

Highlights of Selected Accessibility Initiatives July 2007 – June 2008

Appendix III
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TransHelp – Growing with Our Community

Over the last year TransHelp has continued to exceed the needs of the community by introducing several new initiatives that allow persons with disabilities living in Peel to fully participate in their respective communities whether they are working, volunteering or just having fun. Not only did TransHelp provide over 260,000 trips to its registered clients so that they could get to work, school or the doctor's office but they took on the challenge of making the service even more inclusive and accessible and much more user friendly.

At TransHelp the main focus is client satisfaction and an on-going commitment to exceeding client expectations in all areas including customer service, convenience, reliability, efficiency and accountability. To accomplish this, TransHelp introduced the following initiatives and service enhancements over the last year:

- **Increased Weekend Bus Service** – Since introducing Saturday bus service almost two years ago and limited Sunday bus service shortly after, our clients responded that this was long over due. Since then we have increased the number of buses and drivers scheduled for weekend service and more recently we extended Sunday bus service hours to match those of our existing Saturday Service. Customer response has been extremely positive with weekend ridership up approximately 50 per cent, on average.
- **Monthly Pass** – In April 2008 TransHelp introduced a monthly pass for registered users. For \$99 a month, clients can book unlimited travel for work, school, medical and social outings. The service enhancement was in response to feedback from our clients and the TransHelp Advisory Committee.

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- **Daily Customer Satisfaction Survey** – A daily customer satisfaction survey was introduced whereby a select number of random clients are contacted daily and asked to provide voluntary feedback on the most recent TransHelp service they received. Questions relating from timeliness to the helpfulness of the driver are asked and documented so that TransHelp can take action and implement improvements where needed.
- **‘No Show’ Customer Survey** – In addition to the daily customer satisfaction survey TransHelp contacts clients who are ‘no showed’ daily to investigate the cause of the no show and implement corrective action if the no show was beyond the client’s control. No Shows are a concern for Para-transit organizations as they are costly and usually result in a missed ride opportunity for someone else. By communicating with our clients on this issue our hope is that we can decrease our no show rate therefore increasing the number of available rides for our passengers.
- **Mississauga Carassauga Festival Shuttle** – In May 2008 TransHelp was approached by the Carassauga Board of Directors to investigate the possibility of providing an accessible, door to door shuttle service for event goers at the annual Mississauga Carassauga Festival of Cultures event which took place in May in different venues across Mississauga. Naturally we were more than willing to assist with such a great cause. The result was more than 1000 individuals utilizing the TransHelp shuttle over a three-day weekend to get between different pavilion locations.
- **Rick Hansen Foundation Support** – For the second year in a row TransHelp staff came together to participate in the Annual Rick Hansen Wheels in Motion event held in Mississauga. This year TransHelp participated with two teams contributing a total of

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\$2000 for this great cause which recognizes individuals living with Spinal Cord Injuries and ultimately strives for a more accessible community.

- **Stand By and On Demand Bus** – One of our most recent and exciting initiatives is a Stand By/On Demand bus pilot. The purpose of this is to have a dedicated vehicle and driver standing by to provide last minute, on demand trips for our clients. TransHelp already provides one of the shortest booking windows in the Para-transit industry however we want to take it one step further and give our customers a new level of customer satisfaction. On Demand trips allow our customers to book same day trips and possibly receive that trip that same day or even within the hour. Of course this is in preliminary stages and resources are limited but should it be deemed a success additional resources for this purpose would be sought.