

MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation and Community Planning

DATE: April 20, 2012

RE: March 2012 York Region Transit/Viva Ridership Statistics

This memorandum provides an overview of the monthly York Region Transit/Viva (YRT/Viva) ridership statistics for March 2012. YRT/Viva estimated revenue ridership in March reached 2.15 million, representing an increase of approximately 282,000 revenue riders, or 15.1 per cent more, compared with March 2011.

Increased ridership is being attributed to free transit service provided by YRT/Viva beginning Saturday, February 4, 2012 and an increased transfer rate from a typical 28% to 40%. The free transit service incentive plan, committed by Regional Council last December to return strike savings back to the taxpayers, ended on Saturday, March 31, 2012. Ridership for the month of March was calculated by utilizing the automatic passenger counters (APC's) as well as counts from GFI fare boxes.

Employment

The national unemployment rate decreased from 7.7 per cent to 7.2 per cent^[1] in March 2012 compared to March 2011. At a local level, York Region is located within the Employment Insurance Economic Region of Toronto, and is recording an unemployment rate of 8.6 per cent, up from 8.3 per cent from March 2011^[2].

Gas Prices

Gas prices in March 2012 averaged \$1.31 per litre^[3], including Harmonized Sales Tax (HST). In March 2011, gas prices averaged \$1.22 per litre^[4], including HST.

Mobility Plus

In March 2012, Mobility Plus carried approximately 4,700 additional passengers, an increase of 16.3 per cent over March 2011. This increase is primarily attributed to the free transit service offer and, to a lesser extent, milder weather experienced this year. During March 2012, Mobility Plus is operating approximately 120 additional trips per day.

Kathleen Llewellyn-Thomas, P.Eng.
Commissioner of Transportation and Community Planning

Notes:

[1] March 9, 2012. 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 April 13, 2012.

[2] EI Economic Region of Toronto – Unemployment Rates for the EI Economic Regions . *Human Resources and Skills Development Canada*. Retrieved from <http://srv129.services.gc.ca/rbin/eng/rates.aspx?id=2011#data>. Retrieved date April 13, 2012.

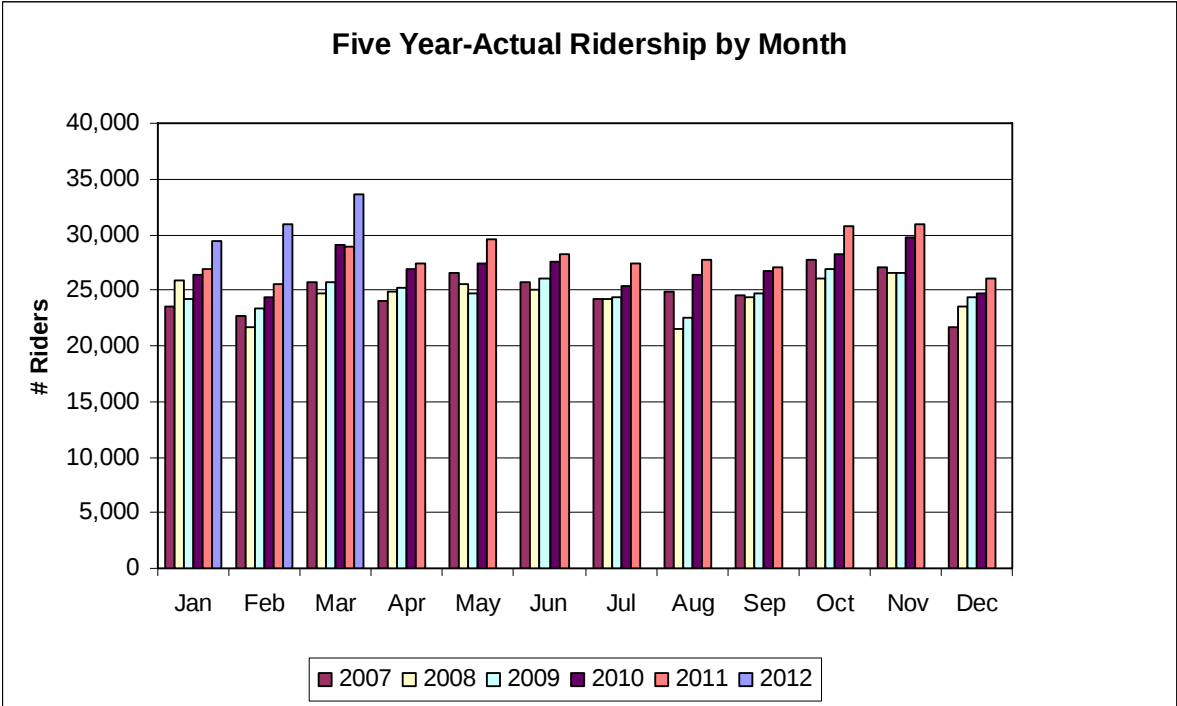
[3] Fuel Price Data. (2012). *Ministry of Energy*. Retrieved from <http://www.energy.gov.on.ca/en/fuel-prices/fuel-price-data/?fuel=reg&yr=2012>. Retrieved date April 13, 2012.

[4] Fuel Price Data. (2011). *Ministry of Energy*. Retrieved from <http://www.energy.gov.on.ca/en/fuel-prices/fuel-price-data-historical/?fuel=rg&yr=2011>. Retrieved date April 13, 2012.

YRT/Viva

2012 Ridership Summary

Specialized Services – Mobility Plus



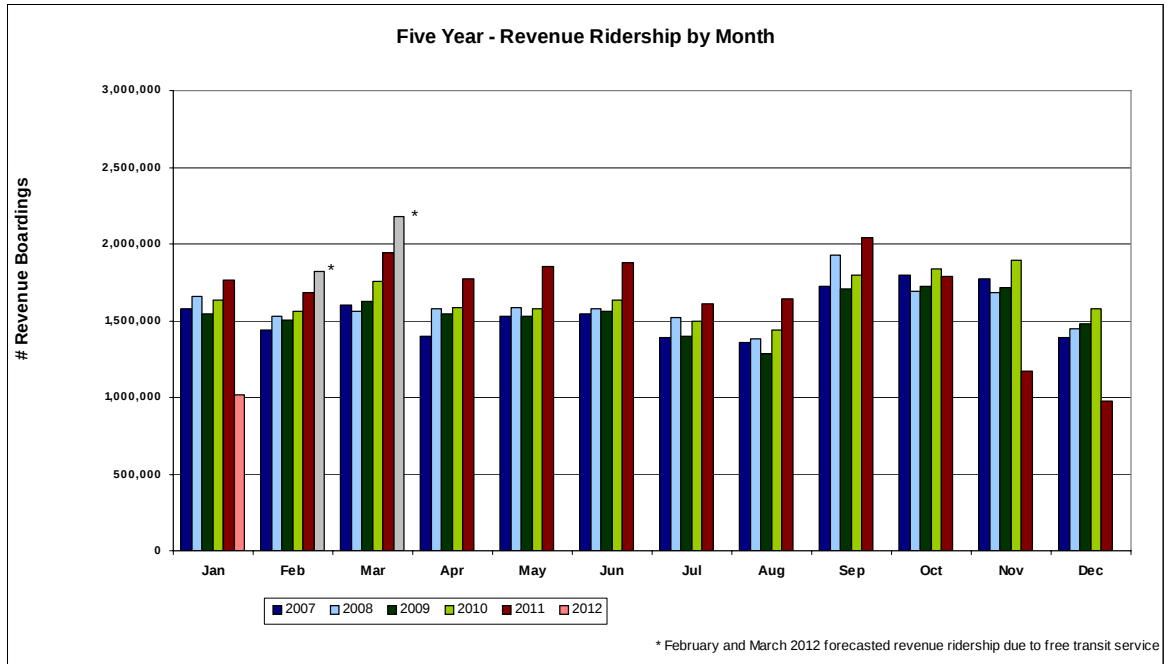
Month	2011 Ridership	2012 Ridership	Month Change ('12 vs. '11)	Year to Date Change	Avg Wkday Rev Ridership 2012
January	26,948	29,467	9.3%	9.3%	1237
February	25,612	30,865 ^[1]	20.5%	14.8%	1368
March	28,948	33,661 ^[1]	16.3%	15.3%	1356
April	27,412				
May	29,553				
June	28,214				
July	27,311				
August	27,701				
September	26,980				
October	30,738				
November	30,874				
December	26,069				
YTD	336,360	93,993			

^[1] Free transit attributed to high increase in ridership.

YRT/Viva

2012 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2011 ^[4]	2012	Month Change [12 vs '11]	YTD Change	Avg Wkday Rev. Ridership 2012
January	1,740,807	977,916	-43.8%	-43.8%	39,845 ^[1]
February	1,731,401	1,792,375 ^{[2]*}	3.5%	-20.2%	85,467
March	1,866,013	2,147,532 ^{[3]*}	15.1%	-7.9%	84,564
April	1,740,968				
May	1,821,296				
June	1,850,961				
July	1,584,877				
August	1,616,538				
September	2,008,877				
October	1,757,737				
November	1,142,577				
December	951,948				
YTD	19,814,000	4,917,823			

^[1] Transit labour strike Oct 24th, 2011 – Feb 3rd, 2012.

^[2] Free transit service begins February 4th. Projected weekday revenue ridership based on historic transfer rate of 28.1%.

^[3] Free transit service begins February 4th. Projected weekday revenue ridership based on 40% transfer rate.

^[4] 2011 revenue ridership adjusted for 2012 comparison.

* Projections based on total boardings and transfer rate.

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
MARCH 2012

Mar-12	22 weekdays, 5 Saturdays, 4 Sunday/Holidays
Mar-11	23 weekdays, 4 Saturdays, 4 Sunday/Holidays

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	YRT Route #	Route Name	2011 ^[3]			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2012 ^{[3] [4]}			Notes
			Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2011	2012	Percentage ('12 vs '11)	2011	2012	Percentage ('12 vs '11)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
Markham, Stouffville	1 ^[4]	Highway 7	1,443	816	306	37,414	67,875	81.4%	106,292	114,031	7.3%	2,694	1,019	878	Free service started Feb 4th, 2012
	2 ^[4]	Milliken	2,150	769	410	53,545	81,747	52.7%	151,348	135,609	-10.4%	3,231	1,545	735	Free service started Feb 4th, 2012
	2A	14th Ave	907	0	0	20,206	23,672	17.2%	54,885	40,128	-26.9%	1,076	0	0	Free service started Feb 4th, 2012
	3 ^[4]	Thornhill - York U.	1,825	443	228	43,281	76,778	77.4%	122,961	206,565	68.0%	3,238	622	608	Free service started Feb 4th, 2012
	8	Kennedy Rd	1,306	430	351	33,176	57,091	72.1%	92,157	95,639	3.8%	2,224	1,183	562	Free service started Feb 4th, 2012
	9 ^[4]	Ninth Line	158	0	0	3,553	4,070	14.6%	10,023	6,994	-30.2%	185	0	0	Free service started Feb 4th, 2012
	15	Stouffville Local	109	0	0	2,455	4,488	82.8%	7,549	7,939	5.2%	204	0	0	Free service started Feb 4th, 2012
	18	Bur Oak	1,041	106	0	23,594	32,388	37.3%	63,840	55,759	-12.7%	1,429	190	0	Free service started Feb 4th, 2012
	40	Unionville Local	593	198	85	14,525	21,441	47.6%	39,602	36,465	-7.9%	870	273	234	Free service started Feb 4th, 2012
	41	Markham Local	366	56	67	8,710	11,540	32.5%	27,970	20,397	-27.1%	468	148	126	Free service started Feb 4th, 2012
	42	Berczy South Unionville	206	0	0	4,575	4,356	-4.8%	11,291	8,011	-29.0%	198	0	0	Free service started Feb 4th, 2012
	45	Mingay	72	0	0	1,606	3,190	98.6%	4,577	5,825	27.3%	145	0	0	Free service started Feb 4th, 2012
	201	Markham GO Shuttle	111	0	0	2,459	2,068	-15.9%	6,706	3,768	-43.8%	94	0	0	Free service started Feb 4th, 2012
	202	Unionville GO Shuttle	154	0	0	3,418	2,816	-17.6%	10,246	5,604	-45.3%	128	0	0	Free service started Feb 4th, 2012
	203	Milliken GO Shuttle	70	0	0	1,573	1,760	11.9%	4,821	2,967	-38.5%	80	0	0	Free service started Feb 4th, 2012
	300 ^[4]	Business Express	208	0	0	4,670	7,524	61.1%	14,991	12,658	-15.6%	342	0	0	Free service started Feb 4th, 2012
	301 ^[4]	Markham Express	358	0	0	8,016	9,240	15.3%	23,407	15,428	-34.1%	420	0	0	Free service started Feb 4th, 2012
	302 ^[4]	Unionville Express	203	0	0	4,550	5,478	20.4%	13,237	9,201	-30.5%	249	0	0	Free service started Feb 4th, 2012
	303 ^[4]	Bur Oak Express	266	0	0	5,940	9,306	56.7%	17,157	15,171	-11.6%	423	0	0	Free service started Feb 4th, 2012
	522	Markham Community Bus	79	72	0	2,098	2,134	1.7%	6,143	6,185	0.7%	82	66	0	Free service started Feb 4th, 2012
	TTC	Markham Total	11,625	2,890	1,447	279,364	428,962	53.5%	789,203	804,344	1.9%	17,780	5,046	3,143	
	TTC 17A ^[4]	Birchmount	223	0	0	4,895	4,649	-5.0%	14,407	12,982	-9.9%	211	0	0	Free service started Feb 4th, 2012
	TTC 24D, 224B/C/D ^[4]	Vic Park North (Woodbine)	847	69	55	19,233	25,659	33.4%	59,332	70,347	18.6%	1,134	98	57	Free service started Feb 4th, 2012
	TTC 68B ^[4]	Warden North	918	377	223	22,962	26,636	16.0%	64,881	74,120	14.2%	1,019	574	336	Free service started Feb 4th, 2012
	TTC 102D ^[4]	Markham Rd	898	312	184	22,041	26,921	22.1%	67,214	75,159	11.8%	1,065	436	329	Free service started Feb 4th, 2012
	TTC 129A ^[4]	McCowan North	2,491	1,203	851	64,221	74,177	15.5%	200,307	206,739	3.2%	2,722	1,853	1,259	Free service started Feb 4th, 2012
		TTC (Markham) Total	5,376	1,961	1,313	133,352	158,042	18.5%	406,141	439,347	8.2%	6,150	2,962	1,981	
		Markham & TTC Total	17,001	4,851	2,760	412,716	587,004	42.2%	1,195,344	1,243,691	4.0%	23,930	8,008	5,124	
Vaughan, King	4/4A ^[4]	Major Mackenzie	3,126	1,215	836	79,323	133,703	68.6%	221,480	339,294	53.2%	5,490	1,019	1,957	Free service started Feb 4th, 2012
	5 ^[4]	Clark	1,544	454	0	36,709	63,657	73.4%	105,945	145,772	37.6%	2,756	605	0	Free service started Feb 4th, 2012
	7 ^[4]	Martin Grove	786	92	0	18,340	27,511	50.0%	54,832	67,421	23.0%	1,203	209	0	Free service started Feb 4th, 2012
	10 ^[4]	York U. (Woodbridge)	453	68	50	10,686	13,264	24.1%	31,186	36,273	16.3%	556	100	133	Free service started Feb 4th, 2012
	11	Woodbridge	63	0	0	1,418	1,628	14.8%	6,066	4,654	-23.3%	74	0	0	Free service started Feb 4th, 2012
	12	Pine Valley	349	151	0	8,708	12,156	39.6%	20,639	26,007	26.0%	493	262	0	Free service started Feb 4th, 2012
	13	Islington Ave	347	87	0	8,377	14,220	69.8%	25,223	34,301	36.0%	600	204	0	Free service started Feb 4th, 2012
	20 ^[4]	Jane	2,424	1,572	776	66,120	117,284	77.4%	180,370	269,856	49.6%	4,509	2,142	1,844	Free service started Feb 4th, 2012
	22/22A ^[4]	King City	755	164	0	17,537	17,860	1.8%	45,464	30,282	-33.4%	790	96	0	Free service started Feb 4th, 2012
	23 ^[4]	Thornhill Woods	936	0	0	20,893	27,104	29.7%	62,608	63,321	1.1%	1,232	0	0	Free service started Feb 4th, 2012
	27	Highway 27	64	9	13	1,520	0	-100.0%	5,272	0	-100.0%	0	0	0	Free service started Feb 4th, 2012
	28	Zenway-Hwy.27	30	0	0	676	1,606	137.6%	3,023	3,843	27.1%	73	0	0	Free service started Feb 4th, 2012
	77 ^[4]	Hwy 7 - Centre St	3,604	1,403	869	91,508	162,673	77.8%	262,689	415,095	58.0%	6,517	2,455	1,756	Free service started Feb 4th, 2012
	99 (incl. 98E, 98/99) ^[4]	Yonge South	3,214	1,834	1,686	87,561	105,649	20.7%	265,214	435,292	64.1%	4,253	1,019	1,747	Free service started Feb 4th, 2012
	360 ^[4]	Maple Express	385	0	0	9,106	11,550	26.8%	26,572	25,694	-3.3%	525	0	0	Free service started Feb 4th, 2012
	TTC	Vaughan Total	18,080	7,049	4,230	458,482	709,865	54.8%	1,316,583	1,897,104	44.1%	29,071	8,111	7,437	
	TTC 35-D ^[4]	Jane	1,218	300	0	28,296	36,648	29.5%	80,886	101,681	25.7%	1,584	362	0	Free service started Feb 4th, 2012
	TTC 37-D ^[4]	Islington	118	0	0	2,596	2,919	12.4%	6,655	8,139	22.3%	133	0	0	Free service started Feb 4th, 2012
	TTC 105/105-B ^[4]	Dufferin North	1,807	617	471	44,712	51,808	15.9%	131,454	144,564	10.0%	1,977	1,049	766	Free service started Feb 4th, 2012
	TTC 107-C/D/B/F ^[4]	Keele North	2,844	729	345	67,593	77,343	14.4%	195,721	215,540	10.1%	3,195	961	561	Free service started Feb 4th, 2012
	TTC 160 ^[4]	Bathurst North	821	499	466	22,410	24,757	10.5%	62,064	69,164	11.4%	797	886	698	Free service started Feb 4th, 2012
	TTC 165-D/F ^[4]	Weston Road North	1,561	701	518	39,919	55,093	38.0%	121,427	153,781	26.6%	1,953	1,517	1,137	Free service started Feb 4th, 2012
		Vaughan (Vaughan) Total	8,368	2,846	1,800	205,526	248,568	20.9%	598,207	692,869	15.8%	9,639	4,774	3,162	
		Vaughan & TTC Total	26,448	9,895	6,030	664,008	958,433	44.3%	1,914,790	2,589,973	35.3%	38,710	12,885	10,599	

* Route crosses municipal boundaries.

			2011 [3]			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2012 [3] [4]			
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2011	2012	Percentage ('12 vs '11)	2011	2012	Percentage ('12 vs '11)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
Richmond Hill	81	Inspiration	222	0	0	4,904	4,598	-6.2%	12,653	8,339	-34.1%	209	0	0	Free service started Feb 4th, 2012
	82	Valleymede-Spadina	600	37	0	13,457	11,506	-14.5%	36,573	22,183	-39.3%	523	0	0	Free service started Feb 4th, 2012
	83	Trench	1,102	112	0	25,000	29,962	19.8%	75,878	55,225	-27.2%	1,306	246	0	Free service started Feb 4th, 2012
	84A/84C	Oak Ridges	242	29	0	5,471	4,063	-25.7%	16,604	5,528	-66.7%	174	47	0	Free service started Feb 4th, 2012
	85/85A/85B ^[1]	16th Ave/Rutherford	4,406	2,099	1,101	113,468	161,580	42.4%	311,991	268,957	-13.8%	5,996	4,176	2,197	Free service started Feb 4th, 2012
	86	Weldrick-Newkirk	739	133	0	17,110	22,470	31.3%	50,046	39,738	-20.6%	970	226	0	Free service started Feb 4th, 2012
	87 ^[1]	Langstaff Local	1,094	95	0	24,740	28,188	13.9%	70,516	50,693	-28.1%	1,234	208	0	Free service started Feb 4th, 2012
	88/88A/88E ^[1]	Bathurst/Bathurst Express	3,616	2,104	1,348	96,963	172,422	77.8%	268,529	383,910	43.0%	6,861	2,032	2,830	Free service started Feb 4th, 2012
	589/590	RH Community Bus	141	123	112	4,165	3,970	-4.7%	11,811	7,535	-36.2%	121	160	127	Free service started Feb 4th, 2012
	90/90B ^[1]	Leslie	3,294	785	364	78,877	103,541	31.3%	223,581	175,867	-21.3%	4,243	1,367	840	Free service started Feb 4th, 2012
	91/91A/91B/91E ^[1]	Bayview South/Express	3,734	1,137	1,312	94,087	156,680	66.5%	267,416	378,030	41.4%	6,274	2,440	1,613	Free service started Feb 4th, 2012
		Mill Pond GO Shuttle	175	0	0	3,878	3,036	-21.7%	11,109	5,537	-50.2%	138	0	0	Free service started Feb 4th, 2012
	241	Bev Acres GO Shuttle	102	0	0	2,256	1,936	-14.2%	5,480	3,788	-30.9%	88	0	0	Free service started Feb 4th, 2012
	242	N Richvale GO Shuttle	52	0	0	1,151	1,122	-2.5%	3,479	1,823	-47.6%	51	0	0	Free service started Feb 4th, 2012
	243	Redstone GO Shuttle	176	0	0	3,919	4,180	6.7%	10,509	7,273	-30.8%	190	0	0	Free service started Feb 4th, 2012
		Richmond Hill Total		19,695	6,654	4,237	489,446	709,254	44.9%	1,376,175	1,414,426	2.8%	28,378	10,902	7,607
Aurora	31 ^[1]	Aurora North	86	0	0	1,903	1,870	-1.7%	6,074	2,980	-50.9%	85	0	0	Free service started Feb 4th, 2012
	32	Aurora South	532	33	0	11,918	12,944	8.6%	34,378	21,282	-38.1%	577	50	0	Free service started Feb 4th, 2012
	33/33A	Wellington	524	121	0	12,217	15,831	29.6%	37,165	26,588	-28.5%	683	161	0	Free service started Feb 4th, 2012
	34	Industrial Parkway	47	0	0	1,040	594	-42.9%	2,335	654	-72.0%	27	0	0	Free service started Feb 4th, 2012
	Aurora Total		1,189	154	0	27,078	31,239	15.4%	79,952	51,504	-35.6%	1,372	211	0	
Newmarket, East Gwill., Georgina	44	Bristol - London	225	79	0	5,417	5,513	1.8%	14,901	7,910	-46.9%	219	139	0	Free service started Feb 4th, 2012
	51	Keswick Local	275	26	0	6,229	9,324	49.7%	17,667	14,849	-16.0%	407	74	0	Free service started Feb 4th, 2012
	52 ^[1]	Holland Landing Local	292	138	0	7,181	8,434	17.4%	19,909	13,486	-32.3%	342	182	0	Free service started Feb 4th, 2012
	53	Woodspring-Clearmeadow	343	168	97	8,821	8,526	-3.3%	24,181	10,967	-54.6%	341	120	106	Free service started Feb 4th, 2012
	54 ^[1]	Bayview North	341	104	0	8,137	9,986	22.7%	22,310	16,595	-25.6%	418	158	0	Free service started Feb 4th, 2012
	55/55B	Davis Dr.	1,279	853	360	34,124	50,250	47.3%	96,093	79,540	-17.2%	1,922	1,030	704	Free service started Feb 4th, 2012
	56	Gorham-Eagle	500	182	127	12,487	12,102	-3.1%	35,958	20,212	-43.8%	472	218	157	Free service started Feb 4th, 2012
	57/57A	Mulock Dr.	794	212	77	18,945	19,201	1.4%	51,040	33,037	-35.3%	791	291	86	Free service started Feb 4th, 2012
	58/58A	Leslie North	76	0	0	1,691	2,398	41.8%	4,797	3,673	-23.4%	109	0	0	Free service started Feb 4th, 2012
	GO Rte 69 ^[1]	Sutton GO Bus	226	99	104	5,883	6,174	4.9%	16,149	15,728	-2.6%	236	118	98	Free service started Feb 4th, 2012
	98 ^[1]	Yonge North	877	713	391	24,580	28,009	14.0%	79,647	49,035	-38.4%	995	847	471	Free service started Feb 4th, 2012
	220	Keswick GO	14	0	0	312	198	-36.5%	836	246	-70.6%	9	0	0	Free service started Feb 4th, 2012
	222	Aurora-Nmkt GO Shuttle	78	0	0	1,731	902	-47.9%	4,236	974	-77.0%	41	0	0	Free service started Feb 4th, 2012
	223	Newmarket GO Shuttle	19	0	0	421	550	30.6%	1,258	607	-51.7%	25	0	0	Free service started Feb 4th, 2012
	520/521	Newmarket Community Bus	65	13	11	1,539	2,384	54.9%	4,295	7,395	72.2%	98	24	27	Free service started Feb 4th, 2012
	59	The ROC	0	0	0	0	274	n/a	0	493	n/a	19	19	28	Free service started Feb 4th, 2012
	Newmarket Total		5,404	2,587	1,167	137,498	164,225	19.4%	393,277	274,254	-30.3%	6,425	3,201	1,649	
	YRT SUB-TOTAL		69,737	24,141	14,194	1,730,746	2,450,155	41.6%	4,959,538	5,573,847	12.4%	98,815	35,207	24,979	
Viva	blue (incl. blueA') ^[1]	Yonge Corridor	13,947	8,502	6,527	459,268	690,639	50.4%	1,322,690	1,161,447	-12.2%	25,332	16,591	12,595	Free service started Feb 4th, 2012
	purple ^[1]	Highway 7 Corridor	8,678	4,387	3,564	233,441	284,382	21.8%	654,958	407,746	-37.7%	10,493	6,592	5,144	Free service started Feb 4th, 2012
	green ^[1]	Markham North-South Link	807	0	0	18,163	18,304	0.8%	48,005	20,191	-57.9%	832	0	0	Free service started Feb 4th, 2012
	orange (incl. Züm) ^[1]	Vaughan North-South Link	2,876	1,690	1,146	79,701	83,930	5.3%	224,160	135,754	-39.4%	3,113	1,872	1,521	Free service started Feb 4th, 2012
	pink ^[1]	Finch - Unionville	2,757	0	0	62,256	51,810	-16.8%	169,208	73,978	-56.3%	2,355	0	0	Free service started Feb 4th, 2012
	Viva SUB-TOTAL		29,065	14,579	11,237	852,829	1,129,065	32.4%	2,419,021	1,799,116	-25.6%	42,125	25,055	19,260	

[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.

[3] A "0" ridership value indicates that service is not operated by the route on the day type shown.

[4] Average boardings only reflect prior to October 24th transit labour dispute

"Total Boardings" do not include PRESTO values.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	98,802	38,720	25,431	2,583,575	3,579,220	38.5%	7,378,559	7,372,963	-0.1%	140,940	60,262	44,239
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL				1,866,013	2,147,532	15.1%	5,338,221	4,917,823	-7.9%	84,564
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Notes: 1. System-wide transfer rate = Revenue Boardings / Total Boardings = 40.0 %

By Route Class	Base Routes	81,162	36,193	24,641	2,175,029	3,064,927	40.9%	6,214,006	6,343,708	2.1%	118,683	56,602	42,721
	Local Routes	14,984	2,319	667	347,344	444,139	27.9%	988,260	897,401	-9.2%	19,153	3,410	1,364
	Express Routes	1,420	0	0	32,282	43,098	33.5%	95,364	78,152	-18.0%	1,959	0	0
	Community Bus Routes	285	208	123	7,802	8,488	8.8%	22,249	21,115	-5.1%	301	250	154
	GO Shuttle Routes	951	0	0	21,118	18,568	-12.1%	58,680	32,587	-44.5%	844	0	0
	TOTAL, by Route Class	98,802	38,720	25,431	2,583,575	3,579,220	38.5%	7,378,559	7,372,963	-0.1%	140,940	60,262	44,239