

Sustainable Transportation Partnership of the Central Okanagan Local Government Advisory Board Meeting AGENDA


Thursday, December 08, 2016

1:30 pm to 4pm



Council Chambers, City of West Kelowna

Meeting Agenda





1. Call to Order

- a. Introductions
- b. Adoption of Agenda
- c. Confirmation of Meeting Minutes – June 23, 2016 
- d. City of Kelowna Organization Changes



2. Delegation: BC Transit

- a. Various Topics 
 - Transit Facility Upgrade
 - UBCO Exchange
 - Real-time Project
 - Labour Dispute
 - Transit Future Action Plan
- b. Senior Government Funding Proposals  JD

3. STPCO

- a. 2017 STPCO Work Plan  (RV)
- b. Regional Social Marketing Plan  (JD)
- c. Regional Strategic Transportation Plan  (RV)
- d. Programs Year in Review  (JD)

4. Transit

- a. Customer Satisfaction Survey  RV
- b. 40th Anniversary of Kelowna Regional Transit  CA

Next Meeting

Location: Woodhaven Room, Regional District of Central Okanagan
June 14th, 2017 (1:30-3:30pm)

 - referenced document attached.



MEETING MINUTES

**Sustainable Transportation Partnership of the Central Okanagan (STPCO)
Local Government Advisory Board**

Thursday, June 23, 2016
1:30 pm to 3:05pm
Knox Mountain Room, City of Kelowna

Board Members In Attendance:

Mayor Colin Basran, City of Kelowna (**Meeting Chair**)
 Mayor James Baker, District of Lake Country
 Mayor Cindy Fortin, District of Peachland
 Mayor Doug Findlater, District of West Kelowna
 Chair Gail Given, Regional District of Central Okanagan

CAO Committee Members In Attendance:

Alan Newcombe, City of Kelowna
 Tracy Batten, City of West Kelowna
 Polly Palmer, District of Peachland
 Tanya Garost, District of Lake Country

Staff In Attendance:

Ron Westlake, STPCO
 Jerry Dombowsky, STPCO
 Rafael Villarreal, STPCO

Delegation:

Rob Williams, BC Transit
 John Palmer, BC Transit

Regrets

Chief Robert Louie, Westbank First Nation
 Dan Brown, Westbank First Nation
 Brian Reardon, Regional District of Central Okanagan

Agenda Item	Notes	Actions
1.	<p>Call to Order Mayor Basran called the meeting to order at 1:35pm.</p> <ul style="list-style-type: none"> a. Introductions: roundtable introductions made. b. Adoption of Agenda: Approval of the agenda was moved by Mayor Findlater, seconded by RDCO Chair Given and adopted. c. Confirmation of Meeting Minutes – December 16, 2015: Moved by Mayor Baker, seconded by Mayor Fortin that the minutes of the December 16, 2015 meeting be adopted. <i>Passed.</i> d. City of Kelowna Organization Changes: Alan Newcombe advised that the City is going through some organization changes. He advised that Ron Westlake has agreed to head up a project to plan for the integration of the major water utilities in the City. As such, he is recruiting Ron's replacement that will provide support to the STPCO partners. Ron will act in a support capacity as the changes are implemented. 	

<p>2.</p>	<p>Delegation: BC Transit</p> <p>a. Transit Operations Centre Upgrade</p> <p>Rob Williams provided an update on the plans for improvements to the existing transit operations centre. He said that they are looking to extend the life of the existing facility for ten years and proposing to use Regionally Significant Gas Tax funding to cover the local partner's share of the upgrades. The project will include an emergency generator, construction of a parts storage area and reconfiguration of parking to accommodate more buses. Construction is anticipated to start in August.</p> <p>b. Smart Bus Project & System-wide AVL</p> <p>Rob also reported out on deployment of new technology onboard buses referred to as the Smart Bus Project. The new technology includes automatic vehicle location (real time bus tracking information), automatic passenger counters and closed circuit TV cameras. The project has BC Transit Board approval but formal announcement of the funding hasn't been made. They will need to recruit the staff resources to implement and support these ongoing systems.</p> <p>c. Operator Safety</p> <p>John Palmer spoke about steps BC Transit is taking to address operator safety. These include training of drivers on the proper steps to take when in various situations. They have also created a Safety Task Force. The pilot project on CCTV cameras was useful in justifying funding for these under the Smart Bus Project. They are currently exploring the potential to install driver shield through another pilot.</p>	
<p>3.</p>	<p>STPCO</p> <p>a. Regional Strategic Transportation Plan</p> <p>Rafael provided presentation on this initiative as senior government funding was approved earlier this year (February). He talked about past practices in transportation planning which was very much automobile oriented. However, transportation and mobility needs are changing and there is an evolution in technology that needs to be considered as we think about what the future might hold. He believes that we will need to strive to find a balance between traditional transportation planning and innovation.</p> <p>Rafael is targeting to initiated this project in the fall of 2016. He provided a draft timeline for the project with completion expected in the fall of 2018.</p> <p>Key considerations/deliverables for this project will be:</p> <ul style="list-style-type: none"> • Consultation and public engagement strategy • Coordination or integration with the Central Okanagan Planning Study by MoTI • Intelligent transportation strategy • Alternative transportation modes (i.e. transit infrastructure plan and preparation for applications to senior government funding) • Transportation Demand Management, market development and shared mobility strategy • Regionally significant transportation infrastructure plans • Update to the Regional Active Transportation Plan • Funding to implement the Plan <p>b. Regional TDM & Social Marketing</p> <p>i. Bike to Work Week Results</p>	

	<p>Jerry reported out on the results of the 2016 Bike to Work Week. There were 637 teams and 2013 riders of which 455 were new participants. We had the third largest participation outside of Metro Vancouver and Greater Victoria.</p> <p>As we've done in the past, we held a Bike to School Week at the same time. There were four thousand students representing 25 schools that participated this year. Bike Rodeos were delivered at 13 regional schools to teach young students basic riding skills, rules of the road and proper bike maintenance.</p> <p>ii. Social Marketing Plan</p> <p>Jerry summarized a refresh of the regional TDM and social marketing program that he intends to do later this year. He provided background on the regional TDM program since 2000 and lessons learned. His goal is to create a three-year action plan for the regional TDM program.</p>	
<p>4.</p>	<p>Transit</p> <p>a. Transit Revenue Report</p> <p>Ron updated the Board on transit revenues since the fare increase came into effect in September, 2015. For the nine-month period from September, 2015 to May, 2016 the increase revenue for the local partners was \$537,359. The increase revenues don't include the increase in the U-Pass which comes into effect in September, 2016.</p>	
	<p>Close of Meeting and Next Meeting</p> <ul style="list-style-type: none"> • The Board meeting adjourned at 3:05 pm. • The next meeting is scheduled for December 8th, 2016, at City of West Kelowna 	



Kelowna STPCO Board Meeting
December 8, 2016

The top section of the slide features the BC Transit logo in the upper right corner against a blue sky with white clouds. Below the logo are three rectangular images: on the left, a man in a light blue shirt and tie stands next to a white BC Transit bus; in the middle, a close-up of a bus's side mirror and green and white bodywork; on the right, a view of a bus stop shelter with several white BC Transit buses parked in a row.

Topics

- Transit Facility Upgrade
- UBCO Exchange
- Real-time Project
- Labour Dispute
- Transit Future Action Plan



UBCO Transit Exchange

Updates

- Working group TOR and project charter finalized
- Project agreement underway (UBCO to deliver project)
- Design RFP being drafted



Next Steps

- Schedule working group meetings (Jan 2017)
- Issue design RFP
- Construction Spring/Summer 2017
- Estimated completion Sept 2017



3

Transit Facility Upgrade

- Phased approach (upgrade vs new facility)
- Extend life by 5-6 years
- Local share (est. \$325k) covered by Gas Tax Funds
- Phase 1 Project scope:
 - » 10-12 additional bus parking spaces
 - » Construction of a parts storage area
- Timeline:
 - » Delay due to strike
 - » Parts storage Jan 2017
 - » Paving Spring 2017



4

Real-time Project

Updates

- BCT project team in place
- Program RFP development underway
- Project costs included in draft budgets (Inc. in budget)
- Implementation schedule
 - » Dependent on upon vendor selection
 - » RDN first (consistent fleet & geographic location)
 - » All communities complete by March 2019



Next Steps

- Next working group meeting (Review RFP, issued Jan 2017)
- Deadline for local government MOU's Dec 16, 2016
 - » Awaiting MOU's from CoK, WFN, and DoLC



Transit Future Action Plan

- Through consultation with local partners, the operating company and the public, a draft list of proposed 1-5 year service change and capital infrastructure projects has been drafted
- The next step is to share proposals with the key stakeholders and public for their input (Winter 2017)



7

Thank You



Sustainable Transportation Partnership of the Central Okanagan

MEMORANDUM**Date:** December 8, 2016**File No.:** 1450-01**To:** LGA Board**From:** Jerry Dombowsky**Subject:** Support for Public Transit Infrastructure Fund program proposals**Recommendation**

THAT the STPCO LGA Board approve in principle, the development of proposals as detailed in this report for submission for Round 2 Public Transit Infrastructure program funding.

Background

To improve and expand public transit systems across Canada, the federal government announced the investment of \$3.4 billion in public transit, over 3 years, through creation of a new Public Transit Infrastructure Fund starting in 2016–17. The federal government also announced its intention to invest another \$25.3 billion over the next 10 years.

Planned allocation of funds was based on ridership with BC receiving up to \$90 million as its proportional share, to be administered by BC Transit. The federal government agreed to fund 50% of projects while the provincial government agreed to 33%, leaving local government contribution at 17% of eligible project costs.

Local Round 1 funding projects include funding for the purchase of buses across BC, SmartBus technology investments, and a new transit Exchange at UBCO. Round 2 funding availability is expected to be announced in spring 2017. For Round 1, projects that could be readily delivered within a 3-year timeframe were identified and proposed by BC Transit and the province, without any formal or detailed application process.

In anticipation of Round 2 funding becoming available, STPCO/City of Kelowna staff have been working with BC Transit to develop a more detailed set of proposals, focusing initially upon the development of a new Transit Operations Centre. The project short list under consideration includes both regional and local government initiatives. No funding commitment for the local governments is sought at this point, as work only extends to preliminary concept development.

The following projects are under consideration:



Primary regional project:

- Transit Operations Centre

Secondary regional projects:

- Orchard Park Exchange/Enterprise/Springfield
- Kelowna Airport
- Queensway Security Pavilion
- Westbank Exchange Expansion

Local government projects:

- Rutland Exchange Phase II
- Kelowna Core Optimization
- Park & Rides
- Lake Country & Peachland Transit Hubs

Local government staff developed the above project list through representation from each partner organization, coordinated by BC Transit Planning staff.

Based on the above information and the accompanying presentation, LGA Board approval in principle is respectfully requested.



Jerry Dombowsky, B.Comm.
Transit and Programs Manager, STPCO

cc: R. Williams, Senior Regional Transit Manager, BC Transit

Federal/Provincial Transit Funding Opportunities – Transit Operating Centre

STPCO LGA Board Meeting, December 8/ 2016

Item 2.b



Public Transit Infrastructure Fund Round 1

- \$3.4 billion in Federal funding over 3 years
- BC allocation of \$460 million
- BC Transit systems allocation of \$90 million
- Federal 50% ; Provincial 33% ; Local 17%
- Land ineligible
- Process:
 - Provinces identified projects in collaboration with municipalities
 - Provinces submitted a project list to Infrastructure Canada for approval

Public Transit Infrastructure Fund Round 2

- Additional \$25.3 billion over next 10 years *
- BC's theoretical allocation \$3.42 billion
- BC Transit theoretical allocation of \$670 million
- Round 2 Funding announcement believed to be coming this spring
- Potential projects:
 - Transit Operations Centre
 - Other regional and local projects

* Fall Economic Statement 2016

Transit Operations Centre

- Existing Transit Operations Centre expansion planned to extend life for 5-6 years
- Timing suits potential for Round 2 Funding anticipated early 2017
- Proposals to CAO Committee made in September & November meetings re: application for Transit Operations Centre funding
- Progress to date:
 - Working group formed - terms of reference established
 - Project Charter developed

Transit Operations Centre - Project Charter

- Project Charter:
 - Establish growth projections over 25 year horizon;
 - Determine property requirements (footprint);
 - Confirm functional requirements;
 - Property market scan/acquisition costs;
 - Conceptual design and high level cost estimate;
 - Multiple account evaluation of facility options;
 - Recommendations;
 - Implementation/project phasing plan.

Federal/Provincial Funding Opportunities - Additional Capital Projects

- Additional opportunities for Federal/Provincial Transit funding:
 - Orchard Park Exchange/Enterprise/Springfield
 - Kelowna Airport
 - Queensway Security Pavilion
 - Westbank Exchange Expansion
 - Rutland Exchange Phase II
 - Kelowna Core Optimization
 - Park & Rides
 - Lake Country & Peachland Transit Hubs

Transit Operations Centre/Additional Projects

- Next steps:
 - Asking today for LGA Board approval in principle
 - Complete work as per Project Charter
 - Appointees from Local Government Partners in advisory/review function
 - Project submissions
 - Fingers crossed



Questions?



2017 STPCO Work Plan

Core Services

- Transit Management
- TDM Programs
- Transit Capital
- HandyDart service Management

Strategic projects and vision

- STPCO Partnership review
- Transit fare products
- Regional Strategic Transportation Plan
- Participate in COPS Study

Data Analytics and monitoring

- Transportation Modeling
- Transit KPI
- Transportation Databank
- AVL – Real time for Transit (BC Transit)
- Exchange and Bus video surveillance (BC Transit)

No.	Program/project Name	Description	Estimated Cost / Funding source	Budget (Y/N)	Deliverable / Milestones
1	Core Services				
1.1	Transit Management Accountable Manager: Jerry Dombowsky	Customer service Safety and security Revenue generation Operations Operational Planning Special events Development review Communications and Marketing Asset management	Operating- Ongoing	Y	<ul style="list-style-type: none"> Advertising contract management: on-bus U-Pass administration (update contract-revisions/additions) Bus stop/shelter management: location, maintenance, signage Customer feedback/complaint management Special event/ construction impact mgmt. Community events: customer appreciation events, community fundraisers – ‘Stuff a Bus’, ‘Santa Bus’, etc. Security management at exchanges (contractors) Bylaw enforcement management: graffiti, no-smoking legislation, panhandling, etc.
1.2	Enhancing the partnership with BC Transit Accountable Manager: Jerry Dombowsky	Operations Service standards Finance Safety and security	Operating –Staff time	Y	<ul style="list-style-type: none"> Operations liaison with service operator (First Canada) and BC Transit – planning, customer service, operational issues, infrastructure & safety issues, committees & working groups. 3-year Service Agreements & MOUs AOA process management Creation of regional service standards and performance measures (Transit Future Plan deliverable) Technology – AVL communications & marketing planning re: implementation, APC passenger count protocols, on-bus CCTV communications and Optimize service Define operational performance indicators Safety and security protocols and indicators Cost and revenue sharing
1.3	Sustainable Transportation Programs (Transportation Demand	Cycling Rideshare Education Walking	Operation – Staff time	Y	<ul style="list-style-type: none"> Mobility Management Strategy development Bike to Work/School Week Bike Rodeos Carpool Month

No.	Program/project Name	Description	Estimated Cost / Funding source	Budget (Y/N)	Deliverable / Milestones
	Management TDM Programs) Accountable Manager: Jerry Dombowsky				<ul style="list-style-type: none"> iWalk School Travel Planning/Safe Routes to School Class rides free transit program Companion pass transit program
1.5	Transit Capital Accountable Manager: Jerry Dombowsky/Rafael Villarreal	New infrastructure New and renewal bus stop and shelters Level of Service	Partial	Y	<ul style="list-style-type: none"> Government funding/grant proposals – Transit Operations Centre, Regional Transit Infrastructure (Queensway Security Pavilion, Orchard Park Exchange/Springfield & Enterprise), Local Government Partner infrastructure applications. U-Pass card reader technology implementation Development of regional bus exchange, stop and shelter standards Level of service (LOS) standards Rutland Exchange Phase II UBCO Exchange
1.6	Handydart Service Management Accountable Manager: Jerry Dombowsky	Eligibility Travel Options Policy and protocols Service Standards & Service Levels	Operating	Y	<ul style="list-style-type: none"> Fare policy Eligibility management system Conventional transit training pilot Service level standard development
2 Strategic Projects and Vision: Evolution of the STPCO					
2.1	STPCO service review Accountable Manager: Rafael Villarreal	Review the existing role and operation of the STPCO, meetings with CAOs and representatives to review the STPCO role and functionality. This work might be supported by a consultant.	Operating/Grants	Y	<ul style="list-style-type: none"> Funded with RSTP
2.2	Fare Products Accountable Manager: Jerry Dombowsky	Communication/marketing plan Fare products and technology review Board/Councils reports U-Pass relationship management Marketing strategy (operating) Service reliability (hours)	Operating	Y	<ul style="list-style-type: none"> Vendor network expansion New fare products – presentations to councils Payment technologies strategy
2.3	Regional Strategic Transportation Plan (Phase 2)	Vision: <i>“A balanced and resilient transportation system for the Central Okanagan that moves people and goods in a safe, accessible, efficient, and affordable manner, while</i>	\$600,000 Funded – Gas Tax	Y	<ul style="list-style-type: none"> Scoping (late 2016) Gateway 2 (Airport/UBCO, Spring 2017) RFP components phase 2.1 (Spring 2017)

No.	Program/project Name	Description	Estimated Cost / Funding source	Budget (Y/N)	Deliverable / Milestones
	Accountable Manager: Rafael Villarreal/Christina O'Reilly	<i>supporting and enhancing the region's economy, social network, and natural ecosystem."</i> Components to be worked in 2017 (phase 2.1): <ul style="list-style-type: none"> - Consultation and public engagement strategy - Transportation Modeling - Regional Transportation Network & Project identification - Intelligent Transportation Strategy - Market Development & TDM & shared mobility - Regional Active Transportation Plan Update - Multiple Account Evaluation Framework (Prioritization) - Transit Future Action Plan (Infrastructure Plan) 			<ul style="list-style-type: none"> • Evaluation and Selection components phase 2.1 (Spring/Summer 2017) • Technical memo 1 (Fall, 2017) • Phase 2.2 delivered pending on COPS outcomes
2.4	Central Okanagan Planning Study (HYW Planning) External lead: MoTI Accountable Manager: Rafael Villarreal	Collaboration with MoTI	Operating –Staff time RSTP funds	Y	<ul style="list-style-type: none"> • Continue the collaboration with MoTI and its consultant
3	Data analytics and monitoring				
3.1	Regional Transportation Model (Phase II) Accountable Manager: Rafael Villarreal/Pending	Objective: Evidence based planning. A demand forecasting model to help answer transportation planning questions related to long term growth and infrastructure provision. The model will help to support decisions to construct infrastructure and to support transit planning. It could also help to assess the impacts of development and calculate emissions.	Operating –Staff time Part of the RSTP MoTI's Consultant time.	Y	<ul style="list-style-type: none"> • Part of RSTP • Identify Regional Road Network – 2017 • Regional Transportation Projects
3.2	Transit performance indicators Accountable Manager: Christina O'Reilly/Jerry Dombowsky	Define with BC Transit performance indicators reports to discuss at operations meetings. Three levels of KPI reporting: Operations, Planning, Executives and board	Operating – Staff time	Y	<ul style="list-style-type: none"> • Identified transit KPI • Agreed to types of reports • Agreement on frequency of the reports

No.	Program/project Name	Description	Estimated Cost / Funding source	Budget (Y/N)	Deliverable / Milestones
3.3	Transportation Databank (Phase II) Accountable Manager: Christina O'Reilly	Database to host transportation data in the region including, Transit, Regional Model, Land Use.	Operating - Staff Time	Y	<ul style="list-style-type: none"> Database with regional transportation and land use data Protocols to use the data
3.4	AVL - Real time for Transit BC Transit Lead Manager accountable: Christina O'Reilly	System wide implementation of real time bus location and schedule adherence system. This project is now funded with the new Federal Funds for Public Transportation, local governments share will be 17% of capital and 53% operating; however, costs are already included in the AOA as part of the AVL pilot for the Rapid Bus.	Possible sources: Capital - Existing AOA (included) Operation: - Existing AOA (included)	Y	<ul style="list-style-type: none"> Real time information system (all fleet) Access to scheduling and on-time performance indicators. Access to reliability data Customer access through smart phone/online to real time location and next bus information. Marketing strategy and tactics for public rollout.
3.5	Exchange and Bus video surveillance BC Transit lead Manager accountable: Jerry Dombowsky	Cameras on buses and main exchanges.	BC Transit + Local Share Rapid bus for Queensway	Y	<ul style="list-style-type: none"> CCTV management On-bus cameras Data management and protocols including data retention, signage, RCMP liaison.

Item 3.b

Strategic Review - Sustainable Mobility Strategies

STPCO LGA Board Meeting

- Jerry Dombowsky
- December 8, 2016



Strategic Review - Sustainable Mobility Strategies

- Traditional transport planning aims to improve mobility, especially for vehicles, and may fail to adequately consider wider impacts.
- The real purpose of transport is access - to work, education, goods and services, friends and family - and there are proven techniques to improve access while simultaneously reducing environmental and social impacts, and managing traffic congestion.
- Goal : Create more vibrant, livable, sustainable cities!

Strategic Review - Sustainable Mobility Strategies

- Evaluation and recommendation of a range of sustainable mobility strategies
- Land use planning
- Conventional infrastructure & services
- TDM
- Parking management
- Road network management
- New mobility tools
- Advanced vehicle technologies



Strategic Review - Sustainable Mobility Strategies

- How:
 - Local information scan
 - Stakeholder interviews
 - Strategic analysis
 - Options
 - Evaluation criteria
 - Recommendations

Strategic Review - Sustainable Mobility Strategies

- **Timeline:**
 - Work underway now
 - Local interviews
 - Sets the stage for the Regional Strategic Transportation Plan – TDM component
 - Completion early 2017

Item 3.c

Regional Strategic Transportation Plan Update

STPCO LGA Board Meeting

- Rafael Villarreal
- December 8, 2016



Outline

- **Process Overview**
 - Overview of the Phases
 - Update on COP's
 - RSTP Phase 1 Vision
- **Key milestones**
- **Q&A**

The Process So Far

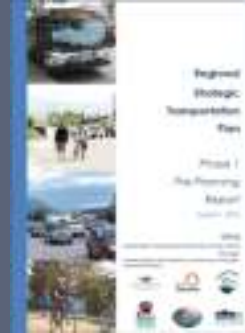
- Phase I – Values and Principles
- **Phase II – Plan Development**
- Phase III – Implementation and Monitoring

Work in Progress

Collaboration with MoTI (COPS)

- Confirming our joint approaches
- Moving forward with what we can for now

Our Vision



“A balanced and resilient transportation system for the Central Okanagan that moves people and goods in a safe, efficient, accessible, and affordable manner, while supporting and enhancing the region’s economy, social network, and natural ecosystem.”

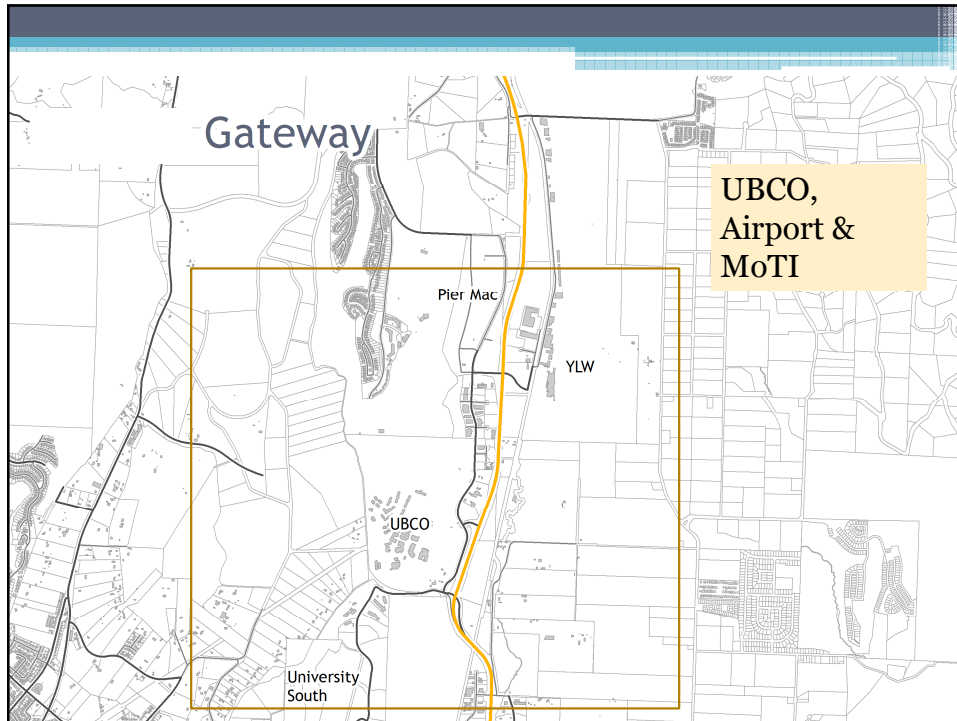
RSTP Milestones



Summary of Milestones

2017

- Engagement & Communications Plan
 - Build engagement plan
- Regional Transportation Network
 - Identify regionally significant corridors
 - Singular view of all regional transportation network plans
 - **Gateway 2 project**
- Transit Future Action Plan
 - Infrastructure Plan
 - Updated Regional Transit Network
- Transportation Demand Management & Marketing Plan
 - Project in process – TDM best practices
- Regional Active Transportation Plan
 - Update plan to reflect recent changes



Summary of Milestones

2018

- **Funding & Governance**
 - Partnership opportunities – alternate funding sources
- **Regional Transportation Capital Plan**
 - Identify regional transportation projects and map out process for prioritizing

Item 3.d

Programs Year in Review



STPCO

STPCO LGA Board Meeting

- Jerry Dombowsky
- December 8, 2016



2016 Bike to Work Week

Thanks to everyone who participated this year! We had a record **637 teams** and an astounding **2,013 riders** this year! Of those 2,013 riders, **458 of them were new participants** in Bike to Work Week!



2016 Bike to School Week Results

- Over four thousand students (25 schools) participated in this year's events.
- 424 participants were new cyclists.

2016 Bike Rodeos

- Over two thousand students participated.
- 13 schools and 2 community Bike Rodeos.



Carpooling 2016

- 398 new registrants October & November



Item 4.a

2016 Transit Customer Satisfaction Survey

BC Transit & SPTCO

STPCO LGA Board Meeting

December 8, 2016



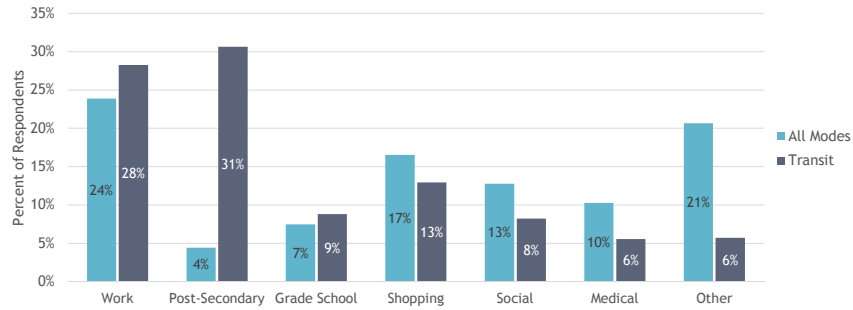
Survey Responses

- 1700 Total Responses
- 75% from Kelowna
- 18% from Westside
- 7% from Lake Country/RDCO



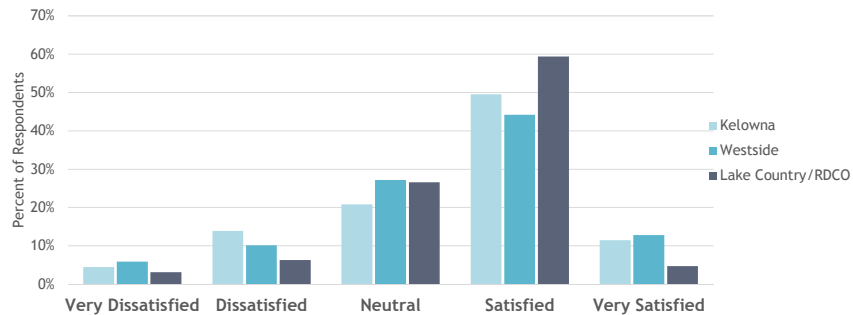
Trip Purposes for Transit

What was the purpose of your trip?



Customer Satisfaction

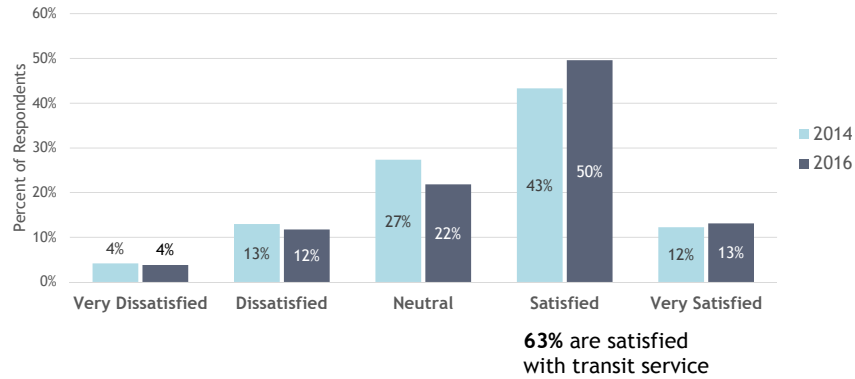
How satisfied are you with transit service overall?



63% are satisfied with transit service

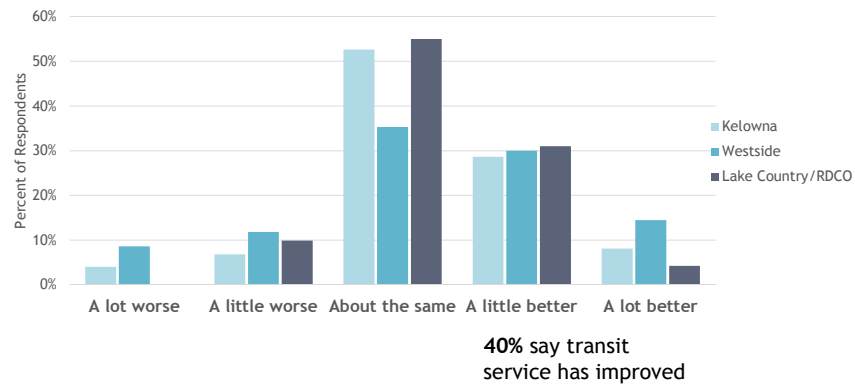
Change in Satisfaction from 2014

How satisfied are you with transit service overall?



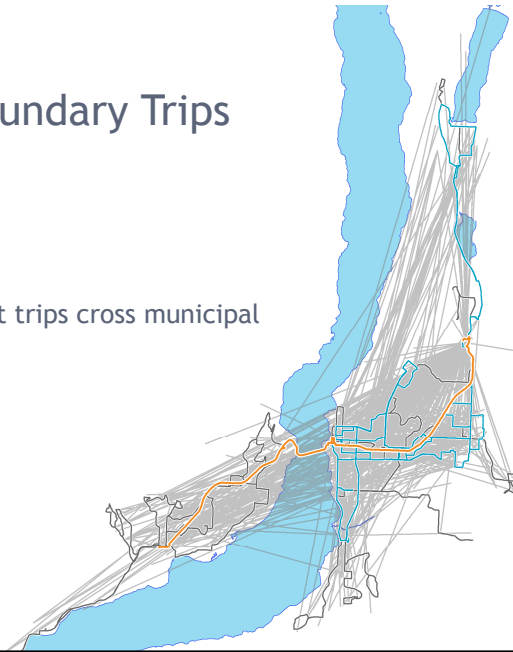
Customer Satisfaction

How has transit service changed for you compared to one year ago?



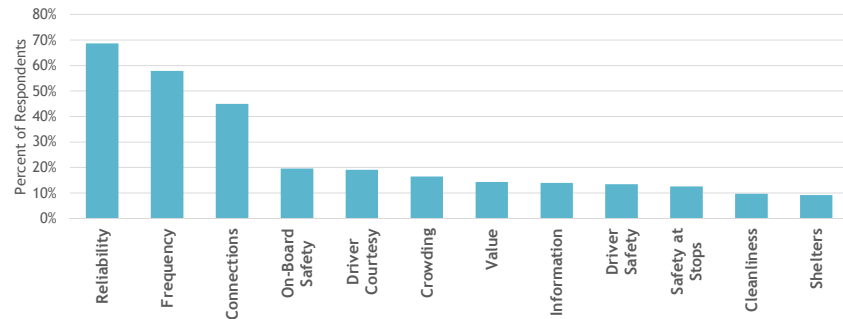
Cross Boundary Trips

22% of transit trips cross municipal boundaries



Most Important Components

What are the most important components of the transit service?



STPCO

40th Anniversary of Kelowna Regional Transit

Promotional Campaign

Cindy Anderson, Communications Advisor

December 8, 2016

City of Kelowna
City of West Kelowna
District of Lake Country
District of Peachland
Westbank First Nation
Regional District of Central Okanagan



Monthly promotional communication activities planned to:

- Celebrate collaboration between BC Transit, the regional government partners and First Group;
- Increase ridership and awareness of transit fare products and programs; and,
- Commemorate past successes and build excitement for future developments to the Kelowna Regional Transit System.

Online, interactive transit timeline commemorating the major milestones of the Kelowna Regional Transit System, from infrastructure developments to service expansion throughout the region.

<http://bctransit.preview.csek-labs.com/>

The online timeline will be promoted each month on social media with messaging and prize giveaways (of transit passes) to increase engagement and build positive awareness around transit.

BCTransit HOME ABOUT CONTACT

1976
Lake Valley Transit

Lake Valley Transit was the private company that provided service in Kelowna before the UTA/ Municipal Partnership established Kelowna Transit in 1977. This picture shows one of their buses operating southbound on Ellis at the CNR Railway crossing.

1975 2015

1975 1980 1985

BCTransit BC Transit Corporation. All Rights Reserved.
Website Design by Kelowna Web Design Agency Csek Creative.

Regionally-Coordinated Monthly Communications

Kelowna Regional Transit 2017 Public Messaging Schedule.xlsx - Excel					
File Home Insert Page Layout Formulas Data Review View Tell me what you want to do Share					
E4 X ✓ f News release to be posted on BC Transit's Kelowna page and shared on CoK social media pages.					
A	B	C	D	E	F
Communication	Date	Message Topic (refer to file name, social media post, or marketing product)	Actioned By	Notes	Measurement
1	News Release	4-Jan "Kelowna Regional Transit celebrates 40th Anniversary" with information and url of the new online timeline.	Cindy, CoK	Highlight new route plans for transit in 2017, as well as July anniversary day reduced fares and transit timeline online. Co-led news release with BC Transit.	
2					
3	BC Transit website (Kelowna News page)	4-Jan Kelowna Regional Transit celebrates 40th Anniversary - use same write up as news release.	BC Transit	News release to be posted on BC Transit's Kelowna page and shared on CoK social media pages.	
4					
5					
Topic	Channel	Post	Partner / Sponsor Mentioned?	Date	Analytics
6					
7	Transit	Facebook	2017 marks the 40th Anniversary for Kelowna Regional Transit! Check out this interactive timeline to learn about how our local transit system has evolved in the past 40 years! (add link)	BC Transit	Jan 4, 2:17pm
8	Transit	Facebook	In January 1981, handyDART service is formally implemented into Kelowna Regional Transit. (link to timeline) Check out this and other #TransitMilestones over the past 40 years of our local transit service!	BC Transit	Jan. 24, 8:28am
9	Transit	Facebook	In January 1993, transit service to OK College and Glenmore Valley started, both with two buses each. (link to timeline) #TransitMilestones	BC Transit	Jan. 30, 8:24am
10	Transit	Facebook	Kelowna Regional Transit - moving you into the future! (link to smartTRIPS page for taking transit)	smartTRIPS	Jan. 9, 10:35am
11	Transit	Facebook	Leave your car at home! Kelowna Regional Transit routes #1, 2, 6, 7, 10, 11 & 97 from downtown connect you to popular destinations, such as Knox Mountain, Orchard Park, Landmark Center, the Mission, Dilworth, Glenmore, Rutland and UBCO with ease! https://bctransit.com/kelowna/schedules-and-maps	BC Transit	Jan. 20, 4:30pm
12	Transit	Facebook	When you get back into Kelowna from those winter activities on the slopes, leave the city driving to BC Transit! Hop on a bus and have a safe, stress-free ride! https://www.youtube.com/watch?v=OLRrgCJE2po&feature=youtu.be	BC Transit	Jan. 13, 1:04pm
13					
14	Transit	Twitter	Happy 40th Anniversary #Kelowna Regional #Transit! Here's a look at the past 40 years (link to timeline)	BC Transit	Jan. 4, 2:55pm
15	Transit	Twitter	In January 1981 handyDART service is added to #Kelowna Regional#Transit @BCTransit #40Years (link to timeline)	BC Transit	Jan 24, 8:10am

Public Engagement - Transit Open Houses

Interior Health

65% of staff live in Kelowna
15% of staff live on the Westside
6% of staff live in Lake Country/RDCO

36% of staff live
within walking distance
of frequent transit

