SUBJECT: Affordable Transit Pass Pilot Program – Six Month Program Evaluation Results (ECS08051)(City Wide)

RECOMMENDATION:

(a) That the Affordable Transit Pass Pilot Program Six Month Evaluation Report attached as Appendix A to Report ECS08051, be received.

(b) That the quarterly reports for the Affordable Transit Pass Pilot Program covering March 1, 2008 to June 30, 2008, attached as Appendix B to Report ECS08051 and July 1, 2008, to September 30, 2008, attached as Appendix C to Report ECS08051, be received.

(c) That the Affordable Transit Pass Program be extended from April 1, 2009, until December 31, 2009.

(d) That funds remaining from the $500,000 allocated to the Affordable Transit Pass Pilot Program from the Social Services Initiatives Reserve be used to extend the program from April 1, 2009, until December 31, 2009.

(e) That the subsidy level of the 2009 Affordable Transit Pass Program monthly pass continue to be 50% of the adult monthly pass rate as approved by Council.

(f) That, if additional administrative support is required during the remainder of the pilot project, the Community Services Department (Special Supports Section) and/or the Public Works Department (Transit Division) be authorized to increase their staff complements by one full-time contract position, each for a total of up to $112,600 accommodated from the $500,000 one-time funding for the Affordable Transit Pass Program.
EXECUTIVE SUMMARY:

Hamilton City Council approved the Affordable Transit Pass Program in November of 2007 in order to mitigate a 2008 HSR fare increase. At that time, $500,000 was earmarked for a pilot project to run from April 1, 2008 to March 31, 2009 from the Social Services Initiatives Reserve. The target group eligible to apply for the program was limited to those living with a low income within the City of Hamilton (excluding students, seniors and those in receipt of OW/ODSP). At the time the program was approved, staff agreed to monitor the program and provide Council with quarterly program statistics as well as an evaluation of the program at the 6 month mark. This report presents the findings from the six month evaluation and includes two quarterly reports in the Appendices.

The data results and the comments provided by the respondents in the six month evaluation of the Affordable Transit Pass Program reflect how the program has had a positive impact in their lives and their hope that the program will continue and that the City would consider the changes suggested. In particular, respondents would like the City to continue the program, consider making the pass available at other municipal locations, consider expanding the target group to OW/ODSP recipients, do more advertising, and to extend the length of time for eligibility from six months to 1 year.

Since the program has only been operational for six months and the uptake has been slow, staff are recommending that the Affordable Transit Pass Pilot Program be extended from April 1, 2009 until December 31, 2009.

BACKGROUND:

On November 26, 2007 Hamilton City Council approved $500,000 from the Social Services Initiatives Reserve Account for the Affordable Transit Pass Program. The program launched on April 1, 2008 and is scheduled to end as a pilot project on March 31, 2009.

1 For more information on the program including application form, brochure, and poster, please see: www.hamilton.ca/support
The program allows eligible applicants to purchase one adult monthly HSR transit pass at 50% of the current cost. For 2008, the cost of an adult monthly bus pass was $79.00. The Affordable Transit Pass Program allowed eligible applicants to purchase this pass for $39.50. All applicants are approved for six months, and then were required to reapply to the program.

To be eligible for the program, the applicant had to meet the following conditions:

- Be a resident of the City of Hamilton
- Be employed (either full time, part time or casual)
- Be between the ages of 18-64 years (not including those who qualify for HSR’s student or senior fares)
- Not currently receiving assistance from Ontario Works, the Ontario Disability Support Program or a residential care facility
- Able to provide last year’s Notice of Assessment from the Canada Revenue Agency
- Able to provide pay stubs that show 4 weeks in a row of earnings
- Family Income falls below the 2007 Low-Income Cut-off determined by Statistics Canada

To provide Council with updates on the pilot project, staff agreed to monitor program statistics monthly and report on the data quarterly to Council. In order to make an initial recommendation as to whether the program should be considered during the 2009 City of Hamilton budget process, staff agreed to conduct an evaluation of the program with its users once the program had been operational for six months. This report contains the results of the six-month evaluation and the two quarterly reports covering the period of March 1, 2008 until September 30, 2008.

**ANALYSIS/RATIONALE:**

**A. Results of the Six Month Pilot Project:**

Staff chose to use a telephone survey method to provide greater assurance to the respondents that staff from the City would not see their individual responses to the survey and to maximize the response rate. On September 24, 2008, respondents were mailed correspondence from the City informing them that an outside marketing and research firm was hired to conduct the survey on behalf of the City. A reminder letter was also subsequently sent out on October 13, 2008 to help boost survey response rates. The survey was conducted from October 4 until October 20, 2008.

The sample for the survey included all those applicants to the Affordable Transit Pass Program (ATP) from March 1 to September 30, 2008 that agreed to participate in the evaluation of the program. The initial potential sample for the survey was 262. Taking into account the number of potential respondents whose phone numbers could not be accessed, those for whom the survey was “not applicable”, those that could not be reached by surveyors, and those that did not wish to participate in the survey, the actual available sample was 209. A total of 94 surveys were completed. The response rate for the survey based on eligible participants (n=209) was 45%.
The following are some of the key results of the survey:

**i) Respondent Demographic Data:**
- 77% (n=72) of the respondents were female and 23% (n=22) were male
- Most of the respondents were either younger than 24 (24%: n=23) or older than 40 years of age (41%: n=38)
- A total of 51% (n=47) respondents had children younger than 18 years of age living with them at home
- 43% (n=40) had completed high school, while 26% (n=24) had completed College, and 18% (n=17) had completed university. Only 11% (n=10) had less than high school
- The highest number of respondents came from the L8H, L8L, L8M, L9A, L8K, L8P, and L8V postal code areas
- A total of 88% (n=75) of the respondents do not own a car while 38% (n=35) had access to a car in their family

**ii) Respondent Modes of Transportation:**
- It would appear as though most of the respondents relied on public transit before participating in the ATP (92%: n=86) as their main form of transportation
- Reliance on public transit as a main form of transportation rose slightly to 97% (n=89) while respondents were participating in the ATP
- 48% (n=46) of respondents who did not regularly purchase a transit pass purchased bus tickets or day passes while 23% (n=23) also identified the sporadic purchase of a monthly pass
- Respondents used the ATP most often to get to and from work (22%: n=91), followed closely by with grocery shopping/running errands etc. (20%: n=84) and for personal appointments (19%: n=81)

**iii) ATP and Impact on Respondent Quality of Life:**
- 73% (n=66) of respondents stated that they would not have been able to purchase a monthly transit pass without the ATP
- 67% (n=62) respondents disagreed with the statement that they would have purchased a monthly pass anyway so participating in the ATP made no real difference for them
- 91% (n=84) of respondents agreed with that statement that the ATP program did make a difference in their family’s budget,
- 97% (n=89) of respondents clearly indicated that participating in the ATP has helped them to feel more independent
- 84% (n=77) agreed with a statement that the ATP has made it easier for them to run errands, schedule appointments etc.
- 87% (n=81) agreed that the ATP has helped them maintain a connection to family and friends
- 95% (n=83) of respondents agreed that the ATP made it easier for them to get to work
75% (n=67) agreed with the statement that the ATP has helped them to keep their job

iv) Respondent Experience with the City of Hamilton:
- 98% (n=91) of respondents agreed that the ATP application form was easy to fill out.
- 97% (n=89) agreed that City staff were able to answer their questions about the program.
- 96% (n=87) of respondents also agreed that when purchasing their ATP at the GO station, the transaction took five minutes to complete.
- 54% (n=49) of respondents did not agree with the statement that it was inconvenient to purchase their pass at the downtown GO station.
- 53% (n=46) of respondents agreed with the statement that they would prefer to purchase their pass at an alternate location.
- 51% (n=31) of respondents suggested that the ATP should be available locations other than the downtown GO Centre.
- 10% (n=6) respondents also requested that eligibility be extended to a full year i.e. not to have to reapply in six months.

v) Respondents’ Suggestions for Proposed Changes for the ATP Program:
- 63% (n=55) of respondents disagreed with the statement that a reduction of 50% was not enough assistance for the ATP.
- 94% (n=87) of respondents would like the City to consider making the pass available at more locations like municipal service centres, recreation centres or other municipal locations.
- Respondents expressed support for the City to expand the ATP program to include those in receipt of the Ontario Disability Support Program (78%: n=72) and those in receipt of Ontario Works (77%: n=71).
- 74% (n=69) supported the idea that the ATP should use a photo identification transit pass.
- The most effective methods used by the City to advertise the ATP would appear to be the bus ads (29%: n=35), the media coverage (15%: n=18) and the poster developed (13%: n=16).
- A majority of the responses (29%: n=16) suggested that the City advertise more in the newspaper (Spectator and local papers) as well as have television ads (24%: n=13). Another 16% (n=9) suggested continuing the ads on the bus, but expand to include bus shelters. Another 9% (n=5) suggested using the radio more effectively (9%: n=5).

vi) Respondents Views on the Continuation of the ATP Program
- 100% (n=90) of the respondents would like to see the ATP program continue.
- 98% (n=92) of respondents state that they would recommend this program to someone else.

The data results and the comments provided by the respondents in this survey reflect how the program has had a positive impact in their lives and their hope that the program will continue and that the City would consider the changes suggested. In particular, respondents would like the City to continue the program, consider making the pass
available at other municipal locations, consider expanding the target group to OW/ODSP recipients, do more advertising, and to extend the length of time for eligibility from six months to 1 year.

B. Current Status of the ATP Program:

Based upon the program statistics attached as Appendix B and Appendix C for the ATP for the period beginning March 1, 2008 and ending September 30, 2008, the program has received a total of 562 applications have been received and 493 applicants approved for the program. As of September 30, 2008, the total number of passes sold was 1,884. At the time the program was developed, it was anticipated that on average the program had the capacity to provide 1,200 passes each month. For the first six months of the program then the program was operating at 26% capacity (1,884 passes sold/7,200 potential passes available).

In order to promote the program and attempt to increase participation rates, the Community Services Department developed a comprehensive Communications Plan (see Appendix D). It has been helpful to hear from the respondents of the six month evaluation that the bus ads, media coverage, and the poster developed as part of the communications plan have been effective. Staff plan to act on some of the suggestions made by the respondents to the survey by advertising in bus shelters, more newspaper ads, etc. in 2009.

Although the number of passes sold to date is low, the program has only been operational for six months and the majority of the months covered by the program have been warm i.e. summer months. Other municipalities with similar programs experience a seasonal variation (i.e. fewer passes) in the number of passes sold in warmer months. It is anticipated that the number of low income users accessing the program will rise as we move into the fall and winter. Consequently, staff are recommending that in order to fully assess the Affordable Transit Pass Pilot Program that the pilot is extended to run from April 1, 2009 until December 31, 2009.

The following table provides a rough estimate in terms of the number of transit passes that could be available on average per month if the pilot project is extended until December 31, 2009 (including all other potential expenditures and no additional funding).

<table>
<thead>
<tr>
<th>ITEM</th>
<th>$</th>
<th>2008/2009 POTENTIAL BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance of ATP Pilot Program on August 31, 2008</td>
<td></td>
<td>$462,190</td>
</tr>
<tr>
<td>Potential Staffing in 2009</td>
<td>$112,600</td>
<td>349,590</td>
</tr>
<tr>
<td>Communications</td>
<td>$20,000</td>
<td>$329,590</td>
</tr>
<tr>
<td>Evaluation</td>
<td>$20,000</td>
<td>$309,590</td>
</tr>
<tr>
<td># of Passes @ $39.50 available until December 31,</td>
<td>7,837 projected</td>
<td></td>
</tr>
</tbody>
</table>
The figures in table 1 are just projections and estimates. If the staffing is not required in 2009 and/or communications and evaluations costs are less than projected, any unused funds in these lines will increase the number of passes available. Conversely, any HSR fare increases approved for 2009 will also impact the number of passes that could be available.

**FINANCIAL/STAFFING/LEGAL IMPLICATIONS:**

**Financial:**

There is an estimated $462,190 remaining in the 2008 Affordable Transit Pass Program budget (balance available up to August 31, 2008). Staff are recommending that if the Affordable Transit Pass Program is extended beyond March 31, 2009, that any unspent funds from the 2008 Affordable Transit Pass Program be used to extend the program from April 1, 2008 until December 31, 2009.

**Staffing:**

Staffing will continue to be monitored within the Community Services Department’s Special Supports Division and the Transit Division in Public Works. If it is determined that the program can not be administered with existing staff within either department, it will be necessary to increase staff complement by one full-time equivalent in each division on a temporary basis during the course of the pilot project i.e. up to two full time equivalents.

**Legal:**

There are no legal impacts anticipated at this time.

**POLICIES AFFECTING PROPOSAL:**

Ontario Works regulations do not impact the pilot project since no cost-sharing would be pursued and issues of potential duplication have been addressed.
The Accessibility for Ontarians with Disabilities (AODA) will be setting out new standards and place them within regulation for compliance in five new areas of which transportation will be one. The first phase in this process is the development of standards in order to achieve accessibility for Ontarians with disabilities on or before January 1, 2025.

The City of Hamilton experiences a significant rate of poverty with one out of every five citizens living below the Low-Income Cut-Offs (LICOS) calculated by Statistics Canada. To be more proactive in affecting a positive change in both the rate of poverty in our community and the quality of life for those individuals who find they are living below the LICOS, the City of Hamilton is a co-convenor with the Hamilton Community Foundation of the Hamilton Roundtable for Poverty Reduction.

The “Starting Point Strategies” (March 2007) provides an initial framework for the development of strategies to reduce the levels of poverty in the city of Hamilton. In addition to the strategies identified in the report, the documents highlight the critical link between poverty reduction solutions and the basic foundational community supports required to sustain poverty reduction efforts. Accessible and reliable transportation is identified as one of nine significant foundational community supports.

RELEVANT CONSULTATION:

Report ECS07038 was completed in consultation with relevant staff within the Community Services Department (Finance and Administration, Benefit Eligibility, Special Supports, Strategic Services and Social Development and Early Childhood Divisions), Public Works Department (Transit Division), and Corporate Services Department (Budgets and Finance). A small working group consisting of members of the Hamilton Roundtable on Poverty Reduction also provided guidance during the evaluation process.

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, and economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No
Providing low-income citizens and those on assistance with access to affordable transportation will enhance their quality of life and potentially their economic and social well-being.

Environmental Well-Being is enhanced. ☑ Yes ☐ No
The Affordable Transit Pass Program could positively impact ridership on public transit.

Economic Well-Being is enhanced. ☑ Yes ☐ No
Low-income citizens and those on social assistance have limited financial resources from which to meet the basic needs of themselves and their families. The provision of
subsidized transit will provide some financial relief on the fixed cost of transportation freeing up income for other necessities, and promotes attachment to the workforce.

Does the option you are recommending create value across all three bottom lines?

☑ Yes ☐ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants?

☐ Yes ☑ No
APPENDIX A:

CITY OF HAMILTON

AFFORDABLE TRANSIT PASS PROGRAM

SIX MONTH PILOT EVALUATION

Prepared by:
Carmen Rachelle Bian
Senior Policy Analyst, Social Development Division
Community Services Department

October 28, 2008
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- Modes of Transportation
- Quality of Life
- Experience with the City of Hamilton
- Proposed Changes for the ATP Program
- Should the Program Continue

**6 MONTH PILOT PROGRAM EVALUATION**

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- 2.1 Voluntary Nature of the Survey
- 2.2 Survey Construct
- 2.3 Response Rate

3.0 SURVEY RESULTS
- 3.1 Demographic Data
- 3.2 Modes of Transportation
- 3.3 Impact on Quality of Life
- 3.4 Experience with the ATP Program at the City
- 3.5 Proposed Changes to the ATP Program
- 3.6 Should the ATP Program Continue

**APPENDICES**

Appendix A: ATP Survey
Appendix B: All Program Changes Suggested by the Respondents
Appendix C: ATP Communications Plan
Appendix D: Additional Comments from Respondents
EXECUTIVE SUMMARY:

The Affordable Transit Pass Program is a $500,000 pilot project approved by the City of Hamilton in November of 2007. This program was developed in response to the need for the City to increase transit fees while also acknowledging that increased fees could negatively impact low income citizens.

The program allows eligible applicants to purchase one adult monthly HSR transit pass at 50% of the current cost. For 2008, this meant that participants in the ATP program could purchase an adult monthly pass for $39.50.

To be eligible for the program, the applicant had to meet the following conditions:
- Be a resident of the City of Hamilton
- Be employed (either full time, part time or casual)
- Be between the ages of 18-64 years (not including those who qualify for HSR’s student or senior fares)
- Not currently receiving assistance from Ontario Works, the Ontario Disability Support Program or a residential care facility
- Able to provide last year’s Notice of Assessment from the Canada Revenue Agency²
- Able to provide pay stubs that show 4 weeks in a row of earnings
- Family Income falls below the 2007 Low-Income Cut-off determined by Statistics Canada

At the time the program was approved, staff agreed to provide Council with an evaluation of the program once the program was operational for at least six months based primarily on a survey of program participants. This report contains the results of that evaluation.

The survey itself was conducted as a telephone survey from October 4 to October 20, 2008. A total of 94 surveys were completed. The response rate for the survey based on eligible participants (209) was 45%.

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² If a person/family cannot provide a Notice of Assessment, a low income application will be completed to determine actual income.
The following are some of the key results of the survey:

i) **Respondent Demographic Data:**
- 77% (n=72) of the respondents were female and 23% (n=22) were male.
- Most of the respondents were either younger than 24 (24%: n=23) or older than 40 years of age (41%: n=38).
- A total of 51% (n=47) respondents had children younger than 18 years of age living with them at home.
- 43% (n=40) had completed high school, while 26% (n=24) had completed college, and 18% (n=17) had completed university. Only 11% (n=10) had less than high school.
- The highest number of respondents came from the L8H, L8L, L8M, L9A, L8K, L8P, and L8V postal code areas.
- A total of 88% (n=75) of the respondents do not own a car while 38% (n=35) had access to a car in their family.

ii) **Respondent Modes of Transportation:**
- It would appear as though most of the respondents relied on public transit before participating in the ATP (92%: n=86) as their main form of transportation.
- Reliance on public transit as a main form of transportation rose slightly to 97% (n=89) while respondents were participating in the ATP.
- 48% (n=46) of respondents who did not regularly purchase a transit pass purchased bus tickets or day passes while 23% (n=23) also identified the sporadic purchase of a monthly pass.
- Based on all the responses, respondents identified using the ATP most often to get to and from work (22%: n=91), followed closely by grocery shopping/running errands, etc. (20%: n=84) and for personal appointments (19%: n=81).

iii) **ATP and Impact on Respondent Quality of Life:**
- 73% (n=66) of respondents stated that they would *not* have been able to purchase a monthly transit pass without the ATP.
- 67% (n=62) respondents disagreed with the statement that they would have purchased a monthly pass anyway so participating in the ATP made no real difference for them.
- 91% (n=84) of respondents agreed with the statement that the ATP program did make a difference in their family’s budget.
- 97% (n=89) of respondents clearly indicated that participating in the ATP has helped them to feel more independent.
- 84% (n=77) agreed with a statement that the ATP has made it easier for them to run errands, schedule appointments, etc.
87% (n=81) agreed that the ATP has helped them maintain a connection to family and friends
95% (n=83) of respondents agreed that the ATP made it easier for them to get to work
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iv) Respondent Experience with the City of Hamilton:
98% (n=91) of respondents agreed that the ATP application form was easy to fill out
97% (n=89) agreed that City staff were able to answer their questions about the program
96% (n=87) of respondents also agreed that when purchasing their ATP at the GO station, the transaction took five minutes to complete
54% (n=49) of respondents did not agree with the statement that it was inconvenient to purchase their pass at the downtown GO station
53% (n=46) of respondents agreed with the statement that they would prefer to purchase their pass at an alternate location
51% (n=31) of respondents suggested that the ATP should be available at locations other than the downtown GO Centre
10% (n=6) of respondents also requested that eligibility be extended to a full year, i.e. not to have to reapply in six months

v) Respondents’ Suggestions for Proposed Changes for the ATP Program:
63% (n=55) of respondents disagreed with the statement that a reduction of 50% was not enough assistance for the ATP
94% (n=87) of respondents would like the City to consider making the pass available at more locations, like municipal service centres, recreation centres or other municipal locations
Respondents expressed support for the City to expand the ATP program to include those in receipt of the Ontario Disability Support Program (78% n=72) and those in receipt of Ontario Works (77% n=71)
74% (n=69) supported the idea that the ATP should use a photo identification transit pass
The most effective methods used by the City to advertise the ATP appear to be the bus ads (29% n=35), the media coverage (15% n=18) and the poster (13% n=16)
A majority of the responses (29% n=16) suggested that the City advertise more in the newspaper (Spectator and local papers) as well as have television ads (24% n=13). Another 16% (n=9) suggested continuing the ads on the bus, but expand to include bus shelters. Another 9% (n=5) suggested using the radio more effectively
vi) Respondents Views on the Continuation of the ATP Program

- 100% (n=90) of the respondents would like to see the ATP program continue.
- 98% (n=92) of respondents state that they would recommend this program to someone else.

The data results and the comments provided by the respondents in this survey reflect how the program has had a positive impact in their lives and their hope that the program will continue and that the City will consider the changes suggested. In particular, respondents would like the City to continue the program, consider making the pass available at other municipal locations, consider expanding the target group to OW/ODSP recipients, do more advertising, and extend the length of time for eligibility from six months to 1 year.
1.0 INTRODUCTION

On November 26, 2007, Committee of the Whole approved $500,000 for the Affordable Transit Pass Program pilot project (see ECS07038). The pilot project was launched on April 1, 2008 and is scheduled to run until March 31, 2009. The pilot program was initiated in order to mitigate the potential impacts of Hamilton Street Railway fare increases in 2008 on residents living with a low income in the City of Hamilton. The program was funded from the 2008 Social Services Initiatives Reserve.

The program allows eligible applicants to purchase one adult monthly HSR transit pass at 50% of the current cost. For 2008, the cost of an adult monthly bus pass was $79.00. The Affordable Transit Pass Program allowed eligible applicants to purchase this pass for $39.50. All applicants are approved for six months, and then are required to reapply to the program.

To be eligible for the program, the applicant had to meet the following conditions:

- Be a resident of the City of Hamilton
- Be employed (either full time, part time or casual)

3. Intake would formally end at the end of February 2009, but passes would continue to be purchased in March 2009.
4. For more information on the program including application form, brochure, and poster, please see: www.hamilton.ca/support
- Be between the ages of 18-64 years (not including those who qualify for HSR’s student or senior fares)
- Not currently receiving assistance from Ontario Works, the Ontario Disability Support Program or a residential care facility
- Able to provide last year’s Notice of Assessment from the Canada Revenue Agency
- Able to provide pay stubs that show 4 weeks in a row of earnings
- Family Income falls below the 2007 Low-Income Cut-off determined by Statistics Canada

To provide Council with updates on the pilot project, staff agreed to monitor program statistics monthly and report on the data quarterly to Council. In order to make an initial recommendation as to whether the program should be considered during the 2009 City of Hamilton budget process, staff agreed to conduct an evaluation of the program with its users once the program had been operational for six months. This report contains the results of the six-month evaluation.

2.0 METHODOLOGY

When applicants complete their application form, they are asked whether they would be interested in participating in an evaluation of the program. For the purposes of this report, all those who agreed to participate in an evaluation from March 1, 2008 until September 30, 2008 were eligible to participate in this survey. Based on the number who agreed to participate, a total of 262 potential respondents formed the target population for this evaluation. To provide some context to this figure, a total of 562 applicants applied to the program in the first six months and 262 or 47% agreed to participate in the evaluation.

5 The 1st quarter statistics (March 1 to June 30, 2008) will be presented to the Emergency & Community Services Committee on November 19, 2008. The 2nd quarter statistics (July 1 to September 30, 2008) will be forwarded for the December 3, 2008 Emergency & Community Services Committee.
Staff chose to use a telephone survey method to provide greater assurance to the respondents that staff from the City would not see their individual responses to the survey and to maximize the response rate. On September 24, 2008, respondents were mailed correspondence from the City informing them that an outside marketing and research firm was hired to conduct the survey on behalf of the City. A reminder letter was also subsequently sent out on October 13, 2008 to help boost survey response rates that also included a $2.00 Tim Horton’s gift certificate as an incentive (whether or not the recipient chose to complete the survey). The survey was conducted from October 4 until October 20, 2008 with surveyors calling both during the day and evening hours. A copy of the telephone survey can be found in Appendix A.

2.1 Voluntary Nature of the Survey:
All applicants to the program from March 1 to September 30, 2008 were given the opportunity to agree to participate in the evaluation. Although consent was given at the time of application, surveyors allowed respondents to opt out of completing the survey at the time of the interview with no impact on their current eligibility or future access to the program. Since the City used the services of an outside consultant, the surveyors also reminded respondents of the City’s obligations and requirements under the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).

2.2 Survey Construct:
The survey was designed to be brief, taking no more than ten to fifteen minutes to complete. Questions in the survey were organized in the following sections: previous and current transportation methods, main reasons for using the Affordable Transit Pass (ATP), impacts on
respondents’ quality of life while using the ATP, experiences in obtaining the ATP, suggestions for changes to the ATP, recommendations to continue the ATP, and finally some brief demographic questions. Except for the demographic information, the data results will be presented under these headings and in the order that they appeared on the survey.

2.3 Response Rate:
Staff anticipated that given the transient nature of residents living with a low income, that the response rate for this survey might not be particularly high. Table 1, below, provides greater detail on the response rate for this six month evaluation.

<table>
<thead>
<tr>
<th>Available Sample</th>
<th>262</th>
<th>↓ Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. # with no telephone #, changed #’s etc.</td>
<td>-34</td>
<td>228</td>
</tr>
<tr>
<td>2. # not applicable</td>
<td>-17</td>
<td>211</td>
</tr>
<tr>
<td>3. # who refused</td>
<td>-2</td>
<td>209</td>
</tr>
<tr>
<td>4. # of Successful surveys completed</td>
<td></td>
<td>94</td>
</tr>
<tr>
<td>5. # who could not be reached</td>
<td></td>
<td>115</td>
</tr>
</tbody>
</table>

Based on the above table, out of a potential 209 respondents, 94 were successfully reached and surveys completed for a response rate of 45%. This figure is well within an acceptable range for a survey of this type given the nature of the target population.

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6 The complete list of respondents was cycled through three times, with a fourth and fifth subsequent attempt made to reach respondents.
3.0 SURVEY RESULTS

The survey results will be presented in the following sections: demographic data, previous and current transportation methods, main reasons for using the Affordable Transit Pass (ATP), impacts on respondents’ quality of life while using the ATP, experiences in obtaining the ATP, suggestions for changes to the ATP, communication methods used for the ATP, and recommendations to continue the ATP.

3.1 Demographic Data:
In order to provide some context to the subsequent data results, it may be useful to highlight the demographic data of those respondents who completed the survey in the first section containing the results of the data.

In terms of gender, 77% (n=72) of the respondents were female and 23% (n=22) were male.

Graph 1: Age of Respondents (N=93)

As Graph 1 shows, most of the respondents were either younger than 24 (24% n=23) or older than 40 years of age (41% n=38).
A total of 51% (n=47) of respondents had children younger than 18 years of age living with them at home. Only 22% (n=21) had children older than 18 years of age living with them at the time of the survey.

With respect to the highest completed education level of the respondents, 43% (n=40) had completed high school, while 26% (n=24) had completed college, and 18% (n=17) had completed university. Only 11% (n=10) had less than high school and 2% (n=3) had apprenticeship certificates. Graph 2 lists the results.

**Graph 2: Highest Level of Education Completed by Respondents (N=94)**

In terms of employment, the respondents were almost equally divided between being employed for 35 hours a week or more (53%:n=46) and less than 35 hours a week (47%:n=41).

Respondents were also asked to provide us with the first three digits of their postal codes. Graph 3, below, indicates the range of postal code areas from which respondents have accessed the ATP. It would appear that the highest number of respondents came from the L8H, L8L, L8M, L9A, L8K, L8P, and L8V postal code areas.
To provide a different context to Graph 3, the following map by area indicates the level of concentration of respondents accessing the ATP.

**Map 1: Postal Code Areas for Respondents Using ATP (N=85)**
There has been interest in determining whether applicants to the ATP do not own or have access to a car. A total of 88% (n=75) of the respondents do not own a car and 12% (n=10) do own a car. Another 38% (n=35) had access to a car in their family.

3.2 Modes of Transportation:
Staff were interested in knowing whether having access to the ATP would have any impact on the respondents’ main modes of transportation. Respondents were asked to identify what their main form of transportation was both before participating in the ATP and during their involvement in the ATP program. Graph 4, below, presents the results for both questions.

**Graph 4: Respondents’ Main Form of Transportation both Before and During Participation in the ATP (N=93- before and N= 92 - during)**

It would appear as though most of the respondents relied on public transit before participating in the ATP (92%; n=86) as their main form of transportation. It is interesting to note, however, that it would appear that reliance on public transit as a main form of transportation rose slightly to 97% (n=89) while respondents were participating in the ATP. It is also worth noting that reliance on cars declined slightly, as well, down to 1% (n=1)
while participating in the ATP, and down from 4% (n=4) to before participation in the ATP.

Only 48% (n=45) of respondents regularly purchased a bus pass in the previous year. Those who did not regularly purchase a pass (52%: n=48) were asked for more detail regarding their means of transportation. When asked to identify the various other ways that respondents who did not regularly purchase a transit pass got around, 48% (n=46) of the total responses provided indicate that the purchase of bus tickets or day passes was the method used most followed by 23% (n=23) also identifying the sporadic purchase of a monthly pass. The remaining responses indicate a reliance on friends/family (20%: n=20) or use of a car (9%: n=9). So it would appear then that respondents who did not regularly purchase a transit pass prior to participating in the ATP, did still heavily rely on public transit as a means of transportation. See Graph 5, below.

**Graph 5: Modes of Transportation for Respondents Who Did Not Regularly Purchase a Transit Pass Before Participating in the ATP (N=98)*

* Multiple Responses
Those who participate in the ATP program likely use their transit pass for a variety of reasons. Graph 6 summarizes all of the various activities for which respondents used their ATP. The response given most was that the ATP is used to get to and from work (22% n=91), followed closely by grocery shopping/running errands, etc. (20% n=84), and for personal appointments (19% n=81). For another 17% (n=70) of respondents, the ATP helped them to visit family and friends. The remaining responses were relatively equally distributed between getting to school (9% n=36), taking children to child care and other activities (8% n=35), and doing volunteer work (6% n=24).

**Graph 6: All Activities for Which the Respondents Used the ATP (N=421)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of All Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing volunteer work</td>
<td></td>
</tr>
<tr>
<td>Taking children to child care/school/appointments</td>
<td></td>
</tr>
<tr>
<td>Getting to school</td>
<td></td>
</tr>
<tr>
<td>Visiting family or friends</td>
<td></td>
</tr>
<tr>
<td>Personal Appointments</td>
<td></td>
</tr>
<tr>
<td>Grocery Shopping/Running Errands</td>
<td></td>
</tr>
<tr>
<td>Getting to work</td>
<td></td>
</tr>
</tbody>
</table>

* Multiple Responses

**3.3 Impact on Quality of Life:**

Respondents were asked to indicate their level of agreement with several statements designed to test for impact in the areas of finances, job maintenance, and independence while using the ATP.

---

7 Regular was defined as purchasing a bus pass 10 times or more in the year.
Based on the data in Table 2, 73% (n=66) of respondents stated that they would not have been able to purchase a monthly transit pass without the ATP. To confirm responses obtained in question a), respondents were asked in question c) whether they would have purchased a monthly pass regardless of their participation in the ATP. For this statement, 67% (n=62) of respondents disagreed with the statement that they would have purchased a monthly pass anyway so participating in the ATP made no real difference for them. When asked whether the ATP program did not make a difference in their family’s budget, 91% (n=84) of respondents disagreed with that statement.

**Table 2: Statements Related to How the ATP May Have Assisted Participants or Not (N=93)**

<table>
<thead>
<tr>
<th>STATEMENT ........................................</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I would not be able to buy a pass without this program</td>
<td>19 (21%)</td>
<td>47 (52%)</td>
<td>16 (18%)</td>
<td>9 (10%)</td>
<td>91 (100%)</td>
</tr>
<tr>
<td>b) Since using the Affordable Transit Pass Program, it has been easier for me to get to work</td>
<td>26 (30%)</td>
<td>57 (65%)</td>
<td>4 (5%)</td>
<td>0</td>
<td>87 (100%)</td>
</tr>
<tr>
<td>c) I would have bought a bus pass anyway so it made no real difference for me or my family</td>
<td>4 (4%)</td>
<td>26 (28%)</td>
<td>49 (53%)</td>
<td>13 (14%)</td>
<td>92 (100%)</td>
</tr>
<tr>
<td>d) The Affordable Transit Pass Program has helped me feel more independent by assisting me with my transportation needs</td>
<td>21 (23%)</td>
<td>68 (74%)</td>
<td>21 (23%)</td>
<td>0</td>
<td>92 (100%)</td>
</tr>
<tr>
<td>e) The bus pass I bought through the Affordable Transit Pass Program has not helped me to keep my job</td>
<td>4 (4%)</td>
<td>18 (20%)</td>
<td>51 (57%)</td>
<td>16 (18%)</td>
<td>89 (100%)</td>
</tr>
<tr>
<td>f) The Affordable Transit Pass Program has helped me to stay more connected to my family and friends</td>
<td>13 (14%)</td>
<td>68 (73%)</td>
<td>11 (12%)</td>
<td>1 (1%)</td>
<td>93 (100%)</td>
</tr>
<tr>
<td>g) The Affordable Transit Pass Program has not made it easier for me and my family to run errands, schedule appointments etc.</td>
<td>1 (1%)</td>
<td>14 (15%)</td>
<td>64 (70%)</td>
<td>13 (14%)</td>
<td>92 (100%)</td>
</tr>
<tr>
<td>STATEMENT ..........</td>
<td>STRONGLY AGREE</td>
<td>AGREE</td>
<td>DISAGREE</td>
<td>STRONGLY DISAGREE</td>
<td>TOTALS</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------</td>
<td>-------</td>
<td>----------</td>
<td>------------------</td>
<td>--------</td>
</tr>
<tr>
<td>h) The Affordable Transit Pass Program has not really made a difference in mine or my family’s monthly budget</td>
<td>1 (1%)</td>
<td>7 (8%)</td>
<td>61 (66%)</td>
<td>23 (25%)</td>
<td>92 (100%)</td>
</tr>
</tbody>
</table>

In terms of independence, respondents to question d) clearly indicate that participating in the ATP has helped them to feel more independent (97% n=89). More specifically, 84% (n=77) disagreed with a statement saying that the ATP has *not* made it easier for them to run errands, schedule appointments, etc. Further, 87% (n=81) agreed that the ATP has helped them maintain a connection to family and friends.

When asked if using the ATP has made it easier for them to get to work, 95% (n=83) agreed with this statement. Another majority of respondents, 75% (n=67) disagreed with the statement that the ATP has *not* helped them to keep their job.

### 3.4 Experience with the ATP Program at the City:

When asked about the ease of completing the application form, 98% (n=91) of respondents agreed that the form was easy to fill out. Another 97% (n=89) agreed that City staff were able to answer their questions about the program. 96% (n=87) of respondents also agreed that when purchasing their ATP at the GO station, the transaction took five minutes to complete.

There seemed to be mixed response when asked questions about having to purchase the pass at the GO centre. Roughly 54% (n=49) of respondents did *not* agree with the statement that it was inconvenient to purchase their pass at the downtown GO station. This means, however that 46% (n=40) did agree with that statement. This split opinion in terms of
location is also reflected in the 53% (n=46) of respondents who agreed with the statement that they would prefer to purchase their pass at an alternate location. Table 3, below, lists these findings.

Table 3: Respondents’ Experience with the ATP Program at the City (N=93)

<table>
<thead>
<tr>
<th>STATEMENT ..................................................</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The application form was easy to fill out</td>
<td>29 (31%)</td>
<td>62 (67%)</td>
<td>1 (1%)</td>
<td>1 (1%)</td>
<td>93 (100%)</td>
</tr>
<tr>
<td>b) the City staff were able to answer my questions about the program</td>
<td>20 (22%)</td>
<td>69 (75)</td>
<td>2 (2%)</td>
<td>1 (1%)</td>
<td>92 (100%)</td>
</tr>
<tr>
<td>c) It took too long from when I applied to when I was told if I was eligible or not</td>
<td>1 (1%)</td>
<td>20 (21%)</td>
<td>59 (63%)</td>
<td>13 (14%)</td>
<td>93 (100%)</td>
</tr>
<tr>
<td>d) It is not convenient to buy my pass at the downtown GO Centre</td>
<td>6 (7%)</td>
<td>34 (38%)</td>
<td>41 (46%)</td>
<td>8 (9%)</td>
<td>89 (100%)</td>
</tr>
<tr>
<td>e) When I bought my pass at the GO Centre, the HSR staff got it to me within five minutes</td>
<td>16 (18%)</td>
<td>71 (78%)</td>
<td>4 (4%)</td>
<td>0</td>
<td>91 (100%)</td>
</tr>
<tr>
<td>f) It is not reasonable to have to pay 50% of the cost of the pass</td>
<td>0</td>
<td>17 (19%)</td>
<td>59 (63%)</td>
<td>15 (17%)</td>
<td>91 (100%)</td>
</tr>
<tr>
<td>g) I would rather buy my pass at a different place other than the downtown GO centre</td>
<td>11 (13%)</td>
<td>35 (40%)</td>
<td>41 (47%)</td>
<td>0</td>
<td>87 (100%)</td>
</tr>
</tbody>
</table>

Graph 7: Respondents’ Suggestions About How the Program Could be Changed (N=61)
In Graph 7, a total of 51% (n=31) of respondents suggested that the ATP should be available locations other than the downtown GO Centre. Another 10% (n=6) of respondents also requested that eligibility be extended to a full year, i.e. not to have to reapply in six months. Other responses included: greater clarity on how/when to reapply (7%: n=4), more advertising for the program (7%: n=4), and change the subsidy level, i.e. so users would pay less than 50% for the pass (5%: n=3). Another 7% (n=4) of responses were recorded as “other.” In these circumstances, respondents forwarded suggestions around providing pay stubs to verify income, questioned the need to be employed to be eligible for the program and two respondents suggested that students who work part-time should be included as well. Finally, 15% (n=9) of respondents included favourable comments about the program in this section. The full text of the respondents’ answers to this question can be found in Appendix B.

3.5 Proposed Changes to the ATP Program:

Since the program has begun, a number of suggestions have been made to staff regarding potential changes to the program. Table 4, following, lists the respondents’ views on a number of suggestions.

With respect to the level of the subsidy for the ATP, roughly 63% (n=55) of respondents disagreed with the statement that a reduction of 50% was not enough assistance for the ATP. With respect to adding locations at which the ATP could be purchased, the respondents’ answer to this suggestion echoes suggestions presented in Graph 7, above. A total of 94% (n=87) respondents would like the City to consider making the pass available at more locations, like municipal service centres, recreation
centres, or other municipal locations. Respondents expressed support for the City to expand the ATP program to include those in receipt of the Ontario Disability Support Program (78%: n=72) and those in receipt of Ontario Works (77%: n=71). Finally, when asked whether the ATP should use a photo identification transit pass, 74% (n=69) supported that idea.

Table 4: Respondents’ Response to Suggestions to Change the ATP (N=93)

<table>
<thead>
<tr>
<th>STATEMENT ..................................................</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Reduce the amount we pay for the pass, 50% is not enough help</td>
<td>3 (3%)</td>
<td>30 (34%)</td>
<td>48 (55%)</td>
<td>7 (8%)</td>
<td>88 (100%)</td>
</tr>
<tr>
<td>b) Make the pass available at more places like municipal service centres, recreation centres or other municipal locations</td>
<td>25 (27%)</td>
<td>62 (66%)</td>
<td>6 (6%)</td>
<td>1 (1%)</td>
<td>94 (100%)</td>
</tr>
<tr>
<td>c) Let people on Ontario Disability Support Program use the program</td>
<td>9 (9%)</td>
<td>63 (69%)</td>
<td>18 (20%)</td>
<td>2 (2%)</td>
<td>92 (100%)</td>
</tr>
<tr>
<td>d) Let people on Ontario Works use the program</td>
<td>8 (9%)</td>
<td>63 (68%)</td>
<td>19 (20%)</td>
<td>3 (3%)</td>
<td>93 (100%)</td>
</tr>
<tr>
<td>e) Use transit passes with photo id to cut down any fraud</td>
<td>6 (6%)</td>
<td>63 (68%)</td>
<td>20 (21%)</td>
<td>4 (4%)</td>
<td>93 (100%)</td>
</tr>
</tbody>
</table>

Advertising for the ATP has been somewhat of a challenge for the ATP program. For the most part, the Community Services Department has limited opportunities for interaction with those living with low-income, so a number of methods were used. The Communications Strategy developed by the Community Services Department in order to try and reach those eligible for the program can be found in Appendix C. In order to determine which of those methods might have been most effective, respondents were asked how they heard about the ATP program. Graph 8, following, lists their responses.
Based on the information in Graph 8, the most effective methods used by the City would appear to be the bus ads (29% n=35), the media coverage (15% n=18) and the poster (13% n=16). The other methods appear to have had some impact as well for the respondents. As suspected with a program like this, staff anticipated that word of mouth would be an important way by which eligible users would find out about the program and based on this data, 22% (n=26) of the respondents cited this as the second most effective way that they found out about the program.

**Graph 8: How did You Hear About the ATP Program? (N=120)**

* Multiple Responses

To assist staff in better targeting communication strategies, respondents were asked to help us identify other ways that the ATP program could be advertised. The majority of the responses (29% n=16) suggested that the City advertise more in the newspaper (Spectator and local papers) as well as have television ads (24% n=13). Another 16% (n=9) suggested continuing the ads on the bus, but expand to include bus shelters. Another 9% (n=5) suggested using the radio more effectively. The “other” responses (22% n=12) included suggestions such as developing flyers, using the mail, advertising on the City’s website, leaving information at the
HSR location, with employers, public libraries etc. Graph 9 presents the respondents’ answers.

**Graph 9: What Else Could the City do to Advertise the ATP? (N=55)**

* Multiple Responses

### 3.6 Should the ATP Program Continue?

Respondents were asked whether or not the ATP program should continue after it ends after February 2009. All of the respondents to this question would like to see the ATP program continue (100%: n=90). When asked if they would recommend the program to someone else they knew, 98% (n=92) of respondents state that they would recommend this program to someone else. As a final question, respondents were asked if there was anything else they wanted to tell the City about the ATP program. Their responses are included as Appendix D. For the most part, the respondents’ comments reflect their overwhelming support for the continuation of the ATP program, an expression of appreciation to the City for initiating the program, and their high level of satisfaction with the program.
AFFORDABLE TRANSIT PASS SURVEY

Hello, my name is [name], and I am calling from Edge Marketing and Research on behalf of the City of Hamilton to talk to you about the Affordable Transit Pass Program. We hope that you have received the letter from the City of Hamilton letting you know that we would be calling.

You agreed to participate in an evaluation of the Affordable Transit Pass Program at the time you applied, but completing the survey is still entirely voluntary on your part and will in no way impact your access to the program. None of your personal answers will be reported. We will only report on group results so your identity will remain anonymous.

Since we are collecting this information on behalf of the City of Hamilton, we are bound by the legislation governing the protection of your private information. Please let me take a moment to remind you how the City of Hamilton protects your privacy.

(Surveyor must read the following.....)

Notice of Collection of Personal Information

Pursuant to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), this information is collected under the legal authority of section 10 of the Municipal Act, 2001 and the City of Hamilton Affordable Transit Pass Program (ECS07038) approved by the City’s Council on November 28, 2007.
Do you still agree to participate in a survey regarding the Affordable Transit Pass Program?  *(Surveyor MUST check either yes or no)*

☐ YES  ☐ NO

The survey will take roughly ten to fifteen minutes to complete and will provide the city with useful information in order to determine the future of the program. Is now a good time for us to complete the survey?

*(If respondent cannot participate at the time of the call)*

I'm sorry, but since I am on the phone all day it is very difficult to reach me. Perhaps I can try you again over the next couple of days. Is there a more convenient time to reach you?*

*First I'd like to ask you some questions about how you get around.*

1. **Before** using the Affordable Transit Pass Program, what was your MAIN form of transportation? *(Surveyor, Don’t Read List, check (✓) one answer only)*

☐ Bus  ☐ Car  ☐ Walk  ☐ Bike  ☐ Rides from Friends  ☐ Taxi  ☐ Car pool

☐ Other

2. While using the Affordable Transit Pass Program, what is your MAIN form of transportation? *(Surveyor, Don’t Read List, check (✓) one answer only)*

☐ Bus  ☐ Car  ☐ Walk  ☐ Bike  ☐ Rides from Friends  ☐ Taxi  ☐ Car pool

☐ Other

3. a) Did you buy a monthly bus pass 10X or more in the year before the Affordable Transit Pass Program started?

☐ NO (Go to 3b below)  ☐ YES (Go to question 4)

b) I am now going to read you a list of different ways of getting around. As I reach each
As I read the following list of items, please respond with a “yes” or a “no” to tell us if you have used the Affordable Transit Pass for each of these activities.

(Surveyor, Read List and check only items for which the respondent says “yes”)

- I bought a monthly pass, but less than 10 passes in 2007
- I bought bus tickets/day passes
- I used my car
- I relied on family/friends for rides

Now I would like to ask you some questions about how the Affordable Transit Pass Program may have had an impact on your life.

5. For which of the following activities have you used the Affordable Transit Pass Program the most?

(Surveyor, Read List and check (✓) one answer only)

- Getting to work
- Getting to school
- Taking children to child care, school, appointments
- Visiting family or friends
- Going to personal appointments (e.g. medical/dental)
- Going shopping, grocery shopping or other errands
- Doing volunteer work
- Doing Volunteer Work
- Visiting family/friends
- Going to personal appointments (e.g. medical/dental, etc.)
- Going shopping, grocery shopping, or other errands

6. We want to get a better sense as to whether the Affordable Transit Pass Program has assisted you in some way or not. I am going to read a number of statements and please tell us whether you strongly disagree, disagree, agree or strongly agree with each of the statements.

a) **“I would not be able to buy a pass without this program.”**

   | 1 Strongly Disagree | 2 Disagree | 3 Agree | 4 Strongly Agree |

b) **“Since using the Affordable Transit Pass Program, it has been easier for me to get to work.”**

   | 1 Strongly Disagree | 2 Disagree | 3 Agree | 4 Strongly Agree |

c) **“I would have bought a bus pass anyway so it made no real difference for me or my family.”**

   | 1 Strongly Disagree | 2 Disagree | 3 Agree | 4 Strongly Agree |

d) **“The Affordable Transit Pass Program has helped me feel more independent by assisting me with my transportation needs.”**

   | 1 Strongly Disagree | 2 Disagree | 3 Agree | 4 Strongly Agree |

e) **“The bus pass I bought through the Affordable Transit Pass Program has not helped me to keep my job.”**

   | 1 Strongly Disagree | 2 Disagree | 3 Agree | 4 Strongly Agree |
f) “The Affordable Transit Pass Program has helped me to stay more connected to my family and friends.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

g) “The Affordable Transit Pass Program has not made it easier for me and my family to run errands, schedule appointments, etc”.

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

h) “The Affordable Transit Pass Program has not really made a difference in mine or my family’s monthly budget.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

Next, we would like to ask you about your experience in getting an Affordable Transit Pass at the City of Hamilton.

7. Please tell us about your experience in getting an Affordable Transit Pass at the City by telling us whether you strongly disagree, disagree, agree, or strongly agree with each of the statements read to you.

a) “The application form was easy to fill out.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

b) “The City staff were able to answer my questions about the program.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree
c) “It took too long from when I applied to when I was told if I was eligible or not.”

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>Disagree</th>
<th>3</th>
<th>Agree</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

d) “It is not convenient to buy my pass at the downtown GO Centre.”

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>Disagree</th>
<th>3</th>
<th>Agree</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

e) “When I bought my pass at the GO Centre, the HSR (Hamilton Street Railway) staff got it to me within five minutes.

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>Disagree</th>
<th>3</th>
<th>Agree</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

f) “It is not reasonable to have to pay 50% of the cost of the pass.”

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>Disagree</th>
<th>3</th>
<th>Agree</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

g) “I would rather buy my pass at a different place other than the downtown GO centre.”

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>Disagree</th>
<th>3</th>
<th>Agree</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

8. If there was one thing you could change about the program, what would that be?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
9. Some suggestions have been made to change the Affordable Transit Pass Program. For each statement I read to you, please let us know if the City should consider these items by telling us whether you strongly disagree, disagree, agree, or strongly agree with each item.

a) “Reduce the amount we pay for the pass, 50% is not enough help”.

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

b) “Make the pass available at more places, like municipal service centres, recreation centres or other municipal locations.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

c) “Let people on Ontario Disability Support Program use the program.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

d) “Let people on Ontario Works use the program.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree

e) “Use transit passes with photo id to cut down on fraud.”

1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree
10. How did you first hear about the Affordable Transit Pass Program?

(Surveyor, Do Not Read List, check only those items identified by the respondent)

- City bus ad
- Poster
- Pamphlet
- Word of mouth
- Media
- Ontario Works office
- Community Agency:
- My employer
- Other: ______________________

11. What other ways could the City of Hamilton use to let people know about the Affordable Transit Pass Program? (Please describe)

__________________________________________________________________________
__________________________________________________________________________

12. The Affordable Transit Pass Program pilot project is scheduled to end in February 2009. Would you recommend that this program continue?

- YES    - NO

Would you recommend the Affordable Transit Pass Program to someone else you know?

- YES    - NO

13. Is there anything else that you would like to tell us about the Affordable Transit Pass Program?

__________________________________________________________________________
__________________________________________________________________________
Now we would like to ask you some questions about you so that we can better understand your answers……

(Surveyor, Don’t Read unless gender is unclear)

☐ Male  ☐ Female

I am going to read you a list of age groupings. Can you tell me which age group applies to you?

(Surveyor, Read List)

☐ 18-24
☐ 25-29
☐ 30-34
☐ 35-39
☐ 40-44
☐ 45-49
☐ 50-59
☐ 60-65
☐ 66+

Is your main job (Surveyor, Read List)

☐ 35 hours a week or more or ☐ Less than 35 hours a week

What are the first three letters and numbers of your postal code?

Do you currently own a car? ☐ Yes  ☐ No
Do you have access to a car in your family? ☐ Yes  ☐ No
Do you have children younger than 18 living with you? □ Yes □ No

Do you have children older than 18 living with you? □ Yes □ No

What is your highest level of education?

(Surveyor to check appropriate response)

□ Less than high school
□ Completed high school
□ Completed college
□ Completed university
□ Completed apprenticeship program/trades certificate

Thank you for taking the time to complete this survey on the Affordable Transit Pass Program on behalf of the City of Hamilton. Would you like a copy of the survey results?

(If yes, direct to contact info below)

Carmen Rachelle Bian, (905) 546-2424 ext 2187
APPENDIX B: ALL PROGRAM CHANGES SUGGESTED BY THE RESPONDENTS

- Being able to by the pass somewhere else with the hours I work it's not convenient to go downtown
- Being able to purchase the pass in other location
- Buy the bus pass at other location, downtown is too far
- Change location
- Change the fact that you have to have a job to get it, can also help people get a job, people want to go to interviews and they cannot afford to pay the regular price
- Everyone should know how to reapply
- Everything is great
- Everything is ok
- Finding a more convenient location to buy the passes
- Fine the way it is
- Get access to the pass elsewhere
- Get the application somewhere other than the GO station
- Getting the pass at any store, just show your letter so you don't have to go downtown
- Give more support, she thinks is still expensive based on my income
- Go to a normal store that sells bus passes, it would be much easier
- Going downtown
- Have more locations
- Having to travel to drop off the forms
- I would change the location where you can purchase the pass
- If they can only apply once for the whole year, not for a half a year
- It should be based on a single person income, not the household income
- Last longer than the 4 months
- Let it go on for a while, it’s a big help for me, I don’t have a lot of money and it’s great
- Location of purchasing pass
- Make it eligible for students
- Make it available at some other place that is not open 8-5, cause that is the hours I work
- Make it so you can purchase the pass anywhere
- Make other locations available for purchase of passes
- Make students able to use
- Making it easier to get and making that you don have to go down to the hsr
- Making the time longer, give them a year
- More advertising
- More locations to purchase the pass
- More outlets for the pass
- More publicity about the program and continuing the program
- No comment, it’s great
- Nothing, it's pretty good, excellent program
Nothing really, said it's really good
Other locations to buy it at
Pay less
People did not know about it
Right now everything is ok
Said to change the date that you have to get the bus pass
Said you need to send 4 week of pay stubs, I think that is silly so maybe they should change the 4 weeks and just get a contract, show that you are working fulltime in stead of the 4 weeks pay stubs.
Should be longer than 4 months, said she wrote in a letter and no one contacted me
That if was for one year not 6 months
That it would be for the whole year, not a couple of months
The 18 limit for kids
The location to get the pass
The location to purchase the pass
The location where to purchase the pass
They put up the income a bit
To be able to purchase it at different places and to increase the income requirements
To buy at other places
To have to go to the GO centre
Various locations or having them sent them via mail
Want students to be qualified as well
When you apply and you get the letter that you are approved then 6 months you have to apply, it should be for the whole year
Where I can purchase the pass
Work with the newcomers organization, it’s a great thing
Would like to be notify when it's time for notification
### APPENDIX C: Affordable Transit Pass Program (ATPP) - Communications Plan - Updated Oct/08

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APPENDIX D: ADDITIONAL COMMENTS FROM RESPONDENTS

- Advertise on the tv, newspaper
- Consider I still can’t afford to buy the bus pass, but I need to use the bus to get to work
- DON’T END IT!!!
- Good thing for the City of Hamilton
- Happy with the program
- I like this program
- I love it
- If someone is working part time and they have to pay $4 day it makes a big difference at the end of the month
- If the status of the person has changed then they should send them a note saying you’re still qualified for the program
- If they have to cancel in Feb
- It’s a good idea you find more people using the bus
- It’s a great program
- It’s a great program and it keeps people off Ontario Works
- It’s a great thing, it was nice of the City to do it
- It’s a very good program, it’s much easier to pay the $40
- It’s been more easier for me
- It’s great
- It helps me out a lot being a single mother
- This needs to continue, this City of Hamilton has a lot of people that need the help
- It’s really a great program and it’s helped me a lot
- It’s really helped me going to work, not sure what she is gonna do when it stops, it’s not easy
- It should be available to students
- It’s the greatest thing that ever happen, it will help people to go find a job
- It would be nice if you could only apply once instead of every 4 months
- It’s a great program, just make it for students as well
- It’s great
- It’s helped her out a lot said she just moved to Hamilton and before she was not able to get around and now that she has the pass she can go anywhere
- It’s really good it helps lower class working people
- It’s really helped me a lot, it make my life easy cause I am a single mother, I can now buy groceries
- It’s a good program and it helps a lot people
- It’s a great program
- It’s a great program and it’s helped me a lot
- It’s a great program and students should be able to get this opportunity as well
- It’s a great program it’s helpful
- It’s affordable
- It’s great! Good decision for the City
- It’s really good
- Maybe kids could benefit from this, as well
- Nothing right now
- Nothing right now, it’s great

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8 The comments were not edited. These were taken from the telephone survey.
APPENDIX B to Report ECS08051: AFFORDABLE TRANSPORTATION PROGRAM - QUARTERLY STATISTICS ENDING JUNE 2008

APPLICATION PROCESS & # OF PASSES PURCHASED:

♦ A total of 310 applications were received for the Affordable Transit Pass Program this quarter. Of that number a total of 293 were approved for the program roughly 95% of all those who applied were approved.
♦ A total of 17 applications were denied: 41% because they were in receipt of ODSP, another 35% due to incomes higher than LICO, and 24% of applicants who were not employed at the time of application.
♦ A total of 1,198 passes were purchased during this quarter. The program has the capacity to provide 1,200 passes per month.

Graph 1: # of Applicants Denied- March to June 30 2008 (N=17)

WHO APPLIED?

♦ 28% of applicants were male and 72% were female (N=289)
♦ 36% of those who applied were between the ages of 18-29 with another 35% being 45 or older. The remaining 27% were between the ages of 30 and 44.
♦ 63% were single with no children, 19% were married (with/without children), while 17% were sole support parents.
♦ 73% of those who applied did not have any children, while 27% did.
♦ 77% of those with children had two children or less.
Graph 2: #Age of Applicants - March to June 30 2008 (N=215)

Graph 3: Family Status - March to June 30 2008 (N=213)

Graph 4: % of Applicants With/Without Children - March to June 30 2008 (N=102)
APPLICANT ANNUAL INCOME/EMPLOYMENT

♦ With respect to previous year’s annual income 37% had an annual income less than $10,000 a year, 30% had an annual income between $10,000 and $14,999, and 33% had annual incomes greater than $15,000

♦ 34% had four week average earnings\(^9\) of less than $999, 34% had average incomes in the range of $1,000-$1,499, while the remaining 22% had average incomes in excess of $1,500

♦ Based strictly on the employer listed on pay stubs, categories were developed to attempt to capture the varying employment sectors within which applicants were employed\(^{10}\). Using information from the pay stubs, 33% of those who applied were employed in the service sector, while another 18% were employed in retail sales, 12% in the non-profit (health) sector, 10% in manufacturing with the remaining 27% distributed amongst the remaining categories

\(^9\) Due to data limitations, staff do not know what actual occupation of each applicant at their place of employment

\(^{10}\)
Graph 6: Previous Year's Annual Income - March to June 30 2008 (N=208)

- > $25,000
- $20,000 to $24,999
- $15,000 to $19,999
- $10,000 to $14,999
- $5,000 to $9,999
- 0 to $4,999

Graph 7: Four Week Average Current Earnings - March to June 30 2008 (N=100)

- >$1,500
- $1,000 to $1,499
- $500 - $999
- 0-499
WHERE DO THEY LIVE?

♦ Using the first three letters of applicant’s postal codes a map was developed to show from which areas within the city of Hamilton applications were received
♦ The postal code areas with the three highest percentages were from the L8L, L8P and L8N areas
APPLICATION PROCESS & # OF PASSES PURCHASED:

♦ A total of 252 applications were received for the Affordable Transit Pass Program this quarter. Of that number a total of 200 were approved for the program roughly 80% of all those who applied
♦ A total of 52 applications were denied: 35% due to incomes higher than LICO, and 51% evenly distributed between being in receipt of OW/ODSP or currently not employed. The remaining 13% of reasons were classified under “other”\(^ {11}\)
♦ A total of 686 passes were purchased during this quarter. The program has the capacity to provide 1,200 passes per month

Graph 1: # of Applicants Denied- July 1 to September 30, 2008 (N=52)

WHO APPLIED?

♦ 32% of applicants were male and 68% were female (N=195)
♦ 37% were between the ages of 30 to 44, 34% of those who applied were between the ages of 18-29 with the remaining 28% being 45 or older.
♦ 66% were single with no children, 19% were married (with/without children), while 15% were sole support parents
♦ 77% of those who applied did not have any children, while 23% did
♦ 69% of those with children had two children or less

\(^ {11}\) Other primarily captured reasons related to incomplete applications or missing information.
Graph 2: #Age of Applicants – July 1 to September 30 2008 (N=195)

Graph 3: Family Status – July 1 to September 30 2008 (N=203)

Graph 4: % of Applicants With/Without Children – July 1 to September 30 2008 (N=201)
Graph 5: # of Children of Applicants With Children - July 1 to September 30, 2008 (N=46)

<table>
<thead>
<tr>
<th># of Children</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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**APPLICANT ANNUAL INCOME/EMPLOYMENT**

- With respect to previous year’s annual income 43% had an annual income less than $10,000 a year, 24% had an annual income between $10,000 and $14,999, and 33% had annual incomes greater than $15,000. In this quarter, the average previous year’s annual income was $11,600

- 30% had four week average earnings of $1,000 to $1,499, 29% had average incomes of less than $499, and 24% had average incomes of $500 to $999. The remaining 17% had average incomes in excess of $1,500. For this quarter, the average four week earnings for all was $949.60

- Based strictly on the employer listed on pay stubs, categories were developed to attempt to capture the varying employment sectors within which applicants were employed. Using information from the pay stubs, 34% of those who applied were employed in the service sector, while another 15% were employed in retail sales, 12% in the restaurant/fast food sector, 11% in the non-profit (health) sector, 9% in manufacturing with the remaining 19% distributed amongst the remaining categories

---

12 Earnings included both part and full time earnings

13 Due to data limitations, staff do not know what actual occupation of each applicant at their place of employment
Graph 6: Previous Year’s Annual Income – July 1 to September 30, 2008 (N=201)

Graph 7: Four Week Average Current Earnings – July 1 to September 30 2008 (N=200)
WHERE DO THEY LIVE?

* The postal code areas with the three highest percentages were from the L8L, L8P and L8N areas (the inner city of the former City of Hamilton)
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