



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: February 23, 2010

RE: January 2010 Transit Ridership Statistics

This memo provides an overview of YRT/Viva ridership statistics for January 2010. Ridership in January 2010 has seen an increase in comparison to ridership levels observed in January 2009.

Total YRT/Viva revenue ridership in January this year reached approximately 1.6 million, representing an increase of 9.9% over the same month last year. Total overall boardings (i.e. including transferring passengers) amounted to just over 2.1 million riders, representing an increase of approximately 6.6% over January 2009.

Significant gains in ridership on core services such as Routes 4 (Major Mackenzie), 20 (Jane), 85 (Rutherford/16th Ave), 88 (Bathurst) and 90 (Leslie South) have attributed to this year-over-year increase in ridership for the month of January. However, this falls short of January 2008 by 22,162 revenue rides or 1.3%.

2009/2010 Differences

York University Strike

Between November 6, 2008 and January 29, 2009, York University was affected by a strike which helped contribute to a 3.4% decrease in ridership for YRT/Viva in January 2009. This January's normal operating environment has helped YRT/Viva carry significantly more passengers (i.e. staff and students) to/from York University this January in comparison to January 2009. The resulting positive impact on ridership is most evident for those routes that directly service the York University campus, such as Viva Purple, Route 3 (Thornhill-YorkU) and Route 20 (Jane).

Employment

According to Statistics Canada^[1], compared to the previous month, "employment [for January 2010] increased...pushing the unemployment rate down 0.1 percentage points to 8.3%" at a national level. It should be noted that the national employment rate for January 2010 is the same, or marginally improved over January 2009. As such, on an overall system basis, it is possible that YRT/Viva is being less affected by the higher levels of unemployment that have characterized previous months.

At the same time, however, it is observed that routes serving predominantly employment and industrial areas, such as TTC Routes 35D (Jane), 37D (Islington) and 107 (Keele North), continue to experience

decreased ridership. It is anticipated that the 'lag' in ridership recovery on such routes will emerge if more positive economic trends continue. In addition, the delay in development along the Viva Green route continues to impede ridership growth on this route.

High Gas Prices

Gas prices in January 2010 were approximately 20% higher than they were in January 2009^[2], which would tend to help attract ridership.

Recent Service Improvements

In September 2009, YRT implemented various service improvements related to route extensions, restructuring and schedule adjustments. For example, Route 2A (14th Ave) is up by 10.6% since this route provides all-day service in the Box Grove development; Route 22 (King City) increased by 12.0% partially due to a route modification in the Maple area; Route 88 (Bathurst) was restructured to provide more effective express service to/from Seneca College King Campus, resulting in an increase of 8.8%. Route 15 (Stouffville Local) is up by 19.7%, partially due to more efficient schedules. These service improvements are having a positive impact to growing our ridership.

New Development Impacts

New residential developments are having a positive impact on routes that service those areas. Routes such as Route 53 (Woodspring-Clearmeadow), Route 303 (Bur Oak Express) and TTC 165 (Weston Road North) are experiencing ridership growth, most likely due to the impacts of such new residential developments.

Kathleen Llewellyn-Thomas
Commissioner of Transportation Services

Notes:

[1] February 5, 2010. 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, 2010.

[2] 18 Month Average Retail Price Chart. (2010). [Graph illustration February 16, 2010]. *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date February 16, 2010.

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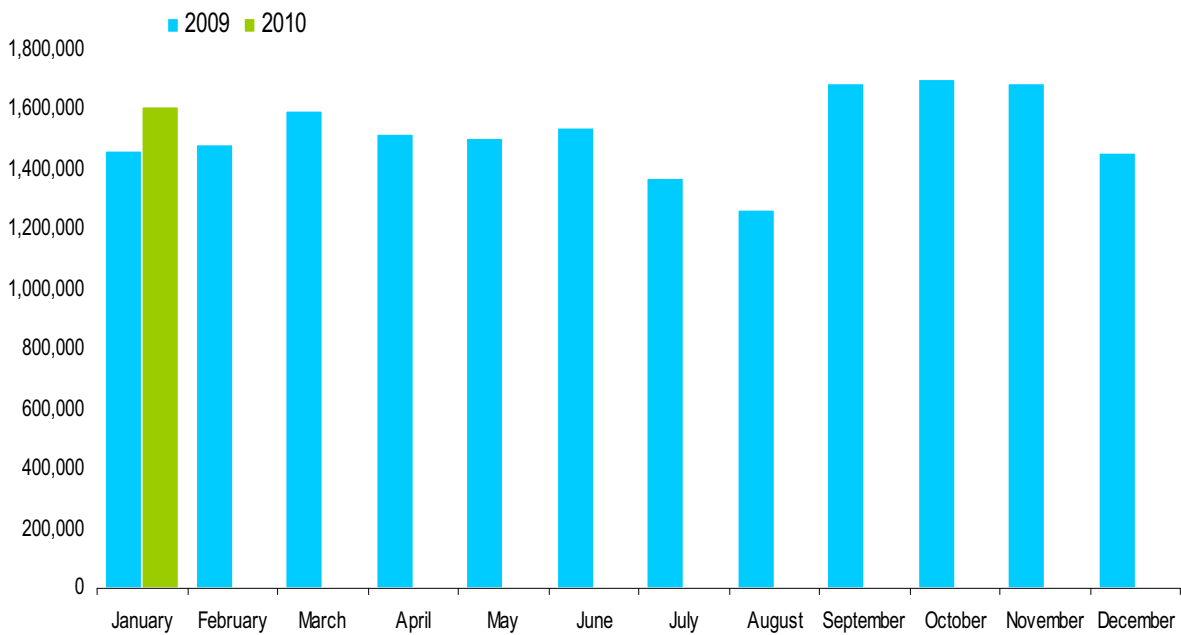
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VIVA

YRT/Viva

2010 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2009 ¹	2010	Month Change ['09 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2010
January ²	1,464,280	1,608,610	9.9%	9.9%	68,844
February	1,480,919				
March	1,596,601				
April	1,516,370				
May	1,501,987				
June	1,536,795				
July	1,373,879				
August	1,262,862				
September	1,685,021				
October	1,700,080				
November	1,686,369				
December	1,454,734				
YTD	18,314,619	1,608,610			

NOTES:

- 2009 revenue ridership adjusted for 2010 comparison.
- York U Strike Nov 6, 2008 to January 29, 2009.



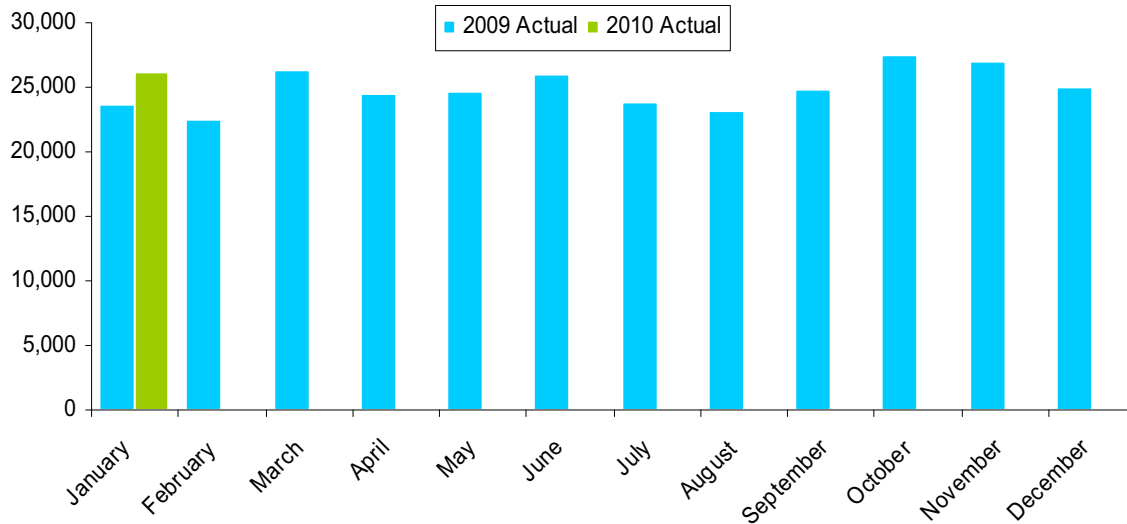
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2010 Ridership Summary

Specialized Services – Mobility Plus



Month	2009 Ridership	2010 Ridership	Month Change ('09 vs. '10)	Year to Date Change	Avg Wkday Rev Ridership 2010
January	23,589	26,156	10.9%	10.9%	1138
February	22,515				
March	26,294				
April	24,518				
May	24,709				
June	26,005				
July	23,768				
August	23,140				
September	24,764				
October	27,451				
November	27,013				
December	25,031				
YTD	298,797				

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY

JANUARY 2010

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YRT Route #	Route Name	2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			Jan-09		Notes
		Avg Wkly Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2009	2010	Percentage ('09 vs '10)	2009	2010	Percentage ('09 vs '10)	Avg Wkly Boardings	Avg Sat Boardings	
1*	Highway 7	1,570	603	239	36,877	34,380	-6.8%	36,877	34,380	-6.8%	600	242	Rider migration to Viva
2	Milliken	2,107	593	366	49,152	47,194	-4.0%	49,152	47,194	-4.0%	646	343	Employment travel decrease; Rider migration to Rt 203
2A	14th Ave	665	0	0	13,620	15,067	10.6%	13,620	15,067	10.6%	0	0	General corridor growth. All day service in Box Grove (Sept 2009)
3*	Thornhill - York U.	1,147	458	242	27,526	35,816	30.1%	27,526	35,816	30.1%	1,606	217	Lower ridership in Jan '09 (compared to Jan '10) due to 2008/9 York U strike (ended Jan 29 2009)
8	Kennedy Rd	927	276	171	21,624	23,845	10.3%	21,624	23,845	10.3%	1,046	263	General corridor growth
9*	Ninth Line	90	0	0	1,872	2,316	23.8%	1,872	2,316	23.8%	0	0	Connections to Viva, General corridor growth
15	Stouffville Local	87	0	0	1,818	2,177	19.7%	1,818	2,177	19.7%	0	0	General corridor growth
18	Bur Oak	845	67	0	17,538	19,019	8.4%	17,538	19,019	8.4%	925	66	One additional PM trip implemented (Sept 2009)
40	Unionville Local	466	99	65	10,705	12,505	16.8%	10,705	12,505	16.8%	571	105	New school special implemented (Sept 2009)
41	Markham Local	358	92	50	8,175	6,939	-15.1%	8,175	6,939	-15.1%	299	93	Rider migration to Viva, Rt 45 and Route 85
42	Bridal Walk	n/a	0	0	n/a	2,644	n/a	n/a	2,644	n/a	131	0	New route implemented (Sept 2009)
45	Mingay	n/a	0	0	n/a	588	n/a	n/a	588	n/a	29	0	New route implemented (Sept 2009)
201	Markham GO Shuttle	133	0	0	2,680	1,859	-30.6%	2,680	1,859	-30.6%	92	0	GO parking lot expansion
202	Unionville GO Shuttle	127	0	0	2,565	2,694	5.0%	2,565	2,694	5.0%	133	0	Stable ridership
203	Milliken GO Shuttle	n/a	0	0	n/a	892	n/a	n/a	892	n/a	44	0	New route implemented (Sept 2009)
300	Business Express	251	0	0	5,112	4,529	-11.4%	5,112	4,529	-11.4%	222	0	Rider migration to Viva
301	Markham Express	410	0	0	8,365	7,659	-8.4%	8,365	7,659	-8.4%	375	0	Rider migration to Rt 45 and Route 303
302	Unionville Express	206	0	0	4,173	3,476	-16.7%	4,173	3,476	-16.7%	171	0	Rider migration to Viva
303	Bur Oak Express	142	0	0	2,899	4,083	40.8%	2,899	4,083	40.8%	200	0	General corridor growth
522	Markham Community Bus	33	32	0	813	1,260	57.4%	813	1,260	57.4%	52	48	Mobility Plus users encouraged to use this route, Dec 2009 not servicing on-site at No Frills
TTC	Markham Total	9,564	2,220	1,133	215,514	228,964	6.2%	215,514	228,964	6.2%	10,378	2,658	
TTC 17A	Brimmont	227	0	0	4,540	3,960	-12.8%	4,540	3,960	-12.8%	96	0	Decrease in employment travel
TTC 24D, 224B/C/D	Vic Park North (Woodbine)	927	43	47	19,101	19,368	1.3%	19,101	19,368	1.3%	938	61	General corridor growth
TTC 25D *	Don Mills	1,152	0	0	23,040	20,720	-10.1%	23,040	20,720	-10.1%	1,036	0	Rider migration to Route 90 - Leslie
TTC 68B	Warden North	1,053	0	0	21,060	21,935	4.2%	21,060	21,935	4.2%	922	230	Stable ridership
TTC 102D	Markham Rd	805	245	170	18,345	19,912	8.5%	18,345	19,912	8.5%	875	240	General corridor growth; connections to Viva purple
TTC 129A	McCowan North	3,209	1,688	800	77,420	62,832	-18.8%	77,420	62,832	-18.8%	2,672	1,360	Decrease in employment travel; rider migration to Viva
TTC	Markham & TTC Total	7,373	1,976	1,017	163,506	148,747	-9.0%	163,506	148,747	-9.0%	6,841	2,084	
44A*	Major Mackenzie	1,905	642	563	46,289	56,842	22.8%	46,289	56,842	22.8%	2,360	928	Rt 4 extended to Vaughan Mills Mall (April '09)
5 *	Clark	1,626	387	0	35,780	35,126	-1.8%	35,780	35,126	-1.8%	1,651	335	Stable ridership
7 *	Martin Grove	655	62	0	14,387	17,053	18.5%	14,387	17,053	18.5%	795	137	Increased ridership to Humber College
10	York U. (Woodbridge)	197	38	48	4,803	7,587	58.0%	4,803	7,587	58.0%	340	58	Lower ridership in Jan '09 (compared to Jan '10) due to 2008/9 York U strike (ended Jan 29 2009)
11	Woodbridge	113	59	33	2,928	2,293	-21.7%	2,928	2,293	-21.7%	95	34	Decrease in employment travel
12	Pine Valley	223	110	0	5,290	6,640	25.5%	5,290	6,640	25.5%	303	75	Increased ridership to Vaughan Mills Mall
13	Islington Ave	297	92	0	6,889	7,789	13.1%	6,889	7,789	13.1%	354	78	General corridor growth
20	Jane	1,243	915	476	34,697	51,391	48.1%	34,697	51,391	48.1%	2,073	1,083	Lower ridership in Jan '09 (compared to Jan '10) due to 2008/9 York U strike (ended Jan 29 2009)
22*	King City	265	32	0	5,657	6,335	12.0%	5,657	6,335	12.0%	291	96	General growth
23*	Thornhill Woods	766	0	0	16,634	16,946	1.9%	16,634	16,946	1.9%	835	0	Peak period route extension to Teston Road (Fall '09)
27	Highway 27	59	13	4	1,276	811	-36.4%	1,276	811	-36.4%	35	10	Decreased ridership through the Royal Group employment area
28	Zenway-Hwy. 27	52	0	0	1,062	670	-36.9%	1,062	670	-36.9%	33	0	Decrease in employment travel
77(excl BT)	Hwy 7 - Centre St	2,779	1,065	0	63,383	57,920	-8.6%	63,383	57,920	-8.6%	2,458	1,295	Rider migration to Viva Orange
99*	Yonge South	2,916	1,639	1,621	77,903	65,649	-15.7%	77,903	65,649	-15.7%	2,541	1,366	Rider migration to Viva blue/pink
360*	Maple Express	327	0	0	7,001	5,940	-15.2%	7,001	5,940	-15.2%	277	0	Decrease in employment travel
TTC	Vaughan Total	13,443	5,054	2,745	323,979	338,992	4.6%	323,979	338,992	4.6%	14,441	5,505	
TTC 35-D	Jane	1,670	387	0	35,335	29,225	-17.3%	35,335	29,225	-17.3%	1,354	429	Decreased ridership through the Jane/Concord employment area
TTC 37-D	Islington	166	0	0	3,320	2,830	-14.8%	3,320	2,830	-14.8%	142	0	Decreased ridership through the Pine Valley employment area
TTC 105, 105-B	Dufferin North	1,915	629	475	44,295	40,660	-8.2%	44,295	40,660	-8.2%	1,738	525	Rider migration to Route 88
TTC 107-C/D/B/F	Keefe North	3,003	747	386	68,111	59,312	-10.3%	68,111	59,312	-10.3%	2,689	724	Decreased ridership at Keele/Concord employment area; Rider migration to Rt 360
TTC 160	Barhurst North	814	492	351	20,546	20,661	0.6%	20,546	20,661	0.6%	775	569	Stable ridership
TTC 165-D/F	Weston Road North	1,491	1,009	515	37,955	44,761	17.8%	37,955	44,761	17.8%	1,580	1,767	Stable ridership
TTC	Vaughan Total	9,059	3,204	1,727	207,562	197,449	-4.9%	207,562	197,449	-4.9%	8,257	4,041	New residential development & increased ridership in north Vellore district
TTC	Vaughan & TTC Total	22,502	8,258	4,472	531,541	536,441	0.9%	531,541	536,441	0.9%	22,698	9,546	

* Route crosses municipal boundaries.

YRT Route #	Route Name	2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010			Avg Sthl'd Boardings	General corridor growth
		Avg Wkly Boardings	Avg Sat Boardings	Avg Sthl'd Boardings	2009	2010	Percentage (09 vs 10)	2009	2010	Percentage (09 vs 10)	Avg Wkly Boardings	Avg Sat Boardings			
Richmond Hill	81	62	0	0	1,293	2,618	102.5%	1,293	2,618	102.5%	130	0	0	General corridor growth	
	82	386	29	0	8,203	11,428	39.3%	8,203	11,428	39.3%	559	32	0	General corridor growth	
	83	965	85	0	20,492	25,793	25.9%	20,492	25,793	25.9%	1,254	95	0	General corridor growth	
	84	176	38	0	3,865	4,423	14.4%	3,865	4,423	14.4%	211	31	0	General corridor growth	
	85/85A/85B*	3,309	1,423	773	82,845	104,390	26.0%	82,845	104,390	26.0%	4,980	1,486	576	General corridor growth	
	86	696	124	0	15,218	15,252	0.2%	15,218	15,252	0.2%	726	111	0	Stable ridership	
	87*	749	88	0	16,261	24,552	51.0%	16,261	24,552	51.0%	1,187	100	0	General corridor growth	
	88/89A/88E*	2,619	1,726	1,033	72,057	78,364	8.8%	72,057	78,364	8.8%	3,077	1,310	1,424	General corridor growth, additional express service implemented Sept'09	
	589	141	112	71	3,806	3,546	-6.8%	3,806	3,546	-6.8%	130	104	71	Stable ridership	
	90*	147	297	128	30,647	44,594	45.5%	30,647	44,594	45.5%	2,002	512	209	General corridor growth; ridership migration from TTC Route 25D	
Richmond Hill	91/91A/91B/91E*	3,671	1,303	1,104	88,825	79,539	-8.4%	88,825	79,539	-8.4%	3,389	1,185	771	Decreased employment travel; RT 91B branch implemented in Sept 2009	
	240	106	0	2,216	2,682	21.0%	2,216	2,682	21.0%	133	0	0	General corridor growth		
	241	89	0	1,882	886	-52.9%	1,882	886	-52.9%	43	0	0	Decreased employment travel		
	242	64	0	1,319	1,238	-6.1%	1,319	1,238	-6.1%	61	0	0	Stable ridership		
	243	147	0	3,129	3,643	16.4%	3,129	3,643	16.4%	181	0	0	General corridor growth		
244	33	12	0	751	893	18.9%	751	893	18.9%	44	0	0	General growth; Saturday service cancelled (Sept. 2019)		
Richmond Hill Total		14,520	5,237	3,109	350,809	403,831	15.1%	350,809	403,831	15.1%	17,707	4,966	3,051	General corridor growth, new high school on Wellington (Sept 2009)	
Aurora	31*	55	0	0	1,136	1,514	33.3%	1,136	1,514	33.3%	75	0	0	General corridor growth, new high school on Wellington (Sept 2009)	
	32	338	53	0	7,255	10,473	44.4%	7,255	10,473	44.4%	490	119	0	General corridor growth, new high school on Wellington (Sept 2009)	
	33/33A	360	72	0	7,824	9,580	22.4%	7,824	9,580	22.4%	453	90	0	General corridor growth, new high school on Wellington (Sept 2009)	
	34	20	0	0	409	825	101.7%	409	825	101.7%	41	0	0	General corridor growth	
Aurora Total		773	125	0	16,624	22,392	34.7%	16,624	22,392	34.7%	1,059	209	0	Stable ridership	
Newmarket, East Gwill., Georgina	44	169	100	0	4,276	4,440	3.8%	4,276	4,440	3.8%	195	46	0	General corridor growth	
	51	254	33	0	5,590	6,105	9.2%	5,590	6,105	9.2%	286	65	0	Stable ridership	
	52*	238	77	0	5,463	5,616	2.8%	5,463	5,616	2.8%	248	118	0	General corridor growth	
	53	253	108	81	6,312	6,987	10.7%	6,312	6,987	10.7%	271	156	122	General corridor growth	
	54*	148	40	0	3,313	4,807	45.1%	3,313	4,807	45.1%	220	75	0	General corridor growth	
	55/55B	1,376	484	310	33,313	28,723	-13.8%	33,313	28,723	-13.8%	1,166	570	385	Decreased employment travel	
	56	445	152	113	10,753	11,151	3.7%	10,753	11,151	3.7%	475	170	116	Stable ridership	
	57/57A	555	136	55	12,655	15,611	23.4%	12,655	15,611	23.4%	705	226	46	General corridor growth	
	58/58A	82	0	0	1,780	1,452	-18.4%	1,780	1,452	-18.4%	72	0	0	Decreased employment travel	
	GO Rte 69	169	74	73	4,188	4,794	14.5%	4,188	4,794	14.5%	195	78	84	General corridor growth	
Newmarket, East Gwill., Georgina	98*	729	404	381	19,477	20,699	6.3%	19,477	20,699	6.3%	772	582	346	Stable ridership	
	220	n/a	0	0	n/a	243	n/a	n/a	243	n/a	12	0	0	New route implemented (Feb 2019)	
	222	78	0	0	1,576	1,043	-33.8%	1,576	1,043	-33.8%	52	0	0	Decreased employment travel	
	223	33	0	0	678	402	-40.7%	678	402	-40.7%	20	0	0	Decreased employment travel	
	520/521	51	19	9	1,169	1,555	33.0%	1,169	1,555	33.0%	67	25	15	General growth	
	Newmarket Community Bus	4580	1627	1022	110,543	113,628	2.8%	110,543	113,628	2.8%	4,756	2,111	1,114		
	Newmarket Total	59,312	19,443	10,753	1,388,537	1,454,003	4.7%	1,388,537	1,454,003	4.7%	63,239	20,974	10,717		
YRT SUB-TOTAL															
Viva	blue*	15,311	9,184	6,193	389,300	406,862	4.5%	389,300	406,862	4.5%	16,247	9,028	6,130	Stable ridership	
	purple*	5,482	3,085	2,071	137,489	183,759	33.7%	137,489	183,759	33.7%	7,664	3,456	2,199	Lower ridership in Jan '09 (compared to Jan '10) due to 2009/9 York U strike (ended Jan. 29, 2009)	
	green*	748	0	0	14,960	12,511	-16.4%	14,960	12,511	-16.4%	626	0	0	Decreased employment travel	
	orange*	2,196	1,193	834	54,888	65,590	19.5%	54,888	65,590	19.5%	2,777	1,444	721	Lower ridership in Jan '09 (compared to Jan '10) due to 2009/9 York U strike (ended Jan. 29, 2009)	
	pink*	2,225	0	0	44,494	40,833	-8.2%	44,494	40,833	-8.2%	2,042	0	0	Decreased employment travel	
Viva SUB-TOTAL		25,962	13,461	9,098	641,131	709,544	10.7%	641,131	709,544	10.7%	29,355	13,628	9,050		
Viva crosses municipal boundaries.															
Tot Boardings		YRT/VIVA SYSTEM TOTAL	85,713	32,904	19,851	2,029,668	2,163,547	6.6%	2,029,668	2,163,547	6.6%	92,594	34,602	19,167	
Rev Boardings		YRT/VIVA SYSTEM TOTAL				1,464,280	1,608,610	9.9%	1,464,280	1,608,610	9.9%	68,844			
Notes:		1. System-wide transfer rate = Revenue Boardings / Total Boardings = 25.6%													

* Route crosses municipal boundaries.

Notes:

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