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RELEASE: EXTRA SERVICE BEGINS JANUARY 4 ON KELOWNA REGIONAL TRANSIT

KELOWNA, B.C. – Starting January 4, the Kelowna Regional Transit System will introduce an additional 3,500 hours of service to the community. The hours will be dedicated to improving schedule reliability on **#1 Lakeshore** and increasing frequency on **#7 Glenmore**.

"The expanded service will support the growing customer base in Kelowna, enhance service, and encourage greater transit use," said Manuel Achadinha, President and CEO of BC Transit.

"This expanded service is great news for our community, providing people more options to time their travel to school and work," said Westside-Kelowna MLA Ben Stewart.

"Adding more hours of services on these bus routes will go a long way to reducing congestion on this busy travel corridor, and will help reduce greenhouse gas emissions in our communities," said Kelowna-Mission MLA Steve Thomson.

"More options on these busy routes is exciting news for UBCO students who will be glad to have increased bus service that will help make their commutes easier," said Kelowna-Lake Country MLA Norm Letnick.

Customers can expect schedule changes to **#1 Lakeshore**. More trips are being added on **#7 Glenmore** with 15-minute service during peak travel hours (6 a.m. to 9 a.m. and 3 p.m. to 6 p.m.). In response to student feedback, an additional evening trip has been added to the **#97 UBCO Express**, leaving the campus at 6:35 p.m. for Kelowna.

"This expanded service is a result of input from residents and groups who use the system regularly, including the UBCO Student Union," said Jerry Dombowsky, Regional Programs Manager for the City of Kelowna.

Also in 2010, BC Transit will begin work on a 25-year master plan for Kelowna that will help identify key rapid transit corridors. The Highway 97 rapid transit project is also scheduled for completion by the end of 2010. Rapid transit allows for shorter travel times and more trips during commuting times.

"This expansion and our other initiatives will assist us in achieving the Provincial Transit Plan goal of doubling ridership by 2020," said Achadinha.

This year alone, BC Transit will serve over four million customers in Kelowna and over 50 million across B.C.

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