



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: February 23, 2011

RE: January 2011 Transit Ridership Statistics

This memo provides an overview of YRT/Viva ridership statistics for January 2011. YRT/Viva revenue ridership for January is over 1.74 million, which represents an increase of approximately 141,000 revenue riders, or 8.8%, over January 2010. This is an increase of roughly 110,000 revenue riders, or 6.7%, over the next highest ridership for a January, recorded in 2008.

Employment

According to Statistics Canada^[1], the national employment level for January 2011 rose by 1.9% compared to January 2010. The increase in employment suggests a generally recovering economy, which would also lead to an increase in ridership.

High Gas Prices

Gas prices in January 2011 ranged from \$1.11 to \$1.15 per litre^[2], including the additional 8.0% increase due to the implementation of the Harmonized Sales Tax (HST). In January 2010, gas prices were lower, ranging from just under \$0.96 per litre to just over \$1.00 per litre. Higher gas prices tend to help attract riders to public transportation. If gas prices continue to generally trend upward, this could result in positive impacts to our ridership numbers.

Introduction of New Routes/Branches, Restructuring of Routes and Updating of Schedules

For Route 22/22A (King City), the introduction of service to/from York University in September 2010 has contributed to a month-over-month increase of 104.1% in total boardings in January.

For Route 77 (Highway 7/Centre), restructuring of the route in September 2010, in association with the introduction of Brampton Transit Züm service, has contributed to a month-over-month increase of 50.6% in total boardings in January, with total boardings for Viva Orange experiencing a month-over-month increase of 10.4% in January.

For Route 88 (Bathurst), service improvements to Seneca College King Campus which were implemented in November 2010 continue to grow ridership. Boardings for January 2011 totalled 87,148 – an increase of 8.8% over January 2010.

In 2010, YRT/Viva staff established the Run Time Review Committee which helped to optimize route schedules. As a result, numerous routes have benefited operationally from input provided by this group, through improvements to schedule adherence and on-time performance.

Mobility Plus Ridership

Ridership for Mobility Plus has increased by 2.0% over the same month last year. In January 2010, Mobility Plus carried 26,407 passengers and 26,948 in January 2011. This modest increase has been mostly attributed to the addition of approximately 150 new registrants to the Mobility Plus service in January 2011. In comparison to January 2010, January 2011 generally experienced greater amounts of snowfall and a colder average temperature^[3], causing Mobility Plus customers to travel less.

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

Notes:

[1] February 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 February 16, 2011.

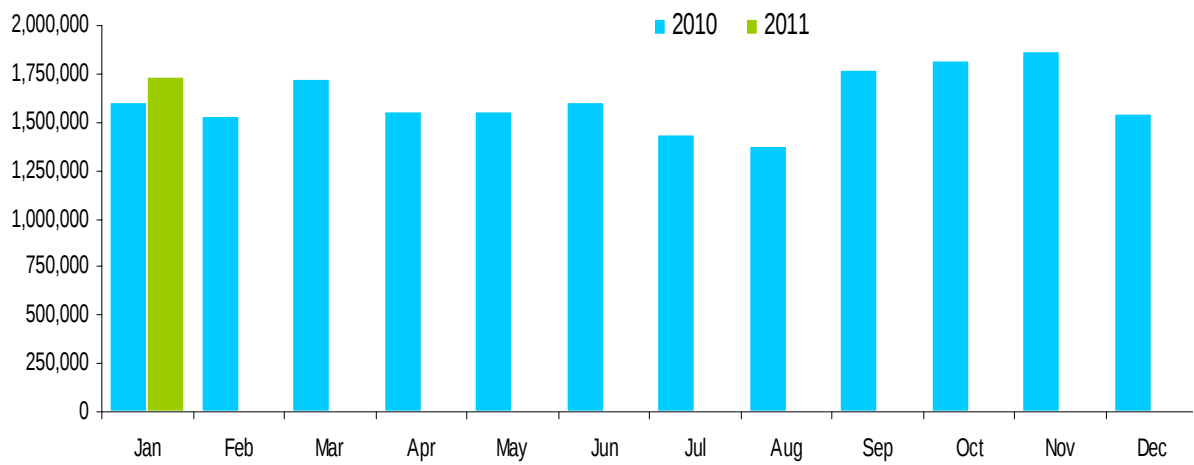
[2] 18 Month Average Retail Price Chart. (2011). *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date February 16, 2011.

[3] Daily Data Report for January 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 February 19, 2011.

YRT/Viva

2011 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2010 ¹	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				
March	1,726,714				
April	1,561,915				
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	19,395,721	1,740,807			

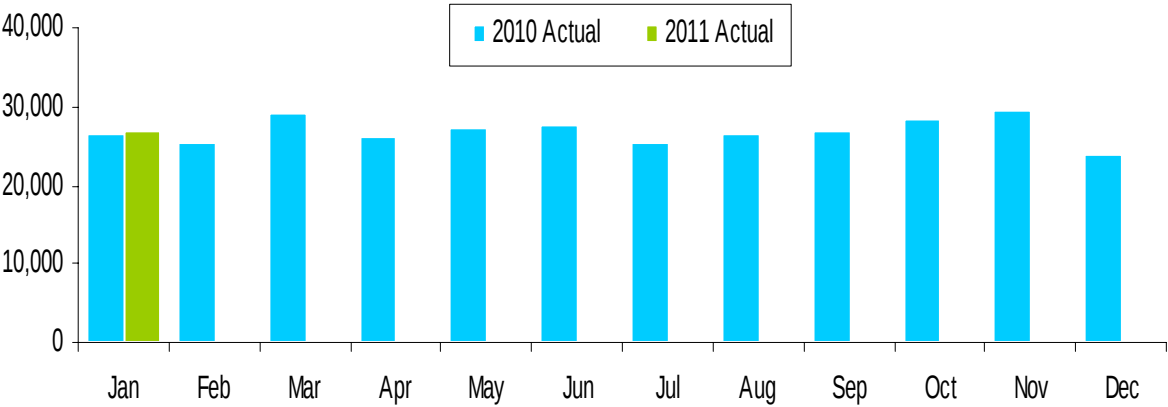
NOTES:

1.
- 2010 revenue ridership adjusted for 2011 comparison.

YRTViva

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 2010
January	26,407	26,948	2.0%	2.0%	1,142
February	25,600				
March	29,135				
April	26,110				
May	27,365				
June	27,521				
July	25,381				
August	26,391				
September	26,788				
October	28,301				
November	29,692				
December	24,097				
YTD	322,788				

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
JANUARY 2011

Jan-11	21 weekdays, 4 Saturdays, 6 Sunday/Holidays
Jan-10	21 weekdays, 5 Saturdays, 5 Sunday/Holidays

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rev. 17feb2011			2010			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2011			
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2010	2011	Percentage ('11 vs '10)	2010	2011	Percentage ('11 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	Notes
Markham, Stouffville	1*	Highway 7	1,471	600	242	35,251	35,348	0.3%	35,251	35,348	0.3%	1,445	722	289	Peak period service level reductions (April 26, 2010); Stable ridership
	2	Milliken	2,049	646	343	48,597	49,671	2.2%	48,597	49,671	2.2%	2,100	594	403	Peak period service level reductions (April 26, 2010); Stable ridership
	2A	14th Ave	743	0	0	15,810	16,877	6.7%	15,810	16,877	6.7%	795	0	0	General corridor growth
	3*	Thornhill - York U.	1,606	217	357	37,205	39,804	7.0%	37,205	39,804	7.0%	1,705	224	437	General corridor growth
	8	Kennedy Rd	1,046	283	183	24,608	29,987	21.9%	24,608	29,987	21.9%	1,258	383	278	General corridor growth; Peak period and weekend service improvement (November 14, 2010)
	9*	Ninth Line	113	0	0	2,431	3,142	29.2%	2,431	3,142	29.2%	147	0	0	Connections to Viva; General corridor growth; Increase in midday service (September 5, 2010)
	15	Stouffville Local	106	0	0	2,283	2,126	-6.9%	2,283	2,126	-6.9%	99	0	0	Stable ridership; Increase in midday service (September 5, 2010)
	18	Bur Oak	925	66	0	19,878	20,194	1.6%	19,878	20,194	1.6%	935	99	0	Stable ridership
	40	Unionville Local	571	105	61	12,971	12,135	-6.4%	12,971	12,135	-6.4%	530	116	66	Dial A Ride Service after 7pm (April 26, 2010)
	41	Markham Local	299	93	56	7,145	9,620	34.6%	7,145	9,620	34.6%	415	95	67	Dial A Ride Service after 7pm (April 26, 2010); Connection to Viva
	42	Bridal Walk	131	0	0	2,775	3,188	14.9%	2,775	3,188	14.9%	150	0	0	New route implemented (Sept 2009); 2 PM trips discontinued (April 26, 2010)
	45	Mingay	29	0	0	617	1,243	101.5%	617	1,243	101.5%	58	0	0	New route implemented (Sept 2009); Last PM northbound trip discontinued (April 26, 2010)
	201	Markham GO Shuttle	92	0	0	1,951	1,999	2.5%	1,951	1,999	2.5%	94	0	0	Stable ridership
	202	Unionville GO Shuttle	133	0	0	2,827	3,420	21.0%	2,827	3,420	21.0%	161	0	0	Routing improvements to reduce travel time (Jan 2010)
	203	Milliken GO Shuttle	44	0	0	936	1,440	53.8%	936	1,440	53.8%	65	0	0	New route implemented (Sept 2009)
	300	Business Express	222	0	0	4,751	5,073	6.8%	4,751	5,073	6.8%	236	0	0	Increase in employment travel; Service level reductions (April 2010)
	301	Markham Express	375	0	0	8,034	7,983	-0.6%	8,034	7,983	-0.6%	372	0	0	Stable ridership
	302	Unionville Express	171	0	0	3,647	4,259	16.8%	3,647	4,259	16.8%	198	0	0	General corridor growth
	303	Bur Oak Express	200	0	0	4,283	5,629	31.4%	4,283	5,629	31.4%	262	0	0	General corridor growth; 1 additional PM trip implemented (June 2010)
	522	Markham Community Bus	52	48	0	1,284	1,809	40.9%	1,284	1,809	40.9%	73	69	0	Mobility Plus users encouraged to use this route
	TTC	Markham Total	10,378	2,058	1,242	237,284	254,947	7.4%	237,284	254,947	7.4%	11,098	2,302	1,540	
	TTC 17A	Birchmount	198	0	0	4,158	4,872	17.2%	4,158	4,872	17.2%	232	0	0	General corridor growth
	TTC 24D, 224B/C/D	Vic Park North (Woodbine)	938	61	47	20,265	20,523	1.3%	20,265	20,523	1.3%	949	66	49	Stable ridership; Route extended to New Honda Plan in Markham (May 10, 2010)
	TTC 25D *	Don Mills	1,036	0	0	21,756	0	-100.0%	21,756	0	-100.0%	0	0	0	YRT Route 90B replaced TTC 25D (May 10, 2010)
	TTC 68B	Warden North	922	423	230	22,434	21,517	-4.1%	22,434	21,517	-4.1%	865	463	250	Ridership migration to Viva
	TTC 102D	Markham Rd	875	240	202	20,547	23,191	12.9%	20,547	23,191	12.9%	967	358	242	General corridor growth
	TTC 129A	McCowan North	2,672	1,360	432	64,144	69,915	9.0%	64,144	69,915	9.0%	2,813	1,314	931	General corridor growth
	TTC (Markham) Total	6,641	2,084	911	153,304	140,018	-8.7%	153,304	140,018	-8.7%	5,826	2,201	1,472		
	Markham & TTC Total	17,019	4,142	2,153	390,588	394,965	1.1%	390,588	394,965	1.1%	16,924	4,503	3,012		
Vaughan, King	4/4A*	Major Mackenzie	2,360	928	655	57,202	72,170	26.2%	57,202	72,170	26.2%	2,943	1,025	843	General corridor growth
	5 *	Clark	1,651	335	0	36,011	34,035	-5.5%	36,011	34,035	-5.5%	1,520	426	0	Stable ridership
	7 *	Martin Grove	795	137	0	17,243	17,959	4.2%	17,243	17,959	4.2%	802	104	0	Stable ridership
	10	York U. (Woodbridge)	340	38	58	7,640	10,115	32.4%	7,640	10,115	32.4%	442	65	48	Increase in employment travel
	11	Woodbridge	95	34	22	2,263	1,539	-32.0%	2,263	1,539	-32.0%	71	0	0	Decrease in employment travel, weekend service discontinued (April 25, 2010)
	12	Pine Valley	303	75	0	6,663	5,882	-11.7%	6,663	5,882	-11.7%	249	82	0	Decrease in employment travel
	13	Islington Ave	354	78	0	7,746	8,025	3.6%	7,746	8,025	3.6%	348	101	0	Stable ridership
	20	Jane	2,073	1,083	506	50,901	57,501	13.0%	50,901	57,501	13.0%	2,243	966	775	Increase in employment travel
	22/22A*	King City	291	96	0	6,530	13,330	104.1%	6,530	13,330	104.1%	617	67	0	Rider migration from cancelled GO Route 64 to new YRT Route 22A (implemented Sept 2010). General corridor growth
	23*	Thornhill Woods	835	0	0	17,535	20,466	16.7%	17,535	20,466	16.7%	956	0	0	Peak period route extension to Teston Road (Fall 2010)
	27	Highway 27	35	10	4	799	1,298	62.5%	799	1,298	62.5%	54	18	9	Increase in employment travel
	28	Zenway-Hwy.27	33	0	0	693	638	-7.9%	693	638	-7.9%	29	0	0	Rider migration to restructured Route 77
	77	Hwy 7 - Centre St	2,458	1,295	0	56,798	85,534	50.6%	56,798	85,534	50.6%	3,474	1,386	819	Restructured routing in association with introduction of Züm; assumption of trips previously operated by Brampton Transit
	99*	Yonge South	2,541	1,396	1,135	65,755	88,411	34.5%	65,755	88,411	34.5%	3,444	1,685	1,398	Schedules updated to reflect actual travel time & peak/off-peak service frequency improvements (Nov 2010)
	360*	Maple Express	277	0	0	5,817	7,837	34.7%	5,817	7,837	34.7%	349	0	0	Schedules updated to reflect actual travel time (Sept 2010)
	TTC	Vaughan Total	14,441	5,505	2,380	339,596	424,740	25.1%	339,596	424,740	25.1%	17,541	5,925	3,892	
	TTC 35-D	Jane	1,354	429	0	30,150	26,912	-10.7%	30,150	26,912	-10.7%	1,234	252	0	Decrease in employment travel
	TTC 37-D	Islington	142	0	0	2,972	2,079	-30.0%	2,972	2,079	-30.0%	99	0	0	Decrease in employment travel
	TTC 105, 105-B	Dufferin North	1,738	552	525	41,846	44,554	6.5%	41,846	44,554	6.5%	1,810	802	556	General corridor growth
	TTC 107-C/D/B/F	Keele North	2,669	724	387	61,257	65,724	7.3%	61,257	65,724	7.3%	2,844	786	476	Increase in employment travel
TTC 160	Bathurst North	775	569	386	20,867	20,433	-2.1%	20,867	20,433	-2.1%	719	594	493	Rider migration to Route 88-Bathurst	
TTC 165-D/F	Weston Road North	1,580	1,767	721	44,574	41,908	-6.0%	44,574	41,908	-6.0%	1,576	1,105	732	Possible rider migration to alternate north-south routes (e.g. Routes 20 & 360)	
	TTC (Vaughan) Total	8,257	4,041	2,019	201,665	201,610	0.0%	201,665	201,610	0.0%	8,282	3,539	2,257		
	Vaughan & TTC Total	22,698	9,546	4,399	541,261	626,350	15.7%	541,261	626,350	15.7%	25,823	9,464	6,149		

* Route crosses municipal boundaries.

			2010			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2011			
			Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2010	2011	Percentage ('11 vs '10)	2010	2011	Percentage ('11 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
Richmond Hill	YRT Route #	Route Name													
	81	Inspiration	130	0	0	2,748	3,989	45.2%	2,748	3,989	45.2%	189	0	0	New development in the area, general corridor growth
	82	Valleymede-Spadina	559	32	0	11,955	11,792	-1.4%	11,955	11,792	-1.4%	551	40	0	Stable ridership
	83	Trench	1,254	95	0	26,952	27,102	0.6%	26,952	27,102	0.6%	1,264	103	0	Stable ridership
	84	Oak Ridges	211	31	0	4,593	5,329	16.0%	4,593	5,329	16.0%	248	22	0	General corridor growth, Dial-A-Ride service implemented on (April 2010)
	85/85A/85B*	16th Ave/Rutherford	4,580	1,486	576	107,484	102,255	-4.9%	107,484	102,255	-4.9%	4,209	1,768	874	Stable ridership
	86	Weldrick-Newkirk	726	111	0	15,867	17,512	10.4%	15,867	17,512	10.4%	806	109	0	General corridor growth
	87*	Langstaff Local	1,187	100	0	25,639	21,748	-15.2%	25,639	21,748	-15.2%	1,017	94	0	Decrease in employment travel
	88/88A/88E*	Bathurst/Bathurst Express	3,077	1,310	1,424	80,131	87,148	8.8%	80,131	87,148	8.8%	3,404	1,622	1,246	General growth; wkday service to/from Elgin Mills Community Ctr extended to Seneca - King Campus - Nov 15, 2010
	589	RH Community Bus	130	104	71	3,572	3,754	5.1%	3,572	3,754	5.1%	134	97	92	Stable ridership
	90/90B*	Leslie	2,002	512	209	46,074	73,091	58.6%	46,074	73,091	58.6%	3,216	706	304	General corridor growth, Conversion of TTC Operated Route 25D to 90B, Improved frequency on Rt 90 branch (Nov 2010)
	91/91A/91B/91E*	Bayview South/Express	3,389	1,185	771	81,743	88,397	8.1%	81,743	88,397	8.1%	3,571	1,576	976	General corridor growth; Peak period service improvement (November 14, 2010)
	240	Mill Pond GO Shuttle	133	0	0	2,815	3,511	24.7%	2,815	3,511	24.7%	165	0	0	General corridor growth
	241	Bev Acres GO Shuttle	43	0	0	929	1,524	64.0%	929	1,524	64.0%	72	0	0	General corridor growth
	242	N Richvale GO Shuttle	61	0	0	1,299	1,308	0.7%	1,299	1,308	0.7%	62	0	0	General corridor growth
	243	Redstone GO Shuttle	181	0	0	3,824	1,990	-48.0%	3,824	1,990	-48.0%	92	0	0	7:45 am trip discontinued as of April 2010, due to low performance
	244	Beaver Creek Shuttle	44	0	0	937	0	-100.0%	937	0	-100.0%	0	0	0	Route discontinued due to low performance as of Feb 14th 2010
Richmond Hill Total			17,707	4,966	3,051	416,562	450,450	8.1%	416,562	450,450	8.1%	19,000	6,137	3,492	
Aurora	31*	Aurora North	75	0	0	1,589	2,054	29.3%	1,589	2,054	29.3%	97	0	0	General corridor growth
	32	Aurora South	490	119	0	10,844	11,363	4.8%	10,844	11,363	4.8%	533	25	0	Trips/routing modified to accommodate students of Cardinal Carter CHS, General corridor growth, D-A-R Service implemented, and Peak Period frequency adjusted April 2010
	33/33A	Wellington	453	90	0	9,943	12,663	27.4%	9,943	12,663	27.4%	574	132	0	General corridor growth
	34	Industrial Parkway	41	0	0	866	558	-35.6%	866	558	-35.6%	26	0	0	Decrease in employment travel
	Aurora Total		1,059	209	0	23,242	26,638	14.6%	23,242	26,638	14.6%	1,230	157	0	
Newmarket, East Gwill., Georgina	44	Bristol - London	195	46	0	4,589	4,693	2.3%	4,589	4,693	2.3%	210	58	0	Route extended to Sacred Heart HS, general corridor growth
	51	Keswick Local	286	65	0	6,326	5,675	-10.3%	6,326	5,675	-10.3%	262	33	0	Routing was re-structured to include Keswick Market place and frequency was reduced to accommodate this routing change
	52*	Holland Landing Local	248	118	0	5,746	6,361	10.7%	5,746	6,361	10.7%	268	150	0	General corridor growth
	53	Woodspring-Clearmeadow	271	156	122	7,102	7,475	5.3%	7,102	7,475	5.3%	309	90	92	General corridor growth
	54*	Bayview North	220	75	0	4,952	6,990	41.2%	4,952	6,990	41.2%	308	103	0	Since the route re-structuring in June 2010, this route has expereinced gain in ridership on both weekdays and Saturdays.
	55/55B	Davis Dr.	1,166	570	385	29,319	31,065	6.0%	29,319	31,065	6.0%	1,255	526	383	Stable ridership
	56	Gorham-Eagle	475	170	116	11,456	11,940	4.2%	11,456	11,940	4.2%	499	191	101	Stable ridership
	57/57A	Mulock Dr.	705	226	46	16,090	15,690	-2.5%	16,090	15,690	-2.5%	691	157	74	Stable ridership
	58/58A	Leslie North	72	0	0	1,524	1,615	6.0%	1,524	1,615	6.0%	76	0	0	General corridor growth
	GO Rte 69	Sutton GO Bus	195	78	84	4,911	5,127	4.4%	4,911	5,127	4.4%	203	87	86	Stable ridership
	98 (incl. 98E)*	Yonge North	772	582	346	20,889	28,092	34.5%	20,889	28,092	34.5%	1,067	744	416	General corridor growth, new 98E Limited Express implemented (November 15, 2010)
	220	Keswick GO	12	0	0	255	253	-0.8%	255	253	-0.8%	12	0	0	Stable ridership
	222	Aurora-Nmkt GO Shuttle	52	0	0	1,095	1,234	12.7%	1,095	1,234	12.7%	58	0	0	General corridor growth
	223	Newmarket GO Shuttle	20	0	0	422	426	0.9%	422	426	0.9%	20	0	0	Stable ridership
	520/521	Newmarket Community Bus	67	25	15	1,597	1,298	-18.7%	1,597	1,298	-18.7%	56	17	9	Stable ridership
Newmarket Total			4,756	2,111	1,114	116,273	127,934	10.0%	116,273	127,934	10.0%	5,294	2,156	1,161	
YRT SUB-TOTAL			63,239	20,974	10,717	1,487,926	1,626,337	9.3%	1,487,926	1,626,337	9.3%	68,271	22,417	13,814	
Viva	blue (incl. blue'A)*	Yonge Corridor	16,247	9,028	6,130	414,079	441,407	6.6%	414,079	441,407	6.6%	15,339	9,050	5,791	Stable ridership; adjustment applied to Jan 2011 data to offset APC issues; new Viva A branch (July 2010)
	purple*	Highway 7 Corridor	7,664	3,456	2,199	187,962	218,182	16.1%	187,962	218,182	16.1%	8,221	3,736	2,607	General corridor growth; adjustment applied to Jan 2011 data to offset APC issues; new Galsworthy Viva Station
	green*	Markham North-South Link	626	0	0	13,146	15,383	17.0%	13,146	15,383	17.0%	704	0	0	General corridor growth; adjustment applied to Jan 2011 data to offset APC issues
	orange (incl. Züm)*	Vaughan North-South Link	2,777	1,144	721	67,219	74,201	10.4%	67,219	74,201	10.4%	2,749	1,466	877	Züm ridership credits (Sep 2010); TTC/Orange fare agreement (Aug2010); APC adjustment to Jan 2011 data
	pink*	Finch - Unionville	2,042	0	0	42,882	54,730	27.6%	42,882	54,730	27.6%	2,548	0	0	General corridor growth; adjustment applied to Jan 2011 data to offset APC issues
	Viva SUB-TOTAL		29,356	13,628	9,050	725,288	803,903	10.8%	725,288	803,903	10.8%	29,561	14,252	9,275	

* Route crosses municipal boundaries.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	92,595	34,602	19,767	2,213,214	2,430,240	9.8%	2,213,214	2,430,240	9.8%	97,832	36,669	23,089
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL				1,599,353	1,740,807	8.8%	1,599,353	1,740,807	8.8%			70,078
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Notes: 1. System-wide transfer rate = Revenue Boardings / Total Boardings = 28.4 %

By Route Class	Base Routes	76,804	32,511	18,885	1,864,438	2,058,641	10.4%	1,864,438	2,058,641	10.4%	81,032	34,701	22,168
	Local Routes	13,482	1,914	796	298,501	316,852	6.1%	298,501	316,852	6.1%	14,319	1,785	820
	Express Routes	1,245	0	0	26,532	30,781	16.0%	26,532	30,781	16.0%	1,417	0	0
	Community Bus Routes	249	177	86	6,453	6,861	6.3%	6,453	6,861	6.3%	263	183	101
	GO Shuttle Routes	815	0	0	17,290	17,105	-1.1%	17,290	17,105	-1.1%	801	0	0
	TOTAL, by Route Class	92,595	34,602	19,767	2,213,214	2,430,240	9.8%	2,213,214	2,430,240	9.8%	97,832	36,669	23,089