

Service Business Plan



Service Name	Specialized Transit Service	Service Type	Public
Service Owner Name	Charles Stolte	Budget Year	2019
Service Owner Title	Manager, Transit Operations		

Service Description

A public service that provides specialized transportation services to a person(s) with a disability that prevents them from using conventional transportation services.

Current State

Customers & Their Expectations	<p>This service is delivered to:</p> <p>Registered users who have a disability that prevents them from using conventional transportation services. This service is available to registered users who expect:</p> <ul style="list-style-type: none">• Reliable and safe transportation• Convenient and customer friendly options to obtain transit information• Value for fares• Courteous service for all passengers <p>Eligibility is based on the following three categories and is determined in the application process.</p> <ul style="list-style-type: none">• Unconditional – A person with a disability that prevents them from using conventional transit service 100% of the time• Conditional – A person with a disability where environmental/physical barriers limit their ability to consistently use conventional transit• Temporary – A person with a temporary disability that prevents them from using conventional transit. Temporary eligibility has a fixed end date
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Existing Service Delivery	<p>To provide door-to-door service that goes to any location in the City of Burlington including shopping centres, doctors' offices, and grocery stores. Transfers are available to Oakville's Care-a-Van and Hamilton's DARTs services at designated locations.</p> <p>Hours of Service</p> <ul style="list-style-type: none"> • Monday to Friday: 5 a.m. to 1 a.m. • Saturday: 7 a.m. to 1 a.m. • Sunday: 7 a.m. to 9 p.m. <p>Burlington Transit operates 13 accessible vehicles for specialized transit service.</p> <p>A registered user may book their trip up to 2 weeks in advance using one of the following methods:</p> <ul style="list-style-type: none"> • Call Dispatch at 905-639-5158, press 0 • Call the automated booking system at 905-639-5158 • Visit hvbooking.burlington.ca <p>Dispatch is available Monday to Friday, 8 a.m. to 5 p.m. The automated and online booking systems are available 24 hours a day.</p>
Existing Customer Engagement Tools / Methods	<ul style="list-style-type: none"> • Burlington Transit's website and twitter • Automated trip reminders • On street by Burlington Transit Ambassadors • Specialized Transit brochure • Public and Council workshops and, • Educational videos
Is this Service Provincially Legislated?	Yes
For this Service are there Approved Service Standards?	No There are no formally approved service standards for specialized transit. All Burlington Transit Services must abide by the AODA Integrated Accessibility Standards Regulation (IASR), as well as the Highway Traffic Act and Public Vehicle Act, as enforced by the Ministry of Transportation of Ontario and the Province of Ontario.
Sub-Services	
N/A	N/A

Recent Continuous Improvement Initiatives

In September 2017 an upgrade was completed to the specialized transit software system (“Novus”). The Novus system upgrade included three enhanced components that increases the overall customer experience. These components include:

- an online booking system that allows customers to check availability and book their trips without having to involve a dispatcher
- an Interactive Voice Response system (IVR) that allows the customer to book their trips through an automated telephone system 24 hours a day
- an automatic reminder that is sent to the customer the day before their booked trip to remind them of their scheduled time

Additionally, in October 2017 Burlington Transit received two new specialized transit vehicles as part of the Public Transit Infrastructure Funds (Phase 1) project to respond to the increasing demand for specialized transit service in the City of Burlington.

In 2018, Burlington Transit, in conjunction with Milton Transit and Oakville Transit, introduced an independent, medically certified contractor for the review of all specialized applications forms, as well as in-person assessments to help inform the application process for specialized transit services.

Emerging Opportunities and Anticipated Risks

Emerging Opportunities	<p>There are numerous new and innovative technologies in the market that can enhance efficiency in service delivery but also the administration of the service. Technology can be utilized for the application process, booking process, and customer feedback. This will enhance the overall understanding of the customer’s needs and satisfaction with the specialized transit service.</p> <p>The full process review (to be completed in Feb. 2019) will highlight short and long term initiatives for specialized transit in the City of Burlington.</p> <p>As of 2016, older adults represent 32% of the Burlington’s population, which is 5% higher than the province’s proportion of older adults who make up only 27% of the population. In 2026, according to Environics forecasts, the proportion of adults aged 55+ is projected to increase by another 3% and will account for over 76,000 persons in Burlington or 35% of the city’s total population.</p>
Anticipated Risks	<p>With rapidly increasing demand and a lack of available resources there is significant risk to not troubleshooting or upgrading the current specialized transit software and hardware systems in a timely manner. Demographic changes will increase demand and will place a greater strain on the service if increased resources are not provided.</p>

Service Objectives	Target Completion
Engage in an end to end process review of Specialized Transit including the application process, appeals process and booking process.	Feb 2019
Develop a Transit Accessibility Plan	Apr 2019
Increase targeted Marketing and Communications with the Public (throughout the year)	Dec 2019

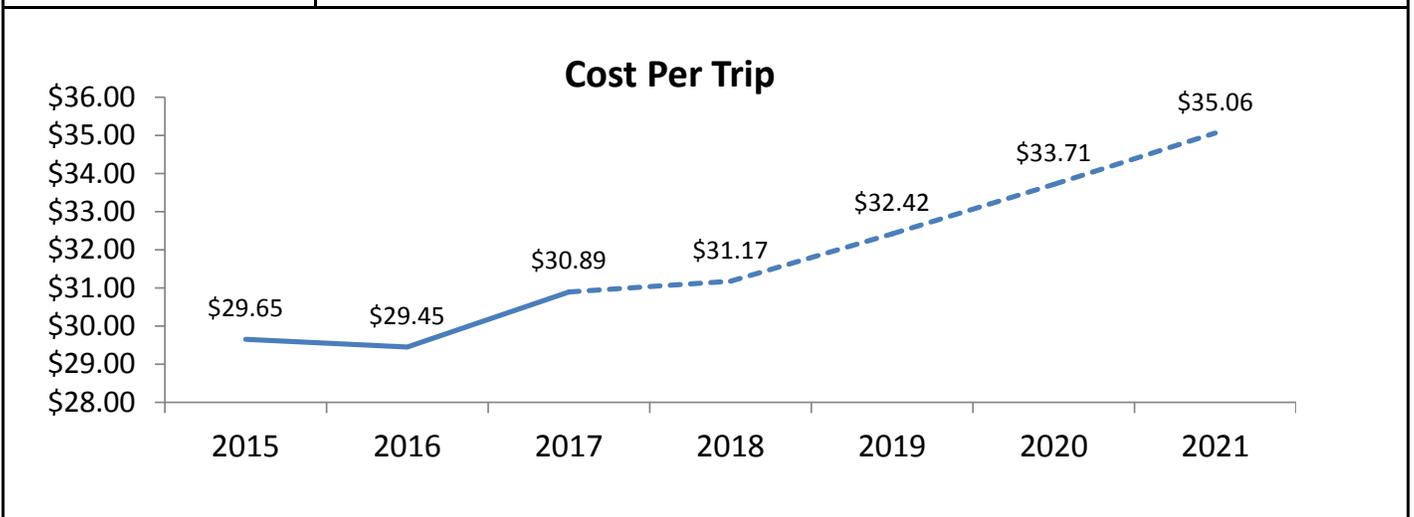
MEASURING SUCCESS

How much did we do?

Performance Measurement	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Forecast	2019 Forecast	2020 Forecast	2021 Forecast
Number of Passengers	-	46,643	52,022	52,518	54,784	54,784	55,000	55,000
Number of Trips	-	41,480	45,304	46,506	48,898	49,000	49,000	49,000

How well did we do it?

Performance Measurement	Cost Per Trip
Story behind the data	Cost per trip is measured by total direct operating expenses divided by total annual trips. A 4% annual increase to cost was used to determine the annual forecasts for 2019-2021.



Performance Measurement	Number of Registered Customers
Story behind the data	This data represents the number of registered customers for specialized transit with Burlington Transit. Registered customers are also eligible to utilize the Towns of Milton and Oakville specialized transit services.

