



# An Alternative Business Model for **HALIFAX TRANSIT** Access-a-Bus (AaB)

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# What do we Need?

**24/7 transport service that is....**

- Safe, convenient and affordable
- On demand
- Flexible

**Impossible?**

We may be able to do it  
For less



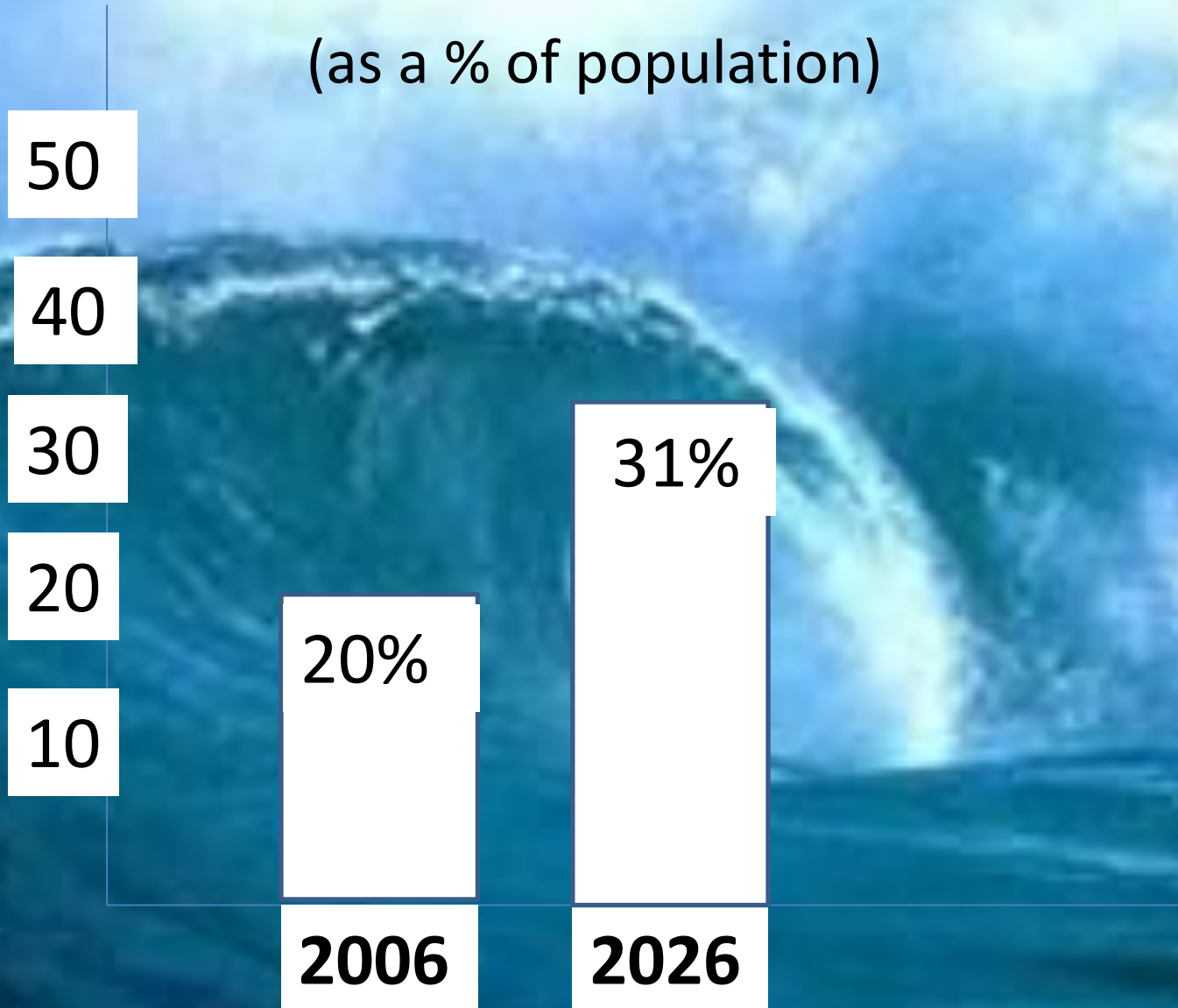
# AaB Cost per Trip





# Disabled Tsunami

(as a % of population)



**Disruptive  
Technologies**

**New  
Business  
Models**



**C**ONVERGENCE**E**

**Shared  
Economy  
Movement**

**Public  
Awareness  
Activism**



# The Transformative Game Changer



Google



UBER

Budget®



zipcar®





# HRM Accessible Taxis

50

40

30

20

10

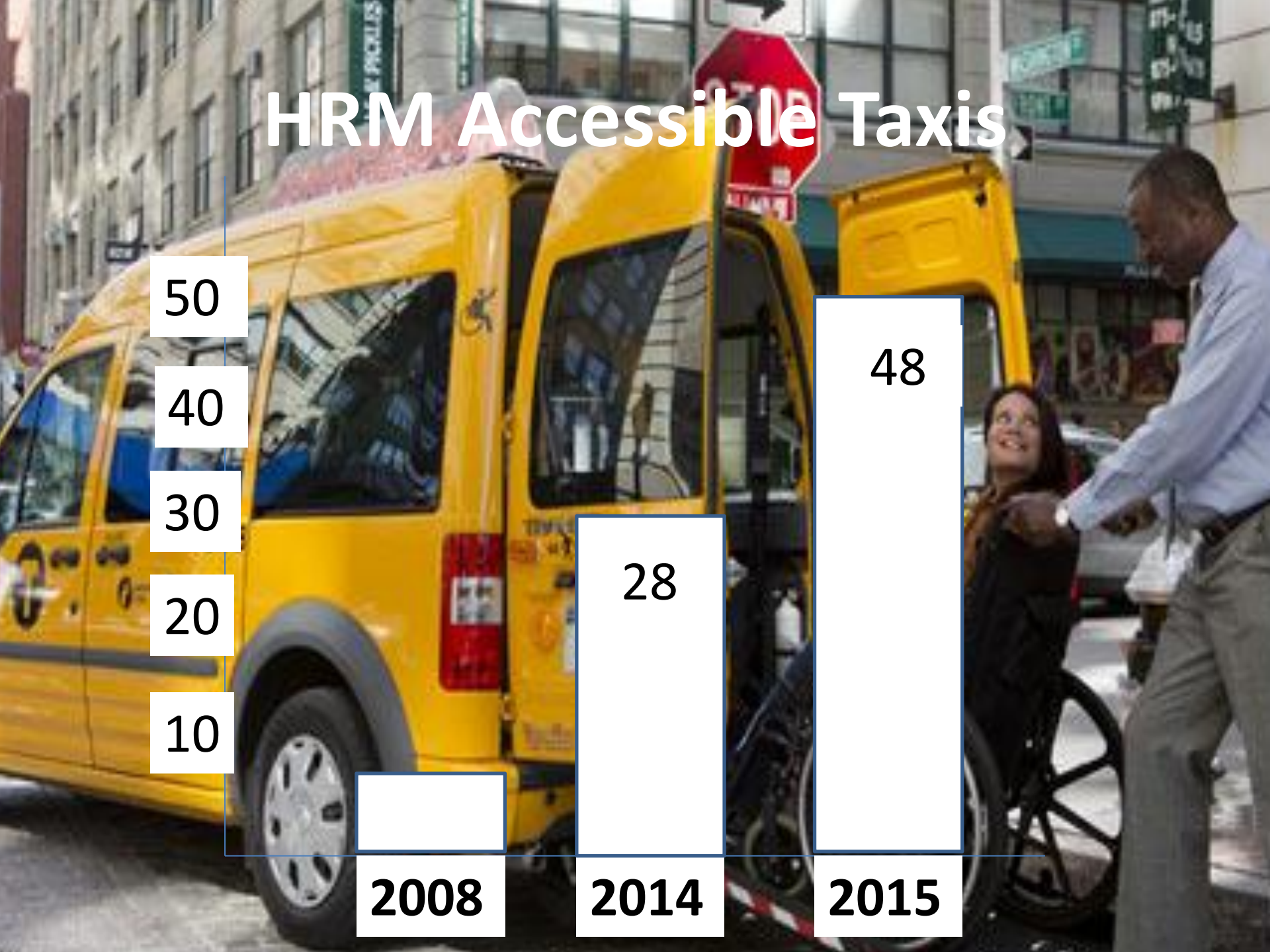
48

28

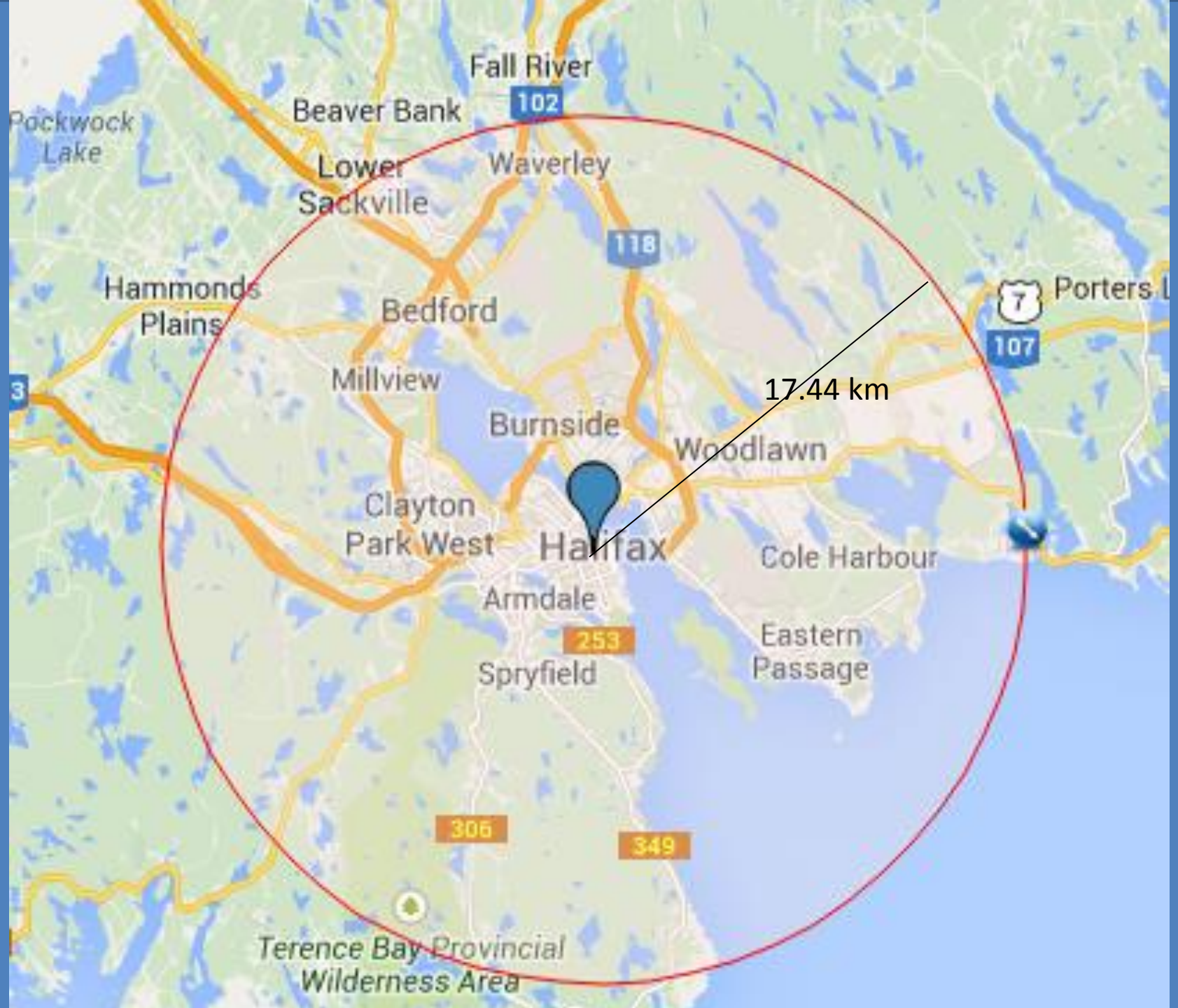
2008

2014

2015







# 2 Proposals

- 1. Deflect Clients into Conventional System**
- 2. Develop Outsourcing Partnership with Taxi Industry, as a Supplemental Service initially**

# Deflection

- **Tighten AaB Eligibility, BUT make improvements first...**
- **Many Unware of Excellent Service of Conventional Transit**
  - **Marketing Campaign Required**
  - **Volunteer Ambassador/Buddy System**
  - **Snow Clearance at Stops a Major Issue**
  - **Driver Training & Standard Tie-Down System**
  - **Do a Free Tuesday, as with Seniors**



# Taxi Industry Partnership

- **Undertake an Independent Business Case Assessment on a Potential Partnership, if favourable:**
- **Negotiate a Master Service Agreement with Taxi Industry**
- **Develop an honest and transparent voucher system**
- **Develop a central booking for accessible cabs – consider an Uber type of technology**

# Benefits

- **Potential Cost Savings**
- **24/7 Flexible On-Demand Service**
- **Supports Private Sector**
- **Prepares for Anticipated Transformation**



# Thank You!

A Special Thanks to  
Gus Reed!