

## 2007 Bus Campaign - "Three To Get Ready"-

- Target:** Raise \$240,000 for three new handibus vehicles for the rural Calgary region
- Improve availability and cost-effectiveness of handibus transportation to the smaller communities of the Rocky View region (rural Calgary)
  - Improve reliability of handibus service (fewer on-road failures)

Calgary's rural transportation demand is growing. The small town communities around Calgary are developing rapidly. Provincial policy initiatives regarding health care, children's services, education and seniors now emphasize a community-based approach to services. Access to these services often depends on a wheelchair accessible vehicle being available in the community.

Founded in 1980, Rocky View Regional Handibus transports seniors, adults, youth and children in five rural Calgary-region municipalities. Our operation has increased 40% since 2004. We take folks to school, dialysis, clinics, counselling, banking, therapy, groceries and more. The geography of our service region dictates long travelling distances. Our fleet of 8 buses is aging rapidly, travelling some 60,000 km per year. A trip into town for groceries or an appointment can be 40 kms (one-way), a specialist visit can be 85 kms.

Rocky View Handibus actively fund-raises about \$35,000 per year. Most of these funds are put towards repair of vehicles. Funding from municipalities is less than 10% of our operating budget. There is no direct provincial funding to operate a handibus in Alberta. Our research suggests that the Alberta Government would have to spend an additional \$500,000/ year if our vehicles were not available to help our rural passengers participate in provincial "care in the home" programs.

Our 2005 campaign raised two buses. **Associated Canadian Travellers, Nexen Energy, Nickle Family Foundation** and **Rotary Club of Calgary Olympic** each funded a quarter of a bus. We then matched these four donations with a Community Initiative Program grant (Alberta Lotteries). We had intended to repeat this format for 2007. Our goal was upgraded after one of our older vehicles was rear-ended (total loss & low salvage value). Equipment will go in service as soon as available funds become available. Replaced units will serve as spares for a 2 year period. We also intend to replace four more buses over the next two years.

### **Financial:**

- A new bus costs \$80,000 and will save \$6,000 in fuel/maintenance costs in the first year of operation.
- Rocky View Regional Handibus will raise \$240,000 in donations and grants to acquire three buses
- The Community Initiative Program grant will match to a maximum of \$75,000

### **Status:**

- Rocky View Regional Handibus seeks capital donations in amounts of: \$80,000, \$40,000, \$20,000, \$10,000 or smaller. Smaller donations will compile as a "Friends of Rocky View" recognition theme.
- Encana is our anchor donor for this campaign, contributing \$20,000 in November 2006

### **Action:**

- Request a formal donation proposal from Rocky View Regional Handibus Society.

# Appendix

## Budget:

### Expense:

3 buses @ \$65,500	\$196,500
3 lifts (installed)	\$36,000
G.S.T	\$11,790
<b>Total Cost</b>	<b>\$244,290</b>

### Notes:

GST applies to bus but not lifts  
"lifts" includes wheelchair tie-down system

### Revenue:

Encana	\$20,000	(received: Nov. 2006)
Calgary Rotary Club Olympic	\$15,000	(pledged: Jan. 2007)
Funder C (pending)	\$40,000	
Funder D (pending)	\$40,000	
Funder E (pending)	\$20,000	
Funder F (pending)	\$10,000	
Alberta Lotteries (pending)	\$75,000	
Rocky View Regional Handibus	\$18,395	(Casino - June 2007)
GST Rebate (50%)	\$5,895	
<b>Total</b>	<b>\$244,290</b>	

## Mission:

Provide community transit services for people with special transportation needs in the Municipal District of Rocky View and surrounding area.

## Board of Directors:

President:	Albert Hulzebus, Calgary	Past-President:	Tim Veenstra, Rocky View
Vice-President:	Joel Steenhardt, Crossfield	Director:	Carmela Hutchison, Irricana
Secretary:	Sharon George, Airdrie	Director:	Jo Ann Miller, Calgary
Treasurer:	Geoff Cooke, Airdrie	Director:	Suzanne Wilson, Airdrie

## Donor Recognition:

Donors will be recognized on the side of vehicle in proportion to their sponsorship. Final artwork must balance donor recognition purposes with existing contract obligations. Donors may opt to remain anonymous.

Amount	Title	Recognition
\$80,000	Full Bus Sponsor	Both sides of bus
\$40,000	Half Bus Sponsor	One full side of bus
\$20,000	Quarter Bus Sponsor	One half side of bus (i.e. shared)
\$5,000-\$10,999	Benefactor	Back door
\$2,500-\$4,999	Underwriter	
\$1,000-\$2,499	Associate	
\$500-\$999	Sustainer	
\$250-\$499	Contributor	

## Ethical Fund-Raising:

Rocky View Regional Handibus Society is a registered charity (#11888 087 RR0001) and licensed by Alberta Government Services for fund-raising (#310131). Rocky View Regional Handibus adheres to the Imagine Canada's ethical fund-raising code. Capital campaign donations are 95% for the purchase of vehicle and related equipment.

## Website Documents:

<http://www.rockyviewbus.ca/docs/2006financial.pdf>

<http://www.rockyviewbus.ca/docs/2006report.pdf>

<http://www.rockyviewbus.ca/docs/2fortheroad.pdf>

Earlier reports are available at: [www.rockyviewbus.ca/links.htm](http://www.rockyviewbus.ca/links.htm)

2005 Financial Statements

2005 Report to membership

Our "Two for the Road" campaign report

## For Further Information:

Paul Siller, Transportation Manager 948-2887

## Appendix

### Fleet Details:

Our buses are equipped to Canadian Standards Association (CSA) D409 specifications. Vehicles are maintained by licensed mechanics and inspected semi-annually to Alberta Transportation standards.

Van	Year/Model	Fuel	Seating	Odometer (12-31-2006)	Comment
1	1996 GMC Rally 350	Gas	W/C: 1/Amb: 7	462,984 km	Damaged Dec 2006
2	1994 Dodge Ram 350	Propane	W/C: 2/Amb: 7	552,125 km	Transport Canada Grant (airport accessibility)
3	1994 Dodge B250	Propane	W/C: 1/Amb: 7	419,240 km	Formerly; Oilfield Handibus (Turner Valley)
4	2000 Dodge B350	Propane	W/C: 4/Amb: 4	350,929 km	Wild Rose Foundation
5	1994 Dodge Ram 350	Gas	W/C: 2/Amb: 7	285,313 km	Bought in 2002 with only 41,000 km
6	1995 Ford 7.3L E350	Diesel	W/C: 2/Amb: 15	326,618 km	Wild Rose Foundation grant
7	2005 Dodge Sprinter	Diesel	W/C: 1/ Amb 8	71,184 km	Started service Sept 2005
8	2000 Dodge B350	Propane	W/C: 4/Amb: 4	334,005 km	Casino funds + Community Lottery Board grant
9	2005 Dodge Sprinter	Diesel	W/C: 2/ Amb 4	55,742 km	Started service Feb 2006
12	1998 GMC/Girardin	Gas	W/C: 2/Amb: 7	335,113 km	Donated by Ray Howden

W/c = Wheelchair  
Amb= Ambulatory

### Cost and Activity:

Year	Repair & Maintenance	Fuel	Insurance	Vehicle KM	Trips	Municipal Support (all sources)	Reported Expenses (financial statement)
2001	\$17,820	\$29,882	\$6,331	265,966	11,737	\$35,910	\$327,600
2002	\$29,731	\$31,079	\$8,838	324,773	9,320	\$28,000	\$341,086
2003	\$42,476	\$39,512	\$11,572	345,726	9,848	\$15,000	\$383,006
2004	\$43,601	\$47,486	\$16,838	385,870	13,378	\$26,600	\$389,304
2005	\$48,389	\$49,587	\$16,395	370,347	13,823	\$38,700	\$431,533

### Return to the Community:

(From 2004 Report to Membership)

*“One of the situations we frequently encounter regards transportation to post hospital therapies. Passengers often find themselves discharged early with physician instruction to return to the hospital for specialist therapy. Some experience total recovery and require only short-term transportation arrangements. Other passengers remain in long-term home-care programs. No one would be able to leave hospital early if transportation was not available for the follow-up therapies.*

*Using 2003 ridership data, we calculate that we facilitated the home-care of an equivalent of 2 adults for a full year (730 person days). If “care at home” facilitates a saving of \$400 per day over hospital stay, then Alberta Health was able to save almost \$290,000 in 2003.*

*Similarly, we identified another four rural seniors with need for occasional transportation. These Albertans were living in their homes but were unable to drive for various medical or family situations (e.g. spousal illness). Transportation for these families enabled four couples to stay out of a seniors residence for another year. The ministry responsible for housing (Alberta Seniors) thus saved about \$100 /day from this effort or about \$140,000 for the year.*

*We also transported 8-12 special needs preschoolers to development programs in Calgary. We estimate that our support of up to eight families helped Alberta Childrens Services save about \$120,000. The additional benefit of special needs children ready for Grade one (and less-likely to hold up the entire class) is much more difficult to calculate but does represent further long-term savings to Alberta Learning and the community at large.*

*These figures bear review by economists, however we identify over \$500,000 of support to Alberta Government policies and strategies in 2003. We assume this saving was repeated in 2004.”*

Note: We predict similar savings have been realized every year since we made this estimation.