



MEDIA ADVISORY



Tuesday, August 9, 2011

YRT/Viva invites resident feedback on proposed route and service changes

Public Information Centres to be held in all York Region municipalities

NEWMARKET – The Regional Municipality of York invites residents to attend upcoming York Region Transit (YRT/Viva) Public Information Centres (PICs) throughout the month of August and provide input into the service planning process and receive an overview of its operational focus for 2012.

YRT/Viva will host the following PICs throughout York Region:

Municipality	PICs Dates and Locations
Town of Newmarket	Location: Newmarket GO Bus Terminal Date: August 10, 2011 Time: 4 p.m. to 7 p.m.
Town of Richmond Hill	Location: Hillcrest Mall Date: August 11, 2011 Time: 4 p.m. to 7 p.m.
Township of King	Location: King Township Public Library Date: August 16, 2011 Time: 5 p.m. to 7 p.m.
Town of East Gwillimbury	Location: Mount Albert Community Centre Date: August 18, 2011 Time: 5 p.m. to 7 p.m.
Town of Stouffville	Location: Lebovic Community Centre Date: August 22, 2011 Time: 5 p.m. to 7 p.m.
City of Vaughan	Location: Al Palladini Community Centre Date: August 23, 2011 Time: 5 p.m. to 7 p.m.
Town of Markham	Location: Markville Mall Date: August 24, 2011 Time: 4 p.m. to 7 p.m.
Town of Aurora	Location: Aurora GO Train Station Date: August 30, 2011 Time : 4 p.m. to 7 p.m.
Town of Georgina	Location: Georgina Public Library Date: August 31, 2011 Time: 5 p.m. to 7 p.m.

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In October 2011, YRT/Viva will outline a series of proposed route and service changes in each municipality to York Regional Council. The proposed changes are part of YRT/Viva's 2012 Annual Service Plan and will focus on:

- Customer service
- Route restructuring
- Strengthening the grid network
- Matching service to meet demand
- Improving service reliability

YRT/Viva offers local and rapid transit services throughout all nine municipalities in York Region. More than 120 routes keep residents connected within York Region, as well as with connecting services in the City of Toronto and the Region of Peel. More than 19 million riders used YRT/Viva services in 2010, with an average of 73,000 boardings made each weekday.

YRT/Viva experienced significant ridership gains in the first six months of 2011, reporting a 10.5 per cent increase when compared to the same timeframe in 2010. If this trend continues, YRT/Viva will surpass 21 million riders in 2011.

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)**.

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Founded in 1971, The Regional Municipality of York is made up of nine municipalities and provides services to more than one million residents, 29,000 businesses and 495,000 employees.