



## INFORMATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	September 8, 2020
<b>SUBJECT:</b>	HSR Launches a New Mobile App for Trip Planning: 'HSRnow' (TRN2003)(City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Debbie Dalle Vedove Director, Transit Public Works Department
<b>SIGNATURE:</b>	

On September 6, 2020, HSR launched *HSRnow*, a new mobile app that works on iOS and Android devices.

The launch of the app marks another milestone in the journey to make transit the first choice in transportation for Hamiltonians. The original launch was delayed from March due to the emergence of the COVID pandemic. The launch is set to welcome more customers back to transit with a fresh trip planning option and coincides with HSR's schedule changes that take effect on September 6.

The app was funded through the federal government's Public Transit Infrastructure Fund (PTIF) and the project is one of many that support the City's 10-Year Transit Strategy that strives to grow the ridership.

The *HSRnow* mobile app is free to download and use.

Customers can use the app to:

- plan their trips from A-to-B;
- get real-time next bus information for close-by stops;
- sign up to receive stop and route notifications, and text or email alerts.  
(Note, customer information is stored on City of Hamilton servers.)

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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The new mobile app joins a family of *HSRnow* trip-planning products including online, phone (IVR), SMS-text, and terminal signs.

*HSRnow* is an important tool to foster innovation and support exceptional transit experiences. The *HSRnow* mobile app, along with the other tools in the *HSRnow* suite of trip-planning products, were developed with HSR’s long-standing vendor Trapeze Software Inc.; Trapeze is an international leader in delivering full-scale software solutions for the transit industry.

Customers using other mobile apps or services to obtain their HSR bus information (e.g.: Google Transit, Transit App, MonTransit) may continue to use these apps and these products will continue to work as they always have. HSR remains committed to providing real-time bus information as part of the City of Hamilton’s Open Data initiative, so that customers have choices for which service they prefer to use.

All *HSRnow* trip planning products display the same high-quality, real-time next bus and trip-planning information for customers. The integrated solution offers consistency in data across various formats. In addition, *HSRnow* provides the opportunity to communicate directly to customers regarding important service announcements and projects. The longer-term value will be *HSRnow*’s innovation roadmap, which will be based on continual HSR customer feedback, and the strategic priorities of the HSR as the HSR strives to grow ridership.

More information on the *HSRnow* suite may be found at [hamilton.ca/hsrnow](http://hamilton.ca/hsrnow).

Now more than ever, the HSR is committed to bolstering customer confidence and the app is another important tool to help increase ridership.