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VIVA PROGRESS REPORT JANUARY 2006

The Rapid Transit Public/Private Partnership Steering Committee recommends the following;

- 1. The presentation by Mary-Frances Turner, Vice President, York Region Rapid Transit Corporation, be received; and**
- 2. The recommendation contained in the following report January 12, 2006, from the Vice President, York Region Rapid Transit Corporation, be adopted:**

1. RECOMMENDATION

It is recommended that this report be received for information.

2. PURPOSE

This report provides a general description of the progress made in delivering the York Region Rapid Transit Plan during December 2005.

3. BACKGROUND

The June 27, 2002 contract, as amended, required York Consortium 2002 (YC2002) to file monthly progress reports with York Region. Construction for the fourth stage of Viva Phase 1 was completed in December and peak period service from Finch Terminal to Unionville Station commenced on January 1, 2006. This report also describes the status of preparatory EA work in support of Viva Phase 2.

4. ANALYSIS AND OPTIONS

4.1 Year One Work Plan

The original Stage One (Year One) agreement entered into between York Region and YC2002 in June 2002 is illustrated in Table 1. The majority of the Stage One work plan components are complete and the only outstanding work, which continues, relates to the Environmental Assessments (EAs), and the current status of each is summarized below.

South Yonge Corridor

MOE has received comments from initial respondents on the MOE posting of their review of the EA report. Staff are working with MOE to address these comments.

Highway 7 Corridor / Vaughan North-South Link

Staff continue to work and meet with MOE to address all comments received during the seven week public and agency review that was completed in late October 2005. A final decision by the MOE on the EA is expected by April 2006.

Markham North-South Link

Comments on the circulation of the Draft EA Report to the Government Review Team have been received. Final report submission to MOE is anticipated during January 2006. EA Study approval is expected by mid 2006.

North Yonge Corridor

Following analysis of additional travel demand modelling completed in December, Phase I (Alternatives to the Undertaking) of the EA Study is continuing towards completion by the end of February 2006. The remainder of the EA is subject to the approval of the next phase of the Viva work program.

4.2 Viva Phase 1 Design-Build Contract

Kiewit / Ellis Don (KED) anticipates billing 87% against the Viva Phase 1 Design-Build GMP contract valued at \$69.9 million at the end of December 2005. This report provides a general overview of the progress to date under the Design – Build Contract. A number of change orders have been processed to date for the Design – Build with some representing an increase in the GMP, while others represent a decrease. Overall, the total change orders will be within the \$150 million budget. The information in sections 4.2, 4.3 and 4.4 sets out a general overview and description of the progress made with respect to the delivery of the various components of the system. The status of these matters is being more fully addressed under the various relevant contracts for the purposes of formally documenting the legal rights and obligations of the parties in connection with these matters. Design – Build activities during December are described in Table 1.

Table 1
Viva Phase 1 Design-Build Contract

Component	Activity	Progress
Intersections	· All stops complete.	· Complete
Terminals	· Finch Terminal: All KED work is complete. GO Transit canopy is delayed until Spring 2006.	· Complete
Terminals Cont'd	· Newmarket Terminal: Exterior construction completed and interior work by GO Transit continues.	· Complete
	· Richmond Hill Centre Terminal: - Pedestrian bridge design 75% complete. Site plan submitted to Richmond Hill	· Construct. sched. to be determined
	- Construction to commence after approval of site plan. Anticipate construction start early spring 2006. - The additional platform was turned over to Viva on Dec. 20, 2005.	· Complete
	· Cornell Terminal: - Discussions with landowners south of Highway 7 have commenced for a future Viva terminal site. Protection of laybys on the future extension of Buroak to Highway 7 for the YRT routes been requested. No further work on hospital site at this time.	· Delayed
	· York University:	· Complete
Fare Collection Equipment	· All Sub Routes have been handed over. · Final testing on central software systems in December with 30 day Operational Performance Testing commencing in Jan. 2006.	· Complete · Final Testing Stage
ITS	SubRoutes Testing for the 'pink' route (stage 4) was completed in December in anticipation of January 1 Go Live.	· Complete

Component	Activity	Progress
Transit Signal Priority (TSP)	· Complete	· Complete
Stops	Sub-routes A (Yonge Street from Finch to Bernard.) and C (Highway 7 from Town Centre to York University): Handover occurred on August 29, 2005.	· Complete
	Sub-routes D (Vaughan N/S Link from Downsview to Martin Grove) and E (Markham N/S Link from Don Mills to Unionville Station): Handover occurred on October 10, 2005.	· Complete
	Sub-route B (Yonge Street from Finch to Eagle Terminal in Newmarket): Handover occurred on November 18, 2005.	· Completed
	Sub-route – Pink service handover occurred on December 14, 2005.	

4.3 Viva Phase 1 Vehicle Contract

A contract was entered into with Van Hool for the purchase of 25 sixty-foot vehicles and 60 forty-foot vehicles. By the end of December, 83 vehicles had arrived and the last two will be delivered in early January.

4.4 Viva Phase 1 Support Activities

Table 2
Viva Phase 1 Operations & Maintenance Related Support

Component	Activity
O&M Contract	· Stage 4 of Viva operations, incorporating the peak service from Finch Terminal to Unionville Station, was successfully implemented on January 1, 2006. · Mobilization meetings with Connex continued during December and service implementation is underway according to plan. · Connex has now hired and trained its full complement of bus operators and other staff. Hiring and training will continue as required to accommodate attrition, which thus far has been low.

Component	Activity
Viva Phase 1 O&M Facilities Newmarket Maintenance Facility	· Fully operational
South Maintenance Facility	· Fully operational
Viva Phase 1 O&M Planning Support	· Service performance is being monitored and schedules will be adjusted as required going forward.

4.5 Communications and Launch of Rapid Transit

4.5.1 Marketing Communications

Stage 4 Service Launch

Viva Greeters have been scheduled to staff the last service launch of Viva Phase 1 from January 2 to January 6, 2006. Once again, the greeters will welcome passengers aboard the new pink route and ensure information is available for passengers at key transfer and boarding points. They will be handing out brochures, route maps and the Viva rider's manual to passengers, guiding them through the workings of the new service and explaining the newest route additions.

Viva in the Community

- Viva was represented at the following community events in the month of December:
- Dec. 2 – Unionville Old Tyme Christmas.
- Dec. 3 – Stouffville Santa Clause Parade.
- Dec. 6 – Seneca College Markham Campus Info Session.
- Dec. 10 – Ray Twinney Recreation Centre Fare Update.
- Dec. 11 – Angus Glen Community Centre Fare Update.
- Dec. 14 – Finch Subway Fare Update.
- Dec. 19 – Richmond Green Centre.

Business outreach for the month of December included attendance at the following events:

- Dec. 7 – IBM 3600 Steeles Location Staff Information Session.
- Dec. 13 – IBM 8200 Warden Location Staff Information Session.
- Dec. 16 – Vaughan Mills Mall Staff Information Session.

In addition, 200 Viva rider's manuals (z-cards) were sent to each local MP and MPP to be distributed through their offices and 400 rider's manuals were distributed to each local municipality to be distributed to libraries, community centres and other local facilities.

The Viva electronic kiosk has been located in Richmond Hill Central Library through the month of December.

Part of our mandate in 2005 and 2006 has been to partner with the local business community where possible to promote public transit. A number of efforts have been made toward achieving this mandate including obtaining sponsored prizes from local businesses for our on-line contests. Another example has been our ongoing relationship with IKEA, Vaughan store.

For our October 16, stage 2 opening weekend this fall, IKEA invited Viva to staff a booth in their store. Brochures and rider's manuals were distributed to customers and very well received.

During the month of January, Viva / YRT monthly pass-holders will receive \$20.00 off any purchase of \$150.00 or more before taxes. Customers can also present their Viva / YRT monthly pass to receive a free breakfast, lunch or dinner in IKEA's restaurant during the month of January. IKEA will promote the offer at the end of December and throughout January on their website, in their monthly calendar (20,000 distribution) and in-store on posters, public address system announcements and on event boards.

E-Communication

Our "play to win" interactive game, "Ride on Time," which launched on the vivayork.com website on November 15, 2005, ended on December 20. This advanced 3D game, involving a character travelling through a city to catch Viva on time, attracted thousands of people to our site, resulted in greater awareness of Viva, and attracted considerable media attention. The idea behind developing the game was to create an engaging experience that tightly integrates the Viva brand, creates excitement for the user, encourages users to share the game and, the most importantly, encourages trial of service.

Prizes sponsored from the local business community as well as strips of 10 tickets to ride Viva / YRT, were awarded to more than 160 winners. Donated prizes included 5 one-night stays for hotels across York Region, gift certificates from companies across the Region, a camera phone, assorted sweatshirts and golf shirts, golf balls, and movie passes. The logos of prize sponsors were featured in the game on changeable "billboards" throughout the site. Part of our strategy is to partner with local business in cross-promotions such as these that benefit local businesses, their employees, the general public and, ultimately, increase ridership. The "Ride on Time" contest proved to be a successful marketing initiative. Over 10,000 games had been played. Currently the Permission Database has over 3,600 members with another 1,250 pending confirmation. Web hits continue at a high level and exceed our expectations.

Presentations

During the month of December, the following presentations were prepared and / or delivered:

- Tour showcasing infrastructure in Viva corridors given to Provincial officials – Dec. 19.
- Presentation to Ministry of Municipal Affairs and Housing Senior Staff – Dec. 20.
- Infrastructure Financing Development and Renewal in Canada Conference presentation prepared – to be delivered Feb. 26, 2006.

Municipal update presentations prepared and scheduled for January:

- Richmond Hill Committee of the Whole – Jan. 9, 2006.
- Markham General Committee – Jan. 23, 2006.
- Vaughan Committee of the Whole – Jan. 16, 2006.
- Newmarket Committee of the Whole – Jan. 16, 2006 (tentative).
- Aurora Committee of the Whole – Jan. 10, 2006.
- King, Georgina, East Gwillimbury and Whitchurch-Stouffville (paper presentations will be delivered in early January).

Marketing Material Produced

During the month of December, the following additional marketing materials were produced:

- Stage 4 Messaging for VMS, and on-board announcements.
- Transit Update handout for Greeters / Roamers.
- Signage related to stage 4 service launch.
- Updated shelter map for Jan. 1 service launch.
- Driver poster for drivers of conventional transit services advising them of the last opening stage of Viva and fare increase / new tickets in January.
- Copyright for January issue of Viva Newsletter.

4.5.2 Media Relations

The ongoing campaign to generate earned media continues. During the month of December Viva received considerable positive coverage despite having to compete with the distractions of the Holiday Season.

Viva was featured in Toronto Life Magazine, YRNG, the Toronto Star and in Road Today Magazine. The headlines included:

- Pimp My Ride: York's newfangled buses offer a reason to visit the 905 (Toronto Life).
- The Future Has Arrived in York Region: From A to Being... Frequent (Road Today).
- Election delays funding for Viva, Fisch says (YRNG December 1, 2005).
- YRT vs. Viva: How do they measure up? (YRNG December 18, 2005).
- Long live Viva, transit riders say (Toronto Star, December 20, 2005).
- Fast Tracking Transit (Toronto Star Editorial, December 28, 2005).

- New Transit Projects (Metro Newspaper, December 15, 2005).

During the month of December, Viva and YRT issued a news release focussing on the fact that the Region was providing free rides on New Year's Eve. A news release was also issued early in January promoting the fact that the Pink Line was operating.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

6. LOCAL MUNICIPAL IMPACT

There are no local municipal implications associated with this report.

7. CONCLUSION

YC2002 and York Region staff continued to advance the Viva implementation program through December with the completion of Stage 4, which went Live on January 1, 2006.

The Senior Management Group has reviewed this report.