



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: April 29, 2011

RE: March 2011 Transit Ridership Statistics

This memo provides an overview of monthly YRT/Viva ridership statistics for March 2011. YRT/Viva revenue ridership for March is over 1.90 million, which represents an increase of approximately 182,500 revenue riders, or 10.6%, over March 2010. This is the highest ridership for March since amalgamation in 2001. This is the second quarter in a row where YRT/Viva exceeded 5 million revenue riders.

Employment

According to Statistics Canada ^[1], the national unemployment rate for March 2011 decreased by 0.1% from February 2011 to 7.7%. With the decrease in unemployment and the general recovery of the economy, it is anticipated that ridership will continue to increase.

Gas Prices

Gas prices in March 2011 ranged from \$1.16 to \$1.23 per litre ^[2], which includes the Harmonized Sales Tax (HST). During the same time period last year (March 2010), gas prices were lower, ranging from \$0.98 to \$1.02 per litre ^[2], it should be noted that price only includes the Goods and Service Tax. Higher gas prices tend to increase transit ridership as customers try to mitigate commuting costs. Thus, if gas prices continue to increase, there should also be a corresponding increase in transit ridership.

Service Improvements

Service is continually monitored and evaluated to better serve YRT/Viva customers. Due to demand on Viva Purple, 60-foot articulated buses are being used on select trips. Extra buses now operate on Route 1 – Highway 7 due to construction. Three morning trips on Route 2 – Miliken, 5:34 a.m., 5:56 a.m. and 6:40 a.m. now operate from Woodbine Avenue / John Street to the Finch GO Bus Terminal.

Viva Ridership

Viva service continues to perform well with four of five Viva routes experiencing double digit ridership growth. Viva carried over 867,000 passengers in March 2011, 12.4% over March 2010. The ridership on Viva Blue and Purple increased by 4.9% and 19.1%, representing additional boardings of 21,500 and 38,000 respectively.

Mobility Plus Ridership

In March 2011, Mobility Plus carried 1,134 additional passengers, an increase of 3.9% over March 2010. Generally March 2011 experienced lower amounts of snowfall and a warmer average temperature^[3], causing Mobility Plus customers to travel more.

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.

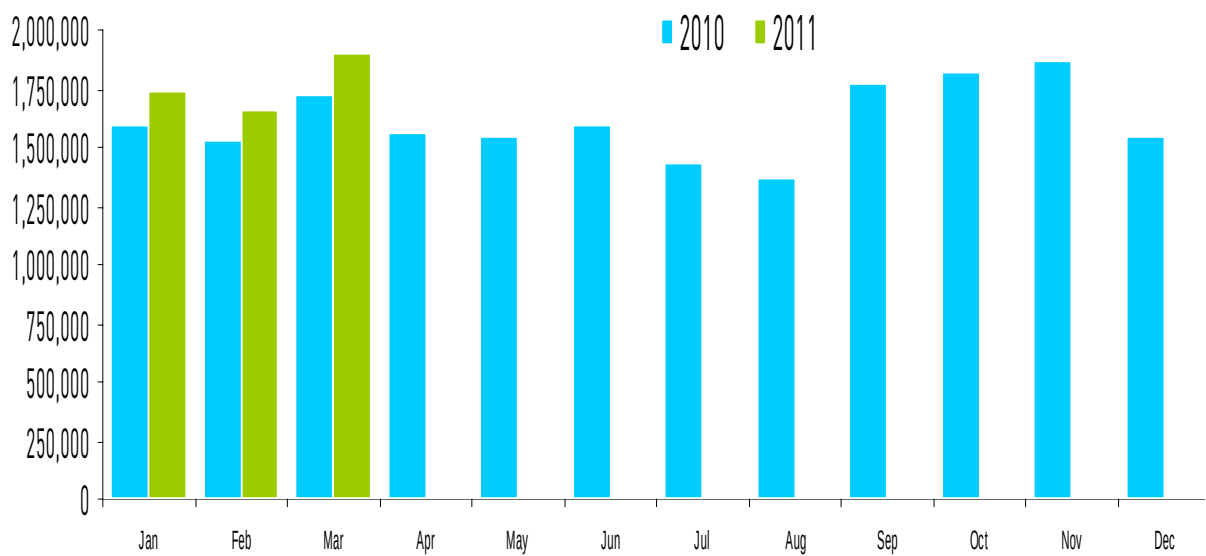
[2] 18 Month Average Retail Price Chart. (2011). *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date March 17, 2011.

[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.

YRT/Viva

2011 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles

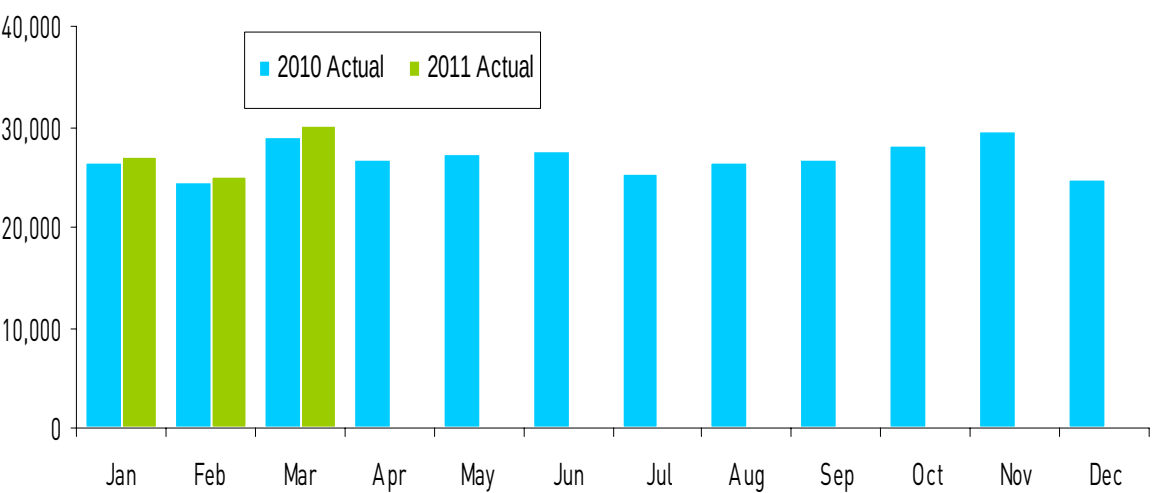


Month	2010	2011	Month Change ['11 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2011
January	1,599,353	1,740,807	8.8%	8.8%	70,078
February	1,532,249	1,658,141	8.2%	8.5%	73,187
March	1,726,714	1,909,452	10.6%	9.3%	71,362
April	1,561,915				
May	1,551,310				
June	1,603,156				
July	1,432,934				
August	1,373,565				
September	1,776,754				
October	1,814,785				
November	1,862,985				
December	1,550,744				
YTD	19,395,721	5,308,400			

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				
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	82,074			

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
MARCH 2011

rev. 20apr2011

rev. 20Apr2011			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 ^[1]	Highway 7	1,511	760	318	39,639	38,041	-4.0%	107,661	105,492	-2.0%	1,443	816	306	Peak period service level reductions (February 2011); Stable ridership
	2 ^[1]	Milliken	2,249	771	392	57,401	54,926	-4.3%	152,081	150,593	-1.0%	2,150	769	410	Peak period service level reductions (February 2011); Stable ridership
	2A	14th Ave	839	0	0	19,576	21,113	7.9%	51,241	54,912	7.2%	907	0	0	General corridor growth
	3 ^[1]	Thornhill - York U.	1,742	206	317	42,729	44,663	4.5%	113,882	122,513	7.6%	1,825	443	228	Stable ridership
	8	Kennedy Rd	1,207	469	282	31,213	34,052	9.1%	80,709	91,777	13.7%	1,306	430	351	General corridor growth; Peak period and weekend service improvements (November 14, 2010)
	9 ^[1]	Ninth Line	132	0	0	3,107	3,711	19.4%	7,939	9,711	22.3%	158	0	0	Connections to Viva; General corridor growth; Increase in midday service (September 5, 2010)
	15	Stouffville Local	91	0	0	2,140	2,564	19.8%	6,532	7,214	10.4%	109	0	0	General corridor growth; Increase in midday service (September 5, 2010)
	18	Bur Oak	998	75	0	23,487	24,529	4.4%	62,997	63,589	0.9%	1,041	106	0	Stable ridership
	40	Unionville Local	714	97	83	17,359	14,920	-14.1%	44,451	39,152	-11.9%	593	198	85	Dial-A-Ride Service after 7pm (April 26, 2010); Peak period service level reductions (February 2011)
	41	Markham Local	310	117	79	8,044	9,020	12.1%	22,491	27,584	22.6%	366	56	67	Dial-A-Ride Service after 7pm (April 26, 2010); Connection to Viva; Peak period service level reductions (February 2011)
	42	Bridal Walk	156	0	0	3,609	4,781	32.5%	9,025	11,005	21.9%	206	0	0	2 PM trips discontinued (April 26, 2010); General corridor growth
	45	Mingay	52	0	0	1,206	1,678	39.1%	2,652	4,230	59.5%	72	0	0	Last PM northbound trip discontinued (April 26, 2010); General corridor growth
	201	Markham GO Shuttle	113	0	0	2,614	2,570	-1.7%	6,202	6,372	2.7%	111	0	0	Stable ridership
	202	Unionville GO Shuttle	135	0	0	3,154	3,572	13.3%	8,907	9,918	11.4%	154	0	0	General corridor growth
	203	Milliken GO Shuttle	62	0	0	1,449	1,643	13.4%	3,441	4,474	30.0%	70	0	0	New route implemented (Sept 2009)
	300 ^[1]	Business Express	199	0	0	4,653	4,878	4.8%	13,416	14,669	9.3%	208	0	0	Stable ridership
	301 ^[1]	Markham Express	364	0	0	8,502	8,374	-1.5%	23,622	23,165	-1.9%	358	0	0	Stable ridership
	302 ^[1]	Unionville Express	166	0	0	3,863	4,753	23.0%	10,802	12,949	19.9%	203	0	0	General corridor growth
	303 ^[1]	Bur Oak Express	184	0	0	4,324	6,206	43.5%	12,442	16,910	35.9%	266	0	0	General corridor growth; 1 additional PM trip implemented (June 2010); 1 additional AM trip implemented (March 2011)
	522	Markham Community Bus	67	63	0	1,793	2,105	17.4%	4,272	5,703	33.5%	79	72	0	Rider migration from Mobility Plus
	TTC	Markham Total	11,291	2,558	1,471	279,862	288,099	2.9%	744,765	781,932	5.0%	11,625	2,890	1,447	
	TTC 17A ^[1]	Birchmount	240	0	0	5,520	5,118	-7.3%	13,440	14,398	7.1%	223	0	0	Decrease in employment travel
	TTC 24D, 224B/C/D ^[1]	Vic Park North (Woodbine)	879	79	49	20,762	20,011	-3.6%	59,372	59,192	-0.3%	847	69	55	Stable ridership; Route extended to New Honda Plan in Markham (May 10, 2010)
	TTC 68B ^[1]	Warden North	827	362	221	21,353	23,503	10.1%	64,147	64,557	0.6%	918	377	223	Ridership migration to Viva
	TTC 102D ^[1]	Markham Rd	759	270	189	19,293	22,627	17.3%	58,435	66,833	14.4%	898	312	184	General corridor growth
	TTC 129A ^[1]	McCowan North	2,283	1,073	715	59,661	65,509	9.8%	182,173	198,782	9.1%	2,491	1,203	851	General corridor growth
		TTC (Markham) Total	4,988	1,784	1,174	126,589	136,767	8.0%	377,567	403,761	6.9%	5,376	1,961	1,313	
		Markham & TTC Total	16,279	4,342	2,645	406,451	424,866	4.5%	1,122,332	1,185,693	5.6%	17,001	4,851	2,760	
Vaughan, King	4/4A ^[1]	Major Mackenzie	2,559	1,107	906	67,998	81,234	19.5%	179,374	220,147	22.7%	3,126	1,215	836	Increase in employment travel, general corridor growth
	5 ^[1]	Clark	1,555	438	0	38,033	37,799	-0.6%	106,728	104,568	-2.0%	1,544	454	0	Stable ridership
	7 ^[1]	Martin Grove	849	93	0	20,400	19,034	-6.7%	52,409	53,852	2.8%	786	92	0	Stable ridership. PM peak period frequency reduction (Feb 2011)
	10 ^[1]	York U. (Woodbridge)	400	51	74	9,965	11,071	11.1%	24,591	30,089	22.4%	453	68	50	Increase in employment travel
	11	Woodbridge	120	43	23	3,147	1,481	-52.9%	7,771	4,876	-37.3%	63	0	0	Peak period frequency reduction (Feb 2011). Decrease in employment travel, weekend service discontinued (April 25, 2010)
	12	Pine Valley	304	91	0	7,647	8,906	16.5%	21,114	19,578	-7.3%	349	151	0	PM peak period frequency reduction (Feb 2011). Decrease in employment travel
	13	Islington Ave	363	96	0	9,090	8,637	-5.0%	24,043	24,129	0.4%	347	87	0	Peak period frequency reduction (Feb 2011). Stable ridership
	20 ^[1]	Jane	2,149	1,260	599	58,548	66,972	14.4%	154,627	179,127	15.8%	2,424	1,572	776	Increase in employment travel
	22/22A ^[1]	King City	332	55	0	7,899	18,128	129.5%	21,585	44,310	105.3%	755	164	0	Rider migration from discontinued GO Route 64 to new YRT Route 22A (implemented Sept 2010). General corridor growth
	23 ^[1]	Thornhill Woods	853	0	0	19,970	21,829	9.3%	54,148	61,542	13.7%	936	0	0	Peak period frequency reduction (Feb 2011). Peak period route extension to Teston Road (Fall 2010)
	27	Highway 27	36	25	15	1,022	1,575	54.1%	2,568	4,089	59.2%	64	9	13	Increase in employment travel on weekdays
	28	Zenway-Hwy.27	44	0	0	1,048	706	-32.6%	2,679	1,853	-30.8%	30	0	0	Ridership migration to Route 77
	77 ^[1]	Hwy 7 - Centre St	2,890	1,201	0	73,997	93,709	26.6%	185,675	261,551	40.9%	3,604	1,403	869	Restructured routing in association with introduction of Züm; assumption of trips previously operated by Brampton Transit (September 2010)
	99 ^[1]	Yonge South	2,825	1,792	1,402	78,789	88,941	12.9%	208,280	262,618	26.1%	3,214	1,834	1,686	Weekday frequency reduction (Feb 2011)
	360 ^[1]	Maple Express	259	0	0	6,405	9,491	48.2%	17,628	25,742	46.0%	385	0	0	Schedules updated to reflect actual travel time (Sept 2010)
	TTC	Vaughan Total	15,538	6,252	3,019	403,958	469,513	16.2%	1,063,220	1,298,071	22.1%	18,080	7,049	4,230	
	TTC 35-D ^[1]	Jane	1,314	203	0	31,034	29,214	-5.9%	88,626	80,570	-9.1%	1,218	300	0	Decrease in employment travel
	TTC 37-D ^[1]	Islington	108	0	0	2,484	2,714	9.3%	8,144	6,674	-18.1%	118	0	0	Decrease in employment travel
	TTC 105, 105-B ^[1]	Dufferin North	1,414	642	505	37,110	45,902	23.7%	116,801	130,834	12.0%	1,807	617	471	Increase in employment travel
	TTC 107-C/D/B/F ^[1]	Keele North	2,546	523	435	62,390	69,708	11.7%	179,179	194,992	8.8%	2,844	729	345	Increase in employment travel
	TTC 160 ^[1]	Bathurst North	732	488	357	20,205	22,732	12.5%	60,003	61,667	2.8%	821	499	466	General corridor growth
	TTC 165-D/F ^[1]	Weston Road North	1,368	625	451	35,757	40,779	14.0%	121,024	120,711	-0.3%	1,561	701	518	Possible rider migration to alternate north-south routes (e.g. Routes 20 & 360)
		TTC (Vaughan) Total	7,481	2,481	1,748	188,979	211,048	11.7%	573,776	595,447	3.8%	8,368	2,846	1,800	
		Vaughan & TTC Total	23,019	8,733	4,767	592,937	680,561	14.8%	1,636,996	1,893,518	15.7%	26,448	9,895	6,030	

* 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	149	0	0	3,445	5,126	48.8%	8,339	12,686	52.1%	222	0	0	New development in the area, general corridor growth
	82	Valleymede-Spadina	523	51	0	12,303	14,020	14.0%	35,255	36,603	3.8%	600	37	0	General Corridor growth
	83	Trench	955	113	0	22,585	25,990	15.1%	70,309	75,837	7.9%	1,102	112	0	General Corridor growth
	84	Oak Ridges	192	38	0	4,593	5,684	23.8%	14,713	16,537	12.4%	242	29	0	General corridor growth, Dial-A-Ride service implemented on (April 2010)
	85/85A/85B ^[1]	16th Ave/Rutherford	4,263	1,870	1,034	111,646	115,775	3.7%	306,560	311,464	1.6%	4,406	2,099	1,101	Stable ridership
	86	Weldrick-Newkirk	691	177	0	16,772	17,716	5.6%	46,609	50,021	7.3%	739	133	0	General corridor growth
	87 ^[1]	Langstaff Local	1,055	97	0	24,919	25,739	3.3%	71,521	70,508	-1.4%	1,094	95	0	Stable ridership
	88/88A/88E ^[1]	Bathurst/Bathurst Express	3,062	1,370	1,361	83,119	98,475	18.5%	237,588	267,698	12.7%	3,616	2,104	1,348	General growth; wkday service to/from Elgin Mills Community Ctr extended to Seneca - King Campus (Nov 15, 2010)
	589	RH Community Bus	130	111	76	3,738	4,183	11.9%	10,512	11,668	11.0%	141	123	112	Rider migration from Mobility Plus
	90/90B ^[1]	Leslie	2,814	662	274	69,191	81,386	17.6%	195,192	223,683	14.6%	3,294	785	364	General corridor growth, ridership # includes TTC Operated Route 25D now YRT route 90B (converted on May 2010); Weekday frequency reduction (Feb 2011)
	91/91A/91B/91E ^[1]	Bayview South/Express	3,777	1,096	1,173	97,097	96,684	-0.4%	258,861	267,228	3.2%	3,734	1,137	1,312	Stable ridership; Peak period service level reductions (February 2011)
	240	Mill Pond GO Shuttle	149	0	0	3,465	4,053	17.0%	8,964	11,104	23.9%	175	0	0	General corridor growth
	241	Bev Acres GO Shuttle	79	0	0	1,836	2,358	28.4%	3,917	5,486	40.1%	102	0	0	General corridor growth
	242	N Richvale GO Shuttle	46	0	0	1,075	1,203	11.9%	3,190	3,475	8.9%	52	0	0	General corridor growth
	243	Redstone GO Shuttle	165	0	0	3,824	4,095	7.1%	10,666	10,485	-1.7%	176	0	0	General corridor growth
		Richmond Hill Total	18,050	5,585	3,918	459,608	502,487	9.3%	1,282,196	1,374,483	7.2%	19,695	6,654	4,237	
Aurora	31 ^[1]	Aurora North	77	0	0	1,788	1,989	11.2%	4,984	6,047	21.3%	86	0	0	General corridor growth
	32	Aurora South	511	104	0	12,270	12,417	1.2%	33,618	34,378	2.3%	532	33	0	Stable Ridership
	33/33A	Wellington	491	128	0	11,948	12,620	5.6%	33,102	37,039	11.9%	524	121	0	General corridor growth
	34	Industrial Parkway	42	0	0	968	1,087	12.3%	2,575	2,333	-9.4%	47	0	0	Stable Ridership
		Aurora Total	1,121	232	0	26,974	28,113	4.2%	74,279	79,797	7.4%	1,189	154	0	
Newmarket, East Gwill., Georgina	44	Bristol - London	194	61	0	4,957	5,563	12.2%	13,429	14,812	10.3%	225	79	0	General corridor growth, Route extended to Sacred Heart HS in Sept 2010
	51	Keswick Local	314	36	0	7,430	6,478	-12.8%	20,111	17,634	-12.3%	275	26	0	Routing was re-structured in Sept 2010 to include Keswick Market place and frequency was reduced to accommodate this routing change
	52 ^[1]	Holland Landing Local	270	140	0	6,830	7,335	7.4%	18,584	19,800	6.5%	292	138	0	General corridor growth
	53	Woodspring-Clearmeadow	313	149	122	8,341	8,996	7.9%	23,104	24,016	3.9%	343	168	97	General corridor growth
	54 ^[1]	Bayview North	211	61	0	5,150	8,374	62.6%	14,748	22,298	51.2%	341	104	0	Route re-structured in June 2010, to provide direct connection to Yonge Street
	55/55B	Davis Dr.	1,273	758	372	34,034	34,550	1.5%	92,894	95,420	2.7%	1,279	853	360	Stable ridership
	56	Gorham-Eagle	470	203	103	12,142	12,805	5.5%	34,652	35,811	3.3%	500	182	127	General corridor growth
	57/57A	Mulock Dr.	826	220	37	20,122	19,527	-3.0%	51,087	50,965	-0.2%	794	212	77	Stable ridership
	58/58A	Leslie North	79	0	0	1,840	1,767	-4.0%	4,686	4,777	1.9%	76	0	0	Stable Ridership
	GO Rte 69 ^[1]	Sutton GO Bus	202	96	91	5,394	6,010	11.4%	14,982	16,010	6.9%	226	99	104	General corridor growth
	98 (incl. 98E) ^[1]	Yonge North	849	616	452	24,056	24,744	2.9%	65,976	78,860	19.5%	877	713	391	Weekday frequency reduction (Feb 2011); new 98E Limited Express implemented (November 15, 2010)
	220	Keswick GO	10	0	0	233	326	39.9%	700	789	12.7%	14	0	0	Stable ridership
	222	Aurora-Nmkt GO Shuttle	81	0	0	1,872	1,809	-3.4%	4,171	4,212	1.0%	78	0	0	Stable ridership
	223	Newmarket GO Shuttle	20	0	0	464	440	-5.2%	1,306	1,213	-7.1%	19	0	0	Stable ridership
	520/521	Newmarket Community Bus	65	24	14	1,647	1,591	-3.4%	4,582	4,231	-7.7%	65	13	11	Stable ridership
		Newmarket Total	5,177	2,364	1,191	134,512	140,315	4.3%	365,012	390,848	7.1%	5,404	2,587	1,167	
		YRT SUB-TOTAL	63,646	21,256	12,521	1,620,482	1,776,342	9.6%	4,480,815	4,924,339	9.9%	69,737	24,141	14,194	
Viva	blue (incl. blueA') ^[1]	Yonge Corridor	16483	8877	7128	443,129	464,713	4.9%	1,213,678	1,303,480	7.4%	13,947	8,502	6,527	General corridor growth; adjustment applied to March 2011 data to offset APC issues ^[2] ; new Viva A branch (July 2010)
	purple ^[1]	Highway 7 Corridor	7516	3624	3076	199,668	237,732	19.1%	557,332	650,731	16.8%	8,678	4,387	3,564	General corridor growth; adjustment applied to March 2011 data to offset APC issues ^[2] ; new Galsworthy Viva Station
	green ^[1]	Markham North-South Link	614	0	0	14,122	18,970	34.3%	39,400	48,671	23.5%	807	0	0	General corridor growth; adjustment applied to March 2011 data to offset APC issues ^[2]
	orange (incl. Züm) ^[1]	Vaughan North-South Link	2572	959	765	66,052	80,887	22.5%	189,255	221,089	16.8%	2,876	1,690	1,146	Züm ridership credits (Sep 2010); TTC/Orange fare agreement (Aug2010); APC adjustment to March 2011 data ^[2]
	pink ^[1]	Finch - Unionville	2110	0	0	48,530	65,013	34.0%	129,705	171,586	32.3%	2,757	0	0	General corridor growth; adjustment applied to March 2011 data to offset APC issues ^[2]
		Viva SUB-TOTAL	29,295	13,460	10,969	771,501	867,315	12.4%	2,129,370	2,395,557	12.5%	29,065	14,579	11,237	

[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	92,941	34,716	23,490	2,391,983	2,643,657	10.5%	6,610,185	7,319,896	10.7%	98,802	38,720	25,431
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL	1,726,714	1,909,452	10.6%	4,858,316	5,308,400	9.3%	71,362
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Notes: 1. System-wide transfer rate = Revenue Boardings / Total Boardings = 27.8 %

By Route Class	Base Routes	76,881	32,496	22,584	2,004,495	2,219,998	10.8%	5,551,076	6,171,444	11.2%	81,162	36,193	24,641
	Local Routes	13,766	2,022	816	332,577	360,009	8.2%	910,369	975,887	7.2%	14,984	2,319	667
	Express Routes	1,172	0	0	27,747	33,702	21.5%	77,910	93,435	19.9%	1,420	0	0
	Community Bus Routes	262	198	90	7,178	7,879	9.8%	19,366	21,602	11.5%	285	208	123
	GO Shuttle Routes	860	0	0	19,986	22,069	10.4%	51,464	57,528	11.8%	951	0	0
	TOTAL, by Route Class	92,941	34,716	23,490	2,391,983	2,643,657	10.5%	6,610,185	7,319,896	10.7%	98,802	38,720	25,431