



Transportation Services Department

MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: March 21, 2011

RE: February 2011 Transit Ridership Statistics

This memo provides an overview of YRT/Viva ridership statistics for February 2011. YRT/Viva revenue ridership for February is over 1.66 million, which represents an increase of approximately 126,000 revenue riders, or 8.2%, over February 2010. This is the highest ridership for a February since amalgamation in 2001.

Employment

According to Statistics Canada^[1], the national unemployment rate for February 2011 was 7.8%, a decrease from 8.2% in February 2010. With the economy generally recovering, it is anticipated that ridership will likewise continue to recover.

High Gas Prices

Gas prices in February 2011 ranged from \$1.12 to \$1.21 per litre^[2], including the Harmonized Sales Tax (HST). In February 2010, gas prices were lower, ranging from under \$0.94 to over \$0.99 per litre. Higher gas prices tend to help attract riders to public transportation. If gas prices continue to trend upward, this could result in an increase in ridership.

Viva Ridership

Viva service continues to perform well with all Viva routes experiencing double digit ridership growth. Viva carried over 91,000 additional boardings in February 2011, a 14.5% increase over February 2010. The ridership on Viva Blue and Viva Purple increased by 11.5% and 14.8%, representing additional boardings of 41,000 and 25,000 respectively.

Mobility Plus Ridership

February ridership for Mobility Plus has increased by 2.0% over February 2010. In February 2011, Mobility Plus carried an additional 557 passengers over February 2010. In comparison to February 2010, February 2011 generally experienced greater amounts of snowfall and a colder average temperature^[3], causing Mobility Plus customers to travel less.

Kathleen Llewellyn-Thomas, P.Eng.
Commissioner of Transportation Services

Notes:

[1] March 4, 2011. Latest Release from the Labour Force Survey. *Statistics Canada*. Retrieved from <http://www.statcan.gc.ca/subjects-sujets/labour-travail/lfs-epa/lfs-epa-eng.htm>. Retrieved date March 17, 2011.

[2] 18 Month Average Retail Price Chart. (2011). *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date March 17, 2011.

[3] Daily Data Report for February 2011. *Environment Canada - National Climate Data and Information Archive*. Retrieved from http://www.climate.weatheroffice.gc.ca/climateData/dailydata_e.html?StationID=4841. Retrieved date March 17, 2011.



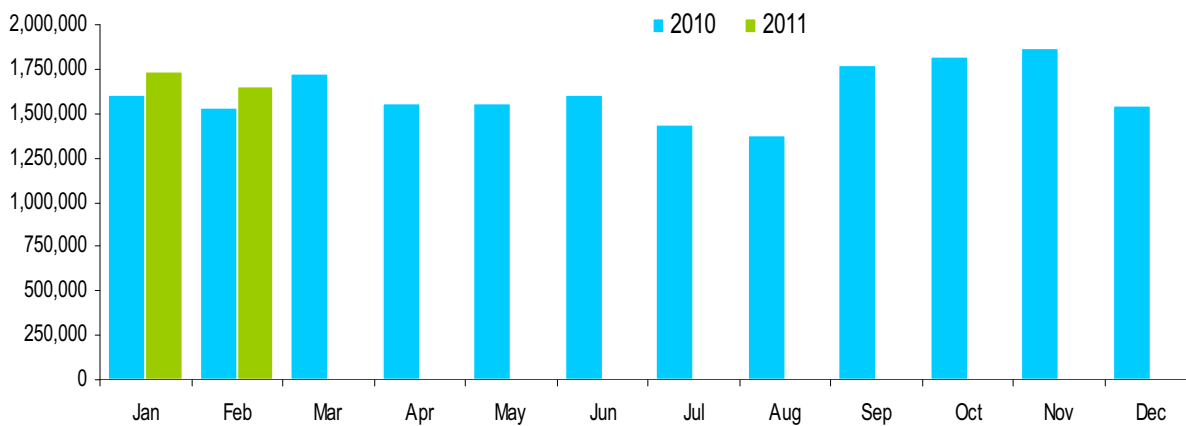
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YRT/Viva

2011 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2010 ¹	2011	Month Change ['11 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2011
January	1,599,353	1,740,807	8.8%	8.8%	70,078
February	1,532,249	1,658,141	8.2%	8.5%	73,187
March	1,726,714				
April	1,561,915				
May	1,551,310				
June	1,603,156				
July	1,432,934				
August	1,373,565				
September	1,776,754				
October	1,814,785				
November	1,862,985				
December	1,550,744				
YTD	19,395,721	3,398,948			

NOTES:

- 2010 revenue ridership adjusted for 2011 comparison.



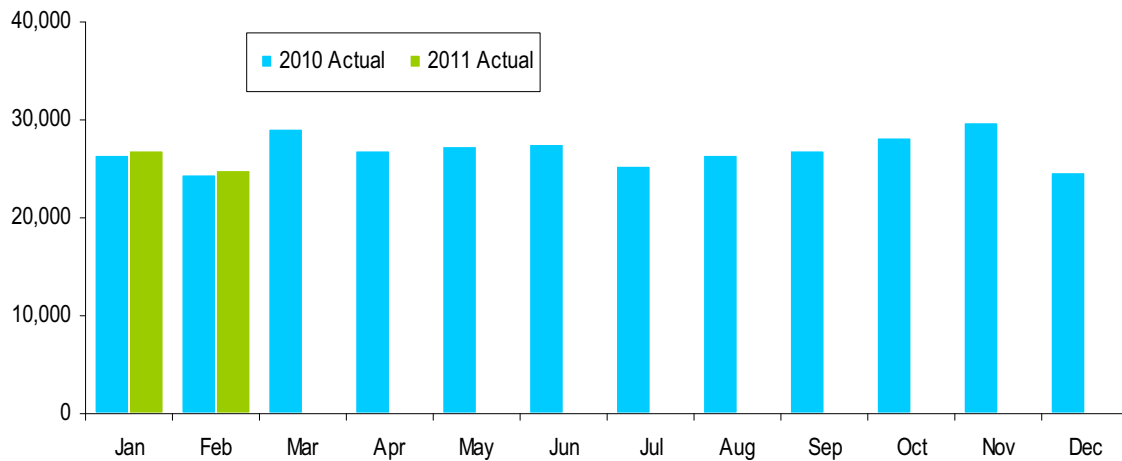
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YRT/Viva

2011 Ridership Summary

Specialized Services – Mobility Plus



Month	2010 Ridership	2011 Ridership	Month Change ('11 vs. '10)	Year to Date Change	Avg Wkday Rev Ridership 2011
January	26,407	26,948	2.0%	2.0%	1,142
February	24,400	24,957	2.3%	2.2%	1,155
March	29,035				
April	26,810				
May	27,365				
June	27,521				
July	25,381				
August	26,391				
September	26,788				
October	28,301				
November	29,692				
December	24,697				
YTD	322,788	51,905			

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY

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19 weekdays, 4 Saturdays, 5 Sunday/Holidays	Feb-11
19 weekdays, 4 Saturdays, 5 Sunday/Holidays	Feb-10

YRT Route #	Route Name	2010				TOTAL BOARDINGS (MONTH)				TOTAL BOARDINGS (YEAR TO DATE)				2011				Notes
		Avg Wkly Boardings	Avg Sat Boardings	Avg Sthltd Boardings		2010	2011	Percentage (11 Vs 10)		2010	2011	Percentage (11 Vs 10)		Avg Wkly Boardings	Avg Sat Boardings	Avg Sthltd Boardings		
1 ⁽¹⁾	Highway 7	1478	502	435		32,771	32,103	-2.0%		63,022	67,451	-6.8%		1,427	794	308		Peak period service level reductions (April 26, 2010). Stable ridership
2 ⁽¹⁾	Milliken	2,159	562	372		45,966	45,966	-0.2%		94,600	95,367	-1.0%		2,136	692	385		Peak period service level reductions (April 26, 2010). Stable ridership
2A ⁽¹⁾	14th Ave	822	0	0		15,855	16,922	6.7%		31,665	33,799	6.7%		880	0	0		General corridor growth
3 ⁽¹⁾	Thornhill - York U.	1,606	394	288		33,948	33,948	12.1%		71,153	77,505	9.4%		1,830	142	468		General corridor growth
8	Kennedy Rd	1,154	379	282		24,888	27,738	11.5%		49,496	57,725	16.6%		1,268	429	310		Connections to Viva. General corridor growth. Increase in midday service (September 5, 2010)
9 ⁽¹⁾	Ninth Line	124	0	0		2,401	2,858	19.0%		4,832	6,000	24.2%		148	0	0		General corridor growth. Increase in midday service (September 5, 2010)
15	Stouffville Local	108	0	0		2,109	2,524	19.7%		4,392	4,660	5.9%		130	0	0		General corridor growth. Increase in midday service (September 5, 2010)
16	Bur Oak	1,009	69	0		19,632	18,666	-3.9%		39,510	39,060	-1.1%		966	91	0		Stable ridership
40	Unionville Local	681	129	96		14,121	12,097	-14.3%		27,092	24,232	-10.6%		381	82	0		Peak period service level reductions (April 26, 2010). Connection to Viva
41	Unionville Local	338	123	56		7,302	3,944	-45.5%		11,447	16,394	43.3%		424	88	0		Peak period service level reductions (April 26, 2010). General corridor growth
42	Brimley	138	0	0		2,641	3,036	15.0%		5,416	6,224	14.9%		158	0	0		Last PM northbound trip discontinued (April 26, 2010). General corridor growth
43	Markham GO Shuttle	85	0	0		839	1,309	57.3%		3,562	5,352	50.3%		63	0	0		Stable ridership
202	Unionville GO Shuttle	152	0	0		2,857	2,903	1.6%		5,693	5,816	2.1%		152	0	0		New route implemented (Sept 2009)
203	Markham GO Shuttle	50	0	0		2,859	2,903	1.6%		5,693	5,816	2.1%		152	0	0		Stable ridership
300 ⁽¹⁾	Business Express	208	0	0		4,012	4,718	17.6%		8,763	9,791	11.7%		244	0	0		Stable ridership
302 ⁽¹⁾	Markham Express	366	0	0		7,068	6,808	-3.6%		15,120	14,794	-2.2%		352	0	0		Stable ridership
304 ⁽¹⁾	Markham Express	171	0	0		3,392	3,937	16.1%		6,839	8,196	18.1%		203	0	0		Stable ridership
306 ⁽¹⁾	Bur Oak Express	158	0	0		3,835	5,075	32.3%		8,118	10,704	31.9%		261	0	0		General corridor growth
522	Markham Community Bus	53	47	0		1,195	1,789	49.7%		2,479	3,598	45.1%		79	72	0		General corridor growth. 1 additional PM trip implemented (June 2010)
Markham Total		10,928	2,195	1,529		27,619	29,866	8.2%		46,493	49,333	6.2%		1,473	2,444	1,641		Rider migration from Mobility Plus
TTC 17A ⁽¹⁾	Brimley	188	0	0		3,762	4,408	17.2%		7,920	9,260	17.2%		232	0	0		General corridor growth
TTC 20D, 224B/C/D ⁽¹⁾	Vic Park North (Woodbine)	938	66	48		18,345	18,658	1.7%		38,610	39,181	1.5%		949	74	60		Stable ridership. Route extended to New Honda Plan in Markham (May 10, 2010)
TTC 68B ⁽¹⁾	Warden North	922	423	230		20,360	19,537	-4.0%		42,794	41,054	-4.1%		865	463	250		Stable ridership. Route extended to Viva
TTC 102D ⁽¹⁾	Markham Rd	875	240	202		18,595	21,015	13.0%		39,142	44,206	12.9%		967	358	242		General corridor growth
TTC 128A ⁽¹⁾	McCowan North	2,752	1,360	432		58,368	63,368	8.5%		122,512	133,273	8.8%		2,813	1,314	931		General corridor growth
	TTC Markham Total	5,605	2,089	912		119,430	128,976	6.3%		250,978	266,994	6.4%		5,826	2,299	1,483		General corridor growth
	Markham & TTC Total	16,533	4,284	2,441		347,039	365,862	5.4%		715,881	760,827	6.3%		17,299	4,653	3,124		General corridor growth
44A ⁽¹⁾	Maple Express	2,569	1,044	820		54,174	66,743	23.2%		111,376	138,913	24.7%		2,965	1,172	958		Stable ridership
7 ⁽¹⁾	Clark	1,632	301	0		32,684	32,724	0.2%		69,695	66,769	-2.8%		1,612	438	0		Stable ridership
7 ⁽¹⁾	Clark	1,632	301	0		32,684	32,724	0.2%		69,695	66,769	-2.8%		1,612	438	0		Stable ridership
7 ⁽¹⁾	Clark	1,632	301	0		32,684	32,724	0.2%		69,695	66,769	-2.8%		1,612	438	0		Stable ridership
10 ⁽¹⁾	York U. (Woodbridge)	327	59	68		14,766	16,859	14.2%		32,009	34,818	8.8%		848	91	0		Increased ridership to Humber College
11	Woodbridge	106	41	17		2,361	1,856	-21.4%		4,624	3,395	-26.6%		437	44	52		Increased in employment travel
12	Pine Valley	322	120	0		6,804	4,790	-29.6%		13,467	10,672	-20.8%		226	80	0		Decrease in employment travel
13	Islington Ave	344	90	0		7,207	7,467	3.6%		14,953	15,492	3.6%		364	83	0		Stable ridership
20 ⁽¹⁾	King City	1,872	1,237	660		45,178	54,654	21.0%		96,079	112,155	16.7%		2,290	1,425	808		Stable ridership
22/22A ⁽¹⁾	Thornhill Woods	368	38	0		7,156	12,852	79.6%		13,686	26,182	91.3%		631	192	0		Stable ridership
23 ⁽¹⁾	Highway 27	31	21	11		1,643	1,947	18.5%		3,4178	39,713	16.2%		1,002	0	0		Rider migration from discontinued GO Route 64 to new YRT Route 22A (implemented Sept 2010). General corridor growth
28	Zenway-Hwy 27	48	0	0		938	509	-46.7%		1,546	2,514	62.6%		58	10	9		Peak period route extension to Teston Road (Fall 2010)
77 ⁽¹⁾	Hwy 7 - Centre St	1,331	0	0		54,880	82,308	50.0%		111,678	167,842	50.3%		3,667	1,437	1,070		Stable ridership
96 ⁽¹⁾	Yonge St	2,150	1,672	788		63,736	85,266	33.8%		129,491	173,677	34.1%		3,620	1,867	1,633		Restructured routing in association with introduction of Züm; assumption of trips previously operated by Brampton Transit (September 2010)
360 ⁽¹⁾	Maple Express	263	0	0		5,406	8,414	55.6%		11,223	16,251	44.8%		421	0	0		Schedules updated to reflect actual travel time (Sept 2010)
	Vaughan Total	14,524	6,046	2,364		319,666	403,818	26.3%		659,262	828,558	25.7%		18,261	6,639	4,530		Schedules updated to reflect actual travel time (Sept 2010)
TTC 35-D ⁽¹⁾	Jane	1,354	429	0		27,442	24,445	-10.9%		57,592	51,356	-10.8%		1,294	252	0		Decrease in employment travel
TTC 37-D ⁽¹⁾	Islington	142	0	0		2,689	1,881	-30.0%		5,660	3,360	-30.0%		99	0	0		Decrease in employment travel
TTC 105, 105-B ⁽¹⁾	Dufferin North	1,738	552	525		37,846	40,378	6.7%		79,691	84,932	6.6%		1,810	802	556		General corridor growth
TTC 107-C/D/B/F ⁽¹⁾	Keele North	2,669	724	387		55,533	59,560	7.3%		116,789	125,284	7.3%		2,844	786	476		General corridor growth
TTC 160 ⁽¹⁾	Bathurst North	775	569	396		18,931	18,502	-2.3%		39,798	38,935	-2.2%		1,719	594	493		Stable ridership
TTC 165-D/F ⁽¹⁾	Weston Road North	1,580	1,767	721		40,693	39,024	-4.6%		85,267	79,932	-6.3%		1,576	1,105	732		Rider migration to Route 88-Bathurst
	TTC Vaughan Total	8,257	4,041	2,019		183,133	182,760	-0.2%		384,971	384,399	-0.1%		8,292	3,539	2,257		Possible rider migration to alternate north-south routes (e.g. Routes 20 & 300)
	Vaughan & TTC Total	22,781	10,057	4,383		502,799	586,608	16.7%		1,044,059	1,212,957	16.2%		26,543	10,378	6,787		

* Route crosses municipal boundaries.

YRT Route #	Route Name	2010		TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2011		Avg S/H Boardings	Notes	
		Avg Wkly Boardings	Avg Sat Boardings	2010	2011	Percentage ('11 vs '10)	2010	2011	Percentage ('11 vs '10)	Avg Wkly Boardings	Avg Sat Boardings			
81	Inspiration	112	0	2,146	3,571	66.4%	4,894	7,560	54.5%	187	0	0	New development in the area, general corridor growth	
82	Valleymere-Scadina	568	35	10,997	10,791	-1.9%	22,962	22,833	-1.6%	558	36	0	Stable ridership	
83	Trench	1,066	78	20,772	22,745	9.5%	47,724	49,847	4.4%	1,164	119	0	General Corridor growth	
84	Oak Ridges	282	35	5,527	5,524	-0.1%	10,120	10,853	7.2%	283	31	0	Stable ridership, Dial-A-Ride service implemented on (April 2010)	
85/85A/85B [1]	16th Ave/Rutherford	3,372	1,536	87,430	94,434	6.9%	194,914	195,689	0.4%	4,150	1,957	1,084	General corridor growth	
86	Waldorf-Newark	645	389	13,970	14,793	5.9%	29,837	32,305	8.3%	747	116	0	General corridor growth	
87 [1]	Landsaft Local	1,066	112	20,963	23,021	9.8%	46,602	44,769	-3.9%	1,178	112	0	General growth	
88/88A/88E [1]	Bathurst/Bathurst Express	3,098	1,613	74,338	82,075	10.4%	154,469	169,223	9.6%	3,570	1,702	1,238	General growth; wkday service before Elgin Mills Community Ctr extended to Seneca - King Campus (Nov 15, 2010)	
589	RH Community Bus	125	98	3,202	3,731	16.5%	6,774	7,485	10.5%	141	123	112	Rider migration from Mobility Plus	
90/90B [1]	Leslie	2,874	398	280	58,171	69,206	19.0%	126,001	142,297	12.9%	3,331	792	361	General corridor growth
91/91A/91B/91E [1]	Bayview South/Express	3,590	1,464	968	80,021	82,147	2.7%	161,764	170,544	5.4%	3,707	1,388	1,044	Stable ridership
240	Mill Pond GO Shuttle	140	0	2,684	3,540	31.9%	5,499	7,051	28.2%	185	0	0	General corridor growth	
241	Bay Acres GO Shuttle	59	0	1,152	1,604	39.2%	2,081	3,128	50.3%	84	0	0	General corridor growth	
242	N Richvale GO Shuttle	42	0	816	964	18.1%	2,115	2,272	7.4%	50	0	0	General corridor growth	
243	Redstone GO Shuttle	157	0	3,018	4,400	45.8%	6,842	6,390	-6.6%	229	0	0	General corridor growth	
244	Beaver Creek Shuttle	36	0	688	n/a	n/a	1,625	n/a	n/a	n/a	n/a	n/a	Route discontinued due to low performance as of Feb 14th 2010	
	Richmond Hill Total	17,832	5,758	385,895	421,546	9.2%	824,213	871,996	5.8%	13,564	6,376	3,839	General corridor growth	
31 [1]	Aurora North	84	0	1,607	2,004	24.7%	3,196	4,058	27.0%	105	0	0	Trips/routing modified to accommodate students of Cardinal Carter CHS in Sept 2010, General corridor growth, Dial-A-Ride Service implemented, and Peak Period frequency adjusted April 2010	
32	Aurora South	524	120	10,504	10,598	0.9%	21,348	21,361	2.9%	547	35	0	General corridor growth	
33/33A	Wellington	544	203	11,211	11,756	4.9%	21,154	24,419	15.4%	582	157	0	Stable Ridership	
34	Industrial Parkway	39	0	741	686	-7.2%	1,607	1,246	-22.5%	36	0	0	General corridor growth	
	Aurora Total	1,191	323	24,063	25,046	4.1%	47,305	51,684	9.3%	1,270	192	0	Stable Ridership	
44	Bristol - London	171	89	3,883	4,556	17.3%	8,472	9,249	9.2%	224	65	0	General corridor growth, Route extended to Sacred Heart HS in Sept 2010	
51	Keswick Local	325	31	6,355	5,481	-13.8%	12,681	11,156	-12.0%	278	38	0	Routing was re-structured in Sept 2010 to include Keswick Market place and frequency was reduced to accommodate this routing change	
52 [1]	Holland Landing Local	279	163	6,008	6,104	1.6%	11,754	12,465	6.0%	291	124	0	General corridor growth	
53	Woodspring-Clearmeadow	323	187	143	7,545	-1.5%	14,763	15,020	1.7%	344	116	98	Stable Ridership	
54 [1]	Bayview North	235	38	4,646	6,934	49.2%	9,598	13,924	45.1%	333	118	0	Route re-structured in June 2010, to provide direct connection to Yonge Street	
55/55B	Davis Dr.	1,304	669	29,541	29,805	0.9%	58,860	60,670	3.4%	1,310	692	377	Stable ridership	
56	Gorham-Eagle	502	181	138	11,054	11,066	0.1%	22,510	23,006	2.2%	503	205	120	Stable ridership
57/57A	Mulock Dr.	724	230	17	14,875	15,748	5.9%	30,965	31,438	1.5%	738	326	58	Stable ridership
58/58A	Leslie North	69	0	1,322	1,395	5.5%	2,846	3,010	5.8%	72	0	0	General corridor growth	
GO Rte 69 [1]	Sutton GO Bus	202	96	4,677	4,873	4.2%	9,588	10,000	4.3%	215	87	88	Stable ridership	
98 (incl. 98E) [1]	Yonge North	853	580	21,031	26,024	23.7%	41,920	54,116	29.1%	1,057	831	492	General corridor growth, new 98E Limited Express implemented (November 15, 2010)	
220	Keswick GO	11	0	212	210	-0.9%	467	463	-0.9%	11	0	0	Stable ridership	
222	Aurora-Nrmt GO Shuttle	63	0	1,204	1,169	-2.9%	2,299	2,403	4.5%	61	0	0	Stable ridership	
223	Newmarket GO Shuttle	22	0	420	347	-17.4%	842	773	-8.2%	18	0	0	Stable ridership	
520/521	Newmarket Community Bus	62	25	1,338	1,342	0.3%	2,935	2,640	-10.1%	65	13	11	Stable ridership	
	Newmarket Total	5,145	2,289	114,227	122,599	7.3%	230,500	250,533	8.7%	5,520	2,615	1,244	General corridor growth	
	YRT SUB-TOTAL	63,482	22,741	1,374,033	1,521,061	10.7%	2,861,958	3,147,997	10.0%	70,196	24,214	14,994	General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1], new Viva A branch (July 2010)	
	Viva												General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1], new Galsworthy Viva Station	
blue (incl. blue A) [1]	Yonge Corridor	15,718	9,063	356,470	397,360	11.5%	770,549	838,767	8.9%	15,199	9,057	6,683	General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1], new Galsworthy Viva Station	
purple [1]	Highway 7 Corridor	7419	3761	169,702	194,817	14.8%	357,664	412,999	15.5%	7,819	4,180	3,056	General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1]	
green [1]	Markham North-South Link	639	0	12,132	14,318	18.0%	25,278	29,701	17.5%	693	0	0	Züm ridership credits (Sep 2010); TTC/Orange fare agreement (Aug 2010); APC adjustment to Feb 2011 data [1]	
orange (incl. Züm) [1]	Vaughan North-South Link	2487	1141	55,984	66,001	17.9%	123,203	140,202	13.8%	2,678	1,568	1,016	General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1]	
pink [1]	Finch - Unionville	2015	0	38,293	51,843	35.4%	81,175	106,573	31.3%	2,550	0	0	General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1]	
	Viva SUB-TOTAL	27,739	13,986	632,581	724,339	14.5%	1,357,669	1,528,242	12.5%	28,939	14,805	10,765	General corridor growth: adjustment applied to Feb 2011 data to offset APC issues [1]	
	Route crosses municipal boundaries.													

[1] Route crosses municipal boundaries.
[2] Viva ridership data adjustment is derived on a monthly basis, and compensates for temporary malfunctions of on-board automatic passenger counter (APC) equipment, and for drivers not logging onto InH APC system.

Tot. Boardings		YRT/VIVA SYSTEM TOTAL		2010		2011		Percentage ('11 vs '10)		2010		2011		Percentage ('11 vs '10)	
Rev. Boardings	YRT/VIVA SYSTEM TOTAL	91,221	36,727	21,647	2,006,613	2,246,000	11.9%	4,219,827	4,576,239	10.8%	99,135	39,019	25,759	25.7%	99,135
1. System-wide transfer rate = Revenue Boardings / Total Boardings =															

Notes: 1. System-wide transfer rate = Revenue Boardings / Total Boardings = 26.2%

By Route Class	2010		2011		TOTAL BOARDINGS (YEAR TO DATE)		2011		Avg S/H Boardings	Notes
	Avg Wkly Boardings	Avg Sat Boardings	2010	2011	Percentage ('11 vs '10)	2010	2011	Percentage ('11 vs '10)		
Base Routes	75,200	34,061	20,731	1,682,143	1,692,806	12.5%	3,546,581	3,951,446	11.4%	36,940
Local Routes	13,753	2,496	817	279,292	299,026	7.1%	577,792	615,878	6.6%	1,871
Express Routes	1,206	0	23,631	23,631	29,952	22.5%	50,163	59,733	19.1%	0
Community Bus Routes	240	170	99	5,735	6,862	19.7%	12,188	13,723	12.6%	208
GO Shuttle Routes	822	0	15,813	18,354	16.1%	33,103	35,459	7.1%	956	
TOTAL by Route Class	91,221	36,727	21,647	2,006,613	2,246,000	11.9%	4,219,827	4,676,239	10.8%	39,019
										25,759