

To: York Region Rapid Transit Corporation Board of Directors
From: Mary-Frances Turner, President
Subject: Yonge Subway Extension: Government Relations Services

Recommendation

It is recommended that:

1. The Board approve the release and award of a Request For Proposal (RFP) for government relations services in relation to the proposed Yonge subway extension.

Purpose

The purpose of this report is to:

- seek the Board's approval to proceed with a RFP for government relations services in relation to the proposed Yonge subway extension
- highlight the need for a dedicated campaign aimed at engaging the Federal and Provincial governments in a strategic, productive manner
- identify the resources required

Background

- Metrolinx has made it clear that they are not in a position to fund work on this project for the foreseeable future.
- A separate item on this agenda recommends proceeding with the conceptual design of the Yonge Subway Extension as part of the first phase of the detailed design work.

Analysis

Government relations services of experienced, connected individuals

- The RFP will seek to identify and evaluate an experienced, qualified firm that will work with YRRTC staff and the Office of the Chair for York Region to develop and provide counsel on a strategic campaign that leads to securing funding for the project.

Possibility of a fall election will impact approach and timelines

- Staff continue to monitor and gather intelligence related to the possibility of a Federal election this fall. Release of the RFP and our strategic decisions will take this possibility/opportunity into consideration.

Funding available within the approved vivaNext 2009 Communications Plan budget

- The awarding of a Government Relations contract can be accommodated within the approved vivaNext 2009 Communications Plan budget approved earlier this spring (Report No. 6, Rapid Transit Public/Private Partnership Steering Committee Regional Council Meeting, May 21, 2009).

Conclusion

- A RFP is required to be released and awarded for Government Relations services of experienced, connected individuals to assist in the ultimate securing of funds for the project.
- Staff from YRRTC and the Office of the Chair for York Region will manage this initiative.
- A budget already exists to fund this initiative.

For more information on this report, please contact, Dale Albers, Chief Communications Officer, York Region Rapid Transit Corporation at 905-886-6767, Ext. 1020.

Mary-Frances Turner
President

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