Summary

Background

• BC Transit commissioned NRG Research Group to conduct an onsite intercept survey of transit riders in the Kamloops region in order to measure and identify issues and opportunities to better meet the needs of the community and its customers. The aim of the study is to collect opinions to help determine travel patterns, transit use and level of satisfaction with the transit system.

• The specific customer satisfaction survey objectives include:
  • Determining trip characteristics including number of buses taken, trip purpose and origin of the riders;
  • Gauging riders’ satisfaction with service aspects;
  • Identifying the top sources for transit information;
  • Determining whether riders will continue using the Kamloops Transit System and whether they would recommend it to friends, family and colleagues;
  • Identifying the priority routes for improving the service frequency; and,
  • Determining top aspects of transit to improve in Kamloops.

• The aim of the onsite interviews was to reflect the opinions of ‘typical’ riders in the Kamloops Transit System. The interviewers were scheduled by BC Transit and NRG Research Group and deployed to reflect the distribution of the ridership levels between areas within the Kamloops region.

• The survey was conducted onsite by personal interviewing. Interviews were conducted with a random selection of bus riders and people at bus stops between December 3 and December 7, 2018. All interviewing was done between the hours of 8:30am and 5:00pm.

• The responses were collected via iPad tablet computers using NRG’s proprietary survey software.
Summary

Trip Characteristics of Kamloops Transit System Riders

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

Satisfaction with Service Aspects

• Overall, two-thirds (66%) of transit riders are satisfied (satisfied/very satisfied) with their overall impression of transit service.
  o Males are more likely to be satisfied (70%) with transit compared to females (62%).
  o Those who travel less often than weekly are significantly more likely to be satisfied (93%) with transit service than those who travel more often, especially daily (62% satisfied).

• Frequency of transit service has the highest rating of all service aspects with over half (57%) Satisfied/Very Satisfied, tied with buses are not overcrowded (56%). Reliability: Trips on-time according to schedule has the lowest rating of all service aspects with just 43% satisfied/very satisfied.

• Around half are satisfied (satisfied/very satisfied) that buses have good transfer connections with reasonable wait times (51%) and the availability of bus shelters and benches (49%).
  o It is interesting to note that those who use Kamloops transit more often are less satisfied overall than those who use it less frequently. In order to increase the satisfaction of regular riders, BC Transit may especially look to improving the related aspects of the reliability of buses being on-time according to schedule and having good transfer connections with reasonable wait times.
Future Usage, Recommendation of Transit and Top Sources for Transit Information

• The results show almost all (95%) Kamloops Transit System riders say they “probably will” or “definitely will” continue to use the Kamloops Transit service in the future.

• Over eight-in-ten (84%) of transit riders say they “definitely would” or “probably would” recommend the Kamloops Transit System to a family member, friend or colleague.
  
  o Those who take only one bus to get to their destination are more likely (86%) to say they would recommend the Kamloops Transit System than those who need to change buses as part of their trip (80% would recommend).

• While four-in-ten (40%) use the BC Transit website to get their transit information, one-third (33%) get their transit information from the Rider’s Guide. Respondents aged 18-24 are more likely (35%) to use “Google transit” than others, while those 15-17 years old are most likely (42%) to use a 3rd Party Transit App.
  
  o BC Transit may consider increasing awareness of its website, NextRide, and Transit Info line through a marketing campaign targeted to the younger age segments who are currently using other information such as Google Transit and third party transit apps.

• When asked which routes they would like to improve, over one-quarter (27%) of riders choose the 7. Aberdeen route, followed by two-in-ten (19%) who select 9. Gleneagles and 15% who mention 1. Tranquille.

• Overwhelmingly, eight-in-ten (82%) mention that increasing service on the weekend is the most important aspect that they would want BC Transit to improve in Kamloops.
  
  o Four-in-ten (40%) feel it’s important to provide transit service in new areas, followed by over one-third (36%) who would like to improve service and amenities along busiest transit routes. Three-in-ten (29%) would like to improve service to Thompson Rivers University and over two-in-ten (22%) feel it’s important to optimize the downtown transit network. Lastly, 17% would like to add new park and ride locations in Kamloops.
Method

Participants and Methodology
Participants and Methodology

• On behalf of BC Transit, NRG Research Group conducted a study with Kamloops region transit riders aged 15 and older.

• Personal interviews were conducted onsite in Kamloops over a span of five days from December 3 to December 7, 2018. Interviews were conducted with a random selection of bus riders and people waiting at bus stops.

• All interviewing was done between the hours of 8:30am and 5:00pm

• Daily schedules for four interviewers on site were set by NRG Research Group in consultation with BC Transit in order to obtain the most representative sample possible of transit users in Kamloops.

• The interview plan taken was to approach every second or third rider while on the bus or waiting for a bus, depending on the volume of transit users at the time. However, when there were fewer people around, every rider may have been approached.

• People who had already completed the survey were ineligible to participate again, and were marked as double-contacts.

• **Please note:** In some cases, the summary statistics (e.g., the total percent satisfied) when compared to the sum of the individual percentages may differ by +/- 1 percentage points. These differences are due to rounding.
Results

Trip Characteristics of Riders Within the Kamloops Region
Trip Characteristics of Riders

- All respondents were asked if they had to change buses as part of that trip.
- Only those who said yes to having to change buses as part of that trip were asked which routes they had to take in order to reach their final trip destination.
- Lastly, respondents were asked what was the main reason for making the trip.
• Over one-third (37%) of transit riders have to change buses as part of their trip.
• Transit riders who live in Aberdeen and Sahali are each less likely (74%) to change buses than those who live in Brocklehurst (61%), North Shore (55%), Juniper Ridge (25%), and Other areas of Kamloops (49%).
• Conversely, transit riders who live in Juniper Ridge are significantly more likely (75%) to answer yes to changing buses as part of their trip than residents of all other neighbourhoods in Kamloops.
• Respondents aged 15-17 are significantly more likely (54%) to change buses to get to their destination than their older counterparts.
**Q2. Which routes do you have to take in order to reach your final trip destination (Only route)**

- **9 Gleneagles**: 28%
- **1 Tranquille**: 18%
- **7 Aberdeen**: 18%
- **3 Westsyde**: 11%
- **2 Parkcrest**: 6%
- **4 Pacific Way**: 6%
- **5 Pineview**: 5%
- **10 North Shore TRU Express**: 3%
- **6 Downtown Loop**: 2%
- **Other**: 4%

*Base: “No” in Q1 = 380*

- Over a quarter (28%) of respondents who do not need to change buses take the 9. Gleneagles route.
- Just under two-in-ten (18%) each use 1. Tranquille and 7. Aberdeen as their only bus routes.
- One-in-ten (11%) take the 3. Westsyde route, followed by 6% each who take 2. Parkcrest and 4. Pacific Way routes, and 5% who take the 5. Pineview route.
- Only 3% take 10. North Shore TRU Express and 2% take the 6. Downtown Loop route as their only bus.
If more than one route is used, 1. Tranquille (22%) is the most frequent additional route taken, in order to reach riders’ final destination, followed by 9. Gleneagles (21%) and 3.Westsyde (15%). Fourteen percent (14%) take the 7. Aberdeen route as well in order to reach their final destination, while one-in-ten (10%) use the 2. Parkcrest route. Five percent each take the 5. Pineview and 17. Dallas routes in addition to their first route.

Of the transit riders who take an additional two routes to reach their final trip destination, one-quarter (24%) take the 9. Gleneagles route second. Two-in-ten (19% ) additionally use the 7. Aberdeen route, 17% take the 1. Tranquille route second and one-in-ten (10%) use the 3. Westsyde route.
Of the 41 respondents who need to take an additional third route to reach their final trip destination, two-in-ten (20%) take the 1. Tranquille route, 15% use 2. Parkcrest, while 12% of riders each take 3. Westsyde, 7. Aberdeen, and 9. Gleneagles routes third. Just one-in-ten (10%) transit riders who need to use a third additional route take 5. Pineview and 7% take 17. Dallas.

It should be noted that there are only three transit riders who have to take a fourth additional route to reach their final trip destination; these riders each need to take a different route, as shown above in the chart on the right.

* Base sizes are small
• Over two-in-ten of transit riders have **Going home** (23%) and **Work** (21%) as their main reasons for making their trip, followed by under two-in-ten (19%) who say their trip is for **Shopping and Errands**.

• Sixteen percent of riders are **going to College/University**, while 12% of riders have **Social, Recreational or Entertainment purposes** as their main reason. Only 4% have **Medical Dental** as their main reason and 3% are going to **Middle/High School**.

• There are some not so surprising differences by age groups: those aged 35 and above are more likely to state **Shopping and Errands** as their main reason compared to younger age groups, while those aged 18-24 are more likely to mention **College/University**.
Results

*Satisfaction with Service Aspects*
Satisfaction with Service Aspects

• All bus riders were asked to rate their satisfaction with six aspects of the Kamloops Transit System service, along with their overall impression of transit service in the region.

• Respondents were asked to rate from a scale of 1 to 5 with 1 being “very dissatisfied” and 5 being “very satisfied”.
Overall, two-thirds (66%) of transit riders are satisfied (satisfied/very satisfied) with their overall impression of transit service.

Over two-in-ten (22%) indicate they are very satisfied, while over four-in-ten (44%) say they are satisfied (rating of 4 out of 5).

Only 7% of all transit riders are dissatisfied (dissatisfied/very dissatisfied) overall with transit service.

Males are more likely to be satisfied (70%) with transit compared to females (62%).

Those who travel less often than weekly are significantly more likely to be satisfied (93%) with transit service than those who travel more often, especially daily (62% satisfied).
Just over four-in-ten (43%) of transit riders are satisfied (satisfied/very satisfied) with the reliability of trips being on-time according to schedule; one-in-ten (11%) are very satisfied, while one-third (33%) say they are satisfied. One quarter (26%) are dissatisfied with this aspect.

What’s notable is that transit riders who take the bus frequently (5 days a week or more) are more likely to be dissatisfied (29%) compared to riders who take the bus less frequently (3-4 days per week or less often).

Just over half (51%) are satisfied (satisfied/very satisfied) that buses have good transfer connections with reasonable wait times; 17% are very satisfied, while 33% are satisfied. Two-in-ten (19%) transit riders say they are dissatisfied (dissatisfied/very dissatisfied) with this service aspect.

Over half (56%) of riders are satisfied (satisfied/very satisfied) that buses are not overcrowded, of which over two-in-ten (21%) are very satisfied and over one-third (35%) of riders are satisfied.

Those aged 35-54 are more likely to be dissatisfied (31%) with the buses have good transfer connections with reasonable times than all other age groups.
Service Aspects

Q4_5. Frequency of transit service

- Over-half (57%) are satisfied (satisfied/very satisfied) with the frequency of transit service, of which two-in-ten (19%) feel very satisfied, while four-in-ten (39%) indicate that they are satisfied (rating of 4 out of 5).

Q4_6. Availability of bus shelters and benches

- Those age 55+ are more likely to be satisfied (68%) with the frequency of transit service than younger age groups 18-54.
- One-half (49%) of transit riders are satisfied (satisfied/very satisfied) with the availability of bus shelters and benches; over two-in-ten (22%) state that they are very satisfied and just over one-quarter (28%) are satisfied.
- Those aged 18-24 are more likely (58%) to be satisfied with the availability of bus shelters and benches than older age groups. Sahali residents are more satisfied (57%) with the availability of bus shelters and benches than those who live in Brocklehurst (42% satisfied) and North Shore (44%).
<table>
<thead>
<tr>
<th>Service Aspect</th>
<th>Satisfaction Rate</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency of transit service</td>
<td>57% (Satisfied/Very Satisfied)</td>
<td>3.5</td>
</tr>
<tr>
<td>Buses have good transfer connections with reasonable wait times</td>
<td>51% (Satisfied/Very Satisfied)</td>
<td>3.5</td>
</tr>
<tr>
<td>Buses are not overcrowded</td>
<td>56% (Satisfied/Very Satisfied)</td>
<td>3.6</td>
</tr>
<tr>
<td>Availability of bus shelters and benches</td>
<td>49% (Satisfied/Very Satisfied)</td>
<td>3.4</td>
</tr>
<tr>
<td>Overall impression of transit service</td>
<td>66% (Satisfied/Very Satisfied)</td>
<td>3.8</td>
</tr>
</tbody>
</table>

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

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

- All respondents were asked how likely they are to continue using Kamloops Transit in the future.
- Respondents were then asked if they would recommend Kamloops Transit to a family member, friend or colleague.
- Lastly, respondents were asked what their top two sources for transit information were.
In all, almost all (95%) transit riders say they “probably will” or “definitely will” continue to use the Kamloops Transit service in the future.

Just 1% indicate that they “probably will not” or “definitely will not” continue to use the Kamloops Transit service.

Not surprisingly, respondents who take the bus frequently, such as those taking a bus 5+ days a week, are more likely (86%) to indicate that they “definitely will” continue using Kamloops Transit in the future compared to respondents who take the bus less than weekly (59%).

Mean: 4.8

Base: All respondents = 878
Over eight-in-ten (84%) of transit riders say they “definitely would” or “probably would” recommend Kamloops Transit to a family member, friend or colleague.

Just 6% of transit riders indicate that they “definitely would not” or “probably would not” recommend it.

Those over the age of 35 are more likely (73%) to say they “definitely would” recommend Kamloops Transit to family members, friend or colleague compared to their younger counterparts.

Those who take only one bus to get to their destination are more likely (86%) to say they would recommend Kamloops Transit than those who need to change buses as part of their trip (80% would recommend).

Not surprisingly, those who are satisfied overall with transit service are significantly more likely (93%) to indicate that they would recommend Kamloops Transit than those who are not satisfied with transit service (43%) or feel neutral (71% would recommend).
• Combining all respondents’ first and second sources for transit information, four-in-ten (40%), use the BC Transit website to get their transit information.

• One-third (33%) indicate the “Rider’s Guide” next as a source for transit information, followed by one-quarter (24%) for “Google Transit”.

• Two-in-ten (20%) get transit information from a 3rd Party Transit App, while 16% specifically use NextRide.

• Only 5% look at information posted at bus stops, while just 3% each ask a bus driver, call the Transit Info Line, or use other sources for transit information.

• Respondents aged 55+ are significantly more likely (68%) to use the Rider’s guide than younger age groups. Respondents aged 18-24 are more likely (35%) to use “Google transit” than others, while those 15-17 years old are most likely (42%) to use a 3rd Party Transit App.

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

- Website (bctransit.com): 40%
- Rider’s Guide: 33%
- Google transit: 24%
- 3rd Party Transit App: 20%
- NextRide: 16%
- Information posted at bus stops: 5%
- Ask a bus driver: 3%
- Transit Info Line: 3%
- Other: 3%
- Don’t Know/Prefer not to answer: <1%

Base: All respondents = Each source out of 878
When asked which routes they would want to improve in Kamloops, over one-quarter (27%) of riders mention the 7. Aberdeen route.

Two-in-ten (19%) mention 9. Gleneagles, followed by 15% who mention 1. Tranquille as the routes that they would like to improve. Over one-in-ten (11%) each mention 17. Dallas and 3. Westsyde. About one-in-ten each mention they would want to improve the 4. Pacific Way (10%), 16. Juniper Ridge (9%), and 2. Parkcrest (9%).

Just 7% each mention the 5. Pineview and 10. North Shore TRU Express routes, followed by 6% who want to improve the 6. Downtown Loop route.

Those who only take one bus to get to their destination are more likely to mention 9. Gleneagles (22%) and 4. Pacific Way (12%) as the routes for improvement than those who need to transfer buses (14% and 7% respectively).

Those who ride transit buses 5+ days a week are more likely (30%) to mention the 7. Aberdeen as the route for improvement than those who ride buses less frequently.

Residents of Aberdeen are most likely (30%) to want to improve the 4. Pacific Way Route than residents of other neighbourhoods, while residents of Sahali are most likely (37%) of all neighbourhoods to mention they would want to improve the 9. Gleneagles route.

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

- 7. Aberdeen: 27%
- 9. Gleneagles: 19%
- 1. Tranquille: 15%
- 17. Dallas: 11%
- 3. Westsyde: 11%
- 4. Pacific Way: 10%
- 16. Juniper Ridge: 9%
- 2. Parkcrest: 9%
- 5. Pineview: 7%
- 10. North Shore TRU Express: 7%
- 6. Downtown Loop: 6%
- 14. Batchelor Heights: 4%
- 18. Mt. Paul: 3%
- 13. Yellowhead: 3%
- Other: 3%
- Don't Know: 18%

Base: All respondents = Each source out of 878
By far the most popular suggestion, over eight-in-ten (82%) mention that increasing service on weekends would be the top aspect that they would want BC Transit to improve in Kamloops.

Four-in-ten (40%) feel it’s most important to provide transit service in new areas, followed by over one-third (36%) who would like to improve service and amenities along busiest transit routes. Three-in-ten (29%) think it’s important to improve service to Thompson Rivers University and over two-in-ten (22%) would like to optimize the downtown transit network.

Lastly, 17% feel it’s important to add new park and ride locations in Kamloops.

Females are more likely (44%) to mention providing transit service in new areas as the most important aspect than males (37%).

Respondents aged 18-24 are more likely (44%) to mention improving service to Thompson Rivers University than other age groups.

Not surprisingly, those who ride buses 5+ times a week are significantly more likely (87%) to suggest improving weekend service than those who ride buses less frequently.
Appendix

Demographics
Appendix – Demographics

D1. Frequency of Riding the Bus in the past year

- 5+ days a week: 74%
- 3-4 days a week: 15%
- 1-2 days a week: 8%
- A few times a month: 2%
- A few times a year: 1%
- Don’t know: <1%

D2. Age Groups

- 15-17: 11%
- 18-24: 40%
- 25-34: 20%
- 35-44: 9%
- 45-54: 6%
- 55-64: 7%
- 65-74: 4%
- 75 and older: 3%
- Prefer not to answer: <1%

D3. Area of Residency

- Sahali: 24%
- North Shore: 17%
- Brocklehurst: 14%
- Aberdeen: 14%
- City Centre: 10%
- Westsyde: 8%
- Juniper Ridge: 2%
- Dallas: 2%
- Other: 10%

Gender

- Male: 48%
- Female: 52%
Appendix – Demographics

Bus Route

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tranquille</td>
<td>19%</td>
</tr>
<tr>
<td>Parkcrest</td>
<td>6%</td>
</tr>
<tr>
<td>Westsyde</td>
<td>11%</td>
</tr>
<tr>
<td>Pacific Way</td>
<td>5%</td>
</tr>
<tr>
<td>Pineview</td>
<td>5%</td>
</tr>
<tr>
<td>Downtown Loop</td>
<td>2%</td>
</tr>
<tr>
<td>Aberdeen</td>
<td>17%</td>
</tr>
<tr>
<td>Gleneagles</td>
<td>26%</td>
</tr>
<tr>
<td>Shore TRU Express</td>
<td>3%</td>
</tr>
<tr>
<td>Juniper Ridge</td>
<td>2%</td>
</tr>
<tr>
<td>Dallas</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Interview location/position

- Onboard bus: 92%
- At bus stop: 8%