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VIVA PROGRESS REPORT

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, and Paul May, Director, Infrastructure Planning, be received; and**
- 2. The recommendations contained in the following report January 6, 2005, from the Vice President, York Region Rapid Transit Corporation, be adopted:**

1. RECOMMENDATIONS

It is recommended that:

1. The Viva Progress Report for December 2004 be received for information.
2. Council receive the attached Marketing and Communications Plan (*see Attachment 1*) for the Marketing and Launch of the York Region Rapid Transit System.

2. PURPOSE

This report provides a detailed description of the progress made in delivering the York Rapid Transit Plan during December 2004.

3. BACKGROUND

The June 27, 2002 contract required York Consortium 2002 (YC2002) to file monthly progress reports with York Region.

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 (EA's), which have been impacted by the Ministry of the Environment (MOE) requirement for revised Terms of Reference (ToR). While work continued on the EA's during December, the status of deliverables and tasks is essentially as reported in last month's report and as summarized in Table 1.

Table 1
Summary Stage One - Major Tasks

Task	Task Completion	Major Deliverable
Program Management	100%	Fully operational office with expansion underway
Communications Plan/Events	100%	Complete
Data Collection	100%	Complete
Network Configuration	100%	Network Configuration Report complete
Viva-Phase One	100%	Viva-Phase One Program definition complete
Transportation Planning	100%	Ridership analysis complete
Ridership Peer Review	100%	Peer Review complete
Environmental Assessments (based on revised ToR)	95%	Approvals anticipated Aug-Dec 2005.
- Yonge Street	99%	Draft revised Yonge Street EA Report circulated for Tech. Adv. Committee Review.
- Highway 7 / Vaughan NS Link	97%	Draft revised EA report complete mid-December 2004.
- Markham N/S Link	90%	Alignment analysis/evaluation and public consultation in progress.
Program Implementation Plan	100%	Viva-Phase One / Network Plan complete
Construction Feasibility	100%	Yonge / Hwy. 7 complete and Markham N-S underway
Financial Planning and Analysis	100%	Financial modeling complete
Transition Plan	100%	Amended and Restated Agreement ready for execution
Overall Completion	99%	

ENVIRONMENTAL ASSESSMENTS STATUS

South Yonge Corridor and Highway 7 Corridor / Vaughan North-South Link

The draft South Yonge EA Report was completed by early December and circulated for York Region staff review prior to submission to the Technical Advisory Committee (including local municipalities) and the MOE Government Review Team for initial review. The Highway 7/Vaughan N-S Link draft report was completed in late December. It is following the same circulation and review process as the Yonge EA Report.

Approval of the EA Studies can be expected in late summer of 2005 if the regulated maximum 30-week period is required.

Markham North-South Link

Analysis of route and infrastructure options is continuing. The second Public Consultation Centre was held December 7 and 9, 2004. Evaluation of route options, analysis of environmental effects, final public consultation and draft EA Report preparation is continuing with submission targeted for spring of 2005. Consequently, EA Study approval can be expected in late fall of 2005.

North Yonge Corridor

The draft ToR has been completed and is being reviewed by the Technical Advisory Committee. It will be submitted to MOE and government review agencies early in January 2005. In parallel with ToR approval, anticipated for the spring of 2005, the EA Study itself will continue towards completion by the end of 2005.

4.2 VIVA-PHASE ONE DESIGN-BUILD CONTRACT

Kiewit EllisDon has progress billed 27% against a Viva-Phase One Design-Build GMP contract valued at \$67.9 million. Design-Build activities during December are described in Table 2.

Table 2
Viva-Phase One Design-Build Contract

Component	Activity	Progress
Detailed Design		
Intersections	– All stops have been issued for construction except for those in Toronto. Toronto stops all at 90% design stage.	– Over 95% Complete.
Terminals	– Finch Terminal: York Region Rapid Transit Corporation (Rapidco) staff has been working with GO Transit and its consultants on interior and exterior modifications to the existing terminal. Interior renovation plans are complete. Construction contract awarded, with construction expected to begin in early 2005. Exterior renovation plans are still in progress, with construction start expected in Spring 2005. – Newmarket Terminal: Rapidco staff continue to work with GO Transit and its consultants on interior and exterior modifications to the existing terminal. – Markham-Stouffville Hospital: Alternatives being investigated.	– Exterior 50% complete – Exterior 80% complete – Constr. Postponed

Component	Activity	Progress
	– York University: Terminal location and on-campus routing agreed to in principle. Received tentative approval of shelter design on Dec 3rd 2004. Platform concept to be internally discussed by University in Jan. 2005.	– Behind Schedule
Construction Stops	– Work has commenced on 67 stop locations. – All stops have protective barrels and guardrails in place to protect them during winter shut down period. – Civil work was halted at stop locations in mid December and is anticipated to restart in late March or early April 2005.	– On Schedule
Terminals	– Richmond Hill Centre Terminal: Construction activities commenced Week of Oct 4th. Caissons completed. Site Services 100% complete. Platform work started week of Nov 15th. Construction continued through the end of December 2004.	– On Schedule
Shelters	– Prototype completed and fabrication of shelters has started. – Shelter installation is to commence in January, with fin installation commencing in February and will be completed in time for Viva service start. – Bell communication supply to shelters started and ongoing.	– Behind Schedule
Interim Transit Control Centre	– Construction is complete. Awaiting final painting and furnishings.	– On Target
TSP	– Started installation of cable for future connection between detectors and controllers. Anticipated completion mid January.	– On Schedule
Fare Collection Equipment	– Design and shop drawings being completed for review.	– On Schedule
ITS	– System Design Specifications being developed by Init and are under review by KED and the Region.	– On Schedule
Transit Signal Priority	– Existing traffic signal controllers and emergency vehicle detectors will be upgraded over the winter to allow for transit vehicle priority.	– On Schedule

4.3 VIVA-PHASE ONE VEHICLE CONTRACT

A contract was entered into with Van Hool on March 24, 2004 for the purchase of 22 sixty-foot vehicles and 55 forty-foot vehicles. On December 16, 2004, Regional Council approved a recommendation to exercise an option to purchase an additional 3 sixty-foot vehicles and an additional 5 forty-foot vehicles at the same price from Van Hool. The sixty-foot prototype vehicle is in the final mechanical outfitting stage to be followed by the final finishing stage. The forty-foot prototype has been painted and has started the preliminary interior outfitting process. The production for the remaining sixty-foot and forty-foot rapid transit vehicles has started. Construction completion of both prototype vehicles is scheduled for January/February with delivery in April 2005.

4.4 VIVA-PHASE ONE SUPPORT ACTIVITIES

The activities and accomplishments for December 2004 that relate to operations and maintenance, communications and interface planning support for the Visa-Phase One project are described in Table 3.

Table 3
Viva-Phase One Operations & Maintenance Related Support

Component	Activity
Procurement of Vehicle Operations and Maintenance Contractor	– Issued Operations and Maintenance (O&M) Request for Proposals (RFP) September 28, 2004. – RFP closing date extended to January 04, 2005. – Ongoing responses to Proponent questions through addenda to the RFP. – RFP evaluation process and criteria finalized. RFP evaluation due to commence January 05, 2005.
Off-Board Fare Equipment	– Ongoing development of O&M requirements. – Proof of Payment Enforcement Program outline presented at December Steering Committee meeting and POP Program adopted. – Ongoing development of Revenue Management / Servicing approach.
Viva-Phase One O&M Facilities Newmarket Maintenance Facility	– The Region's design consultant, URS, continues with the detailed planning and design of facility modifications. The preliminary project schedule indicates completion of contract documents by January 15, 2005, construction management by the Region commencing December 15, 2004 and will be ready for the operator by April 2005. – Discussions with GO Transit regarding the joint York Region / GO Transit private road and shared access with

Component	Activity
Satellite Maintenance Facility	Loblaws continued on December 6, 2004: • Loblaws appears to have no further interest in access to the York Region / GO Transit private road or in developing a shared access route from the GO Transit facility north to Green Lane. • Installation of a signalized access to / from the facility at Yonge St is under review. – Negotiations have been concluded for the conditional purchase of 5.05 acres of land on 14th Avenue for the purposes of a Viva-Phase One O&M Facility initially with potential for a longer term use as a YRT facility or public works facility. – Rapidco is proceeding with the planning phase for a Satellite Maintenance Facility for the South Satellite. Facility program requirements are being confirmed and application for Site Plan Agreement will be made to the Town of Markham. Soils investigations and topographic survey of the 14th Avenue site have commenced. – The current 14th Avenue site development schedule indicates the Satellite Maintenance Facility may not be fully constructed in time for the commencement of Viva-Phase One services and a corresponding contingency plan is underway – Town of Richmond Hill staff has advised that the former Richmond Hill Hydro facility is to be largely utilized by the Town of Richmond Hill as an operations and maintenance yard and by Seneca College as a fire training facility and corresponding modifications to the site are likely to commence this year. Some potential may exist for the short term use of the facility from May 2005 to May 2006 in the event the Region requires a contingency plan to support implementation of Viva-Phase One services, which include the Region's adjacently-owned property on a temporary basis.
Transit Agency Technical Meetings GO Transit Technical Meetings	Finch, Langstaff, Newmarket, Unionville Terminals: – Finch: • Final canopy design drawings are nearing completion. In order to facilitate the construction schedule Committee authority will be required to undertake a construction tender pre-approval process based on approved budget in March 2005.

Component	Activity
	• Negotiations with TTC regarding use of their access driveway and revised proposals for bus layover locations are continuing. • A contract for internal renovation work at the terminal has been awarded by GO Transit. – Langstaff: Continuing preliminary engineering design of pedestrian bridge. Construction of terminal has commenced. – Newmarket: Preliminary engineering plans for the layovers and platforms provided to GO for approval and submission to the Town of Newmarket. – Unionville: Detailed design plans for the shelter provided to GO for review and provide comments. – GO Transit has provided draft operating agreements for Rapidco review.
Transit Agency Operational Meetings	– Meetings with GO Transit to develop operational terms related to GO MOU are ongoing. A draft agreement and related schedules has been prepared by Rapidco and is under review.

Fare Policy

A complete review of the final Viva-Phase One fare policies and procedures will be presented to Committee in February 2005.

Service Planning

The detailed draft service plan for Viva-Phase One was distributed to the local municipalities in October 2004 and their comments will be incorporated into the final Service Plan report that will be presented to Committee and Council in February. An overview of transit related by-laws in other jurisdictions was also developed.

Enterprise Drive

Due to the completion of Enterprise Drive not being expected for the implementation of Viva-Phase One, interim routing arrangements will have to be made. When the first phase of Viva service commences in September 2005, Highway 7 service will loop back via Warden Avenue, Cedarland and Town Centre Boulevard. In October 2005, Highway 7 service will be extended easterly to Markville Mall via Warden Avenue, Highway 407 and Kennedy Road. This routing allows most of the permanent Viva stops in this area to continue to be served and minimizes the impact of the eventual change back to the permanent routing. It is anticipated that service via Enterprise Drive will not commence until the spring of 2006 due to numerous factors affecting the timing of roadway, utility and stop construction.

Markham-Stouffville Hospital

Due to the non-feasibility of a permanent terminal solution in the Cornell area in time for the implementation of Viva-Phase One, the initial Highway 7 Rapid Transit (RT) services in Markham will have to terminate temporarily in the vicinity of Markville Mall.

Discussions with hospital and local officials concluded that no practical interim terminal facility could be made at this time due to numerous hospital development and local planning issues. Service east of McCowan will continue to be provided by YRT and the service levels on Route 1 may have to be improved during this time to provide attractive connections with RT. These temporary arrangements will only be in effect until such time as a permanent Viva/YRT terminal solution is developed for the East Markham.

Transit Oriented Development / Joint Development

- Reviewed all referred development applications (Official Plan, Subdivision, Site Plan) for transit compatibility.
- Supported Region in discussions with York University Development Corporation with respect to same corridor.
- Reviewed major site plan agreements in Markham.

4.5 COMMUNICATIONS AND LAUNCH OF RAPID TRANSIT

4.5.1 Marketing Communications

The highlight of December was clearly the successful launch of the new brand at an event held at the SilverCity Theatre in Richmond Hill on December 6, 2004. This was followed up by a series of “internal” launch events for staff in each area municipality, at the Regional head office in Newmarket and at 50 High Tech Road.

Our new branded website, vivayork.com, was concurrently launched on December 6, 2004. A brand story video featuring video animations of the new Viva system was the focal point of this well-attended event. A brand style guide, maps, bookmarks, business cards and banners were created for the event.

The remainder of December was focussed on developing ‘The Viva Challenge’, a public outreach program designed to create awareness of Viva, which is scheduled to launch at a Transportation Forum at York University on January 6, 2005 (more details about the Challenge under Community Outreach Program Development).

Additionally, the brand style guide, which will direct the development of all future branded collateral materials to do with Viva, was completed. Application of the brand to vehicle interiors, exteriors, stations and other physical assets has also continued.

VIVA BRAND LAUNCH

Participating in the Viva Brand Launch was the Honourable Bryon Wilfert, M.P. for Richmond Hill and Mario G. Racco, M.P.P. for Thornhill. Following the event, the press release and backgrounder were emailed to all York Region politicians. The products were also sent to senior staff in both Ottawa and at Queen’s Park.

On Thursday December 9, 2004 Markham M.P.P. Tony Wong made a statement in the Ontario Legislature regarding the Viva Brand.

Rapid transit staff also sent York Region political representatives Viva packages that included bookmarks that can be displayed and given away in constituency offices.

4.5.2 Release of Viva Marketing and Communications Plan

The Marketing and Communications Plan for the Marketing and Launch of the York Region Rapid Transit System, which included "Viva" as the name of the York Region Rapid Transit System, was endorsed by Regional Council on June 24th, 2004. Council subsequently approved the amended strategy (*see Attachment 1*) on September 23, 2004 based on changes recommended by staff following the August 10, 2004 peer review of the document presented on June 24, 2004. The name "Viva" was introduced at the December 6th, 2004 launch event described in Section 4.5.1, above. The use of the name "Viva" and the other aspects of the Marketing and Communications Plan for the Marketing and Launch of the York Region Rapid Transit System are, therefore, no longer confidential matters.

4.5.3. Community Outreach Program Development

During the pre-launch stage of Viva, Rapid Transit staff worked to develop community outreach programs that would engage the public, generate interest in rapid transit and create a "buzz" in the community. One such program is the Viva Challenge.

To take the Viva Challenge, contestants must fill out a ballot, either online or in person, with their name, age, phone number and email address, together with a correct answer to a multiple choice question. The question would look like this:

Viva lets you:

- a) have a quiet, comfortable ride.
- b) purchase your ticket before getting on.
- c) transfer easily to and from YRT.
- d) go from A to Being.
- e) all of the above.

Ballots can be obtained at a Viva kiosk location, at a Viva promotional display or alternatively, contestants can enter online at: www.vivayork.com.

Once contestants have answered the Viva question, they must submit online or in person, the ballot/required information along with a digital image with their best Viva. The Viva can be made or spelled out using fingers, legs, arms or with the aid of a prop, or in a group, or in any other unique and creative way. The Viva kiosks will have the capability to take the digital picture and submit it electronically. Alternatively, people can take their own digital photo and submit it to our website address.

There will be one winner chosen every day, and one grand prize winner selected each month. The daily winners will get some Viva gear such as T-shirts, travel mugs,

calculators, or portable radios. The grand prize winners will get a free one month transit pass for themselves and a friend and be invited to join Regional Council members to participate in the service launch in September 2005.

Team Viva members will be staffing the kiosks on weekends encouraging people to take the Challenge and answering any questions people might have. The kiosks will be located in various York Region shopping malls on a rotating basis. A portable version of the Viva Challenge will be taken to community centres and community events as required.

Another initiative rapid transit staff are looking at is the Viva “Art-in-Motion” Gallery. This gallery will draw from the rich talent of artisans throughout York Region and profile their works along the interior top panels of each vehicle. The works would be professionally art directed and displayed along the length of the interior panels. Themed exhibits would reflect the community Viva serves. Rapid transit staff will be coming to the Rapid Transit Steering Committee with a fulsome report on the viability of such a program later this year.

4.5.4 Media

During the month of November and earlier in December all energies were focussed on preparing for the brand launch. Despite the first snowstorm of the season, the Viva Brand Launch was well attended by the media. Crews attended from a variety of media outlets:

- CFTO TV.
- The New VR.
- Omni TV.
- Rogers TV.
- Fairchild TV.
- Metroland Newspapers.
- The Toronto Star (photographer).

This resulted in coverage by these outlets, as well as 680 News Radio, NRU, Salam Toronto and other various smaller publications. On the whole, the coverage was positive and prominent, allowing us to maximize our earned media.

The Headlines were:

- York gives its buses a boost – Toronto Star – December 7, 2004.
- Viva, York Region: rapid transit arrives – Metroland, December 7, 2004.
- York’s million-dollar rapid transit signature – Novae Res Urbis – December 8, 2004.

4.5.5 Additional Communications Activities

During the week of December 6th we held 11 internal launches at every local municipality as well as York Region headquarters and the South Services Centre.

4.6 FEDERAL PROVINCIAL BUSINESS PLAN UPDATE

The government relations' "contact program" continued over the month of December with a series of face-to-face meetings with key politicians, senior political staff and civil servants. As well as building relationships, the idea is to educate and build awareness around Viva and the necessity to proceed with phase two. The "contact program" is being used to positively position Viva with key decision makers.

The meetings involved Chair Fisch, Mary-Frances Turner and Dan Miles. Meetings were held in December with:

- Jeff Ryan – Senior Policy Advisor, Minister Takhar's Office.
- Andrew Bevan and Andrea Jordan – Senior Staff in Minister Godfrey's Office.
- André Juneau – Deputy Head, Infrastructure Canada.

Meetings and briefings with political representatives of all three parties and senior staff will continue to be scheduled on an ongoing basis in both Toronto and Ottawa. We will also provide their offices with regular correspondence and Viva newsletters.

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

York Consortium 2002 and York Region staff made significant advancements during December 2004, particularly in advancing elements critical to the success of the Viva-Phase One program and related communications.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)