

Expanding Awareness of the SAC Shuttle

A low-cost community campaign to reduce senior social isolation through better awareness of existing transit services

Presented to West Vancouver Municipal Council · June 8, 2026 · Leo Roizman (Simon Fraser University) · John Holden (JTS Consulting)

3.

THE PROBLEM

43%

of West Vancouver residents are 55+
12,580 residents aged 65+ (2021)

~14,970

seniors not SAC members

~79%

awareness gap estimated
The shuttle exists — people just don't know

"Loneliness and social isolation are associated with increased risks of heart disease, depression, and cognitive decline."

— National Institute on Aging, 2025

THE EXISTING SOLUTION

The SAC Shuttle Bus — open to ALL West Vancouver residents 55+

- Tue–Sat, 9 a.m.–3:45 p.m.
- \$3 suggested donation per trip
- 15 stops across West Vancouver
- Flag-down service along the route

OUR CAMPAIGN

Core deliverable: A campaign email + printable flyer

What the shuttle is · why social connection matters · how to ride · community leader endorsements & council quotes

Community Partners

21 organizations distribute the email to their senior networks or print and post the flyer at their locations — at zero advertising cost.

- Meals on Wheels
- VCH Home Health

Council-Endorsed Messaging

Council member quotes and a video statement embedded in the email and printed flyer — lending municipal authority and trust to the campaign.

- Quote affirming shuttle importance
- Endorsement of reducing isolation

Trusted messengers

A Meals on Wheels volunteer mentioning the shuttle during a home visit carries far more weight than any poster or advertisement.

Reaches the unreachable

Homebound, isolated & newcomer seniors won't find the shuttle through traditional advertising. Community connectors visit them directly.

Zero advertising budget

Every channel uses existing organizational infrastructure — email lists, bulletin boards, pastoral visits, and home deliveries already in place.

Highest-impact first

Tier 1 partners prioritized — Meals on Wheels, VCH Home Health, SAC Outreach — workers who visit seniors who'd never find the shuttle independently.

3-MONTH CAMPAIGN TIMELINE · Volunteer-led · Low/no cost

June

Warm-up

July

Launch

August

Measure

Meet WV Foundation for warm introductions

Finalise email & printable flyer

Survey awareness among seniors

Brief SAC Outreach Program coordinator

Distribute to all 21 partner orgs

Track shuttle ridership before/after

Collect council endorsements & quotes

Visit unserved senior residences in person

Report results to council

WHAT WE'RE ASKING OF COUNCIL

We are not asking for funding. We are asking for your voice.

01 Your endorsement

A brief quote or video statement from council members affirming the importance of the shuttle and reducing senior social isolation — embedded in all campaign materials.

02 Your platform

Share the campaign through the District's official channels — social media, the District website, and The Scene magazine.

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