

Kamloops Transit Business Plan



September 2006

Transit Business Plan Process

- Process initiated (April 2005)
- Consultants hired (June 2005)
- Stakeholder meeting (June 2005)
- On board passenger survey (Sept. 2005)
- Draft plan completed (April 2006)
- Public consultation (October 2006)

Guiding Principles & Objectives

Community objectives:

- Increase accessibility of transit
- Extend transit to major activity centres & residential areas
- Focus on commuters
- Provide service to those with no alternatives
- Integrate transit with land use planning
- Provide a range of transit service options
- Provide environmentally sustainable transportation choices
- Use supporting strategies to encourage transit use

Guiding Principles & Objectives

Passenger service objectives:

- Provide an attractive alternative to driving
- Provide appropriate levels of service throughout the day
- Provide direct service between major activity centres
- Provide service that is safe and comfortable
- Improve transit information for customers
- Maintain and improve schedule adherence

Guiding Principles & Objectives

Financial & passenger performance objectives:

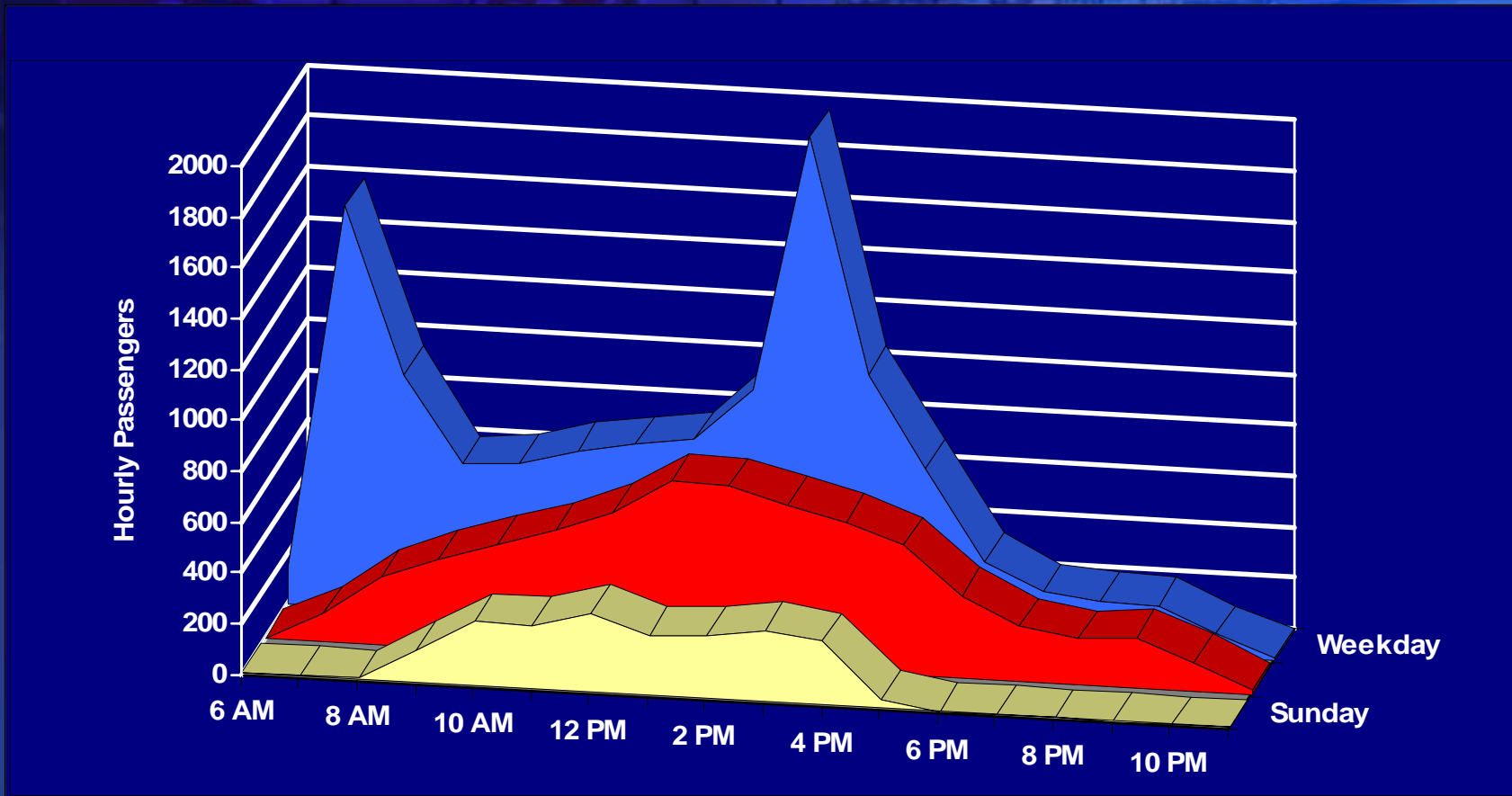
- Ensure efficient use of resources
- Use KPIs to monitor transit system performance over time & to compare with other systems
- Use KPIs to measure the performance of individual routes and trips

These tend to counterbalance the community and passenger performance objectives

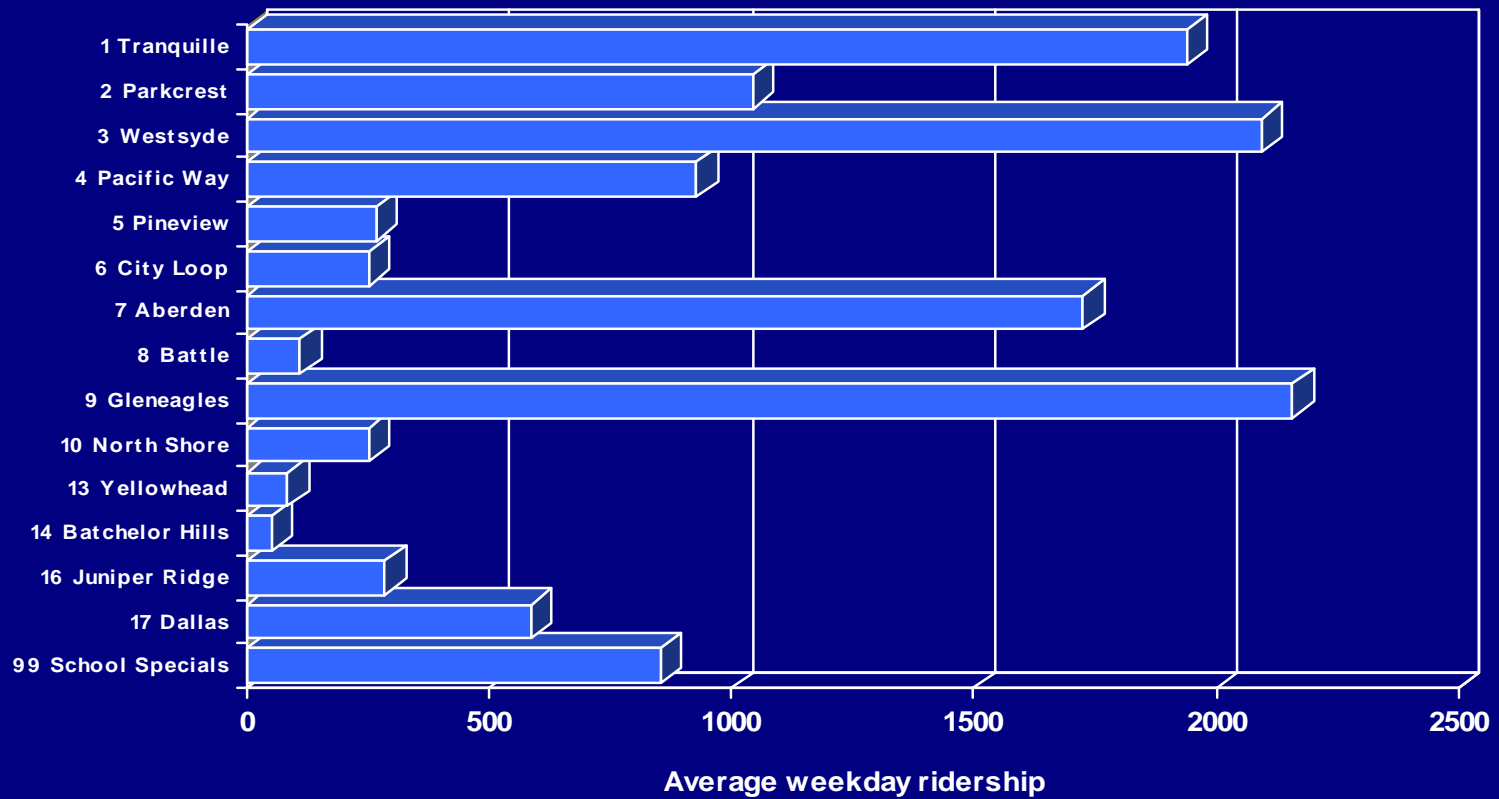
Community Benefits of Transit

- Reduced infrastructure & congestion costs
- Reduced environmental costs
- Community development
- Improved mobility

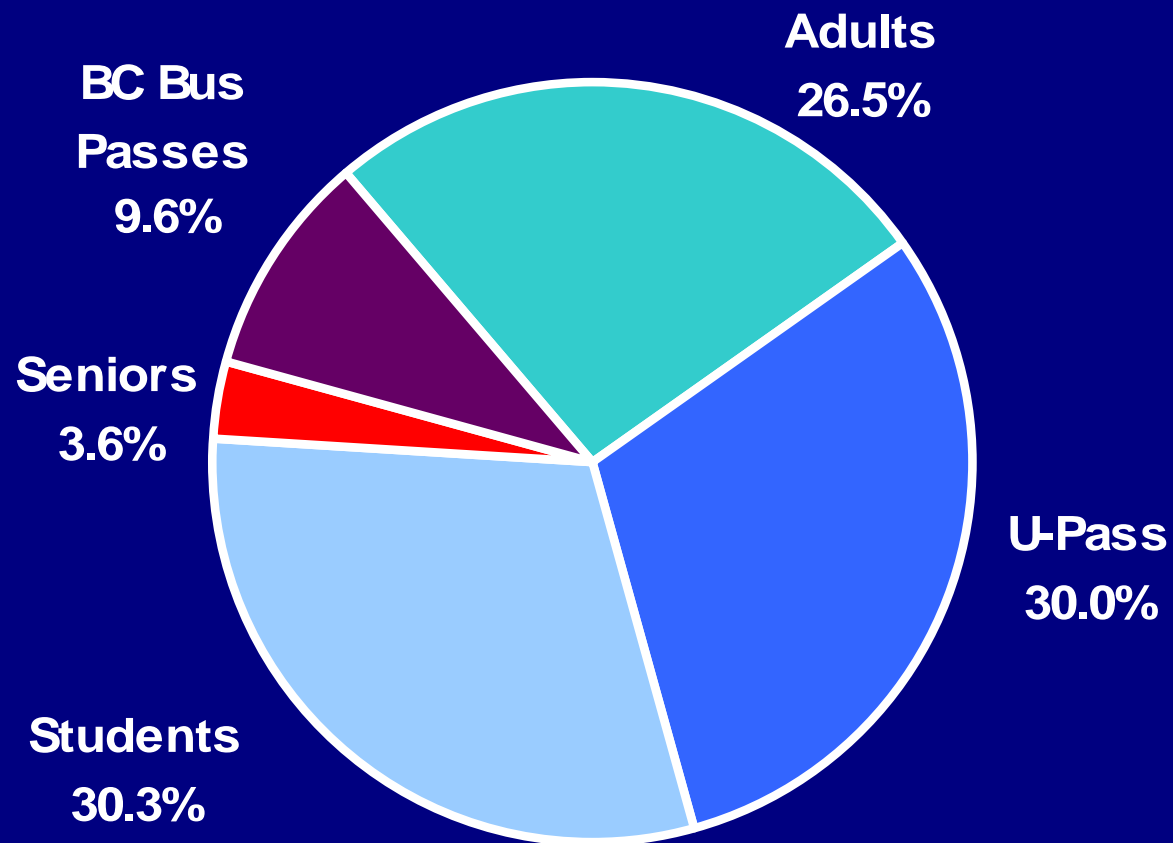
Hourly passengers



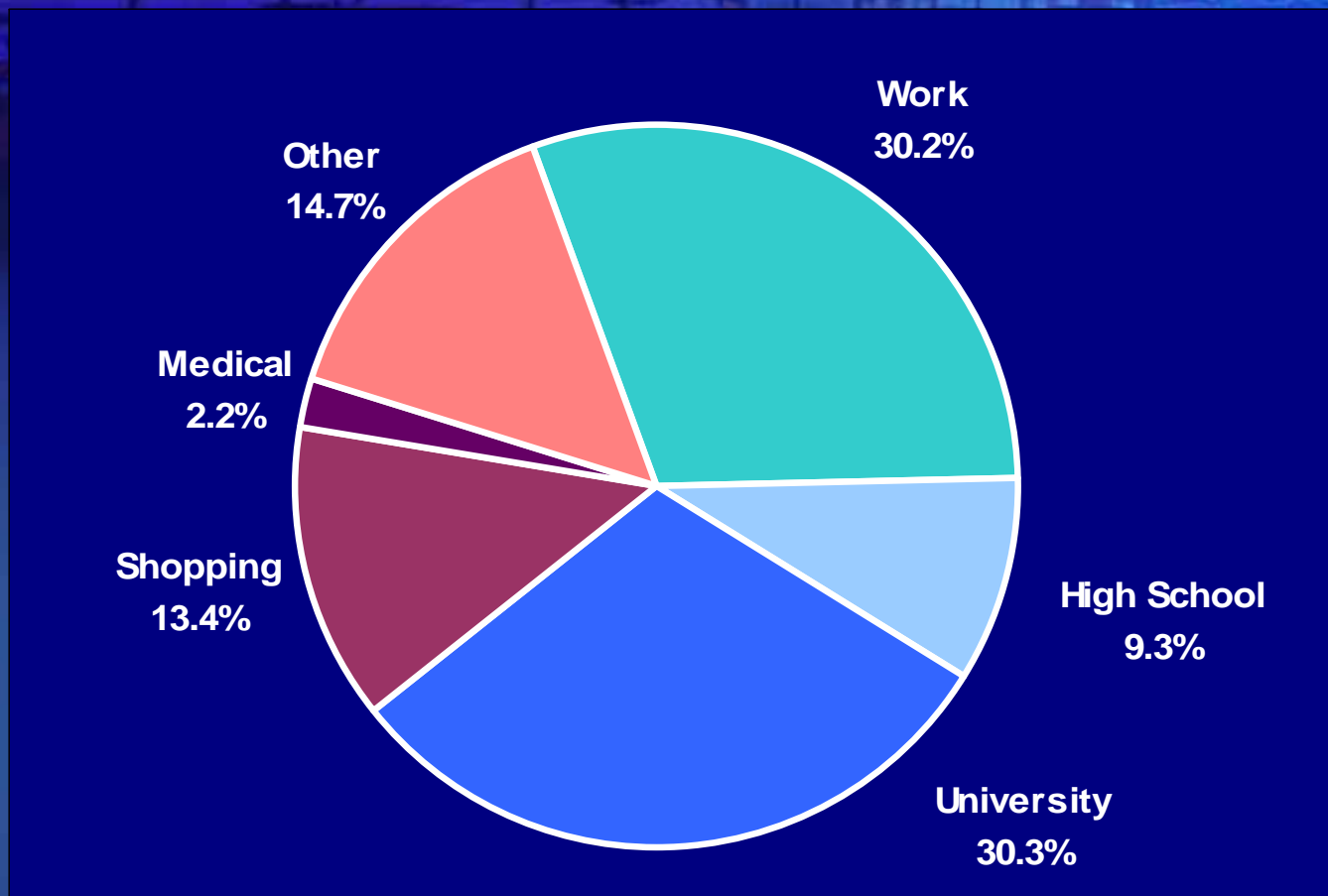
Ridership by route



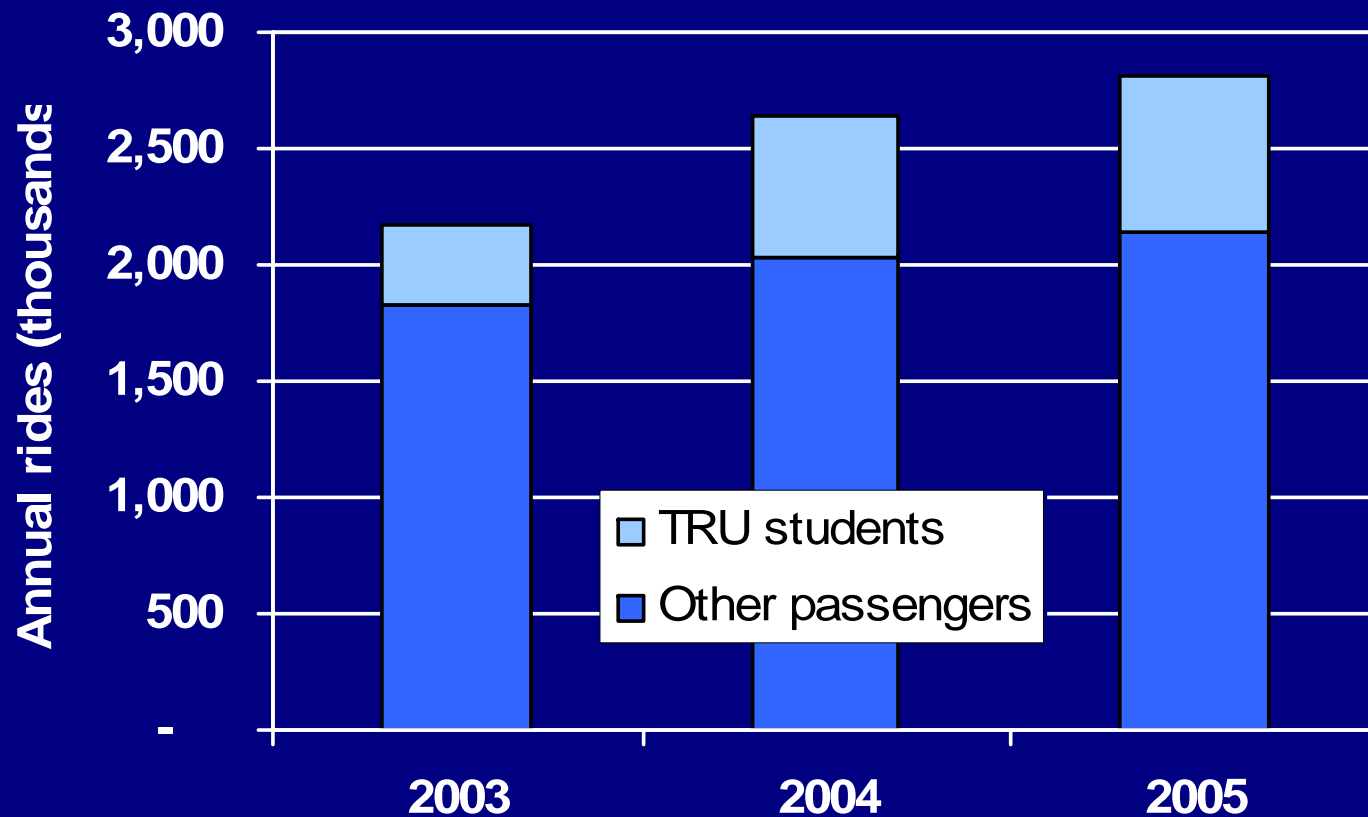
Ridership by passenger group



Trip purpose



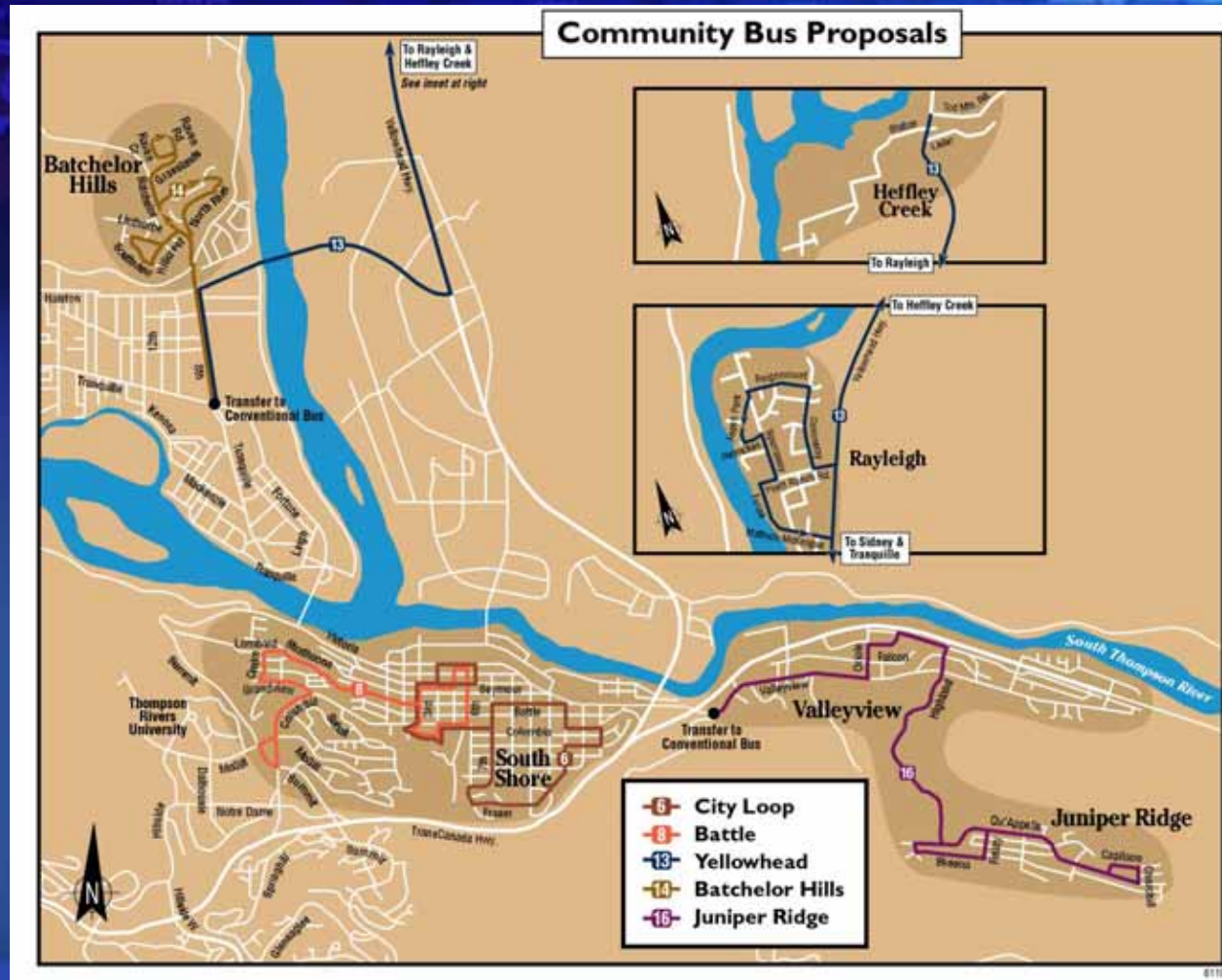
Impact of U-Pass



Service Plan Years 1-2: Short Range Improvements

- Earlier morning service
- Increased 10-North Shore TRU express service
Improved late pm peak service
- Statutory holiday service
- Improved Sunday service
- New Valleyview-TRU express service
- 3-Westsyde route extension

Service Plan: Community bus



Service Plan Years 3-5: Medium range improvements

- Southwest Kamloops route restructuring
- Increased evening service
- Extended PM Peak period service

Service Plan: Southwest restructuring



- Provide two-way service
- Improved connection between Sahali Heights & Aberdeen
- Allow for expanded service coverage

Service Plan: Custom transit

- Increased handyDART service
- Increased Taxi supplement & Taxi Saver
- Travel training program

Service Plan: Long Range Period

- More significant route restructuring
- Greater service differentiation: introduction of Bus Rapid Transit
- Less reliance on timed transfers

Supporting Strategies

- Fare strategies
- On street facilities
- Transportation demand management strategies
- Marketing strategies

Fare Strategies

- Encourage prepaid fares, especially longer term passes
 - Employer passes
 - High school semester passes

On Street Facilities

- Bus stops
- Shelters
- Transit exchanges
- Transit information



TDM Strategies

Strategies to encourage alternatives to driving single occupant vehicles:

- Ridesharing
- Cycling & transit
- Park & ride
- Employer/institution programs



Marketing Strategies

- Market research
- Public information
- Education
- Special promotions

Next Steps

- Present draft options & solicit feedback through public consultation
- Incorporate public feedback to develop the final Transit Business Plan for approval