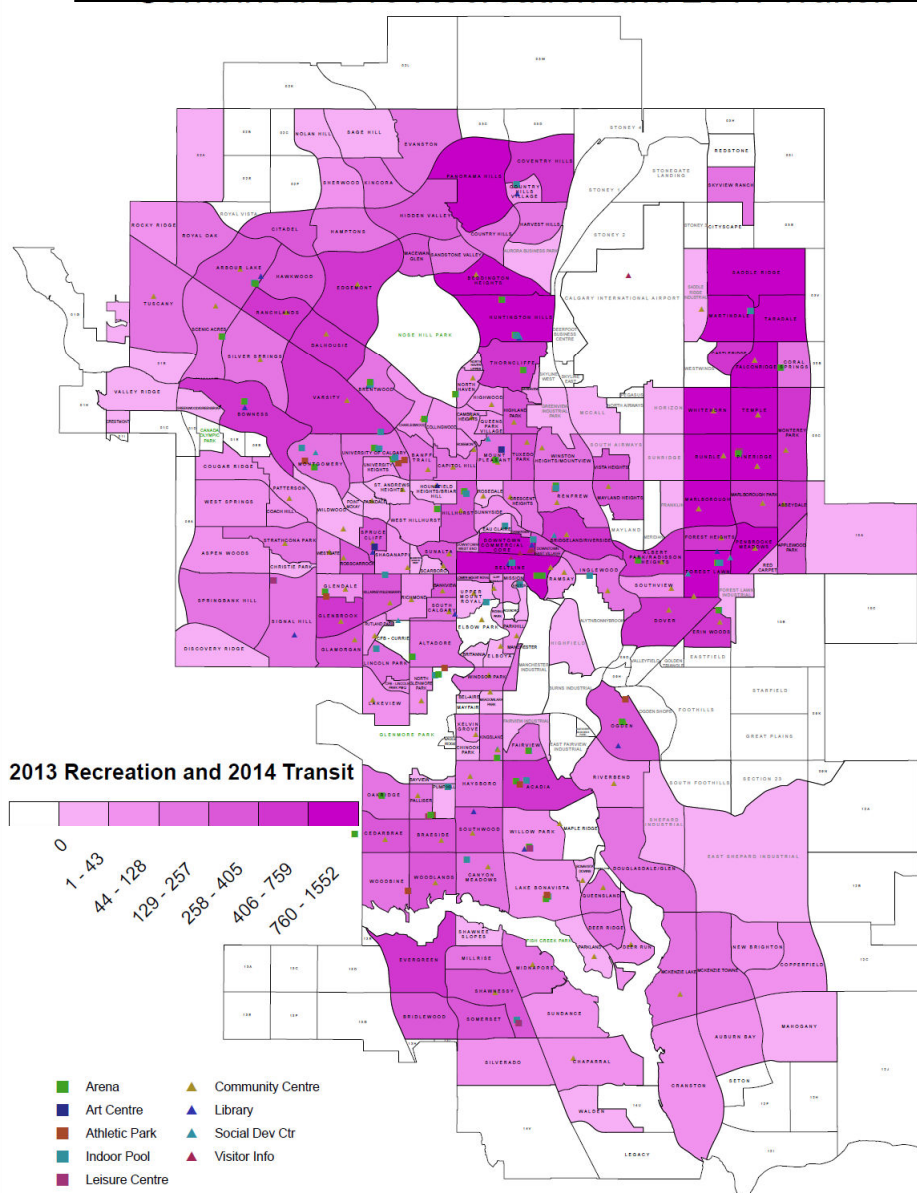


Subsidy Customer Density by Community



Created by Transit Studies, 2014 April

Phase two, 2015 May, will build upon the launch of the IT database and centralize the application processing within a single business unit, Community & Neighbourhood Services. This will allow for the development of a flexible and specialized workforce and will in turn provide for a more decentralized service offering in terms of face-to-face application processing. Initially, two face-to-face offices will be introduced to target existing areas with a high density of subsidy customers. The following map illustrates density for Calgary Transit and Recreation Fee Assistance customers, which together account for over 93% of subsidy customers. Locations will correlate with density mapping, while considering overall customer access and keeping overhead costs low. Considering these variables, current City facilities in the northeast and centre city are locations to be targeted.