

To: York Region Rapid Transit Corporation Board of Directors

From: Mary-Frances Turner, President

Subject: Naming of Viva BRT Station at Spadina Subway Station

Ref: YORK-#4158767

It is recommended that:

1. The Board endorse “Vaughan Metropolitan Centre-Spadina Subway” as the name for the rapidway vivastation located at the intersection of Highway 7 and Millway Avenue in Vaughan.

The purpose of this report is to seek the Board’s endorsement of the name for the rapidway vivastation to be constructed at the intersection of Highway 7 and Millway Avenue in the City of Vaughan. The vivastation provides a direct connection to Vaughan Metropolitan Centre Station on the Spadina Subway.

Council approved the naming convention for Rapid Transit Terminals and Stops on June 24, 2004

- Typically, stops are named for streets intersecting the transit route
- The full stop name includes “Avenue”, “Street”, etc.; however, these may be abbreviated or omitted subject to space limitations on structures or signage

- The full stop name excludes compass directions associated with streets (e.g. “Wellington Street”, not “Wellington Street West”, unless this information is essential to avoid confusion with other stops (such as at West and East Beaver Creek Roads)
- Where intersecting street names differ on either side of the route, the full stop name includes both street names, with the street to the north or east of the corridor listed first. In these cases, “street” is not included. Where the composite name exceeds the character length cited below, the full name is shortened to the street that is physically longer, or more commonly known
- Where possible, stops are named to match “Regional Centres” designated in York Region’s Official Plan, e.g., Vaughan Metropolitan Centre at Highway 7 and Highway 400
- Stops that lie on the property of a private person or company may be named accordingly, e.g., *IBM*
- Maximum character length is approximately 18-20 characters and spaces

The existing vivastation configuration within the Vaughan Metropolitan Centre will change as a result of the introduction of the Toronto-York Spadina Subway Extension (TYSSE)

- Two vivastations were part of Viva Phase 1; the station on Interchange Way at Highway 7 was named “Vaughan Corporate Centre” station to be consistent with the convention to reflect “Regional Centres” names, and a second station located at Interchange Way and Jane Street is named “Interchange Way”
- Planning for the integration of the Toronto-York Spadina Subway Extension (TYSSE) with Viva and YRT services in the Vaughan Metropolitan Centre (VMC) will result in changes to the current vivastation configuration:
 - The existing “Vaughan Corporate Centre” station, will be relocated west to Commerce Street, and be named “Commerce Street”
 - The Interchange Way station at Jane Street will be relocated to Highway 7 at Creditstone Road, and be named “Creditstone Road”

- A new vivastation that will provide direct access to Vaughan Metropolitan Centre subway station will be constructed at Highway 7 and Millway Avenue

The new rapidway vivastation is conveniently located in Vaughan Metropolitan Centre and provides direct connection to the Spadina Subway line

- The official name of the Regional Centre, Vaughan Metropolitan Centre, was adopted by Vaughan City Council on June 30, 2009
- Three distinct transit facilities are located at VMC; a TTC subway station, a York Region bus terminal, and a rapidway vivastation
 - The TTC Commission approved the name “Vaughan Metropolitan Centre” for the TTC subway station on February 29, 2012
 - The name of the York Region bus terminal is still being finalized
 - The vivastation name should be distinct and indicate to customers that a connection to the subway exists
- The layout of transit facilities at Vaughan Metropolitan Centre is shown below:



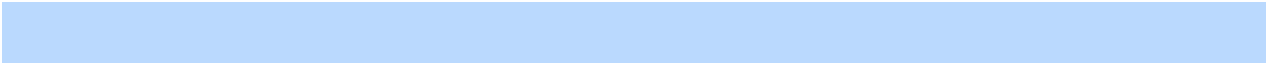
Conceptual Layout - Not to Scale

The new vivastation should be named according to convention

- The naming convention provides direction for naming rapid transit stations that are located in a Regional Centre, however, given the complexity of the facilities at the new subway, staff completed a more comprehensive naming analysis for this vivastation (See Attachment 1)
- It is appropriate to extend the intersecting street principle used to name vivastations to include linear transit facilities, specifically, the Spadina Subway
- The vivastation in the VMC Regional Centre that provides direct connection to the Spadina Subway line should correspondingly be named “Vaughan Metropolitan Centre-Spadina Subway”
- To satisfy the maximum station name length criteria, the use of “VMC-Spadina Subway” can be used where space is constrained, or it makes reasonable sense to do so

A comprehensive wayfinding and signage strategy will be developed for VMC to effectively direct customers to and from the desired transit facility

- Staff will work with YRT and TTC to develop and implement a comprehensive signage and wayfinding strategy for VMC transit facilities
- The strategy will consider passengers arriving at VMC by transit and patrons in the VMC area seeking access to transit

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- This report recommends naming the new vivastation located at Highway 7 and Millway Avenue, “Vaughan Metropolitan Centre-Spadina Subway” to reflect its geographic location and interface with the Spadina Subway.
 - Staff will develop and implement a comprehensive signage and wayfinding strategy for the VMC area to directed passengers to and from transit facilities.

For more information on this report, please contact, Dale Albers, Chief Communications Officer, York Region Rapid Transit Corporation at 905-886-6767, Ext. 1020.

Mary-Frances Turner
President

May 22, 2012

Attachment: (1)

YORK-#4158767-v5-RT___2___Naming_of_viva_BRT_Station_at_Spadina_Subway_Station.DOC

Naming Analysis for the Vivastation Located at:

Highway 7 and Millway Avenue

The following has been developed to analyze stop names for the vivastation located at Highway 7 and Millway Avenue. The vivastation is the primary stop located within the Vaughan Metropolitan Centre (VMC) and also provides a direct connection to 'Vaughan Metropolitan Centre' Station on the TTC Spadina Subway line. The ideal name will accurately describe the destination to customers on Viva, and also signify the stop location for customers in the VMC area.

In choosing a name for the vivastation, it is important to consider the customer and the natural inclination to simplify names for facilities. As an example, 'Union Station' is used by multiple transit agencies to describe their origin/destination, and passengers first ask how to get to Union Station, and once they have arrived, they then ask for the specific operator within Union Station; TTC (or subway), GO Train, or VIA.

It is fully expected that passengers will follow the same theoretic procedure in the VMC area. Once they have arrived at VMC, they will turn their attention to locate the specific transit operator (as opposed to the name of the facility) within the VMC area:

- **"TTC"** or **"subway"** or **"subway station"** for the 'Vaughan Metropolitan Centre' Station,
- **"YRT"** or **"YRT bus terminal"** or **"bus terminal"** for the Vaughan Metropolitan Centre YRT bus terminal, and
- **"Viva"** or **"the viva bus"** or **"vivastation"** for the vivastation on Highway 7 at Millway Avenue.

It must be recognized that while the facility name is important, customers will ultimately dictate the terminology for the transit facilities and branding and signage will need to effectively communicate the services available at each facility.

Ideas to help customers at VMC locate the desired transit service:

- Develop and implement a comprehensive signage and wayfinding strategy for the VMC area to directed passengers to and from transit facilities,
- Locate like services together; TTC subway below grade, Viva (rapid transit) on Highway 7, and YRT in the bus terminal,
- Use the brands as a means of directing customers to the transit facility as opposed to the name of the facility, and
- Ensure maps, online trip planners, and any third party applications identify the applicable transit facility

Ideas to help customers on transit identify VMC as a transit hub and transfer to TTC, YRT:

- Ensure Next Stop VMS and Audio recordings communicate transfers available at this stop,
- Ensure maps, online trip planners, and any third party applications identify the transfer and offer directions to the desired transit connection

The following chart looks at multiple names for the vivastation at Highway 7 and Millway Avenue. The chart attempts to describes positive and negative aspects of each name option for:

1. Customers on Viva seeking the VMC area as a destination, and
2. Customers in the VMC area looking for the vivastation.

As this document is to be used as an analysis tool, no name has been recommended.

Name	Perspective of Customers on Viva		Perspective of Customer at VMC	
	Positive	Negative	Positive	Negative
Vaughan Metropolitan Centre	Identifies VMC as a destination and consistent name with the subway station	VMC is a geographic area and the name does not specifically indicate the area is a transit hub	Consistent name with subway station, similar name to bus terminal - identifies a family of transit facilities (similar to Union Station concept)	May be difficult to direct someone not familiar with the transit system names to the appropriate facility
Vaughan Metropolitan Centre-Spadina Subway	Identifies VMC as a destination and indicates interface with the Spadina subway line	Customers may start to shorten then name to Spadina Station which is already a station within the TTC system;	None	Name tends to indicate it is the TTC subway station not a vivastation on Highway 7
Vaughan Metropolitan Centre - Millway	VMC is a geographic area and the name locates an individual within the VMC area; name is similar to the subway station	Name does not completely signify the interface with the subway system	Identifies that the facility is located along Millway Avenue within VMC	YRT bus terminal is located on Millway Avenue and this may cause confusion to customers
Millway	Consistent naming with other stops on Highway 7	Does not signify the interface with the subway system	Identifies that the station is located along Millway Avenue	YRT bus terminal is located on Millway Avenue and this may cause confusion
Spadina	Identifies interface with the subway system	This name already exists within the TTC subway system and may cause confusion; Spadina may not be easily identified as being the interface with the subway system	None	People may confuse the vivastation with the name of the subway line

Name	Perspective of Customers on Viva		Perspective of Customer at VMC	
	Positive	Negative	Positive	Negative
Millway-Spadina	Identifies interface with the subway system and name is consistent with other stops on Highway 7	Spadina may not be easily identified as being the interface with the subway system	Identifies that the station is located along Millway Avenue	YRT bus terminal is located on Millway Avenue and this may cause confusion; name tends to indicate it is the TTC subway station not a vivastation on Highway 7
Millway-Highway 7	Name accurately describes the stop location	Does not signify the interface with the subway system; only station to include the parallel street in the stop name	Identifies the location of the vivastation	None
Highway 7	None	Viva service runs along Highway 7 and the name does not signify the interface with the subway	Identifies location of Viva service as being on Highway 7	Does not identify location along Highway 7 where the stop is located