

Appendix VIII – Dial-A-Ride

Demand Responsive Services

Demand Responsive refers to the provision of transportation services on a per person demand basis. The service is usually provided with an advance call process, whereby detailed information is taken with respect to the origin and destination of the trip. Demand Responsive services are currently operated by YRT/ Viva, but only for specialized para-transit services for persons with disabilities (Mobility Plus). In Canada, this type of service provision is normally used for specialized para-transit services only, when door-to-door driver assistance is required.

Demand Responsive services have also been used in the transit industry for areas where conventional fixed services are not warranted, but where there is a desire to provide some form of publicly subsidized transit service. For example, in areas where demand does not justify full fixed conventional transit routes, a Dial-A-Ride service.

Dial-A-Ride

Dial-a-Ride is one of a number of transit initiatives that fall into the category of demand-responsive transit service. Dial-a-Ride in North America has primarily been used for transporting seniors, persons with disabilities, and for specific target markets (e.g. employees in business parks). These services are designed to provide immediate local travel within a specific travel zone/neighbourhood in a community. Customers call a central number and request a pick-up from their nearest conventional bus stop. Dispatchers then send out an accessible vehicle, within a specified time frame, to pick up the customer and take them to a key common destination or bus stop where regular, conventional, fixed-route transit services are offered. This type of service delivery model has traditionally been applied in areas where demand for transit is less than 6 passengers per hour and when destinations are common, such as a GO Station or a shopping mall.

Dial-A-Ride Expansion

Based on the positive and encouraging results from the six-month pilot conducted on Route 44 between Sept 07 and March 08, additional routes have been identified for Dial-a-Ride. The table below lists additional routes that have similar ridership and financial characteristics to the Route 44 study area and are included in the Dial-a-Ride expansion plan.

TABLE 19: LIST OF PROPOSED ROUTES FOR DIAL-A-RIDE EXPANSION

Route Name/ Service Area	Convention al Service Hrs	Proposed Dial-a- Ride Service Hrs (Sept 08 start)	Current Average Pass/Hr	Current Average Cost/Pass within Dial- a-Ride Service Area	Expected Average Cost/Pass within Dial- a-Ride Service Area	Current Average Cost/Pass (\$)
Rte 44 Expansion to 18838 Yonge Street	As demand requires	6:00 am to 11:30 pm Mon to Fri & 7:30 am to 11:30 pm Saturday	N/A	N/A	\$19.00	N/A
Rte 57 - Mulock Stonehaven Rd Area Only	Peak hours only – Mon to Fri	9:00 am to 10:00 pm Mon to Sat	1	\$25.38	\$22.75	\$25.38
Rte 58A – Leslie North Mount Albert Area Only	Saturday and Sunday Only	TBD	TBD	TBD	TBD	TBD
Rte 84 – Oak Ridges	Peak hours only – Mon to Fri No Sat	9:00 am to 2:30 pm & 7:00 pm to 10:00 pm Mon to Fri & new Saturday service	5.00 3.00 5 Sat	\$13.29	\$6.85	\$14.67
Rte 32 – Aurora South (S of Wellington)	Peak hours only – Mon to Fri No Sat	9:00 am to 2:30 pm & 7:00 pm to 10:00 pm Mon to Fri & new Saturday service	4 6 5 Sat	\$17.76	\$8.29	\$17.76
Rte 34 Industrial Parkway	No Service	Weekday peaks only 6:00 am to 9:00 am &	6 5	\$16.20	\$8.51	\$16.20

		3:00 pm to 7:30 pm			
		Mon to Fri			
Rte 40 – Unionville Local	Evening service – Mon to Sat	8:15 pm to 11:15 pm	2		
		Mon to Thurs;		\$11.29	\$13.35
		8:15 pm to 1:15 am			\$13.35
		Fri to Sat	2 Sat		
Rte 41 – Markham Local	Evening service – Mon to Sat	8:40 pm to 11:40 pm	3		
		Mon to Thurs;		\$7.14	\$8.57
		8:40 pm to 1:40 am	2 Sat		\$8.57
		Fri to Sat			

Marketing

An effective communication and marketing campaign will contribute to the successful implementation of a Dial-a-Ride program. Along with marketing efforts, it will be important that the service be supported by a customer information system that will ensure that all potential riders are fully aware of service operation, including its specific attributes and advantages. This plan recommends that a special effort be taken to promote this new service delivery model and develop Dial-a-Ride as a unique brand as part of the YRT/Viva family of services.

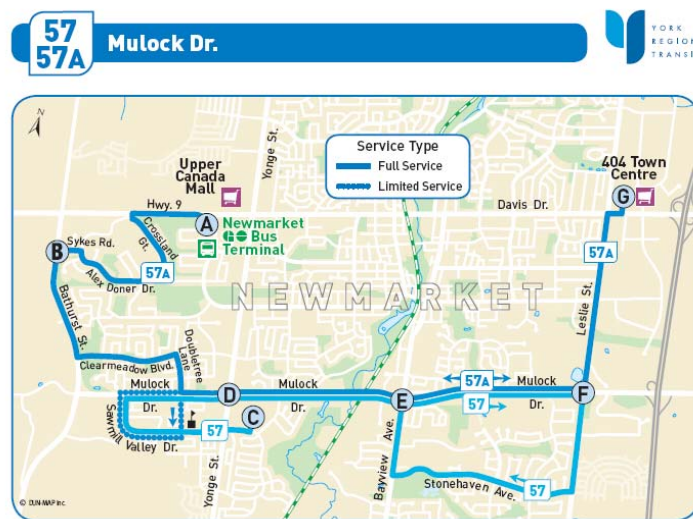
Route 44 Dial-a-Ride Expansion

YRT/Viva has received requests from York Region Community Services and Housing for service to the Transitional and Supportive Housing facilities at 18838 Yonge Street. This isolated site is located on Yonge Street, just north of Old Yonge in the Town of East Gwillimbury. YRT/Viva has reviewed the merits of re-routing the existing Route 52 Holland Landing to service this location. However, due to its remote location, the operational issues associated with the access onto Yonge Street and the added cost to extend a YRT/Viva regular route versus the anticipated limited demand, it is felt that this site would be best served by an extension of the existing Route 44 Dial-a-Ride.

With the limited two to three trip requests per day, a variation of Dial-a-Ride, whereby the service is offered on a call-in basis only, is recommended. The connecting trip would be to either Upper Canada Mall or the GO Terminal on Eagle Street.

Newmarket Dial-a-Ride Expansion

The Stonehaven community in Newmarket is identified as an ideal area for Dial-a-Ride service. Route 57 - Mulock operates within the Town of Newmarket and services the Mulock Drive corridor and the Stonehaven community. The portion of the route bounded by Mulock Drive to the north, Leslie Street to the east, Stonehaven to the South, and Bayview to the west would be converted to Dial-a-Ride service (Please refer to Route map below). The Dial-a-Ride service would have a dedicated vehicle stationed at the Magna Centre and at the German Canadian Housing residence located at 735 Stonehaven Avenue between the hours of 9:00 am and 10:00 pm, Monday to Saturday to accommodate trip requests. The regular Route 57/57A would be restructured to operate along Mulock Drive and Leslie Street during the Dial-a-Ride service period.

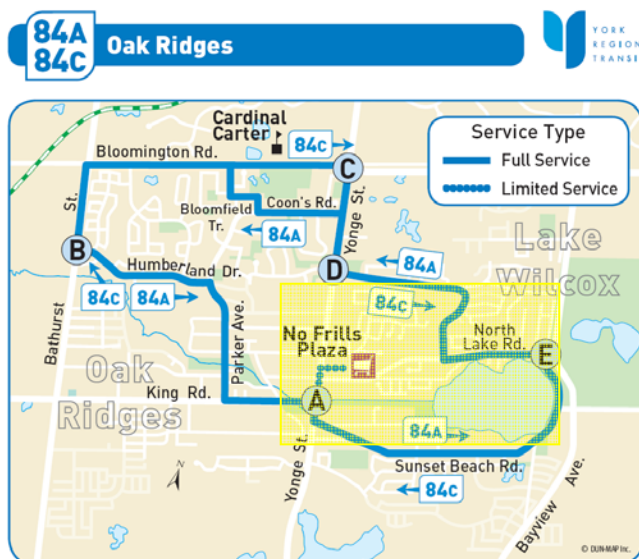


Route 58A is another ideal candidate for Dial-A-Ride service. Route 58/58A operates as the main north-south service between Davis Drive and the Mt. Albert/Sharon communities in East Gwillimbury and Newmarket. Currently the route is servicing Monday to Friday from 30-120 minute frequency. Saturday and Sunday service has been an outstanding request from residents in these communities and Dial-A-Ride would be a great option for these patrons. The 58A option for Dial-A-Ride would service the Mt. Albert and Sharon communities on Saturdays and Sundays to the 58 branch which runs south into Newmarket. Route 58 conventional services will continue in the AM and PM peak/midday/evening periods Monday to Friday as exiting ridership is above the Dial-A-Ride threshold.



Richmond Hill Dial-a-Ride

Route 84A/C - Oak Ridges operates within the Town of Richmond Hill and services the local community of Oak Ridges. The route is bounded by Bloomington Road to the north, Bayview Ave to the east, Old Colony to the South, and Bathurst Street to the west (Please refer to Route map below). The Dial-a-Ride service would have a dedicated vehicle stationed at the No Frills Plaza between the off-peak hours of 9:00 am and 2:30 pm, and 7:00 pm to 10:00 pm Monday to Fridays and from 6:30 am to 10:00 pm on Saturdays to accommodate demand. The regular Route 84A/C would be discontinued during these periods and the operational cost savings realized will be used to offset the cost of the new Dial-a-Ride service. Route 84A/C conventional service will continue to operate in the am and pm peak periods Monday to Friday as the existing ridership is above the Dial-a-Ride threshold.

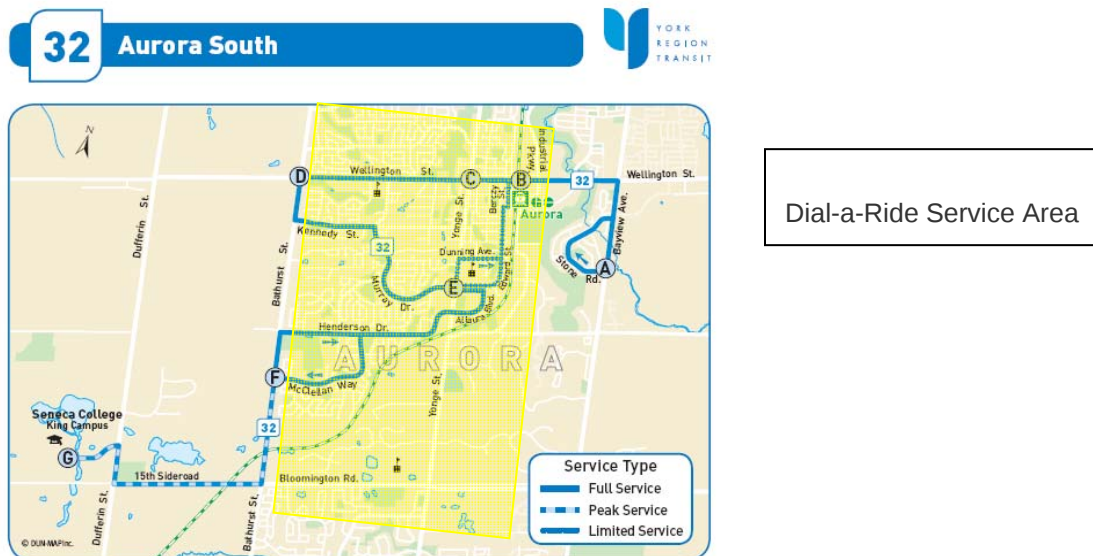


Dial-a-Ride Service Area

Aurora Dial-a-Ride

Aurora, west of Yonge Street, is another ideal area for Dial-a-Ride service. Route 32- Aurora South operates within the Town of Aurora and services the local community south of Wellington Street. The area bounded by Wellington Street to the north, Yonge Street to the east, Bloomington Road to the South, and Bathurst Street to the west would be converted to Dial-a-Ride service (Please refer to Route map below). The Dial-a-Ride service will have a dedicated vehicle stationed at the Yonge and Murray No Frills between the hours of off-peak hours of 9:00 am and 2:30 pm, and 7:00 pm to 10:00 pm Monday to Fridays to accommodate demand. The local Route 32 conventional, fixed route service will be discontinued during these periods and the operational cost savings realized will be used to offset the cost of the new Dial-a-Ride service. Route 32 conventional service will continue to operate in the am and pm peak periods Monday to Friday as the existing ridership is above the Dial-a-Ride threshold.

Route 32 Dial-a-Ride Service Area



Industrial Parkway Dial-a-Ride

Dial-a-Ride is an effective alternative to complete cancellation of service in the limited-use Industrial Parkway corridor. In January 2008, Regional Council approved the 2008 YRT/ Viva Service plan. Included in the Plan was a recommendation to cancel Route 34 Industrial Parkway due to low ridership and below standard financial performance. During the consultation phase of the Plan, the Town of Aurora and the Aurora Chamber of Commerce expressed concern with the loss of transit service to the employment area and requested YRT/ Viva survey the Industrial Parkway employers to determine the potential transit market for services prior to any cancellation. The subsequent employer survey results indicated general support for public transit in the area. The survey indicated that there are 56 employees using the service. In light of the survey results, the Town of Aurora and Chamber of Commerce comments, and the results of the Dial-a-Ride pilot, Route 34 can also be considered an additional candidate for Dial-a-Ride.

Route 34 – Industrial Parkway is bounded by St. John's Sideroad to the north, Industrial Parkway to the east, Vandorf Road to the South, and Yonge Street to the west (Please refer to Route map below). The Dial-a-Ride service would have a dedicated vehicle stationed at the Aurora GO Station between 6:00 am and 9:00 am, and from 3:00 pm to 7:00 pm Monday to Friday to accommodate requests. The regular Route 34 would be discontinued and replaced entirely and the operational cost savings realized would be used to offset the cost of the new Dial-a-Ride service.

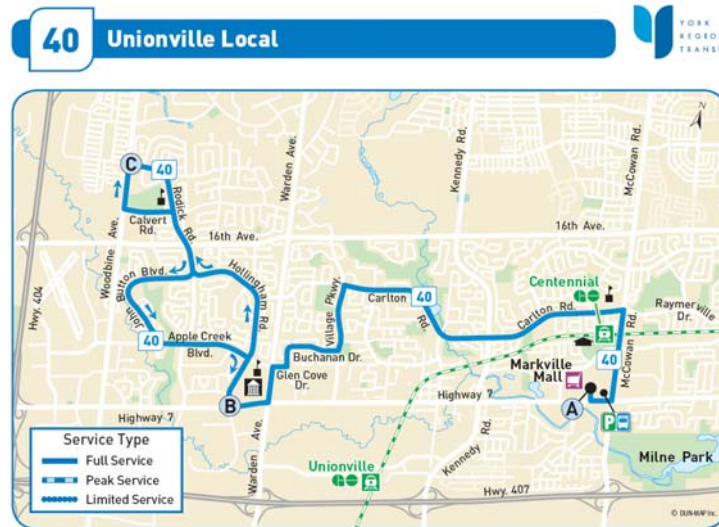
Route 34 Dial-a-Ride Service Area



Markham Dial-A-Ride

During weekday and Saturday evenings, Route 40 - Unionville Local and Route 41 – Markham Local are operated by yellow school buses. The hourly rate for the yellow school bus services is comparable to the hourly rate for the Dial-a-Ride service. Due to the success of the Dial-a-Ride pilot, it is recommended that Dial-a-Ride be expanded to Route 40 - Unionville Local and Route 41 – Markham Local (evening service).

Route 40 – Unionville Local route operates within the Town of Markham and services the local community of north of Hwy. 7. The route is bounded by Hwy. 7 to the south, McCowan Road to the east, Woodbine Avenue to the west and 16th Avenue to the north (Please refer to Route map below). The Dial-a-Ride service would have a dedicated vehicle stationed at Markville Mall between the hours of 8:15 pm and 11:15 pm Monday to Thursday; 8:15 pm and 1:15 am on Fridays, and 8:15 pm and 1:15 am on Saturdays. The local Route 40, currently operated by yellow school buses, would be discontinued during these periods and the operational costs will be used to offset the cost of the new Dial-a-Ride service.



Route 41 – Markham Local is a regularly-scheduled, local, fixed route operating within the Town of Markham and services the local community of north of Hwy. 7. The route, bounded by Hwy. 7 to the south, McCowan Road to the west, Larkin Avenue to the east and 16th Avenue to the north, would be converted to Dial-a-Ride service (Please refer to Route map below). The Dial-a-Ride service will have a dedicated vehicle stationed at Markville Mall between the hours of 8:40 pm and 11:40 pm Monday to Thursday; 8:40 pm and 1:40 am on Fridays and Saturdays to accommodate demand. The local Route 41 conventional, fixed route service operated by yellow school buses will be discontinued during these periods and the operational costs will be used to offset the cost of the new Dial-a-Ride service. Since the current 7:40 pm trip carries more than six passengers, this trip will be operated by a conventional service provider.

Route 41 Dial-a-Ride Service Area

