

NORTH SHORE YOUNG CIVIC FORUM · DISTRICT OF WEST VANCOUVER TEAM

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 (Student at Simon Fraser) · John Holden (Consultant at JTS Consulting)

Social Isolation Is a Growing Health Crisis

And West Vancouver's senior population is especially at risk



43%

of West Vancouver
residents are 55+



12,580

residents aged
65 and over (2021)



~79%

of eligible seniors
not SAC members

“ *Everyone needs social connection to survive and thrive. But as people age, they often find themselves spending more time alone. Loneliness and social isolation are associated with increased risks of heart disease, depression, and cognitive decline.* ”

— National Institute on Aging, 2025



The SAC Shuttle Bus

- Operates Tue–Sat, 9 a.m.–3:45 p.m.
- \$3 suggested donation per trip
- Flag-down along the route
- 15 stops across West Vancouver
- Connects seniors to groceries, medical offices, banks & the SAC
- Open to ALL 55+ residents — not just SAC members

The Gap: Awareness

The shuttle already exists. The problem is that most seniors who need it don't know it's there.

~14,970 eligible seniors

are not SAC members — many may not know the shuttle is open to them too

3 senior residences

totalling hundreds of residents have no dedicated shuttle stop

45.7% newcomers

in WV's population may not be reached by English-only outreach

Park Royal Towers

residents must phone to arrange pickup — a friction barrier that deters first-timers

Our Proposed Awareness Campaign

A coordinated, low-cost effort using email, print, and community partner networks



Core deliverable: A campaign email + printable flyer

One clear, compelling document covering: what the shuttle is · why social connection matters · how to ride · community leader endorsements and quotes



Community partners

21 organizations — from Meals on Wheels to faith communities — distribute the email to their senior constituents or print and post the flyer at their locations



Digital outreach

Partner organizations email the campaign to their lists. Zero advertising cost — we work through existing trusted relationships and channels



Council-endorsed messaging

Council member quotes and endorsements are embedded in the email and flyer — lending municipal authority and trust to the campaign



21 Partner Organizations

Across three outreach tiers — activated at zero cost through existing community relationships

Tier 1 — Direct reach

Meals on Wheels, VCH Home Health, SAC Outreach

Tier 2 — Connectors

NSCR, Hollyburn Family Services, Seniors Coalition

Tier 3 — Awareness

Faith communities, clinics, pharmacies, The Scene

Why This Approach Works

Trusted messengers

A Meals on Wheels volunteer mentioning the shuttle during a home visit carries far more weight than a poster. We work through relationships seniors already trust.

Reaches the unreachable

Homebound, isolated, and 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 (Meals on Wheels, VCH Home Health, SAC Outreach) are prioritized — these workers visit seniors who would never find the service independently.

3-Month Campaign Timeline

Volunteer-led · Low/no cost · June – August 2026

June

*Phase 1
Warm-up*

Meet WV Foundation
for warm introductions

Brief SAC Outreach
Program coordinator

Collect council
endorsements & quotes

July

*Phase 2
Launch*

Finalise email
& printable flyer

Distribute to all
21 partner orgs

Visit unserved senior
residences in person

August

*Phase 3
Measure*

Survey awareness
among seniors

Track shuttle ridership
before/after

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 recorded video statement from one or more council members affirming the importance of the shuttle and reducing senior social isolation. This will be embedded directly in the campaign email and printed flyer — lending municipal credibility to the message.

02 Your platform

Share the campaign email through the District's official communications channels — social media, the District website, and The Scene magazine. This extends our reach to seniors and families who may not be connected to any of our 21 partner organizations.

We will return with a follow-up meeting to collect your quotes and discuss how the District can best share the campaign.

The shuttle already exists. The seniors who need it just have to know it's there.

Help us spread the word.

North Shore Young Civic Forum · District of West Vancouver Team

Leo Roizman · John Holden

Presented June 8, 2026



Questions?
Reach us at:

jholden@jtsconsulting.ca
Holden.johnd@gmail.com
Roizman.keo@gmail.com