

2008 Marketing and Communications Review

**Presentation to
Transit Committee**

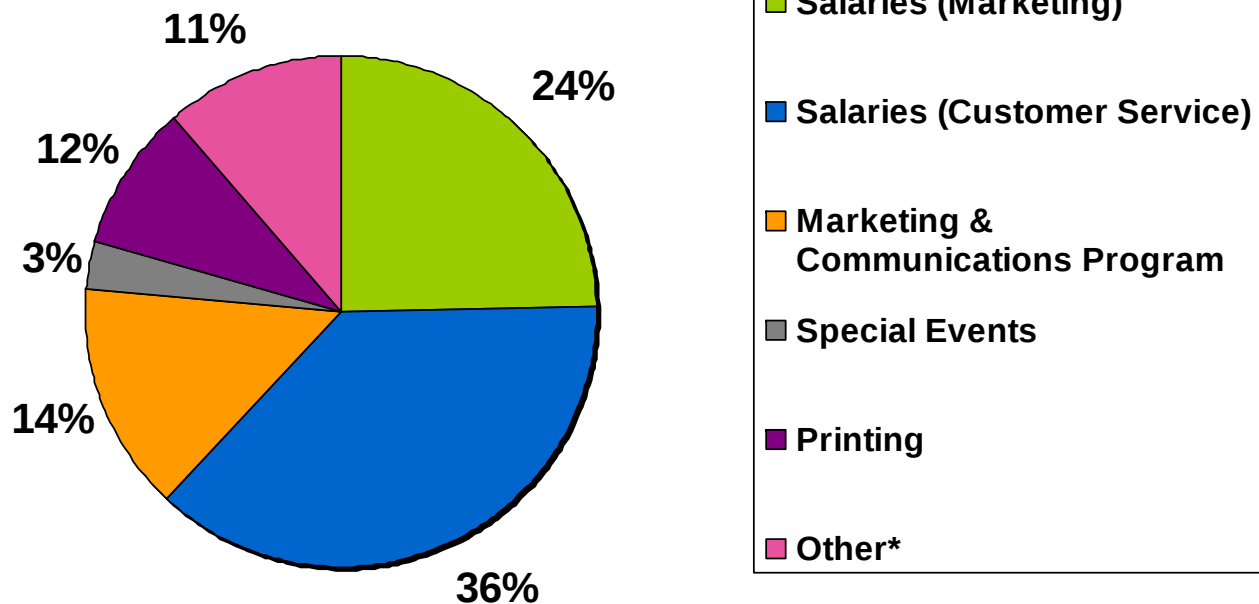
Irene McNeil

March 12, 2009



2008 Marketing and Customer Service Budget

2008 Marketing and Customer Service Budget \$2.7M



*Admin support – training, software upgrades, consultant admin support, etc.



Marketing Strategy



Consistent and ongoing marketing and communications:

- ❑ Build awareness of YRT/Viva services and benefits
- ❑ Educate the public about transit benefits
- ❑ Improve the perception of transit through education
- ❑ Encourage trial through successful programs and campaigns



Business Benefit Program



What?

- ❑ Business Lunch 'n' Learn sessions, posters, e-communication, info sessions
- ❑ Ridesaver - 15 % discount on monthly passes (min 15 passes)
- ❑ Partners: Smart Commute Associations, Boards of Trade, Chambers of Commerce & Municipal Economic Development Departments



Who?

- ❑ Local businesses with over 50 employees
- ❑ 300 businesses contacted in 2008

Results

- ❑ Six businesses participating: Scholastic, IBM, Sheraton Markham, Apotex, Vaughan Mills Mall and Ash City (13 others have expressed interest)
- ❑ 18 Lunch 'n' Learn sessions



Business Benefit Program



RideSaver Program

You can save over 30% off the regular adult transit fare...

- The RideSaver Program gives you a 10% discount on the cost of an adult monthly YRT/Viva transit pass and at the end of the year you can also take advantage of the federal tax credit and claim an additional 15.5%.
- Transit can relieve you of the stress of driving to and from work in congested traffic and poor weather conditions.
- Convenient connections with GO Transit and TTC reduce passenger waiting times.
- By purchasing your monthly pass at work, you can avoid looking for ticket agents or not parking to find the right amount of change.
- The only \$80.75 a month for a one person pass (less than 10% of the cost of owning and operating a car), you can increase your disposable income by not purchasing an additional family car.

Sign up for the RideSaver program with:



Business Benefit Program- RideSaver



Key Benefits

- ❑ Gets employees on transit
- ❑ Helps businesses to reduce current and future parking
- ❑ Raises awareness of YRT/Viva services
- ❑ Employer input to service improvements



Now you can save even more by riding YRT/Viva to work.

COMING SOON... for the employees of Vaughan Mills!

Employees working at Vaughan Mills can now save up to 15 percent off a YRT/Viva transit pass. Just purchase an Adult monthly pass at the Guest Services kiosk and pay 15 percent less. That's about \$15 savings per month and \$180 per year.

You can also save an additional 15 percent on your transit pass purchases through the Federal Transit Tax Credit Program.

Guest Services
Located between
Neighbourhoods 4 and 5

Youth On Board (YO!) Student Program



- ❑ 43 York Region high schools
- ❑ Transit presence at each high school – Transit Ambassadors
- ❑ Direct, on-site communication of service changes
- ❑ Survey results - 85% felt that the program helped them get transit info and understand YRT/Viva better



Youth On Board (YO!) Student Program



7 WOULD YOU LIKE TO SEE A STUDENT SECTION ON YRT CAR?
B.E., BLOOD, SPECIFIC EVENTS, CONTESTS FOR STUDENTS, ETC.)
☐ Yes ☐ No

8 HOW OFTEN AT YOUR SCHOOL?
☐ Every other ☐ Never ☐ Every other

9 WHAT DO YOU FRANK IN OR
Akers
Park
Infant
Main
Prank
Spoke

10 WHAT DO YOU
☐ Student ☐ Web ☐ Other

11 WHAT DO YOU
☐ 9 ☐ 11

IF YOU ARE A PROVIDER US
WILL BE KEPT

NAME _____

COMMENTS _____

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IF YOU ARE A PROVIDER US
WILL BE KEPT

NAME _____

COMMENTS _____

1 HOW DO YOU USUALLY GET TO AND FROM SCHOOL?
☐ Public Transit ☐ Get a ride from family or friends
☐ Walk a bike ☐ School bus
☐ Walk ☐ Drive
☐ Other (please list) _____

2 IF YOU RIDE PUBLIC TRANSIT, HOW OFTEN DO YOU RIDE YRT/YO?
☐ Never ☐ Daily (Monday to Friday)
☐ 2-3 times per week ☐ At least once per month
☐ At least once per month

3 WHERE ELSE DO YOU TRAVEL USING YRT/YO?
☐ Work ☐ Movie/Shopping
☐ Downtown Toronto ☐ Visit friends
☐ Other (please list) _____

4 HAVE YOU EVER VISITED YRT CAR?
☐ Yes ☐ No
If yes, why? _____

5 HAVE YOU EVER USED REQUEST CLICK?
TRIP PLANNER ON THE YRT WEBSITE?
☐ Yes ☐ No
If yes, why? _____

6 HAVE YOU EVER USED REQUEST CALL?
AUTOMATED OUT-TRANSIT INFORMATION BY PHONING YRT?
☐ Yes ☐ No
If yes, why? _____

Community Safety Village Program



- ❑ 34,133 school children visited in 2008
- ❑ Children learn about transit safety through a fun interactive video while sitting in a mini bus
- ❑ Interactive puzzle tables reinforce transit safety messages
- ❑ Feedback from the Community Safety Village: YRT building is used as a model of what all the buildings should look like



Driver Communications Program

2008 Highlights

- ❑ 18 Driver events and info sessions
- ❑ Over 300 drivers participated
- ❑ Three “Get Connected” driver newsletters issued: Spring, Summer/Fall and Winter
- ❑ Driver Contests & free giveaways: (YRT/Viva Golf Shirt, YRT/Viva Fleece, Coffee/Treats, Chapsticks, Pens, Tim Horton Coupons)
- ❑ Driver feedback



BOARD PERIOD UPDATE
HOLIDAY SERVICE SCHEDULE
Effective December 15, 2008 - January 5, 2009

TUESDAY DECEMBER 23 Weekday service.	WEDNESDAY DECEMBER 24 Holiday service - Early 6:00 service.	THURSDAY DECEMBER 25 Holiday service - No 6:00 service or Express service.	FRIDAY DECEMBER 26 Holiday service - No 6:00 service or Express service.
SATURDAY DECEMBER 27 Holiday service.	SUNDAY DECEMBER 28 Holiday service.	MONDAY DECEMBER 29 Weekday service.	TUESDAY DECEMBER 30 Weekday service.
WEDNESDAY JANUARY 1 Holiday service - No 6:00 service or Express service.	THURSDAY JANUARY 2 Holiday service.	FRIDAY JANUARY 3 Weekday service.	SATURDAY JANUARY 4 Holiday service.
SUNDAY JANUARY 5 Holiday service.	MONDAY JANUARY 6 Weekday service.	TUESDAY JANUARY 7 Weekday service.	WEDNESDAY JANUARY 8 Weekday service.

There are no High School Specials from December 22, 2008 to January 5, 2009.
* All 6:00 service is replaced by 6:30 and 7:00 service. YRT/Viva Express/6:00 and 7:00 service is replaced by 6:30 and 7:00 service.

YRT Brand Refresh Program



- ❑ uses (conventional and mobility)
- ❑ Bus stop, shelters and terminal signage
- ❑ Marketing materials & communications materials
- ❑ Uniforms (2009)





- route

navigator

91/91A

91E

Bayview South

new & revised route & schedule

Monday to Sunday

Effective November 1, 2010

Minor Route 91 and 91A week adjustments will be made to actual travel times. A new Bayview Ave. & Steeles Ave. timing point at Forge St. Ave. Route 91/91A will continue.

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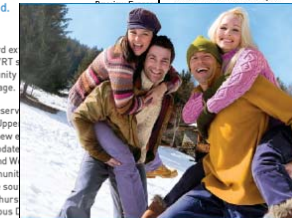


Beginning November 16th, weekday rush hour service on Route 23 - Thornhill Woods will be extended north of Rutherford Road.



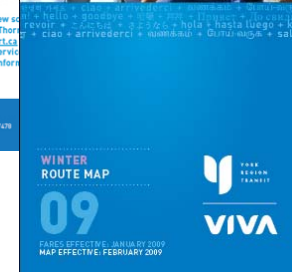
The northward service new YRTA in the community Thornhill Village. In addition to serving residents of Upper Village, this new will accommodate the Joseph and Jewish Community located at the southeast corner of Bathurst Lebovic Campus.

View the new
Route 23 – The
online at yrt.ca
Customer Serv
more info



2009
Fare Chart
Inside

CELEBRATE NEW YEAR'S EVE ON US.
NEW YEAR'S EVE. SEE INSIDE FOR DETAILS.



YRT Website Improvements



The screenshot shows the YRT/Viva website homepage. At the top, there's a navigation bar with links: [Contact Us](#), [Search YRT](#), [Connect to Google](#), and [Submit](#). Below this is the YRT/Viva logo and a secondary navigation bar with links: [rideQuest Click](#), [Schedule Finder](#), [Maps & Navigators](#), [Fares](#), [Services](#), [News](#), [What's Ahead](#), and [Mobility Plus](#).

The main heading is "York, connected." Below this, there are three columns of links:

- Know where you're going? Connect to rides**
 - [rideQuest Click Trip Planner](#)
 - [Next Bus](#)
 - [Closest Stop](#)
- Know your route? Connect to schedules**
 - [Schedule Finder](#)
 - [Route Navigators](#)
 - [Commuter Alerts](#)
 - [Service Changes](#)
 - [Holiday Service](#)
- Want a clearer picture? Connect to maps**
 - [YRT System Map](#)
 - [Viva Map](#)
 - [Municipality Maps](#)
 - [Individual Route Maps](#)

Below these columns is a "Transit News" section with several news items, including a customer advisory about ticket agent locations and a mention of a new trip planning option. There's also a "Need a quick trip plan?" section with a "Trip Plan" button and a "Schedule" button. Below this is a "Get Trip Plan" button. At the bottom, there's a "Richmond Hill, ON" weather forecast widget showing -7°C and light snow.

The screenshot shows the "rideQuest Trip Planner" interface. At the top, there's a navigation bar with links: [rideQuest Click](#), [Schedule Finder](#), [Maps & Navigators](#), [Fares](#), [Services](#), [News](#), [What's Ahead](#), and [Mobility Plus](#).

The main heading is "Plan your ride". Below this, there are three tabs: [Trip Planner](#), [Next Bus](#), and [Closest Stop](#).

The "rideQuest Trip Planner" section contains the following fields:

- From:** Address, Intersection, Stop Number or Landmark (with a dropdown menu for "Select a Landmark")
- To:** Address, Intersection, Stop Number or Landmark (with a dropdown menu for "Select a Landmark")
- When:** Leaving At (dropdown menu), 03:05 pm (dropdown menu), Today (dropdown menu)
- Sort results by:** Trip Time (radio button), Walking Distance (radio button), Number of Transfers (radio button)
- Select one:**
 - ☒ I am interested in YRT, VIVA and TTC contracted services (Results will not include GO Shuttles, High School Specials or Express services)
 - ☐ I am traveling to/from a GO Train Station (Results may include GO Shuttles)
 - ☐ I am traveling to/from a high school (Results will include High School Specials)
 - ☐ I am interested in Express services (Results will be limited to Express services)

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Community Outreach



- ❑ YRT/Viva attendance at over 150 community events in 2008
- ❑ Community fairs/celebrations
- ❑ Mall displays
- ❑ High school/college/university events
- ❑ Eco events/community groups
- ❑ Business sessions
- ❑ Customer Appreciation Events
- ❑ Winter parades



Community Outreach



YRT/Viva Goes Green

Community Outreach



YRT/VIVA CELEBRATES CLEAN AIR DAY AND THANKS CUSTOMERS

June 4th marked YRT/Viva's first Customer Appreciation Day of the year, as well as National Clean Air Day.

Transit staff were present at Richmond Hill Centre Terminal during the morning rush hour and Finch GO Bus Terminal for the evening rush hour, giving away juice, granola bars, and a seed packet or tree sapling to thank commuters for using a cleaner mode of travel with YRT/Viva.

Commuters were also encouraged to leave their mark in support of Clean Air Day by signing life-size environmental cut-outs. The boards were filled with over a thousand signatures and actions that our riders will take to be more eco-friendly.

Thank you for riding YRT/Viva and join us for our next Customer Appreciation Day this fall.



YRT/Viva Goes Green

Earth Week Contest

- ❑ Month of April – Green activities led by YO Ambassadors
- ❑ YRT/Viva button campaign
- ❑ Prizes, recognition for supporting green - Transit



2008 Snow Angels Campaign



February 2008

- ❑ Snow Angels embarked on a goodwill gesture of cleaning driveways to remind people that transit may be a more viable option, especially during the winter season
- ❑ Research – 80% of riders liked the campaign and 75% indicated that it would encourage them to increase their transit usage



2008 Snow Angels Campaign



YRT / VIVA 2008 WINTER CAMPAIGN NEWS
SNOW ANGELS



Snow Angels' acts of kindness demonstrate that public transit beats driving this winter!

Have you considered the convenience of public transit during the final weeks of the winter season?

York Region Transit (YRT)/Viva "Snow Angels" have taken to the streets armed with hot chocolate and snow shovels to bail out frozen commuters.

By leaving the driving to someone else, YRT/Viva riders ease their commuting stress. They can read, chat with a friend, listen to music or just relax.

With the help of the Snow Angels, new riders will be inspired to forgo the stressful winter driving commute, and existing riders will realize they have made the right choice.

In the spirit of Snow Angel acts of kindness, residents are invited to share other inspiring stories with YRT/Viva at transitinfo@york.ca.

Tell us about seeing or being a part of a simple act of kindness. Examples include giving up a bus seat for someone in need, opening a door or just lending a hand.

All acts of kindness will be posted on yrt.ca. We look forward to hearing from you.

FOR MORE INFORMATION CALL:
LOCAL 905 763-2100 // TOLL FREE 1 844 MOVE YRT (668-2978)
TTY TELETYPEWRITERS: LOCAL 905 681 5167 // TOLL FREE 1 844 274 7476
yrt.ca



head
space.
leg
room.

VIVA

180°
from
cubicle
land.

VIVA

go
green.
ride
blue.

VIVA

care
more.
car,
less.

VIVA

2008 Clean Air Campaign



- ❑ June 2008- National Clean Air Week
- ❑ Environmentally friendly messages from YRT/Viva
- ❑ Riders pledged their support of Clean Air Day by signing one of 8 cut-outs
- ❑ Results – 86% riders liked campaign and 76% indicated it would encourage increased transit usage



YRT/VIVA CELEBRATES CLEAN AIR DAY AND THANKS CUSTOMERS

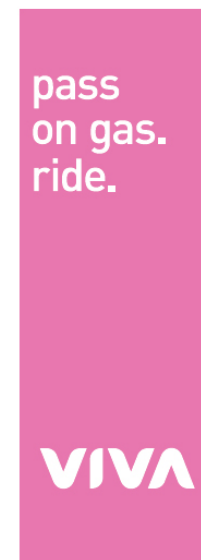
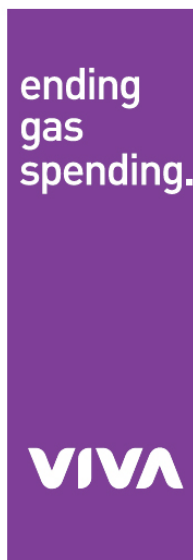
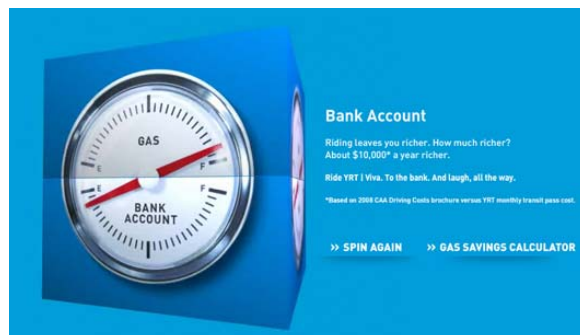
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2008 Summer Gas Campaign



- ❑ YRT/Viva saves money as compared to current gas prices
- ❑ Created a “calculator of savings” on the yrt.ca/gasrelief site using statistics from CAA

2008 Winter Light Pole Banners



york,
connected.



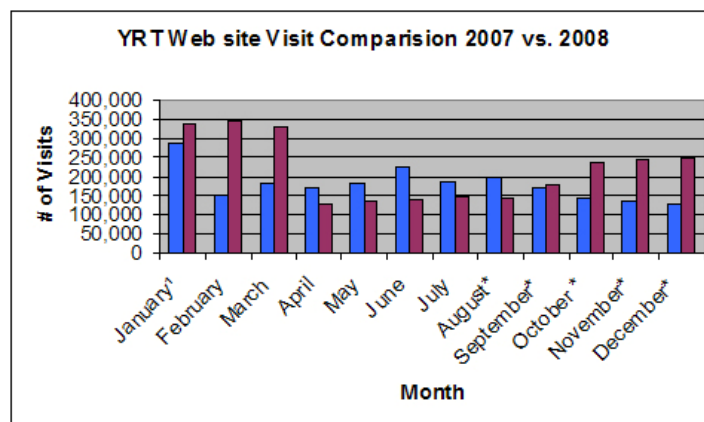
SNOW, SHOVELS, SLICK ROADS... OH MY!

change
your
wheels,
not your
tires.



Results

- ❑ Revenue ridership increase to December 2008 is 3.3%*
- ❑ Customer call centre calls growing 6% to date
- ❑ Website visits continue to grow



*York University and Veolia strikes



Campaign Effectiveness



Two rounds of research in 2008: Winter and Summer

- ❑ Round 1- telephone surveys
- ❑ Round 2 – On bus surveys

Provides staff the ability to:

- ❑ Track and analyze awareness and perceptions of YRT/Viva
- ❑ Measure campaign and communication effectiveness
- ❑ Build the direction for future marketing, communication and education
- ❑ Benchmark results to track improvements and identify future changes



Market Research



Summary of research results:

- ❑ YRT/Viva awareness and perceptions improving – 52% recall campaigns on an aided basis
- ❑ Circumstances that may encourage trial: poor weather driving conditions – 72%, more convenience and frequency- 40%
- ❑ Schedule information at stops ranked most important – 68% for YRT riders and 89% for Viva riders



2008 Customer Satisfaction Survey



2008 Customer Satisfaction Survey

- Environics Research Group, Toronto



Who?

- 7,040 riders interviewed on-bus and at stops.
551 Mobility Plus clients interviewed through telephone survey



When?

- November 25 to December 17, 2008



Results – Report to May Transit Committee

