



2014 RapidBus Service Change Plan



February 2014

Table of Contents

1.0 Purpose.....	3
2.0 Objectives of the RapidBus Service Change Plan	3
3.0 Introduction	4
3.1 District of West Kelowna.....	4
3.2 Westbank First Nation	4
3.3 City of Kelowna.....	4
4.0 Timeline.....	5
5.0 Service Overview	5
5.1 RapidBus.....	5
5.2 Local Bus Network.....	8
5.3 Exchanges and Stations	11
6.0 Additional Regional Projects in 2014	12
7.0 Potential Future Projects	12
8.0 Communication and Consultation Plan.....	13
9.0 Looking Ahead - RapidBus Phase Three.....	14
10.0 Monitoring Plan	14
11.0 Conclusion	14
12.0 Recommendation	14
Appendix 1: Detailed Service Changes	15
Appendix 2: Detailed Exchange Changes.....	24
Appendix 3: Communication and Consultation Plan.....	33

1.0 Purpose

This report describes the proposed service changes for the RapidBus and local bus service planned for 2014 in West Kelowna, Westbank First Nation (WFN) and City of Kelowna. It highlights the changes required for the local bus network to support the RapidBus and ensure maximum service efficiency and attract new ridership. These proposed service changes also support the Central Okanagan Transit Future Plan, completed in 2011, which outlines a 25-year vision of transit in the region and mode share targets.

This report also includes a proposed timeline for implementation, proposed service levels, street-by-street routings and information on the Communication and Consultation Plan. The proposals in this report will be subject to continued ridership analysis and further review through public and local consultation, and are therefore subject to change. Post-implementation refinements are also anticipated.

2.0 Objectives of the RapidBus Service Change Plan

The RapidBus is an integral part of the Central Okanagan regional transit network. Support from connecting bus services is essential to the operation and success of the RapidBus. To this end, the bus network in West Kelowna and WFN will be restructured to integrate with the RapidBus by redirecting bus routes to stations along the RapidBus line.¹ This approach maximizes the benefits of the RapidBus and the return on investment.

The goal of the proposed service changes is to create a high quality bus network that supports the RapidBus with an effective community feeder and circulation bus network that works to increase transit ridership. Specific objectives are:

- **Maximize access to the RapidBus:** Ensure maximum connectivity between local bus routes and the RapidBus in order to facilitate regional travel and build ridership.
- **Refine local bus service:** Refine local bus service levels and coverage to expand options for local travel and provide convenient connections to the RapidBus.
- **Optimize Cost of Delivery:** Routes that would directly parallel or duplicate the RapidBus will be rerouted or shortened to improve service in areas served only by local bus routes. The bus network will cater to local travel demand while the RapidBus will become the primary connection for regional trips, while also serving some local trips in the corridor. This also allows for re-investment of resources to other services.

To meet these objectives, realignment of bus services will be guided by the following principles:

- **Minimize duplication:** Routes should not duplicate service on a given corridor unless necessary to meet demand.
- **Local bus routes provide local bus service:** The local bus network will primarily provide local service to transit hubs. RapidBus service that provides regional bus connections to other parts of the region will be available at these hubs.
- **Leverage benefits of new infrastructure:** Routes will be adapted to take advantage of new transit infrastructure and priority measures to allow more efficient

¹ The integration of the bus routes in the City of Kelowna to the RapidBus were made in 2010.

routes. For passengers this means a more direct trip and for the system the opportunity to re-invest time saved into service elsewhere.

3.0 Introduction

The first phase of the Kelowna RapidBus was completed in September 2010. It established RapidBus service between the University of BC Okanagan (UBCO) and Queensway Exchange in downtown Kelowna. In September 2012, the second phase included the extension of the RapidBus to Westbank First Nation (WFN) and the District of West Kelowna.

Building off the success of the initial phases, the final part of phase two of the project is planned for implementation on August 31st, 2014. This includes new RapidBus transit stations/exchanges, branded shelters and improved passenger information. The integration of the services to the RapidBus will also improve the network connectivity of the entire Central Okanagan.

Much of the success of the RapidBus depends on convenient access to the line, including a high level of integration of bus facilities into stations to allow for comfortable and convenient transfers. In partnership with the local stakeholders, BC Transit plans to integrate bus services with the RapidBus and reconfigure bus routes to serve the stations. This also includes the rerouting or discontinuation of portions of routes that would duplicate RapidBus service, most notably any local service that connects West Kelowna and WFN with downtown Kelowna.

These proposed service changes also support the Central Okanagan Transit Future Plan, completed in 2011, which outlines a 25-year vision of transit in the region and mode share targets.

3.1 District of West Kelowna

For the District of West Kelowna, these changes will create two new transit exchanges with branded shelters and real-time passenger information displays. The exchanges, located at Westbank Centre, Westlake Road and Boucherie Mountain, will bring improved transit service and customer amenities to West Kelowna, while boosting Westbank Centre's revitalization. Construction of the West Kelowna exchanges will get underway in early 2014 with service scheduled to begin on August 31st, 2014.

3.2 Westbank First Nation

In the Westbank First Nation, two new RapidBus stations with branded shelters and real-time passenger information displays will be built. The stations are located at Westside Road as part of the new interchange, and at Butt Road on opposite sides of Highway 97. The stops on Westside Road are currently in service, with final construction of upgrades expected to be completed by the end of 2013. Construction of the stations at Butt Road is scheduled to start in early 2014 with service beginning on August 31st, 2014.

3.3 City of Kelowna

In the City of Kelowna, the construction of the new stations on Highway 97 at Richter Street and Gordon Drive is currently underway. Once completed, these new stations will begin servicing the RapidBus in April 2014. Construction work on transit improvements that are part of the City of Kelowna's revitalization program for Rutland are complete and the new

Rutland exchange has gone into service. Design work on the new Okanagan College exchange is near completion with construction scheduled to begin in 2014. Exchanges at Queensway and Pandosy Village will also be upgraded as part of the project.

4.0 Timeline

Table 1 below summarizes the proposed timeline for the RapidBus related service changes in 2014.

Table 1

Date	Deliverable
December 2013	Completion of 2014 RapidBus Service Change Plan and Communication and Consultation Plan
December 2013 to February 2014	Implementation of Communication and Consultation Plan (see section 9.0 for more information) to obtain feedback on the proposed service changes related to the 2014 RapidBus Service Change Plan
March 2014	Finalize 2014 RapidBus Service Change Plan and detailed service changes
	Completion of Marketing and Communication Plan (for all services in Central Okanagan) for fall 2014 implementations
April 27, 2014	Service begins at RapidBus Stations on Highway 97 on Richter Street and Gordon Drive
May 2014	Completion of final schedules for September 2014 service changes
July-August 2014	Implementation of Marketing and Communication Plan to inform public of the upcoming service changes
August 31, 2014	Opening of Boucherie Mountain Transit Exchange, Westbank Transit Exchange, Butt Road Station and the integration of the local services to the new infrastructure. Introduction of other service changes throughout the region (see Section 5.0)
Fall 2014	Monitor service changes and make revisions where necessary

5.0 Service Overview

5.1 RapidBus

The Kelowna RapidBus is a regional limited-stop service that is designed to improve the transit network in the Central Okanagan. It is intended to improve travel time, reliability, passenger comfort and convenience. It features fast, direct service and modern, attractive amenities.

The first phase of the Kelowna RapidBus was completed in September 2010. It established service between the University of BC Okanagan campus and Queensway in downtown Kelowna via Highway 97. Phase two extended the RapidBus to the Westbank First Nation and District of Kelowna in 2012. Phase two continues in 2013 with additional infrastructure throughout the region and continued service improvements for the customers. Once completed, the region will have six transit exchange facilities and eight new RapidBus stations.

The following page includes a map of the RapidBus to be effective in the fall 2014

97 Express – Proposed for 2014

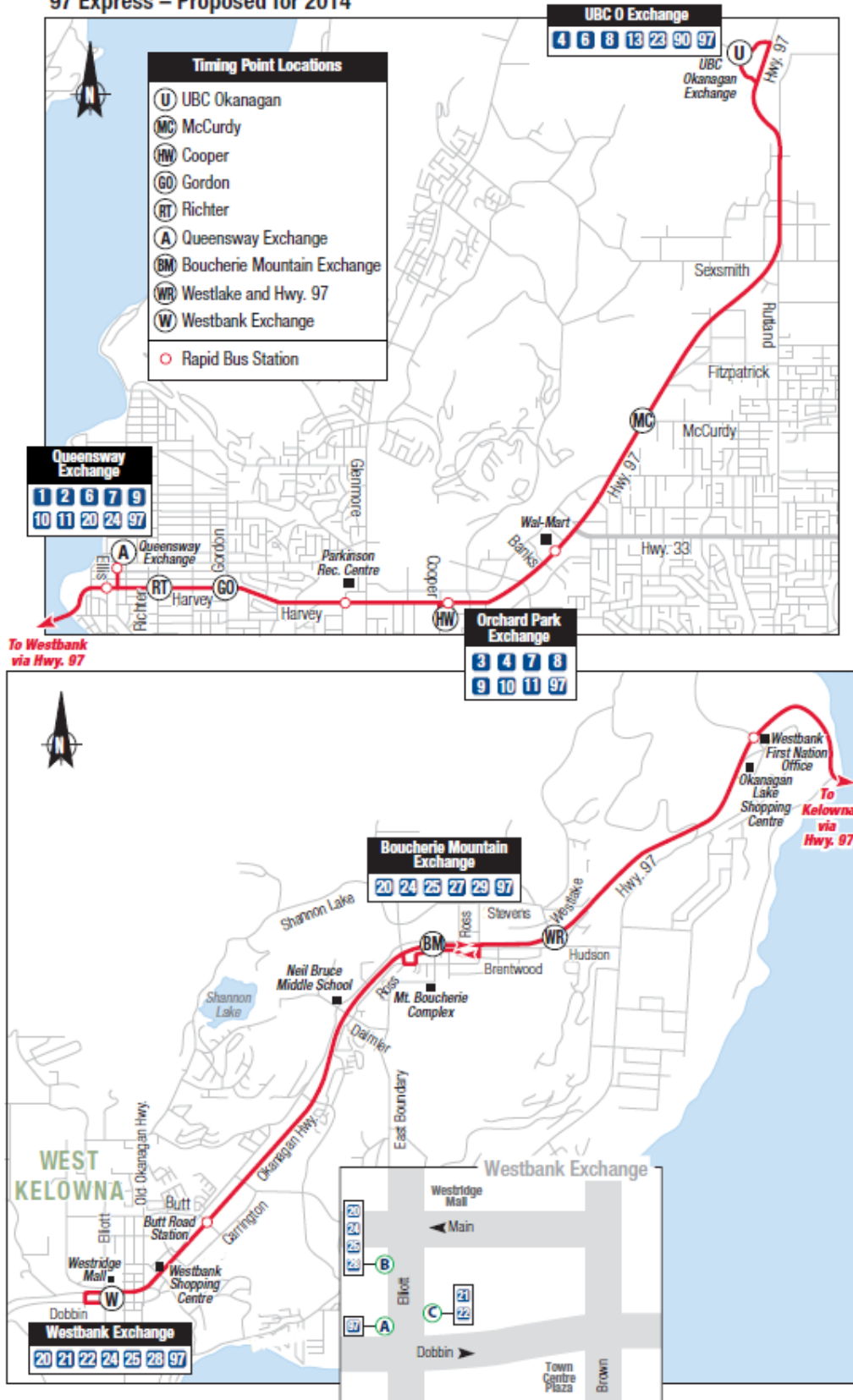


Table 2 below summarizes the proposed passenger travel times between all of the RapidBus stations on the corridor.

Table 2

Kelowna RapidBus Station		West Kelowna and Westbank First Nation					City of Kelowna							
		Westbank Exchange	Butt Road Station	Boucherie Mntn Exchange	Westlake Road	Westside Road	Queensway Exchange	Richter	Gordon Drive	Parkinson Rec Centre	Cooper (Orchard Park)	Banks	McCurdy	UBCO
West Kelowna and Westbank First Nation	Westbank Exchange		3	8	10	14	24	26	28	31	34	38	43	53
	Butt Road Station	3		5	7	11	21	23	25	28	31	35	40	50
	Boucherie Mntn Exchange	8	5		2	6	16	18	20	23	26	30	35	45
	Westlake Road	10	7	2		4	14	16	18	21	24	28	33	43
	Westside Road	14	11	6	4		10	12	14	17	20	24	29	39
City of Kelowna	Queensway Station	24	21	16	14	10		2	4	7	10	14	19	29
	Richter	26	23	18	26	12	2		2	5	8	12	17	27
	Gordon Drive	28	25	20	18	14	4	2		3	6	10	15	25
	Parkinson Rec Centre	31	28	23	21	17	7	5	3		3	7	12	22
	Cooper (Orchard Park)	34	31	26	24	20	10	8	6	3		4	9	19
	Banks	38	35	30	28	24	14	12	10	7	4		5	15
	McCurdy	43	40	35	33	29	19	17	15	12	9	5		10
	UBCO	53	50	45	43	39	29	27	25	22	19	15	10	

*Times are based on weekday peak travel times

**Times are rounded to the nearest minute

5.2 Local Bus Network

This section describes the proposed bus network, which will be implemented on August 31st, 2014. Changes to the bus network include a reconfiguring of routes to focus on RapidBus stations, discontinuing portions of routes that duplicate the RapidBus, and ensuring that service is maintained to areas that are currently served by transit. As well, service levels on some routes may be adjusted to accommodate increased ridership and to reduce travel times.

On the Westside, as a result of the re-alignment of the 97 RapidBus and the introduction of the new exchanges, most of the routes will be re-aligned in some capacity. Below is a summary of the key changes. Table 3 further describes how changes will impact each route and the customers.

- **Stevens Exchange:** All services that currently terminate at Stevens Exchange will now terminate at Boucherie Mountain Exchange. Transit service to Stevens Exchange and the surrounding area will be maintained by the introduction of Westlake Road RapidBus Station and the re-alignment of local routes #27 Horizon and #29 Bear Creek which operate weekday service only.
- **Westbank Exchange:** All services that currently terminate along Dobbin Street will now terminate at the new Westbank Exchange on Elliot Road. The impact of this change is minimal given that the new exchange at Westbank is within walking distance to the current exchange.
- **Butt Road:** RapidBus service will now stay on the highway at Butt Road which will result in reduced transit access to Louie Drive and Carrington Road. Service along Louie Drive will be maintained by the re-alignment of local service to the area. Service along Carrington Road will be discontinued, however, customers will still have access to other local routes within walking distance.
- **Boucherie Mountain Transit Exchange:** All service that currently terminates at Stevens Exchange will now terminate at Boucherie Mountain Transit Exchange. There will be two flow-through stops for the RapidBus in both directions that provide safe and accessible transfers to the local service.
- **Smith Creek:** Through discussion with municipal partners it was determined that additional ridership could be gained by restructuring the #28 Smith Creek to introduce service to the new development in proximity to Ironridge Road.
- **Gordon Drive and Richter Street Stations:** The opening of these stations in spring 2014 will improve transit access/connections to these areas. A new route is proposed in 2014 that would operate along Gordon Drive connecting Downtown and the Mission Rec. Exchange and allowing customer connections at the Gordon Drive RapidBus station.
- **Queensway Exchange:** As part of the RapidBus project, upgrades to Queensway Exchange are planned for mid to late 2014. Improvements include passenger amenities, safety and security and accessibility. Specific improvement details and impacts to service are still to be determined.

Table 3 summarizes the changes to the bus routes impacted by the RapidBus integration:

Table 3

Route	Service Change	Benefits	Challenges
20 Lakeview	All regular service will now terminate at Boucherie Mountain Transit Exchange (service extending to City of Kelowna discontinued). Service now also terminates on Elliot Road at Westbank Exchange.	Customers benefit from improved connections to the RapidBus and local service at Boucherie Mountain Transit Exchange and Westbank Exchange.	Customers travelling to Downtown Kelowna will now have to transfer at Boucherie Mountain Transit Exchange to the RapidBus. Customers travelling to Stevens Road area will now have to transfer at Boucherie Mountain Transit Exchange to local connecting service.
22 Peachland	Service now terminates on Elliot Road at Westbank Exchange	Customers benefit from improved connections to the RapidBus and local service at Westbank Exchange	
24 Shannon Lake	All regular service will now terminate at Boucherie Mountain Transit Exchange (service extending to City of Kelowna discontinued). Service now also terminates on Elliot Road at Westbank Exchange.	Customers benefit from improved connections to the RapidBus and local service at Boucherie Mountain Transit Exchange and Westbank Exchange.	Customers travelling to Downtown Kelowna will now have to transfer at Boucherie Mountain Transit Exchange to the RapidBus. Customers travelling to Stevens Road area will now have to transfer at Boucherie Mountain Transit Exchange to local connecting service.
25 East Boundary	All regular service will now terminate at Boucherie Mountain Transit Exchange. Service rerouted to service Louie Drive shopping destinations. Service now also terminates on Elliot Road at Westbank Exchange.	Customers benefit from improved connections to the RapidBus and local service at Boucherie Mountain Transit Exchange and Westbank Exchange.	Customers travelling to Stevens Road area will now have to transfer at Boucherie Mountain Transit Exchange to local connecting service.
27 Horizon	All regular service now extended to Boucherie Mountain Transit Exchange via Stevens Road and Ross Road.	Customers benefit from improved connections to the RapidBus and local service at Westlake Station and Boucherie Mountain Transit Exchange.	
28 Smith Creek	All regular service will now terminate on Elliot Road at Westbank Exchange. Service rerouted to improve coverage along Ironridge Road (service along Reece Road discontinued)	Service will be expanded to new residential neighborhood along Ironridge Road. Customers benefit from improved connections to the RapidBus and local service at Westbank Exchange	Stops on Reece Road will be discontinued therefore customers will have to use stops on Elliot Road or Old Okanagan Highway.
29 Bear Creek	All regular service now extended to Boucherie Mountain Transit Exchange via Stevens Road and Ross Road.	Customers benefit from improved connections to the RapidBus and local service at Westlake Station Boucherie Mountain Transit Exchange.	
97 RapidBus	All regular service re-aligned on Westside to only service Westbank Exchange, Butt Road Station, Boucherie Mountain Transit Exchange, Westlake Road and Westside Road (no RapidBus service on Louie, Butt, Carrington or Stevens).	Customers benefit from improved access at the new transit exchanges and improved schedule reliability and travel times.	Customers using service on Louie, Butt, Carrington or Stevens will now have to use local service.

Appendix 1 outlines the proposed route maps with street-by-street details and service levels.

5.3 Exchanges and Stations

Bus service will connect with the RapidBus at several key transit exchanges along the line. Table 4 summarizes the major design requirements at these stations. These stations and other stations with connections to local transit services are described below.

Table 4

Station/Exchange	Total Bus Bays/Stops	Routes	Terminus Point?	Design Requirements
Westbank Exchange	4	20, 21, 22, 24, 25, 28, 97 RapidBus	Yes (20, 21, 22, 24, 25, 28, 97 RapidBus)	<ul style="list-style-type: none"> •Maximize integration with RapidBus •Routes serving common destinations to share bus bays •Integrate with local surroundings
Butt Road Station	2	25, 97 RapidBus	No	<ul style="list-style-type: none"> •Maximize integration with RapidBus
Boucherie Mountain Transit Exchange	5	20, 24, 25, 27, 29, 97 RapidBus	Yes (20, 24, 25, 27, 29, 97 RapidBus)	<ul style="list-style-type: none"> •Maximize integration with RapidBus •Routes serving common destinations to share bus bays •Integrate with local surroundings
Westlake Road	2	27, 29 97 RapidBus	No	<ul style="list-style-type: none"> •Maximize integration with RapidBus
Westside Road	2	29, 97 RapidBus	No	<ul style="list-style-type: none"> •Maximize integration with RapidBus
Queensway Exchange	10	1, 2, 6, 7, 9, 10, 11, 97	Yes (1, 2, 6, 7, 9, 10, 11 and new Gordon Drive Service (2014))	<ul style="list-style-type: none"> •Maximize integration with RapidBus •Routes serving common destinations to share bus bays •Integrate with local surroundings
Richter	2	11 (or other local service to Sutherland), 97 RapidBus	No	<ul style="list-style-type: none"> •Maximize integration with RapidBus
Gordon	2	New Gordon Drive service (2014), 97 RapidBus	No	<ul style="list-style-type: none"> •Maximize integration with RapidBus

The impacts to bus stops and proposed detailed schedule design will be completed in March 2014 through consultation with local partners.

Appendix 2 includes a detailed summary of the proposed routings into the stations.

6.0 Additional Regional Projects in 2014

In addition to the RapidBus integration service changes, there are several other proposed service changes in the Central Okanagan planned for fall 2014. These potential service changes will also have a significant impact on the regional network. All proposed service changes in the fall 2014 will be communicated as part of the Marketing and Communication Plan which will be finalized in March 2014. The specific details of these service changes are not included in this document, and will be summarized in more detailed service specifications in spring 2014.

The proposed projects include:

- The introduction of a new service along Gordon Drive in Kelowna connecting downtown Kelowna, RapidBus stations on Gordon Drive and to Mission Rec. Exchange.
- The realignment of the 11 Rutland to provide improved access to Kelowna General Hospital.
- The introduction of alternate service on Sutherland Avenue (in coordination with the re-alignment of the 11 Rutland).
- The introduction of a new community bus service in the District of Lake Country
- Weekend service improvements on the 22 Peachland service

7.0 Potential Future Projects

As part of the RapidBus Project Definition Report, potential scope additions were included that could be implemented at some point in the future to enhance the efficiency, reliability and ridership of the RapidBus service if resources were available. These projects include:

- Boucherie Mountain Transit Exchange Park & Ride
- Park & Ride at Westlake Road
- Queue jump lanes on Highway 97
- Orchard Park Mall Exchange improvements
- Modified phase one stations to accommodate all vehicle types
- Rutland Transit Exchange access improvements

If any of the above projects are pursued then the 2014 RapidBus Service Change Plan will be updated to reflect any scope changes.

UBCO is also currently undertaking their campus Master Plan which includes a review of the current transit exchange on Alumni Avenue.

Through the detailed design of the new schedule, any resources saved will be re-invested back into the local service. The top priorities for re-investment of any available resources are as follows:

1. 21 Glenrosa: Based on ridership analysis and public and Operator consultation, the 21 Glenrosa is one of the top route performers in West Kelowna. Areas where service improvements are required most are during peak-shoulder periods, particularly in the evening.
2. Service connecting with Boucherie Mountain High School: Service to and from the high school at start/finish times as been identified as an area where additional service is required to accommodate increasing ridership.

3. 25 East Boundary: Once the RapidBus integration is completed, the only service along Louie Drive will be the local route 25 East Boundary (today it is served by the 97 RapidBus). Louie Drive has fairly high ridership as a result of the many adjacent shopping facilities. Therefore, additional service may be required to accommodate the demand along Louie Drive, particularly during the off-peak periods (evenings and weekends).

8.0 Communication and Consultation Plan

A public consultation process was undertaken in April 2013 to advise customers of upcoming changes to bus service with the RapidBus implementation. Five public open houses were held throughout the District of West Kelowna and WFN where participants were able to provide feedback on the project through discussion with transit and municipal representatives and a feedback survey.

In fall 2013, in coordination with the local partners, a new Communication and Consultation plan was created that outlines the steps necessary to communicate and consult on the RapidBus service changes planned for 2014.

The following are the primary and secondary priorities for this plan:

Primary:

1. To make people aware of the proposed changes.
2. To obtain user and student feedback.
3. To ease implementation.

Secondary:

1. To promote ridership and community support for transit.
2. To educate people on RapidBus service.
3. To build awareness of local area revitalization plans.

The proposed audiences and stakeholders for communication and/or consultation include:

- Residents
 - DWK
 - WFN
- Students
- Bus users/riders
 - Current
 - Potential
- Local government
 - Councils
 - Staff/administrators
- Local Operating Company
 - Bus operators
- Business owners
- Community organizations
 - Neighbourhood associations
 - Seniors groups
 - Youth groups
 - Chamber of Commerce
 - Residential communities
- Media

Following the delivery of the Communication and Consultation Plan will be the Marketing Communication Plan. This stage will be undertaken closer to the implementation date and will include detailed information to raise awareness and market the new service changes.

For a detailed summary of the Communication and Consultation Plan, please see Appendix 3.

9.0 Looking Ahead - RapidBus Phase Three

As part of phase three, customer information will be improved on the RapidBus corridor. This includes:

- One or more overhead LCD/LED signs in each RapidBus vehicle to provide visual annunciation information including some or all of: Next stop information, stop requested information and time of day.
- Passenger Information Displays at stations that provide real-time next-vehicle arrival times.

Additional information on these projects will be found in upcoming reports.

10.0 Monitoring Plan

The service changes will be monitored closely in fall 2014 to ensure that the schedules and route alignments are meeting the needs of the customers. If any changes are required, they will be made in early 2015, or possibly sooner depending on the scope of the change needed.

The ridership will also be analyzed closely in fall 2014 and then compared with previous years to see the impact of the changes. This information will be presented to Councils in early 2015.

11.0 Conclusion

The changes proposed for 2014 will enhance the network while ensuring that regional service is efficiently provided by the RapidBus. To achieve maximum benefits between these complementary modes, a high level of service and infrastructure integration will be required, especially to ensure transfer locations are as convenient and comfortable as possible.

Final service details will be developed in spring 2014.

12.0 Recommendation

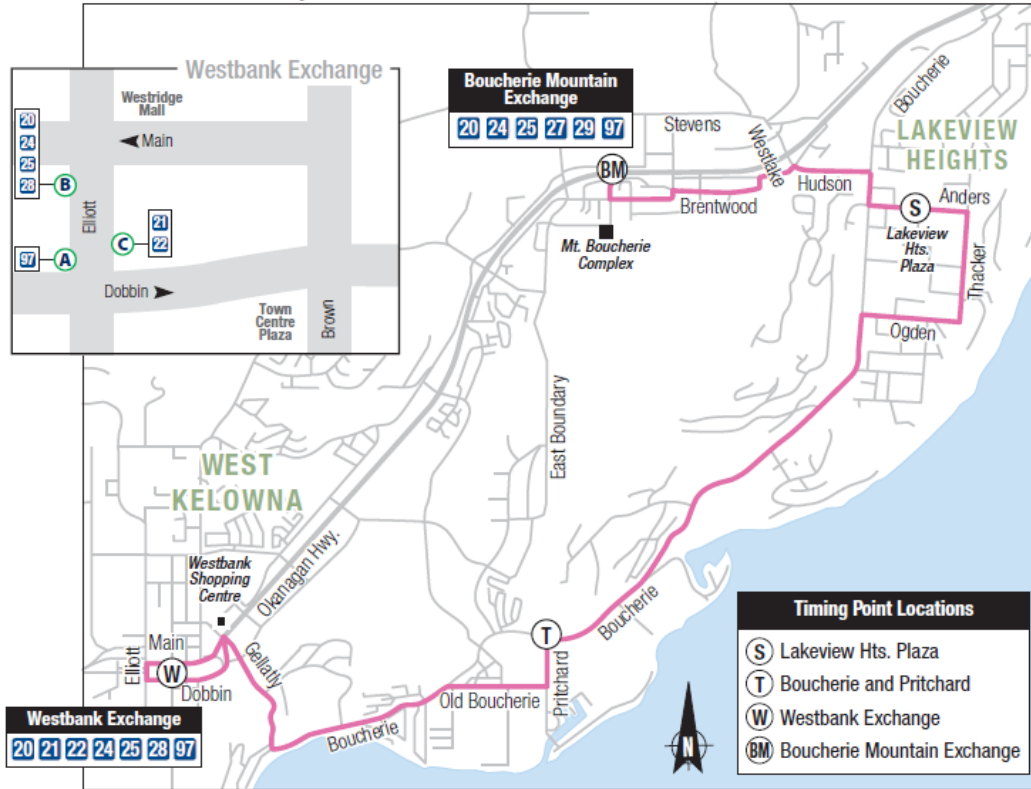
It is recommended that the District of West Kelowna, Westbank First Nation and City of Kelowna:

- **Receive this report as information**
- **Continue to implement the Communication and Consultation Plan**
- **Provide feedback on the proposed service and schedule changes**
- **Provide direction to staff prior to finalization by BC Transit staff in spring 2014**

The final service changes will be presented in March 2014.

Appendix 1: Detailed Service Changes

20 Lakeview – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
30	60	20	60	60	60	120

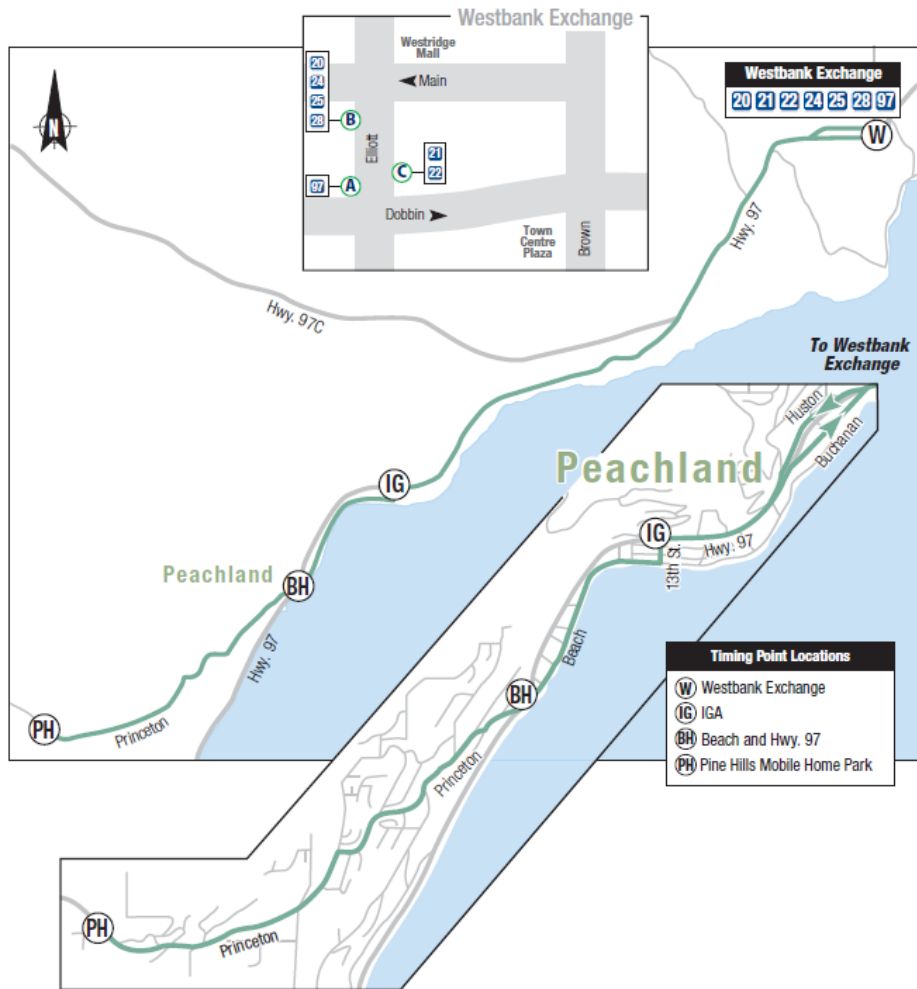
*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Eastbound from Westbank Exchange to Boucherie Mountain Exchange via Elliot Road, Dobbin Road, Okanagan Highway, Gellatly Road, Boucherie Road, Old Boucherie Road, Pritchard Drive, Boucherie Road, Ogden Road, Thacker Drive, Anders Road, Boucherie Road, Hudson Road, Alhambra Drive, Brentwood Drive, Ross Road, Westgate Road to Boucherie Mountain Exchange.

Westbound from Boucherie Mountain Exchange to Westbank Exchange via Westgate Road, Brentwood Drive, Alhambra Drive, Hudson Road, Boucherie Road, Anders Road, Thacker Drive, Ogden Road, Boucherie Road, Pritchard Drive, Old Boucherie Road, Boucherie Road, Gellatly Road, Okanagan Highway, Main Street, Elliot Street to Westbank Exchange.

22 Peachland



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
60	60	60	90	90	60	60 (120)

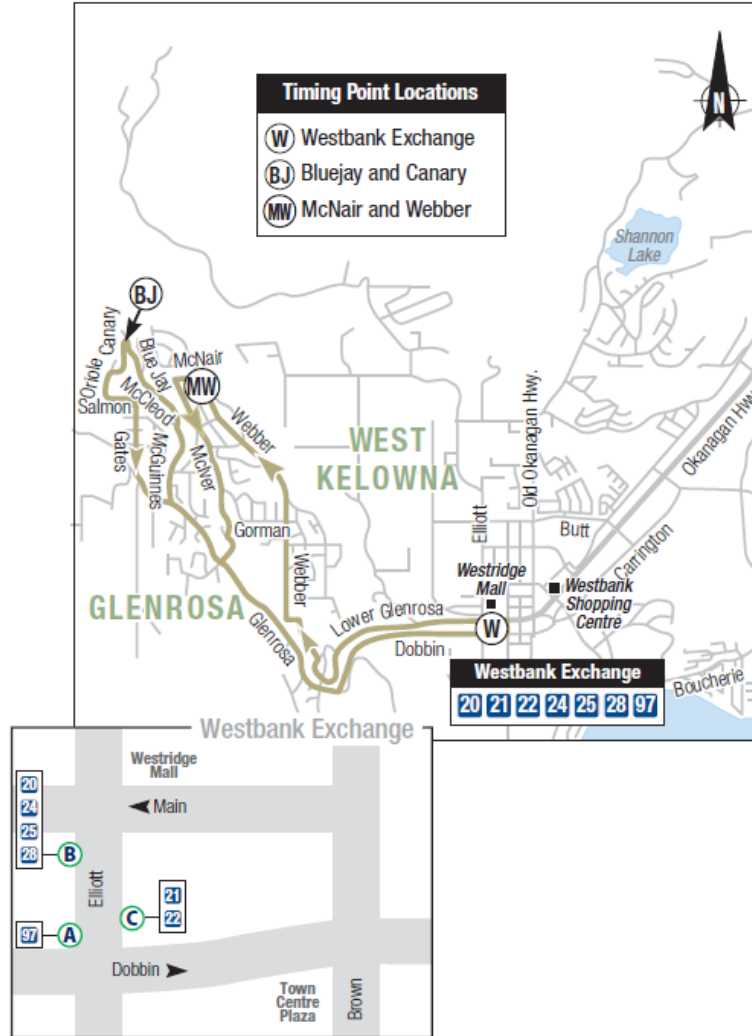
*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Eastbound from Pine Hills Mobile Park to Westbank Exchange via regular route to Dobbin Road then Dobbin Road, Elliot Road to Westbank Exchange.

Westbound from Westbank Exchange to Pine Hills Mobile Park via Elliot Road, Main Street then regular route to Pine Hills Mobile Park.

21 Glenrosa – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

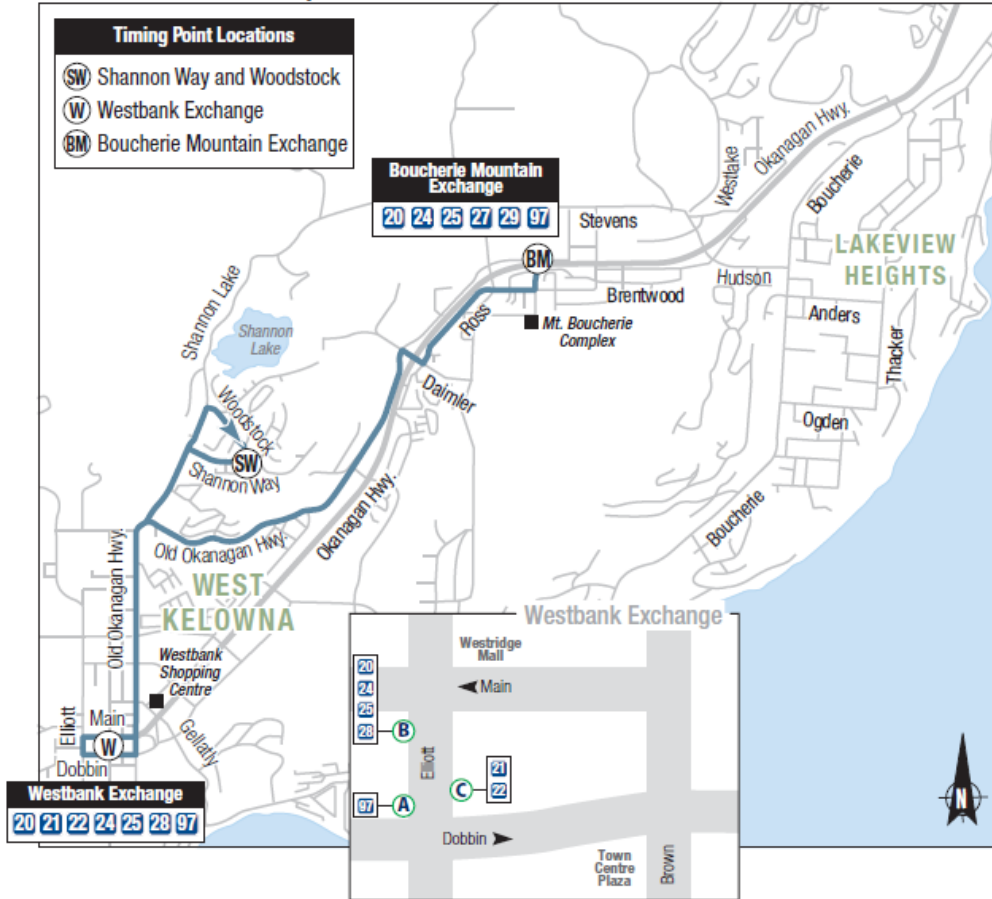
Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
30	60	30	60	60	60	90

*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Loop service departing Westbank Exchange via Elliot Road, Okanagan Highway, Elliot Road, Delray Road, Lower Glenrosa Road, Webber Road, McNair Road, McIver Road, Glenrosa Road, McGinnes Road, McLeod Road, Blue Jay Drive, Canary Drive, Oriole Drive, Salmon Road, Gates Road, Glenrosa Road, Okanagan Highway, Dobbin Road, Elliot Road to Westbank Exchange.

24 Shannon Lake – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
30	60	30	60	60	60	120

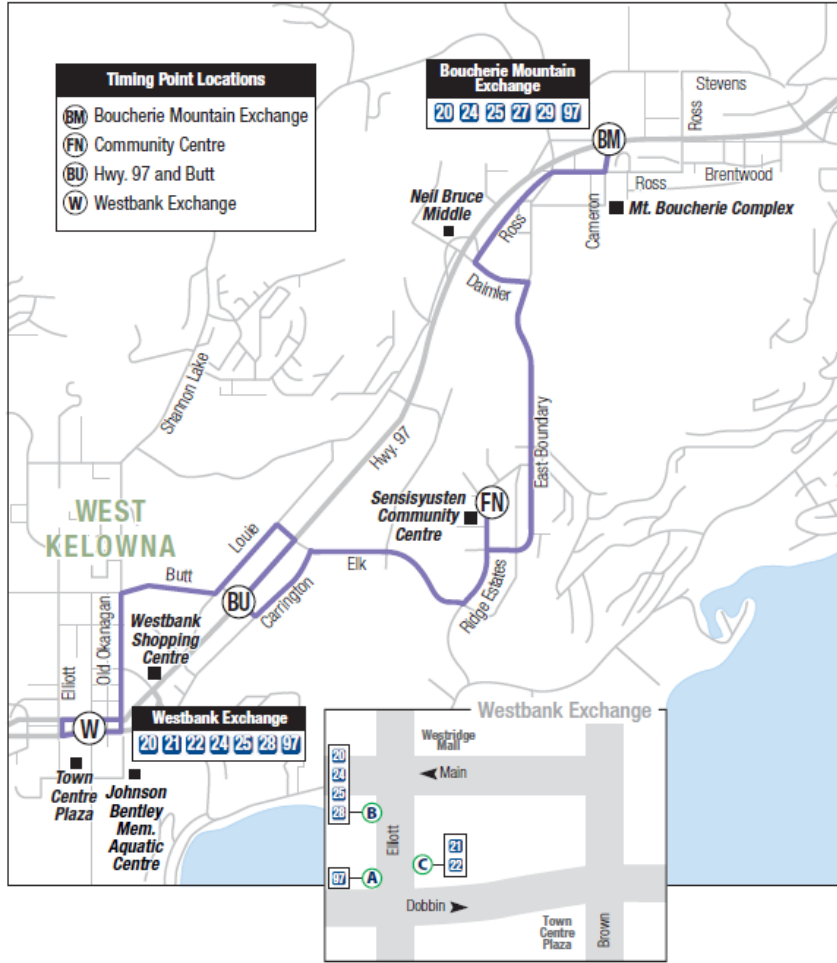
*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Eastbound from Westbank Exchange to Boucherie Mountain Exchange via Elliot Road, Dobbin Road, Old Okanagan Highway, Shannon Lake Road, Shannon Ridge Drive, Shannon Place, Woodstock Drive, Shannon Way, Shannon Lake Road, Old Okanagan Highway, Daimler Drive, Ross Road, Westgate Road to Boucherie Mountain Exchange.

Westbound from Boucherie Mountain Exchange to Westbank Exchange via Westgate Road, Brentwood Road, Ross Road, Daimler Drive, Old Okanagan Highway, Shannon Lake Road, Shannon Ridge Drive, Shannon Place, Woodstock Drive, Shannon Way, Shannon Lake Road, Old Okanagan Highway, Main Street, Elliot Road to Westbank Exchange.

25 East Boundary – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
60	60	60	N/A	N/A	120	120

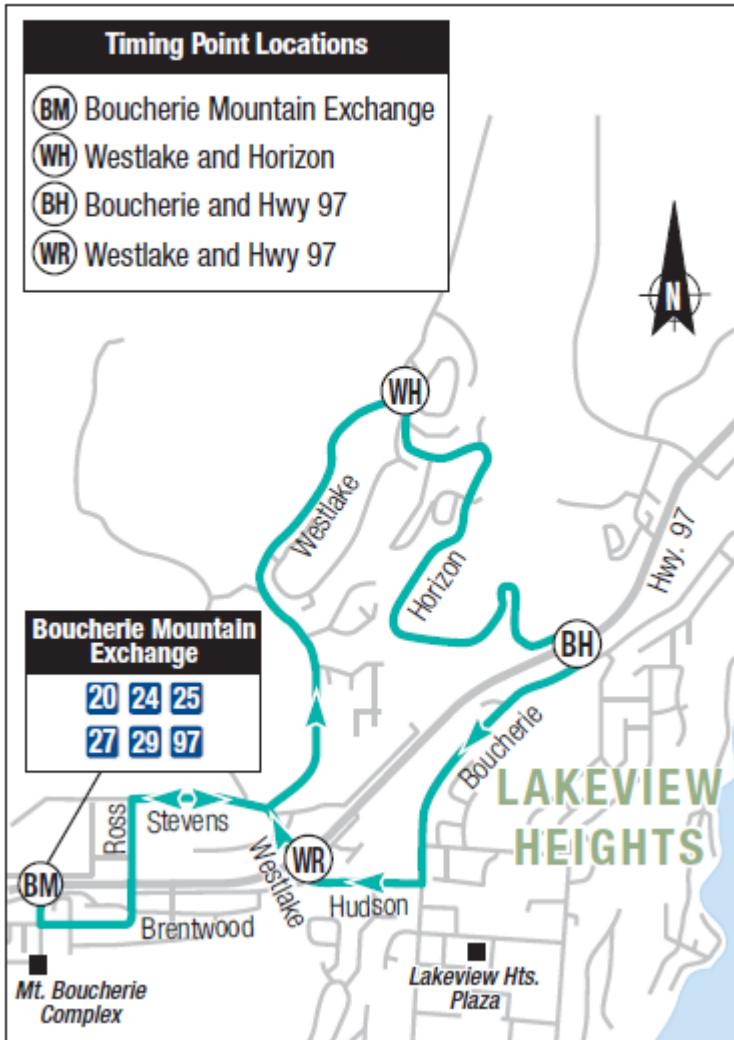
*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Eastbound from Westbank Exchange to Boucherie Mountain Exchange via Elliot Road, Dobbin Road, Old Okanagan Highway, Butt Road, Louie Drive, Elk Road, Okanagan Highway, Butt Road, Carrington Road, Elk Road, Ridge Estates Drive, Grouse Road, Quail Lane, Sensisysten Community Centre turn-around, Grouse Road, East Boundary Road, Daimler Drive, Ross Road, Westgate Road to Boucherie Mountain Exchange.

Westbound from Boucherie Mountain Exchange to Westbank Exchange via Westgate Road, Brentwood road, Ross Road, Daimler Drive, East Boundary Road, Grouse Road, Quail Lane, Sensisysten Community Centre turn-around, Grouse Road, Ridge Estates Drive, Elk Road, Carrington Road, Butt Road, Okanagan Highway, Elk Road, Louie Drive, Butt Road, Old Okanagan Highway, Main Street, Elliot Road to Westbank Exchange.

27 Horizon – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

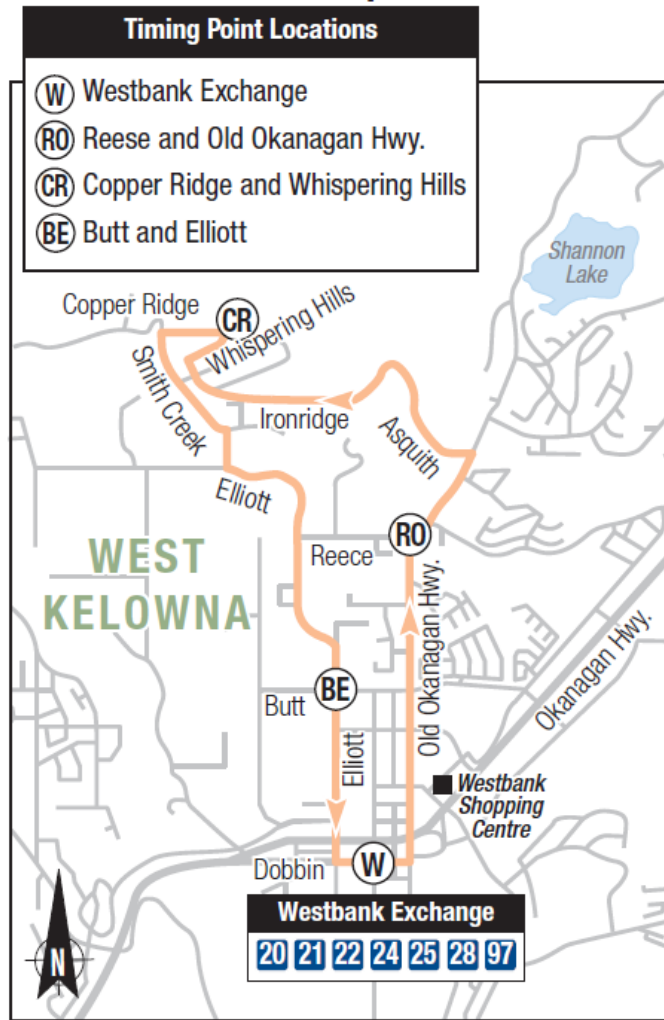
Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
120	N/A	120	N/A	N/A	N/A	N/A

*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Loop service departing Boucherie Mountain Exchange via Westgate Road, Ross Road, Stevens Road, Westlake Road, Horizon Drive, Boucherie Road, Hudson Road, Westlake Road, Stevens Road, Ross Road, Brentwood Road, Westgate Road to Boucherie Mountain Exchange.

28 Smith Creek – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

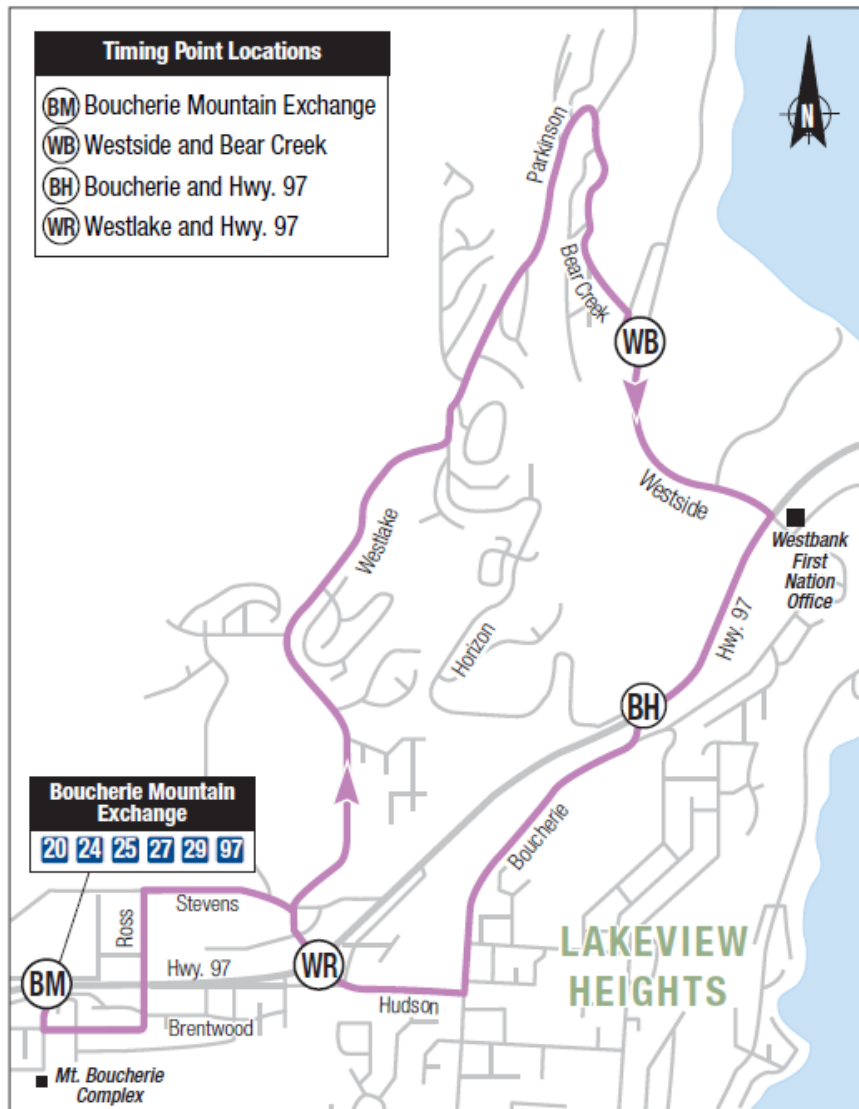
Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
30-60	N/A	30-60	N/A	N/A	N/A	N/A

*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Loop service departing Westbank Exchange via Elliot Road, Dobbin Road, Old Okanagan Highway, Shannon Lake Road, Asquith Road, Ironridge Road, Wild Horse Drive, Whispering Hills Drive, Copper Ridge Drive, Smith Creek Road, Elliot Road to Westbank Exchange.

29 Bear Creek – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

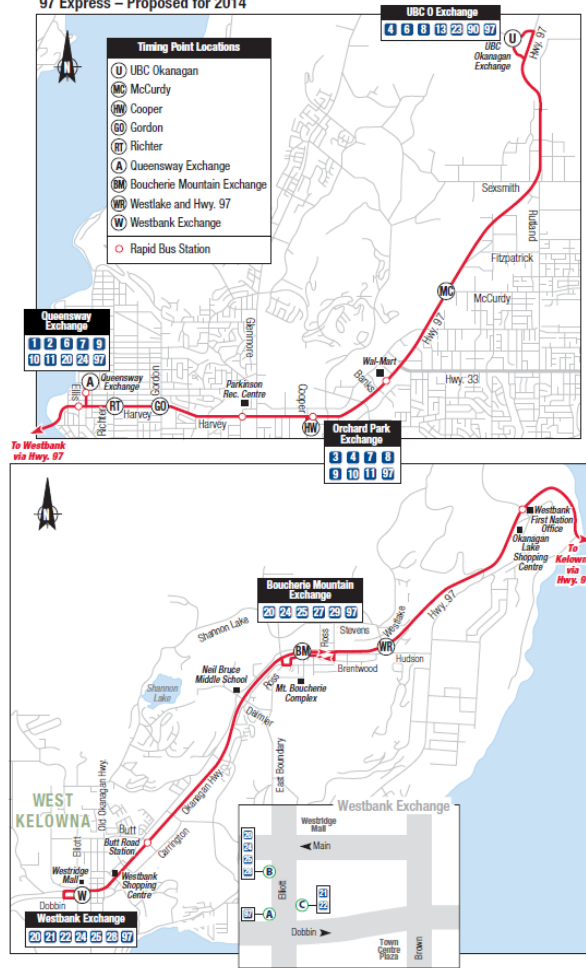
Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
30-60	N/A	30-60	N/A	N/A	N/A	N/A

*service levels in bold are changes from current service; (-) is previous service

ROUTE DESCRIPTION:

Loop service departing Boucherie Mountain Exchange via Westgate Road, Ross Road, Stevens Road, Westlake Road, Parkinson Road, Bear Creek Road, Westside Road, Okanagan Highway, Boucherie Road, Hudson Road, Westlake Road, Stevens Road, Ross Road, Brentwood Road, Westgate Road to Boucherie Mountain Exchange.

97 Express – Proposed for 2014



SERVICE DESIGN GUIDE (For reference only - final schedule to be determined)

Weekdays					Saturday	Sunday/ Holidays
AM peak	Midday	PM peak	Evening	Late Night	Midday	Midday
15	30	15	30	60	30	60

*service levels in bold are changes from current service; (-) is previous service

**service levels are between Westbank Exchange and UBCO

ROUTE DESCRIPTION:

Eastbound from Westbank Exchange to UBCO via Elliot Road, Dobbin Road, Okanagan Highway, Westside off-ramp, Okanagan Highway on-ramp, Okanagan Highway, Abbott Street, Leon Avenue, Water Street, Queensway Exchange, Pandosy Street, Leon Avenue, Ellis Street, Okanagan Highway, Highway off-ramp, Hollywood Road North, University Way, Alumni Avenue to UBCO Exchange.

Westbound from UBCO Exchange to Westbank Exchange via Alumni Avenue, John Hindle Drive, Highway on-ramp, Okanagan Highway, Pandosy Street, Queensway Exchange, Water Street, Lawrence Avenue, Abbott Street, Okanagan Highway, Westside Road off-ramp, Okanagan Highway on-ramp, Okanagan Highway, Ross Road, Brentwood Road, Westgate Road, Ross Road, Bartley Road, Okanagan Highway, Main Street, Elliot Road to Westbank Exchange.

*Routing subject to change pending Queensway Exchange analysis

Appendix 2

Exchanges and Stations

Westbank Transit Exchange

Route 20, 24, 25, 28

Route 97

Route 21, 22

- Route 20, 24, 25
- Route 21
- Route 22
- Route 28
- Route 97

Boucherie Mountain Transit Exchange

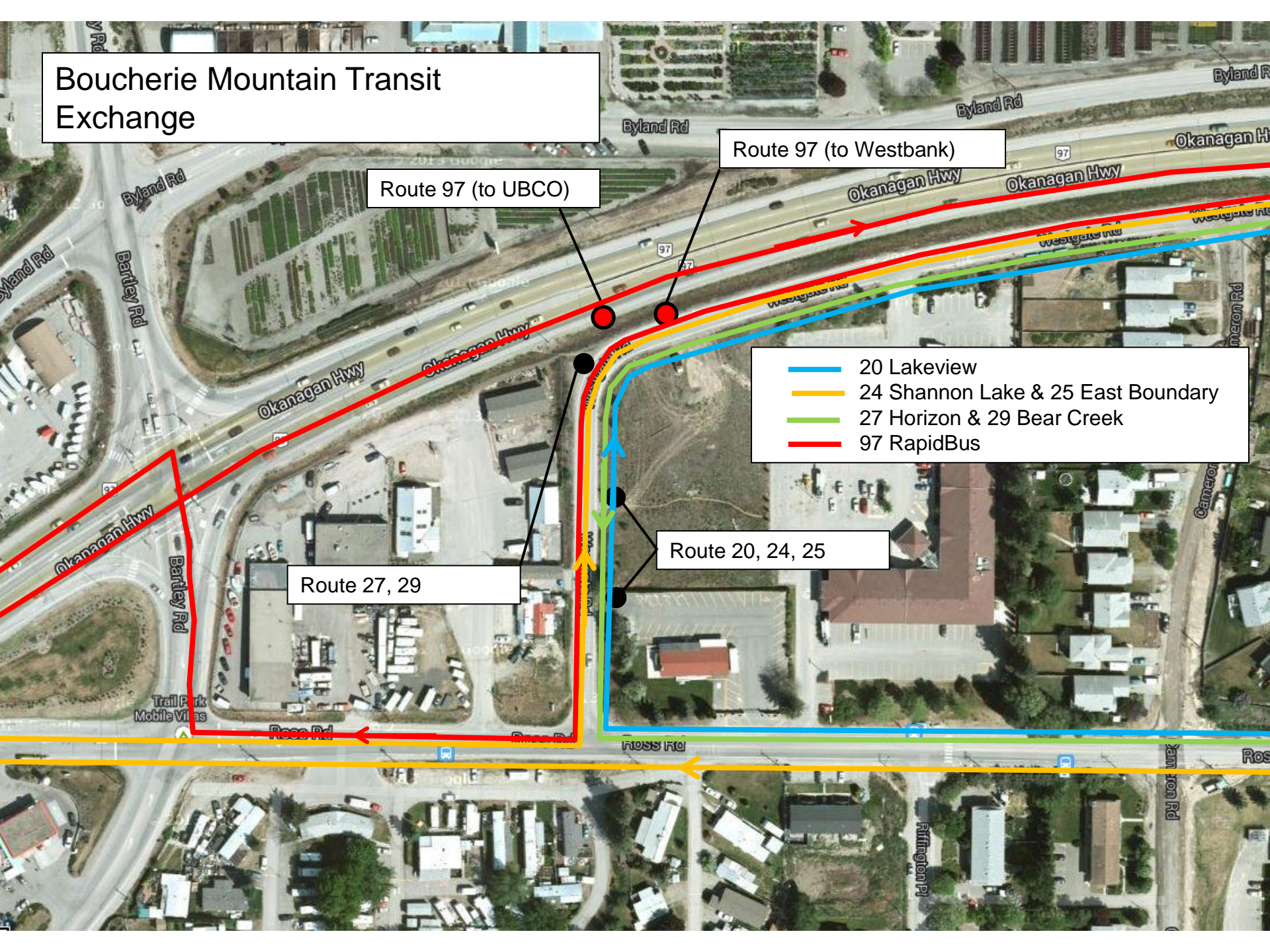
Route 97 (to UBCO)

Route 97 (to Westbank)

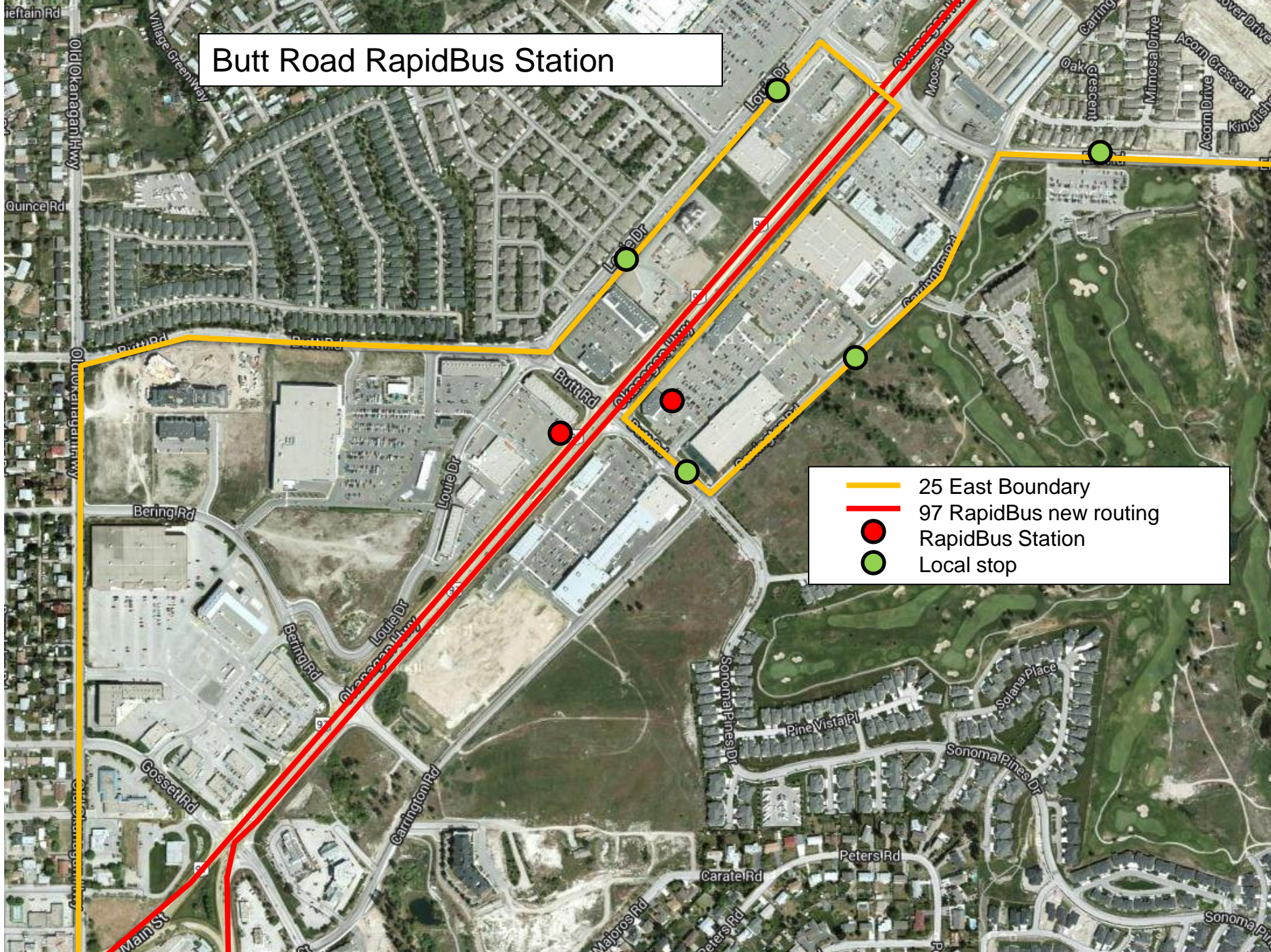
- 20 Lakeview
- 24 Shannon Lake & 25 East Boundary
- 27 Horizon & 29 Bear Creek
- 97 RapidBus

Route 27, 29

Route 20, 24, 25



Butt Road RapidBus Station



- 25 East Boundary
- 97 RapidBus new routing
- RapidBus Station
- Local stop

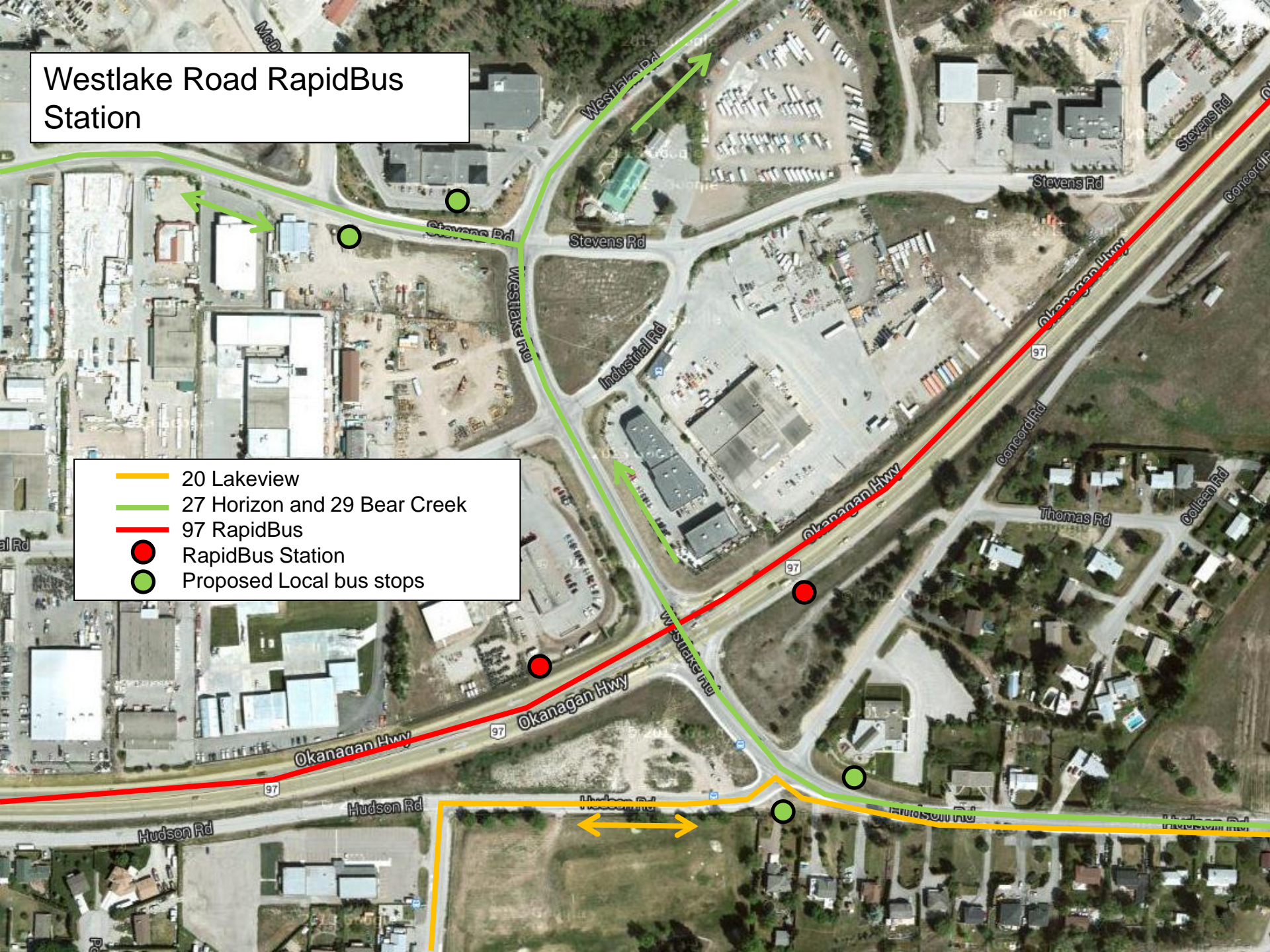
Westside Road RapidBus Station



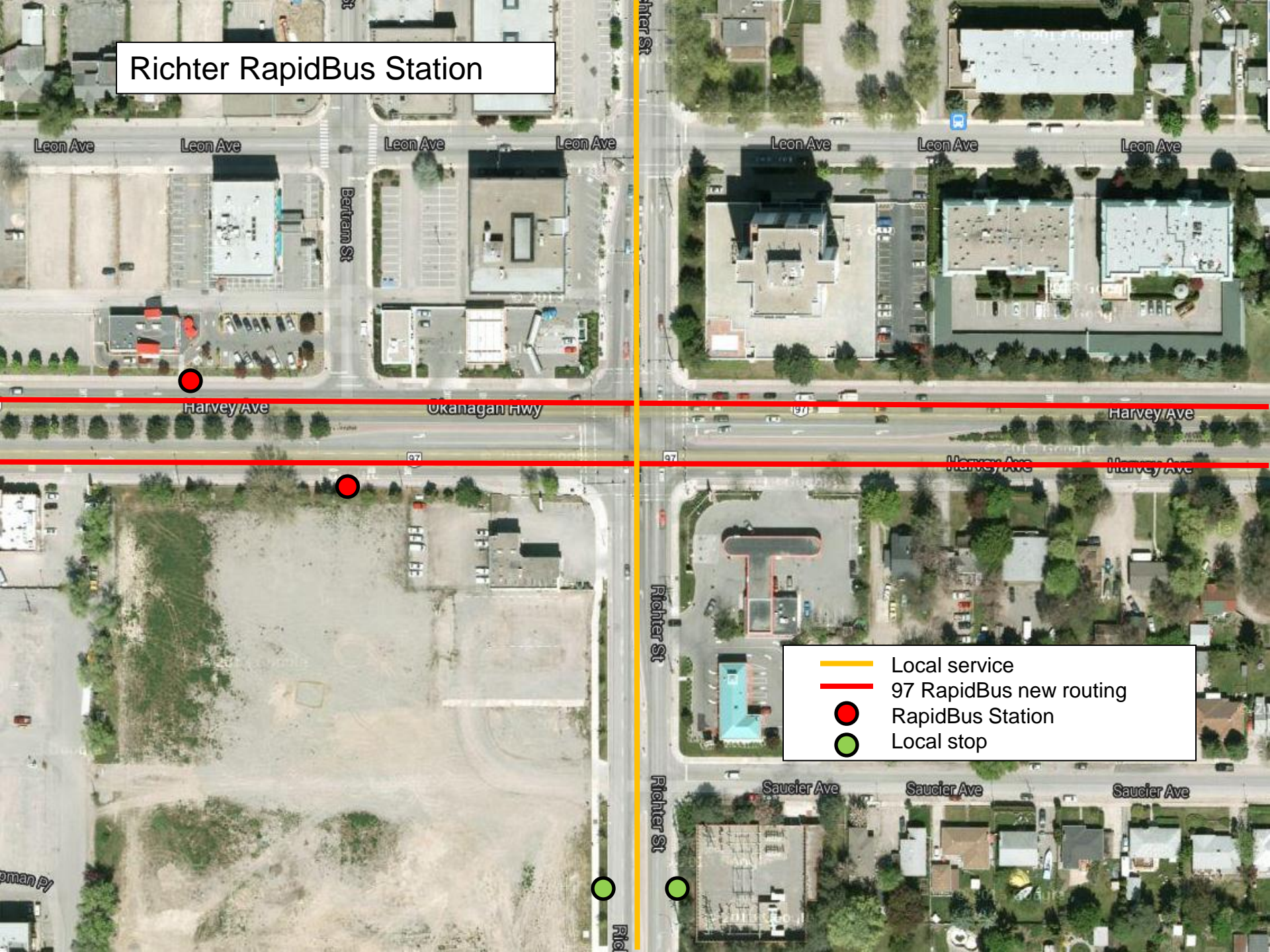
- 29 Bear Creek
- 97 RapidBus
- RapidBus Station
- Local bus stops

Westlake Road RapidBus Station

- 20 Lakeview
- 27 Horizon and 29 Bear Creek
- 97 RapidBus
- RapidBus Station
- Proposed Local bus stops

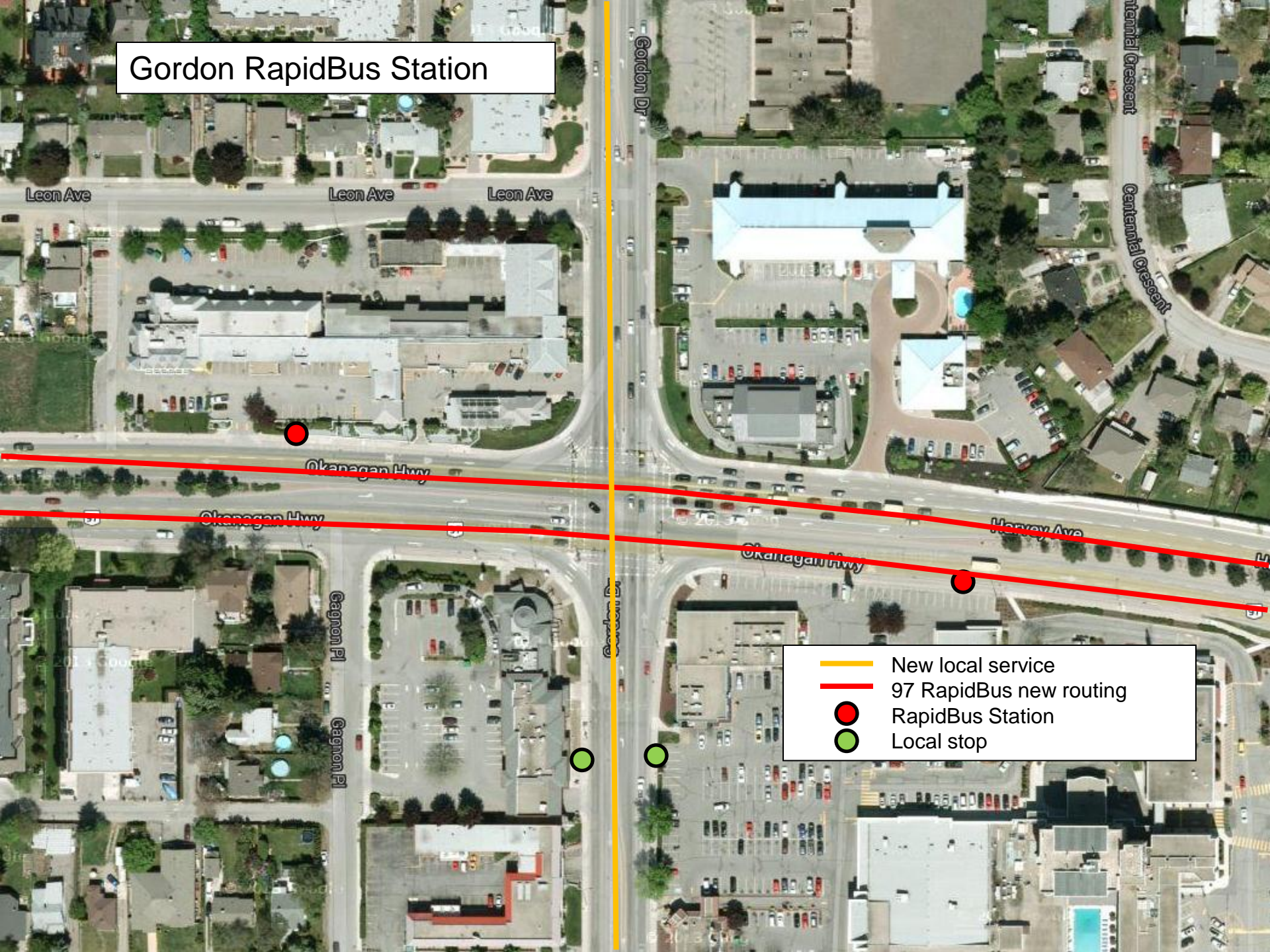






Richter RapidBus Station



- Local service
- 97 RapidBus new routing
- RapidBus Station
- Local stop

Gordon RapidBus Station



-  New local service
-  97 RapidBus new routing
-  RapidBus Station
-  Local stop

Kelowna RapidBus

Communication Plan

Subject: Westside Service Changes

Purpose:

The purpose of this plan is to communicate and consult on scheduling changes being made as a result of bringing RapidBus service to the Westside.

Background:

- RapidBus service will be fully integrated on the Westside on August 31, 2014. As a result, changes will be made to existing transit services that will affect some current customers.
- The following principles have been applied to the proposed schedule changes:
 - Maximize access to RapidBus
 - Improve local bus service
 - Optimize delivery cost
 - Minimize duplication
 - Local bus routes provide local bus service
 - Leverage benefits of new infrastructure
- To meet marketing requirements for implementation on August 31st, schedules need to be finalized by May 31, 2014.
- RapidBus is a \$46 million project designed to improve travel time, reliability, passenger comfort and convenience. It features fast, direct service and modern, attractive amenities along Highway 97 between UBCO and Westbank Centre. The project is a partnership between the Government of Canada, Province of BC, City of Kelowna, District of West Kelowna, Westbank First Nation and BC Transit.
- In a recent survey, 13% of DWK residents reported occasionally or frequently using the bus. Comparable data for WFN is not available. However, at a recent AGM, WFN members identified the following barriers to using transit:
 - Using the bus is intimidating
 - Accessing information on how to use the bus, where it goes, etc. is difficult
 - Lack of computer/Internet access
 - Riders' Guide is difficult to understand
 - Reliance on cars
- The Central Okanagan Transit Future Plan has a mode share target of 5%. Current estimates for transit as a mode of transportation on the Westside are approximately 1%.

Situation Analysis:

To establish the current state/environment we are working in relative to the purpose of this plan, participants identified the vulnerabilities that exist or could arise with integrating RapidBus service, and the opportunities that will or could come with its implementation.

Objectives:

The following are the primary and secondary priorities for this plan.

Primary:

1. To make people aware of the proposed changes.
2. To obtain user and student feedback.
3. To ease implementation of the service changes.

Secondary:

4. To promote ridership.
5. To educate people on RapidBus service.
6. To build awareness of local area vitalization plans.

Audiences & Stakeholders:

The following audiences and stakeholders are those people needing to be communicated with and/or consulted.

- Residents
 - DWK
 - WFN
- Students
- Bus users/riders
 - Current
 - Potential
- Local government
 - Councils
 - Staff/administrators
- Local Operating Company
 - Bus operators
- Business owners
- Community organizations
 - Neighbourhood associations
 - Seniors groups
 - Youth groups
 - Chamber of Commerce
 - Residential communities
- Media

Key Messages:

The essence of the following key messages will be used repeatedly when communicating about the scheduling changes.

- Your opinion matters.
- Connecting people throughout the region, easier and faster.
- Improved transit service supports local vitalization plans.

Strategies & Actions:

The following strategies and actions will be implemented to achieve the above objectives.

1. Invite and solicit input on the proposed service changes by:
 - Participating in the DWK Mayor's Youth Forum, and producing a questionnaire and fact sheet that can be distributed at it.
 - Holding open houses at the transit depot to make operators aware of the changes and invite their feedback.
 - Making presentations to the DWK & WFN Councils.
 - Posting information on the Kelowna Regional Transit Future web site with links to the KRB, DWK & WFN websites.
 - Including information in WFN & DWK communication tools (e.g. newsletters).
 - Doing a mail drop with affected businesses and residents adjacent to the Stevens, Boucherie Mountain and Westbank Centre exchanges in conjunction with the construction notice letter for Boucherie & Westbank.
 - Advising members of the KRB Working Committee.
 - Including the KRB website address on construction signs.
 - Hosting an open house to make the public aware of the changes and provide an opportunity for input.
 2. Invite feedback on the proposed schedules by:
 - Posting information on the Kelowna Regional Transit Future web site with links to the KRB, DWK & WFN websites, inviting feedback through an online survey.
 - Sending an email with a link to the web site information to WFN & DWK neighbourhood associations, seniors groups, youth groups, chamber of commerce and residential communities asking them to share the information through their distribution systems and provide feedback.
 - Posting information on the buses (Interior Bus Cards).
 - Asking local operators to assist by making people aware of the changes, answering their questions, and encouraging them to provide feedback.
 - Advertising in local print media.
 - Including information in DWK & WFN communication tools (e.g. newsletters, social media).
 - Doing a mail drop with affected businesses and residents adjacent to the Stevens, Boucherie Mountain and Westbank Centre exchanges.
 - Advising members of the KRB Working Committee.
 - Sending a Public Service Announcement to local media and posting it on the KRB web site with links from BC Transit, WFN & DWK.
 3. Develop a marketing communication plan to promote RapidBus service and the new schedule.
-

Action Plan:	Responsible	Involved	Completion
Construction signage	R. Broe		Done
KRB Working Committee briefing <ul style="list-style-type: none"> • Service changes • Proposed schedules 	S. Smith		Done May 8
Council Presentations <ul style="list-style-type: none"> • DWK • WFN 	M. Boyd M. Boyd	S. Harvard R. Hillis D. Brown S. Harvard	Done Feb. 11 June '14 June '14
DWK Youth Forum <ul style="list-style-type: none"> • Questionnaire • Fact Sheet 	M. Boyd	S. Harvard	Done
Web site Information <ul style="list-style-type: none"> • Service changes • Proposed schedules <ul style="list-style-type: none"> ○ On-line survey • Survey Results 	M. Boyd	S. Smith M. Carroll K. Jones	Done May 9 May 9 June 14
Open Houses <ul style="list-style-type: none"> • Operator • Public 	M. Boyd		Done Feb. 11
Marketing Communication Plan	A. Wasuita	M. Carroll K. Jones C. Thomas	Feb. 28
Community org email <ul style="list-style-type: none"> • Content • Distribution 	M. Boyd S. Smith	S. Smith M. Carroll K. Jones	May 2 May 9
Interior bus cards	A. Wasuita	M. Boyd	May 9
Print advertising	A. Wasuita	M. Boyd	May 9 - 23
Partner communication tool use <ul style="list-style-type: none"> • WFN • DWK 	M. Carroll K. Jones	S. Smith S. Smith	As req'd As req'd
Affected business & resident mail drop <ul style="list-style-type: none"> • Service changes • Proposed schedules 	S. Smith	M. Boyd R. Broe	Done May 9
Public Service Announcement	S. Smith	M. Boyd	May 9

Collateral Materials:

The following materials will be produced and/or used to support implementing this plan.

- Construction signage
- Presentations
 - DWK Council (3)
 - WFN Council
- Questionnaire
- Fact Sheet
- Web content
 - Service changes
 - Proposed schedules
 - On-line survey
- Email to community orgs
- Interior bus cards
- Print ads
- Display boards
- Newsletter article(s)
- Facebook posts/Tweets
- Letters/notices to affected businesses & residents (2)
- PSA
- Marketing Communication Plan

Evaluation:

The following measures will be used to evaluate the success of this plan in meeting its objectives to make people aware of the service changes, solicit input and ease the transition.

- A minimal number of complaints are received about the changes.
- The transition to the new schedule is smooth and done positively.
- There is increased ridership within the region that aligns with the Transit Future Plan share mode targets.

Planning Session Participants:

The following individuals participated in developing this plan.

- Matt Boyd, BC Transit
- Dan Brown, Westbank First Nation
- Mandi Carroll, Westbank First Nation
- Rob Hillis, West Kelowna
- Kristy Jean, Westbank First Nation
- Kirsten Jones, West Kelowna
- Sharlene Smith, BC Transit

November 4, 2013
Updated November 28, 2013
Updated December 20, 2013
Updated February 3, 2014