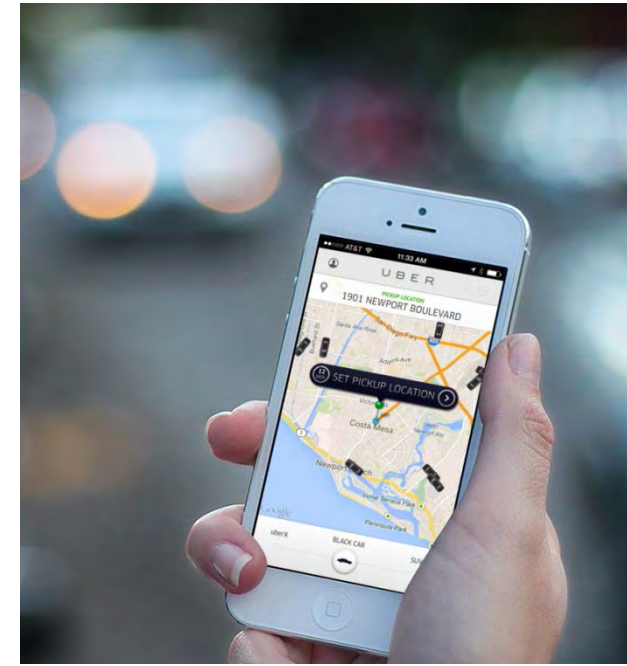# Transportation Master Plan
Advisory Task Force
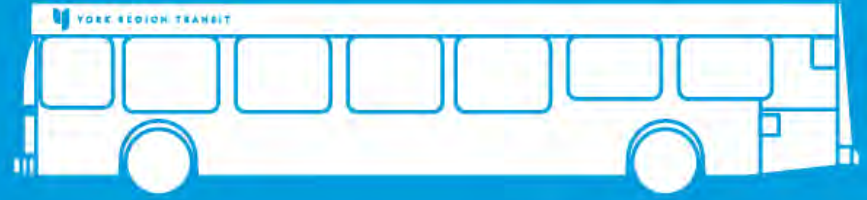
York Region

Your community, your say.

Integrated Mobility and Technology

Ann-Marie Carroll

Thursday, January 14, 2016

York Region

78 per cent of YRT/Viva customers expressed overall satisfaction with the service

- **86 %** are under age 39
- 55 % are female and 45 % male

- 95 % **speak English 65 %** make $25,000 or less annually

- **85 %** use the service for work or school
- 80 % use the service **3+ times per week**

- 65 % **do not have a choice** in whether to use the service or not

- The **top three** preferred methods to receive route information are: YRT/Viva Mobile App, **yrt.ca** and Google Transit

Digital trip planning resources are used by customers more than non-digital resources

YRT/Viva Technology
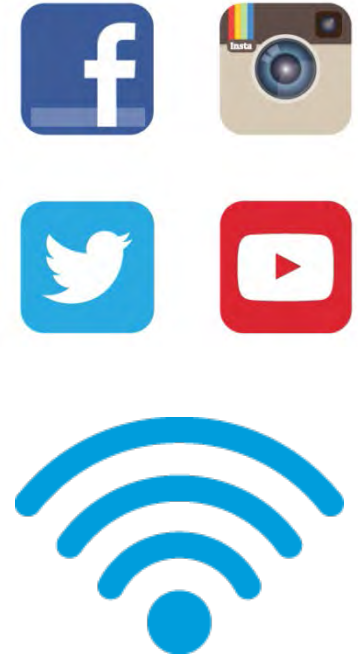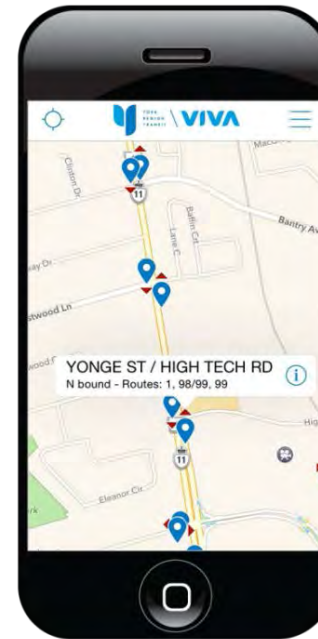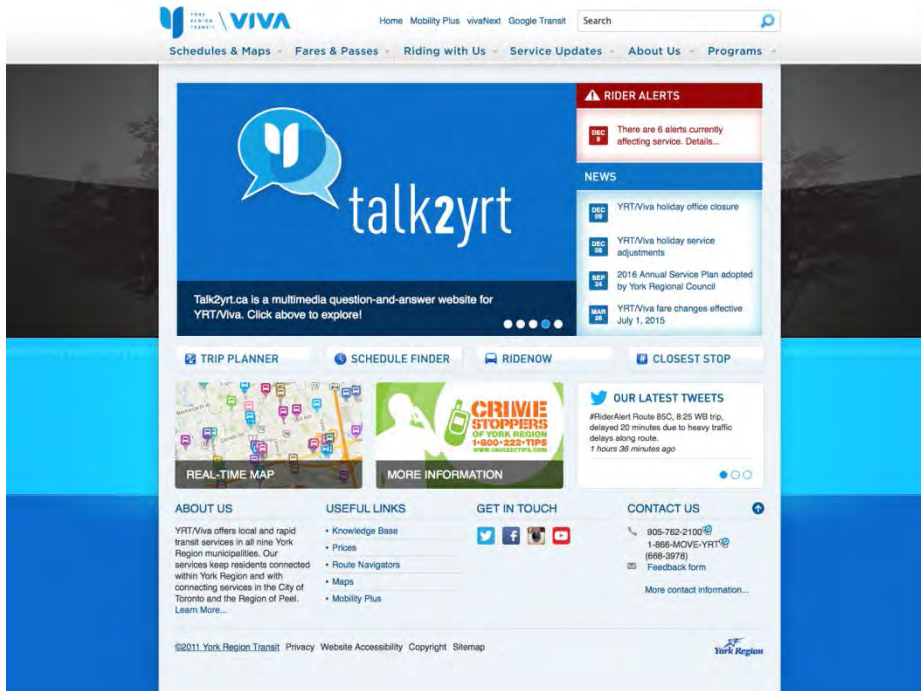
YRT/Viva is an industry leader in customer service technology

Mobile Payment Options

PRESTO

Mobile Payment

Open Payment

Mobile fare payment options increase customer convenience

Rethinking Public Transit

First Mile Last Mile

The concept of first mile last mile is gaining ground in the transit industry
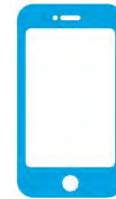
Ridesharing

- Ad-hoc ridesharing

- Dynamic carpooling

- Dynamic ridesharing
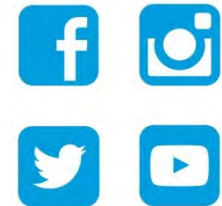
- Instant ridesharing

- On-demand ridesharing

GPS navigation devices

Smartphones

Social networks

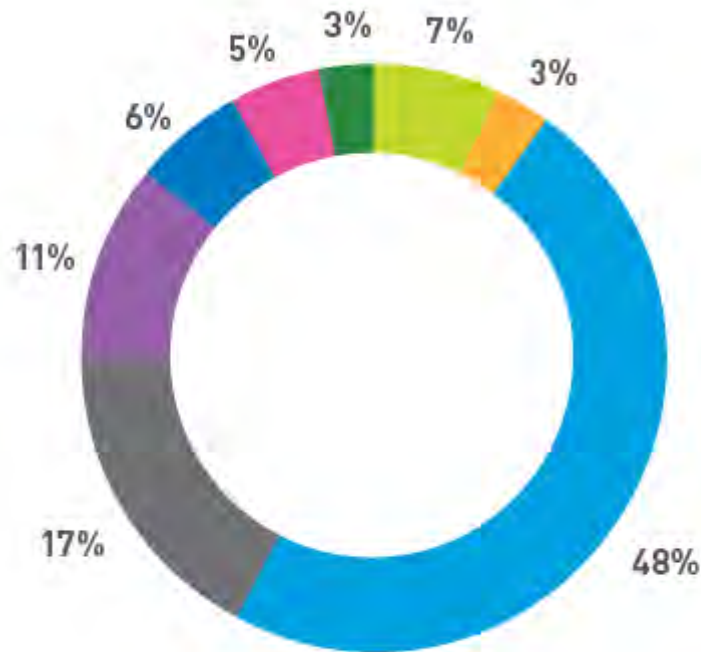**Service that arranges one-time shared rides on very short notice**

GTHA Transit Service Area Comparison

Source: 2013 Canadian Transit Fact Book

YRT/Viva services a very large geographic area

Dial-A-Ride

DIAL A RIDE
North

DIAL A RIDE
Regular Routing

DIAL A RIDE
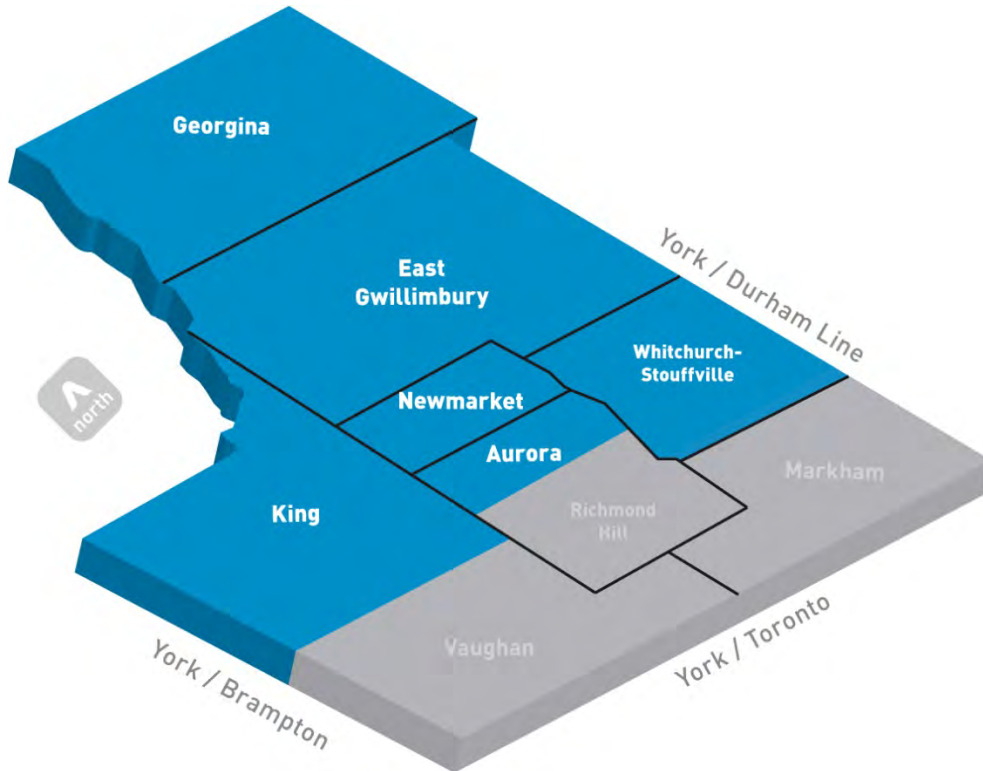Aurora South and Oak Ridges

Delivering transit services at a reduced cost and addresses the concern of empty buses

Family of Services

An original multi-modal service option

Dial-A-Ride Service Expansion

Municipality	Dates
Georgina	MTO Pilot 2016-2017
East Gwillimbury	MTO Pilot 2016-2017
Newmarket	2016
Aurora	2015
King	2016
Whitchurch-Stouffville	2016
Richmond Hill	Existing Dial-a-Ride
Vaughan	Existing Dial-a-Ride
Markham	Existing Dial-a-Ride

On-demand transit options are being implemented in York Region

Plugging Gaps in the Network

Technology links commuters to common destination

Digital Disruption

On-demand and Peer-to-peer Technology

Airbnb	Largest accommodation provider owns no real estates
Alibaba	World's most valuable retailer has no inventory
Apple & Google	Largest software vendors don't write the apps
Facebook	Most popular media owner creates no content
Netflix	World's largest movie house owns no cinemas
Skype, WeChat	Largest phone companies own no telco infra
SocietyOne	Fastest growing banks have no actual money
Uber	World's largest taxi company owns no taxis

The digital disruption has already happened
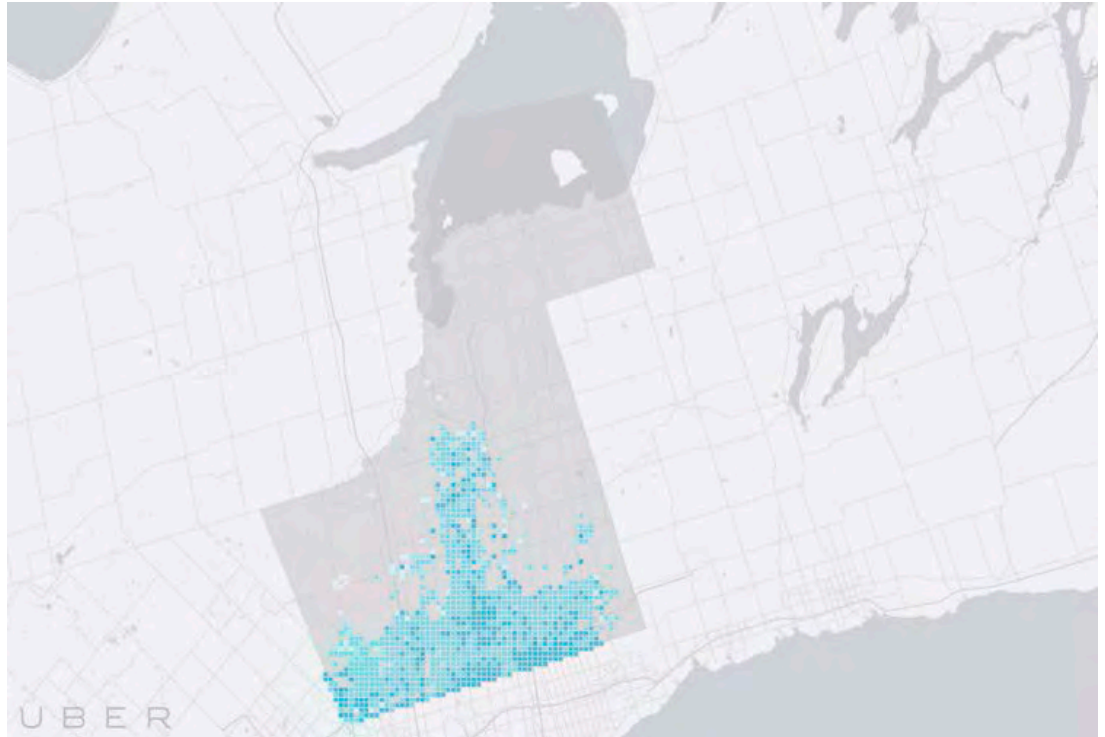
Ridesharing Apps are Everywhere

Personalized Transit

Transit services across North America are becoming personalized

Uber in York Region

The colour of each square represents the average wait time for Uber pickups in that area.

Under 5 Minutes

Under 7 Minutes

Under 10 Minutes

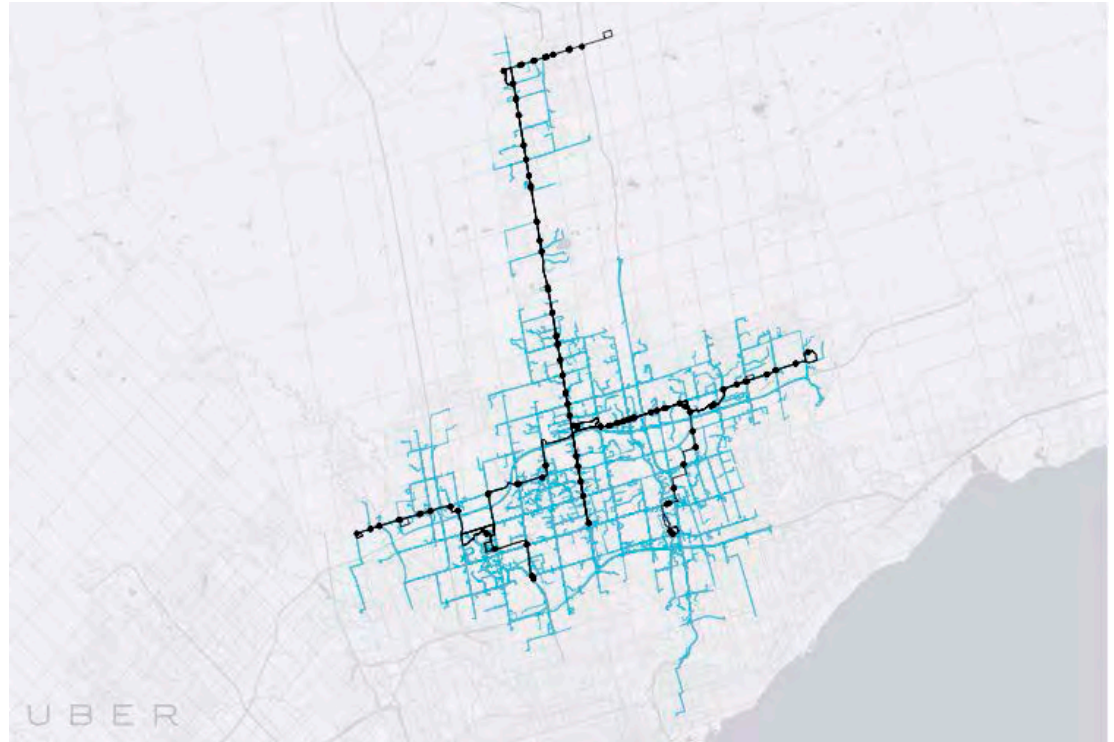Under 12 Minutes

12 Minutes or More

Low wait times are available throughout the Region

Uber and YRT/Viva

Lines represent Uber trips less than nine kilometres in length that begin or end near a vivastation or terminal
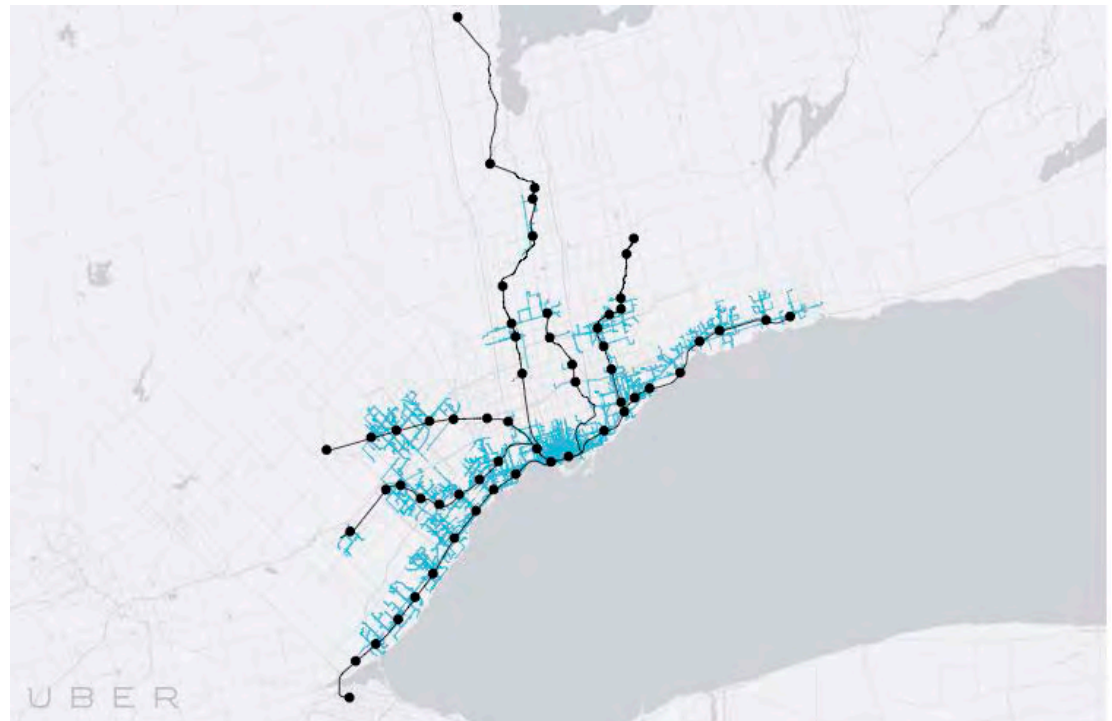
- TRANSIT STATION
- UBER TRIPS

Uber in York Region extends north to Newmarket

Uber and GO Transit

Lines represent Uber trips less than nine kilometres in length that begin or end near a GO Station

Uber extends the reach of GO Transit's train service

YRT/Viva Ridesharing App

Ridesharing app to be tested in 2016

- Flexible and convenient

- Improved service frequency

- Improved mobility options

- Personalized service

- Door-to-door

- Reduces private vehicle dependency and cost

More and more people are living car-free or car-light lifestyles

What is needed from the TMP Update

- Park-and-Ride

- Ridership increase

- Higher transit modal split

- Reduced need for parking

- Reduced traffic congestion

Addresses concerns of empty buses and traffic congestion

Questions?