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PROGRESS REPORT

YORK RAPID TRANSIT PLAN

The Rapid Transit Public/Private Partnership Steering Committee recommends the following:

- 1. The presentation by Mary-Frances Turner, Vice President, be received; and**
- 2. The recommendation contained in the following report, November 5, 2004, from the Vice President of the York Region Rapid Transit Corporation be adopted:**

1. RECOMMENDATION

It is recommended that the Progress Report for October 2004 be received for information.

2. PURPOSE

This report provides a detailed description of the progress made in delivering the York Rapid Transit Plan during October 2004.

3. BACKGROUND

The June 27, 2002 contract required York Consortium 2002 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 York Consortium 2002 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 (EA's), which have been impacted by the Ministry of the Environment (MOE) requirement for revised Terms of Reference. While work continued on the EA's during October, the status of deliverables and tasks is essentially as reported in last month's report and as summarized in Table 1.

Table 1
Summary Stage One - Major Tasks

Task	Task Completion	Major Deliverable
Program Management	100%	Fully operational office with expansion underway
Communications Plan/Events	100%	Complete
Data Collection	100%	Complete
Network Configuration	100%	Network Configuration Report complete
<i>Quick Start</i>	100%	<i>Quick Start</i> Program definition complete
Transportation Planning	100%	Ridership analysis complete
Ridership Peer Review	100%	Peer Review complete
Environmental Assessments Revised ToR (MOE Revised Process)	95%	Approvals July/ August 2005
- Yonge Street	98%	Draft revised Yonge Street EA Report complete
- Highway 7 / Vaughan NS Link	96%	Draft revised EA report complete end of November 2004
- Markham N/S Link	90%	Alignment analysis/evaluation in progress
Program Implementation Plan	100%	<i>Quick Start</i> / Network Plan complete
Construction Feasibility	100%	Yonge / Hwy. 7 complete and Markham N-S underway
Financial Planning and Analysis	100%	Financial modeling complete
Transition Plan	100%	Amended and Restated Agreement ready for execution
Overall Completion	99%	

ENVIRONMENTAL ASSESSMENTS STATUS

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

The final Public Consultation Centre for Hwy 7 widening was held on October 28th. The draft EA Reports are to be completed by mid-November and submitted to MOE for initial circulation to review agencies.

Approval of the EA Studies can be expected in the summer of 2005 if the regulated maximum 30-week period is required.

Detailed Design • Intersections • Terminals • Interim Transit Control Centre	– Over 90% complete. – 95 stops have been issued for construction and the remaining 15 are at the 90% design stage. All stops in Toronto are in the latter category. – Detail Design at the terminals is continuing with issues still to be resolved at Finch Station, Markham-Stouffville hospital, Langstaff Terminal, Newmarket GO Station and York University. – Langstaff Terminal- Foundation permit received. Detail Design continuing for building permit. – Markham-Stouffville Hospital – terminal location for both YRT and Quick Start agreed in principle with Hospital (northwest corner of Church and Country Glen) with details being finalized. – York University – terminal location and on-campus routing agreed to in principle. Received as-built drawings week of October 18. – Metrus Architects submitted Interim Transit Control Centre design to KED on Oct 1st. MMM reviewed and commented on Oct 22nd. Cost estimate anticipated week of Oct 25. Anticipated construction completion is mid December 2004.
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Construction • Stops • Terminals • Shelters	– Work has commenced on 62 stop locations. – Richmond Hill Centre Terminal – Construction activities commenced Week of Oct 4th. – Prototype completed. Minor improvements being incorporated. Anticipate production mode by early November. – Bell communication supply to shelters started and ongoing.
Vehicle Procurement	– Assisting with the rapid transit vehicle procurement process.
Fare Collection Equipment	– Design and shop drawings being completed for review.
ITS	– System Design Specifications being developed by Init and are under review by KED and the Region. – ITS evaluation system to be set up at the West Pearce Street office in October 2004.

4.3 QUICK START 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. The prototype vehicles are currently being manufactured. The articulated unit has had its side panels installed and is being readied for the paint shop. The 40 foot vehicle has its chassis constructed and is currently being outfitted with its mechanical components. Both vehicles remain on target for being completed in December 2004.

4.4 QUICK START SUPPORT ACTIVITIES

The activities and accomplishments for October 2004 that relate to operations and maintenance, communications and interface planning support for the *Quick Start* project are described in Tables 3-4, respectively.

Table 3
Quick Start O&M Related Support

Procurement of Vehicle Operations and Maintenance Contractor	– Issued O & M Request for Proposals (RFP) September 28, 2004. – RFP closing date extended to December 08, 2004 principally to accommodate issues related to the Satellite Maintenance Facility, service planning and the GO MOU. – Ongoing responses to Proponent questions through addenda to the RFP. – Ongoing development of the RFP evaluation process criteria.
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Off Board Fare Equipment	– Ongoing development of Operations & Maintenance requirements. – Ongoing development of Proof of Payment Enforcement Policy outline. – Ongoing development of Revenue Management / Servicing approach.
Quick Start O & M Facilities • Newmarket Maintenance Facility • Satellite Maintenance Facility	– Regional Staff have procured architectural services and detailed planning and design of the modifications has commenced. – O&M RFP Proponents attended a facility inspection on October 15, 2004 – O&M RFP Proponents were notified that York Region will establish and provide the Satellite Maintenance Facility, given significant unknowns at this time for the Proponents, such as location, soil conditions, etc. – Continued investigation and lease negotiations with the Town of Richmond Hill for the former Richmond Hill Hydro facility on Elgin Mills Road as an alternative for the Satellite Maintenance Facility. – Planning issues / interim zoning of the York Region property adjacent to the former Richmond Hill Hydro facility are under investigation with a view to accommodate bus and car parking.
Transit Agency Technical Meetings • GO Transit Technical Meetings continued • YRT / YRTP Shared Stops Meetings continued	– Finch, Langstaff, Newmarket, Unionville terminals – planning continued. – Finch: Final design drawings commenced for the canopy. Negotiating with TTC for use of their access driveway. – Langstaff: Continuing preliminary engineering design of pedestrian bridge. – Newmarket: Preliminary engineering plans for the layovers and platforms provided to GO for approval. – Unionville: Detail design plans for the shelter provided to GO for approval. – Discussions ongoing with YRT for winter operations at YRTP stops. – If YRTP shelters are not installed before winter, temporary shelters will be provided at those proposed YRTP stops that previously had shelters.

Transit Operations Centre	– Issued TOC requirements and contractor responsibilities for operation of the TOC in RFP.
Other	– GO MOU issues remain under consideration. – Commenced discussions with GO Transit to outline operational issues related to GO MOU.

Table 4
Quick Start Interface Planning

Discussions continue with GO Transit and TTC regarding the detail of the interfaces of respective services.
Ongoing discussion with GO Transit regarding design of Finch Terminal canopy.
Further discussions held with property owners of land adjacent to the corridor where outstanding issues remain.

Fare Policy

A fare policy for *Quick Start*, including a comprehensive strategy to fully integrate YRTP fares, fare media and fare collection procedures with the rest of the YRT network, was developed jointly by YRTP and YRT staff and was presented to the Steering Committee and Council in June, 2004. The policy is still being revised to reflect the new YRT fare levels and fare structure revisions that were approved in September and which would affect both *Quick Start* Rapid Transit and YRT services. Operational policies and procedures (such as proof-of-payment and enforcement) also continue to be developed in collaboration with YRT. A final fare policy report for *Quick Start* including operational considerations will be presented later this fall.

Service Planning

The detailed draft service plan for *Quick Start* was distributed to the local municipalities in October and their comments will be incorporated into the final service plan report in November.

Because of the delayed availability of Enterprise Drive beyond the planned start-up time of *Quick Start*, two options for changes to the phased implementation are being evaluated and will be reported at a future meeting. The options are:

- Option 1 – adjusting the early phases to terminate the Highway 7 and Markham North-South routes at Highway 7 and Warden (looping via Cedarland and South Town Centre) and not extend service east of Warden until Enterprise is ready (note that higher levels of service would be retained on YRT Route 1 as required to meet demand; also, this option would allow the planned later implementation stages on the western part of Highway 7 to be started earlier).

- Option 2 – extending only the Highway 7 service east of Warden via Highway 407 between Warden and Kennedy, while maintaining transfers with the other RT routes at Highway 7 and Warden (note that this option would require temporary stops at Warden and Enterprise to facilitate transfers between the Highway 7 and Markham RT routes).

A meeting with York University is being organized to finalize arrangements for the on-campus *Quick Start* routing and to discuss the ramifications of the planned new stadium facility on the routing and the operation. A further report will be provided once these discussions and/or agreements have taken place.

Transit Oriented Development / Joint Development

- Reviewed all referred development applications (Official Plan, Subdivision, Site Plan) for transit compatibility.
- Reviewed City of Vaughan's Steeles Corridor Land Use Review /Draft OPA for Transit-Oriented Development (TOD) / Joint Development compatibility.
- Supported Region in discussions with York University Development Corporation with respect to same corridor.
- Prepared preliminary analysis of joint development opportunity at Bayview / 407.

Passenger Facility Plans

- Integration of passenger information into *Quick Start* facilities design; coordination with YRT.
- Concept development of YRT/YRTP joint signage program.
- Ongoing coordination with GO Transit on passenger facility improvements at Finch Terminal.

4.5 COMMUNICATIONS AND LAUNCH OF RAPID TRANSIT

To effectively spread the word about York Region's new rapid transit system, create excitement and attract a new generation of riders a multi-faceted communications and marketing strategy has been developed. There are several distinct activities that are currently being developed and will be implemented between December and the service launch in September 2005.

- 1) **Launch** – The Marketing and Communications strategy has been broken into three distinct phases:

Phase 1 – October 2004 to March 2005 (Launching the Brand).

Phase 2 – March 2005 to September 2005 (Advertising and Media Launch).

Phase 3 – September 2005 to December 2005 (Service Launch).

Work is currently being carried out behind the scenes to create communications products and programs that will develop brand recognition and generate anticipation for York Region's new convenient, comfortable and innovative rapid transit system.

- 2) **Branding** – ongoing development of vehicle interiors and exteriors, station design, route maps and tag line usage.
- 3) **Marketing Communication** – ongoing design and development of innovative internet applications for the new website. There is also development of the brand launch strategy/deployment plan, brand story video concepts/storyboard, acquisition of imagery.
- 4) **Media** – Now that the media has done a series of construction related stories coverage has tapered off until we are in a position to offer something new and fresh. Staff are currently focusing their energies on preparing for our brand announcement in the late fall.

Throughout the month of October we received a few media inquiries that resulted in a limited amount of coverage:

- The Importance of Public Transit – Hill Times Publication in Ottawa.
 - Transit ridership at record high – Globe and Mail (appeared in conjunction with CUTA Lobby Day in Ottawa, YRTP participated).
 - High-tech bus shelter coming to region – Metroland Newspaper.
 - Heading off gridlock in York Region – Metro newspaper (Toronto).
 - \$680 million to refuel transit – Toronto Star (York Region mentioned).
- 5) **Outreach** – A critical part of our outreach strategy is the development of the Ambassador Program. This initiative was approved by Regional Council on Thursday October 21st and rapid transit staff are beginning implementation. Letters were sent out to Rapid Transit Steering Committee members to help identify high profile “champions” from the community who can actively promote York Rapid Transit at Queen’s Park, Parliament Hill, throughout York Region, with stakeholders and in the media. Once the Ambassadors have been identified a meeting will be organized at the rapid transit offices in Richmond Hill. The goal is to brief the Ambassadors and get them engaged before the end of November 2004. Once the Ambassador program is underway, rapid transit staff will reach out to others in the community to engage and excite them through a “court and track” outreach approach.

4.5.1 Additional Communications Activities

Presentations:

- Club 66 Senior Centre Presentation – October 14.
- Area Municipal Communications officials presentation – October 19.
- Markham Transit Committee presentation – October 25.
- Markham Economic Development Realtor Breakfast Presentation – October 26.
- Environmental Assessment presentation at PIC – October 28.

Environmental Assessment:

- Highway 7 widening PIC – October 28.

Communication Collaterals:

- Designed Highway 7 widening newspaper notice – October 20.

- Designed and distributed electronic notice of upcoming PIC to contact database of 650 – October 21.
- Mailed notice of upcoming PIC to 100 abutting property owners along Hwy 7 from Sciberras Road to Fairburn Drive – October 21.

4.6 FEDERAL PROVINCIAL BUSINESS PLAN UPDATE

The government relations’ “contact program” continued over the month of October with a series of face-to-face meetings with key politicians, political staffers and civil servants. As well as building relationships, the idea is to educate and build awareness around the rapid transit project and the necessity to proceed with phase two, *The Full Build System*. The “contact program” is being used to positively position York Rapid Transit with key decision makers.

The meetings have taken place in Ottawa and Toronto and have involved Chair Fisch, Mary-Frances Turner and Dan Miles. During October meetings were held with:

- Hon. John Godfrey – Minister of State (Infrastructure and Communities)
- Mario Silva – Davenport MP
- Breakfast meeting with staff from the Prime Minister’s Office, Transport Canada, and Infrastructure
- Minister Godfrey’s senior staff
- Minister McCallum’s staff
- Civil Service from Transport Canada
- Minister Volpe’s Staff
- Susan Kadis, Thornhill MP (CUTA Lobby Day)
- Meeting with Minister Volpe’s Ontario Policy Advisor
- Meeting with senior staff at the Ontario Ministry of Finance
- Susan Kadis, Thornhill MP.

Meetings and briefings with politicians of all parties and senior staff will continue to be scheduled on an ongoing basis in both Toronto and Ottawa. Rapid transit staff have been invited to brief the Ontario Government Caucus Members in November.

5. FINANCIAL IMPLICATIONS

A work program and budget for remaining *Quick Start* work and continuance of full system development is the subject of a separate report on this agenda.

6. LOCAL MUNICIPAL IMPACT

There are no local municipal implications associated with this report.

7. CONCLUSION

York Consortium 2002 and York Region staff made significant advancements during October 2004, particularly in advancing elements critical to the success of the *Quick Start* program and related communications.