

BC Transit

CUSTOMER EXPERIENCE PLAN

2026-2031





Contents

Land Acknowledgement	3	Transit Customers	9
Introduction	4	Customer Experience Plan Pillars	11
Elevating the BC Transit Customer Experience	6	Accessible and Easy to Use	12
Ongoing Customer-Focused Enhancements	6	Reliable and Convenient	13
Returning Riders and Growing Demand	7	Safe and Comfortable	14
What Customers Value & Where We're Improving	7	Connected to and Expanded Network	15
BC Transit Service Types	8	Measuring Success	16
		Next Steps	16

We acknowledge with respect that BC Transit delivers our mission on the ancestral territories of Indigenous Peoples across British Columbia, and their historical relationships with the land continue to this day.

We recognize that our Victoria corporate offices are located on the territories of the lək'wəŋən (Esquimalt and Songhees), W̱SÁNEĆ (BÓKEĆEN, W̱JOŁEŁP, S̱ÁUTW̱, W̱SÍKEM, MÁLEXEŁ), Pacheedaht, Scia'new and T'Sou-ke peoples.



Introducing BC Transit's Customer Experience Plan

At BC Transit, our customers are at the heart of everything we do. Through guiding initiatives like the introduction of Umo, our Transit Future plans, and continuous public engagement, we remain committed to enhancing the rider experience.

This new plan is built on meaningful collaboration—with our employees, government and operating partners, and most importantly, our customers through our ongoing Voice of the Rider program.

In 2024, we unveiled our new organizational core values, including our commitment to being **community-minded**. This means being responsive to the needs of our communities and customers, ensuring we offer the best transit experience possible.

As a province-wide transit provider, BC Transit serves customers in both rural areas and large urban centres, making us uniquely positioned to connect communities across British Columbia. BC Transit's [Strategic Plan](#), published in 2024 lays out the focus areas and key activities for the coming years, and the Customer Experience Plan further expands on specific initiatives and enhancements.

We deeply appreciate our customers for choosing transit thus helping to address critical societal issues such as climate change, affordability, and traffic congestion. While there are many aspects to ensuring a positive customer experience, we hear your feedback, and we know what matters most to you:

- Frequent, convenient service
- Better real-time schedule information
- Routes to serve growing areas
- Interregional connections

At BC Transit, we prioritize delivering reliable, safe and frequent service while adapting to evolving customer expectations by introducing new service types, digital tools and convenient payment options to enhance the overall customer experience.

We're committed to keeping you informed and working toward meaningful improvements that align with your needs. Thank you for being a part of BC Transit's journey—we're excited to shape the future of transit with you.

About BC Transit

BC Transit is the provincial Crown agency charged with coordinating the delivery of public transportation across British Columbia, except for those areas serviced by TransLink (Metro Vancouver). More than 1.9 million British Columbians in over 130 communities across the province have access to BC Transit local and regional transit services.

Our Vision

Your best transportation solution

Our Mission

Delivering transportation services you can rely on

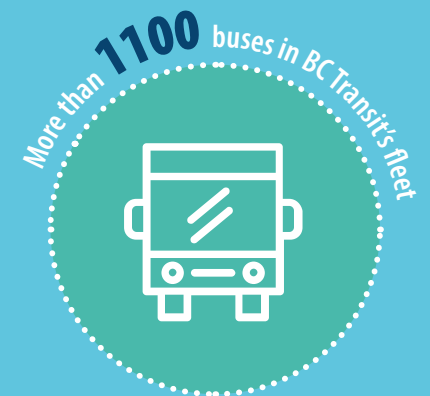
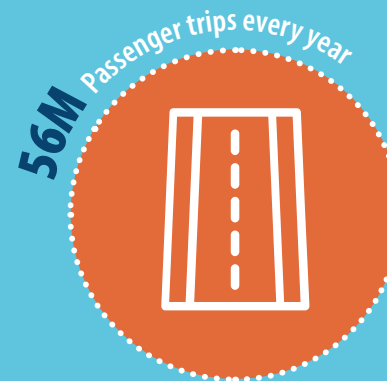
Our Values

Safety First – We prioritize the physical and psychological safety of our customers and employees

Team Spirit – We accomplish more together through teamwork, collaboration, and an inclusive environment

Adapt and Thrive – We champion innovation and continuous improvements, focusing on sustainable solutions and responsible stewardship

Community-Minded – We are responsive to our communities and customers, offering the best experience to meet their diverse needs

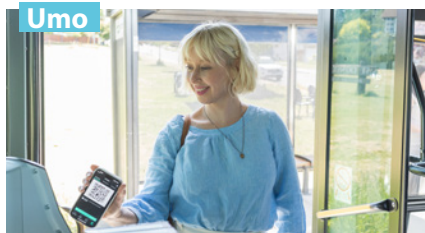


Elevating the BC Transit Customer Experience

BC Transit continuously monitors customer satisfaction through both qualitative and quantitative research, conducted via market studies and the Voice of the Rider program, which are our ongoing transit rating and customer experience surveys. This ongoing feedback helps guide our service improvements along different aspects of the transit journey and ensures we remain responsive to the needs of our communities.

Ongoing Customer-Focused Enhancements

In recent years, we've introduced several initiatives designed to improve the transit experience and further improvements are planned for the years ahead:



A modernized fare payment system for greater convenience.



Real-time bus location updates to keep you informed.



Easy access to schedules, routes, and service alerts.



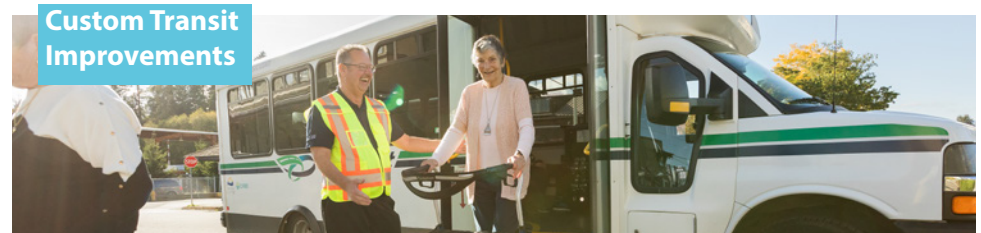
Faster, more frequent service for key corridors.



New bus shelters, transit hubs, and accessibility features.



Expanded fleet with improved comfort and reliability.



Identifying enhancements for handyDART service to improve booking and trip management.

Returning Riders & Growing Demand

Following the challenges of the pandemic, our customers have returned, and ridership continues to grow annually, surpassing pre-pandemic numbers. With this increase and our growing communities, we've also seen requests for more transit options across British Columbia.

What Customers Value & Where We're Improving

Recent research has highlighted the transit elements customers rate most highly:

- ✓ Ease of locating stops & walking distance to stops
- ✓ Safety on board buses
- ✓ Fare system convenience
- ✓ Bus Driver courtesy and helpfulness

At the same time, we recognize key areas for improvement:

- Priority seating and signage
- On-time performance
- Bus condition
- Accuracy of schedule information
- Notification of service disruptions

We hear you, and we're actively working to enhance these areas. Your feedback remains invaluable as we shape the future of BC Transit, ensuring a reliable, accessible, and community-centered transit system.

Custom Transit (handyDART)

We have developed a Custom Transit strategy to ensure this important service is delivered in a way that meets customer needs with plans for future improvements. Custom transit is an accessible, door-to-door shared transit service for people with permanent or temporary disabilities that prevent them from using fixed route transit without the assistance from another person. Customers must register for this service. In the coming years, new booking and trip management tools are planned to better enhance the customer experience and remove barriers to travel. Continued review of how this service is meeting customer needs will also lead to availability of trips when and where they are most needed.



BC Transit Service Types

Each of the BC Transit service types has been considered in the Customer Experience Plan, recognizing that some improvements will not be applicable to all regions of the province, or all types of service. The key pillars of the plan are the cornerstone of the customer experience throughout the communities BC Transit serves, but some of the key priorities will be specific to certain areas or service types.

				
RapidBus	Scheduled Fixed Route	OnDemand	Interregional	Custom Transit handyDART
• Frequent service that does not require looking at a schedule in advance • Provides service along main corridors in large urban centres	• Service that requires predetermined routes and schedules • Provides service along routes with established ridership	• Service with dynamic routing and scheduling based on demand • Provides service in new or low-density areas or replaces fixed route service	• Service that connects two or more communities along a longer route • May be part of a larger transit system to allow for smooth connections between regions	• Accessible, door-to-door shared transit service for people with disabilities that may be unable to use fixed route transit. • Requires registration and booking in advance

Transit Customers

We know that every customer is unique and has a different level of comfort and knowledge when it comes to taking the bus. For this plan, we have categorized our customers into groups that align with the data we collect on ridership patterns. We've looked at the factors that are important to each group as they embark on their transit journey and developed a map to see how we can make improvements for each group.



Frequent Rider

Takes transit 15+ times per month, may be commuting or may not have access to a vehicle.



Light Rider

Takes transit 8-15 times per month, may be using transit for multiple purposes and also use other modes such as driving or walking.



Occasional Rider

Takes transit 2-7 times per month, uses another mode as their main method of transportation, and uses transit when it is convenient.



Infrequent Rider

Takes transit less than once per month, uses transit only when it is convenient or a better option, mainly uses other modes of transportation.



Custom (handyDART)

May be unable to use fixed-route services and must book the trip in advance. We recognize that Custom Transit (handyDART) riders also use transit service with varying frequencies; however, we identified them as a distinct customer group to reflect their unique needs.

Where customers take transit*



63%

Shopping/
Running Errands



56%

Work



26%

Ferry Terminal/
Airport



26%

University/
School



12%

Sightseeing

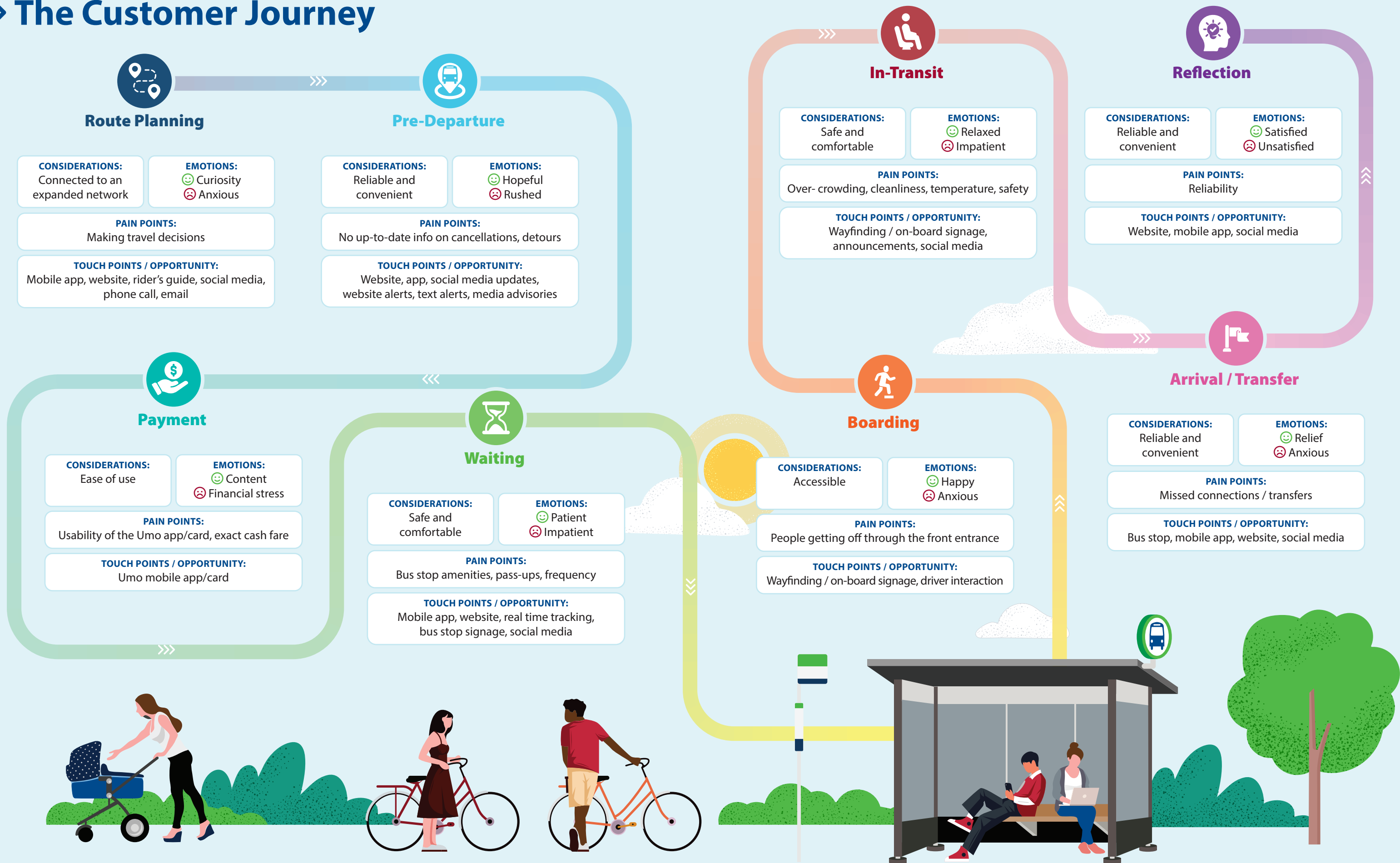


12%

Hospital

**Percentages do not add up to 100 as customers can select multiple options*

>>>> The Customer Journey



Customer Experience Plan Pillars



Accessible and Easy to Use



Reliable and Convenient



Safe and Comfortable



Connected to an Expanded Network

Up-to-date schedule information in real-time	On-time bus arrivals and improved service reliability	Smooth starts and stops while on the bus	RapidBus improvements
Alerts and notifications about cancellations or schedule changes	Well maintained buses	Priority seating is available with signage	OnDemand transit in more communities
Payment options and information on how to pay	Infrastructure upgrades	Amenities at bus stops	Rural and interregional connections
BusReady education program and travel training	Efficient connections	Environmentally friendly low carbon fleet	Integrated with other transportation modes

BC Transit will be progressing the actions in the plan over the next five years and exploring the **areas of opportunity**. While the opportunities may not be possible to roll out in the next five years, this plan will start the process for these future customer experience enhancements.

Accessible and Easy to Use

Making transit accessible and easy to use ensures everyone can confidently use our services.

Our Actions:

Improve the trip planning experience

- » Introduce modern solution for handyDART customers to book and manage their trips online and through self service options
- » Provide more educational tools on how to plan a trip
- » Create simple transit system maps that allow our customers to know where they're going, how to get there, what type of service to expect and where routes connect
- » Improve clear sources of information for trip planning, real-time information and fare payment
- » Improve communication of service delays, cancellations and detours and ensure customers know where to get information about service disruptions

Enhance accessibility

- » Improve signage and information for priority seating on buses
- » Continue to improve the accessibility of bus stops
- » Introduce a new website design compliant with Web Content Accessibility Guidelines

Expand our fare options

- » Add onboard debit and credit payments for fixed route transit
- » Explore an electronic fare collection system for handyDART
- » Work with partners to introduce more fare options for people with lower incomes



Areas of Opportunity:

- » Explore opportunities to consolidate mobile applications for a more streamlined customer experience
- » Look at options to offer trip planning in different languages
- » Explore the addition of new accessibility features such as hearing loops, braille and booklets for customers to indicate which bus they are waiting for
- » Investigate options for rear door boarding and payment on busy routes

Reliable and Convenient

We strive to make our services reliable and convenient so that our customers can depend on transit every day without stress, delays or confusion.

Our Actions:

Improve communications with our customers

- » Ensure our customer care channels meet the needs of our customers

Improve our on-time performance

- » Ensure our schedules are adapted to reflect real-world travel times
- » Continue to improve bus service reliability

Efficient connections

- » Improve service frequency on routes with high transfer rates
- » Ensure areas with high transfer rates are intuitive, with clear signage

Infrastructure Upgrades

- » Continue to build operating and maintenance facilities to ensure bus availability
- » Progress transit exchange projects to enhance the customer experience

Customer satisfaction
in 2025 is **3.46/5**

Pivotal Research 24/25



Areas of Opportunity:

- » Work with local government partners to measure and minimize the distance between bus stops at places customers transfer between routes
- » Explore providing Wi-Fi and other interactive elements at bus stops and on buses
- » Expand transit services with more buses and routes in growing communities

Safe and Comfortable

Safety is our top priority, and we aim to ensure our customers feel relaxed and willing to use transit regularly.

Our Actions:

Enhance personal safety

- » Increase transit employee presence across the transit system
- » Minimize quick acceleration/hard braking through continual Operator training

Improve the bus stop experience

- » Work with local government partners to support more amenities at stops, including shelters, lighting, benches and garbage cans

Invest in new, low-carbon buses and expand the fleet

- » Continue to invest in new, low carbon buses to modernize the fleet and meet customer and capacity needs



Pivotal Research 24/25

74% of customers
feel safe using
transit

Areas of Opportunity:

- » Look at options to allow easy reporting of safety concerns while on transit
- » Procure new buses with easy to wipe surfaces and seats to improve cleanliness
- » Add USB chargers to new buses, including the addition of USB-C type charge ports

Connected to an Expanded Network

We want our customers to easily travel without needing a car and have our transit systems support a range of trip types.

Our Actions:

Integrate with other modes of transportation

- » Continue to work with TransLink, BC Ferries and other mobility providers to allow for smooth connections between services

Explore options for wayfinding information

- » Work with local governments and mobility partners to identify opportunities for information that allows customers to find stops and connect to other modes

Provide service types that meet community needs

- » Continue to introduce OnDemand transit in communities across B.C.
- » Implement RapidBus on key corridors

Ridership
increased 6% in
2024/25, reaching **57.5**
million



Areas of Opportunity:

- » Explore interregional transit connections and improvements for customers travelling between regions
- » Collaborate with other transportation providers to look at partnership opportunities

Implementing the Plan

Over 4,000 customers surveyed annually through the Voice of the Rider program, over 8,000 through market research, and over 1,000 registered handyDART customers captured a wide range of feedback and input that shaped this plan.

BC Transit will work with the Provincial government, local governments and operating companies to deliver on the focus areas identified in this plan. Over the coming years, BC Transit will continue to work on improvements to our services, making sure planning a transit trip is easy, buses arrive on time, provide a safe and reliable journey and get you to your destination.



Next Steps

We'll be working on the improvements outlined in this plan, and others that come up as we continue to listen to our customers. We want to keep hearing your feedback and thoughts on our key initiatives and region-specific plans. We believe that to understand our riders and prospective riders better,

Measuring Success

We have seen the customer satisfaction score for fixed-route and custom (handyDART) transit increase in the past year, and we want to see those numbers continue to go up. At BC Transit, we are continuously monitoring the performance of these key metrics and will use this feedback to adjust our approach whenever necessary.

Key Performance Indicator	2023/2024 RESULTS	2024/2025 RESULTS
Total Ridership (in millions)	54.1	57.5
Customer Satisfaction	3.40	3.46
Customer Satisfaction – Custom Transit	4.01	4.14
Customers feel safe using transit	71%	74%
Service Delivery – Victoria	98.77%	99.5%
Service Delivery – Regional Transit	93.09%	99.5%
On Time Performance	64.6%	70.7%



we need to move a step closer to communities and make you a part of important business decisions. To register for surveys and future engagement opportunities, visit engage.bctransit.com

