



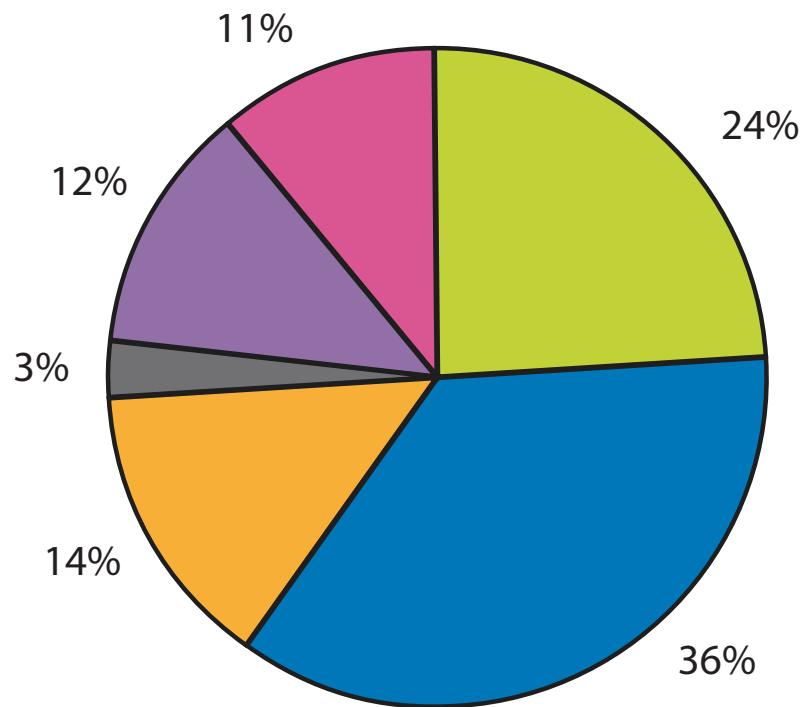
2008 Marketing and Communications Review

Transit Committee

March 12, 2009

안녕하세요 + 안녕하세요 가세요 + ciao + arrivederci + வணக்கம் + போய்-வ
 o свиданья + hello + goodbye + 哈囉 + 拜拜 + Привет + До свидания + 您好 + 拜
 salut + au revoir + こんにちは + さようなら + hola + hasta luego + kumusta
 मने + अलविदा + ciao + arrivederci + வணக்கம் + போய்-வருக + salut

2008 Marketing and Customer Service Budget \$2.7M



- Salaries (Marketing)
- Salaries (Customer Service)
- Marketing & Communications Program
- Special Events
- Printing
- Other*

*Admin support - training, software upgrades, consultant admin support, etc.

Consistent and ongoing marketing and communications:

- > Build awareness of YRT/Viva services and benefits
- > Educate the public about transit benefits
- > Improve the perception of transit through education
- > Encourage trial through successful programs and campaigns



What?

- > Businesses Lunch n' Learn sessions, posters, e-communication, info sessions
- > Ridesaver — 15 % discount on monthly passes (min. 15 passes)
- > Partners: Smart Commute Associations, Boards of Trade, Chambers of Commerce & Municipal Economic Development Departments

Who?

- > Local businesses with over 50 employees
- > 300 businesses contacted in 2008

Results

- > Six businesses participating: Scholastic, IBM, Sheraton Markham, Apotex, Vaughan Mills Mall and Ash City (13 others have expressed interest)
- > 18 Lunch n' Learn sessions



Business Benefit Program

VIVA
from A to Being...on time

Most VIVA transit runs nearly 10 minutes of headway every hour. That means that if you're stuck in traffic, you can get to work on time. There's no need to worry about missing your train. The VIVA transit system is designed to get you to work on time. The VIVA transit system is designed to get you to work on time. The VIVA transit system is designed to get you to work on time.



The two-hour ticket

FEEL FREE TO BE HOME.

When you have a two-hour ticket, you can get to work on time. The two-hour ticket is designed to get you to work on time. The two-hour ticket is designed to get you to work on time. The two-hour ticket is designed to get you to work on time.



Ride Saver

SAVE UP TO 30% OFF THE REGULAR ADULT TRANSIT FARE.

The Ride Saver program is designed to get you to work on time. The Ride Saver program is designed to get you to work on time. The Ride Saver program is designed to get you to work on time.



Business 407 Express

NO MORE 407 TOLL.

The Business 407 Express program is designed to get you to work on time. The Business 407 Express program is designed to get you to work on time. The Business 407 Express program is designed to get you to work on time.



RideSaver Program

You can save over 30% off the regular adult transit fare...

- The RideSaver Program gives you a 35% discount on the cost of an adult monthly YRT/Viva transit pass and at the end of the year you can also take advantage of the federal tax credit and claim an additional 15.25%.
- Transit can relieve you of the stress of driving to and from work in congested traffic and poor weather conditions.
- Convenient connections with GO Transit and TTC reduce passenger waiting times.
- By purchasing your monthly pass at work, you can avoid looking for ticket agents or searching to find the right amount of change.
- For only \$40.75 a month for a one-zone pass (less than 30% of the cost of owning and operating a car), you can increase your disposable income by not purchasing an additional family car.

Sign up for the RideSaver program with:



Key Benefits

- > Gets employees on transit
- > Helps businesses to reduce current and future parking
- > Raises awareness of YRT/Viva services
- > Employer input to service improvements



**Now you can save even more
by riding YRT/Viva to work.**

COMING SOON... for the employees of Vaughan Mills!

Employees working at Vaughan Mills can now save up to 15 percent off a YRT/Viva transit pass. Just purchase an Adult monthly pass at the Guest Services kiosk and pay 15 percent less. That's about \$15 savings per month and \$180 per year.

You can also save an additional 15 percent on your transit pass purchases through the Federal Transit Tax Credit Program.

Guest Services
Located between
Neighbourhoods 4 and 5

Youth On Board (YO!) Student Program

- > 43 York Region high schools
- > Transit presence at each high school — Transit Ambassadors
- > Direct, on-site communication of service changes
- > Survey results — 85 % felt that the program helped them get transit info and understand YRT/Viva better



Youth On Board (YO!) Student Program



7. WOULD YOU LIKE TO SEE A STUDENT SECTION (MYRT) ON VIVA? (E.G., BLOGS, SPECIFIC EVENTS, CONTESTS FOR STUDENTS, ETC.)
☐ Yes ☐ No

8. HOW OFTEN AT YOUR SCHOOL?
☐ Never ☐ Every other day ☐ Daily

9. WHAT DO YOU WANT TO SEE IN THE VIVA YOUTH ONBOARD SECTION?
 A) News ☐ B) Events ☐ C) School bus ☐ D) Other (please list): _____

10. WHAT ELSE?
☐ Student trip ☐ Web games ☐ Other (please list): _____

11. WHAT DO YOU WANT TO SEE IN THE VIVA YOUTH ONBOARD SECTION?
☐ News ☐ Events ☐ School bus ☐ Other (please list): _____

12. IF YOU ARE A STUDENT, HOW OFTEN DO YOU RIDE PUBLIC TRANSIT?
☐ Never ☐ Daily (Monday to Friday) ☐ At least once per week ☐ At least once per month

13. WHERE ELSE DO YOU TRAVEL USING PUBLIC TRANSIT?
☐ Work ☐ Museum/Shopping ☐ Visit friends ☐ Other (please list): _____

14. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

15. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

16. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

17. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

18. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

19. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

20. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

21. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

22. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

23. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

24. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

25. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

26. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

27. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

28. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

29. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

30. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

31. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

32. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

33. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

34. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

35. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

36. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

37. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

38. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

39. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

40. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

41. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

42. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

43. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

44. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

45. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

46. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

47. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

48. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

49. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

50. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

51. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

52. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

53. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

54. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

55. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

56. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

57. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

58. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

59. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

60. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

61. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

62. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

63. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

64. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

65. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

66. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

67. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

68. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

69. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

70. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

71. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

72. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

73. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

74. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

75. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

76. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

77. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

78. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

79. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

80. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

81. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

82. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

83. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

84. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

85. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

86. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

87. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

88. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

89. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

90. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

91. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

92. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

93. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

94. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

95. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

96. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

97. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

98. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

99. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____

100. HAVE YOU EVER USED MYRT CAT?
☐ Yes ☐ No ☐ If no, why? _____



Community Safety Village Program

- > 34,133 school children visited in 2008
- > Children learn about transit safety through a fun interactive video while sitting in a mini bus
- > Interactive puzzle tables reinforce transit safety messages
- > Feedback from the Community Safety Village: YRT building is used as a model of what all the buildings should look like



2008 Highlights

- > 18 Driver events and info sessions
- > Over 300 drivers participated
- > Three “Get Connected” driver newsletters issued: Spring, Summer/Fall and Winter
- > Driver Contests & free giveaways: YRT/Viva golf shirt, YRT/Viva fleece, coffee/treats, chapsticks, pens, Tim Horton coupons
- > Driver feedback



- > Buses (conventional and mobility)
- > Bus stop, shelters and terminal signage
- > Marketing materials & communications materials
- > Uniforms (2009)



- > Route maps
- > Navigators (individual route schedules/maps)
- > Newsletters (YRT, Viva and Mobility Plus)
- > Fare change communication
- > Target route/direct mail
- > New service launch
- > Public Information Centres



YRT Website Improvements

The screenshot shows the YRT/VIVA website homepage. At the top, there's a navigation bar with links: [Contact Us](#), [Search YRT](#), [Home](#), [About Us](#), and [Sitemap](#). Below this is a secondary navigation bar with links: [rideQuest Click](#), [Schedule Finder](#), [Maps & Navigators](#), [Fares](#), [Services](#), [News](#), [What's Ahead](#), and [Mobility Plus](#).

The main banner features the slogan "York, connected." and a photo of a family. Below the banner are three columns of links:

- Know where you're going? Connect to rides:**
 - [rideQuest Click](#)
 - [Trip Planner](#)
 - [Next Bus](#)
 - [Closest Stop](#)
- Know your route? Connect to schedules:**
 - [Schedule Finder](#)
 - [Route Schedules](#)
 - [Commuter Alerts](#)
 - [Service Changes](#)
 - [Mobility Service](#)
- Want a clearer picture? Connect to maps:**
 - [YRT System Map](#)
 - [YorkMap](#)
 - [TransitMap](#)
 - [Individual Route Maps](#)

Below these columns is a "Transit News" section with several news items and a "Need a quick trip plan?" section with a "Trip Plan" button and a "Schedule" button. The "Trip Plan" section includes fields for "From", "To", "Date", and "Time", and a "Get Trip Plan" button.

At the bottom, there's a "Exciting new changes are happening. You spoke. We're listening. Click here to see what is new!" section with a lightbulb icon, and a "Google Maps Canada" section with the text "another way to plan your trip learn more now".

The screenshot shows the "rideQuest Trip Planner" form. The form has a header with the title "Plan your ride" and a sub-header "rideQuest Trip Planner". Below the header is a paragraph explaining the purpose of the trip planner.

The form contains the following sections:

- From:** A text input field for "Address, Intersection, Stop Number or Landmark" and a dropdown menu for "Select a Landmark".
- To:** A text input field for "Address, Intersection, Stop Number or Landmark" and a dropdown menu for "Select a Landmark".
- When:** A "Leaving At" dropdown menu, a time selection (03:05 pm), and a "Today" button.
- Sort results by:** Radio buttons for "Trip Time", "Walking Distance", and "Number of Transfers".
- Select one:** Radio buttons for three options:
 - ☐ I am interested in YRT, VIVA and TTC contracted services (Results will not include GO Shuttles, High School Specials or Express services)
 - ☐ I am traveling to/from a GO Train Station (Results may include GO Shuttles)
 - ☐ I am traveling to/from a high school (Results will include High School Specials)
 - ☐ I am interested in Express services (Results will be limited to Express services)

On-street Customer Information

**EXPLORE US
SEPTEMBER
03, 2004**



VIA
BUS & RAIL
TRANSIT

EXPRESS ROUTES

GO FINCH BUS TERMINAL

ROUTE 300 BUSINESS EXPRESS

WEEK DAYS

7:30 am	8:00	8:30	9:00
7:45	8:15	8:45	9:15



ROUTE 301 MARKHAM EXPRESS

WEEKDAYS

6:00 am	6:45	8:00	8:00
6:30	7:15	8:45	



ROUTE 302 UNIONVILLE EXPRESS

WEEK DAYS

6:00 am	6:10	6:40	6:45
---------	------	------	------



ROUTE 303 CORNELL EXPRESS

WEEK DAYS

6:05 am	6:30		
---------	------	--	--



ROUTE 304 BAYVIEW EXPRESS

WEEKDAYS

6:07 am	6:27	7:57	8:27
6:12	6:42	8:12	



FOR MORE INFORMATION CALL:
 VIA BUS: 1-800-387-8388 or 1-800-387-8389
 VIA TRAIN: 1-800-387-8388 or 1-800-387-8389
www.via.com



[illegible]

Community Outreach

- > YRT/Viva attendance at over 150 community events in 2008
- > Community fairs/celebrations
- > Mall displays
- > High school/college/university events
- > Eco events/community groups
- > Business sessions
- > Customer Appreciation Events
- > Winter parades



Community Outreach







February 2008

- Snow Angels embarked on a goodwill gesture of cleaning driveways to remind people that transit may be a more viable option, especially during the winter season
- Research — 80 % of riders liked the campaign and 75 % indicated that it would encourage them to increase their transit usage



YRT / VIVA 2008 WINTER CAMPAIGN NEWS
SNOW ANGELS



Snow Angels' acts of kindness demonstrate that public transit beats driving this winter!

Have you considered the convenience of public transit during the final weeks of the winter season?

York Region Transit (YRT)/Viva "Snow Angels" have taken to the streets armed with hot chocolate and snow shovels to bail out frozen commuters.

By leaving the driving to someone else, YRT/Viva riders ease their commuting stress. They can read, chat with a friend, listen to music or just relax.

With the help of the Snow Angels, new riders will be inspired to forgo the stressful winter driving commute, and existing riders will realize they have made the right choice.

In the spirit of Snow Angel acts of kindness, residents are invited to share other inspiring stories with YRT/Viva at transitinfo@york.ca.

Tell us about seeing or being a part of a simple act of kindness. Examples include giving up a bus seat for someone in need, opening a door or just lending a hand.

All acts of kindness will be posted on yrt.ca. We look forward to hearing from you.

FOR MORE INFORMATION CALL:
 LOCAL 905 747 2300 / TOLL FREE 1 844 MOVE YRT (648 3978)
 TTY: TELETYPENRTERS, LOCAL 905 981 5147 / TOLL FREE 1 844 226 7478
yrt.ca



head
space.
leg
room.

VIVA

180°
from
cubicle
land.

VIVA

go
green.
ride
blue.

VIVA

care
more.
car,
less.

VIVA

2008 Clean Air Campaign

- > June 2008 — National Clean Air Week
- > Environmentally friendly messages from YRT/Viva
- > Riders pledged their support of Clean Air Day by signing one of 8 cut-outs
- > Results — 86 % riders liked campaign and 76 % indicated it would encourage increased transit usage



2008 Summer Gas Campaign

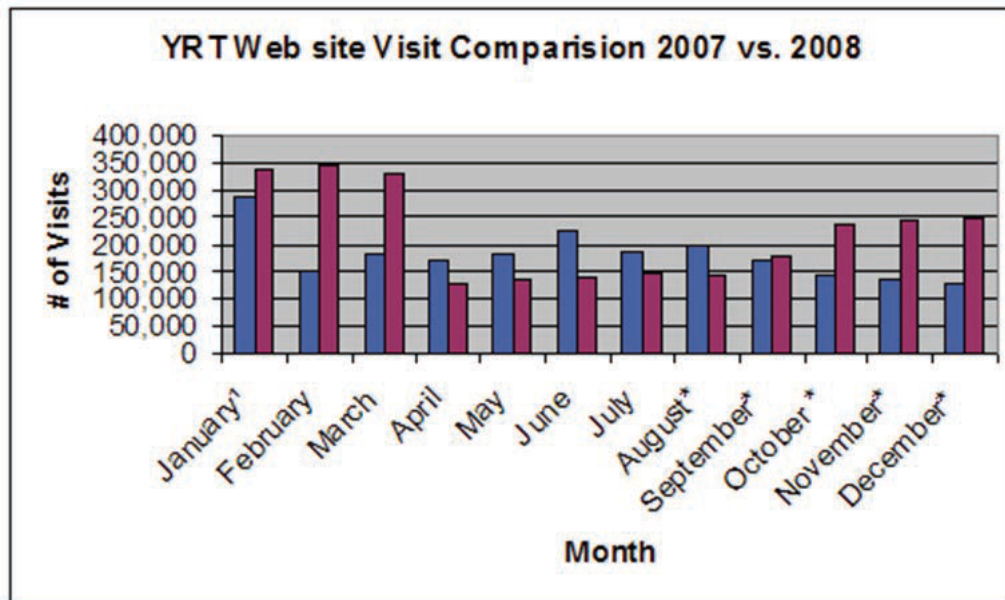
- > YRT/Viva saves money as compared to current gas prices
- > Created a “calculator of savings” on the yrt.ca/gasrelief site using statistics from CAA





Results

- > Revenue ridership increase to December 2008 is 3.3 %*
- > Customer call centre calls growing 6 % to date
- > Website visits continue to grow



*York University and Veolia strikes



Campaign Effectiveness

Two rounds of research in 2008: Winter and Summer

- > Round 1 — Telephone surveys
- > Round 2 — On bus surveys

Provides staff the ability to:

- > Track and analyze awareness and perceptions of YRT/Viva
- > Measure campaign and communication effectiveness
- > Build the direction for future marketing, communication and education
- > Benchmark results to track improvements and identify future changes



Summary of research results:

- > YRT/Viva awareness and perceptions improving — 52 % recall campaigns on an aided basis
- > Circumstances that may encourage trial:
 - > poor weather driving conditions — 72 %
 - > more convenience and frequency — 40 %
- > Schedule information at stops ranked most important — 68 % for YRT riders and 89 % for Viva riders



2008 Customer Satisfaction Survey

- > Environics Research Group, Toronto

Who?

- > 7,040 riders interviewed on-bus and at stops.
551 Mobility Plus clients interviewed through telephone survey

When?

- > November 25 to December 17, 2008

Results?