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For Immediate Release

YRT/Viva ridership soars in 2010

Record-breaking growth in first three months shows more are choosing transit

NEWMARKET – The Regional Municipality of York is witnessing impressive gains in 2010 York Region Transit (YRT)/Viva ridership. Year-over-year growth from 2009 to 2010 shows an average gain of 7.5 per cent from January to March.

“York Region continued to invest in growing and improving YRT/Viva services throughout the difficult economic climate over the past few years,” said York Region Chairman and CEO Bill Fisch. “Now that business is picking up, transit ridership is growing as more residents recognize the benefits of choosing public transit over driving.”

YRT/Viva experienced significant ridership gains in each of the first three months of 2010, with February and March posting the highest ridership in the history of YRT/Viva for those respective months.

Month	2009	2010	Month change (%)	Year-to-date change (%)
January	1,464,280	1,608,610	9.9	9.9
February	1,480,919	1,532,249	3.5	6.6
March	1,644,873	1,726,714	5.0	6.0

“I think we can expect the trend of YRT/Viva ridership growth to continue,” said Town of Whitchurch-Stouffville Mayor Wayne Emmerson, Chair of the Region’s Transportation Services Committee. “From our state-of-the art trip planning and real-time schedule technology, to our modern and comfortable fleet, YRT/Viva offers many benefits that will continue to attract new riders.”

More than 120 YRT/Viva routes keep residents connected within York Region, as well as with connecting services in the City of Toronto and the Region of Peel. Over 18 million riders used YRT/Viva services in 2009.

For more information about YRT/Viva services, please visit the YRT/Viva website at www.yrt.ca or call the Customer Service Centre at 1-866-MOVE-YRT (668-3978).

For more information on The Regional Municipality of York, please visit www.york.ca

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