

Clause No. 13 in Report No. 13 of the Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on September 11, 2014.

**13**  
**YORK REGION TRANSIT (YRT/Viva)**  
**DRAFT 2015 ANNUAL SERVICE PLAN**

**Committee of the Whole recommends:**

- 1. Receipt of the presentation by Ann Marie Carroll, Acting General Manager, Transit.**
- 2. Adoption of the following recommendation contained in the report dated August 13, 2014 from the Commissioner of Transportation and Community Planning:**

**1. RECOMMENDATIONS**

It is recommended that:

1. The York Region Transit (YRT/Viva) draft 2015 Annual Service Plan be approved (subject to budget approval), so it may be used to form the base 2015 Business Plan and Budget for the YRT/Viva conventional, Viva bus rapid transit and Mobility Plus service.

**2. PURPOSE**

This report seeks Council approval of the York Region Transit (YRT/Viva) draft 2015 Annual Service Plan (*Attachment 1*), which provides direction and guidance to Regional staff for planning and implementing transit service in 2015.

### 3. BACKGROUND

#### **The draft 2015 Annual Service Plan is the fourth annual plan since Council's approval of the 2012-2016 Five-Year Service Plan**

The 2012-2016 Five-Year Service Plan was approved by Council in January 2012 and guides the planning and operation of Transit's conventional, Viva and Mobility Plus services in York Region. Years 2012 to 2016 are considered to be the realignment phase (Figure 1) of YRT/Viva's transit system lifecycle.

**Figure 1**  
Transit Life Cycle



The focus of the 2012-2016 Five-Year Service Plan is to:

- Adjust service to increase ridership and manage efficiency
- Mitigate construction impacts as a result of rapidway and Spadina Subway extension construction
- Develop a strategic framework to implement *Accessibility for Ontarians with Disabilities Act* (AODA) requirements and managing the demand on Mobility Plus services
- Operate along rapidways and connecting YRT/Viva services to the future Spadina Subway in York Region
- Review and update the YRT/Viva Transit Service Guidelines

**In 2014, the YRT/Viva system will consist of more than 126 routes and is expected to carry an estimated 23 million revenue passenger trips**

Route categories consist of:

- Viva Bus Rapid Transit (BRT) routes
- Base routes (major arterial corridors including routes operated by the TTC)
- Local routes (local neighbourhoods)
- Express routes (Hwys. 407 and 400)
- High school specials
- GO shuttles
- Dial-a-Ride routes
- Community Bus routes
- Seasonal routes

Many factors influence ridership growth on the YRT/Viva conventional, Viva, and Mobility Plus services:

- Cost of fares
- Service reliability/convenience
- Service frequency
- Transfer connections
- Population growth
- Employment rate
- Fuel prices
- Day program enrolment
- Aging populations
- Medical treatment appointments

#### 4. ANALYSIS AND OPTIONS

**The draft 2015 Annual Service Plan supports the Five-Year Service Plan's goals of growing ridership, mitigating vivaNext construction impacts and preparing for the operation of rapid transit projects**

Proposed service recommendations in the draft 2015 Annual Service Plan consider the system-wide effectiveness of YRT/Viva services and the performance of individual routes.

As part of the Annual Service Plan preparation, staff analyzed the net cost per passenger for all routes to identify routes that are being subsidized more than three times the average fare per passenger.

Staff recommend a series of service adjustments based on the net cost per passenger assessments. Most of the recommended changes are to routes significantly subsidized or duplicate other conventional bus routes. Other recommendations are intended to strengthen the grid network, match service to demand and simplify route structure to reduce one-way loops and connect to key destinations such as TTC subways, local attractions and businesses, seniors' facilities and other high transit trip-generating locations.

### **Extensive stakeholder consultation was undertaken to identify service changes and other transit initiatives to be included in the draft 2015 Annual Service Plan**

Stakeholder consultation took place in February, March and April 2014.

**Municipalities:** Nine consultation meetings were held with municipal planning and engineering staff to obtain input for service improvements and new services in their municipalities.

**Public:** Nine Public Information Centres (PICs) were held for public to provide input to recommended service changes for 2015 and provided the opportunity to see future transit plans.

**Stakeholders:** Three stakeholder meetings were held with community agencies, business groups, transportation management associations, school boards, ratepayer groups, local area residents, and businesses. The purpose of these meetings were to develop service changes, or to introduce new services into their community.

**Transit Partners:** Consultation with neighbouring transit partners took place to ensure seamless services for customers travelling beyond York Region, and to share information regarding upcoming and future plans.

In addition, YRT/Viva staff presented the Council-approved 2014 Annual Service Plan to each of the local municipal Councils in the fall of 2013.

### **Public Information Centres (PICs) held by YRT/Viva throughout the Region were attended by an estimated 1,300 people who reviewed and commented on the draft 2015 proposed initiatives**

To provide an opportunity for feedback on the draft 2015 Annual Service Plan initiatives, YRT/Viva staff held nine PICs throughout the Region.

Throughout the consultation process, a number of common themes were identified:

- Requests to improve connections
- Requests not to increase fares
- Support for route restructuring proposals
- Concern regarding delays caused by rapidway construction
- Requests to improve frequency
- Support for new Viva Silver
- Support for the Spadina Subway Transit Strategy
- Support for restructuring and span of service proposals

The PICs provided an opportunity for YRT/Viva staff to share information and ideas with stakeholders and customers.

**Public outreach is scheduled throughout the year. Marketing and Communications and Mobility Plus staff will attend over 260 community events and information sessions in 2014**

Throughout the year, staff attend community events and organize information sessions. The purpose is to educate and bring awareness to the public about transit and to promote YRT/Viva services. Staff attend:

- Municipal festivals
- Parades
- Retirement residences and senior facilities
- Regional /Municipal Councils
- Regional/Municipal Accessibility Advisory Committees
- Presto events
- Transit terminal customer outreach
- Secondary and post-secondary schools

As a result of the successful outreach activities, the Marketing and Communication and Mobility Plus functional areas are planning to continue with these events in 2015.

**2015 recommended service changes will be implemented, for the most part, in February and April**

Table 1 lists the identified routes in the draft 2015 Annual Service Plan that will be restructured or have frequency adjustments.

Chapter 5 of the draft 2015 Annual Service Plan provides details pertaining to each recommendation (*see Attachment 1*).

**Table 1**  
 Routes proposed for changes in the Draft 2015 Annual Service Plan

<p><b>Aurora</b>                  No proposed changes (page 88)</p>	<p><b>Newmarket</b>                  55/55B – Davis Drive (page 84)                  421 – Newmarket High School Special (page 86)                  607 – Viva yellow (page 83)</p>
<p><b>Markham</b>                  2 – Milliken (page 92)                  8 – Kennedy (page 94)                  14 – 14<sup>th</sup> Avenue (page 96)                  17A – Birchmount (TTC) (page 98)                  18 – Bur Oak (page 100)                  24D – Woodbine (TTC) (page 104)                  25 – Major Mackenzie (page 106)                  102D – Markham Road North (TTC) (page 108)                  402 – Bur Oak Secondary and Pierre Elliot Trudeau High School Special (page 102)</p>	<p><b>Richmond Hill</b>                  No proposed changes (page 89)</p>
<p><b>King</b>                  No proposed changes (page 124)</p>	<p><b>Vaughan</b>                  7 – Martin Grove (page 116)                  12 – Pine Valley (page 118)                  21 – Vellore Local (page 120)                  523 – Vaughan Community Bus (page 115)                  461 – Emily Carr School Special (page 122)</p>
<p><b>East Gwillimbury</b>                  58 – Mount Albert (page 80)</p>	<p><b>Whitchurch - Stouffville</b>                  415 – Stouffville High School Special (page 112)</p>
<p><b>Georgina</b>                  424 – Keswick High School Special (page 76)</p>	

Throughout each year service adjustments required to improve service reliability, provide necessary capacity and to meet customer needs will be made. These changes to service are done at the discretion of YRT/Viva's General Manager.

### **The draft 2015 Annual Service Plan identifies service plans for the 2015 Pan Am / Parapan Am Games**

The Pan Am / Parapan Am Games is an international multi-sport event with athletes from Latin America, South America, the Caribbean and North America. Athletes will compete in 36 Pan Am sports and 15 Parapan Am sports throughout the Greater Toronto and Hamilton Area (GTHA). The Pan Am Games are planned to take place from July 10 to 26, 2015, and the Parapan Am Games from August 7 to 15, 2015.

York Region will host two venues; the Markham Pan Am/Parapan Am Centre located near Kennedy Road / Enterprise Boulevard and Angus Glen Golf Club located near Major Mackenzie Drive / Kennedy Road. York University, which borders the Region, will also host a venue during the games.

Based on information provided by the Ministry of Transportation, YRT/Viva prepared draft service plans to accommodate the anticipated increase in spectator travel to venue locations during both the Pan Am and Parapan Am Games.

### **In 2015, Mobility Plus will continue to implement strategies based on sound business practices and cost-effective planning**

Meeting AODA requirements, improving customer service, managing ridership demand, and maximizing vehicle usage are goals of YRT/Viva's Mobility Plus service.

In 2015, Mobility Plus will focus on:

- Increasing use of conventional transit through the Family of Services program
- Identifying additional transfer locations between YRT/Viva and Mobility Plus services
- Increased travel training needs
- Increasing the utilization of the new scheduling software Routematch features to improve service delivery efficiency

The use of new scheduling software and additional transfer locations will provide improved customer service and maximize opportunity to integrate Mobility Plus with YRT/Viva services. The scheduling software will allow Mobility Plus the opportunity to shorten trip length on door-to-door service, schedule multiple trip requests at the same time, provide same-day service, and provide more trips with the same allocated funds.

### **Metrolinx will pilot the PRESTO Para Transit smartcard solution in York Region in spring 2015**

The Accessibility for Ontarians with Disabilities Act (AODA) “Ontario Regulation 191/11 Integrated Accessibility Standards” requires fare parity between customers using conventional and specialized services.

YRT/Viva are working with Metrolinx/PRESTO to implement and test a pilot, with limited features. The pilot is scheduled for implementation in York Region in the spring of 2015. Results of the pilot will be evaluated at a later date in order to prepare an implementation strategy for the entire Mobility Plus fleet system.

### **YRT/Viva staff will continue promoting the use of PRESTO on the YRT/Viva conventional and bus rapid transit services**

YRT/Viva will continue advertising and promoting the use of PRESTO through public outreach activities where staff will distribute cards, teach customers how to register their card and answer questions about PRESTO and the YRT/Viva system in general. To date, PRESTO use represents approximately 18 per cent of all fare transactions on the YRT/Viva system.

Activities to promote PRESTO on YRT/Viva include:

**Senior Outreach** – Marketing and Communications, Mobility Plus and Service Planning staff to attend outreach events targeted at seniors.

**Customer Outreach** – Organised events held at terminals, Schools, on-bus, community centres, and festivals in York Region throughout the year.

**Business Outreach** - Working with Smart Commute to organize and attend PRESTO events at major employers. Corporate events are an opportunity for businesses to learn about transit options, PRESTO and the benefits to employers and employees.

**Transportation Demand Management (TDM) and PRESTO** - Through the York Region TDM Strategy, condominium developers are promoting transit options to tenants in newly constructed developments, and many developers are providing each unit with a pre-loaded registered PRESTO card.

**Public Information Centres (PIC)** - Marketing and Communications and Mobility Plus staff will continue participating in Public Information Centres organized by Service Planning during the Annual Service Planning cycle to distribute PRESTO cards and information.



**Immigration Welcome Centres** - Marketing and Communications staff will visit Immigration Welcome Centres to provide PRESTO information and register cards.

**PRESTO Marketing Materials** - Marketing and Communications has developed multiple PRESTO information pieces including:

- Information guide
- 8 Easy Steps registration guide
- Event postcard
- Fare media agent cards
- Customer mail-out information

**PRESTO and yrt.ca** - Inform customers about upcoming PRESTO events by updating the new PRESTO webpage on yrt.ca with the most current PRESTO events, dates and times.

**YRT/Viva's Marketing and Communications group will develop and deliver service change communications to all area municipalities and the public prior to service change implementation**

Communication material is created and distributed four to six weeks in advance of scheduled changes. Standard communication initiatives include but are not limited to:

**YRT.ca** - Primary online presence where customers go for up-to-date schedules, customized trip plans, alerts and detours, real-time information and transit news.

**Social Media** - Updates are provided before/during/after any service change takes effect, and all online customer inquiries are answered by transit staff (as per York Region standards).

**My Transit customer newsletter** - Distributed three weeks prior to the changes on all YRT/Viva vehicles, at municipal displays, community events, transit shelters and terminals.

**Councillor memos** - Sent to the CAO, Mayor, Regional and local councillors of each York Region municipality five times per year, prior to each service change taking effect, outlining upcoming transit service changes occurring in their communities.

**Route Navigators** - Individualized schedules/maps produced for all YRT/Viva routes available at municipal displays, events and various key destinations around York Region.

**System map updates** - The system map is updated three times per year - in the spring, fall and winter.

**On-street updates and notices** - On-street communication pieces are created and installed two or three weeks prior and include bus stop notices, Infopost schedules, terminal information centres and shelter displays.

**Advertisements in local community newspapers** - Community page and paid advertisements are placed in local newspapers throughout the nine municipalities prior to service changes taking affect.

**Special Actions and Community Outreach** - Extra Initiatives (special actions) are developed to communicate service changes affecting specifically-identified areas, groups or neighbourhoods. Malls, seniors' centres, GO Stations, high schools and post-secondary institutions are always notified of upcoming service changes affecting their clients/customers/students/staff with notices posted at specifically-identified locations, geo-targeted postal areas (mail drops), on-bus, presentation/information booths and online.

**Seat Drops** - Individualized schedules/maps produced for YRT/Viva routes undergoing service changes and distributed on vehicles operating the route to be changed. Passengers that will be affected by service changes are notified on the bus and can provide direct feedback to YRT/Viva staff.

### **Link to key Council-approved plans**

Vision 2051 includes a statement relating to the mobility for a growing Region, which states that:

“In 2051, a seamless network for mobility provides accessibility to all destinations using diverse transportation options for people in all communities, promotes active healthy living and safely and efficiently moves people and goods.”

To support this goal, the 2012 – 2016 Five-Year Service Plan has identified specific action areas that have been considered for this report:

- Making transit more accessible
- Continuing to improve service and infrastructure for successfully integrated transit service
- Developing an optimal mix of transit service types
- Promoting transit usage as a practical and wise alternative to private vehicle use

The draft 2015 Annual Service Plan supports the Five-Year Service Plan's goals of making transit accessible, improving service, providing a variety of transit service types and growing ridership through the identified recommended service changes.

## **5. FINANCIAL IMPLICATIONS**

### **Recommendations included in the draft 2015 Annual Service Plan are estimated to cost an additional \$2.3 million, annualized**

Viva Yellow, Davis Drive, implementation will cost approximately \$800,000 to operate in 2015, for a four month period. The cost to operate Viva Yellow will be annualized in 2016. Additional operating costs are attributed to new service and service adjustments needed to meet customer demand.

### **YRT/Viva faces budget pressure in 2015**

In addition to service recommendations identified in the draft 2015 Annual Service Plan YRT/Viva will be faced with a number of cost pressures.

The significant budget pressures are associated with the operations and maintenance of the new rapid transit infrastructure. This includes items such as the commissioning and operations of new rapidways and the operation and maintenance of the new Viva Operations and Maintenance facility opening in the spring of 2015.

## **6. LOCAL MUNICIPAL IMPACT**

The recommendations included in the draft 2015 Annual Service Plan will impact most local municipalities with the exception of the Towns' of Richmond Hill, Aurora and King. Service changes will improve YRT/Viva service delivery and improve efficiency.

## **7. CONCLUSION**

The York Region Transit (YRT/Viva) draft 2015 Annual Service Plan will serve as the guiding document for the operation of transit services in York Region over the next year. It will support the direction as outlined in the 2012-2016 Five-Year Service Plan and build on the successes of previous years. This report seeks Council approval of the YRT/Viva draft 2015 Annual Service Plan.

For more information on this report, please contact Adrian Kawun, Manager, Service Planning, at Ext. 75693.

The Senior Management Group has reviewed this report.

*Attachment (1)*

# **The State of York Region Transit and the Draft 2015 Annual Service Plan**

Presentation to  
Committee of the Whole

Ann-Marie Carroll  
September 4, 2014

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# Overview

## 1. System Performance

- YRT/Viva
- Mobility Plus
- Customer Service

## 2. Draft 2015 Annual Service Plan

- Planning Process
- Public Consultation
- Service Initiatives



# YRT/ Viva Services



## Conventional 358 vehicles

- 25 base routes
- 29 local routes (includes Dial-a-Ride)
- 37 High School Specials
- 10 TTC routes
- 10 GO Shuttles
- Six Express routes
- One seasonal route

## Viva BRT 123 vehicles

- Five Viva BRT routes

## Mobility Plus 101 vehicles

- Door-to-door shared ride accessible
- Family of Services
- Five Community Bus routes

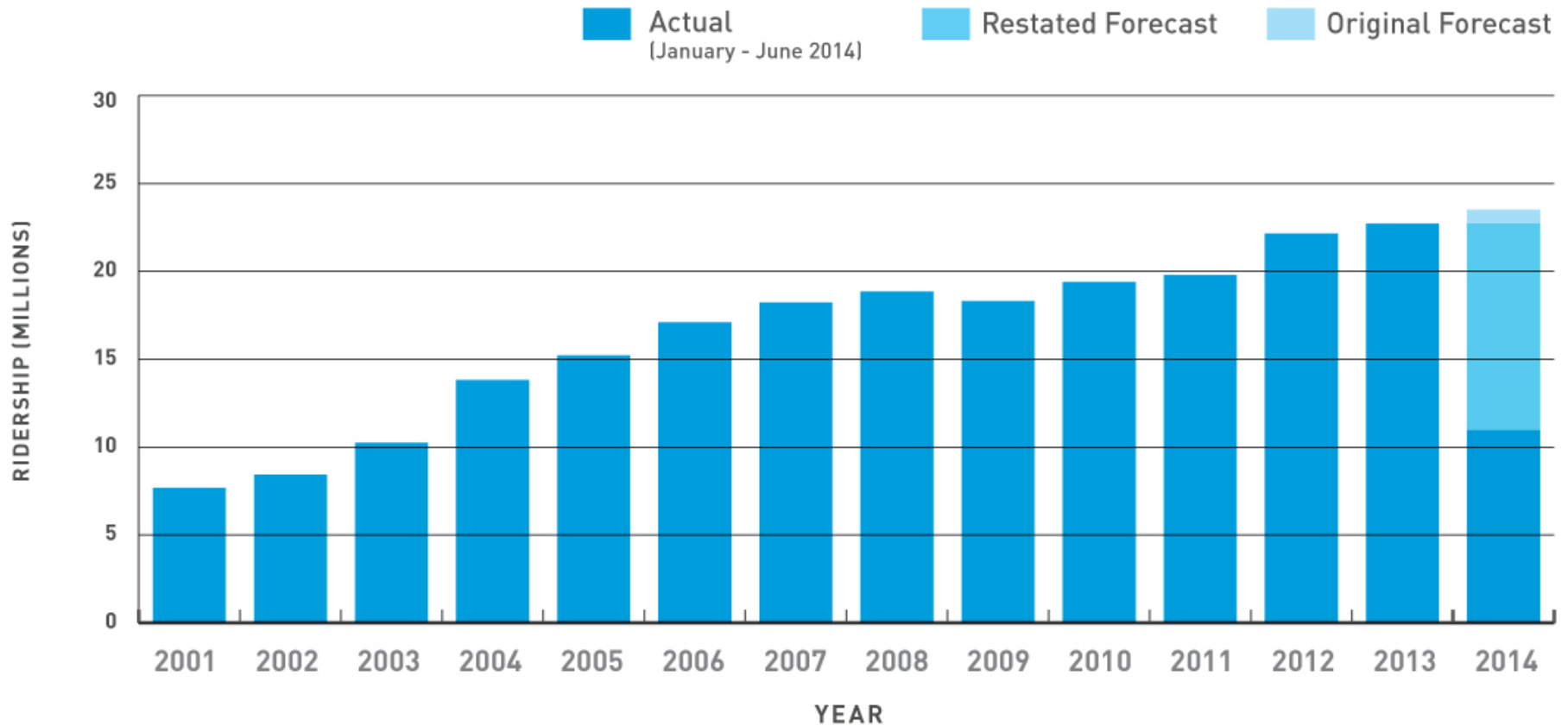
**Diverse service meets the transit needs of York Region**

# Transit System Cycle

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# YRT/Viva Revenue Ridership



**Since amalgamation ridership has grown from 7 million to 22.7 million**

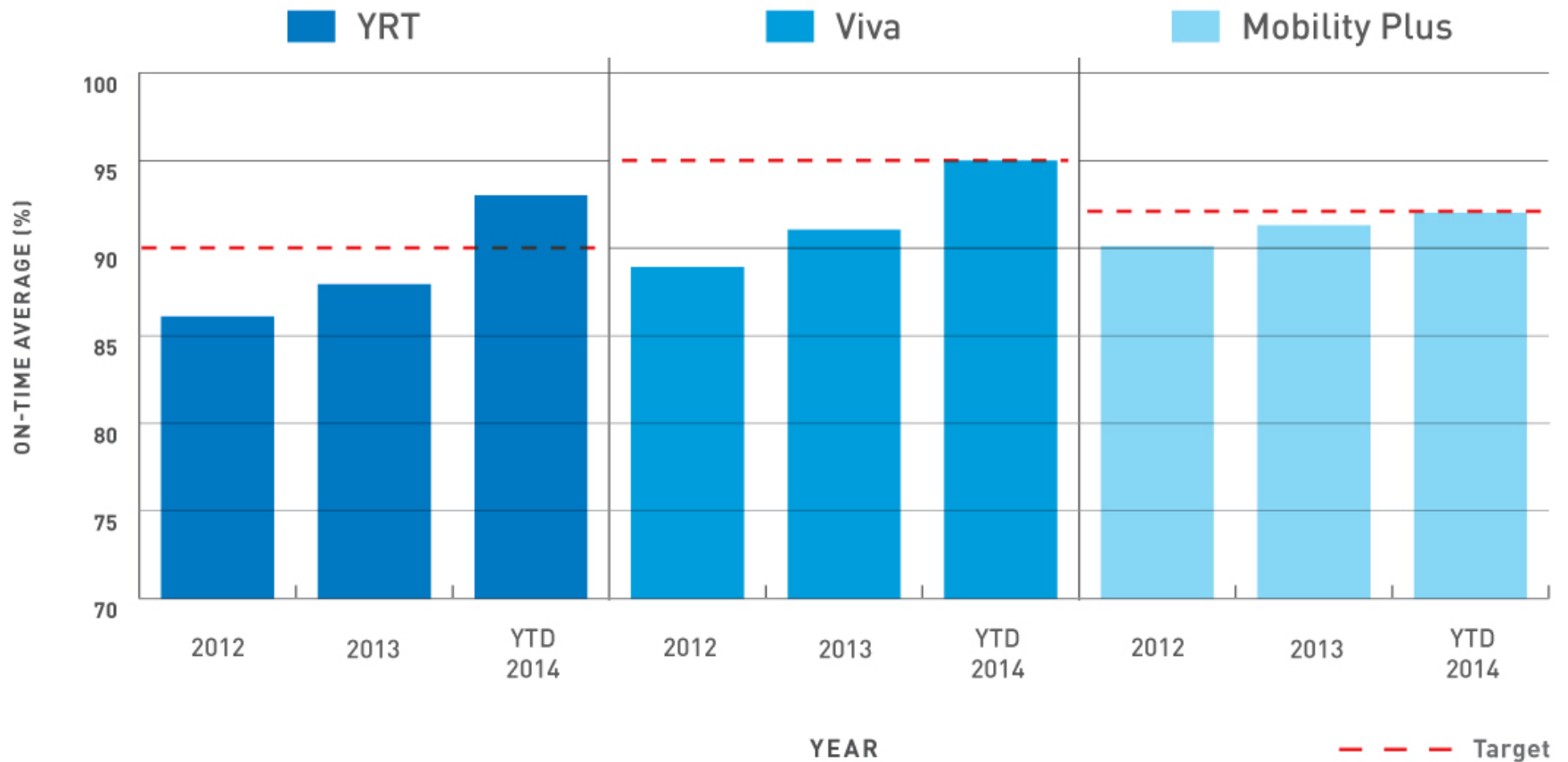


# Mobility Plus Ridership



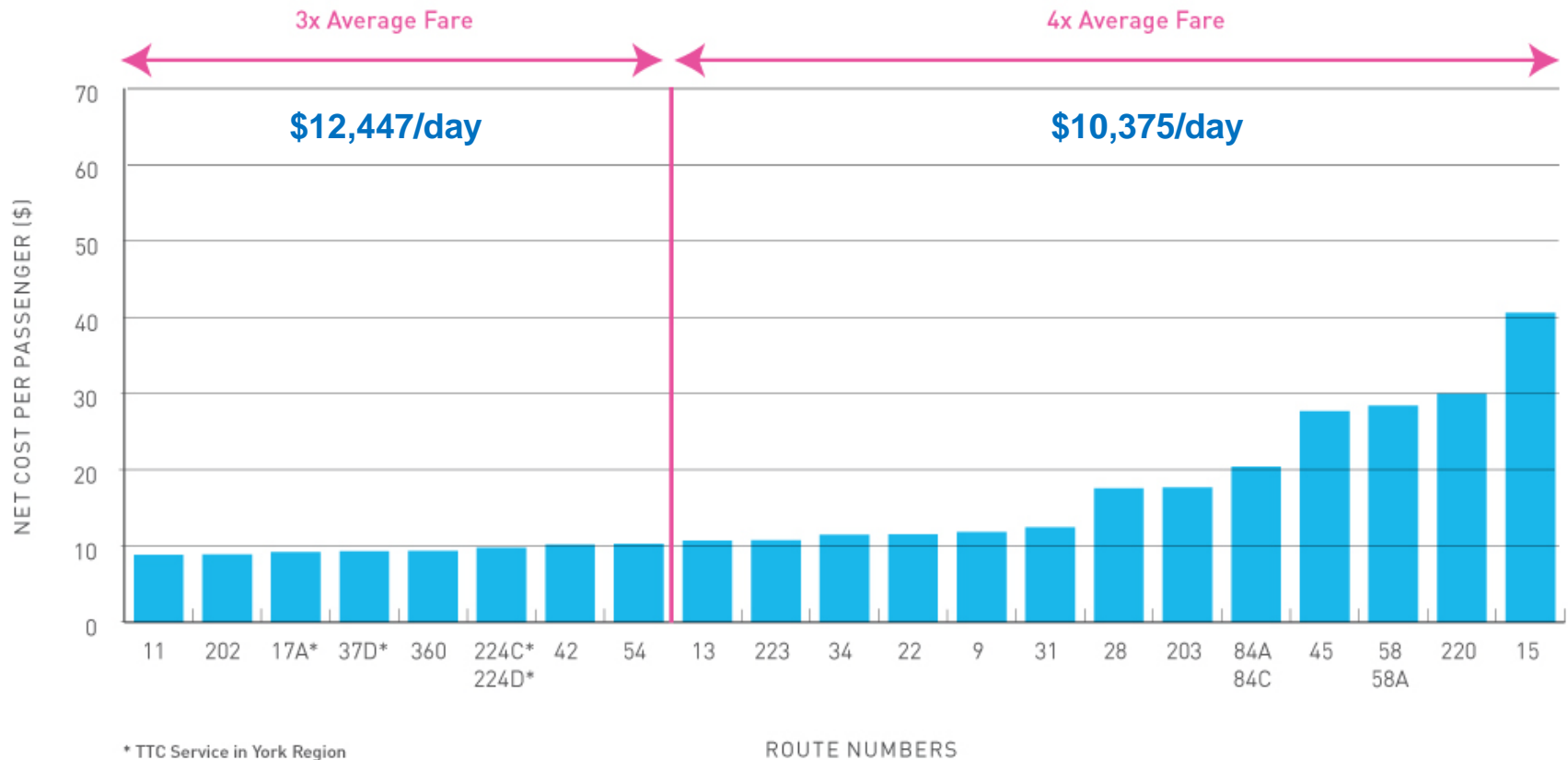
**Ridership has stabilized due to more accessible transit options**

# On-Time Performance



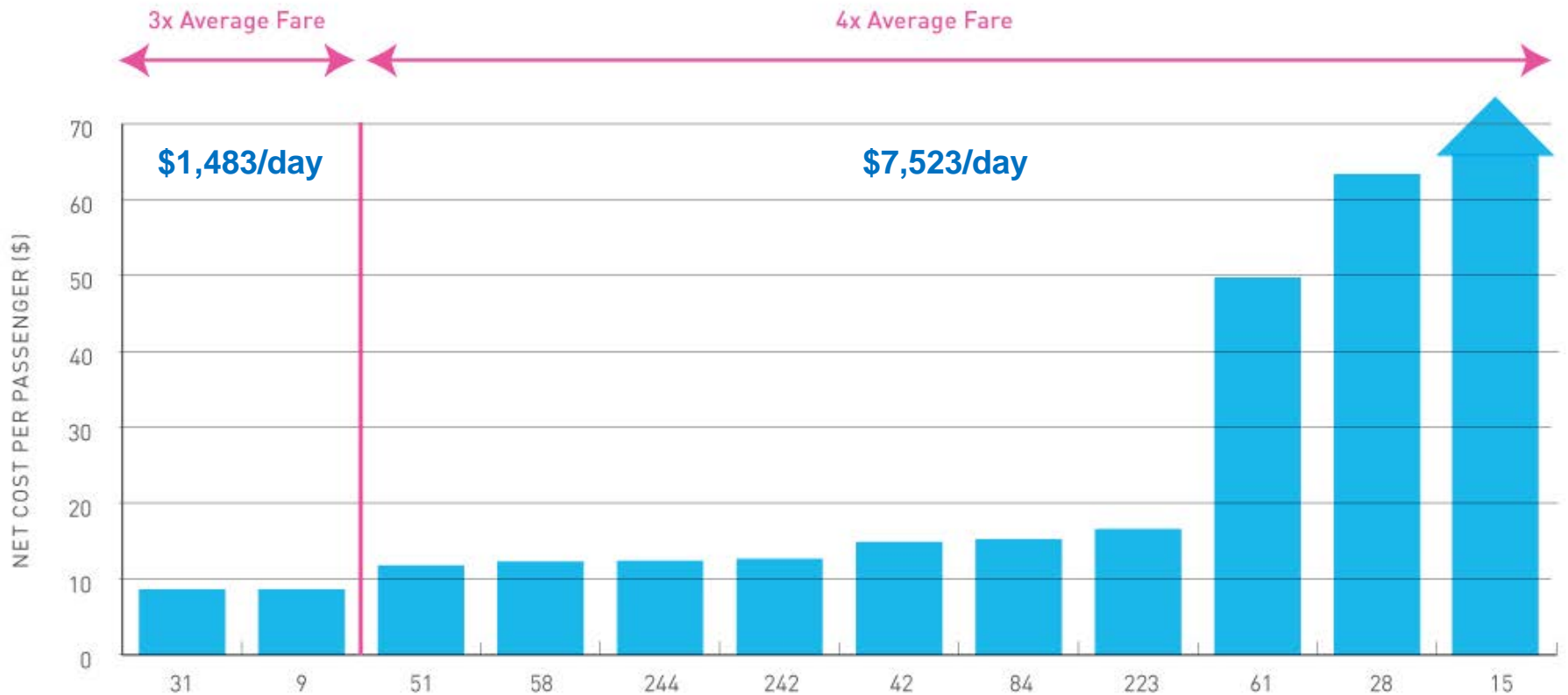
**Continued improvement, reliability and quality service**

# Net Cost Per Passenger (February 2010)



**In 2010, 18 per cent of all routes were operating at 3x and 4x the average fare**

# Net Cost Per Passenger (February 2014)



**Today, nine per cent of all routes operate at 3x and 4x the average fare**

# 2013 Transit Agency Comparison

Transit Agency *	Revenue Ridership	Revenue to Cost Ratio (%)	Service Area Population	Service Area (square km)	Total Vehicles
Toronto Transit Commission (TTC)	525.2 million	76	2.8 million	632	2,900
Hamilton Street Railway	21.8 million	50	0.49 million	235	221
Mississauga Transit (MiWay)	35.8 million	49	0.75 million	179	463
Brampton Transit	19.4 million	47	0.55 million	267	341
Burlington Transit	2.2 million	40	0.17 million	98	53
York Region Transit (YRT/Viva)	22.7 million	39	1.1 million	1,776	482
Durham Region Transit	10.6 million	34	0.55 million	394	200
Oakville Transit	3.0 million	34	0.19 million	104	96

\* 2013 CUTA Preliminary Urban Transit Statistic Benchmark Report

**Geography, population and system growth all contribute to the R/C Ratio**

# Customer Service

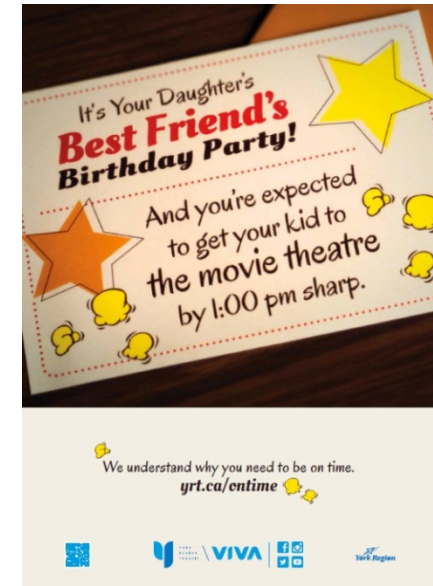
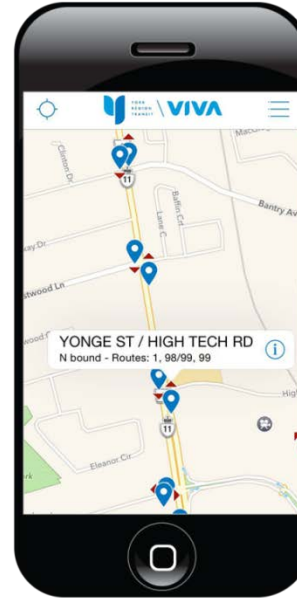
- Community outreach
- Mobile websites
- Real-time information
- LCD screens
- Social media
- Customer satisfaction surveys



**YRT/Viva offers the tools customers need to access and use the system**


# Customer Service

- RouteMatch Software
- Customer Relationship Management System
- YRT/Viva mobile application
- Partnerships  
(Crime Stoppers/York Regional Police)
- Service Reliability campaign




Customer service initiatives help to promote a safe, reliable, efficient system

# 2015 Annual Service Plan



The graphic features the year '2015' in large, white, sans-serif font. Each digit is filled with a different section of a street map, showing roads, landmarks, and transit routes. The '2' shows a residential area with 'Rutherford' and 'Vaughan Mills' visible. The '0' shows 'Pine Valley Dr' and 'Major Mackenzie'. The '1' shows a highway interchange with '660' and '21' markers. The '5' shows 'McNaudy' and 'Keefe' streets.

York Region Transit **Annual Service Plan**



The logo for York Region Transit, featuring a stylized 'Y' icon, followed by the text 'YORK REGION TRANSIT' and 'VIVA' in a bold, sans-serif font.



# 2015 Annual Service Plan



## Planning Process

- System review
- Transit Service Guidelines
- Key Performance Indicators
- Customer service requests
- Route performance and cost recovery
- Fleet Availability



## Consultation Process

- Municipal meetings
- Public Information Centres
- Stakeholders information sessions
- On-bus surveys
- Social media and yrt.ca

**Extensive consultation with the public, stakeholders, Regional and municipal staff**

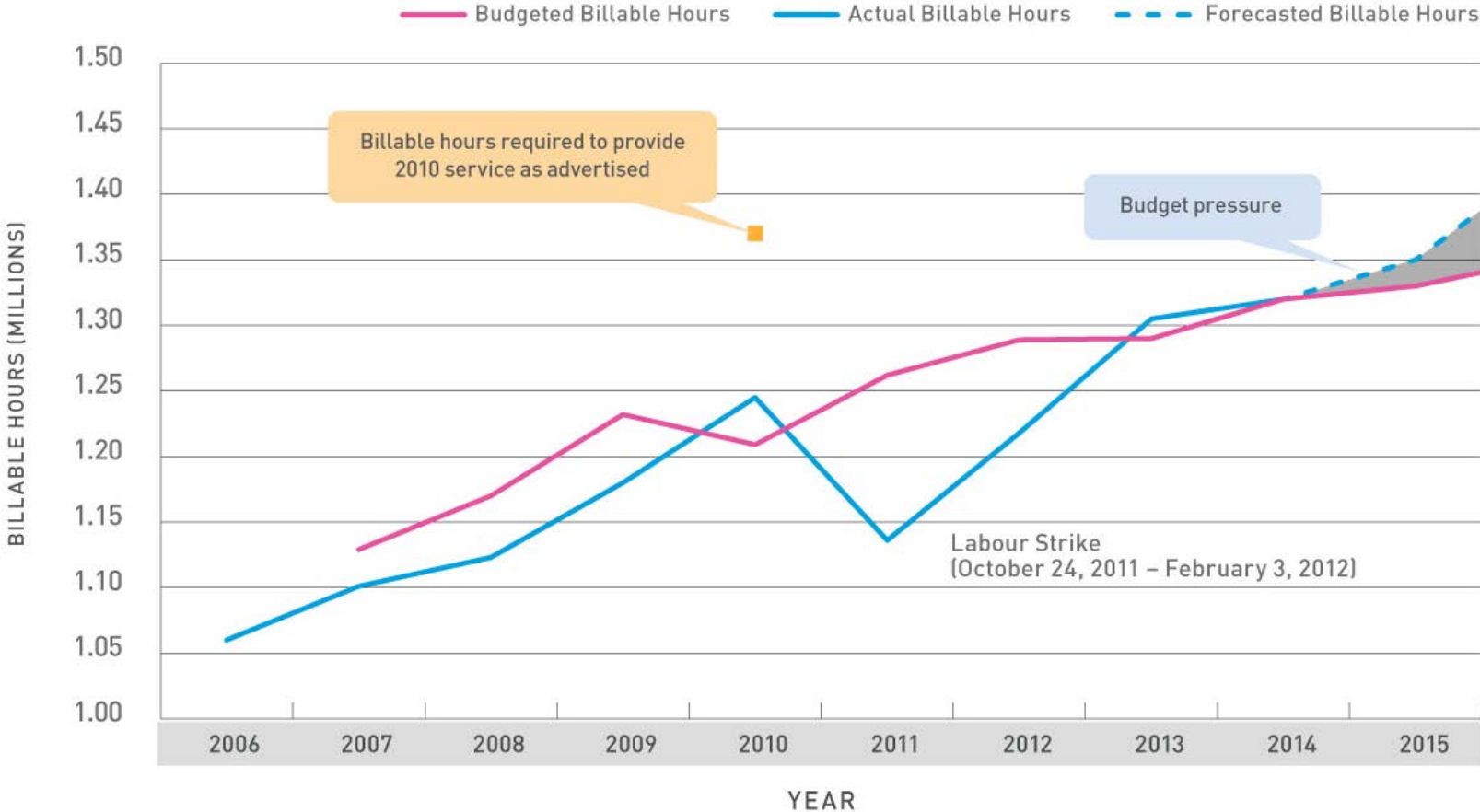
# 2015 Service Initiatives

- Service improvements
- Route restructuring
- Service frequency adjustments
- Elimination of duplicate services
- Construction mitigation
- New services



**Twenty service initiatives are recommended for 2015**

# Billable Hours



**Operating costs will increase with the growth of the YRT/Viva system**

# 2015 Projects

- Spadina Subway Extension Transit Strategy
- Viva Network Expansion Plan
- Commuter parking lot
- Para-transit solution (PRESTO)
- Pan Am and Parapan Am Games
- Viva bus garage (OMSF)
- North Division bus garage
- Rapidway commissioning (Viva yellow, Davis Drive)
- Transportation Master Plan



**2015 projects prepare YRT/Viva for system growth and service expansion**



# Next Steps

- Obtain Council approval of the 2015 Annual Service Plan
- Present the approved 2015 Annual Service Plan to local Councils
- Communicate 2015 service changes to customers and residents
- Implement 2015 service changes in February, April and June
- Begin the 2016 Annual Service Plan process
- Continue the 2016 to 2020 Five-Year Service Plan process

