

TRANSIT *future*

▶ service plan

CITY OF CRANBROOK

Conventional Service

2026



Territorial Acknowledgement

We acknowledge with respect that BC Transit carries out its work on the traditional territories of Indigenous nations throughout British Columbia.

Cranbrook, BC, is located within the traditional, ancestral, and unceded territory of the Ktunaxa Nation.

We are grateful to live, work, and play on their traditional lands.

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01 Transit Vision

Transit delivers simple, reliable, and scalable service that strengthens connectivity, reduces the need for transfers, and supports sustainable ridership growth ahead of expanded service hours.

The Transit Future Service Plan upholds community goals and objectives contained in the City of Cranbrook Official Community Plan and works to strengthen the link between transportation and land-use in support of sustainable growth. The Plan also serves to inform any future local or regional transportation plans.



Transportation and Land Use to reduce emissions and traffic noise



Coordinated approach to make transit the preferred choice



Transit-supportive land use policies



Development of transit to integrate with active modes



Transit links to villages, schools, retailers, and employers

Transit Vision

The Cranbrook Transit vision encapsulates key themes from Cranbrook's local plans including: the 2024 Official Community Plan, the 2024 Active Transportation Plan, the 2024 Cranbrook Regional Transit Study, and the 2021 Community Climate Action Plan.

The Official Community Plan outlines policy directions aimed at improving and promoting transit, including working with BC Transit to optimize and expand service to high-demand local and regional destinations, supporting accessible vehicles, and enhancing shared mobility options such as taxis and ride-hailing. The OCP also encourages appropriate development in areas with high ridership potential. For example, the City will encourage schools, parks, shops, and services to be located within walking distance of residential areas or in proximity to active transportation and/or transit networks. These objectives align with key land use patterns, including the role of Victoria Avenue north of 4th Street North as a secondary commercial corridor serving retail and service needs.

The Active Transportation Plan recognizes that while transit is not an active mode, it is closely integrated through first- and last-mile connections. The plan highlights that improvements to transit and active transportation are mutually reinforcing, with better transit supporting walking access and enhanced pedestrian and cycling infrastructure increasing ridership. It identifies sidewalk upgrades, accessible and well-equipped bus stops, and multimodal connections such as bicycle access and bicycle parking as key enablers. The ATP also notes that more mixed land use would support shorter trips by active modes, and that reducing automobile reliance—through measures such as parking management and street reallocation—will be important to achieving mode shift objectives.

The Community Climate Action Plan emphasizes the role of active and accessible transportation and transit in reducing emissions, including supporting the transition to electric or low-carbon transit and school buses. Ongoing initiatives include the Leisure Access Program, which improves affordability by providing free transit access for low-income residents, and the exploration of more flexible and accessible service models such as on-demand transit. The plan also promotes transit use through initiatives such as providing free or enhanced transit access for community events, reinforcing broader goals to increase ridership and reduce reliance on private vehicles.

The Regional Transit Study found strong interest in expanding service to regional parts of the East Kootenays, with 92% of respondents indicating demand, particularly for connections to the Airport and Kimberley. Results highlight commuter-oriented needs, including significant travel between Cranbrook and Kimberley, especially for the College of the Rockies Cranbrook Campus. The study also found consistent demand from the ʔaq'am Community for employment and regional trips. Preferred travel times are peak periods weekdays (6–9 AM, 3–6 PM, and 6–9 PM).

02 Shaping Your Transit Future

The role of the Transit Future Service Plan

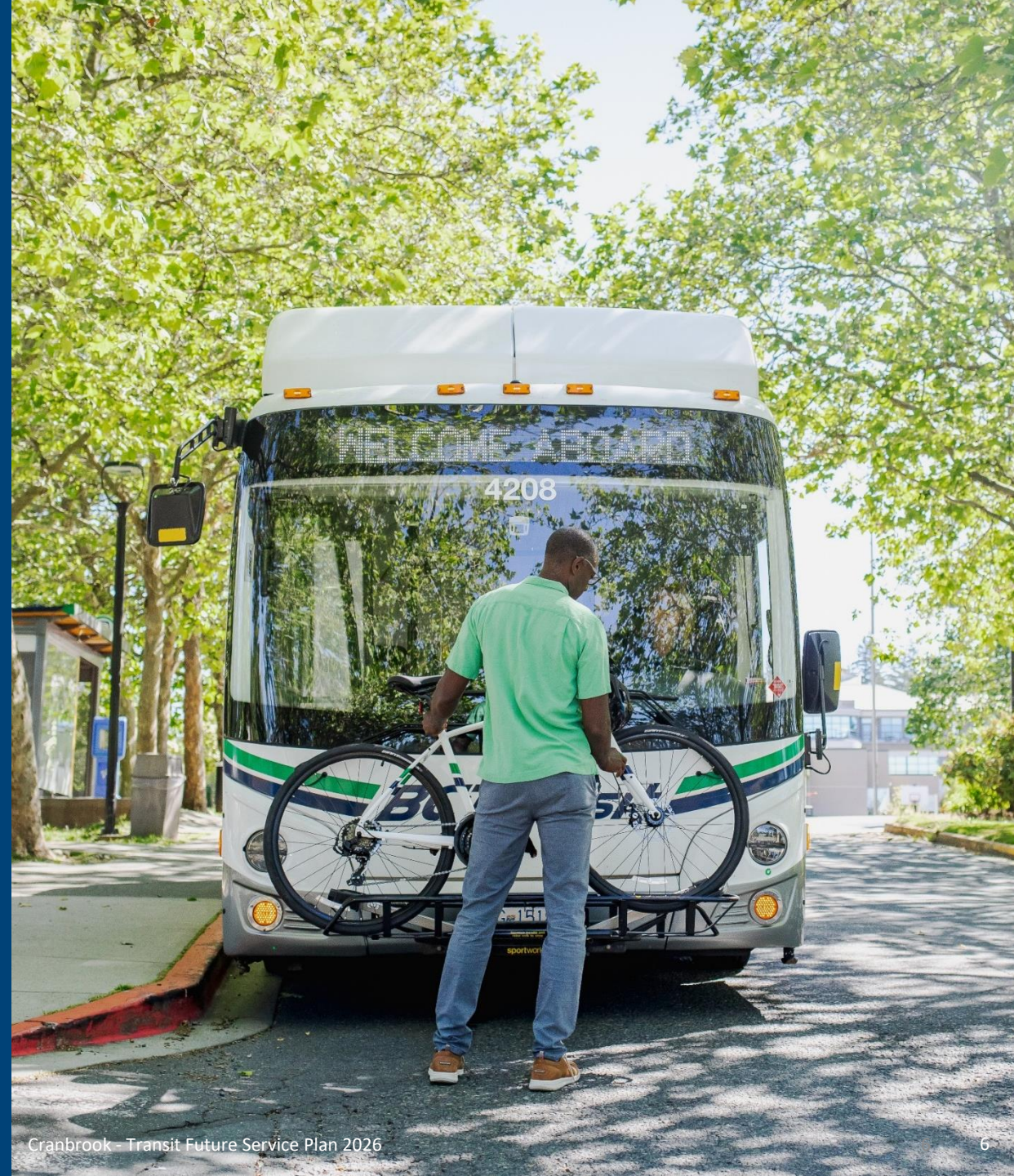
Build on existing planning and add service and infrastructure priorities for the community

Review what has changed for the community

Inform both the transit planning and operational activities

Drive a range of objectives and actions that will deliver a fit-for-purpose network across the community

Guide decision making to implement the desired network



03 BC Transit Ongoing Initiatives

Equity, Diversity and Inclusion

BC Transit is committed to building an inclusive work environment that reflects the diversity of the communities we serve. Every day, we aim to ensure our communities thrive by providing the safest, highest-quality, most accessible public transit – this means listening to and meeting the transportation needs of British Columbians.

Future Plans include furthering engagement with Indigenous communities and using Gender-Based Analysis+ (GBA+) to integrate multiple perspectives in transit planning, and guide decisions that provide the best experience for all riders.

Low Carbon Fleet Program

First Deployment of electric buses have been rolled out in the Victoria Regional Transit System. BC Hydro will help determine the readiness of the electricity infrastructure to support electric fleets across the province.

BC Transit will work with the Ministry of Transportation and Transit to refine the anticipated funding requirements, for buses and new operation and maintenance facilities.

Development Referral Program

Local governments or developers can send any referrals and supporting information to BC Transit to review and provide comments to the local government or developer about how the proposal may affect current or future transit service and infrastructure and how the application or plan could be changed to better support current or future transit service and infrastructure.

OnDemand

This is an exciting initiative that uses technology to dynamically dispatch a bus or fleet of vehicles to locations dictated by customers using an app or phone-in service.

BC Transit has completed a feasibility study on OnDemand transit and has rolled out this service type to a few communities, with a view to add more communities in future years.

Electronic Fare Strategy

Smart ticketing providing new ways to pay. BC Transit is working to not only improve rider convenience but also enable mobility partnerships and create new data collection opportunities. Systems will also accommodate a mix of fare products, including cash fares. The system will also be able to operate in areas with low-cell phone coverage/service.

Next Ride

Door to door journey planning, providing bus location information to customers via transit apps, enhancing operations control and route information for the operator.



04 Transit Today

Launched in 2000, the Cranbrook Conventional Transit System provides local transit service to residents of the City of Cranbrook. It is delivered through BC Transit's cost-sharing partnership with the City. Service planning, fares, and service levels are developed collaboratively to reflect local priorities and community needs. Cranbrook Transit ridership has recovered to pre-pandemic levels but remains 27% lower than systems of a comparable size.

Recent changes to the system

- Routes 3 and 7 → Expanded to 7 days/week
- Route 4 → Introduced connection to Walmart and Superstore
- System-wide → Service improved by adding year-round consistency
- System-wide → Running times adjusted to improve schedule reliability



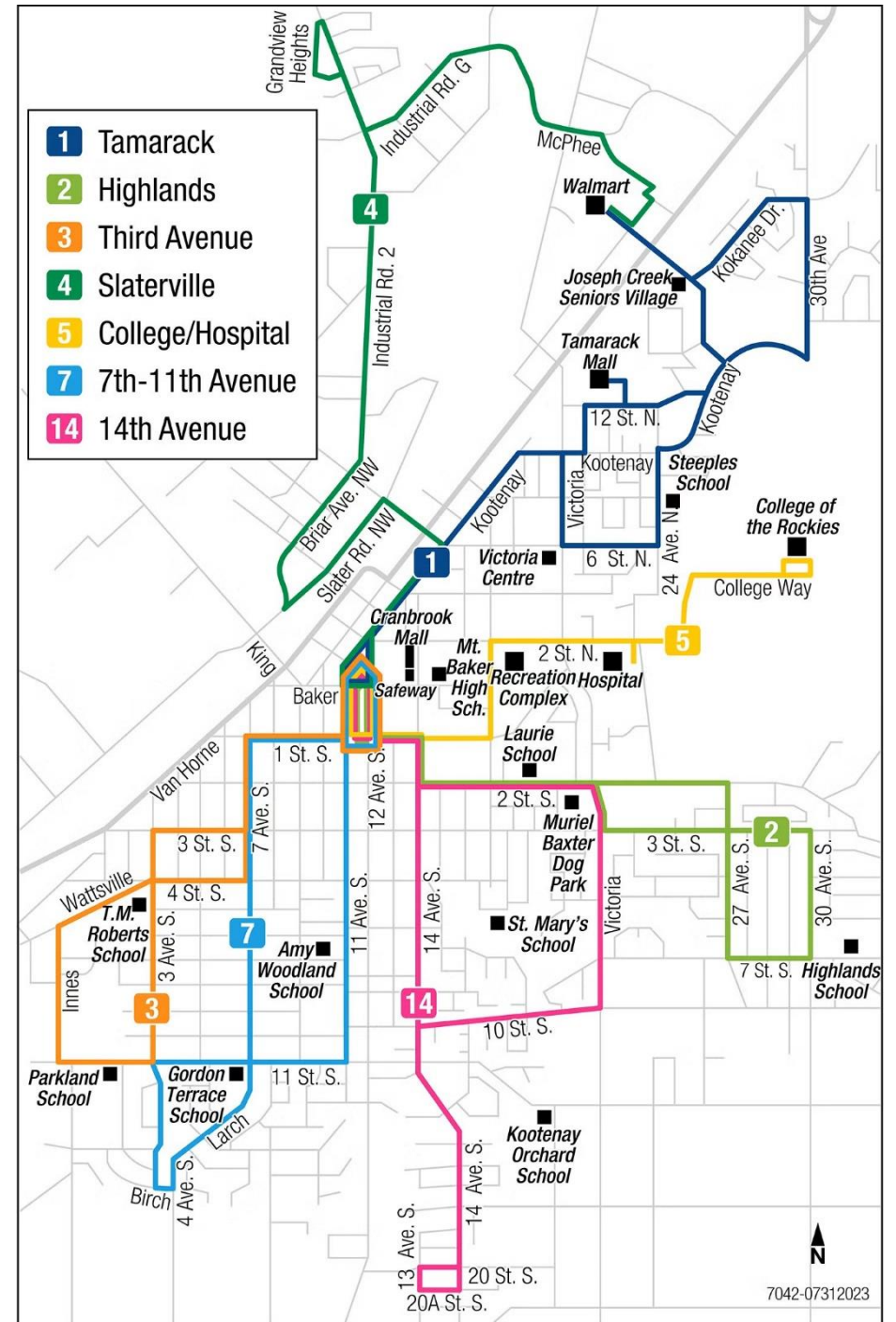
BC Transit 2024/2025 Fiscal Annual Performance Summary

Transit Today

Cranbrook Transit Network

Cranbrook Transit's conventional service provides fixed, scheduled routes within the City of Cranbrook seven days a week, connecting residential neighbourhoods with key destinations such as downtown, commercial areas, employment centres, educational institutions, and health services. The network is structured as a hub-and-spoke 'pulse' system, with routes converging at the Downtown Exchange to facilitate transfers. Routes generally operate at hourly frequencies on weekdays with reduced service on weekends. This design enables broad geographic coverage within available resources but results in transfer-dependent travel patterns and limited frequency for many trips, particularly for cross-town travel.

- Main drivers of ridership are the Downtown Exchange followed by the College of the Rockies, Walmart and Superstore area, and Tamarack Mall
- Transit service is meant to serve residents and visitors alike
- Route 1 Tamarack carries nearly 40 per cent of all passengers in the system



Transit Today

The Cranbrook Transit Network is made up of seven routes. Route 1 Tamarack acts as the spine of the network between the Downtown Exchange and Walmart/Superstore via Tamarack Mall. The transit network also provides connections to other major trip-generators including the College of the Rockies Cranbrook Campus and East Kootenay Regional Hospital, and multiple neighbourhoods including Cranbrook South, Cranbrook North, the Highlands, and Slaterville.

Route 1 Tamarack serves the Tamarack neighbourhood, providing local coverage and connection to the Downtown Exchange, supporting access to shopping, services, and employment areas including Tamarack Mall, Walmart, and Superstore.

Route 2 Highlands connects the Highlands residential area with downtown Cranbrook, offering coverage to lower-density neighbourhoods and facilitating access to citywide services via Downtown Exchange transfers.

Route 3 Third Avenue provides connectivity between the Downtown Exchange and the southwest along the Third Avenue corridor, serving residential areas and local destinations such as Parkland Middle School.

Route 4 Slaterville connects the Slaterville and industrial areas to downtown and major commercial destinations, including direct access to large employment areas.

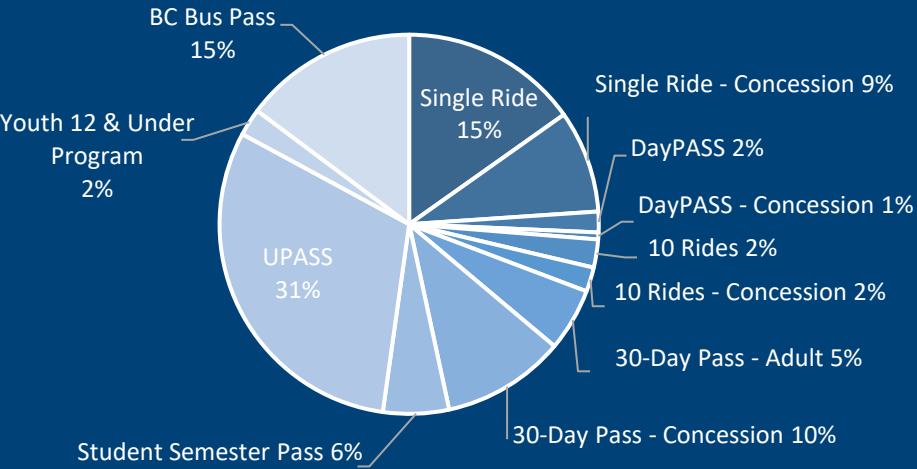
Route 5 College links the College of the Rockies Cranbrook Campus and the hospital area with downtown Cranbrook, supporting access to post-secondary education, health services, and nearby residential neighbourhoods.

Route 7 Seventh–Eleventh Avenue serves southwest-southcentral Cranbrook neighbourhoods along 7th and 11th Avenues, providing residential coverage and connections to downtown.

Route 14 Fourteenth Avenue connects neighbourhoods in the south along the 14th Avenue corridor to downtown, offering local circulation and access to shopping and services.

Transit Today

Local Fares subject to change		
Cash and paper tickets and passes will continue to be accepted on board. Umo is currently not applicable to handyDART.		
Fares	Adult	Concession*
Children 12 and under	Free	
Single Ride**	\$ 2.25	\$ 2.00
DayPASS***	3.75	3.25
10 Rides	20.00	17.00
30-Day Pass	50.00	35.00
Student Semester Pass (4 months)		
For Middle and High School students only.	112.00	
*Concession fare valid for youth aged 13-18 and persons 65 and over with valid ID. **Includes one local transfer within 90 minutes. If paying with cash, request a paper transfer from the driver at the start of your very first trip. ***A DayPASS can be pre-purchased for unlimited travel in a single day within the Cranbrook Transit System.		



Fare History

Cranbrook’s adult single-ride fare, which last increased to \$2.25 in 2011, is projected to reach an equivalent value of \$3.15 by 2026 based on an average annual inflation rate of 2.27%. This represents a 40% increase over 15 years, as calculated using the Bank of Canada's Inflation Calculator. The current Cranbrook Transit Fare structure has remained largely unchanged since 2011, except for the following initiatives:

- Introduction of the Student Semester Pass in Summer 2014,
- In 2011 children under four could travel on transit for free, and in September 2021 free transit was further expanded to youth aged 12 and under through the Get on Board Program, funded by the Ministry of Transportation and Transit.

Performance

- Distribution of revenue by source: 24% from single-ride fares; 28% from prepaid fares (day passes, 30-day passes, semester passes and 10-ride tickets); 31% from prepaid fare programs such as U-PASS; and 17% from provincial-wide fare programs, including the BC Bus Pass and Youth 12 and Under Program.
- Cost Recovery: an analysis of the Cranbrook Transit System’s financial performance over the past six years highlights that while revenues have continued to grow, expenditures have also increased in response to rising operating costs. As a result, fare revenue now covers 7% less of operating expenses than it did prior to the pandemic, and 2% less than similar systems today.

05 System Performance

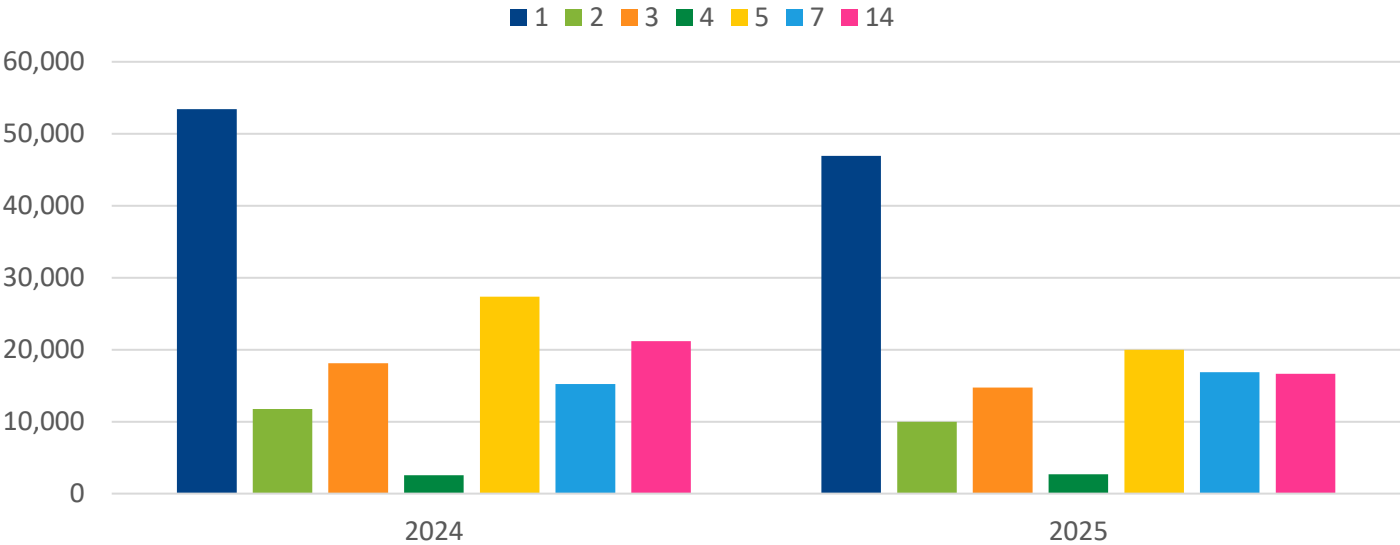
Total boardings per year by route 2024/2025

Route 1 Tamarack consistently records the highest ridership, reflecting its role in providing both local residential coverage and key connections to the Downtown Exchange. The route supports access to major shopping, service, and employment destinations, including Tamarack Mall, Walmart, and Superstore. **Route 5 College** has the second-highest annual boardings, indicating that—after employment and commercial purposes—post-secondary education is a primary driver of transit demand.

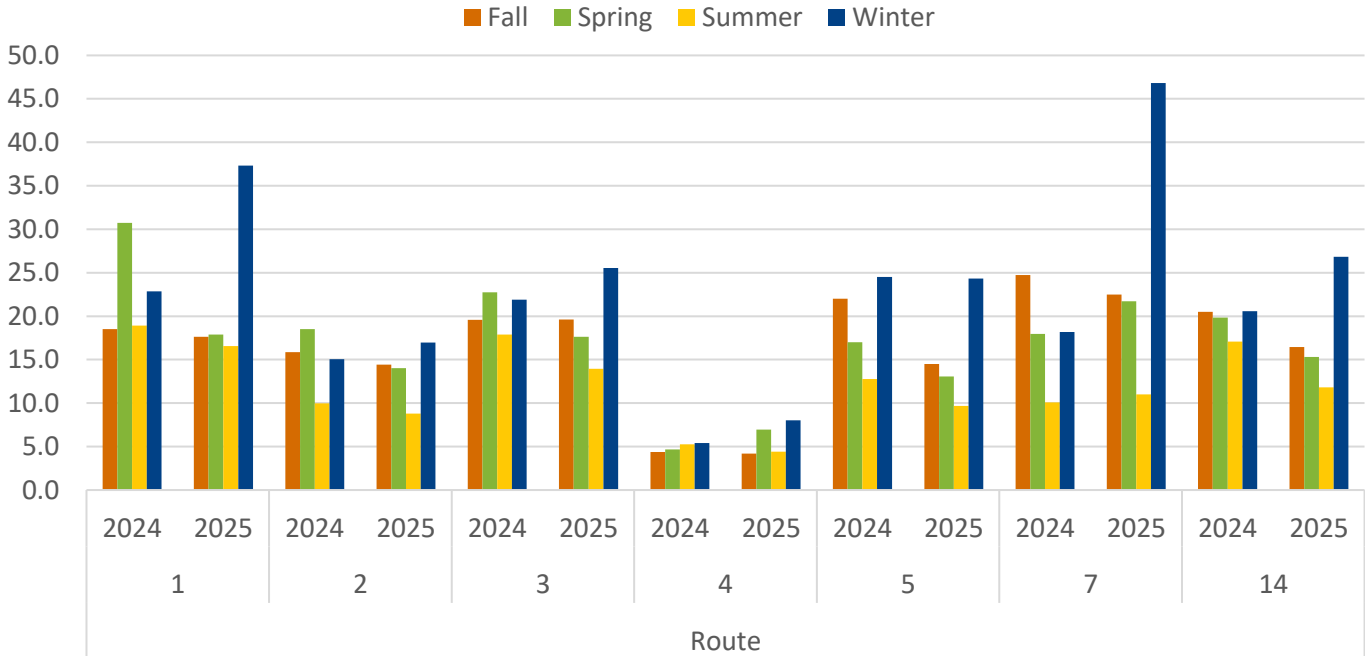
Rides per hour 2024/2025

At the rides per service hour level, ridership is more evenly distributed across all routes, with **routes 2 Highlands** and **4 Slaterville** being lowest. There is generally an increase in ridership over the winter months, and decrease in ridership over the summer months.

Total Boardings by Year & Route for 2024 & 2025



Rides Per Hour by Season & Route for 2024 & 2025



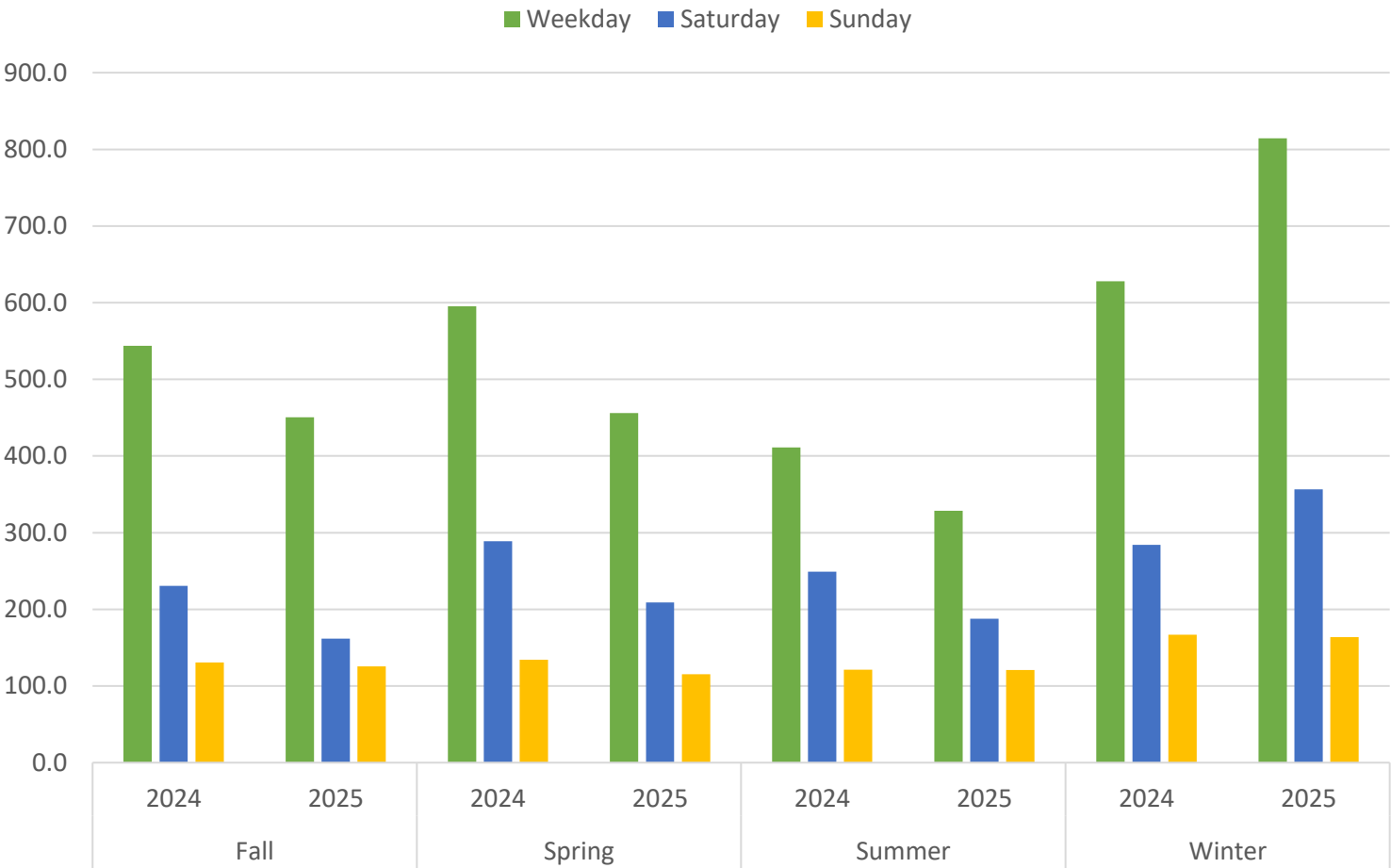
System Performance

Daily ridership by season and service day

Weekday service carries significantly more passengers than weekend service. Sunday ridership is marginally higher than Saturdays.

Transit ridership in Cranbrook exhibits seasonal variation, with higher demand observed during the winter months and lower ridership in the summer months.

Average Boardings per Day by Season & Service Day Type for 2024 & 2025



06 Engagement

How we engaged with the Cranbrook community

As part of BC Transit's commitment to public engagement, outreach was carried out across two phases. A total of 641 people were engaged over the course of the project.

The first phase from September through December of 2024 aimed to identify service priorities through a public survey, and key interest holder focus groups and interviews. The second phase from October 2025 to February 2026 was conducted to gather feedback on a proposed transit network redesign and inform the Final Plan.

Marketing to the community was facilitated through a variety of tools including website customer alerts, flyers and posters on buses and around the City, social media posts, and newspaper advertisements, digital advertisements, and radio advertisements.

42 Key Interest Holders
Represented the Community



427 Responses to a Print or
Online Survey



22 On-Bus Engagement



150 Engaged at Public Booths



Check out the full engagement summary reports:
[Transit Future - Transit Plans and Projects - BC Transit](#)

Engagement Phase 1

What we heard

This first phase of engagement with key interest holders and community members informed the design of proposed transit network. Participants said they would prefer to:

- Connect routes to more key destinations to reduce transfers
- Focus on where the demand is
- Explore OnDemand service
- Optimize using existing service hours and fleet, before expanding service

74.5% survey respondents were fine with fewer routes if routes connect to more destinations

"Having all buses go to one central location necessitating transfer makes trips too long. I'd love to take transit but it takes me 45-60 min for a trip that I can walk in 20."

"Without more frequent service, driving will always be easier. Core routes should be fixed for scale efficiencies"

"Connecting routes get my kid to school way too late"

In the case of OnDemand service, **74.5%** survey respondents would prefer to book their trip through an app than by phone

"Public transit has been invaluable to me. I am extremely grateful to have this service, and I hope to see it supported well into the future."

"The long intervals and windy routes make walking faster and/or more reliable almost all the time. Consider doing fewer, better routes"

71.5% survey respondents were fine with longer walks to bus stops if it would mean more frequent service

Engagement Phase 2

What we heard

The purpose of the second phase of engagement with key interest holders and community members was to gather feedback on the proposed redesign. The feedback underscored the importance of walking distance, travel time, and service frequency. Many participants recognized the potential of OnDemand to expand coverage and provide greater flexibility, while others were more hesitant.

All feedback gathered during the second phase provided important insight into how participants understand and experience transit in Cranbrook and where additional clarity, communication, and user education will be beneficial if the transit network redesign moves forward. The feedback will also help steer longer term improvements.

20% survey respondents do not currently use transit, but may use transit with this proposed redesign

"Areas that currently have no transit service can now have the option to take transit with OnDemand."

29% survey respondents most commonly travel to downtown

24% survey respondents most commonly travel to Tamarack Mall

23% survey respondents most commonly travel to Walmart

10% survey respondents most commonly travel to the College

"Curious to learn more about OnDemand and see how it could benefit the community"

"I would need more information about OnDemand to provide feedback"

54% survey respondents who currently use transit would like the Airport to be a service priority, after Cranbrook's local transit routes are updated

Ongoing Engagement

Voice of the Rider

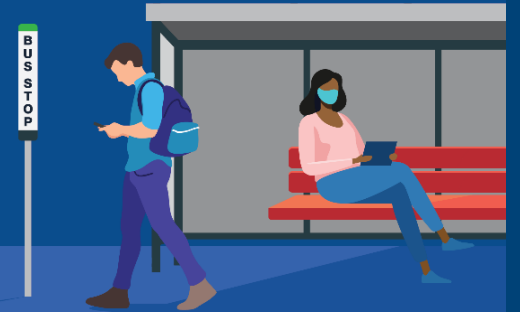
BC Transit believes that in order to understand our riders and prospective riders better, we need to make the community a part of important business decisions. Voice of the Rider is an effort to drive community engagement on every project we undertake, understand the satisfaction levels, and take suggestions to improve the overall transit experience.

Engaging with Indigenous Communities

BC Transit is developing a strategy for increasing engagement with Indigenous communities and supporting meaningful reconciliation. We recognize the need to engage with communities in ways that are appropriate for each culture.

**Do you have something to say
about transit in your community?**

VOICE
of the Rider



Learn more at engage.bctransit.com/frequently-asked-questions

08 Your Future Network

Service

The services outlined on this page were informed through engagement and ridership data. They will help to shape the Cranbrook Conventional Transit System over the next five years, with the aim to:

- Focus on serving key destinations, while maintaining service coverage through OnDemand
- Reduce transfers, providing a more convenient transit experience for more riders
- Simplify routes for easier scalability
- Use existing service hours and fleet to gradually grow ridership, prior to expanding service hours and fleet



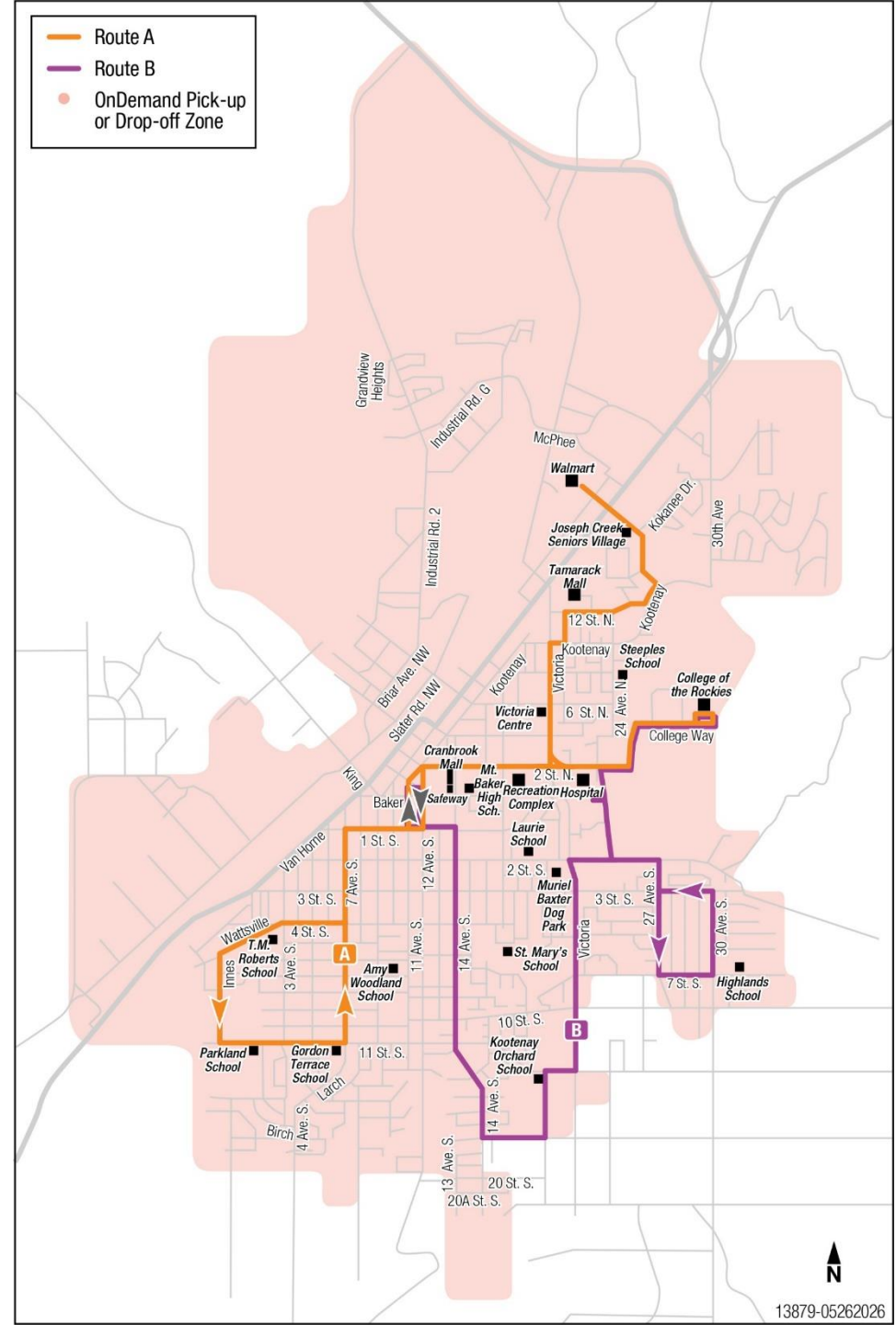
Route A Main Line



Route B Southeast



OnDemand service for increased service coverage



Service Priorities 2027-2029

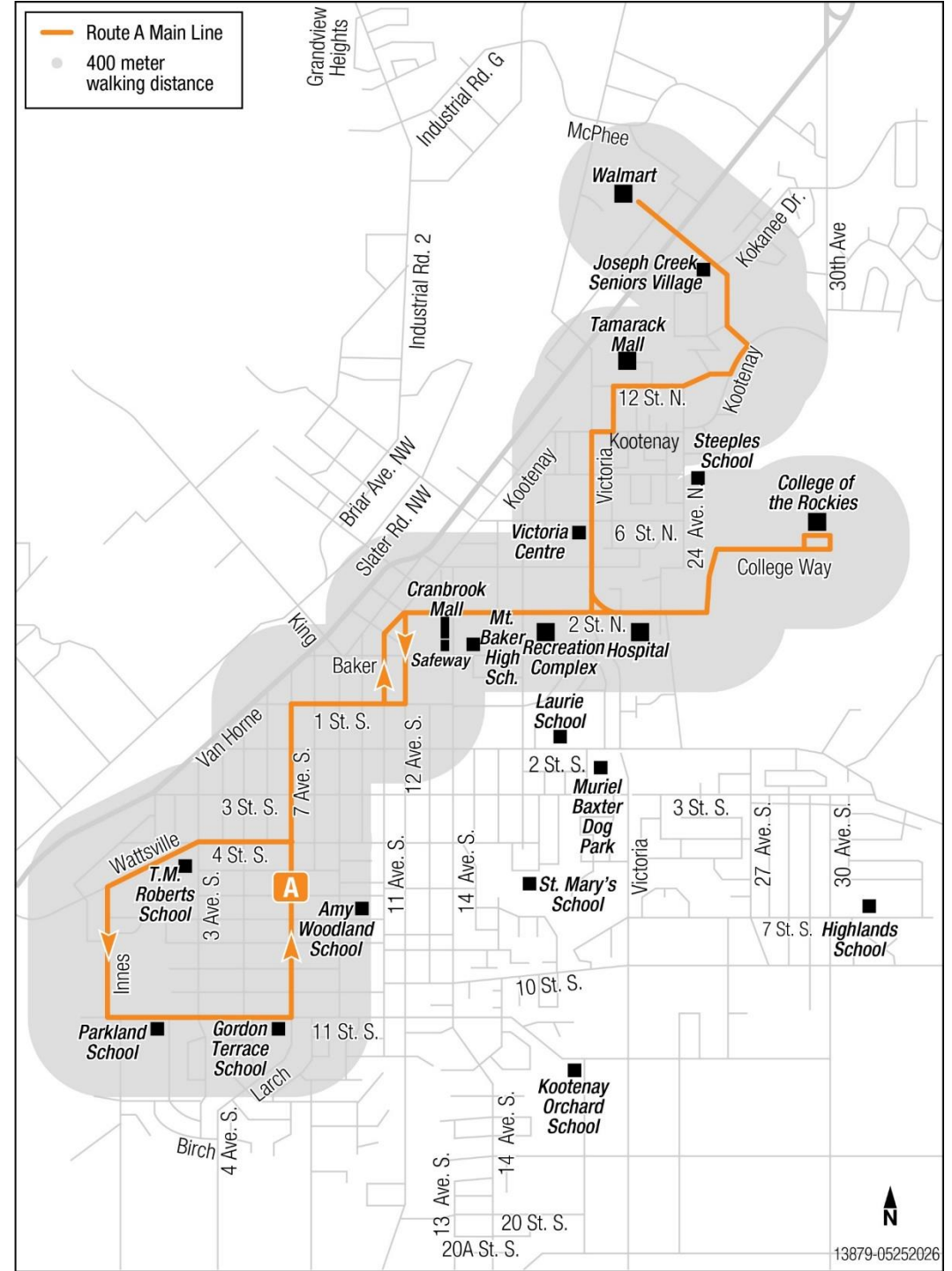
Item	Description	Reallocation Resources
Route A Main Line	This route would connect the high-ridership residential areas of southwest Cranbrook with most of the major destinations in the City: Downtown, Mount Baker Secondary School, College of the Rockies Cranbrook Campus, Tamarack Mall, and Walmart/Superstore. Many trip possibilities would be available without a transfer. Each trip would go from the Downtown Exchange to the College, Walmart/Superstore, back to the College, Parkland Middle School area, and end at the Downtown Exchange. Route A would take about 25 minutes for a full one-way trip, and the bus would arrive at each stop about every 30 minutes at busier times, and about every 60 minutes at less busy times. The service would operate during most of the same hours as Cranbrook's existing transit system.	2 buses with existing fleet
Route B Southeast	This route would connect the residential areas of southeast Cranbrook with major destinations in the City: Downtown, Mount Baker Secondary School, College of the Rockies Cranbrook Campus. Route B would take about 25 minutes for a full one-way trip, and the bus would arrive at each stop about every 50 minutes. This route would not run during less busy times. When the route is not running, it would be replaced with OnDemand.	1 bus with existing fleet
OnDemand	Cranbrook OnDemand would let riders request trips when needed by app or phone. The service groups passengers traveling in the same direction and creates efficient routes in real time, with no fixed routes or schedules, and picks up and drops off near requested locations. When regular transit is available, the app suggests the most convenient option—fixed route, OnDemand, or a combination. The service would operate during the same hours as Cranbrook's existing transit system and would be the same fare as a fixed route.	1 bus with existing fleet

Route A Main Line

The backbone route serving key destinations

This route would connect the high-ridership residential areas of southwest Cranbrook with most of the major destinations in the City. Many trip possibilities would be available without a transfer. Each trip would go from the Downtown Exchange to the College, Walmart/Superstore via Tamarack Mall, back to the College, Parkland Middle School area, and end at the Downtown Exchange. Route A would take about 25 minutes for a full one-way trip, and the bus would arrive at each stop about every 30 minutes at busier times and about every 60 minutes at less busy times. This route would be offered at most times during the service day.

Service hours and
two buses
reallocated from
existing service

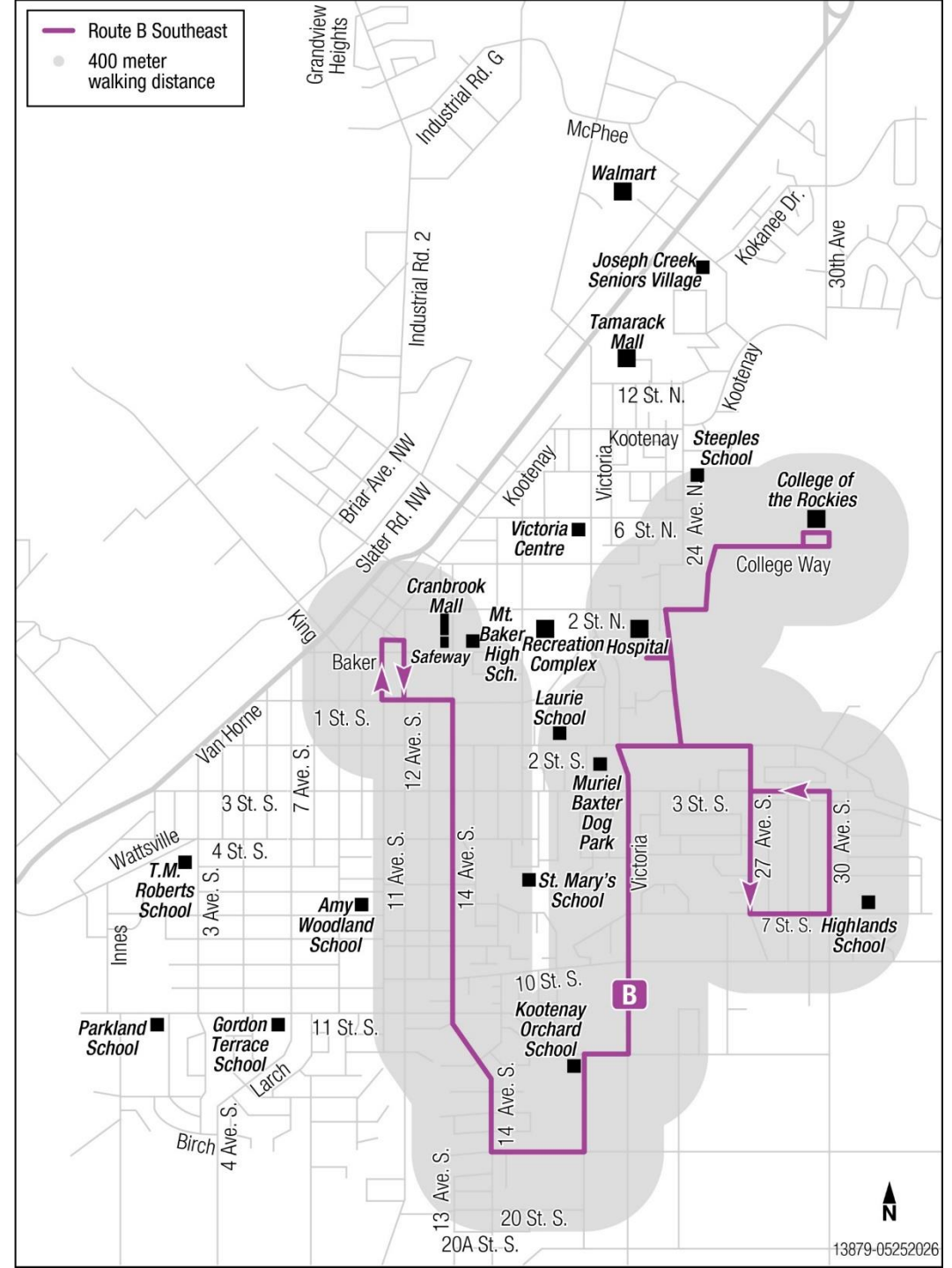


Route B Southeast

A secondary route connecting the southeast with the Downtown and the College

Many trip possibilities would be available without a transfer to the Downtown Exchange and the College of the Rockies, via Cranbrook's southeast neighbourhoods. Route B would take about 25 minutes for a full one-way trip, and the bus would arrive at each stop about every 50 minutes. This route would not run during less busy times. When the route is not running, it would be replaced with OnDemand.

Service hours and
one bus
reallocated from
existing service

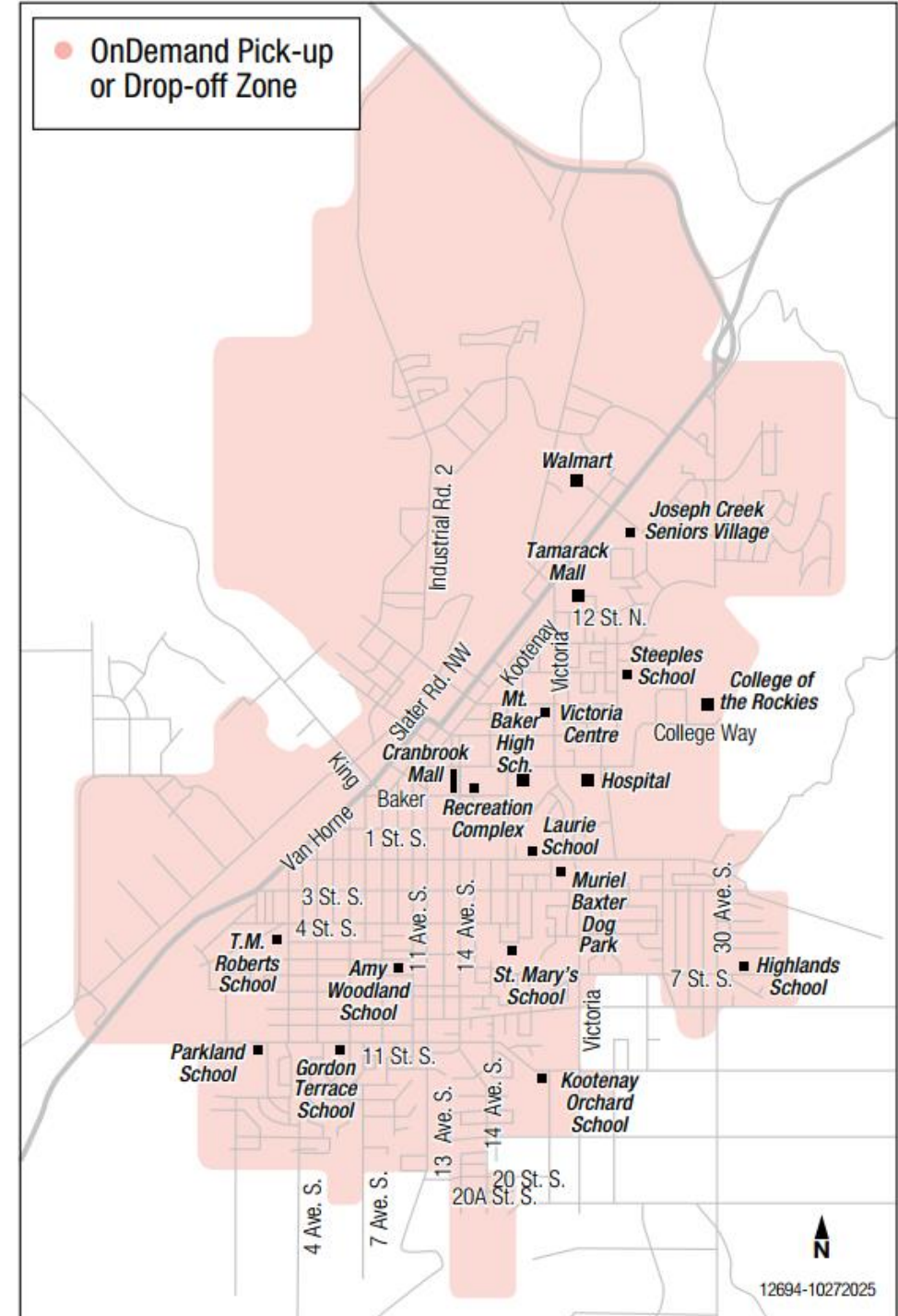


OnDemand Service

Flexible Service with a Digital Component

Cranbrook OnDemand would allow riders to book a ride when they need it. The service uses technology to group riders going in the same direction and plan the most efficient route in real time. It is a flexible service with no fixed route, on no fixed schedule, picking up and dropping off riders near the desired locations. When regular routes are running at the same time as OnDemand, the OnDemand app estimates which service will provide the most convenient trip, and directs customers to use that option. This could include a full trip on a fixed route, a full trip on OnDemand, or a combination of both. Trips to and from destinations can be requested by phone or app. OnDemand would be available at all times of the service day as Cranbrook's existing transit service and would be the same fare as a fixed route.

Service hours and one bus reallocated from existing service



Service Priorities 2030+

Item	Description	Expansion Resources	<i>* Estimates only. Resources would be reassessed prior to implementation.</i>
Increase service span or frequency on route A	Public feedback suggests weekday and weekend earlier service, and Friday and Saturday later service is preferred before adding later evening service on weekdays.	Every round trip added per weekday or weekend day will require around 63 annual service hours. For every 2500 annual service hours added, approximately one additional vehicle is required.	
Increase service span or frequency on route B	Public feedback suggests weekday and weekend earlier service, and Friday and Saturday later service is preferred before adding later evening service on weekdays.* *Initial route B service will be offered at peak times of day only.	Every round trip added per weekday or weekend day will require around 47 annual service hours. For every 2500 annual service hours added, approximately one additional vehicle is required.	
OnDemand improvements	As the service gains popularity, additional buses may be introduced to reduce wait times and trip length, and the service area boundary may be expanded.	Required service hours depend on the times allocated for service improvements. 1 bus	
On-time performance and over-crowding improvements	An annual investment of 1% per year is recommended to maintain on-time performance and manage crowding. This will help with inevitable increases in transit runtimes, traffic volume increases, road design changes, and ridership growth.	1% of total annual service hours	
Regional connections	Explore feasibility and governance of regional connections between Kimberley and Cranbrook to the Canadian Rockies International Airport and ʔaq'am Community. Engagement phase 2 survey responses suggest that, after Cranbrook's local transit routes are updated, people would prefer to expand transit to the Airport than see investments in the local service.	Kimberley's route 21 Kimberly/Cranbrook now offers service OnRequest to St. Eugene Mission in the ʔaq'am Community. To offer five round trips six days a week as outlined in the Regional Transit Study, with a dedicated route connecting Cranbrook, ʔaq'am, the Airport, and Kimberley, the impact would be 3150 annual service hours and 1 bus. There are opportunities for regional collaboration and cost sharing on this service, and more work required on governance.	

09 Fare Priorities 2026+

Item	Description	Progress
Generate new revenue sources	Introduction of new Fare Programs - ProPASS – Employer Transit Program via Payroll Deductions - EcoPASS – Bulk Purchase Discount Program	In effect August 2026
Equity between Conventional and Custom Transit	Fare alignment and equity across service types, for all users HandyDART fares are \$3.00 in Cranbrook, \$0.75 more than for a single ride on fixed-route conventional service	Alignment will occur over 3 years, by 2028
Maximize simple utilization of fare collection technology	- Offer a universal single ride fare to support seamless travel via Umo card, app, and contactless payments - Explore Automatic DayPASS to boost ridership and provide increased value	In effect August 2026 Explore following Network Redesign



10 Infrastructure Priorities 2026+

Item	Description
Downtown Exchange	Invest in new shelters and other upgrades such as a permanent operator washroom, lighting, waste bins, and signage at the Downtown Exchange, which is busier than any of Cranbrook's singular bus stops.
Bus stop infrastructure	Improve accessibility, safety, and amenities through a coordinated funding approach: • BC Transit Shelter program • City of Cranbrook capital planning • Minor Betterments funding
All ages and abilities connection between 24 th Ave N and the College	Collaborate with the College of the Rockies to develop an all ages and abilities connection that helps riders in the Steeples Elementary School area access routes at the College, and vice versa.



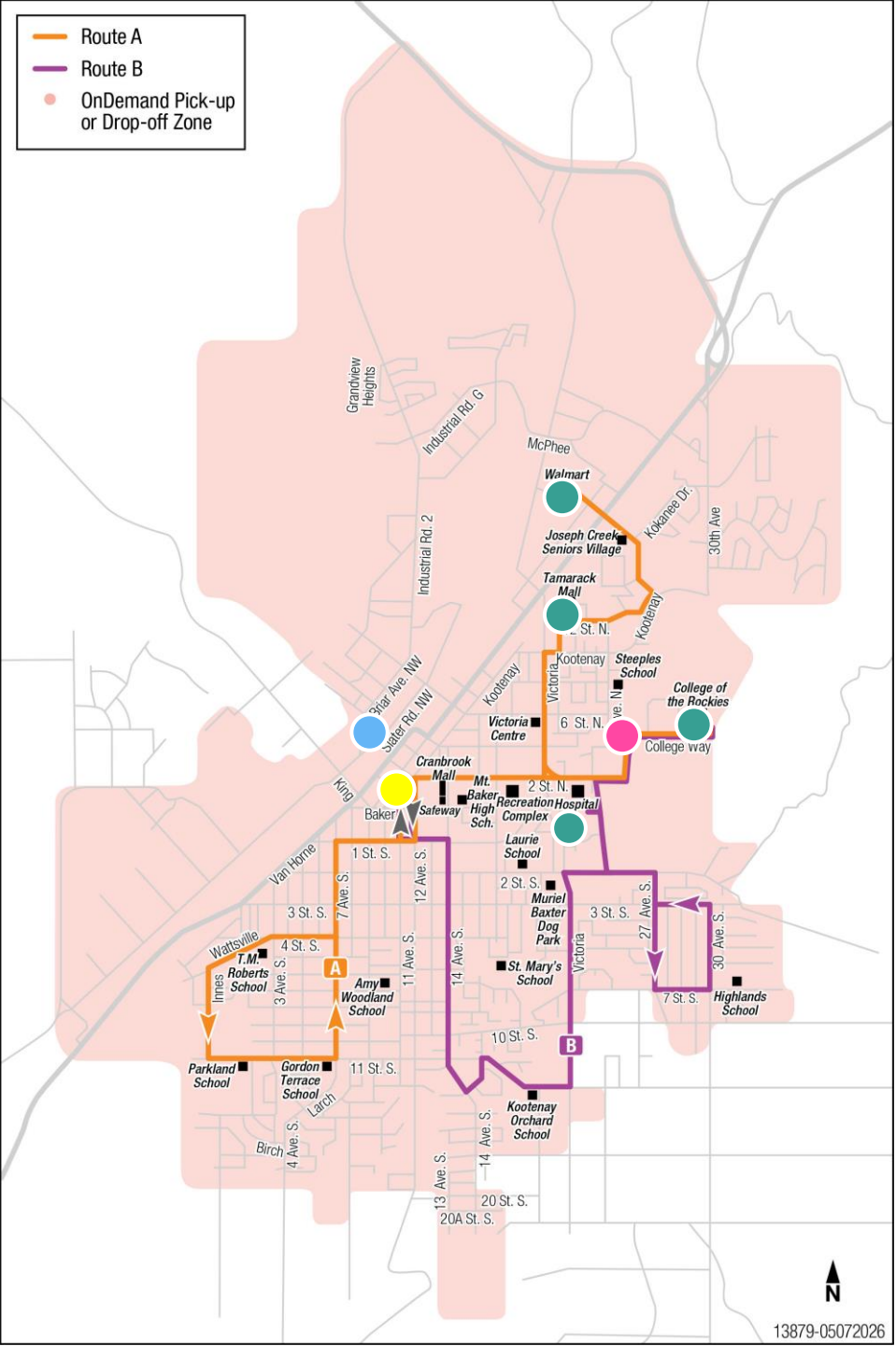
Cranbrook's Downtown Exchange with shelters and operator washroom, 2025

Your Future Infrastructure Network

Infrastructure

These infrastructure priorities will help to shape Cranbrook Transit, providing improved transit infrastructure for customer convenience and safety.

-  Invest in new shelters and other upgrades such as lighting, waste bins, and signage at the Downtown Exchange, which is busier than any Cranbrook bus stop
-  Key bus stop locations for improvements
-  Operations and Maintenance Facility current location
-  Potential sidewalk connection between 24th Ave N and the College



11 Moving Forward

Implementation and monitoring

Engagement feedback highlighted where additional clarity, communication, and user education will be needed if the proposed transit network redesign moves forward. An implementation strategy will be developed that carefully considers how best to help existing and potential riders, such as:

- Visual and written descriptions of what the transit changes are and the reasons for the changes
- Accessible information about how to book OnDemand and what to expect from this new service
- Wayfinding tools

Ridership is expected to decline initially, which is a normal outcome of any significant transit route restructure.

Performance of the transit system is monitored on an annual basis, which is typical for transit systems of this size. Performance may be monitored more closely after a significant service change to evaluate the change.

Service improvements will be integrated into the Three-Year Transit Improvement Process, which is updated on an annual basis. Infrastructure improvements will be incorporated into BC Transit's Capital Plan. Prior to implementation of service changes, BC Transit planning staff will work with City of Cranbrook staff to ensure service improvements appropriately reflect local needs. Additional targeted engagement may be conducted.



12 Investment Strategy

Funding the plan

To achieve the goals of this plan, capital and operating investments in the transit system will be required over the next five years and beyond, including:

- Upgrades to Cranbrook's Downtown Exchange
- Improvements to customer amenities at transit stops
- System maintenance service hours to support on-time performance and reduce onboard crowding
- Gradual fleet growth

Given the level of transit investment anticipated over the coming decades, BC Transit and its funding partners will need to evaluate stable and predictable funding sources beyond the existing mechanisms.



13 Acknowledgments

Thank you,

The development of this Transit Future Service Plan provides the planning overview for the development of the Cranbrook Conventional Transit System.

This plan was made possible by participation from provincial and local governments, key stakeholders, and the public. BC Transit would like to thank:

- Ɂaąam Community
- BC Nurses' Union
- City of Cranbrook
- College of the Rockies Cranbrook Campus
- Cranbrook Food Bank
- Keolis Canada
- Public survey and other engagement activity participants
- Toop Consulting

