

YRT/Viva's Route to Innovation

Presentation to
Committee of the Whole

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September 8, 2016

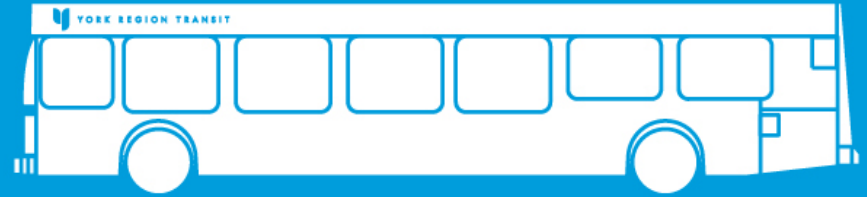


Annual Service Plan



YORK REGION TRANSIT VIVA 2016 guide to transit

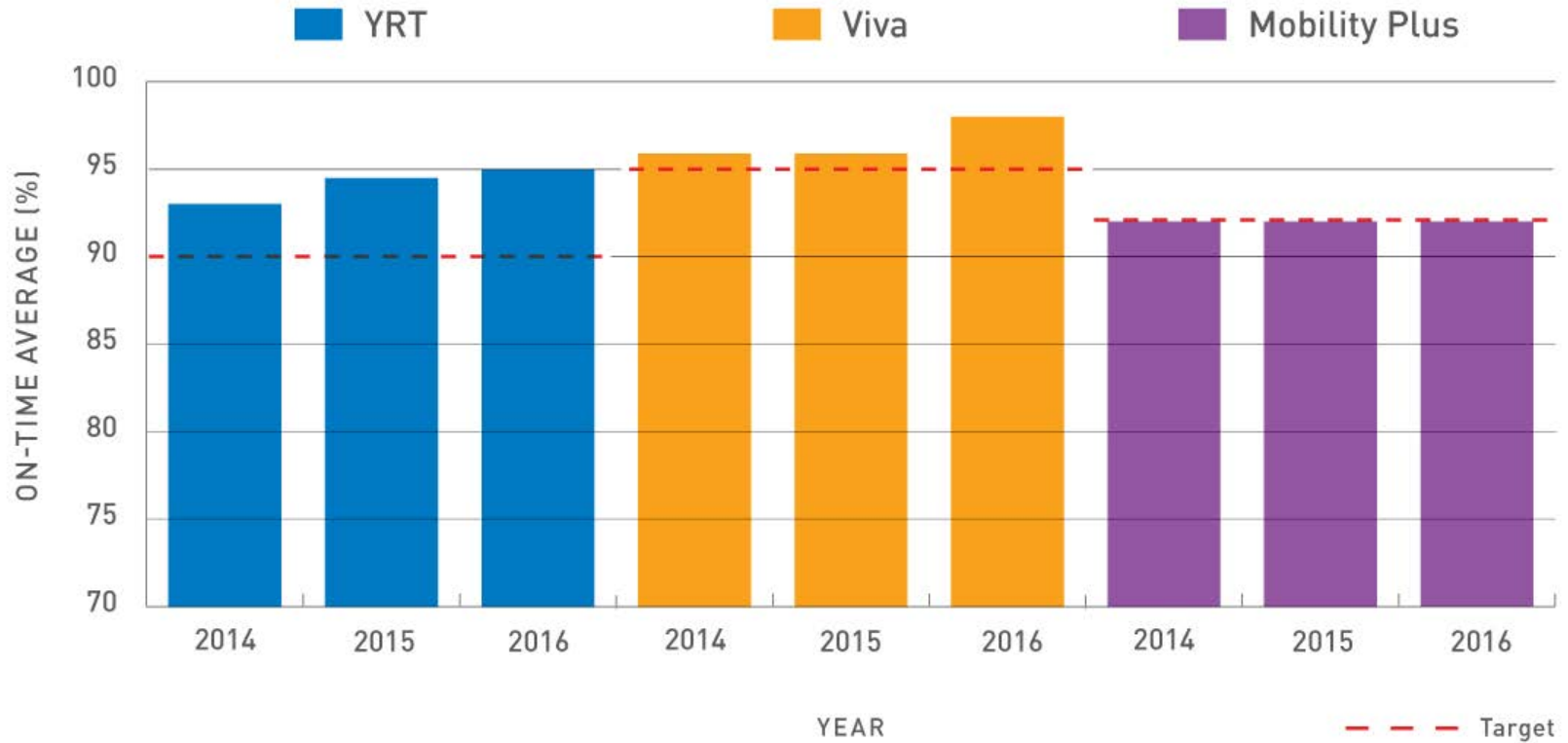




- **86%** are under age 39
- 55% are female and 45% male
- 95% **speak English**
- **65%** make \$25,000 or less annually
- **85%** use the service for work or school
- 80% use the service **3+ times per week**
- **65% do not have a choice** in whether to use the service or not
- The **top three** preferred methods to receive route information are: YRT/Viva Mobile App, **yrt.ca** and Google Transit

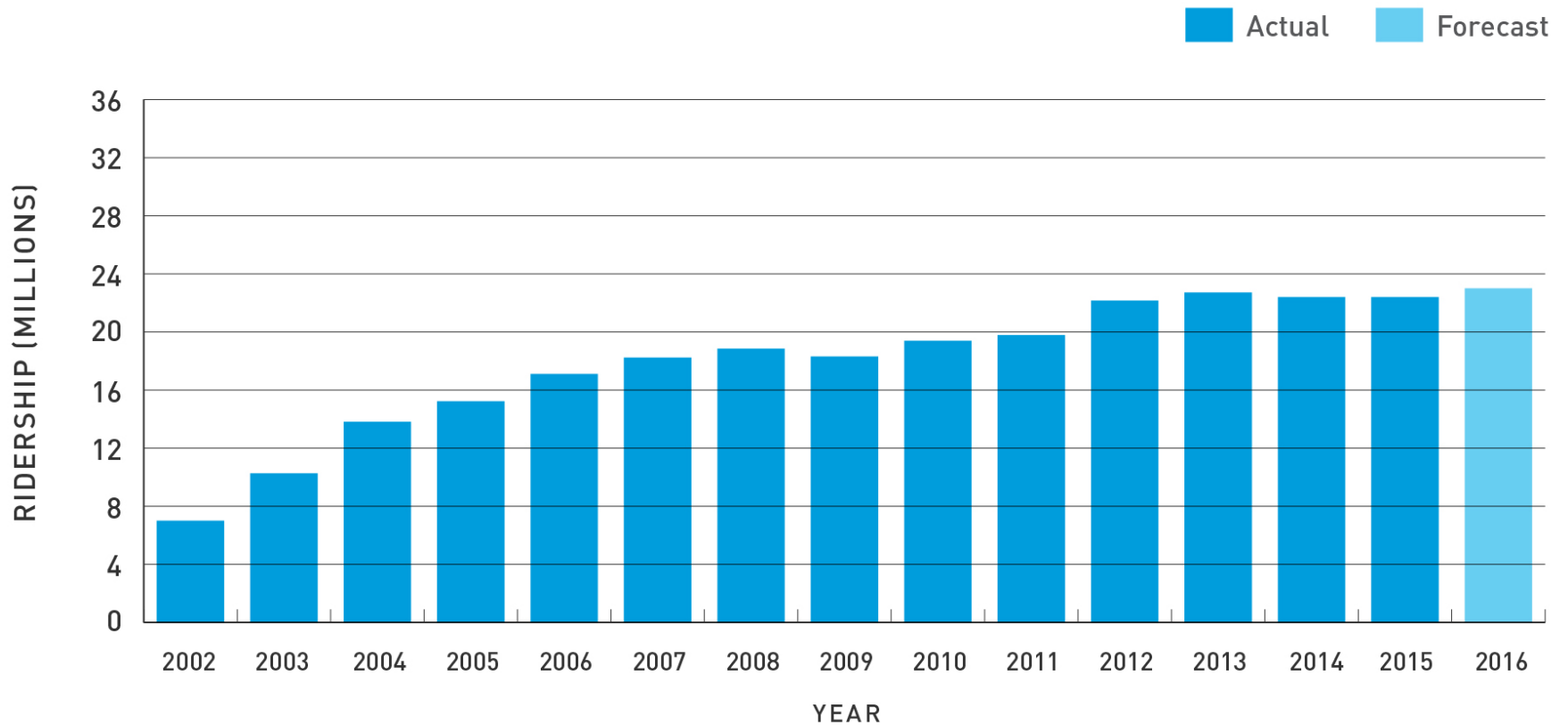
78 per cent of YRT/Viva customers expressed overall satisfaction with the service

On-Time Performance



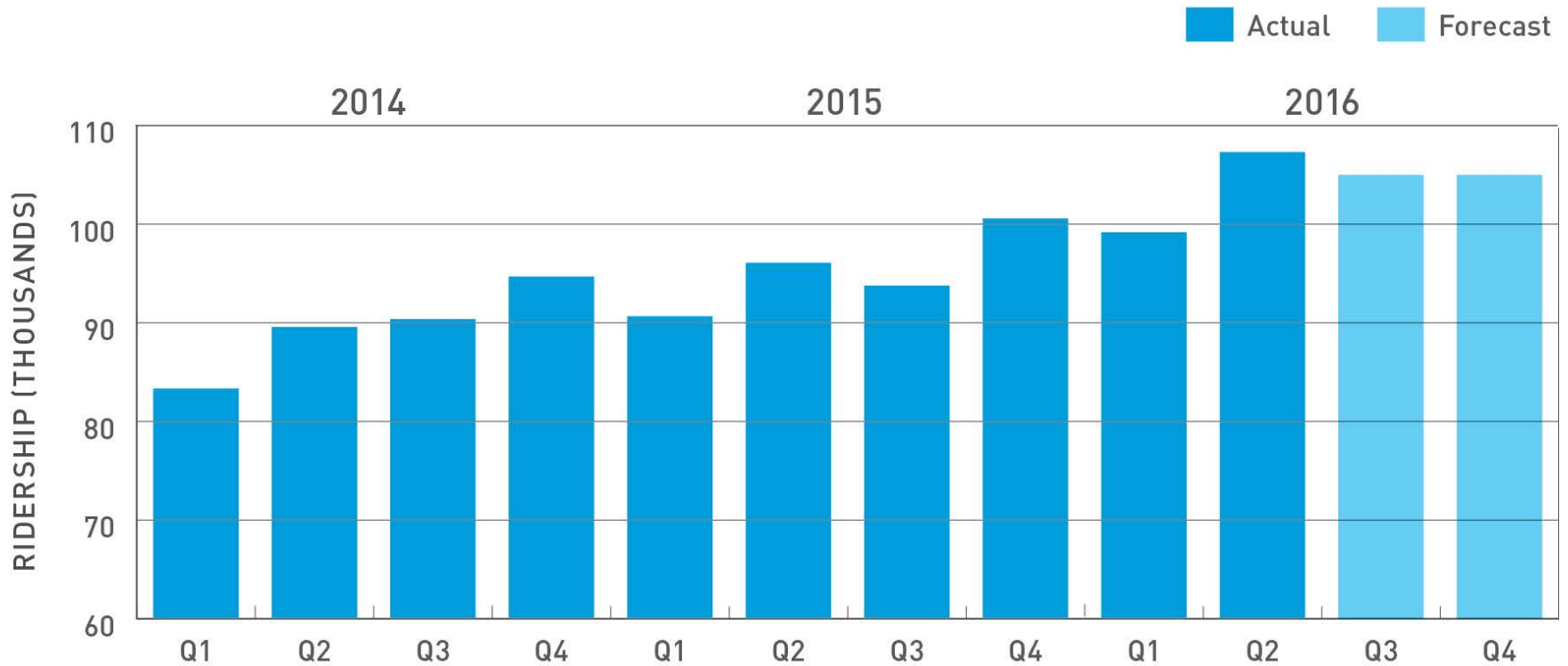
Continued improvement, reliability and quality service is YRT/Viva's focus

Revenue Ridership



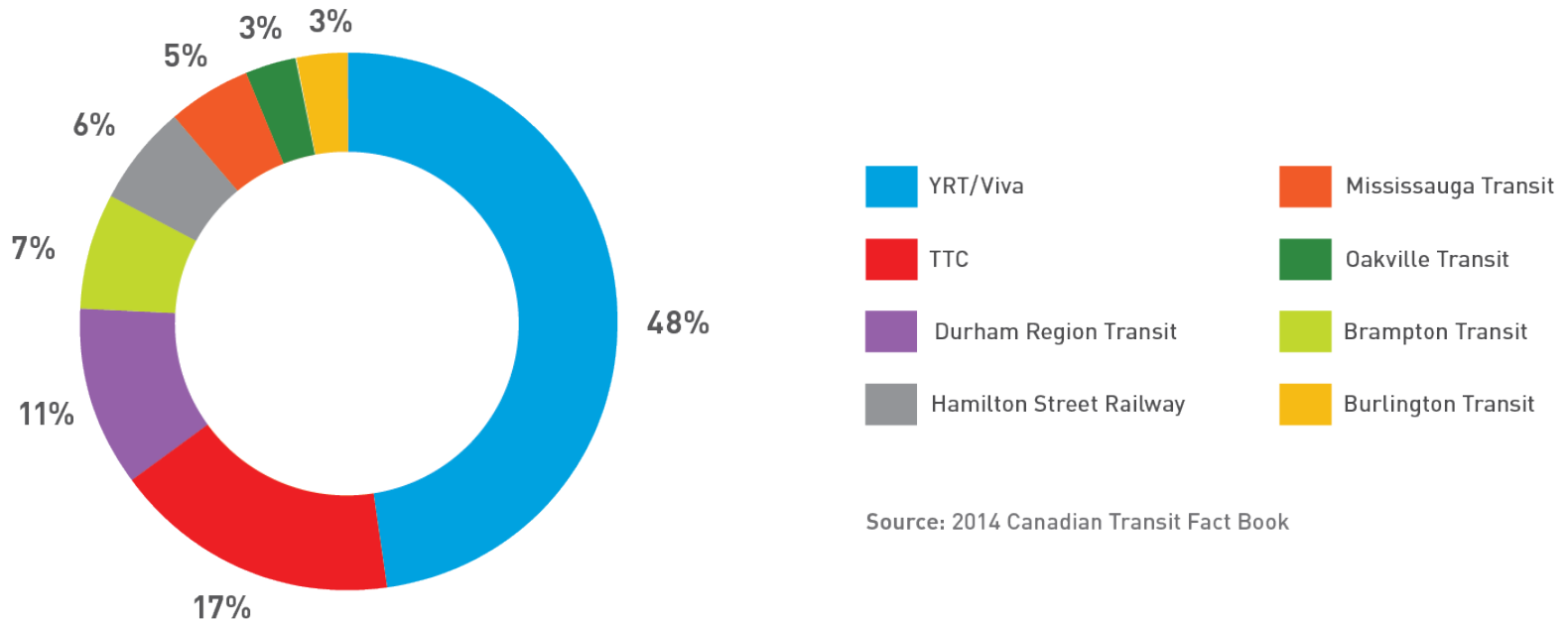
YRT/Viva ridership is expected to increase by two per cent in 2016

Mobility Plus Ridership



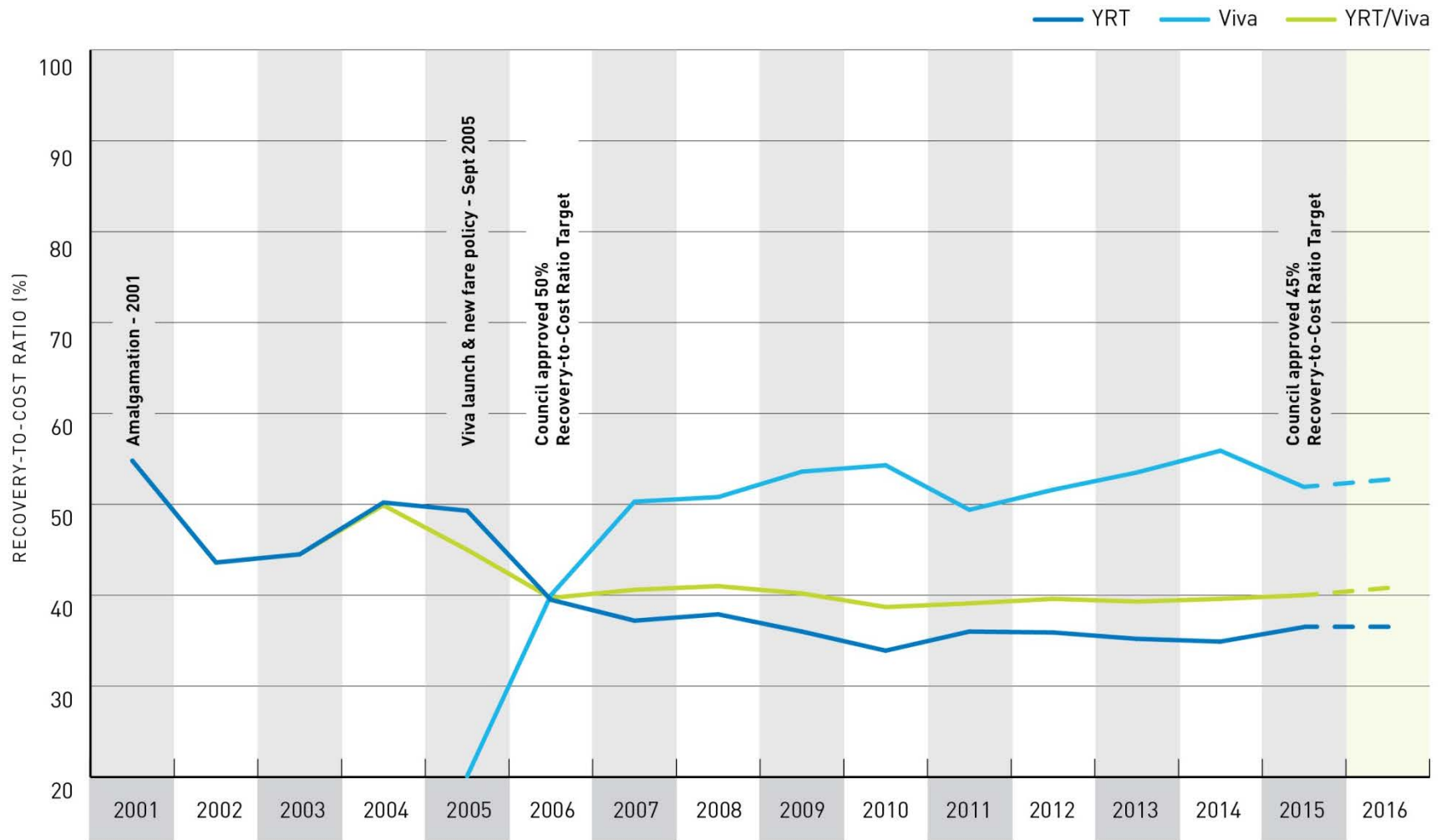
Mobility Plus ridership is expected to increase by nine per cent in 2016

GTHA Transit Service Area Comparison



YRT/Viva services 48 per cent of the geographic area operated by GTHA transit agencies

Revenue-to-Cost Ratio Trends



GTHA Transit System Comparison

Transit Agency*	Revenue Ridership	Revenue-to-Cost Ratio (%)	Service Area Population	Service Area (square km)	Total Vehicles
TTC	534.8 million	73	2.8 million	632	2,873
Hamilton Street Railway	22.3 million	47	0.5 million	235	221
MiWay	36.6 million	49	0.8 million	179	463
Brampton Transit	20.4million	46	0.6 million	267	359
YRT/Viva	22.4 million	40	1.0 million	1,776	520
Burlington Transit	2.1 million	37	0.2 million	98	54
Durham Region Transit	10.8 million	35	0.6 million	406	195
Oakville Transit	3.0 million	34	0.2 million	104	89

* Data from the 2014 Canadian Urban Transit Association Fact Book

YRT/Viva continues to maintain a 40 per cent revenue-to-cost ratio

Budget Pressures

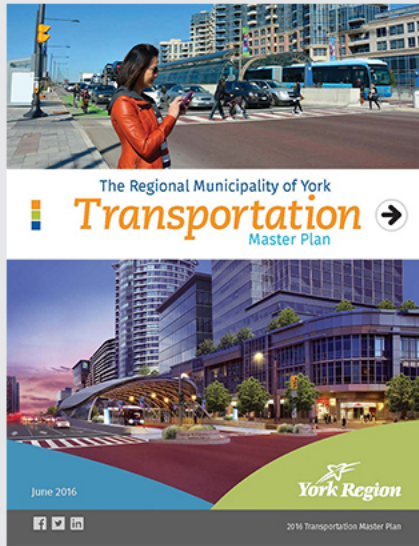
YRT/Viva	Millions (\$)
Annual construction mitigation	\$5.0 to \$7.0 million
Highway 7 rapidway (Bowes Road to Jane Street pre-subway)	\$0.5 to \$3.5 million
Spadina Subway opening	\$1.0 to \$7.0 million
New PRESTO agreement	\$1.0 to \$4.0 million
NET Pressure	\$7.5 to \$21.5 million

Increased operating costs are required to support new transit initiatives

YRT/Viva Strategic Direction

Transit System Lifecycle

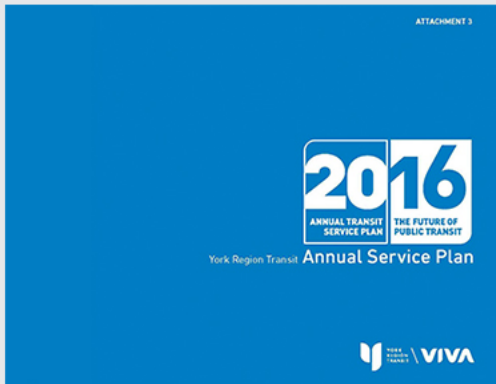




Transportation Master Plan



2016-2020 Strategic Plan



2016 Annual Service Plan



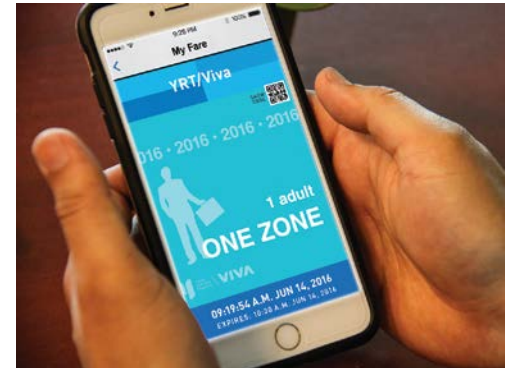
2017 Annual Service Plan



2018 Annual Service Plan

Multi-year Fare Strategy

1. Addresses revenue-to-cost ratio
2. Fare concessions
3. Full PRESTO implementation
4. Special purpose passes/programs
5. Non-fare revenue options
6. Implementation plan



The proposed fare strategy will support ridership growth, customers ability to pay and financial sustainability

Ridership Growth Study

Evaluate the impact of York Region's strategic initiatives on YRT/Viva ridership, identified in:

- Region's Official Plan
- Transportation Master Plan
- YRT/Viva's Strategic Plan and Fare Strategy

Identify other strategies that will promote ridership growth:

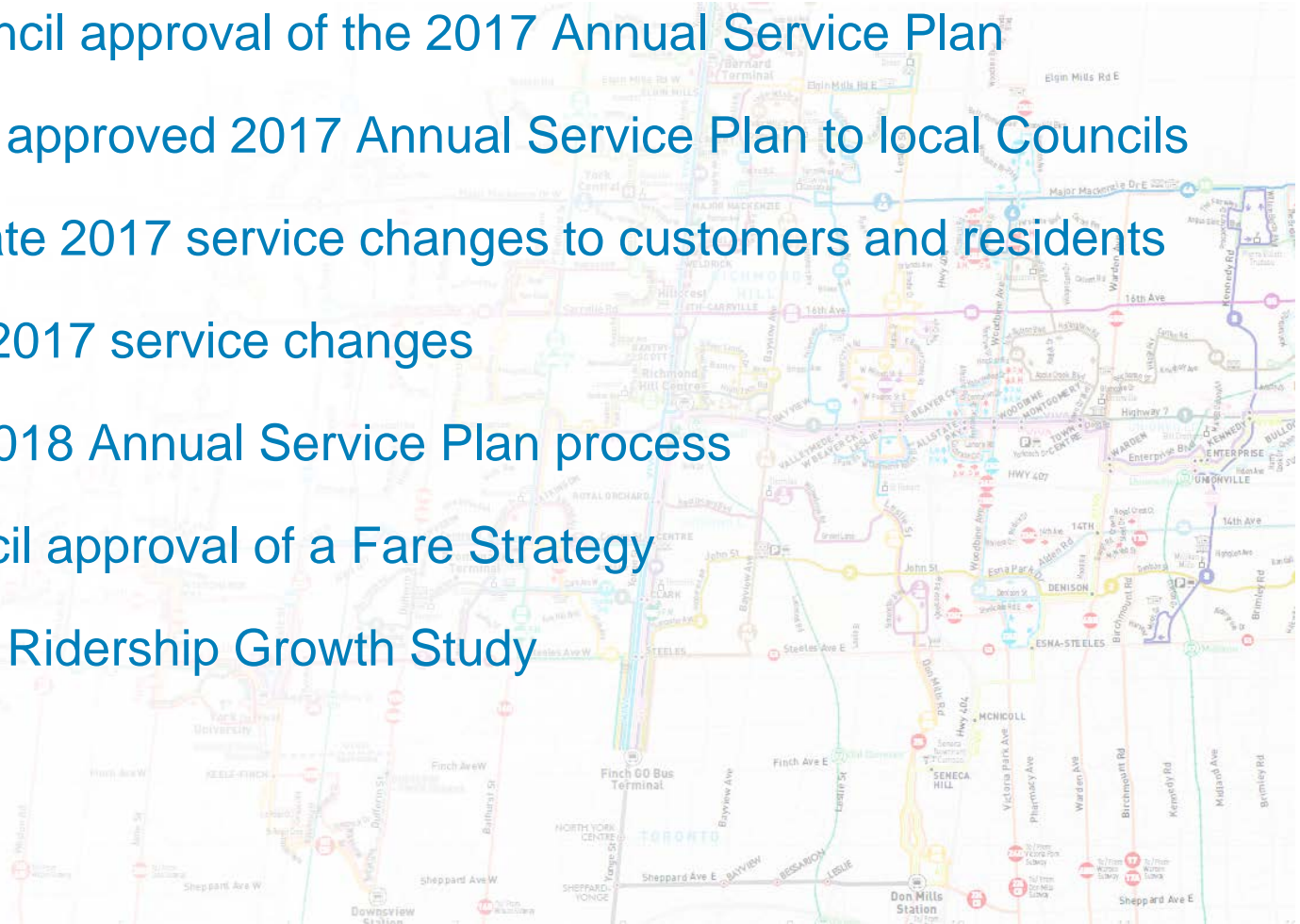
- Service delivery effectiveness
- Technology options



Identify opportunities to grow transit ridership

Next Steps

- Obtain Council approval of the 2017 Annual Service Plan
- Present the approved 2017 Annual Service Plan to local Councils
- Communicate 2017 service changes to customers and residents
- Implement 2017 service changes
- Begin the 2018 Annual Service Plan process
- Seek Council approval of a Fare Strategy
- Complete a Ridership Growth Study

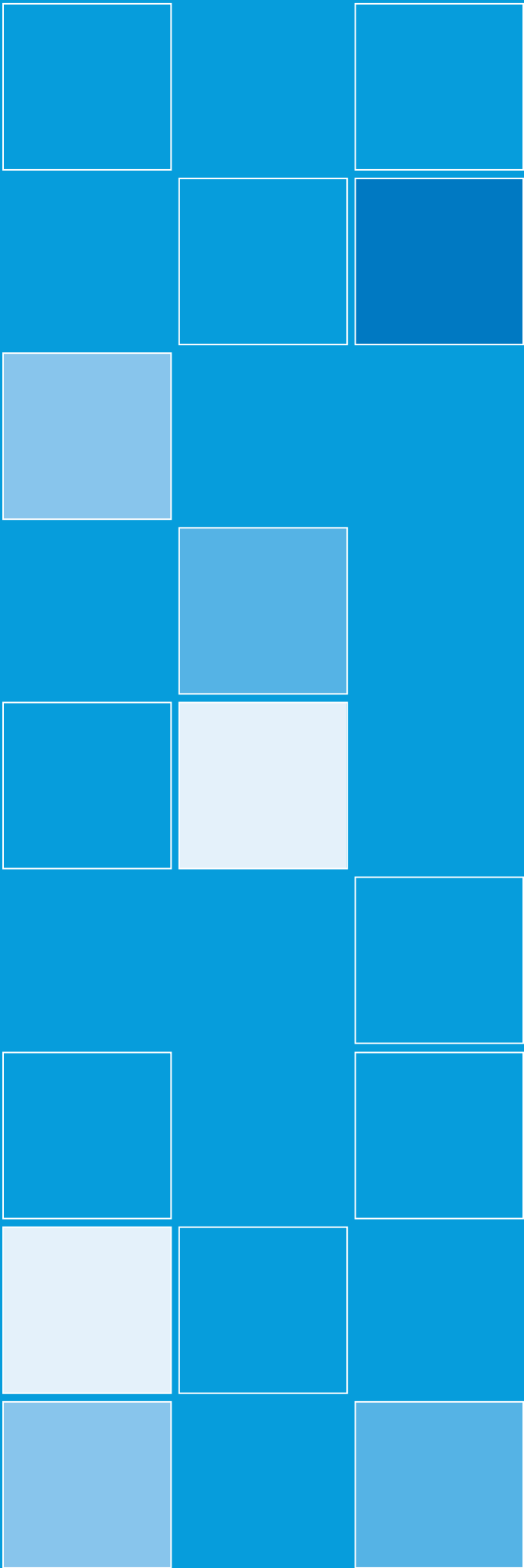


The Route to Innovation



2016 guide to transit





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York Region Transit (YRT/Viva) was formed in 2001 when five municipal transit systems amalgamated. Since that time, ridership on the system has grown to approximately 80,000 revenue riders per weekday and more than 22 million revenue riders annually.

Over 130 routes connect the nine municipalities of York Region to the City of Toronto and the Regions of Peel and Durham. YRT/Viva prides itself in being accountable to the residents of York Region and providing the best transit service possible.

Services

High School Specials	37
Local Routes	29
Base Routes	25
TTC Routes	10
GO Shuttles	0
Dial-a-Ride Routes.....	8
Viva Bus Rapid Transit	6
Express Routes.....	6
Community Bus.....	6
Seasonal Route.....	1
Rapidway kilometres proposed to be built.....	37
Rapidway kilometres in-service	9

Contractors

YRT/Viva contracts out service to four private bus contractors and the Toronto Transit Commission (TTC). York Region staff oversees the service delivery model and owns the bus garages, facilities and vehicles. The contractors oversee the bus operators and vehicle maintenance. This model allows YRT/Viva to service a very large geographic area and provide cost effective services to all nine municipalities.

- Miller Transit (Southeast Division)
- Transdev (Southwest Division)
- Tok Transit (North Division)
- Tok Transit (BRT Division)
- Toronto Transit Commission (TTC)

YRT/Viva Ridership

2015 revenue ridership	22.1 million
2016 projected ridership	22.5 million
2016 average daily revenue ridership	78,270
2016 average daily boardings	106,575
Average on-time performance, conventional	94%
Average on-time performance, BRT	95%
Revenue-to-cost ratio.....	39%

<p>2015 stat summary</p> <p>75,876 passengers on an average weekday</p> <p>22.1 million passenger trips annually</p> <p>30.2 million km serviced annually</p> <p>1.3 million hours of service annually</p>	<p>131 bus routes</p> <p>5,226 bus stops</p> <p>394 conventional buses</p> <p>123 Viva buses</p> <p>119 curbside vivastations</p> <p>94 Mobility Plus vehicles</p> <p>30 rapidway vivastations</p>	<p>381 thousand trips</p> <p>10 thousand registrants</p> <p>8 Dial-a-Ride services</p> <p><small>*Based on 2015 year-end data</small></p>	<p>AVERAGE WEEKDAY RIDERSHIP ON THE BUSIEST ROUTES:</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #0072bc; color: white;">VIVA BLUE 17,410</td> <td style="background-color: #6a3d9a; color: white;">VIVA PURPLE 7,874</td> </tr> <tr> <td style="background-color: #0072bc; color: white;">77 HIGHWAY 7 4,787</td> <td style="background-color: #0072bc; color: white;">88 BATHURST 4,467</td> </tr> <tr> <td style="background-color: #2c5e8c; color: white;">20 JANE 3,470</td> <td style="background-color: #2c5e8c; color: white;">91 BAYVIEW 3,712</td> </tr> <tr> <td style="background-color: #0072bc; color: white;">4 MAJOR MACKENZIE 3,411</td> <td style="background-color: #6a3d9a; color: white;">85 RUTHERFORD 3,297</td> </tr> </table>	VIVA BLUE 17,410	VIVA PURPLE 7,874	77 HIGHWAY 7 4,787	88 BATHURST 4,467	20 JANE 3,470	91 BAYVIEW 3,712	4 MAJOR MACKENZIE 3,411	85 RUTHERFORD 3,297
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CUSTOMER SERVICE

Conventional Contact Centre

Monday to Friday: 7 a.m. to 7 p.m.

Weekends/holidays: 8:30 a.m. to 4:30 p.m.

2015 total calls offered	209,828
2015 total calls answered	200,225
2015 total interactions, IVR	1,300,478
2015 CRM cases	216,546

Interpreter service available in 140 languages

Is English a second language for you or someone you know?

Do you need assistance with trip planning or have questions about transit? YRT/Viva Customer Service staff can help by connecting you with an interpreter.

Simply call the Contact Centre and tell the Customer Service Representative your language of preference. The representative will then connect you with an interpreter who will translate the conversation for you. The interpreter service is available in 140 languages.

The YRT/Viva Contact Centre may be reached at 1-866-668-3978. Calls are answered Monday to Friday from 7:00 a.m. to 7:00 p.m., and weekends/holidays from 8:30 a.m. to 4:30 p.m. Customers can connect with an interpreter during any of these times.

Top Ten Reasons for Calls in 2015



66,262

BUS TIME (NEXT BUS)

TRIP PLAN using multiple routes	22,593	TRIP PLAN using one route	19,607	TRIP PLAN using current bus	19,532
TRIP PLAN using late bus	18,232	INFORMATION routes and schedules	10,811	FARE POLICY category	5,424
LOST & FOUND transfer to contractor	4,927	CALL TRANSFER external	4,168	CALL TRANSFER internal	1,962



Mobility Plus is York Region's door-to-door shared ride, accessible public transit service for people with disabilities.

This service is available across all nine municipalities in York Region. Registered Mobility Plus users can book trips to travel anywhere across the Region, and even connect with neighbouring specialized transit services in the City of Toronto and the Regions of Peel and Durham. Service is available seven days a week.

The YRT/Viva Family of Services integrates conventional services with specialized transit to promote independence, inclusion, integration and self-sufficiency for customers.

Mobility Plus Contractors

- Care Accessible
- Royal Taxi
- Mobility Transportation Specialists (MTS)
- Transdev/Tok/Miller Transit

Mobility Plus Service Hours

- Service available: 5 a.m. to 3 a.m., 7 days/week
- Contact Centre: 6 a.m. to 12 a.m., 7 days/week

Mobility Plus Ridership

Registered clients	10,452
Projected 2016 ridership.....	416,000
2015 ridership.....	381,088
2015 Family of Services trips.....	9,123
2015 Family of Services km travelled.....	93,225
Day Programs serviced.....	55
Average on-time performance.....	93.2%





YRT/Viva facilities are designed, built and maintained to enhance the use of public transit for customers and York Region residents. All YRT/Viva facilities have been upgraded to meet Accessibility for Ontarians with Disabilities Act (AODA) requirements.



Operations, Maintenance and Storage Facilities	4
Terminals maintained by YRT/Viva.....	3
Terminals serviced by YRT/Viva	8
Curbside vivastations.....	119
Rapidway vivastations	30
Bus stops	5,226
Concrete pads.....	3,772
Shelters and benches	1,115
Paved gravel shoulder stops.....	510
Bike racks.....	220
Waste/recycling receptacles	856
Cost of a curbside vivastation	\$550,000
Cost of a rapidway vivastation.....	\$1.2 million

CAPITAL ASSETS – FLEET

YRT/Viva continues to improve its services by making it accessible for everyone in accordance with the AODA. Some of the accessible features on the bus fleet include:

- Kneeling buses with ramp or lift for easy boarding
- Automated next stop announcement
- Variable Message Display signs displaying next stop information
- Priority and Courtesy seating areas located close to the bus operator
- Two designated spots for passengers using mobility aids
- Slip resistant floors with minimal glare
- Grab bars, handrails and stanchions conveniently located across bus

YRT/Viva Fleet

Conventional vehicles	394
Viva BRT vehicles.....	123
Average bus life	7.3 years

Mobility Plus Vehicles

Sedans	48
Mini vans.....	32
Sprinter vans.....	6
Arboc buses	8

2015 Fuel Consumption by Contractor (millions of liters)

Transdev (Southwest Division)	4.7
Miller Transit (Southeast Division)	4.9
Tok Transit (BRT)	4.4
Tok Transit (North Division).....	2.3



Technology provides YRT/Viva and Mobility Plus staff and customers with a reliable, informative and convenient public transit system.

YRT/Viva strives to stay on the leading edge of technology by implementing new and innovative features for customers, including:

- Wi-Fi at Richmond Hill Centre Terminal
- Mobile Applications and open source data
- Variable Messaging Signs and LCD Screens
- Customer Relationship Management (CRM) System
- PRESTO Fare Card System
- Off-board fare payment for Viva
- Automated Stop Announcements
- Social Media and yrt.ca
- Google Maps
- Traffic Signal Priority
- Computer-Aided Dispatching (CAD)
- Automatic Vehicle Location (AVL)
- Automatic Passenger Counters (APC)
- Closed Circuit Televisions (CCTV)

FARE MEDIA AND ENFORCEMENT

Two-hour fares let customers travel on any YRT/Viva vehicle, in any direction, for two hours with just one fare. Customers just need to keep their transfers as proof of payment.

With a PRESTO card, customers don't have to worry about buying bus tickets, a paper monthly pass or having correct change to ride YRT/Viva. In York Region, with a tap of a PRESTO card, the fare is deducted automatically from the customer's account.

2015 Enforcement Statistics

Fares inspected, Viva proof-of-payment.....	471,006
Evasion rate, Viva proof-of-payment.....	1.55%
Fares inspected, conventional.....	27,197
Evasion rate, conventional.....	0.11%
Fares inspected, PRESTO.....	77,587
Evasion rate, PRESTO.....	0.79%

YRT/Viva and Mobility Plus Fares (EFFECTIVE JULY 1, 2016)								YORK REGION TRANSIT VIVA	
FARE CATEGORY	ADULT		STUDENT ¹		SENIOR/CHILD ²		EXPRESS ³	FARE OPTION AND SUPPLEMENTS	
	1 Zone	2 Zone	1 Zone	2 Zone	1 Zone	2 Zone	Adult Fare		
PRESTO	\$3.50	\$4.50	\$2.70	\$3.70	\$2.20	\$3.20	\$4.00	GTA Pass*	\$61.00
Cash Fare	\$4.00	\$5.00	\$4.00	\$5.00	\$4.00	\$5.00	\$4.50	Zone Upgrade†	\$1.00
10 Tickets	\$35.00	\$45.00	\$27.00	\$37.00	\$22.00	\$32.00	\$40.00	Ride to GO‡	\$0.75
Monthly Pass	\$140.00	\$185.00	\$105.00	\$150.00	\$59.00	\$89.00	\$162.00		

1) Full-time Secondary School Students (ages 13–19) must present a valid student I.D. card. 2) Seniors (65+) must show proof of age. Child is elementary school age (6–12). One child (ages 1–5) may ride free with an adult. Children under 1 year ride free. 3) Express fare is \$0.50 in addition to regular fare prices. Express monthly pass available through PRESTO only (no paper passes). Fare rates effective July 1, 2016 and are subject to change. No refunds. PRESTO monthly passes also available. Visit yrt.ca for complete fare information.

* GTA Weekly Pass is transferable and valid for unlimited 1 Zone travel within the Greater Toronto Area.

† Zone upgrade is in addition to regular fares.

‡ Proof of valid GO Transit fare required when transferring to or from GO Train stations.

PROOF OF PAYMENT REQUIRED ON VIVA



Chalmers Road



YRT/Viva Transit New

VIVA

#preptime

Bus time is #TheNewMeTime

yrt.ca @yrt

YRT/Viva services a diverse, young demographic with 45 per cent of customers using the system to get to and from school. Over 70 per cent of riders are under age 29.

Age

Under 18	17%
18 to 29	55%
30 to 39	14%
40 to 49	7%
50 to 65	6%
65+	1%

Gender

Male	45%
Female	55%

Language(s) Spoken

English	95%
Other	18%
Chinese	14%
French	12%
Spanish	4%
Italian	3%
Punjabi	3%
Arabic	3%

Reason for Travel

Education	45%
Work	39%
Other (leisure, social, shopping, etc.)	16%
Do not own a car/no other choice	60%
Discretionary riders	40%

Earnings

Less than \$25K	65%
\$25K to \$50K	24%
\$50K to \$75K	7%
\$75K+	5%

* Source: 2015 Wave Two Customer Satisfaction Survey conducted by TransPro Consulting

Customers are kept informed through a variety of communication channels and materials including:

- YRT/Viva Contact Centre
- Mobility Plus Contact Centre
- MyTransit newsletter
- Mobility Plus newsletter
- On-street information
- Route navigators and maps
- Yrt.ca and talk2yrt.ca
- Twitter, Facebook, Instagram and YouTube
- Mobile applications





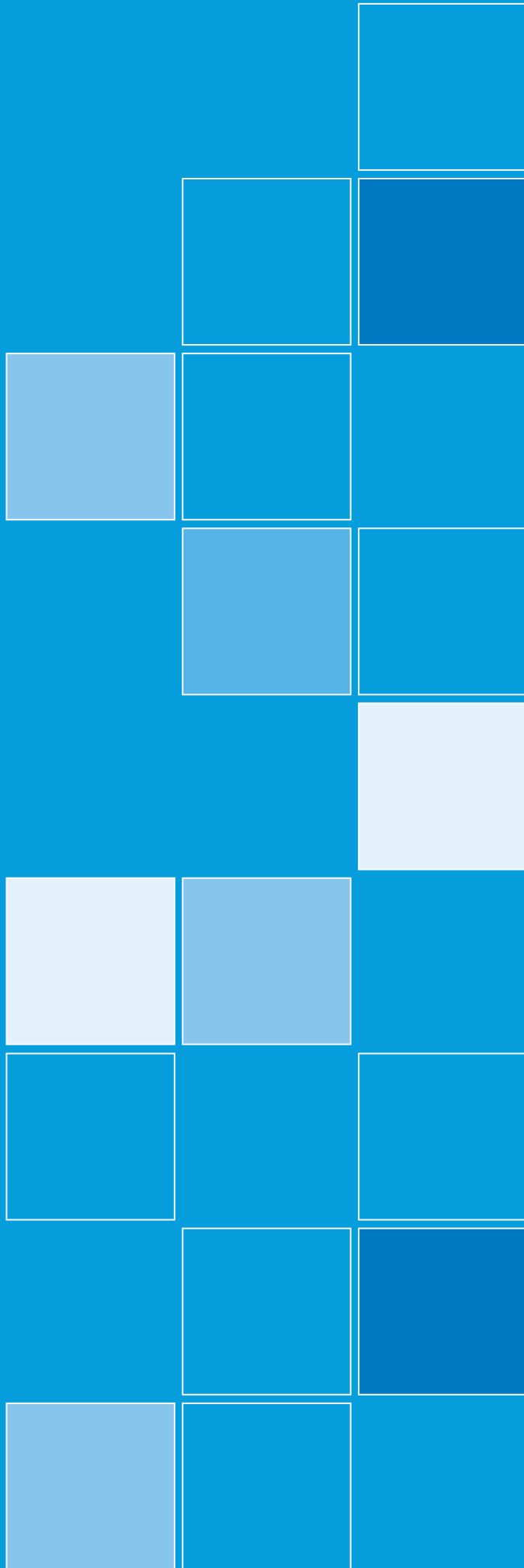
88 Bathurst

southbound

northbound

SERVICE

SERVICES



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