



Kamloops Transit System Customer Satisfaction Survey – Report

January 2019

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Background

- BC Transit commissioned NRG Research Group to conduct an onsite intercept survey of transit riders in the Kamloops region in order to measure and identify issues and opportunities to better meet the needs of the community and its customers. The aim of the study is to collect opinions to help determine travel patterns, transit use and level of satisfaction with the transit system.
- The specific customer satisfaction survey objectives include:
 - Determining trip characteristics including number of buses taken, trip purpose and origin of the riders;
 - Gauging riders' satisfaction with service aspects;
 - Identifying the top sources for transit information;
 - Determining whether riders will continue using the Kamloops Transit System and whether they would recommend it to friends, family and colleagues;
 - Identifying the priority routes for improving the service frequency; and,
 - Determining top aspects of transit to improve in Kamloops.
- The aim of the onsite interviews was to reflect the opinions of 'typical' riders in the Kamloops Transit System. The interviews were scheduled by BC Transit and NRG Research Group and deployed to reflect the distribution of the ridership levels between areas within the Kamloops region.
- The survey was conducted onsite by personal interviewing. Interviews were conducted with a random selection of bus riders and people at bus stops between December 3 and December 7, 2018. All interviewing was done between the hours of 8:30am and 5:00pm.
- The responses were collected via iPad tablet computers using NRG's proprietary survey software.

Trip Characteristics of Kamloops Transit System Riders

- One-third (37%) of transit riders have to change buses as part of their trip.
 - Transit riders who live in Juniper Ridge are significantly more likely (75%) to answer yes to changing buses as part of their trip than residents of other neighbourhoods in Kamloops.
 - Respondents aged 15-17 are significantly more likely (54%) to take other routes to get to their destination than their older counterparts.
- Of those who do not need to change buses, over one-quarter (28%) take the 9. Gleneagles route.
- If more than one route is used, 1. Tranquille is the most frequent first additional route taken in order to reach riders' final destination, followed by 9. Gleneagles and 3. Westsyde.
- Overall, around two-in-ten transit riders have **Going home** (23%) and **Work** (21%) as their main reasons for making their trip, followed by 19% who say their trip is primarily for **Shopping and Errands**.
 - Those aged 35 and above are more likely to state **Shopping and Errands** as their main reason compared to younger age groups, while those aged 18-24 are more likely to mention **College/University**.

Satisfaction with Service Aspects

- Overall, two-thirds (66%) of transit riders are satisfied (satisfied/very satisfied) with their **overall impression of transit service**.
 - Males are more likely to be satisfied (70%) with transit compared to females (62%).
 - Those who travel less often than weekly are significantly more likely to be satisfied (93%) with transit service than those who travel more often, especially daily (62% satisfied).
- **Frequency of transit service** has the highest rating of all service aspects with over half (57%) Satisfied/Very Satisfied, tied with **buses are not overcrowded** (56%). **Reliability: Trips on-time according to schedule** has the lowest rating of all service aspects with just 43% satisfied/very satisfied.
- Around half are satisfied (satisfied/very satisfied) that buses have **good transfer connections with reasonable wait times** (51%) and the **availability of bus shelters and benches**(49%).
 - It is interesting to note that those who use Kamloops transit more often are less satisfied overall than those who use it less frequently. In order to increase the satisfaction of regular riders, BC Transit may especially look to improving the related aspects of the reliability of buses being on-time according to schedule and having good transfer connections with reasonable wait times.

Future Usage, Recommendation of Transit and Top Sources for Transit Information

- The results show almost all (95%) Kamloops Transit System riders say they “probably will” or “definitely will” continue to use the Kamloops Transit service in the future.
- Over eight-in-ten (84%) of transit riders say they “definitely would” or “probably would” recommend the Kamloops Transit System to a family member, friend or colleague.
 - Those who take only one bus to get to their destination are more likely (86%) to say they would recommend the Kamloops Transit System than those who need to change buses as part of their trip (80% would recommend).
- While four-in-ten (40%) use the BC Transit website to get their transit information, one-third (33%) get their transit information from the the Rider’s Guide. Respondents aged 18-24 are more likely (35%) to use “Google transit” than others, while those 15-17 years old are most likely (42%) to use a 3rd Party Transit App.
 - BC Transit may consider increasing awareness of its website, NextRide, and Transit Info line through a marketing campaign targeted to the younger age segments who are currently using other information such as Google Transit and third party transit apps.
- When asked which routes they would like to improve, over one-quarter (27%) of riders choose the 7. Aberdeen route, followed by two-in-ten (19%) who select 9. Gleneagles and 15% who mention 1. Tranquille.
- Overwhelmingly, eight-in-ten (82%) mention that increasing service on the weekend is the most important aspect that they would want BC Transit to improve in Kamloops.
 - Four-in-ten (40%) feel it’s important to provide transit service in new areas, followed by over one-third (36%) who would like to improve service and amenities along busiest transit routes. Three-in-ten (29%) would like to improve service to Thompson Rivers University and over two-in-ten (22%) feel it’s important to optimize the downtown transit network. Lastly, 17% would like to add new park and ride locations in Kamloops.

Method

Participants and Methodology

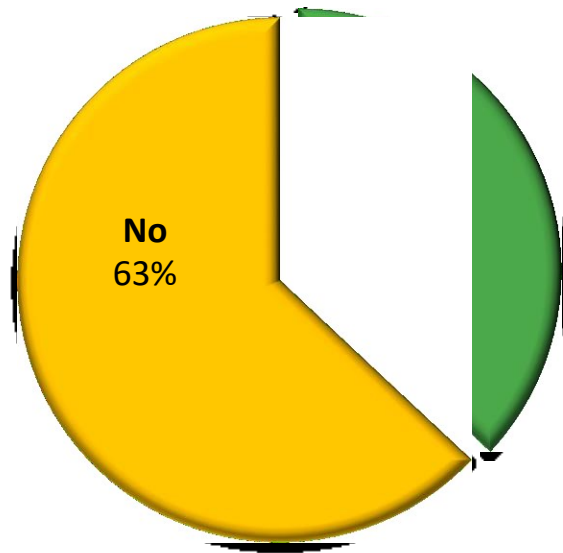
- On behalf of BC Transit, NRG Research Group conducted a study with Kamloops region transit riders aged 15 and older.
- Personal interviews were conducted onsite in Kamloops over a span of five days from December 3 to December 7, 2018. Interviews were conducted with a random selection of bus riders and people waiting at bus stops.
- All interviewing was done between the hours of 8:30am and 5:00pm
- Daily schedules for four interviewers on site were set by NRG Research Group in consultation with BC Transit in order to obtain the most representative sample possible of transit users in Kamloops.
- The interview plan taken was to approach every second or third rider while on the bus or waiting for a bus, depending on the volume of transit users at the time. However, when there were fewer people around, every rider may have been approached.
- People who had already completed the survey were ineligible to participate again, and were marked as double-contacts.
- **Please note:** In some cases, the summary statistics (e.g., the total percent satisfied) when compared to the sum of the individual percentages may differ by +/- 1 percentage points. These differences are due to rounding.

Results

Trip Characteristics of Riders Within the Kamloops Region

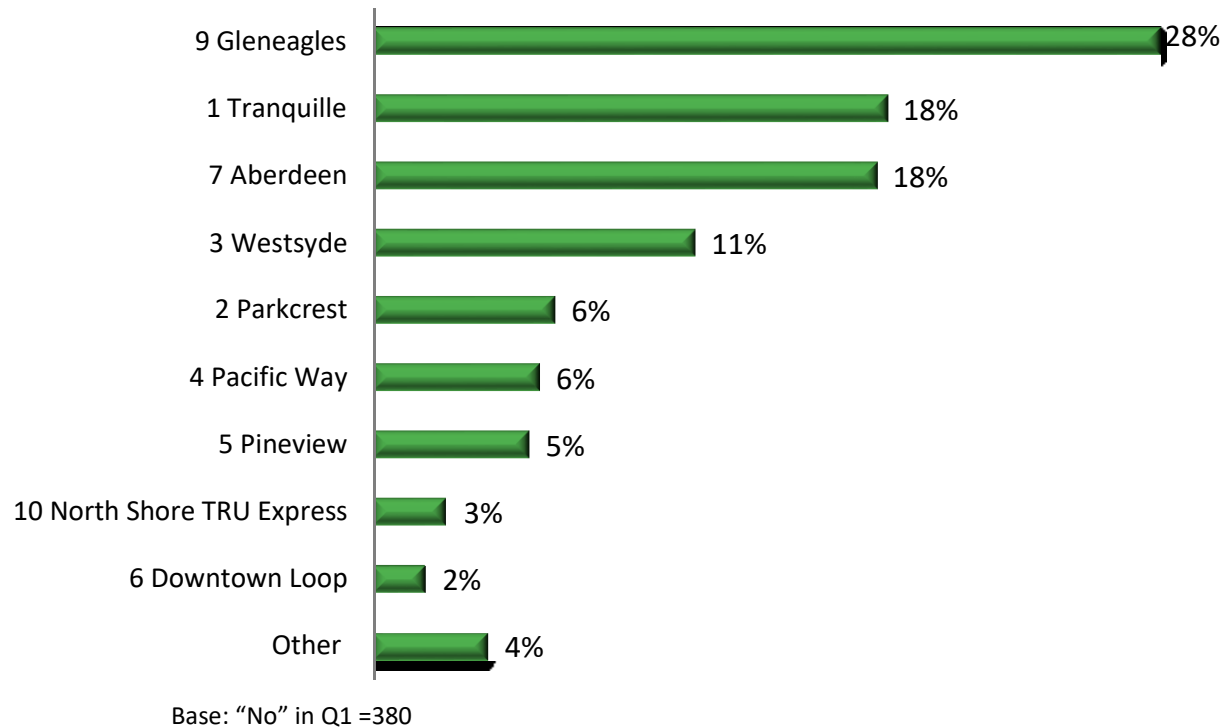
- All respondents were asked if they had to change buses as part of that trip.
- Only those who said yes to having to change buses as part of that trip were asked which routes they had to take in order to reach their final trip destination.
- Lastly, respondents were asked what was the main reason for making the trip.

Q1. Do you have to take other routes to get to your destination?



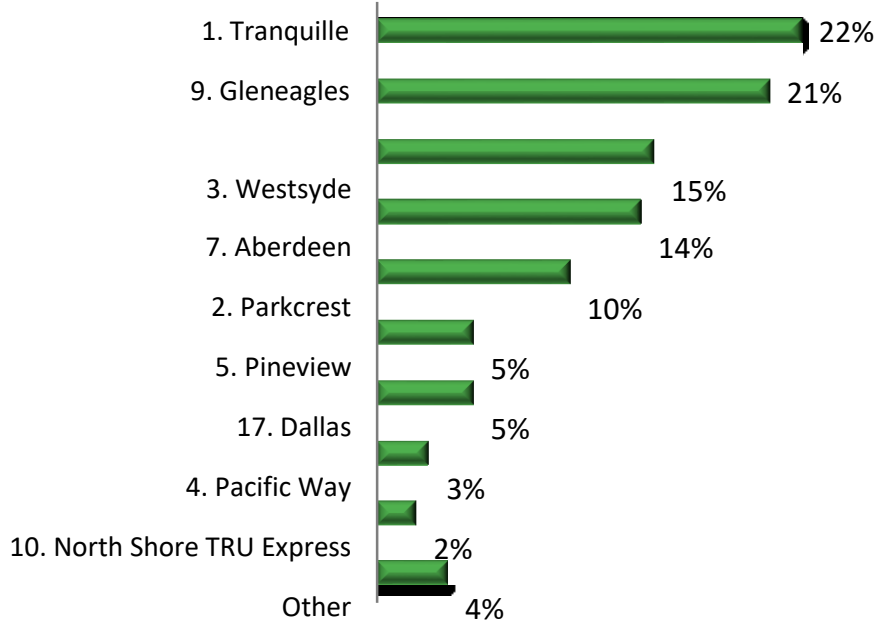
- Over one-third (37%) of transit riders have to change buses as part of their trip.
- Transit riders who live in Aberdeen and Sahali are each less likely (74%) to change buses than those who live in Brocklehurst (61%), North Shore (55%), Juniper Ridge (25%), and Other areas of Kamloops (49%).
- Conversely, transit riders who live in Juniper Ridge are significantly more likely (75%) to answer yes to changing buses as part of their trip than residents of all other neighbourhoods in Kamloops.
- Respondents aged 15-17 are significantly more likely (54%) to change buses to get to their destination than their older counterparts.

Q2. Which routes do you have to take in order to reach your final trip destination (Only route)



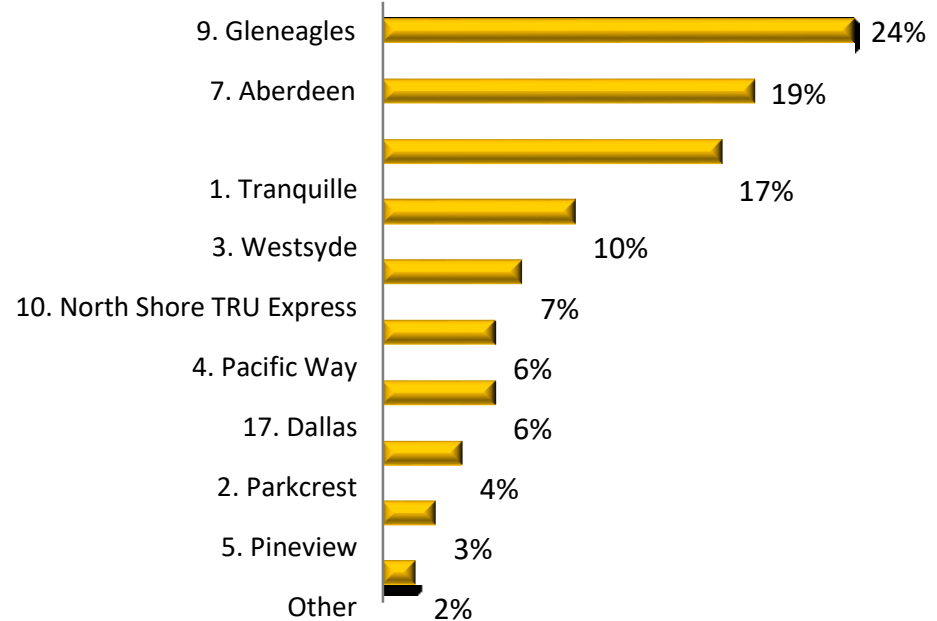
- Over a quarter (28%) of respondents who do not need to change buses take the 9. Gleneagles route.
- Just under two-in-ten (18%) each use 1. Tranquille and 7. Aberdeen as their only bus routes.
- One-in-ten (11%) take the 3. Westsyde route, followed by 6% each who take 2. Parkcrest and 4. Pacific Way routes, and 5% who take the 5. Pineview route.
- Only 3% take 10. North Shore TRU Express and 2% take the 6. Downtown Loop route as their only bus.

Q2. Which routes do you have to take in order to reach your final trip destination (First route)



Base: "Yes" in Q1 = 296

Q2. Which routes do you have to take in order to reach your final trip destination (Second route)

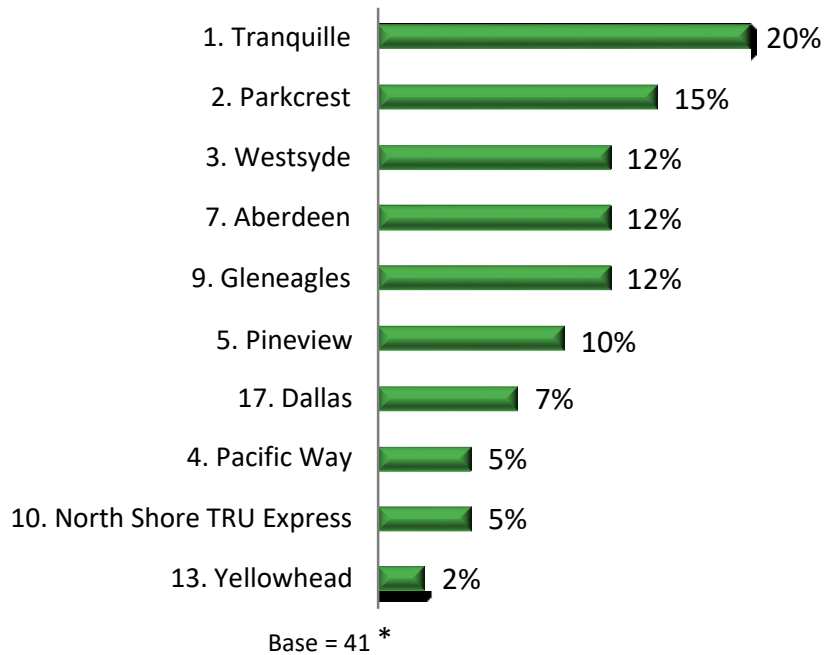


Base = 292

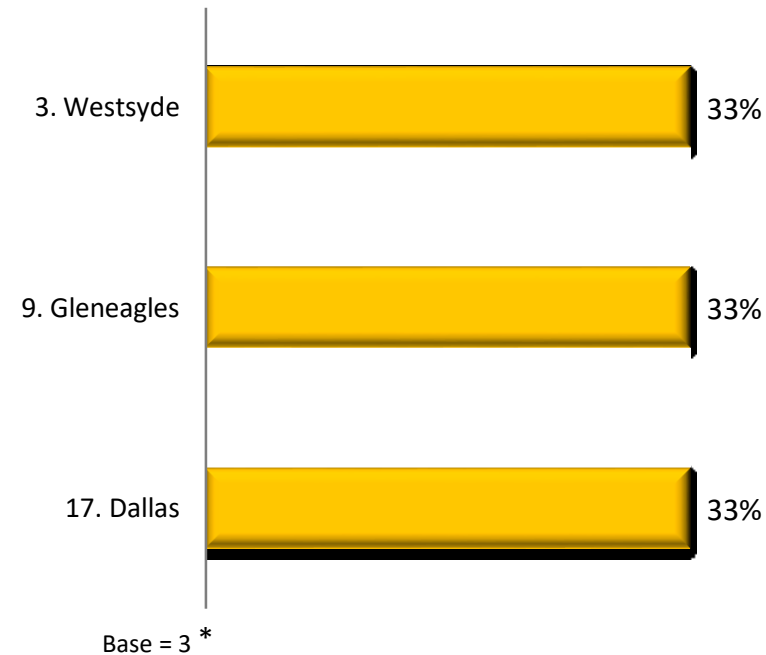
- If more than one route is used, 1. Tranquille (22%) is the most frequent additional route taken, in order to reach riders' final destination, followed by 9. Gleneagles (21%) and 3. Westsyde (15%). Fourteen percent (14%) take the 7. Aberdeen route as well in order to reach their final destination, while one-in-ten (10%) use the 2. Parkcrest route. Five percent each take the 5. Pineview and 17. Dallas routes in addition to their first route.
- Of the transit riders who take an additional two routes to reach their final trip destination, one-quarter (24%) take the 9. Gleneagles route second. Two-in-ten (19%) additionally use the 7. Aberdeen route, 17% take the 1. Tranquille route second and one-in-ten (10%) use the 3. Westsyde route.

Transit Route Taken

Q2. Which routes do you have to take in order to reach your final trip destination (Third route)



Q2. Which routes do you have to take in order to reach your final trip destination (Fourth route)



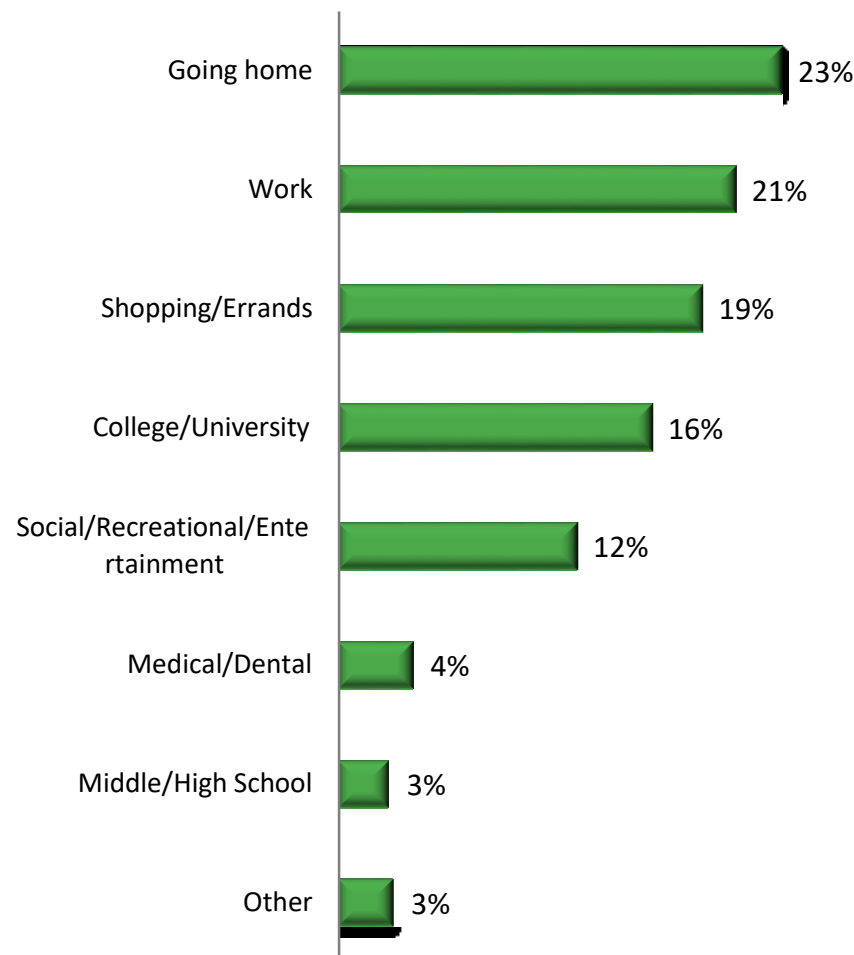
- Of the 41 respondents who need to take an additional third route to reach their final trip destination, two-in-ten (20%) take the 1. Tranquille route, 15% use 2. Parkcrest, while 12% of riders each take 3. Westsyde, 7. Aberdeen, and 9. Gleneagles routes third. Just one-in-ten (10%) transit riders who need to use a third additional route take 5. Pineview and 7% take 17. Dallas.
- It should be noted that there are only three transit riders who have to take a fourth additional route to reach their final trip destination; these riders each need to take a different route, as shown above in the chart on the right.

Q2. Which routes do you have to take in order

Q2. Which routes do you have to take in order to

- Over two-in-ten of transit riders have **Going home** (23%) and **Work** (21%) as their main reasons for making their trip, followed by under two-in-ten (19%) who say their trip is for **Shopping and Errands**.
- Sixteen percent of riders are **going to College/University**, while 12% of riders have **Social, Recreational or Entertainment purposes** as their main reason. Only 4% have **Medical Dental** as their main reason and 3% are going to **Middle/High School**.
- There are some not so surprising differences by age groups: those aged 35 and above are more likely to state **Shopping and Errands** as their main reason compared to younger age groups, while those aged 18-24 are more likely to mention **College/University**.

Q3. What is your main reason for making this trip?



Base: All respondents = 878

Results

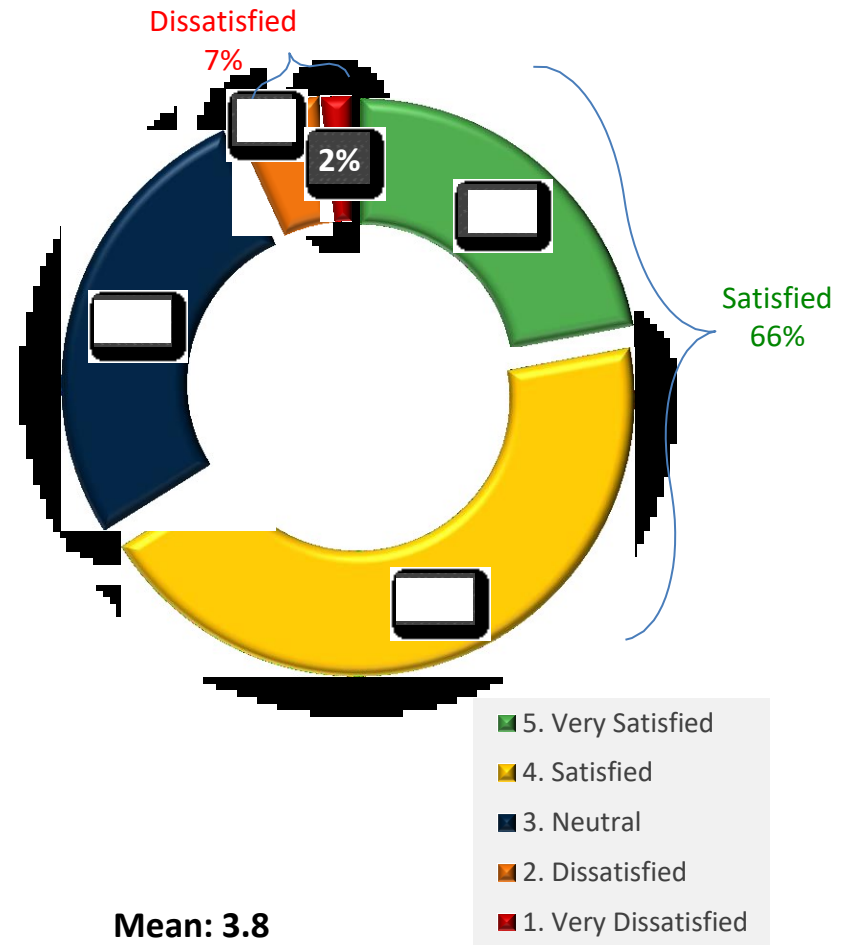
Satisfaction with Service Aspects

Satisfaction with Service Aspects

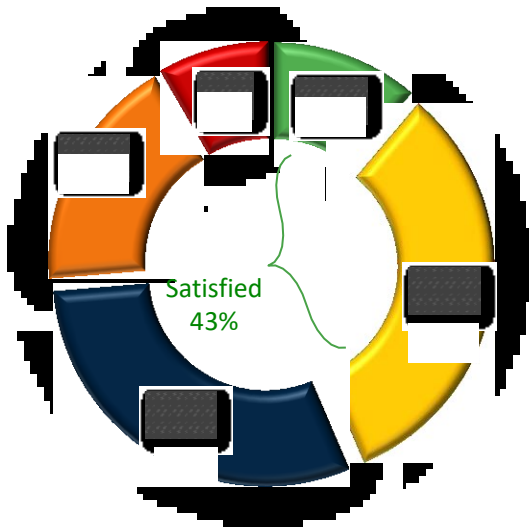
- All bus riders were asked to rate their satisfaction with six aspects of the Kamloops Transit System service, along with their overall impression of transit service in the region.
- Respondents were asked to rate from a scale of 1 to 5 with 1 being “very dissatisfied” and 5 being “very satisfied”.

- Overall, two-thirds (66%) of transit riders are satisfied (satisfied/very satisfied) with their overall impression of transit service.
- Over two-in-ten (22%) indicate they are very satisfied, while over four-in-ten (44%) say they are satisfied (rating of 4 out of 5).
- Only 7% of all transit riders are dissatisfied (dissatisfied/very dissatisfied) overall with transit service.
- Males are more likely to be satisfied (70%) with transit compared to females (62%).
- Those who travel less often than weekly are significantly more likely to be satisfied (93%) with transit service than those who travel more often, especially daily (62% satisfied).

Q4_1. Overall impression of transit service



Q4_2. Reliability: Trips on-time according to schedule



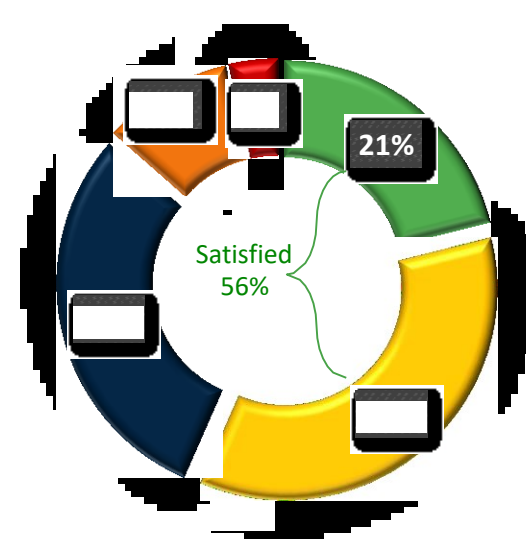
Mean: 3.2

Q4_3. Buses have good transfer connections with reasonable wait times
NA/Don't Know

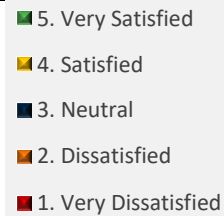


Mean: 3.5

Q4_4. Buses are not overcrowded



Mean: 3.6

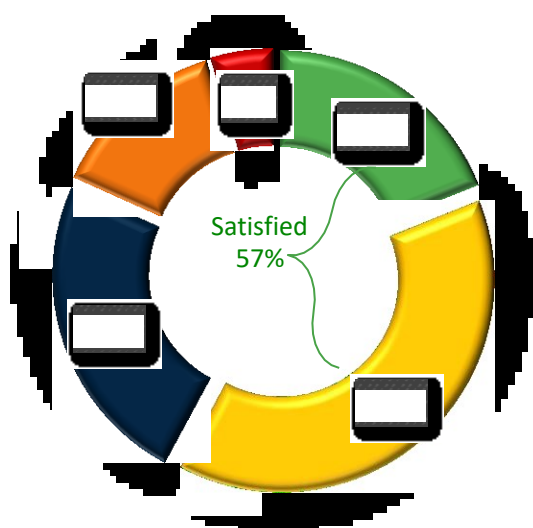


- Just over four-in-ten (43%) of transit riders are satisfied (satisfied/very satisfied) with **the reliability of trips being on-time according to schedule**; one-in-ten (11%) are very satisfied, while one-third (33%) say they are satisfied. One quarter (26%) are dissatisfied with this aspect.
- What's notable is that transit riders who take the bus frequently (5 days a week or more) are more likely to be dissatisfied (29%) compared to riders who take the bus less frequently (3-4 days per week or less often).
- Just over half (51%) are satisfied (satisfied/very satisfied) that **buses have good transfer connections with reasonable wait times**; 17% are very satisfied, while 33% are satisfied. Two-in-ten (19%) transit riders say they are dissatisfied (dissatisfied/very dissatisfied) with this service aspect.
- Over half (56%) of riders are satisfied (satisfied/very satisfied) that **buses are not overcrowded**, of which over two-in-ten (21%) are very satisfied and over one-third (35%) of riders are satisfied.
- Those aged 35-54 are more likely to be dissatisfied (31%) with the **buses have good transfer connections with reasonable**

times than all other age groups.

Q4_5. Frequency of transit service

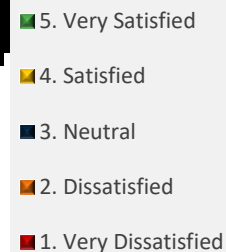
Q4_6. Availability of bus shelters and benches



Mean: 3.5



Mean: 3.4



- Over-half (57%) are satisfied (satisfied/very satisfied) with the **frequency of transit service**, of which two-in-ten (19%) feel very satisfied, while four-in-ten (39%) indicate that they are satisfied (rating of 4 out of 5).
- Those age 55+ are more likely to be satisfied (68%) with the **frequency of transit service** than younger age groups 18-54.
- One-half (49%) of transit riders are satisfied (satisfied/very satisfied) with the **availability of bus shelters and benches**; over two-in-ten (22%) state that they are very satisfied and just over one-quarter (28%) are satisfied.
- Those aged 18-24 are more likely (58%) to be satisfied with the **availability of bus shelters and benches** than older age groups. Sahali residents are more satisfied (57%) with the **availability of bus shelters and benches** than those who live in Brocklehurst (42% satisfied) and North Shore (44%).

Summary: Satisfaction with Service Aspects

Overall impression of transit service:



66%

(Satisfied/Very Satisfied)

Mean: 3.8

Reliability: Trips on-time according to schedule



43%

(Satisfied/Very Satisfied)

Mean: 3.2

Buses have good transfer connections with reasonable wait times:



51%

(Satisfied/Very Satisfied)

Mean: 3.5

Buses are not overcrowded:



56%

(Satisfied/Very Satisfied)

Mean: 3.6

Frequency of transit service :



57%

(Satisfied/Very Satisfied)

Mean: 3.5

Availability of bus shelters and benches:



49%

(Satisfied/Very Satisfied)

Mean: 3.4

Generally, transit riders are somewhat satisfied with their overall impression of the Kamloops Transit service, with two-thirds (66%) satisfied/very satisfied. **Frequency of transit service** has the highest rating of all service aspects with over half (57%) satisfied/very satisfied, tied with **buses are not overcrowded** (56%). **Reliability: Trips on-time according to schedule** has the lowest rating of all service aspects with just 43% satisfied/very satisfied.

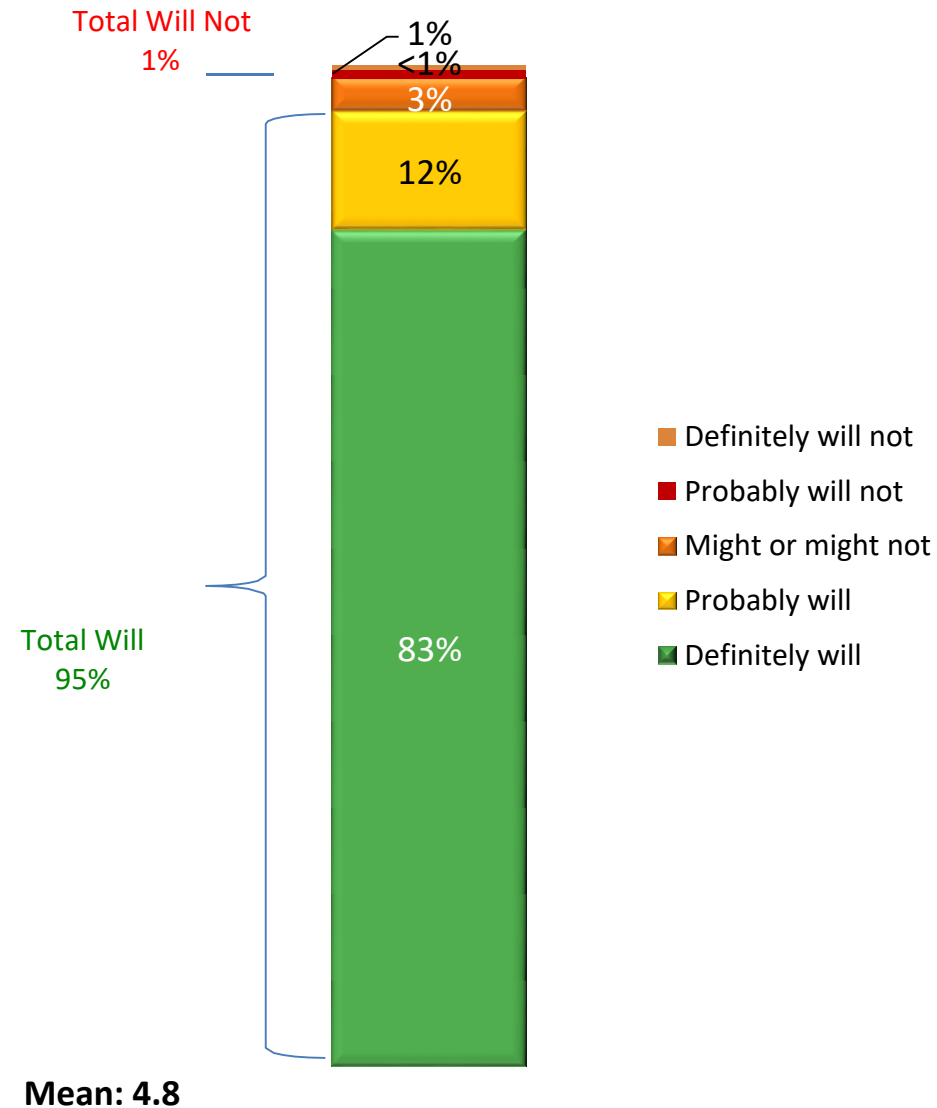
Results

Future Usage, Recommendation of Transit and Top Sources for Transit Information

- All respondents were asked how likely they are to continue using Kamloops Transit in the future.
- Respondents were then asked if they would recommend Kamloops Transit to a family member, friend or colleague.
- Lastly, respondents were asked what their top two sources for transit information were.

- In all, almost all (95%) transit riders say they “probably will” or “definitely will” continue to use the Kamloops Transit service in the future.
- Just 1% indicate that they “probably will not” or “definitely will not” continue to use the Kamloops Transit service.
- Not surprisingly, respondents who take the bus frequently, such as those taking a bus 5+ days a week, are more likely (86%) to indicate that they “definitely will” continue using Kamloops Transit in the future compared to respondents who take the bus less than weekly (59%).

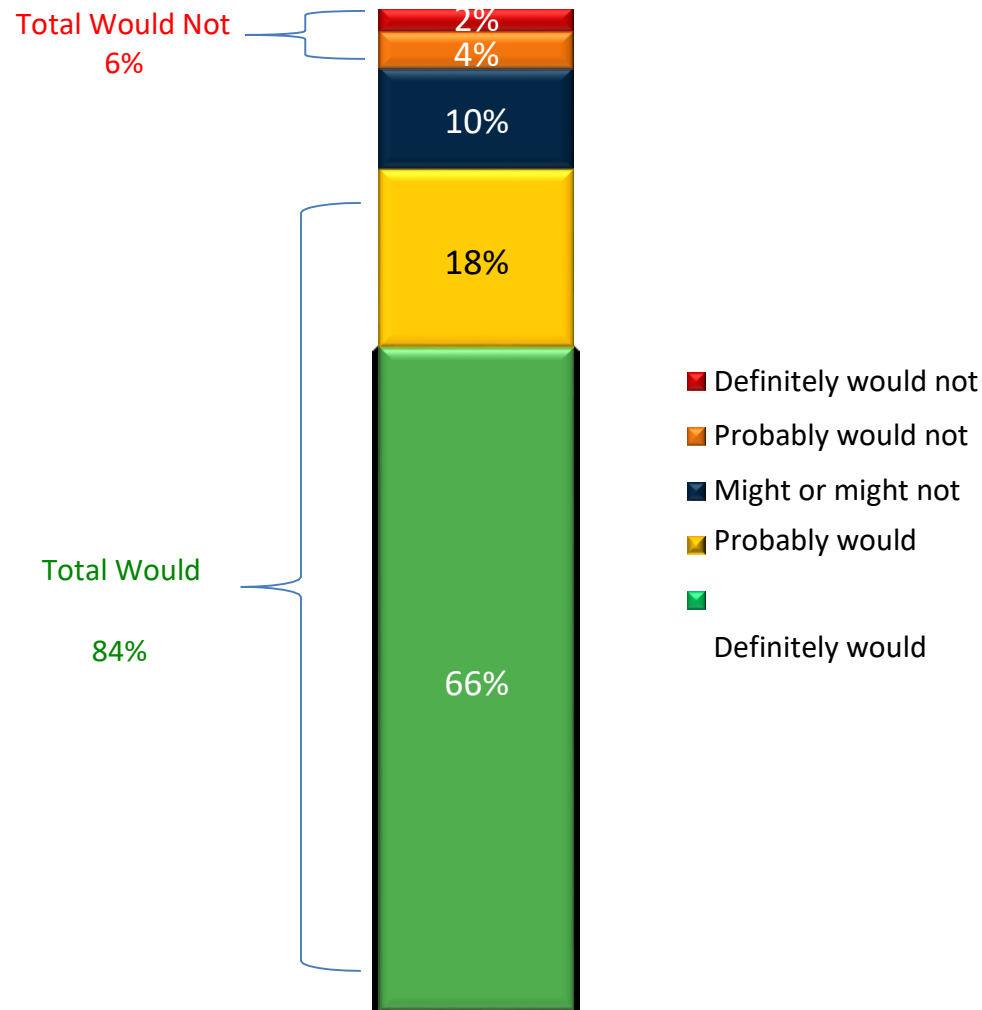
Q5. How likely are you to continue to use the Kamloops Transit System in the future?



Recommendation of Kamloops Transit

- Over eight-in-ten (84%) of transit riders say they “definitely would” or “probably would” recommend Kamloops Transit to a family member, friend or colleague.
- Just 6% of transit riders indicate that they “definitely would not” or “probably would not” recommend it.
- Those over the age of 35 are more likely (73%) to say they “definitely would” recommend Kamloops Transit to family members, friend or colleague compared to their younger counterparts.
- Those who take only one bus to get to their destination are more likely (86%) to say they would recommend Kamloops Transit than those who need to change buses as part of their trip (80% would recommend).
- Not surprisingly, those who are satisfied overall with transit service are significantly more likely (93%) to indicate that they would recommend Kamloops Transit than those who are not satisfied with transit service (43%) or feel neutral (71% would recommend).

Q6. Would you recommend the Kamloops Transit System to a family member, friend or colleague?

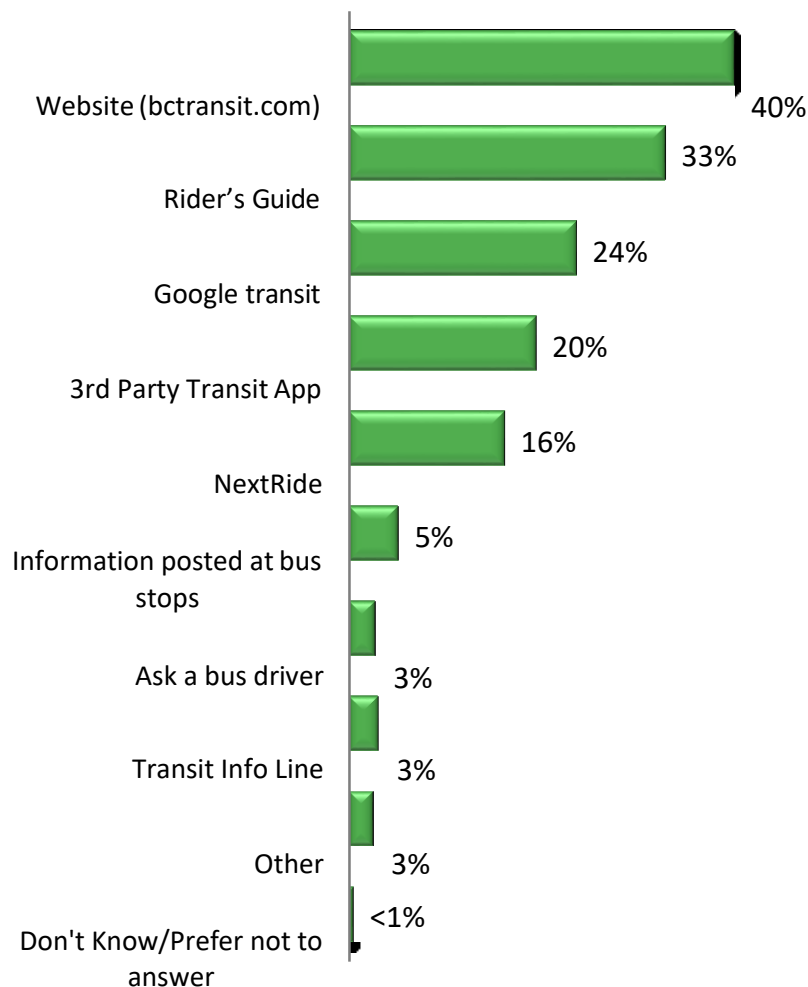


Mean: 4.1

Combined Sources for Transit Information

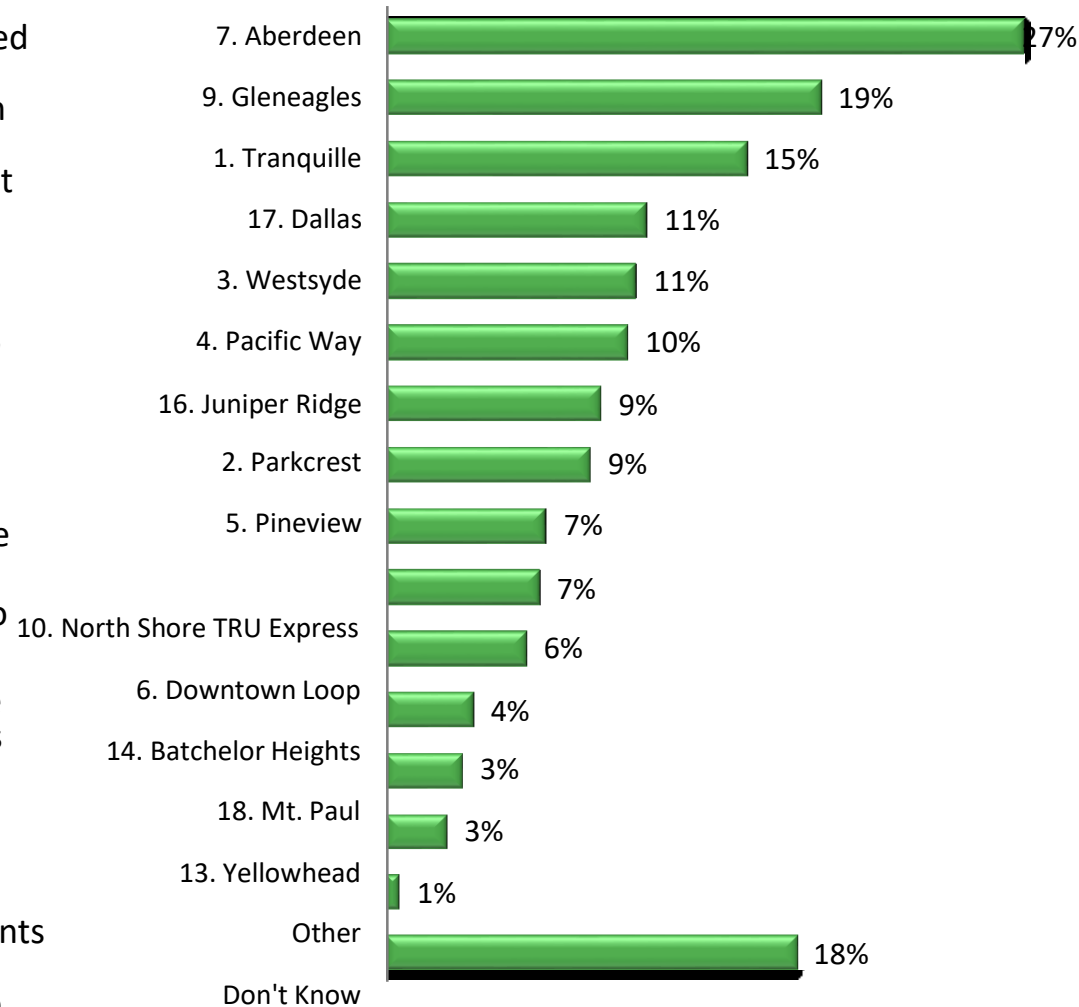
- Combining all respondents' first and second sources for transit information, four-in-ten (40%), use the BC Transit website to get their transit information.
- One-third (33%) indicate the "Rider's Guide" next as a source for transit information, followed by one-quarter (24%) for "Google Transit".
- Two-in-ten (20%) get transit information from a 3rd Party Transit App, while 16% specifically use NextRide.
- Only 5% look at information posted at bus stops, while just 3% each ask a bus driver, call the Transit Info Line, or use other sources for transit information.
- Respondents aged 55+ are significantly more likely (68%) to use the Rider's guide than younger age groups. Respondents aged 18-24 are more likely (35%) to use "Google transit" than others, while those 15-17 years old are most likely (42%) to use a 3rd Party Transit App.

Q7. Total Combined First and Second Source for Transit Information.



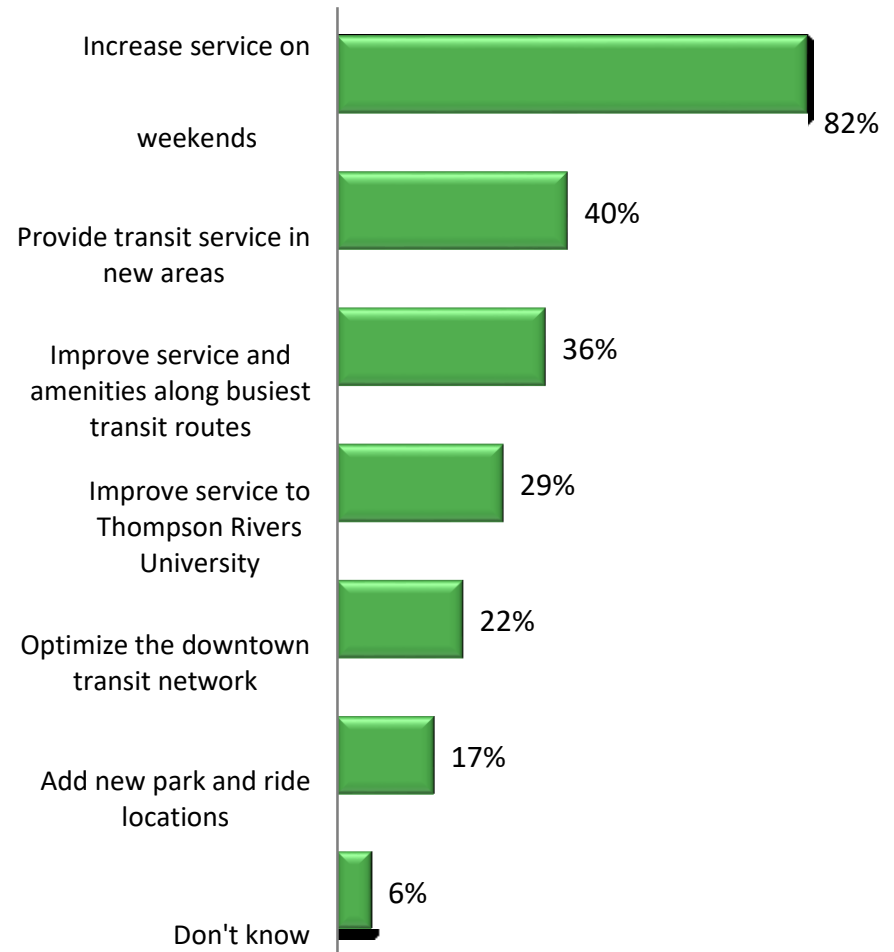
- When asked which routes they would want to improve in Kamloops, over one-quarter (27%) of riders mention the 7. Aberdeen route.
- Two-in-ten (19%) mention 9. Gleneagles, followed by 15% who mention 1. Tranquille as the routes that they would like to improve. Over one-in-ten (11%) each mention 17. Dallas and 3. Westsyde. About one-in-ten each mention they would want to improve the 4. Pacific Way (10%), 16. Juniper Ridge (9%), and 2. Parkcrest (9%).
- Just 7% each mention the 5. Pineview and 10. North Shore TRU Express routes, followed by 6% who want to improve the 6. Downtown Loop route.
- Those who only take one bus to get to their destination are more likely to mention 9. Gleneagles (22%) and 4. Pacific Way (12%) as the routes for improvement than those who need to transfer buses (14% and 7% respectively).
- Those who ride transit buses 5+ days a week are more likely (30%) to mention the 7. Aberdeen as the route for improvement than those who ride buses less frequently.
- Residents of Aberdeen are most likely (30%) to want to improve the 4. Pacific Way Route than residents of other neighbourhoods, while residents of Sahali are most likely (37%) of all neighbourhoods to mention they would want to improve the 9. Gleneagles route.

Q8. Which routes would you want to improve? (Combined mentions)



- By far the most popular suggestion, over eight-in-ten (82%) mention that increasing service on weekends would be the top aspect that they would want BC Transit to improve in Kamloops.
- Four-in-ten (40%) feel it's most important to provide transit service in new areas, followed by over one-third (36%) who would like to improve service and amenities along busiest transit routes. Three-in-ten (29%) think it's important to improve service to Thompson Rivers University and over two-in-ten (22%) would like to optimize the downtown transit network.
- Lastly, 17% feel it's important to add new park and ride locations in Kamloops.
- Females are more likely (44%) to mention providing transit service in new areas as the most important aspect than males (37%).
- Respondents aged 18-24 are more likely (44%) to mention improving service to Thompson Rivers University than other age groups.
- Not surprisingly, those who ride buses 5+ times a week are significantly more likely (87%) to suggest improving weekend service than those who ride buses less frequently.

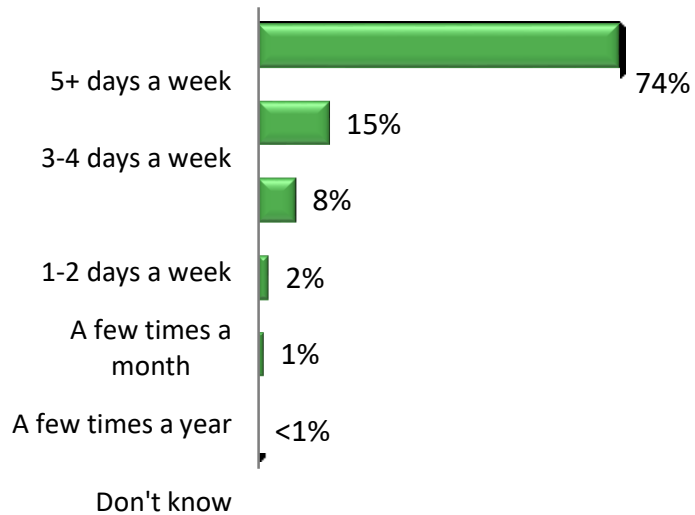
Q9. Which three of these potential aspects of transit that BC Transit could improve would be most important to you?(Combined mentions)



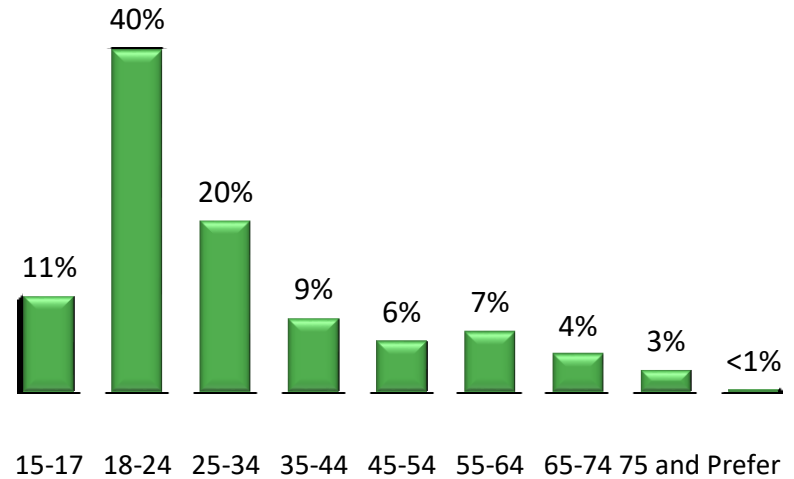
Appendix

Demographics

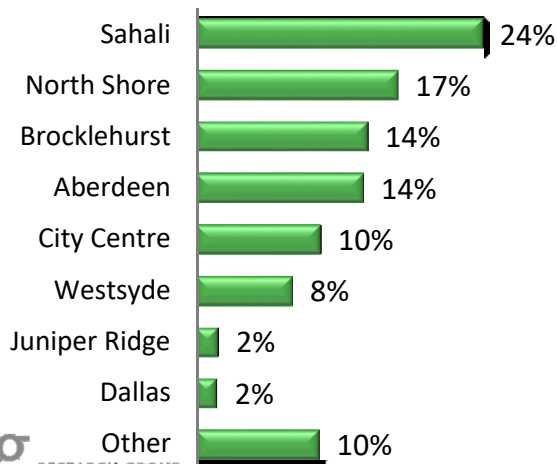
D1. Frequency of Riding the Bus in the past year



D2. Age Groups

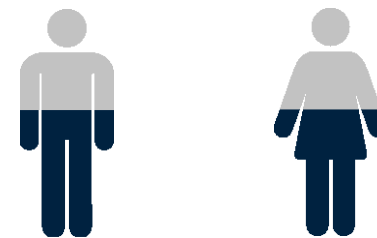


D3. Area of Residency



older not to answer

Gender



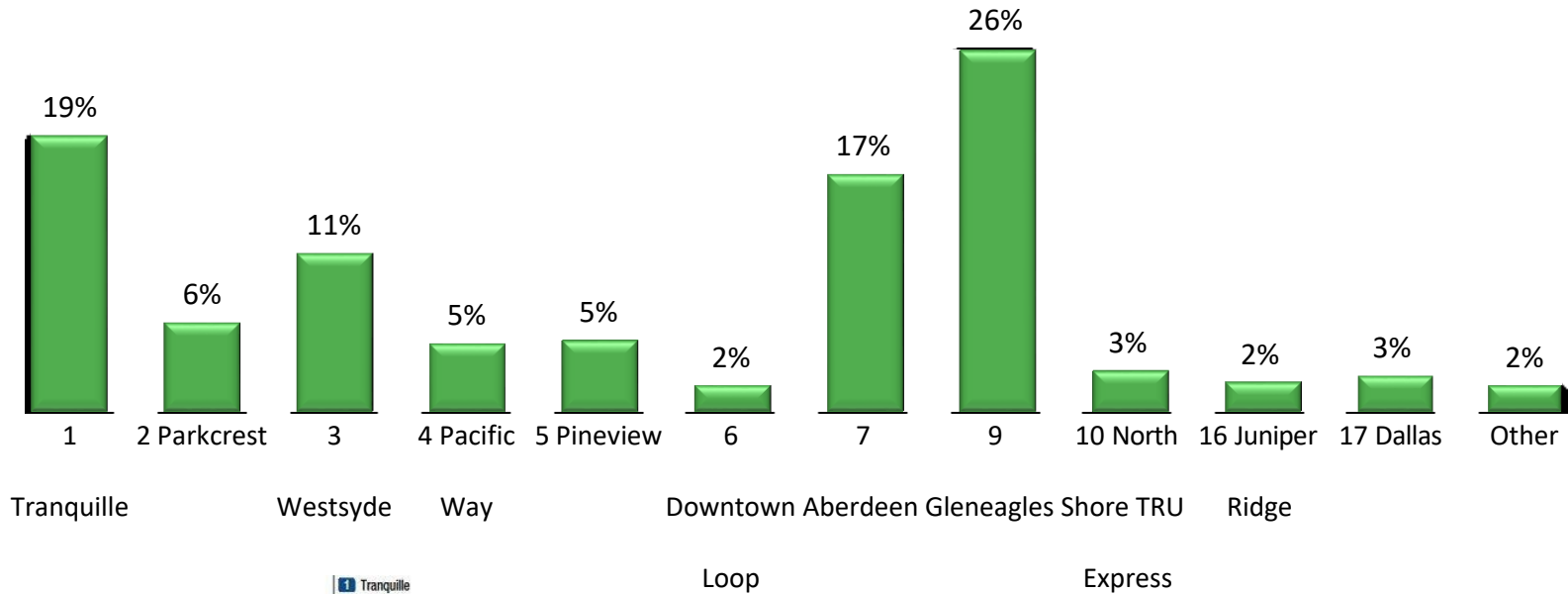
Male:

8%

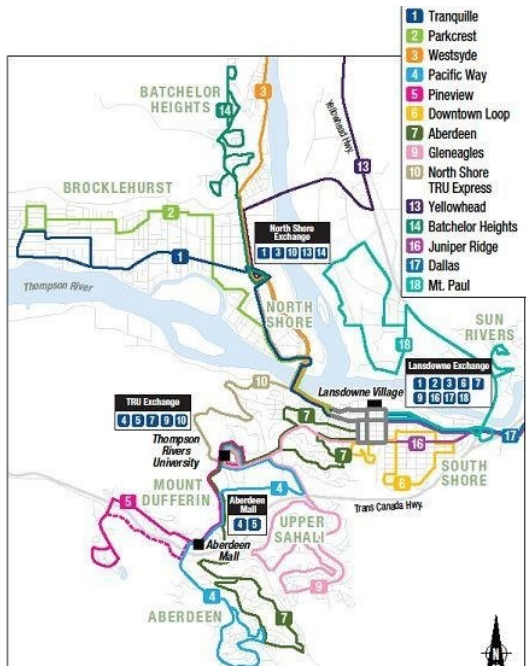
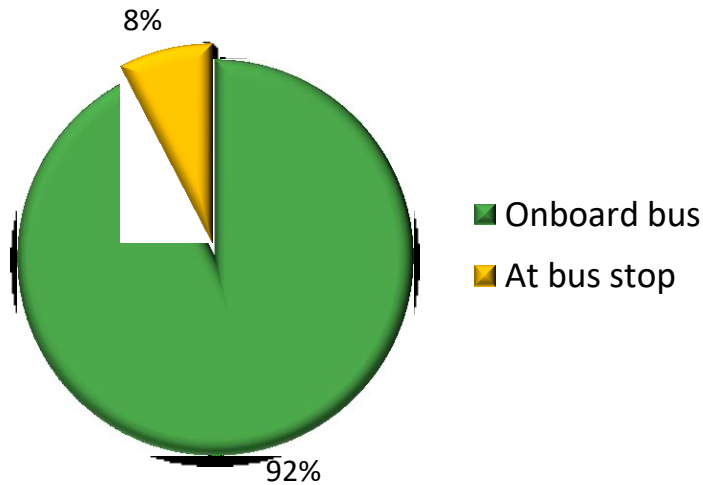
Female:
52%

Appendix – Demographics

Bus Route



Interview location/position



Appendix

Survey

BC Transit Kamloops Customer Satisfaction Survey

November 27, 2018

FINAL

Background data to be captured by interviewer/iPad software

Interviewer name: [INPUT AT START OF SHIFT]

Interview date: / Interview Time: [RECORDED AUTOMATICALLY BY SOFTWARE]

Bus Route: [SELECT AT START OF EACH INTERVIEW]

1. Tranquille
2. Parkcrest
3. Westsyde
4. Pacific Way
5. Pineview
6. Downtown Loop
7. Aberdeen
9. Gleneagles
10. North Shore TRU Express
13. Yellowhead
14. Batchelor Heights
16. Juniper Ridge
17. Dallas
18. Mt. Paul

Position: [INTERVIEWER TO SELECT EACH TIME THEY CHANGE POSITIONS]

1. Onboard bus
2. At bus stop

Introduction and Screening:

Hi, I'm _____ from NRG Research Group here on behalf of BC Transit. May I have about five minutes of your time to tell me a little about your experience with transit service in Kamloops? Thank you.

ONLY IF ASKED – OR IF NEEDED TO ASSURE POTENTIAL RESPONDENTS:

- This survey is in no way an attempt to sell or market any product or service.
- Names of individuals will not be released to anyone or identified in any reports of the completed study.
- If you have any questions about the validity of this survey or the confidentiality of the information please contact the project manager, Natalia Cheyne, at 1.877.530.6184, extension 5645.
- IF RESPONDENT WANTS TO SPEAK TO BC TRANSIT: Please contact Bronson Bullivant at BC TRANSIT, 250-995-5774.

- S1. [DO NOT READ] Method of approach?
1. Interviewer approached respondent
 2. Respondent approached interviewer
 3. Interviewer approached, but respondent refused before screener
 4. Interviewer approached, but respondent refused after screener
 5. Interviewer approached, but language barrier
 6. Respondent approached, but language barrier
 7. Double contact
- S1a. [RECORD - DO NOT ASK] Gender
1. Male
 2. Female
- S2. Are you age 15 or older (if not apparent)?
1. Yes – [CONTINUE]
 2. No – [THANK AND TERMINATE USING EXIT SCRIPT (END2) AT THE END OF SURVEY]
- S3. Have you already completed a survey onboard a bus or at a bus stop in Kamloops in the past few days?
1. Yes – [THANK AND TERMINATE USING END2 SCRIPT AT THE END OF SURVEY]
 2. No – [CONTINUE]

S4. [DO NOT READ] Confirm bus route:

1. Tranquille
2. Parkcrest
3. Westsyde
4. Pacific Way
5. Pineview
6. Downtown Loop
7. Aberdeen
9. Gleneagles
10. North Shore TRU Express
13. Yellowhead
14. Batchelor Heights
16. Juniper Ridge
17. Dallas
18. Mt. Paul

S5. [DO NOT READ] Confirm position:

1. Onboard bus
2. At bus stop

Survey Questions

Q1. Thinking about your current trip, is this the only bus you will be taking or do you have to take other routes to get to your destination?

1. Yes, this is the only bus
2. No, I have to take other routes
98. Don't know
99. Prefer not to answer

If Q1 = 2. No, GO TO Q2, OTHERWISE SKIP TO Q3.

Q2. Which other routes do you have to take in order to reach your final trip destination?

Select up to four from list [DO NOT READ]:

1. Tranquille
2. Parkcrest
3. Westsyde
4. Pacific Way
5. Pineview
6. Downtown Loop
7. Aberdeen
9. Gleneagles
10. North Shore TRU Express
13. Yellowhead
14. Batchelor Heights
16. Juniper Ridge
17. Dallas
18. Mt. Paul
95. Other – please specify _____

Q3. What is your main reason for making this trip?
(DO NOT READ)

1. Work
2. College/University
3. Middle/High School
4. Shopping/Errands
5. Social/Recreational/Entertainment
6. Medical/Dental
7. Going home
95. Other: _____
98. Don't know
99. Prefer not to answer

Q4. How satisfied are you with the following aspects of the Kamloops Transit System? Please rate each aspect on a scale of 1 to 5, where 1 is “very dissatisfied” and 5 is “very satisfied.”

| | 5. Very Satisfied | 4. Satisfied | 3. Neutral | 2. Dissatisfied | 1. Very Dissatisfied | 97. N/A | 98. Don't Know | 99. Prefer Not to Answer |
|---|-------------------|--------------|------------|-----------------|----------------------|---------|----------------|--------------------------|
| Overall impression of transit service | | | | | | | | |
| Reliability: Trips on-time according to schedule | | | | | | | | |
| Buses have good transfer connections with reasonable wait times | | | | | | | | |
| Buses are not overcrowded | | | | | | | | |
| Frequency of transit service | | | | | | | | |
| Availability of bus shelters and benches | | | | | | | | |

Q5. How likely are you to continue using the Kamloops Transit System in the future?

- 5. Definitely will
- 4. Probably will
- 3. Might or might not
- 2. Probably will not
- 1. Definitely will not
- 98. Don't know
- 99. Prefer not to answer

Q6. Would you recommend the Kamloops Transit System to a family member, friend or colleague?

- 5. Definitely would
- 4. Probably would
- 3. Might or might not
- 2. Probably would not
- 1. Definitely would not
- 98. Don't know
- 99. Prefer not to answer

Q7. What are your top two sources for transit information?
(DO NOT READ LIST) – PLEASE SELECT TWO SOURCES AT MOST

- 1. Website (bctransit.com)
- 2. Transit Info Line
- 3. Information posted at bus stops
- 4. Google transit
- 5. 3rd Party Transit App
- 6. Rider's Guide
- 7. NextRide
- 8. Ask a bus driver
- 95. Other: _____
- 98. Don't know
- 99. Prefer not to answer

Q8. If BC Transit could improve service frequency to any two routes in Kamloops, which routes would you want to improve? (DO NOT READ LIST, PROMPT IF NECESSARY) – PLEASE SELECT TWO ROUTES AT MOST

- 1. Tranquille
- 2. Parkcrest
- 3. Westsyde
- 4. Pacific Way
- 5. Pineview
- 6. Downtown Loop
- 7. Aberdeen
- 9. Gleneagles
- 10. North Shore TRU Express
- 13. YellowHead
- 14. Bachelor Heights
- 16. Juniper Ridge
- 17. Dallas
- 18. Mt. Paul
- 95. Other - please specify _____
- 98. Don't know

Q9. I'm going to read you some potential aspects of transit that BC Transit could improve. Which three of these would be most important to you? [INTERVIEWER SHOW SCREEN TO RESPONDENT AS NEEDED]

RANDOMIZE

- 1. Improve service to Thompson Rivers University
- 2. Increase service on weekends
- 3. Provide transit service in new areas
- 4. Optimize the downtown transit network
- 5. Add new park and ride locations
- 6. Improve service and amenities along busiest transit routes

DEMOGRAPHICS

I have just a few more questions for you to help us classify your responses.

D1. In the past year, how frequently do you ride the bus?

1. 5+ days a week
2. 3-4 days a week
3. 1-2 days a week
4. A few times a month
5. A few times a year
98. Don't know
99. Prefer not to answer

D2. What age category do you fall into?

1. 15-17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75 and older
99. Prefer not to answer

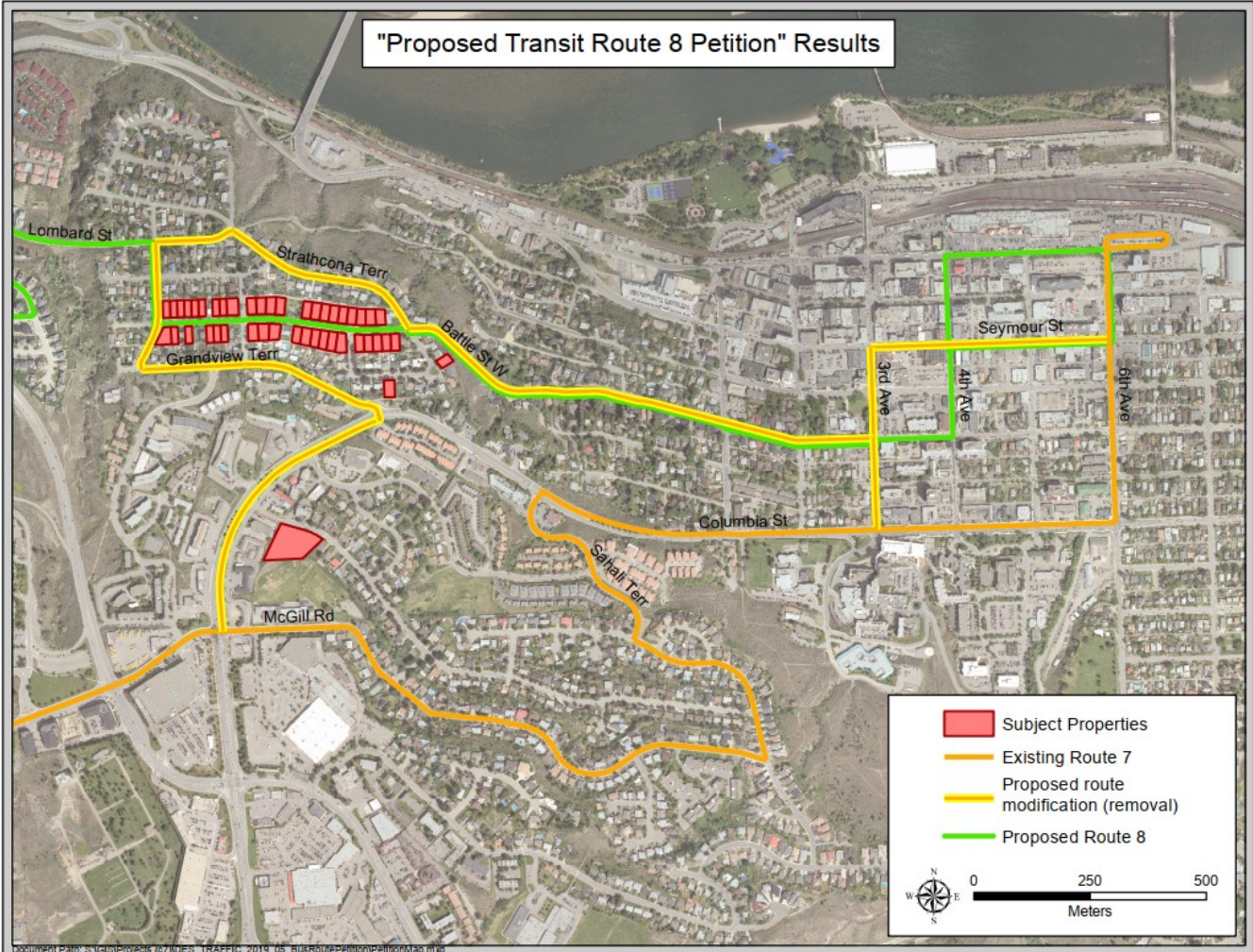
D3. In which area do you live? [DO NOT READ EXCEPT TO CLASSIFY RESPONSE CORRECTLY]

1. City Centre
2. Aberdeen
3. Brocklehurst
4. North Shore
5. Sahali
6. Juniper Ridge
7. Dallas
8. Batchelor Heights
9. Westsyde
10. Barnhartvale
11. Southgate
12. Rayleigh
95. Other – please specify: _____
98. Don't know
99. Prefer not to answer

END1: Thank you so much, those are all my questions today. On behalf of BC Transit, I really appreciate your feedback. Have a great day!

END2 TERMINATION SCRIPTING: Thank you for your interest in providing feedback to BC Transit. Unfortunately, you do not qualify for this survey. Have a great day.

1 APPENDIX C – PETITION AREA



2 APPENDIX D – PETITION RESULTS

May 8, 2019



To: Kamloops City Council
and

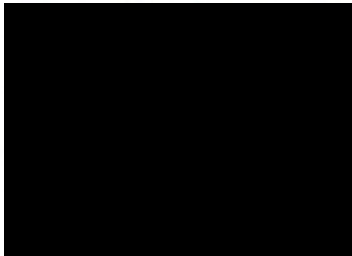
Development, Engineering, and Sustainability Department, City of Kamloops

Re: Petition in regards to the proposed 'Route 8 Battle' Bus

Please see attached our petition, with a total of **89 signatures** from concerned residents of Kamloops.

We have also attached a copy of the 'Route 7 Aberdeen & Route 8 Battle Modifications' from the *2019 Kamloops Transit Future Action Plan survey*, to provide background to our petition.

Thank you for your consideration, and we look forward to hearing from you.



PETITION TO THE KAMLOOPS CITY COUNCIL and DEVELOPMENT, ENGINEERING, AND SUSTAINABILITY DEPARTMENT

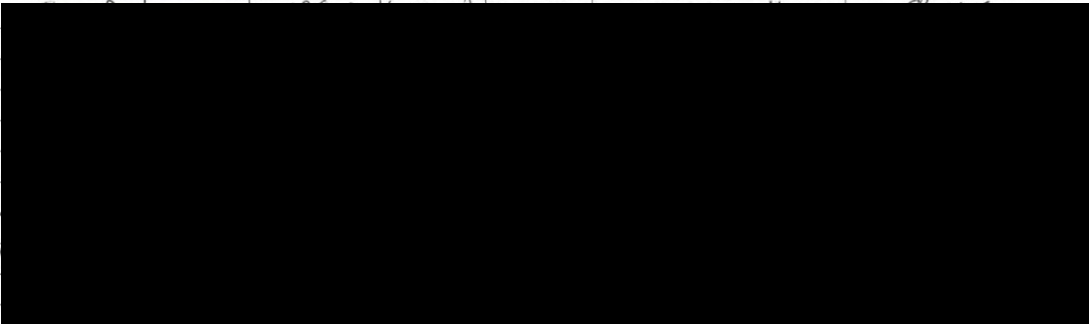
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We disagree with the proposed 'Route 8 Battle' change for the following reasons:

- The current 'Route 7 Battle' runs along Strathcona Terrace (400-500 blocks) and Lombard Street (600 block) (*herein* called 'Strathcona-Lombard'), and there are 6 bus stops in place. In contrast, there has been **no** permanent bus route along 400-500 blocks of Battle Street West for at least **28 years**.
- A 2019 research article in the Transportation Research Record concluded that "Average stopping behavior was observed to be **significantly poorer** at sites in near proximity to bus stops" (Craig et al., 2019). This study also "links past research showing **significantly higher pedestrian crash rates** with poorer yielding of drivers near sites close to bus stops."
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- Block 600 Battle Street West is a narrow road with **no sidewalks** on either side of the street. The 'Route 8' bus will create an **additional hazard** for pedestrians walking along this street.
- The proposed 'Route 8' service to Guerin Creek does **not** require a bus route on Battle Street West (400-600 blocks). The **most direct route** into Guerin Creek would be for the new 'Route 8' to follow the current 'Route 7 Battle' from Strathcona-Lombard onto Fernie; sidewalks exist along this entire section.
- At least 16 houses on the 400-600 blocks of Battle Street West do **not** have front driveways or front garages, and homeowners depend on street parking. The proposed 'Route 8' and the associated bus stops will **reduce** the number of parking spots available to residents.
- The residents on Strathcona-Lombard are accustomed to having a bus route on their street, and purchased their properties with the knowledge that their houses are located on a bus route. In contrast, Battle Street West (400-600) residents did **not** reasonably expect to have a bus route on their street when they purchased their homes.
- The three benefits of the West-End route modifications listed in the 2019 Kamloops Transit Future Action Plan survey are **not** impacted by our request to not have a bus on the 400-600 blocks of Battle Street West.

Therefore, your petitioners respectfully request that the Kamloops City Council and the Development, Engineering, and Sustainability Department does **not** approve the proposed section of 'Route 8 Battle' running along Battle Street West 400-600 blocks.

| Full Name | Street Address | City | Email or Phone Number | Signature | Date | |
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PETITION TO THE KAMLOOPS CITY COUNCIL and DEVELOPMENT, ENGINEERING, AND SUSTAINABILITY DEPARTMENT

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| Full Name | Street Address | City | Email or Phone Number | Signature | Date |
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PETITION TO THE KAMLOOPS CITY COUNCIL and DEVELOPMENT, ENGINEERING, AND SUSTAINABILITY DEPARTMENT

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| Full Name | Street Address | City | Email or Phone Number | Signature | Date |
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| Full Name | Street Address | City | Email or Phone Number | Signature | Date |
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- The three benefits of the West-End route modifications listed in the 2019 Kamloops Transit Future Action Plan survey are **not** impacted by our request to not have a bus on the 400-600 blocks of Battle Street West.

Therefore, your petitioners respectfully request that the Kamloops City Council and the Development, Engineering, and Sustainability Department does **not** approve the proposed section of 'Route 8 Battle' running along Battle Street West 400-600 blocks.

| Full Name | Street Address | City | Email or Phone Number | Signature | Date |
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PETITION TO THE KAMLOOPS CITY COUNCIL and DEVELOPMENT, ENGINEERING, AND SUSTAINABILITY DEPARTMENT

We, the undersigned residents of Kamloops, petition the Kamloops City Council and the Development, Engineering, and Sustainability Department:

That the proposed 'Route 8 Battle' not include the 400, 500, and 600 Battle Street West blocks as stated in the 2019 Kamloops Transit Future Action Plan survey.

We disagree with the proposed 'Route 8 Battle' change for the following reasons:

- The current 'Route 7 Battle' runs along Strathcona Terrace (400-500 blocks) and Lombard Street (600 block) (*herein* called 'Strathcona-Lombard'), and there are 6 bus stops in place. In contrast, there has been **no** permanent bus route along 400-500 blocks of Battle Street West for at least **28 years**.
- A 2019 research article in the Transportation Research Record concluded that "Average stopping behavior was observed to be **significantly poorer** at sites in near proximity to bus stops" (Craig et al., 2019). This study also "links past research showing **significantly higher pedestrian crash rates** with poorer yielding of drivers near sites close to bus stops."
- The **safety of children** is paramount, and the **McIntosh Park** playground (502 Battle Street West) occurs on the proposed 'Route 8 Battle'. In contrast, there are **no** playgrounds on Strathcona-Lombard.
- Block 600 Battle Street West is a narrow road with **no sidewalks** on either side of the street. The 'Route 8' bus will create an **additional hazard** for pedestrians walking along this street.
- The proposed 'Route 8' service to Guerin Creek does **not** require a bus route on Battle Street West (400-600 blocks). The **most direct route** into Guerin Creek would be for the new 'Route 8' to follow the current 'Route 7 Battle' from Strathcona-Lombard onto Fernie; sidewalks exist along this entire section.
- At least 16 houses on the 400-600 blocks of Battle Street West do **not** have front driveways or front garages, and homeowners depend on street parking. The proposed 'Route 8' and the associated bus stops will **reduce** the number of parking spots available to residents.
- The residents on Strathcona-Lombard are accustomed to having a bus route on their street, and purchased their properties with the knowledge that their houses are located on a bus route. In contrast, Battle Street West (400-600) residents did **not** reasonably expect to have a bus route on their street when they purchased their homes.
- The three benefits of the West-End route modifications listed in the 2019 Kamloops Transit Future Action Plan survey are **not** impacted by our request to not have a bus on the 400-600 blocks of Battle Street West.

Therefore, your petitioners respectfully request that the Kamloops City Council and the Development, Engineering, and Sustainability Department does **not** approve the proposed section of 'Route 8 Battle' running along Battle Street West 400-600 blocks.

| Full Name | Street Address | City | Email or Phone Number | Signature | Date |
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