



a shift towards youth in transportation planning

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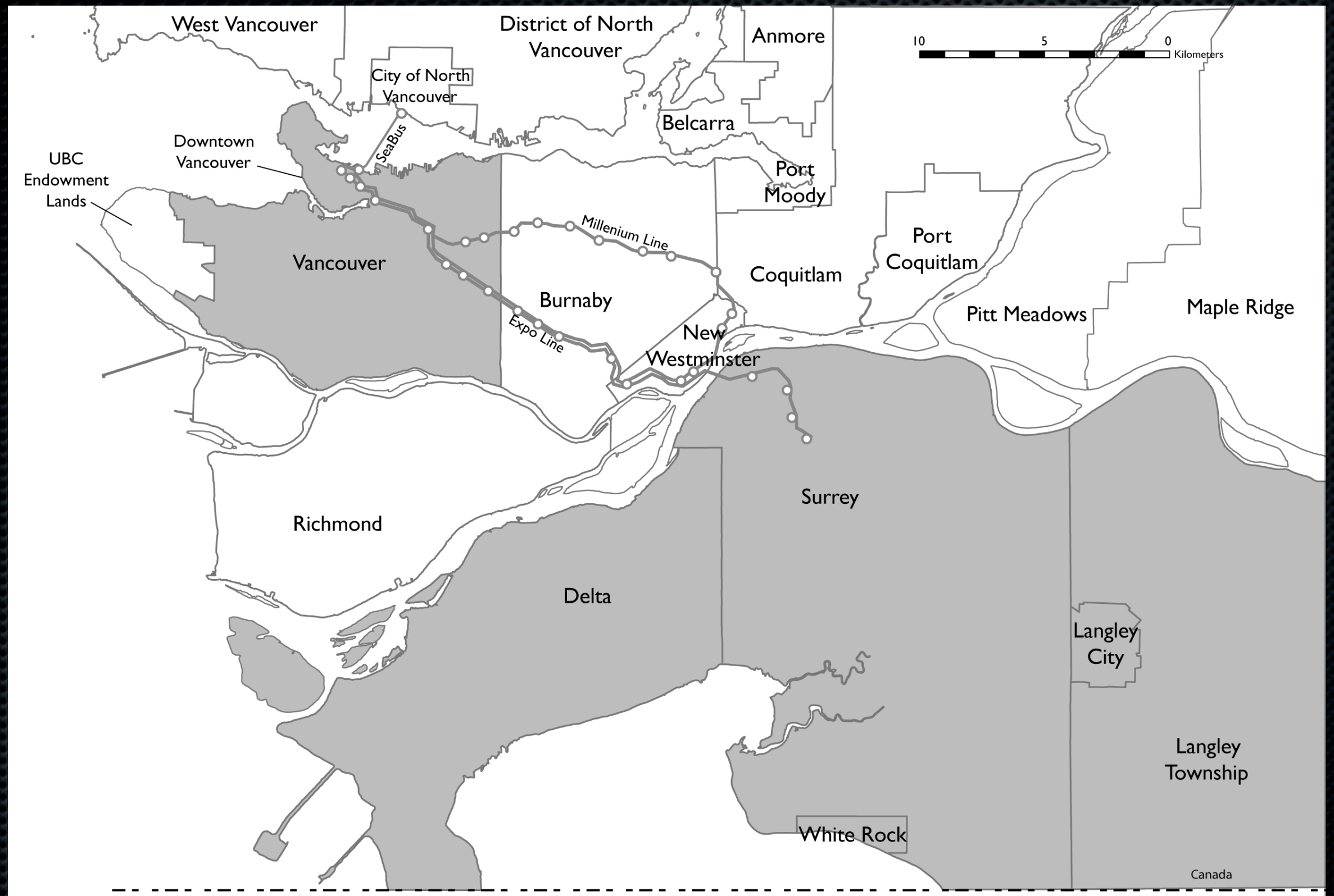
an untapped demographic?

- ✦ youth are particularly dependent upon sustainable transportation modes
- ✦ young people in Vancouver show a willingness to use transit until their late 20s
- ✦ few transportation researchers focus on young people and young people are difficult to recruit for surveys

youth and young adults represent 30% of transit ridership across Canada; in Vancouver, young people represent 55% of bus riders, 52% of SkyTrain riders and 45% of cyclists

different travel patterns

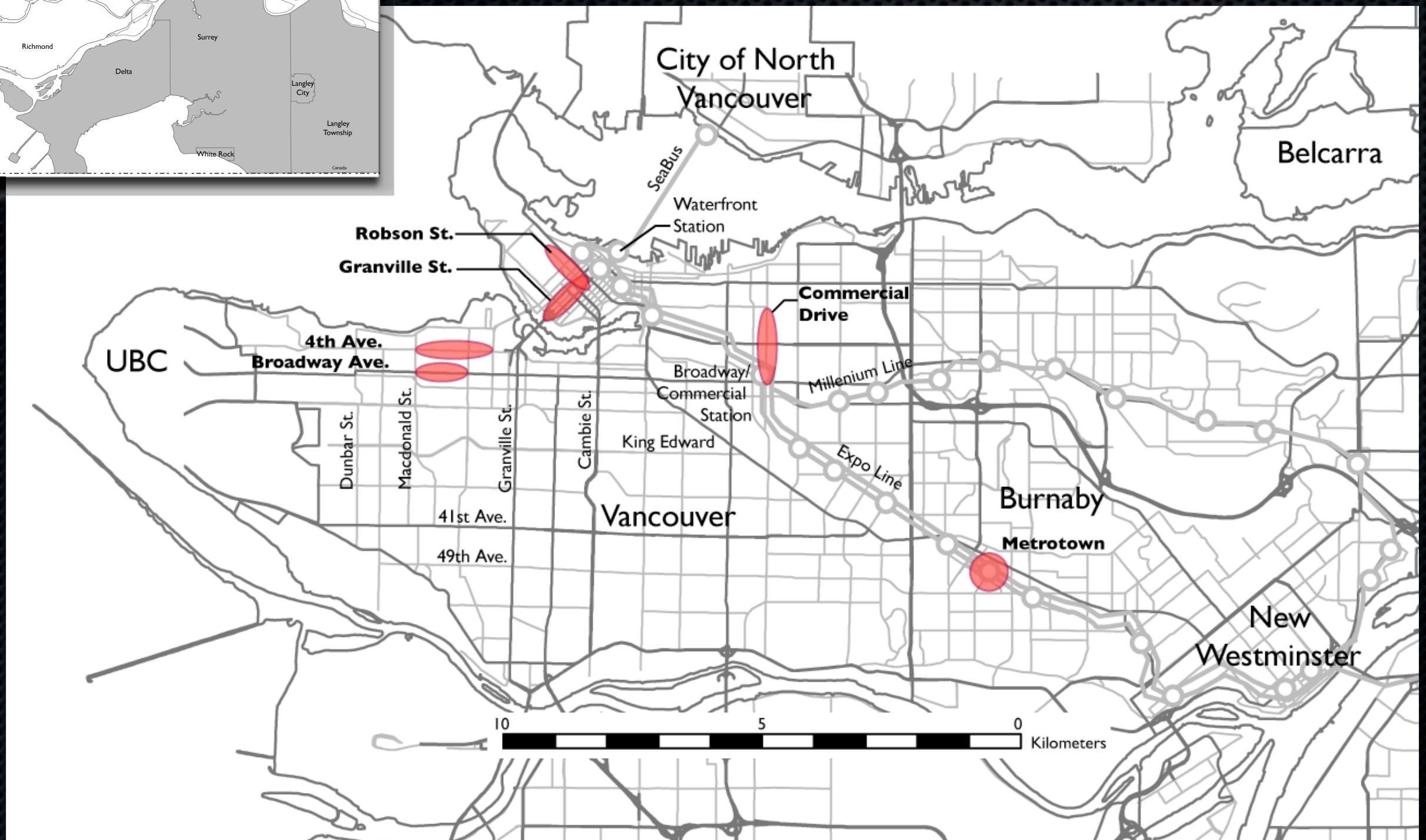
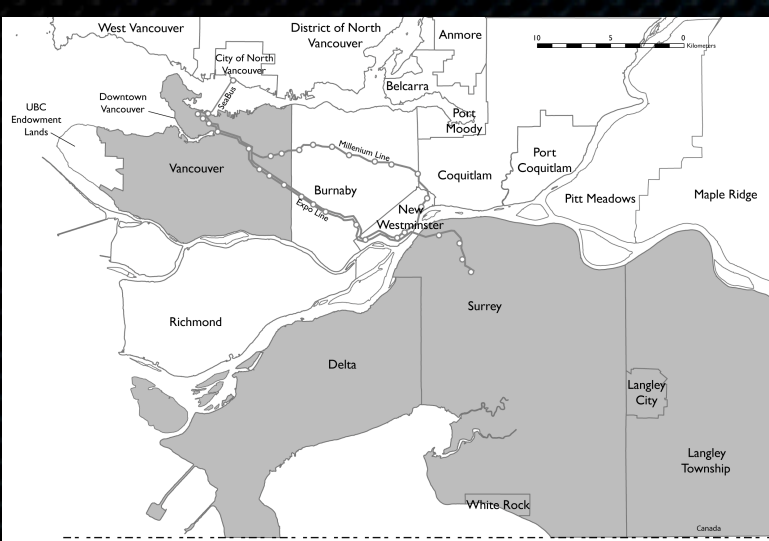
- ✦ young people have shorter school days, work part-time in the evenings, and use transit for social and leisure travel
- ✦ TransLink found that teens (aged 14-16) and youth (aged 17-21) experienced considerable transit infrequency and unreliability due to their tendency to take transit in the evening and at night; they also had surprising attitudes towards car ownership



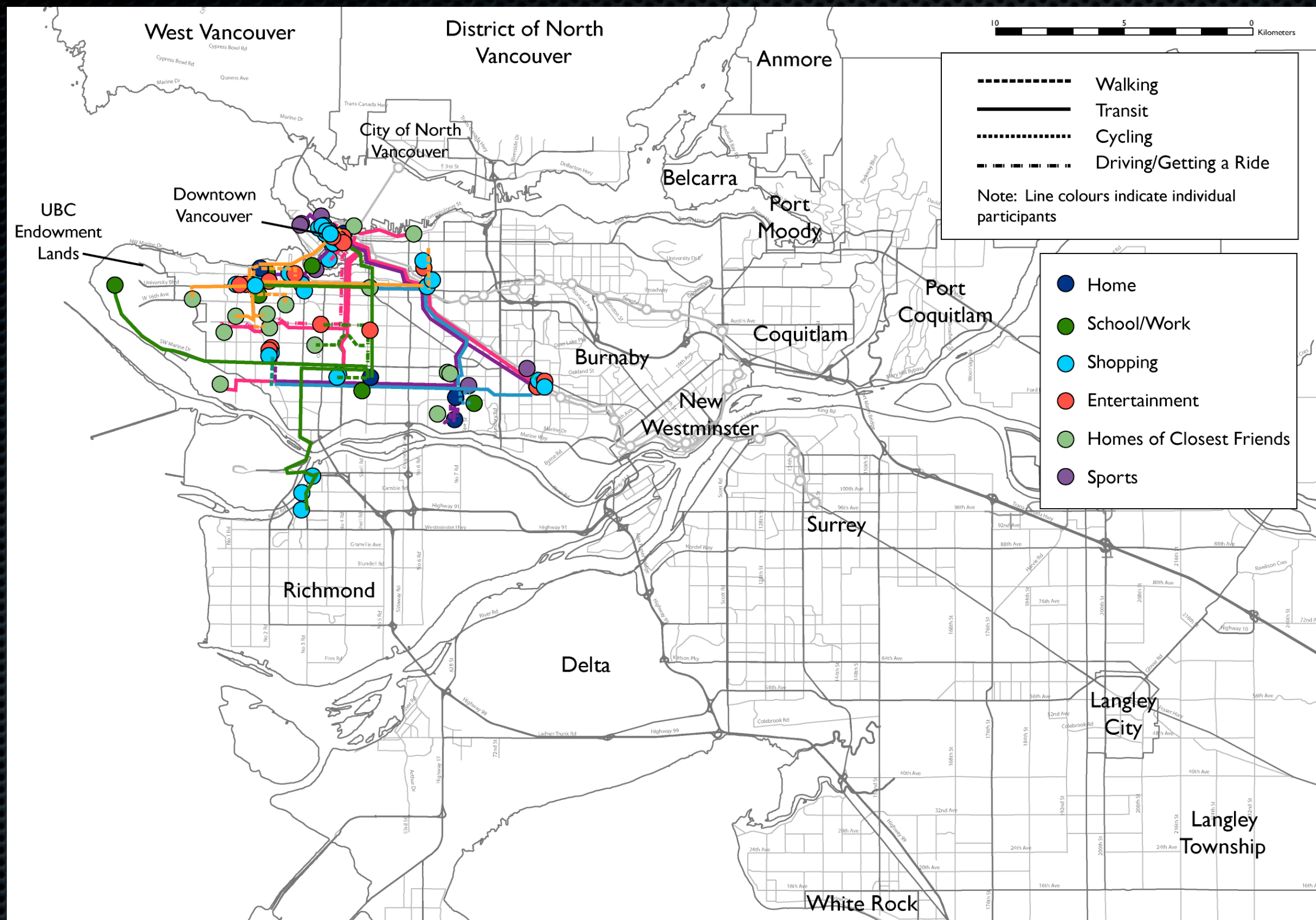
metro vancouver

methods

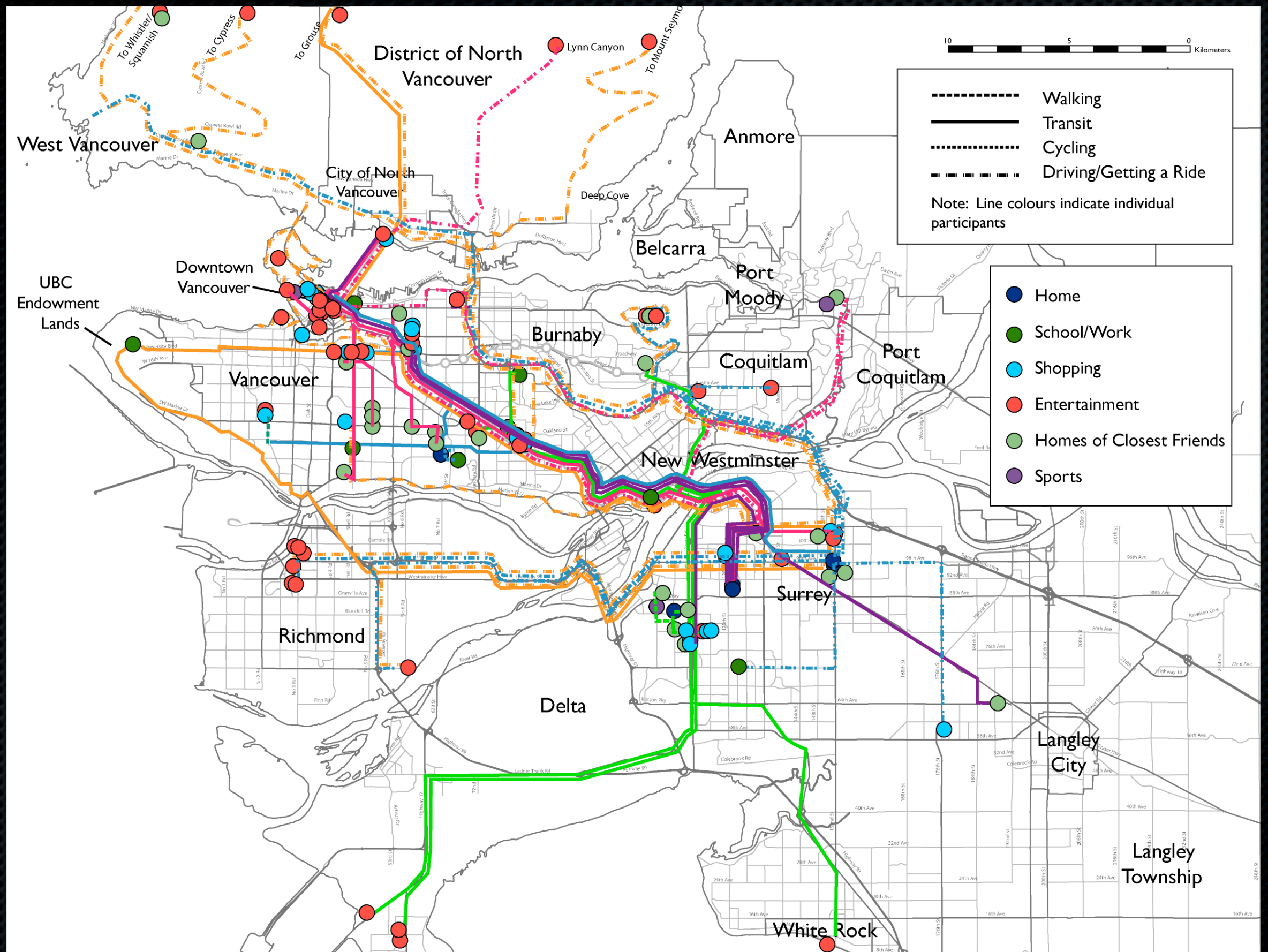
- ✦ focused on youth (17-21) and young adults (22-25) in Metro Vancouver who used sustainable transportation modes regularly
- ✦ focus groups and social mapping were used to explore the relationship between sustainable modes and travel for social purposes
- ✦ four focus groups were held (two each from Surrey and Vancouver) with a total of 21 participants



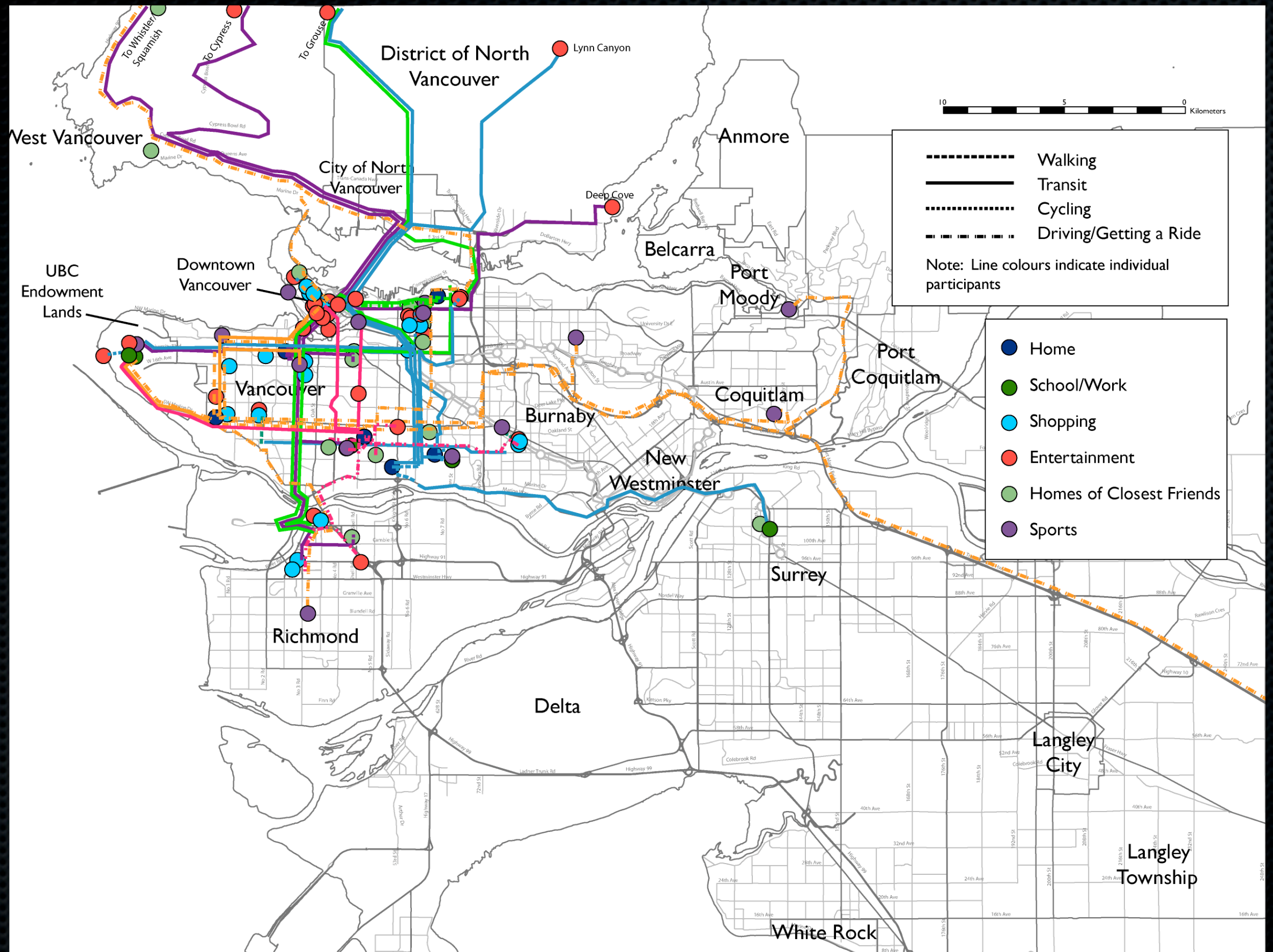
social activity destinations were focused in a few corridors in the densest part of the region



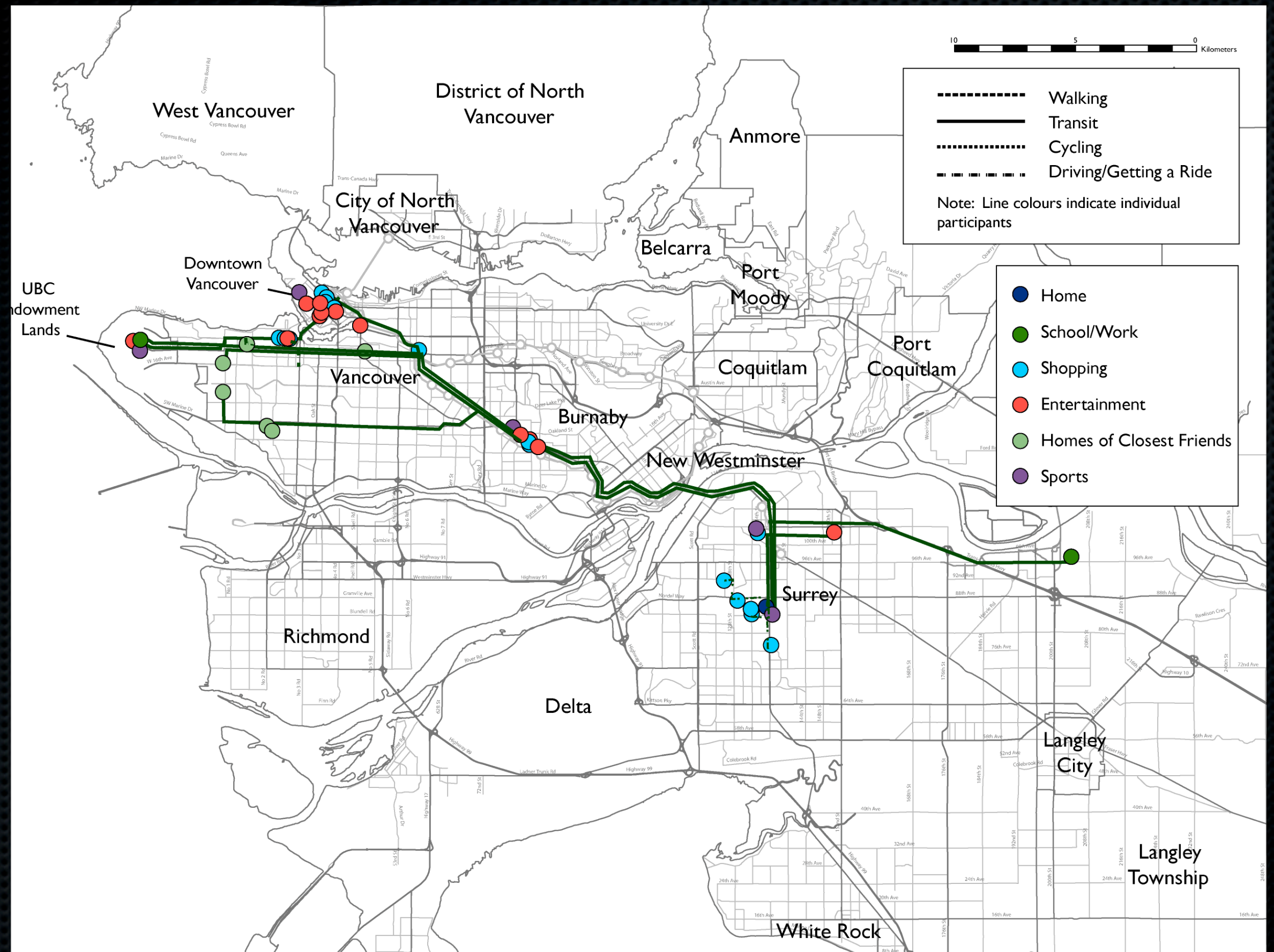
social travel patterns of vancouver youth (17-21)



social travel patterns of surrey youth (17-21)



social travel patterns of vancouver young adults (22-25)



social travel patterns of surrey young adults (22-25)

themes

- ✦ awareness of broader issues around transportation
- ✦ attitudes towards car ownership

4 out of 10 youth participants said they wanted to buy a car as soon as possible; 1 out of 11 young adults did

13 out of 21 mentioned affordability as an incentive to taking transit; 14 cited environmental reasons

“i’d rather take transit...i’d definitely take it over a car.”

rick, 24, vancouver

“i really have no desire to own a car. i’d rather have a good transit system. not even for environmental reasons, it’s just that cars are stupid. it’s such a waste of energy.”

pete, 22, vancouver

themes

- ✦ transit frequency and reliability
- ✦ planning and coordination of trips
- ✦ evening and night services
- ✦ weather

“one of the reasons i’m not likely to take transit at night, because let’s say i want to go clubbing downtown, then by the time i’m out everything’s stopped.”

larry, 19, surrey

“when i moved out, i always tried to pick central locations...close to every major transit route.”

joanne, 22, vancouver

conclusions

- ✦ this study's small sample size means that results may not be generalizable to other cities
- ✦ young people in this sample showed considerable constraints in using transit, but still chose to use it for affordability and environmental reasons
- ✦ if future research supports these results, we should encourage a shift in transit planning towards off-peak service, including increased night buses

“i know i'd do a lot more if we had a good transit system. even when i was visiting toronto, i got around very easily on transit. vancouver, i just feel like...i feel trapped, sometimes, because you can't get places even if you want to.”

victoria, 24, vancouver

transit planning recommendations

- ✦ extended night bus service until the beginning of morning service
- ✦ 24-hour service on bus rapid transit and SkyTrain rapid transit lines
- ✦ establishment of an online youth advisory committee for transportation planning
- ✦ better market research methods to reach youth (social networking websites, text messaging)

“improving access to sustainable transportation modes is a key factor in creating livable cities.”

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