



MEMORANDUM

TO: Members of Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: January 21, 2010

RE: **December 2009 Ridership Statistics**

This memo will address both the ridership statistics for December as well as the year total ridership in comparison to 2008. In December 2009, ridership continued to stabilize and was down approximately 0.2% in comparison to December 2008. Ridership for December has followed the same stabilizing trend that was first exhibited in October 2009. Normally, ridership in the summer months decreases due to students being out of school and other customers taking summer vacation time, reducing the need for transit-related trips. Ridership does, as a rule, pick up again in September as students head back to school and customers return to work from summer vacations. This trend, however, did not occur until October which impacted the year-end ridership. The good news is that for the rest of the year, ridership levelled off and remained relatively stable.

Overall, the total revenue ridership for 2009 was 18.3 million which represents a decrease of 454,828 rides or 2.7% in comparison to 2008. In regards to total boardings for 2009, YRT/Viva carried approximately 25.8 million riders which is a decrease of 1.7% in comparison to 2008.

The differences in overall YRT ridership for 2009 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.

Unemployment

Unemployment numbers specific to York Region are not available separately but are included within the unemployment numbers for the City of Toronto. This increase in unemployment has manifested itself into fewer work-related trips. This is evident on YRT-contracted TTC routes that service employment areas throughout several industrial corridors. For example: year-end ridership on TTC route 35D Jane is down 22.3% over 2008, ridership on TTC route 37D Islington is down 23.6% over 2008 and TTC route 107 Keele North is down 17.0% over last

year. In addition, year-end boardings on Viva Green are down by 16.6%. The delay in anticipated development along the Viva Green line is hurting ridership.

Fares

York Region Transit's fares are now the highest in the GTA. YRT/Viva's cash fare is \$3.25 which is the highest, especially in comparison to the TTC, which held the line for 2008 at \$2.75 (\$3.00 as of January 2010) while still investing heavily into service improvements.

High Gas Prices

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

September Service Improvements

In September, YRT implemented many service improvements related to route extensions, restructuring and schedule adjustments. Those service improvements are having positive impacts for those specific routes that had improvements. For example, Route 2A is up by 2.1% since this route provides all-day service in the Box Grove development; Route 22 and Route 23 increased by 20.3% and 13.3% respectively due to route extensions; Route 88 was restructured, resulting in an increase of 18.5%. Route 15 is up by 7.6% due to schedule adjustments to make the schedule more efficient. Overall, the service improvements will have a positive impact to growing our ridership.

New Development Impacts

New developments are having a positive impact on routes that service these areas. This reinforces the need for YRT to continue to expand our services into new developments at an early stage. Routes such as Route 11, Route 53, and Route 303 are experiencing ridership growth due to the impacts of the new developments.

Next Steps

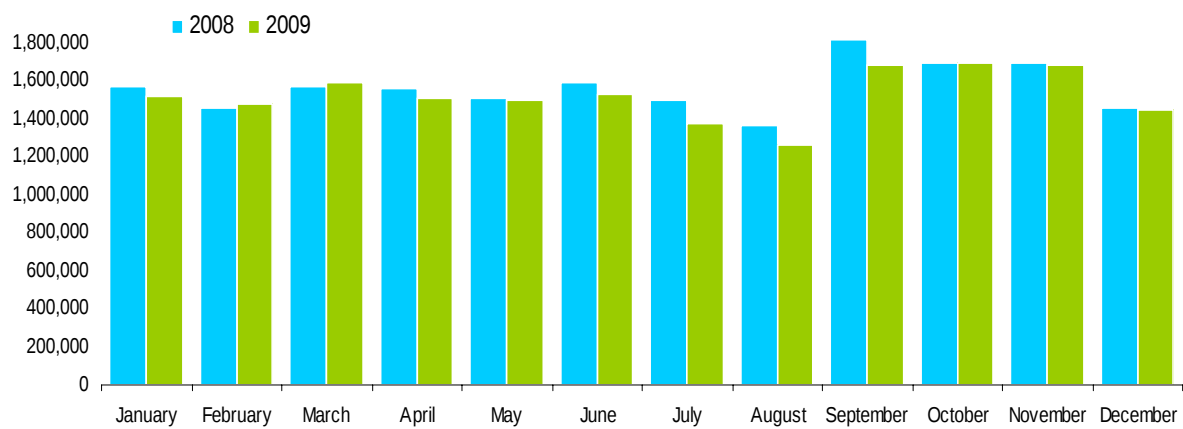
YRT is currently in the process of developing new performance indicators that will attempt to better quantify service standards and ridership trends. YRT's intent is to introduce these performance indicators to the Commissioner of Transportation Services in March 2010.

Kathleen Llewellyn-Thomas
Commissioner of Transportation Services

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	1,696,191	1,686,369	-0.6%	-2.9%	69,728
December	1,457,644	1,454,734	-0.2%	-2.7%	57,468
YTD	18,769,447	18,314,619			

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



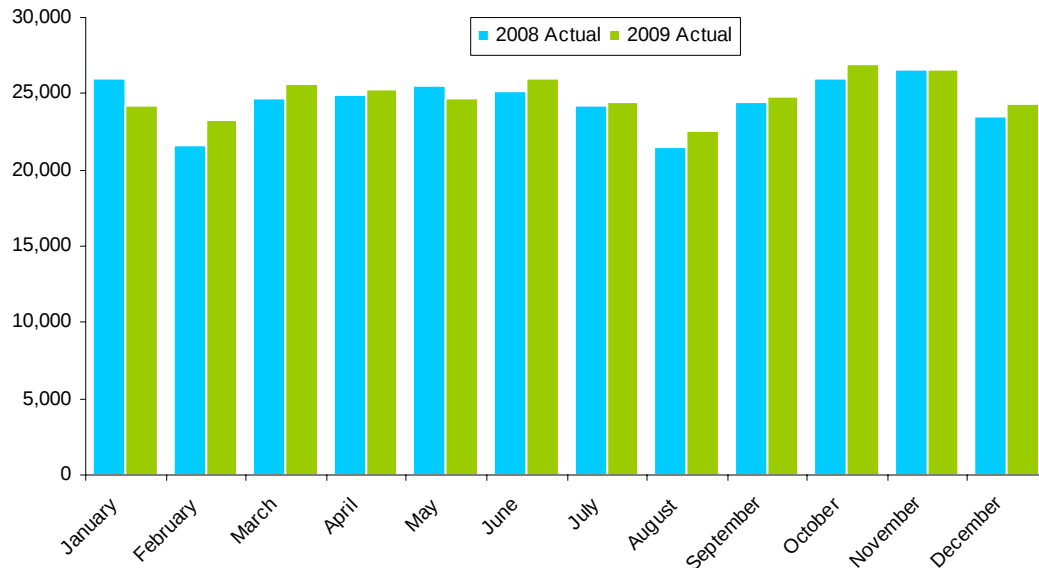
YORK
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TRANSIT

VIVA

YRT/Viva

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	26,598	0.3%	1.5%	1,127
December	23,499	24,336	3.6%	1.7%	998
YTD	293,797	298,794			

NOTES:

- * 2008 Ridership adjusted for 2009 comparison.

Updated: Jan 05, 2010

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
Dec 2009

Dec-09	22 weekdays, 4 Saturdays, 5 Sunday/Holidays
Dec-08	21 weekdays, 5 Saturdays, 5 Sunday/Holidays

rev. 18Jan2010

rev. 18Jan2010		2008			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)								
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg SnHol Boardings	2008	2009	Percentage (08 vs 09)	2008	2009	Percentage (08 vs 09)	Avg Wkdy Boardings	Avg Sat Boardings	Avg SnHol Boardings	Notes	
Markham, Stouffville	1*	Highway 7	1,703	712	291	42,520	38,577	-9.3%	545,263	481,071	-11.8%	1,553	651	246	Rider migration to Viva	
	2	Milliken	2,263	845	392	56,569	53,770	-4.9%	634,080	587,687	-7.3%	2,167	771	398	Employment travel decrease; Rider migration to Rt 203	
	2A	14th Ave	743	0	0	16,584	16,924	2.1%	167,767	183,554	9.4%	762	0	0	General corridor growth, All day service in Box Grove (Sept 2009)	
	3*	Thornhill - York U.	1,317	478	293	32,826	38,247	16.5%	394,343	409,342	3.8%	1,558	311	449	Lower ridership in Dec '08 (compared to Dec '09) due to Fall 2008 York U strike	
	8	Kennedy Rd	1117	279	179	27,134	26,800	-1.2%	333,448	323,621	-2.9%	1,038	552	244	Decrease in employment travel	
	9*	Ninth Line	99	0	0	2,226	2,352	5.7%	23,899	29,074	21.7%	104	0	0	Connections to Viva; General corridor growth	
	15	Stouffville Loca	102	0	0	2,294	2,468	7.6%	19,012	22,538	18.5%	110	0	0	General corridor growth	
	18	Bur Oak	901	48	0	20,177	20,951	3.8%	200,246	217,322	8.5%	925	97	0	One additional PM trip implemented (Sept 2009)	
	40	Unionville Loca	565	120	82	13,574	14,740	8.6%	138,048	142,723	3.4%	622	104	87	New school special implemented in Sept 2009	
	41	Markham Local	431	94	78	10,472	8,008	-23.5%	101,070	87,391	-13.5%	321	104	74	Rider migration to Viva, Rt 45 and Route 85	
	42	Bridal Walk	n/a	0	0	n/a	2,509	n/a	n/a	n/a	8,541	n/a	113	0	0	New route implemented (Sept 2009)
	45	Mingay	n/a	0	0	n/a	740	n/a	n/a	n/a	2,781	n/a	33	0	0	New route implemented (Sept 2009)
	201	Markham GO Shuttle	110	0	0	2,439	1,684	-31.0%	25,935	25,070	-3.3%	76	0	0	GO parking lot expansion	
	202	Unionville GO Shuttle	128	0	0	2,841	3,345	17.7%	31,438	33,867	7.7%	151	0	0	Stable ridership	
	203	Milliken GO Shuttle	n/a	0	0	n/a	1,097	n/a	n/a	n/a	3,594	n/a	49	0	0	New route implemented (Sept 2009)
	300	Business Express	255	0	0	5,718	4,474	-21.8%	67,595	60,965	-9.8%	199	0	0	Rider migration to Viva	
	301	Markham Express	419	0	0	9,397	7,717	-17.9%	100,630	94,984	-5.6%	343	0	0	Rider migration to Rt 45 and Route 303	
	302	Unionville Express	200	0	0	4,448	3,612	-18.8%	49,674	46,852	-5.7%	162	0	0	Rider migration to Viva	
	303	Bur Oak Express	138	0	0	3,110	3,926	26.2%	31,686	43,923	38.6%	175	0	0	General corridor growth; 1 new am trip (Dec 2008); 1 new pm trip (Feb 2009)	
	522	Markham Community Bus	33	29	0	848	810	-4.5%	9,595	10,120	5.5%	33	21	0	Mobility Plus users encouraged to use this route, Dec 21 not servicing on-site at No Frills	
	TTC	Markham Total	10,524	2,605	1,315	253,177	252,751	-0.2%	2,873,729	2,815,020	-2.0%	10,494	2,611	1,498		
	TTC 17A	Birchmount	205	0	0	4,510	4,356	-3.4%	56,042	56,128	0.2%	198	0	0	Decrease in employment trave	
	TTC 24D, 224B/C/D	Vic Park North (Woodbine)	802	64	56	18,212	21,174	16.3%	210,512	226,961	7.8%	938	66	50	General corridor growth	
	TTC 25D *	Don Mills	1,166	0	0	25,652	22,792	-11.1%	293,157	255,647	-12.8%	1,036	0	0	Rider migration to Route 90 - Leslie	
	TTC 68B	Warden North	990	371	260	24,564	23,126	-5.9%	274,372	270,174	-1.5%	922	423	230	Decrease in employment trave	
	TTC 102D	Markham Rd	664	245	170	16,438	21,220	29.1%	182,722	218,317	19.5%	875	240	202	General corridor growth; connections to Viva purple	
	TTC 129A	McCowan North	2,498	1,688	801	65,713	68,384	4.1%	793,509	775,501	-2.3%	2,672	1,360	832	Stable ridership	
		TTC (Markham) Total	6,325	2,368	1,287	155,089	161,052	3.8%	1,810,314	1,802,728	-0.4%	6,641	2,089	1,314		
		Markham & TTC Total	16,849	4,973	2,602	408,266	413,803	1.4%	4,684,043	4,617,748	-1.4%	17,135	4,700	2,812		
Vaughan, King	4/4A*	Major Mackenzie	2,129	785	519	53,299	59,471	11.6%	696,598	704,238	1.1%	2,266	1,080	838	Route extension to MS Hosp (Nov '08); Rt 4 extended to Vaughan Mills Mall (April '09)	
	5 *	Clark	1,612	596	0	38,365	36,219	-5.6%	439,875	396,626	-9.8%	1,566	316	0	Decrease in employment travel	
	7 *	Martin Grove	665	80	0	15,366	19,042	23.9%	187,532	191,276	2.0%	836	64	0	Increased ridership to Humber College	
	10	York U. (Woodbridge)	207	44	22	5,046	6,888	36.5%	87,896	89,490	1.8%	289	45	30	Lower ridership in Dec '08 (compared to Dec '09) due to Fall 2008 York U strike	
	11	Woodbridge	125	70	31	3,306	2,938	-11.1%	29,552	38,141	29.1%	116	39	24	Decrease in employment travel	
	12	Pine Valley	257	104	0	6,243	6,964	11.5%	80,731	76,902	-4.7%	285	112	0	Increased ridership to Vaughan Mills Mal	
	13	Islington Ave	348	125	0	8,402	7,184	-14.5%	97,996	88,739	-9.4%	298	95	0	Rider migration to Route 85	
	20	Jane	1,622	1,243	479	44,515	56,100	26.0%	627,769	622,086	-0.9%	2,049	1,553	599	Lower ridership in Dec '08 (compared to Dec '09) due to Fall 2008 York U strike	
	22*	King City	254	31	0	5,818	7,000	20.3%	68,097	73,844	8.4%	310	34	0	General growth	
	23*	Thornhill Woods	748	0	0	16,832	19,074	13.3%	180,085	207,206	15.1%	852	0	0	Ridership growth due to peak period routing to Teston Road - implemented Fall'09	
	27	Highway 27	62	7	5	1,425	1,081	-24.1%	46,936	16,468	-64.9%	43	19	5	Decreased ridership through the Royal Group employment area	
	28	Zenway-Hwy.27	62	0	0	1,379	800	-42.0%	5,564	8,656	55.6%	36	0	0	Decrease in employment travel	
	77*(excl.BT)	Hwy 7 - Centre St	2,972	1,257	0	72,327	67,788	-6.3%	815,252	826,240	1.3%	2,728	1,299	0	Stable ridership	
	99*	Yonge South	3,007	2,206	1,091	81,333	75,089	-7.7%	1,105,768	880,468	-20.4%	2,735	1,754	1,375	Rider migration to Viva blue/pink	
	360*	Maple Express	306	0	0	7,164	6,680	-6.8%	78,087	92,837	18.9%	281	0	0	Stable ridership	
	TTC	Vaughan Total	14,376	6,548	2,147	360,820	372,318	3.2%	4,547,738	4,313,217	-5.2%	14,690	6,410	2,871		
	TTC 35-D	Jane ^[3]	1,670	387	0	38,277	31,504	-17.7%	465,071	361,237	-22.3%	1,354	429	0	Decreased ridership through the Jane/Concord employment area	
	TTC 37-D	Islington	166	0	0	3,652	3,113	-14.8%	43,159	32,986	-23.6%	142	0	0	Decreased ridership through the Pine Valley employment area	
	TTC 105, 105-B	Dufferin N.	1,915	629	475	47,021	43,058	-8.4%	472,392	449,284	-4.9%	1,738	552	525	Rider migration to Route 88; new 105-B branch introduced May 2008	
	TTC 107-C/D/B/F	Keele N.	3,003	747	386	70,984	63,538	-10.5%	877,623	728,141	-17.0%	2,669	724	387	Decreased ridership at Keele/Concord employment area; Rider migration to Rt 360	
	TTC 160	Bathurst N.	814	432	351	21,380	21,256	-0.6%	255,345	244,071	-4.4%	775	569	386	Stable ridership	
	TTC 165-D/F	Weston Road N.	1,491	1,009	515	39,402	45,433	15.3%	474,429	419,005	-11.7%	1,580	1,767	721	Increased ridership through the Weston Road employment corridor	
		TTC (Vaughan) Total	9,058	3,204	1,727	220,716	207,902	-5.8%	2,588,018	2,234,723	-13.7%	8,257	4,041	2,019		
		Vaughan & TTC Total	23,434	9,752	3,874	581,536	580,220	-0.2%	7,135,756	6,547,940	-8.2%	22,947	10,451	4,890		

* Route crosses municipal boundaries.

			2008			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)						
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg SnHol Boardings	2008	2009	Percentage (08 vs 09)	2008	2009	Percentage (08 vs 09)	Avg Wkdy Boardings	Avg Sat Boardings	Avg SnHol Boardings	Notes
Richmond Hill	81	Inspiration	66	0	0	1,476	2,740	85.6%	11,991	24,493	104.3%	124	0	0	New Route - April 2008
	82	Valleymede-Spadina	487	26	0	10,972	11,698	6.6%	114,565	109,952	-4.0%	522	36	0	General corridor growth; Ridership migration to Route 90
	83	Trench	1270	108	0	28,720	24,965	-13.1%	238,686	238,125	-0.2%	1,107	98	0	Decrease in employment trave
	84	Oak Ridges	214	32	0	4,886	4,686	-4.1%	57,048	48,274	-15.4%	203	48	0	Stable ridership
	85/85A/85B*	16th Ave/Rutherford	3,906	1,740	747	98,877	103,532	4.7%	1,038,149	1,150,254	10.8%	4,017	1,808	1,192	Stable ridership
	86	Weldrick-Newkirk	778	121	0	17,909	16,401	-8.4%	189,076	171,576	-9.3%	714	128	0	Decrease in employment travel
	87*	Langstaff Local	952	149	0	21,893	24,117	10.2%	228,129	222,145	-2.6%	1,061	123	0	General corridor growth
	88/88A/88E*	Bathurst	2,429	1,793	1,218	68,174	80,782	18.5%	759,815	868,090	14.3%	3,003	1,328	1,485	General corridor growth, additional express service implemented Sep'09
	589	RH Community Bus	142	123	69	3,961	3,815	-3.7%	40,806	40,591	-0.5%	138	116	63	Stable ridership
	90*	Leslie	1416	424	115	34,085	40,024	17.4%	355,472	442,588	24.5%	1,633	548	259	General corridor growth; ridership migration from TTC Route 25D
	91/91A/91B/91E*	Bayview South/Express	3,669	1,752	940	93,466	84,867	-9.2%	1,147,074	1,028,783	-10.3%	3,378	1,421	709	Employment travel decreased; Rt 91B implemented Sep'09
	240	Mill Pond GO Shuttle	140	0	0	3,124	2,384	-23.7%	30,341	26,710	-12.0%	106	0	0	Decrease in employment trave
	241	Bev Acres GO Shuttle	53	0	0	1,212	1,388	14.5%	19,250	19,304	0.3%	62	0	0	General corridor growth
	242	N Richvale GO Shuttle	47	0	0	1,052	841	-20.1%	10,658	10,740	0.8%	38	0	0	Decrease in employment trave
	243	Redstone GO Shuttle	140	0	0	3,166	3,826	20.8%	41,035	39,933	-2.7%	172	0	0	General corridor growth
	244	Beaver Creek Shuttle	36	9	0	842	1,035	22.9%	4,941	8,716	76.4%	46	0	0	New route June 2008 - Replaced 85A service to Beaver Creek area during peak periods
		Richmond Hill Total	15,745	6277	3089	393,815	407,101	3.4%	4,287,036	4,450,274	3.8%	16,324	5,654	3,708	
Aurora	31*	Aurora North	62	0	0	1,375	1,617	17.6%	18,553	14,149	-23.7%	73	0	0	General corridor growth, new high school on Wellington
	32	Aurora South	413	70	0	9,522	11,016	15.7%	85,490	98,173	14.8%	483	76	0	General corridor growth, new high school on Wellington
	33/33A	Wellington	402	94	0	9,523	11,391	19.6%	84,456	99,949	18.3%	494	108	0	General corridor growth, new high school on Wellington
	34	Industrial Parkway	27	0	0	630	1,038	64.8%	10,246	8,457	-17.5%	47	0	0	General corridor growth
		Aurora Total	904	164	0	21,050	25,062	19.1%	198,745	220,728	11.1%	1,097	184	0	
Newmarket, East Gwill., Georgina	44	Bristol - London	210	53	0	4,895	4,022	-17.8%	45,813	42,093	-8.1%	171	58	0	Decrease in employment trave
	51	Keswick Local	327	62	0	7,556	7,326	-3.0%	66,636	63,133	-5.3%	311	102	0	Ridership migration to Route 69
	52*	Holland Landing Loc	265	84	0	6,306	6,794	7.7%	72,316	69,763	-3.5%	284	122	0	General corridor growth
	53	Woodspring-Clearmeadow	287	100	151	7,629	7,346	-3.7%	45,825	77,549	69.2%	305	68	60	New Routes April 2008; Stable ridership
	54*	Bayview North	192	33	0	4,437	5,879	32.5%	47,736	53,191	11.4%	254	67	0	General corridor growth
	55/55B	Davis Dr.	1,330	529	734	35,666	33,837	-5.1%	366,893	361,155	-1.6%	1,301	728	412	Stable ridership
	56	Gorham-Eagle	478	206	119	12,105	11,760	-2.9%	126,228	127,085	0.7%	470	189	110	Stable ridership
	57/57A	Mulock Dr.	680	145	0	16,046	17,934	11.8%	174,293	173,510	-0.4%	760	184	69	General corridor growth
	58/58A	Leslie North	96	0	0	2,171	1,435	-33.9%	23,741	19,479	-18.0%	64	0	0	Decrease in employment trave
	GO Rte 69	Sutton GO Bus	186	76	62	4,706	4,685	-0.4%	60,331	56,481	-6.4%	177	89	87	Stable ridership
	98*	Yonge North	785	544	411	22,376	22,196	-0.8%	267,716	262,549	-1.9%	797	575	422	Stable ridership
	220	Keswick GO	0	0	0	0	199	n/a	n/a	n/a	n/a	9	0	0	New route - Feb 2009
	222	Aurora-Nmkt GO Shuttle	76	0	0	1,682	1,285	-23.6%	13,550	15,191	12.1%	58	0	0	General corridor growth; Decrease in employment trave
	223	Newmarket GO Shuttle	32	0	0	707	312	-55.9%	6,637	5,156	-22.3%	14	0	0	Decrease in employment trave
	520/521	Newmarket Community Bus	61	12	7	1,425	1,924	35.0%	15,497	17,100	10.3%	80	26	12	General corridor growth
			Newmarket Total	5005	1844	1484	127,707	126,934	-0.6%	1,333,212	1,345,323	0.9%	5,055	2,208	1,172
		YRT SUB-TOTAL	61,937	23,010	11,049	1,532,374	1,553,120	1.4%	17,638,793	17,182,013	-2.6%	62,558	23,197	12,582	
Viva	blue*	Yonge Corridor	15,351	10,407	6,650	412,600	414,987	0.6%	5,030,726	5,089,986	1.2%	15,305	10,922	6,918	Stable ridership
	purple*	Highway 7 Corridor	5,121	3,413	2,344	138,038	156,282	13.2%	2,026,451	2,060,426	1.7%	5,853	3,858	2,419	York U Strike affected ridership resulting in 2008 avg daily ridership reporting lower
	green*	Markham North-South Link	707	0	0	15,546	11,640	-25.1%	202,811	169,198	-16.6%	529	0	0	Decreased employment trave
	orange*	Vaughan North-South Link	2,105	1,371	842	55,999	55,998	0.0%	791,420	788,094	-0.4%	2,133	1,261	806	York U Strike affected ridership resulting in 2008 avg daily ridership reporting lower
	pink*	Finch - Unionville	2,044	0	0	44,963	36,620	-18.6%	595,883	550,472	-7.6%	1,665	0	0	Decrease in employment trave
		Viva SUB-TOTAL	25,327	15,191	9,836	667,146	675,526	1.3%	8,647,291	8,658,176	0.1%	25,484	16,040	10,143	

* Route crosses municipal boundaries.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	87,264	38,201	20,885	2,199,520	2,228,646	1.3%	26,286,083	25,840,189	-1.7%	88,041	39,237	22,725
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL				1,457,644	1,454,734	-0.2%	18,815,388	18,314,619	-2.7%	57,468		
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