



MEMORANDUM

TO: Members of Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: December 18, 2009

RE: **November 2009 Ridership Statistics**

November 2009 ridership has begun to stabilize and is down approximately 0.6% in comparison to November of 2008 and down 2.9% overall year to date. Generally, ridership for other transit systems within the GTA has also recently been on the downward trend. TTC experienced ridership decrease in November of approximately 2.3%.

The economic downturn and the significant reduction in gas prices over the same period in 2008 is still having an affect on ridership both monthly and year to date.

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.

TTC ridership on routes serving the City of Vaughan is still declining, which is not surprising given that they serve mainly industrial and commercial areas. Ridership on Jane 35D is down 17.6%, Route 37D Islington, down 14.8% and Keele 107 down 10.5%. These routes carry many cross-boundary passengers from the City of Toronto that work in York Region and with higher unemployment rates, those TTC routes are taking a large hit in ridership.

In addition, boardings on VIVA Green are also down by 26.3%. Lack of anticipated development along the VIVA Green line is still hurting ridership. Overall, however, due to the Veolia strike which affected Viva services last fall, total Viva boardings have increased by 4.9% for the month of November 2009.

Fares

York Region Transit's cash fare of \$3.25 is still among the highest in the GTA even though the TTC has increased their cash fares to \$3.00 starting in January 2010. The cash fare for YRT express routes, \$3.50 is even higher than the normal cash fare and for the casual rider this can have an impact on their decision to try transit.

High Gas Prices

Higher gas prices do 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 on keeping those choice riders.

September Service Improvement Impacts on November Ridership

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 4.8% since this route provides all-day service in the Box Grove development; Route 22 and Route 23 increased by 8.7% and 20.4% respectively due to route extensions; Route 88 was restructured resulting in an increase of 15.9%. Route 15 is up by 15.3% due to schedule adjustment to make the schedule more efficient. Overall, the service improvements will have a long term impact to growing our ridership.

New Development Impacts

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

Kathleen Llewellyn-Thomas
Commissioner of Transportation Services

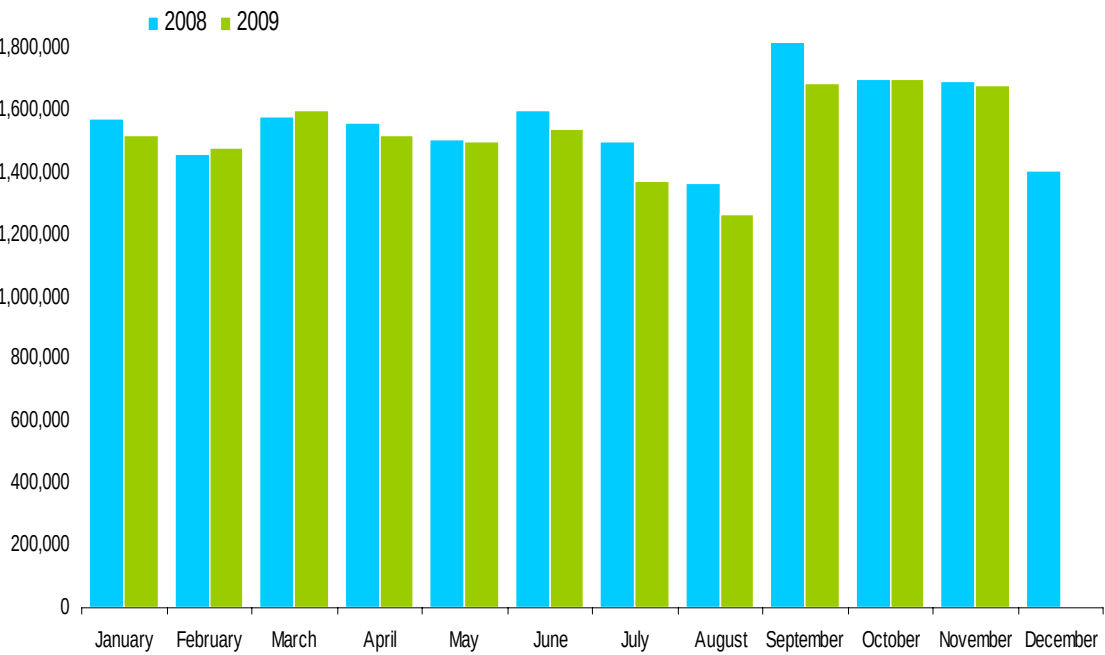
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YRT/Viva

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	1,408,292				
YTD	18,769,447	16,859,885			

- 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.



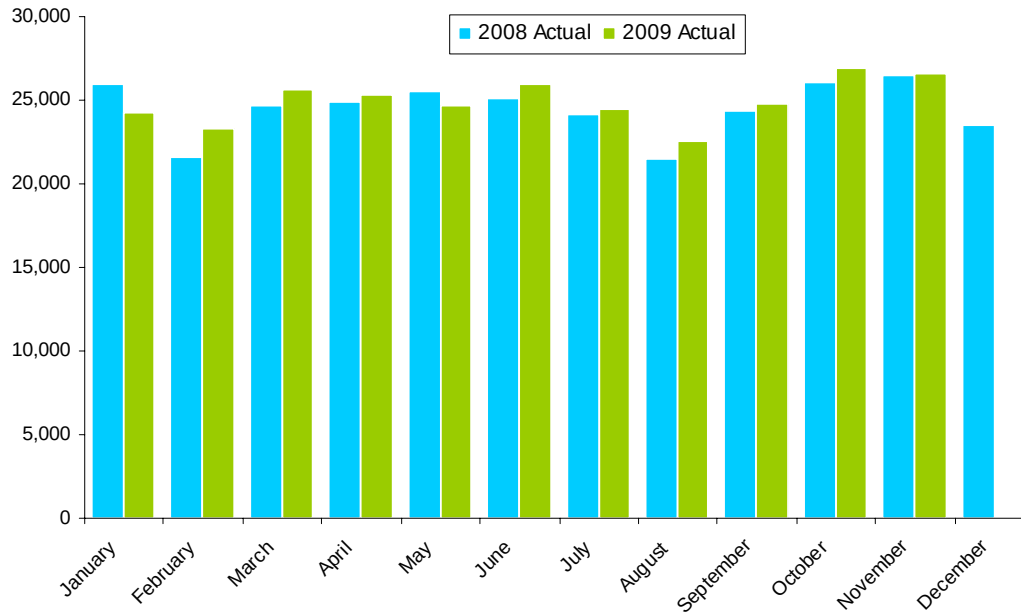
YORK
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TRANSIT

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				
YTD	293,797	274,458			

NOTES:

- * 2008 Ridership adjusted for 2009 comparison.

Updated: Dec 04, 2009

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY

Nov 2009

rev. 17dec2009

Nov-09	21 weekdays, 4 Saturdays, 5 Sunday/Holidays
Nov-08	20 weekdays, 5 Saturdays, 5 Sunday/Holidays

rev. 17dec2009		TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)							
YRT	Route #	Route Name	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	44,186	39,111	-11.5%	502,743	442,494	-12.0%	1,640	683	272	Rider migration to Viva
	2	Milliken	55,571	50,539	-9.1%	577,511	533,917	-7.5%	2,116	778	411	Employment travel decrease; Rider migration to Rt 203
	2A	14th Ave	16,559	17,359	4.8%	151,183	166,630	10.2%	817	0	0	General corridor growth, All day service in Box Grove (Sept 2009)
	3*	Thornhill - York U.	32,714	40,512	23.8%	361,517	371,095	2.6%	1,760	247	404	Lower ridership in Nov '08 (compared to Nov '09) due to Fall 2008 York U strike
	8	Kennedy Rd	29,090	28,198	-3.1%	306,314	296,821	-3.1%	1,176	399	285	Decrease in employment travel
	9*	Ninth Line	2,522	2,673	6.0%	21,673	26,722	23.3%	125	0	0	Connections to Viva; General corridor growth
	15	Stouffville Local	2,042	2,355	15.3%	16,718	20,070	20.1%	110	0	0	General corridor growth
	18	Bur Oak	19,575	20,852	6.5%	180,069	196,371	9.1%	961	109	0	One additional PM trip implemented (Sept 2009)
	40	Unionville Local	12,881	14,380	11.6%	124,474	127,983	2.8%	627	149	90	New school special implemented in Sept 2009
	41	Markham Local	8,335	8,518	2.2%	90,598	79,383	-12.4%	363	99	75	Rider migration to Viva, Rt 45 and Route 85
	42	Bridal Walk	n/a	2,584	n/a	n/a	6,032	n/a	122	0	0	New route implemented (Sept 2009)
	45	Mingay	n/a	830	n/a	n/a	2,041	n/a	39	0	0	New route implemented (Sept 2009)
	201	Markham GO Shuttle	2,209	1,691	-23.4%	23,496	23,386	-0.5%	80	0	0	GO parking lot expansion
	202	Unionville GO Shuttle	2,751	2,794	1.6%	28,597	30,522	6.7%	132	0	0	Stable ridership
	203	Milliken GO Shuttle	n/a	957	n/a	n/a	2,497	n/a	45	0	0	New route implemented (Sept 2009)
	300	Business Express	5,976	4,419	-26.1%	61,877	56,491	-8.7%	207	0	0	Rider migration to Viva
	301	Markham Express	8,948	7,321	-18.2%	91,233	87,267	-4.3%	340	0	0	Rider migration to Rt 45 and Route 303
	302	Unionville Express	4,909	3,466	-29.4%	45,226	43,240	-4.4%	162	0	0	Rider migration to Viva
	303	Bur Oak Express	3,069	4,205	37.0%	28,576	39,997	40.0%	197	0	0	General corridor growth; 1 new am trip (Dec 2008); 1 new pm trip (Feb 2009)
	522	Markham Community Bus	892	843	-5.5%	8,747	9,310	6.4%	35	27	0	Mobility Plus users encouraged to use this route
	TTC	Markham Total	252,229	253,607	0.5%	2,620,552	2,562,269	-2.2%	11,054	2,491	1,537	
	TTC 17A	Birchmount	4,305	4,158	-3.4%	51,532	51,772	0.5%	198	0	0	Decrease in employment travel
	TTC 24D, 224B/C/D	Vic Park North (Woodbine)	17,440	20,303	16.4%	192,300	205,787	7.0%	938	73	55	General corridor growth
	TTC 25D *	Don Mills	24,486	21,756	-11.1%	267,505	232,855	-13.0%	1,036	0	0	Rider migration to Route 90 - Leslie
	TTC 68B	Warden North	23,574	22,204	-5.8%	249,808	247,048	-1.1%	922	423	230	Decrease in employment travel
	TTC 102D	Markham Rd	15,774	20,345	29.0%	166,284	197,097	18.5%	875	240	202	General corridor growth; connections to Viva purple
	TTC 129A	McCowan North	63,215	65,712	4.0%	727,796	707,117	-2.8%	2,672	1,360	832	Stable ridership
		TTC (Markham) Total	148,794	154,478	3.8%	1,655,225	1,641,676	-0.8%	6,641	2,096	1,319	
		Markham & TTC Total	401,023	408,085	1.8%	4,275,777	4,203,945	-1.7%	17,695	4,587	2,856	
Vaughan, King	4/4A*	Major Mackenzie	53,471	59,800	11.8%	643,299	644,767	0.2%	2,353	1,122	915	Route extension to MS Hosp (Nov '08); Rt 4 extended to Vaughan Mills Mall (April '09)
	5 *	Clark	40,525	35,086	-13.4%	401,510	360,407	-10.2%	1,576	387	0	Decrease in employment travel
	7 *	Martin Grove	17,506	19,901	13.7%	172,166	172,234	0.0%	892	152	0	Increased ridership to Humber College
	10	York U. (Woodbridge)	5,638	9,196	63.1%	82,850	82,602	-0.3%	405	49	43	Lower ridership in Nov '08 (compared to Nov '09) due to Fall 2008 York U strike
	11	Woodbridge	2,915	4,224	44.9%	26,246	35,203	34.1%	179	58	19	New ridership from Woodbridge College & new Rainbow Creek Estates dev't.
	12	Pine Valley	6,970	5,933	-14.9%	74,488	69,938	-6.1%	255	88	0	Decrease in employment travel
	13	Islington Ave	8,065	7,786	-3.5%	89,594	81,555	-9.0%	330	131	0	Rider migration to Route 85
	20	Jane	45,223	57,050	26.2%	583,254	565,986	-3.0%	2,189	1,546	623	Lower ridership in Nov '08 (compared to Nov '09) due to Fall 2008 York U strike
	22*	King City	7,767	8,443	8.7%	62,279	66,844	7.3%	386	67	0	General growth
	23*	Thornhill Woods	16,893	20,338	20.4%	163,253	188,132	15.2%	951	0	0	Ridership growth due to peak period routing to Teston Road - implemented Fall'09
	27	Highway 27	1,492	1,264	-15.3%	45,512	15,387	-66.2%	51	27	15	Decreased ridership through the Royal Group employment area
	28	Zenway-Hwy.27	484	873	80.4%	4,185	7,856	87.7%	41	0	0	General growth
	77*(excl.BT)	Hwy 7 - Centre St	72,233	68,261	-5.5%	742,925	758,452	2.1%	2,843	1,480	0	Stable ridership
	99*	Yonge South	84,909	73,406	-13.5%	1,024,435	805,379	-21.4%	2,794	1,913	1,213	Rider migration to Viva blue/pink
	360*	Maple Express	7,515	6,965	-7.3%	70,923	86,157	21.5%	311	0	0	Stable ridership
	TTC	Vaughan Total	371,606	378,526	1.9%	4,186,919	3,940,899	-5.9%	15,556	7,020	2,828	
	TTC 35-D	Jane ^[3]	36,608	30,150	-17.6%	426,794	329,733	-22.7%	1,354	429	0	Decreased ridership through the Jane/Concord employment area
	TTC 37-D	Islington	3,486	2,972	-14.8%	39,507	29,873	-24.4%	142	0	0	Decreased ridership through the Pine Valley employment area
	TTC 105, 105-B	Dufferin N.	45,106	41,321	-8.4%	425,371	406,226	-4.5%	1,738	552	525	Rider migration to Route 88; new 105-B branch introduced May 2008
	TTC 107-C/D/B/F	Keele N.	67,981	60,870	-10.5%	806,639	664,603	-17.6%	2,669	724	387	Decreased ridership at Keele/Concord employment area; Rider migration to Rt 360
	TTC 160	Bathurst N.	20,567	20,481	-0.4%	233,965	222,815	-4.8%	775	569	386	Stable ridership
	TTC 165-D/F	Weston Road N.	37,912	43,853	15.7%	435,027	373,572	-14.1%	1,580	1,767	721	Increased ridership through the Weston Road employment corridor
		TTC (Vaughan) Total	211,659	199,646	-5.7%	2,367,302	2,026,821	-14.4%	8,257	4,041	2,019	
		Vaughan & TTC Total	583,265	578,172	-0.9%	6,554,221	5,967,720	-8.9%	23,813	11,061	4,847	

* Route crosses municipal boundaries.

			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			Avg Wkdy Boardings	Avg Sat Boardings	Avg SnHol Boardings	Notes
	YRT Route #	Route Name	2008	2009	Percentage (08 vs 09)	2008	2009	Percentage (08 vs 09)				
Richmond Hill	81	Inspiration	1,872	2,830	51.2%	10,515	21,753	106.9%	134	0	0	New Route - April 2008
	82	Valleymede-Spadina	11,889	11,511	-3.2%	103,593	98,254	-5.2%	537	38	0	Ridership migration to Route 90
	83	Trench	26,599	24,675	-7.2%	209,966	213,160	1.5%	1,143	102	0	Decrease in employment travel
	84	Oak Ridges	4,943	4,829	-2.3%	52,162	43,588	-16.4%	222	35	0	Stable ridership
	85/85A/85B*	16th Ave/Rutherford	98,154	105,243	7.2%	939,272	1,046,722	11.4%	4,276	2,012	1,107	General corridor growth
	86	Weldrick-Newkirk	18,322	15,805	-13.7%	171,167	155,175	-9.3%	720	120	0	Decrease in employment travel
	87*	Langstaff Local	21,532	22,622	5.1%	206,236	198,028	-4.0%	1,047	94	0	Stable ridership
	88/88A/88E*	Bathurst	70,386	81,557	15.9%	691,641	787,308	13.8%	3,153	1,482	1,502	General corridor growth, additional express service implemented Sep'09
	589	RH Community Bus	3,513	3,255	-7.3%	36,845	36,776	-0.2%	117	122	62	Stable ridership
	90*	Leslie	40,354	44,693	10.8%	321,387	402,564	25.3%	1,929	610	227	General corridor growth; ridership migration from TTC Route 25C
	91/91A/91B/91E*	Bayview South/Express	95,927	84,869	-11.5%	1,053,608	943,916	-10.4%	3,466	1,521	946	Employment travel decreased; Rt 91B implemented Sep'09
	240	Mill Pond GO Shuttle	2,942	2,504	-14.9%	27,217	24,326	-10.6%	117	0	0	Ridership APC counts to be evaluated; Decrease in employment travel
	241	Bev Acres GO Shuttle	1,579	1,870	18.4%	18,038	17,916	-0.7%	88	0	0	Ridership APC counts to be evaluated
	242	N Richvale GO Shuttle	879	678	-22.9%	9,606	9,899	3.1%	32	0	0	Ridership APC counts to be evaluated; Decrease in employment travel
Aurora	243	Redstone GO Shuttle	3,005	3,357	11.7%	37,869	36,107	-4.7%	158	0	0	General corridor growth
	244	Beaver Creek Shuttle	872	689	-21.0%	4,099	7,681	87.4%	32	0	0	New route June 2008 - Replaced 85A service to Beaver Creek area during peak periods
		Richmond Hill Total	402,768	410,987	2.0%	3,893,221	4,043,173	3.9%	17,171	6,136	3,844	
	31*	Aurora North	1,124	1,585	41.0%	17,178	12,532	-27.0%	75	0	0	General corridor growth, new high school on Wellington
	32	Aurora South	9,379	11,497	22.6%	75,968	87,157	14.7%	513	151	0	General corridor growth, new high school on Wellington
	33/33A	Wellington	8,437	10,608	25.7%	74,933	88,558	18.2%	469	161	0	General corridor growth, new high school on Wellington
	34	Industrial Parkway	898	971	8.1%	9,616	7,419	-22.8%	46	0	0	Decrease in employment travel
		Aurora Total	19,838	24,661	24.3%	177,695	195,666	10.1%	1,103	312	0	
New market, East Gwill., Georgina	44	Bristol - London	4,122	3,607	-12.5%	40,918	38,071	-7.0%	159	62	0	Decrease in employment travel
	51	Keswick Local	7,008	6,895	-1.6%	59,080	55,807	-5.5%	318	24	0	Ridership migration to Route 69
	52*	Holland Landing Loc	6,841	6,264	-8.4%	66,010	62,969	-4.6%	271	126	0	Decrease in employment travel
	53	Woodspring-Clearmeadow	6,911	7,843	13.5%	38,196	70,203	83.8%	320	102	124	New Routes April 2008; General corridor growth
	54*	Bayview North	4,614	5,553	20.4%	43,299	47,312	9.3%	247	72	0	General corridor growth
	55/55B	Davis Dr.	31,719	33,462	5.5%	331,227	327,318	-1.2%	1,347	691	427	Stable ridership
	56	Gorham-Eagle	12,421	11,104	-10.6%	114,123	115,325	1.1%	463	177	101	Stable ridership
	57/57A	Mulock Dr.	16,940	18,134	7.0%	158,247	155,576	-1.7%	812	174	50	Stable ridership
	58/58A	Leslie North	1,970	1,595	-19.0%	21,570	18,044	-16.3%	75	0	0	Decrease in employment travel
	GO Rte 69	Sutton GO Bus	4,937	5,373	8.8%	55,625	51,796	-6.9%	210	107	107	Decrease in employment travel
	98*	Yonge North	25,034	22,432	-10.4%	245,340	240,353	-2.0%	815	654	488	Decrease in employment travel
	220	Keswick GO	n/a	211	n/a	n/a	1,689	n/a	10	0	0	New route - Feb 2009
	222	Aurora-Nmkt GO Shuttle	1,690	1,100	-34.9%	11,868	13,906	17.2%	52	0	0	General corridor growth; November 2008 ridership is higher than norma
	223	Newmarket GO Shuttle	465	444	-4.5%	5,930	4,844	-18.3%	21	0	0	Decrease in employment travel
	520/521	Newmarket Community Bus	1,339	1,618	20.8%	14,072	15,176	7.8%	66	28	24	General corridor growth
		Newmarket Total	126,011	125,635	-0.3%	1,205,505	1,218,389	1.1%	5,186	2,217	1,321	
		YRT SUB-TOTAL	1,532,905	1,547,540	1.0%	16,106,419	15,628,893	-3.0%	64,968	24,313	12,868	

Viva	blue*	Yonge Corridor	436,489	451,159	3.4%	4,618,126	4,674,999	1.2%	17,535	11,224	7,606	Stable ridership
	purple*	Highway 7 Corridor	166,165	191,782	15.4%	1,888,413	1,904,144	0.8%	7,720	3,826	2,872	York U Strike affected ridership resulting in 2008 avg daily ridership reporting lower
	green*	Markham North-South Link	17,690	13,041	-26.3%	187,264	157,559	-15.9%	621	0	0	Decreased employment travel
	orange*	Vaughan North-South Link	65,485	71,813	9.7%	735,421	732,096	-0.5%	2,959	1,290	902	York U Strike affected ridership resulting in 2008 avg daily ridership reporting lower
	pink*	Finch - Unionville	50,528	44,373	-12.2%	550,920	513,852	-6.7%	2,113	0	0	Decrease in employment travel
		Viva SUB-TOTAL	736,358	772,168	4.9%	7,980,145	7,982,650	0.0%	30,948	16,340	11,379	

* Route crosses municipal boundaries.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	2,269,263	2,319,707	2.2%	24,086,564	23,611,543	-2.0%	95,916	40,653	24,247
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL	1,696,191	1,686,369	-0.6%	17,357,744	16,859,885	-2.9%	69,728		
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Notes:

1. System-wide transfer rate = Revenue Boardings / Total Boardings = 27.7