

7 | Business Unit Initiatives

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In addition to Service Planning, YRT/Viva's business units include Capital Assets, Customer Service, Enforcement, Marketing and Communications, Mobility Plus, and Operations. The following sections outline the 2016 initiatives for each business unit.



7.1 | Capital Assets

Capital Assets manages the facilities and fleet of the YRT/Viva system. Facilities includes the design, construction, and maintenance of all transit infrastructure. Fleet includes all vehicles including Viva, conventional, and both dedicated and contracted Mobility Plus vehicles. YRT/Viva emphasizes the importance of designing and maintaining high quality facilities and amenities, ensuring that all fleet and infrastructure assets are clean, safe, and well-maintained.

2016 Initiatives:

- > Midlife refurbishment of 20 Van Hool 40-foot buses, and 24 New Flyer 40-foot buses
- > Purchase ten 60-foot Viva buses, and 29 conventional buses to expand the fleet
- > Contract a facility management company to oversee all operating and capital maintenance of YRT/Viva garages
- > Continue the coordinated street furniture program
- > Assume responsibility for managing and maintaining the Davis Drive rapidway
- > Construct the Richmond Hill Centre Terminal concession building
- > Coordinate with the design and construction of the Spadina Subway Extension, VNEP, and the Major Mackenzie West Terminal

7.2 | Customer Service

Customer Service consists of the YRT/Viva Contact Centre, customer care services (complaints and inquiries via TransitInfo), and on-street Customer Information Representatives to respond to customer inquiries, educate customers about the transit system, and obtain and document feedback.

2016 Initiatives:

- > Monitor the effectiveness of the Customer Relationship Management software
- > Monitor the effectiveness of the Queued Call Display in the YRT/Viva and Mobility Plus Contact Centres
- > Monitor and update Business Intelligence (BI) reports and dashboards
- > Implement the 2015 Workforce Management System review recommendations
- > Train on-street staff for the opening of future rapidway segments
- > Evaluate the effectiveness of the Quality Monitoring Program introduced in 2015

7.3 | Enforcement

Enforcement ensures customer safety on all YRT/Viva services, and protects revenue and assets. Enforcement staff, Special Constables, and the Control Centre operate 24/7, providing fare inspections and enforcement, security, asset protection, and late night call response for all services.

2016 Initiatives:

- > Educate the public about the new Viva yellow rapidway on Davis Drive, and enforce proof of payment on the rapidway
- > Continue partnerships and outreach with community groups throughout the Region
- > Continue proof of payment and safety initiatives with York Regional Police
- > Ensure full deployment of the Operator Safety Campaign and Incident Reporting Program
- > Continue deployment of Youth Education sessions in York Region schools



7.4 | Marketing and Communications

Marketing and Communications is responsible for promoting public transit and attracting riders to YRT/Viva. Numerous forms of marketing and communications techniques are used to communicate information about YRT/Viva services and service changes. Techniques include advertising campaigns, outreach campaigns, special events and programs, and social media.

2016 Initiatives:

- > Deliver both brand and tactical themed advertising campaigns
- > Prepare **MyTransit, Mobility Plus News** and **InTransit** publications
- > Prepare board period communications to advertise service changes
- > Monitor and update YRT/Viva's websites: yrt.ca, mobilityplus.yrt.ca and talk2yrt.ca
- > Deliver the Youth On-Board (YO!) and Community Safety Village programs
- > Continue monthly community outreach activities
- > Actively manage and monitor the YRT/Viva social media presence on Facebook, Twitter, Instagram, and YouTube
- > Conduct customer satisfaction surveys

7.5 | Mobility Plus

Mobility Plus provides specialized transit services for passengers with disabilities. The services provided are a combination of door-to-door shared ride accessible service and the YRT/Viva Family of Services.

2016 Initiatives:

- > Increase Family of Services integration and increase number of locations where passengers can transfer to conventional YRT/Viva routes
- > Increase the integration of conventional Dial-a-Ride service and Mobility Plus service
- > Pilot the provision of low demand transit service using Mobility Plus vehicles
- > Implement a client call-out when a Mobility Plus vehicle is 15 minutes away from a pick-up location
- > Upgrade the RouteMatch Scheduling Software to include real-time conventional trip information



7.6 | Operations

Operations is responsible for administering and overseeing the service delivery of all conventional and Viva bus services. Service is monitored daily both through the centralized Control Centre and on-street. Operations assesses the safety, on-time performance, vehicle maintenance, training, and customer satisfaction levels of each bus contractor.

YRT/Viva is committed to providing safe, efficient, and reliable service across the Region.

2016 Initiatives:

- > Maintain on-time performance (OTP) departure goals of 95 per cent for Viva and 90 per cent for conventional bus operations
- > Maintain on-time service on all Yonge Street routes affected by rapidway construction
- > Implement schedule changes to support the 2016 Annual Service Plan
- > Implement a new “Customer Comes First” bus operator training program
- > Prepare for the new contract implementation with Miller Transit (October 2016) and TOK Transit (April 2016)
- > Host the 2016 YRT/Viva Bus Rodeo

7.7 | Transit Management Systems

Transit Management Systems (TMS), works out of the Strategic Policy and Business Planning branch. They focus on managing and implementing technology systems that improve passenger and driver safety, enhance customer service, optimize operational performance, and provide passengers with real-time bus information.

2016 Initiatives:

- > Install Intelligent Transportation Systems (ITS) on new rapidways and at the Cornell Terminal
- > Install Information Technology (IT) and ITS at the 18110 Yonge Street garage expansion
- > Upgrade the Public Address system at terminals
- > Install Wi-Fi network on buses and terminals
- > Upgrade the security camera system on YRT/Viva buses
- > Pilot PRESTO Add Value Machines (AVM)
- > Work with TTC and PRESTO to implement a cross-boundary solution on all TTC contracted vehicles



