

Fare Assist - Continuous Improvement

Customer Challenge	Resolution
Difficulty completing application	<p>Step by step video 'How to apply online' added to web Paper copy available online and by contacting HSR customer service or Special Supports Train the trainer sessions held for community partners (see outreach information) In person information sessions (see outreach information) Dedicated email fareassist@hamilton.ca established specifically to support challenges/questions related to Fare Assist</p>
Difficulty activating voucher	Step by step instructions to apply voucher code added to FAQ on web
Does not have Notice of Assessment (NOA)	Exception information added to FAQ on web
Not aware of program	<p>Interior overhead ads installed on all buses Fare Assist pamphlets distributed on Accessible Transportation (ATS) vehicles and HSR buses Fare Assist (How to Apply) included in the below Bus News circulations (available in print, by email, or online):</p> <ul style="list-style-type: none"> • Winter 2023 • Spring 2024 • Summer 2024 • Fall 2024 <p>Promotional material shared with community partners (including posters, brochures, social media graphics and supporting captions) Regular and continued social media promotion Operators informing customers who board with no/partial payment of -</p> <ul style="list-style-type: none"> - pause of temporary Transit Fare Special Program (also known as Voluntary Pay) - how to obtain a PRESTO - Fare Assist potential eligibility for persons who express financial hardship/cannot afford to pay <p>QR code created and shared/added to print material to direct customers to Hamilton.ca/FareAssist</p>
Aware of the program but lack of understanding regarding 'who qualifies'/Misinformed that Fare Assist is for persons with disabilities	<p>Fare Assist brochure updated to include who qualifies, how to apply, LIM chart, who to contact for assistance, steps to obtain PRESTO card, and more! Operator in-reach and staff notices (including in-person information sessions), and detailed information shared with HSR Customer Service, HSR Fares, City of Hamilton Customer Service, Municipal Service Centres and ATS Customer Service to ensure consistent and up-to-date information shared with residents. HSR Customer Service provided with a chart to determine the most cost-effective</p>

	payment method (Fare Assist or Monthly/Annual) based on # of trips.
Confusion over the Support Person ID Card	Website updated and staff informed that the Support Person ID Card remains valid
Why would I apply now if I can ride for free?	Customers advised of the steps required to apply and approval timelines as well as how to obtain a PRESTO and voucher code, as well as confidently travel with HSR. Encouraged to apply to ensure no delays in qualifying and activating Fare Assist.
Application approved but voucher code not activated	Email reminder with contact information for support + detailed instructions on how to activate the voucher code + accompanying survey sent to all approved applicants via preferred communication method (mail vs. email). Mailed information included pre-paid postage for survey.
Online application – Clarity on application requirements	Additional details added application page based on customer feedback – this included: <ul style="list-style-type: none"> • Each approved applicant receives a unique voucher code that needs to be applied to their PRESTO. • Reminder that voucher code is valid for one year following approval. • Add FareAssist@hamilton.ca to safe sender list to avoid emails going to junk folder.