



Adult 50+ and Youth Transit Travel Training Pilot Program

Final Report – October, 2021

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Executive Summary

The ability and option to take transit can be a significant part of a person's quality of life providing them with enhanced freedom and independence. However, some people may face challenges with taking transit, whether that be due to age related limits to mobility, physical or sensory disability or lack of experience or access to information about the system. Any of these may result in apprehension to use the transit system. With transit expected to play an increasingly crucial role in Kelowna's future transportation landscape, staff from the City of Kelowna (The City) and BC Transit sought to address the lack of resources available to support those who may be interested but concerned about taking transit.

In 2019 the City and BC Transit developed the Transit Travel Training Action Plan which laid the foundation for developing and delivering a pilot Transit Travel Training program. Transit Travel Training (TTT) aims to address people's barriers to transit use by educating them on how to effectively interact with transit systems, providing them with the confidence and resources they need to do so successfully. These programs have been implemented in many communities across Canada and the United States. Despite variations in curriculum and design, they have all shown encouraging results contributing to increased transit ridership and generally improving the quality of life of citizens by expanding their mobility options. The Kelowna program drew its primary inspiration and direction from Kingston Ontario, a community that has been provided transit training to Junior and High school students with great success since 2012.

Supported by a comprehensive marketing and communications effort, the Kelowna pilot program initially launched in the spring of 2020. That fall, in-person orientations were provided to secondary school aged youth within two local public schools; KLO Middle School (KLO) and Rutland Senior Secondary School (RSS). Training of adults over the age of 50 occurred between the fall of 2020 summer of 2021 after initial delays resulting from the Covid-19 pandemic. This ongoing public health crisis had a significant impact on transit ridership and on the ability to deliver the program as initially planned. The project team adapted and were ultimately able to deliver training to 166 adults¹ (fewer than initially anticipated) by pivoting to online, video-based training. In-person training in the schools proceeded with only slight modifications to the orientation framework and ultimately 259 grade 7 students at KLO and 300 grade 9 students at RSS took part.

Anticipating a resurgence of Covid-19 heading into the winter of 2020/21, a TTT video was produced in August of 2020. This resource provided the team with flexibility to continue with program delivery while providing a long-term resource for use after the pilot program was completed. Ultimately a mix of in-person/on-bus training and video-based training was delivered, and a range of tactics were applied throughout the program period to generate registrations among older adults. This included direct outreach and information sharing among community groups, retirement residences and Interior Health Authority, traditional and digital advertising, a targeted mailer, social media messaging and promotion through the City's Recreation Division.

Participants of the program were offered four single-use complimentary transit tickets to facilitate further exploration of the transit system after training. Parents of KLO students who participated could also receive two adult tickets so that they could try transit with their child. In all, 1302 youth

¹ 16 in-person plus 2 staff of Highland Retirement Residences plus 171 registrations to online video-based training of which, 20 were duplicates. Some of these may represent multiple persons in a household being registered separately but under a single user's information.

tickets were provided to the 559 students who participated, and 130 adult tickets were provided to parents of KLO students. 372 complimentary adult tickets were provided to 77 participants of the Adult 50+ online training who had requested them and 16 participants on in-person training.

Program performance was assessed primarily through participation rates and surveying and to a lesser extent, monitoring of usage of bus passes provided as draw-prize to those who agreed to participate in surveys. Youth were surveyed in class about their daily travel over the course of a week both before and after training. An optional more detailed post-training family survey was also conducted. Results are encouraging for both the youth and adult 50+ groups indicating that the program has resulted in increased transit usage (despite the ongoing pandemic) and has had an impact of participant's propensity to take transit more often going forward.

Among youth who participated in the pre- and post-training classroom surveys at each school, more trips were taken via public transit and fewer by car after training than before. Surprisingly, nearly 30% of KLO grade 7 participants had ridden public transit at least once since the start of the school year and many were eager to express their knowledge of the system during orientations. At RSS, 48% had ridden transit at least once since school started. In the weeks following training 35% of KLO survey participants and 68% of RSS students had ridden transit. 10% of those KLO students and 14% of RSS students indicated that the training had influenced their decision to do so. 7% of KLO students and 39% of RSS indicated that some member of their family has purchased or plans to purchase a transit pass as a result of them having participated in training.

Among adult participants surveyed after training, nearly 45% were aged 65 or older and 82% were female. Just over 48% indicated having used transit between participating in the program and completing the survey, many of whom having done so at least a few times or more frequently. Over a third of those surveyed cited that the program had influenced their decision to use transit. Over 91% of respondents were somewhat or very satisfied with the content of the program.

In total, 21 free one-month transit passes were awarded as random draw prizes for survey participants (8 adult/senior, 13 youth) and pass usage was assessed after expiration. Among all youth who'd won a pass, 254 trips were taken on transit, the bulk of trips occurring on routes that directly serve the schools and during periods consistent with school am and pm bell times. Some trips were however taken on weekends and weekday evenings highlighting that for some, having a transit pass provides a benefit beyond facilitating trips to and from school. RSS pass recipients utilized their passes more frequently and travelled over a broader range of dates and times (e.g., evenings and weekends) which is intuitive given their older age and therefore greater personal freedoms. Among adults who had won a pass, 19 trips were taken over the month passes were valid, the bulk by a single pass recipient. Most trips occurred within the traditional am and pm peak travel periods with some taking place mid-day. All but 3 trips that were taken on Saturdays occurred on a weekday.

Should TTT be delivered regularly in the years ahead and potentially to broader audiences, it is expected to contribute positively to transit ridership growth and to the quality of life of Kelowna residents. Youth that are equipped with skills and knowledge to utilize public transit confidently develop positive transportation behaviors that may carry forward into adulthood. Over time a culture of transit ridership develops which in turn contributes to the productivity of the transit system supporting increased service which attracts more riders. Additionally, the independence afforded to youth who are 'transit literate' reduces the burden on family budgets and hectic schedules while creating new opportunities such as access to employment, education, community programs, sports, and social networks. For older persons, particularly those who may struggle with mobility limitations, increased transit knowledge can open possibilities for improved health and

wellness, greater independence, reduced social isolation, and lower transportation costs. More broadly, efforts to grow transit mode share, the proportion of overall daily trips taken by transit, are a crucial element in meeting the community's collective sustainability goals.

The TTT pilot program provided valuable insights that can be applied going forward and highlighted the value of partnerships in delivering community programs. The pending introduction of a digital, account-based fare payment system promises to drastically improve program performance measurement and convenience for all transit users. Decision makers will need to carefully consider the possible benefits of offering longer-term complimentary transit fare products to program participants.

Introduction and Background

Public transit is extremely important to many citizens of Kelowna and the broader Central Okanagan Region providing an affordable, more sustainable transportation option. As of 2019, about 5.9 million trips were taken on the Kelowna Regional Transit System, an increase of nearly 1.4 million trips since 2012². As the City and its Provincial partner, BC Transit continue to invest in new services and supporting transit infrastructure, it is becoming increasingly important to maximize the productivity of the transit system. This means growing transit ridership by attracting new riders including those who are most likely to use the system within the traditional off-peak periods (midday, evenings, and weekends). As ridership grows and productivity increases, adding new service becomes more affordable. More service makes transit more attractive and effective for citizens creating a positive feedback loop.

Transit ridership among secondary school aged youth in the Central Okanagan has been on the rise in recent years. Student monthly pass sales increased nearly 40% between 2016 and 2019 from 20,634 to 30,036 annually, while senior's monthly pass sales increased 32% from 1,601 to 2,355 over the same period. As of 2019, trips taken by monthly pass-holding youth³ and seniors combined accounted for 33% of total system ridership (up from 20% in 2016) with youth representing the majority having taken nearly 1.5 million trips⁴. Based on Census data, within the City of Kelowna alone, there are approximately 26,000 citizens under the age of 19, and 28,000 over the age of 65. Given the similar population sizes and current ridership trends among each group, there is a clear need to better engage seniors to increase their use of transit but also an opportunity to attract even more youth to transit.

In a geographically broad region, it can be stressful and confusing to take transit, especially for those who may be unfamiliar with the system and its use. People who are unsure and apprehensive about using transit often don't view transit as a viable option. With effective support through education and sampling opportunities, people are more likely to utilize transit and do so more regularly. While public-school busing is available for youth in a limited capacity, eligible students are only provided transportation to and from school, whereas with public transit they are afforded the opportunity to participate more broadly in their community. Exposing youth to the public transit system at an earlier age increases their potential to continue as regular fare-paying,

² Conventional transit service ridership levels – 2012 ridership - Transit Future Action Plan; 2020 ridership – BC Transit Annual Performance Summary – Kelowna Regional Transit.

³ Figures exclude trips paid with case or tickets. Youth and Senior tickets are the same and therefore rides are not differentiated among the two groups.

⁴ BC Transit Youth and Senior fare sales and ridership analysis – 2016 to 2019.

committed riders in the future. The region's aging demographics presents a challenge in preserving quality of life for aging citizens. Familiarity with public transit can help individuals to transition from a reliance on a personal automobile or costly transportation services such as taxis affording them greater independence.

Recognizing the positive impacts that transit training programs have delivered in other cities, the City conducted a best practice review in the summer of 2019 which ultimately culminated in development of a Transit Travel Training Action Plan. Pilot programs targeting older adults/seniors and youth recommended in the Action Plan were delivered in the Fall of 2020 through to the Summer of 2021.

In partnership with Central Okanagan Public Schools - School District #23 (SD23), a youth focused TTT program was piloted to grade 7 students in one local Middle School and grade 9 students in one High School in October of 2020. In collaboration with Interior Health Authority (IHA), a pilot TTT program tailored to older adults (aged 50+ but with a focus on seniors) was made available through various formats including public registration-based sessions, bookable private group sessions (e.g., for retirement residences) and later, via an online video.

In response to the emergence of the Covid-19 public health crisis, significant safety measures were put into place to protect all transit riders including those participating in in-person training. A video training module was produced in August of 2020 in anticipation that some degree of in-person training would not likely be able to proceed. This option allowed groups and individuals to participate in training from the safety of their homes, classrooms, or residence facility. In-person/on-bus training proceeded at the two schools and was supplemented with the video-based training. In-person adult orientation sessions originally scheduled for the early summer and fall of 2020 were cancelled due to limited registration attributed to Covid-19 exposure concerns. 1 of 3 follow-up group sessions slated for delivery in local senior's residences was ultimately delivered in November 2020. The others were postponed due to reinstatement of stricter facility protocols stemming from a growing Covid-19 case count province wide. By the start of 2021 all promotion of the program was focused on generating registrations to the online video training.

One of the objectives of piloting TTT was to fine tune program content and delivery formats and assess the effectiveness of the program prior to considering broader implementation. The City and BC Transit recognize that there are many members of the community that may benefit from TTT that were not represented in the pilot program such as individuals with diverse abilities, or those recovering from injury. To manage the scope of the program, training of youth within specific school grades and older adults/seniors was the focus of this pilot.



1.1 Key Program Elements

There were three key elements to both the Adult 50+ and Youth TTT programs:

1. **Partnerships:** Strong partnerships with various stakeholders was critical to delivery of the program. The City and SD23 played key roles in the planning, coordination, and delivery of the Youth program. Through collaboration with IHA, the City identified community groups and senior's residences whose members may be interested in training. Internally, the City was able to leverage its Recreation and Programs resources to both promote and administer adult orientations offered publicly. BC Transit supported the program providing buses and operators, data analysis and marketing materials development.
2. **Session Delivery Model:** With the support of a contractor, the program delivery team initially focused on in-person/on-bus training as means to provide participants with meaningful transit experience. In-person training that physically takes participants on a BC Transit bus to introduce them to a variety of aspects of the system is extremely crucial to helping participants overcome any barriers to transit use they may have. As the Covid-19 situation worsened, an online video-based training component was added to ensure the program could proceed when in-person training was deemed unsafe or undesirable to prospective participants. Combining in-person and video training provides an opportunity to reinforce learning outcomes.
3. **Program Measurement:** Program enrollment and surveying were the primary means of program measurement. They were used to assess program demand and effectiveness and to identify potential changes that could be made to the program prior to broader implementation. Unfortunately, the complimentary fare-products offered to participants (single-use tickets) were not able to be tracked to determine usage and provide for more robust measurement. Usage of monthly bus passes provided as survey incentives was however evaluated. It is expected that with the advent of digital account-based ticketing options in the future, more robust insights could be gained.

2.1 Stakeholders

City of Kelowna

The City initiated the TTT pilot program in response to actions detailed within the Community of All Action Plan and increasing public requests for transit orientations. The pilot provided the City with an opportunity to research the impact that training could have on addressing barriers to transit usage and ultimately growing transit ridership. The City's new Official Community Plan and Transportation Master Plan place significant emphasis on the role transit will play in the future and TTT is one of the means that the City is exploring to support its vision of a more accessible, efficient, sustainable transportation future. The City provided staff resources from the initial development of the Action Plan (2019) through execution and closing of the program. This included the Project Manager (Transit Service Coordinator) and Communications Advisor support role.

Central Okanagan Public Schools (SD23)

SD23 supported delivery of the Youth TTT program and will play an ongoing role should the program continue to be delivered within local schools in the future. After significant public engagement, the School District made changes to its school busing system to control spiraling

costs⁵. With changes to the qualification process and other aspect of the school bus system, many parents found themselves in search of new means to transport their children to and from school each day. Taking this into account and using data shared by the SD23, a school selection process was undertaken to identify the most suitable schools for delivery of the initial pilot program. A shared School District and regional governments funded resource, the Regional Traffic Safety Officer, assisted with coordination between the city and the schools and acted as a trainer sharing in the delivery of the orientation to students.

BC Transit

As the Provincial transit agency, BC Transit partners with communities to fund, plan and deliver transit services throughout British Columbia. The organization manages the transit fleet and oversees the contract with the private transit operating company who delivers the service. As such, programs that require use of buses and operators require coordination and approval by BC Transit. Additionally, the training curriculum was required to be consistent with BC Transit policies and procedures. BC Transit's Marketing Department was drawn upon to produce program materials such as summary brochures, promotional posters, and other collateral. Should the program be delivered more broadly within the region or throughout the Province, BC Transit will play a lead role in establishing the program in other communities.

Interior Health Authority

Staff of IHA's Healthy Communities Development Team supported the project team by identifying and making connections with key community organizations (including Indigenous community groups) and bringing attention to the Ministry of Health's Age-Friendly Communities Grant opportunity administered by the Union of British Columbia Municipalities (UBCM). IHA was a key stakeholder in the development of the City's Community for All Action Plan. The organization regularly supports City initiatives that aim to improve the quality of life and health of citizens through improvements to community services and the built environment.

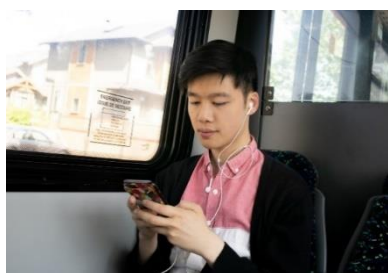
Program Objectives and Benefits

The program partners recognized the synergies offered by joining together to pilot TTT, each having similar objectives that the program is expected to contribute toward. For the City and BC Transit, piloting the program provided an opportunity to evaluate program delivery processes, refine program content and determine resourcing needs to inform decisions regarding possible ongoing delivery of the program in the community.

3.1 Youth Travel Training Program

The City, BC Transit and SD23 all share in their objectives to transport youth efficiently and cost effectively, attract new riders to transit, increase opportunities for youth support social equity and address climate change.

⁵ Resources have been focused on transporting younger students with stricter qualifications for school bussing for Post-Secondary students including 'Courtesy Riders' – those who reside too close to school to qualify but are provided seats if available.



The primary objective for the Youth TTT program is to empower the next generation of commuters to make more sustainable transportation choices by helping them to become comfortable and confident using public transit. More broadly, TTT is expected to play a role in increasing transit mode-share in the long-term thereby contributing to Kelowna's efforts to address climate change through transportation related Green House Gas (GHG) abatement.

By educating youth and providing them with a real-world sampling opportunity, TTT can build confidence in using transit which in turn provides increased mobility choice and as a result, access to opportunities throughout the community. It is expected that when youth are provided the necessary skills to take transit, it's likely many of them will, in turn generate higher transit ridership and transit mode share over time. This is a key element in reducing greenhouse gas (GHG) emissions and protecting and improving local air quality. With an increase in well informed, capable transit users in the community, skills can be shared organically with others contributing to further increase in transit usage. As ridership on the system grows, the City and BC Transit are consequently able to invest in new services that further increase the convenience for all users.

Providing school bus transportation is extremely costly and is secondary to the SD23's primary function of providing diverse education opportunities for area youth. Transitioning youth of a certain age to public transit from the school busing system is viewed as a key strategy by the school board in reducing the burden on the already strained school bussing system. Transit use also encourages community integration and experiential learning opportunities for students supporting the School District's education objectives.

4.1 Adult 50+ Travel Training Program

The City and BC Transit support IHA's objective to reduce chronic diseases and social isolation through increasing health, physical activity, social connections, accessibility, and equity⁶.



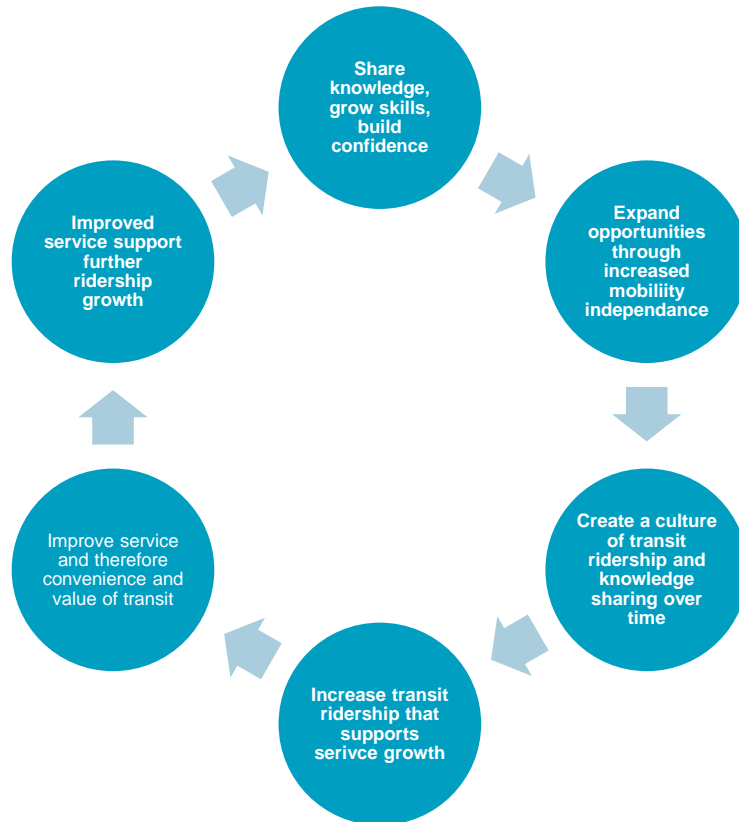
The primary objective of the Adult 50+ TTT program is to contribute to the preservation or improvement of quality of life of older adults by reducing barriers to transit usage and thereby maintaining a level of independent mobility. Having convenient, safe and affordable transportation can provide opportunities for social interaction, maintain access to community services and create opportunities for employment or volunteering. The program supports objectives of the City's [Community for All Action Plan](#) which identifies areas to adapt policies, plans and programs to respond to the evolving

needs of our community. Taking steps to enable older adults to live healthier lifestyles provides co-benefits to children and residents with diverse abilities, enabling them to be active and engaged within our community. Increasing transit mode-share has an additional dimension when considering transit usage among older adults. Transit utilization during off-peak travel periods can be improved as trips made by seniors are often taken or can be tailored to the mid-day hours when

⁶ Healthy City Strategy - Community For All Action Plan - [kel-27255_healthy_city_strategy_report.pdf \(kelowna.ca\)](#)

transit capacity is greatest. Transit productivity is traditionally lowest in these periods and any efforts to grow ridership results in better utilization of resources overall.

Figure 1 – Transit Travel Training Objectives

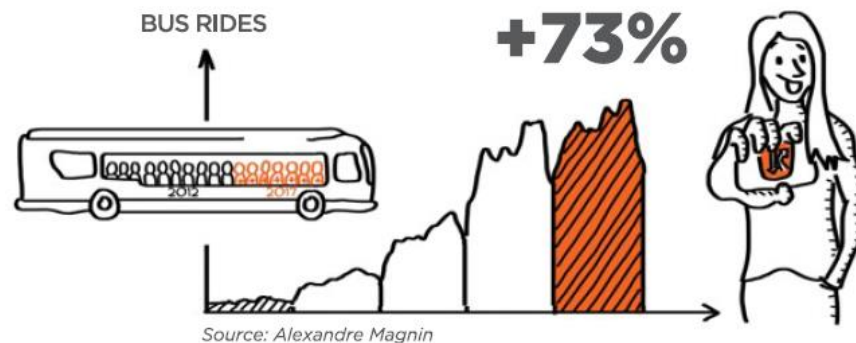


Best Practices Research

The City conducted best practices research of TTT programs from throughout North America. Of the various programs reviewed, the Highschool Transit Orientation Program, a component of the Transit High School Bus Pass Program in the City of Kingston Ontario was the primary reference for the development of Kelowna's program. Kingston's program, a partnership between the City of Kingston, Kingston Transit and two area school districts, is structured around providing youth with free access to transit. The City and two participating school boards contribute financially to allow for fully subsidized transit passes to be provided to area youth. Starting initially with grade 9 students within each of the region's school boards, Kingston Transit provided free passes and monitored ridership trends by means of their smart card-based fare system. The Kingston team discovered that passes were not as well utilized as anticipated and that students still faced barriers to using transit such as not knowing where to get their pass and how to use it, not knowing their way around the system or having no experience riding the bus. As a result, subsequent phases of the pilot program included the introduction of transit training. The Kingston team found that youth made use of their free passes far more frequently after they had participated in a 30-minute travel training orientation where they were provided their pass in-person and taken out on a city bus to learn the basics of using the transit system.

Kingston's program has been very successful having grown to include all grades within all high schools throughout the city. Training and bus passes are provided to students of grades 9 through 12 and free transit is now extended to secondary school graduates for a period of 6 months after graduation. Program data collected throughout the many years since inception shows a dramatic increase in overall ridership⁷ resulting from more youth transit usage and a focus on service investments. Student transit use has grown during all periods demonstrating that youth are using transit for more than just trips to and from school which in turn has improved transit utilization in traditionally lower-demand service periods.

Figure 2 – Kingston Transit Ridership – Youth Transit Program



Source: Federation of Canadian Municipalities – [Engaging Students to Increase Public Transit Ridership](#)

While Kelowna's pilot program differed in that free year-round passes were not provided, the curriculum and orientation portion, which has a large focus on the personal freedom afforded by transit, is heavily influenced by Kingston's program.

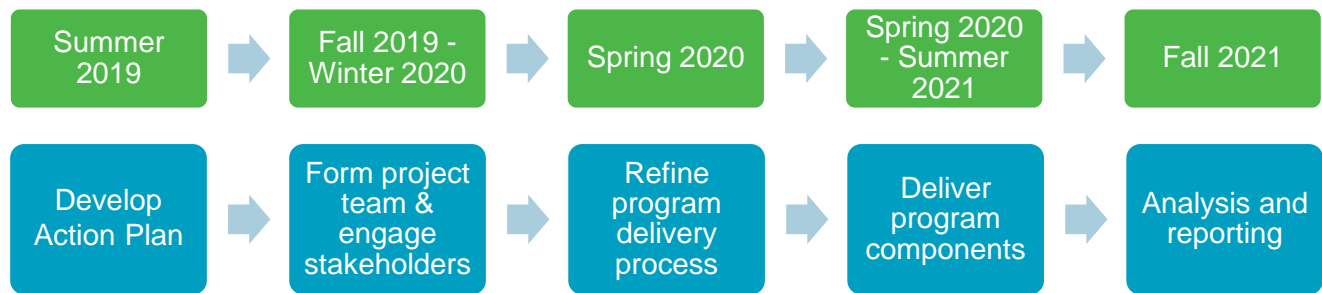
Other programs that were reviewed include Prince George's individual Travel Training, Edmonton's senior's training: Seniors on the Go, St. Albert's Youth Ride Free program (a fare program, not travel training) and various programs around the United States. Generally, it was found that Travel Training is increasingly being applied as a key tool to help transit authorities and municipalities reach a variety transit and community goals.

Project Process and Timeline

The TTT project was initiated in 2018 after discussions between City and BC Transit regarding the increasing prevalence of such programs in communities throughout the country. With transit expected to play an increasingly important role in the City's future, trialing a transit training program locally was deemed a priority. As such, a program Action Plan was developed in 2019 which culminated in the delivery of transit training in the Fall 2020 through to Summer 2021. Figure 3 summarizes the five main steps undertaken since project inception. Appendix A provides an overview of the project timeline from initiation of the Action Plan to pilot program final reporting.

⁷ Students accounted for 28,000 annual transit rides in the pilot year growing to over 600,000 rides by 2018.

Figure 3 – Process and Timeline



Program Overview

This section introduces the project team and summarizes the content covered in the transit orientations as well as the delivery methods and steps taken to address Covid-19 impacts.

5.1 Project Delivery Team

A strong, connected team is key to the success of TTT. The team that developed and delivered the Youth and Adult 50+ TTT pilot consisted of staff from the City, BC Transit, First Transit Canada (the Operating Company), SD23 and Greenstep Solutions Inc. (a private contractor).

Transit Service Coordinator (City of Kelowna)

As the project lead, the Transit Service Coordinator (TSC) was responsible for overseeing the pilot program from development of the Action Plan through delivery and to project close-out. This was achieved by working closely with BC Transit, First Transit, SD23, the City's Recreation and Communications teams and a contractor (Greenstep Solutions Inc).

Regional Traffic Safety Officer (City/School District)

The Regional Traffic Safety Officer (RTSO) is a position jointly funded by local municipalities and SD23. The RTSO is responsible for school traffic zone safety and coordinating transportation demand management (TDM) initiatives at the school level. This individual led coordination of the program within the two schools and shared in program delivery responsibilities along side the contractor.

Central Okanagan Public Schools Secretary Treasurer

The Secretary Treasurer oversees all aspects of District led transportation initiatives. The Secretary Treasurer's support in championing the program was crucial in gaining buy-in at the school level and tying the initiative to District's objectives of reducing demand on the already strained school busing system.

BC Transit/First Transit

BC Transit is the Provincial Transit Authority responsible for transit service delivery. The organization provided transit buses and operators for the program working with the Operating Company, First Transit Canada. BC Transit's Marketing Department assisted City staff in the development of the program and design and production of materials. BC Transit's Performance Insights team was engaged as needed to provide key data and analysis.

Greenstep Solutions Inc (contractor)

Local sustainability consultant, Greenstep Solutions Inc. was contracted to oversee full delivery of the Adult 50+ TTT program and to deliver the in-person sessions for youth held at two local secondary schools.

6.1 Orientation Content

The subject matter covered in both the Youth and Adult 50+ elements of the program focused on key aspects of the transit system that people would encounter when using public transit regularly. A focus was placed on the many benefits public transit has to offer – the personal freedom that independent mobility can provide including access to education and employment, opportunity for increased physical activity and socialization as well as possible saving on transportation costs to name a few. The subject matter covered in the sessions was consistent with BC Transit's programs and policies outlined in resources such as the Transit Rider's Guide and on BC Transit system website. Content covered focused on these key knowledge areas:

- Benefits of using Transit
- Combining bicycle and transit travel
- Structure of the regional transit network
- Acquiring and using transit fare products
- Planning your trip using the Rider's Guide, web schedules and mobile applications
- BC Transit's Next Ride real-time schedule and bus tracking technology
- Boarding the bus and an introduction to bus features
- Making transfers between routes
- Bus etiquette and safety
- Customer support

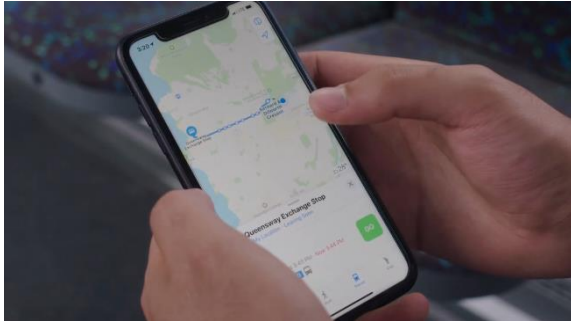
Initially all participants of in-person training were to have been taken on a short trip aboard a bus where some of the above content would be covered while in transit and while visiting a nearby transit exchange. As a result of the resurgence of Covid-19, a decision was made to keep buses and participants on site at schools and at participating senior's residences in order to mitigate risk of Covid-19 exposure. This, in combination with safety protocols and processes already in place by BC Transit and at facilities were at the time deemed to sufficient to ensure the safety of participants. Keeping buses on site served to reduce the total time required to complete each training session and, for youth sessions, eliminated the need for added administrative burden associated with securing parental approval to take students off the school premises.



A sample orientation outline with a more detailed overview of the key learning objectives is provided in appendix B.

7.1 Video Training Module

As the Covid-19 pandemic worsened over the spring of 2020, a decision was made to prepare for the eventuality that some or all training may not be able to be delivered in-person. Not wanting to cancel the program outright, staff engaged a local professional videographer to develop a [Transit Travel Training orientation video](#) which was shot with a cast of local amateur actors.



The 17-minute video introduces viewers to all the same elements intended to be covered via in-person training while providing significantly more detail regarding online resources for the Kelowna Regional Transit System and use of mobile applications available for aiding in navigating the system. The video provides the City and BC Transit with a resource that can be utilized to support future training efforts or ultimately be made available broadly to the public. It was developed in such a way

that individual segments covering specific content can be easily updated independently as/if needed.

Over the duration of the pilot period the video was viewable by individuals who had registered to the Adult program or had participated in a group orientation. Students who took part in training at schools also viewed the video in class in advance of taking part in on-bus training further reinforcing key themes.

Program Delivery and Outcomes

This section details how the Youth and Adult 50+ TTT programs were coordinated and delivered and summarizes key outcomes including participation rates for each.

8.1 Adult 50+ Transit Travel Training

Initially intended to target those aged 65+, the program was opened to a broader audience of adults over the age of 50. This better aligned the program with the City's recreation programs category framework within which in-person public sessions were to be administered. This change was also made to attract more people to the program who are of working age and are therefore commuting regularly. The senior population however remained the primary focus of the adult program and outreach was conducted in coordination with seniors' residences and community resources groups as well as via general promotions (newspaper advertisements, a direct-mailer and social media messaging that encouraged people to inform the older adults within their networks of the training opportunity).

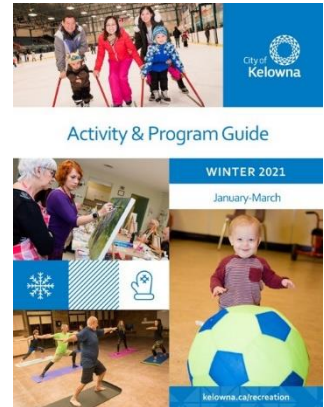
Publicly accessible orientations

In coordination with the City's Recreation programs team, four publicly accessible, free TTT orientation sessions were set for delivery throughout June of 2020, each open to up to 15 participants. The sessions were promoted through the Recreation team's Activities Guide and accessible via their community programs online registration platform. Sessions were slated to start off at one of four major transit exchanges within Kelowna (Queensway, Pandosy, Rutland, Mission)

taking participants on a short trip aboard a bus before returning to the exchange. Upon completion participants would receive materials summarizing the orientation subject matter as well as 4 complimentary transit tickets.

Fall 2020 Kelowna Activity & Program Guide program description:

Join us for an on-bus or online orientation course to learn how to navigate the Kelowna Regional Transit System safely and confidently. Learn to board the bus, purchase, and use fare products, use schedules, and plan your trip using tools like the NextRide real-time bus tracking system. Participants will receive complimentary transit tickets. Courtesy of BC Transit and the City of Kelowna, these courses are part of the Transit Travel Training Program, which aims to reduce barriers to taking transit. If circumstances do not allow for safe delivery of in-person training, this course will be moved online.



Throughout the Spring of 2020 the Covid-19 pandemic had worsened and a decision was made to cancel these initial in-person sessions. They were re-scheduled for September of 2020 and again promoted in the latest (fall) Activity Guide, via social media and in newspaper advertisements. Registrants were offered a choice of in-person or online video-based training but again, interest in in-person training was limited. Four more sessions were subsequently included in the Winter Activity Guide and scheduled for March of 2021. As of November 2020, promotional efforts shifted to promoting online video-based training to attract participants however, as the Covid-19 situation again worsened, all promotional efforts were halted in December. Efforts resumed in late January of 2021 with social media posts and a media advisory being issued by the City which triggered interest in the program. A second, more comprehensive promotional effort was launched in June of 2021 to generate registrations to the online video option. This campaign generated the greatest number of registrations. It included further newspaper advertisements, a targeted Canada Post mailer and supporting digital banner ads, Facebook ads and renewed social media posts.

For a more detailed summary of promotional efforts and appendixes references to sample collateral see the Communications and Promotions section of this report.

Group orientations

Early in the Fall of 2020 the City's program delivery contractor, Greenstep Solutions Inc, contacted 17 local senior's residences, 2 First Nations community support organizations (Ki-Low-Na Friendship Society, Kelowna Metis Society) and 9 seniors-related societies and centres (e.g. Seniors Outreach Society) to reinvigorate promotion of the TTT program. Stakeholders were invited to book private group sessions and asked about opportunities that may be available to promote the publicly available sessions to their members or residents. 3 residences booked orientation sessions for mid-November 2020 and 7 others expressed interest in the program but indicated that current health and safety regulations precluded them from being able to book training. Representatives from some facilities were not interested in promoting the training to residents citing the availability of facility-operated shuttles as justification seemingly viewing transit as competing with these services.

By mid-November 2020 in the midst of the second wave of the Covid-19 pandemic, two of the three residences that had booked training opted to cancel their sessions. The third chose to proceed with their session which had 16 participants (+2 staff). Outreach was halted throughout December and January as provincial health restrictions were increased but resumed again in early February with a focus on soliciting registrations to the online video training.

Table 1 – Adult participation summary

Audience	Training format	# of participants	Detail
Individuals	In-person	0	All public sessions ultimately cancelled.
Individuals	Video	150 (67 aged 65+, 25 aged 60-64)	172 individual registrations – 17 duplicates, 2 triple entries*.
Groups	In-person	16 (+2 staff)	1 senior's residence – (Highland's)
Groups	Video	0	Limited interest by facility managers likely due to focus on Pandemic.

*Duplicate entries have not been confirmed as being the same individual vs. multiple entries for the same household under a single name/contact method.

9.1 Youth Transit Travel Training

Initially the youth TTT program was to be piloted to only grade 9 students of one local secondary school. Recognizing that younger youth were increasingly using transit for school trips, the City and SD23 chose to expand the pilot to include grade 7 students from one local middle school.

School selection

The City developed a site selection process in order to identify a suitable candidate middle and high school where training would be delivered. The process utilized spatial analysis software; ArcMap as well as Microsoft Excel to analyze School District enrollment and bell time data in conjunction with city transit data to identify the proportion of students within the target grades that have convenient access to transit for trips to and from school at key travel times. Schools with the highest proportion of students that met the following criteria were deemed most suitable:

1. Number of students in the target grade who resided within 400 meters of a transit stop;
2. Number of students in the target grade who resided within 400 meters of any transit route that would take them directly to and from school (on-time) and;
3. Number of students in the target grade who resided within 400 meters of any transit route that would allow them to travel to and from school on no more than two transit routes.

Students who would be required to travel on more than 2 routes to get to school were deemed less likely to consider transit for school trips due to longer overall travel times. Those who resided within 800 meters of their school were omitted from the results as these students were assumed to be more likely to travel to school by active modes (walking, cycling, etc).

The two schools with the greatest number of students who met the criteria were Rutland Senior Secondary School (RSS) and KLO Middle School (KLO). Grade 9 RSS students and grade 7 KLO students would be trained in order to assess the differences in transportation choices among each group before and after receiving training.

School training process

With the support of SD23's Secretary Treasurer and an on-the-ground resource in the SD23 Traffic Safety Officer, six primary steps were undertaken:

- Administration approval at target schools and sessions scheduling coordination.
- Parent outreach via school-lead email – program introduction and overview.
- In-class pre-training 'hands up' transportation survey and orientation video showing.
- On-bus orientation sessions and complimentary fare products distribution*.
- In-class post-training 'hands up' survey (approx. 3 weeks after orientations).
- Parent outreach #2 – program summary and Family Survey participation request.

*RSS – tickets provided to all students who accepted them on-site during training. KLO – tickets by request for families who completed a Google Forms sign up sheet linked in the program introduction email.

Training at schools was scheduled for mid to late October 2021 just before the second wave of Covid-19 had begun. The program team was confident that the strict protocols in place at the schools and on-board buses were sufficient to ensure the safety of participants and staff. To further protect the safety of participants, orientations were modified eliminating the originally planned portion that was to occur while travelling on the bus to a nearby transit facility. Parent outreach prior to training was adjusted to reflect this as consent to take children off the school grounds was no longer required. To enhance in-person training, teachers were asked to play the transit training video within the week prior.



Table 2 – Youth Participation summary

School/grade	Training Dates	Training format	# of trainees	# of groups	Considerations
KLO – grade 7	October 19-20	Video and in person	259	12	Total grade 7's in school - 259
RSS – grade 9	October 26-28	Video and in person	300	14	Total grade 9's in school – approximately 400.

Program Measurement

Since the initial step in considering whether a formal ongoing program should be implemented in the future was to test via a pilot, it was important to track the results and feedback from participants.

Tracking program performance differed between the Youth and Adult TTT programs. The Youth program presented additional measurement opportunities due to the partnership with SD23. In years ahead, more sophisticated program measurement may be achievable with the advent of account-based mobile transit fare products which will allow for more comprehensive analysis of

transit usage among the target groups. This would be particularly effective if combined with provision of longer-term complimentary fare products.

10.1 Complimentary Fare Products

The City offered complimentary single-use transit tickets to participants of both the Youth and Adult 50+ programs to encourage further independent exploration of the transit system. Because this type of fare product does not allow for usage analysis, the project team focused much of its program measurement efforts on participant surveys to address this shortcoming. Tickets were deemed the most suitable form of complimentary fare product to be offered during the pilot program given their lower cost and ability to be provided through the City's existing transit marketing and promotions fare products allocation. While providing one-month passes to participants would allow for analysis to better understand transit usage by participants and therefore better contribute to program measurement, providing free passes to all program participants would require approval from all 6 Kelowna Regional Transit partner communities. This is due to their use potentially impacting fare revenues and associated reporting⁸. Additionally, a more robust distribution and tracking process would be required in order to monitor usage effectively. These factors would have added complexity to the program delaying and potentially stalling implementation. A small allocation of one-month passes were utilized in the program as incentives to encourage participation in post-training surveys.



In addition to complimentary tickets, 21 one-month bus passes were awarded as prizes through a random draw for those who had completed optional follow up surveys. Usage data was provided by BC Transit after pass expiration. Among youth who were awarded passes (5 from KLO and 8 from RSS), 8 chose a February 2021 pass and 5 chose an April 2021 pass. A combined 254 trips were taken by youth who received a complimentary one-month pass for an average of 19.5 trips per pass. Most trips occurred on routes that directly serve the

two schools and on weekdays during time periods consistent with school am and pm bell times (9am opening bell/3:15pm closing bell). The remaining trips occurred on weekends or evenings; trips taken solely by the older RSS students. Overall, RSS pass recipients utilized their passes more frequently and travelled over a broader range of dates and times which was expected given their age as compared to the younger KLO students. 4 of the 13 youth who had won passes had indicated they'd not used transit prior to participating in the program and each of these individuals did make use of the complimentary pass they had won. Among the 8 adults who were awarded passes, all but 1 were aged 65 and over⁹. 1 adult chose an October 2021 pass and 7 chose a November 2021 pass. A combined 19 trips were taken by adults who'd received a pass for an average of 2.4 trips per pass however, while half of recipients used their pass at least once, 1 pass holder took the bulk of overall trips (12 or 19 trips). Trips were taken primarily on weekdays (all but 3 Saturday trips) with most (9 trips) taken within the traditional morning peak travel period. The

⁸ In 2019 revenue from Youth month passes represent just over 30% of total fare product sales (including U-Pass, excludes revenues from cash fares) in the Regional Transit System or nearly \$1.49 million. This fare category has seen significant sales growth over the previous 5 years.

⁹ The remaining recipient was within the 60-64 age bracket.

remainder of trips were spread among the mid-day period (9-3pm – 8 trips) and afternoon peak (3-5pm – 2 trips).

Table 3 below summarizes the complimentary fare products provided to participants. Table 4 provides an overview of usage for complimentary one-month bus passes awarded as survey incentive prizes. Usage represents all unique swipes of passes in the fare box aboard buses and not necessarily individual transit trips taken. Passes may have been swiped on multiple buses over the course of an individual trip (i.e., transfers made to complete the full trip via more than one bus route).

Table 3 - Distributed fare products summary

Group	Fare Products	Distribution Process	Quantity
Adults 50+	Single-use transit tickets (4 per)	By request - mail-out or in-person at sessions.	372
	One-month passes	Survey incentive draw prizes	8
Youth (RSS)	Single-use tickets (4 per)	In person to those who accepted (60%)	1014
	One month passes	Survey incentive draw prizes	8
Youth (KLO)	Single-use tickets (4 per)	By sign up (Google form) – mailed out	288 (youth)
	Optional parent tickets (2 per)		130 (adult)
	One month passes	Survey incentive prizes	5

Table 4 – Complimentary Month Pass usage summary

Participant Group	Passes awarded	Total trips*	# of peak weekday trips**	# of weekday evening trips***	# weekend trips
Adults 50+ (under 65)	1	12	9	0	1
Seniors (65+)	7	7	2	0	2
KLO students (G-7)	5	85	61	5	3
RSS students (G-9)	8	169	117	12	17

* Number of times passes swiped on board buses.

** Peak for youth trips = ~8am-9am and 3pm-4pm. Peak for adult trips = 7am-9am and 3pm-5pm.

*** Trips taken after 6pm on weekdays.

Future application of complimentary fare products

Should TTT be delivered ongoing, consideration should be given to seeking regional approval to offer complimentary fare products that provide an opportunity for participants to try transit over a prolonged period after training while also providing improved data collection capabilities. Since the completion of the pilot program and effective September 1st, 2021, all aged youth 12 and under are permitted to ride transit free of charge. This Provincial initiative is intended to spur a culture of transit ridership among youth and contribute to local and provincial sustainability goals. With this in

place, further training of middle-school aged youth could be expected to have greater positive impact to ridership among youth (particularly if combined with training).

Kington Ontario provides fully subsidized transit passes to all youth in grades 9 through 12. Between 2012, when this High School Bus Pass was first piloted to grade 9 students in the region and up to 2017, ridership on the Kington Transit System grew by 73%¹⁰. Student trips in 2017 represented 10% of all trips on transit or about 600,000 annual rides. By comparison, trips taken on the Kelowna Regional Transit System by youth in 2017 represented a strong 22% of total system ridership. It is important to note that the transit funding model in BC does is not structured in the same manner as in Ontario (increasing ridership doesn't directly result in increased Provincial funding). Locally, any programs that result in a reduction in fare revenue, which is collected in full by local government, could initially result in a need for increased taxation to fund transit¹¹.

Given the reliance on fare revenues to fund a portion of annual transit operating costs, it is recommended that a business case be developed to assess possible long-term benefits to transit ridership, and therefore fare revenues, should free transit for youth be considered in Kelowna. **In 2019, about \$1.35 million in revenue was generated from the sale of youth monthly passes, a growth of nearly 40% since 2016.** This regular, growing revenue stream would be forgone if free passes were provided to all youth each year. Long term, the additional costs associated with serving a growing ridership spurred by provision of training and free passes may be off-set by increased revenues from youth who become fare-paying young adults. A business case may also consider other economic and social benefits that may result from a potential increase in transit mode share in the future from youth who continue transit use into adulthood (e.g. health, air quality, reprioritization of transportation infrastructure spending, etc.).

Digital/mobile fare technologies that will be implemented by BC Transit within the next few years are likely to facilitate greater flexibility in providing complimentary fare products for programs while also improving data collection to support more robust program measurement. Applying this new technology to the TTT program in the future requires consideration that complimentary passes issued to the program are not included in the system-wide revenue calculations.

11.1 Surveying

Participant surveys were a primary means of program measurement for both the Youth and Adult program components. Surveys probed participants about their daily travel choices prior to and after receiving training.

For the Youth program, two survey methods were used - pre and post training manual 'hands up' classroom surveys and a voluntary online post-training family transportation survey¹². Classroom surveys collected information from students about their daily mode of travel to and from school over the course of a one-week period (noting weather conditions) and probed on past transit usage

¹⁰ Over the same period, Kingston invested significantly in new transit services in addition to growing the High School Bus Pass Program.

¹¹ 2019 – transit funding source breakdown – Provincial contribution ~46%, fare revenues (~36%, local gov (~53%).

¹² Classroom survey templates and detailed family and adult survey questions available through the City of Kelowna.

and likelihood to use transit if trained. The more comprehensive Family surveys probed further into the rationale for household transportation choices, potential barriers to public transit usage and the likelihood of perceptions changing after training had been provided. Recognizing that concerns over exposure to Covid-19 were high, participants were able to comment on whether members of their family may try transit once the risk of community transmission is reduced. For the Adult program, a single post-training online survey was shared with participants a few weeks after participating in training. Participants were able to provide information specific to their transportation choices, potential barriers to public transit usage (including Covid-19 exposure concern) and more before and after receiving training.

The two online surveys were hosted on the City's [Get Involved](#) community engagement platform with links provided to program participants within email correspondence. Where training occurred at senior's residences, support staff at participating facilities were asked to aid residents in completing the survey (unfortunately none did).

12.1 Youth classroom surveys

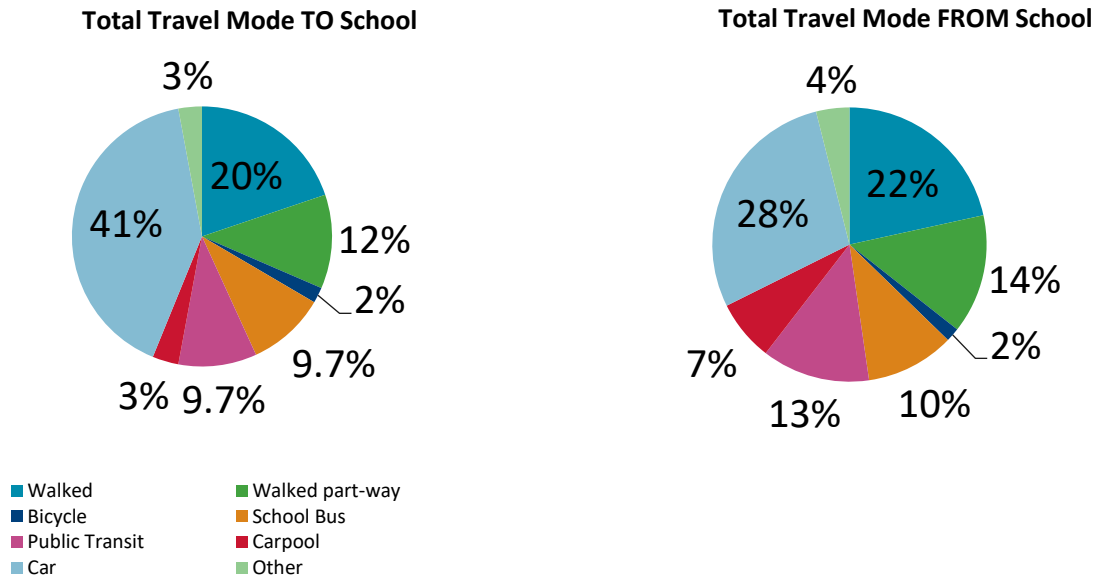
Classroom 'hands up' surveys relied on having each homeroom teacher ask their groups about their travel modes to and from school each day of the week as well as follow questions specific to transit usage and the influence of training. Participation rates were lower than anticipated, particularly to the pre-training survey. Teachers cited scheduling and workload challenges as reasons for not completing the surveys. Surveying and training took place in early to mid fall and as result, day to day weather conditions likely played a role transportation mode choice for trips to and from school.

KLO pre-training

Pre-training classroom surveys took place Friday, October 13th with students indicating their travel mode for each day from Tuesday, October 13 to Friday, October 16, 2020 (Monday was a holiday). Weather conditions ranged from a mix of light rain, overcast conditions and some sun through the week. 4 classroom responses out of 11 that would ultimately receive training submitted survey results. A total of 84 students were reported in these classes of which, 62 participated in the survey (out of 259 students who would be trained). 308 trips to and from school were reported.



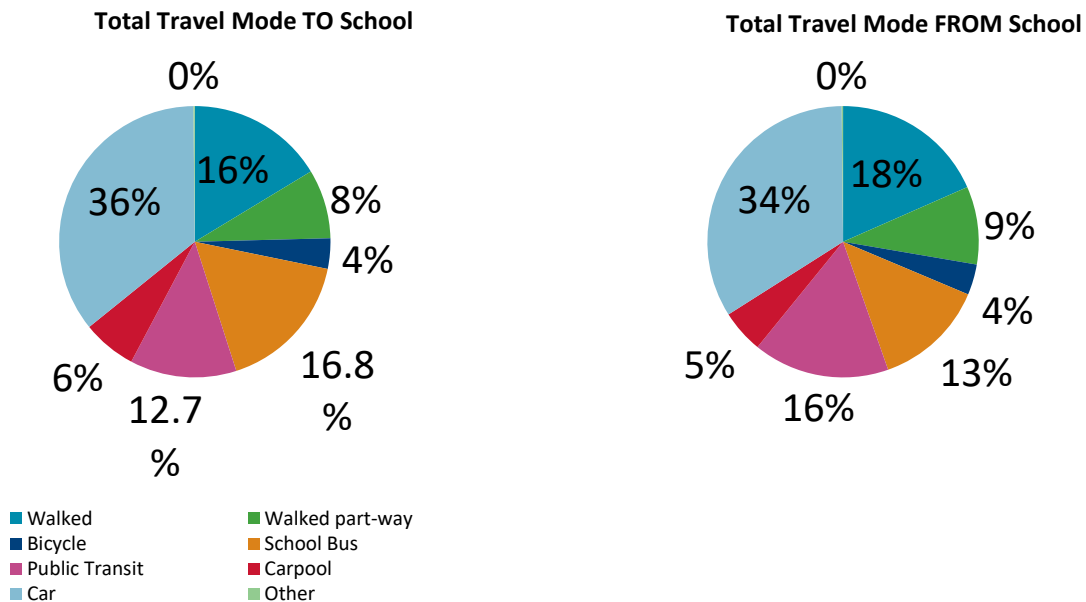
Figure 4 – KLO pre-training travel modes



KLO post-training survey

Post-training classroom surveys took place Friday, November 20th with students indicating their travel mode for each day from Monday, November 16 to Friday, November 20th. Weather conditions ranged from a mix of overcast/cloudy conditions with cool morning temperatures and above zero highs. 7 classrooms out of 11 that received training submitted survey results. A total of 151 students were reported in these classes of which, 121 participated in the survey (out of 259 students who were trained). 606 trips to school were reported and 603 trips from school.

Figure 5 – KLO post-training travel modes



After training, 3% more trips were taken both to and from school via public transit than before training. 5% fewer trips to school, but 6% more trips from school were made via the family car. Notably more school bus trips and fewer trips by active modes were reported after training, possibly an impact of changing fall weather conditions.

KLO past transit usage and the influence of training

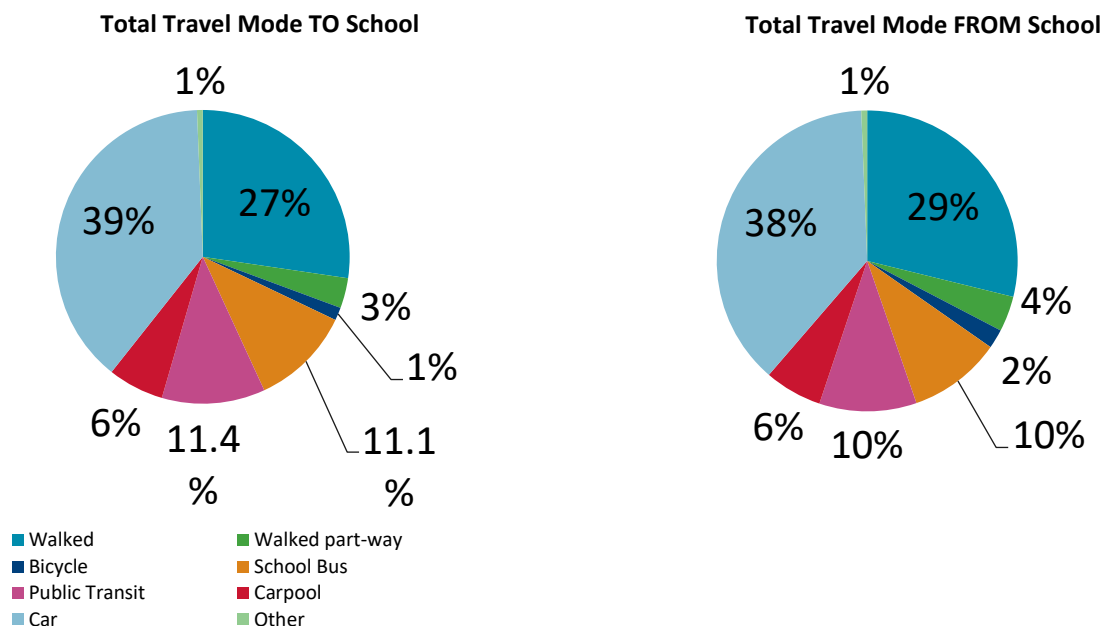
27% of respondents to the pre-training classroom survey at KLO indicated they had ridden on public transit at least once since the start of the 2020/21 school year and 13% of those who indicated they'd rarely or never ridden on transit indicated they would do so if provided with training.

35% of respondents to the post-training classroom survey indicated they had ridden transit since participating in training with 10% of those indicating training had influenced their decision to do so. 7% of respondents indicated that some member of their family has, or plans to purchase a transit pass because of the student being trained.

RSS pre-training

At RSS, most pre-training classroom 'hands up' surveys took place Friday, October 16th with students indicating their travel mode for each day from Tuesday, October 13 to Friday, October 16, 2020 (Monday was a holiday). Two classes surveyed the following week - October 19 to 23. Weather conditions ranged from a mix of light rain, overcast conditions and some sun through the week of the 13th to 16th. The following week, temperatures dropped, and conditions varied between overcast, some sun and light snow by Friday, October 23rd. 10 classroom responses out of 14 that would ultimately receive training submitted survey results. A total of 167 students were reported in these classes of which, 127 participated in the survey (out of 300 students who would be trained). 633 trips to school were reported and 631 trips from school.

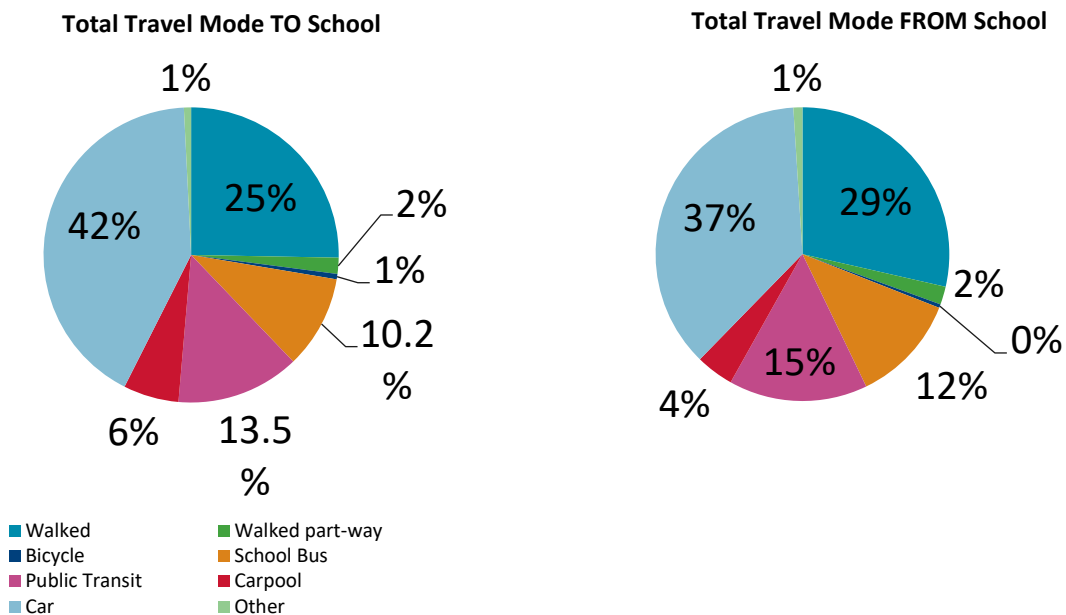
Figure 6 – RSS pre-training travel modes



RSS post-training survey

Post-training classroom surveys took place Friday, November 13th with students indicating their travel mode for each day that week except for Wednesday which was a statutory holiday. Weather conditions were cool to cold throughout the week with some sun Monday and periods of cloud and light snow other days. 8 classrooms out of 14 that received training submitted survey results. A total of 155 students were reported in these classes of which, 122 participated in the survey (out of 300 students who were trained). 510 trips to school were reported and 504 trips from school.

Figure 7 – RSS post-training travel modes



After training, 2.1% more trips were taken to school via public transit and 5% more from school than before training. 3% fewer trips to school, and 1% fewer from school were made via private automobile. Like at KLO, more school bus trips were reported after training and fewer trips by active modes, possibly an outcome of changing weather conditions and cooler temperatures.

Past transit usage and the influence of training

48% of respondents to the pre-training classroom survey at RSS indicated they had ridden on public transit at least once since the start of the 2020/21 school year and 30% of those who indicated they'd rarely or never ridden on transit indicated they would do so if provided with training.

68% of respondents to the post-training survey indicated they had ridden transit since participating in training with 14% of those indicating training had influenced their decision to do so. 39% of respondents indicated that some member of their family has, or plans to purchase a transit pass as a result of the student being trained.

13.1 Youth Family Surveys

A few weeks after training had taken place at each school an email was sent to parents of participating students summarizing what their child had learned about the public transit system and

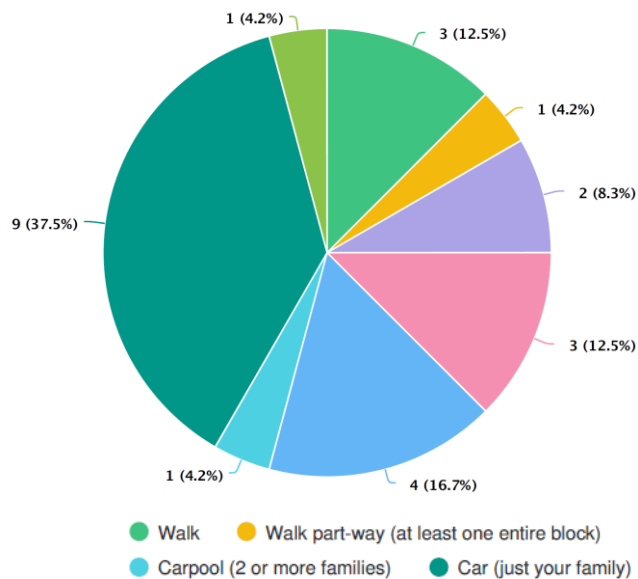
requesting participation in the family transportation survey. To encourage participation in the survey and provide another opportunity to incentivize participants to try transit, draws for monthly transit passes were provided. To provide incentive for families who may not use or be interested in transit, two \$50 gift certificates to Orchard Park Shopping Centre were also offered as prizes.

KLO Middle School

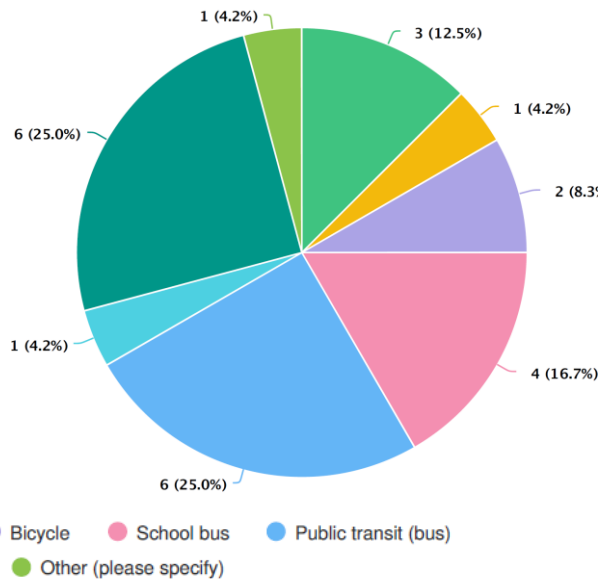
24 responses to the family survey were received and 75% of respondents indicated that they live over 2.5km from school. 8.5% reside between 1 to 2.5km from the school (a more walkable distance). Longer travel distances to and from school were expected as KLO is a regional French Immersion school. Participants were asked to select the travel mode most used for transporting their child to school and from school to home (or another after-school destination) prior to them participating in training. Public transit usage was higher than anticipated for KLO grade 7 students who are approximately 12 years of age. While trips via the family car were the predominant single mode, active modes such as walking, walking part-way, and bicycling combined were well represented.

Figure 8 – KLO Family survey – pre and post-training travel modes

Before participating, how did your grade 7 child usually get **TO** school?



Before participating, how did your grade 7 child usually get **FROM** school?



(GetInvolved survey platform export)

Key findings:

Parents indicate a higher proportion of transit usage for trips to and from school prior to training than that which was reported by students during the classroom surveys.

43.5% of survey respondents indicated their child had used transit for any trips prior to being trained. 33.5% did so 3 to 5 days per week. This is supported by the significant number of students who, during training sessions, indicated they were already using transit.

54% of respondents indicated their child had used transit after participating in training and the same amount had done so 3 to 5 days per week.

71% of parents are more likely to permit their child to use public transit more in the future now that they've been trained (21% of respondents to this question indicated their child already uses transit).

Of those whose child was not yet using transit, 33.5% indicated they'd already intended to allow them to do so regardless of whether they'd participated in a training session (46% of respondents to the question indicated that their child already users transit).

Among those whose child had not used transit since being trained, the two most cited reasons were 1) they haven't yet had a chance to, 2) concerns over exposure to Covid-19. Those who indicated they will not permit their child to use transit even after being trained, most cited the age of their child and concerns about exposure to pathogens as reasons.

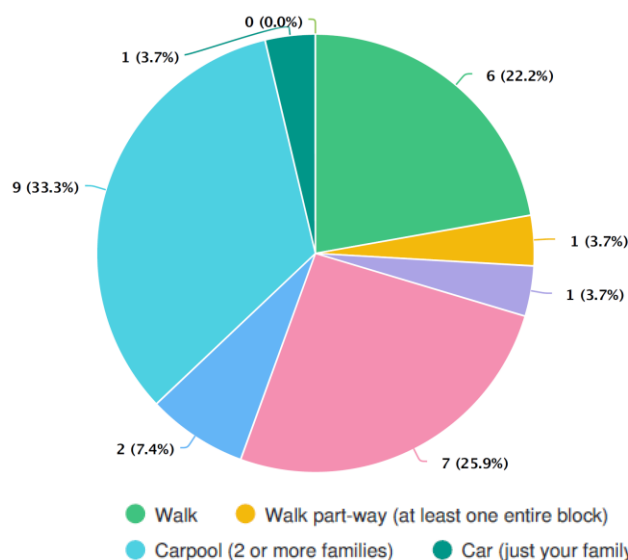
82.5% of respondents indicated they would consider using transit with their child now that their child had been provided with training. 70% of respondents indicated that transit travel training should be provided to Middle School aged youth on an ongoing basis.

Rutland Senior Secondary School

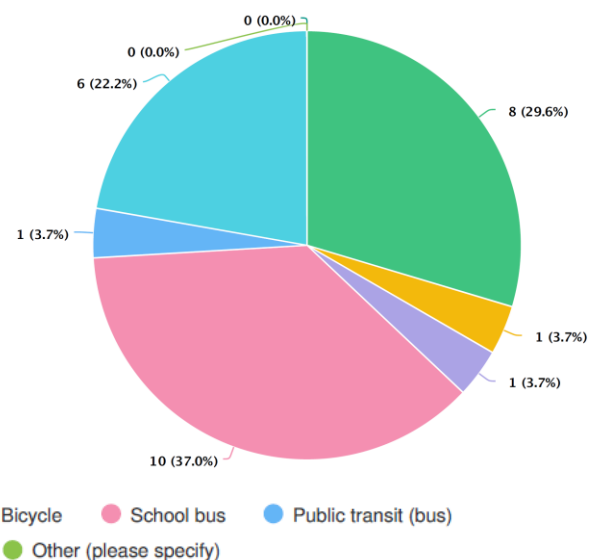
27 responses to the family survey were received and 65% of respondents indicated that they live over 2.5km from school. 15.5% reside between 1 to 2.5km from the school (a more walkable distance). Participants were asked to select the travel mode most used for transporting their child to school and from school to home (or other destination) prior to them participating. As anticipated, there was a significant portion of RSS grade 9 students who already use transit. Similarly, to KLO, trips via the family car were the predominant single mode, active modes particularly walking was well represented.

Figure 9 – RSS Family survey – pre-training travel modes

Before participating, how did your grade 9 child usually get **TO** school?



Before participating, how did your grade 9 child usually get **FROM** school?



Key findings:

Similarly, to KLO, parents indicated a higher proportion of transit usage for trips to and from school prior to training than that which was reported by students during the classroom surveys.

Just over 59% of survey respondents indicated their child had used transit for any trips (school or otherwise) prior to being trained. 43% did so 3 to 5 days per week.

Again, just over 59% of respondents indicated their child had used transit after participating in training and 75% of those had done so 3 to 5 days per week.

69% of parents are more likely to permit their child to use public transit more in the future now that they've been trained (23% of respondents to this question indicated their child already uses transit).

Of those whose child was not yet using transit, 37% indicated they'd already intended to allow them to do so regardless of whether they'd participated in a training session (48% indicated that their child already uses transit).

Among those whose child had not used transit since being trained, the two most commonly cited reasons were 1) they haven't yet had a chance to, 2) it is more convenient for them to walk or bike.

Those who indicated they will not permit their child to use transit even after being trained, most cited the age of their child and concerns about exposure to pathogens as reasons.

Just over 72% of respondents indicated they would consider using transit with their child now that their child had been provided with training.

42% of respondents indicated that transit travel training should be provided to High School aged youth on an ongoing basis and 43% indicated it should be provided in Middle School.

School Surveys - General Observations

Transit usage among RSS grade 9 students before training was higher than that of KLO grade 7 students¹³ which was expected given these youth are of the age where they're more self-reliant and are provided a greater level of independence. Grade 7 students at KLO were however using transit more than expected and many eager to share their strong understanding of key elements of the transit system during orientation sessions. Of those students who had indicated in the hands-up survey that they had rarely or never used transit before participating in an orientation, many indicated they would consider doing so if provided with training (30% at RSS).

For both groups, slightly more transit trips were reported after the orientations and a high proportion of students in each group rode transit at least once between the time of training and the follow-up survey. Over 10% in each group indicated that training influenced their decision to do so. At RSS, almost 40% of those surveyed stated that they or a member of their family had purchased or plans to purchase a transit pass because of them having participated.

Most parents of both RSS grade 9 and KLO grade 7 students indicated that they are more likely to permit their child to travel by transit now that they've participated in training and would now

¹³ As reported by both students who participated in classroom surveys and parents who participated in the post-program family survey.

consider using transit with their child. Most respondents felt that transit travel training should be provided to students ongoing, particularly to Middle school aged youth. These are positive indicators that providing youth with opportunities to learn more about transit and board a public transit bus can lead to increased transit usage among youth. Given the impacts that the ongoing pandemic is having on people's lives and choices, including their transportation choices, it is possible that under more normal circumstances providing training could lead to even greater use of transit among youth.

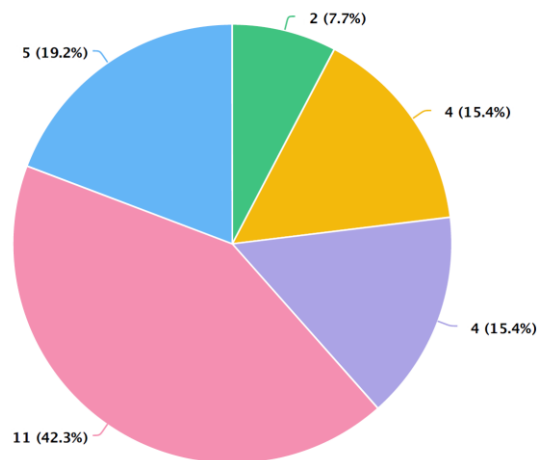
14.1 Adult survey

35 program participants completed an online post-training survey that probed on modes of transport, transit usage and program impact. All the respondents to the survey had viewed the orientation video and had not participated in an in-person orientation.

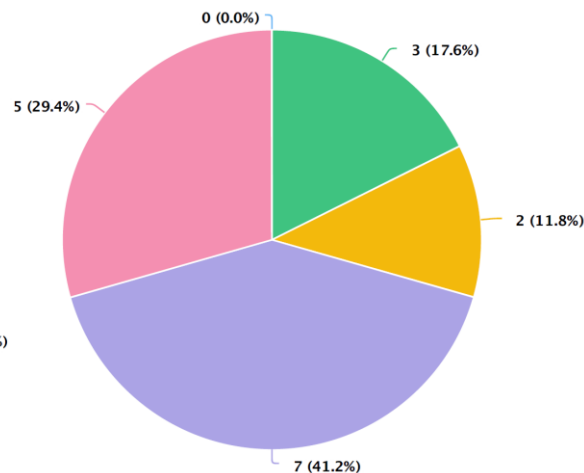
Participants were asked about their transit usage prior to and after participating in training. Most respondents indicated some degree of transit usage at some point prior to training with most indicating travel by personal car followed by walking as primary modes. 17 respondents indicated they'd used transit since participating in the program, 13 of whom indicated they usually travel by personal car. Of those who hadn't, most cited they intend to do so but haven't yet had a chance followed by concern over Covid-19 exposure as the second most cited reason. When those who had used transit since participating were asked if the program had influenced their decision to use transit, 13 of the 17 persons who answered the question indicated that it had.

Figure 10 – Adult pre-training modes and post training transit usage

If you used transit prior to the orientation, how often did you typically use it for any trips?



Since completing the orientation, how often have you used transit?

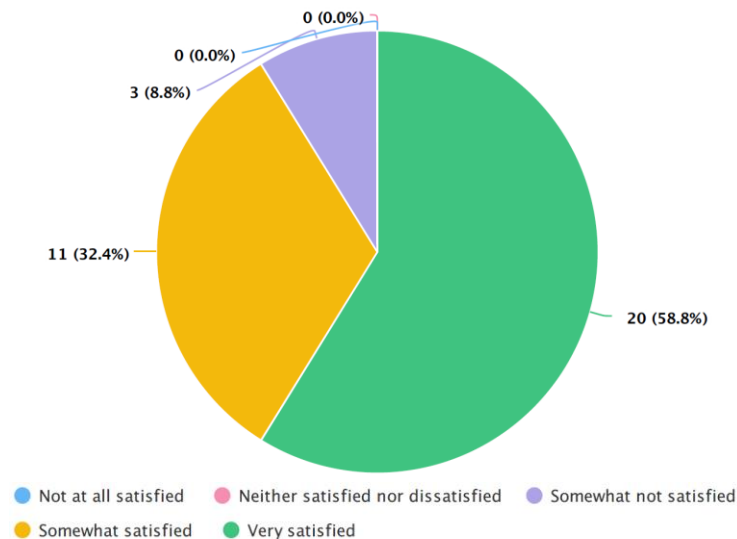


● A few times per year
 ● A few times per month
 ● 1-2 days per week
 ● Once since training
 ● A few times since training
 ● 1-2 days a week
 ● 3-4 days a week
 ● 3-4 days per week
 ● 5+ days per week
 ● 5+ days a week

All survey respondents indicated that TTT opportunities should continue to be provided with many supporting providing it to adults of all ages. Some respondents expressed concerns with the increased reliance on digital tools to facilitate transit trip planning citing that some seniors either do not have smartphones or are not comfortable with their use. Other suggested the video be

shortened if separated out into individual subject matter that can be viewed separately. Overall, most respondents indicated they were satisfied or very satisfied with the program:

Figure 11 – Adult participant program satisfaction



Detailed survey results from getInvolved.kelowna.ca for both the youth & adult post program surveys are available through the City Kelowna.

15.1 School zone bus stop activity

The level of activity, or individual bus boardings and alightings at stops nearby the two participating schools was monitored prior to and after program delivery. The intent of this analysis was to determine if there was any correlation between the changes to transit use reported by survey respondents and the average daily weekday transit boardings and alightings observed at the stops. The results of this analysis were however inconclusive. In the area of RSS, the number of boardings post-training at stops in the school zones differed only slightly from pre-training levels. In the KLO Middle School area which includes Okanagan College exchange where other factors can influence day to day bus stop activity, boardings were down slightly overall.

Many external factors can cause fluctuations in usage levels at bus stops, particularly in shoulder seasons where changing weather conditions and fluctuations in people's day to day schedules can influence activity. Since bus stops within school zones are not used exclusively by students, daily activity can also be influenced by the travel behaviors of residents or employees in the area. Additionally, the Covid-19 second wave worsened approaching December of 2020 which could have had an influence on transit usage during the period observed. Should assigned complimentary passes be provided to participants of a future program, usage can be accessed spatially to better determine the extent of transit usage by students specific to the school at bus stops within the immediate area.

Table 5 – KLO pre and post training bus stop activity summary

Average Weekday Activity	October 12-16, 2020	November 9 – 13, 2020
Sum of Avg Boardings	542.1	510.3
Sum of Avg Alightings	444.1	422.4

Table 6 – RSS pre and post training bus stop activity summary

Average Weekday Activity	October 12-16, 2020	November 9 – 13, 2020
Sum of Avg Boardings	342.5	344.3
Sum of Avg Alightings	173.5	162.3

Marketing and Communications

Marketing and communications for the TTT program was managed by the City and supported by BC Transit's Marketing Department as well as the program delivery contractor, Greenstep Solutions Inc. The approach to promoting youth and adult elements of the program differed as it relates to key messaging as well as communications channels utilized. Key program information supporting both efforts was hosted on a program page on the regional [smartTRIPS.ca](https://www.smartTRIPS.ca) website. Over the course of the program period promotional and outreach efforts evolved in response to the ongoing pandemic and resulting changes to program delivery and outreach methods.

16.1 Youth Transit Training

Promotion of the Youth TTT program was focused on the two schools where training occurred. Leveraging the SD23's existing communications channels with students and their families, the program and transit in general were promoted ahead of delivery of orientation sessions and afterwards to encourage participation in surveys. Leading up to orientations being delivered, informational posters (appendix C) were provided for posting in participating classes and content was included in school e-newsletters targeted to parents of all youth in the participating grades. Coordination and communication with teachers were managed by each school's Principal with support from The Regional Traffic Safety Officer. Each program participant was provided with summary materials that outlined the key elements of interacting with the transit system (appendix D) and using BC Transit's [Next Ride](#) real-time trip planning and bus tracking platform.

The program Action Plan had recommended establishing Youth Transit Ambassadors within participating schools to promote awareness of the program and encourage and support transit use among students. Additionally, a post-training social media-based (e.g., Instagram, Facebook) contest was proposed to further engage youth and encourage exploration of the transit system. This campaign was intended to encourage students who had taken training to participate in a

contest in which they would post a photo of themselves taking transit. By applying a specific hashtag, they would be entered into a prize draw and to encourage family transit usage, each additional family member included in the photo would result in an extra draw entry. Prizes were to have consisted of monthly transit passes which would have provided the program team with a further opportunity for program performance measurement. These program elements were ultimately excluded from the pilot primarily due to resource limitations and scheduling constraints but also in response to the pandemic. They are recommended to be considered for inclusion in any future training.

17.1 Adult 50+/Senior Training

The Adult 50+ TTT program required a broader public-facing promotional effort tailored to each of the two initial program delivery models – registration based public orientation sessions and private bookable group orientations. Outreach evolved over the course of the program in response to the fluctuating situation created by the pandemic. The group orientation sessions were first introduced to administrators of retirement residences and various community support groups via an introductory email. Staff of these organizations were encouraged to promote the opportunity among their residents, members, or clients by disseminating information through internal channels (e.g., physical postings, newsletters/e-mails, in-person gatherings). For the initially planned public orientation sessions that were to have been delivered in partnership with the City's Recreation division, program promotion extended to the broader public utilizing means such as the City's Activity Guide (placement of ads and program registration information), poster placements within various community facilities frequented by older adults, newspaper and Facebook advertisements and an ongoing a social media campaign (sample message - appendix E).

By the fall of 2020 efforts were focused on promotion of the online video-based component of the program added in response to the pandemic. Communications and information sharing among retirement residences and community groups/partners continued and in January 2021, a news release was issued. Over the spring of 2021 and into summer, these efforts were supplemented with new promotional elements to boost registrations. This included renewed social media postings (with embedded clips from the video) and in late June, implementation of a Canada Post 'Snap Admail' targeted direct mailer (appendix F) sent to postal codes with a high proportion of adults in the 50 to 70 age range who reside near transit services in Kelowna. This tactic generated the bulk of video registrations which occurred over July of 2021, boosting participation significantly. The mailer was supplemented by targeted digital banner ads, inclusion of advertisements in BC Transit's summer transit Riders Guide (transit schedule pamphlet), another targeted digital ad on Facebook and a new run of newspaper advertisements. Emphasis was placed on not only reaching those within the target age group but also a call to action for others to inform those within their networks about the program and encourage them to participate.

Table 7 – Communications Summary & successes

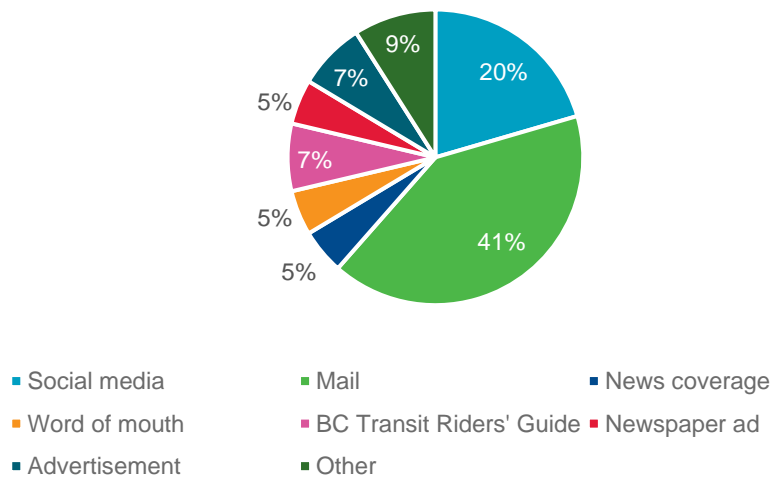
Tactic	Impact	Details
Gov Delivery (subscribed email)	3,474 recipients, 38% engagement rate	January 28, 2021 media release.
Media coverage	Kelowna transit explained in unique way to customers – Castanet, Jan. 29, 2021	Resulting from January 28, 2021 news release
smartTRIPS.ca webpages	437 unique page (571 total views).	Period – June 2020 – July 2021. Program page views include

	Video registration page: 154 unique pageviews/submissions (230 total views).	views for adult and youth program components.
Social Media (Facebook, Instagram, Twitter)	12 posts in 2020 (avg. 3,200 reach, 1/8% engagement rate) 8 posts in 2021 (avg. 3,955 reach, 3.5% engagement rate)	Instagram achieved higher reach but Facebook generated higher engagement. Using video previews in 2021 boosted engagements.
Social Media ads	September 2020 – 22,700 reach (\$78 spend targeting adults 40+ city wide). July 2021 – 16,355 reach (\$300 spend targeting adults 50+ near major routes).	
Video	172 total registrations**, 543 views, 49.5 hours of watch time*.	150 registrations to unique contact methods**.
Can Post Mailer/digital ads	Mailer - \$4,980 – 14,646 impressions. Digital ads – \$1,000 – 100,000 impressions.	Mailer had highest conversion rate in July 2021. 41% of video registrants were people who had received the mailer.
Posters/rack cards	25 posters, 1,000 rack cards distributed by Greenstep solutions.	Impact not quantifiable.

*Total views and watch time include project team views/possible multiple views by participants and possible links to video potentially being shared by participants with others among their personal networks.

**Duplicate entries have not been confirmed as being the same individual vs. multiple entries for the same household

How did you hear about this program? June/July 2021



under a single name/contact method.

Figure 12 – Program awareness source (channel conversions) – June/July 2021

Participating adults were provided with materials that summarized the orientation content and outlined how to use the BC Transit [Next Ride](#) platform. They were also provided an opportunity to receive four complimentary single-use transit tickets. These materials were mailed out to participants by the City's contractor, Greenstep Solutions. Inc. Those who completed the optional follow up survey were entered into a draw to win a complimentary one- month transit pass.

Budget

Initial funding for delivery of the pilot TTT program was provided by the City and supported from the annual regional BC Transit marketing budget. The City was also successful in securing grant funding from the BC Ministry of Health's [Age Friendly Communities program](#). This UBCM administered grant supported efforts to promote and deliver the program to senior citizens specifically. The grant funding was supplemented by in-kind support from the City, BC Transit and SD23 through allocation of staff time and other general resources to support project activities.

18.1 Youth Program Budget

Expenses	City Funding	City - in-kind	SD23 in-kind	BC Transit Funding	Expense description
Pre-program data collection					
Baseline data collection & analysis*	67.20			59.60	City/BC T analysis staff time.
Program delivery/coordination					
Project management - Transit Service Coordinator	3,328.00				Project management - contract management, analysis, reporting.
SD23 Traffic Safety Officer, teacher/school admin staff.	393.38		1,693.38		School coordination and on-site training.
Contractor -Greenstep Solutions Inc.	3,143.43				Coordination, delivery, reporting, surveying, admin.
Complimentary transit fare products	2,450.00				1302 youth tickets, 130 adult tickets, 16 youth month passes (survey draw).
First Transit - vehicles and operators*	417.81			370.51	11.5 total booked out hours.
Post-program data collection					
Post-program data collection/ analysis*	67.20			59.60	City/BC T analysis staff time.
Marketing and promotions					
General materials and supplies	235.00				Additional prizing, teacher gift.
Transit promotional materials*	930.15			824.85	Standard BC Transit promo materials for participants.
Participant summary brochures*	537.96			477.06	Training summary & Next Ride brochures.
Training video production (cost-shared with adult program)	2,131.23			350.00	Half of production cost + associated costs (actor honorariums, food).
Marketing and communications coordination	900.85			1,235.50	City/BC T marketing & comms staff time.
Totals	6,977.77	7,624.45	1,693.38	3,377.12	19,672.71
* 53/47 cost share - City of Kelowna and BC Transit funded within the Annual Transit Operating Agreement Marketing budget.					
Budget Summary					
Expenses -grant + city funding				10,354.89	

Expenses - in-kind
Total project budget

9,317.82
19,672.71

19.1 Adult 50+ Program Budget

Expense	MoH Funding	Kelowna Funding	Kelowna - in-kind	BC Transit in-kind	Expense description
Pre-program data collection					
Transit baseline data collection & analysis		81.80		45.00	City/BC T analysis staff time.
Program delivery/coordination					
Project management - Transit Service Coordinator		3,328.00			Project management - contract management, analysis, reporting.
City Recreation Division - program delivery support		375.95			Registration set up, inquires, , Activity Guide ad coordination.
Contractor - Greenstep Solutions Inc	17,048.65				Coordination, delivery, reporting, surveying, admin + direct mailer/digital banner ad campaign (6697.99).
Complimentary transit fare products		1,505.00			372 single-use tickets, 10 month passes - survey incentives.
Transit vehicles and operators*		72.66		64.44	One 2-hr book out at local gov rate.
Post-program data collection					
Transit post-program data collection & analysis		67.20		59.60	City/BC T analysis staff time.
Marketing and promotions					
Marketing and Communications coordination		1,738.85		635.40	City/BC T marketing & comms staff time.
Materials and Supplies	0.00				General supplies for trainers, session delivery, safety protocols.
Transit promotional materials*		134.36		119.15	BC Transit promo materials for participants - 1 per.
Participant summary brochures*		178.88		158.63	Training summary & Next Ride brochures.
Training video production (cost-shared with youth program)		2,131.23		350.00	Half production cost + associated costs (actor honorariums, food).
Advertising and promotions		1,282.81			SM ads campaigns (2), paper ads (2).
Budget by funding source	17,048.65	4,919.04	5,977.70	1,432.20	29,377.59
* 53/47 cost share - City of Kelowna/BC Transit within the Kelowna Regional Transit Annual Transit Operating Agreement.					
Budget Summary					

Total project expenditures - grant funding 15,000.00

Expenses in excess of grant 2,048.65

Total project expenditures - city funding 6,967.69 City budget expenses + contract fees in excess of grant

Total project costs - in-kind 7,409.90

Total project budget 29,377.59

Considerations and Recommendations

The pilot TTT program provided an opportunity to test a program delivery model utilizing existing tools and resources targeting specific user groups and to assess program impact. The pilot highlighted areas of opportunity and areas for improvement. Despite unexpected challenges, the program was viewed as a success and was a valuable learning experience. The contribution that TTT can have on growing ridership, supporting people's quality of life and contributing to broader community goals is evident. To ensure these programs are able to have a greater impact if delivered in the future, general and audience-specific considerations and recommendations are outlined below.

20.1 Challenges and future considerations

TTT programs by nature are expected to increase demand for transit. While this is a desired outcome, increasing demand on bus routes that commonly experience capacity constraints can negatively impact current and new customers. Should a recurring TTT program be implemented, coordination with planners and schedulers will be crucial to ensure that the system can accommodate new riders. This is particularly important for routes serving schools as travel times are typically consistent with the broader commuter peak demand periods. Encouraging people to use transit only to have them pass-up by a full bus will do more harm than good. **The City of Kelowna and BC Transit must be prepared to respond to increases in service demand if transit travel training efforts are expanded.** Additionally, as more older adults are introduced to transit some may have concerns with increased student ridership. Continually reinforcing on-bus etiquette will be crucial to ensuring riders of all ages are comfortable using transit together.



The initial pilot TTT program was intended to aid in assessing the extent of new ridership that training may generate prior to considering broader implementation and to allow the project team to address unforeseen issues that may arise that could be addressed through program refinement. The local effects of the Covid-19 pandemic have had a considerable impact on transit ridership and on the ability to attract participants to the adult/senior training sessions. Apprehension to intermingle with other members of the public, particularly in closed spaces such as aboard buses, is expected to have kept those who did participate in an orientation from exploring transit further and more so in suppressing registration numbers. These factors, combined with the inability to track complimentary transit tickets provided to program participants have limited the ability to conduct a more robust assessment of the program to determine the impact it may be able to have on growing ridership in the future.

21.1 General Recommendations

1. The City and BC Transit should work together to refine the program and address resourcing needs to pursue an ongoing training program. Consideration should be given to BC Transit taking a lead role in managing and resourcing any future TTT programming as a component of overall marketing strategies for the regional transit system. A summer student is commonly hired each year to support transit initiatives in the region. This person may be a resource to support program planning, coordination, and delivery.

1. Offering training to broader audiences such as working age adults and persons with disabilities should be explored to further the program's objectives of growing transit ridership. Before providing any new training, it is of utmost importance to have a clear understanding of the capacity of the transit system to absorb any new ridership that may be generated and at what times and in what areas of the community increased demand could be expected.
2. Complimentary fare products should be provided to program participants (particularly youth who are older than age 12, the cut-off for fare free transit) that grant access to the transit system for a prolonged period. The Kingston Ontario program has demonstrated that providing youth with both training and prolonged access to transit can dramatically increase ridership. Longer term, through the development of 'transit literate' young adults who are more likely to become regular fare-paying adult riders, this can have a positive impact on transit mode share which has associated benefits. Further analysis is required to determine the possible implications to revenues and ridership of providing free transit for a range of periods (e.g., 1 to 3 months, 1 or more years).
3. Complimentary fare products provided must facilitate more robust data collection than the current fare system and products allow for. This is because data from the fare system and other sources contribute to program performance measurement. The current magnetic-strip passes are useful for capturing key usage data and linking it to users. More modern digital and mobile fare technologies such as smart cards and mobile passes being considered for the local transit system will facilitate more granular analysis. These account-based systems automatically track data specific to each pass. With this forthcoming new technology, consideration should be given to how best to support older adults who may have limited experience with computers and registration to online based services.
4. Hiring a contractor experienced in the delivery of community-based programming to deliver the orientation sessions ensures training is tailored to the needs of unique participation groups and as a result is engaging. A contractor helps to manage program registration, support communications efforts, track and report results and ultimately reduce workload for staff. To expand training and sustain an ongoing program, it is recommended that this model be continued and that it be resourced appropriately.
5. Adaptations were made to the program because of the ongoing Covid-19 pandemic. Elements of the youth program originally intended to have been covered while travelling on board a transit bus were instead covered on site (on a stationary bus). For adults, very little training was provided on-bus due to the pandemic. Travel on the bus during training provides a more realistic experience for participants and can thus help to further reduce real or perceived barriers. The additional time required to facilitate on-bus training must be considered however, particularly for school training where there is a need to keep the duration of sessions to a set time frame. It is recommended to retain some in-transit elements of training, if possible, particularly for adult training where time is less constrained.
6. The decision to develop an online-based video training module ensured that some degree of training could continue during a public health crisis. The video was made available to all participants including those who took part in in-person training sessions thereby increasing their level of knowledge about the local transit system. It is recommended that the video be kept up to date to remain current with evolving elements of the local transit system. The video should also be made accessible online to a broader public audience to support others

who may be interested in trying transit but are apprehensive about participating in a group/in-person orientation.

Adult 50+/Senior Training Recommendations

1. Reaching the people who could benefit most from TTT requires coordination with community partners. Building upon the efforts undertaken during this pilot project, the more community groups, government partners (such as IHA) and others that are consulted, the more those who will benefit most can be reached. These groups can reach individuals that general promotions may not and can provide legitimacy or endorsement for the program.
2. While training may incite people to explore the transit system for the first time, doing so alone may be too much of a barrier for some. For this reason, consideration should be given to developing a group of adult and senior 'ambassadors' that would be able to accompany people who have taken training on their first real-world outing helping to reduce this barrier.



Youth Training Recommendations

1. Having SD23 clearly express its support of the program to school administration and teachers and outline participation expectations will ensure that milestones such as completion of classroom surveys are met, and survey participation rates are satisfactory to generate the useful data needed to analyze the program. Having a dedicated resource within SD23 greatly benefits the program. The Regional Traffic Safety Officer provided a crucial conduit between the City and School District by coordinating schedules, teacher outreach, site logistics, survey collection and more. Leveraging this resource will be crucial to a potential expanded program in local schools.
2. Continued and ongoing engagement of youth via social media is recommended to encourage continued use of transit and improve the image of transit overall. The Transit Travel Training Action Plan recommended implementing an Instagram-based contest in which youth and/or their families would be encouraged to share photos of themselves using transit to be entered into draws for prizes such as free transit passes. This and other digital campaigns should be incorporated into any future youth transit travel training program.
3. Like adults, training may not be enough to overcome the fear of first trying transit alone. In partnership with the City and BC Transit, the School District, through the Traffic Safety Officer, could develop older student leaders as 'transit ambassadors' to accompany others on their first transit trip or to simply be available to answer questions about transit or assist in familiarizing their fellow students with web-based transit resources.
4. As training of grade 7 students progressed at KLO Middle School it became apparent that many participants had already tried transit and were familiar with some of the content covered in the orientations. SD23 staff noted that as a part of preparation for the transition



to Middle School, grade 6 students at many elementary schools participate in an orientation that includes a visit to their future middle school. TTT orientations could be coordinated with the existing initiative. Doing so would provide a greater awareness of transit to these youth and their families ahead of the transition to Middle school potentially influencing their choice of travel mode for school trips.

Conclusion


The Youth and Adult 50+ TTT program provided an opportunity to test and refine the program delivery framework detailed within the Transit Travel Training Action Plan and ultimately assess whether further investment and potentially expansion of the program is warranted.

Grade 6 middle school and grade 9 high school aged youth as well as adults over 50 years old, particularly senior citizens, were the focus of the pilot program. Pre and early teens were targeted to establish positive, sustainable transportation behaviors that may last into adulthood. The Provincial Children Aged 12 and Under Free Transit initiative that began in September of 2021 is expected to further spur ridership growth among youth and in the longer term, contribute to a culture of transit ridership.

Older adults were targeted for training to not only grow ridership but support and preserve quality of life, improve transportation equity and cost-of-living affordability. Empowering individuals to utilize public transit provides mobility freedom, improves self-reliance, reduces financial burden, and can generate opportunities for employment, education, and community interaction. Demand for training was strongest among females and individuals aged 60 and over (65% of those who registered for video training). Providing transit travel training opportunities to citizens is a recommendation in the City's Community for All Action Plan which aims to respond to the evolving needs of our community. It is also a component of the City's new Transportation Master Plan. Actions to grow transit mode share, the proportion of all trips that are made by transit, will contribute to the City's efforts to stabilize, and ultimately reduce personal auto use which is increasingly impacting the livability of the city and disproportionately contributing to GHG emissions.

By growing ridership, transit utilization will in-turn improve. The return on public investment is maximized which increases the ability of the City and BC Transit to invest in new service offerings thereby increasing the convenience and attractiveness of transit for all. This positive feedback loop can be supported by empowering individuals to use transit.


A strong partnership between City's Transportation team and other supporting internal divisions as well as external partners such as BC Transit, First Transit, SD23 and IHA served as the foundation on which the TTT Pilot Program was built and delivered. Despite being faced with the significant unprecedented challenges of the Covid-19 pandemic, the program team adapted and were able to deliver the pilot. Adding an online video-based training component and remaining agile in program promotional efforts provided the flexibility needed to ensure training could be accessed by people even amidst increasing public health restrictions. Overall, the program was deemed a successful step in assessing the potential value and viability of delivering TTT as an ongoing program. A great deal was learned that can be applied to refining program delivery processes and program performance measurement. The program was well received by participants who indicated that it has had an influence on their use of transit. The success of similar programs throughout the country and beyond suggest that well implemented local programs can contribute greatly to transit



ridership and the community generally. Transit is expected to play an increasingly important role in the transportation landscape in Kelowna in the city's efforts to preserve the quality of life of citizens, be more inclusive, manage growth and address climate change. As such, it will be imperative to provide people with the knowledge and confidence needed to get on the bus.

The City and BC Transit may consider recommendations within this report should an ongoing TTT program be considered. In doing so, they will need to address resourcing needs to determine how a formal, ongoing program may be sustained in the future. They would need to also consider the possibility of expanding the reach of the program to other target groups or the broader public. Both in-person and online video-based training can be utilized.

Ultimately the City and BC Transit will determine if TTT will be formalized and delivered more broadly in the community, throughout the region and perhaps beyond.



Appendix A: Project Schedule Overview

#	Milestone	Notes	Period
1	Transit Travel Training Action Plan	Outlines program objectives, stakeholders, delivery methodology, resourcing requirements, etc.	Summer 2019
	Program Draft Framework	Develop training modules, confirm program administrative processes, resourcing requirements and promotional tactics.	Fall 2019/Winter 2020
3	School and grade level selection – Youth program	School and grade level selection considering City led spatial analysis and SD 23 feedback. Confirmation of student count at schools for pilot grades.	Winter 2020
4	Confirm Liability & Permission Requirements	Confirm requirements to grant permission for participation (youth) and ensure all parties are protected when participating in the transit orientations.	Winter 2020
5	Confirm complimentary transit fare products to be provided	Confirm fare product type/quantities. Confirm extent of data collection possible via fare products. Determine if further subsidy by SD23 required and/or regional-wide approval by Kelowna Regional Transit partners.	Winter 2020
6	UBCM grant application	Apply for Ministry of Health 'Age Friendly Communities' grant.	Winter 2020
7	Program delivery contract	Retain Greenstep Solutions Inc to deliver in-person training, oversee program administration and surveying and support outreach.	Spring 2020
	Promotion	Content development, initial ad booking & social media campaign launch.	Spring 2020
8	Video module	Develop supplementary video orientation resource to support online training in response to Covid-19	Summer 2020
10	Schedule orientations/ confirm resources	Schedule dates for delivery of school training & adult public orientations via City Recreation Services. Initiate outreach to community groups/residences. Book buses and operators.	Spring, Summer, Fall 2020
11	Deliver training	Deliver school in-person orientations, single adult group orientation to 1 retirement residence. Administer delivery of online video-based training ongoing.	Fall 2020 to Summer 2021
12	Program measurement	Youth – administer pre-training classroom surveys, follow up classroom and Family surveys. Review baseline and post-training bus stop activity in school zones and free pass usage activity. Adult/Senior – administer post-training survey and assess free pass usage activity.	Fall 2020/ to Fall 2021
13	Post-Program Assessment	Conduct post-program analysis and develop recommendations.	Fall 2021
14	Final Reporting	Report out to City/BC T officials and program partners.	Fall 2021

Appendix B: Sample Orientation Outline

The table below outlines the sequence and approximate time allotted to each of the knowledge areas as they were to be delivered during in-person orientations. The duration of youth training was reduced to 20 minutes (from 30) reflecting the change to on-site only training including the

portion initially intended to be delivered while travelling to and from a nearby transit facility. The order in which subject matter was covered and the time spent on each differed between youth and adult training sessions. Leaders were free to adjust the sequence of content as needed and to focus on the subject matter of most interest to their groups. Emphasis was placed on the personal freedom and benefits of using transit, especially for youth.


Time	Learning Objective	Details
2 mins	<i>Introduction</i>	Introduce yourself to the participants; let them know where they will be going today on the bus. Explain program purpose - educate them on how to use public transit effectively & confidently, briefly cover some benefits of using the bus: personal freedom - opportunities to get out into the community for social outings, to run errands, attend appointments, volunteer or travel to/from work. Touch on financial and environmental benefits of taking transit vs. driving/owning a car.
3 mins	<i>Bikes and Transit</i>	Using a bike, demonstrates how to use the bike rack on the front of the bus including how to signal the operator you will be loading or unloading.
4 mins	<i>Fares (during boarding and on-board)</i>	Display sample fare products (passes, tickets) briefly describing them and where to locate a vendor list (website). Show how to use fare products and interact with the fare box and its components. Mention the pending transition to mobile/digital ticketing (and how much cooler that will be for youth/easier for adults to acquire).
3 mins	<i>Boarding the Bus & Bus Features</i>	Introduce participants to the exterior accessibility features of the bus such as bus kneeling and the ramp. Wearing face coverings, have participants board the bus one-by-one and usher them to the back where they're seated. The significance of moving to the back of the bus to avoid congestion at the front and avoid blocking doors is explained. Highlight the priority seating areas and their purpose/function.
5 mins	<i>Etiquette, Rules and Safety</i>	Advise of what to do with personal belongings such as backpacks, how to stabilize themselves if remaining standing, rules around food and drink on the bus, listening to music, respectful conversation, importance of maintaining clear isles, respecting the no smoking/vaping/e-cigarettes policies. General bus safety tips to be shared: holding on, staying alert, not standing near doors or within the operator only area.
5 mins	<i>Understanding and Navigating the transit Network</i>	A network map displayed on-board provides participants with an overview of the transit network and route hierarchy (Rapid, Frequent, Local routes). Provide brief overview of service levels for each, note that service levels vary throughout the day and days of the week. Provide brief overview of transit facilities – exchanges, Rapid Stations, local bus stops (urban and rural). Explains how to transfer between buses for trips requiring travel on multiple routes.
5 mins	<i>Planning a trip and tracking the bus using technology</i>	Introduces the tools available to plan trips - NextRide, Google Trip Planner, text stop ID to #11111, the Rider's Guide, Bus Hotline (phone line). Explains what information is available on a bus stop sign that can aid in navigation.
1 mins	<i>Trouble Shooting</i>	Advise of what to do if you miss a stop, miss the bus prior to boarding, board the wrong bus, get lost, or generally feel uncomfortable while using transit. Explain how to get more information on the BC Transit website and the number to call if you need help.
2 mins	<i>Questions/Conclusion</i>	Encouraged participants to ask questions at this time. Conclude by reminding of the many benefits of using transit (focusing again on personal freedom). Provide takeaway materials to participants (summary brochure, Next Ride pamphlet, complimentary tickets).

Appendix C: Program promotional poster


(Youth specific version shown. Adult version also produced).

Kelowna Regional Transit

Ride the Bus with Confidence!



With **29 routes**, over **1,000 stops** and service from Lake Country all the way to Peachland... go where you want, when you want to with **Kelowna Regional Transit!**



We can help! Take part in our youth Travel Training Program

For more information contact:

Join us!


Where:

When:

Who:

City of Kelowna
City of West Kelowna
District of Lake Country

Westbank First Nation
District of Peachland
Regional District of Central Okanagan



0071

Appendix D: Program Summary Brochure

(youth version shown. Similar adult specific version also developed)



Bus Features


- Rider's Guides are available for pick-up at the front of the bus.
- Combine bike trips with transit! All Kelowna Regional Transit buses are equipped with bike racks. Learn more at bctransit.com/kelowna/riderinfo/bike-racks-and-lockers
- All buses in the system are accessible:
 - Buses kneel to minimize the step up into the bus
 - Ramps allow for easy boarding of mobility aids
 - Courtesy seating is available for those needing a seat closer to an exit
 - Stops are announced with text displays showing next stop information

Pay Onboard	
Cash Per Ride	\$2.50
Transfers A transfer allows travel, including return trips, for up to 90 minutes from the time of issue. Request a transfer when you board and pay your fare. Show your transfer to the driver, face up, with time showing.	
Pre-pay at a Local Outlet	
Scratch-off DayPASS A DayPASS offers a discount for unlimited travel throughout the day. To pay using a DayPASS, show the front of the pass to the driver, with the specific travel day scratched off.	\$6.50
Tickets (10 Pack)	\$22.50
Student Monthly Pass Youth up to age 18; \$25 less than an adult pass; unlimited rides during the month of issue.	\$45.00
Adult Monthly Pass Adults over 18; unlimited rides during the month of issue.	\$70.00
Ticket and Pass Outlets	
Find a list of outlets throughout the region on the BC Transit website and in the Rider's Guide Stay tuned for the ability to purchase and use fare products from your mobile device or purchase via an online account!.	
Contact Us	
bctransit.com/contact 250-860-8121	


2071100

Kelowna Regional Transit

Ride the Bus with Confidence!




With 29 routes, over 1,000 stops and service from Lake Country all the way to Peachland... go where you want, when you want to with Kelowna Regional Transit!



City of Kelowna
City of West Kelowna
District of Lake Country

Westbank First Nation
District of Peachland
Regional District of Central Okanagan



Trip Planning

NextRide

To access NextRide, use an Internet-connected mobile or desktop device and, using a browser, visit nextride.kelowna.bctransit.com



BC Transit Website and Rider's Guide

BC Transit's website and Rider's Guide are great resources if you want to view entire schedules for different routes in the transit system.

Other helpful rider information to help you make the most of transit such as policies, where to buy fare products and more can be found on bctransit.com/kelowna

Other Resources

Google Transit and Transit App are among a few third party applications that use BC Transit schedule and ridership information from NextRide and the BC Transit website.

Although these apps are great resources for trip planning, please note that you can always find the most up-to-date information via NextRide and the BC Transit website.



Bus Etiquette and Safety

Always

- Move to the back of the bus to make room for others
- Hold on while the bus is in motion
- Pay attention and be ready to request your stop!
- Keep your belongings on your lap or at your feet, away from the aisle
- Keep food and drinks in closed, spill-proof containers and take your garbage with you when you get off of the bus
- Be a good neighbor. Yelling or loud music on the bus can be distracting for the driver and other passengers.
- The bus is a safe place. Tell the driver if you are concerned about your safety.

Never

- Never use offensive or abusive language
- Never run after or hit the side of a bus

At the Bus Stop

Always

- Plan to arrive at your bus stop a few minutes early
- Have your correct fare ready
- Wave at an approaching bus to signal to the driver that you wish to board. Some stops are served by multiple routes and buses don't automatically stop at all stops.
- Tell the driver if you will be using the bike rack

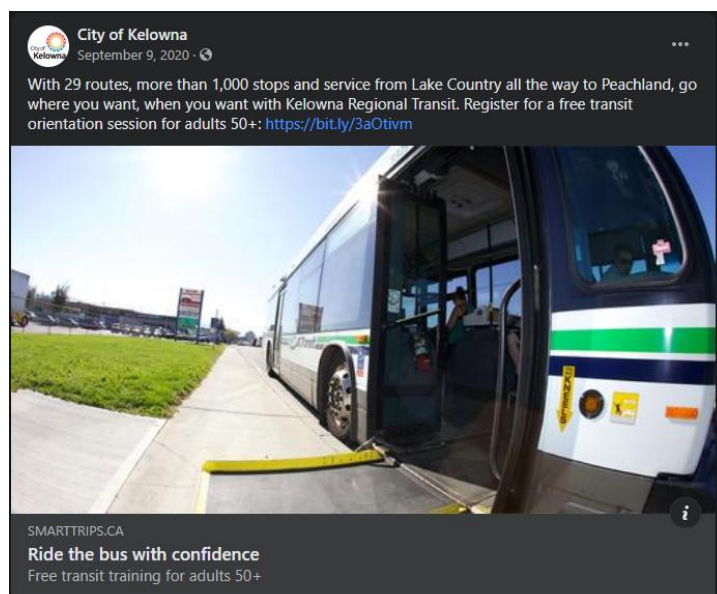
♿ If you are using a mobility device such as a wheel chair or scooter, board at stops designated as accessible by the accessibility symbol

Never

- Never try to board a bus that is in traffic. Always board at a designated bus stop.



Appendix E: Sample SM post



Appendix F: Canada Post Mailer

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21175

Free Online Transit Travel Training for Adults 50+

New to transit or know someone who would like to try transit but isn't sure where to start? Register before **August 15th** to receive a link to a free online video-based transit orientation! Participants will receive complimentary transit tickets.

Transit Travel Training Program

Courtesy of BC Transit and the City of Kelowna, the Transit Travel Training Program aims to reduce barriers to taking transit. Learn about boarding the bus, purchasing and using fare products, reading schedules and how to plan your trip using the Next Ride real-time bus tracking system.

How to Register

- Step 1: Visit www.smartTRIPS.ca/transit-video and select the video training link or **scan the QR code below**
- Step 2: Input registration information
- Step 3: Receive the online link via email and learn to ride with confidence!
- Step 4: Complete the optional follow up survey for a chance to win a free bus pass!

Still have questions?

Email events@smarttrips.ca or call 1-800-469-7830.

Share with friends and family. Simply scan using your mobile phone camera.



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