Service Design Standards and Performance Guidelines

Kamloops Transit System

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Kamloops
Canada's Tournament Capital

BCTransit

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Introduction

1.1 Service Design Standards and Performance Guidelines

As part of the ongoing management of the Kamloops conventional transit system these Service Design Standards and Performance Guidelines (SDSPG) contain useful tools to facilitate service planning decisions and measure how well the transit system is progressing towards achieving its goals. SDSPG are reviewed regularly and will evolve as the transit system develops and as community needs change.

There are three key components to the Kamloops SDSPGS.

- **Service Design Standards** define minimum service levels by service layer and provide guidance on when new service should be introduced to an area.
- **Performance Guidelines** measure service effectiveness and efficiency of service delivery. These guidelines include performance targets for the system as a whole, as well as targets for different service layers.
- **Service Design Principles** the best practices and principles that should be applied to the development or implementation of any service or infrastructure recommendation.

1.2 Purpose

SDSPG will be used to guide improvements in the quality and quantity of transit service in Kamloops, in order to achieve the minimum service levels of the transit network recommended in the 2020 Kamloops Transit Future Action Plan (TFAP).

The purpose of SDSPG is to ensure that transit service in Kamloops is monitored in a consistent manner, and to help guide decisions on service improvements. These tools provide an equitable and comprehensive way of evaluating existing transit services, and for considering when to introduce new transit service. Using SDSPG, routes can be compared to others within their class, ensuring comparisons are not drawn between routes that perform different functions or have significantly different service levels. SDSPG further provide an accountable and transparent process for adjusting service levels as the system grows. Finally, establishing minimum service levels can increase rider clarity by working towards a consistent level of service on routes during peak and off-peak periods.

The SDSPG are one of the tools that will be used by BC Transit, the local partners and the operating company to guide the allocation of resources. SDSPG are used to highlight areas of improvement or expansion in a system, and are combined with transit planning best practices to determine how transit service is best delivered in Kamloops.

1.3 Scope

The SDSPG are developed to guide the evaluation, maintenance and expansion of the conventional transit routes in the Kamloops Transit System. The system in 2021 consists of fourteen routes indicated in Figure 1. Service priorities including new routes identified in the Kamloops TFAP are also included in the development of these guidelines and the TFAP priorities have been re-evaluated to ensure alignment with the guidelines.

These guidelines were developed based on a comprehensive review of ridership patterns since 2018, factoring in COVID-19 impacts to ensure that the targets developed are realistic. In addition to the ridership analysis, a Leger intercept survey was carried out in February 2021. The purpose of this survey was to gain insights into customer satisfaction to aid in the development of a customer satisfaction target, as well as to better understand how travel has shifted as a result of the pandemic. A summary of this survey is provided in *Appendix B.*

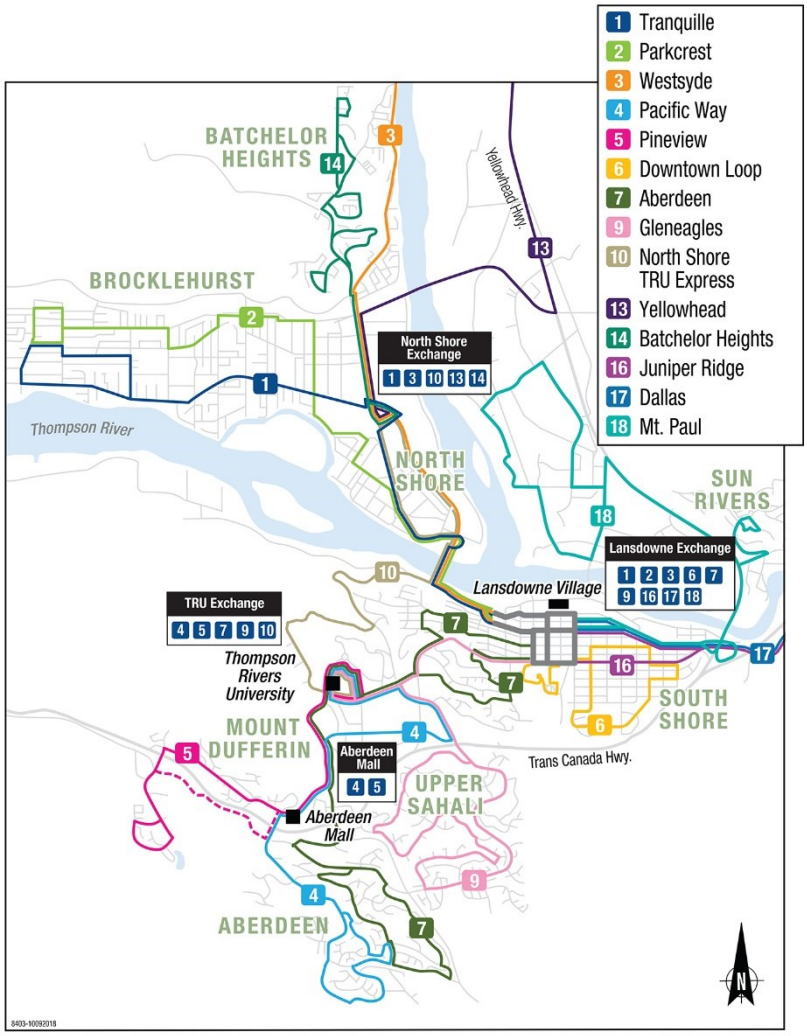

Figure 1 Map of the Kamloops Transit System

1.4 Timeline and COVID-19 Impact on Transit Service

The Kamloops Service Design Standards and Performance Guidelines (SDSPG) build on recommendations outlined in the Transit Future Plan (2012) and Transit Future Action Plan (2020), and were developed to reflect the changing ridership as a result of the COVID-19 pandemic.

1.5 Transit Network

The Kamloops transit system is designed as a hub and spoke system, consisting of separate service types that work together to provide transit service to Kamloops residents. These service types have different qualities, recognizing that not all routes serve the same purpose or can support the same level of service. The 2012 Kamloops Transit Future Plan identified three service types: Frequent Transit, Local Transit and Targeted services. This document expands on Local Transit, separating it into two different categories. Below is a list of the service types in Kamloops, as well as an explanation of the function these types of routes serve.

FTN: Frequent Transit Network:

The FTN network provides key corridors with convenient, reliable and frequent transit service. The FTN will carry a large share of the transit system's total ridership, and justifies capital investments in transit priority, a high level of transit stop amenities and corridor branding.

LTN-R: Local Transit Network-Ridership:

LTN-R routes generally serve high and medium-density areas, connecting riders to destinations like schools or shopping centres. Two-seat rides are generally expected, meaning that it is anticipated that riders will have to transfer at some point in their journey before reaching their final destination.

LTN-C: Local Transit Network-Coverage:

LTN-C routes generally serve lower density areas, and as a result lower passenger loads are expected. The focus is on connecting to local centres and other local routes, providing a more basic coverage level of service. As with LTN-R routes, two-seat rides are largely expected on these routes.

Targeted

Targeted routes are the collection of routes that provide service to specific areas or locations, such as schools or resorts, regional, express and rural transit services.

Table 1 below identifies the routes that comprise each of the different service layers. Future routes 8, 98 and 99 are also included in this table.

Route Name and Number	Service type
1 Tranquille	FTN
2 Parkcrest	LTN-Ridership
3 Westsyde	FTN
4 Pacific Way	LTN-Ridership
5 Pineview	LTN-Coverage
6 Downtown Loop	LTN-Coverage
7 Aberdeen	FTN
8 Battle (future route)	LTN-Ridership
9 Gleneagles	FTN
10 North Shore TRU Express	Targeted
13 Yellowhead	LTN-Coverage
14 Batchelor Heights	LTN-Coverage
16 Juniper Ridge	LTN-Coverage
17 Dallas	LTN-Coverage
18 Mt. Paul	LTN-Coverage
98 East West Express (future route)	FTN
99 Southwest Loop (future route)	FTN

Table 1 Kamloops Transit routes classification

Kamloops Transit Service Design Standards

Service design standards refer to the minimum level of transit service that meets the needs of the community. These standards are context-specific, and apply only to the system they are designed for. Unlike performance guidelines, which are applied only to existing service, service standards apply both to existing services and can help identify when service can be introduced to new areas.

Why they matter: Service design standards are a key component of creating a reliable, consistent transit system. These standards can also help guide improvements to the transit system by establishing the minimum guidelines for service based on route classification. Finally, service design standards can help determine when service can be extended new areas, which can improve clarity surrounding how and when new routes are implemented.

How they are determined: Service design standards are developed based on a number of factors, including the service type (for example, FTN routes have the highest frequency and the longest service span, in recognition of the fact that they are the highest generators of ridership and operate as the core transit routes), service day and guidance provided in long term planning documents.

2.1 Service Span

Service span refers to the hours and days that a route operates, detailing the period of time from the first morning departure until the last evening departure. For the Kamloops Transit System, service span depends on both the service type and the day of the week (weekday, Saturday or Sunday). Existing service spans for the service layers outlined in Section 1.5 are shown in *Appendix A.* The service spans outlined below are based on recommendations from the Transit Future Action Plan, and over time would see the establishment of a consistent base service span for routes depending on their service type.

Service Type	Weekday service span	Saturday service span	Sunday service span
FTN	6 a.m – 12:30 a.m.	6 a.m. – 1 a.m.	7 a.m. – 11:30 p.m.
LTN-R	6:30 a.m. – 12 a.m.	7:30 a.m. – 12:30 p.m.	8 a.m. – 11 p.m.
LTN-C	6:30 a.m. – 10 p.m.	8 a.m. – 11 p.m.	8 a.m. – 10 p.m.
Targeted	6 a.m. – 11 p.m.	7 a.m. – 11 p.m.	7 a.m. – 11 p.m.

Table 2 Kamloops service span standard by service type

Extending service span can be considered when the first or last hour of service is greater than the average for that specific route. Alternatively, if a route is performing at levels greater than those defined for its given service type (generally + 25 per cent variation), the service span could be increased if resources are available. Finally, service span increases can address operational issues by providing additional opportunities for travel, thereby addressing overcrowding issues.

2.2 Service Frequency

Service frequency refers to the time between buses on a given route. As with service span, frequency in Kamloops depends on both the service type and day of the week (weekday, Saturday or Sunday). Existing route frequencies are shown in *Appendix A*. Table 3 below defines the service frequency by service type.

Service Type	Weekday peak	Weekday base	Saturday peak	Saturday base	Sunday peak	Sunday base
FTN	15	30	15	30	30	45
LTN-R	20	30	20	30	30	60
LTN-C	30	60	30	60	30	60
Targeted	20	30	30	60	30	60

Table 3 Kamloops service frequency standard by service type

As with service span, some routes currently meet the minimum proposed frequency, others exceed it during certain periods of the day, and others do not yet meet the minimums proposed. As new routes are introduced, frequency should be in line with what was proposed in the TFAP.

Increases to service frequency should be considered as necessary to alleviate passenger load issues, as well as when the route is performing 25 per cent above the target for its respective class. Consistent recorded pass-ups during a regularly scheduled trip over a week should prompt a review of frequency. Frequency increases should also occur in an effort to continue developing the frequent transit network in Kamloops. New routes typically take approximately three years to achieve their ridership potential, and should be closely monitored in these early years for frequency or span improvements.

2.3 Introducing Service to New Areas

The effectiveness of a transit route is impacted based on the land use and density present in the community. While density is not the only factor in determining the success of a given route, establishing minimum density targets can help ensure a new route has a reasonable chance of meeting its performance guidelines. Other factors that can influence route performance include topography, service levels, demographics, road network, proximity of the proposed route to the rest of the transit network, and the role the proposed route plays in the system.

The minimum density targets outlined in Table 4 below can help to inform when new service could be introduced in an area, as well as help determine when existing service could be transitioned to the next highest service type (for example, transitioning a local transit ridership route to a frequent route).

No minimum density target was established for targeted services, given the nature of this service type. Targeted services can be implemented in a number of different contexts and serve different purposes.

Service Type	Average Corridor Density (Activity units/km²)[1]
FTN	3500
LTN-R	3000
LTN-C	1500

Table 4 Average corridor density threshold for the introduction of new service into the Kamloops service area.

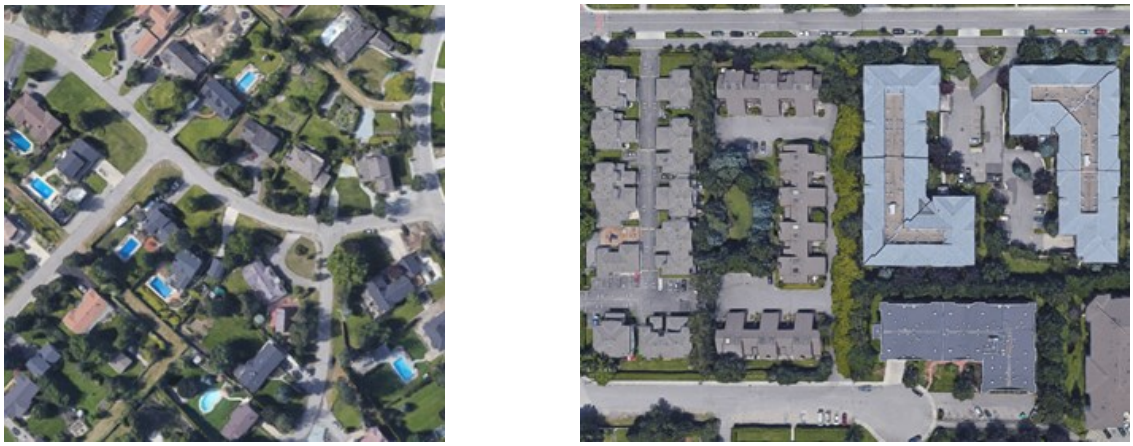

Figure 2 Examples of average corridor density. Right: Local transit route corridor density. Left: Frequent transit route corridor density.

[1] Average corridor density is the average number of residents, jobs and students per square kilometre, calculated within a 400 metre buffer of a proposed route. This buffer corresponds with BC Transit's guidance of ensuring all residential properties are within 400 metres of transit service.

Kamloops Transit Performance Guidelines

Performance guidelines are evaluation tools that are used to help plan new transit services, make adjustments to existing service, and measure how well the transit system is progressing towards achieving its goals. They consist of numerical targets for a specific transit system and its routes and services.

Why they matter: Working in tandem with service design standards, performance guidelines are a tool that can be used to evaluate existing services, identify trends in performance and, based on this evidence, determine how service and supporting features, such as fares and marketing, should be changed to improve the effectiveness and efficiency of the system.

For service to be efficient and productive, a balance should be achieved between oversupply and overcrowding.

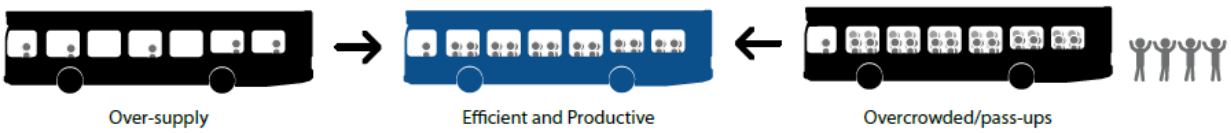

Figure 3 Examples of balanced and unbalanced supply of service

A number of steps can be taken to achieve this balance, including:

- Changing service frequency
- Changing service span
- Reducing/Increasing coverage
- Changing bus stop spacing
- Changing vehicle type
- Routing changes

When system or route performance falls below or above the set guidelines, recommendations to local partners will focus on those tools above that help maximize efficiency.

How they are determined: Performance guidelines for the Kamloops Transit System are established at two levels:

System-level performance: One set of performance guidelines establishes minimum performance criteria for the system as a whole. System performance thresholds are based on overall system performance, peer comparison within BC to establish appropriate benchmarks, and a consideration of the City's goals for targets like cost recovery.

Route-level performance: These guidelines establish performance criteria at the route level and are based on route performance as demonstrated by APC data.

3.1 System-Level Performance Guidelines

Performance measures evaluate the effectiveness of service planning investments on a system- and route-level basis. Monitoring performance at the system-level allows for the identification of impacts that larger scale investments in the network may have, such as large service changes or system expansions.

The table below outlines the system-level performance guidelines, detailing short-term COVID-19 targets and post-COVID targets as appropriate. Descriptions of each measure are provided below the table.

Measure	COVID-19 Target	Post-COVID Target
Customer satisfaction	N/A	80%
Passenger trips per service hour	N/A	35
Cost per passenger trip	$4.45	$3.1
Cost recovery	30%	38%
On-time departures	N/A	73%

Table 5 System-level performance guidelines for the Kamloops Transit System

- **Customer satisfaction:** Measures the percentage of riders who are either satisfied or very satisfied with the Kamloops Transit System. This is determined through regular intercept surveys conducted by BC Transit, and can inform ridership retention and growth. No COVID-19 target has been established due to the timing of surveys, but customer satisfaction during COVID was factored in to the development of this target.
- **Passenger trips per service hour:** Measures the total volume of ridership as compared to the supply of transit service. The goal of 35 passenger trips per service hour was established in the City's Transportation Master Plan (2018), alongside the goal of being the Tier 1 system with the highest number of passenger trips per service hour outside of Whistler. No COVID-19 target was established due to the previous identification of a specific target through long term planning documents.
- **Operating cost per passenger trip:** Measures the average cost to provide service per passenger trip generated. This measure accounts for differences in ridership and revenue hours and differentiates between vehicle types. However, this metric should not be equated to *cost recovery* as it does not include fare revenue and does not consider passenger transfers (each boarding is counted as one passenger). It is also important to note that ridership and service hours have typically grown in tandem in Kamloops, so cost per passenger trip will likely not decrease significantly unless service levels remain unchanged but ridership continues to grow.

- **Operating cost recovery:** Measures the financial performance of the transit system, usually expressed in terms of total operating revenue/total operating expenses. The Transit Future Action Plan and Transportation Master Plan both outlined the goal of being the Tier 1 system (other than Whistler) with the highest operating cost recovery.
- **On-time departures:** Measures the percentage of trips operating on time. Consistent with industry best practices, on-time departures are calculated by looking at actual vehicle departure time from timing points compared to the scheduled departure time. BC Transit defines an on-time departure as a trip that leaves from its time point one minute early to three minutes late, and has set a goal of achieving 73 per cent on-time departures across the Tier 1 systems.

3.2 Route-Level Performance Guidelines

Route-level performance guidelines present a more detailed picture of a transit system's performance, indicating how individual routes are operating. Monitoring performance at the route-level allows for targeted investment or optimization of the system as required.

Service Type	Boardings per Revenue Hour
FTN	40
LTN-R	25
LTN-C	15
Targeted	45

Table 6 Route-level performance guidelines for the Kamloops Transit System

Average boardings per revenue hour measures the total volume of ridership as compared to the supply of transit service on a particular route. This measure accounts for total passenger activity and considers the length of time a vehicle is in revenue service. Revenue hours refers to the number of hours buses operate scheduled trips for a given route, where service is available to riders.

Monitoring & Service Change

Kamloops residents are dependent on the transit system to take them to work, school and for other social purposes. It is important to continually monitor the performance of the system and respond to issues or concerns to effectively address the mobility needs of its users.

It is recommended that an annual route-level performance review is completed to inform the seasonal service changes.

Achieving a transit system's vision, goals, and targets depends in part on regular review and optimization of the transit service. Service optimization refers to the assessing of the existing transit system and identification of qualitative and quantitative areas for improvement. This can include reallocating resources from lower-performing routes to those that are higher performing, addressing service reliability and on-time performance, and enhancing the overall passenger experience by improving bus stop amenities. Having performance metrics helps benchmark performance at both the system and route-level, supports the optimization process and informs how resources are allocated across the system.

As well as monitoring existing performance against these guidelines, historical trends will also be monitored to determine if the system or routes are becoming more or less efficient over time. Significant variance (+/ – 25 per cent) from the target will place a route on an action list for further investigation and will require more detailed analysis. Routes that fall below the 25 per cent variance will be candidates for corrective action and routes that fall above the 25 per cent variance will be candidates for service improvements.

The Kamloops Transit System has three to four scheduled seasonal service changes per year.

Winter service: Recent years have seen the inclusion of a winter service change in the Kamloops Transit System. This minor service change provides an opportunity to address any issues that have arisen following the fall service change, such as consistent and unexpectedly high volumes on certain trips.

Spring service: Another minor service change to reduce service on routes targeting Thompson Rivers University.

Summer service: Service is reduced by about 20 per cent to respond to lower ridership levels in the months of June through August.

Fall service: Service is ramped up to accommodate the return of K-12 students, university students and riders returning to work after summer holidays. This is a major service change and is generally where service improvements (expansions) which require the addition of new vehicles will be targeted for delivery.

Implementing Service Standards

Annual performance reviews can help determine how to allocate resources towards most strategically improving the system for riders. Through this annual review, routes that are not yet in line with their minimum targets can be identified and targeted for improvements as appropriate.

Figure 4 below summarizes the recommended approach to service improvement. Prior to increasing transit service or extending the existing transit network, the service should first have satisfactory on-time performance, minimal overcrowding or under-use issues, and meet existing Service Design Standards and Performance Guidelines for each service layer.

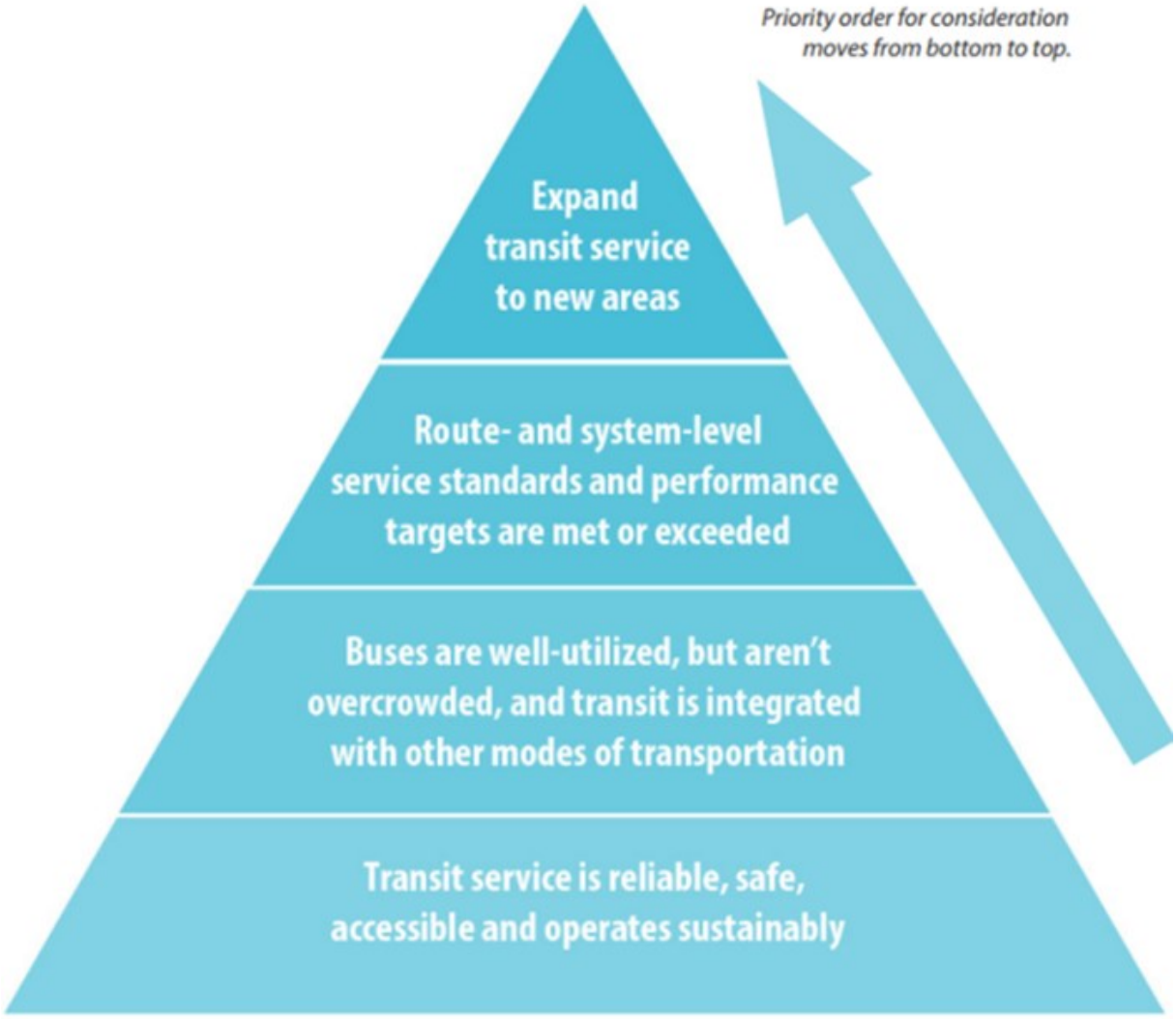

Figure 4 Approach to transit service improvement

Service Design Principles

The following section outlines the best practices and principles that should be applied to the development or implementation of any service or infrastructure recommendations in the community.

5.1 Integrated Land Use and Transportation Planning Principles

There is a strong relationship between transit and land use. Transit-supportive land use is critical for the success of the transit system, and transit can help to attract and support higher-density, mixed-use development. As such, land use planning and transportation must be integrated in order to best serve people, as illustrated in Figure 5.

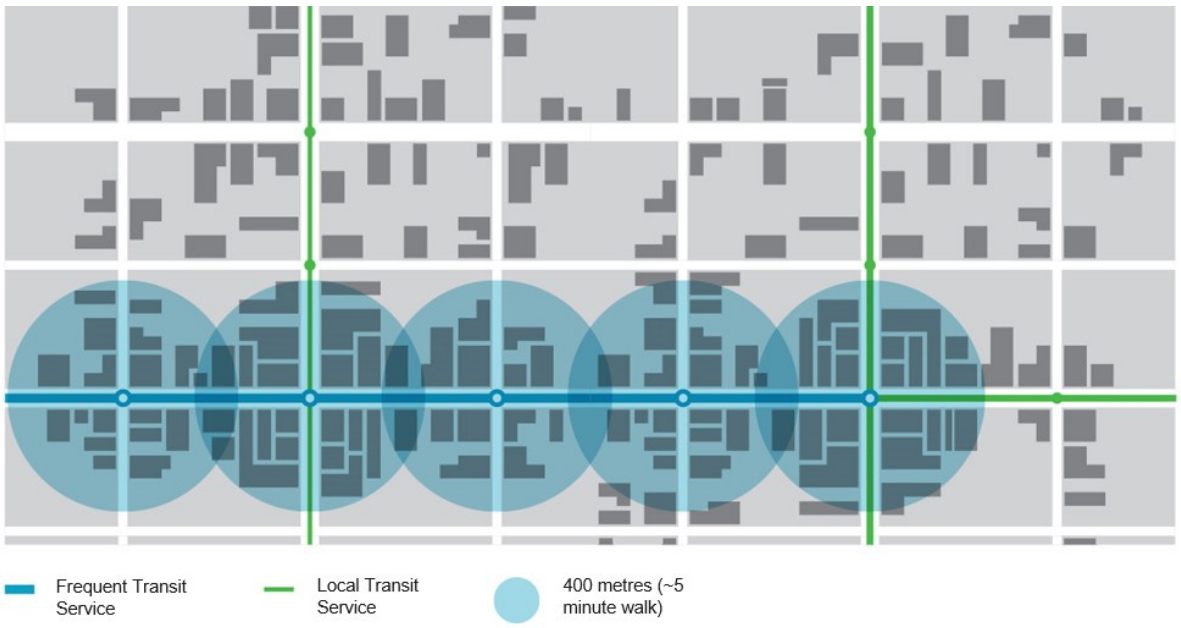

Figure 5 Denser areas are more effectively served by transit

For example, higher-density development can better support transit because a greater number of potential transit users are located within walking distance of a transit stop, maximizing the potential transit customer base.

Some examples of how land use and transit planning can be integrated to achieve transit-supportive development in Kamloops include:

- **Encourage denser infill development:** Ensure new residential development in the region, including in smaller and non-urban communities, is medium- to high-density infill development, in order to be able to serve more people with transit more efficiently.

- **Develop non-residential density**: Employment and other non-residential destinations can be more efficiently served by transit when they are located together.
- **Develop mixed-use sites**: Combining people and amenities, especially in medium- and high density developments, will enable efficient access by preferred modes of transportation like transit, walking, and cycling. Providing transit access to and from these concentrated areas can reduce the reliance on single-occupancy vehicles in Kamloops.

5.2 Network Design Principles

In general, the following best practice principles should be considered for transit service in Kamloops:

- The transit network should be focused on major activity centres and residential areas with higher levels of density, in order to ensure service is as effective as possible.
- Transit routes should generally be as direct as possible in denser areas and between major activity centres. Service may be less direct in suburban neighborhoods with lower density to improve service area coverage.
- Transit service should primarily be operated on the arterial and collector road network and be limited on the local road network in urban and suburban areas. Future arterial and collector roads should be designed to accommodate transit stops.
- The transit network should include a hierarchy of services including regional services, local or connecting services, targeted services including paratransit service, as well as custom service.

5.3 Ease of Use Principles

Transit routes should connect residents to the local neighbourhood centre, and most transit trips between neighbourhood centres should be feasible with no more than one transfer.

Wherever possible, transit routes should ensure that the majority of residents and employees located within denser residential and employment areas identified in local Official Community Plans are within 400 metres' walking distance of transit service.

Transit service should be well-integrated with the active transportation network, allowing passengers to connect with the City's cycling and walking paths. When implementing new cycling infrastructure, the City should work with BC Transit to ensure both modes of transportation operate together smoothly.

To make the transit system easy to understand and use for the majority of passengers, routes should be direct and straightforward, and service frequencies and schedules should be consistent for each service layer and during each time period, wherever possible. Aligning routes with their respective frequency and service span targets can help achieve this goal.

- Customer information should be designed to be straightforward with simple route and schedule information.

- People with mobility and cognitive impairments should be provided with a range of transit services best suited to meet their needs, including custom service and fully accessible conventional transit vehicles and bus stop infrastructure.

Aligning Transit and Land Use: BC Transit Development Referral Program

BC Transit encourages local governments and other stakeholders to participate in BC Transit's Development Referral program. The purpose of this program is to engage BC Transit in conversations about land use in communities where transit systems are operated by sending development or rezoning applications to BC Transit for transit-focused review and comment.

As part of this referral process, BC Transit reviews the proposal and provides the local government with comments on how the proposed development fits within the existing transit network, the outlook for future transit service to the development area, and comments on active transportation links or transit amenities that would make the development more transit-friendly. More information on this program can be found by contacting developmentreferrals@bctransit.com.

5.4 On-time Performance

The on-time performance of transit service plays a key role in the success of the overall system. To customers, unreliable service negatively impacts their view of service quality, transit utility compared to other modes, and value for money. BC Transit defines on-time departures as trips departing from timing points one minute early to three minutes late. Leaving a stop early is not encouraged, as it will adversely impact how service is delivered later in the route.

Weather, congestion and construction are three primary factors that can cause delays to scheduled service in Kamloops.

Weather: Inclement weather, particularly snowfall, can impact the ability to delivery transit service on schedule. The City of Kamloops prioritizes snow removal first on arterial roads, before moving on to collector roads and bus routes. A matrix could be developed by BC Transit in collaboration with First Canada and the City, identifying snow removal priorities by route type. Through this, the snow removal needs of the FTN and LTN-R routes could also be addressed, minimising delays in the winter.

Traffic congestion: The most effective strategy to deal with on-time performance issues is to schedule running times that are reflective of actual operating conditions. This means that schedules should be built in consideration of known delays, and with sufficient recovery time to make up for any delays experienced during a trip. Recovery time is the planned time allowance between the arrival time of a just-completed trip and the departure time of the next trip, in order to allow the route to return to schedule if the previous trip arrived late. Recovery time is included in all transit scheduling, with best practices recommending that approximately 10-15 per cent of a trips running time be added as recovery time, depending on congestion and ridership.

BC Transit is undertaking an on-time performance exercise across its systems, where running times are being analyzed and adjusted according to on-road conditions. The results of this exercise can inform on-time performance in Kamloops, and will be integrated into future service changes.

Construction: The City of Kamloops coordinates with First Canada during construction projects, involving BC Transit as required to inform the development of detour routes. This coordination, combined with clear and frequent messaging could better prepare transit users for delays.

Appendix A: Existing Service Span and Frequency

Existing service span within Kamloops, detailing the period of time from the first inbound morning departure until the last outbound evening departure[2]:

Route Name and Number	Service Type	Weekday Span	Saturday Span	Sunday Span
1 Tranquille	FTN	6 a.m. - 11:30 p.m.	6:30 a.m. - 11:30 p.m.	7 a.m. - 10:30 p.m.
2 Parkcrest	LTN-R	6:05 a.m. - 9:25 p.m.	7:45 a.m. - 9:50 p.m.	8 a.m. - 8 p.m.
3 Westsyde	FTN	6:20 a.m. - 11:10 p.m.	7:15 a.m. - 11:30 p.m.	8 a.m. - 9:30 p.m.
4 Pacific Way	LTN-R	6:25 a.m. - 11:10 p.m.	8:20 a.m. - 10:45 p.m.	8:15 a.m. - 6:30 p.m.
5 Pineview	LTN-R	7:05 a.m. - 10:40 p.m.	7:59 a.m. - 10:30 p.m.	9:10 a.m. - 5:45 p.m.
6 Downtown Loop	LTN-C	7 a.m. - 9:45 p.m.	8 a.m. - 9 p.m.	8:10 a.m. - 7:35 p.m.
7 Aberdeen	FTN	6:10 a.m. - 11:05 p.m.	7:40 a.m. - 12:35 a.m.	7:55 a.m. - 10:30 p.m.
9 Gleneagles	FTN	6:25 a.m. - 12 a.m.	7:20 a.m. - 12:30 a.m.	7:30 a.m. - 10:30 p.m.
10 North Shore TRU Express	Targeted	6:40 a.m. - 9:15 p.m.	N/A	N/A
13 Yellowhead	LTN-C	6:50 a.m. - 6:50 p.m.	7:30 a.m. - 7:55 p.m.	8:20 a.m. - 5:15 p.m.
14 Batchelor Heights	LTN-C	6:10 a.m. - 8:25 p.m.	7:55 a.m. - 7:40 p.m.	9 a.m. - 6:10 p.m.
16 Juniper Ridge	LTN-C	6:45 a.m. - 7:40 p.m.	8:35 a.m. - 7:30 p.m.	8:50 a.m. - 7:40 p.m.
17 Dallas	LTN-C	6:25 a.m. - 11:05 p.m.	7:40 a.m. - 10:45 p.m.	8:40 a.m. - 8 p.m.
18 Mt. Paul	LTN-C	7:20 a.m. - 6 p.m.	N/A	N/A

[2] Service span based on fall 2019 schedules.

Existing service frequency in Kamloops, detailing headways for each route depending on the day of the week and time of day[3]:

Route Name and Number	Route Class	Weekday (peak)	Weekday (base)	Saturday (peak)	Saturday (base)	Sunday (peak)	Sunday (base)
1 Tranquille	FTN	15	30	30	60	30	60
2 Parkcrest	LTN-R	30	30	30	60	60	60
3 Westsyde	FTN	15	30-60	30	65	60	60
4 Pacific Way	LTN-R	25	50-60	25-30	60	75	75
5 Pineview	LTN-R	30	30-60	30	60	75	75
6 Downtown Loop	LTN-C	30	60	30-60	~100	60	75
7 Aberdeen	FTN	~15-20	20-35	15-35	60	30	60
9 Gleneagles	FTN	~15	30	15-35	60	30	60
10 North Shore TRU Express	Targeted	20	40-45	N/A	N/A	N/A	N/A
13 Yellowhead	LTN-C	60	75	60	60	180	180
14 Batchelor Heights	LTN-C	30	40-55	60-70	60-70	60	90
16 Juniper Ridge	LTN-C	20-45	60	60	60	60	60
17 Dallas	LTN-C	45	60-80	60-90	65-75	60	90-120
18 Mt. Paul	LTN-C	60	60	N/A	N/A	N/A	N/A

[3] Service frequency based on fall 2019 service levels.

Appendix B: Leger Intercept Survey Summary

BC Transit commissioned Leger Marketing to conduct an intercept survey of transit riders in Kamloops, in order to measure satisfaction and identify opportunities to improve service across the system. The survey was conducted between February 8 and 11, 2021, between the hours of 7 a.m. and 6 p.m. Riders aged 15 and older were surveyed, with a total 355 respondents. Below is a summary of the feedback received from respondents. As appropriate, results have been compared to feedback received during the last intercept survey, conducted in 2019 as part of engagement for the Transit Future Action Plan.

- Work is the primary reason surveyed riders were taking transit, with 33 per cent of respondents citing that as their trip purpose. This represents an increase since the 2019 intercept survey, where 21 per cent of respondents cited work as their trip purpose. As expected due to COVID-19, college and university was stated as the reason for the trip by only five per cent of respondents in this survey, whereas 16 per cent cited it as their trip purpose in 2019.
- 39 per cent of surveyed riders have to transfer to reach their destinations. Most respondents (28 per cent) would be transferring to route 1 Tranquille.
- 83 per cent of respondents are satisfied that buses have a direct route.
- 50 per cent of respondents are satisfied with the availability of bus shelters and benches. Note that the TFAP identified a list of high ridership stops that do not currently have shelters; this represents a quick win for increasing satisfaction in this category, and subsequently satisfaction overall.
- 70 per cent of respondents would prefer to walk a bit further to a bus stop if it means the bus comes more often and gets to their destination more quickly. This suggests riders are comfortable with larger stop spacing, provided service is frequent.
- 52 per cent of respondents think transit service should be added to neighbourhoods where demand is still growing, while 33 per cent feel that service should be increased on busier routes. This suggests that high cost recovery, which is found on higher performing routes that are generally more established, should be balanced with the desire for service to new areas.