

4

FARE INTEGRATION PILOT PROJECT - YORK UNIVERSITY TO DOWNSVIEW SUBWAY STATION - UPDATE

The Transportation Services Committee recommends the adoption of the recommendation contained in the following report dated September 1, 2010, from the Commissioner of Transportation Services.

1. RECOMMENDATION

It is recommended that this report be received for information.

2. PURPOSE

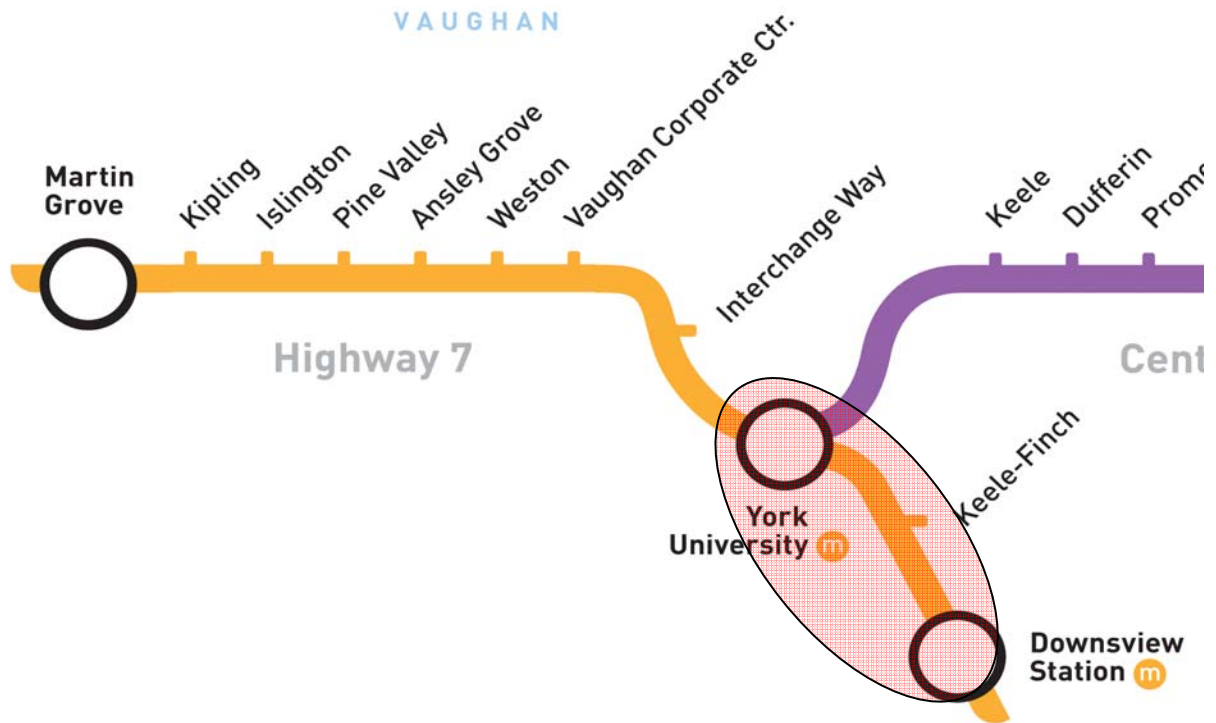
This report provides an update to the Fare Integration Pilot Project between York Region and the Toronto Transit Commission (TTC) that started on August 22, 2010, operating integrated transit services between Downsview subway station and York University. This pilot project was endorsed by Regional Council at its meeting on June 29, 2009.

3. BACKGROUND

Viva Orange was implemented in the fall of 2005 with approximately 176 daily bus trips connecting Martin Grove/Highway 7 in the City of Vaughan with TTC's Downsview subway station via York University in the City of Toronto as shown in Figure 1.

TTC's Route 196 York University Rocket also provides transit services between Downsview subway station and York University which results in the two services overlapping each other.

Figure 1
Viva Orange Service



Since 2005, Viva Orange has not been integrated with the TTC service between Downsview subway station and York University

Prior to the fare integration agreement, Viva Orange service could not pick up and drop off passengers within the City of Toronto due to past regulations unless approved by the Ontario Highway Transport Board and supported by the TTC. The Ontario Highway Transport Board controls entry and maintains an orderly development in the business of transporting passengers for compensation in public vehicles, both within Ontario and to other jurisdictions.

Viva Orange had spare capacity between Downsview subway station and York University

Viva Orange carries an average of 2,642 riders per weekday. It operates a 10-minute frequency during weekday morning and afternoon peak periods and a 15-minute frequency during the mid-day, evening and weekends.

Table 1 below shows the service frequency, average number of passengers per bus and maximum load standard for Viva Orange service between Downsview subway station and York University.

Table 1
Viva Orange Service

	AM Peak	Early midday	Late midday	PM Peak	Early Evening
Service Frequency	10 min	15 min	15 min	10 min	15 min
Average passengers per bus	7	5	5	7	5
Maximum load standard	48	48	48	48	48

As noted in Table 1, Viva Orange service is underutilized as it carries on average only five to seven passengers per trip between Downsview subway station and York University.

TTC services are overcrowded between Downsview subway station and York University

TTC Route 196 York University Rocket service is generally overcrowded during most periods and carries 22,200 riders per day. Transit services have increased by 30% in the last four years and have been improved every fall since 2002.

Table 2 below shows service frequency, average number of passengers per bus and maximum load standard for TTC service between Downsview Station and York University.

Table 2
TTC Route 196 York University Rocket

	AM Peak	Early midday	Late midday	PM Peak	Early Evening
Service Frequency	2 min 15 s	2 min 15 s	2 min 30 s	2 min 20 s	4 min
Average passengers per bus	53	49	28	51	45
Maximum load standard	51	39	39	51	39

4. ANALYSIS AND OPTIONS

The YRT/Viva and TTC Fare Integration Pilot Project was implemented on August 22, 2010

YRT/Viva and TTC implemented the Fare Integration Pilot Project on August 22, 2010 as this provided adequate time to work out any operating concerns prior to the September service changes.

Service and the fare integration between Viva and TTC benefits both organizations

YRT/Viva and TTC staff met several times to discuss the Viva and TTC shared-service concept in light of the overcrowded services on the TTC and underutilized services on Viva Orange.

The benefits of shared Viva and TTC service and the fare integration include:

- New revenue opportunity for YRT/Viva.
- Optimum use of spare capacity on the underutilized Viva Orange service.
- Reduces/eliminates overcrowding on TTC buses.
- Reduces the need for TTC to increase fleet and service levels.
- New access to late evening and Sunday service on Viva Orange for TTC customers.

With this initiative, TTC passengers holding a valid GTA pass, Metropass, weekly pass, day pass or TTC transfer are permitted to ride Viva Orange between Downsview subway station and York University. The TTC will pay YRT/Viva \$0.49 per passenger carried on the segment of Viva Orange between Downsview subway station and York University. The pilot project will be monitored on a monthly basis to assess ridership increases using automatic passenger counters currently installed on all Viva vehicles to calculate invoices to TTC.

This pilot project is set to operate until January 1, 2011. Prior to the completion of the project term, YRT/Viva and TTC staff will review the pilot project to determine the viability of an extension into 2011. Since the pilot project will not have a negative financial impact to YRT/Viva, staff expects that the pilot project will develop into a YRT/Viva and TTC policy.

The Region's current Public Vehicles Operating Licence was amended

The Region has a Public Vehicles Operating Licence enabling the Viva Orange service to pick up and drop off the same passenger within the boundaries of Toronto.

Customers have been informed of the fare integration pilot project

YRT/Viva, in consultation with the TTC, informed customers about this initiative. Customer Information Representatives (CIR's) and Transit staff were placed along the Viva Orange route between York University and Downsview subway station to distribute information and answer questions about the project.

An Enforcement campaign was launched to monitor the fare integration pilot project

YRT/Viva Enforcement Officers were on Viva Orange vehicles inspecting valid proof of payment. Enforcement staff will continue to educate customers on the types of fare media used to board the Viva service and will begin issuing offences starting October 1, 2010 after the implementation/education campaign.

Relationship to Vision 2026

Vision 2026 includes a goal statement relating to the development of 'Infrastructure for a Growing Region', which states: *"In 2026, York Region will have effective, efficient and environmentally sensitive transportation, waste management and water systems."*

To support this goal, the Region has identified specific action areas. The proposed service and fare integration satisfies these goals by:

- Continuing to improve service and infrastructure for a successfully integrated transit service and fare system.
- Developing and strengthening YRT and TTC transit services to meet the needs of our customer markets and communities.
- Promoting transit usage as a practical and wise alternative to private vehicle use.

5. FINANCIAL IMPLICATIONS

YRT/Viva could receive annual revenue in the range of approximately \$70,000 at no additional operating cost

Viva Orange service has spare capacity between Downsview subway station and York University. As a result of this initiative, YRT/Viva could receive an estimated annual payment of approximately \$70,000 based on estimated increase in TTC ridership of 140,000 passengers. YRT/Viva will not incur any additional costs due to the shared-service concept.

York Region will invoice the TTC for the fee on a quarterly basis. The invoice will include the number of riders to which the fee applies based on the Viva automatic passenger counting equipment.

6. LOCAL MUNICIPAL IMPACT

This proposed change further supports the YRT/Viva service and network particularly in the Vaughan area.

7. CONCLUSION

Viva Orange has spare capacity to provide full service pick-up and drop-off between Downsview subway station and York University. The Fare Integration Pilot Project provides additional revenue to the Region without affecting current York Region residents. TTC passengers and Toronto residents can utilize Viva Orange between Downsview subway station and York University thereby providing additional revenue for YRT/Viva.

The recommended pilot project will not impact YRT/Viva customers due to available capacity between Downsview subway station and York University. The pilot project will benefit both York Region and the TTC by providing the foundation of a service integration agreement.

For more information on this report, please contact Melanie Wright, Program Manager – Service Planning, at Ext. 5631.

The Senior Management Group has reviewed this report.