelowna Youth Forum Results

The first Kelowna Youth Forum was held on May 26, 2006. Fortuitously coinciding with timing of Phase I of the Public Participation process, the focus of this forum was on transit and the commuter challenge. The Youth Forum was designed to combine a youth learning experience about transit as well as gain youth feedback on current transit services and their ideas for the future. Key findings from the youth forum are outlined in Appendix C.

In summary, results from the youth comments show the greatest areas of concern were: improved/expanded routes and scheduling (in particular evening and weekend scheduling and enhanced bus service to outlying developed areas), improved customer service for youth, better access to route information, and price incentive opportunities.



Service and Operations

The present routes and schedules were predictably the most popular criticisms in the forum. Many comments during the workshop referred to routes and schedules. In the youth travel logs, 50% of users described the transit system as “confusing, inefficient, and inconvenient”. The most popular response to the question: “How do teens view using the transit system?” was “unreliable.” In particular, the requests were for buses arriving on time, improved bus schedules, expanded service in the evenings and on weekends. There were also requests for improved service to numerous outlying areas, including: Crawford, Westside, Peachland, Lake Country and Glenmore.

Specific recommendations included:

- Continue to expand service to outlying areas as market demand necessitates.
- Conduct further research on the benefits of expanded service for weekends and evenings. In particular, examine the cost-benefit of reducing drunk-driving accident versus increasing access to public transportation.
- Make youth more accountable for expanded services by getting their commitment to using public transportation in those new areas. For example, the residents of Kettle Valley could register to use bus service in that area with the understanding that if ridership drops below a certain level that the service will be withdrawn.

Customer Service

The need for improved customer service for youth passengers was clearly identified. In particular the needs included: improving driver “attitude,” easier wheelchair access, more comfortable bus stops, buses arriving on time, cleaner bus interiors (this issue should be dealt with by the new program for bus cleaning). A popular complaint was the quality and availability of bus route information. Many comments referred to the schedules being overly complicated.

Specific recommendations included:

- Expand driver training to include sensitivity training for serving youth. Include youth in the training to provide drivers with first hand feedback on how poor service impacts the youth and their future travel decisions.
- Improve bus schedules with youth input. There are likely some obvious improvements to current schedule collateral, but are also new opportunities using web-based technology.
- Identify key delivery points of concern (like buses arriving on time and better schedules). Create an improvement plan with youth input.

3.2 Public Participation Process, Phase II: Key Accomplishments and Findings

Key accomplishments of Phase II of the public participation process included:

- Service Review Working Group and Technical Team meetings held to distill collected feedback and develop draft service proposals based on this input.
- Survey distributed to transit drivers and open house held in the driver's area of the transit garage on November 10, 2006 to gather one-on-one feedback on draft proposals.
- Draft service proposals presented to the Regional Transportation Committee on November 21, 2006 and approved in principle.
- Two interactive open houses held December 4 and 5, 2006, one at the Westbank Public Library, and the other at Orchard Park Shopping Centre.
- All service proposal descriptions and maps posted on the transit website from December 4, 2006 to January 31, 2007 with corresponding feedback forms. During this time period, summary flyers/forms and information posters also available on buses.

Appendix D provides a more detailed summary of Phase II feedback. **Significant themes and conclusions from Phase II** include:

- In general, open house attendees and survey respondents were positive about the proposed changes and eager to see transit improvements made.
- Key feedback on the **Kelowna Service Proposals** was as follows:
 - Highest priority improvements in the short term were improved evening services, more UBC-O express trips and Sunday service to the University, schedule reliability improvements to the 7 Glenmore, and introduction of the 9 Shopper Shuttle.
 - Enhanced Sunday service was by far the highest-priority medium-term proposal.
- Key feedback on the **Regional District Service Proposals** was as follows:
 - More handyDART service specifically allocated to the Westside was one of the strongest additional service requests received as part of this phase.
 - Other highest priority improvements in the short term were improved connections on key trunkline routes, evening service enhancements, more commuter service.
 - Increased Sunday services and extension of the Bus Rapid Transit line to Westbank were seen as the highest priority medium-term options.
- Key feedback on the **Lake Country Service Proposals** was as follows:
 - Highest priority improvements in the short term were the implementation of improved commuter, Sunday, and Saturday services.
 - Increased commuter frequency was by far the most supported medium-term proposal.
 - Most Lake Country respondents said they would be in favour of extending Bus Rapid Transit to the Berry Rd. Transit Exchange despite the resulting need to transfer between local and BRT services on all trips.

4.0 Service Reliability and Operating Issues

Information on schedule reliability and operations concerns were derived from buses equipped with automated passenger counters and from discussions with transit drivers and operating staff.

Kelowna Transit Drivers were asked to contribute both through discussions at stakeholder meetings, by completing a questionnaire, and by one-on-one input at open houses held in the driver's area at the Kelowna Transit garage. Several drivers and other front-line operations staff were also key members of the Operations Technical Team that reviewed all input and developed draft service proposals.

Through these processes, transit staff outlined their comments as to what they felt were their first priorities regarding service improvements and, equally important, commented on what their passenger's priorities were in all aspects of service coverage and frequency. Staff feedback on service design was included as part of the public participation findings noted above while this section focuses on the staff's key input into service reliability and operating issues.

Comments on current information and service policies and suggestions on how to improve them are incorporated into Section 8: Other Regional Considerations.

Many specific routing and scheduling issues were noted as part of this process. All were considered as part of the Technical Team review and—where feasible--most have been incorporated into the presented service proposals.

Besides specific feedback, the following general operational issues were most commonly noted:

- Until now, Kelowna's schedules have been planned and designed using a "clockface headway" approach whereby trips on a particular route use similar running times throughout most of the day and are spaced at regular 15 or 30 minute intervals. The benefit of this approach is that it makes printed schedules easier to read and understand for passengers. However, the major drawback is that it does not allow the schedule to adequately address delays in commuter periods due to traffic congestion. Kelowna's system has now grown to a point that the clockface headway practice should be made less stringent on major trunk routes during commuter periods. Additional hours may be required on these trunk routes in order to facilitate this process.
- The Westside system sector is in most need of a restructuring to address schedule reliability, mainly relating to congestion and running time/connection issues.
- The most frequent transfer connections taking place are to facilitate movement between the Westside and Orchard Park / Rutland (at Queensway Station), between Rutland and Mission (at Orchard Park Exchange), and between the south Mission area and Orchard Park/UBC-O (at Okanagan College). Organizing straight-through, no-transfer routes to accommodate this passenger flow would correspondingly decrease the number of transfers required and potentially missed.
- Based on collected statistical data, the 7 Glenmore and 9 Central Rutland are the feeder routes within the City of Kelowna currently most in need of additional time.
- The combined night routes used on the Westside and in Rutland are confusing to passengers and often have capacity and schedule reliability issues.
- The existing zone and transfer systems cause confusion among passengers and often lead to confrontation between passengers and transit drivers. Alternatives should be explored.
- Current snow clearing schedules are an issue on the Westside.

5.0 Community Development

The Service Review process also examined short- and medium-range community development issues in the Central Okanagan. Specifically, staff at the City of Kelowna, Regional District of the Central Okanagan, City of Peachland, District of Lake Country, and Westbank First Nation provided information on likely residential, commercial, and road network developments over the next 1-10 years. The service review process also reviewed 20-year zoning and road network maps.

This information was used to develop service proposals to meet current and future passenger demand. It was also used to improve the likelihood that service proposals evolve logically on each other. Having the full picture of proposed growth patterns is important to reduce the chance that service will need to be “undone” in order to layer on each successive phase or iteration of transit growth.

Specific community development details were used to refine proposals. However, the following provides a summary of general findings by area:

- The **City of Kelowna** is in the process of focusing denser development in Town Centres, particularly in Rutland and Mission. Transit connections to and between these centres are a high priority for improvement. The Gordon Road, McKenzie, and Magic Estates / Clifton Road areas represent the key residential growth regions not yet adequately served by transit.
- The **Regional District of Central Okanagan** has a number of residential areas not adequately served by transit, including Ellison, Westside/Bear Creek Road and areas of Shannon Lake Road / Smith Creek. The Stevens Road area continues to grow as a regional employment destination. Additional facilities and activities at the Mt. Boucherie Complex will increase the regional importance of that destination. Increasing residential density is a possibility in the vicinity of Lakeview Village, Carrington/Gellatly, and the core of Westbank.
- Major developments in the **Westbank First Nations** areas within the Regional District will also impact the transit system. New highway-oriented commercial and residential development in the vicinity of Carrington, Butt, and Bering roads has already prompted requests for service. The East Boundary area represents the other major area within the Westside not currently served by transit.
- A number of significant projects are currently proposed for the **City of Peachland**, including a 7-story assisted living complex. However, currently these projects are aligned well with existing transportation: other than the proposed continued residential development around golf and recreation/tourism properties, most of this new development is within walking distance of existing transit corridors.
- Similarly, most new dense residential and commercial growth proposed for the **District of Lake Country** is in the vicinity of transit. Key areas not yet served include Oyama and The Lakes development and service could go further into the Copper Hill / Clearwater area. Opportunities to provide service into the less-dense Okanagan Centre and Carr's Landing residential areas could be implemented in conjunction with the proposed Lakestone development.

6.0 Service Concepts

A suite of service concepts was developed to serve as the guidelines for the service proposals. These concepts ensure that resulting service proposals evolve naturally from previous transit plans and that the Kelowna Regional Transit System is treated in a consistent manner.

The general concepts used as building blocks for the presented service proposals are as follows:

- As proposed in the Smart Transit Plan, service will be oriented around a Bus Rapid Transit (BRT) spine that will provide frequent, limited-stop service between key centres. The Smart Transit Plan originally proposed that BRT would run from Westbank to UBC Okanagan (UBC-O). The feasibility of extensions to Peachland and Lake Country has also been explored here.
- Service proposals are based on a regional approach to the system. This approach tries to implement and maintain similar service levels to the various areas within the region, with some allowances made for differences in density and demographics.
- In general, the short-range proposals deal first with highest priority issues affecting the existing system. Additional service is proposed for later years once key reliability and frequency issues in the base service have been addressed.
- All concepts are based on running times adjusted for current traffic flow and ridership as well as with enough cushion built in to allow for congestion and ridership increases over the next three to five years. However, it would be prudent to budget for regular service hour increases on an annual basis in order to review and maintain schedule reliability.

7.0 Service Proposals

The following sections outline proposed service improvements to the Kelowna Regional Transit System. Proposals are organized by three jurisdictions: City of Kelowna, Regional District of Central Okanagan (including services to Peachland and areas of Westbank First Nation), and the District of Lake Country.

The proposals are also organized by three time periods:

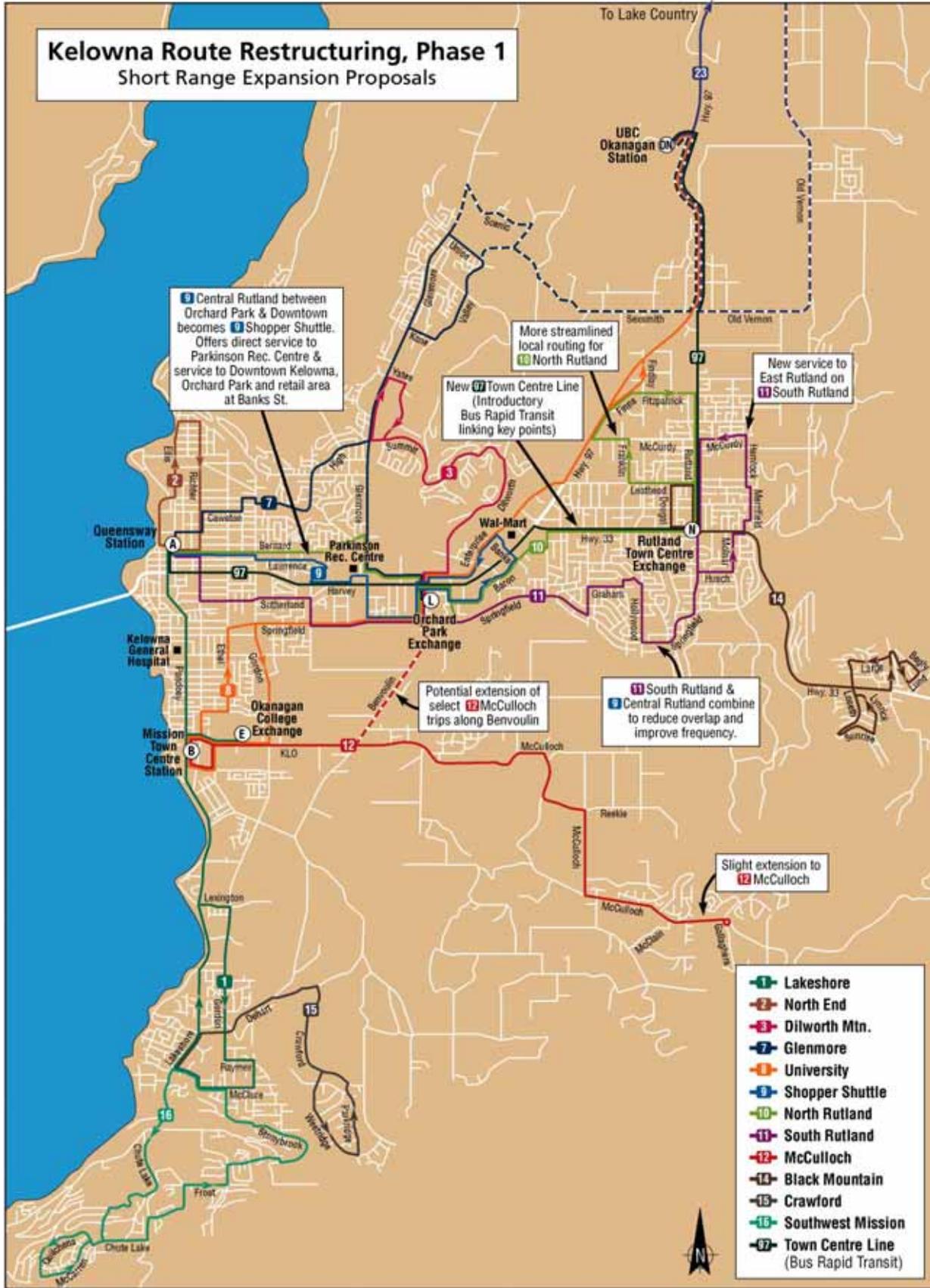
- **Short-Range:** Next 1-2 years.
- **Medium-Range:** Next 2-7 years.
- **Longer-Range:** Next 7-20 years.

All cost and revenue impacts for short-range and medium-range proposals presented are based on annual figures. As there is as yet no confirmed provincial operational funding for expanded services, all costs presented would be 100% local. However, what would be the traditional provincial share of funding is noted for the information of decision makers and in case funding is restored.

All costs reflect the most current 2007/08 budget information now available. The impact of the proposed implementation of U-Pass at the University of British Columbia's Okanagan campus (UBC Okanagan, UBC-O) in September 2007 has also been taken into account and is reflected in Phase I/II Bus Rapid Transit revenue figures.

Short Range option descriptions also include a suggested implementation date to assist local decision makers in budget and operational planning. The dates chosen reflect preliminary municipal budget discussions and vehicle availability.

Longer-range options are outlined as concepts rather than as costed proposals since costs for some items may change substantially in the interim and since community growth patterns and priorities may also change. It is recommended that subsequent service reviews be undertaken at least every two-three years to provide updates to these concepts and other sections as needed.



7.1 Service Proposals for the City of Kelowna

7.1.1 Kelowna Short Range Proposals for Consideration (Next 1-2 Years)

The following section outlines proposals and costs for the consideration of the City of Kelowna. These proposals address top priority operational, reliability, and customer concerns and as such are presented for consideration over the next one to two years.

These proposals also reflect the impact of the recently approved U-Pass by UBC-Okanagan students, taking effect September 2007.

All cost and revenue impacts presented are based on annual figures. As there is as yet no confirmed provincial operational funding for expanded services, all costs presented are based on 100% local funding. However, what would be the traditional provincial share of funding is noted for the information of decision makers and in case full expansion funding is available.

Proposal 1.1: Additional UBC-Okanagan Express Trips

Note: Based on the initial recommendations of the draft service review, this option was implemented in January 2007. It is included here as reference since it made up the initial package of recommended short-term proposals.

Description: This proposal would add two additional morning express trips to UBC-O timed to meet 8:00am classes. One trip would provide direct service from the Crawford, Southwest Mission, Lakeshore, and Glenmore areas while the other would provide direct service from Downtown, Orchard Park, and Rutland. (Complements Regional District options 4.1 & 4.2)

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- As these express trips also serve key employment destinations (Downtown Kelowna, Orchard Park, Commercial Rd. and Sexsmith Rd. industrial areas), this option provides better flexibility and frequency for commuters of all kinds.

Proposed Implementation Date: Already implemented January 8, 2007.

Proposal 1.1: Additional UBC-Okanagan Express Trips

Annual Impact:

Additional Service Hours: 800

Additional Vehicles Required: 0

Additional Ridership: 22,000

Additional Total Cost: \$59,000*

Additional Total Revenue: \$24,000

Additional Cost, less Revenue: \$35,000

* Traditional Provincial share of operating costs: \$28,000

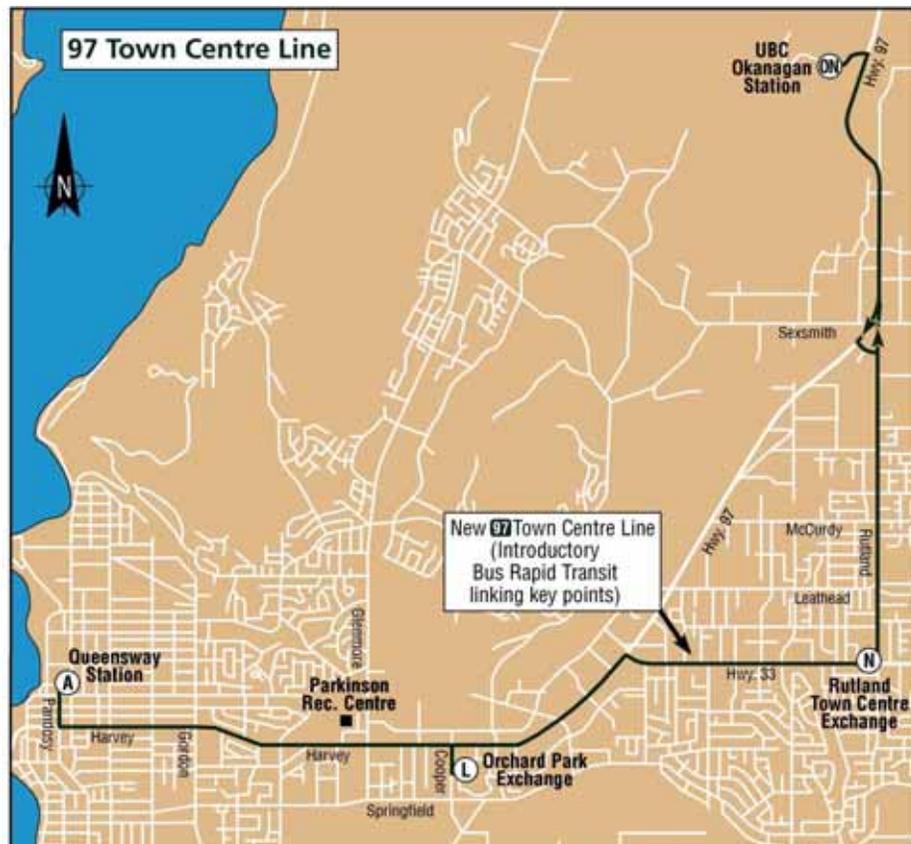
Proposal 1.2: Introductory Bus Rapid Transit (BRT) Phase I & II: Downtown Kelowna to UBC-Okanagan

Description: In keeping with service expansion outlined in the 2005 Central Okanagan Smart Transit Plan and the recent approval of U-Pass, this proposal would implement the initial two legs of the introductory bus rapid transit (BRT) line. Service would operate from Downtown Kelowna to Orchard Park, Rutland, and UBC-Okanagan.

- Introductory BRT would offer frequent, limited-stop service between key destinations.
- Service would be every 15 minutes during weekday commuter periods and every half-hour at other times throughout the rest of the day from 6:00am to midnight, as well as on Saturdays and Sundays.
- Due to relative short time before the proposed implementation date, the initial offering of BRT would be at an introductory level. Vehicles would be standard Kelowna Transit low-floor vehicles and only select BRT stations on Hwy. 97 / Harvey Rd. may be open at the time of implementation. It is proposed that the full formal implementation of the BRT line take place in 2008 in conjunction with the implementation of the third leg from Downtown Kelowna to Westbank.

Key Markets Served: All markets.

Proposed Bus Rapid Transit Routing, Phase I & II



Key Benefits:

- Provides no-transfer-required service between key regional points: Downtown Kelowna, Orchard Park, Rutland Town Centre, and UBC Okanagan.
- Limited stop service means faster travel times and shorter trips for passengers.
- When proposed BRT trips are combined with the existing 8 University, service between Orchard Park and UBC-Okanagan would be every 7-8 minutes during peak times and every 15 minutes at other times.
- When the proposed BRT trips are combined with the existing 10 North Rutland and revised 11 South Rutland, service between Downtown, Orchard Park, and Rutland Town Centre would be approximately every 5 minutes during peak times and every 10 minutes at other times.

Proposed Implementation Date: August 26, 2007.

Proposal 1.2: BRT Phase I & II: Downtown Kelowna to UBC-Okanagan

Annual Impact:

Additional Service Hours: 24,100

Additional Vehicles Required: 8

Additional Ridership: 759,000

Additional Total Cost: \$2,156,000*

Additional Total Revenue: \$827,000

Additional Cost, less Revenue: \$1,329,000

* *Traditional Provincial share of operating costs: \$895,000*

Proposal 1.3: Kelowna Route Restructuring, Phase I

This package of proposals complements the implementation of the first two phases of BRT. The key benefits of the restructuring package are as follows:

- Improved service reliability and transfer connections on key routes.
- Reallocation of services that would be duplicated by the BRT line.
- Improved service area coverage and service to new areas

The Kelowna route restructuring consists of a number of component pieces and each is presented separately in the following sections. Implementing these pieces as a package will provide the most gain in terms of productivity and ridership. However, it is possible to implement just a selection of the proposals depending on funding, timing, and community feedback.

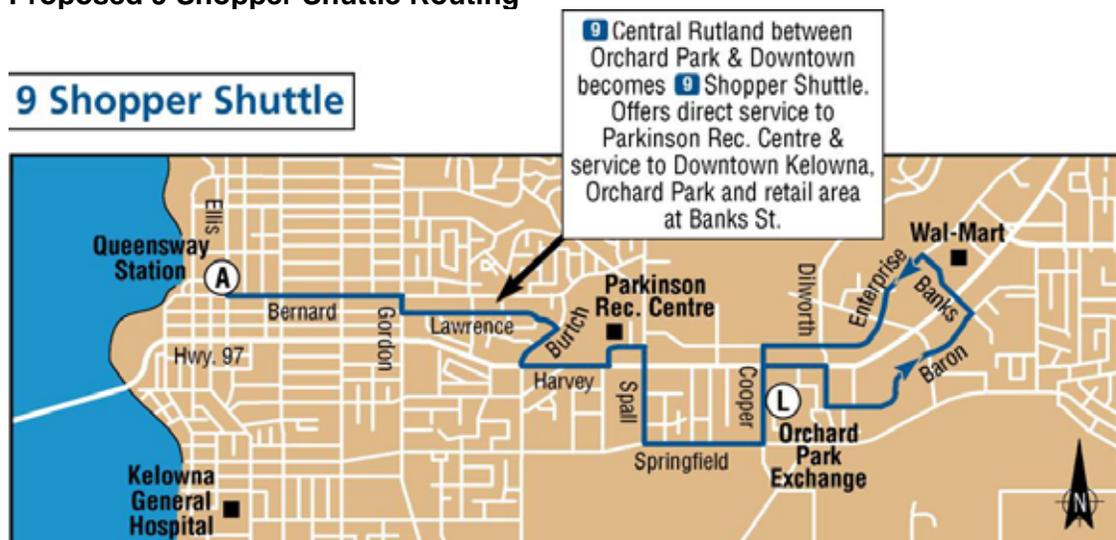
1.3a: Reallocation to Introduce 9 Shopper Shuttle

Description: In conjunction with BRT implementation, reallocates the now duplicated service between Downtown and Orchard Park on the 9 Central Rutland to create a new 9 Shopper Shuttle.

Additionally, this option:

- Uses a low-floor bus and operates on an approximately hourly basis during Weekday and Saturday middays.
- Focuses specifically on the needs of seniors, people with a disability, and shoppers, providing direct access to Downtown, Lawrence Avenue, Parkinson Recreation Centre, Orchard Park Shopping Centre, and retail in the vicinity of Springfield, Baron, Banks, and Enterprise Roads.
- Transfers to/from other routes would be available at Queensway Station and Orchard Park Exchange.
- Other trips on this portion of existing 9 Central Rutland would be eliminated during other periods due to duplication with BRT services.

Proposed 9 Shopper Shuttle Routing



Markets Served: Seniors, people with a disability, day-time shoppers and recreation users.

Key Benefits:

- Provides new, direct service to programs at Parkinson Recreation Centre.
- Substantially improves daytime frequency of service near large Senior's residential complexes on Lawrence and near Springfield.
- Reduces walk lengths to major retail destinations.

Proposed Implementation Date: August 26, 2007.

Proposal 1.3a: Reallocation to Introduce 9 Shopper Shuttle

Annual Impact:

Additional Service Hours: 1,100

Additional Total Cost: \$59,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$9,000

Additional Ridership: 8,000

Additional Cost, less Revenue: \$50,000

* *Traditional Provincial share of operating costs: \$28,000*

1.3b: Reallocation to Combine 11 South Rutland and 9 Central Rutland

Description: In conjunction with BRT implementation and proposed creation of a 9 Shopper Shuttle, this proposal makes slight routing adjustments to the existing 11 South Rutland route to also cover the Central Rutland area.

Additionally, this option:

- Doubles the service to Central Rutland to every 15 minutes during commuter periods.
- Extends access from Central Rutland to Downtown throughout all periods. (Most off-peak trips currently terminate at Orchard Park).
- Introduces new direct service from South Rutland to Athans Pool and Rutland Senior and Middle schools, thereby reducing walk distances to these key destinations.
- Extends the length of the afternoon weekday commuter period for existing 11 South Rutland users.
- Brings transit services closer to residential areas in the vicinity of Friesen and McCurdy.
- Also replaces the existing 19 Rutland Night Route, creating better consistency throughout the day and reducing passenger confusion.

Markets Served: Adult and student commuters, youth, and recreation centre users.

Key Benefits:

- Provides increased frequency and service to new destinations.
- Provides better commuter flexibility
- Provides better consistency throughout all day periods.
- Creates ability to improve service reliability and transfer connections on the existing 11 South Rutland route
- While the proposed changes may impact walking distances and travel time for some, the majority of passengers who would be affected are closest to the BRT route and have other options.

Proposed Implementation Date: August 26, 2007.

Proposal 1.3b: Reallocation to Combine 11 South Rutland & 9 Central Rutland

Annual Impact:

Additional Service Hours: 0

Additional Vehicles Required: 0

Additional Ridership: 24,800

Additional Total Cost: \$0*

Additional Total Revenue: \$27,000

Additional Cost, less Revenue: -\$27,000

* *Costs of this proposal are covered entirely by reallocation from other services.*

Proposed revised 11 South Rutland routing (combined with existing 9 Central Rutland)



1.3c: 7 Glenmore Service Reliability Improvements

Description: Provides additional hours to improve on-time performance on this key feeder route. Information gathered from transit drivers and automated passenger counters on board buses indicated that the 7 Glenmore was the feeder route most in need of additional running time in order to improve schedule reliability. (The 9 Central Rutland and 11 South Rutland were the other top identified routes; their running time issues are addressed by the options already presented).

Markets Served: Adult and student commuters, all passengers.

Key Benefits:

- Creates ability to improve service reliability and transfer connections.

Proposed Implementation Date: August 26, 2007.

Proposal 1.3c: 7 Glenmore Service Reliability Improvements	
<i>Annual Impact:</i>	
Additional Service Hours: 3,300	Additional Total Cost: \$287,000*
Additional Vehicles Required: 1	Additional Total Revenue: \$77,000
Additional Ridership: 71,000	Additional Cost, less Revenue: \$210,000
* Traditional Provincial share of operating costs: \$120,000	

1.3d: 12 McCulloch and 10 North Rutland Route Adjustments

Description: This option makes adjustment to two existing Kelowna routes: the 12 McCulloch and the 10 South Rutland.

12 McCulloch Adjustments: Pending outcome of discussions on proposed bus stop location with Gallagher's Canyon Golf Course management, this option would slightly extend the existing 12 McCulloch route to provide closer service to key residential areas. In future, this option also provides the ability to extend some trips to/from Orchard Park via Benvoulin Road, offering new service along that corridor and new options for McCulloch residents. This extension would only be introduced based on positive feedback from existing 12 McCulloch passengers.

10 North Rutland Adjustments: This option would adjust the local Rutland-area routing of the 10 North Rutland to streamline service from two separate loops into a single larger one, making service more consistent and reducing travel times. It would also provide new service to the McCurdy Corners area and its commercial and theatre destinations.

Markets Served: All passengers.

Key Benefits:

- Service to new areas
- Increased directness of trips. (In future, some trips on the 12 McCulloch could also be extended to Orchard Park via Benvoulin pending consultation with existing passengers).
- Slightly increases walk distances for some residents on McCurdy but improves overall consistency and reduces passenger confusion on the 10 North Rutland.
- Coordinates changes to all local Rutland area routings on the 9 Central Rutland, 10 North Rutland, and 11 South Rutland to occur at the same time in conjunction with implementation of Bus Rapid Transit on Hwy. 33 and Rutland Road.

Proposed Implementation Date: August 26, 2007.

Proposal 1.3d: 12 McCulloch and 10 North Rutland Route Adjustments

Annual Impact:

Additional Service Hours: 100
Additional Vehicles Required: 0
Additional Ridership: 3,600

Additional Total Cost: \$8,000*
Additional Total Revenue: \$4,000
Additional Cost, less Revenue: \$4,000

* Traditional Provincial share of operating costs: \$4,000

1.4: Additional Sunday Service on 8 University

Description: Sunday service on the 8 University would be increased to the same hourly frequency currently standard on all other major Kelowna routes. This route serves the key destinations of UBC-Okanagan, Okanagan College, and major shopping centres. (Sunday trips on the 8 University currently operate every 1.5 to 2 hours).

Markets Served: Post-secondary students, youth, and adults.

Key Benefits:

- Provides improved Sunday frequency to UBC Okanagan, Okanagan College, and key shopping / retail employment destinations.
- Increases service consistency between all major area routes.

Proposed Implementation Date: August 26, 2007.

Proposal 1.4: Additional Sunday Service on 8 University

Annual Impact:

Additional Service Hours: 600

Additional Vehicles Required: 0

Additional Ridership: 12,000

Additional Total Cost: \$52,000*

Additional Total Revenue: \$13,000

Additional Cost, less Revenue: \$39,000

* Traditional Provincial share of operating costs: \$24,000

1.5: Additional handyDART Van Service (Shared with Regional District)

Description: Although handyDART service has not been a focus of this review—due to separate reviews already recently undertaken—this proposal is included here for the information of decision-makers. This proposal replaces and adds to the second phase of flex-funded handyDART service already approved locally. It reflects the service level included in BC Transit's 2007/08 expansion budget submission to the Provincial government. The demand for increased handyDART service in the region continues to grow. While not mentioned in subsequent sections here, expansion needs and opportunities will continue to be monitored.

Markets Served: People with a disability, including eligible seniors.

Key Benefits:

- Provides better flexibility and access to trips for registered handyDART users.

Proposed Implementation Date: August 26, 2007.

Proposal 1.5: Additional handyDART Van Service (Shared with Regional District)

Annual Impact:

Additional Service Hours: 1,500	Additional Total Cost: \$70,000*
Additional Vehicles Required: 1**	Additional Total Revenue: \$6,200
Additional Ridership: 5,100	Additional Cost, less Revenue: \$63,800

* Traditional Provincial share of operating costs: \$44,000

** Note: Costs here reflect City of Kelowna's 73% share of total (Regional District funds remaining 27% local share) Vehicle is shared between the two areas.

1.6: Additional handyDART Taxi Saver and Taxi Supplement (Shared with Regional District)

Description: Similar to the points made for proposal 1.5, above, this option adds \$20,000 to the Taxi Saver Program (\$10,000 net) and \$12,000 to the Taxi Supplement Program in order to provide increased flexibility and options for handyDART passengers.

Markets Served: People with a disability, including eligible seniors.

Key Benefits:

- Provides better flexibility and access to trips for registered handyDART users.

Proposed Implementation Date: August 26, 2007.

Proposal 1.6: Taxi Saver and Taxi Supplement (Shared with Reg. District)

Annual Impact:

Additional Service Hours: n/a	Additional Total Cost: \$16,000*
Additional Vehicles Required: n/a	Additional Total Revenue: \$1,200
Additional Ridership: 2,700	Additional Cost, less Revenue: \$14,800

* Traditional Provincial share of operating costs: \$11,000

Note: Costs reflect City of Kelowna's 73% share of total (Reg. District funds remaining

1.7: Extended & increased evening service Monday to Saturday

Description: Doubles service on all major routes to half-hourly between 7:00pm and 10:00pm. Hourly service would operate after 10:00pm, with the last trips leaving downtown on major routes at approximately 12:15am.

Markets Served: Youth, adults, commuters travelling to/from evening work or school obligations.

Key Benefits:

- Provides a more seamless transition between evening and daytime service frequencies.
- Provides improved flexibility for passengers.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: January 6, 2008.

Proposal 1.7: Extended & increased evening service Monday to Saturday

Annual Impact:

Additional Service Hours: 7,900

Additional Total Cost: \$605,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$137,000

Additional Ridership: 126,000

Additional Cost, less Revenue: \$468,000

* Traditional Provincial share of operating costs: \$282,000

1.8: Extended & Increased Sunday & Holiday Service

Description: Extends and improves Sunday service on major routes to operate hourly from 8:00am to 10:00pm and every half-hour between 11:00am and 6:00pm. (Currently, buses operate hourly from approximately 10:00am to 6:00pm on Sundays and Holidays). Increased Sunday & Holiday service was one of the most requested items from the second phase of public consultation.

Additionally, this proposal would:

- Apply the same extended service to statutory holidays.
- Increase Sunday and Holiday frequencies on community bus routes to approximately every 90 minutes during the core part of the day. (Current service is every 2-3 hours).

Markets Served: Youth, adults, seniors, people with a disability, commuters travelling to/from work obligations.

Key Benefits:

- Provides a Saturday level of service between 11:00am and 6:00pm, the time when most passengers are travelling.
- The extended service day provides improved flexibility for passengers, especially those who may be travelling to/from service industry jobs.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: January 6, 2008.

Proposal 1.8: Extended & Increased Sunday & Holiday Service

Annual Impact:

Additional Service Hours: 5,300

Additional Vehicles Required: 0

Additional Ridership: 106,000

Additional Total Cost: \$437,000*

Additional Total Revenue: \$116,000

Additional Cost, less Revenue: \$321,000

* Traditional Provincial share of operating costs: \$204,000

7.1.2 Kelowna Medium-Range Proposals for Consideration (Next 2-7 years)

The following section outlines proposals and costs for the consideration in the medium-range future: the next two to seven years.

Proposal 2.1: Kelowna Route Restructuring, Phase II

Description: In conjunction with the continued development of the BRT line, this proposal would adjust two major Kelowna routes in order to provide improved connections between Town Centres. (This concept is described as a “high-frequency connector” in the Smart Transit Plan). A key goal of this proposal is to facilitate improved service between Downtown, Pandosy, Orchard Park, and Rutland Town Centres.

This proposal would:

- Alter the 8 University—which currently operates between Mission Park, Okanagan College, Orchard Park and UBC Okanagan and which also links to Lake Country as the 23 Lake Country—and the 10 North Rutland—which currently operates between Downtown, Orchard Park, and Rutland.
- Swap the portions of the 8 University and 10 North Rutland operating between Mission Park/Downtown and Orchard Park. This would mean that the 8 University would operate to Downtown and that the 10 North Rutland would extend to Okanagan College / Mission Park.
- Additionally, the revised 10 North Rutland would extend from Okanagan College / Mission Park to Downtown, providing new two-way service along Gordon and additional service on Pandosy.
- Similarly, the 8 University would extend from Downtown to Okanagan College/Mission Park via Ethel, providing two-way service on that corridor.

Markets Served: All markets.

Key Benefits:

- Adjusts service to match key transfer patterns, thereby reducing the need to transfer for many passengers.
- Gives Rutland residents direct, no transfer required access to Okanagan College, Kelowna Senior Secondary, KLO Middle School, Kelowna General Hospital, and shopping/work/healthcare destinations in the Pandosy Town Centre, while also maintaining a link to Downtown. (Rutland residents travelling direct to Downtown can still choose to take the BRT line or the 11 South Rutland instead).
- Provides a direct link to Downtown for UBC-Okanagan students and Lake Country residents while also maintaining no-transfer-required connections to Kelowna General Hospital, Okanagan College, and Pandosy Town Centre work, retail, and school destinations.

- Triples the amount of service between Downtown Kelowna and Okanagan College / Pandosy Town Centre destinations during the commuter periods and doubles it at other times.
- Improves travel flexibility for residents of Ethel and Gordon through the new two way service.

Proposed Implementation Date: August 31, 2008.

Proposal 2.1: Kelowna Route Restructuring, Phase II

Annual Impact:

Additional Service Hours: 13,800

Additional Vehicles Required: 5

Additional Ridership: 320,000

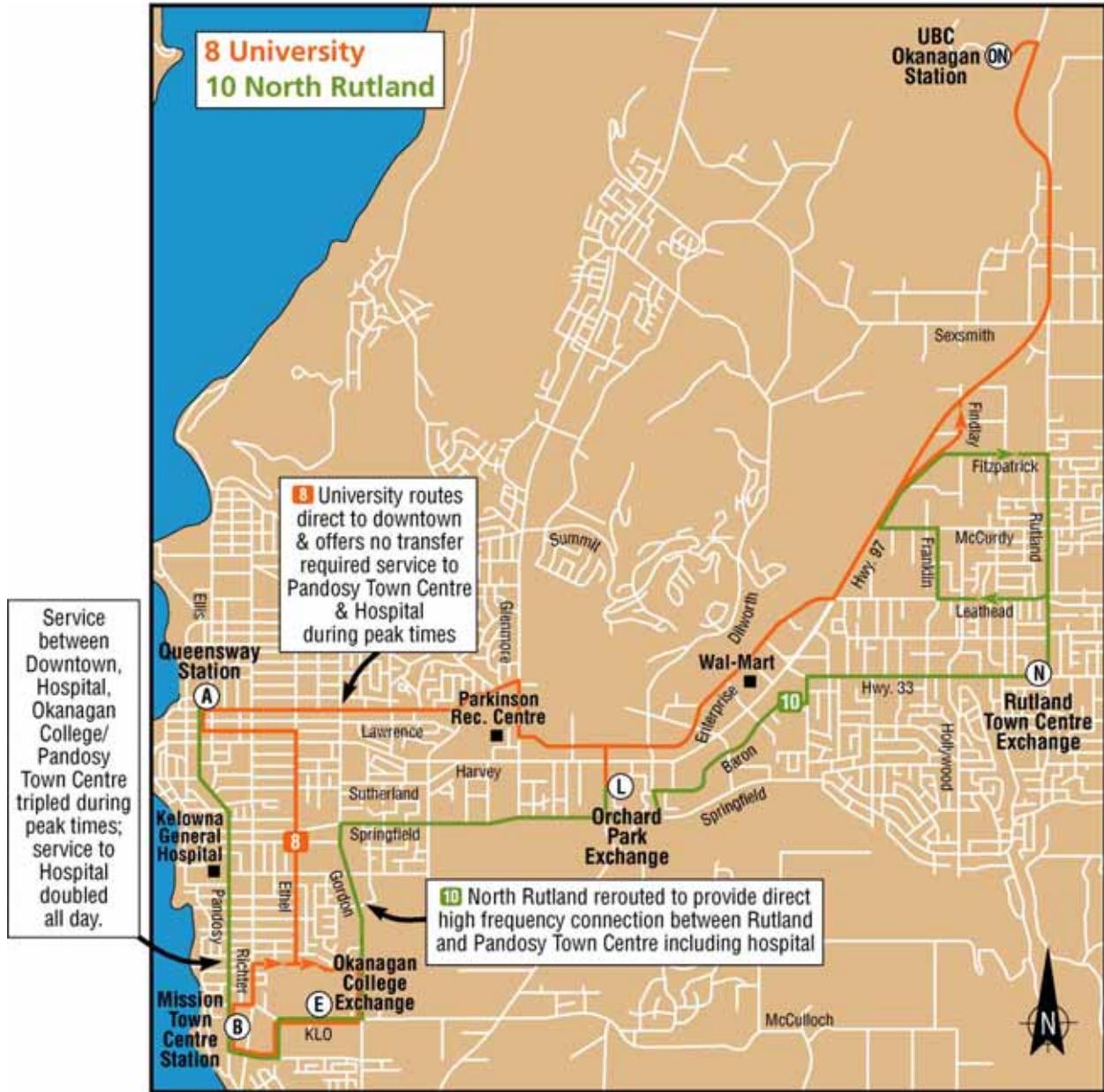
Additional Total Cost: \$1,174,000*

Additional Total Revenue: \$349,000

Additional Cost, less Revenue: \$825,000

* *Traditional Provincial share of operating costs: \$478,000*

Proposed restructuring of the 8 University and 10 North Rutland



Proposal 2.2: Introduction of 15-minute commuter service to Glenmore area

Description: The 7 Glenmore is last remaining major Kelowna route which does not yet provide a commuter-level of service. This proposal would introduce 15-minute service during commuter periods on this route serving a growing residential population. Additionally, as the road network evolves—especially in regards to new links to UBC Okanagan—this option provides the ability to extend additional trips deeper into the Glenmore Valley and to the University.

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- Provides better flexibility and frequency for commuters of all kinds.
- Provides an opportunity to introduce service to new areas of the Glenmore Valley and/or expand on the already popular 7 Glenmore UBC-O Express trips.

Proposal 2.2: Introduction of 15-min. commuter service to Glenmore area

Annual Impact:

Additional Service Hours: 3,500

Additional Vehicles Required: 2

Additional Ridership: 81,000

Additional Total Cost: \$323,000*

Additional Total Revenue: \$88,000

Additional Cost, less Revenue: \$235,000

* Traditional Provincial share of operating costs: \$123,000

Proposal 2.3: Earlier Weekday and Saturday Service

Description: In order to better facilitate commuter travel, this option would start weekday commuter service 30 minutes earlier and Saturday service 60 minutes earlier on major routes. Requests for earlier service to meet shift times at major employers were a prevalent feature of feedback from the Service Review workshop, open houses and surveys.

Key Markets Served: Youth and adult commuters.

Key Benefits:

- Provides better flexibility for commuters of all kinds.

Proposal 2.3: Earlier Weekday and Saturday Service

Annual Impact:

Additional Service Hours: 1,300

Additional Vehicles Required: 0

Additional Ridership: 27,000

Additional Total Cost: \$94,000*

Additional Total Revenue: \$29,000

Additional Cost, less Revenue: \$65,000

* Traditional Provincial share of operating costs: \$44,000

Proposal 2.4: Ellison / McKenzie Community Bus (Shared with Regional District)

Description: This option would implement new service to the Ellison, Scotty Creek, McKenzie Road, and Friesen/Klassen areas of the Regional District and City.

Note: This option is shared with the Regional District.

Service details are as follows:

- The route would be operated by a smaller, 20-passenger community bus and would likely be an extension of Black Mountain community bus service currently operating out of Rutland.
- The new route would have a southern terminus point in Rutland-- eventually at the new Rutland Town Centre Exchange—and a northern terminus point at UBC-Okanagan. Both of these terminus points would offer connections to the BRT line as well as other routes.
- Besides serving new residential areas, the proposed routing would also provide additional links to the Airport and Flightcraft areas. There is also an opportunity to introduce limited or on-demand service to the nearby Quail Ridge area.
- Service would be approximately every 30-45 minutes during weekday peak commuter periods, every 60-90 minutes during weekday middays and Saturdays, and approximately every 90 - 120 minutes on Sundays and Holidays.

Key Markets Served: Youth, post-secondary students, adult commuters, some seniors and people with a disability.

Key Benefits:

- Substantially increases service to the Ellison area from two trips per weekday to approximately 12 per day.
- Serves new areas.
- Provides an additional link for commuters and travellers from the BRT line terminus at UBC-O to the Airport and Flightcraft.

Proposal 2.4: Ellison / McKenzie Community Bus

City of Kelowna Annual Impact:

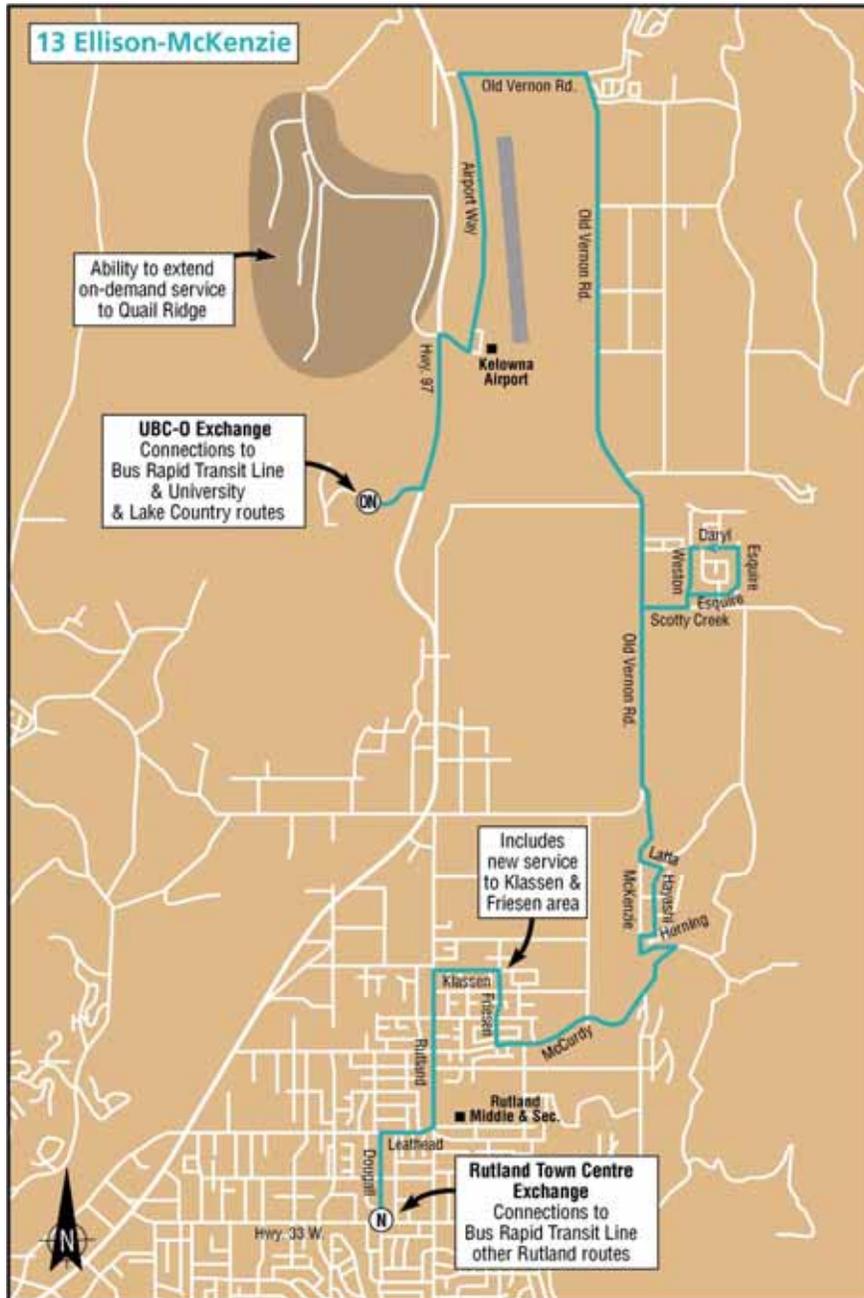
Additional Service Hours: 1,600	Additional Total Cost: \$86,000*
Additional Vehicles Required: 1 minibus**	Additional Total Revenue: \$19,000
Additional Ridership: 18,000	Additional Cost, less Revenue: \$67,000

* Traditional Provincial share of operating costs: \$38,000

** Shared with Regional District

Note: Costs for this option would be shared between the Regional District and Kelowna. A 50/50 split would conform to the strategy used in similar situations by other communities and may be the fairest and easiest to administer on an ongoing basis. Costs above reflect that split.

Proposed Ellison / McKenzie Community Bus Routing



Proposal 2.5: Community Bus Extension to Pandosy Town Centre

Description: This proposal would extend the existing 15 Crawford and 16 Southwest Mission community bus routes along Gordon and Casorso to Mission Park and Okanagan College.

Key Markets Served: Youth, post-secondary students, adult commuters, some seniors and people with a disability.

Key Benefits:

- Provides new service to growing residential areas along Gordon and Casorso.
- Improves trip directness and connections for passengers travelling from the Crawford and Southwest Mission areas.
- Increases service to/from the Mission Aquatic Centre.

Note: This service review also investigated the ability for the 1 Lakeshore to serve the Mission Aquatic Centre in both directions. This could be implemented to fit the recreation access goals of the City but would first require two additional signalized intersections: one at Gordon at Old Meadows and the other at Gordon at Lexington.

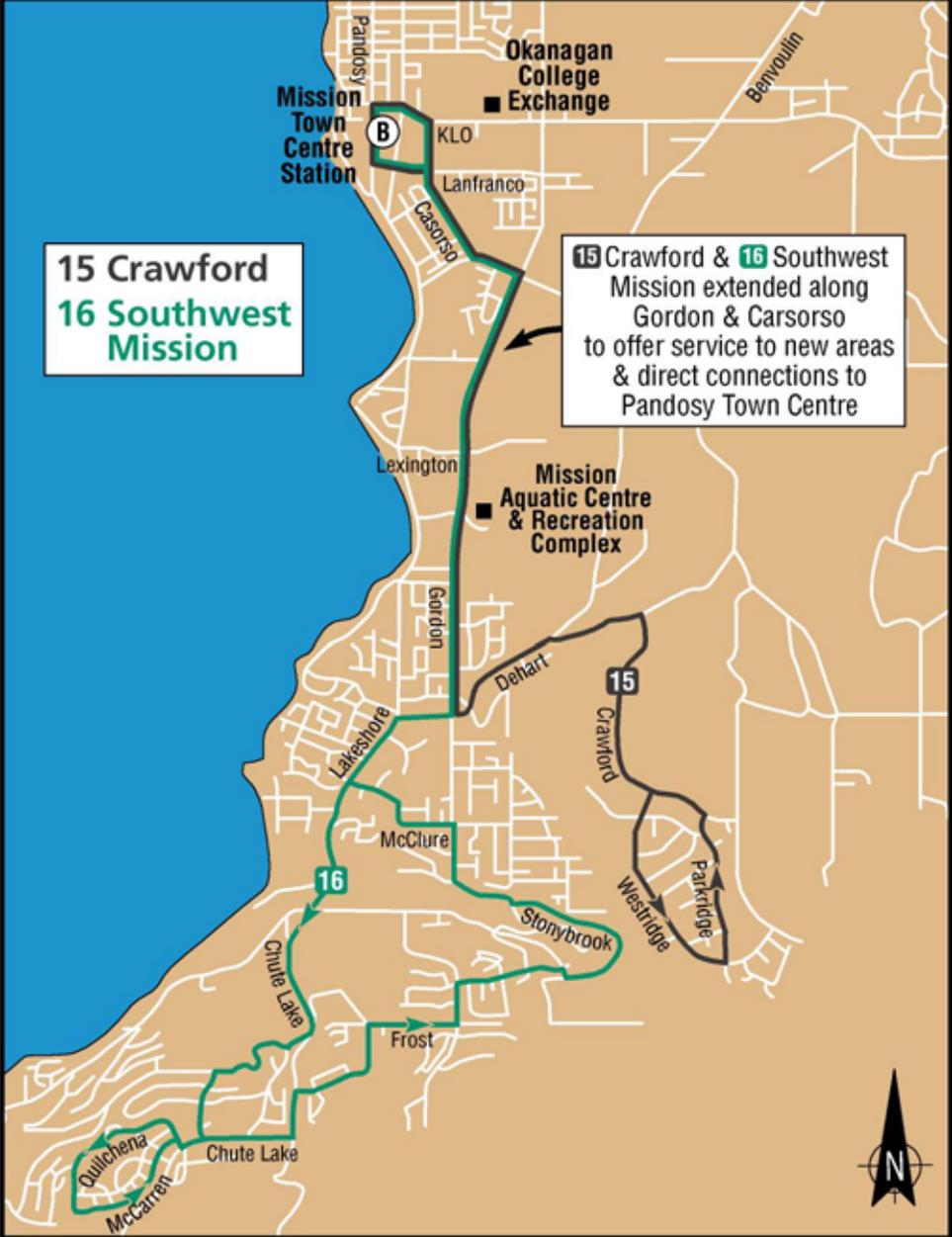
Proposal 2.5: Community Bus Extension to Pandosy Town Centre

Annual Impact:

Additional Service Hours: 3,200	Additional Total Cost: \$177,000*
Additional Vehicles Required: 1 minibus	Additional Total Revenue: \$28,000
Additional Ridership: 26,000	Additional Cost, less Revenue: \$149,000

* Traditional Provincial share of operating costs: \$61,000

Proposed Extension of 15 Crawford and 16 Southwest Mission



Proposal 2.6: Introduction of Evening Service to Community Bus Routes

Description: This option introduces evening service to the 12 McCulloch, 14 Black Mountain, 15 Crawford, 16 Southwest Mission, and the newly implemented 13 Ellison community bus routes and enhances current evening service on the 3 Dilworth community bus route. Service would operate every 90-120 minutes from 6:00pm to 10:30pm Monday to Saturday evenings.

Key Markets Served: Youth, post-secondary students, adults.

Key Benefits:

- Provides more options for passengers commuting to and from evening classes and service-industry jobs, as well as to social and recreational functions.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposal 2.6: Introduction of Evening Service to Community Bus Routes

Annual Impact:

Additional Service Hours: 2,500

Additional Total Cost: \$131,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$22,000

Additional Ridership: 20,000

Additional Cost, less Revenue: \$109,000

* *Traditional Provincial share of operating costs: \$79,000*

Proposal 2.7: Magic Estates / Clifton Road Community Bus

Description: This option would extend the existing 3 Dilworth community bus to provide new service to Magic Estates. Limited or on-demand extensions to Clifton Road would also be possible depending on expected passenger use. Service frequency would be in line with that provided on other community bus routes: every 30-45 minutes during weekday peak commuter periods, every 60-90 minutes during weekday middays and Saturdays, and approximately every 90 - 120 minutes in the evening and on Sundays and Holidays.

Key Markets Served: Youth, post-secondary students, adults.

Key Benefits:

- Serves new areas.
- Provides ability to link to the existing system on either Glenmore Road or at Orchard Park.

Proposal 2.7: Magic Estates / Clifton Road Community Bus

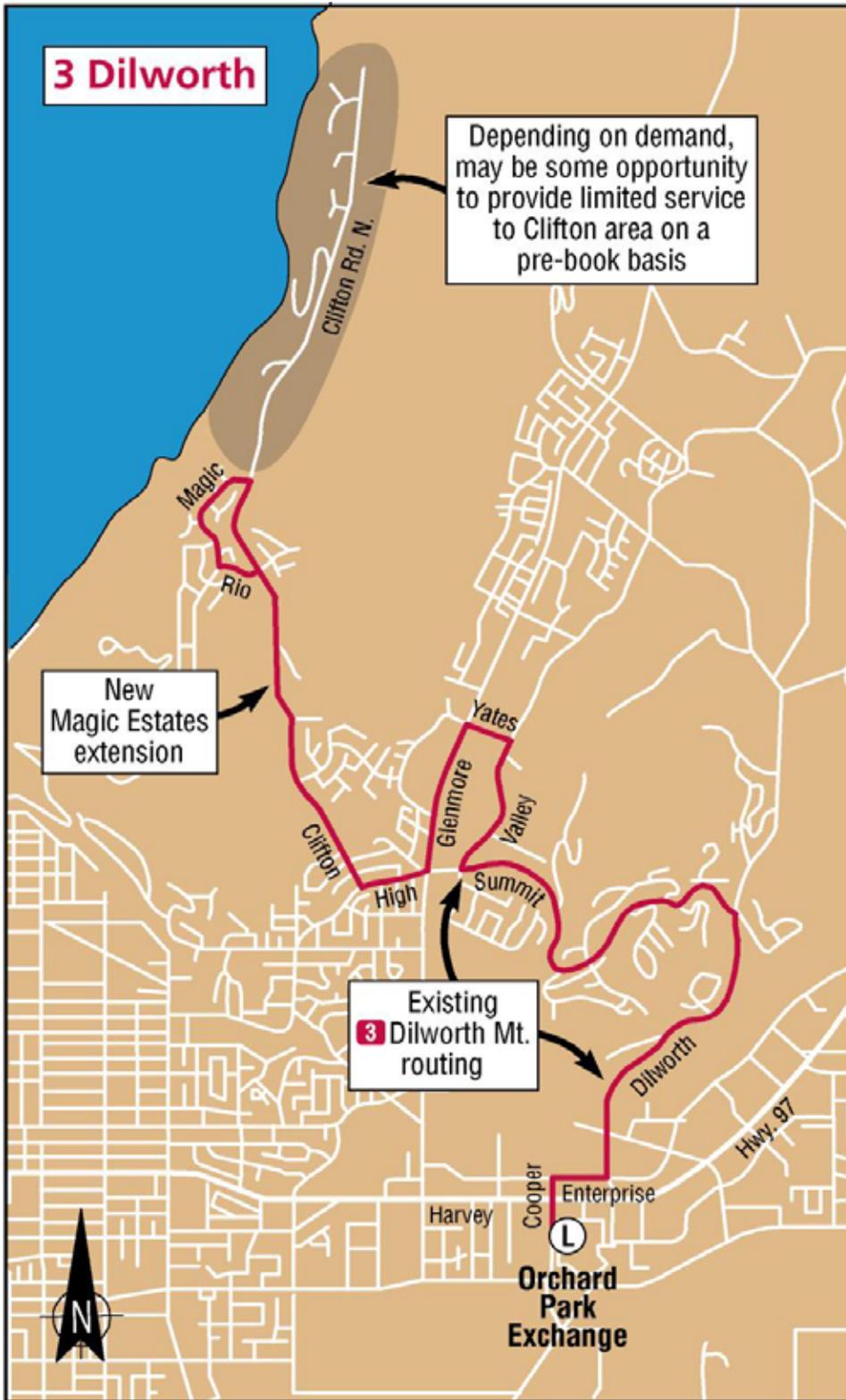
Annual Impact:

Additional Service Hours: 3,200	Additional Total Cost: \$177,000*
Additional Vehicles Required: 1 minibus	Additional Total Revenue: \$39,000
Additional Ridership: 36,000	Additional Cost, less Revenue: \$138,000

* Traditional Provincial share of operating costs: \$79,000

Please see next page for proposed route map.

Proposed Extension of 3 Dilworth route to Magic Estates



7.1.3 Kelowna Longer-Range Service Concepts (Next 7-20 years)

The following section outlines service concepts for the consideration of the City in the longer-range future: the next seven to twenty years.

These options are outlined as concepts rather than as costed proposals since costs for some items may change substantially in the interim and since community growth patterns and priorities may also change. It is recommended that subsequent service reviews be undertaken at least every two-three years to provide updates to these concepts and other sections as needed.

Longer Range Service Concepts:

- 3.1 Extend afternoon commuter service** to provide a less abrupt change in service levels between when commuter service currently ends at 6:00pm and when evening service begins.
- 3.2 Introduce 15 minute service on Saturdays** from 2:00pm to 6:00pm to address this period with heavy passenger travel.
- 3.3 Additional frequency improvements to BRT:** Once implemented, it will be important to continue to improve the frequency of the Bus Rapid Transit line on a regular basis in order to continue to meet demand and to encourage more ridership. These additional expansions are outlined in the 2005 Central Okanagan Smart Transit Plan.
- 3.4 Introduce additional community bus feeder route(s) in Rutland** area as frequency and ridership on BRT increases and as residential and commercial density and diversity in the Rutland Town Centre develops.
- 3.5 Further Improvements to Base Route Network:** Similar to point 3.3 and also in keeping with the Smart Transit Plan, communities should plan on reviewing and improving the service day length and frequency of base system routes as ridership and population continues to grow.

7.1.4 City of Kelowna Service Proposal Summary

The following tables provide an option and cost summary for all proposals listed for the City of Kelowna over the Short- and Medium-Range futures. The list of longer-term service concepts is also included for reference.

City of Kelowna Service Proposals: Short Range Consideration (1-2 years) (All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
Implemented January 8, 2007:								
1.1 Two additional UBC-O AM express trips	0	0	800	22,000	\$24,000	\$59,000	\$35,000	\$28,000
For Proposed Implementation August 26, 2007:								
1.2 Introductory Bus Rapid Transit Phase I & II: Downtown to UBC-O	8	0	24,100	759,000	\$827,000	\$2,156,000	\$1,329,000	\$895,000
1.3 Route restructuring and schedule maintenance, Phase I:	1	0	4,500	107,400	\$117,000	\$354,000	\$237,000	\$152,000
1.3a Reallocation to introduce 9 Shopper Shuttle	0	0	1,100	8,000	\$9,000	\$59,000	\$50,000	\$28,000
1.3b Reallocation to combine 11 South Rutland and 9 Central Rutland	0	0	0	24,800	\$27,000	\$0	-\$27,000	\$0
1.3c 7 Glenmore schedule reliability improvements	1	0	3,300	71,000	\$77,000	\$287,000	\$210,000	\$120,000
1.3d 12 McCulloch & 10 North Rutland route adjustments	0	0	100	3,600	\$4,000	\$8,000	\$4,000	\$4,000
1.4 Additional Sunday service to UBCO (Rte. 8)	0	0	600	12,000	\$13,000	\$52,000	\$39,000	\$24,000
1.5 Additional handyDART van service (Shared with RDCO)*	0	0.73	1,500	5,100	\$6,200	\$70,000	\$63,800	\$44,000
1.6 Additional Taxi Saver and Taxi Supplement (Shared with RDCO)*	0	0	n/a	2,700	\$1,200	\$16,000	\$14,800	\$11,000
For Proposed Implementation January 6, 2008:								
1.7 Extended & increased evening service Monday to Saturday	0	0	7,900	126,000	\$137,000	\$605,000	\$468,000	\$282,000
1.8 Extended and increased Sunday & Holiday Service	0	0	5,300	106,000	\$116,000	\$437,000	\$321,000	\$204,000
Total of all Short-Range options	9	1	44,700	1,140,200	\$1,241,400	\$3,749,000	\$2,507,600	\$1,640,000
* Additional handyDART service replaces and adds to the second phase of the flex-funded service previously approved locally. This reflects the service level included in BC Transit's 2007/08 expansion budget submission to the province. Note: Costs here reflect City of Kelowna's 73% share of total (Regional District funds remaining 27% local share).								

City of Kelowna Service Proposals: Medium-Range (2-7 years)

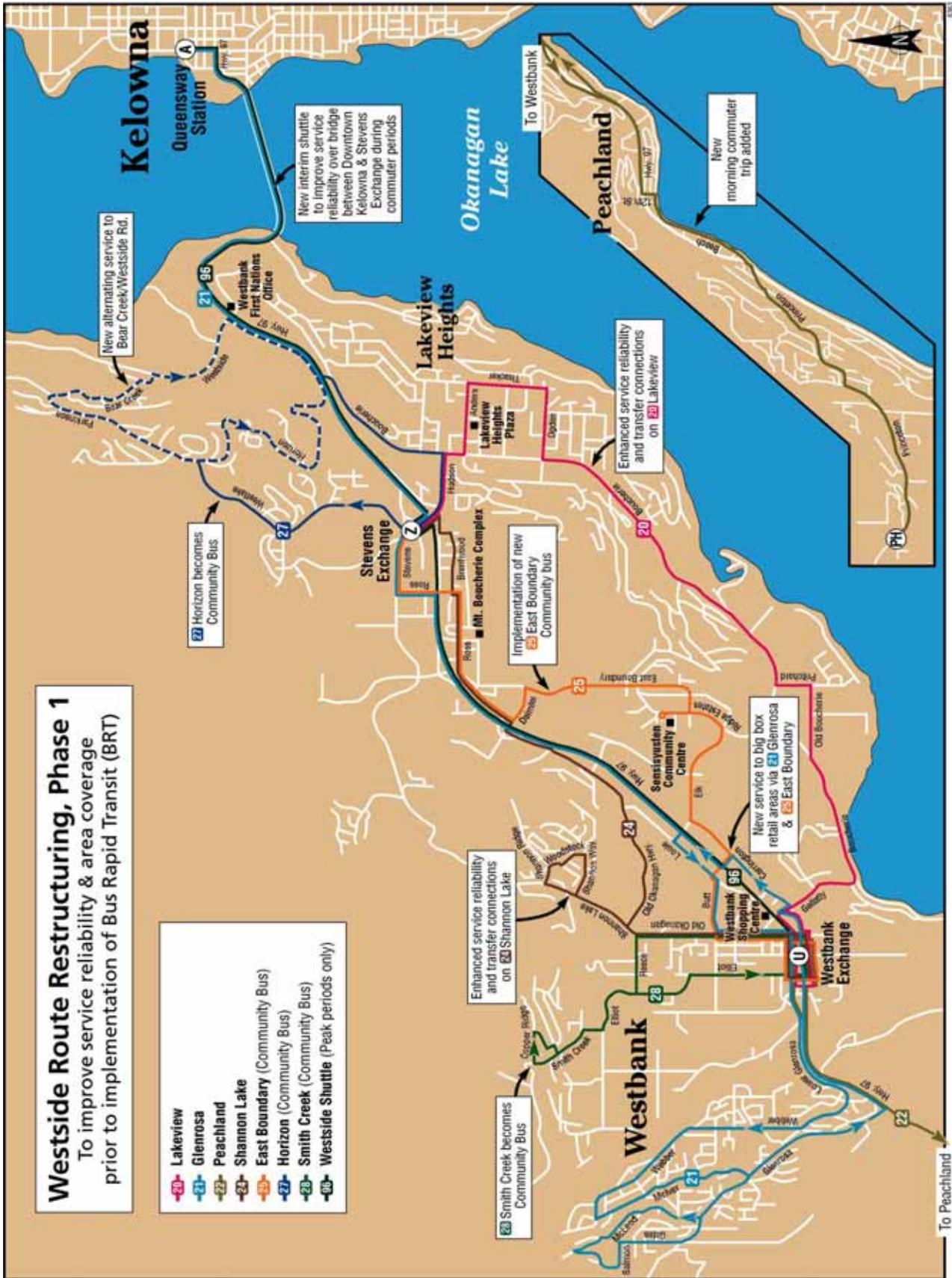
(All figures show additional annual impacts)

Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
2.1 Route Restructuring, Phase II: Improved Town Centre Connections	5	0	13,800	320,000	\$349,000	\$1,174,000	\$825,000	\$478,000
2.2 Introduction of 15-minute commuter service to Glenmore area	2	0	3,500	81,000	\$88,000	\$323,000	\$235,000	\$123,000
2.3 Earlier Weekday & Saturday service	0	0	1,300	27,000	\$29,000	\$94,000	\$65,000	\$44,000
2.4 Ellison / Mackenzie Community Bus (Shared with RDCO)**	0	0.5	1,600	18,000	\$19,000	\$86,000	\$67,000	\$38,000
2.5 Community Bus Extension to Pandosy Town Centre	0	1	3,200	26,000	\$28,000	\$177,000	\$149,000	\$61,000
2.6 Introduction of limited evening service to all community bus routes	0	0	2,500	20,000	\$22,000	\$131,000	\$109,000	\$79,000
2.7 Magic Estates / Clifton Rd. community bus	0	1	3,200	36,000	\$39,000	\$177,000	\$138,000	\$79,000
Total of all Medium-Range options	7	3	29,100	528,000	\$574,000	\$2,162,000	\$1,588,000	\$902,000

** Costs and revenues shown for the Ellison/McKenzie option are split 50/50 between the City and Regional District.

City of Kelowna Longer-Range Service Concepts

- 3.1 Extend afternoon commuter service
- 3.2 Introduce 15 minute service on Saturdays
- 3.3 Additional frequency improvements to BRT
- 3.4 Introduce additional community bus feeder route(s) in Rutland area
- 3.5 Further Improvements to Base Route Network



7.2 Service Proposals for the Regional District of Central Okanagan

7.2.1 Regional District Short-Range Proposals for Consideration (Next 1-2 Years)

The following section outlines proposals and costs for the consideration of the Regional District. These proposals address top priority operational, reliability, and customer concerns and as such are presented for consideration over the next one to two years.

These proposals mainly address service on the Westside. The timing and design of these short-range proposals presumes that they would be implemented prior to the opening of the new William R. Bennett Bridge. However, most could also be implemented after the bridge's completion. The only change would be that the interim shuttle option presented under proposal 4.3d to maintain service reliability would no longer be needed.

All cost and revenue impacts presented are based on annual figures. As there is as yet no confirmed provincial operational funding for expanded services, all costs presented are based on 100% local funding. However, what would be the traditional provincial share of funding is noted for the information of decision makers and in case funding is restored.

Proposal 4.1: Additional Morning Westside UBC-O Express

Note: Based on the initial recommendations of the draft service review, this option was implemented in January 2007. It is included here as reference since it made up the initial package of recommended short-term proposals.

Description: This proposal adds an additional morning express trip to UBC Okanagan timed to meet 8:00am classes. This trip also provides direct service for Westside residents commuting to work destinations on Enterprise Rd. and at Orchard Park Shopping Centre and better facilitates travel to Okanagan College to meet class starts. (Complements Kelowna option 1.1)

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- Provides better flexibility and frequency for commuters of all kinds.

Proposed Implementation Date: Already implemented January 8, 2007.

Proposal 4.1: Additional Morning Westside UBC-O Express

Annual Impact:

Additional Service Hours: 380

Additional Vehicles Required: 0

Additional Ridership: 11,000

Additional Total Cost: \$28,000*

Additional Total Revenue: \$12,000

Additional Cost, less Revenue: \$16,000

* Traditional Provincial share of operating costs: \$13,000

Proposal 4.2: Additional Morning Peachland Commuter Service

Note: Based on the initial recommendations of the draft service review, this option was implemented in January 2007. It is included here as reference since it made up the initial package of recommended short-term proposals.

Description: The current Peachland weekday service starts too late to connect with either the existing or proposed Westside UBC-O morning express trips. This affects adult and student commuters (including commuters to Okanagan College) and is a common request for improved service.

This proposal would:

- Add an earlier Peachland trip to connect to the additional Westside UBC-O express proposed in option 4.1.
- Shift the existing earliest trip back by 10 minutes in order to provide better connections to the other UBC-O express.

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- Provides better flexibility and frequency for commuters of all kinds.

Proposed Implementation Date: Additional early trip implemented January 8, 2007; schedule adjustment to other trip to take place as part of next major schedule change, likely August 26, 2007..

Proposal 4.2: Additional Morning Peachland Commuter Service

Annual Impact:

Additional Service Hours: 300

Additional Vehicles Required: 0

Additional Ridership: 3,000

Additional Total Cost: \$16,000*

Additional Total Revenue: \$3,000

Additional Cost, less Revenue: \$13,000

* Traditional Provincial share of operating costs: \$7,000

Proposal 4.3: Westside Route Restructuring, Phase I

This proposal would substantially adjust current routing and schedules on the Westside to provide the following benefits:

- Improved service reliability and transfer connections; these issues were identified as the top priority concerns of Westside passengers.
- Better contingency resources to deal with traffic delays caused by congestion and bridge construction
- Improved service area coverage and service to new areas
- Improved frequency of service to Westside recreational and employment centres.
- Increased efficiency and neighbourhood-friendliness through a shift to smaller vehicles on routes with lower ridership.
- Better flexibility for residents travelling outside of peak commuter times.

The Westside route realignment is comprised of a number of component pieces and each is presented separately in the following sections. Implementing these pieces as a package will provide the most gain in terms of productivity and ridership. However, it is possible to implement just a selection of the proposals depending on funding, timing, and community feedback.

4.3a: Community Bus Conversion and Expansion

Description: This option would convert the existing **27 Horizon** and **28 Smith Creek** routes to operation by smaller 20-passenger community buses.

Additionally, this option:

- Introduces new service to West Lake, Bear Creek, and Westside Roads by extending the existing 27 Horizon routing along these corridors on alternating trips.
- Creates a **25 East Boundary** community bus route to provide new service to East Boundary Road, Ridge Estates Drive, Westbank First Nation community, youth, and senior's centres, and to residential and business destinations on Elk, Carrington and Butt Roads.
 - This new route would also provide additional service via Mt. Boucherie Complex and act as another link between Westbank and Stevens Exchange for all Westside residents.
 - Service would be approximately every 30-45 minutes during weekday peak commuter times, every 60-120 minutes during weekday middays and on Saturdays, and 3-4 trips on Sundays.
 - Would introduce new service on Sundays (3-4 trips) on the 27 Horizon and 28 Smith Creek routes and potentially can add two Sunday trips to Peachland.

Markets Served: Youth, adult commuters, seniors and people with a disability.

Key Benefits:

- Improved service area coverage
- Better match between ridership and size of vehicle, allowing existing larger vehicles to be redeployed elsewhere on the Westside.
- Better links between key centres.
- Since the same bus would operate both the 27 Horizon (serving Westside Road on alternating trips) and the new 25 East Boundary, the proposed routing offers a comprehensive link between the Westbank First Nations office, community centre, and retail/residential sites in the vicinity of Elk, Carrington, and Butt Roads.

Proposed Implementation Date: August 26, 2007.

Proposal 4.3a: Community Bus Conversion and Expansion

Annual Impact:

Additional Service Hours: 5,900

Additional Total Cost: \$364,000*

Additional Vehicles Required: 3 minibuses

Additional Total Revenue: \$51,000

Additional Ridership: 47,000

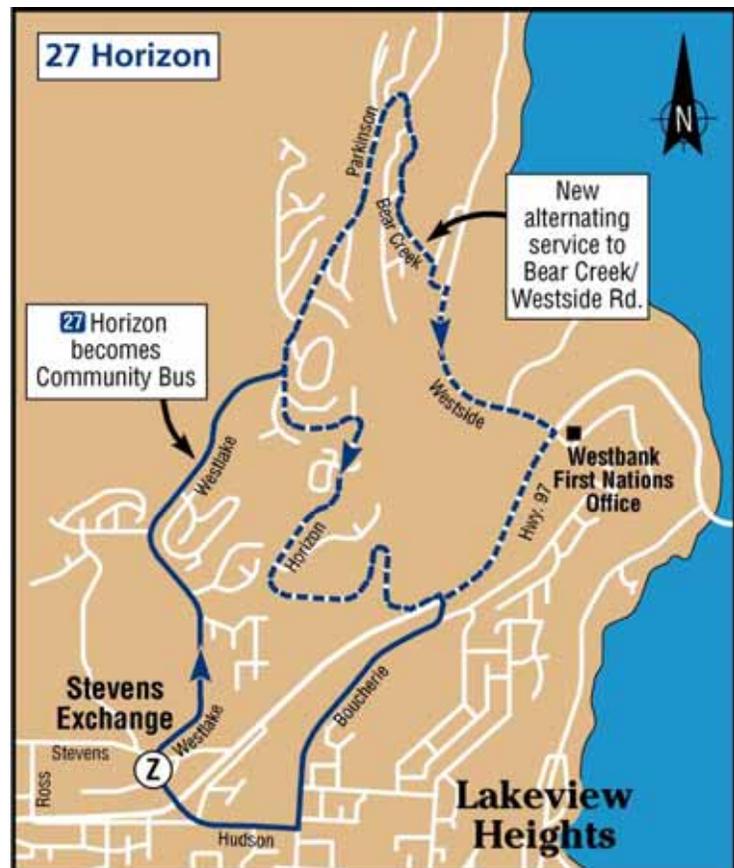
Additional Cost, less Revenue: \$313,000

Traditional Provincial share of operating costs: \$159,000

Proposed 25 East Boundary Routing



Proposed Extension to Bear Creek / Westside Rd.



4.3b: 20 Lakeview and 24 Shannon Lake Improvements

Description: This option uses hours and buses gained through the community bus conversion in proposal 4.3a to increase the schedule reliability and improve transfer connections on the **20 Lakeview** and **24 Shannon Lake**.

Additionally, this option:

- Provides no-transfer-required direct service to Mt. Boucherie Complex, Neil Bruce Middle School, and Westbank Shopping Centre for Lakeview area and Boucherie Road residents since the same bus would operate both routes.
- Provides no-transfer-required service to Lakeview Heights Plaza for Shannon Lake area residents.
- Extends weekday afternoon service by 30 minutes to provide better options for commuters leaving work after 6:00pm.

Markets Served: Youth, adult commuters, seniors and people with a disability.

Key Benefits:

- Improved service reliability for passengers making connections to Kelowna-bound trips.
- Better convenience and connections for passengers making trips within the Westside.
- Small improvements to commuter frequency.

Proposed Implementation Date: August 26, 2007.

Proposal 4.3b: 20 Lakeview and 24 Shannon Lake Improvements

Annual Impact:

Additional Service Hours: 900

Additional Total Cost: \$69,000*

Additional Vehicles Required: 0**

Additional Total Revenue: \$21,000

Additional Ridership: 19,000

Additional Cost, less Revenue: \$48,000

* *Traditional Provincial share of operating costs: \$32,000*

**This option makes use of conventional vehicles and service saved through implementation of option 4.3a.

4.3c: 21 Glenrosa Routing and Reliability Improvements

Description: This option slightly alters the inbound and outbound routing of the 21 Glenrosa in order to provide new service to commercial and residential areas in the vicinity of Elk / Louie Drive / Butt Road and Carrington Road / Butt Road. Additionally, this option:

- Includes resources to ensure improved service reliability and connections during weekday and Saturday middays and early morning weekday commuter trips.
- Adds one more early evening trip to offer better flexibility for commuters travelling after 6:30pm.

Markets Served: Adult commuters, shoppers, seniors and people with a disability.

Key Benefits:

- Service to new areas.
- Improved service reliability and transfer connections.
- Begins to adjust the routing of the 21 Glenrosa in preparation for introduction of Bus Rapid Transit implementation.

Proposed Implementation Date: August 26, 2007.

Proposal 4.3c: 21 Glenrosa Routing and Reliability Improvements

Annual Impact:

Additional Service Hours: 2,300

Additional Vehicles Required: 0

Additional Ridership: 35,000

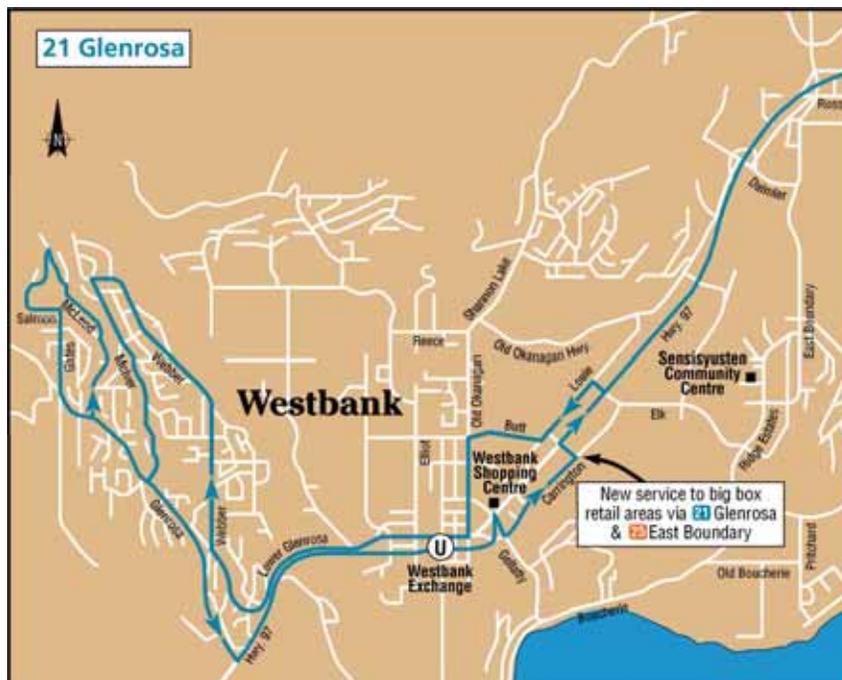
Additional Total Cost: \$176,000*

Additional Total Revenue: \$38,000

Additional Cost, less Revenue: \$138,000

* Traditional Provincial share of operating costs \$82,000:

Proposed Revised 21 Glenrosa Routing via Butt / Carrington



4.3d: Introduction of Interim Shuttle

Description: This option introduces additional shuttle service between Westbank, Stevens Exchange, and Downtown Kelowna during peak times on weekdays. This service would not be scheduled. Instead, trips would be manually dispatched depending on traffic levels to complement the other scheduled services and ensure that there is a steady flow of transit across the bridge.

Markets Served: Adult and student commuters.

Key Benefits:

- Provides a flexible way to ensure that connections to and from Westside routes are made for commuters travelling between the Westside and Kelowna.
- Between the existing 21 Glenrosa commuter trips and the additional shuttle, service across the Bridge would be almost doubled and would give passengers the flavour and frequency of Bus Rapid Transit service before it was implemented.

Note: This shuttle would only be required until the completion of the Bennett Bridge / implementation of Bus Rapid Transit between Westbank and Kelowna. Without the shuttle, the service reliability benefits of the other Westside route restructuring proposals are compromised.

Proposed Implementation Date: August 26, 2007.

Proposal 4.3d: Introduction of Interim Shuttle

Annual Impact:

Additional Service Hours: 4,000

Additional Vehicles Required: 2

Additional Ridership: 74,000

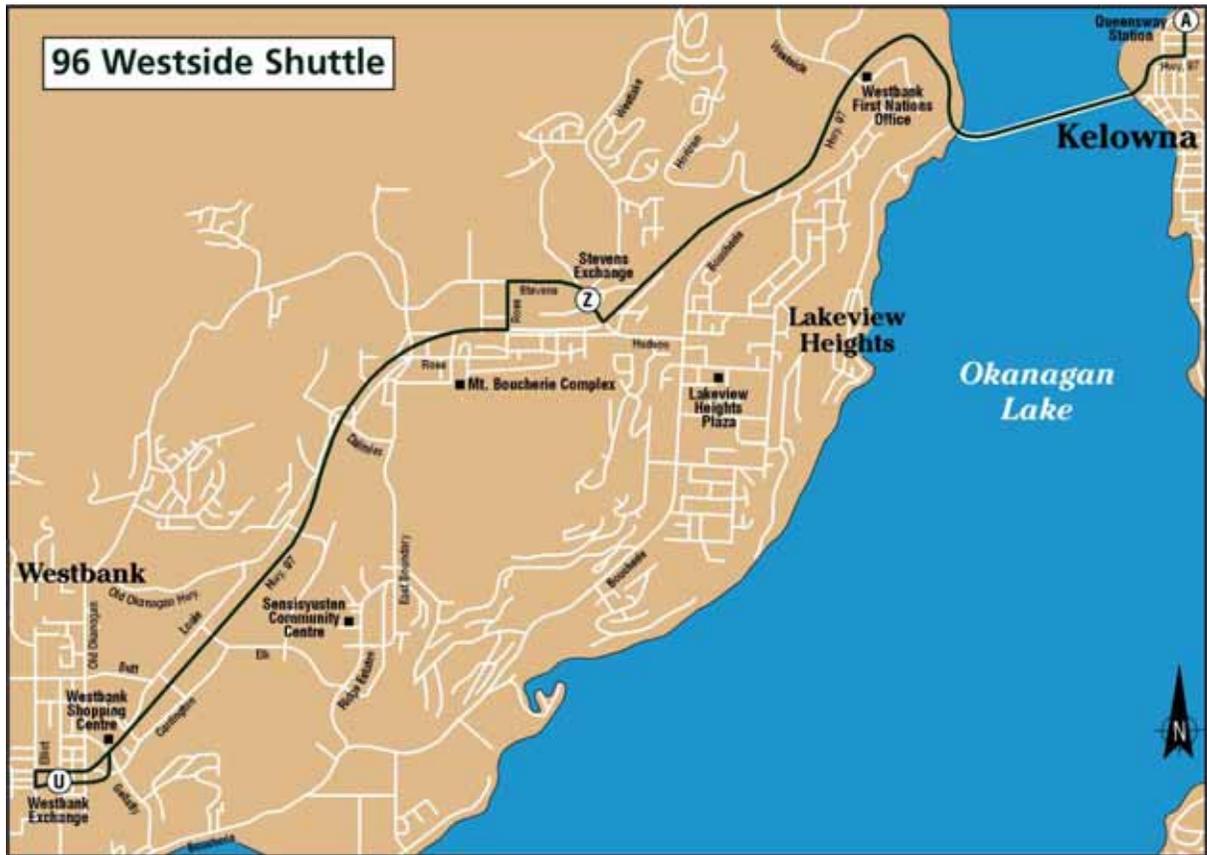
Additional Total Cost: \$376,000*

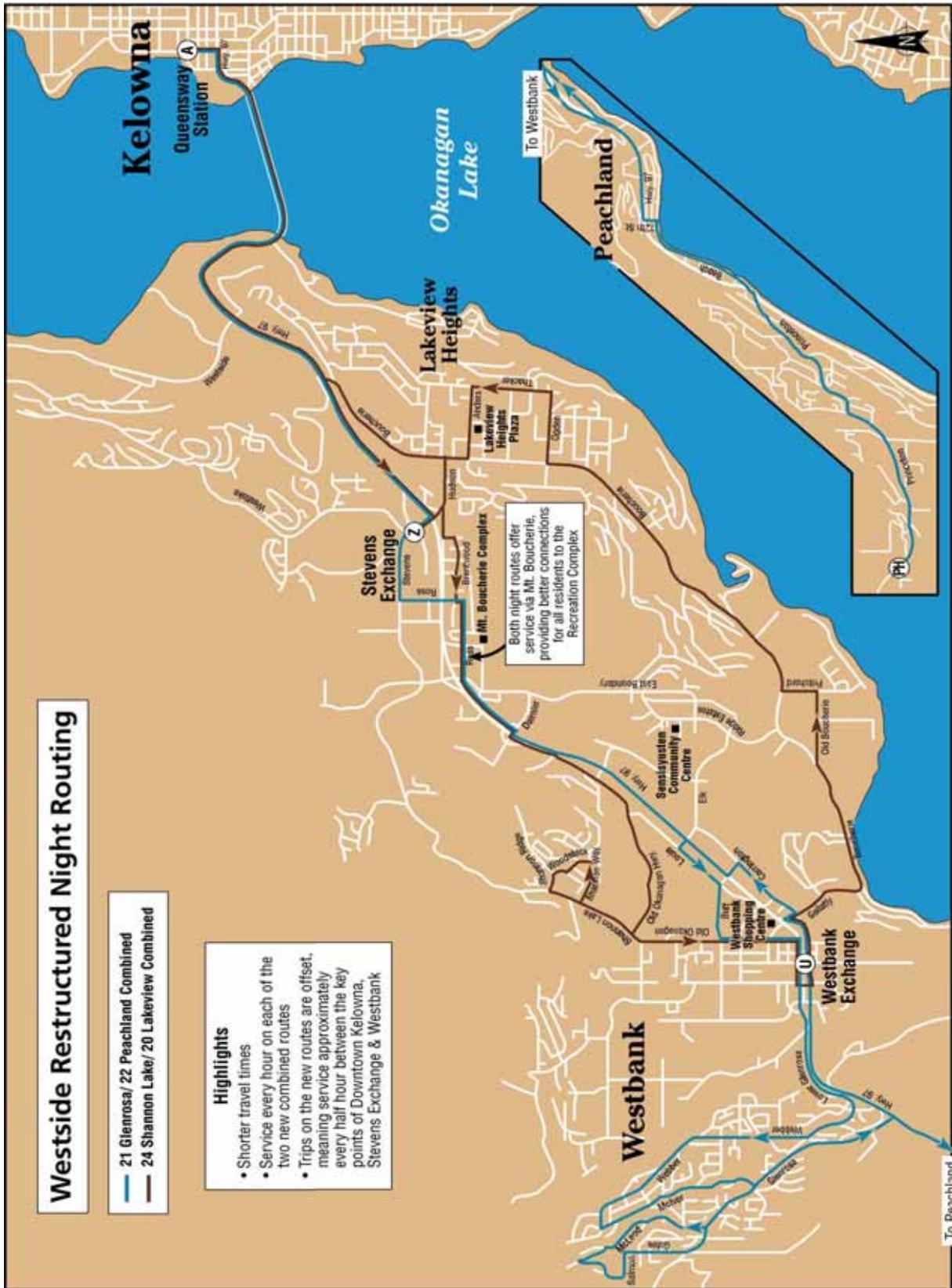
Additional Total Revenue: \$81,000

Additional Cost, less Revenue: \$295,000

* Traditional Provincial share of operating costs: \$148,000

Proposed Interim 96 Westside Shuttle Routing





Proposal 4.4: Westside & Peachland Extended Evening Service, Phase I

This proposal addresses the second priority concern identified by Westside passengers: the infrequency and circuitous nature of evening services.

Description: This option takes the existing, extremely circuitous and lengthy **26 Westside Night Route** and breaks it into two: one route would provide combined loop service between the **20 Lakeview** and **24 Shannon Lake** (including direct service to/from Queensway Station) while the other would provide combined service between the **21 Glenrosa** and the **22 Peachland**.

Additionally, this option:

- Routes the 21 Glenrosa / 22 Peachland via Mt. Boucherie Complex during the evenings to provide better links to the Rec Centre.
- Provides service every hour on each of the two new combined routes. Since each of the routes provides service to the key points of Queensway Station, Stevens Exchange, Mt. Boucherie Complex, and Westbank, it means that the system can provide service approximately every half-hour to these points by alternating trips on these two routes.
- Extends the leave time of the last bus from Downtown Kelowna to 12:15am.
- Increases the number of Peachland evening trips from 2 to 3 and offers more convenient spacing between trips.

Key Markets Served: Youth, students attending evening classes, adults.

Key Benefits:

- Substantially improves the frequency and quality of evening service.
 - The number of evening trips between Kelowna and Westbank increases from 3 to 9.
 - The time passengers must spend on a bus is reduced. For instance, currently a passenger travelling from Downtown Kelowna to Old Boucherie and Pritchard on the 10:18pm trip is on the bus for more than 1.5 hours. Travel time on one of the new combined routes would be about half that.
- Improved service to/from the area's main recreation complex.
- Better consistency and ease of use since the existing combined route is quite complex to explain to passengers.

Proposed Implementation Date: August 26, 2007.

Proposal 4.4: Westside & Peachland Extended Evening Service, Phase I

Annual Impact:

Additional Service Hours: 3,000

Additional Vehicles Required: 0

Additional Ridership: 43,000

Additional Total Cost: \$230,000*

Additional Total Revenue: \$47,000

Additional Cost, less Revenue: \$183,000

* Traditional Provincial share of operating costs: \$107,000

4.5: Additional handyDART Van Service, Phase I (Shared with City)

Description: Although handyDART service has not been a focus of this review—due to separate reviews already recently undertaken—this proposal is included here for the information of decision-makers. This proposal replaces and adds to the second phase of flex-funded handyDART service already approved locally. It reflects the service level included in BC Transit's 2007/08 expansion budget submission to the Provincial government.

Markets Served: People with a disability, including eligible seniors.

Key Benefits:

- Provides better flexibility and access to trips for registered handyDART users.

Proposed Implementation Date: August 26, 2007.

Proposal 4.5: Additional handyDART Van Service (Shared with City)

Annual Impact:

Additional Service Hours: 500	Additional Total Cost: \$29,000*
Additional Vehicles Required: 1**	Additional Total Revenue: \$900
Additional Ridership: 1,900	Additional Cost, less Revenue: \$28,100

* Traditional Provincial share of operating costs: \$16,000

** Note: Costs here reflect the Regional District's 27% share of total (City of Kelowna funds remaining 73% local share) Vehicle is shared between the two areas.

4.6: Additional handyDART Taxi Saver and Taxi Supplement (Shared with City)

Description: Similar to the points made for proposal 1.5, above, this option adds \$20,000 to the Taxi Saver Program (\$10,000 net) and \$12,000 to the Taxi Supplement Program in order to provide increased flexibility and options for handyDART passengers.

Markets Served: People with a disability, including eligible seniors.

Key Benefits:

- Provides better flexibility and access to trips for registered handyDART users.

Proposed Implementation Date: August 26, 2007.

Proposal 4.6: Taxi Saver and Taxi Supplement (Shared with City)

Annual Impact:

Additional Service Hours: n/a	Additional Total Cost: \$6,000*
Additional Vehicles Required: n/a	Additional Total Revenue: \$500
Additional Ridership: 1,000	Additional Cost, less Revenue: \$5,500**

* Traditional Provincial share of operating costs: \$4,000

** Note: Costs here reflect the Regional District's 27% share of total (City of Kelowna funds remaining 73% local share).

Proposal 4.7: Westside Enhanced Sunday and Holiday Service

Description: Extends and improves Sunday service on major routes to operate hourly from 8:00am to 10:00pm and every half-hour between 11:00am and 6:00pm. (Currently, buses operate from approximately 10:00am to 6:00pm on Sundays and Holidays, with service on the 20 Lakeview and 24 Shannon Lake only operating every 2 hours). Increased Sunday & Holiday service was one of the most requested items from the second phase of public consultation.

Additionally, this proposal would:

- Apply the same extended service to statutory holidays.
- Potentially increase Sunday service on the 22 Peachland from the existing two trips to service every 90-120 minutes.
- Further increase the length of the Sunday service day for other community bus routes.

Markets Served: Youth, adults, seniors, people with a disability, commuters travelling to/from work obligations.

Key Benefits:

- Provides a Saturday level of service between 11:00am and 6:00pm, the time when most passengers are travelling.
- Substantially improves frequency for the 20 Lakeview and 24 Shannon Lake.
- The extended service day provides improved flexibility for passengers, especially those who may be travelling to/from service industry jobs.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.
- Given the higher frequency on the 21 Glenrosa as part of this change, as well as the subsequent planned introduction of bus rapid transit, it is proposed that the existing Sunday direct to Downtown trips on the 20 Lakeview and 24 Shannon Lake be discontinued as part of this change as a way of making these improvements more cost-effective.

Proposed Implementation Date: January 6, 2008.

Proposal 4.7: Westside Enhanced Sunday and Holiday Service

Annual Impact:

Additional Service Hours: 3,200

Additional Vehicles Required: 0

Additional Ridership: 76,000

Additional Total Cost: \$270,000*

Additional Total Revenue: \$83,000

Additional Cost, less Revenue: \$187,000

* Traditional Provincial share of operating costs: \$126,000

Note: Costs for this proposal assume that direct to Downtown trips on the 20 Lakeview and 24 Shannon Lake are discontinued and that time is reallocated to provide improved frequency. Costs would be higher if this change not implemented.

4.8: Additional Westside handyDART Van Service, Phase II

Description: This option would further increase the availability of handyDART service on the Westside by adding an additional handyDART vehicle and 8 hours of service. These resources would be specifically allocated to serve Westside people with a disability in response to growing demand.

The need to improve handyDART service was a key request from passengers and residents attending the Westside portion of the second phase of public consultation.

Markets Served: People with a disability, including eligible seniors.

Key Benefits:

- Provides better flexibility and access to trips for registered handyDART users.

Proposed Implementation Date: January 6, 2008

Proposal 4.8: Additional Westside handyDART Van Service, Phase II

Annual Impact:

Additional Service Hours: 2,000	Additional Total Cost: \$111,000*
Additional Vehicles Required: 1 minibus	Additional Total Revenue: \$12,000
Additional Ridership: 7,000	Additional Cost, less Revenue: \$99,000

* Traditional Provincial share of operating costs: \$69,000

7.2.2 Regional District Medium-Range Proposals for Consideration (Next 2-7 Years)

The following section outlines proposals and costs for the consideration in the medium-range future: the next two to seven years.

Proposal 5.1: Bus Rapid Transit (BRT) Phase III: Westbank to Downtown Kelowna

Description: In keeping with service expansion outlined in the 2005 Central Okanagan Smart Transit Plan, this proposal would add the final leg of the introductory bus rapid transit (BRT) line. The proposed piece would extend the BRT line from Queensway Station to the Westbank Exchange via Hwy. 97 with limited intervening BRT stations at Westside Road, Boucherie Road, Stevens Exchange, Daimler Road, and Westbank Shopping Centre.

- In order to provide the best possible service reliability, it is recommended that this leg of BRT be implemented after the construction of the William R. Bennett Bridge is complete. Otherwise—since the final BRT line will stretch all the way from Westbank to UBCO—delays that occur on the Westside would impact the entire transit system.
- Service levels on the Westside portion of the route would be identical to those on the other side of the Lake: 15 minute service at Weekday peak periods, 30 minute service at all other times including in the evening, on Saturdays, and on Sundays.
- The interim shuttle presented in item 4.3d would be discontinued with the implementation of BRT to the Westside. Costs presented below assume that service hours and buses implemented with the shuttle are transferred to the BRT line.

Key Markets Served: All markets.

Key Benefits:

- Provides no-transfer-required service between key regional points: the Westside, Downtown Kelowna, Orchard Park, Rutland, and UBC Okanagan.
- Limited-stop service means faster travel times and shorter trips for passengers.
- Combined with the 21 Glenrosa (which would still be retained to offer service to stops not served by the BRT), service between Westbank, Stevens Exchange and Downtown Kelowna would be every 7-8 minutes at peak commuter times and every 15 minutes at other times. In addition to great frequency for passengers living near BRT stops, this level of service dramatically increases the reliability and convenience of transfers at Westbank and Stevens Exchanges.

Proposal 5.1: BRT Phase III: Westbank to Downtown Kelowna

Annual Impact:

Additional Service Hours: 12,300

Additional Vehicles Required: 2

Additional Ridership: 343,000

Additional Total Cost: \$945,000*

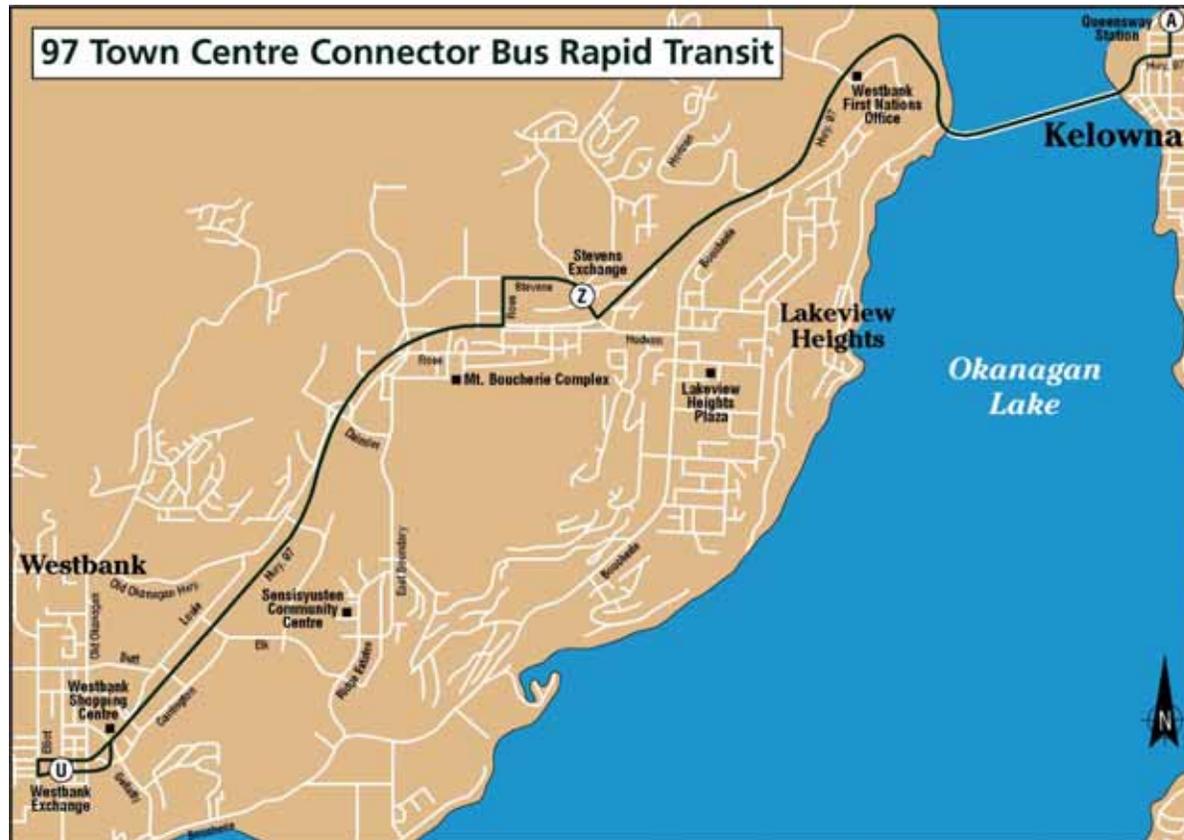
Additional Total Revenue: \$374,000

Additional Cost, less Revenue: \$571,000

* Traditional Provincial share of operating costs: \$413,000

Note: Costs for this proposal assume that the interim shuttle would have been previously implemented and would therefore be rolled into the new service. If the interim shuttle was not previously implemented, costs for this proposal would be approximately \$140,000 higher.

Proposed Bus Rapid Transit Phase III: Westbank to Downtown Kelowna



Proposal 5.2: Westbank Route Restructuring Phase II

Description: This proposal makes a final shift to the routing of the 21 Glenrosa so that it can better complement the new Westbank BRT service. Under this change, the 21 Glenrosa would now route via Mt. Boucherie Complex on all trips to provide a better link to the recreation centre and school.

Key Markets Served: Youth, students, recreation centre users and arena attendees.

Key Benefits:

- Provides more direct, consistent service to Mt. Boucherie Complex and Secondary School and Constable Neil Bruce Middle School.
- Gives Westside residents more options. For instance, Glenrosa residents would be able to choose between a slightly longer trip to Downtown with no transfers (via route 21 Glenrosa) or would be able to transfer at Westbank Exchange onto the BRT line for faster service into the City and points further East.

Proposal 5.2: Westbank Route Restructuring Phase II

Annual Impact:

Additional Service Hours: 0

Additional Total Cost: \$0*

Additional Vehicles Required: 0

Additional Total Revenue: \$15,000

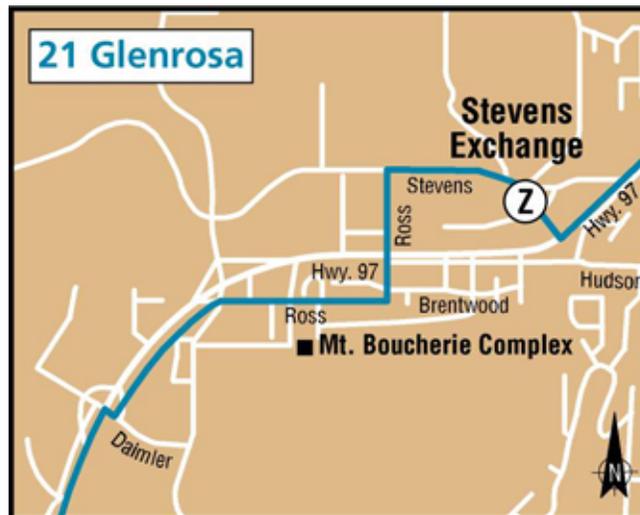
Additional Ridership: 14,000

Additional Cost, less Revenue: -\$15,000

* Traditional Provincial share of operating costs: \$0

Note: Costs for this proposal assume that the new bridge will significantly improve running times on the 21 Glenrosa and that time previously added to ensure schedule reliability can be reallocated to serving the Mt. Boucherie Complex area. If running time savings turns out to be less significant, there would be an associated cost with this proposal.

Proposed 21 Glenrosa Revised Routing, Phase II: via Mt. Boucherie Complex



Proposal 5.3: Westside Earlier Weekday and Saturday Service

Description: This option would start weekday commuter service 30 minutes earlier and Saturday service 60 minutes earlier in order to better facilitate commuter travel. Requests for earlier service to meet shift times at major employers were a prevalent feature of feedback from the Service Review workshop, open houses and surveys.

Key Markets Served: Youth and adult commuters.

Key Benefits:

- Provides better flexibility for commuters of all kinds.

Proposal 5.3: Westside Earlier Weekday and Saturday Service

Annual Impact:

Additional Service Hours: 1,100

Additional Vehicles Required: 0

Additional Ridership: 24,000

Additional Total Cost: \$80,000*

Additional Total Revenue: \$26,000

Additional Cost, less Revenue: \$54,000

* Traditional Provincial share of operating costs: \$37,000

Proposal 5.4: Ellison / McKenzie Community Bus (Shared with City)

Description: This option would implement new service to the Ellison, Scotty Creek, McKenzie Road, and Friesen/Klassen areas of the Regional District and City.

Note: This option is shared with the City of Kelowna.

Service details are as follows:

- The route would be operated by a smaller, 20-passenger community bus and would likely be an extension of Black Mountain community bus service currently operating out of Rutland.
- The new route would have a southern terminus point in Rutland-- eventually at the new Rutland Town Centre Exchange—and a northern terminus point at UBC-Okanagan. Both of these terminus points would offer connections to the BRT line as well as other routes.
- Besides serving new residential areas, the proposed routing would also provide additional links to the Airport and Flightcraft areas. There is also an opportunity to introduce limited or on-demand service to the nearby Quail Ridge area.
- Service would be approximately every 30-45 minutes during weekday peak commuter periods, every 60-90 minutes during weekday middays and Saturdays, and approximately every 90 - 120 minutes on Sundays and Holidays.

Key Markets Served: Youth, post-secondary students, adult commuters, some seniors and people with a disability.

Key Benefits:

- Substantially increases service to the Ellison area from two trips per weekday to approximately 12 per day.
- Serves new areas.
- Provides an additional link for commuters and travellers from the BRT line terminus at UBC-O to the Airport and Flightcraft.

Proposal 5.4: Ellison / McKenzie Community Bus

Regional District Annual Impact:

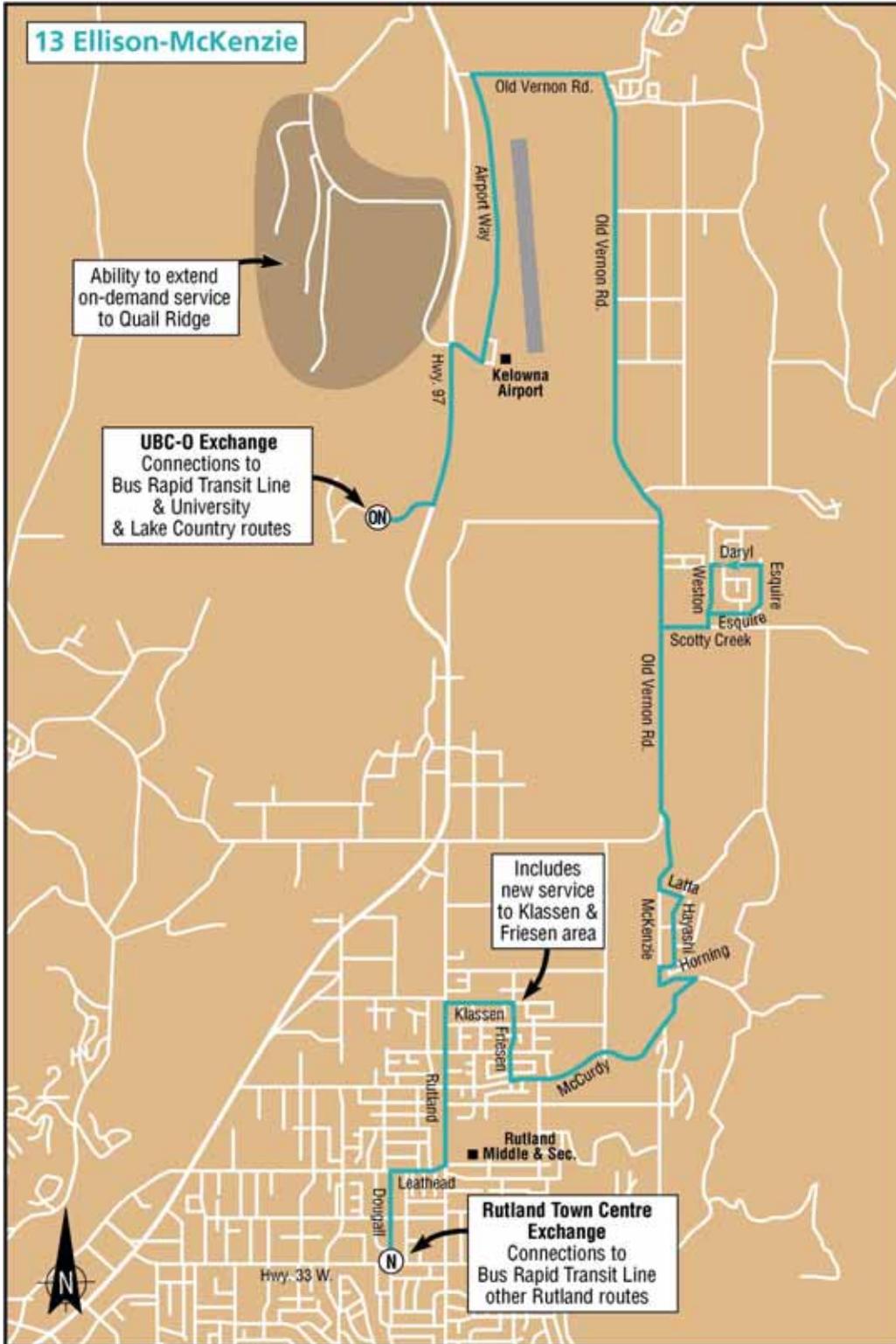
Additional Service Hours: 1,600	Additional Total Cost: \$86,000*
Additional Vehicles Required: 1 minibus**	Additional Total Revenue: \$19,000
Additional Ridership: 18,000	Additional Cost, less Revenue: \$67,000

* Traditional Provincial share of operating costs: \$38,000

** Shared with City

Note: Costs for this option would be shared between the Regional District and Kelowna. A 50/50 split would conform to the strategy used in similar situations by other communities and may be the fairest and easiest to administer on an ongoing basis. Costs above reflect that split.

Proposed Ellison / McKenzie Routing



Proposal 5.5: 20 Lakeview and 24 Shannon Lake 15-minute Commuter Service

Description: To keep pace with development (such as the potential residential growth around Lakeview Village), it is proposed that 15-minute weekday commuter service be introduced to the 20 Lakeview and 24 Shannon Lake routes. This is the final piece to provide a balanced hierarchy and level of frequency to all Westside routes as outlined in the 2005 Central Okanagan Smart Transit Plan: 7-8 minute commuter frequency along the core between Westbank and Kelowna, 15-20 minute commuter frequency on major collector routes like routes 20 and 24, and 30-45 minute commuter frequency on community bus routes.

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- Provides better flexibility and frequency for commuters of all kinds.

Decision Point:

- Currently the 20 Lakeview and 24 Shannon Lake provide 5-6 trips per day that route directly to/from Downtown Kelowna during commuter times. It is anticipated that the implementation of higher frequency service and the convenience of the BRT line would reduce demand for these extensions. Omitting the extensions would help offset the costs of providing the increased commuter service. However, doing so would disrupt existing commuter patterns. Costs below reflect keeping the extensions.

Proposal 5.5: 20 Lakeview and 24 Shannon Lake 15-Min. Commuter Service

Annual Impact:

Additional Service Hours: 8,100

Additional Vehicles Required: 5

Additional Ridership: 175,000

Additional Total Cost: \$760,000*

Additional Total Revenue: \$191,000

Additional Cost, less Revenue: \$569,000

* Traditional Provincial share of operating costs: \$285,000

Proposal 5.6: Peachland Commuter Improvements

Description: This proposal would double frequency of service on the 22 Peachland route during peak Weekday commuter times. Trips would increase from the existing hourly service to service every 30 minutes.

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- Provides better flexibility and frequency for commuters of all kinds.

Proposal 5.6: Peachland Commuter Improvements

Annual Impact:

Additional Service Hours: 2,000	Additional Total Cost: \$131,000*
Additional Vehicles Required: 1 minibus	Additional Total Revenue: \$22,000
Additional Ridership: 20,000	Additional Cost, less Revenue: \$109,000

* Traditional Provincial share of operating costs: \$57,000

Proposal 5.7: Westside Extended Evening Service, Phase II

Description: Building on the evening route restructuring and frequency improvements presented in option 4.4, this option further increases trip frequencies in the early evening.

- Service on each of the two evening routes would be every ½ hour until 10:00pm with hourly service until past 12:15am.
- This option also introduces evening service to the 25 East Boundary, 27 Horizon, and 28 Smith Creek community bus routes. Service would operate every 90-120 minutes from 6:00pm to 10:30pm Monday to Saturday evenings.

Key Markets Served: Youth, students attending evening classes, adults.

Key Benefits:

- Further improves the frequency and quality of evening service.
- Provides a much smoother transition in the early evening from commuter to night route levels of service.
- Ensures that service levels on the Westside are maintained to the same standards as other areas in the system.

Proposal 5.7: Westside Extended Evening Service, Phase II

Annual Impact:

Additional Service Hours: 3,600	Additional Total Cost: \$189,000*
Additional Vehicles Required: 0	Additional Total Revenue: \$39,000
Additional Ridership: 36,000	Additional Cost, less Revenue: \$150,000

* Traditional Provincial share of operating costs: \$88,000

7.2.3 Regional District Longer-Range Service Concepts (Next 7-20 years)

The following section outlines service concepts for the consideration of the Regional District in the longer-range future: the next seven to twenty years.

These options are outlined as concepts rather than as costed proposals since costs for some items may change substantially in the interim and since community growth patterns and priorities may also change. It is recommended that subsequent service reviews be undertaken at least every two-three years to provide updates to these concepts and other sections as needed.

Longer Range Service Concepts

6.1 Additional coverage and frequency to Peachland: Other than the early morning, evening, commuter, and Sunday frequency issues noted and addressed in the previous sections, most current 22 Peachland passengers seemed quite happy and content with the existing level of service and the flexible community bus format.

However, given the rate of residential growth in the area among both families and seniors, it is expected that more service will be eventually required. This additional service would likely include additional time to ensure schedule reliability as well as increased frequency and service area coverage.

Interest has been expressed in potentially extending Bus Rapid Transit to Peachland. Given the current service levels, it would be quite a jump in costs and frequency to do this in the medium-range. Also, there is a risk that such a change would disrupt the travel patterns of people with a disability and seniors with mobility difficulties in the area who have become accustomed to the door-to-door service available both within Peachland and the Westbank portions of the route.

Pending further feedback from the community, it is recommended that the extension of BRT be considered after the initial improvements presented above have been implemented. This would allow time for ridership to build for making the next step to BRT. It is also recommended that a separate feasibility study be undertaken on this issue to determine the right mix of services needed to maintain existing passengers while also attracting new ones.

6.2 Shannon Lake Community Bus: This option would introduce community bus service to currently unserved portions of Shannon Lake Road and proposed new road networks in the Smith Creek area.

6.3 Additional Community Bus Expansion to introduce additional community bus route(s) to serve core business and residential areas of Lakeview Centre, Westside Station Town Centre, and Campbell Road areas as they develop.

6.4 Westside Route Restructuring Phase III: This change would realign all Westside routes to accommodate the eventual shift to a new Westside Station Town Centre Exchange from the existing Stevens Exchange. This shift is described in the 2006 Bus Rapid Transit Capital Plan and would take place in conjunction with increased development in the vicinity of Westside Road.

6.5 Additional frequency improvements to BRT: Once implemented, it will be important to continue to improve the frequency of the Bus Rapid Transit line on a regular basis in order to continue to meet demand and to encourage more ridership.

These additional expansions are outlined in the 2005 Central Okanagan Smart Transit Plan.

6.6 Further Improvements to Base Route Network: Similar to point 6.5 and also in keeping with the Smart Transit Plan, communities should plan on reviewing and improving the service day length and frequency of base system routes as ridership and population continues to grow.

7.2.4 Regional District Service Proposal Summary

The following tables provide option and cost summaries for all proposals listed for the Regional District of Central Okanagan over the Short- and Medium-Range futures. The list of longer-term service concepts is also included for reference.

Regional District of Central Okanagan Service Proposals: Short-Range (1-2 years) (All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
Implemented January 8, 2007:								
4.1 Additional Morning Westside UBC-O Express	0	0	380	11,000	\$12,000	\$28,000	\$16,000	\$13,000
4.2 Additional Morning Peachland Commuter Service	0	0	300	3,000	\$3,000	\$16,000	\$13,000	\$7,000
For Proposed Implementation August 26, 2007:								
4.3 Westside Route Restructuring Phase I:	2	3	13,100	175,000	\$191,000	\$985,000	\$794,000	\$421,000
4.3a Community Bus Conversion & Expansion	0	3	5,900	47,000	\$51,000	\$364,000	\$313,000	\$159,000
4.3b 20 Lakeview and 24 Shannon Lake Improvements	0	0	900	19,000	\$21,000	\$69,000	\$48,000	\$32,000
4.3c 21 Glenrosa Routing & Reliability Improvements	0	0	2,300	35,000	\$38,000	\$176,000	\$138,000	\$82,000
4.3d Introduction of Interim Commuter Westside Shuttle	2	0	4,000	74,000	\$81,000	\$376,000	\$295,000	\$148,000
4.4 Westside & Peachland Extended Evening Service, Phase I	0	0	3,000	43,000	\$47,000	\$230,000	\$183,000	\$107,000
4.5 Additional handyDART van service (Shared with City)*	0	0.27	500	1,900	\$900	\$29,000	\$28,100	\$16,000
4.6 Additional Taxi Saver and Taxi Supplement (Shared with City)*	0	0	n/a	1,000	\$500	\$6,000	\$5,500	\$4,000
For Proposed Implementation January 6, 2008:								
4.7 Westside & Peachland Enhanced Sunday & Holiday Service	0	0	3,200	76,000	\$83,000	\$270,000	\$187,000	\$126,000
4.8 Additional Westside handyDART van service, Phase II	0	1	2,000	7,000	\$12,000	\$111,000	\$99,000	\$69,000
Total of all Short-Range Options	2	4	22,480	317,900	\$349,400	\$1,675,000	\$1,325,600	\$763,000
* Additional handyDART service replaces and adds to the second phase of the flex-funded service previously approved locally. This reflects the service level included in BC Transit's 2007/08 expansion budget submission to the province.								
Note: Costs here reflect Regional District's 27% share of total (City of Kelowna funds remaining 73% local share).								

Regional District of Central Okanagan Service Proposals: Medium-Range (2-7 years)
(All figures show additional annual impacts)

Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
5.1 Bus Rapid Transit Phase III: Westbank to Downtown Kelowna**	2	0	12,300	343,000	\$374,000	\$945,000	\$571,000	\$413,000
5.2 Westside Route Restructuring Phase II: Adjusted 21 Glenrosa ***	0	0	0	14,000	\$15,000	\$0	-\$15,000	\$0
5.3 Westside & Peachland Earlier Weekday & Saturday Service	0	0	1,100	24,000	\$26,000	\$80,000	\$54,000	\$37,000
5.4 Ellison / Mackenzie Community Bus (Shared with City) ^	0	0.5	1,600	18,000	\$19,000	\$86,000	\$67,000	\$38,000
5.5 20 Lakeview and 24 Shannon Lake 15-Minute Commuter Service	5	0	8,100	175,000	\$191,000	\$760,000	\$569,000	\$285,000
5.6 Peachland Commuter Improvements	0	1	2,000	20,000	\$22,000	\$131,000	\$109,000	\$57,000
5.7 Westside Extended Evening Service, Phase II	0	0	3,600	36,000	\$39,000	\$189,000	\$150,000	\$88,000
Total of all Medium-Range Options	7	2	28,700	630,000	\$686,000	\$2,191,000	\$1,505,000	\$918,000

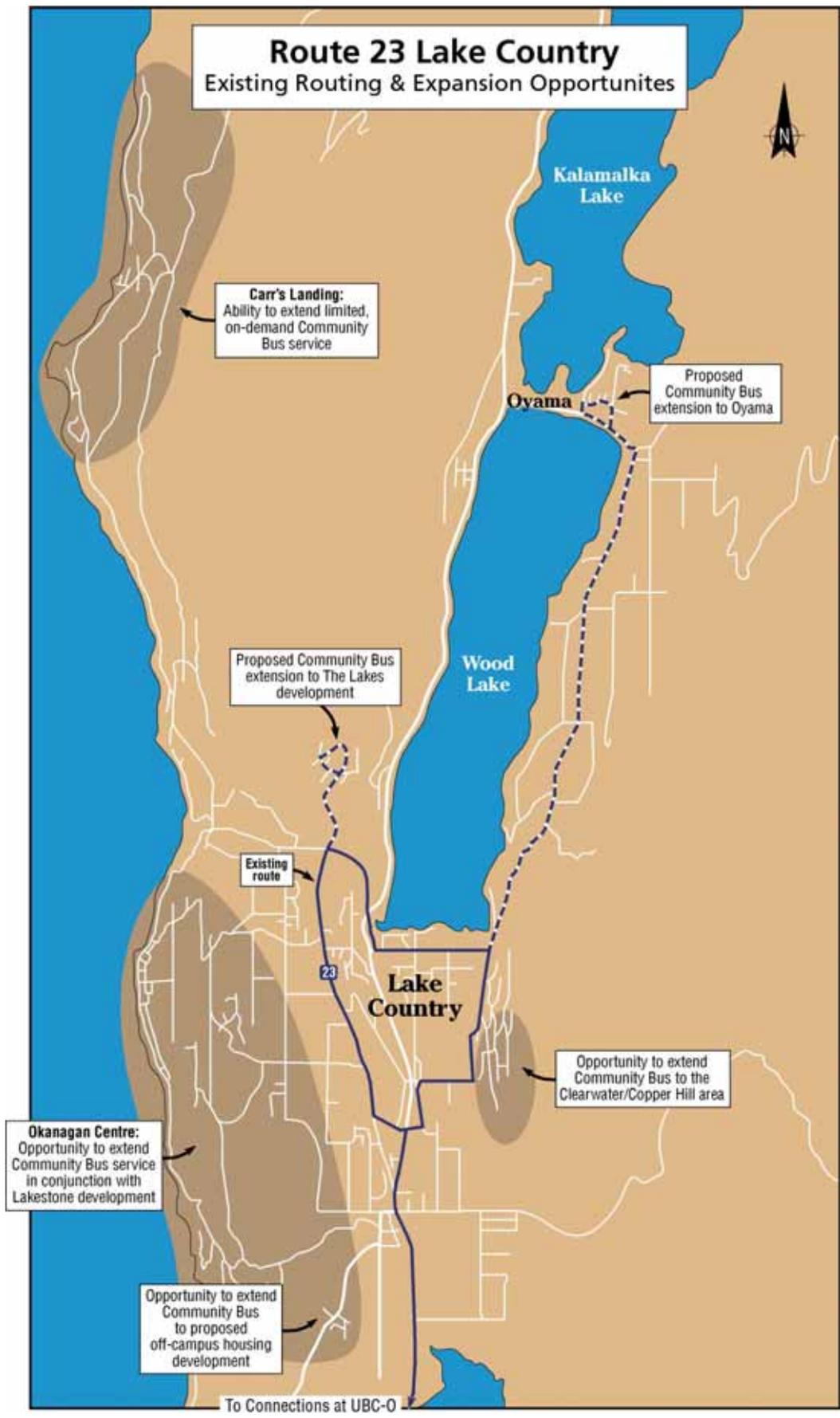
** Note: Costs presented for BRT Phase III assume the previous implementation of the Interim Westside Shuttle in option 4.3d and the subsequent reallocation of those resources.

*** If congestion savings due to new bridge are not significant, there would be a cost associated with this proposal.

^ Costs and revenues shown for the Ellison/McKenzie option are split 50/50 between the City and Regional District.

Regional District of Central Okanagan Longer-Range Service Concepts

- 6.1 Additional coverage and frequency to Peachland
- 6.2 Shannon Lake Community Bus
- 6.3 Additional Community Bus Expansion
- 6.4 Westside Route Restructuring Phase III to incorporate Westside Station Town Centre Exchange
- 6.5 Additional frequency improvements to BRT
- 6.6 Further Improvements to Base Route Network



7.3 Service Proposals: District of Lake Country

7.3.1 Lake Country Short Range Proposals for Consideration (Next 1-2 Years)

The following section outlines proposals and costs for the consideration of the District of Lake Country. These proposals address top priority operational, reliability, and customer concerns and as such are presented for consideration over the next one to two years.

These proposals also reflect the impact of the recently approved U-Pass by UBC-Okanagan students, taking effect September 2007.

All cost and revenue impacts presented are based on annual figures. As there is as yet no confirmed provincial operational funding for expanded services, all costs presented are based on 100% local funding. However, what would be the traditional provincial share of funding is noted for the information of decision makers and in case funding is restored.

Proposal 7.1: Increased Sunday & Holiday Service, Phase I

Description: This proposal would elevate the level of Sunday service in Lake Country to the hourly frequency provided elsewhere in the region. Service would start and end earlier. Between approximately 11:00am and 5:30pm, service would operate hourly.

Note: As trips on the 8 University and 23 Lake Country routes are operated by the same bus, implementation of this option needs to be coordinated with the implementation of Kelowna option 1.4.

Markets Served: Post-secondary students, youth, adults, seniors, and people with a disability.

Key Benefits:

- Addresses the top priority request from Lake Country passengers.
- Provides improved Sunday frequency to key shopping, recreational, and retail employment destinations.
- Brings Lake Country Sunday & Holiday service levels in line with that provided elsewhere in the system.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: August 26, 2007 (Pending available provincial funding).

Proposal 7.1: Increased Sunday & Holiday Service, Phase I

Annual Impact:

Additional Service Hours: 300	Additional Total Cost: \$26,000*
Additional Vehicles Required: 0	Additional Total Revenue: \$4,000
Additional Ridership: 4,000	Additional Cost, less Revenue: \$22,000

* Traditional Provincial share of operating costs: \$12,000

Proposal 7.2: Lake Country Extended Evening Service, Phase I

Description: In preparation for further evening improvements, this option would add one additional evening trip Monday to Saturday to enable travel home to Lake Country from Downtown Kelowna and other destinations after 11:00pm. More substantial evening improvements are proposed as Phase II in conjunction with improvements throughout the transit system.

Markets Served: Youth, adults, commuters travelling to/from evening work or school obligations.

Key Benefits:

- Addresses one of the top service priorities identified by Lake Country passengers.
- Provides improved flexibility for passengers.
- Brings Lake Country service levels closer to those provided elsewhere in the system.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: August 26, 2007 (Pending available provincial funding).

Proposal 7.2: Lake Country Extended Evening Service, Phase I

Annual Impact:

Additional Service Hours: 300

Additional Total Cost: \$23,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$4,000

Additional Ridership: 4,000

Additional Cost, less Revenue: \$19,000

* Traditional Provincial share of operating costs: \$11,000

Proposal 7.3: Enhanced Saturday Service, Phase I

Description: This proposal would bring Lake Country Saturday service closer to that provided elsewhere in the region. Service would start an hour earlier to facilitate arrival at Orchard Park by 8:30am. Additional trips would be added in the afternoons to provide service every half-hour between 3:30pm and 6:30pm.

Markets Served: Youth, adults, seniors, and people with a disability.

Key Benefits:

- Addresses one of the top service priorities identified by Lake Country passengers.
- Provides improved Saturday frequency to key shopping, recreational, and retail employment destinations.
- Brings Lake Country Saturday service levels in line with that provided elsewhere in the system.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: August 26, 2007 (Pending available provincial funding).

Proposal 7.3: Enhanced Saturday Service, Phase I

Annual Impact:

Additional Service Hours: 200

Additional Total Cost: \$15,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$3,000

Additional Ridership: 3,000

Additional Cost, less Revenue: \$12,000

* *Traditional Provincial share of operating costs: \$7,000*

Proposal 7.4: Introduction of handyDART Service

Description: This proposal would introduce 7 hours of handyDART service per weekday and 4 hours of service per Saturday for eligible people with a disability residing within the District's municipal boundaries..

- This introductory level of service would provide "trip windows" during which registered handyDART users could book a door-to-door trip.
- The use of trip windows allows Lake Country trips to be added to handyDART trips already scheduled in nearby areas of the City of Kelowna, enabling the best possible use of the available time.

Markets Served: People with a disability, including eligible seniors.

Key Benefits:

- Provides improved mobility and quality of life for area people with a disability.

Proposed Implementation Date: January 6, 2008. (Pending available provincial funding and required vehicle)

Proposal 7.4: Introduction of handyDART Service

Annual Impact:

Additional Service Hours: 1,900	Additional Total Cost: \$106,000*
Additional Vehicles Required: 1 minibus	Additional Total Revenue: \$10,000
Additional Ridership: 6,000	Additional Cost, less Revenue: \$96,000

* Traditional Provincial share of operating costs: \$65,000

Proposal 7.5: Additional Weekday Commuter Service, Phase I

Description: This proposal would add three morning commuter trips and two afternoon commuter trips to provide half-hourly service between 5:45am and 9:30am and between 3:30pm and 7:00pm. This proposal means that Lake Country commuters would now be able to arrive in Downtown Kelowna and other destinations by 7:00am and 7:30am instead of the current 8:00am.

Key Markets Served: Youth, post-secondary student, and adult commuters.

Key Benefits:

- Provides better flexibility and options for commuters of all kinds.
- Begins to bring the length of weekday service provided in Lake Country more in line with that provided elsewhere in the system.
- Enhances the attractiveness of Lake Country as a potential place to live for UBC-Okanagan students.

Proposed Implementation Date: January 6, 2008 (Pending availability of provincial funding and required vehicle).

Proposal 7.5: Additional Weekday Commuter Service, Phase I

Annual Impact:

Additional Service Hours: 1,400

Additional Vehicles Required: 1

Additional Ridership: 22,000

Additional Total Cost: \$142,000*

Additional Total Revenue: \$24,000

Additional Cost, less Revenue: \$118,000

* Traditional Provincial share of operating costs: \$52,000

Proposal 7.6: Extended Evening Service, Phase II

Description: In keeping with evening improvements proposed throughout the system in other jurisdictions, this option would add three additional evening trips. Evening service would be every 30-45 minutes until 10:00pm and every 60-90 minutes until past midnight, Monday to Saturday.

Markets Served: Youth, adults, commuters travelling to/from evening work or school obligations.

Key Benefits:

- Provides a more seamless transition between evening and daytime service frequencies.
- Provides improved flexibility for passengers.
- Addresses one of the key issues raised by Lake Country residents during the public consultation phases of the service review process.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: January 6, 2008. (Pending availability of provincial funding and required vehicle).

Proposal 7.6: Extended Evening Service, Phase II

Annual Impact:

Additional Service Hours: 1,100

Additional Vehicles Required: 0

Additional Ridership: 13,000

Additional Total Cost: \$84,000*

Additional Total Revenue: \$14,000

Additional Cost, less Revenue: \$70,000

* Traditional Provincial share of operating costs: \$39,000

Proposal 7.7: Increased Sunday & Holiday Service, Phase II

Description: In keeping with options proposed for other areas of the region for this time period, this proposal would increase the length of service on Sundays and Holidays. Service would operate from 8:00am to 10:00pm on Sundays and Holidays, with service every 60 minutes between 11:00am and 6:00pm and every 60-90 minutes at other times.

Markets Served: Youth, adults, seniors, people with a disability, commuters travelling to/from work obligations.

Key Benefits:

- The extended service day provides improved flexibility for passengers, especially those who may be travelling to/from service industry jobs.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposed Implementation Date: January 6, 2008. (Pending available provincial funding).

Proposal 7.7: Increased Sunday & Holiday Service, Phase II

Annual Impact:

Additional Service Hours: 400

Additional Total Cost: \$35,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$8,000

Additional Ridership: 7,000

Additional Cost, less Revenue: \$27,000

* Traditional Provincial share of operating costs: \$16,000

7.3.2 Lake Country Medium-Range Proposals for Consideration (Next 2-7 years)

The following section outlines proposals and costs for the consideration in the medium-range future: the next two to seven years.

Proposal 8.1: Lake Country Route Restructuring

Description This proposal allows for route changes to accommodate the planned move of the Berry Road Transit Exchange location as well as to offer new service the Lakes subdivision as well as to the Copper Hill / Clearwater area.

Additionally, this option:

- Would provide half-hourly service throughout each weekday.
- Provides the potential to deliver some midday services using a smaller community bus style vehicle, depending on passenger demand.
- Would be timed to coordinate with the implementation of a routing change to the 8 University (please see Kelowna Proposal 2.1 for details). Since the 8 University also operates the 23 Lake Country route, this routing change within the Kelowna service would mean that Lake Country passengers would now have a transfer-free trip to Downtown Kelowna and Kelowna General Hospital on route 8/23 while also maintaining transfer-free links to Okanagan College, Kelowna Senior Secondary, and KLO Middle. Lake Country passengers would also have the opportunity to transfer onto the Bus Rapid Transit line at UBC-O for direct service to Rutland and the Westside. (Please see alternate proposal, below, for another possible approach).

Markets Served: All passenger markets would benefit from these changes.

Key Benefits:

- Significantly improves frequency throughout the day.
- Offers service to new residential areas not currently served.
- In tandem with Kelowna changes, reduces the need for Lake Country passengers to transfer when travelling to/from key destinations.

Proposal 8.1: Lake Country Route Restructuring

Annual Impact:

Additional Service Hours: 2,300

Additional Vehicles Required: 0

Additional Ridership: 42,000

Additional Total Cost: \$167,000*

Additional Total Revenue: \$46,000

Additional Cost, less Revenue: \$121,000

* Traditional Provincial share of operating costs: \$78,000

Proposal 8.2: Additional Commuter Service, Phase II: 15-minute Service

Description: This proposal would introduce 15-minute service during commuter periods to the 23 Lake Country route.

Key Markets Served: Youth, post-secondary, and adult commuters.

Key Benefits:

- Provides better flexibility and frequency for commuters of all kinds.
- Brings service in the Lake Country area up to the same levels provided on other key regional routes.

Proposal 8.2: Additional Commuter Service, Phase II: 15-minute Service

Annual Impact:

Additional Service Hours: 3,800

Additional Total Cost: \$345,000*

Additional Vehicles Required: 2

Additional Total Revenue: \$83,000

Additional Ridership: 76,000

Additional Cost, less Revenue: \$262,000

* Traditional Provincial share of operating costs: \$133,000

Proposal 8.3: Enhanced Saturday Service, Phase II

Description: In keeping with options proposed for other areas of the region for this time period, this proposal would allow Saturday service to start an hour earlier and would provide half-hourly service for a longer period, from 11:00am onwards.

Markets Served: Youth, adults, seniors, and people with a disability.

Key Benefits:

- Provides improved Saturday frequency to key shopping, recreational, and retail employment destinations.
- Makes the purchase of a bus pass more cost-effective as there is greater incentive to use it at times other than during main commuter periods.

Proposal 8.3: Enhanced Saturday Service, Phase II

Annual Impact:

Additional Service Hours: 300

Additional Total Cost: \$22,000*

Additional Vehicles Required: 0

Additional Total Revenue: \$4,000

Additional Ridership: 4,000

Additional Cost, less Revenue: \$18,000

* Traditional Provincial share of operating costs: \$10,000

Proposal 8.4: Introductory Service to Oyama

Description: This option would implement new service to the Oyama area of the District.

Service details are as follows:

This option provides for service every 60 minutes during commuter periods, every 120 minutes during weekday middays and Saturdays, and 3-4 trips on Sundays and holidays. (These rates of frequency are in keeping with those service levels used by other community bus routes within the region).

- The route would be operated by a smaller, 20-passenger community bus.
- The new route would have a terminus point at the Berry Road Transit Exchange (or its replacement), where transfers would then be available to the 23 Lake Country route.
- Besides serving the core of Oyama, the new route would also enable service to residential pockets along Oyama Road and on Copper Hill.
- Service would be approximately every 60 minutes during commuter periods, every 120 minutes during weekday middays and Saturdays, and 3-4 trips on Sundays and holidays.

Key Markets Served: Youth, post-secondary students, adult commuters, some seniors and people with a disability.

Key Benefits:

- Serves new areas
- Links Oyama to school, retail, and service centres in Winfield.
- Provides an ability to link to the existing system at the Berry Road Transit Exchange.

Proposal 8.4: Introductory Service to Oyama

City of Kelowna Annual Impact:

Additional Service Hours: 3,200

Additional Total Cost: \$177,000*

Additional Vehicles Required: 1 minibus

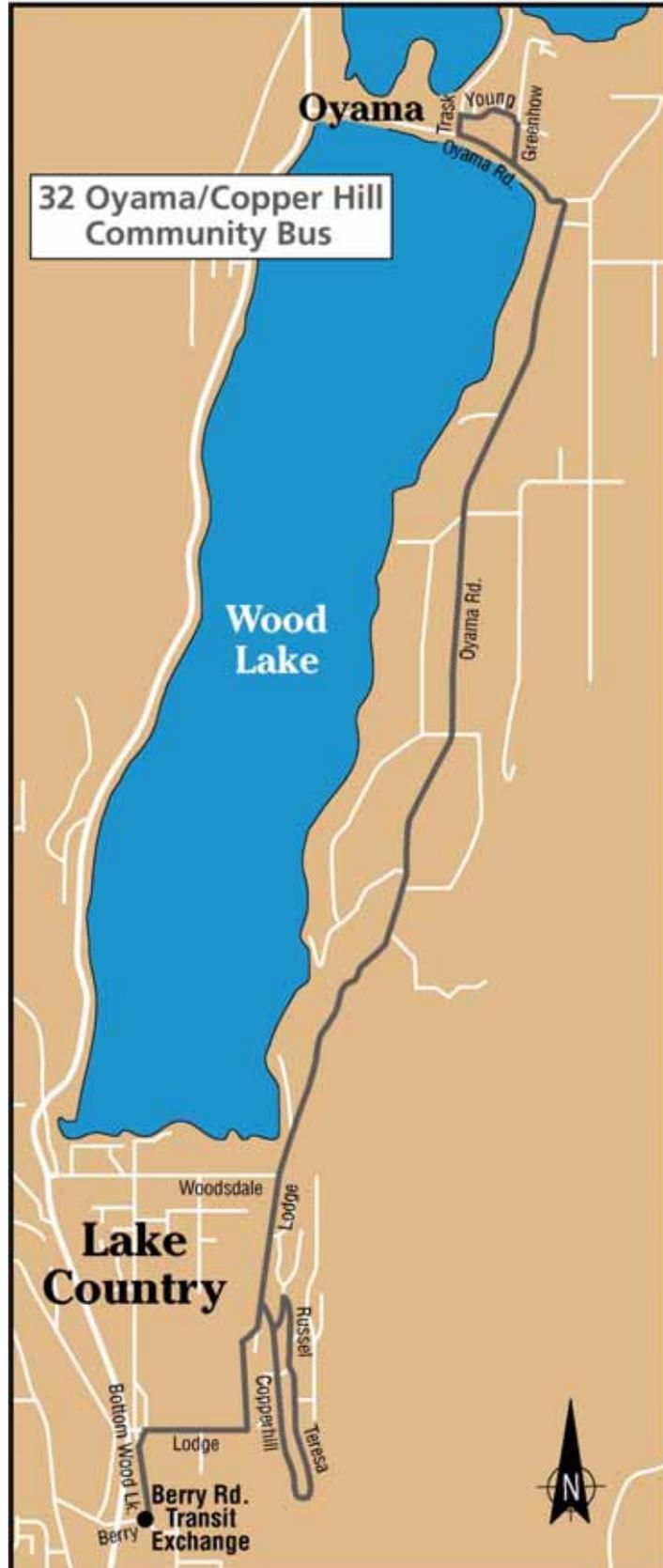
Additional Total Revenue: \$28,000

Additional Ridership: 26,000

Additional Cost, less Revenue: \$149,000

* Traditional Provincial share of operating costs: \$79,000

Proposed Oyama / Copper Hill Routing



Lake Country Alternate Additional Proposal: Bus Rapid Transit, Phase IV

Another alternate approach to transit service in Lake Country would be to extend the Bus Rapid Transit (BRT) line from UBC-Okanagan to Berry Road Transit Exchange and convert all services within the Lake Country area to community bus service offering connections at Berry Road.

This alternate proposal would provide the same level of service on weekdays as the combining of all options Short- and Medium-Range options presented above. However, it would also provide additional Saturday and Sunday service frequencies. (It also includes the introductory Oyama and handyDART options). Frequencies would be every 15-minutes during weekday commuter periods and every half-hour at all other times on both the BRT and linking trips.

Alternate Proposal Benefits and Challenges:

- One drawback to the alternate proposal is that ALL passengers bound for other areas in the region must transfer. (Every passenger would board a local Lake Country bus and would then transfer to BRT at the Berry Road Transit Exchange).
- Similarly, a student or other passenger travelling to Okanagan College, Kelowna Senior Secondary, KLO Middle School or Kelowna General Hospital would need to transfer twice.
- On the other hand, this option provides excellent frequency and faster travel times for passengers heading to Orchard Park, Rutland, Downtown, and the Westside.
- Another potential issue would be the conversion to community bus for all local trips. Currently, all trips serving Lake Country use low-floor accessible vehicles, making it easier for all passengers—especially passengers with mobility difficulties and parents with strollers—to board. Another option to the use of community buses for the local service would be to retain low-floor vehicles instead. Costs for both vehicle types are presented below.

Alternate Proposal Recommendation:

Given the current level of service to the District, it is recommended that the District first build service frequency and ridership over the short term with all or some of the proposals listed above before potentially transitioning to BRT.

Lake Country Alternate Additional Proposal: Bus Rapid Transit, Phase IV (Also includes costs for proposed handyDART and Oyama services)

Annual Impact:

Additional Service Hours: 19,600	Additional Total Cost: \$1,295,000*
Additional Vehicles Required: 7**	Additional Total Revenue: \$305,000
Additional Ridership: 277,000	Additional Cost, less Revenue: \$990,000

* Traditional Provincial share of operating costs: \$568,000
 ** Requires 3 conventional buses and 4 minibuses; if low-floor conventional vehicles used instead of community buses for the local service, net additional cost would be \$177,000.

7.3.3 Lake Country Longer-Range Service Concepts (Next 7-20 years)

The following section outlines service concepts for the consideration of the District of Lake Country in the longer-range future: the next seven to twenty years.

These options are outlined as concepts rather than as costed proposals since costs for some items may change substantially in the interim and since community growth patterns and priorities may also change. It is recommended that subsequent service reviews be undertaken at least every two-three years to provide updates to these concepts and other sections as needed.

Longer-Range Concepts:

9.1 Further frequency improvements to Oyama: Additional service frequency and longer service days throughout the week should be considered as ridership matures on the Oyama service.

9.2 Extension of service to Okanagan Centre: The currently proposed Lakestone development has the potential to create the ridership base and revised road network that would improve the feasibility of introducing transit service to Okanagan Centre. The introduction of community bus service to this area should be considered as this area continues to grow.

9.3 Extension of service to Carr's Landing: Depending on community development and the District's transit service goals, extension of community bus service to Carr's Landing should also be considered as part of future transit service reviews.

7.3.4 District of Lake Country Service Proposal Summary

The following tables provide option and cost summaries for all proposals listed for the District of Lake Country over the Short- and Medium-Range futures. The list of longer-term service concepts is also included for reference.

District of Lake Country Service Proposals: Short-Range (1-2 years)								
(All figures show additional annual impacts)								
Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
For Proposed Implementation August 26, 2007 (Pending available provincial funding):								
7.1 Lake Country Enhanced Sunday & Holiday Service, Phase I	0	0	300	4,000	\$4,000	\$26,000	\$22,000	\$12,000
7.2 Lake Country Extended Evening Service, Phase I	0	0	300	4,000	\$4,000	\$23,000	\$19,000	\$11,000
7.3 Lake Country Enhanced Saturday Service, Phase I	0	0	200	3,000	\$3,000	\$15,000	\$12,000	\$7,000
For Proposed Implementation January 6, 2008 (Pending available provincial funding):								
7.4 Introduction of handyDART Service	0	1	1,900	6,000	\$10,000	\$106,000	\$96,000	\$65,000
7.5 Additional Lake Country Weekday Commuter, Phase I	1	0	1,400	22,000	\$24,000	\$142,000	\$118,000	\$52,000
7.6 Lake Country Extended Evening Service, Phase II	0	0	1,100	13,000	\$14,000	\$84,000	\$70,000	\$39,000
7.7 Lake Country Enhanced Sunday & Holiday Service, Phase II	0	0	400	7,000	\$8,000	\$35,000	\$27,000	\$16,000
Total of all Short-Range Options	1	1	5,600	59,000	\$67,000	\$431,000	\$364,000	\$202,000

District of Lake Country Service Proposals: Medium-Range (2-7 years)

(All figures show additional annual impacts)

Description of Service	40-Foot Buses	Mini Buses	Hours	Rides	Revenue	Total Cost	Total Cost, less Revenue	Traditional Provincial Share (if available)
8.1 Lake Country Route Restructuring	0	0	2,300	42,000	\$46,000	\$167,000	\$121,000	\$78,000
8.2 Additional Lake Country Commuter Trips, Phase II (15 min service)	2	0	3,800	76,000	\$83,000	\$345,000	\$262,000	\$133,000
8.3 Lake Country Earlier Saturday Service Phase II	0	0	300	4,000	\$4,000	\$22,000	\$18,000	\$10,000
8.4 Introductory Service to Oyama	0	1	3,200	26,000	\$28,000	\$177,000	\$149,000	\$79,000
Total of all Medium-Range Options	2	1	9,600	148,000	\$161,000	\$711,000	\$550,000	\$300,000
Total of all Lake Country Short- and Medium-Range Options:	3	2	15,200	207,000	\$228,000	\$1,142,000	\$914,000	\$502,000
Alternate Additional Proposal: BRT Phase iV (UBC-O to Berry Road)*:	3**	4	19,600	277,000	\$305,000	\$1,295,000	\$990,000	\$567,741
<p>* This option includes a credit for existing services that would be replaced and therefore reallocated. However it does NOT include any contribution for the portion of BRT operating between UBC-O and Westbank. Total annual cost less revenue for these other portions is \$1.9 million. This option also assumes use of community bus for local trips. To retain low-floor buses (and therefore offer better service to people with mobility disabilities and parents with strollers) add additional cost-less-revenue of \$177,000 per year. (Low floor costs are higher but also gain / retain more ridership).</p>								

District of Lake Country Longer-Range Service Concepts

- 9.1 Further frequency improvements to Oyama
- 9.2 Extension of service to Okanagan Centre
- 9.3 Extension of service to Carr's Landing

8.0 Other Regional Considerations & Supporting Strategies

The following provides a summary of key issues currently facing the transit system and recommended approaches to address them. These strategies support the service proposals presented in section 7.0.

Strategy 1: Implement Two-Way Transfer Policy

Discussion: Currently in the Kelowna Regional Transit System, transfers are only good for one-way travel and are valid for the first connecting bus at transfer points only. While in theory this policy maximizes the amount of revenue to the system by banning return trips and “stopovers,” there are some key drawbacks:

- **Driver-Passenger Conflict:** The restrictive nature of this policy means that its enforcement is a key source of confrontation between transit drivers and passengers. This is an even greater negative for the system since those cash- or ticket-paying passengers using transfers are often either new or irregular users of the system. Therefore, in addition to being a source of stress for transit employees, conflict over transfers most often affects new customers that the system should be trying to attract and keep.
- **Confusion with Policies Elsewhere:** In Greater Vancouver, Translink allows the use of transfers for travel in any direction for 90 minutes. Many Kelowna-area residents are aware of this policy and don't understand why their transfer policy should differ.
- **Decreased Convenience:** Transit's main competition is the private automobile, a form of transportation that has high occasional costs (purchase price, depreciation, maintenance, insurance, fuel, etc) but low “out of pocket” costs. This means that most car drivers don't think about how much it costs to drive every time they take a trip. It also means that they can easily chain trips together: for instance, travelling from work to daycare to grocery store to home. Restrictive transfer policies that discourage transit passengers from similarly chaining together short errands only makes taking the bus more inconvenient. It also forces passengers to think about how much each bus trip costs every time they travel, again further reducing transit's competitiveness against the private automobile.

A survey done by the Transit Research Board in 1996 found that 45% of transit systems allowed round trips on transfers. Sixteen percent of the transit systems participating in this survey allowed people to make a round trip on a transfer without any restrictions. A further 29% allowed round tripping, but with restrictions such as off-peak and weekends only. Nearly half of the transit systems (48%) allowed stopovers with a transfer. Nearly all transit systems surveyed had time limits on transfers, with 60 or 90 minutes being the most common time limits.

Within BC, the Central Fraser Valley (ValleyMAX) transit system in July 2006 recently implemented a two-way transfer system in which transfers are good for “any route, any trip, any direction” within 90 minutes. Feedback from passengers and transit employees since the change has been extremely positive and the

change has also gained positive recognition in the area's larger community. In fact, feedback has been so positive that the Victoria Regional Transit System is following the lead of Translink and ValleyMAX and is implementing a similar policy in April 2007.

Potential Revenue Impacts: Decision makers should be aware that changing Kelowna's current transfer policy to a more flexible two-way format could have a revenue impact since some passengers who previously paid for a return fare would now be able to use a transfer. However, this impact is likely to be small. When the system's current cash and ticket usage rates and high level of commuter ridership are factored, potential revenue decrease could be as much as 2%.

Fare fraud, under both the current and the proposed transfer policy, may also affect the revenue impact. While not allowed under the current policy, it is likely that some passengers are already using transfers to make return trips. Particularly since a number of Kelowna Regional routes duplicate service between key destinations (such as between Downtown Kelowna and Orchard Park), it is relatively easy to take one route to a destination, get a transfer, and use the transfer to return home on a different route. Since the system is already losing some revenue through this practice, this will tend to reduce the revenue impact of changing the transfer policy. However, the new transfer policy could increase the prevalence of another type of fare fraud: passengers might give transfers to other passengers to use as a fare payment.

Experience from the ValleyMAX Transit System since its recent implementation of a two-way transfer system has shown little evidence of increased fraud. In fact, cash revenues and ridership have continued to increase. Given the relatively small risk to revenue and the large potential gains to passenger convenience, customer service, and the working environment of transit employees, the change in transfer policy is proposed as a positive one for the Kelowna Regional Transit System.

Recommendation: It is recommended that the Kelowna Regional Transit System implement a two-way time-limited transfer policy, subject to municipal staff confirmation of policy details in consultation with operating company and BC Transit staff. A sample policy is outlined at right. It is tentatively proposed that this policy take effective on April 22, 2007 (Earth Day) in conjunction with other transit public promotion and consultation.

Sample Two-Way Transfer Policy

(It is recommended that after an initial phase-in and test period, the confirmed policy be printed on the back of system transfers).

- Transfers are valid on any route on the date of issue and allows travel, **including return trips**, for a period of up to 60-90 minutes from the time of issue. (Time limit amount to be confirmed by staff).
- Transfers are issued only at the time of fare payment by ticket or cash and must be kept for the entire trip as proof of payment.
- Transfers must be shown clearly to the driver every time a passenger boards a bus.
- The transfer will expire at the time indicated on the front of the transfer.
- Transfers are non-transferable.

Note: This policy change was approved in principle at the November 21, 2006 Central Okanagan Regional Transportation Committee meeting.

Strategy 2: Collapse Existing Multiple Zone Boundaries into One

Discussion: Currently the Kelowna Regional Transit System is divided into four transit fare zones:

- (A) Kelowna:** City of Kelowna up to the east end of the Okanagan Lake Bridge and north to the Airport.
- (B) Westside:** From the west end of Okanagan Lake Bridge to Hwy. 97 and Glenrosa.
- (C) Peachland:** From Hwy. 97 and Glenrosa to Peachland
- (D) Lake Country:** From north of the Airport to Lake Country. (Airport and Flightcraft passengers pay one-zone fare).

Passengers travelling within a single zone pay a one-zone fare. A multi-zone fare applies to travel between two or more of the zones. The zone structure only applies to cash and ticket passengers as Day Passes, Monthly Passes, ProPasses and BC Bus Passes are good for travel within and between all zones.

Similar to the current transfer policy, the multiple zone structure is a major source of passenger confusion, transit driver-passenger conflict, and perceived inconvenience. Also, since it acts as a disincentive for passengers taking long trips, it may not actually increase overall revenue on the longer trips the policy is designed to address.

In general, the trend across all BC transit systems over the past decade has been to reduce the number of fare zones. Of the six BC transit systems serving populations between 50,000 and 150,000, Kelowna is the only remaining system which has multiple zones. Passengers pay a single fare for travel in all others, even in places like Nanaimo where the service area produces slightly longer trips.

Recommendation: It is recommended that the system introduce a single-zone fare system in conjunction with the next fare increase. Since multi-zone cash and ticket fares are currently \$0.25 higher than single-zone fares, essentially such a change would just raise the existing single-zone fare to that of the multiple zone and make it good for travel throughout the system.

Strategy 3: Continue to Expand Range of Fare Products

Discussion: Currently all transit passes in the Kelowna Regional Transit System are “flash” passes: passengers show their passes for visual inspection by transit drivers as they board.

The system’s buses are already equipped with “GFI” electronic fareboxes. It is possible to add a card reader to this type of farebox that would allow the implementation of magnetic stripe “swipe cards.” With this technology, passengers swipe their passes as they board the bus and the farebox confirms that each pass is valid. Key benefits of this type of technology are:

- **Allows for better flexibility of monthly pass types.** For instance, monthly passes could instead be “30 day passes,” allowing passengers to purchase and begin using this type of pass in the middle of the month rather than having to wait until the start of the next calendar month.
- **Allows for better flexibility of tickets and day passes.** Rather than a sheet of tickets, cards with a specified number of rides would be sold. Similarly it would be more feasible to offer 3-day and 7-day passes or passes linked to specific promotions and time-periods, for instance, the specific two days of a conference or major community event.
- **Better enables perpetual and longer-term passes.** The Kelowna System currently has a Pro-Pass program which enables participants to pay for an on-going transit pass through payroll deduction. These participants receive a photo ID flash pass. Moving to a swipe technology would better ensure that only current and paid-for passes are in circulation in the system. It would also enable longer-term passes to be introduced to other markets, such as school students.
- **Reduces fraud.** Not only does the electronic system reduce the number of invalid or fraudulent passes in the system, it also can detect “pass backs” when one boarding passenger has given their pass out the bus window to another.

Capital funding proposals for this item have been previously submitted by BC Transit and it is currently included in upcoming provisional capital budgets. Discussions with local governments on their share of costs for this item will be ongoing as the provincial share of capital funding is confirmed.

Recommendation: That transit partners continue to support the implementation of an expanded range of electronic fare products.

Strategy 4: Continue to Expand Range of Transit Information Products

Discussion: During the service review's public consultation phases, many passengers and a sizable number of youth forum participants requested easier and more accessible transit information. There are a number of technologies that could be used in the Kelowna Regional Transit System to complement the printed, telephone, and web-based transit information already provided. These technologies are already well-established in other BC and Canadian transit systems and include:

- **A web-based trip planner** that would allow users to receive a generated transit travel plan based on the origin, destination, and time of travel information entered by the user. Trip planners can also take into account preferences such as using all accessible vehicles or minimizing transfers or walk distances.
- **Stop-level information available by web and telephone** that would allow users to get schedule information based on a specific bus stop.
- **Real time "next bus" electronic displays** at major exchanges that would provide information on actual upcoming arrival and departure times for buses running through that point. For instance: "Estimated 2 minutes until next departure on the bus rapid transit line."
- **Stop-specific printed schedule displays.** This item consists of small schedule display holders mounted on the actual bus stop poles. The display holders provide a list of trips scheduled to pass by that point and their estimated departure times. Maps, fare information, and advertising may also be included on the printed displays.
- **Download to personal data assistants** of either route- or stop-level information.

All of the above are either currently under development by BC Transit and/or included in the local capital plan associated with the implementation of bus rapid transit. Additionally, the switch to a new Rider's Guide format is also being considered. This format would include advertising sold by a third party, thereby offsetting guide printing costs and making it more cost effective to increase its distribution

Recommendation: That transit partners continue to expand the diversity of transit information products and technologies available in the transit system and make use of federal capital funding opportunities for this purpose where appropriate.

Strategy 5: Consider Moving to Destination-Based Route Names

Discussion: Currently all routes in the Kelowna Regional Transit System are identified by a route number and the area that they serve. Directional / destination information for each route is added as a secondary item. For instance, in the Rider's Guide the 10 North Rutland has a "To Rutland" schedule and a "To Downtown" schedule. Vehicle electronic destination blinds alternate between flashing "10 North Rutland" and then "To Rutland." The drawback to this is at busy exchanges where passengers may see the "10 North Rutland" and board the bus thinking it is heading in that direction when in the second after they board, the bus's destination sign actually confirms that it is heading "To Downtown."

As part of the operational feedback received, a number of transit drivers suggested moving to direction-based route names. For example, this means that the Rider's Guide and bus destination blinds would show "10 North Rutland" when heading to Rutland and "10 Downtown" when heading downtown.

This is a relatively small change. However, in recent years both the Victoria Regional Transit System and the Nanaimo Regional Transit System have switched to this type of format and have found that it has decreased passenger confusion and increased the ease-of-use of their systems.

Recommendation: That the implementation of destination-based route names be considered for implementation in the future upon further consultation with operating company staff. Ideally, such a change would take place as part of a minor schedule adjustment rather than as part of a major schedule change since it may take some getting used to for existing regular users.

Strategy 6: Develop and Clarify Airport Policy

Discussion: As shown by the number of passenger and public requests for service to the Kelowna International Airport received as part of the feedback campaigns, the fact that the Kelowna Regional Transit System already does serve the Airport may be one of the best kept secrets in town.

There are a few likely reasons why this service remains somewhat of a mystery to most residents:

- **Service to the Airport is inconsistent and irregular.** There are a number of trips extended past the Airport on weekdays but only two on Saturdays and none on Sundays.
- **Lack of promotion in transit information materials.** Service to the Airport in the Rider's Guide and website is described as passing by "Flightcraft (near Airport)." This may have been done to avoid political pressure or notice from private ground transportation carriers already serving the airport. However, this wording does not make it clear that buses actually stop about 100ft from the entrance to the Airport.
- **Lack of promotion at Airport.** The fact that there is a public transit stop nearby is not promoted within the terminal building itself. Similarly, the Airport's website does not list the Kelowna Regional Transit System among available ground transportation options. While transit Rider's Guides were available at the Airport's tourist information booth, the volunteer booth staff advised that they thought that transit only passed by "a couple of times a day" instead of the almost hourly weekday service actually in effect.

The Kelowna area is a substantial region with a substantial level of airport travellers. It should be proud of, and promote, public transportation options to its airport in the same way that is already standard in larger centre.

Recommendation: In order to promote the service that is already offered to the Airport and build new customers for the transit system and region, it is recommended that:

- All 23 Lake Country trips consistently divert past the Airport. There may be a minor cost implication to the City of Kelowna (< \$8,000 annually) for this change.
- Service to the Airport be more transparently promoted in transit system information materials.
- City staff work with Airport staff to improve identification and promotion of public transit services at the Airport itself.

Note: This policy change was approved in principle at the November 21, 2006 Central Okanagan Regional Transportation Committee meeting.

Strategy 7: Develop and Improve Snow Clearing and Bus Stop Maintenance Protocols

Discussion: Improving bus stop maintenance, amenities, and safety were key feedback themes from transit staff and passengers. Similarly, snow clearing of transit stops and transit routes was also an issue. Bus stop maintenance and route snow removal were particularly noted as concerns on the Westside.

Attention to both of these areas is vital in order to attract and maintain customers. Every transit trip starts and ends at a stop and therefore bus stops provide the first and last impressions of the system to customers. Even more importantly, transit can't serve the needs of customers if hilly transit routes aren't consistently high priorities for plowing on snowy days.

Proposals to improve bus stop infrastructure have been outlined as part of recent local capital plans. However, it would appear that more work is needed to streamline how information on bus stop and snow clearing needs are communicated, acted upon, and confirmed. This chain of information needs to accommodate passenger requests for stop maintenance and improvements, transit driver and supervisor comments on graffiti damage and needed changes, operating company communication of needs to local government staff, and local government follow up with third-party contractors, where applicable.

Recommendation: It is recommended that operating company staff and each of the local area public works representatives meet to discuss current bus stop and snow clearing needs and to determine a communications protocol for future requests and action.

It is also recommended that local governments continue to invest in bus stop infrastructure improvements and regular stop maintenance procedures.

Strategy 8: Continue to Develop Regional Connections

Discussion: Requests for transit service between Okanagan communities—and especially between Kelowna and Vernon--have continued to grow over the past few years and also were noted as part of this review's public feedback. This is due to the increasing regional nature of the Kelowna area. The opening of UBC's Okanagan campus seems to have further magnified this issue.

A number of initiatives are currently underway which seek to address this regional issue. Opportunities to join into regional transportation planning have been extended to the City of Vernon. A transit service review and feasibility study is currently underway in Vernon to look at both local and regional connections.

Recommendation: It is recommended that local governments and BC Transit continue to support and participate in work to enhance regional transportation within the larger Okanagan area.

9.0 Implementation Process

9.1 The Funding Challenge

The most significant issue facing the local governments and BC Transit will be finding the funding resources to implement the transit service expansion proposals outlined in this document. While the February 20, 2007 provincial budget announcement included funding provision for expanded transit services in 2007/08, there is as yet no confirmation of the level of provincial funding that may be available to the Kelowna Regional Transit System. Similarly, there is as yet no confirmation as to whether there will be provincial funding to BC Transit for transit expansions in subsequent years.

The Board of Directors of BC Transit is actively working with the Ministry of Transportation to support the work of the provincial government in developing new, sustainable long-term funding and governance structures for public transit in BC.

Depending on timing and outcome of 2007/08 provincial funding discussions—and until the long-term issue of ongoing provincial funding is resolved-- local governments may wish to continue the practice of flex-funding service expansions in order to meet community needs. Use of federal transit capital programs and development of community partnerships, such as the UBC-O UPass, are other possible transit funding sources.

11.2 Service Implementation

Once the System Review and Detailed Service Plan has been approved, it becomes a guiding document for making future transit decisions in the Kelowna Region. The specific service proposals outlined in this report should be reviewed on an annual basis. As many of the proposals involve the addition of more vehicles to the system, it is crucial that local governments inform BC Transit of their expansion plans as early as possible in order to meet sometimes lengthy vehicle order and delivery timelines.

Service changes identified for the upcoming year will be further refined through further detailed planning and scheduling work. As described in Section 3.0 – Public Participation Process, it is recommended that service change details, such as proposed trip schedules, be reviewed in a public consultation process conducted through the website and public open houses. The final detailed service proposal would then be approved as amendment(s) to the Annual Operating Agreements for the system.

11.3 Update Process

The Kelowna Regional Transit System and the communities it serves are not static entities. Development patterns, demographic shifts, increasing ridership, and traffic congestion all impact the efficiency and effectiveness of the system. Therefore, planning and budgeting processes need to address the shifting nature of this operating environment in order to maintain and build transit ridership and achieve community environmental, social, and economic goals.

For a system the size of Kelowna, it is recommended that an assessment take place at least annually to monitor service issues, transit performance levels, markets and demand, and to plan and budget for corresponding expansions and service adjustments/enhancements for the coming year. Adjustments to future service expansions may be made each year to reflect these changes in market demand and to reflect changes in local priorities.

It is also recommended that subsequent detailed service reviews be undertaken at least every two-three years to provide updates to proposals/concepts and other sections as needed.

Market Research and Monitoring

Many of the service proposals and strategies included in this plan are based on an assessment of key transit markets. On-going market research will ensure that these strategies continue to meet the market demand and will respond to changes in key markets. Passenger counts, on-board passenger surveys, public opinion surveys, and population forecasts can all be used to monitor performance and assess the changing transit market. This information allows the market profile and the overall market trends for the Kelowna Region to be updated regularly.

Key Performance Indicators

Key Performance Indicators (KPIs) are used to monitor implementation of new services and overall system performance. KPIs can be used to assess the viability of individual service proposals, aiding in the decision-making around implementation of these services. KPIs can be used to compare the Kelowna Regional Transit System with other benchmark communities. Passengers per hour of service (productivity), cost per passenger, and cost recovery are commonly used KPIs.

10.0 Recommendations

It is recommended that the Central Okanagan Regional Transportation Committee—and its respective local governments:

1. Approve this report as a guide for transit service planning and delivery in the Kelowna Region.
2. Select and approve the Short Range Service Proposals, create budget provision, and direct staff to proceed with more detailed planning work and implementation.
3. Approve in principle the Medium and Long Range Service Proposals. These proposals will further evaluated as part of the annual budget development process.
4. Approve in principle the recommendations outlined in Section 8.0 – Other Regional Considerations.

Appendices

***Kelowna Regional
Transit System***



Appendix A: Central Okanagan Smart Transit Plan Executive Summary (April 2005)

The following provides an excerpt from the Central Okanagan Smart Transit Plan, prepared by IBI Group in association with Ward Consulting Group on behalf of the Regional District of Central Okanagan, the City of Kelowna, City of Peachland, BC Transit, the Federation of Canadian Municipalities and BC Ministry of Transportation.

The complete report is available on-line at
http://www.busonline.ca/regions/kel/news/smart_transit/business_plan.cfm

1 EXECUTIVE SUMMARY

Central Okanagan is one of British Columbia's fastest growing regions. The region is expected to continue to grow at approximately 3% per annum from 160,000 persons at present to some 225,000 persons in 2021, a growth of 65,000 people.

The region enjoys the services of a comprehensive transit system which provides conventional fixed route service and HandyDART service. Transit ridership has been growing from just over 1 million passengers per year 10 years ago, to almost 3 million passengers in 2003, a growth of 10 – 12% per annum. A more modest growth of 4 – 6% per annum is projected over the next 10 – 15 years.

This strong growth of population and employment, coupled with the substantial growth in transit travel demand, provides an opportunity to pursue Smart Growth and Smart Transit, i.e. a land use plan which supports and encourages efficient modes of transportation such as transit, walk and cycle. The Central Okanagan Region and local municipalities commissioned this Smart Transit project to:

1. Work with stakeholders to develop a vision for sustainable or smart transit for this region.
2. Develop guidelines for encouraging transit-supportive land use development, or smart growth,.
3. Develop a business plan to direct transit investments to achieve the transit vision.

This project was funded by the Central Okanagan Region, the participating regional municipalities, BC Transit, as well as a grant from the Federation of Canadian Municipalities.

1.1 CURRENT TRANSIT SERVICES

A number of rider surveys and interviews of staff at Kelowna Transit were undertaken to determine the performance of the existing system. With this information, it was concluded that:

- The transit system achieves higher than average ridership compared to similar Canadian systems.
- The transit system is at least as cost-effective as similar sized transit systems.
- The transit operator has a high level of public acceptance and support.

Areas of improvement include:

- Improvement of on-time transit service reliability;

- Reduction in level of graffiti and vandalism to vehicles and shelters;
- Need for expanded off-peak services.

Some of these areas have been addressed already, such as additional operator hours and schedule adjustments to improve on-time reliability, and the recently announced commitment to expand security services at the Queensway Exchange in downtown Kelowna. These issues will continue to be addressed by transit management as additional resources become available.

1.2 TRANSIT ORIENTED DEVELOPMENT

Based on experiences elsewhere and review of local planning principles, a series of land use and transportation guidelines was developed to structure land use growth and define transportation plans to integrate land use and transportation, with the objective of encouraging efficient transportation modes such as public transit, walk and cycle. These transit-oriented development guidelines were then applied to identify locations for encouraging transit-oriented development, in the form of higher density, mixed use developments structured around efficient transportation nodes. From west to east, these TOD areas include:

- Westbank town centre, Westside town centre, Kelowna downtown, Pandosy town centre, Orchard Park, Rutland town centre and UBC Okanagan.
- Peachland and Winfield are other town centres that are linked to the regional transit system, but will likely experience more limited growth.

The physical location of these town centres affords a unique opportunity to be linked together with high quality, limited stop, transit services, that will attract relatively high ridership and justify frequent services.

1.3 FUTURE TRANSIT VISION

As a basis for defining the transit vision for the region, forecasts of land use reflecting the growth of the town centres were incorporated into the upgraded regional traffic forecasting model, to prepare 2021 forecasts of travel demand and possible transit share along future transit routes. The land use and travel demand forecasts anticipate high growth along the corridor linking the town centres, in sufficient numbers to justify the much improved transit services along this corridor.

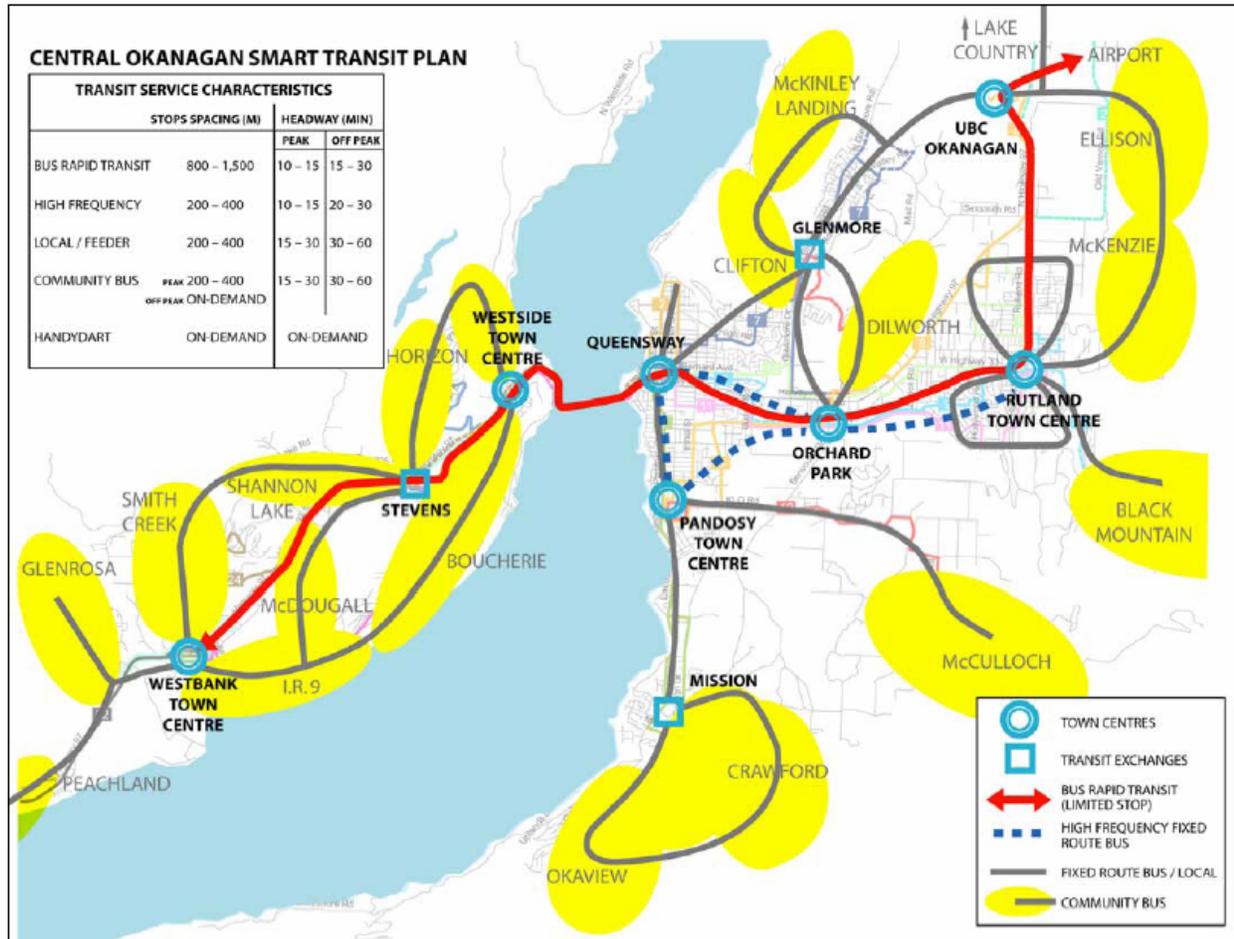
The long term transit vision for the region is presented in Exhibit 1.1. Recognizing the diversity of travel requirements across the region, a hierarchy of transit services is proposed:

- A frequent, rapid and reliable, limited stop transit service along Highway 97, Highway 33 and Rutland Road, linking the majority of the town centres.
- A frequent, fixed route service linking the more central town centres, Queensway, Pandosy town centre, Orchard Park and Rutland town centre.
- Increased frequency of service on fixed routes during the off-peak periods.
- Conversion of some fixed route services to demand-responsive community bus services in the lower density suburban areas and during lower periods of demand.

Initially the transit service along Highway 97 and Highway 33 linking the town centres will be a limited stop service, providing higher speed, higher capacity and improved on-time performance through implementation of transit priority measures. Over time, service will be enhanced to

provide more frequent and more rapid service, through additional transit priority measures, to become more like bus rapid transit services, or BRT. This type of high quality transit service is the high performance, low cost transit technological breakthrough which is becoming the preferred transit service concept across North America and worldwide. For convenience, this service is referred to herein as BRT service.

Exhibit 1.1 Transit Vision



In order to achieve the reliable and rapid services along the Highway 97 / Highway 33 / Rutland Road corridor, a number of transit priority measures are proposed:

- Queue jump lanes on Abbott Street westbound to the bridge.
- Introduction of traffic signal priority at key intersections along Highway 97 particularly through Kelowna, utilizing intelligent transportation systems (ITS) technologies.
- Introduction of left turn treatments in and out of the town centres such as Orchard Park, Rutland and UBC Okanagan.

An additional transit priority measure, transit queue jump lanes on Highway 97 eastbound between Boucherie Road and the bridge, would improve transit travel time and on time performance. However, this requires further detailing and discussion with the Ministry of Transportation before proposing this improvement in this Smart Transit Plan.

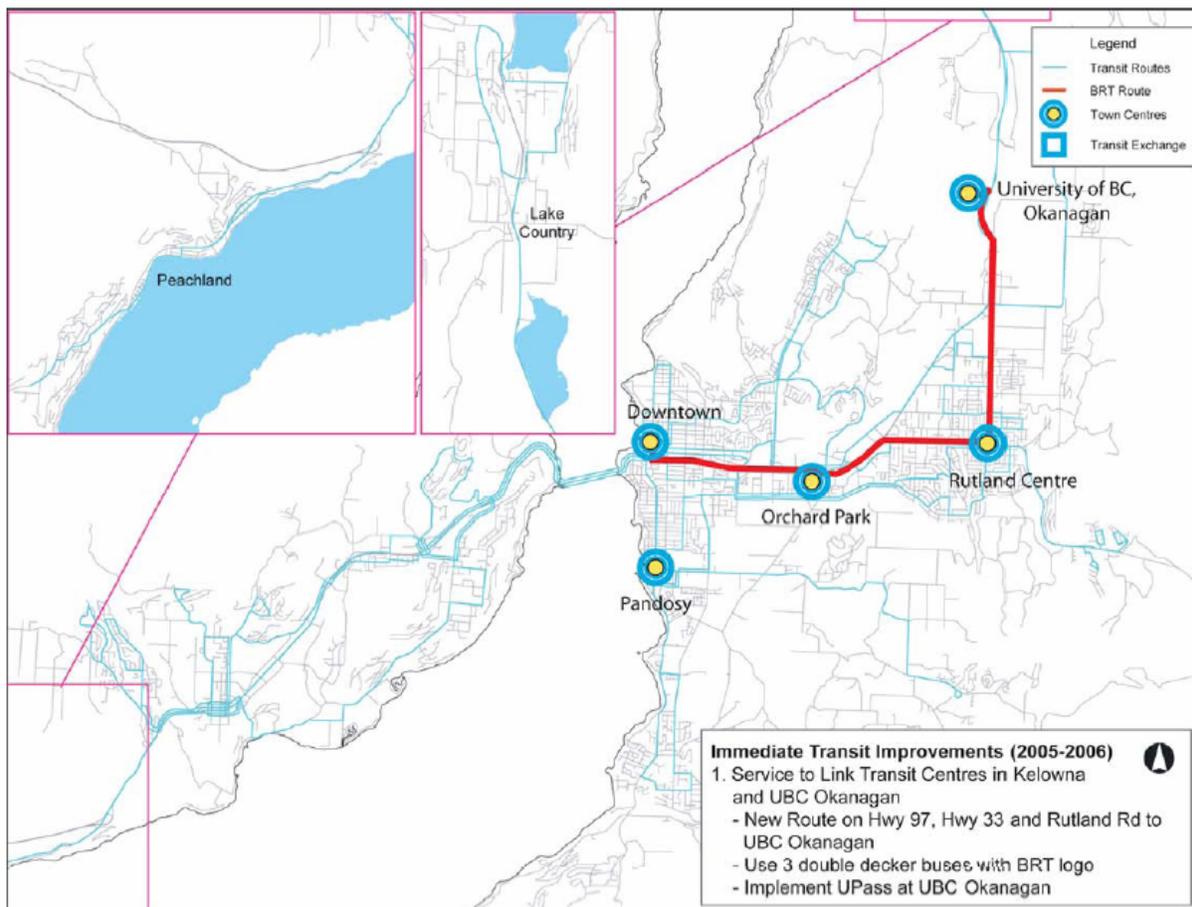
1.4 PHASED IMPLEMENTATION PLAN

A phased implementation plan has been developed, recognizing that resources will be somewhat limited initially and that ridership will develop gradually as improvements are made:

- September 2005: Coincident with the commencement of the fall semester at UBC Okanagan, expand transit service to the university by deploying the three existing high capacity, double-decker buses on the Queensway/Rutland town centre / UBCO service, supplementing existing services, and replacing the double-deckers with the three new hybrid vehicles being acquired by BC Transit.
- 2006 – 2008: Implement transit priority measures and extend BRT service to Westbank, increase service frequency on the town centre connectors, and replace evening and weekend services with improved off-peak services.
- 2010 – 2021: Increase frequency of service on BRT and town centre connectors, extend community bus services to growing neighbourhoods.

The first phase of the transit vision, to be implemented over the period 2005 – 2006, is shown in Exhibit 1.2.

Exhibit 1.2 Immediate Transit Service Improvements (2005 – 2006)



1.5 BUSINESS PLAN

Estimates of the annual operating costs, annual expenditures for system improvements, annual revenues, net costs and regional shares have been prepared and are presented in Section 10 of the main report.

Expressed in 2004 dollars, it is estimated that the Conventional Transit program outlined herein would involve net annual costs to the region and the local municipalities ranging between \$2.26 million to \$2.95 million, compared to approximately \$2 million currently. This estimate assumes that the BC Transit share is maintained at 47% of total costs over this period, as in past years.

The net costs to the Region of the custom transit service is also expected to increase from just over \$300,000 per year in 2005, to approximately \$500,000 per year in 2021. Again, this is expressed in 2004 dollars, and assumes that the BC Transit portion of costs is maintained at 67%.

The smart transit improvement program outlined in this report is designed to accommodate almost 100% increase in transit riders, yet is achieved at an increase cost to the region of less than 50%. This is truly a cost-effective investment in the future of the Central Okanagan Region.

**Appendix B:
Kelowna Service Review Public Participation Phase I Summary (March – May 2006)**

The following provides summary information from the Kelowna Regional Transit Service Review’s first phase of public participation. Promoted using the theme of “Steer the Future of Public Transit,” this phase concentrated on gathering participant feedback on what they currently liked about the system and what they wanted to see improved.

1.0 Survey Results

A survey requesting passenger and staff feedback and ideas on how to improve the system was conducted from March to May, 2006. The main survey was distributed on buses and available on the transit website. Additionally, some survey questions were asked and answered as part of the Kelowna Youth Forum (see Appendix C), as part of open house and workshop displays, and a separate, more detailed survey was also distributed to Kelowna Transit driving staff. The results below incorporate responses from all of these sources.

1. How often do you typically take the bus?

Every weekday or more	218	66%
2 - 3 times per week	77	23%
2 - 3 times per month	17	5%
Less than once a month	16	5%
Total	328	100%
No response	1	0%

2. What is your main reason for taking a trip by transit?

Travel to work	179	33%
Travel to middle/high school	123	23%
Travel to post-secondary institution	89	16%
Going shopping or doing errands	78	14%
Going to medical/dental appointments	43	8%
Going to social/recreational events	34	6%
Total*	546	100%
No response	6	1%

*If respondents selected more than one choice, all were counted.

3. What do you like best about the current system?

Drivers (friendly, helpful, nice, kind etc.)	109	25%
Service (convenient)	67	15%
Service (punctual, reliable etc.)	38	9%
Service (that the system exists)	36	8%
Service (frequent, large no. of routes / large no. of buses)	34	8%
Service (short transfer times)	28	6%
Buses (comfortable e.g. seats, lots of seats, space for strollers, not crowded, accessible, a/c, heat)	27	6%
Buses (clean)	27	6%
Buses (newer, bigger, double decker, community, more economical, more environmentally friendly etc.)	17	4%
Buses (express)	14	3%
Buses (bike racks)	11	3%
Buses (Christmas light tour)	6	1%
Fares (inexpensive, reasonable etc.)	6	1%
General positives (everything, it's good etc.)	6	1%
Neutral (cheaper / better / less stressful than driving)	4	1%
Negative (nothing, it's bad etc.)	3	1%
Other	2	0%
Total*	435	100%
No response	32	7%

*If respondents selected more than one choice, all were counted.

4. Is there a specific trip or route that you take that usually runs behind or misses connections?

1 Lakeshore	29	9%
2 North End Shuttle	3	1%
3 Dilworth	1	0%
7 Glenmore	8	2%
8 University	27	8%
9 Central Rutland	13	4%
10 North Rutland	42	13%
11 South Rutland	29	9%
19 South Rutland Night Route	3	1%
12 McCulloch	3	1%
14 Black Mountain	2	1%
15 Crawford	0	0%
16 Southwest Mission	0	0%
20 Lakeview	17	5%
21 Glenrosa	34	10%
22 Peachland	6	2%
23 Lake Country	13	4%
24 Shannon Lake	15	5%
26 Westside Night Route	2	1%
27 Horizon	5	2%
28 Smith Creek	0	0%
No, none, not really, etc.	41	13%
Other	33	10%
Total	326	100%
No response	35	11%

*If respondents selected more than one choice, all were counted.

5. Is there a location or destination that you think needs more service?

Lakeshore / Mission area	25	6%
Route #2 North End	3	1%
Dilworth area	10	2%
Black Mountain / Kirschner Mountain	16	4%
Kettle Valley / Crawford area	14	3%
Ellison area (including Old Vernon Rd., McKenzie, Gibson, Hartman Hill, Scotty Creek & Rutland Bench)	19	4%
Glenmore area	18	4%
UBCO (including direct / express buses)	17	4%
Route #9 Central Rutland	23	5%
Route #10 North Rutland	15	3%
Route #11 South Rutland	5	1%
Rutland (general area)	15	3%
Route #19 South Rutland Night Route	2	0%
Route #12 McCulloch	8	2%
Westbank area (including Mission Hills Estates, Ridge Estates, etc.)	21	5%
Lake Country / Winfield area	31	7%
Westside area	23	5%
Smith Creek / Shannon Lake area	5	1%
Lakeview area	12	3%
Glenrosa area	13	3%
Peachland area	10	2%
Route #26 Westside Night Route	6	1%
South-east Kelowna	2	0%
Wal-Mart	7	2%
East Kelowna	2	0%
Orchard Park Mall	6	1%
Benvoulin Rd.	4	1%
Airport	6	1%
On Hwy 97 between bridge and Westbank	2	0%
Boucherie Rd.	4	1%
Gordon / Lafranco / Casorso / Barrera	8	2%
Magic Estates / Clifton Rd.	4	1%
Oyama	2	0%
Don't know	2	0%
Everywhere / all locations	11	3%
Nowhere / n/a	25	6%
Other location / destination	19	4%
Other (general service issues e.g. day, time, amenities etc.)	23	5%
Total*	438	100%
No response	30	7%

*If respondents made more than one comment, all were included.

6. What are the most important improvements that need to be made? (detailed answers)

More service to specific routes / destinations	112	14.8%
More late service / end buses later	81	10.7%
More frequent Sunday service / more Sunday service in general	67	8.9%
More frequent service / more service in general	55	7.3%
Run buses on time / better transfer connections	51	6.7%
Later Sunday service	43	5.7%
Improve drivers' attitude	26	3.4%
Earlier Sunday service	24	3.2%
More frequent Saturday service / more Saturday service in general	23	3.0%
Improve bus shelters / exchanges (e.g. more benches, amenities)	19	2.5%
More early service / start buses earlier	17	2.2%
Other	17	2.2%
Later Saturday service	14	1.9%
Improve Holiday service	13	1.7%
Earlier Saturday service	12	1.6%
Use bigger / smaller buses	12	1.6%
Improve courtesy of passengers	12	1.6%
New bus stop / additional stop	12	1.6%
Improve bus cleanliness / remove graffiti	11	1.5%
Service is good as is, OK, etc.	11	1.5%
Better lighting / safety / security at bus stops / exchanges	9	1.2%
New ticket / pass products or programs (e.g. annual passes, etc.)	9	1.2%
More direct routes / fewer transfers	8	1.1%
Cheaper bus fares / passes	8	1.1%
Orchard Park Exchange	7	0.9%
Better safety / security on board buses	6	0.8%
Make Riders Guide / Schedule easier to use	6	0.8%
Queensway Exchange	6	0.8%
Cleanliness at bus stops / exchanges	6	0.8%
Less crowding	5	0.7%
More afternoon / off-peak service	5	0.7%
Improve drivers' driving skills	5	0.7%
Air conditioning / heat on buses	5	0.7%
Stevens Exchange	5	0.7%
Earlier / more buses to College / UBCO	4	0.5%
More peak service	4	0.5%
Disallow drivers from using cell phones / listening to radio while driving	3	0.4%
Allow food / drink on bus	3	0.4%
Make the destination blinds / signs easier to read / more accurate	3	0.4%
More hybrids / environmental responsibility	3	0.4%
Ensure buses in good mechanical working order / immediate "fill in" buses available for breakdowns	3	0.4%
More comfortable buses, better seats etc.	2	0.3%
More schedule info at bus stops	2	0.3%
"Natural" safety at bus stops (e.g. away from ditches, clear snow)	2	0.3%
Westbank Exchange	2	0.3%
Transfers good for unlimited travel / last longer / able to transfer anywhere	2	0.3%
Everything / all routes need improvement etc.	1	0.1%
Total*	756	100.0%
No response	24	3%

*If respondents made more than one comment, all were included.

6. What are the most important improvements that need to be made?
(generalized answers)

More / earlier / later Saturday service	149	20.9%
More frequent service / more service in general	136	19.0%
More / earlier / later Sunday / Holiday service	92	12.9%
More late service / end buses later	81	11.3%
Route- / destination-related	46	6.4%
Bus comfort, cleanliness, etc.	45	6.3%
Bus stop- / shelter- / exchange-related (e.g. cleanliness, safety, more benches, more stops, amenities)	39	5.5%
Drivers' performance	34	4.8%
Punctuality / transfer connections	19	2.7%
Display / availability of info. (Riders Guide, bus blinds, bus stops)	18	2.5%
More early service / start buses earlier	17	2.4%
Service is good as is, OK, etc.	11	1.5%
Fare-related	6	0.8%
Use of hybrids / environmental responsibility	3	0.4%
Everything / all routes need improvement etc.	1	0.1%
Other	17	2.4%
Total*	714	100.0%
No response	24	3.3%

*If respondents made more than one comment, all were included.

2.0 Support for Infrastructure Improvements

The following summarizes support for different types of transit infrastructure improvements designed to reduce transit travel times. Feedback was collected as part of the open houses, stakeholder workshop, and Kelowna Youth Forum. The results below incorporate responses from all of these sources.

Summary of Support for Various Transit Infrastructure Improvements

	Support	Neutral	Oppose	TOTAL
Signal priority	33	3	1	37
Fewer bus stops on busier routes	9	6	18	33
Bus only lanes and queue jumpers	29	5	8	42
TOTAL	71	14	27	

3.0 Summary of Most Requested Transit Improvements

As part of the open houses, stakeholder workshop, and Kelowna Youth Forum, participants were asked to “vote” on their top three priorities for service improvements by route. The following table summarizes the results.

Summary of feedback: What Transit Improvements are Most Needed?

Improvement	All Routes	1 Lakeshore	2 North End Shuttle	3 Dilworth	7 Glenmore	8 University	9 Central Rutland	10 North Rutland	11 South Rutland	19 S. Rutland Night Route	12 McCulloch	20 Lakeview	21 Glenrosa	22 Peachland	23 Lake Country	24 Shannon Lake	26 Westside Night Route	27 Horizon	28 Smith Creek	TOTAL
Earlier service weekdays	2	2	0	0	0	0	2	3	1	2	0	0	2	1	3	2	0	0	0	20
Later service weekdays	6	3	0	0	4	7	5	6	3	2	0	1	2	2	2	1	3	1	0	48
More frequent service weekday rush hours	0	4	0	2	3	3	0	4	0	0	0	2	2	3	4	1	0	0	0	28
More frequent service Saturday	5	4	0	0	6	5	1	3	0	0	1	0	0	1	2	0	0	0	0	28
More holiday/ Sunday service	11	6	0	0	7	10	5	8	3	3	1	0	0	0	6	0	1	0	0	61
More frequent service mid-day weekdays	1	2	1	1	1	2	2	4	1	0	2	0	0	0	2	0	0	1	0	20
TOTAL	25	21	1	3	21	27	15	28	8	7	4	3	6	7	19	4	4	2	0	

Appendix C: Kelowna Youth Forum Summary (May 2006)

The following provides excerpts from the Kelowna Youth Advisory Committee's Report on Mayor's Youth Forum, May 26, 2006, prepared by Marathon Communications Inc.

The complete report is available on-line at
http://www.busonline.ca/regions/kel/news/youth_forum_final_report.pdf

SUMMARY

The inaugural City of Kelowna's Mayor's Youth Forum was designed to combine a youth learning experience about transit as well as solicit youth feedback on the current transit services and their ideas for the future. This forum not only collected unique and valuable information about youth's perspective on public transit and how to improve it, it also was a wonderful opportunity for local youth to get involved in a social planning issue and with local government.

The forum was held in Kelowna on May 26th, 2006 with 38 grade 9 through 12 youth in attendance. In preparation for the forum, a unique video production was prepared by Rutland Senior Secondary students showcasing some youth reaction to the current transit system. A second short video was created that highlighted the forum event itself.

The results of the youth comments show the greatest areas of concern were: improved/expanded routes and scheduling (in particular evening and weekend scheduling and enhanced bus service to outlying developed areas), improved customer service for youth, better access to route information, and price incentive opportunities. In addition, ideas were solicited for promoting the current "commuter challenge" campaign.

Many ideas were generated relating to these concerns; the ideas ranged from expensive and complex (e.g. adding or expanding bus routes) to simple and inexpensive (provide better access to bus schedules). Perhaps more importantly, the enthusiasm from the youth for improving the transit system indicated a very strong support for the system and willingness to use it more frequently.

Perhaps most importantly this process was an opportunity for youth to provide input into social planning issues by working with local government (politicians and City staff). Youth leaders were involved in the design of the forum, as facilitators of break out groups and even presenting the results to Mayor and Council.

"I learned that the transit people are really interested in what we have to say." Forum Participant

YOUTH FORUM RESULTS: TRAVEL LOGS

In preparation for the Forum, youth in School District #23 were asked to experience the transit system by riding as much as possible and record their travel on the transit system in a Travel Log. These youth were also supplied with free bus passes for the week prior to the forum. A total of 29 youth completed and submitted the Travel Logs. The following information was collected from these logs and a survey that was completed by youth on the morning of the forum, prior to presentations.

1. On average, how frequently do you ride the bus?

- 18% Every Day
- 11% Every week day
- 18% 2-3 times a week
- 16% 2-3 times a month
- 37% Less than 2-3 times a month

2. What other transportation options are you utilizing?

- 83% Vehicle(Passenger)
- 75% Walk
- 39% Vehicle(Driver)
- 21% Bike
- 13% Other
- 10% Taxi

3. What is one adjective (like: great, reliable) you use to describe the bus system in Kelowna?

- 50% Reported negative comments such as Confusing, inefficient, inconvenient
- 47% Reported positive adjectives eg. Satisfactory, reliable
- 3% Had no comment

4. What would it take for you to use the bus on a regular basis (at least once a week)?

- 50% Need more routes in their area as well as more frequent
- 19% Already ride on a regular basis
- 18% Need the system to be more reliable
- 13% Had needs such as parents consent, jobs or for parents not to drive them

5. How often have you used the Bus Bike Racks in the last 12 months?

- 94% 0-4
- 6% 5-10
- 0% 11-20

6. Do you think the fares are:

- 57% Just Right
- 43% Too high
- 0% Too Low

7. What do you value/like about the current transit system?

A general summary of what youth liked about the transit system was the overall system, several commented on the environmentally friendliness, the wide area that it covers and the fact that it was an available system that was always there.

YOUTH FORUM RESULTS: BREAKOUT SESSIONS

1. What are the things you would like to change about the bus system?

(Top five choices, by frequency, for each sub-topic; the full Youth Forum report provides information on all submitted feedback for each question.)

Route Information

- Information about the bus route on a website. You can go on and say where you are and where you want to go. Clarity!
- A map on the bus and a big screen showing where you are. It would be nice to know if the bus is going to be late, or if it has already passed.
- Lower the bus schedules at stops (make them easier to read)
- At the bus stops, have a screen that counts down to when the next bus is coming.
- More schedules at bus stops at Okanagan College

Improved Routes and Frequency

- More frequent stops on Sundays – weekends (2). More buses on weekends going to Westside, Peachland, and Lake Country. More service on Sundays - every 30 mins.
- Routes: Upper Mission - Lakeshore Road areas – Crawford. South Kelowna - Mission
- More buses out to Winfield on Sundays. Buses run later to Lake Country. More service to Winfield - own bus system
- More buses - more often!
- Later bus service (24 hrs). This will cut down drunk driving especially to remove areas over downtown because cabs are more expensive. More service at night. More night time stops - every half hour

Customer Service

- More friendly drivers. Nicer bus drivers. Drivers with better attitudes. Better training for drivers
- In North Glenmore - easier wheelchair access to get on buses - (no sidewalks to get on buses)
- More comfortable and friendly bus stops - a roof, padded benches
- Buses arriving on time (2)
- Cleaner interiors

Pricing

- Cheaper bus passes/fees
- Cheaper student passes - 25% off
- Prices \$1.00 - easier. Something so that we would be able to pay with bills/debit
- More lenient with bus fares

2. Where are the places you think the bus should go more frequently?

- More stops / service in the Glenmore area, North Glenmore
- More stops / service in the Upper Mission / Crawford / Kettle Valley area. (Note: the youth forum was held prior to implementation of new service to these areas on August 27, 2006).
- More stops / service to Westbank / Westside
- Buses to major recreation centers

3. Go big: what is your wildest vision for the transit system?

- **User technology on buses:** Music on bus (radio, etc.). Music systems, disco ball, DJ. Headsets for central music system. TV/music on buses. Radio system to plug in your headphones. Wireless internet access. Phones at bus stops. TV's in headrests. Super awesome TV monitors showing other buses on their routes!. Interactive internet service - GPS
- **A following bus for crowded routes**
- **At school times - a double Decker bus first, to carry the bulk**
- **More hybrid buses. More hybrid powered buses**
- **Panic buttons at bus stops**
- **Bus Design:** Sunroofs for passengers. Tinted windows on all buses - sun can be blinding. Glow in the dark buses. Convertible buses. Garbage can, armrests, cup holders. Better seats. Comfy chairs. Armrests between seats. Optional seatbelts. Leather seats - climate controls. Nice benches. More comfortable seats. Colour code buses. Modern designed buses. Better colours for interior. Purple buses in Winfield. Disco interior on buses
- **Food/drinks on the bus:** Allow food/drinks on the bus. Snack Bar on bus. Vending machines with garbage cans on buses/recycling. Coffee bar in the buses/bus stops. Allow food - headset plug in radio station - more backwards seats

4. How do teens view using the transit system?

- **unreliable** - late frequently, crowded, miss stops (3). Unreliable - we have to walk 30 minutes after school to try and catch a ride home, and if that bus is late or gone, we will not get home until like 1:00 am
- **inconvenient** - the schedules are off (3). confusing. info not easily found. Difficult. inefficient
- **independent**
- **ugly but practical**
- **unsanitary**

5. How can we encourage youth to ride more frequently?

Scheduling, Routes

- available schedules at stops, schools, stores - educate people
- more frequent bus. more frequent stops (after school)
- too many redundant bus stops - get rid of them
- easy access - not near Mission houses
- more night buses

Customer Service

- provide food and snacks on buses. food and drinks allowed - put garbage cans on bus
- make buses come on time. make them more convenient - on time
- have another person on the bus (supervisor) to help riders
- good looking, nice, easy going bus drivers. more friendly drivers. easier to approach bus drivers, especially when you don't feel safe on the bus. raise driver awareness - stops, don't be prejudice towards youth. friendlier bus drivers.
- Garbage cans on buses and bus stops. Cleaner (4). cleaner stops

Promotion

- **give students career hours**
- **educate younger students - youth made commercials**
- **cheaper bus rides - gas being so \$\$ "You'll save money riding on a bus."** give incentives to new riders - cheaper fares. give charge for fares (debit card for fares). youth day - evening/weekend (\$1.00). lower fares. free passes (prizes). student discounts
- **Awareness:** advertise them more. raise awareness about changes – routes. better advertising. friendlier promotion. tell everyone the city's changes
- **Bus designs:** special "party buses". let kids decorate the exterior of the buses. hot pink buses. every different bus a different seating plan.
- field trips with city buses
- wallet sized schedules - easily available
- youth buses (routes)

**Appendix D:
Kelowna Service Review Public Participation Phase II Summary
(December 2006 – January 2007)**

The following provides summary information from the Kelowna Regional Transit Service Review's second phase of public participation. Promoted using the theme of "We heard you...did we get it right?", this second phase concentrated on describing and getting feedback on the draft service proposals developed from the first phase of public consultation.

Survey Results

A survey describing the proposed draft service improvements and requesting feedback on them was distributed on buses, available on the transit website, and at the open houses held at Orchard Park Shopping Centre and at the Westbank Branch of the Okanagan Regional Library.

The survey provided a brief description of each proposal and asked participants to vote on their top priority, second highest priority, and lowest priority service options. Detailed proposal descriptions and route maps were also available on the website and at the open house. There was also space for respondents to comment on the various proposals. The following summarizes the results of this survey.

1. How do you rate your priorities for the presented Kelowna Short-Range proposals?

	Highest Priority	Second Highest Priority	Total Highest Priority*	Lowest Priority
Extended Evening Service Monday - Saturday: Every 30 minutes to 10:00pm, hourly service to 12:15am	16	5	19	-
More UBC-O Express Trips	11	1	12	3
Schedule improvements to 7 Glenmore	9	5	12	2
New hourly Sunday service on 8 University	10	3	12	5
New 9 Shopper Shuttle Service	10	2	11	1
Bus Rapid Transit from Downtown to Rutland	7	3	9	3
New combined 9 Central Rutland and 11 South Rutland	4	2	5	-
More handyDART service	5	-	5	8

* Adds total number of highest priority selections with 50% of second-highest priority selections.

2. How do you rate your priorities for the presented Kelowna Medium-Range proposals?

	Highest Priority	Second Highest Priority	Total Highest Priority*	Lowest Priority
Increased Sunday & Holiday Service: hourly service on major routes, half-hourly between 11:00am and 6:00pm.	24	7	28	1
Introduction of evening service to community bus routes	7	1	8	3
1 Lakeshore rerouting to serve Mission Aquatic Centre in two directions	6	2	7	-
Earlier service: 1/2 hour earlier on weekdays, hour earlier on Saturdays	5	4	7	1
Bus Rapid Transit from Rutland to UBC-O	5	2	6	1
10 North Rutland rerouting to include service Okanagan College, KSS, KLO, the Hospital & Downtown	5	2	6	1
10 North Rutland reourting change to McCurdy / Fitzpatrick Loops	5	2	6	-
8 University rerouting to include direct service to Downtown	6	-	6	2
15-minute commuter service to 7 Glenmore	3	1	4	2
New Ellison / McKenzie Community Bus	3	-	3	3
3 Dilworth community bus to Magic Estates / Clifton Road	3	-	3	3
Extension of 15 Crawford and 16 Southwest Mission to Okanagan College via Gordon & Casorso	-	1	1	-

* Adds total number of highest priority selections with 50% of second-highest priority selections.

3. How do you rate your priorities for the presented Westside & Peachland Short-Range proposals?

	Highest Priority	Second Highest Priority	Total Highest Priority*	Lowest Priority
Additional Westside handyDART service	15	-	15	-
Improved connections and additional afternoon commuter trips on 20 Lakeview and 24 Shannon Lake	11	2	12	1
Additional westside evening service and rerouting. Service extends past midnight, with hourly service on each new combined route	10	2	11	2
New additional Westside commuter shuttle between Downtown and Stevens Exchange (Replaced by BRT when bridge complete)	10	1	11	1
Rerouting of 21 Glenrosa past big box stores on Butt / Carrington; additional schedule reliability and PM commuter trip	7	5	10	-
Additional UBC-Okanagan Express trip	5	2	6	4
New service to West Lake, Bear Creek, and Westside roads by alternating service on existing 27 Horizon	4	4	6	3
Additional morning Peachland commuter trips	4	-	4	1
Conversion of 27 Horizon & 28 Smith Creek to community bus	3	2	4	1
New service to East Boundary Road	3	-	3	1

* Adds total number of highest priority selections with 50% of second-highest priority selections.

4. How do you rate your priorities for the presented Westside & Peachland Medium-Range proposals?

	Highest Priority	Second Highest Priority	Total Highest Priority*	Lowest Priority
Increased Sunday & Holiday Service: hourly service on major routes 8:00am - 10:00pm, half-hourly 11:00am - 6:00pm	17	1	18	-
Bus Rapid Transit from Westbank to Downtown Kelowna	12	2	13	-
Additional Westside evening service: 1/2 hourly service on major routes plus evening service on community bus routes	12	-	12	-
Earlier service: 1/2 hour earlier on weekdays, hour earlier on Saturdays	6	2	7	-
15-minute commuter service on 20 Lakeview and 24 Shannon Lake	4	-	4	1
22 Peachland 30-minute commuter service	4	-	4	-
21 Glenrosa; more trips to Mt. Boucherie Complex	-	-	-	1
New Ellison / McKenzie Community Bus	-	-	-	2

* Adds total number of highest priority selections with 50% of second-highest priority selections.

5. How do you rate your priorities for the presented Lake Country Short-Range proposals?

	Highest Priority	Second Highest Priority	Total Highest Priority*	Lowest Priority
Increased Sunday & Holiday service: hourly service, plus earlier and later trips	9	2	10	1
Additional weekday commuter service	6	1	7	1
Enhanced Saturday service: earlier morning trips and more frequent afternoon service	3	5	6	2
Extended evening service every 30-45 minutes to 10:00pm, hourly service until past midnight	4	2	5	1
Introduction of handyDART service on weekdays and Saturdays	1	1	2	6

* Adds total number of highest priority selections with 50% of second-highest priority selections.

6. How do you rate your priorities for the presented Lake Country Medium-Range proposals?

	Highest Priority	Second Highest Priority	Total Highest Priority*	Lowest Priority
Weekday frequency improvements: 1/2 hourly service throughout the day plus "direct to Downtown" routing changes on 8 University.	7	-	7	-
Introduction of community bus service to Oyama	1	-	1	-
Further improvements to Saturday service: earlier morning trips and 1/2 hour service from 11:00pm to 6:00pm	-	1	1	-
Route restructuring to serve the Lakes and Clearwater / Copper Hill areas	-	-	-	-
15-minute commuter service on 23 Lake Country	-	-	-	-
Further improvements to Sunday & Holiday services. Service would run from 8:00am - 10:00pm, with better frequency in the afternoon.	-	-	-	1

* Adds total number of highest priority selections with 50% of second-highest priority selections.

7. Should Bus Rapid Transit be extended to Lake Country?

(A discussion of pro's and con's to this option were described)

Keep 23 Lake Country connected to 8 University (Including route changes on 8 to provide direct, no-transfer service to Downtown).	-
Extend Bus Rapid Transit to Berry Road Transit Exchange and make 23 Lake Country a connecting local route.	8