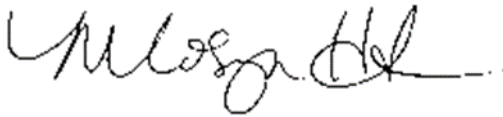




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	October 5, 2023
<b>SUBJECT:</b>	Accessible Transportation Services Upcoming Customer Communications (City Wide) (HSR2302)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Maureen Cosyn Heath Director, Transit Public Works Department
<b>SIGNATURE:</b>	

The purpose of this communication update is to provide Council with information regarding upcoming communications to Accessible Transportation Services Customers about:

- Accessible Transportation Services records updates for inactive registered clients
- Accessible Transportation Services customer feedback survey
- Accessible Transportation Services journey mapping project

These activities are in keeping with the overall review of the provision of accessible transportation that is currently underway

### **Accessible Transportation Services records updates for inactive registered customers**

As outlined in PW21055(a), Accessible Transportation Services will ensure inactive client records are closed and archived according to the City of Hamilton retention bylaw no. 11-040.

To accomplish this, approximately 13,000 inactive clients who have been on the service since prior to October 1, 2022, will receive a letter requesting an updated application.

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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Recipients who have not used Accessible Transportation Services in the past year will be given six (6) months to submit an updated application. Recipients who have not used the service in two or more years will be given 90 days to submit an updated application.

Recipients who do submit an updated application will not have their eligibility reassessed (as per Public Works Report 22-006, Item 8.1 (b)) but may be found eligible for a higher level of service due to a change in their disability or medical condition. They may also experience one of the following safety-related outcomes, as outlined in PW21055(a):

- Accessible Transportation Services finds a client ineligible for service due to a decline in functioning that results in them being found unsafe for travel on specialized transit;
- Accessible Transportation Services requires a support person to accompany a client when travelling on specialized transit, in order to travel safely; or
- Accessible Transportation Services requires an attendant to meet a client at destinations when travelling on specialized transit, in order to be safe on arrival.

Recipients who do not submit an updated application within the required timeframe will be suspended from service, and their record will be closed and archived.

**Accessible Transportation Services customer feedback survey**

Accessible Transportation Services is also undertaking a customer satisfaction survey and journey mapping project in accordance with Public Works Report 22-006 Item 8.1(e):

“That staff be directed to undertake a (Re)Envision-based voice of customer consultation process to consider service design and customer experience for users of Accessible Transit Services (ATS) and that this consultation will include broad stakeholder engagement, including but not limited to, existing ATS registrants, DARTS, ACPD and SAC and any other applicable groups.”

Accessible Transportation Services has worked with the Hamilton Street Railway's Customer Experience and Innovation section to craft a comprehensive survey to gather customer feedback. The general areas of questioning are information about disability, and information about use of and satisfaction with Accessible Transportation Services Customer Service, Accessible Transportation Services contractor DARTS, the Taxi Scrip program, and accessible Hamilton Street Railway buses. The survey also includes the option of participating in a contest and joining a future Accessible Transportation Services Customer Panel, similar to the Hamilton Street Railway Customer Panel.

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Accessible Transportation Services and Hamilton Street Railway Customer Experience and Innovation staff delegated to the Transportation Working Group of the Advisory Committee for Persons with Disabilities on July 25, 2023 (initial survey draft) and September 8, 2023 (second draft incorporating working group feedback), with additional opportunities for working group members to provide feedback via email. This history was provided to the Advisory Committee for Persons with Disabilities on September 12, 2023, and the committee agreed to the timeline of survey release to align with the Advisory Committee for Persons with Disabilities Abilities Fair held on September 28, 2023.

At the fair, Accessible Transportation Services distributed flyers with a QR code to the online survey and information about how to obtain copies of the survey in alternative formats, including by mail. The full release will include a mailout to approximately 10,000 active users of Accessible Transportation Services, and a page on the Engage Hamilton web page. Once the full release is accomplished, there will also be an announcement to the Advisory Committee for Persons with Disabilities, the Seniors Advisory Committee, and over 100 Accessible Transportation Services agency contacts. The survey will be offered in print as fillable and accessible PDF form, along with the online version. The survey will run until December 31, 2023.

**Accessible Transportation Services journey mapping project**

Journey mapping is a visualization of the process that a customer goes through to accomplish a trip on Accessible Transportation Services. Participants will be interviewed to understand their experiences at each step to book and complete their trip. Demographic data (e.g., age, type of disability, purpose of travel, regularity of travel) from interviewees will help to create four personas for whom we can visualize some typical experiences, from start to finish. This type of work is a customer satisfaction best practice; it is qualitative research, rather than quantitative.

Accessible Transportation Services and Hamilton Street Railway Customer Experience and Innovation delegated to the Advisory Committee for Persons with Disabilities Transportation Working Group on April 25, 2023, with Dillon Consulting, the agency conducting the journey mapping study. The final draft of project documents (e.g., the interview script) was reviewed with the working group on September 26, 2023 and sent to the advisory committee by email for feedback. The Transportation Working Group will have ongoing opportunities to comment as the project progresses.

Both the journey mapping and Accessible Transportation Services survey projects include questions to gather input on customer fears, hopes, and expectations for an integrated service pilot, and the factors that may prevent them from trying it out, if they are able. Integrated service would pick up Accessible Transportation Services customers from their home via a shared ride service (like the service provided by DARTS) to travel to a designated accessible Hamilton Street Railway stop and take the

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rest of their trip on the Hamilton Street Railway system. The shared ride service would also bring the customer back home from a designated accessible stop.

Accessible Transportation Services is hoping to report back to Public Works Committee on the above projects in Q1 of 2024; however, the above projects may be extended to allow for enough responses to be collected.

If you require further information, please contact Michelle Martin, Manager, Accessible Transportation Services at (905) 546-2424 ext. 2765.

**APPENDICES AND SCHEDULES ATTACHED**

N/A