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VIVA PROGRESS REPORT
September 2005
-- VIVA GOES LIVE --

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 September 9, 2005, 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 detailed description of the progress made in delivering the York Region Rapid Transit Plan during June, July and August 2005. The first stage of Viva Phase 1 went live on September 4, 2005 and this report describes the balance of the work required to bring the last three stages on stream, as well as preparatory EA work in support of Viva Phase 2.

3. BACKGROUND

The June 27, 2002 contract, as amended, 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 (EAs), and the current status of each is summarized below.

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

After updating to incorporate Government Review Team comments, the South Yonge Corridor final report was submitted to MOE on August 5, 2005 and submission of the Highway 7 Corridor / Vaughan North-South Corridor was submitted on September 2, 2005.

Approval of both Yonge and Highway 7 EAs can be expected in early 2006 as the regulated maximum 30-week period is required for the MOE and the public approval process.

4.1.2 Markham North-South Link

The draft EA Report pre-submission circulation will occur in early September, with final report submission to MOE anticipated by late October 2005. EA Study approval is expected in the spring of 2006.

4.1.3 North Yonge Corridor

MOE approval of the Terms of Reference was received in mid-August 2005. Phase I (Alternatives to the Undertaking) of the EA Study itself is continuing towards completion by the end of September 2005. 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 anticipates billing 69.0% against the Viva Phase 1 Design-Build GMP contract valued at \$69.9 million at the end of August 2005. A number of change orders have been processed to date for the Design-Build contract 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. Design-Build activities during August are described in Table 1.

Table 1
Viva Phase 1 Design-Build Contract

Component	Activity	Progress
Detailed Design		
Intersections	· All stops on the system are at the issued for construction stage.	· 100% Complete
Terminals	· Finch Terminal: Design complete	· Complete
	· Newmarket Terminal: Exterior design has been completed and interior design work is being handled by GO Transit.	· Complete
	- Pedestrian bridge design is greater than 30%	· On

Component	Activity	Progress
	complete with construction to commence in the fall of 2005. · York University: Design complete · Langstaff: Design complete	Schedule · Complete · Complete
Fare Collection Equipment	· All Fare Collection devices (OneRide, MultiRide and VivaNow) required for Stage 1 Handover have been manufactured and installed. · The Revenue Management Software system has been installed at 50 High Tech and is in communication with all devices. · On site device and system testing is being completed in anticipation of system Handover in late August.	· Complete
ITS	· The transit control ITS system (both hardware and software) has been installed and the system testing for Stage 1 Handover is complete. · Variable Message Signs (VMS) have been manufactured, installed and tested. · Testing of 'in-vehicle' INIT equipment is complete for Stage 1.	· Complete
Transit Signal Priority (TSP)	· TSP lateness parameters adopted for Stage 1 · Outside approvals for implementing TSP have now been obtained from the Ministry of Transportation (MTO) and 407 ETR. · Approvals from Municipalities for implementing TSP have been received from Richmond Hill and Aurora. · YR, KED and IBI have presented TSP to Markham and anticipate their approval in the near future. · Upgrades to existing traffic signal controllers and emergency vehicle detectors (for TSP) are complete and tested.	· Complete
Construction 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. 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 date is October	· Complete · On Schedule

Component	Activity	Progress
	10, 2005. - Deficiencies list work has already commenced and no delays are anticipated. - Civil work for Warden/Enterprise and Helen/Enterprise commenced the week of August 22.	
Construction Stops (cont'd)	Sub-route B (Yonge Street from Finch to Eagle Terminal in Newmarket: Handover date is November 20. - Civil work has commenced on all but two stops - No delay is anticipated	On Schedule
Terminals	Finch Terminal: - Interior work is complete. - Exterior: Modules have been installed. Fare collection equipment has been installed. - Canopy construction by GO Transit is temporarily on hold and they are working on developing a new schedule. Richmond Hill Centre Terminal: All work is complete and deficiencies list work is ongoing. Newmarket Terminal: - Exterior construction commenced in July with anticipated completion in late fall 2005. - Interior work by GO is slightly delayed and interior progress is being monitored for impact on the KED contract. York University: Civil work has been completed and the deficiencies list is being addressed. Bernard Terminal: Civil work has been completed and the deficiencies list is being addressed. Cornell Terminal: The process to site a terminal in the Cornell Community has not yet resulted in a location that is satisfactory to all stakeholders.	- Complete - On Schedule - Delayed - Complete - On Schedule - Slightly Delayed - Complete - Complete - Work Continues

Component	Activity	Progress
Stations	Shelter, Modules and Fin installation continues on non-commissioned routes and no delays are anticipated.	· On Schedule

4.3 Viva Phase 1 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 and an option to purchase 3 additional sixty-foot vehicles and 5 additional forty-foot vehicles has been exercised. In total 25 of the 60 forty-foot vehicles and 15 of the 25 sixty-foot vehicles were received up to the end of August. The vehicle manufacturer has scheduled production to meet the delivery targets required to achieve the scheduled sub-route start up dates. Deliveries will continue through the fall with the last vehicles scheduled for delivery in January 2006.

4.4 Viva Phase 1 Support Activities

The activities and accomplishments for June, July and August 2005 that relate to operations and maintenance, communications and interface planning support for the Viva Phase 1 project are described in Table 2. York Region Transit staff continue to be actively engaged in all components of the Phase 1 support activities.

Table 2
Viva Phase 1 Operations & Maintenance Related Support

Component	Activity
O&M Contract	· Stage 1 of Viva operations was successfully implemented on Sept 4. · Mobilization continues for the implementation of Stage 2 on October 16 and subsequent stages. · Mobilization meetings with Connex are held weekly and service implementation is underway according to plan. · Connex continues to hire and train drivers and staff.
Off-Board Fare Equipment	· Fare Equipment is operational at all active Viva stations in use for Stage 1 of service.
Viva Phase 1 O&M Facilities	
Newmarket Maintenance Facility	· Complete with occupancy permit provided by the Town of Newmarket.
South Maintenance Facility	· All necessary equipment and furniture for administrative, operations and maintenance activities has now been installed and commissioned.

Component	Activity
Viva Phase 1 O&M Planning Support	· Service schedules have been completed in Trapeze and INIT for stages 1 and 2. · Service schedules for stages 3 and 4 for Trapeze and INIT are under development.

4.5 Communications and Launch of Rapid Transit

4.5.1 Marketing Communications

The months of June, July and August were largely spent preparing for launch of Viva service in September. The arrival of the new rapid transit vehicles provided an opportunity to hold a well-attended event at the Regional Headquarters while numerous community events across York Region provided an opportunity to create awareness of the service launch.

4.5.1.1 Community Outreach

Team Viva has been building awareness of the Viva brand and impending service launch in September throughout the Region by attending many community and business events over the course of the summer. Team Viva and YRT staff have worked together to promote the public transit message. Together, they attended over 15 community events in which they communicated the various benefits of becoming a Viva/YRT customer.

Team Viva was deployed at the following events over the summer months:

- Unionville Festival Parade – June 5, 2005.
- Aurora Street Festival – June 5, 2005.
- Windfall Ecology Festival – June 11 – 12, 2005.
- Richmond Hill Heritage Day – June 11, 2005.
- Councillor Daurio's Open House, – June 16, 2005.
- State Farm Vision Day – June 17, 2005.
- Oak Ridges Family Fair – June 18, 2005.
- Mayor Di Biase's Vaughan Golf Tournament – June 18, 2005.
- Mayor Bell's Richmond Hill Golf Tournament – June 20, 2005.
- Taste of Asia – June 25, 2005.
- Newmarket Chamber of Commerce BBQ – June 29, 2005.
- Markham Village Music Festival.
- Richmond Green Canada Day Celebrations – July 1, 2005.
- Markham Canada Day Parade – July 1, 2005.
- Markham Ribfest and Blues Festival – July 15 – 17, 2005.
- Smart Commute Event – July 12, 2005.
- Markham Board of Trade Golf Tournament – July 27, 2005.
- Woodbridge Italian Festival – July 30 – 31, 2005.

- Markham Board of Trade Hangar Party – August 18, 2005.
- Markham Jazz Festival – August 20 -21, 2005.

Attending these events has fuelled anticipation for the launch of Viva and raised excitement among members of the public. The new vehicles were brought to many of these events, allowing the public an early opportunity to experience Viva in a more tangible way. By participating at these events Viva has showcased its many positive services to the community, handing out a tri-fold brochure that carries Viva's route map on one side and highlights key Viva features and benefits on the other. Team Viva members engaged the public by pointing out the innovative details of Viva's vehicles on the Vehicle Feature Sheet, a brochure designed to highlight the rapid transit features of Viva vehicles that distinguish it from conventional transit and highlight its benefits. Team Viva has handed out these brochures, branded Frisbees, bookmarks, tattoos and pens while attending these events.

Throughout much of the summer, the Viva electronic kiosks were deployed in various libraries and community centers to further create a Viva presence throughout York Region. The kiosk communicates Viva's strengths to the public, entertains with engaging interactive features, provides useful information and grew the Viva brand awareness. At all locations, the kiosk was well received.

Over the course of the summer months Viva's kiosks were in:

- Angus Glen Community Centre (June 1 to 26).
- Richmond Hill Central Library (June 1 to 26).
- Aurora Public Library (June 27 to July 24).
- Bathurst Clark Resource Library (June 27 to July 24).
- Newmarket Youth and Recreation Centre (July 25 to August 23).
- Milliken Mills Community Centre (July 25 to August 23).

As of August 22, the kiosk was returned to shopping mall locations (Promenade and Vaughan Mills) to capitalize upon the busy back to school shopping season.

4.5.1.2 Advertising Campaign

Deployment of the media plan began in June and ramped up in August in preparation for service launch. The deployment has to date included the following placements:

- 300 colourful light pole banners along the rapid transit corridors.
- Advertorials appeared each month (June, July and August) in all York Region newspapers.
- A 30-second spot began running on Rogers Television Listings Channel as of August 12th.
- Viva-sponsored traffic and weather reports (10 second spots) began running on 680 News Radio at the end of August.

- A 30-second full motion video has been playing before every show in eight theatre complexes including every theatre in York Region and those at Yorkdale and Yonge and Sheppard.
- 4' x 6' backlit posters were placed in each theatre complex as of July 29th.
- Viva ads appeared on 5 billboards (10' x 20') on August 1st.
- 4' x 6' backlit posters have been placed in all major shopping malls in the region, transit shelters along Yonge Street and Highway 7 and on Seneca and York University campuses for a total of 98 placements.
- Print ads have been placed in the leisure and recreation guides of each municipality along the rapid transit corridors and in several smaller, local business publications.

The advertising campaign has been designed to create awareness of Viva as quickly as possible, grow ridership, and begin to educate the public on Viva's many benefits. Placements have been focused on two main targets (general public and youth) with a small, tactical ethnic plan, which will start deployment shortly after service launch.

In addition, Viva's quarterly newsletter was published in both print and electronic format and distributed to our contact list, to all municipal offices, as well as at each event attended by Team Viva. Various brochures, posters and other print materials have also been produced for distribution at events.

4.5.1.3 Research

Our Viva marketing, communication and education plan includes a research component designed to aid in assessing the success of the marketing and communications activities. The objective of this research is to determine awareness of and familiarity with both the rapid transit service itself and the Viva brand both before and after the campaign launch.

The specific objective of the pre-campaign launch research was to benchmark awareness and perceptions of Viva, including the brand and aspects of the service (routes, fares, rapid transit vehicles, etc.) prior to launch of both the service and the communication campaign. Additionally, the research assessed motivators and usage of public transit, as well as barriers to usage.

A telephone survey was undertaken the last week of July and first week of August involving 350 respondents. The qualifying sample was designed to reflect the likely rider base and included:

- Residents of York Region (Vaughan, Richmond Hill, Markham, King, Aurora, Whitchurch-Stouffville, Newmarket, East Gwillimbury, Georgina) aged 15+.
- About 60% of the sample were women (a segment identified through research to be a key target and more likely to take public transit).
- About one third (33%) were students of Seneca College & York University.
- At least 25% were office workers along the Highway 7 corridor.
- At least 25% were immigrants of Chinese and South Asian origin.

- Some representation of teenagers in the 15-19 age group with little or no independent mobility.

There was cross-over among the various groups. Results of the pre-campaign research phase are expected shortly.

A second phase of research will take place at the end of October/early November following the launch campaign to identify and quantify any shift in awareness and perceptions of the service. Pre and post research will utilize the same market sample to maximize comparability between the pre and post waves.

4.5.1.4 Municipal Stakeholder Communication

As part of the event associated with the arrival of the rapid transit vehicles this spring, Team Viva provided staff in each municipality an early opportunity to take a ride on Viva. Employees were excited and offered encouraging comments when introduced to Viva's many benefits and many offered their assistance to help make Viva's launch into York Region a smooth and positive one.

Starting in August, a series of weekly e-mail "flash reports" was launched to every municipal employee in the region with a view to keeping staff apprised of events related to the service launch and progress toward service opening. Each Tuesday, a short message was distributed from Viva to each municipality (via Clerk's or Communications Department) and redistributed to all staff.

4.5.1.5 Education

Redesigned fare media were introduced to YRT customers in July in preparation for the introduction of automated fare equipment arriving with the launch of Viva in September. A good deal of energy has been devoted to educating the various stakeholder groups in the new fare system and policies.

A fare education program was deployed to all YRT staff, YRT operators, Brampton Transit, TTC and GO Transit drivers operating in York Region, YRT ticket agents and YRT customers. Presentations, print materials, posters and customer communications were prepared and distributed to advise of the coming changes. An electronic module that simulates the fare purchase processes on the multiRide and oneRide fare machines was launched first to staff, then on the vivayork website to allow both staff and the public to become familiar with the new fare equipment and its operation.

As part of their extensive training program, a "Viva University" brand training module was developed and delivered to Viva drivers, delivering the viva brand and spirit among the newest members of the 1system family. A personal welcome session at drivers class graduation was attended by the Vice President of Rapidco and a representative of YC2002.

4.5.1.6 e-communication

An extensive update of information took place on the vivayork website over the summer to add more detailed information on Viva's features and benefits as we approached service launch. New web modules were designed and will continue to be added over the course of the fall to keep people engaged in the Viva brand and experience.

A key e-communication tool is the Viva Quiz, which allows people to determine their "vivarider" qualities through a viva-travel-indicator. This engaging quiz is targeted at youth, a key transit rider market segment identified in our research.

Banner ads have been placed on the YRNG website as part of our media placement deal and links have been requested at all municipals sites, libraries etc.

4.5.2 Media

Over the course of the spring and summer media interest has been steadily growing. The arrival of the first Viva Rapid Transit Vehicle (RTV) was the focus of a lot of attention, but it was only the beginning. Since the May 30th milestone event, RTVs have been arriving steadily and the Viva presence on the streets of York Region has caught the attention and imagination of reporters. The modern and innovative vehicles have been the focus of numerous print and broadcast stories.

The headlines included:

"Driving out kinks before fall launch" – YRNG, August 11, 2005.

"Residents stop bus station" – YRNG, August 11, 2005.

"Bus depot too close" – YRNG, July 28, 2005.

"Toronto-area bus riders to use WiFi to surf web" – National Post, July 16, 2005.

"Transit price rising; One dollar supplement to be added in the fall" – Toronto Sun, July 3, 2005.

"Province to pony up cash for subway to York U?" – YRNG, June 30, 2005.

"North-south transit to cost more" – YRNG, June 26, 2005.

Rogers TV – August 4, 2005, Viva O&M facility

Rogers TV – August 5, 2005, Transit Security.

Ming Pao – July 28, 2005.

Fairchild TV – August 9, 2005, Viva O&M Facility.

Seneca College TV – August 9, 2005, Viva O&M Facility.

680 News – June 1, 2005.

The New VR – July 9, 2005, Transit Security.

A-Channel – August 23, Viva Testing

Omni TV – August 23, Viva Testing

Rogers TV – August 23, Viva Testing

Fairchild TV – August 25, Viva Testing

Richmond Hill Liberal – August 26, Viva Preview

Richmond Hill Liberal – August 29, Back to School

Toronto Sun – August 30, Service Launch Advancer

Omni TV – August 30, Viva Testing
YRNG – August 30, Innovation
Excalibre (York University) – August 30, Service Launch

4.5.3 Live A Channel Transit Reports

Live transit reports are now being broadcast on the A Channel (formerly the New VR) from the Viva Operations Centre at 50 High Tech. Over the spring and summer a six month legal agreement between York Region and the CHUM Media Group was executed, auditions were held for the morning and afternoon transit reporter positions, a training program was developed and implemented, an information gathering process was established and cables were laid and broadcast equipment installed.

Two Viva Team members were selected to be transit reporters, Rebekah Murdock is the morning person, filing reports four times during the Breakfast Television show at 7:05am, 7:35am, 8:05am and 8:35am. Tamara Williams was selected to be the afternoon transit reporter and she is not scheduled to begin until later in the fall. The A Channel felt that initially the focus should be on getting the morning show up and running smoothly.

By establishing this partnership with the A Channel, YRT-Viva will have a regular presence on mainstream television, touching tens of thousands of viewers daily at minimal cost. This television exposure will not only raise awareness of the family of transit services available in York Region, including Viva, it will provide people with minute-by-minute transit information during the morning and evening rush hours.

4.5.4 Innovative Media

One 18 metre Viva RTV has become the “Innovation vehicle” during the pilot phase of the first innovative media application. A large flat screen monitor has been installed behind the driver’s seat, and two others will be installed during September. The screen is displaying news, weather, sports and entertainment information visually without sound. It is also showing various ads, including spots promoting Viva and YRT. Our agreement provides us with 10% of the content which can be used at the Region’s discretion.

Over the spring and summer, the Bus Advertising and Innovative Media contract was executed, the Pop Media Group developed a business case for the video screen project, setting out a timetable for installation and a revenue sharing agreement over the course of the five year contract. It is anticipated that the Viva fleet will be outfitted with video screens first and then Pop Media will focus on the Richmond Hill Terminal and the YRT fleet.

The Pop Media personnel have been working closely with staff from the Region, the Consortium, Connex, and Van Hool to ensure the technical requirements are met and to evaluate the video system during the initial pilot phase. The pilot is expected to continue into October with a goal of having 10 Viva vehicles outfitted with video monitors by the end of 2005. The entire Viva fleet would be outfitted by the end of 2006.

At the same time, Pop Media is testing the technology allowing the Viva Innovation RTV to become a WiFi hotspot, allowing passengers to surf the internet or send email while commuting. It is anticipated that the vehicle will have full connectivity by the end of September, allowing five or six passengers to access the internet at one time. During the pilot phase, the system will be provided free of charge. It is contemplated that there will be a fee attached to this service at some future date.

Pop Media plans to present the Region with proposals for other innovative media applications during the course of the five year contract.

4.5.5 Viva/YRT Rewards Program

Over the summer and early fall the Viva/YRT Rewards Request for Proposal (RFP) was issued, a proponents' information meeting was held and one proposal was received at closing.

The one proposal was evaluated and the proponent moved onto the interview stage of the process. Staff plan to write a report with a recommendation that will come forward to Committee and Council in October.

It is expected that a Viva/YRT Rewards program will be in place by January 2006.

4.5.6 Business Outreach

During the spring and summer, rapid transit staff contacted more than 50 businesses throughout York Region and sent them Viva brochures, posters and articles. The brochures were distributed to staff, the posters were displayed on internal bulletin boards and articles were submitted for company newsletters.

4.6 Government Relations

The government relations program has been ongoing throughout the spring and summer. Rapid transit staff has been in regular contact with staff at both the Federal and Provincial levels of Government.

The offices of Transport, Infrastructure and Revenue in Ottawa and Transportation, Public Infrastructure Renewal, and Finance in Toronto have been copied on Viva news releases, flash updates and newsletters.

Political staff and civil servants are aware of York Region's request to share the \$22 million cost for preliminary work on Viva Phase Two and staff will keep Council informed of progress at the September meeting.

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 made significant advancements during the summer of 2005, culminating in Viva service “going live” on September 4, 2005. Work continues on schedule for the three remaining stages of the Stage 1 project.

The Senior Management Group has reviewed this report.