

2 | Consultation Process

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2.1 | Annual Planning Process

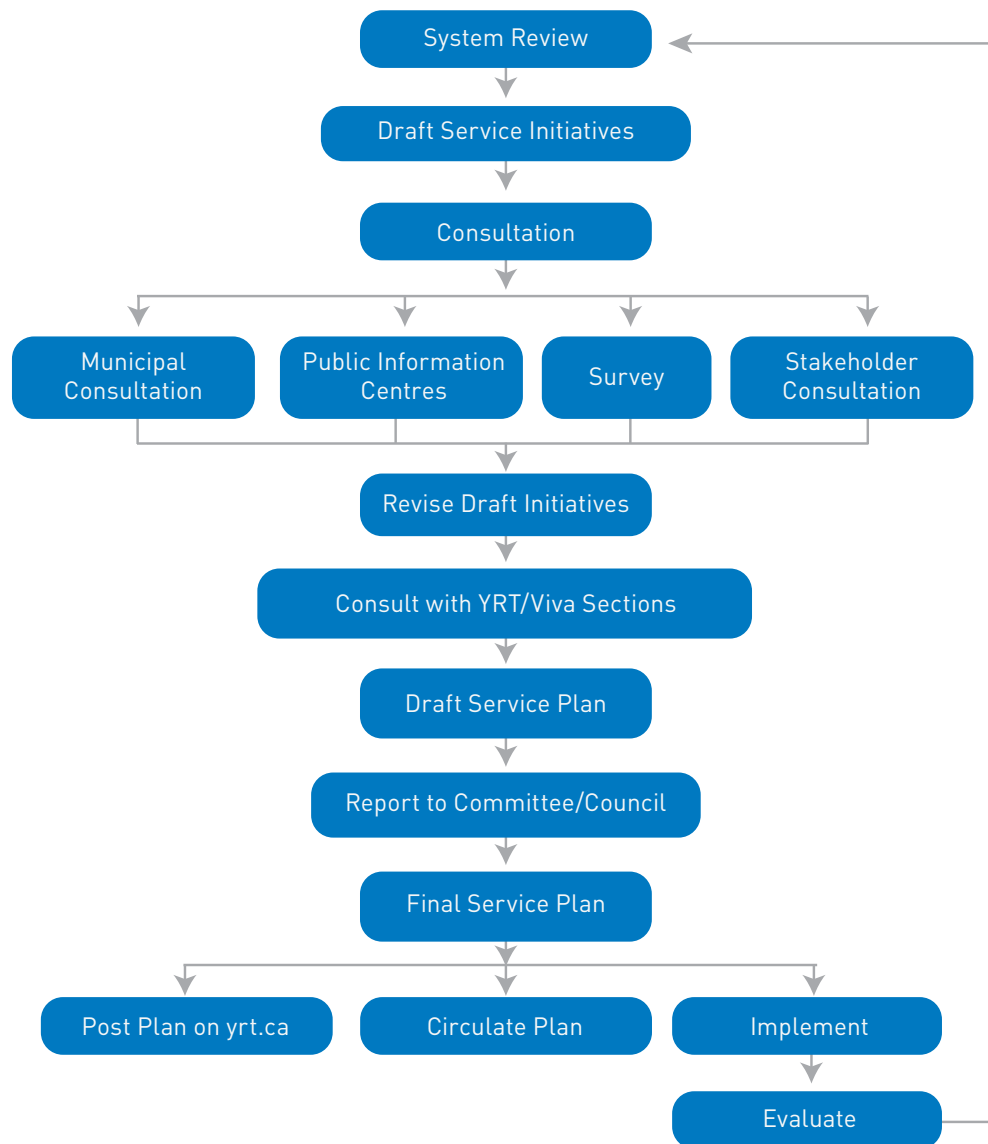
The Five-Year Service Plan forms the basis for developing each Annual Service Plan. The Annual Service Plan process is summarized in **Figure 2**.

Prior to developing an Annual Service Plan, a system review is conducted based on existing Transit Service Guidelines, key performance indicators (KPIs) and service requests. Route Assessments for the 2015 Annual Service Plan can be found in **Appendix A**. Internal consultation is held among all YRT/Viva functional areas. The recommended service initiatives are prioritized by considering demand, route performance, potential cost recovery, and fleet availability. This information is used to create a Draft Annual Service Plan and a corresponding set of proposed service initiatives for stakeholder consultation.

During the consultation process, YRT/Viva staff gather feedback on the Draft Annual Service Plan by meeting with municipal Planning/Engineering staff, and hosting workshops and Public Information Centre (PICs) in all nine York Region municipalities. The proposed service changes are posted on the YRT/Viva website for the public to review and comment.

Customer surveys are administered to supplement feedback where necessary. To gather further information for the 2015 Annual Service Plan, customer surveys were conducted on selected routes which had proposed service changes. Feedback from all the 2015 Annual Service Plan consultations can be found in **Appendix B**.

Figure 2: Annual Service Plan Process



In addition, YRT/Viva meets with and/or hosts workshops with each area municipality's Planning/Engineering staff, other transit agencies, bus contractors who operate the YRT/Viva services, Smart Commute, large employers, school boards, post-secondary institutions, developers, and departments within York Region. After all stakeholder feedback is collected, reviewed, and analyzed, updates are made to the proposed service initiatives for the upcoming year.

Following the external consultation phase, internal consultation is held among all YRT/Viva functional areas. Once the service initiatives are reviewed and prioritized, an implementation strategy and updated Draft Annual Service Plan is developed.

The Draft Annual Service Plan and a corresponding Committee report/presentation are presented to the Committee of the Whole for approval. Once approved by Committee and Council, the Annual Service Plan is made available to all stakeholders prior to implementation, and all documents are made available on yrt.ca. The approved service initiatives are implemented and monitored during the upcoming year and are evaluated for the next Annual Service Planning cycle.



2.2 | Consultation Process

The purpose of the consultation process is to ensure the Annual Service Plan initiatives are communicated to the following stakeholders:

- > **Public:** To obtain input from the public on the recommended service initiatives for the upcoming year. One PIC is held in each York Region municipality
- > **Targeted Neighbourhoods/Groups:** To obtain feedback on the recommended service initiatives from local area residents, businesses, transportation management associations, ratepayer groups, institutions, and elected representatives
- > **Major Employers:** To obtain feedback from community agencies and business groups
- > **Municipalities:** To obtain input for service improvements and new services in each municipality
- > **Other York Region Departments:** To communicate information and identify items requiring coordination
- > **Other Transit Agencies:** To ensure seamless services for customers travelling beyond York Region
- > **Bus Contractors who Operate YRT/Viva Services:** To obtain feedback on service initiatives
- > **Developers:** To communicate information and to obtain feedback from the developers who have developments along key corridors, such as Yonge Street and Highway 7

The 2015 Annual Service Plan consultation process is shown in **Table 2**.

Table 2: Public and Stakeholder Consultation Process

Step	Action Step Required
1	Gather feedback from YRT/Viva functional areas (e.g. Operations, Customer Service, Marketing and Communications staff), customers and contractors
2	Undertake system performance review and input findings into the Draft Annual Service Plan
3	Host meetings to gather formal feedback from Customer Service/Operations staff and customer requests. Incorporate feedback into the Plan
4	Prepare a general consultation plan and meeting schedule
5	Prepare the Draft Annual Service Plan (including budget and fleet requirements)
6	Prepare a list of stakeholders
7	Prepare storyboards and materials for public presentations
8	Schedule meetings with Planning/Engineering staff from each area municipality
9	Prepare and implement consultation strategy: <ul style="list-style-type: none"> > Host workshops (e.g. Smart Commute agencies and other transit service providers) > Host Public Information Centres > Post draft service initiatives on yrt.ca > Conduct surveys
10	Update Draft Annual Service Plan as per comments received/evaluated
11	Present Final Annual Service Plan to the Committee of the Whole for endorsement
12	Circulate the Final Annual Service Plan to stakeholders and post on yrt.ca
13	Present the Final Annual Service Plan to local Councils

In February and March of 2014, YRT/Viva presented the 2015 Annual Service Plan initiatives to Planning and/or Engineering staff from all of York Region’s municipalities. Comments were evaluated and considered in the development of the 2015 Annual Service Plan. Municipal consultation dates are shown in **Table 3**.

Stakeholder workshops to gather feedback and recommendations on the 2015 Annual Service Plan were held on the dates shown in **Table 4**.

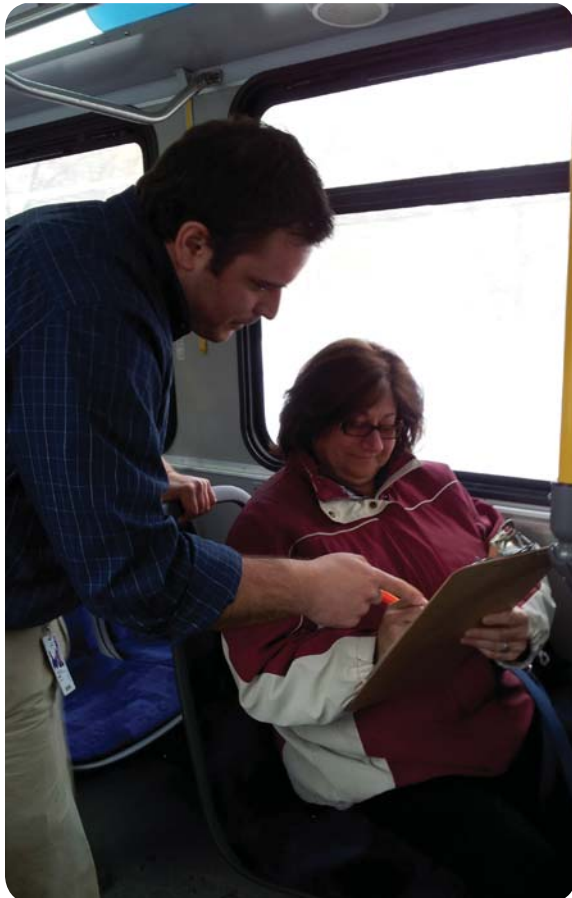


Table 3: Municipal Meetings

Date (2014)	Municipal Meetings
Wednesday, February 12	Town of Newmarket
Wednesday, February 19	Town of Aurora
Thursday, February 20	Township of King
Thursday, February 20	City of Vaughan
Tuesday, February 25	Town of Richmond Hill
Wednesday, February 26	City of Markham
Wednesday, February 26	Town of Whitchurch-Stouffville
Thursday, February 27	Town of East Gwillimbury
Monday, March 3	Town of Georgina

Table 4: Stakeholder Workshops

Date (2014)	Stakeholders
Thursday, March 6	Transit Partners Workshop
Friday, March 7	York Region Stakeholders Meeting
Wednesday, March 12	Contractors Workshop
Friday, March 21	Key Stakeholders Workshop
Tuesday, April 29	Meeting with developers

In March and April of 2014, YRT/Viva held PICs in all nine York Region municipalities as shown in **Table 5**. The PICs provided an opportunity for residents and customers to provide feedback on the proposed service initiatives.

Outreach activities provided residents and customers with a better understanding of YRT/Viva’s operations, strategies, and service initiatives to be implemented in 2015 and an opportunity to provide feedback.

More than 1,300 people attended the PICs.

Appendix B lists comments received during the 2015 Annual Service Plan consultations.

Comments received included:

- > Requests to improve frequency
- > Support for new Viva silver
- > Support for the Spadina Subway Transit Strategy
- > Support for restructuring and span of service proposals

Table 5: Public Information Centres

Date (2014) 4 p.m. to 7 p.m.	Location	Municipality
Tuesday, March 18	Township of King Municipal Offices (Council Chamber)	Township of King
Wednesday, March 19	E.G. Sports Complex (Canada Hall)	Town of East Gwillimbury
Thursday, March 20	Markham Civic Centre (Great Hall)	City of Markham
Monday, March 24	Newmarket GO Bus Terminal	Town of Newmarket
Tuesday, March 25	Aurora Public Library (Front Lobby)	Town of Aurora
Wednesday, March 26	Vaughan Mills Mall	City of Vaughan
Thursday, March 27	Georgina Ice Palace (Main Lobby/Entrance)	Town of Georgina
Monday, March 31	Town of Whitchurch-Stouffville (Main Lobby)	Town of Whitchurch-Stouffville
Tuesday, April 1	Richmond Hill Centre Terminal	Town of Richmond Hill



YRT/Viva staff conducted surveys for the routes that will have service changes in 2015. Passengers were asked to fill out surveys, either on board the buses or at the impacted bus stops. **Table 6** shows the routes surveyed, and the survey dates and method.

A total of 359 passengers provided comments. **Appendix B** lists comments provided on the surveys. Comments received included:

- > Request for additional weekend service on Route 8
- > Request for bench and bus shelters at bus stops along Kennedy Road
- > Request for midday service along Birchmount

- Road north of Steeles Avenue
- > Request for more frequent service on TTC 102D – Markham Road North
- > Request for early morning service on TTC 102D – Markham Road North
- > Concern for the proposed changes for the 9:15 p.m. northbound trip for Route 23 – Thornhill Woods
- > Concern about the proposed reduced frequency for Route 55/55B – Davis Drive
- > Concern about the need to transfer due to the proposed changes to Route 421 – Newmarket School Special

- > Concern about the increase walking distance due to the proposed changes to Route 461 – Emily Carr School Special

Service adjustments were identified by considering route performance, and feedback received from the public and stakeholder consultation. The service adjustments are outlined in **Chapter 5**.

Table 6: Customer Surveys

Route	Survey Dates and Times	Survey Method
Route 8 – Kennedy	April 2 (5:30 a.m. to 12 p.m.)	At impacted bus stops
	April 3 (12 p.m. to 7 p.m.)	At impacted bus stops
Route 12 – Pine Valley	April 2 (after 10 p.m.)	On-bus
	April 5 (after 10 p.m.)	On-bus
TTC Route 17A – Birchmount	April 8 (AM rush hour)	On-bus
	April 8 (PM rush hour)	On-bus
Route 23 – Thornhill Woods	April 3 (after 8 p.m.)	On-bus
Route 55 – Davis Drive	April 2 (AM rush hour, 3:45 p.m. to 4 p.m.)	On-bus
	April 3 (PM rush hour)	On-bus
	April 10 (PM rush hour)	On-bus
Route 58 – Mount Albert	March 26, midday	On-bus
TTC Route 102D – Markham Road North	April 9 (start of service to 12 p.m.)	At impacted bus stops
	April 10 (12 p.m. to 7 p.m.)	At impacted bus stops
Route 421 – Newmarket School Special	April 8	At bus stop
Route 441 – Richmond Hill School Special	April 9	At bus stop/On-bus
Route 451 – Langstaff School Special	April 10	At bus stop/On-bus
Route 461 – Emily Carr School Special	April 8	On-bus

2.3 | Mobility Plus Communications Process

In 2014, Mobility Plus provided 66 outreach sessions for the residents of York Region. This approach was very successful in giving residents and Mobility Plus customers the opportunity to provide feedback to improve transit and Family of Service, and will be continued in the future.

Table 7 shows the list of Mobility Plus Events held in 2014.



Table 7: Mobility Plus Events

Location	Municipality
Dunlop Senior Apartments	Town of Richmond Hill
Rosetown Senior Apartments	
Baif Senior Apartments	
Clarissa Senior Apartments	
Weldrick Senior Apartments	
Marshall Senior Apartments	
Observatory Lane Apartments	
Annswell Court	
Calvary Manor	City of Markham
Cedar Crest Manor	
St. Lukes Lodge	
Thompson Court Apartments	
Blue Willow Terrace	
Friuli Benevolent Corporation	City of Vaughan
Hesperus Fellowship Village	
Legion Woods Apartments	
Mapleglen Residences	
OHP Somayach Residential Centre	
St. Peter's Senior Residences	
275 Woodbridge Avenue	
Elmwood Village Gardens	Town of Whitchurch-Stouffville
Parkview Village	Town of Aurora
Hadley Grange	
57 Orchard Heights	
55 Orchard Heights	
Cobblestone Lodge Retirement Home	

Table 7: Mobility Plus Events

Location	Municipality
Kingsview Court	Township of King
Kitchen Breeden Manor	
Nobleview Pine	
Armitage Gardens	Town of Newmarket
Cedarview Lodge	
Fairy Lake Gardens	
Founders Place	
Heritage Lodge East	
Tom Taylor Place	
Allison Court	
Hillcrest Residential Home	
Brookside Lodge	
Newmarket Residence	
Prospect House	
Parkview Manor	
Brigitta's Residential Home Inc	
Brown's Residential Home	
Botsford Place	Town of East Gwillimbury
Oxford Village	
Royal Oak Court	
Country Living Retirement Home	
Valley View Residence	
Dowling Residential Manor	
Cedar Lane Residential Home	
MacDonald House for Seniors	
Pleasant Valley Rest Home	
Queensview Residential Home	

Table 7: Mobility Plus Events

Location	Municipality
Keswick Gardens	Town of Georgina
Lakeside Residences	
Northern Court	
Pineview Manor	
Our Lady of Smolensk	
Rixon Manor	
Fairpark Manor	
Halsey Lodge	
Hilltop Manor Retirement Residence	
Sunnybrook Residential Care Home	
Victoria House	
Cedarvale Lodge	
Pipe and Slipper Home	

2.4 | Marketing and Communications

Each initiative in the Annual Service Plan will be implemented during a board period (five board periods per year and multiple midboard periods as required). To advertise service changes for a board period, the YRT/Viva Marketing and Communications section coordinates designs and executes communication strategies before every board period takes place.

To communicate all changes to customers, each board period strategy is created four to six weeks in advance of service changes. When warranted, other communication initiatives will also be implemented.

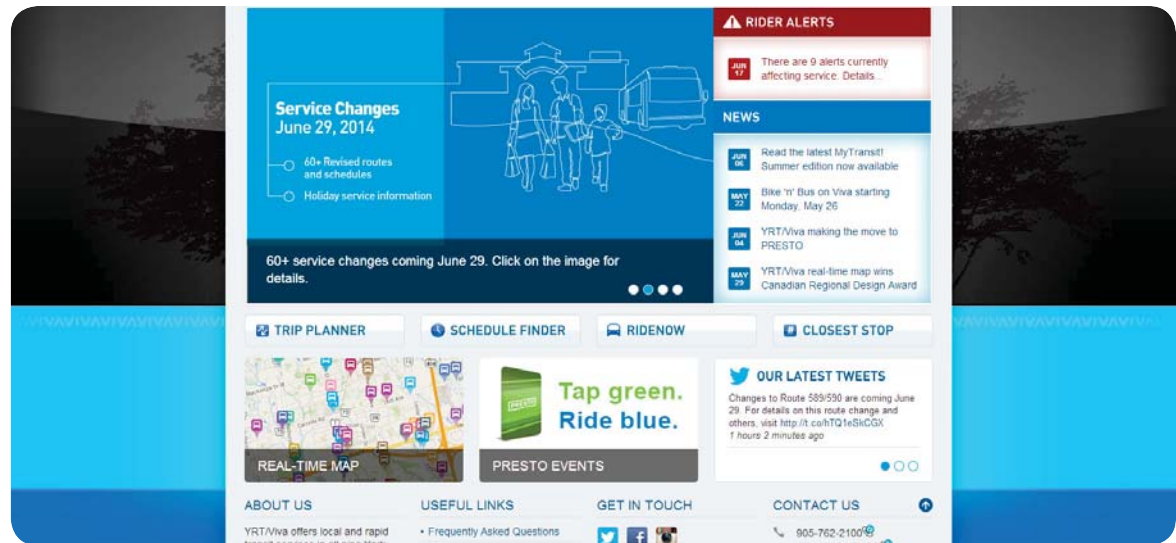
YRT.ca

Yrt.ca is YRT/Viva's primary online presence where customers can access current schedules, customized trips plans, alerts and detours, real-time information and transit news.

Four weeks prior to a board period taking effect, a customer-friendly, detailed summary of changes is posted on yrt.ca. Scheduled trip planning information is made available three weeks in advance, and printable schedules are available one week in advance.

Social Media

YRT/Viva launched Facebook (facebook.com/YRTViva) and Twitter (@YRTViva) accounts. Updates are provided before/during/after any service change takes effect, and all on-line customer inquiries are answered by transit staff within 24 hours of being posted (as per York Region standards).



MyTransit Customer Newsletter

MyTransit newsletter is created five times per year to advertise upcoming service changes. It is distributed three weeks prior to the changes and made available on all YRT/Viva vehicles, and at municipal displays, community events, transit shelters and terminals.

Councillor Memos

Memos are sent to the CAO (Chief Administrative Officer) and Mayors of each York Region municipality five times per year outlining upcoming transit service changes occurring in their communities. Accompanying each memo is the most current edition of MyTransit newsletter.

Route Navigators

Route Navigators (individualized schedules/maps) are produced for all conventional routes. Route Navigators are updated as required and are available at municipal displays, events and various destinations around York Region.

Printable versions of all Route Navigators are also available on yrt.ca.

Viva Information

Viva first and last departure times, frequencies and travel times are available to assist customers in their travel planning. Information is updated prior to any changes taking effect and are available on yrt.ca, at municipal displays, and events.

System Map Update

The YRT/Viva system map is updated three times per year (spring, fall and winter). Maps are available on all YRT/Viva vehicles, at select shelters and at all vivastations, at municipal displays, on yrt.ca, and at various destinations and events.

On-Street Updates and Notices

To inform customers about service changes, on-street communication pieces are created and installed on-street two to three weeks prior to a service change taking effect. On-street communications include bus stop notices, Infopost schedules, terminal information centres and shelter displays.

Special Actions and Community Outreach

Extra initiatives (special actions) are developed and planned to communicate service changes affecting specifically-identified areas, groups or neighbourhoods, malls, senior centres, GO Stations, high schools and post-secondary institutions. Upcoming service changes affecting clients/customers/students/staff are notified through special notices, presentations, information booths, and on-line.

Advertisements in Local Community Newspapers

Community page and paid advertisements are placed in local newspapers throughout the nine municipalities prior to service changes taking effect. These advertisements outline service changes specific to the community. When space permits, the advertisements are also posted on municipal websites and community boards.

Bus Operator Updates

Bus Operator information sessions are held at each contractor's facility prior to a board period. Staff provide service change information, operational updates, and answer

Operator questions and concerns. In addition, each contractor receives updated maps and the MyTransit newsletter to display on buses. Operators also receive updated information for the Bus Operator Information Kit that they are required to carry with them when operating a transit vehicle.

Seat Drops

To provide information directly to customers, individualized schedules/maps are produced for YRT/Viva routes undergoing service changes. The schedules/maps are distributed on vehicles operating the route. Passengers that will be affected by the changes are notified on the bus and can provide direct feedback to YRT/Viva staff.

Terminal Station / Automated Announcements

Automated announcements are programmed and played at terminals and stations to provide up-to-date service information and planned announcements.

Improving Communications

YRT/Viva staff are improving the public communication strategy by reaching out to local councils and customers earlier. Transit staff present all preliminary recommendations to local councils and request input before the plan is approved. Customers who will be potentially affected by service changes are surveyed on-bus to provide feedback on any proposals for the next Annual Service Plan.



