

Fare Assist Education and Outreach

This Appendix lists activities undertaken by the HSR for customer education and outreach.

Promotional Materials: distributed promotional materials including posters, pamphlets, TV images, outreach email templates and social media graphics with accompanying captions to more than 40 organizations detailed below:

City Partners Housing Services	City Housing
Active and Sustainable Travel	Recreation Centers
Hamilton Public Libraries	Municipal Service Centres
HIPC (acronym)	Tourism Hamilton
Hamilton Economic Development Office	Ontario Works Offices
Ontario Disability Support Payments Office	

Tax Clinics

Free Tax Clinic	Restoration House
N2N Advocacy Office	Ibrahim Jame Mosque Tax Clinic
Parkview Church	YWCA Hamilton Newcomer Tax Clinic

Business Improvement Areas

Barton Village	International Village
Concession St.	Downtown
Westdale Village	Dundas

Community Organizations

CityKidz	Boys and Girls Club
YMCA of Hamilton/Burlington/Brantford	Living Rock Ministries
ACORN	Indwell
Hamilton Centre for Civic Inclusion	St. Charles Adult & Continuing Ed
Salvation Army	Good Shepherd
Mohawk College New Residence	Collège Boréal
PATH Employment Services	Mohawk Newcomers
YMCA	Welcome Inn
Wesley Youth Centre	

Continuous Improvement:

We have continued to respond to customer feedback by:

Providing On-Site Help: Inviting Special Supports to join us at events including the Farmers Market to help customers complete physical application forms.

Enhancing the Environment: Adding a display board, children's activities, and tabletop banners for clearer information.

Upgrading Brochures: Expanding brochures to include more detailed information about the application and redemption process.

Online Access: making information about Fare Assist available through the following websites:

- PRESTO's website - [Transit Agency Fares \(prestocard.ca\)](https://www.prestocard.ca)
- Hamilton Directory of Services for Newcomers
- Fares page on the City of Hamilton's website

Launching the How to Ride the Bus workshops: providing opportunities for people to learn about our services, fares and to practice front door boarding.

Fare Assist Specific Outreach Events

Our presentations aimed to educate community partner staff on supporting clients with Fare Assist. We explain program details, the application process and available resources. This training was designed to empower staff to help clients navigate the application process effectively and improve overall support.

Customer Interactions Count	Outreach Events	Date
25	Language Training Providers ZOOM Presentation	15-Apr
60	Employment and Language Training at Collège Boréal Presentation	22-Apr
200	Refugee, Newcomer, and Black Heath Symposium	10-May
100	St. Charles Adult and Continuing Education Presentation	15-May
25	YMCA - Employment & Immigrant Services Presentation	5-Jun
30	Mohawk - Programs for Newcomers Presentation	6-Jun
15	Wesley Newcomers Presentation	12-July
25	Welcome Inn Community Centre Presentation	July
10	Hamilton Regional Indian Centre Presentation	July
10	YMCA Presentation	August
500	Total	

Farmers Market – Over **650** interactions from April to August with 20 outreach events. The Hamilton Farmers Market has remained a consistent place to receive support on applications every Thursday 11AM-2PM April-August.

General Outreach Events – This is a partial list of initiatives where we provided information on transit programming and about Fare Assist.

Customer Interactions Count	Outreach Events
250	Bus & Booth at Newcomer Day
200	Dundas Community Services 2024 Senior's Fair
200	Senior Event Kick-off
18	Adults in Motion
41	Health and Wellness Expo at St Elizabeth Village
120	Art Crawl
30	HIPC focus group
22	Video Game Tournament at Westmount REC
18	Basketball Tournament at Montgomery & Woodlands Park
60	Celebration and Job opportunities
12	Ultimate Frisbee with Toronto Rush
13	Resume Review at Norman Pinky Rec center
200	Bike for Mick event
65	Green Ventures
1000	Concession Open St.
25	Indigenous celebration day
300	King St Open Streets
700	Police at the Park
500	Open Streets
100	Bike Day
580	HSR150 Outreach Events
1008	Spring Board Outreach Events
2159	16 Lime Ridge Terminal Construction Outreach Events
2000	Fall Board Outreach Events (approx)
8912	Total

HSR Staff Engagement – **135** interactions with staff at Mountain Transit Center and Frank A Cooke Terminal

Staff Interactions Count	Location	Date
23	Mountain Transit Centre	18-Jun
33	Mountain Transit Centre	19-Jun
28	Mountain Transit Centre	20-Jun

31	Mountain Transit Centre	21-Jun
20	Frank A. Cooke Transit Terminal	June
135	Total	

We ensured that staff were thoroughly prepared to assist customers with Fare Assist by equipping them with detailed information on locating resources and navigating the application process. We dedicated time to address staff questions and clarify any uncertainties, providing them with essential information and guidance to effectively support customers.

How to Ride the Bus Workshops

We provided a series of pop-ups workshops located across the city (see location below). Every Tuesday and Thursday in July, workshops ran from 9 am to 4 pm at the Mountain Transit Centre. Workshops covered information about how to plan trips, get on and off the bus, read bus signs, pay fares and apply for Fare Assist when applicable. We had over **330** people attend our workshops with many quality interactions.

Ward	Location	Date
Ward 2	Hamilton GO Centre, Spot 51	24-Jun
Ward 9	Valley Park Community Centre	24-Jun
Ward 5	Stoney Creek Recreation Centre	25-Jun
Ward 7	Billy Sherring Park	25-Jun
Ward 6	Huntington Park Recreation Centre	26-Jun
Ward 1	Westdale Across from Shoppers	26-Jun
Ward 14	Sir Allan MacNab	27-Jun
Ward 3	Gage Park	28-Jun
Ward 12	Ancaster Library	28-Jun
Ward 13	Dundas Library	3-Jul
Ward 2	Victoria Park Loop	3-Jul
Ward 8	Westmount Recreation Centre	5-Jul
Ward 10	Winona Community Centre	5-Jul

Other events were also held at *various other locations including the Flamborough YMCA, Waterdown Library, Kenilworth Library, Parkdale Park, Dundas Community Centre and more.*