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VIVA MONTHLY REPORT
JUNE 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 June 8, 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 April and May 2006.

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 and reports 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.

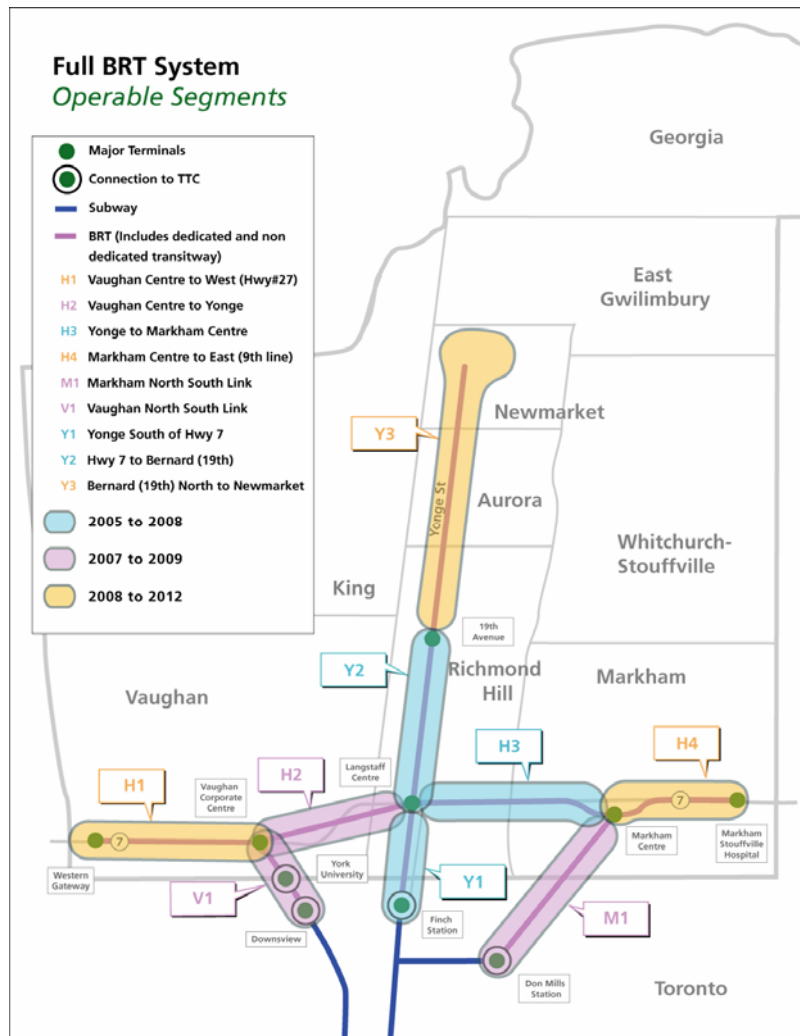


Figure 1

4. ANALYSIS AND OPTIONS

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

Yonge Street South Corridor Public Transit Improvements EA - APPROVED

- The Minister of the Environment approved Yonge Street EA was forwarded to our offices on May 12, 2006.

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 concluded on April 21, 2006.
- Staff are working with the MOE to address public and agency comments received.

- Publication of the MOE – EA Review for a further 5-week public review period is expected by early July 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) have submitted their response to address comments received from MOE, the government review team and public during the EA review period.
- MOE is anticipated to publish their EA Review for a 5-week period to obtain final public comment by the end of June 2006.
- A separate report on this agenda addresses the Spadina Subway Extension.

North Yonge Street Corridor Public Transit Improvements EA

- Documentation of analysis of Alternatives to the EA Undertaking was completed.
- A scheduling workshop was held at the end of May to determine a realistic schedule for the EA and to incorporate the Yonge Street widening through Newmarket into the scope of the EA.
- The combined activity for both EA's (ie. rapid transit and road widening) will take approximately an additional 4 months to allow for all approval processes.

4.2 Phase 2 interim work program is underway

Preliminary Engineering

- Initial base mapping for the Y1 portion of the project was received and conceptual design on the section commenced. Areas where impacts to abutting parcels have been identified and meetings with Region staff were held to discuss the impacts.
- Region has contracted with three firms to provide the legal fabric for this section of Yonge Street and the initial work has been received by the Region and YC2002 staff and incorporated into the base mapping. As part of the legal fabric deliverables we have continued to meeting with members of the Region Real Estate staff.
- Kick-off meeting was held with the private utility companies who have services within the Yonge Street right-of-way was held to explain the project and we have started to receive existing plant and equipment drawings from them. Once all of the information is compiled it will be added onto our base drawing.
- Kick-off meeting was held with municipal utilities and we are awaiting receipt of their plant and equipment drawings.

- Existing conditions photographic record of the corridor was completed and catalogued.
- Work was started on the CAD Standards Protocol and Drawing Numbering convention and discussions with Region staff were held in regards to which computer design software program would be used on the project.
- Engineering staff also assisted with technical issues related to facilities design at the Langstaff, Cornell and UPS sites.

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

Langstaff

- Conceptual plan studies have been undertaken to illustrate a variety of transitway alignments through the site, placement of O&M facilities including all BRT and LRT maintenance facilities and storage, LRT track layouts and yard configuration, employee parking requirements, Traction Control Sub-Station locations, and inclusion of Pomona Mills Creek restoration and storm water management pond requirements (see below). These studies have included a wide range of O&M facility layouts, giving priority to LRT maintenance and storage requirements, recognizing the land consumption and inflexibility of LRT track layouts and yard requirements. While BRT storage and maintenance facilities may be built initially, the layout for the rubber-tired vehicles allows storage and maintenance facilities to be placed within remaining site areas once the LRT, creek restoration, and SWM ponds have been located.
- Conceptual plan studies have included options for LRT alignment along Langstaff Road on the north, through the site diagonally, and along the southern and eastern site perimeter to explore best opportunities for access, interface with track layout and yard requirements, and minimal crossing of the creek. A variety of plan and massing configurations for LRT and BRT storage and maintenance facilities were developed around each of these alignment options. Similarly, BRT access alternatives were considered to reduce on-site conflicts with LRT.
- This preparation of conceptual plans for BRT and LRT systems have incorporated client comments and input for refinement of planning options.
- An initial draft BRT/LRT Operations and Maintenance Facility Program has been developed, outlining vehicle and capacity requirements for all maintenance and storage components. Also, this facility program has been used as the basis for a YRTP Langstaff Fact Sheet that outlines O&M program Area Requirements, including track layout, vehicle circulation, and employee parking requirements;

Pomona Mills Creek Restoration / Flood Plain requirements; Storm Water Management Pond area requirements; Langstaff Road R.O.W. areas; and BRT/LRT Transitway Alignment area requirements.

- Research, review of available data, preliminary assessment and review of Town of Markham & TRCA Pomona Mills Creek study were undertaken. Concept plan studies have continued to be configured to reflect restoration of Pomona Mills Creek, to an extent roughly aligning with the regional flood plane mapping. Initial comments from the Town of Markham and TRCA, in their review of concept plans, have been positive with regard to realignment and rehabilitation of the creek.
- Review of Town of Markham storm water management study has been undertaken, and incorporation of storm water management ponds into Langstaff Concept Plan studies has been an ongoing exercise. The study recommends inclusion of a pond within The Facility to accommodate storm water runoff from both sides of the CNR, Bayview Ave. to Yonge Street. Initial analysis of the report by YC2002 engineers indicates a possibility of separating storm water management into two areas – East of CNR and West of CNR, each having a separate pond and outflow connections to the creek. Water volume calculations and pond geometry / water quality requirements are in process.
- Review of existing conditions, including heritage features and structures, request of an update on status of heritage structures, have been undertaken.
- Coordination with authorities having jurisdiction, meeting attendance, minutes, and reports have been produced. These have included meetings with TRCA, Town of Markham, landowners and stakeholders.
- Bi-weekly meetings with the Region's Langstaff Property Acquisition Team are convened to review progress of ongoing land acquisition efforts.

UPS Site

- Research and review of available planning and programming data, preliminary assessment of York Region, UPS and adjacent property's plans have been undertaken.
- Review of TTC EA including subway alignment alternatives and impact on conceptual plan options.
- Review and analysis of UPS phased development plans and impacts on transit and joint development plans have been considered.

- Comments on UPS site plan application drawings are underway for incorporation into comments to City of Vaughan.
- Review of existing conditions and features on public and private properties.
- Preparation of terminal conceptual plans, complete with joint development options, has been undertaken. These plan studies were developed for 28-berth terminals. Conceptual plan studies include up to 15 options. These options have considered alternative alignments of Street C as well as the East-West Road, various passenger pick-up /drop-off options, alternative impacts on UPS property lines, UPS employee parking, and commuter parking alternatives. In addition, most plan options include various joint development opportunities along Steeles Ave. with attendant structured parking requirements within the available site area - Options have incorporated Region, TTC, Hydro, City of Vaughan, and UPS comments as necessary.
- Meetings have been convened with City of Vaughan, TTC, URS Consultants, UPS, and others.
- Ongoing coordination with authorities having jurisdiction as well as TTC and UPS, meeting attendance, minutes, and reports have been provided.

Cornell

- Preliminary assessment of terminal requirements and joint development were undertaken to develop initial terminal plan options at Cornell.
- Attendance at meetings included public meetings and open houses.
- Presentation material illustrating the currently preferred terminal plan was prepared for these meetings.
- Coordination with H&R and their consultants, and authorities having jurisdiction has been ongoing.
- Preparation of additional conceptual plans for review and comment, and reports; and
- Meeting attendance, minutes, and reports have been provided.

Stations and Transitways

- Commenced development of the overall design criteria for stations and transitways.
- Coordinated with civil discipline activities.

Service Planning

- Synthesized an origin – destination (station-to-station) matrix for the AM peak period for Viva as of March 2006 from Init MobileStatistics™ data. This matrix and a similar one for the PM peak will be used for an update / recalibration of the system-wide ridership forecast model to improve its accuracy.
- Estimated revenue service hours and ridership impacts of alternative service combinations (including full, weekday only, and weekday peak only for both the

green and purple routes) for a temporary Cornell loop in support of an analysis of the most cost-effective early introduction of Viva service to Cornell.

- Prepared a policy paper recommending a Viva reconfiguration in response to the TTC Spadina subway extension to Vaughan Corporate Centre. The paper considered ridership, passenger travel time savings, and operating costs as bases for determining whether orange and purple service should be continued to/from York University or Steeles West subway stations.
- Evaluated the effects of using passenger-kilometres as a basis for allocating some system revenues. This work included making projections of Viva and YRT passenger-kilometres to the year 2010.
- Prepared a prototype monthly operations summary to track system use and performance based on updated ridership forecasts. This work included developing a framework to evaluate a range of system performance measures (including average vehicle speed, average passenger speed, and average passenger wait time) from Init MobileStatistics™ data, and performing the evaluations for each of the first four months in 2006.
- Analyzed YRT fare payment survey data from purple and blue routes to portray transfer activity and mode of access by route, and to benchmark transfer estimates in the synthetic origin-destination matrix.
- Began work on a framework for evaluating the convertibility of BRT to LRT to support analysis of optimal mode(s) for Y1. This work included estimating differential ridership impacts with changes in trip times on Y1 and Y2. The result will assist in the selection of a preferred technology for the Y1 segment.

4.4 Property Acquisitions

Langstaff Operations and Maintenance Facility

- EA approval has now been received.
- Due diligence by an expert consulting team towards property acquisition is underway.

Phase 2-Y1 Right-of-Way – Yonge Street

- EA approval has been received.
- Due diligence by an expert consulting team towards property acquisition is underway.

4.5 Communications activities are underway to support Viva Phase 2

Business Plan

- Revision to the business plan for Viva Phase 2 continued.
- Information in the June 2004 business plan that needs to be updated has been identified.
- Ridership information has been assembled and is the subject of a separate report on this agenda. Business plans are being reviewed and compared with actual results.
- Alternate formats for the update are being explored.
- An environmental and media scan has been undertaken as further background to revise the business plan.

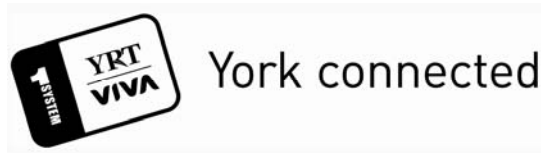
Development of a Viva Phase 2 “Mark”

- A Viva Phase 2 “Mark”, distinct from the Viva mark currently being used in-market by the Viva Phase 1 operation, has been developed.
- The “Mark” will be used in all Phase 2 communications going forward.



“York, Connected” Patch

- Development / refinement continued on the “York, Connected” patch introduced in the approved 2006 Marcom plan.



General Public and Stakeholder Outreach

- Presentations prepared:
 - Transport 2000, York University Annual General Meeting, April 29, 2006
 - York University Committee, April 10, 2006
- Viva has been awarded the **CPEX Environmental Impact Award**, which evaluated many elements across a number of categories. Viva was deemed to have many excellent elements including social and environmental impact, with the highest scores for environmental benefits due to the long term vision of cleaner air, fewer congested roadways and improved quality of life. The awards ceremony was held on April 27 at the Ontario Science Centre.



- Viva has been named the **Most Innovative Transit Service in North America** by the **American Public Transportation Association (APTA)** for its pioneering public-private partnership and its agility in getting from vision to reality quickly. It is the first time a Canadian transit service has won the APTA Innovation Award since the TTC won the award in 1984.

The APTA nominating committee called Viva the first Bus Rapid Transit system of its kind, and said Viva's unique partnership between the public and private sectors and its rapid implementation of the project's first phase make it a new model for carrying out major transit projects.

Communications with Regional and Local Government in Support of Government Relations

- An outline for the development of a government relations strategy was prepared.
- Media / environmental scan was undertaken.

GTA Fare System Marketing and Communications Subcommittee

- We are participating on the subcommittee to develop a marketing and communications plan for the GTA Fare System "Smart Card."
- A presentation outlining York Region's experience in developing the Viva brand and the marketing campaign to successfully launch service was prepared and presented to the subcommittee at its April 13 meeting.
- We are reviewing and providing comments on the Request for Proposal documents and terms of reference for marketing, new media and research consultants proposed by the subcommittee.

Website Support

- vivayork.com website has been updated with current news releases and recent quotes.
- "Ride on Time" game was moved from the home page to the community section so that the home page could feature current marketing campaigns.
- "hop-on-hop-off," promotion commenced in May.
- Home page was updated with spring campaign lines.
- Participating in a web usability study being undertaken to evaluate the relationship between yrt.ca (York Region Transit's operational website) and vivayork.com (Viva marketing website) in an effort to improve ease of use and customer satisfaction with both sites.

- In April 2006, vivayork.com was distinguished as an “Official Honoree” at the 2006 Webby Awards presented by the International Academy of Digital Arts and Sciences. Of the more than 5,500 international entries submitted to the 10th Annual Webby Awards, fewer than 20% received Official Honoree status. Being selected as an Official Honoree means a site has been recognized for its outstanding calibre of work and as one of the top sites on the Internet.



Media

- Coverage of the Province’s announcement of a Greater Toronto Transportation Authority generated considerable coverage of transit in general and mentions of Viva in particular. Event visuals also showed the Viva RTV prominently on television and in newspapers.



Figure 1: Toronto Star photo of GTTA event

- As a leader in transit innovation, Viva’s use of technology brought it attention from across the province. CBC Ottawa and the Ottawa Citizen have reported on Viva’s use of transit signal priority while GPS and real-time information display continue to interest reporters outside the GTA.
- Viva also received considerable coverage for the May 12th, 2006 event featuring Ontario Transportation Minister Harinder Takhar and Environment Minister Laurel Broten. That event resulted in stories on 680News, CBC Radio and A-Channel as well as articles in YRNG newspapers and online at 680news.com and CBC.ca.

Selected headlines included:

- Traffic design doesn’t work (YRNG, Apr 20, 2006).
- “Hub” of transport activity (Metro Toronto, Apr 26, 2006).

- Viva official anxious to hear federal budget (YRNG, Apr 27, 2006).
- Viva driver saves woman (YRNG, Apr 27, 2006).
- It's a fairly new service - but York Region's Viva Rapid Transit can already say it's award winning (680News, May 3, 2006).
- York Region's traffic habits hard to break (Toronto Star, May 11, 2006).
- Speeding up the commute in York Region (680News.com, May 12, 2006).
- York Region gets new money to create bus lanes (CBC.ca, May 12, 2006).
- Region wants PM to pay transit fare share (YRNG, May 13, 2006).

Marketing and communications activity continued

- Continue to build and maintain and build media relationships
- Complete refresh of business plan
- Identify and use opportunities to pursue 'free' media both in York Region and Toronto media.

Government Relations activity continued

- The federal budget did not include any funding specifically for Viva and may not have included sufficient funding to cover all of the province's transit priorities. The Region, therefore, continues to seek 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 included:

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

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

April and May brought important advances in the implementation of Viva Phase 2. The Yonge Street Transitway EA was approved and other work is nearing completion, while master planning and preliminary engineering continue. The federal budget included important potential revenue sources for Viva Phase 2 and government relations activities continue to secure matching funding for the province's \$7.3 million contribution towards preliminary engineering and completion of environmental assessments. We also continue to seek support from both senior levels of government for Phase 2 construction. Communications activities continue to focus on Viva Phase 2 and support for GTA-wide transportation initiatives.

The Senior Management Group has reviewed this report.