



# STRATEGIC PLAN

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2008-2009



Facilitated by: Kings CED Agency  
35 Webster Street, Kentville, NS B4N 1H4  
(July 17, 2008)

**Kings Transit**  
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## **APPENDIX**

Passenger Survey August 2008

## **DEFINITIONS**

Short Term: Within Two (2) years

Short to Medium Term: Two (2) to Five (5) years

Long Term: Greater than Five (5) years

## PURPOSE OF SESSION

On July 17, 2008, at the K.C. Irving Environmental Science Centre (Acadia University), the Kings Transit Board of Directors and Ex Officio Members held a Strategic Planning Session. The Board conducted a SWOT Analysis and determined its vision, mission, objectives, goals and action plans at the session. In total, 19 people were present, including 4 resource staff (Kings Transit and the Kings CED Agency).

## SWOT ANALYSIS

In order to determine the Kings Transit's vision, mission and objectives, the members present conducted a SWOT Analysis; an internal analysis to take stock of its strengths (internal), weaknesses (internal), opportunities (external) and threats (external).

The following chart indicates the strengths, weaknesses, opportunities and threats identified by the members present at the Strategic Planning session.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Name recognition;</li> <li>• Consistent service;</li> <li>• Distance covered (Weymouth to Hants County);</li> <li>• Flexible and friendly staff;</li> <li>• Very dedicated administrative staff and Operations Manager;</li> <li>• Affordable fares;</li> <li>• Wheelchair accessibility;</li> <li>• Bike racks;</li> <li>• Attendant fare policy for persons with disabilities (attendants ride bus free of service);</li> <li>• Disability Advisory Group (deals with issues around disability);</li> <li>• Formation of partnerships;</li> <li>• Only transit service in region;</li> <li>• New and accessible fleet;</li> <li>• Dial-a-ride service;</li> <li>• Relationship with Trans County Transportation Society (Annapolis County);</li> <li>• Environmentally friendly (alternative to usage of vehicle);</li> <li>• Diversity and cooperation of municipalities.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of convenience (timely);</li> <li>• Long routes;</li> <li>• Turnover of Board and GM position;</li> <li>• Distance covered (scheduling, breaks, etc.);</li> <li>• Lack of resources (i.e. spare buses and administrative staff);</li> <li>• Communication with ridership;</li> <li>• Inadequate garage facility and location;</li> <li>• Ineffective office environment;</li> <li>• Food policy on buses;</li> <li>• No designated wheelchair stops;</li> <li>• No shuttle service;</li> <li>• Small fleet;</li> <li>• Schedule restrictions (tightness);</li> <li>• Lack of relationship with Para Transit;</li> <li>• Lack of proper bus shelters;</li> <li>• Low population density in the service area;</li> <li>• Lack of provincial funding;</li> <li>• Lack of car pool lots</li> <li>• Change people's mentality to take the bus.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Provincial and federal funding opportunities;</li> <li>• Corporate run with Michelin/Conserve NS;</li> <li>• Publicity;</li> <li>• Growth opportunities;</li> <li>• Increased ridership;</li> <li>• Future partnership opportunities;</li> <li>• Conference and special event possibilities;</li> <li>• Strengthen Para Transit relationship;</li> <li>• Acadian Lines abandonment;</li> <li>• Rising fuel costs;</li> <li>• Aging population;</li> <li>• Re-negotiation to include new municipalities on Board of Directors.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of potential resources in the future;</li> <li>• Rising fuel costs;</li> <li>• Uncertain support of all levels of government;</li> <li>• Increasing ridership (time pressure on bus schedule);</li> <li>• Aging buses (repairs and maintenance);</li> <li>• Lack of awareness of transit issues (change mindset);</li> <li>• Stigma of transit;</li> <li>• Decreasing population;</li> <li>• Aging population;</li> <li>• Lack of funding (capital funding not operational).</li> </ul>

## VISION

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The vision of Kings Transit is as follows:

*“To be a participant in the provision of viable public transportation systems/services for the Annapolis Valley and Western Nova Scotia”.*

## MISSION

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The mission of Kings Transit is as follows:

*“To provide accessible, affordable and timely public transportation where municipalities provide support and resources”.*

## OBJECTIVES

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Seven objectives were identified through the Strategic Planning process. The seven objectives are as follows:

- a. To ensure adequate human, physical and financial resources;
- b. To address the challenges and opportunities of changing demographics;
- c. To develop and promote alternative service delivery;
- d. To strengthen and develop relationships;
- e. To promote a positive image of public transportation;
- f. To reduce the environmental impact of passenger transportation;
- g. To support municipal goals in Integrated Community Sustainability Planning Outcomes.

**Objective:** To ensure adequate human, physical and financial resources

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**Goals:**

1. To regularly review:
  - a. Staff resources;
  - b. Physical resources;
  - c. Financial resources;
2. To ensure open communications between Board and municipalities
3. To acquire sufficient funds through all levels of government

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Create and send an annual report to funding partners prior to budget presentation	General Manager	Short Term						
Present status report to Councils prior to budget presentation	General Manager	Short Term						
Meet quarterly with CAO's (as a group if possible)	General Manager	Short Term						
Post Kings Transit monthly Board agenda to website	General Manager	Short Term						
Review communications between each Board member and their respective municipality	Chair of Board	Short to Medium Term						
Create briefing report for each Board meeting	General Manager	Short Term						
Research funding opportunities	General Manager	Short Term						
Utilize resources of municipalities and organizations (e.g. Kings CED Agency, etc.)	General Manager	Short Term						
Create dialogues with local MLAs and MPs (invite to Board meetings)	General Manager	Short Term						

**Objective:** To address the challenges and opportunities of changing demographics

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**Goals:**

1. Better monitoring of riders and potential riders
2. To pursue opportunities with Para Transit, Trans County Transportation Society and other service delivery providers

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Survey riders and potential riders	General Manager	Short Term						
Create a survey form for the Kings Transit website	General Manager	Short Term						
Showcase Kings Transit booth at local events	General Manager	Short to Medium Term						
Utilize summer students and co-operative students, etc.	General Manager	Short Term						
Continue to educate Councils about Para Transit, Trans County Transportation Society, etc.	General Manager	Short to Medium Term						
Provide Kings Transit information to other service providers (e.g. schedules, contact information, etc.)	General Manager	Short Term						
Post resource links and links to service providers on the Kings Transit website	General Manager	Short Term						

**Objective:** To develop and promote alternative service delivery

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**Goals:**

1. Shuttle services
2. Links to Metro Transit, Para Transit, Dial-a-Ride, Trans County Transportation Society, Taxi-bus services and the School Boards
3. Mail and parcel services
4. Find alternative funding partners (such as Recreation Nova Scotia)
5. Acadian Lines possibilities

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Research budgeting and purchasing with municipalities	General Manager	Short Term						
Route planning	General Manager	Short Term						
Survey the needs of partners	General Manager	Short Term						
Enter into discussions with Green Rider	General Manager	Short Term						
Enter into discussions with Para Transit, Dial-a-Ride, Trans County Transportation Society, Taxi-bus services and School Boards	General Manager	Medium Term						
Planning with above listed organizations	General Manager	Medium Term						
Enter into discussions with Canada Post and Acadian Lines	General Manager	Long Term						
Enter into discussions with alternative funding partners	General Manager	Short Term						
Planning with alternative funding partners	General Manager	Short Term						

**Objective:** To strengthen and develop relationships

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**Goals:**

1. Better articulate Kings Transit’s role, vision, mission, etc. to funding partners (internal marketing)
2. Image change and promotion
3. Pursue alternate opportunities (e.g. recreational services, conferences and special events, etc.)
4. Enhanced linkages for Kings Transit (e.g. with the Province and Metro Transit)

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Create newsletter	General Manager	Short Term						
Create representative reports to Council	Board of Directors	Short Term						
Create press releases (good news stories)	General Manager	Short Term						
Make the buses more attractive and distinct	General Manager	Medium to Long Term						
Conduct a branding campaign	General Manager	Medium to Long Term						
Enter into discussions with alternate opportunities (e.g. Recreation Nova Scotia, AVESTA, special event organizers, schools, communities, seniors)	General Manager	Short Term						
Enter into discussions with the Province for support	General Manager	Medium Term						
Enter into discussions with Metro Transit	General Manager	Medium Term						
Planning with Board	General Manager	Medium Term						

**Objective:** To promote a positive image of public transportation

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**Goals:**

1. Clean, well-maintained vehicles
2. Timely schedules
3. Promote advantages of Kings Transit
4. Advertise promotional partnerships
5. Free days
6. Commercial partnership opportunities

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Obtain facility to permit adequate maintenance and cleaning of buses (with a licensed technician on duty)	General Manager	Short Term						
Introduce criteria for route planning process and establish route plan	General Manager	Short Term						
Implement improved route structure based on plan	General Manager	Medium Term						
Create an advertising/public promotion campaign	General Manager	Short Term	Conserve NS?					
Hold free day every year (1 day per year in each municipality)	General Manager	Short Term						
Encourage municipalities to promote "free rides" to promote public transit	General Manager	Short Term						
Create a cross promotional program with businesses (discounts) to promote usage	General Manager	Short Term						

**Objective:** To reduce the environmental impact of passenger transportation

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**Goals:**

1. Encourage shift from car to bus usage
2. Make buses greener

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Create a cross promotional program with businesses (discounts) to promote usage	General Manager	Short Term						
Work with educational institutions to promote usage with students	General Manager	Short Term						
Work with municipalities to better current car pool lots or to create new car pool lots	General Manager	Short Term						
Conduct a life cycle cost analysis of fleet (including reasonable fuel cost scenario and pollution costs)	General Manager	Short Term						
Create schedules that allow for “smart” driving	Chair of Board	Short to Medium Term						
Provide in service training to drivers on “smart” driving	General Manager	Short Term						

**Objective:** To support municipal goals in Integrated Community Sustainability Planning outcomes

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**Goals:**

**Social/Cultural:**

1. To increase mobility opportunities for specific demographic groups
  - a. Seniors
  - b. Youth/students
  - c. Persons with disabilities
2. To promote transit as a mainstream mode of transportation

**Economic:**

1. To serve business community by supporting labour force mobility
2. To support corporate “pass programs” to reduce ecological/carbon footprint
3. To increase access to employment opportunities and labour force participation rates

**Environment:**

1. To assess alternative energy technologies affecting fleet (fuel, hybrid buses, bus size)
2. To increase ridership/reduce reliance on personal vehicles, thus reducing greenhouse gas emissions

**Action Plan:**

Action (Work) Plan	Responsibility	Implementation Timetable	Sources of Financing	HR and Capital Requirements	Ties to ICSP	Ties to CIP	Ties to MPS	Performance Measurement Indicators
Meet with school boards to promote the usage of transit	General Manager	Short Term						
Create a student pass program	General Manager	Short Term						
Continue dialogue with interested demographic groups	General Manager	Short Term						
Promote “free transit” days for targeted groups	General Manager	Short Term						

<b>Action (Work) Plan</b>	<b>Responsibility</b>	<b>Implementation Timetable</b>	<b>Sources of Financing</b>	<b>HR and Capital Requirements</b>	<b>Ties to ICSP</b>	<b>Ties to CIP</b>	<b>Ties to MPS</b>	<b>Performance Measurement Indicators</b>
Use transit service for festivals/special events	General Manager	Short to Medium Term						
Improve travel time to reduce inconvenience	General Manager	Medium Term						
Become a representative on the Chamber of Commerce Boards throughout the region	General Manager	Short Term						
Create promotional campaigns with employers	General Manager	Medium Term						
Annually review research materials in alternative energy technology and assess its viability	General Manager	Short Term						
Research bio-fuel usage in fleet	General Manager	Medium Term						
Consider pilot deployment of bio-fuel and propane usage in fleet	General Manager	Short Term						
Assess the right size of buses for particular communities	General Manager	Short to Medium Term						
“Use” the media in correlating the use of transit with high gas prices (greenhouse gas reduction)	General Manager	Short to Medium Term						
Share communication resources in the promotion of social marketing, meeting municipality ICSP goals and greenhouse gas reduction								

### III. TRANSIT DEMAND ANALYSIS

#### A. Present Demand and Transit Service

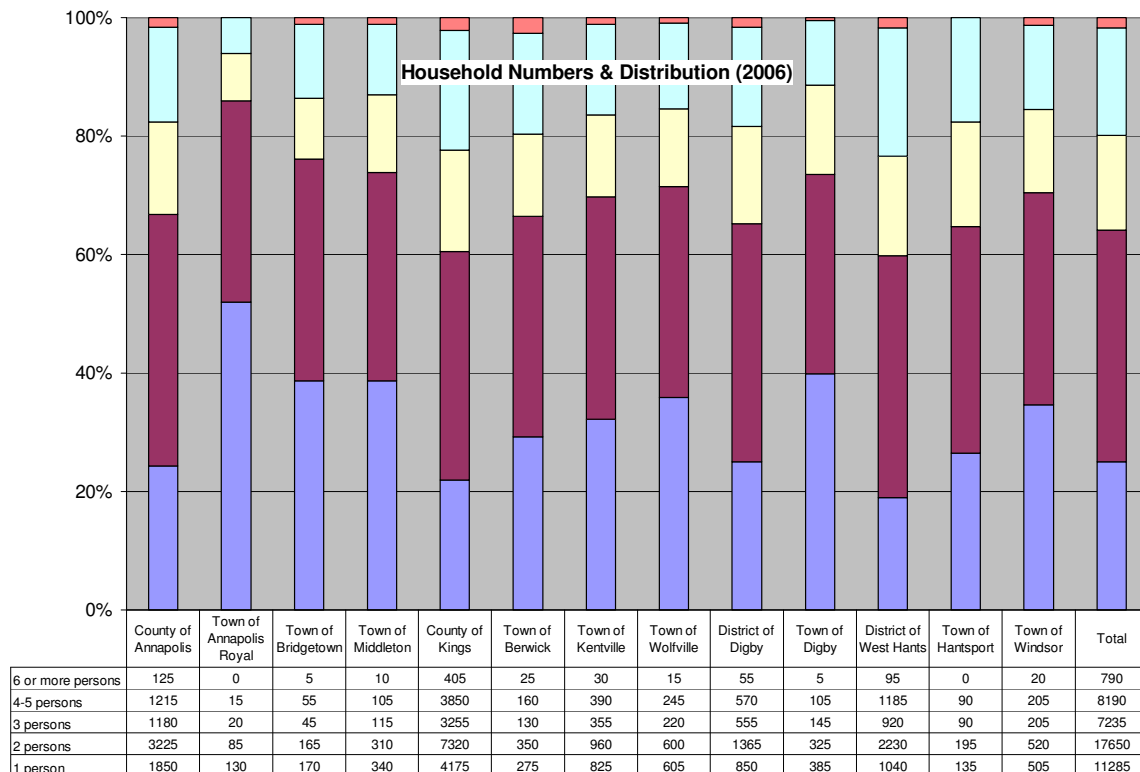
At this point much of the data available is from the 2006 Census. This means that it is relatively quite recent.

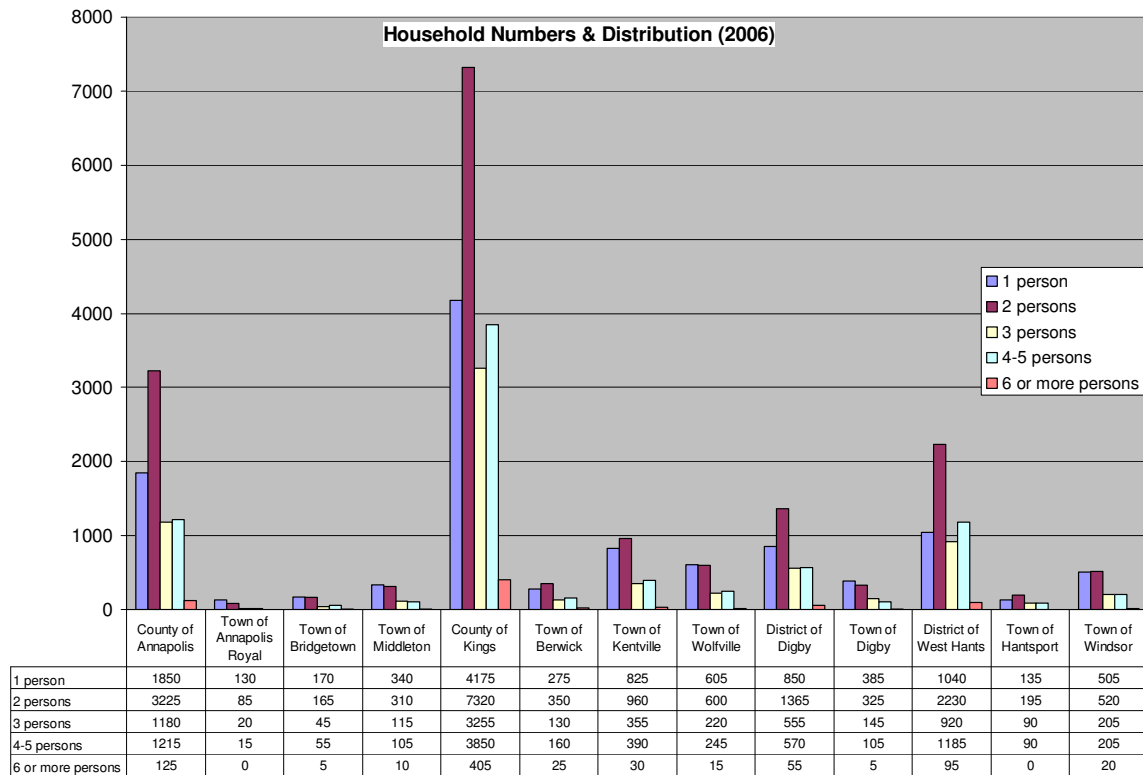
#### Population and Household Numbers and Distribution

Based on the graph below it is evident that the Municipality with the largest number of households is the County of Kings. Following that, the County of Annapolis is the next largest, the District of West Hants being the closest in size after that. The Town of Annapolis Royal contains the fewest number of households.

In Kings County the most common household size is the two person household, followed by the one person household. Of the remaining Municipalities it is the one person household that is the most common and the two person household that is the second most common, save for the District of West Hants where the two person household is most common with the 4-5 person household as the second most common and the one person household the third most common. The third most common household size is the 4-5 person household, with the three person household as the fourth most common. For the rest, the reverse is true, save for the District of West Hants as stated above. Households with 6 or more persons are the least common in all Municipalities.

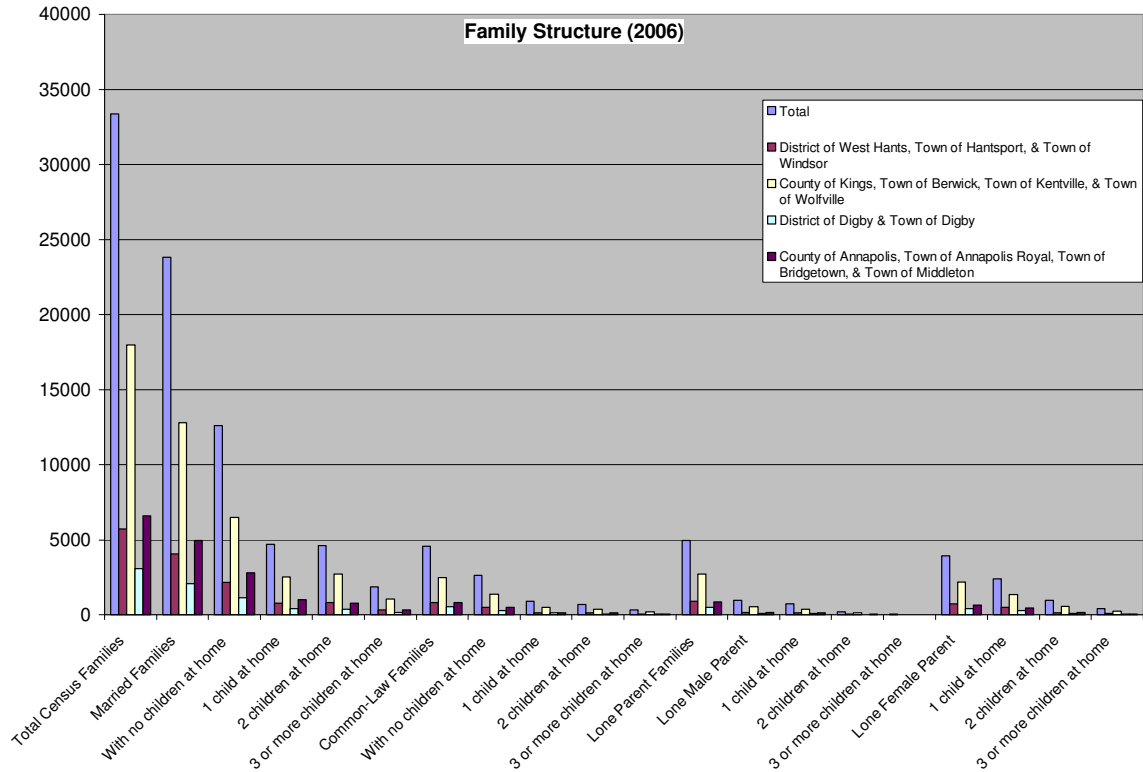
([www.gov.ns.ca/finance/communitycounts](http://www.gov.ns.ca/finance/communitycounts))





## Families and Family Structure and Sizes

As seen below, of the total census families the majority are married and without children. For both married and common-law families they most often have no children at home; of those that do have children they most often only have one, or possibly two. Among lone parent families having one child at home is again the most common, although it is more common for a lone female parent to have more than one child at home than it is for a lone male parent to have more than one child at home.

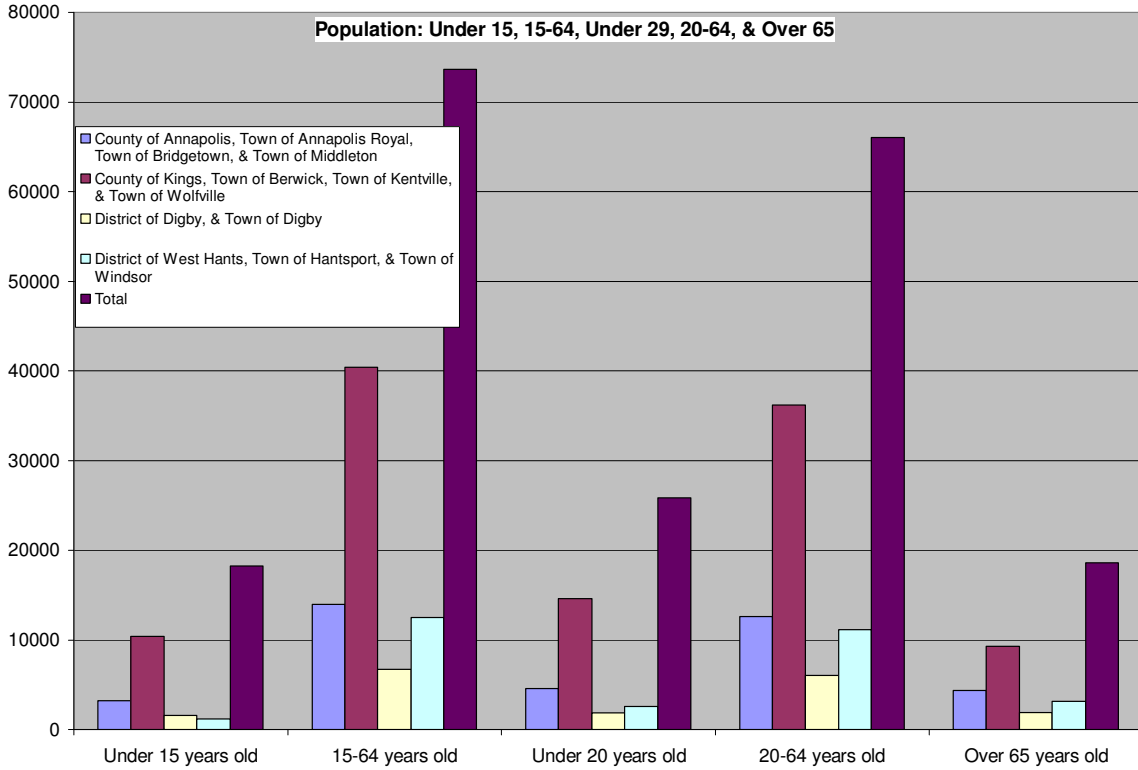


	Total	District of West Hants, Town of Hantsport, & Town of Windsor	County of Kings, Town of Berwick, & Town of Kentville, & Town of Wolfville	District of Digby & Town of Digby	County of Annapolis, Town of Annapolis Royal, Town of Bridgetown, & Town of Middleton
<b>Total Census Families</b>	33360	5710	17960	3090	6600
<b>Married Families</b>	23800	4030	12775	2060	4935
With no children at home	12580	2135	6495	1140	2810
1 child at home	4680	775	2505	400	1000
2 children at home	4635	810	2695	375	755
3 or more children at home	1860	310	1065	145	340
<b>Common-Law Families</b>	4570	795	2470	530	815
With no children at home	2645	470	1390	295	490
1 child at home	895	140	500	125	130
2 children at home	680	120	375	60	125
3 or more children at home	340	60	195	40	45
<b>Lone Parent Families</b>	4925	885	2715	490	835
<b>Lone Male Parent</b>	965	170	530	100	165
1 child at home	715	140	370	80	125
2 children at home	205	35	140	0	30
3 or more children at home	50	10	20	10	10
<b>Lone Female Parent</b>	3945	710	2175	400	660
1 child at home	2405	490	1330	270	445
2 children at home	965	135	585	95	150
3 or more children at home	415	80	260	25	50

## Age Distribution; Children under 16, Elderly

In the graph below the 45-49 years old and the 40-44 years old age groups are the largest with the 50-54 years old and 55-59 years old age groups being the next largest, followed by the 15-19 years old age groups. Regardless of area the same general trends can be seen in age distribution, with the population forming a wave pattern initially peaking at 15-19 years old and then again at 40-44/45-49 years old, and dropping to its lowest points at 0-4 years old, 25-29 years old, and 80-84/85+ years old.

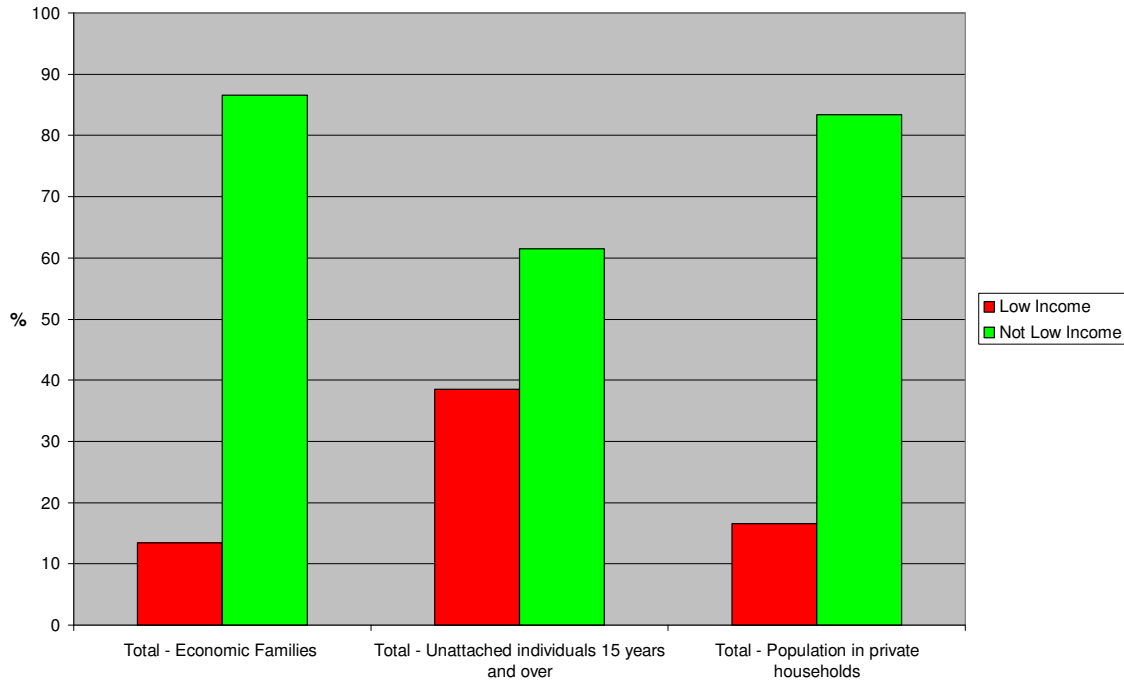




### Low Income or Disadvantaged Population

While the majority of people do not fall into the low income category, 13.4% of economic families, 38.5% of those 15 or older who are unattached, and 16.6% of the population in private households do (2001 data). This is a sizeable portion of the population.

**Incidence of Low Income: Nova Scotia (2001)**

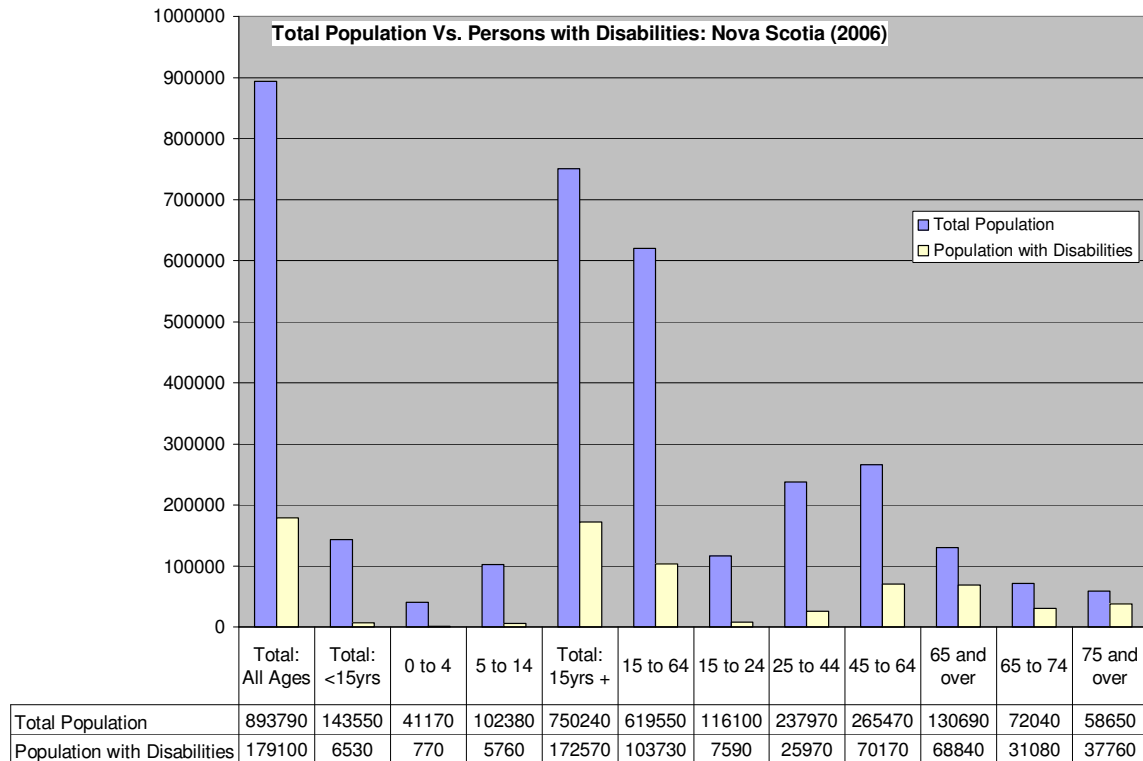


**Incidence of Low Income: Nova Scotia (2001)**

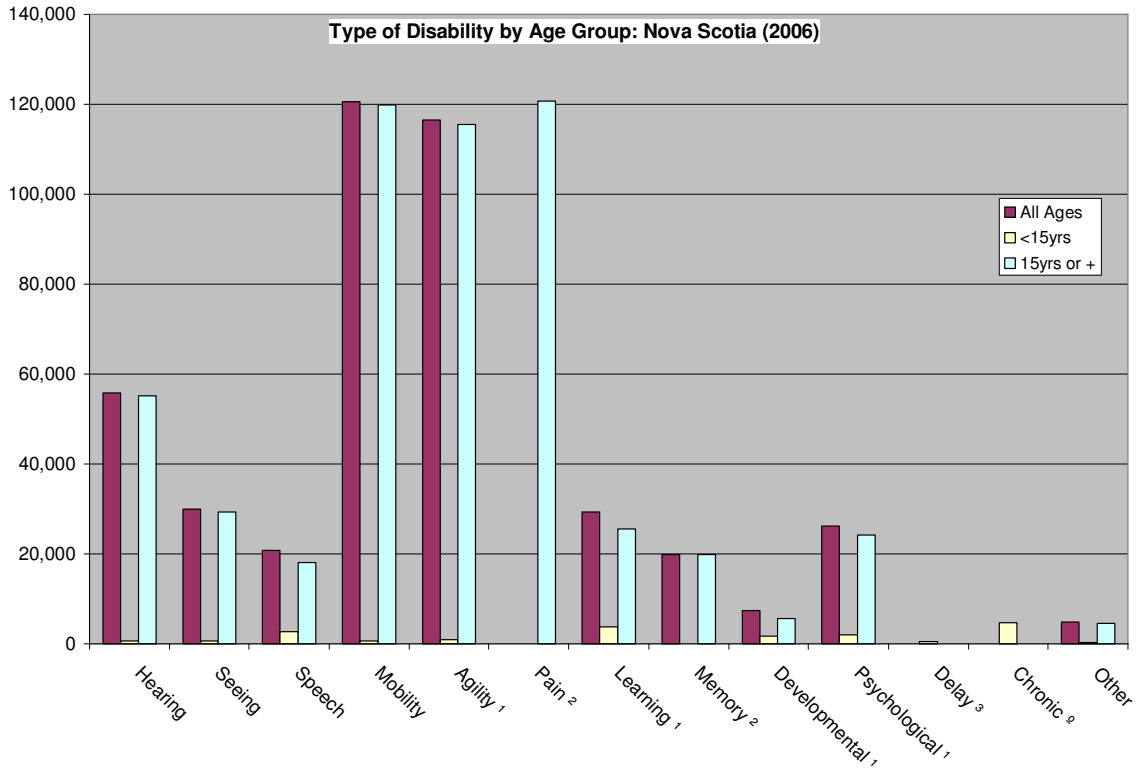
	Total	Low Income	Not Low Income
<b>Total - Economic Families</b>	259,520	34,845	224,675
<b>Total - Unattached individuals 15 years and over</b>	116,370	44,760	71,610
<b>Total - Population in private households</b>	886,885	147,020	739,870

### Persons with Disabilities

In 2006 persons who identified as having a disability made up 20% of the total population. As age increases, so does the number of people with a disability. Of those between the ages of 0 and 4 years old, less than 2% were identified as having a disability, while of those over 65, persons with disabilities made up over half of the population.



The most common disabilities are those relating to pain, mobility, and agility. These are also the kinds of disabilities that would hinder a person’s ability to travel, or to transport themselves where they needed to go. Those 15 years and older make up the majority of those with disabilities, just as they make up the majority of the population, save for delay and chronic type disabilities which only apply to those under the age of 4 and 14 years old respectively.



<sup>1</sup> Question did not apply to children 0-4yrs of age

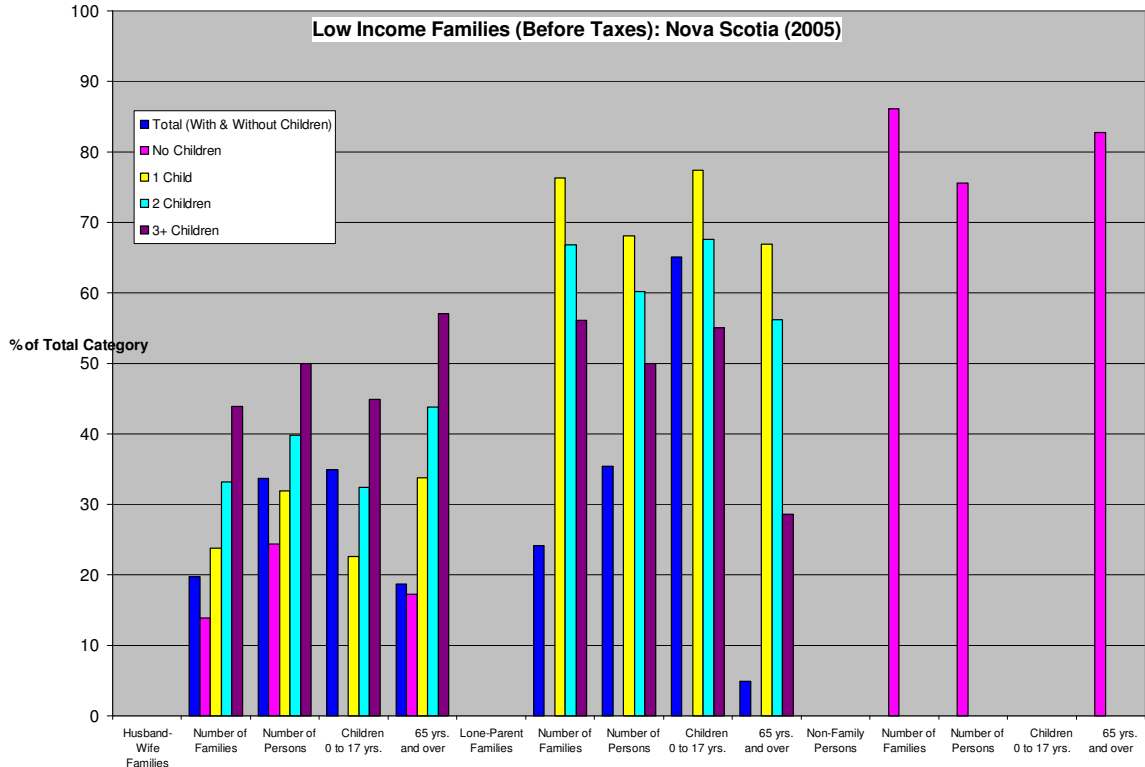
<sup>2</sup> Only applicable to those 15yrs and older

<sup>3</sup> Only applicable to those 0-4yrs of age

<sup>4</sup> Only applies to those 0-14yrs of age

Source: Statistics Canada, Participation and Activity Limitation Survey, 2006.

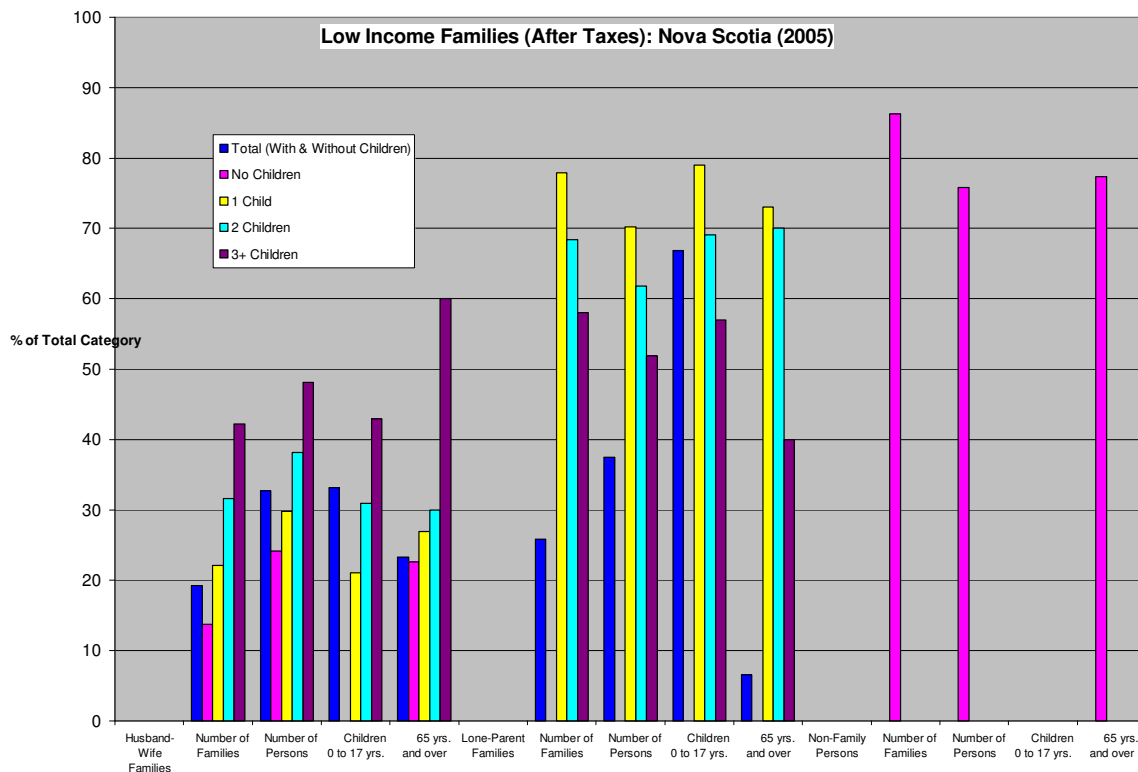
## Potential Data: Low Income or Disadvantaged Population



**Low Income Families (Before Taxes): Nova Scotia (2005)**

	Total (With & Without Children)	No Children	1 Child	2 Children	3+ Children
<b>All Families &amp; Non-Family Persons</b>					
Number of Families	98,350	64,230	16,660	10,950	6,510
Number of Persons	178,700	73,170	37,290	36,480	31,770
Children 0 to 17 yrs.	52,410	0	12,660	19,470	20,270
65 yrs. and over	21,340	19,720	1,390	160	70
Median Family Income (\$)	12,800	10,700	14,200	18,500	23,600
<b>Husband-Wife Families</b>					
Number of Families	19,400	8,950	3,960	3,630	2,860
Number of Persons	60,190	17,890	11,880	14,530	15,890
Children 0 to 17 yrs.	18,280	0	2,860	6,310	9,110
65 yrs. and over	3,980	3,400	470	70	40
Median Family Income (\$)	18,500	15,000	19,400	23,800	28,900
<b>Lone-Parent Families</b>					
Number of Families	23,670	0	12,710	7,320	3,650
Number	63,240	0	25,410	21,950	15,880

of Persons					
Children					
0 to 17 yrs.	34,130	0	9,800	13,170	11,160
65 yrs. and over	1,040	0	930	90	20
Median Family Income (\$)	15,200	0	13,200	16,900	20,400
<b>Non-Family Persons</b>					
Number of Families	0	55,280	0	0	0
Number of Persons	0	55,280	0	0	0
Children					
0 to 17 yrs.	0	0	0	0	0
65 yrs. and over	0	16,330	0	0	0
Median Family Income (\$)	0	9,800	0	0	0



**Low Income Families (After Taxes): Nova Scotia (2005)**

	Total (With & Without Children)	No Children	1 Child	2 Children	3+ Children
<b>All Families &amp; Non-Family Persons</b>					
Number of Families	78,990	50,270	14,050	9,140	5,520
Number of Persons	145,640	57,180	31,210	30,330	26,920
Children					
0 to 17 yrs.	44,720	0	10,960	16,410	17,350
65 yrs. and over	10,010	9,070	780	100	50

Median Family Income (\$)	10,600	8,900	12,900	17,000	21,500
<b>Husband-Wife Families</b>					
Number of Families	15,230	6,910	3,100	2,890	2,330
Number of Persons	47,660	13,820	9,310	11,580	12,950
Children 0 to 17 yrs.	14,830	0	2,310	5,070	7,450
65 yrs. and over	2,330	2,050	210	30	30
Median Family Income (\$)	16,100	12,600	16,900	21,400	26,500
<b>Lone-Parent Families</b>					
Number of Families	20,400	0	10,950	6,250	3,200
Number of Persons	54,620	0	21,900	18,750	13,970
Children 0 to 17 yrs.	29,890	0	8,660	11,340	9,890
65 yrs. and over	660	0	570	70	20
Median Family Income (\$)	13,800	0	12,300	15,800	19,100
<b>Non-Family Persons</b>					
Number of Families	0	43,360	0	0	0
Number of Persons	0	43,360	0	0	0
Children 0 to 17 yrs.	0	0	0	0	0
65 yrs. and over	0	7,020	0	0	0
Median Family Income (\$)	0	8,500	0	0	0

## B. Transit Demand Management and Service Projection

Marketing initiatives to increase transit use

- Partnering with organizations such as Conserve NS Michelin initiative
- Car Swap program
- Explore Student passes with Educational institutions such as Acadia and NSCC
- Ask province to establish a provincial transit coordinator
- Disability Advisory group to promote more ridership
- Engaging Senior citizens

Projected Demand

Population/ Age distribution

Households

Families

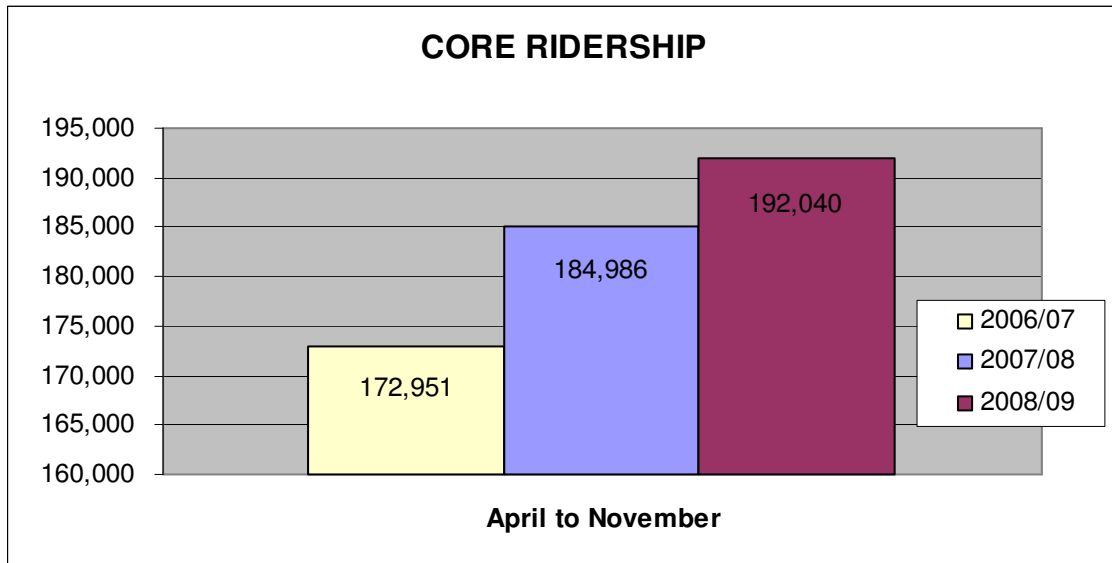
New employment destinations

Incentives

Costs associated with personal transportation

### Projected Demand (Ridership)

#### Current Ridership

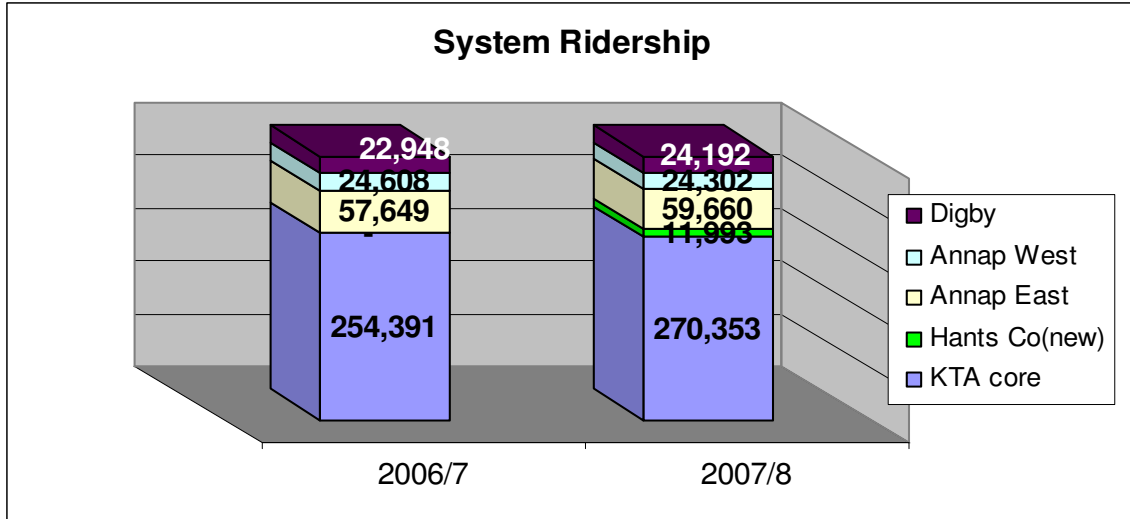


Within Kings Transit's core (Wolfville to Greenwood) ridership continues to increase averaging about 4% growth overall.

**Recent changes- In October 2008:**

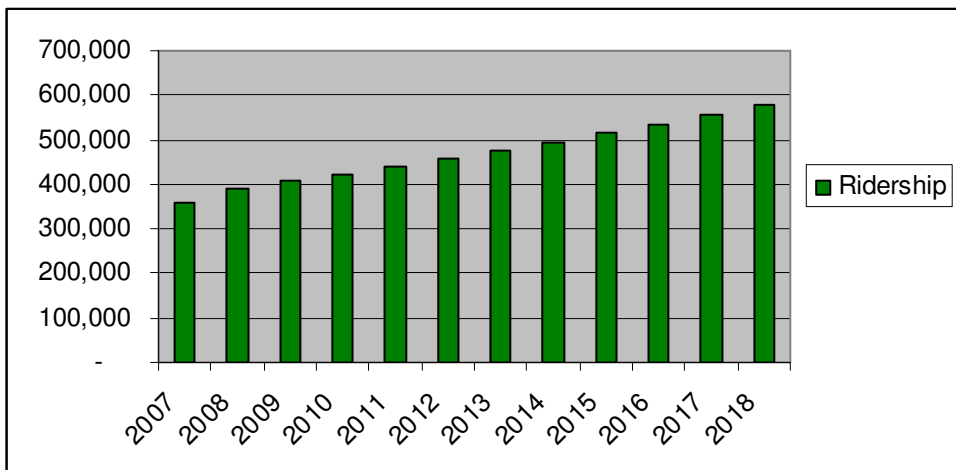
- Kings Transit raised its fares which would lead to a spike in sales in September prior to the fares going up.
- Streamlined two routes, combining Greenwood to Kentville and Wolfville to Kentville into one run, saving transfers and time (increasing convenience for riders)

Overall our system ridership has continued to grow with the Hants County expansion (September 2007) adding to our numbers. In 2006/7 we had a total of 359,596 riders increasing to 390,500 or 8.5%.



**Growth at 4%**

Projecting growth forward at 4% per year Kings Transit’s ridership would grow from 359K riders in 2007 to 578K in 2018, an increase of 200,000 riders!



**Population/Age Distribution**

As shown in the Age Distribution graph (see page 17), one of our largest percentages of people in the valley is in the age bracket 54-59 years of age. The fastest growing

age group between 2001 and 2006 consisted of individual aged 55 to 64 nearing retirement (at an all time high).

Data also shows that there are barely enough young people entering the workforce to replace those retiring. In 1970 it was 2.3 people for every person retiring. In 2006 it was down to just 1.1 young people!!(Stats Canada, July 17, 2007) Our proportion of seniors is increasing and given our low birth rates, the workforce will contract where the retirements will exceed new hires.

Households will continue to show the majority as one and two persons per household.

We see increasing density and development in the more urbanized areas of our municipalities such as big box stores (Home Depot, New Minas) posing service challenges.

## **C. Future Transit Demand and Service**

### **Longer term options to increase transit usage**

- New Provincial Transit Coordinator (expertise needed)
- Highway hopper to Halifax (Independent subsidiary of Kings Transit)
- Parcel Service
- U Passes
- Faster more convenient service
- Identify and create more feeder runs (Centerville, Canning, Port Williams, Aldershot)
- Partnering with Other organizations- Car Heaven program
  - Sports and Recreation- thru Active Transportation (Bike Racks)
- Seniors- increased seniors usage

### **New Provincial Transit Coordinator**

Kings Transit will be requesting the province create a new position for a transit professional to help with transit initiative in Nova Scotia for the future. Small transit systems such as Kings Transit do not have the expertise or the resources to plan for expansion, improved services in the future. We would ask that this be funded from the provincial rural transit funding announced in 2008.

### **Timeline**

Short to medium term

### **Highway hopper**

A key employment area for our residents is Metro Halifax. Kings Transit would explore setting up a highway hopper service that would service commuters travelling to Halifax for employment. A subsidiary company may be formed where the business model for this service would be different than normal transit whereby signed up or dedicated ridership would have to be established before offering service. An

application would have to be made before the Utility Review Board seeing approval of this type of service.

### **Timeline**

Medium to long term

### **Parcel Service**

A huge obstacle in expanding transit service into rural areas is the lack of population density to provide revenue from ridership. To alleviate this shortfall, Kings Transit proposes providing parcel services to more rural communities, providing another source of revenue enabling the viability of service to areas otherwise not contemplated for transit. Kings Transit would again have to apply to the Utility Review Board seeking amendment to their license to permit this. Buses may have to be redesigned or modified to allow for this (such as a trailer hitch to tow a parcel trailer).

### **Timeline**

Medium to long term

### **U-Passes**

Kings Transit recognizes the importance of continuing education and the rising costs of vehicle ownership for students and their families. Within our transit service area we have multiple locations for post secondary education from Acadia University in Wolfville, to NSCC campuses in Kentville, Lawrencetown and Middleton. Students

### **Timeline**

Short to medium term

### **Promoting Transit**

- To communities, businesses (offer free passes to new employees). We just started collaborating with Convergys in Digby for example in their recruiting efforts!

### **Potential Demand**

Reviewing commuting patterns

- To Halifax
- To Acadia/Wolfville
- Greenwood/Berwick

Limitations on residential settlement

- Keep Development concentrated within Municipal growth centres (coordinate with Planning departments with new developments with an eye to providing transit)

## Economic Considerations

- Poverty
- Fuel Prices
- Food Prices
- 2<sup>nd</sup> car ownership
- Industry- attracting new business
- Corporate Partnerships
- New Garage- locate centrally in Kentville
  - Reduce dead-heading, downtown for operations manager
  - Fuel Savings

## CONCLUSIONS

We can see the demand for transit grow in more urbanized areas as the pressures of development and our aging population will dictate increased service, routes, ridership and challenges for Kings Transit.

### *The Effects of Aging Demographics on Canada's Sustainability*

In this past century, Canada's seniors cohort, which is defined as citizen's aged 65 and older, has increased more rapidly as a proportion of our population than any other age group (Health Canada, 2002). As Canadians age, it is expected that issues will arise from increasing health care costs, retirees' lower incomes, and increased social security payments. These issues are expected to impact Canada's future fiscal sustainability with respect to the fiscal capacity of the provinces and territories, with increased pressure on public finances for health care spending, and with higher ratios of health care spending relative to GDP. Annapolis Valley will mirror this trend and transit must be there to meet their needs.

We also expect the numbers of **persons with disabilities** to increase with age as well placing further demands on transit to serve their needs in our communities. Unemployment is high amongst those with disabilities and transportation is often an obstacle in obtaining employment. Transit offers this opportunity.

Municipal units throughout the valley must complete their Sustainability Plans over the coming year (2009/10) as part of the Federal Gas Tax requirements. These plans will identify the steps necessary for the long term health of their communities of which transit will play an integral role. Kings Transit will be playing an active role in this process as it progresses identifying new routes, increasing frequency and promoting transit.

## IV. ACTION/IMPLEMENTATION PLAN

How do we meet projected demand?

- Make service more convenient, faster more frequent service add buses (cost)
- Improve quality of service – more web based initiative (GPS online showing where buses are)
- Approach Senior Citizens complexes (get people exposed to transit- take them on a shopping trip)
- Branding (use Kings CED)

See Capital Budget- Purchase new buses

### **PROMOTION-Attracting new riders**

- New Transit Coordinator – write province
- Integrated transit service for Annapolis Valley tying into Halifax/Lower Sackville
- Work with business chambers, Regional Development Authorities, Provincial Agencies (i.e. Sports and Recreation’s active transportation program)
- Implement U-Passes
- Recreation programs (working with municipal units)
- Support community events where possible
- Welcome wagon (introducing transit to new residents)
- Advertise Michelin initiative- Express service in Wolfville to Waterville Corridor
- Seniors-shopping programs
- Elections: Free service to encourage voting and ridership
- Radio stations- give away free passes

#### **Timeline**

Short to medium term

### **NEW ROUTES**

**Kings Transit will need to identify future routes for expansion such as:**

- Mount Uniacke/Lower Sackville Commuter service
  - Employ different service model- riders sign up and pay ahead of time
  - Survey potential riders (use web, advertise)
  - Hire Summer Students
- Nichols Ave
- North Kentville (Fall 2010)
- U passes (Fall 2010)
- Review growth patterns- More populated areas

#### **Timeline**

Short to medium term

## Timeframes

### Capital

Project	Cost	Capital Budget Year									
		'08	'09	'10	'11	'12	'13	'14	'15	'16	'17
Garage/Office Facility	\$1,000,000										
New Buses	\$940,000										
Fare Boxes	\$259,000										
Radios/GPS	\$70,000										
Garage equipment and tools	\$100,000										
<b>Total</b>	<b>\$2,369,000</b>										

Source CIP 2009/10

### Operating

Project	Cost per year	Operating Budget Year									
		'09	'10	'11	'12	'13	'14	'15	'16	'17	
Garage/Office Facility	\$20,000										
Wireless Access	\$10,000										
Fare Boxes	\$10,000										
U-Passes	\$200,000										
Radios/GPS	\$40,040										
New Route (more service)	\$200,000										
<b>Total</b>	<b>\$480,040</b>										

### Goals

#### Initiatives

- GPS
- Wireless access
- Electronic Fare Boxes

#### Costs

- Review fares every year
- New Buses
- New Garage Facility
- 

#### Sources of financing (seek funding from)

- Municipal
- Province? \$3M budget 2008/9
- Federal (public transit fund extended??)
- Conserve NS (Michelin Initiative)
- Other (Corporate, Student U- Passes)

## **Human resources**

- Hire
  - more Admin staff
  - Mechanic
  - Summer students- co-op placements

## **INTEGRATED COMMUNITY SUSTAINABILITY PLANS/INITIATIVES**

### **Consistency with ICSP**

Kings Transit will ensure it is involved with the ICSP process of each of its four municipal partners as well as its service partners (to whatever extent needed).

Four pillars are mentioned in the ICSP process. These being: Social, Cultural, Economic and Environment. Transit plays an integral role in each of these areas from providing seniors independence and quality of life, employees and employers depending on transit to fulfill their needs, to reducing green house gas emissions.

### **To Date**

There is nothing completed at this point in time (Feb 2009) to cross-reference into the Kings Transit Strategic plan.

Feb 5<sup>th</sup> 2009: Attended Berwick Public ICSP session

Feb 16<sup>th</sup> 2009: Attending Kings County's Look-off 2030 public ICSP meeting

### **Timeline**

#### **2010 submission deadlines**

The municipal units will be formulating their ICSP's and public consultation over the next 12 months. Submission is due in 2010.

Kings Transit will be updating its Strategic Plan once these ICSP's have been finalized.

# **Kings Transit Passenger Survey: August 2008**



Prepared by:  
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## SURVEY OVERVIEW

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In August of 2007 a survey of Kings Transit riders was conducted by the Ecology Action Centre. In August 2008 this survey, with some variations, was re-administered by Kings Transit as a way to benchmark the results and see what changes had taken place.

The surveys themselves were conducted and compiled by two summer students, Sarah Hiseler and David Shepherd, provided through the Nova Scotia Youth Conservation Corps (NSYCC). The Nova Scotia Youth Conservation Corps, a program of Nova Scotia Environment, provides Nova Scotian youth ages 17-24 with training and employment opportunities in the environmental field, while providing services to Nova Scotian communities for the enhancement of the local environment.

## SURVEY RESULTS 2008

---

### **Surveys:**

100 surveys in total were administered, 3 of which were uncompleted due to the fact that the person being surveyed had to leave the bus before finishing.

Of the incomplete surveys, one was finished up to and including question 17, one up to and including question 13, and the last one up to and including question 7.

### **1. AGE**

---

The three largest age groupings of bus riders were ages 46-55 (21%), 16-20 (19%), and 21-25 (17%). With the two age categories combined, 16-25 year olds accounted for 36% of the riders surveyed.

**46-55:** 21%

**16-20:** 19%

**21-25:** 17%

**36-45:** 10%

**56-65:** 15%

**≤15:** 7%

**>65:** 7%

**26-35:** 4%

### **2. SEX**

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59% of those surveyed identified as female, 41% identified as male.

### 3. OCCUPATION

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Of those surveyed:

- 16% identified solely as a student,
- 11% as being retired,
- 7% as unemployed,
- 6% as being disabled,
- 6% as a housewife or mother,
- 4% as waitresses,
- 3% as cooks,
- 3% as laborers,
- 2% as cashiers, and
- 2% as councilors.

There was also 1% each for:

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| - Wal-mart/student                | - Dance instructor               |
| - Retail/student                  | - Zellers                        |
| - Acadian dining hall/student     | - Hypnotics (clothing company)   |
| - House mom/retired               | - Red Cross                      |
| - Baker/merchandise               | - Flower Cart                    |
| - Library assistant               | - Tattoo artist                  |
| - Service station                 | - House keeper (Gingerbread Inn) |
| - Sanitation engineer             | - Kitchen utility worker         |
| - Guitar teacher                  | - Scallop fishing                |
| - Farm laborer                    | - Superstore                     |
| - Subway                          | - HVAC installer                 |
| - Technical support               | - Call service                   |
| - Nurse                           | - House cleaner                  |
| - Machinist                       | - Market research                |
| - Artist                          | - Acadiana Soy Products          |
| - Tim Horton's                    | - Bartender                      |
| - ACA                             | - Floor assistant                |
| - Carpenter                       | - Asphalt plant                  |
| - Healthcare                      | - Bay back (?) operator          |
| - Construction                    |                                  |
| - Customer service representative |                                  |

#### 4. WHAT COMMUNITY DO YOU LIVE IN, OR NEAREST TO?

The top three communities were:

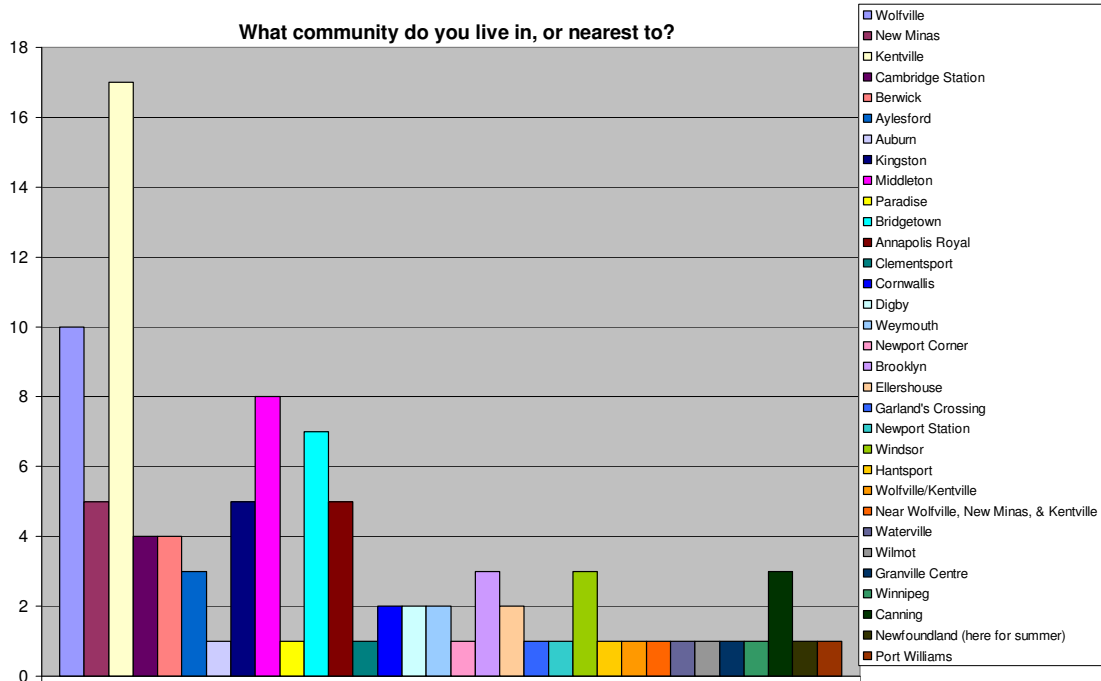
- Kentville (17%),
- Wolfville (10%), and
- Middleton (8%).

The other commonly occurring places of residence were:

- Bridgetown (7%),
- New Minas (5%),
- Kingston (5%),
- Annapolis Royal (5%),
- Cambridge Station (4%),
- Berwick (4%),
- Aylesford (3%),
- Brooklyn (3%),
- Windsor (3%),
- Canning (3%),
- Cornwallis (2%),
- Digby (2%),
- Weymouth (2%), and
- Ellershouse (2%).

Places of residence that occurred the least, with 1% each, were:

- Auburn,
- Paradise,
- Clementsport,
- Newport Corner,
- Garland's Crossing,
- Newport Station,
- Hantsport,
- Wolfville/Kentville (2 places of residence),
- Near Wolfville, Kentville, & New Minas,
- Waterville,
- Wilmot,
- Granville Centre,
- Port Williams,
- Newfoundland (here for the summer), and
- Winnipeg.



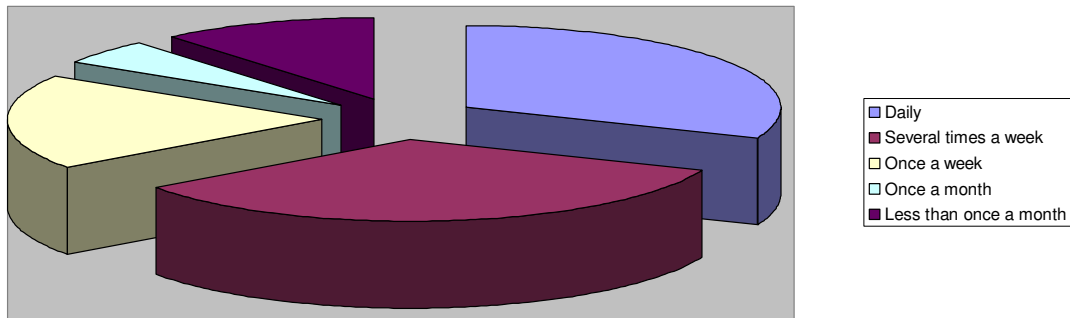
## 5. HOW OFTEN DO YOU USUALLY USE KINGS TRANSIT?

---

The frequency of use indicated was:

- Several times a week (34%),
- Daily (31%),
- Once a week (19%),
- Less than once a month (11%), and
- Once a month (5%).

How often do you usually use Kings Transit?



## 6. WHAT ARE YOUR TOP 3 DESTINATIONS USING KINGS TRANSIT?

---

The top 5 destinations given were:

- Kentville (14.6%),
- New Minas (11.0%),
- Wolfville (9.8%),
- Greenwood (8.9%), and
- Digby (4.9%).

Also mentioned were:

- Windsor (4.1%),
- Middleton (4.1%),
- County Fair Mall (3.7%),
- Bridgetown (3.7%),
- Annapolis Royal (3.3%),
- Berwick (3.3%),
- Greenwood Mall (2.9%),
- Wal-mart (New Minas) (2.0%),
- Kingston (1.7%),
- Doctor (Kentville/Wolfville) (1.2%),
- Coldbrook (1.2%),
- Garland's Crossing (0.8%),
- Hantsport (0.8%),
- Home (Wolfville) (0.8%),
- Empire Theater (New Minas) (0.8%),
- Weymouth (0.8%),
- Upper Clements (0.8%),
- Cambridge (0.8%),
- Aylesford (0.8%),
- Greenwich (0.4%),
- Newport Station (0.4%),
- Fort Edward Mall (0.4%),
- Ellershouse (0.4%),
- Work (Acadiana Soy Products) (0.4%),
- Michelin (0.4%),
- Swiss Chalet (New Minas) (0.4%),
- Tim Horton's (near Weymouth) (0.4%),
- Dollar store (near Weymouth) (0.4%),
- Wal-mart (near Weymouth) (0.4%),
- Clubs (Annapolis and Berwick) (0.4%),
- Work (ACA) (0.4%),
- Valley Regional Hospital (0.4%),
- Recreation (Kentville/Wolfville) (0.4%),
- Work (0.4%),
- Superstore (New Minas) (0.4%),
- Gametronics (0.4%),
- Kingstec (0.4%),
- Inspirational Ride (0.4%),
- Wilmot (0.4%),
- Kings Regional Rehabilitation Centre (0.4%),
- Cornwallis (0.4%),
- Superstore (Bridgewater Market) (0.4%),
- Paradise (0.4%),
- Service station (Greenwood-Bridgetown route) (0.4%),
- Home (Middleton) (0.4%),
- Waterville (0.4%),
- Flower Cart (0.4%),
- Home (Aylesford) (0.4%),
- Kentville bank (0.4%),
- Doctor (Berwick) (0.4%),
- Lawrencetown (0.4%), and
- Kingston to Greenwood (0.4%).



- Can't get on the bus often
- Only runs on the hour (every other hour on Sat., and no Sun. service), but is happy to have a bus
- Needs to run more often

**7. WHAT DO YOU MOST COMMONLY USE KINGS TRANSIT FOR? (CHOOSE UP TO 2)**

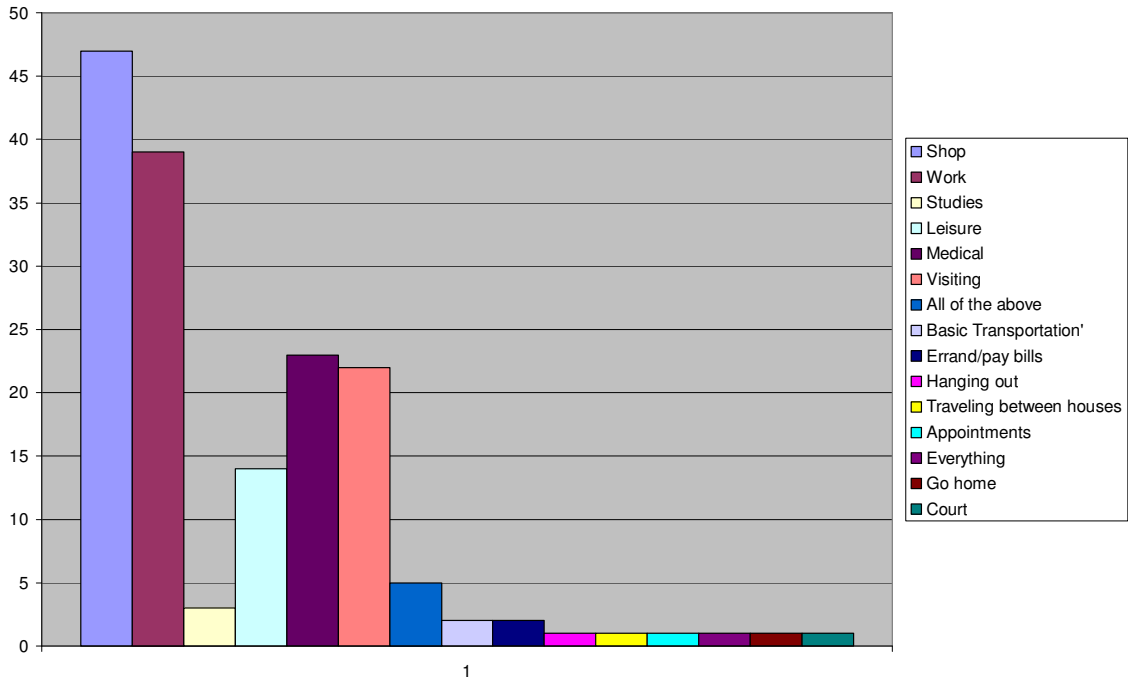
The top 5 uses for Kings Transit were:

- Shop (29%),
- Work (24%),
- Medical (14%),
- Visiting (13%), and
- Leisure (9%).

Other uses were:

- 'All of the above' (shop, work, studies, leisure, medical, and visiting) (3%),
- Studies (2%),
- Basic transportation (1%),
- Errands/paying bills (1%); and
- Hanging out,
- Traveling between houses,
- Appointments,
- Everything,
- Going home, and
- Going to court (each with less than 1%).

What do you most commonly use Kings Transit for?



**8. DO YOU HAVE A DRIVER'S LICENSE?**

46% of respondents had a driver's license, while 54% did not.

## **9. DO YOU HAVE THE USE OF A CAR?**

---

49% of those surveyed answered 'No', 32% said that they had the use of a car 'Some of the time', while 19% said they had the use of a car 'All of the time'.

### **If yes, what are your reasons for taking the bus?**

The most common reasons given for taking Kings Transit instead of driving was that it was cheaper (34%), and that they did not have to drive (28%).

Also mentioned were:

- Convenient (12%),
- Car is at the shop (7%)
- Good for the environment (5%)
- Quick to get home (2%)
- Meet people (2%)
- Car not legal for the road (2%)
- Don't like to drive (2%)
- Support bus system so it will stay (2%)
- License temporarily revoked (2%)
- Would use the bus more often if I could get on (2%)

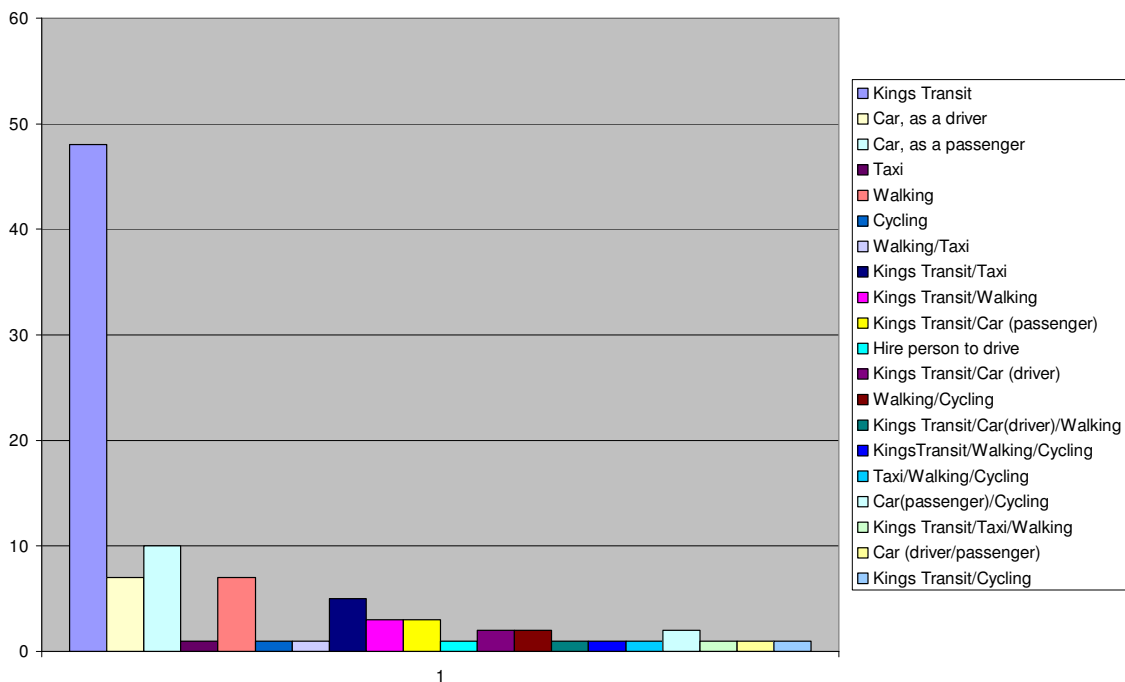
## 10. WHAT MEANS OF TRANSPORTATION DO YOU USE THE MOST?

Of those surveyed, Kings Transit was the most often used form of transportation (49%).

Other means of transportation were:

- Car, as a passenger (10%),
- Car, as a driver (7%),
- Walking (7%),
- Kings Transit and Taxi (5%),
- Kings Transit and Walking (3%),
- Kings Transit and Car, as a passenger (3%),
- Kings Transit and Car, as a driver (2%),
- Walking and Biking (2%),
- Biking and Car, as a passenger (2%),
- Taxi (1%),
- Biking (1%),
- Walking and Taxi (1%),
- Hire a person to drive (1%),
- Kings Transit, Walking, and Car, as a driver (1%),
- Kings Transit, Walking, and Biking (1%),
- Taxi, Walking, and Biking (1%),
- Kings Transit, Taxi, and Walking (1%),
- Car, as a driver and as a passenger (1%), and
- Kings Transit and Biking (1%).

What means of transportation do you use the most?



**11. DO YOU HAVE FRIENDS OR FAMILY WHO COULD UTILIZE THE BUS SERVICE BUT DO NOT?**

---

59% said that yes, they did have friends or family who could use Kings Transit, but did not, 41% answered no.

**If yes, please describe one reason why they do not use the bus service:**

The most common explanation given was that they could either drive themselves or had someone who could drive them (55.6%).

Other reasons given were:

- Hour conflict with schedule/doesn't run often enough (7.4%)
- Medical reasons (3.7%)
- Not on route (3.7%)
- Have no money (3.7%)
- Electric wheelchair/ scooter, can't get on bus (3.7%)
- Feel it's beneath them (3.7%)
- Don't know if they have attempted yet (1.85%)
- It's not "cool" (1.85%)
- Lazy (1.85%)
- Apprehension (1.85%)
- Straight up, don't want to use it (1.85%)
- Too long (1.85%)
- More convenient to drive (1.85%)
- Stability (1.85%)
- Maybe don't want to be around people (1.85%)
- Don't think of it (1.85%)

**12. IN YOUR OPINION, ARE THERE ANY ASPECTS OF THE SERVICE WHICH COULD BE IMPROVED?**

---

56% of people said that 'No' there wasn't anything they thought needed to be improved, while 44% answered 'Yes'.

**If yes, please specify 2 items:**

Of the areas mentioned for improvement the three mentioned the most were 'run more frequently (including on Saturdays) (17%)', 'run earlier in the morning and/or later at night' (14%), and 'run on Sunday' (8%).

Also mentioned were:

- Later Saturday service (7%)
- Be on time more often (7%)
- More buses (5%)
- 8PM bus to Middleton from Bridgetown (3%)
- Increase coverage area (3%)
- Extend service past Brooklyn (2%)
- Travel further Hilltown way (2%)
- Have a bus run from Windsor-Lower Sackville to go to the city (2%)
- Disposition of drivers (2%)
- Better Brooklyn drivers (2%)
- People can't afford bus pass (2%)
- Change back to old Kentville transfer (2%)
- Marketing (2%)
- Drive up by super store (Greenwood-Bridgetown route) (2%)
- Seat belts (2%)
- Bring back old Kentville route (2%)
- Make it mobile scooter accessible (2%)
- Go to Port Williams (2%)
- More clarification on the pamphlets regarding Saturday hours and that the last bus only goes as far as the Kentville terminal (2%)
- An express bus (2%)
- Drivers paying more attention to stops and driving the speed limit (2%)
- Go around seniors homes (2%)
- Have a bus specifically for Acadia (2%)

Two comments made by those who thought service did not need to be improved were that they thought that 'lateness had already improved', and that they 'did not mind not having service on Sundays'.

**13. IN YOUR OPINION, WHAT ARE THE MOST POSITIVE ASPECTS OF USING TRANSIT?  
(CHOOSE UP TO 3)**

---

The top 6 positive aspects of transit were:

- Inexpensive (31.0%),
- Good for the environment (16.5%),
- Easy (9.1%),
- Don't need to drive (8.3%),
- Reliable (8.3%), and
- Relaxing (7.9%).

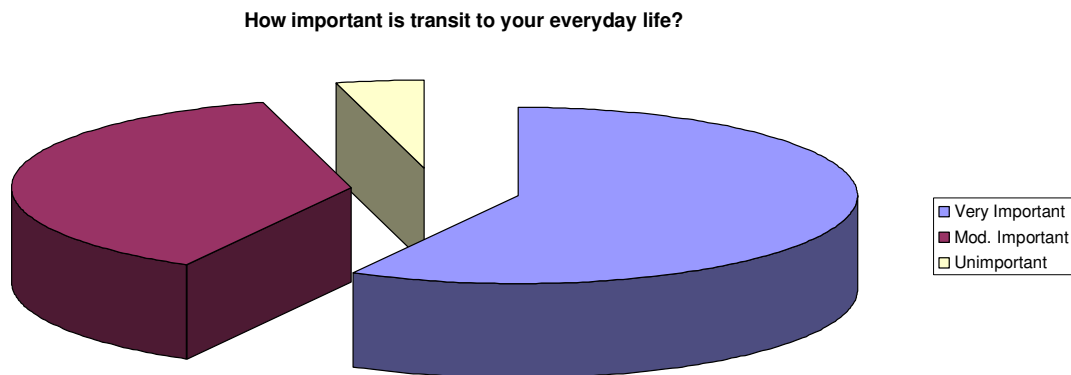
Other aspects indicated were:

- Opportunity to Socialize (4.5%),
- Fast (4.1%),
- Buses are clean (3.7%),
- 'All of the above' (Inexpensive, did not need to drive, fast, relaxing, easy, good for the environment, reliable, opportunity to socialize, buses are clean, federal tax credit on transit pass, and exercise walking/cycling to the bus stop) (2.5%),
- Exercise walking/cycling to the bus stop (2.1%),
- Get where you're going (0.4%),
- Convenient (0.4%),
- Goes a pretty good distance across the province (0.4%),
- "Reliable" back-up transit (0.4%), and
- Sitting down (0.4%)

**14. HOW IMPORTANT IS TRANSIT TO YOUYR EVERYDAY LIFE?**

---

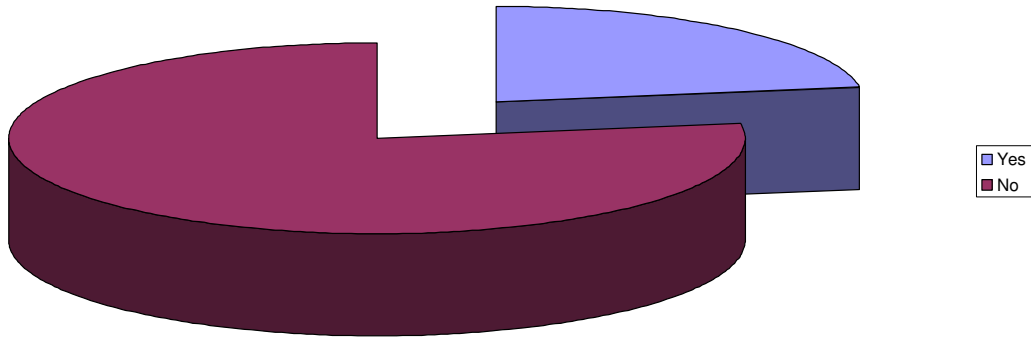
Of those surveyed, 58% said that transit was 'Very important' to their everyday life, 38% indicated that it was 'Moderately important' while only 4% of respondents said that transit was 'Unimportant'.



**15. WOULD YOU MOVE TO A COMMUNITY THAT IS NOT SERVED BY A TRANSIT SERVICE?**

78% of respondents said that they would not move to a community that did not have a transit service, while 22% answered that they would.

Would you move to a community that is not serviced by transit?



**16. IF YOU WERE TO MOVE TO A COMMUNITY THAT WAS NOT SERVED BY TRANSIT, WOULD THIS AFFECT YOUR EVERYDAY LIFE?**

---

51% said that a lack of transit would affect their life ‘Significantly’, 40% said it would affect their life ‘Somewhat’, while only 9% said that it would have no affect on their life.

**If yes, please describe one aspect of your life that would be affected:**

The top 3 ways in which people said their lives would be affected by a lack of transit were that they ‘couldn’t get to/from work’ (14%), ‘limited travel’ (11%), and that it would ‘cost more to live’ (7%).

Other commonly mentioned items were:

- Less mobility (6%)
- Wouldn’t be able to get were needed to go (5%)
- Couldn’t get anywhere (5%)
- Can’t make appointments (5%)
- Wouldn’t be able to get around (5%)
- Can’t travel (3%)
- Would have to take taxi (3%)
- Wouldn’t be able to go some places (2%)
- Have to hire someone (2%)
- Couldn’t work or travel far (2%)
- Can’t visit family and take care of needs (2%)
- Hard to travel anywhere (2%)
- Homebound (2%)
- Have to buy a car (2%)

Also mentioned (with 1% each) were:

- Have to quit job
- Would have no life
- Couldn’t get to work or school
- Lesser ability to get back and fourth to town
- Have no social life
- Couldn’t enjoy social activities
- Quit job and live in cabin in the woods (off grid)
- Wife won’t nag me to take her places if we have transit
- They would get more exercise (biking)
- Everything
- Couldn’t work/changes jobs
- Have to find alternative transportation
- No car
- Getting to work when don’t have a car
- Don’t know what might happen; in today’s society you need transit (no transit is like a society without books) because the people without cars don’t get anywhere
- Wouldn’t be able to shop
- No transportation
- Cab fees are higher than bus passes

- Alternative transit wouldn't be available
- Inconvenience to borrow parents' vehicle
- Would depend on where employed
- Would have to hitchhike
- Couldn't get around when parents work
- Wouldn't be able to go places unless could get a drive
- Convenience

**17. WHAT, IF ANY, DIFFICULTIES DO YOU HAVE A PEDESTRAIN WHEN TRAVELING TO THE BUS STOP?**

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83% of those surveyed said that they had no difficulties when getting to the bus stop.

Of those who did have difficulties, 20% of those difficulties came from the fact that they were so far outside of the coverage area that they needed to get a drive to the bus stop.

Other answers given (with 5% each) were:

- Have to bike
- Medical problems, hard to walk
- Live on back road, have to walk
- Would be cold in winter time if you have to wait
- Back pain, limits ability to stand long times
- Have to walk 40 minutes or get a drive
- No sidewalks, or cross walks, to use
- Bus stop is at a 4 way intersection with no cross walks
- Have to carry heavy things
- In a mobile electric scooter
- Uneven sidewalks (up by Highbury Education Centre)
- Deep snow in winter
- Have to walk from Port Williams, across the dyke
- No where to go when it rains
- Sometimes
- People don't like to yield at crosswalks (apparently flashing lights mean absolutely nothing)

## **18. ARE THERE ANY OTHER COMMENTS YOU WOULD LIKE TO MAKE?**

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The majority of the comments made were that the drivers were good (17%) and that there was 'great/good/excellent service' (14%).

Other common comments were:

- Have later hours (4.5%)
- More stops and shelters (3.0%)
- Sunday service (3.0%)
- Don't like the swearing on the bus (3.0%)
- Friendly drivers and helpful (3.0%)
- Run more frequently (more than every hour, or every 2) (3.0%)

Remaining comments and suggestions (with 1.5% each):

- Meet bus in Sackville
- It's a good thing we have this as a lot of people don't have cars
- Extend service further
- A shame it doesn't get more business, more older people who can't drive should use it more
- Keep price where it is
- Keep up the good work
- Sometimes only people on the bus are going to Convergys (Bridgetown-Weymouth)
- Very pleased with bus service, can't beat the price
- Travel up #10 from Middleton to Bridgetown
- If you live by a bus stop it increases your property value
- Have a 102 route
- Be nice if the bus went through the town of Digby
- Make buses accessible for scooters
- A greenwood driver is uptight, and no personality
- Old bus shelters are not used or needed now
- Like all the drivers
- Sometimes could stand to be a little more on time
- Good service for the community
- Pretty satisfied with service
- Hopefully Kings Transit will continue sometime into the future (especially for those without cars)
- Happy to have it
- When will it change back to old route (Wolfville-Kentville)
- Bus to Halifax
- Have bus every hour (Bridgetown-Greenwood)
- Much needed service
- Everything's good
- Bus drivers are nice
- Bus is great. Use it almost everyday.

- Fares are excellent (even with them going up)
- Excellent service. (It's just an inconvenience that it doesn't run to Port Williams)
- Be more reliable on the weekend
- Use to take it a lot (Kentville to West Kings) and the buses were breaking down a lot. Should have a 'back-up' bus.
  
- In the winter when the buses are late, it's freezing

## COMPARISON OF RELEVANT 2008 & 2007 SURVEY RESULTS

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The majority of questions went unchanged between the 2007 and 2008 surveys allowing for comparison of the data gathered. As the 2007 surveys were filled out directly by participants there is some small room for error in the data gather. However, the 2008 surveys were filled out by the summer students administering them, so the room for error in that set of data is greatly reduced.

In 2007, the total number of surveys tallied was 73. In 2008, there were 100 surveys administered.

### 1. AGE

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An exact comparison is made impossible due to discrepancies in the 2007 data. However, using the numbers there a noticeable difference appears between the two years. While the largest age categories in the 2008 data were 46-55 years (21%), 16-20 years (19%), and 21-25 years (17%), the 2007 surveys had the 56-65 (21%), 46-55 (18%), and 65+ (16%) as the largest groups.

### 2. SEX

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The data here was almost identical, with 59% of 2008 riders surveyed identifying as female and 41% identifying as male, and 60% of 2007 riders surveyed identifying as female and 40% identifying as male.

### 3. OCCUPATION

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In 2007 the largest group of those surveyed identified as retired (27%), as opposed to 11% of 2008 results. Students made up the greatest number of those surveyed in 2008 (16%) but only 6% of respondents on the 2007 survey.

There were no other significantly sized groups identified in the 2007 survey. The other major groups identified in 2008 were:

	2008 %	2007%
Unemployed:	7%	5%
Disabled:	6%	5%
Housewife/mother:	6%	6%

#### 4. WHAT COMMUNITY DO YOU LIVE IN, OR NEAREST TO?

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Between the time the 2007 survey was administered, and the time the 2008 survey was conducted, there was a change in the Kings Transit coverage area that resulted in the addition of a route running from Hortonville to Windsor to Brooklyn. This expansion would have an affect on the number and location of transit users and helped influence any visible changes in rider location

Kentville and Wolfville were the most common places of residence in both the 2007 and 2008 surveys, while Middleton, the third most common in 2008, was not even in the top 5 in 2007.

	2008 %	2007 %
Kentville	17%	14%
Wolfville	10%	14%
Middleton	8%	7%
New Minas	5%	8%
Kingston	5%	8%
Berwick	4%	8%

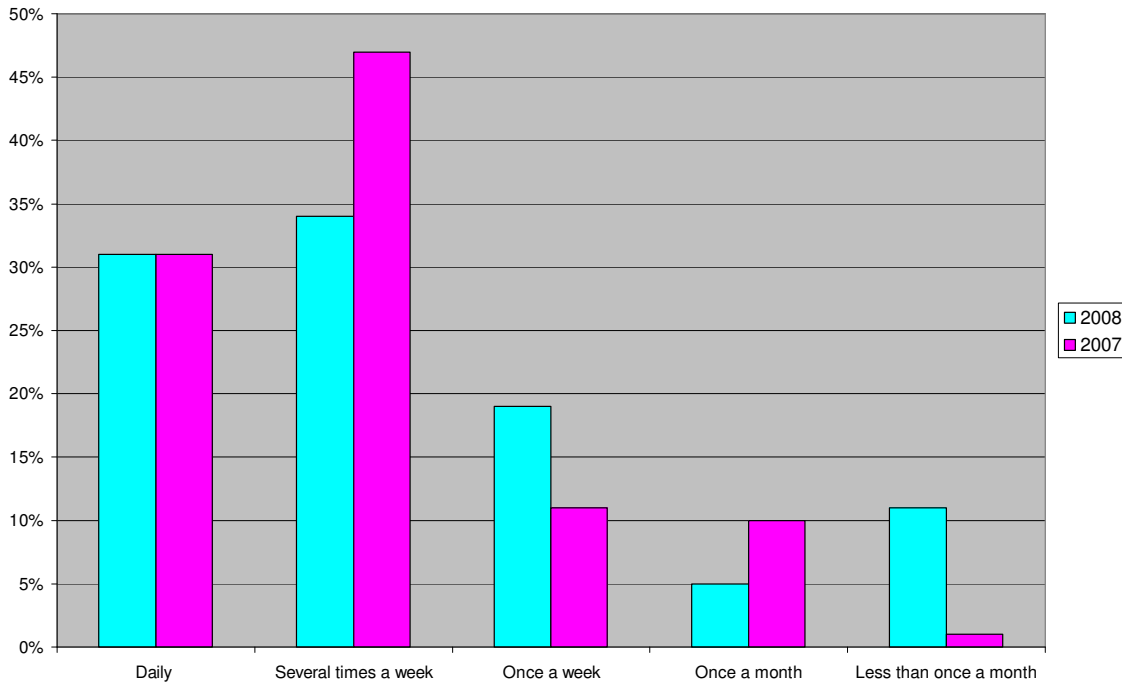
## 5. HOW OFTEN DO YOU USUALLY USE KINGS TRANSIT?

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Both 2007 and 2008 showed almost identical frequency of use patterns, with usage of several times a week being the most common on both occasions.

	2008 %	2007 %
Several times a week	34%	47%
Daily	31%	31%
Once a week	19%	11%
Less than once a month	11%	1%
Once a month	5%	10%

How Often Do You Usually Use Kings Transit?



## 6. DO YOU HAVE A DRIVER'S LICENSE?

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The number of riders with a driver's license decreased from 2007 to 2008, going from 51% down to 46%.

## **7. DO YOU HAVE THE USE OF A CAR?**

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The same general pattern of car access was visible between the 2007 and 2008 data.

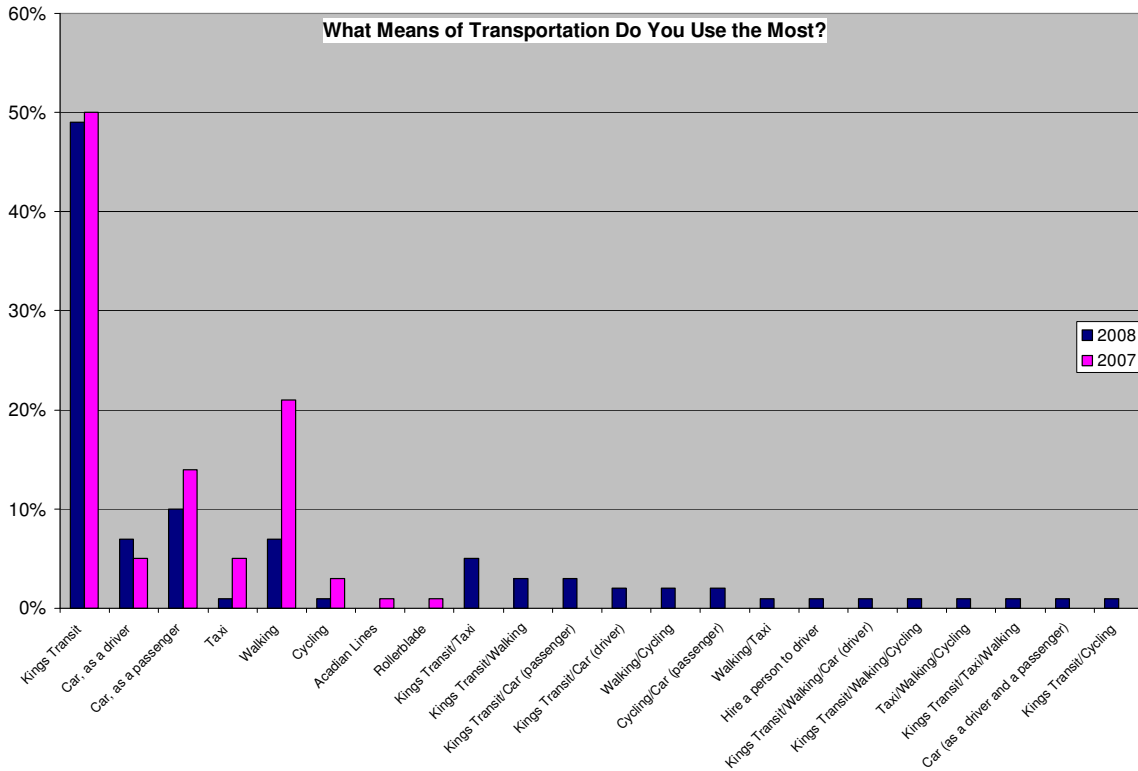
	2008 %	2007 %
Do not have access to a car	49%	50%
Sometimes have access to a car	32%	34%
Always have access to a car	19%	16%

For those who had access to a car their main reason for taking the bus remained very much the same; taking the bus is cheaper than driving.

## 8. WHAT MEANS OF TRANSPORTATION DO YOU USE THE MOST?

In both 2007 and 2008 those surveyed listed Kings Transit as their most common form of transportation, with 50% in 2007, and 49% in 2008. Walking, while still in the top responses in 2008, dropped substantially going from 21%, in 2007, to 7%, and Car (as a passenger) dropped in response frequency as well. Car (as a driver), which tied for third most common form of transportation in 2008, saw a slight increase.

	2008 %	2007 %
Kings Transit	49%	50%
Car (as a passenger)	10%	14%
Walk	7%	21%
Car (as a driver)	7%	5%



**9. DO YOU HAVE FRIENDS OR FAMILY WHO COULD UTILIZE THE BUS SERVICE BUT DON'T?**

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The number of people who had friends or family who could use the bus service but did not, dropped by 10% between the two surveys, going from 69% in 2007 to 59% in 2008.

**If yes, please describe one reason why they do not use the bus service:**

While the main reasons for not taking the bus did not change, their order did. In 2007 the top reason people gave for their friends or family not taking the bus was that the bus schedule and run times were not convenient (31%), while 2008 found that the availability of a vehicle was the main reason for not taking the bus, coming in at 55.6%. The other top reasons given in 2007 were 'have the use of a car/more convenient to take a car' (19%) and 'are off the route' (11%). 2008 found that 'hour conflict with schedule/doesn't run often enough' was the second most common reason coming in at 7.4%, while 'are off route' had 3.7% and tied for third with 'medical reasons', 'have no money', 'electric wheelchair/scooter, can't get on bus', and 'feel it's beneath them'.

**10. IN YOUR OPINION, ARE THERE ANY ASPECTS OF THE SERVICE WHICH COULD BE IMPROVED?**

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There was a substantial difference to be found between the two surveys in this category. The number of people who thought service could be improved dropped by 35 percentage points, going from 79% of those surveyed in 2007, to only 44% of those surveyed in 2008.

**If yes, please specify 2 items:**

The 2007 survey had participants choose from a set list of items, while the 2008 survey had them list whatever they wished to say. It is still easy to see that the main concern from 2007, schedules, which received 29% of votes, was still prominent as the top three aspects listed in 2008 were 'run more frequently (including Saturdays)' (17%), 'run earlier in the morning/later at night' (14%), and 'run on Sunday' (8%), which all relate back to scheduling.

**11. IN YOUR OPINION, WHAT ARE THE MOST POSITIVE ASPECTS OF USING TRANSIT?  
(CHECK UP TO THREE)**

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In both 2007 and 2008 ‘Inexpensive’ and ‘Good for the environment’ were the top one and two reasons respectively. ‘Inexpensive’ went from 24% of those surveyed in 2007, up to 31% in 2008, while ‘good for the environment’ saw an increase as well as it went from 14% of votes in 2007 to 16.5% in 2008.

Other top reasons in both years that saw a change in position were:

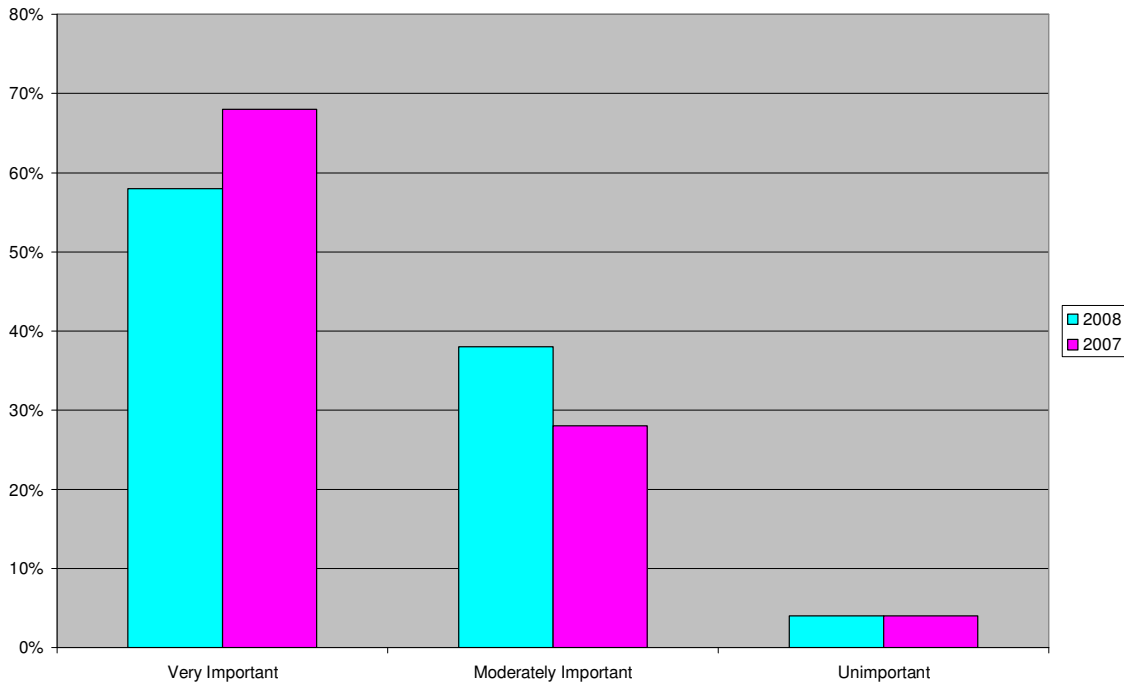
	2008 %	2007 %
Easy	9.1%	8%
Don't need to drive	8.3%	10%
Reliable	8.3%	10%
Relaxing	7.9%	10%
Exercise walking/cycling to the bus stop	2.1%	8%

**12. HOW IMPORTANT IS TRANSIT TO YOUR EVERYDAY LIFE?**

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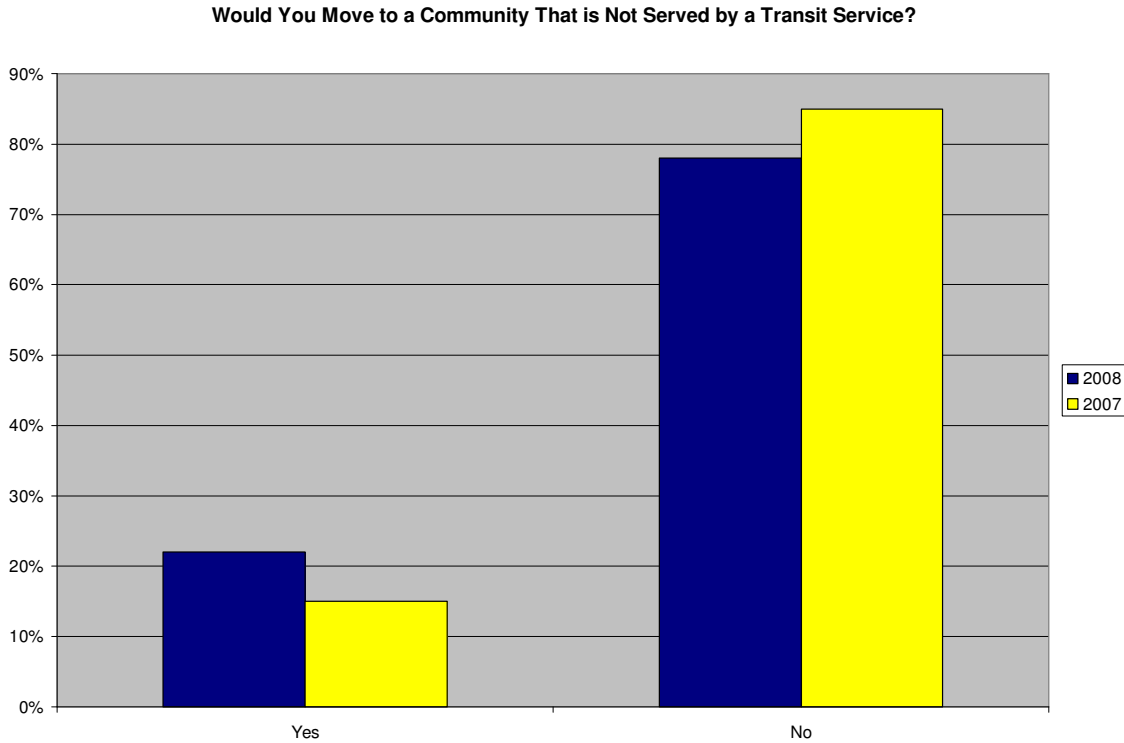
In both the 2007 and 2008 surveys only 4% of those surveyed said that transit was unimportant to their everyday life. The change between the two surveys was that those listing transit as ‘very important’ dropped from 68% in 2007 to 58% in 2008, while ‘moderately important’ picked up that 10% to go from 28% in 2007 up to 38% in 2008.

How Important is Transit to Your Everyday Life?



### **13. WOULD YOU MOVE TO A COMMUNITY THAT IS NOT SERVED BY A TRANSIT SERVICE?**

Between the 2007 and 2008 data there was a decrease in the numbers of those who said that they would not move to an area without transit. While 85% of those surveyed in 2007 said they would not move to a community without a transit service that dropped to 78% of those surveyed in 2008.



### **14. IF YOU WERE TO MOVE TO A COMMUNITY THAT WAS NOT SERVED BY TRANSIT, WOULD THIS AFFECT YOUR EVERYDAY LIFE?**

This question also saw a substantial change in numbers between 2007 and 2008. There was a large drop in the number of those who said that a lack of transit would affect their life ‘significantly’ (86% in 2007, down to 51% in 2008). An answer of ‘somewhat’ saw an almost equal increase (6% in 2007, up to 40% in 2008), while ‘no’ saw an increase of 1 percentage point (8% in 2007, and 9% in 2008).

**If yes, please describe one aspect of how the absence of transit would affect your daily life:**

Both 2007 and 2008 survey participants cited a reduction in mobility, an increased reliance on friends, family, and taxis, and an increased cost of living.

**15. ARE THERE ANY OTHER COMMENTS YOU WOULD LIKE TO MAKE?**

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The main difference between the comments made on the 2007 survey and those made on the 2008 survey was that, while the bus drivers and service were mentioned, there was nowhere near the overwhelming number of comments on how helpful and friendly the bus drivers were, or that the service was good, great, or excellent.

## Survey Conclusion

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This survey has served to help pinpoint those areas that transit users are pleased with, as well as those that they feel need to be improved. To increase the usefulness of this ability, and grant the ability to reliably look for trends this survey should continue to be administered in subsequent years.

The most noticeable changes between the two years worth of data was that found in the age of the users, the importance of transit in their daily lives, and their willingness to go where transit is unavailable. When one considers the shift of the age of transit users from being mostly 46 years and older, to being between 16 and 25 years of age, these differences regarding the importance of transit would appear to be linked in an age related difference in ease of mobility. Those who are much older are far less likely to drive, or are far less likely to be able to drive while, although the 16-25 crowd does have people who do not drive, they are far more likely to, and are also far less likely to have health problems that might hinder them from undertaking various forms of active transportation like walking and cycling, which allow them greater alternatives to transit services.

That that demographic has increased it's use of public transit would lead one to believe that there could easily continue to be growth with the proper advertisement and support as automobile use becomes less and less appealing between the rising cost of gas and increased health concerns regarding inactivity.

Over all, this report and survey data should serve as another tool to aid in the improvement and maintenance of the transit service, as well as underscore it's importance in the lives of the people who use it and give suggestions for the increase of that usage.

## APPENDIX

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### SUMMARY OF 2007 SURVEY RESULTS

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In most columns of the first survey when the numbers should be exact, there is a large amount of error; we have attempted to correct these errors and manipulate them to be more precise when compared to the new survey stats.

- 48% of the riders were using the bus to travel to work, while 52 % used the bus for school, a way to travel, to shop, and do leisure activities.
- 31% of people use the bus service daily, 47% uses it daily, 11% use the bus once a week, 10% use it once a month and 1% rarely use transit.
- 25% of the bus riders are considered the non-working class or the dependant class, while 75% would be labeled as working class or the independent class.
- 40% of riders surveyed were males, and 60% of riders surveyed were females
- Percentage of riders surveyed from:
  - Digby County- 8 %
  - Annapolis County-22 %
  - Kings County- 68 %
  - Hants County- 1 %
  - Other – 1 %
- 90 % of Transit users agree that Kings Transit is serving needs well, 10 % say Kings Transit is not serving needs well.
- 51 % of Transit riders surveyed have a valid drivers license, 49 % do not have or have not obtained a valid drivers license.
- 16 % of Transit riders surveyed always have access to a car, 34 % have access sometimes, and 50 % do not have access to a car.
- Methods of transportation used the most according to surveyed users were:
  - Kings Transit- 50 %
  - Car (driver) - 5%
  - Car (passenger) - 14%
  - Taxi- 5 %
  - Walk- 21 %
  - Cycle- 3 %
  - Acadian lines- 1 %
  - Rollerblade- 1%

- 69 % of Kings Transit riders say they have friends and/or family that could utilize the service but do not, while 31 % say they do not have friends and/or family that could utilize the service.
- 79 % of Transit riders say there are aspects to be improved, 21 % say the service is fine.
- Topics people feel could improve/ change:

schedules- 29 %  
 speed of trip- 6 %  
 reliability- 14 %  
 location of stops- 13 %  
 route- 17 %  
 more bike racks- 1 %  
 more frequent service- 2 %  
 later service- 6 %  
 later Saturday runs- 2 %  
 Sunday service- 3 %  
 more bus shelters- 1 %  
 rude bus drivers- 2 %  
 no food and drink rule- 1 %  
 fares- 3 %

- Top reasons for taking transit:

Inexpensive- 24 %  
 No need to drive- 10 %  
 Fast- 2 %  
 Relaxing- 10 %  
 Easy- 8 %  
 Good for the environment- 14 %  
 Reliable- 10 %  
 Opportunity to socialize- 7 %  
 Buses are clean- 6 %  
 Federal tax credit on transit passes - 1 %  
 Exercise- 8 %

- How important is transit to your everyday life?

68 % of people surveyed say very, 28 % say moderately, and 4 % say unimportant.

- 15 % of people surveyed said they would move to an area with no transit service, and 85 % of people said they would not.
- If there was no Transit, would it affect your everyday life?
  - 86 % say significantly
  - 6 % say somewhat
  - 8 % say not at all