

Condensed Operating Plan PT Board Form 9

About this Form: Use this form to summarize information in your application package.

! Note: *This form does not replace public need indicators, business plans, financial information or other information which you must submit with your application.*

Service Proposal

What are you applying for?

Public Need

Why is there a public need for your service? **! Note:** *You must show the Board that there is a public need for your service. You should submit public need indicators with your application*

What information have you included in your application package to show that there is a public need for your service? **! Note:** *Your application materials should include factual information that shows public need.*

Target Market

Where do most of your passengers live?

Why will people use your service?

Community

Have there been any changes in your community that relate to the need for your service? If yes, please explain.

Dispatch and Booking Information

Please check all the boxes that apply to your operations

Passengers will:

- request a vehicle for immediate pick up
- reserve a vehicle in advance
- wait at a designated stand
- hail or flag a vehicle from the street

Passengers will request or reserve a vehicle by:

- phone
- internet
- e-mail
- fax
- smartphone or mobile app
- social media

Passengers will make arrangements through a **third party**, which can include:

- a travel agent
- a transportation broker
- another licensee
- hotel concierge or staff
- traffic marshall (e.g. at an airport)

Vehicles will be dispatched by:

- phone
- radio
- computer (GPS)
- smartphone or mobile app
- other (please explain)

Is there any other information that you want to tell the Board about how passengers will access your service?

Please complete the following if your application is for a limousine or limo bus service:

Do you accept bookings from minors (i.e. below the age of 19)?

Yes No

If yes, what safeguards do you put in place to ensure that an adult knows of the booking? (e.g. who signs the contract; do you require adults to chaperone the service, etc.?)

Dispatch and Booking Information (Continued)

Describe your company's policy for dealing with underage passengers who consume alcohol or drugs when (or just before) travelling in your vehicles.

Service Hours

On what days of the week will you provide a transportation service?

What hours of the day will your transportation service be available to the public?

Management Team

Who are the key people responsible for the success of your company? What is the role of each person? What experience or training does each person have? (Please be brief)

Hiring, Training & Development for Drivers

List qualifications that you require drivers to have (i.e. criminal record check; class of licence; years of experience).

What information do you provide drivers about the consumption of liquor in vehicles? (See *Liquor Control & Licensing Act Declaration*)

Marketing

How will you market your service?

Business Partnerships & Alliances

Do you have any agreements with other companies that will increase your ridership? No. Yes.

If yes, name the other companies and briefly describe the nature of the agreement.

Non Transportation Services:

Does your company provide any services that do not involve transporting passengers? No. Yes.

If yes, please summarize the services provided.

Competition

What other passenger transportation services are available in your area? How do they compare to your services? Are they direct competitors?

Name of Competitor	Number of Vehicles	Type of Service/Clients	Notes

If your application is approved, what impact do you think your service would have on your main competitors?

What advantages will your service offer to passengers?

Market Place Challenges

What are the main challenges that your company faces in the market place?
