



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: June 9, 2011

RE: April 2011 Transit Ridership Statistics

This memo provides an overview of monthly YRT/Viva ridership statistics for April 2011. YRT/Viva revenue ridership for April is over 1.74 million, which represents an increase of approximately 216,700 revenue riders, or 14.2%, over April 2010. This is the highest ridership for April since amalgamation in 2001.

Employment

According to Statistics Canada ^[1], the national unemployment rate for April 2011 decreased by 0.1% from March 2011 to 7.6%. With the decrease in unemployment and the general recovery of the economy, it is anticipated that ridership will continue to grow.

Gas Prices

Gas prices in April 2011 ranged from \$1.23 to \$1.39 per litre ^[2], including Harmonized Sales Tax (HST). In April 2010, gas prices ranged from \$0.99 to \$1.02 per litre ^[2], it should be noted that these prices only included the Goods and Service Tax (GST). Higher gas prices tend to increase transit ridership as customers try to mitigate commuting costs.

Service Improvements

Service is continually monitored and evaluated to better serve YRT/Viva customers.

Effective February 27, 2011, YRT/Viva implemented service improvements to meet demand and to grow ridership. Some of the improvements include:

- Route 1-Highway 7 schedules adjusted to better reflect actual travel time and to improve service reliability.
- Route 303-Bur Oak Express extended to Kennedy Road and Bur Oak Avenue and one additional AM trip implemented to accommodate demand.

Effective April 24, 2011:

- A new Viva Blue northbound trip departing Finch GO Bus Terminal at 7:11 a.m.
- A new Viva Blue A southbound trip departing Newmarket GO Bus Terminal at 6:00 a.m.
- Route 20-Jane seasonal diversion to Wonderland on weekdays and weekend

- Weekend frequency improvements on Route 85A-Rutherford (Saturday frequency improved from 40 to 31 minutes and Sunday/Holiday from 45 to 37 minutes)
- Sunday/Holiday frequency improvements on Route 90-Leslie adjusted from 60 to 52 minutes
- Weekday frequency improvements on Routes 91/91A/91B-Bayview (peak periods adjusted from 11 to 9 minutes and mid-day frequency adjusted from 22 to 18 minutes)

Construction Mitigation (Rapidways, Spadina Subway Extension, Municipal Construction Projects)

Appropriate measures are being taken to better reflect the actual travelling times and to improve service quality and reliability during the construction of the Davis Drive and Highway 7 Rapidways, the extension of the Spadina Subway and municipal construction projects. Extra buses are being used as required to mitigate impacts due to construction including:

- One additional bus for Route 1 – Hwy 7 during peak periods to mitigate Markham construction
- Two buses for Viva Purple during peak periods to mitigate Highway 7 construction
- One bus for Viva Orange which was not saved (weekdays and weekends) as a result of construction of the Spadina Subway extension

As construction increases during the summer months, additional measures will be implemented to address any delays.

Viva Ridership

Viva service continues to perform well with the five Viva routes experiencing double-digit growth. Viva carried over 814,000 passengers in April 2011, or 17.4% over April 2010. The ridership on Viva Blue and Purple increased by 17.5% and 15.2%, representing additional boardings of 71,800 and 25,500 respectively.

Mobility Plus Ridership

In April 2011, Mobility Plus carried 196 fewer passengers, a decrease of 0.7% over April 2010. Generally, April 2011 ridership was impacted by inclement weather, higher amounts of rainfall^[3], causing Mobility Plus customers to make fewer trips.

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

Notes:

[1] March 4, 2011. 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 March 17, 2011.

[2] 18 Month Average Retail Price Chart. (2011). *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date March 17, 2011.

[3] Daily Data Report for February 2011. *Environment Canada - National Climate Data and Information Archive*. Retrieved from http://www.climate.weatheroffice.gc.ca/climateData/dailydata_e.html?StationID=4841. Retrieved date March 17, 2011.



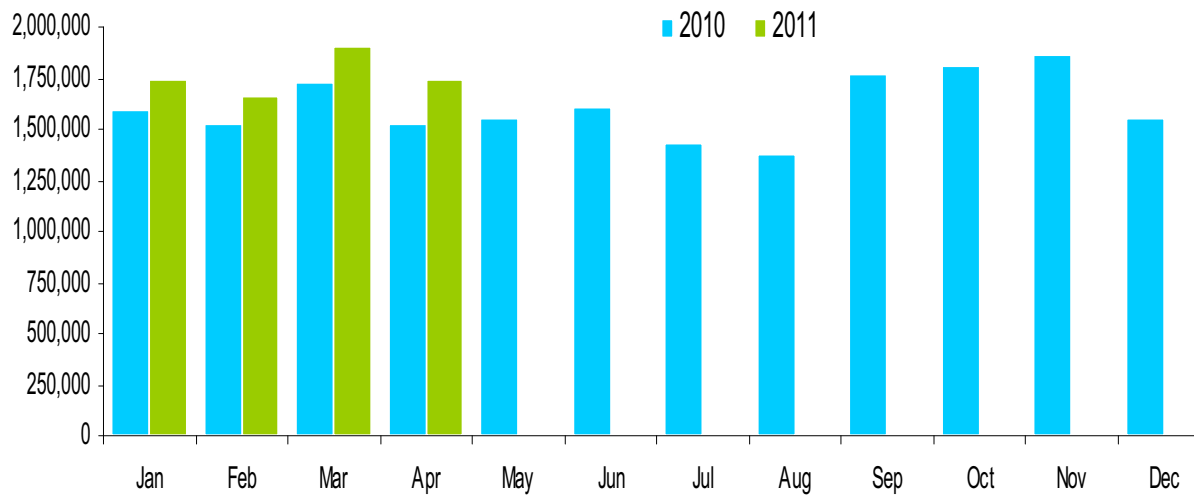
YORK
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TRANSIT

VIVA

YRT/Viva

2011 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles

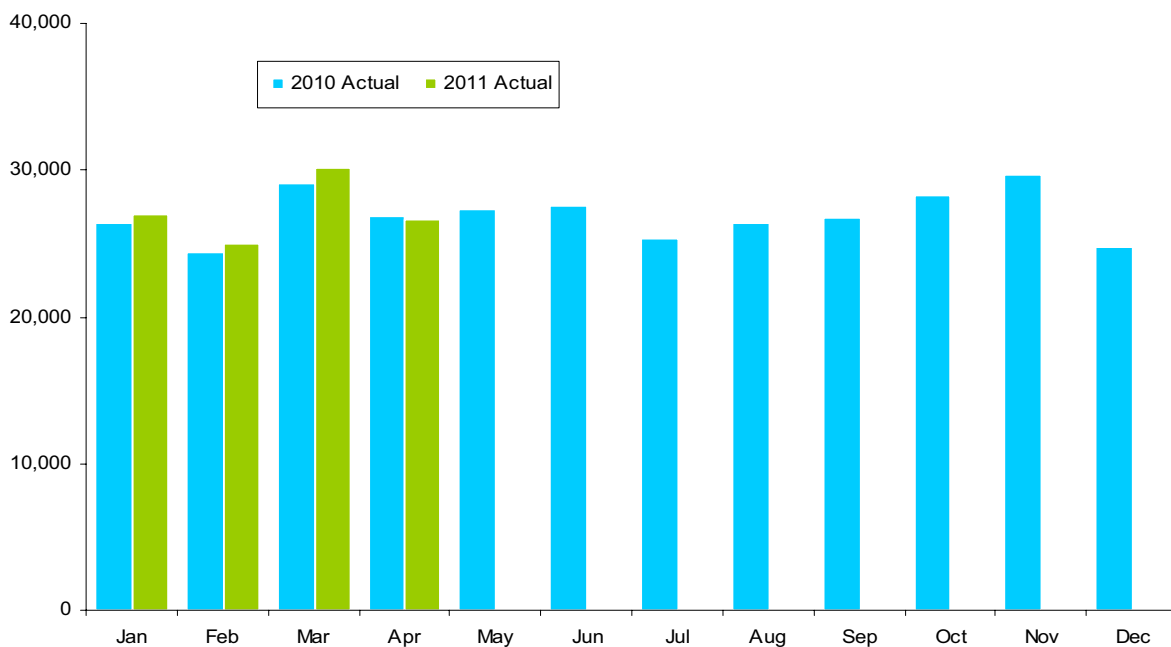


Month	2010	2011	Month Change ['11 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2011
January	1,599,353	1,740,807	8.8%	8.8%	70,078
February	1,532,249	1,658,141	8.2%	8.5%	73,187
March	1,726,714	1,909,452	10.6%	9.3%	71,362
April	1,524,252	1,740,968	14.2%	10.4%	73,359
May	1,551,310				
June	1,603,156				
July	1,432,934				
August	1,373,565				
September	1,776,754				
October	1,814,785				
November	1,862,985				
December	1,550,744				
YTD	19,348,801	7,049,368			

YRT/Viva

2011 Ridership Summary

Specialized Services – Mobility Plus



Month	2010 Ridership	2011 Ridership	Month Change ('11 vs. '10)	Year to Date Change	Avg Wkday Rev Ridership 2011
January	26,407	26,948	2.0%	2.0%	1,142
February	24,400	24,957	2.3%	2.2%	1,155
March	29,035	30,169	3.9%	2.8%	1,193
April	26,810	26,614	-0.7%	1.9%	1,184
May	27,365				
June	27,521				
July	25,381				
August	26,391				
September	26,788				
October	28,301				
November	29,692				
December	24,697				
YTD	322,788	108,688			

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY

APRIL 2011

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Apr-11
Apr-10

20 weekdays, 5 Saturdays, 5 Sunday/Holidays
21 weekdays, 4 Saturdays, 5 Sunday/Holidays

YRT Route #	Route Name	2010				TOTAL BOARDINGS MONTH				TOTAL BOARDINGS (YEAR TO DATE)				2011		Notes
		Avg Sat Boardings	Avg Sat Boardings	Avg SatHd Boardings	2010	2011	Percentage (11 Vs 10)	2010	2011	Percentage (11 Vs 10)	2010	2011	Percentage (11 Vs 10)	Avg Sat Boardings	Avg SatHd Boardings	
1 ⁽¹⁾	Highway 7	1,394	654	318	37,110	35,588	-4.1%	144,771	141,080	-2.5%	1,474	1,474	0	639	318	Peak period service level reductions (February 2011)
2 ⁽¹⁾	Milliken	2,193	793	301	50,360	50,360	0.0%	202,216	200,953	-0.6%	2,198	2,198	0	716	412	Peak period service level reductions (February 2011), Stable ridership
2A ⁽¹⁾	14th Ave	827	0	0	16,789	19,107	13.8%	68,030	74,019	8.8%	942	942	0	0	0	General corridor growth
3 ⁽¹⁾	Thornhill - York U.	1,364	242	323	30,590	34,768	13.7%	144,472	157,281	8.9%	1,554	1,554	0	465	196	General corridor growth
8	Kennedy Rd	1,201	428	309	28,046	31,077	10.8%	108,755	122,854	13.0%	1,306	1,306	0	551	347	General corridor growth
9 ⁽¹⁾	North Line	174	0	0	3,549	3,556	0.2%	11,488	13,267	15.5%	174	174	0	0	0	Connections to Viva: General corridor growth; increase in midday service (September 5, 2010)
15	Stouffville Local	78	0	0	1,605	1,678	4.5%	6,137	6,662	8.5%	82	82	0	0	0	General corridor growth; increase in midday service (September 5, 2010)
16	Bur Oak	937	107	0	19,447	21,464	10.3%	82,444	85,073	3.2%	1,035	1,035	0	123	0	General corridor growth
40	Unionville Local	659	120	72	14,352	13,176	-8.2%	58,603	62,328	6.3%	592	592	0	174	69	Peak period service level reductions (February 2011)
41	Berzly South Unionville	306	122	52	7,127	8,162	14.5%	29,718	35,461	20.7%	371	371	0	64	63	Peak period service level reductions (February 2011)
42	Markham Local	0	0	0	2,705	3,829	41.6%	17,730	14,634	-28.5%	190	190	0	0	0	General growth due to new riders
43	Minxay	44	0	0	883	1,730	83.7%	3,545	8,560	141.0%	85	85	0	0	0	Stable ridership
20	Markham GO Shuttle	104	0	0	2,100	2,394	14.0%	8,332	8,866	6.3%	132	132	0	0	0	Stable ridership
20 ⁽¹⁾	Unionville GO Shuttle	130	0	0	2,634	2,923	10.9%	12,681	12,871	1.5%	132	132	0	0	0	Stable ridership
203	Unionville Express	703	0	0	4,324	4,455	3.0%	17,750	19,124	7.7%	219	219	0	0	0	Stable ridership
300 ⁽¹⁾	Business Express	335	0	0	6,839	6,836	0.0%	30,451	29,981	-1.5%	335	335	0	0	0	Stable ridership
302 ⁽¹⁾	Unionville Express	184	0	0	3,331	3,712	11.4%	14,133	16,861	19.3%	183	183	0	0	0	General corridor growth
303 ⁽¹⁾	Bur Oak Express	204	0	0	4,154	5,820	40.1%	18,586	22,730	22.6%	287	287	0	0	0	General corridor growth; additional AM trip implemented (March 2011); Route extension to Kennedy Road
522	Markham Community Bus	64	68	0	1,620	1,946	20.1%	5,892	7,649	29.8%	79	79	0	72	0	Rider migration from Mobility Plus to conventional services
TTC	Markham Total	10,795	2,535	1,375	235,767	253,564	7.6%	983,532	1,035,456	5.3%	11,417	11,417	0	3,004	1,407	
TTC 17A ⁽¹⁾	Brimport	240	0	0	4,800	4,450	-7.3%	18,240	18,848	3.3%	223	223	0	0	0	Decrease in employment travel
TTC 24D, 224B(CD) ⁽¹⁾	Vic Park North (Woodbine)	879	74	51	18,233	17,648	-3.2%	77,605	76,940	-0.8%	847	847	0	74	61	Stable ridership
TTC 68B ⁽¹⁾	Warden North	827	221	194	19,455	21,350	9.7%	83,602	85,907	2.8%	918	918	0	377	223	Ridership migration to Viva
TTC 102D ⁽¹⁾	Markham Rd	759	270	189	17,475	20,430	16.9%	75,910	87,263	15.0%	898	898	0	312	184	General corridor growth
TTC 129A ⁽¹⁾	McCowan North	2,283	1,073	715	54,600	60,090	10.1%	236,173	258,872	9.3%	2,491	2,491	0	1,203	851	General corridor growth
TTC (Markham) Total		4,988	1,779	1,176	114,563	123,968	8.2%	492,130	527,729	7.2%	5,376	5,376	0	1,966	1,319	
Markham & TTC Total		15,783	4,314	2,551	353,330	377,532	6.8%	1,475,662	1,563,225	5.9%	16,793	16,793	0	4,970	2,726	
44A ⁽¹⁾	Major Mackenzie	2,562	1,233	835	62,781	76,782	22.3%	242,155	256,929	6.1%	3,168	3,168	0	1,440	1,032	Increase in employment travel, general corridor growth
5 ⁽¹⁾	Clerk	1,475	346	0	31,627	31,538	-0.3%	138,355	136,106	-1.6%	1,457	1,457	0	404	0	Stable ridership, PM peak period frequency reduction (Feb 2011)
7 ⁽¹⁾	Marin Grove	854	103	0	18,092	17,538	-3.0%	70,491	71,390	1.3%	808	808	0	173	0	Stable ridership, PM peak period frequency reduction (Feb 2011)
10 ⁽¹⁾	York U. (Woodbridge)	234	46	86	5,542	6,789	22.5%	30,133	36,878	22.4%	298	298	0	77	50	Increase in employment travel, Peak frequency reduction (Apr 2011)
11	Woodbridge	93	30	23	2,225	1,481	-33.4%	9,996	6,857	-36.4%	73	73	0	0	0	PM peak period frequency reduction (Feb 2011), Decrease in employment travel
12	Pine Valley	324	111	0	7,293	8,556	17.3%	28,407	28,134	-1.0%	378	378	0	156	0	Peak period frequency reduction (Feb 2011)
13	Islington Ave	429	80	0	9,403	7,378	-21.5%	33,446	31,507	-5.8%	325	325	0	119	0	Increase in employment travel, Seasonal Canada's Wonderland routing implemented (Apr 2011)
20 ⁽¹⁾	King City	1,320	1,310	809	50,546	57,611	14.1%	205,173	236,738	15.4%	2,203	2,203	0	1,549	801	Peak migration from discontinued GO Route 64 to new YRT Route 22A implemented Sept 2010, General corridor growth
22/22A ⁽¹⁾	Jane	314	40	0	6,546	11,130	70.0%	28,131	55,440	97.1%	542	542	0	43	0	Peak period frequency reduction (Feb 2011)
23 ⁽¹⁾	Thornhill Woods	931	0	0	18,964	18,379	-3.1%	73,112	79,921	9.3%	906	906	0	0	0	Rider migration from discontinued GO Route 64 to new YRT Route 22A implemented Sept 2010, General corridor growth
27	Highway 27	44	15	9	1,030	1,991	93.3%	3,359	6,800	103.0%	91	91	0	17	14	Increase in employment travel on weekdays
28	Zenway/Hwy 27	33	0	0	680	593	-12.8%	3,359	2,446	-27.2%	29	29	0	0	0	Ridership migration to Route 77, PM peak span of service reduced (Apr 2011)
77 ⁽¹⁾	Hwy 7 - Centre St	2,570	1,605	0	62,395	88,502	41.8%	248,070	350,053	41.1%	3,707	3,707	0	1,400	1,167	Restructured routing in association with introduction of Züm; assumption of trips previously operated by Brampton Transit (September 2010)
98 ⁽¹⁾	Yonge South	3,057	1,806	1,505	78,918	82,431	4.5%	287,198	345,049	20.1%	3,287	3,287	0	1,894	1,244	Weekday frequency reduction (February 2011); rider migration to Viva Blue/Blue A/Pink
380 ⁽¹⁾	Maude Express	307	0	0	6,619	7,526	13.7%	24,247	33,268	37.2%	351	351	0	0	0	Schedules updated to reflect actual travel time (Sept 2010)
TTC	Vaughan Total	15,147	6,725	3,267	362,651	418,225	15.3%	1,425,871	1,716,296	20.4%	17,621	17,621	0	4,308	4,308	
TTC 35D ⁽¹⁾	Jane	1,314	203	0	27,295	25,860	-5.3%	115,921	106,430	-8.2%	1,218	1,218	0	300	0	Possible rider migration to alternate north-south routes (e.g. Routes 20)
TTC 37D ⁽¹⁾	Islington	108	0	0	2,160	2,360	9.3%	10,304	9,034	-12.3%	118	118	0	0	0	Decrease in employment travel
TTC 105/105-B ⁽¹⁾	Dufferin North	1,414	642	505	34,015	41,570	22.2%	150,816	172,404	14.3%	1,807	1,807	0	617	471	Increase in employment travel, general corridor growth
TTC 107-C/D/B/E ⁽¹⁾	Keele North	2,546	523	435	55,710	62,250	11.7%	234,889	257,242	9.5%	2,844	2,844	0	729	345	Increase in employment travel, general corridor growth
TTC 160 ⁽¹⁾	Bathurst North	732	488	357	18,855	21,235	12.6%	78,858	82,902	5.1%	821	821	0	499	466	General corridor growth
TTC 165/DF ⁽¹⁾	Weston Road North	1,388	625	451	32,730	37,315	14.0%	153,754	158,026	2.8%	1,561	1,561	0	701	518	Possible rider migration to alternate north-south routes (e.g. Routes 20 & 380)
TTC (Vaughan) Total		7,481	2,481	1,748	170,765	190,590	11.6%	744,541	786,037	5.6%	8,368	8,368	0	2,846	1,800	
Vaughan & TTC Total		22,628	9,206	5,015	533,416	608,815	14.1%	2,170,412	2,502,333	15.3%	25,989	25,989	0	10,118	6,108	

* Route crosses municipal boundaries.

YRT Route #	Route Name	2010			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2011		
		Avg Wkly Boardings	Avg Sat Boardings	Avg Sun/Hl Boardings	2010	2011	Percentage ('11 vs '10)	2010	2011	Percentage ('11 vs '10)	Avg Wkly Boardings	Avg Sat Boardings	Avg Sun/Hl Boardings
1	Inspiration	106	0	0	2,137	3,542	65.7%	10,476	16,238	54.9%	176	0	0
2	Valleyview-Scadina	510	37	0	1,438	11,628	11.2%	45,713	48,231	5.9%	57	38	0
3	Heron	987	108	0	20,044	29,668	28.0%	90,333	101,503	12.3%	1,253	86	0
64/04/C	Oak Ridge	191	43	0	4,533	5,132	13.2%	19,246	21,669	12.6%	250	23	0
85/05A/08B	16th Ave/Rutherford	4,265	2,005	1,039	102,371	110,194	7.5%	408,931	421,658	3.1%	4,663	1,730	1,388
86	Wedlock/Newkirk	685	111	0	14,440	15,452	7.0%	61,049	65,473	7.2%	740	98	0
87	Landsat Local	1,075	104	0	22,267	22,364	0.4%	93,788	92,872	-1.0%	1,090	82	0
88/08A/08E	Bathurst/Bathurst Express	2,530	1,791	1,475	76,701	89,742	17.0%	314,269	357,440	13.7%	3,528	1,562	1,564
89	RH Community Bus	119	105	54	3,175	3,665	15.5%	13,667	15,334	12.0%	141	81	82
90/00B	Leslie	2,884	660	358	63,370	71,799	13.3%	258,562	295,482	14.3%	3,261	722	390
91/01A/01B/01E	Bayview South/Express	3,555	1,673	898	85,278	88,444	4.9%	344,139	356,672	3.6%	3,808	1,344	1,098
240	Mill Pond GO Shuttle	145	0	0	2,930	3,256	11.1%	11,894	14,360	20.7%	161	0	0
241	Bayview North	76	0	0	1,533	2,131	39.0%	5,450	7,617	39.8%	106	0	0
242	N. Ryedale GO Shuttle	43	0	0	872	929	6.5%	4,062	4,404	8.4%	46	0	0
243	Redstone GO Shuttle	145	0	0	2,921	3,126	7.0%	13,567	13,611	0.2%	154	0	0
	Richmond Hill Total	17,696	6,637	3,824	413,030	458,071	10.9%	1,695,226	1,832,554	8.1%	20,047	5,783	4,492
31	Aurora North	73	0	0	1,480	1,707	15.3%	6,464	7,754	20.0%	65	0	0
32	Aurora South	466	95	0	10,738	11,239	4.7%	44,356	45,617	2.8%	552	32	0
33/33A	Wellington	439	168	0	9,698	10,632	9.8%	42,800	47,671	11.4%	498	114	0
34	Industrial Parkway	39	0	0	784	807	2.9%	3,359	3,440	2.4%	40	0	0
	Aurora Total	1,017	263	0	22,700	24,385	7.4%	96,979	104,182	7.4%	1,175	146	0
44	Bristol - London	158	46	0	3,891	4,385	13.0%	17,320	19,207	10.9%	196	70	0
51	Keswick Local	276	89	0	6,020	5,409	-10.1%	26,131	23,043	-11.8%	261	29	0
52	Holland Landing Local	296	128	0	6,610	6,725	1.7%	25,194	26,525	5.3%	298	129	0
53	Woodspring-Clearmeadow	277	73	88	6,410	7,354	14.7%	29,514	31,370	6.3%	324	104	60
54	Bayview North	202	57	0	4,458	8,376	87.9%	19,206	30,674	59.7%	387	112	0
55/55B	Davis Dr.	1,242	770	343	30,658	32,952	7.5%	123,552	128,372	3.9%	1,376	637	399
56	Gorham-Eagle	458	179	92	10,621	11,375	7.1%	45,273	47,166	4.2%	496	166	108
57/57A	Mulock Dr.	707	198	96	15,515	15,257	-1.7%	66,602	66,222	-0.6%	687	197	77
58/58A	Leslie North	69	0	0	1,405	1,560	11.0%	6,091	6,337	4.0%	77	0	0
GO Rte 69	Sutton GO Bus	206	102	99	5,125	5,545	8.2%	20,107	21,555	7.2%	230	99	90
98 (incl. 98E)	Yonge North	886	667	408	23,301	21,529	-7.6%	89,277	100,389	12.4%	805	644	441
220	Keswick GO	13	0	0	262	226	-13.7%	962	1,015	5.5%	11	0	0
222	Aurora-Nkkt GO Shuttle	81	0	0	1,626	1,490	-8.4%	5,797	5,702	-1.6%	74	0	0
223	Newmarket GO Shuttle	18	0	0	361	502	39.1%	1,667	1,715	2.9%	25	0	0
520/521	Newmarket Community Bus	48	22	7	1,105	1,433	29.7%	5,697	5,664	-0.4%	65	13	11
	Newmarket Total	4,937	2,291	1,133	117,368	124,128	5.6%	492,380	514,976	6.6%	5,314	2,160	1,186
	YRT SUB-TOTAL	62,061	22,711	12,523	1,439,844	1,592,931	10.6%	5,920,659	6,517,270	10.1%	69,318	23,177	14,512
Blue (incl. blueA)	Yonge Corridor	16,173	9,114	8,386	410,960	492,799	17.5%	1,624,638	1,786,279	9.9%	18,688	11,881	8,035
purple	Highway 7 Corridor	6,673	4,103	2,899	168,470	194,036	15.2%	725,802	844,767	16.4%	7,428	4,542	3,425
green	Markham North-South Link	639	0	0	12,780	15,742	23.2%	52,180	64,413	23.4%	771	0	0
orange (incl. Zim)	Vaughan North-South Link	2,275	1,415	913	57,140	66,163	15.8%	246,396	287,252	16.6%	2,484	1,528	1,111
pink	Finch - Unionville	2,244	0	0	44,880	59,104	25.0%	174,585	227,650	30.4%	2,767	0	0
	Viva SUB-TOTAL	28,004	14,632	12,198	694,230	814,144	17.4%	2,823,600	3,210,401	13.7%	32,138	17,951	12,571

[1] Route crosses municipal boundaries.

[2] Viva ridership data adjustment is derived on a monthly basis, and compensates for temporary malfunctions of on-board automatic passenger counter (APC) equipment, and/or for drivers not logging onto Init. APC system.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	30,065	37,343	24,721	2,134,074	2,407,775	12.8%	8,744,259	9,127,671	11.2%	101,456	41,128	27,083
Rev. Boardings	YRT/VIVA SYSTEM TOTAL				1,524,262	1,740,968	14.2%	6,382,568	7,049,368	10.4%			73,359
Notes: 1. System-wide transfer rate = Revenue Boardings / Total Boardings = 27.7%													

By Route Class	Base Routes	74,788	35,199	23,915	1,806,971	2,047,321	13.3%	7,356,047	8,218,765	11.7%	84,406	38,816	28,428
	Local Routes	12,998	1,949	745	279,280	307,320	10.0%	1,189,649	1,283,207	7.9%	14,512	2,146	952
	Express Routes	1,223	0	0	25,267	28,339	12.2% <th>103,177</th> <th>121,774</th> <th>18.0%</th> <th>1,375</th> <th>0</th> <th>0</th>	103,177	121,774	18.0%	1,375	0	0
	Community Bus Routes	231	195	61	5,900	7,045	19.4%	25,286	28,647	13.4%	285	166	93
	GO Shuttle Routes	825	0	0	16,696	17,750	6.6% <th>68,120</th> <th>75,278</th> <th>10.5%</th> <th>878</th> <th>0</th> <th>0</th>	68,120	75,278	10.5%	878	0	0
	TOTAL by Route Class	90,065	37,343	24,721	2,134,074	2,407,775	12.8% <th>8,744,259</th> <th>9,727,671</th> <th>11.2%</th> <th>101,456</th> <th>41,128</th> <th>27,083</th>	8,744,259	9,727,671	11.2%	101,456	41,128	27,083