



MEMORANDUM

TO: Members of the Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: November 25, 2009

RE: **October 2009 Ridership Statistics**

October 2009 ridership has begun to stabilize and is down approximately 0.1% in comparison to October of 2008 and down 3.1% overall year to date. Generally, ridership for other transit systems within the GTA has also recently been on the downward trend. TTC and GO Transit experienced modest ridership decreases in October of approximately 0.6% and 4.7% respectively. Ridership normally increases in the fall as students and other riders return from vacations.

The reasons for drop in YRT ridership this month can still be attributed to:

- Unemployment
- The effect of the last fare increase
- Followed by the unforeseen economic downturn and the significant reduction in gas prices over the same period in 2008.

Other reasons for the reduction in ridership can also still be attributed to the Veolia strike which affected Viva services starting September 25th, 2008, it should be noted that the relative decrease in revenue boardings this year can also be attributed to somewhat 'overstated' ridership for October 2008. This uncommon occurrence was the result of customers purchasing their fare media in advance, but not being able to use their fares until after the strike was resolved.

Additional factors affecting this October's ridership include:

- A lower transfer rate in October 2008 compared to this year
- Reading week at York University occurred October 12 – 16, 2009. This is the first time the University has provided a reading week to students during the fall school season.

Unemployment

Unemployment numbers specific to York Region are not available separately but are included within the unemployment numbers for the City of Toronto.

The increase in unemployment has resulted in fewer work trips. The drop in work trips is reflected by the drop in boardings on several GO Shuttles that take residents into the City of Toronto to Union Station: Newmarket GO Shuttle (-14.5%) and Mill Pond GO Shuttle (-10.1%).

Ridership on several TTC routes serving the City of Vaughan is still declining, which is not surprising given they serve mainly industrial and commercial areas. For example, boardings are down on:

- Jane 35D by 17.3%
- Route 37D Islington by 14.8%
- Keele 107 by 10.4%.

These routes carry many cross-boundary passengers from the City of Toronto who work in York Region and, with higher unemployment rates, these TTC routes are taking a large hit in ridership.

In addition, boardings on VIVA Green is also down by 11.6%. Lack of anticipated development along the VIVA Green line is hurting ridership as well. Overall, however, due to the Veolia strike which affected Viva services last fall, total Viva boardings have increased by 5.4% for the month of October 2009.

Fares

York Region Transit's fares are the highest in the GTA with the YRT/VIVA's cash fare being \$3.25. TTC just recently approved an increase of its cash fare to \$3.00 effective January 2010.

High Gas Prices

Higher gas prices encourage people to shift from their cars to using transit. Gas prices have stabilized below the \$1.00 per litre mark during 2009 and this has negatively affected ridership. Transit has to work harder to keep those choice riders.

Kathleen Llewellyn-Thomas
Commissioner of Transportation Services

EI/ba
Attachment – Ridership Statistics – October, 2009



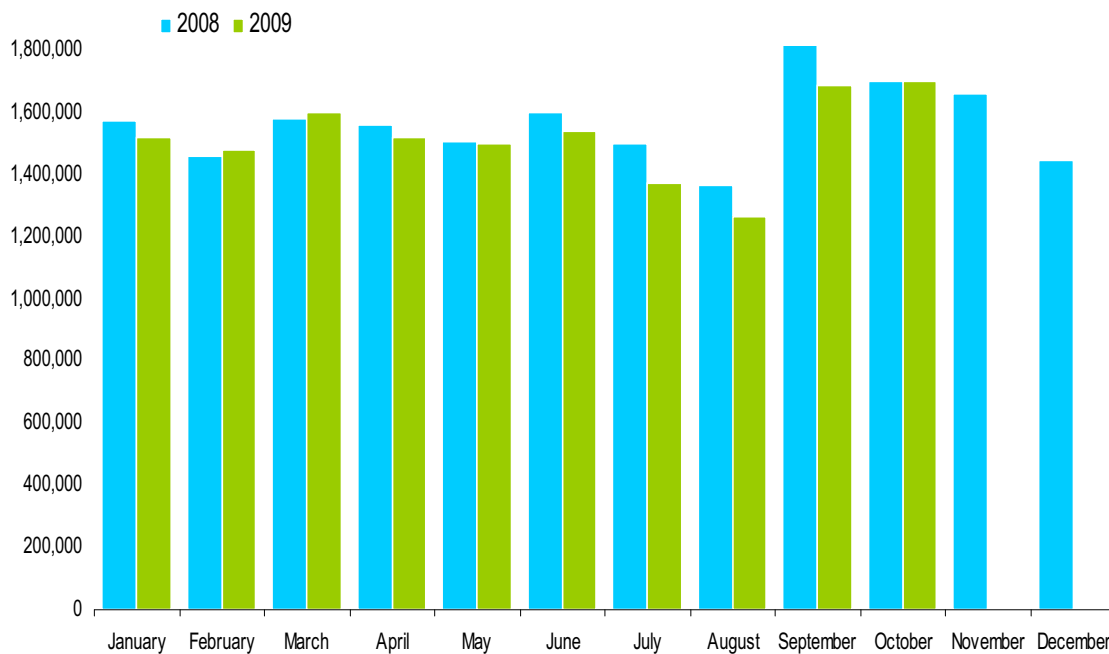
YORK
REGION
TRANSIT

VIVA

YRT/Viva

2009 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2008*	2009	Month Change ['08 vs '09]	YTD Change	Avg Wkday Rev. Ridership 2009 ¹
January	1,573,246	1,519,002	-3.4%	-3.4%	58,337
February	1,459,347	1,480,919	1.5%	-1.1%	66,653
March	1,578,458	1,596,601	1.1%	-0.3%	63,358
April	1,555,389	1,516,370	-2.5%	-0.9%	62,331
May	1,508,301	1,501,987	-0.4%	-0.8%	62,393
June	1,597,886	1,536,795	-3.8%	-1.3%	61,562
July	1,499,582	1,373,879	-8.4%	-2.3%	53,801
August	1,364,234	1,262,862	-7.4%	-2.9%	51,535
September	1,824,172	1,685,021	-7.6%	-3.5%	69,687
October	1,700,938	1,700,080	-0.1%	-3.1%	69,051
November	1,658,165				
December	1,446,318				
YTD	18,769,447	15,173,516			

NOTES:

- * 2008 revenue ridership adjusted for 2009 comparison.
- York U Strike Nov 6, 2008 to January 29, 2009
- Veolia operators strike, Sep. 25 to Oct. 10, 2008.

Updated: Nov. 24, 2009

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY

Oct 2009

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21 weekdays, 5 Saturdays, 5 Sunday/Holidays

22 weekdays, 4 Saturdays, 5 Sunday/Holidays

YRT Route #	Route Name	TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			Avg Wkly Boardings	Avg Sat Boardings	Avg Sh/Hol Boardings	Notes
		2008	2009	Percentage (08 vs 09)	2008	2009	Percentage (08 vs 09)				
1*	Highway 7	46,102	42,160	-8.6%	458,657	403,383	-12.0%	1,762	677	229	Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
2	Milliken	57,417	50,085	-12.8%	521,940	483,378	-7.4%	2,066	736	374	Employment travel decrease. Rider migration to Rte 203; Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
2A	14th Ave	17,154	17,751	3.5%	134,624	149,271	10.9%	831	0	0	All day service in Box Grove (Sept 2009); Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
3*	Thornhill - York U.	45,040	43,432	-3.6%	328,803	330,583	0.5%	1,874	296	408	Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
8	Kennedy Rd	31,230	29,018	-7.1%	277,224	268,623	-3.1%	1,173	490	286	Decrease in employment travel
9*	Ninth Line	2,114	3,285	55.4%	19,151	24,049	25.6%	153	0	0	Connections to Viva; General corridor growth
15	Stouffville Local	2,107	2,339	11.0%	14,676	17,715	20.7%	109	0	0	General corridor growth
18	Bur Oak	19,983	20,311	1.6%	160,494	175,519	9.4%	931	102	0	One additional PM trip implemented (Sept 2009)
40	Unionville Local	13,637	14,284	4.7%	111,593	113,603	1.8%	617	132	86	New school special implemented in Sept 2009
41	Markham Local	8,829	7,587	-14.1%	82,263	70,865	-13.9%	317	90	68	Rider migration to Viva, Rt 45 and Route 85
42	Bridal Walk	n/a	1,987	n/a	n/a	3,448	n/a	93	0	0	New route implemented in September 2009
45	Minqav	n/a	576	n/a	n/a	1,211	n/a	27	0	0	New route implemented in September 2009
201	Markham GO Shuttle	2,151	1,778	-17.3%	21,287	21,695	1.9%	84	0	0	GO parking lot expansion
202	Unionville GO Shuttle	2,509	2,921	16.4%	25,846	27,728	7.3%	138	0	0	Connections to Viva
203	Milliken GO Shuttle	n/a	777	n/a	n/a	1,540	n/a	37	0	0	New route implemented in September 2009
300	Business Express	6,239	4,238	-32.1%	55,901	52,072	-6.8%	198	0	0	Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
301	Markham Express	9,406	7,445	-20.8%	82,285	79,946	-2.8%	347	0	0	Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08); Rider migration to Rt 45 and Route 303
302	Unionville Express	4,350	3,821	-12.2%	40,317	39,774	-1.3%	179	0	0	Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
303	Bur Oak Express	3,107	4,142	33.3%	25,507	35,792	40.3%	194	0	0	General corridor growth; 1 new am trip - Dec 2008; 1 new pm trip - Feb 2009
522	Markham Community Bus	860	926	7.7%	7,855	8,467	7.8%	36	34	0	General growth, Mobility Plus users encouraged to use this route
TTC	Markham Total	272,235	258,863	-4.9%	2,388,323	2,308,662	-2.5%	11,166	2,557	1,451	
TTC 17A	Birdmount	4,305	4,156	-3.4%	47,227	47,614	0.8%	198	0	0	Decrease in employment travel
TTC 24D, 224B/C/D	Vic Park North (Woodbine)	17,529	20,347	16.1%	174,860	185,484	6.1%	938	78	45	General corridor growth
TTC 25D *	Don Mills	24,486	21,756	-11.1%	243,019	211,099	-13.1%	1,036	0	0	Rider migration to Route 90 - Leslie
TTC 68B	Warden North	23,945	22,627	-5.5%	226,234	224,844	-0.6%	922	423	230	Decrease in employment travel
TTC 102D	Markham Rd	16,019	20,585	28.5%	150,510	176,752	17.4%	875	240	202	General corridor growth, connections to Viva purple
TTC 129A	McCowan North	64,903	67,072	3.3%	664,581	641,405	-3.5%	2,672	1,360	832	Stable ridership
	TTC (Markham) Total	151,187	156,545	3.5%	1,506,431	1,487,198	-1.3%	6,641	2,101	1,309	
	Markham & TTC Total	423,422	415,408	-1.9%	3,874,754	3,795,560	-2.0%	17,807	4,658	2,760	
4/4A*	Major Mackenzie	58,723	63,684	8.4%	589,828	584,967	-0.8%	2,398	1,438	979	Route extension to MS Hosp - Nov '08; Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
5*	Clark	36,979	37,711	2.0%	360,985	325,321	-9.9%	1,686	367	0	Decrease in employment travel
7*	Marlin Grove	16,093	21,441	33.2%	154,060	152,333	-1.5%	975	84	0	Increased ridership to Humber College
10	York U. (Woodbridge)	11,024	10,035	-9.0%	77,212	73,406	-4.9%	444	43	45	Decrease in employment travel; Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
11	Woodbridge	3,037	3,800	25.1%	23,331	30,979	32.8%	156	50	24	New ridership from Woodbridge College and new Rainbow Creek Estates dev't. (Langstaff Rd/Martin Grove)
12	Pine Valley	7,027	7,655	8.9%	67,518	64,005	-5.2%	326	109	0	Stable ridership
13	Islington Ave	8,691	7,928	-8.8%	81,529	73,769	-9.5%	334	118	0	Rider migration to Route 85
20	Jane	56,618	61,757	8.7%	538,031	508,936	-5.4%	2,213	1,809	813	Increased ridership to Vaughan Mills Mall, Wonderland (Halloween Haunt) & Concord employment area
22*	King City	6,478	8,229	27.0%	54,512	58,401	7.1%	379	43	0	General growth
23*	Thornhill Woods	14,891	17,929	20.4%	146,360	167,794	14.6%	838	0	0	Ridership growth due to peak period routing to Teston Road - implemented Fall'09
27	Highway 27	1,529	1,432	-6.4%	44,020	41,123	-67.9%	57	28	16	Decreased ridership through the Royal Group employment area
28	Zenway-Hwy 27	508	819	61.2%	3,701	6,983	88.7%	38	0	0	New route implemented April 2008
77*(excl BT)	Hwy 7 - Centre St	68,474	69,158	1.0%	670,692	690,191	2.8%	2,791	1,573	0	Stable ridership
99*	Yonge South	81,556	76,493	-6.2%	939,526	731,973	-22.1%	2,907	1,633	1,206	Decrease in employment travel; Viva Fall'08 strike 'echo' (Viva riders migrated to local rtes in Sep'08)
360*	Maple Express	6,539	7,863	20.2%	63,408	79,192	24.9%	350	0	0	General growth
TTC	Vaughan Total	378,367	395,934	4.6%	3,815,313	3,562,373	-6.6%	15,892	7,295	3,083	
TTC 35-D	Jane St	36,995	30,579	-17.3%	390,186	299,583	-23.2%	1,354	429	0	Decreased ridership through the Jane/Concord employment area
TTC 37-D	Islington	3,486	2,972	-14.8%	36,021	26,902	-25.3%	142	0	0	Decreased ridership through the Pine Valley employment area
TTC 105, 105-B	Dufferin N.	45,735	41,873	-8.4%	380,265	364,905	-4.0%	1,738	552	525	Rider migration to Route 88; new 105-B branch introduced May 2008
TTC 107-C/D/E/F	Keele N.	68,728	61,594	-10.4%	718,658	603,734	-18.3%	2,669	724	387	Decreased ridership through the Keele/Concord employment area; Rider migration to Route 360
TTC 160	Bathurst N.	20,999	21,050	0.2%	213,399	202,334	-5.2%	775	569	386	Stable ridership
TTC 165-D/F	Weston Road N.	38,921	45,620	17.2%	397,116	329,719	-17.0%	1,580	1,767	721	Increased ridership through the Weston Road employment corridor
	TTC (Vaughan) Total	214,863	203,687	-5.2%	2,155,644	1,827,176	-15.2%	8,257	4,041	2,019	
	Vaughan & TTC Total	593,230	599,621	1.1%	5,970,956	5,389,549	-9.7%	24,149	11,336	5,102	

* Route crosses municipal boundaries.

Markham, Stouffville

Vaughan, King

YRT Route #	Route Name	TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			Avg Wkly Boardings	Avg Sat Boardings	Avg Shd'd Boardings	Notes		
		2008	2009	Percentage (08 vs 09)	2008	2009	Percentage (08 vs 09)						
Richmond Hill	81	Inspiration	1,452	2,809	93.5%	8,643	18,923	118.9%	133	0	New Route - April 2008		
	82	Valleymede/Spadina	12,096	11,564	-4.4%	91,704	86,743	-5.4%	536	45	Ridership migration to Route 90		
	83	Trench	25,887	25,916	0.9%	183,367	188,485	2.8%	1,195	111	Stable ridership		
	84	Oak Ridges	5,191	5,242	1.0%	47,219	38,759	-17.9%	238	41	Stable ridership		
	85/85A/85B*	16th Ave/Rutherford	103,004	110,055	6.8%	841,118	941,479	11.9%	4,378	2,146	General corridor growth		
	86	Welrick-Newkirk	19,290	16,020	-17.0%	152,845	139,370	-8.8%	726	119	Decrease in employment travel		
	87*	Langstaff Local	23,115	21,755	-5.9%	184,704	175,406	-5.0%	1,000	103	Decrease in employment travel		
	88/88A/88E*	Bathurst	68,764	82,979	20.7%	621,255	705,751	13.6%	3,140	1,631	General corridor growth, additional express service implemented Sep'09		
Richmond Hill	589	RH Community Bus	3,457	3,500	1.2%	33,332	33,521	0.6%	120	120	Stable ridership		
	90*	Leslie	39,467	43,578	10.4%	281,033	357,871	27.3%	1,839	553	General corridor growth, ridership migration from TTC Route 25D		
	91/91A/91B/91E*	Bayview South/Express	107,842	87,111	-19.2%	967,681	859,047	-10.3%	3,528	1,466	Employment travel decreased; RI 91B implemented Sep'09; Viva Fall'08 strike echo* (Viva riders migrated to local rtes in Sep'08)		
	240	Mill Pond GO Shuttle	2,039	2,363	15.9%	24,275	21,822	-10.1%	109	0	General corridor growth		
	241	Bay Ares GO Shuttle	2,104	1,765	-16.1%	16,459	16,046	-2.5%	83	0	Decrease in employment travel		
	242	N Richvale GO Shuttle	816	531	-34.9%	8,727	9,221	5.7%	25	0	Decrease in employment travel		
	243	Redstone GO Shuttle	3,488	2,991	-14.2%	34,864	32,750	-6.1%	141	0	Decrease in employment travel		
	244	Beaver Creek Shuttle	978	638	-34.8%	3,227	6,992	116.7%	30	0	New route June 2008 - Replaced 85A service to Beaver Creek area during peak periods		
Aurora	Richmond Hill Total							17,221	6,335	3,633			
	31*	Aurora North	1,439	1,606	11.6%	16,054	10,947	-31.8%	76	0	General corridor growth, new high school on Wellington		
	32	Aurora South	9,434	11,633	23.3%	66,589	75,660	13.6%	527	94	General corridor growth, new high school on Wellington		
	33/33A	Wellington	8,613	11,003	27.7%	68,496	77,950	17.2%	493	112	General corridor growth, new high school on Wellington		
Newmarket, East Gwilli, Georgina	34	Industrial Parkway	1,213	822	-32.2%	8,718	6,448	-26.0%	39	0	Decrease in employment travel		
	Aurora Total							1,135	206	0			
	44	Bristol - London	4,152	3,696	-11.0%	36,796	34,464	-6.3%	163	50	Decrease in employment travel		
	51	Keswick Local	7,356	5,604	-23.8%	52,072	48,912	-6.1%	253	42	Ridership migration to Route 69		
	52*	Holland Landing Loc	6,181	6,808	10.1%	59,169	56,705	-4.2%	292	123	General corridor growth		
	53	Woodspring-Clearmeadow	6,682	7,264	8.7%	31,285	62,360	99.3%	301	106	New Routes April 2008: General corridor growth		
	54*	Bayview North	4,318	5,484	27.0%	38,685	41,759	7.9%	240	74	General corridor growth		
	55/55B	Davis Dr.	31,858	33,330	4.6%	299,508	293,856	-1.9%	1,326	652	Stable ridership		
	56	Gorham-Eagle	12,162	11,494	-5.5%	101,702	104,221	2.5%	466	180	Stable ridership		
	57/57A	Mulock Dr.	18,135	17,091	-5.8%	141,307	137,442	-2.7%	747	188	Stable ridership		
	58/58A	Leslie North	1,697	1,727	1.8%	19,600	16,449	-16.1%	81	0	Stable ridership		
	GO Rte 69	Sutton GO Bus	5,832	5,433	-6.8%	50,688	46,243	-8.4%	213	100	Decrease in employment travel		
Newmarket, East Gwilli, Georgina	98*	Yonge North	24,865	24,587	-1.1%	220,306	217,921	-1.1%	896	624	Stable ridership		
	220	Keswick GO	n/a	181	n/a	n/a	1,478	n/a	9	0	New route - Feb 2009		
	222	Aurora-Nmkt GO Shuttle	1,123	1,206	7.4%	10,178	12,806	25.8%	57	0	General corridor growth		
	223	Newmarket GO Shuttle	318	277	-12.9%	5,465	4,000	-19.5%	13	0	Decrease in employment travel		
	520/521	Newmarket Community Bus	1,341	1,635	21.9%	12,733	13,558	6.5%	70	20	General corridor growth		
	Newmarket Total							5,127	2,169	1,176			
YRT SUB-TOTAL							1,582,161	1,584,737	0.2%	65,439	24,704	12,671	
Viva	blue*	Yonge Corridor	437,505	482,194	10.2%	4,181,637	4,223,839	1.0%	18,328	11,910	7,552	Vaello Operator Strike affected ridership resulting in 2008 average daily ridership reporting lower	
	purple*	Highway 7 Corridor	194,421	197,049	1.4%	1,722,248	1,712,362	-0.6%	7,759	4,023	2,798	Vaello Operator Strike affected ridership resulting in 2008 average daily ridership reporting lower	
	green*	Markham-North-South Link	15,984	14,135	-11.6%	169,574	144,518	-14.8%	673	0	0	Decreased employment travel	
	orange*	Vaughan North-South Link	74,200	71,805	-3.2%	669,936	660,283	-1.4%	2,909	1,251	882	Vaello Operator Strike affected ridership resulting in 2008 average daily ridership reporting lower	
	pink*	Finch - Unionville	49,316	48,089	-2.5%	500,392	469,479	-6.2%	2,290	0	0	Vaello Operator Strike affected ridership resulting in 2008 average daily ridership reporting lower	
Viva SUB-TOTAL							771,425	813,282	5.4%	31,960	17,184	11,241	

* Route crosses municipal boundaries.

Tot. Boardings	YRTMVA SYSTEM TOTAL	2,353,566	2,398,018	1.9%	21,817,301	21,291,835	-2.4%	97,398	41,888	23,912
Rev. Boardings	YRTMVA SYSTEM TOTAL	1,700,938	1,700,080	-0.1%	15,661,553	15,173,516	-3.1%	69,051		

Notes:

1. System-wide transfer rate = Revenue Boardings / Total Boardings =



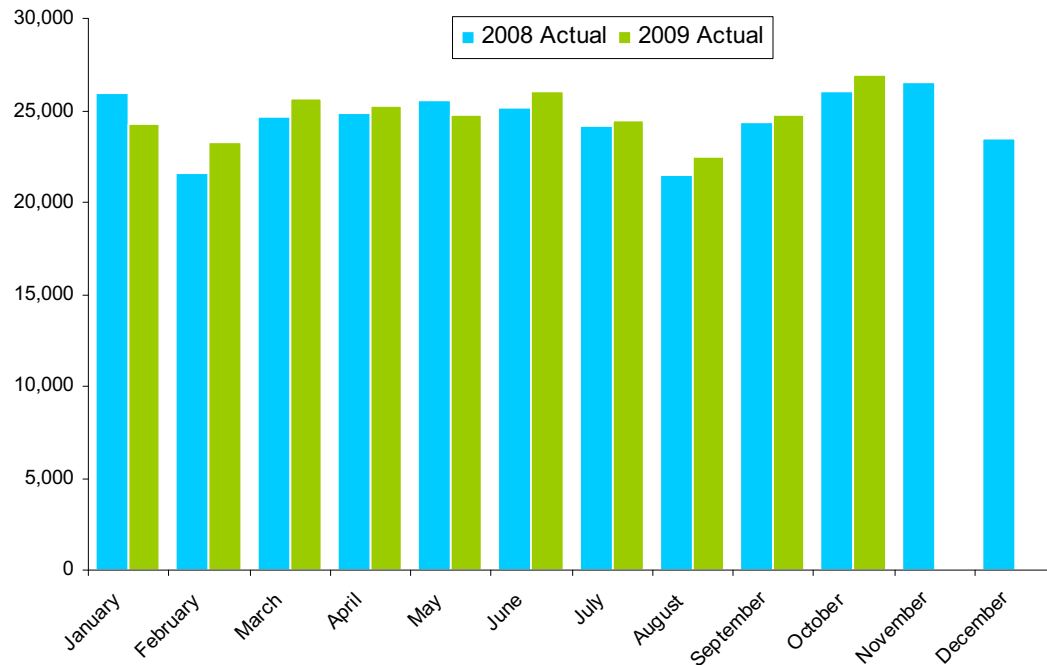
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2009 Ridership Summary

Specialized Services – Mobility Plus



Month	2008* Ridership	2009 Ridership	Month Change (*08 vs. '09)	Year to Date Change	Avg Wkday Rev Ridership 2009
January	25,930	24,223	-6.6%	-6.6%	1,019
February	21,601	23,313	7.9%	0.0%	1,046
March	24,658	25,687	4.2%	1.4%	1,051
April	24,874	25,289	1.7%	1.5%	1,063
May	25,499	24,726	-3.0%	0.6%	1,068
June	25,118	26,006	3.5%	1.1%	1,058
July	24,178	24,417	1.0%	1.0%	991
August	21,474	22,519	4.9%	1.5%	963
September	24,403	24,764	1.5%	1.5%	1,053
October	26,034	26,916	3.4%	1.7%	1,120
November	26,529				
December	23,499				
YTD	293,797	247,860			

NOTES:

- * 2008 Ridership adjusted for 2009 comparison.

Updated: Nov19, 2009