



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: January 5, 2011

RE: November 2010 Transit Ridership Statistics

This memo provides an overview of YRT/Viva ridership statistics for November 2010. YRT/Viva revenue ridership for November this year is over 1.86 million, an increase of 6% over November 2009. Total November 2010 boardings (i.e. transferring passengers and revenue riders) amounted to approximately 2.64 million riders, an increase over November 2009 of 11.6%. Year-to-date revenue riders are over 17.8 million, representing a year-to-date increase of 5.9%. November 2010 has also exhibited the highest total boardings for the month of November since amalgamation in 2001.

Employment

According to Statistics Canada^[1], the national unemployment rate for November 2010 is 7.6%, down from 7.9% in October. Employment grew by 318,000 (+1.9%) from November 2009. With the economy generally recovering, it is anticipated that ridership will likewise continue to recover with improved employment numbers as indicated in the November ridership results.

High Gas Prices

Gas prices in November 2010 were 11.2% higher than in November 2009^[2], including the additional 8.0% increase due to the implementation of the Harmonized Sales Tax (HST). Higher gas prices tend to help attract riders to public transportation. In November 2010, the cost of fuel was \$1.09 per litre vs. \$0.98 per litre in 2009. If gas prices continue to generally increase, it could result in positive impacts to our ridership numbers.

Introduction of new routes/branches, restructuring of Routes

With the introduction of Route 22A - King City branch to/from York University in September, Route 22/22A experienced a 70.6% increase in ridership for November. Route 77/ Zum restructuring has resulted in ridership growth in November for both Route 77 (Hwy 7/Centre) and Viva Orange by 31.6% and 20.3%, respectively.

On November 15, 2010, Route 88 – Bathurst weekday service to/from Elgin Mills Community Centre was extended to Seneca – King Campus, resulting in a monthly ridership growth of 23%.

Mobility Plus November Ridership

Mobility Plus ridership has increased by 10.8% over the same month last year. In November 2009, Mobility Plus carried 27,013 passengers and 29,943 in November 2010. This can be attributed to the ability to accommodate same day trip requests, ideal traveling weather, an increase in accepted Mobility Plus user applications, extra buses secured from contractors.

Although December's finalized passenger counts have not been completed, YRT/Viva estimates that 2010 year-end projections for revenue boardings will be 19.4 million.

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

Notes:

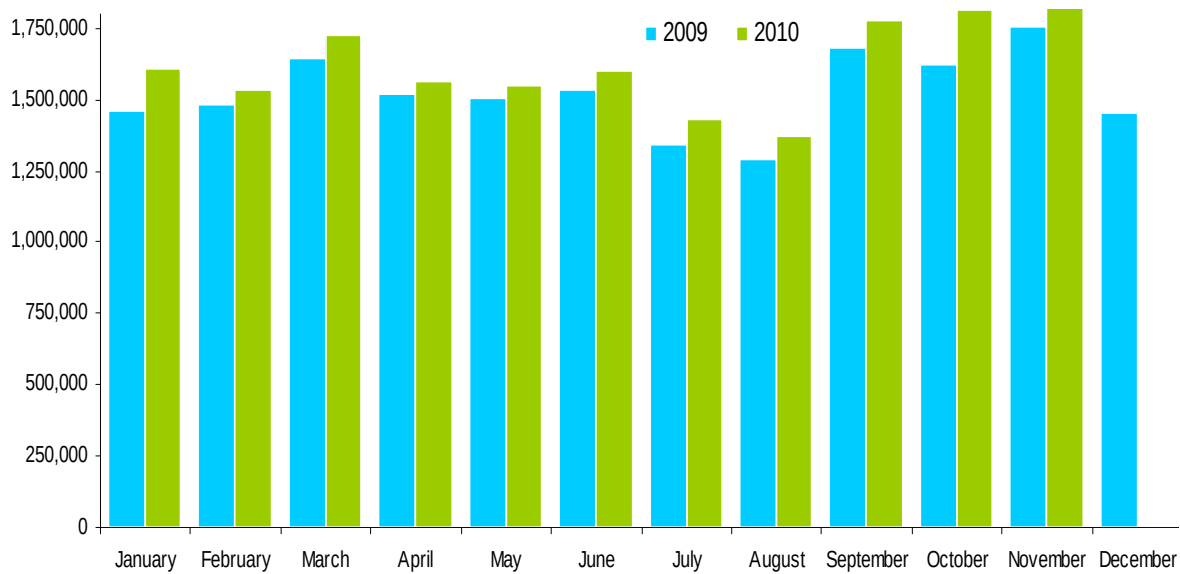
[1] November 5, 2010. Latest Release from the Labour Force Survey. *Statistics Canada*. Retrieved from <http://www.statcan.gc.ca/subjects-sujets/labour-travail/lfs-epa/lfs-epa-eng.htm>. Retrieved date November 24, 2010.

[2] 18 Month Average Retail Price Chart. (2010). *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date November 24, 2010.

YRT/Viva

2010 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2009 ¹	2010	Month Change Change ['09 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2010
January ²	1,464,280	1,608,610	9.9%	9.9%	68,844
February	1,480,919	1,532,249	3.5%	6.6%	69,667
March	1,644,873	1,726,714	5.0%	6.0%	67,095
April	1,516,370	1,561,915	3.0%	5.3%	64,376
May	1,501,987	1,551,310	3.3%	4.9%	65,028
June	1,536,795	1,603,156	4.3%	4.8%	64,055
July	1,343,234	1,432,934	6.7%	5.0%	57,177
August	1,289,201	1,373,565	6.5%	5.2%	54,563
September	1,685,021	1,776,754	5.4%	5.2%	71,242
October	1,626,594	1,814,785	11.6%	5.9%	73,834
November	1,686,369	1,862,985	6.0%	5.9%	72,826
December	1,454,734				
YTD	18,314,619	17,844,977			

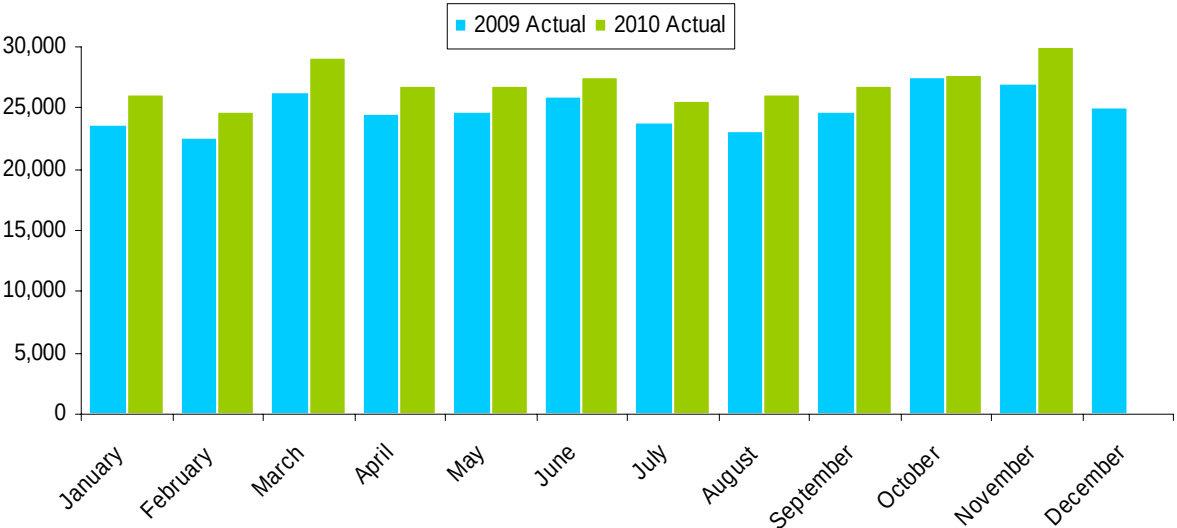
NOTES:

- 2009 revenue ridership adjusted for 2010 comparison.
- York U Strike Nov 6, 2008 to January 29, 2009.

YRT Viva

2010 Ridership Summary

Specialized Services – Mobility Plus



Month	2009 Ridership	2010 Ridership	Month Change ('09 vs. '10)	Year to Date Change	Avg Wkday Rev Ridership 2010
January	23,589	26,156	10.9%	10.9%	1,138
February	22,515	24,758	10.0%	10.4%	1,140
March	26,294	29,135	10.8%	10.6%	1,151
April	24,518	26,854	9.5%	10.3%	1,135
May	24,709	26,903	8.9%	10.0%	1,156
June	26,005	27,521	5.8%	9.3%	1,123
July	23,768	25,612	7.8%	9.1%	1,092
August	23,140	26,141	13.0%	9.5%	1,056
September	24,764	26,742	8.0%	9.4%	1,130
October	27,451	27,643	0.7%	8.4%	1,209
November	27,013	29,943	10.8%	8.6%	1,221
December	25,031				
YTD	298,797	297,408			

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
NOVEMBER 2010

rev. 21dec2010

Nov-10	22 weekdays, 4 Saturdays, 4 Sunday/Holidays
Nov-09	21 weekdays, 4 Saturdays, 5 Sunday/Holidays

rev. 21dec2010		2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010					
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Ho Boardings	2009	2010	Percentage ('09 vs '10)	2009	2010	Percentage ('09 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Ho Boardings	Notes	
Markham, Stouffville	1*	Highway 7	1,640	683	272	40,479	42,581	5.2%	442,282	415,188	-6.1%	1,694	913	331	Peak period service level reductions (April 26, 2010); Stable ridership	
	2	Milliken	2,116	778	411	52,244	53,150	1.7%	533,657	546,283	2.4%	2,175	717	424	General corridor growth ridership; Peak period service level reductions (April 26, 2010)	
	2A	14th Ave	817	0	0	18,176	23,926	31.6%	166,521	186,573	12.0%	1,079	0	0	General corridor growth; All day service in Box Grove (Sept 2009); Extension into Grand Cornell (Nov 2009)	
	3*	Thornhill - York U.	1,760	247	404	41,868	41,265	-1.4%	368,633	364,777	-1.0%	1,719	303	438	Rider migration to Viva Purple	
	8	Kennedy Rd	1,176	399	285	29,089	32,067	10.2%	296,858	316,132	6.5%	1,308	489	255	General corridor growth; Peak period and weekend service improvement (November 14, 2010)	
	9*	Ninth Line	125	0	0	2,798	4,633	65.6%	26,696	36,705	37.5%	207	0	0	Connections to Viva; General corridor growth; Increase in midday service (September 5, 2010)	
	15	Stouffville Local	110	0	0	2,465	2,624	6.5%	20,077	18,849	-6.1%	117	0	0	Stable ridership compared to Sept 2010; Increase in midday service (September 5, 2010)	
	18	Bur Oak	961	109	0	21,803	22,851	4.8%	196,231	210,215	7.1%	1,008	129	0	Stable ridership; One additional PM trip implemented (Sept 2009)	
	40	Unionville Local	627	149	90	14,917	14,999	0.5%	127,986	141,289	10.4%	634	158	69	Dial A Ride Service after 7pm (April 26, 2010)	
	41	Markham Local	363	99	75	8,806	10,416	18.3%	79,324	85,230	7.4%	435	106	72	General corridor growth; Dial A Ride Service after 7pm (April 26, 2010)	
	42	Bridal Walk	122	0	0	2,706	3,637	34.4%	6,061	30,861	409.2%	164	0	0	New route implemented (Sept 2009); 2 PM trips discontinued (April 26, 2010)	
	45	Mingay	39	0	0	869	1,131	30.1%	2,053	11,140	442.6%	51	0	0	New route implemented (Sept 2009); Last PM northbound trip discontinued (April 26, 2010)	
	201	Markham GO Shuttle	80	0	0	1,771	2,307	30.3%	23,357	22,735	-2.7%	104	0	0	General corridor growth; GO parking lot expansion (Fall 2009)	
	202	Unionville GO Shuttle	132	0	0	2,926	3,372	15.2%	30,506	33,410	9.5%	152	0	0	General corridor growth; Routing improvements to reduce travel time (Jan 2010)	
	203	Milliken GO Shuttle	45	0	0	1,002	1,432	42.9%	2,505	14,186	466.3%	64	0	0	New route implemented (Sept 2009)	
	300	Business Express	207	0	0	4,626	5,285	14.2%	56,496	53,216	-5.8%	234	0	0	Increase in employment travel; Rider migration to Viva; Service level reductions (April 2010)	
	301	Markham Express	340	0	0	7,661	7,848	2.4%	87,235	83,127	-4.7%	344	0	0	Stable ridership; Rider migration to Rt 45 and Route 303	
	302	Unionville Express	162	0	0	3,628	3,967	9.3%	43,183	39,585	-8.3%	174	0	0	General corridor growth; Increase in employment travel	
	303	Bur Oak Express	197	0	0	4,402	5,272	19.8%	40,018	50,646	26.6%	234	0	0	General corridor growth; 1 additional PM trip implemented (June 2010)	
	522	Markham Community Bus	35	27	0	878	1,816	106.8%	9,568	17,938	87.5%	70	69	0	Mobility Plus users encouraged to use this route, Dec 2009 not servicing on-site at No Frills	
		TTC	Markham Total	11,054	2,491	1,537	263,114	284,579	8.2%	2,559,247	2,678,085	4.6%	11,967	2,884	1,589	
		TTC 17A	Birchmount	198	0	0	4,356	5,104	17.2%	51,731	49,415	-4.5%	232	0	0	General corridor growth
		TTC 24D, 224B/C/D	Vic Park North (Woodbine)	938	73	55	21,148	21,658	2.4%	205,933	219,348	6.5%	949	102	88	Stable ridership; Route extended to New Honda Plan in Markham (May 10, 2010)
		TTC 25D *	Don Mills	1,036	0	0	22,792	0	-100.0%	232,731	88,963	-61.8%	0	0	0	Route 90B replaced TTC 25D on May 10, 2010
		TTC 68B	Warden North	922	423	230	22,896	21,860	-4.5%	246,779	231,142	-6.3%	864	463	250	Ridership migration to Viva
		TTC 102D	Markham Rd	875	240	202	21,018	23,674	12.6%	196,964	215,275	9.3%	967	358	242	General corridor growth
		TTC 129A	McCowan North	2,672	1,360	832	67,552	70,855	4.9%	706,441	687,151	-2.7%	2,813	1,314	931	Stable ridership
			TTC (Markham) Total	6,641	2,096	1,319	159,762	143,151	-10.4%	1,640,579	1,491,293	-9.1%	5,824	2,237	1,511	
			Markham & TTC Total	17,695	4,587	2,856	422,876	427,730	1.1%	4,199,826	4,169,378	-0.7%	17,791	5,121	3,100	
Vaughan, King	4/4A*	Major Mackenzie	2,353	1,122	915	61,238	79,973	30.6%	647,147	780,362	20.6%	3,162	1,513	787	General corridor growth; Rt 4 extended to Vaughan Mills Mall (April '09)	
	5 *	Clark	1,576	387	0	36,662	35,989	-1.8%	359,987	352,085	-2.2%	1,525	507	0	AM peak period frequency reduction in late (April 26, 2010)	
	7 *	Martin Grove	892	152	0	20,793	21,633	4.0%	172,221	189,200	9.9%	920	173	0	AM peak period frequency reduction in late (April 26, 2010)	
	10	York U. (Woodbridge)	405	49	43	9,558	10,949	14.6%	82,710	77,694	-6.1%	462	71	54	Rider migration to Viva Orange/Züm	
	11	Woodbridge	179	58	19	4,384	1,632	-62.8%	35,225	19,287	-45.2%	72	0	0	Off-peak & weekend service cancelled (April 26, 2010)	
	12	Pine Valley	255	88	0	6,188	9,387	51.7%	69,962	83,437	19.3%	381	170	0	General corridor growth	
	13	Islington Ave	330	131	0	8,116	8,319	2.5%	81,533	88,248	8.2%	347	93	0	Stable Ridership	
	20	Jane	2,189	1,546	623	58,616	52,560	-10.3%	566,359	641,431	13.3%	1,982	1,116	652	Weekday schedule adjustments in late June 2010; general corridor growth	
	22/22A*	King City	386	67	0	8,829	15,058	70.6%	66,952	87,378	30.5%	671	45	0	Rider migration from cancelled GO Route 64 to new YRT Route 22A (implemented Sept 2010). General corridor growth	
	23*	Thornhill Woods	951	0	0	21,289	21,642	1.7%	188,221	210,070	11.6%	966	0	0	Peak period route extension to Teston Road (Fall 2010)	
	27	Highway 27	51	27	15	1,300	1,778	36.8%	15,388	14,953	-2.8%	72	19	20	Increased ridership to the Royal Group employment area (Fall 2010)	
	28	Zenway-Hwy.27	41	0	0	914	535	-41.5%	7,839	7,904	0.8%	23	0	0	Rider migration to Route 77 which now operates via Zenway Blvd. and Vaughan Valley Blvd. (Fall 2010)	
	77	Hwy 7 - Centre St	2,843	1,480	0	71,104	93,602	31.6%	758,595	797,699	5.2%	3,684	1,490	1,118	Restructured & assumed trips previously operated by BT -Sept 2010; pk period frequency improvements (Nov 2010)	
	99*	Yonge South	2,794	1,913	1,213	74,987	87,809	17.1%	805,319	822,968	2.2%	3,431	1,575	1,267	Schedules updated to reflect actual travel time & peak/off-peak service frequency improvements (Nov 2010)	
	360*	Maple Express	311	0	0	7,276	9,154	25.8%	85,502	77,031	-9.9%	393	0	0	Schedules updated to reflect actual travel time (Sept 2010)	
		TTC	Vaughan Total	15,556	7,020	2,828	391,254	450,020	15.0%	3,942,960	4,249,747	7.8%	18,091	6,772	3,898	
		TTC 35-D	Jane	1,354	429	0	31,504	28,145	-10.7%	329,410	309,180	-6.1%	1,234	252	0	Decrease in employment travel
		TTC 37-D	Islington	142	0	0	3,113	2,178	-30.0%	29,865	25,643	-14.1%	99	0	0	Decrease in employment travel
		TTC 105, 105-B	Dufferin North	1,738	552	525	42,533	45,252	6.4%	405,715	422,173	4.1%	1,810	802	556	General corridor growth
		TTC 107-C/D/B/F	Keele North	2,669	724	387	63,151	67,616	7.1%	663,781	645,077	-2.8%	2,844	786	476	Stable ridership
		TTC 160	Bathurst North	775	569	386	20,870	20,166	-3.4%	222,777	214,433	-3.7%	719	594	493	Rider migration to Route 88
		TTC 165-D/F	Weston Road North	1,580	1,767	721	44,712	42,020	-6.0%	373,459	424,978	13.8%	1,576	1,105	732	Possible migration to Route 360
			TTC (Vaughan) Total	8,257	4,041	2,019	205,883	205,377	-0.2%	2,025,007	2,041,483	0.8%	8,282	3,539	2,257	
			Vaughan & TTC Total	23,813	11,061	4,847	597,137	655,397	9.8%	5,967,967	6,291,230	5.4%	26,373	10,311	6,155	

* Route crosses municipal boundaries.

			2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010			
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2009	2010	Percentage ('09 vs '10)	2009	2010	Percentage ('09 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
Richmond Hill	81	Inspiration	134	0	0	2,964	3,870	30.6%	21,853	28,553	30.7%	175	0	0	New development in the area, general corridor growth
	82	Valleymede-Spadina	537	38	0	12,048	15,492	28.6%	103,671	118,218	14.0%	689	67	0	General corridor growth
	83	Trench	1,143	102	0	25,818	27,333	5.9%	219,827	222,927	1.4%	1,218	96	0	Stable ridership
	84	Oak Ridges	222	35	0	5,051	5,876	16.3%	44,757	46,219	3.3%	258	45	0	General corridor growth, Dial-A-Ride service implemented on (April 2010)
	85/85A/85B*	16th Ave/Rutherford	4,276	2,012	1,107	108,412	124,730	15.1%	1,051,442	1,191,130	13.3%	4,943	2,349	1,264	General corridor growth
	86	Weldrick-Newkirk	720	120	0	16,525	18,302	10.8%	159,373	156,969	-1.5%	795	164	0	Stable ridership (10% increase in ridership can be attributed to the inconsistant and incorrect School Special #s)
	87*	Langstaff Local	1,047	94	0	23,669	3,714	-84.3%	202,918	213,508	5.2%	168	0	0	General corridor growth
	88/88A/88E*	Bathurst/Bathurst Express	3,153	1,482	1,502	83,208	102,612	23.3%	786,925	883,442	12.3%	3,978	2,096	1,252	General growth; wkday service to/from Elgin Mills Community Ctr extended to Seneca - King Campus - Nov 15, 2010
	589	RH Community Bus	117	122	62	3,310	3,564	7.7%	36,803	36,819	0.0%	124	142	67	Stable ridership
	90/90B*	Leslie	1,929	610	227	46,395	92,949	100.3%	408,501	666,216	63.1%	3,976	809	332	General corridor growth, Conversion of TTC Operated Route 25D to 90B
	91/91A/91B/91E*	Bayview South/Express	3,466	1,521	946	87,389	94,966	8.7%	944,085	908,860	-3.7%	3,696	1,990	1,112	Stable ridership
	240	Mill Pond GO Shuttle	117	0	0	2,621	3,060	16.7%	24,486	29,383	20.0%	137	0	0	General corridor growth
	241	Bev Acres GO Shuttle	88	0	0	1,958	2,388	22.0%	18,010	17,112	-5.0%	108	0	0	Stable ridership
	242	N Richvale GO Shuttle	32	0	0	710	952	34.1%	9,864	9,948	0.9%	43	0	0	General corridor growth
	243	Redstone GO Shuttle	158	0	0	3,515	1,972	-43.9%	36,385	34,257	-5.8%	87	0	0	Stable ridership, 7:45 am trip discontinued as of April 2010, due to low performance
244	Beaver Creek Shuttle	32	0	0	721	0	-100.0%	7,271	1,257	-82.7%	0	0	0	Route discontinued due to low performance as of Feb 14th 2010	
		Richmond Hill Total	17,171	6,136	3,844	424,314	501,780	18.3%	4,076,171	4,564,818	12.0%	20,395	7,758	4,027	
Aurora	31*	Aurora North	75	0	0	1,660	1,987	19.7%	12,591	15,684	24.6%	90	0	0	General corridor growth
	32	Aurora South	513	151	0	12,010	12,261	2.1%	88,396	101,548	14.9%	548	30	0	Trips/routing modified to accommodate students of Cardinal Carter HS, General corridor growth, D-A-R Service implemented, and Peak Period frequency adjusted April 2010
	33/33A	Wellington	469	161	0	11,077	13,515	22.0%	90,248	103,046	14.2%	581	128	0	General corridor growth
	34	Industrial Parkway	46	0	0	1,017	708	-30.4%	7,437	7,653	2.9%	32	0	0	Decrease in employment travel
		Aurora Total	1,103	312	0	25,764	28,471	10.5%	198,672	227,931	14.7%	1,251	158	0	
Newmarket, East Gwill., Georgina	44	Bristol - London	159	62	0	3,768	5,236	39.0%	40,406	44,449	10.0%	224	71	0	Route extended to Sacred Heart HS, general corridor growth
	51	Keswick Local	318	24	0	7,213	6,183	-14.3%	57,276	57,677	0.7%	269	44	0	From the past performance, this corridor is should have Stable ridership (will have the Operations/Contractor look into the
	52*	Holland Landing Local	271	126	0	6,535	6,606	1.1%	64,246	69,863	8.7%	272	138	0	Stable ridership
	53	Woodspring-Clearmeadow	320	102	124	8,039	8,011	-0.3%	68,244	74,071	8.5%	326	101	82	Stable ridership
	54*	Bayview North	247	72	0	5,800	8,680	49.7%	47,931	61,977	29.3%	370			