

1
VIVA MONTHLY REPORT
April 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 April 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 description of the activities of the York Region Rapid Transit Corporation (YRRTC) during February and March 2006. It is the first of regular monthly reports provided by the YRRTC, replacing the monthly Progress Reports which primarily reported on the progress of the implementation of Viva Phase 1.

3. BACKGROUND

This report addresses the general activities of the YRRTC, including the status of Environmental Assessment (EA) work in support of Viva Phase 2, other activities relating to Viva Phase 2, as well as Viva marketing and communications activities. Ridership statistics for Viva Phase 1 are supplied verbally and through handouts at Committee.

Rapid transit runs today in mixed traffic in the four key corridors as depicted in the illustration in Figure 1. Viva Phase 2 provides for capital construction of 67 kilometres of segregated rapid transit lanes in three segments; Y1, Y2 and H3.

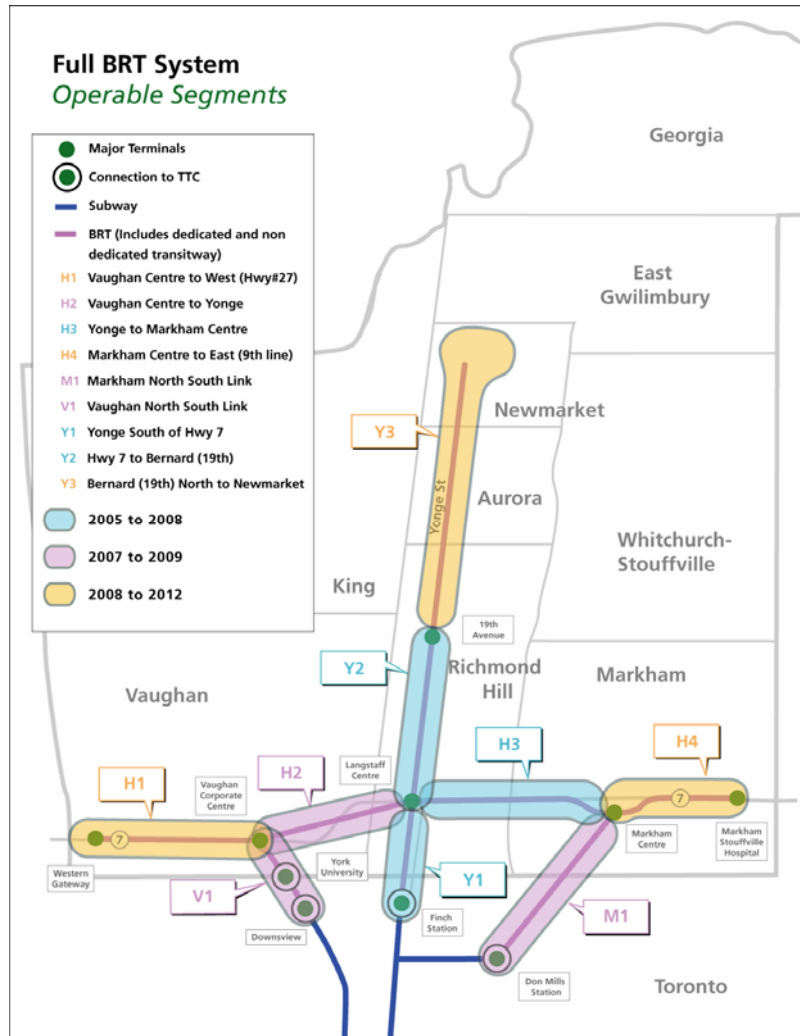


Figure 1

4. ANALYSIS AND OPTIONS

Environmental Assessment (EA) activities to support Phase 2 are nearing completion

Yonge Street South Corridor Public Transit Improvements EA

- Awaiting final decision on the EA from the Minister of the Environment.
- Ministry of Environment (MOE) staff submitted a recommendation to the Minister.

Markham North-South Link Public Transit Improvements EA

- Final EA report was submitted to the Ministry of the Environment on March 3, 2006.
- Seven week public review period concludes April 21, 2006.

Highway 7 Corridor and Vaughan North-South Link Public Transit Improvements EA

- Capital funding support for construction of the Spadina Subway to the Vaughan Corporate Centre was announced as part of the March 23, 2006 Provincial Budget.
- Region and York Consortium 2002 (YC2002) staff are finalizing a response to address comments received from MOE, the government review team and public during the EA review period.
- Following anticipated submission by the end of April, MOE will publish their EA review for a 5-week period to obtain final public comment on their review.
- See separate report on this agenda which addresses the TTC Spadina Subway Extension EA.

North Yonge Street Corridor Public Transit Improvements EA

- Documentation of analysis of Alternatives to the EA Undertaking continues.
- Development of alternative rapid transit routes for analysis and presentation to the Technical Advisory Committee continues.

Phase 2 interim work program is underway

Preliminary Engineering for Segment One has commenced

The following tasks related to preliminary engineering have begun:

- Y1 and Y2 project corridors have been flown and ortho-photography obtained. This photography for the Y1 portion has been used to prepare the initial base mapping that will be necessary to advance the design.



Figure 2

- Discussions with the Region's Real Estate group regarding right-of-way requirements for the project have taken place, and plans are being developed showing the properties that will be needed.
- An initial contact with utility companies servicing the Y1 portion of the project has been made and a spreadsheet has been set up to track utility information.
- Existing condition photographing of Y1 has begun.

Viva Phase 2 facilities and transit oriented development master planning is underway

- Langstaff O&M Facilities, including assessment of: Pomona Mills Creek realignment and rehabilitation; engineering feasibility study by Town of Markham; and joint development options and detailed layout of O&M facilities are underway.
- Planning and Layout for the Steeles West Station, which will be located on lands just east of Jane St. on the north side of Steeles Avenue opposite the York University campus have commenced.

Service planning updates are underway

- Comprehensive system-wide update/recalibration of the ridership forecast model has commenced to improve its accuracy.
- Information generated will be used to assess transportation planning solutions in the Y1 segment, and to provide a basis for a future (2A work plan) revision of the ridership model.
- Origin-destination matrix has been compiled from the 2006 model forecast, and the number of boardings have been obtained.
- Developed scope for a limited survey of Viva passengers in order to estimate the true transfer rate and the specific transfers between routes at Richmond Hill, Enterprise/Warden, and York University.
- Provided service and planning input to York Region Transit (YRT) pertaining to updates and revisions to short-term (2006-2008) projections of Viva ridership and revenue service hours based on anticipated changes in Viva Phase I operating and service characteristics.
- Reviewed and commented on YRT's draft five-year (2006-2010) Transit Service Plan and YRT monthly ridership reports.

Communications activities are underway to support Viva Phase 2

Viva Phase 2 business plan revision has commenced

- The 2004 business plan is being revisited to identify areas that require updating, and opportunities for using new formats.
- Ridership information is being assembled, reviewed and compared with actual results.
- Current environmental and media scans were undertaken.

Community and stakeholder outreach programs continue

On March 21, a Viva Ambassadors event was hosted at the York Region Rapid Transit Corporation offices. The event began with a presentation that sparked a lively discussion and exchange of ideas for promoting Viva both in the community and at senior levels of government. Ambassadors for the York Region rapid transit program are:

- Drew Gerrard, Deloitte and Touche.
- Barbara Brown, Older Adults in Action.
- Sam Ciccolini, Master's Insurance.
- Dr. Lorna Marsden, York University.
- Glenn Crosby, JJ Barnicke.
- Sunni Wiles, Colliers International.
- David Tsubouchi, Fraser Milner Casgrain LLP.
- Les Fluxgold, Fluxgold Izsak Jaeger LLP.
- Jack MacKay, Thornhill Senior Centre.
- Bruce Kurta, City of Vaughan.
- Dr. Rick Miner, Seneca College.
- Rudy Bratty, Bratty and Partners/Remington Group.
- Phil Gunn, GWL Realty Advisors.

Presentations continue to be prepared and delivered

- Infrastructure Finance Conference, February 20.
- Init International Conference, March 16.
- Urban Transportation Showcase, March 20.
- Viva Ambassadors Meeting, March 21.
- GTA Transportation Summit, March 22.
- Regional Planning Commissioners Conference, March 24.
- World Bank Presentation, March 28.

Submissions were made for several awards

- Globe Awards Submission (Excellence in Urban Sustainability).
- Ontario Science Centre, Canadian Project Excellence (Innovation Award).
- CUTA (Innovation Award).
- Transportation Association of Canada (Sustainable Development Award).

YC2002 staff represented Viva at important events

- *Towards a Sustainable Region* Symposium, March 3.
- GTA Fare System Marketing and Communications Subcommittee, March 31.

Viva continues to expand on the www

- Remington Group has featured Viva on its website for Markham downtown.
- Staff provided input to the “Viva” page on the site, which positions Viva as one of the key benefits of locating in Markham downtown.
- The link for this site is: <http://www.downtownmarkham.ca/urbantopia/viva.php>

Media headlines boosted transit

- Series of stories in the run-up to the Provincial Budget and the expectation it would be "Transportation Budget" generated considerable interest in transit and Viva, in particular. The *Toronto Star*, *National Post*, *Toronto Sun* and YNRG all mentioned Viva in the context of the Provincial Budget.



Figure 3

- Viva was the subject of a very positive column in *Metro Toronto* the commuter daily.
- IKEA shoppers get transit break (YNRG, Feb 16, 2006).
- \$1.5B to extend subway (Toronto Star, Mar 7, 2006).
- Transit projects await green light (Toronto Star, Mar. 8, 2006).
- Finally, subway in York (YNRG, Mar 9, 2006).
- York Region nurtures transit revolution (Metro Toronto, Mar 16, 2006).
- Budget boost for GTA transit (Toronto Star, Mar. 22, 2006).
- Transit body faces turf wars (Toronto Star, Mar 23, 2006).
- Province banks on transit (Toronto Star, Mar 24, 2006).
- Will this mean less gridlock in York? (YNRG, Mar. 25, 2006).
- Viva also had broadcast coverage on 680News (Mar 22, 2006) and Global TV (Mar 23, 2006) and CBC noon broadcast.

On-going marketing and communications

- Maintain and build media relationships.
- Identify media marketing choices.

Joint Viva/YRT planning of fall marketing campaign is underway

- Back to Work campaign will include Media Buys involving YRNG ads, Transit Service Announcements (TSAs), posters/flyers, advertorials, as well as trip planning and wifi promotional posters/flyers.
- Student Campaign will include Media Buys involving campus newspapers, TSAs on campus, mall posters, as well as University Student kits.

Government relations activity intensified

The March 23, 2006 Provincial budget included \$7.3 million in support of Viva Phase 2 EA work and design, as well as \$670 million towards the cost of extending the Spadina Subway to the Vaughan Corporate Centre (Figure 4).

The Region is actively seeking funding from the federal government to match the provincial budget announcement and is also pressing for a commitment for capital funding for the full-build project.

- Identify federal and provincial priorities and demonstrate how Viva fits those priorities.
- Build a positive relationship with the new federal government.

On-going government relations activities include:

- Continuing to keep local representatives informed and up-to-date.
- Working with local political representatives at all levels to advocate for Viva capital funding.

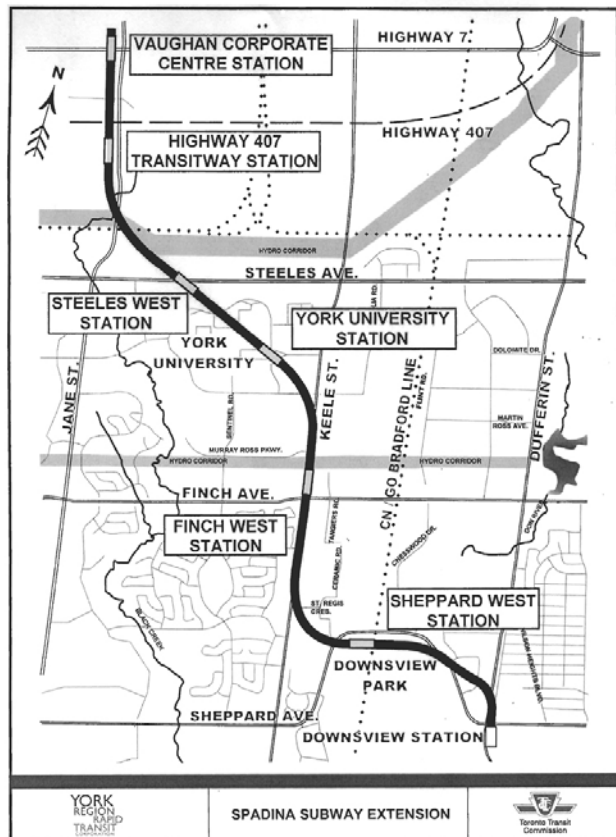


Figure 4

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

February and March brought important advances in the implementation of Viva Phase 2. EA work is nearing completion, and master planning and preliminary engineering have commenced. Viva Phase 2 received an important financial boost from the Provincial Budget which included financial support for the EA's and planning activities, as well as funding for the Spadina Subway Extension to the Vaughan Corporate Centre. Communications activities are focused on Viva Phase 2 and reinforced the provincial budget's transportation expansion theme.

The Senior Management Group has reviewed this report.