

Appendix X – Feedback from Stakeholder Consultations

This Appendix provides information on feedback from various stakeholder consultations that YRT/Viva conducted to obtain feedback from general public, customers, agencies and transit providers. The section also provides information on YRT/Viva route assessments, frequency and span of service.

1.0 Feedback from Stakeholder Consultations

Extensive stakeholder consultations were conducted to obtain feedback from various stakeholders, customers, public and agencies. The feedback received from the stakeholder consultations are summarized by various stakeholder groups as under:

1.1 Large Employers

Several large employers were invited to provide input to PLAN09. Some of the comments are as follows:

- › Viva green is used primarily by residents at the Newnham Seneca campus; decreased span of service levels are an issue.
- › A suggestion was made to implement a shuttle between the Newnham and Markham campuses for Seneca College. (Comment received in 2007)
- › Seneca students would like more Sunday service out of campus.
- › Would like to participate in Employer Info Kit distribution.
- › Increased frequency on routes operating out of and going into the Seneca campus during Saturdays and off peak periods.
- › York University students have shown a high interest in the U-pass.
- › York students and staff would like increased service levels (frequency) in and out of the York campus.
- › Increase span of service to include trips later at night.
- › Enhance communication (marketing) to students / staff about 50 cents to GO program.
- › Would like to see more bike racks at stops and on buses.
- › Continuous outreach at campus events / orientation.
- › Suggestion was made to display PLAN09 at major stops.
- › Mall patrons and staff are lacking knowledge on how to use transit around York Region.

- › Encourage use of trip-planner / ridequest through improved communication between YRT/ Viva and stakeholders.
- › Possibly look into creating an Employer's Info Kit (newsletters, internal publications etc.)
- › Suggestion made to also cater transit communication media towards the more affluent members in the area.
- › Requests received for running Viva purple on increased frequency on Highway 7.
- › Continuous outreach at business events (Earth week etc) to inform employees about YRT/ Viva services.
- › Free parking offered to employees; there is not much attracting employees to use transit.
- › Would like to see all local routes to Markham-Stouffville Hospital terminate at the bus loop instead of Church St.
- › Upper Canada Mall requested a meeting to discuss YRT/Viva's solutions for the area over the next five years.

1.2 Municipalities and Transportation Management Associations

York Region municipalities and local Transportation Management Associations were invited to provide feedback on PLAN09. Some of their comments are as follows:

- › 80% of Canadian business employs fewer than 25 people; needs for YRT/Viva services to reach these small businesses.
- › Encourages YRT/Viva to reach out to municipality when dealing with issues on a particular route.
- › Suggested implementing more express services will entice people to use transit more often.
- › Communication between YRT/Viva and businesses about transit information is lacking, or needs to be improved.
- › Employees have an interest in using transit but are discouraged by having to pay the double fare to cross municipal zones.
- › New high school scheduled to open in Aurora for September '09 requires transit services.

1.3 Transit Partners

Transit partners – Brampton Transit, Toronto Transit Commission, GO Transit, Durham Transit, and Metrolinx were invited to provide feedback on PLAN09. Some of their comments are as follows:

- › GO is providing increasing service levels on Barrie line (rail) in late '09 during off peak and midday periods.
- › GO is looking for possible frequency improvement to 30 minutes on the Airport Service from RHCT to Pearson to Square One.
- › GO is currently undertaking review of services in Georgina corridor.
- › Brampton is reviewing services in Highway 7 Corridor.
- › TTC is currently increasing all peak services by 10% in fall '08.
- › TTC will be adding 8000 weekly hours to subways in fall '08.
- › TTC will be providing all routes will have only 30 minutes headway, later 2008.
- › Metrolinx will be moving ahead with trip planner project.



1.4 Youth Focus Group

Youth Ambassadors for YRT were invited to provide feedback on PLAN09. Some of their comments are as follows:

- › Fast, reliable, and frequent service.
- › For Witchurch-Stouffville:
 - More services into and out of town
 - Earlier trips on Route 9
 - Higher frequency on existing routes
 - Rte 9 & 98 weekends

- More Saturday trips and late evening trips
 - Better connections into Markham will be beneficial for the youth of Witchurch – Stouffville
- › A second north-south route (Highway 48)
 - › Better service into the Box Grove and Cornell areas.
 - › Encouraging TTC drivers to accept YRT/Viva fare media.
 - › Students suggest implementing YRT/Viva routes in existing GO corridors, to avoid higher GO fares.
 - › Route 2A drops students off four blocks away from MDHS; walk becomes an issue in extreme weather.
 - › A school special is required to better service students in the St. James and Keele & Rutherford areas who are losing yellow school bussing as of PLAN09 (St. Joan of Arc).
 - › Students would like to see school specials operating on higher frequency and dropping them off closer to their schools.
 - › Routes 40 and 85 have 15 to 30 minute transfers; higher frequency is required.
 - › More southbound trips on Route 82.
 - › Stops on Route 85 are too far apart.
 - › Routes 4A, 22, and 85 do not arrive at school early enough; improve frequency.
 - › Southbound buses (Route 40) from Unionville HS require more frequency.
 - › Routes 40 and TTC 107 are always late arriving to school. Students have to show late slips in class.
 - › First bus on Route 4A arrives later on than indicated on schedule.
 - › Route 2A also arrives later than indicated on schedule; not an issue for students as it allows them time to gather belongings from lockers etc.
 - › Students would like to see buses off of Church St; buses on narrow lanes cause traffic delays.
 - › Suggestion made to divert Route 107 into McNaughton loop.

- › Frequent displays at school to raise awareness about YRT/Viva services to and from school and other places of interest (malls, theatres etc.)
- › Make comment cards available in homeroom classes.
- › Hold focus groups at schools.



1.5 Seniors Group Meeting

Seniors Group Meetings were conducted at Newmarket Senior Centres and Markham Senior Centre.

Most seniors indicated that they would like to see more hard copies of the route navigators and schedules available to them. Seniors indicated that they are not internet savvy and they hardly use internet. Therefore, to serve their needs it is important that YRT/Viva focus on paper copies. Also seniors indicated that they would not like to see frequent service changes to routes and schedules, as it is difficult for them to keep themselves updated on these changes.

The feedbacks received at these Centres are as under:

Newmarket Seniors Group meeting:

- › More connections need to Wal-Mart.
- › Articulated buses are a concern.
- › Detailed information is required regarding integration with YRT/Viva services.
- › Required more frequent services on route 53 and 55.
- › Morning buses should be able to handle more customers.

FIGURE 9: NEWMARKET SENIORS GROUP SURVEY RESULTS

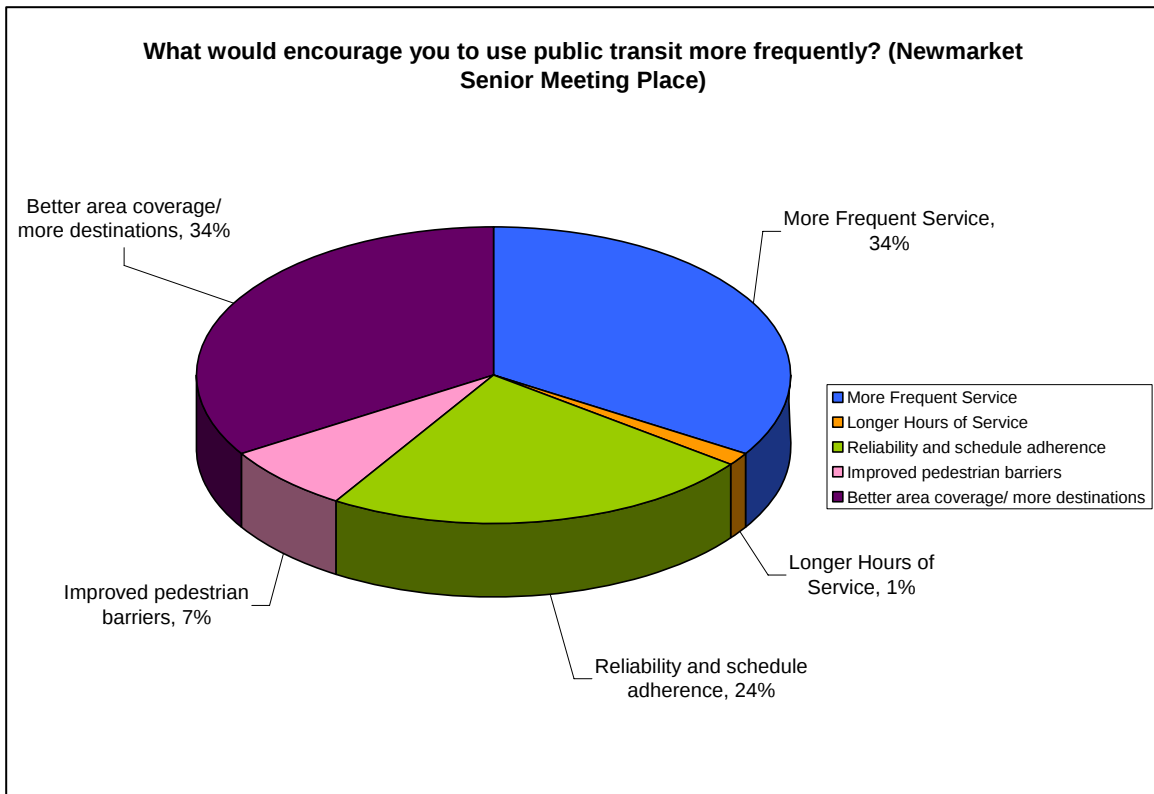
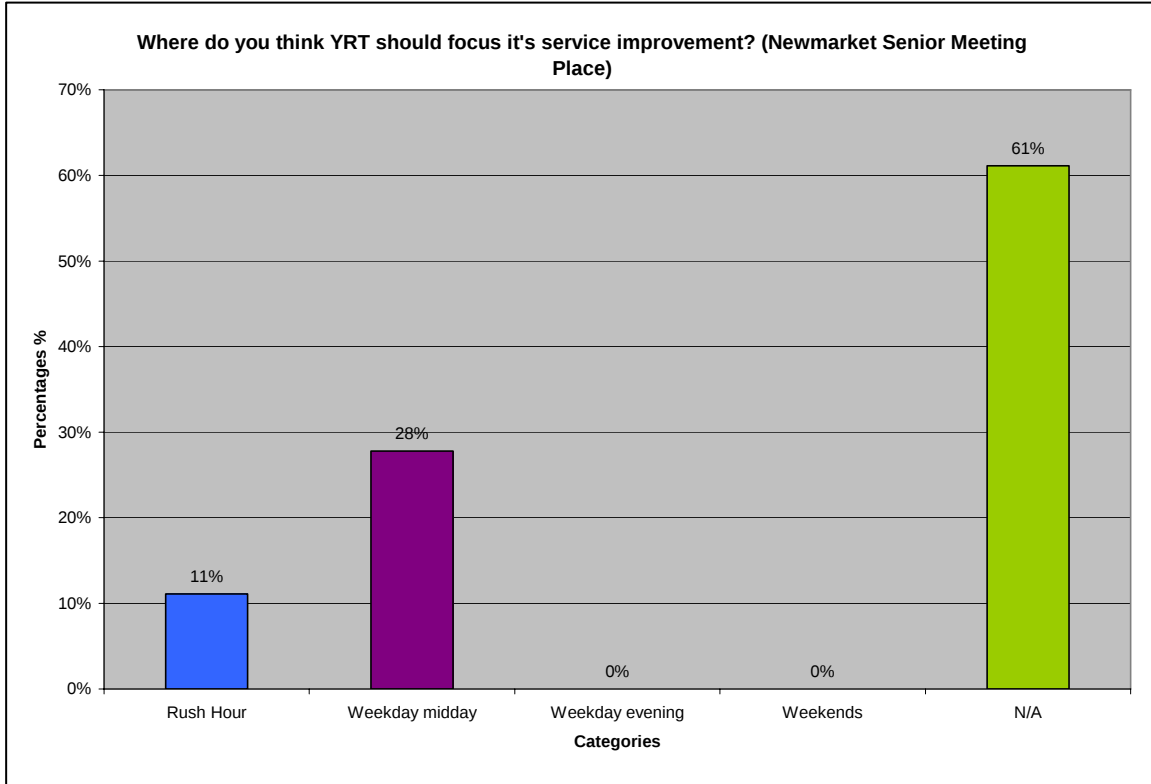


Figure 9 above shows that 34% of seniors would like YRT/Viva to provide more frequent services, better area coverage and services to more destinations. 24% of seniors opted for reliability and schedule adherences and 7% voted for improved pedestrian connections. Only 1% of seniors showed preference for longer hours of service.

FIGURE 10: NEWMARKET SENIORS GROUP SURVEY RESULTS



28% seniors suggested that YRT/Viva should focus on improving services during mid-day and 11% suggested service improvements during rush hours as shown in Figure 10. However, seniors did not suggest weekday evenings or weekend service improvements. This demonstrates that transit and travel patterns of seniors are quite different.

Markham Seniors Group meeting:

The Markham Senior Group meeting was held at 20 Water Street, Markham. Over 30 seniors attended the meeting. YRT staff received extremely good response and feedback at the meeting. Some of comments from attendees are as follows:

- › 522 Community Bus - Service is exceptional, simply awesome.
- › More direct routes to doctor's office and hospitals.
- › Extend Community Bus Route 522 to 122 Cornell Park Avenue (New Medical Centre).
- › Extend Community Bus Route 522 to Unionville Gate.
- › Extend 522 Community Bus to the intersection of McCowan and Highway 7 – Medical Building at SE Corner.
- › Service to 16th Avenue and Main Street Markham.

- › Meeting at 22 Water Street, Senior Recreation Centre to provide information to senior about schedules and routings.
- › Improve Markham Community Bus Stop location – Too far apart.
- › More Routes and frequent service for the community bus.
- › Route 522 Community Bus should extend to Markham Medical Centre (Highway 7 & 9th line).
- › Excellent service on the Route 522 Community Bus and the Mobility Plus vans. Drivers are very kind and well trained.
- › Cost per person for the Thursday morning bus is too expensive for most seniors.
- › The stop at Markham Stouffville Hospital is too far away from the entrance of the medical building and hospital.
- › It is inconvenient that Route 1 does not go to Finch Subway Station.

FIGURE 11: MARKHAM SENIORS GROUP SURVEY RESULTS

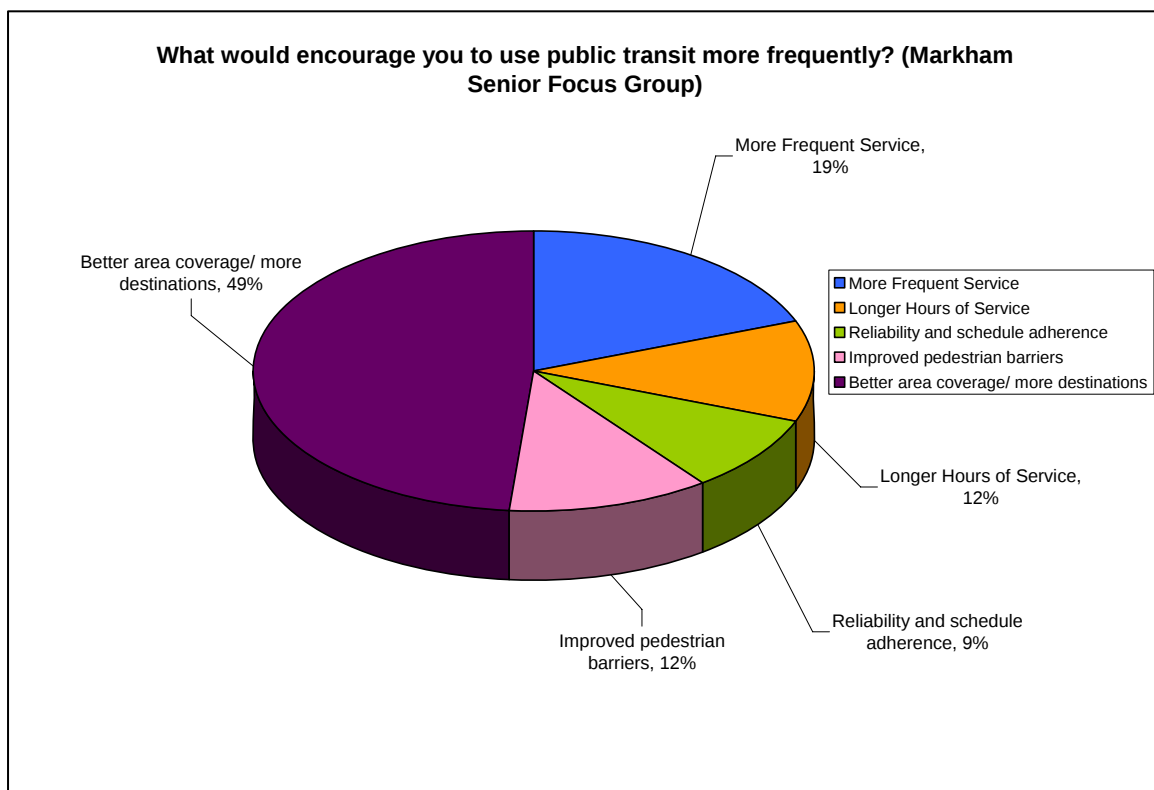
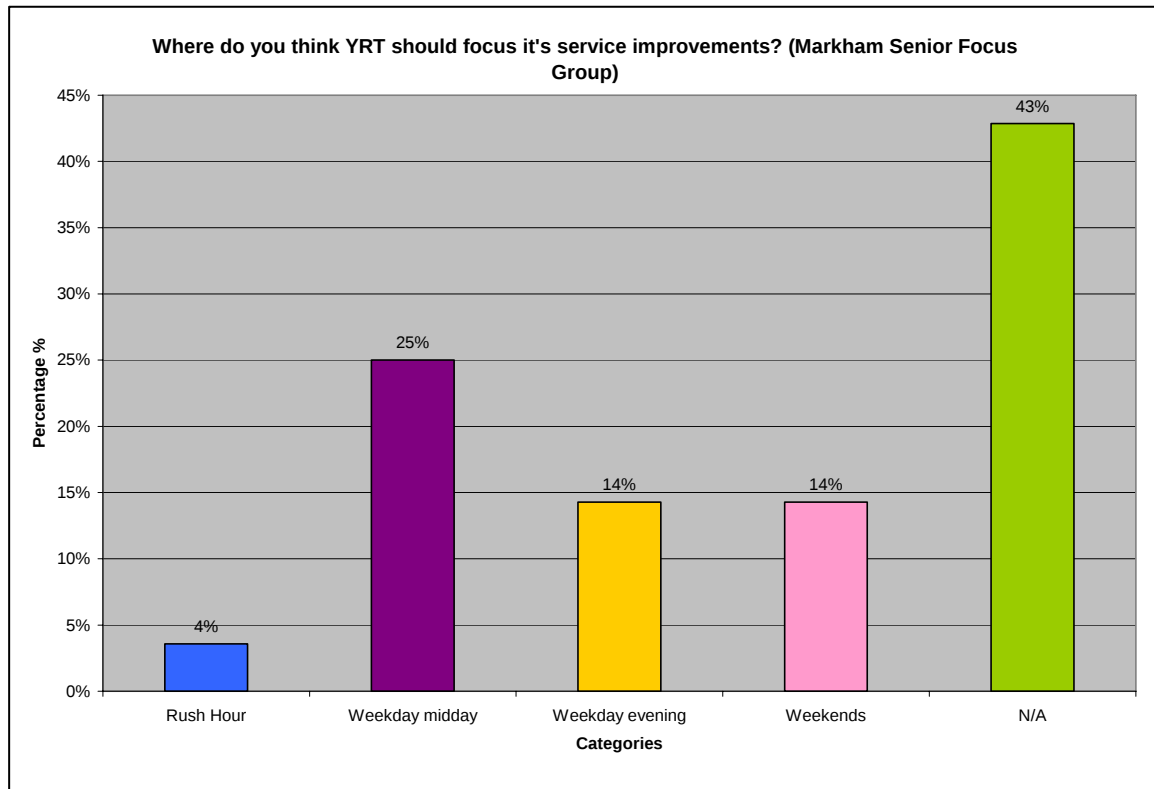


Figure 11 shows that 49% seniors would like YRT/Viva to provide better area coverage and services to more destinations. 19% seniors opted for more frequent services and 12% for longer hours of service. 12% seniors wanted improved pedestrian connections and 9% voted for reliability and schedule adherence. Thus at Markham better area coverage and services to more destinations was a key issue for seniors.

FIGURE 12: MARKHAM SENIORS GROUP SURVEY RESULTS



25% seniors suggested that YRT/Viva should focus on improving services during mid-day and 14% suggested service improvements for weekday evenings and weekends as shown in Figure 12. However, seniors did not suggest rush hour service improvements. This demonstrates that transit and travel patterns of seniors are quite different.

Thus it could be concluded that for seniors, frequency, better area coverage and services to more destinations are important, also seniors prefer to travel during mid-day on weekdays. Therefore, while designing services for seniors, the above parameters are important and will be taken into consideration for service planning.

1.6 Public Information Centres

Public Information Centers were conducted in Richmond Hill and Newmarket to received feedback from the public. The meeting at Richmond Hill was well-attended where as meeting at Newmarket was lightly attended.

Some of the comments that we received at these meetings are as follows:

- › Use GO station at East Gwillimbury as a connection point outside GO train hours.
- › Consolidate route 53 and 57A as one route.
- › Local Newmarket routes showing steady improvements over past 5 years.
- › We are extremely concerned about transit route on Bridle Walk. Safety, the narrow street makes this a dangerous route.
- › More frequent services on 16th Avenue.
- › Gas prices will bring more folks to transit – be ready.
- › Key solution to the traffic problem is to build subway now.
- › Need more north-south routes and terminals in Markham.
- › Eliminate double fares at Steeles. It's one way to get people out of their cars.
- › Service reliability is a key issue; buses need to be on time.

FIGURE 13: NORTH AND SOUTH PIC SURVEY RESULTS

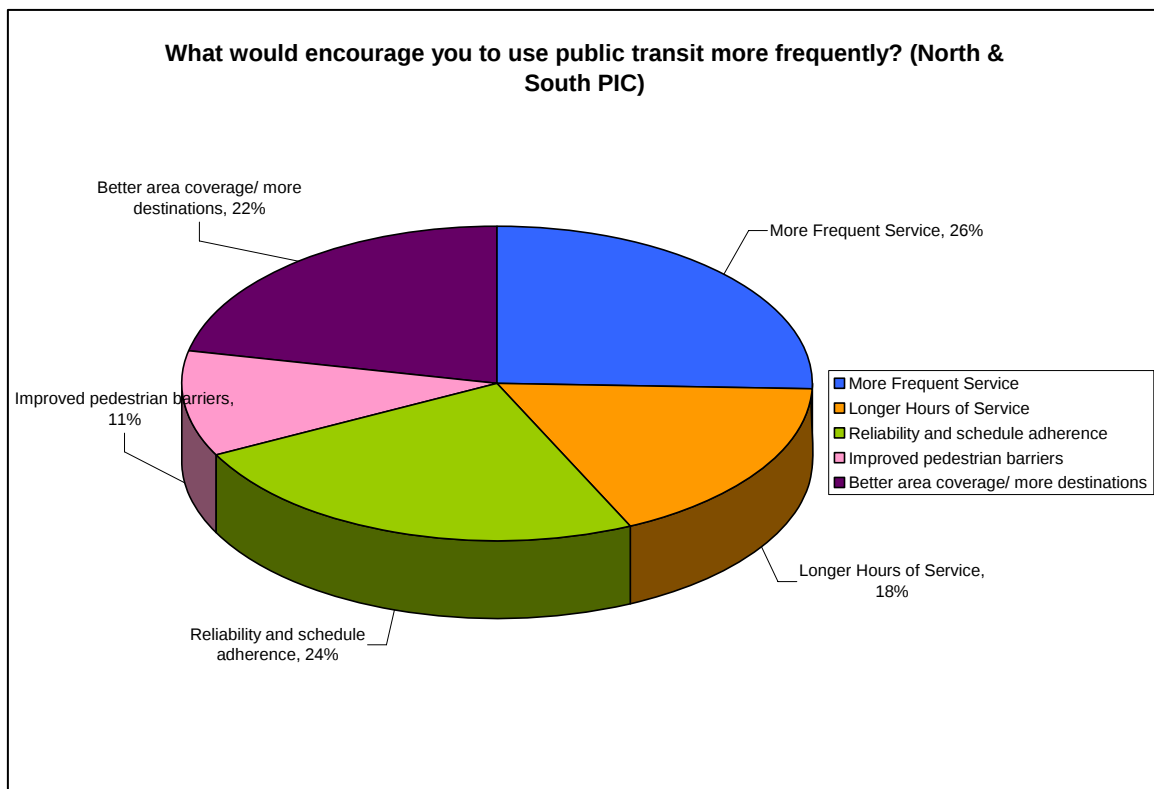


Figure 13 shows that 26% of attendees preferred more frequent services where as 24% of attendees indicated that reliability and schedule adherence is important. 22% of attendees voted for better area coverage and 18% for longer hours of service.

Therefore unlike senior residents, this graph represents a balanced preference for service improvements with service frequency as the main driver that would encourage more people to take transit on regular basis.

1.7 Terminal – Public Information Centres

Terminal Information Centres were conducted at the following terminals:

- › Newmarket Terminal
- › Richmond Hill Centre Terminal
- › Promenade Terminal

The survey questionnaires were handed out to riders at the terminals to get their feedback on routes they are using on regular basis. YRT/Viva staff received extremely good responses at the terminals with over 500 riders providing feedback.

Newmarket Terminal:

The Terminal Information Centre was conducted at Newmarket Terminal to get feedback from transit riders. YRT/Viva staff received good response at the Newmarket Terminal.

Some of the comments that were received are as under:

- › There should be more than one Holland Landing Bus and prefers a frequent bus service.
- › Improve Saturday service to reach mall by 8 a.m.
- › Would like improved Sunday service to local areas.
- › Improve evening service on Blue. Many times get on crowded bus to Finch and every 15-minute service is not frequent.
- › Sunday service on Route 53 Woodspring.
- › There should be more buses 24/7 to Georgina area.
- › More connections with GO and TTC transit would be helpful.
- › More Sunday service on route 52.

FIGURE 14: NEWMARKET TERMINAL PIC SURVEY RESULTS

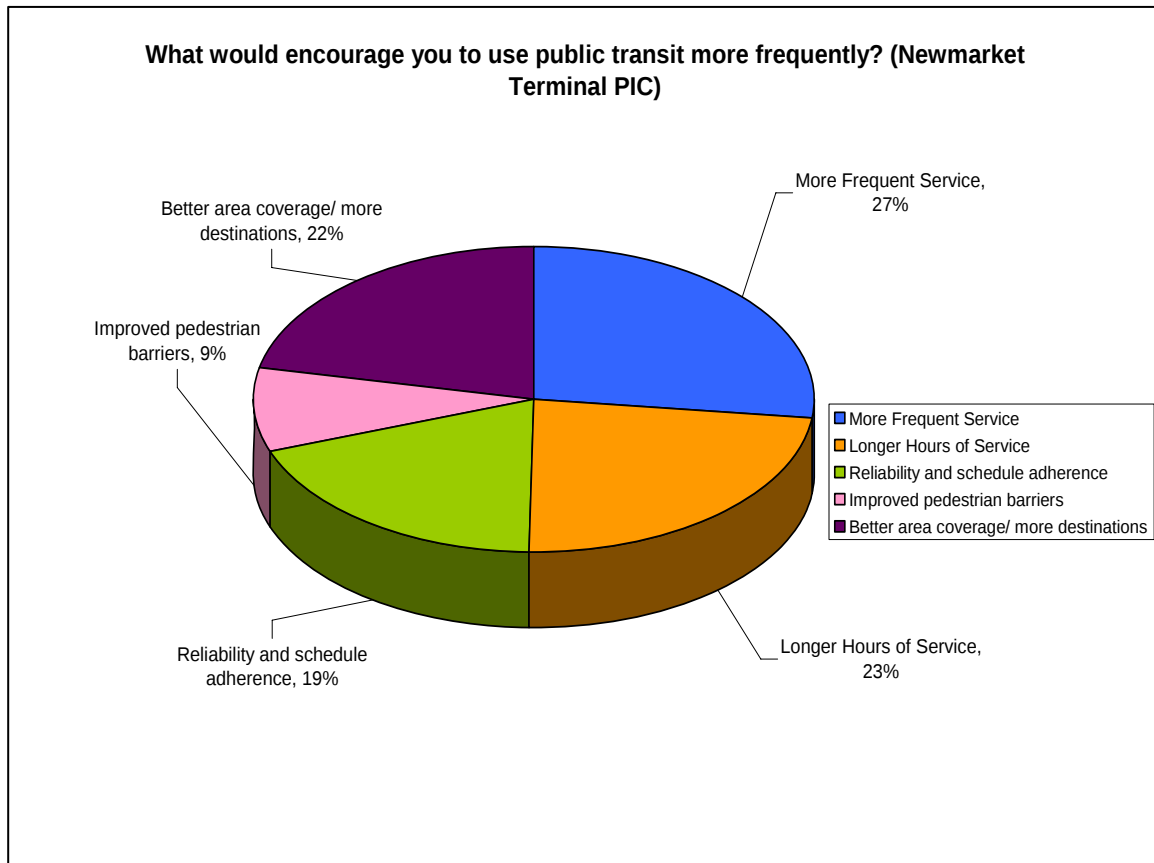


Figure 14 shows preferences for transit riders at the Newmarket Terminal. 27% of transit riders surveyed showed preference for more frequent services. 23% of the riders indicated preference for longer hours of service and 22% opted for better area coverage and more destinations. 19% of transit riders voted for reliability and schedule adherence and 9% voted for improved pedestrian barriers.

The above graphs show transit patterns for northern municipalities such as Newmarket and Georgina. It indicates that more frequent services, longer hours of service and better area coverage are important. This will provide more choices and options to riders to take transit.

FIGURE 15: NEWMARKET TERMINAL PIC SURVEY RESULTS

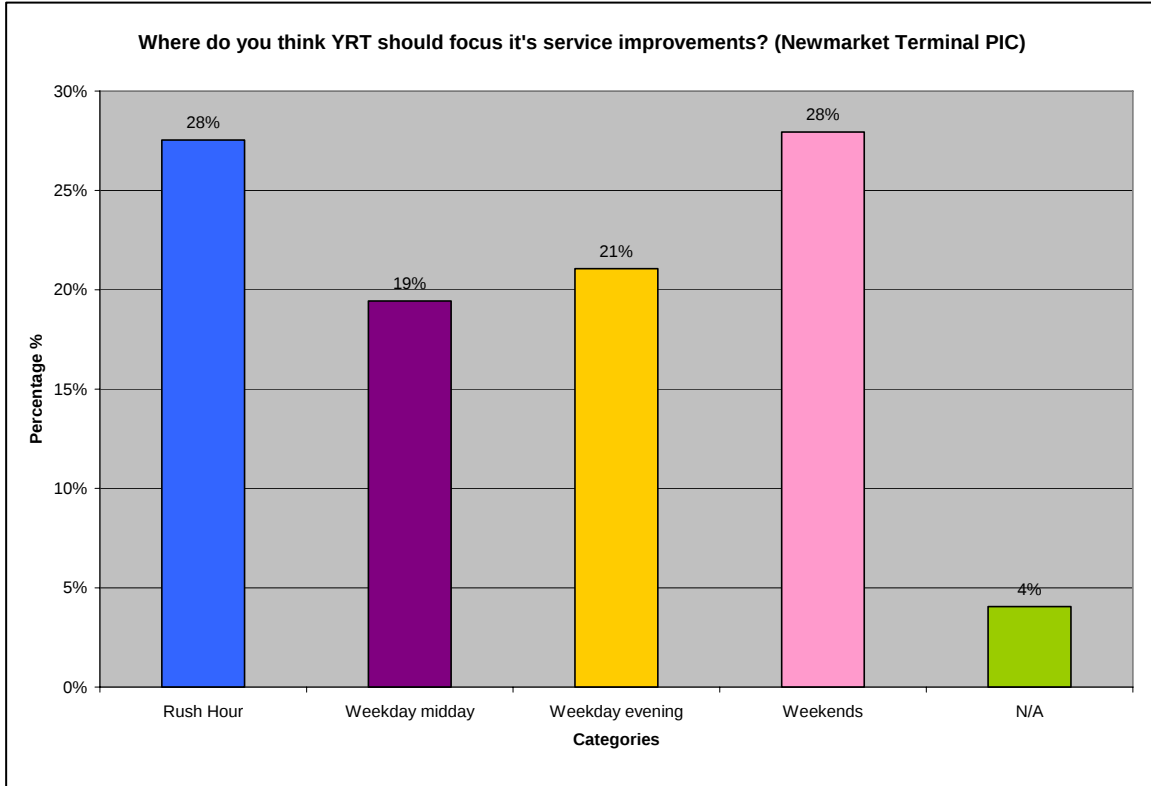


Figure 15 shows that 28% of transit riders have shown preference for improved rush hour services and weekend services. 21% of transit riders would like to have weekday evening services and 19% opted for weekday mid-day services.

Richmond Hill Centre Terminal:

A Terminal Information Centre was conducted at Richmond Hill Centre Terminal to get feedback from transit riders. YRT/Viva staff received good response at the Richmond Hill Centre (RHC) Terminal.

Some of the comments received are as follows:

- › Increase services for 87 between 5 p.m. and 8 p.m. to Teston Road.
- › Stagger YRT/Viva route schedules; similar routes run at the same time.
- › Better connections between Viva purple and orange to Martin Grove and York University will significantly improve ridership, especially rush hours.
- › More frequent services for route 1 on Highway 7.
- › Due to hourly service to Pine Valley/Hwy. 7, it's hard to get to school on time.

- › Add more buses on Bayview – needs Viva for Bayview.
- › Digital displays and GPS tracking are excellent – excellent method of relaying wait times.
- › Needs to have quicker, longer hours of service and lower price.
- › Longer hours of service would be great as well as more frequent service to reduce overcrowding.
- › Highway 7 needs another service. Route 77 is not reliable and always full.
- › Needs more buses during rush hours.

FIGURE 16: RICHMOND HILL CENTRE TERMINAL PIC SURVEY RESULTS

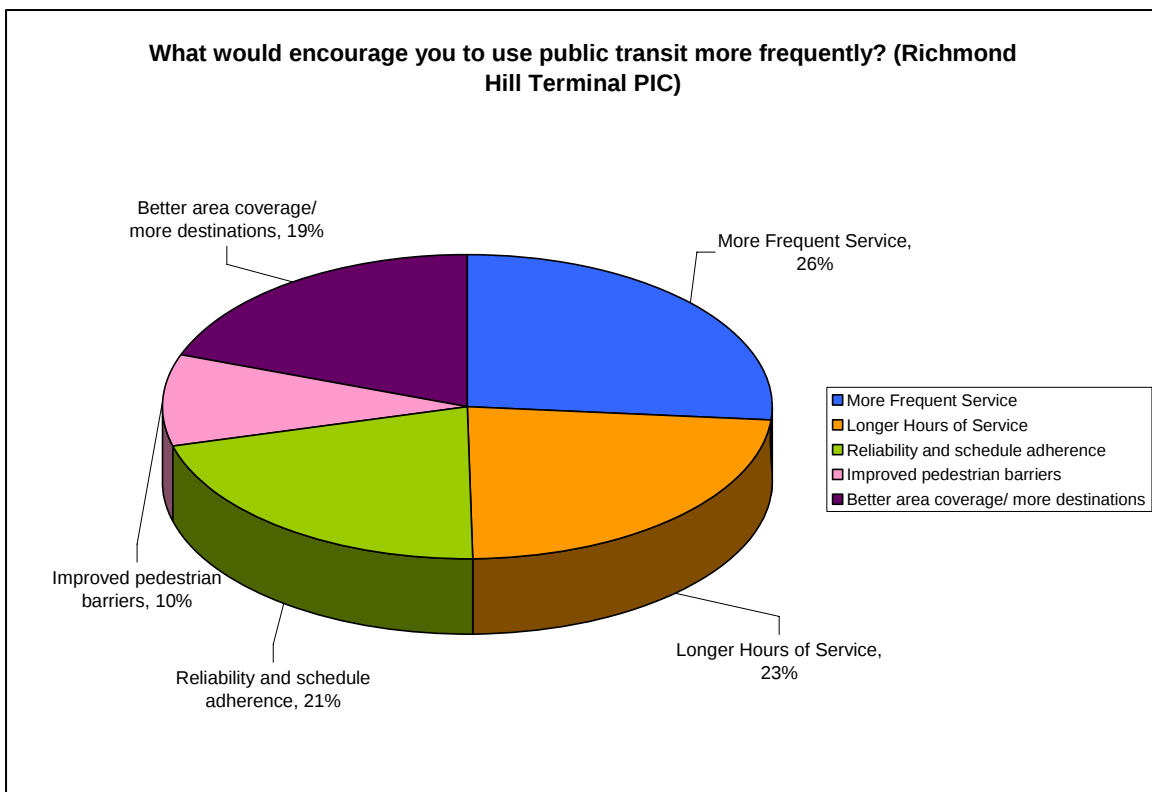


Figure 16 shows that 26% of riders at RHC Terminal showed preference for more frequent service and 23% of riders wanted longer hours of service. Schedule Adherence and reliability was important to 21% of riders and 19% suggested better area coverage and provide services to more destinations. 10% of riders suggested improved pedestrian connections.

FIGURE 17: RICHMOND HILL CENTRE TERMINAL PIC SURVEY RESULTS

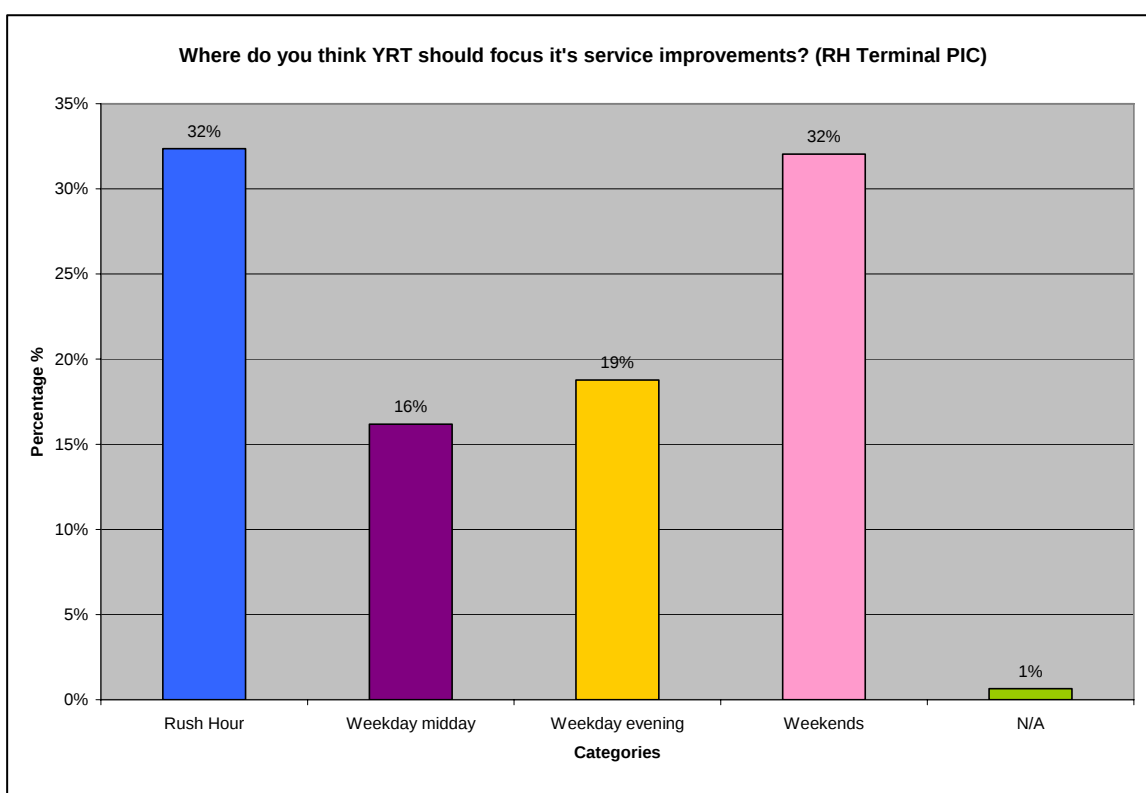


Figure 17 shows that 32% of transit riders at the RHC Terminal suggested that YRT/Viva should focus on service improvements during rush hours and weekends. 19% suggested service improves for weekday evenings and 16% opted for improved weekday mid-day services.

The above survey results at the RHC Terminal indicate that more frequent services and services for rush hours and weekends are important to transit riders.

Promenade Terminal:

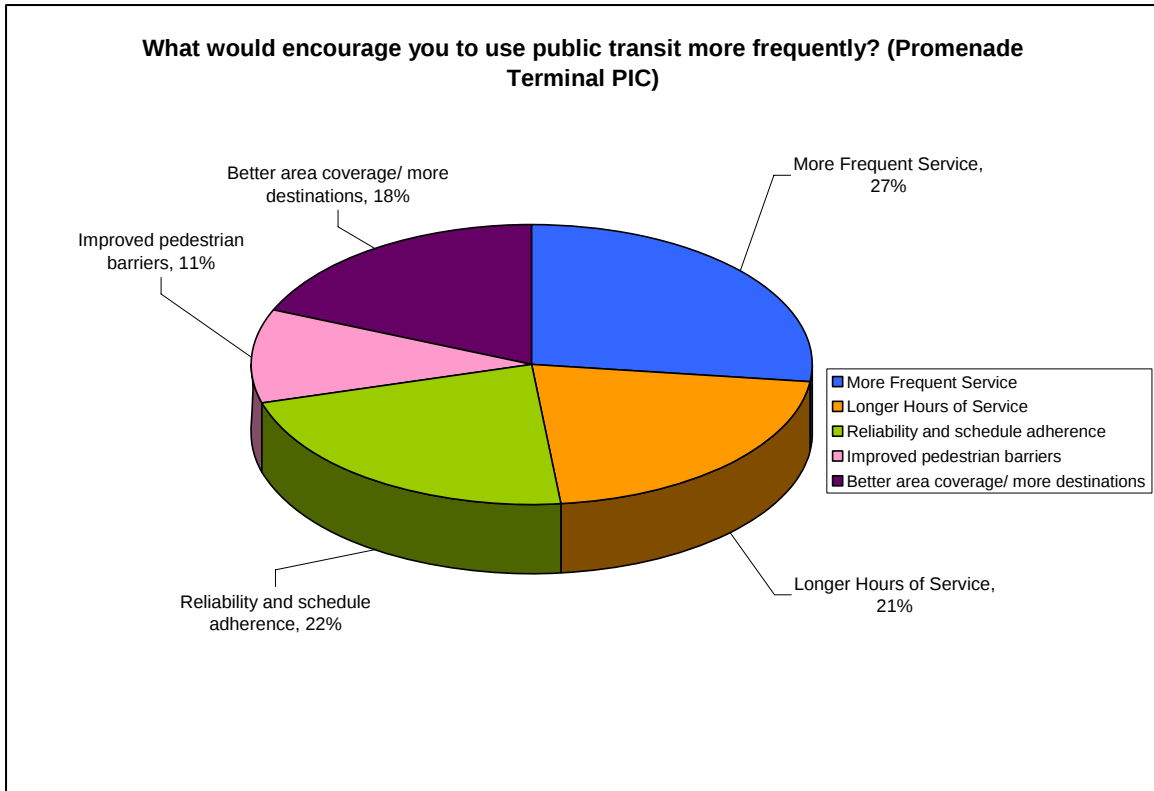
Terminal Information Centre was conducted at Promenade Terminal to get feedback from transit riders in City of Vaughan. YRT/Viva staff received 145 responses at the Promenade Terminal.

Some of the comments that were received are as under:

- › Route 77 going eastbound from Brampton during a.m. rush hour is always packed.
- › Better connections at terminals.
- › More Service on weekend.
- › More Bus shelters along Bathurst.
- › Route 5 / Route 23 not connecting.

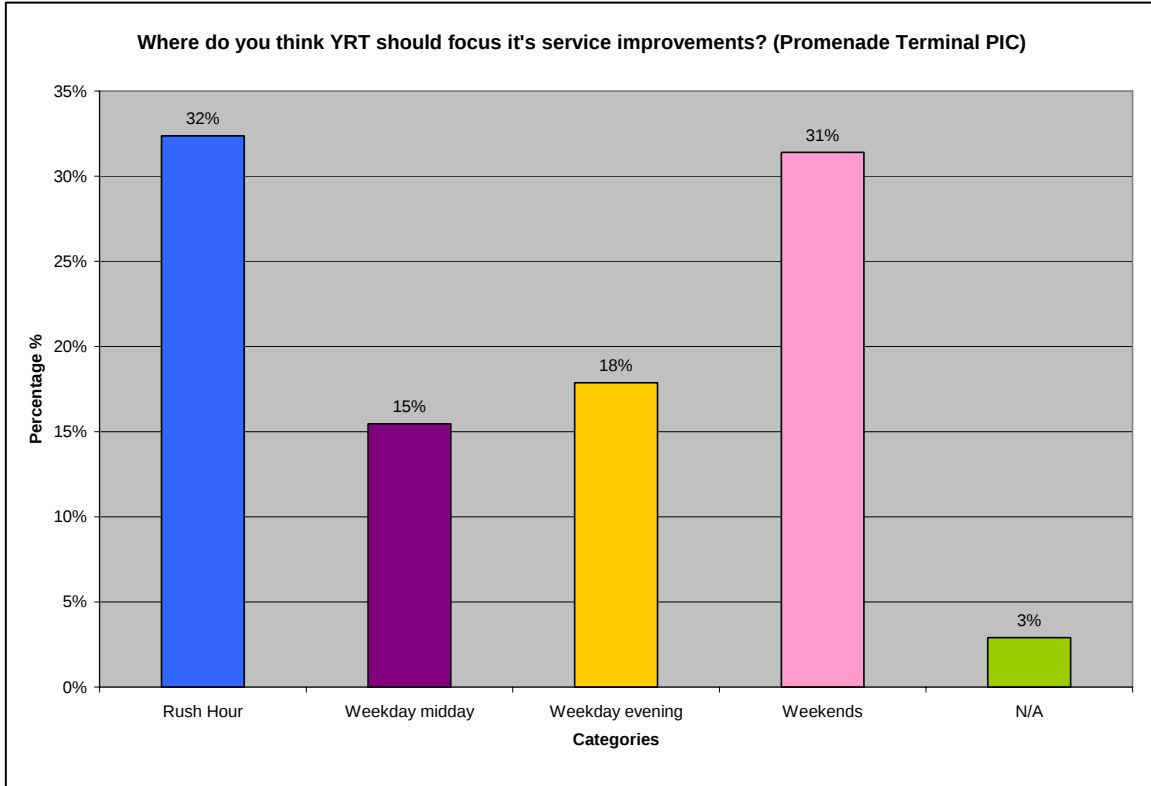
- › Route 23 should run on weekend and for longer hours.
- › Route 88 should run a bit later on weekend.
- › YRT/Viva should learn from other best practice transit system in the world. (i.e. Germany)
- › Route 88 Bathurst should go to Seneca King until 11:30pm everyday.
- › YRT /Viva are a great way for transportation. I will continue to use it.
- › Viva purple should end at Martin Grove instead of York University
- › Larger buses on Viva Purple.
- › More buses on Route 77, 88, and 91 routes.
- › Next stop announcement on YRT buses.
- › Easy to use SMS service to get next bus info.
- › New Trip Schedule at all bus stops.
- › Install Vending Machine at Terminals.

FIGURE 18: PROMENADE TERMINAL PIC SURVEY RESULTS



The above figure shows preferences for transit riders at the Promenade Terminal. 27% transit riders that were surveyed showed preference for more frequent services. 22% riders indicated preference for reliability and schedule adherence and 21% opted for longer hours of service. 18% transit riders suggested better area coverage and trips to more destinations and 11% voted for improved pedestrian barriers.

FIGURE 19: PROMENADE TERMINAL PIC SURVEY RESULTS



The above graph shows that 32% riders at Promenade Terminal suggested that YRT/Viva should focus its service improvements for rush hours and 31% wanted service improvements for weekends.

The above graphs shows transit patterns and needs for City of Vaughan are quite different than the municipalities. It indicates that more frequent services, longer hours of service and emphasis on rush hours and weekends. This will provide more choices and options to riders to take transit.

1.8 Web Survey

PLAN09 Web Survey was conducted for receiving feedback from customers and members of public who were unable to attend public information centres or sessions conducted by YRT/Viva Staff. The PLAN09 Web Survey questionnaire is shown in Figure 2.

The web survey was posted on YRT/Viva's website from June 2nd to June 27th. A link to the web survey was provided on the homepage of the YRT/Viva website and it was also given a wider publicity at the Public Information Centres and individual focus group meetings. The web survey was anonymous and therefore provided a good medium of communication and a tool to provide meaningful feedback to YRT/Viva staff. Approximately 40 web surveys were received.

Some of the comments received are as follows:

- › Increased frequency on routes 85, 83 and 91.
- › Improvements on providing more frequent service, longer hours of service, shorten the travel time and provide more service along major corridors could greatly improve present services.
- › Improve service on Route 85 as well as service the residential area between Highway 7 and Major Mackenzie Road in the Markham area.
- › Remove Steeles Ave. imaginary barrier will help to increase ridership. Double-fare should be removed.
- › Better detailed design on the signage on buses and education to riders will shorten the travel time.
- › Improve conventional YRT service.
- › Dedicated bus lanes from RHC to Green Lane.
- › Need bus stop shelters along 16th Avenue.
- › Ensuring that every route connects up to at least two transit hubs, so riders will have maximum connectivity.
- › A master electronic display board at Finch Terminal to display routes and departure time for the next 10 bus to leave the terminal.
- › Relocate the Promenade Terminal and have it connected to the mall.
- › Clearer route numbers on destination displays – Branch numbers are confusing
- › Removed the proposed bus route on Bridal Walk in Markham.
- › Separate long distance routes into 2 different routes. i.e. Route 85 and Route 4.
- › Route 58A to Mount Albert, we need weekend service.
- › Increase parking at YRT/Viva stations.
- › Ensure high level of service after the removal of some of the school bus services in September 2008.
- › Better connections between Viva Orange and Viva Purple at York University.

FIGURE 20: WEB SURVEY RESULTS

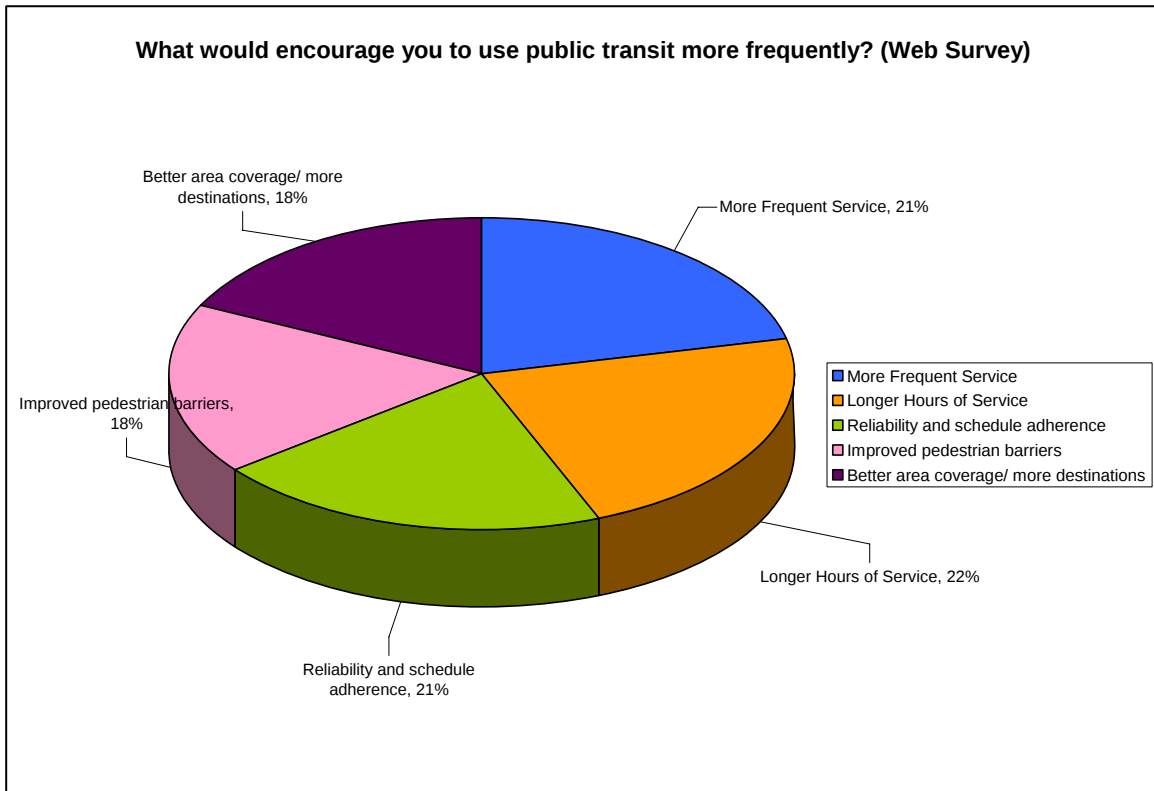


Figure 20 shows that 21% of riders who completed the web survey showed preference for more frequent service and 22% of riders wanted longer hours of service. Schedule and reliability was important to 21% of the riders and 18% suggested better area coverage and provide services to more destinations. 18% of riders suggested improved pedestrian connections.

FIGURE 21: WEB SURVEY RESULTS

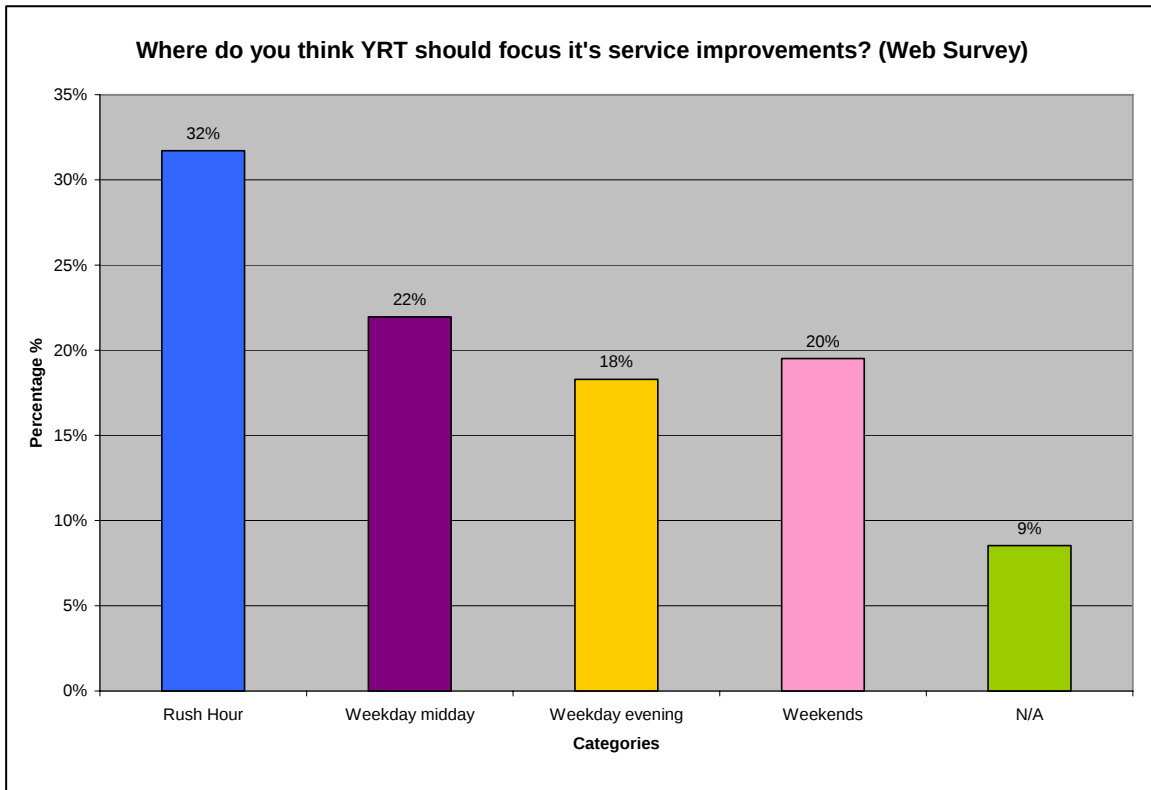


Figure 21 shows that 32% of web respondents have shown a preference for improving services during rush hours; whereas 22% of respondents have shown preference for improving weekday mid-day and 20% for weekend services. 18% of respondents would like YRT/Viva to improve weekday evening services. 9% of respondents did not show any preference.

Thus, most of the web survey respondents would like to see improvement of services during rush hours.

1.9 Oak Ridges Workshop

YRT staff conducted a transit workshop for Oak Ridges to improve transit services to the community. The main objective of the workshop was to balance the transit needs of the community and to provide improved services, where needed.

The comments received were:

- › Services along Old Colony Roads.
- › Improving connections and frequency – maintain off-peak service and add service to Route 22.
- › Viva Stations – adds verbal announcements – off-board and on-board.

- › Shuttle from terminal to neighbourhoods and GO Stations i.e. Richmond Hill and King City.
- › Connect Bayview and Yonge via Old Colony Road.
- › Bus terminal at Stouffville/ Yonge area.
- › Viva Blue – express branch - Bernard overlay service.
- › Need consistent transit service 7 days a week.
- › Dial-a-Ride won't work for school trips.
- › Richmond Green High School and Community Centre is an important destination.
- › Old Route 84 – better community connections – may be Dial-a-Ride would work to connect community.
- › Route 22 – does not start early enough and services from King GO – train bus connections absent.
- › Transit services to west side of 84 – extend to RH GO, loop via Seneca.
- › Transit services to east side of 84 – connect to Aurora GO.
- › Route 88 first trips – need extra trip.
- › More, better service, especially after 7pm.
- › Dial-a-Ride from proposed terminal in off-peaks.
- › Add 340 express extensions.

FIGURE 22: OAK RIDGES WORKSHOP SURVEY RESULTS

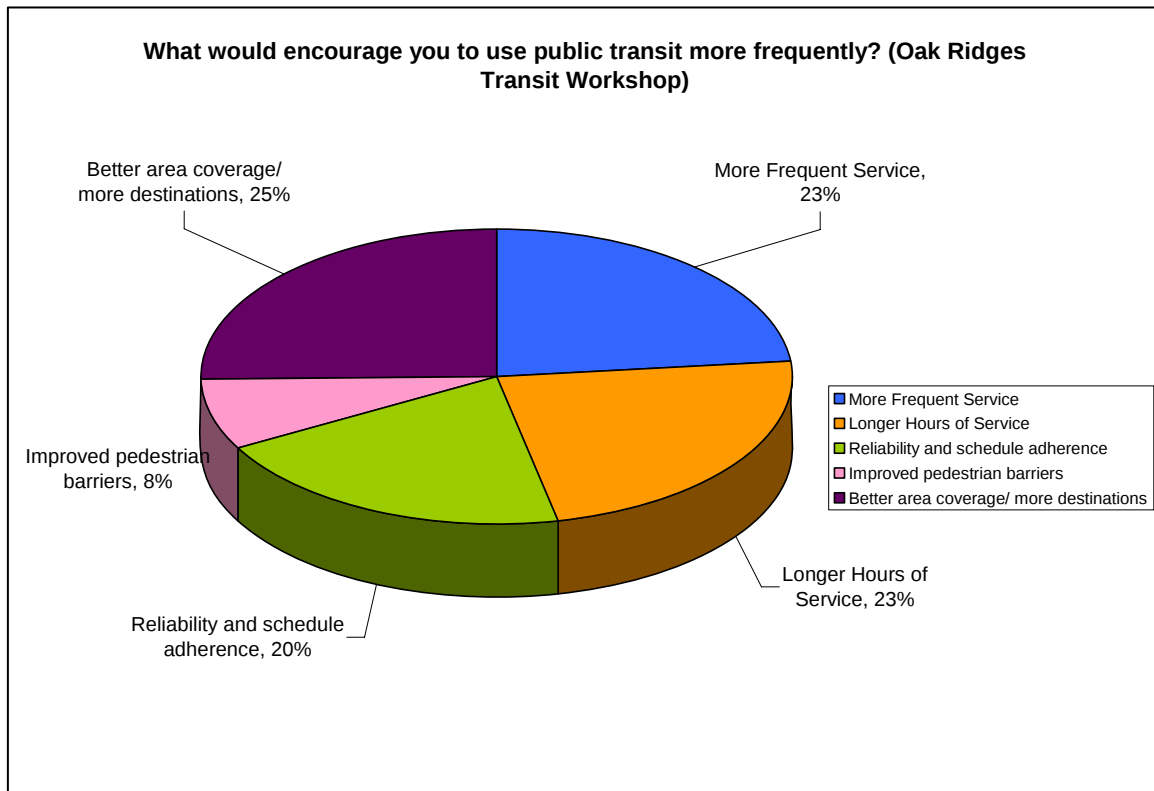


Figure 22 shows that 25% of Oak Ridges residents who responded to the survey showed preference for better area coverage and service to more destinations. 23% of respondents showed preference for more frequent services and longer hours of service.

FIGURE 23: OAK RIDGES WORKSHOP SURVEY RESULTS

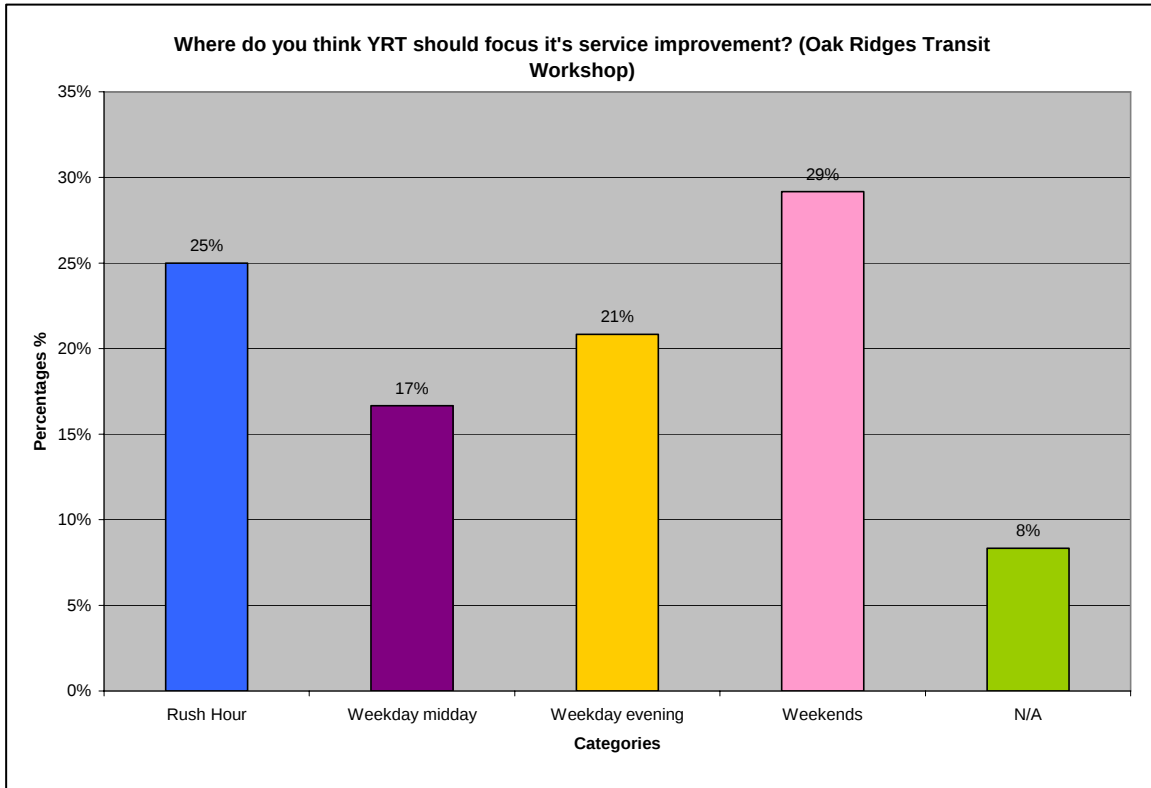


Figure 23 shows that 29% of Oak Ridges residents who responded to the survey would like to have improved transit services for weekends and 25% opted for service improvements for rush hours. 21% of residents indicated improvements to weekday evening services and 17% opted for weekday mid-day service.

1.10 Local Municipal Surveys

York Region local municipalities have conducted resident surveys to obtain feedback on regular basis. This section provides information related to transit that was collected as a part of local municipal surveys. These surveys have utilized different methods such as telephone, internet or mail surveys to obtain information.

1.10.1 Click with Markham

Town of Markham conducted innovative online municipal public consultation survey during November 2007 to obtain community feedback on six areas of strategic focus. More than 3600 people who lived and worked in Markham responded to the survey. The survey was available in 7 different languages.

Transportation and Transit was an important strategic area that received the highest rating of 89% followed by growth management with just 54%. The majority of respondents recognized that rapid transit is the solution of traffic congestion challenges and most thought the current level of service is just not good enough. A number of people commented on alternate transportation approaches such as Travel Demand Management and integration with cycling mode.

FIGURE 24: CLICK WITH MARKHAM SURVEY RESULTS

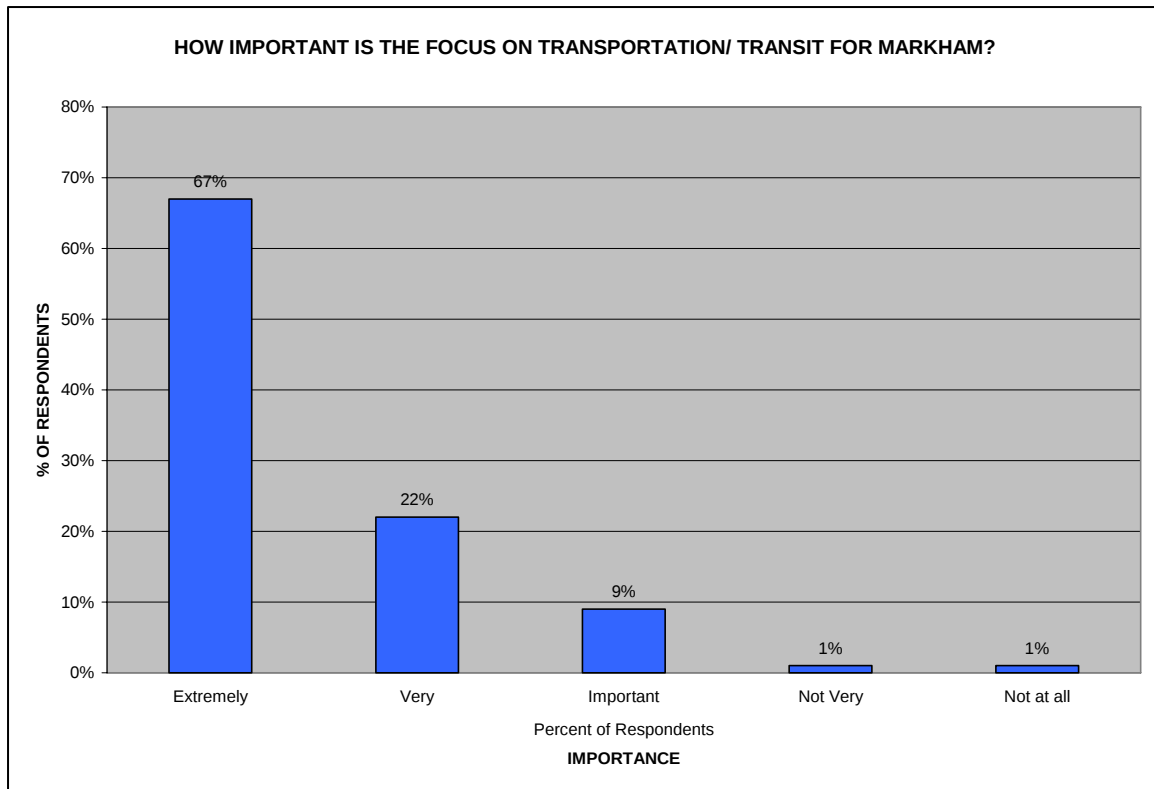


Figure 24 shows that 67% of respondents mentioned that transportation and transit is important to them and they would like Town of Markham and the Region to provide better transportation services. Majority of respondents supported Region's initiatives for transit and would like to see improved services to and from Markham. Most residents wanted better services within York Region and especially into City of Toronto.

Some of the highlights of comments relating to transit are as follows:

- › Transit should be more available north and south of Major Mackenzie to Steeles. Right now the service is limited to the TTC buses with far in between schedules, so if you miss the bus you could be waiting for almost an hour for the next one.
- › Provide local bus transportation to all new developments as soon as people begin to occupy the homes. Box Grove area east of 9th line has no bus service at all.
- › The extension of the Viva system to Ninth Line to serve the far-east end of Markham.

- › The frequency of buses would make a huge difference in their use. I live in the Leslie-Green Lane area. Though Viva is available along Hwy 7, local buses at various times of the day can be hard to find. A bus every 10 to 15 minutes could make a big difference in making it a viable form of transportation to the many who right now depend upon cars as their primary mode of transportation
- › Develop local transit system in new developed communities. Not just limited to Yonge lines.
- › More focus and top priority should be given to improve the current poor Transit service on Woodbine, Warden and Kennedy. Increase in frequencies during peak hour to every 10 minutes on those streets. Council should also look into building a transit system on Warden/Woodbine from Major MacKenzie all the way to Downtown Markham or if possible to Steeles.
- › Most of the transit development is West & South of Markham. The traffic congestion from the North & East is not being addressed. For instance, there is no bus service to Stouffville. Why not add a Viva line north of the Town.
- › We should really consider having the bus lines be given the right to drop and pick up passengers at the larger malls. This would make it easier for the people to shop and not worry about parking the car. Plus not having the cars in traffic.
- › Greater integration of Viva with TTC
- › Review YRT and Viva schedules to meet GO Trains/ Buses from downtown at Unionville GO stations. Increase feeder system to Unionville GO by extending YRT/Viva buses across more residential areas.
- › Consider using smaller vehicles during off peak hours but at higher frequency so that waiting time along the routes will be reduced.
- › As long as public transit remains inconvenient and takes twice the time as private transportation, we will continue to have difficulties convincing people to use it. Increase Go and Viva service is fine, but you still need to get people from home to where these services operate. Perhaps look at more numerous/ frequent, but smaller, more efficient local buses that move people to the main transit lines - short distance routes.
- › Generally, a more robust transit system is required, with more buses, routes & better hours of operation. Working to bring the Yonge subway line to Hwy. 7 is a must. More GO routes & better hours of operation are also a must.
- › Would like more frequent routes especially for school children.
- › Would use it more if reliable and faster

1.10.2 Newmarket Municipal Survey

Town of Newmarket conducted a Community Satisfaction Survey in 2005. The main objectives of the survey were to:

- › Obtain community feedback to evaluate the current services offered by the Town and to assess resident satisfaction
- › Provide direction for the future of Newmarket and to plan for services to meet present and future needs

A total of 860 surveys were completed by telephone, mail and internet. These 860 surveys were representative of the population by age cohort, gender and resident location in the ward.

The results of the survey showed that majority of the residents in Newmarket were satisfied with the Town as a place to live (95%). Similarly, 75% of the respondents were either satisfied or very satisfied with the local municipal government while 18% were dissatisfied or very dissatisfied.

In the survey, respondents were asked to identify the three most important issues that they would like to Newmarket Council to address in future. Public Transit provided by York Region Transit was included as one of the issues to be addressed by the Town Council. Only 5.1% of residents identified transit as one of the issues to be addressed by the Council and Public Transit was rated at 11th position on the issue list. This showed that town residents in general are satisfied with the transit services in the Town of Newmarket.

1.10.3 Richmond Hill – People Plan Consultation

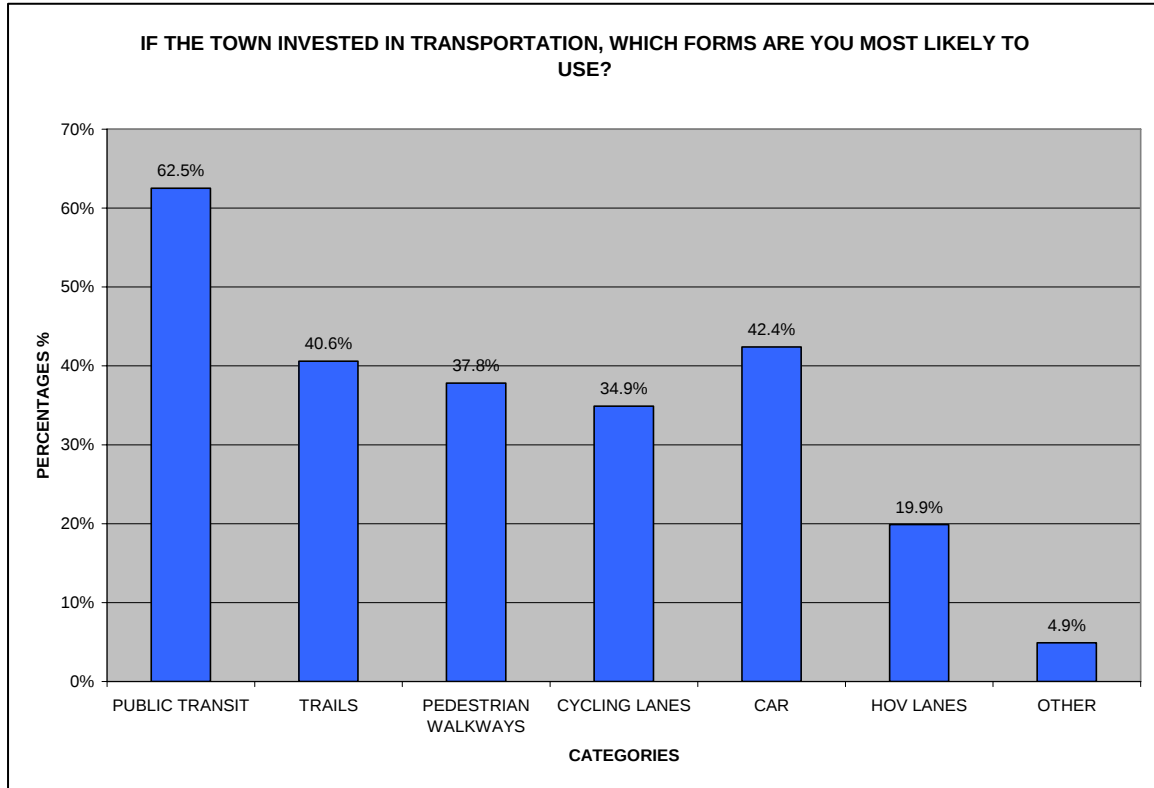
Town of Richmond Hill has undertaken an extensive people plan consultation process to see input from the community in a variety of different ways on their hopes and expectations for the future of Richmond Hill. The information gathered as a result of this plan, background research and trend analysis will help the Town to create a vision for its future. The results of the consultation will be compiled in two documents that will help shape the future vision of the Town – a new Strategic Plan and a new Official Plan.

The official launch of People Plan Richmond Hill was held on October 23, 2007 and since then Town has conducted extensive consultation through variety of meetings such as:

- › People Plan Summit – Open House
- › Seniors Group Meetings
- › Community Group Meetings
- › Accessibility Advisory Committee
- › Hillcrest Mall Information Session
- › Business Community Survey

- › Cultural Forum Meetings
- › Online Survey

FIGURE 25: RICHMOND HILL SURVEY RESULTS



Some of the comments received are as follows:

- › Improved public transit
- › Ensure improvements are meaningful – if you provide more wheel-chair supportive transit or other services; make sure it is frequent to make use of it feasible.
- › Needs frequent buses
- › More frequent transit service on specific routes
- › Better public transit with the GTA would make Richmond Hill a better business in the future. A great plan is the proposed extension of the Yonge Subway up to Hwy 7. From talking with other business owners in Richmond Hill, we believe that the impact of this project would be much greater if it would be planned up to Major Mackenzie Drive. This would also benefit the York Central Hospital in attracting talents across the GTA to work there.

- › Some of the Public transportation needs to have quicker routes to major work areas, such as downtown Richmond Hill, East/West Beaver Creek areas. There could be express routes to these areas and other routes to go around subdivisions/residential areas. Costs must be kept down to be much cheaper than the gas costs for car transportation and just as quick in order to make people get out of their cars.
- › The buses that go along the side road to connect to the arterials are big and empty. Total waste of resources. Create some kind of an on call shuttle system instead - could use the community centres as pick up and drop off points and have shuttles go to points of interest and importance as well as connecting with the main transit system.
- › A more integrated transit system that incorporates some new technologies so that awareness of the schedule/times and routes is available to all that take transit.
- › Transit should be intense on well used routes only. There are too many buses running around empty. Possibly an YRT run taxi service like the one in Newmarket would be appropriate. People can and will walk a ways to catch a bus.
- › More bus route covering larger area, i.e. Bayview through Oak Ridges
- › It is very difficult to get around Richmond Hill using public transit unless you live near Yonge Street. People may have to take many buses to get to where they are going. It is difficult for families to travel to other communities for shopping, visiting, participation in local events and activities.
- › More frequent transit means more opportunities to move about. It also leads to reduced congestion within the transit it self, so more people might want to use it.
- › Increase public transit into neighbourhoods and frequency so kids can take the YRT/Viva to school instead of parents driving or partner with the YRDSB for more school buses... Yonge Street and Bathurst require additional lanes.... as traffic backs up and this could have been avoided when the new homes were being built 2-3 years ago.

2.0 YRT/Viva CARES System - Feedback

CARES (Customer Action and Response System) enables YRT to manage customer compliments and concerns. Customer feedback is entered in the system under the applicable Service Area (i.e. Service Planning) and then further sorted by category (i.e. Requests for improved frequency or new routes). The customer feedback recorded in CARES is continuously evaluated to identify emerging trends, assess required service changes and to monitor overall customer satisfaction.

CARES – Service Planning

Service Planning received a total of 595 tickets from July 2007 to June 2008. The Service Planning tickets from July 2006 to June 2007 were addressed in 2008 Service Plan.

FIGURE 26: CARES – TOTAL MONTHLY TICKETS FOR SERVICE PLANNING

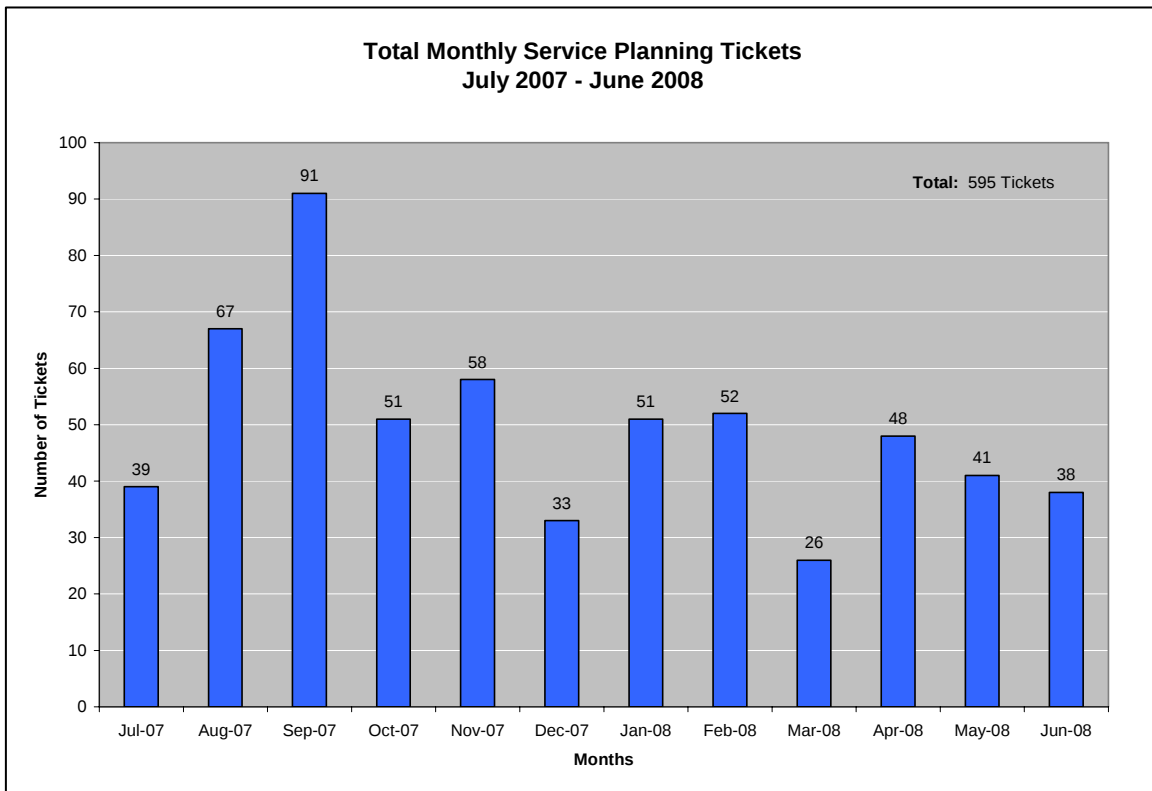


Figure 26 shows that, for the months of August and September 2007, Service Planning received 67 and 91 tickets, respectively. August and September received more tickets due to requests from parents, students and general public inquiring about transit services and schedule changes for school reopening.

FIGURE 27: CARES – DISTRIBUTION OF TICKETS BY MUNICIPALITY

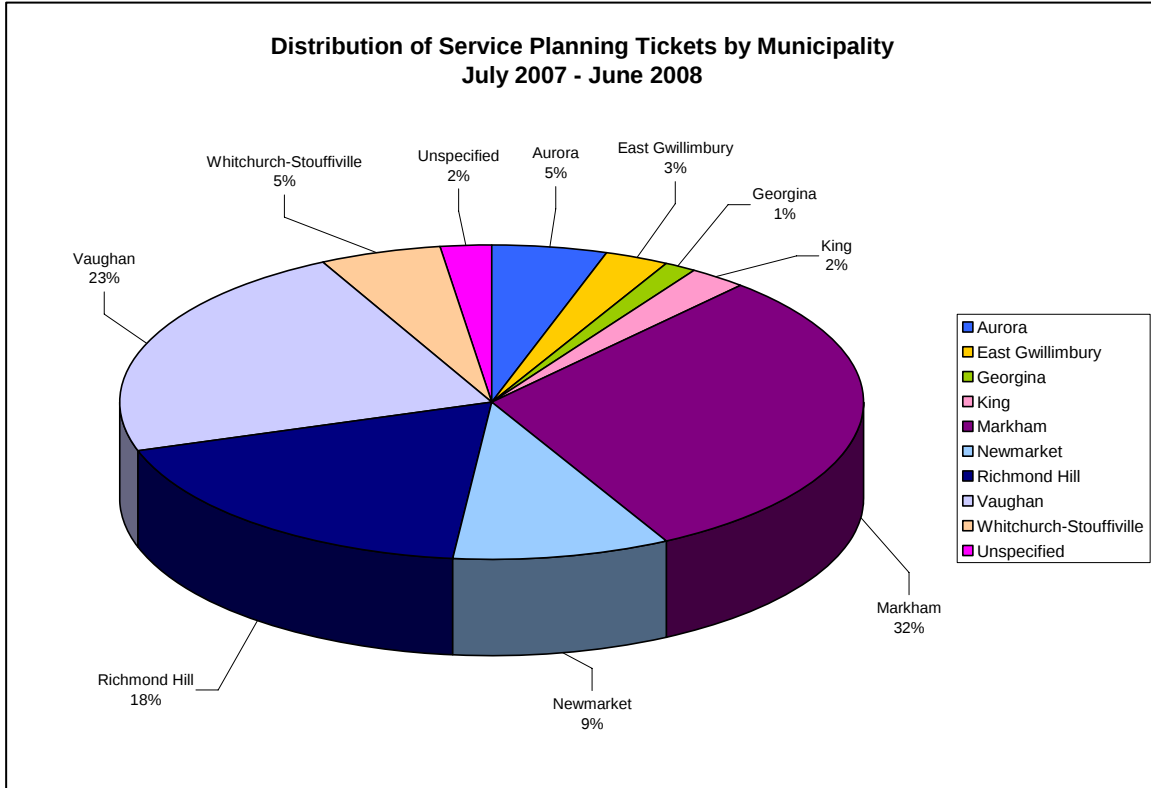
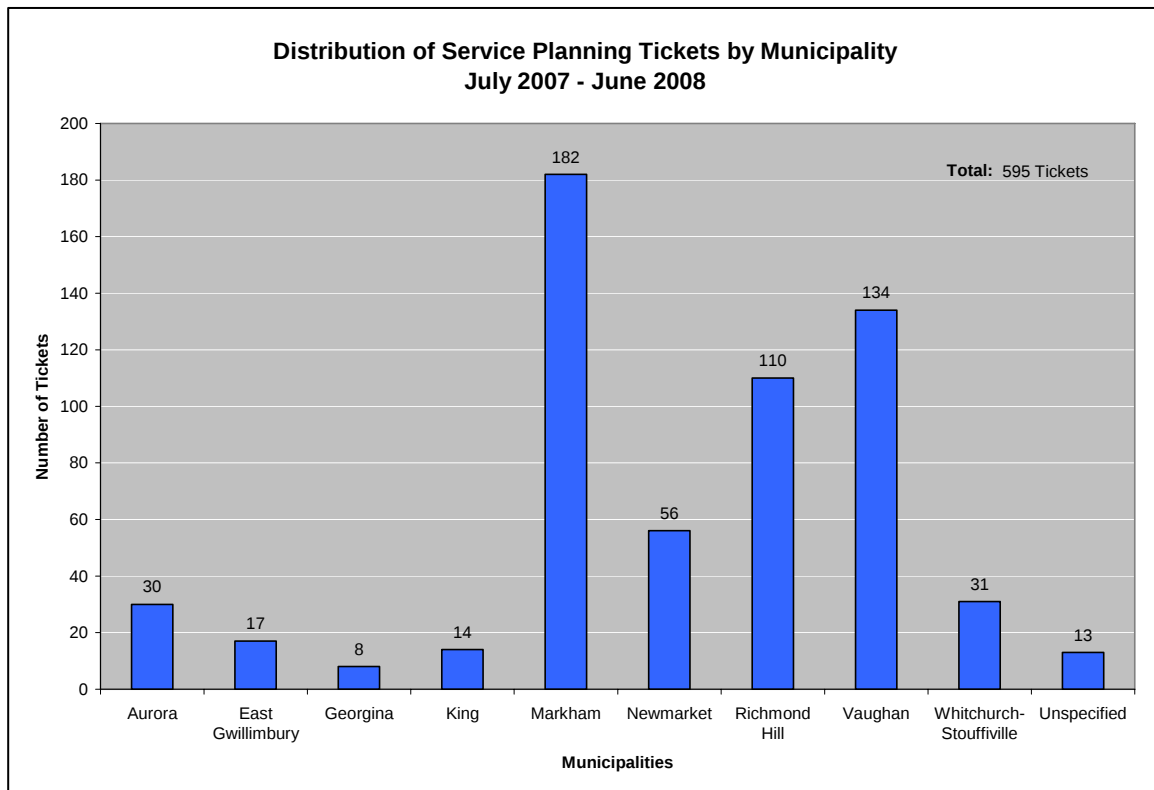


Figure 27 shows distribution of Service Planning tickets by local municipality. Service Planning received 32% of tickets from Town of Markham, 23% from City of Vaughan and 18% from Town of Richmond Hill. This shows that 73% tickets were received from three Southern municipalities. 27% tickets were received for northern municipalities with King and Georgina with 2% and 1% respectively.

FIGURE 28: CARES – DISTRIBUTION OF TICKETS BY MUNICIPALITY



In terms of number of tickets, Markham received the highest with 182 tickets, followed by Vaughan with 134 and Richmond Hill with 110 tickets. The lowest numbers of tickets were received from King with 14 tickets and 8 tickets from Georgina.

FIGURE 29: CARES – DISTRIBUTION OF SERVICE PLANNING TICKETS BY CATEGORY

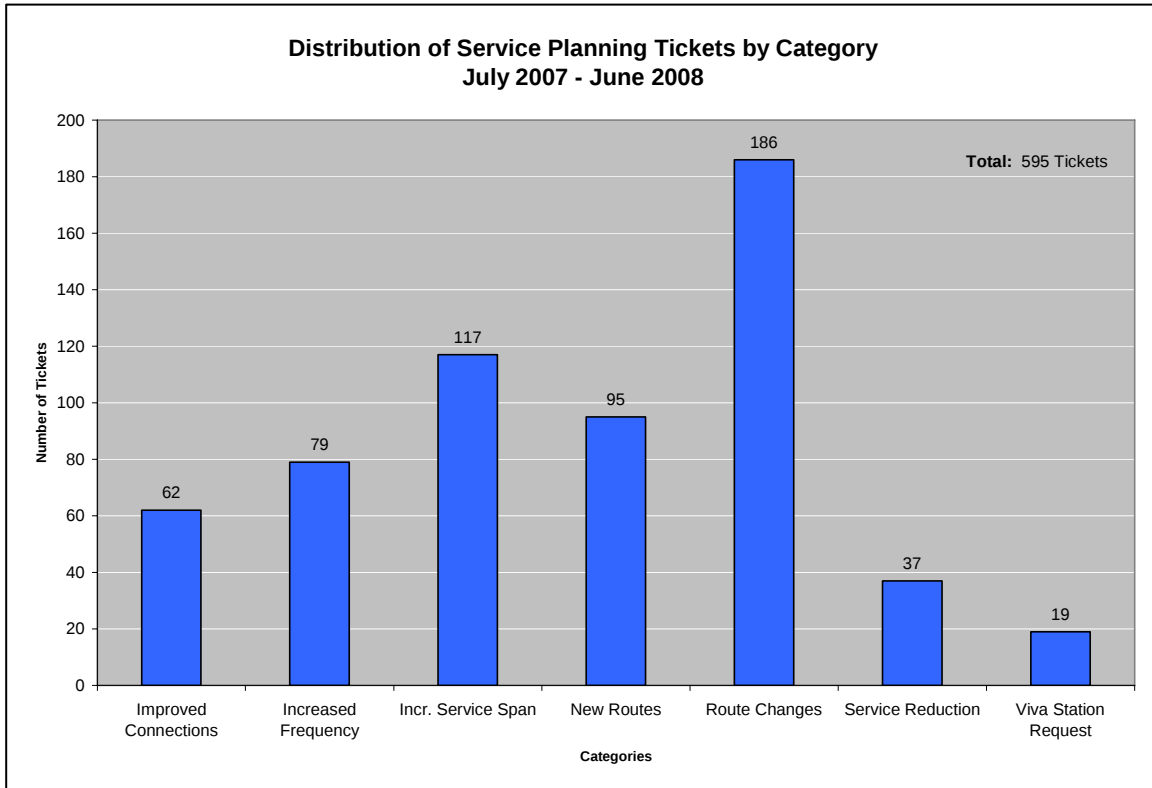


Figure 29 shows distribution of Service Planning tickets by category. Out of 595 tickets, 186 tickets were received for route changes, followed by 117 tickets for increased frequency. 95 tickets were for new routes and 63 tickets requested improved connections. 19 tickets requested a new station for Viva.

It is interesting to note that 37 tickets were received for service reduction. These tickets normally came from residents requesting removed of transit services from their streets.

Service Planners consider all requests and address them in the context of approved service standards, budget and fleet availability.