

MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation and Community Planning

DATE: August 20, 2012

RE: July 2012 York Region Transit/Viva Ridership Statistics

This memorandum provides an overview of the monthly York Region Transit/Viva (YRT/Viva) ridership statistics for July 2012. YRT/Viva revenue ridership in July reached 1.65 million, representing an increase of approximately 35,000 revenue riders, or 2.2 per cent more, compared with July 2011.

On Sunday, July 1, 2012, YRT/Viva implemented schedule adjustments throughout the system to accommodate summer travel patterns, reflect actual travel times, and improve service reliability during the summer months.

YRT/Viva staff reviewed July 2012 ridership and note ridership on routes operated by Veolia Southwest and TTC are consistently increasing when compared to last year. However, ridership on routes operated by Miller Transit, TOK Transit and York BRT (the three contractors whose unions went on strike between October 24, 2011, and February 3, 2012) are reporting decreases when compared to the same month last year. Please note the reduction of GO Route 69 customers is attributed to the introduction of Route 50 – Queensway implemented with the July 1, 2012 schedule adjustments.

Table 1 below shows the revenue ridership by contractor for July 2012 compared with July 2011.

Table 1 – Revenue Ridership in July 2012 vs July 2011 by Contractors

Division	July 2011 (Revenue Ridership)	July 2012* (Revenue Ridership)	Percentage Change (’12 vs ’11)
Miller Transit	308,427	300,581	-2.5%
TOK Transit	83,063	76,288	-8.2%
Veolia Southwest	447,072	485,057	8.5%
TTC	224,061	258,293	15.3%
GO Route 69	4,091	3,656	-10.6%
York BRT (Viva)	552,754	530,916	-4.0%
Revenue Ridership	1,619,467	1,654,791	2.2%

*Note: As of July 1, 2012, Community bus routes were reassigned

Employment

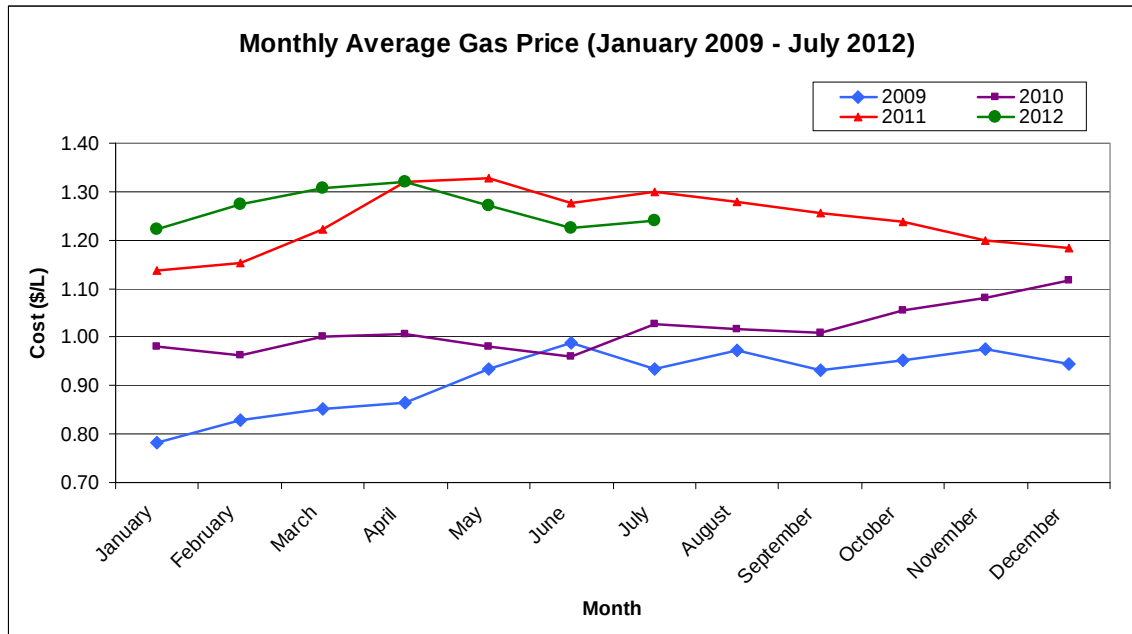
The national unemployment rate increased by 0.1 per cent to 7.3 per cent^[1] in July 2012 compared to July 2011. At a local level, York Region is located within the Employment Insurance Economic Region of Toronto which recorded an unemployment rate of 8.7 per cent; an increase of 0.3 per cent from July 2011^[2].

Gas Prices

Gas prices in July 2012 averaged \$1.24 per litre^[3], including Harmonized Sales Tax (HST). In July 2011, gas prices were higher at \$1.30 per litre^[4], including HST.

Figure 1 below illustrates historical gas prices between January 2009 and July 2012.

Figure 1 – Monthly Average Gas Prices 2009-2012



Mobility Plus

In July 2012, Mobility Plus carried approximately 1,900 additional passengers, an increase of 7.2 per cent over July 2011. This increase is primarily attributed to the warmer and drier weather and an increase in mid day trips taken by our customers. In July 2012, Mobility Plus operated approximately 65 additional trips per day.

Kathleen Llewellyn-Thomas, P.Eng.
Commissioner of Transportation Services

Notes:

[1] July 6, 2012. Latest Release from the Labour Force Survey. *Statistics Canada*. Retrieved from <http://www.statcan.gc.ca/subjects-sujets/labour-travail/lfs-epa/lfs-epa-eng.htm>. Retrieved date: August 13, 2012.

[2] EI Economic Region of Toronto – Unemployment Rates for the EI Economic Regions. *Human Resources and Skills Development Canada*. Retrieved from <http://srv129.services.gc.ca/rbin/eng/rates.aspx?id=2012#data>. Retrieved date August 13, 2012.

[3] Fuel Price Data. (2012). *Ministry of Energy*. Retrieved from <http://www.energy.gov.on.ca/en/fuel-prices/fuel-price-data/?fuel=reg&yr=2012>. Retrieved date July 9, 2012.

[4] Fuel Price Data. (2011). *Ministry of Energy*. Retrieved from <http://www.energy.gov.on.ca/en/fuel-prices/fuel-price-data-historical/?fuel=rg&yr=2011>. Retrieved date July 9, 2012.

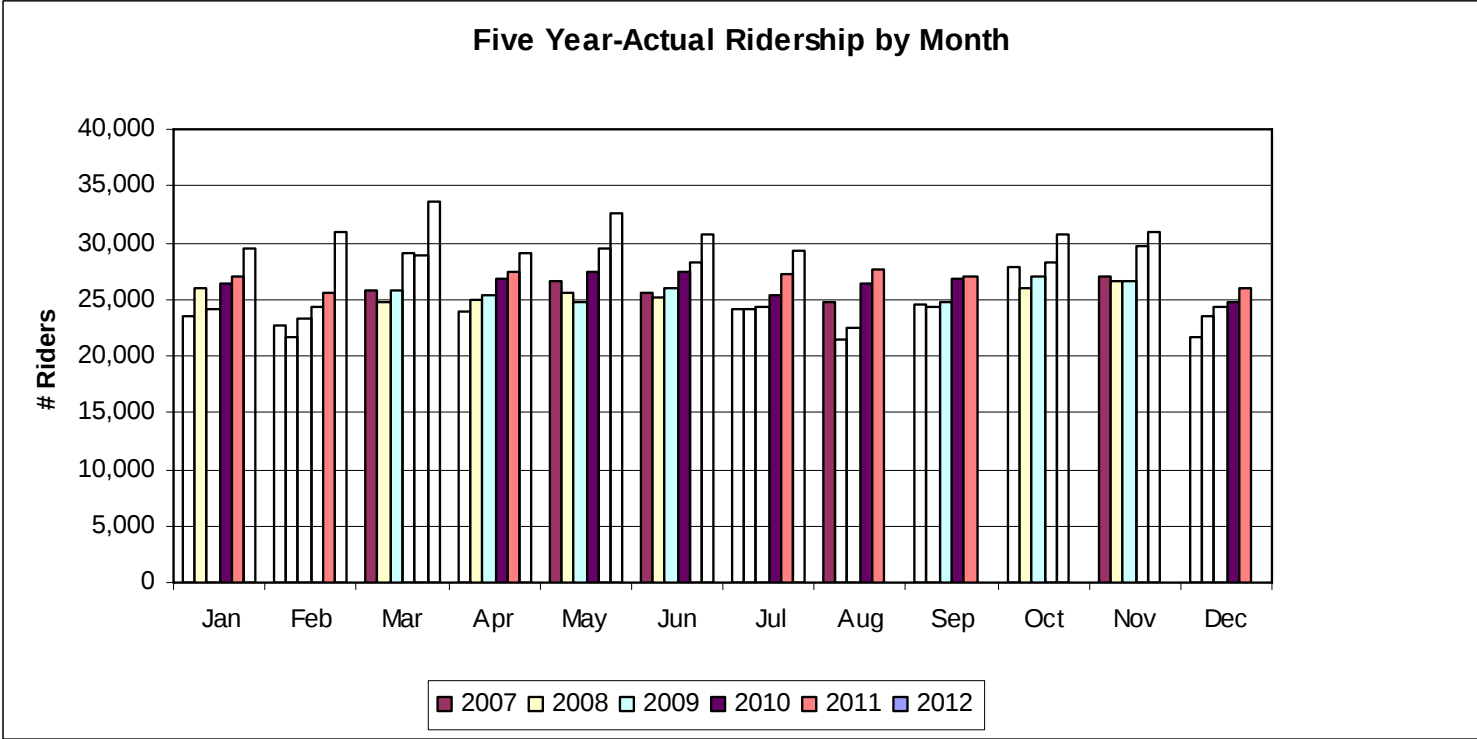
YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY											Jul-12			21 weekdays, 4 Saturdays, 6 Sunday/Holidays			
JULY 2012											Jul-11			20 weekdays, 5 Saturdays, 6 Sunday/Holidays			
rev. 20Aug2012											2011 ^[3]			2012 ^{[3][4]}			Notes
YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings				
					2011	2012	Percentage ('12 vs '11)	2011	2012	Percentage ('12 vs '11)							
Markham, Stouffville	^[1]	Highway 7	1,827	809	431	44,565	48,503	8.8%	264,534	303,570	14.8%	2,112	507	298	General corridor growth; Viva purple ridership migration to Route 1 due to temporary detour via High Tech Road		
	^[1]	Milliken	1,883	747	401	45,644	40,111	-12.1%	348,331	312,686	-10.2%	1,671	666	311	Ridership decline: strike impact		
	^[1]	2A 14th Ave	621	0	0	13,226	10,946	-17.2%	126,132	99,921	-20.8%	513	0	0	Ridership decline: strike impact		
	^[1]	3 Thornhill - York U.	1,167	378	306	28,246	30,872	9.3%	254,412	353,471	38.9%	1,276	418	342	Increased ridership to York U; migration from Viva purple during strike		
	^[1]	8 Kennedy Rd	1,417	567	380	34,760	30,874	-11.2%	225,676	233,129	3.3%	1,214	590	450	Decreased employment travel		
	^[1]	9 15 Ninth Line	139	0	0	2,973	3,625	21.9%	25,413	21,772	-14.3%	168	0	0	Route restructured July 1, 2012; Ridership migration from Route 15		
		18 Stouffville Local	42	0	0	914	0	-100.0%	13,991	13,840	-1.1%	0	0	0	Route discontinued July 1, 2012; Ridership migration to Route 9		
		40 Bur Oak	571	128	0	12,684	9,331	-26.4%	140,761	122,324	-13.1%	424	71	0	Ridership decline: strike impact		
		41 Unionville Local	283	155	94	7,245	7,905	9.1%	86,324	82,045	-5.0%	340	87	49	General corridor growth		
		42 Markham Local	237	63	58	5,651	4,929	-12.8%	58,719	45,237	-23.0%	206	46	60	Ridership decline: strike impact		
		45 Berczy South Unionville	141	0	0	2,986	1,210	-59.5%	25,992	16,531	-36.4%	57	0	0	Ridership decline: strike impact		
		201 Mingay	49	0	0	1,041	766	-26.4%	10,787	11,605	7.6%	36	0	0	Stable ridership		
		202 Markham GO Shuttle	89	0	0	1,886	1,005	-46.7%	14,563	7,983	-45.2%	47	0	0	Ridership decline: strike impact		
		203 Unionville GO Shuttle	149	0	0	3,155	979	-69.0%	21,872	10,948	-49.9%	45	0	0	Ridership decline: strike impact		
	^[1]	300 Milliken GO Shuttle	68	0	0	1,450	603	-58.4%	11,382	6,054	-46.8%	28	0	0	Ridership decline: strike impact		
	^[1]	301 Business Express	279	0	0	5,968	7,910	32.5%	37,609	39,049	3.8%	373	0	0	Viva pink ridership migration to Route 300 due to vivaNext construction		
	^[1]	302 Markham Express	362	0	0	7,730	3,249	-58.0%	52,984	34,065	-35.7%	153	0	0	Route restructured July 1, 2012; Ridership migrate to New Route 304		
	^[1]	303 Unionville Express	186	0	0	3,990	5,196	30.2%	28,345	24,077	-15.1%	246	0	0	Correction in data collection method. Markham express routes restructured July 1, 2012		
	^[1]	304 Bur Oak Express	291	0	0	6,223	5,976	-4.0%	40,696	37,435	-8.0%	283	0	0	Route restructured July 1, 2012; ridership migrate to New Route 304		
	^[1]	522 Mount Joy Express	n/a	n/a	n/a	0	5,695	n/a	0	5,695	n/a	269	0	0	New route introduced on July 1, 2012; Ridership migrate from Route 301 & Route 303		
		Markham Community Bus	83	58	0	1,988	1,419	-28.6%	13,634	14,304	4.9%	58	49	0	Rider migration from conventional service to community bus service		
		TTC Markham Total	9,884	2,905	1,670	232,325	221,104	-4.8%	1,802,157	1,795,741	-0.4%	9,519	2,434	1,510			
		TTC 17A ^[1] Birchmount	223	0	0	4,673	4,662	-0.2%	33,097	30,108	-9.0%	222	0	0	Stable ridership		
		TTC 24D, 224B/C/D ^[1] Vic Park North (Woodbine)	847	95	57	18,535	24,531	32.3%	133,582	163,465	22.4%	1,129	112	64	General corridor growth		
		TTC 68B ^[1] Warden North	918	377	223	22,114	25,065	13.3%	153,043	169,089	10.5%	1,031	450	269	General corridor growth		
		TTC 102D ^[1] Markham Rd	898	312	184	21,200	26,670	25.8%	151,772	175,221	15.5%	1,094	489	290	General corridor growth		
		TTC 129A ^[1] McCowan North	2,491	1,203	851	62,229	67,585	8.6%	447,873	466,507	4.2%	2,699	1,547	788	General corridor growth		
		TTC (Markham) Total	5,376	1,987	1,315	128,750	148,512	15.3%	919,367	1,004,390	9.2%	6,174	2,598	1,411			
		Markham & TTC Total	15,260	4,892	2,985	361,075	369,616	2.4%	2,721,524	2,800,131	2.9%	15,693	5,032	2,921			
Vaughan, King	^[1]	Major Mackenzie	3,451	1,883	1,410	90,198	102,007	13.1%	562,999	754,422	34.0%	3,886	2,306	1,660	Increased ridership to Canada's Wonderland		
	^[1]	4/4A Clark	1,217	473	0	27,900	28,873	3.5%	231,648	279,247	20.5%	1,271	482	0	Stable ridership		
	^[1]	5 Martin Grove	678	205	0	15,576	15,591	0.1%	122,308	138,648	13.4%	703	132	0	Route restructured July 1, 2012; stable ridership		
	^[1]	7 York U. (Woodbridge)	224	96	92	5,866	6,009	2.4%	57,627	62,452	8.4%	246	70	76	Route restructured July 1, 2012; stable ridership		
	^[1]	10 Woodbridge	44	0	0	963	0	-100.0%	11,664	8,948	-23.3%	0	0	0	Route discontinued July 1, 2012		
		12 Pine Valley	366	153	0	8,616	10,971	27.3%	56,191	65,227	16.1%	465	211	0	Increased employment travel, general corridor growth		
		13 Islington Ave	280	111	0	6,660	8,751	31.4%	56,205	74,483	32.5%	371	162	0	Increased employment travel, general corridor growth		
	^[1]	20 Jane	2,935	1,866	1,381	79,795	82,252	3.1%	464,562	565,339	21.7%	2,968	2,348	1,463	Stable ridership		
	^[1]	22/22A King City	370	56	0	8,084	8,723	7.9%	88,736	79,237	-10.7%	401	49	0	General corridor growth		
	^[1]	27 Thornhill Woods	903	0	0	19,289	17,229	-10.7%	136,274	137,807	1.1%	813	0	0	Decreased employment travel		
		28 Highway 27	78	24	9	1,806	0	-100.0%	12,546	0	-100.0%	0	0	0	Route discontinued (Sept 2011); Route 28 service available		
		360 Zenway-Hwy.27	31	0	0	672	1,341	99.6%	5,670	9,168	61.7%	62	0	0	Ridership migration from Route 27		
	^[1]	77 Hwy 7 - Centre St	3,764	1,639	752	91,953	101,753	10.7%	617,549	826,762	33.9%	4,153	1,832	1,019	Increased employment travel; ridership migration from Viva orange due to strike		
	^[1]	99 (incl. 98E, 98/99) Yonge South	3,296	1,877	1,867	88,999	88,243	-0.8%	620,175	780,463	25.8%	3,173	1,215	2,657	Stable ridership		
	^[1]	360 Maple Express	292	0	0	6,610	5,548	-16.1%	55,561	51,100	-8.0%	253	0	0	Decreased employment travel		
		Vaughan Mills/Wonderland	0	0	0	0	3,346	n/a	0	3,346	n/a	0	377	296	Seasonal service reinstated May 6, 2012		
		TTC Vaughan Total	17,929	8,383	5,511	452,987	480,637	6.1%	3,099,715	3,833,302	23.7%	18,765	9,184	7,171			
		TTC 35-D ^[1] Jane	1,218	300	0	26,778	32,224	20.3%	188,298	230,863	22.6%	1,480	286	0	Increased employment travel		
		TTC 37-D ^[1] Islington	118	0	0	2,478	2,594	4.7%	16,567	18,513	11.7%	124	0	0	Stable ridership		
		TTC 105/105-B ^[1] Dufferin North	1,807	617	471	43,231	45,576	5.4%	303,580	325,964	7.4%	1,848	829	577	Stable ridership		
		TTC 107-C/D/B/F ^[1] Keele North	2,844	729	345	64,710	68,274	5.5%	454,255	488,125	7.5%	2,986	760	423	Stable ridership		
		TTC 160 ^[1] Bathurst North	821	499	466	22,023	21,591	-2.0%	149,255	154,648	3.6%	745	700	526	Stable ridership		
		TTC 165-D/F ^[1] Weston Road North	1,561	701	518	38,693	48,263	24.7%	275,346	345,461	25.5%	1,825	1,199	857	Increased employment travel		
	TTC (Vaughan) Total	8,368	2,846	1,800	197,912	218,520	10.4%	1,387,301	1,563,574	12.7%	9,006	3,774	2,383				
	Vaughan & TTC Total	26,297	11,229	7,311	650,899	699,157	7.4%	4,487,016	5,396,876	20.3%	27,771	12,958	9,554				

* Route crosses municipal boundaries.

YRT/Viva

2012 Ridership Summary

Specialized Services – Mobility Plus



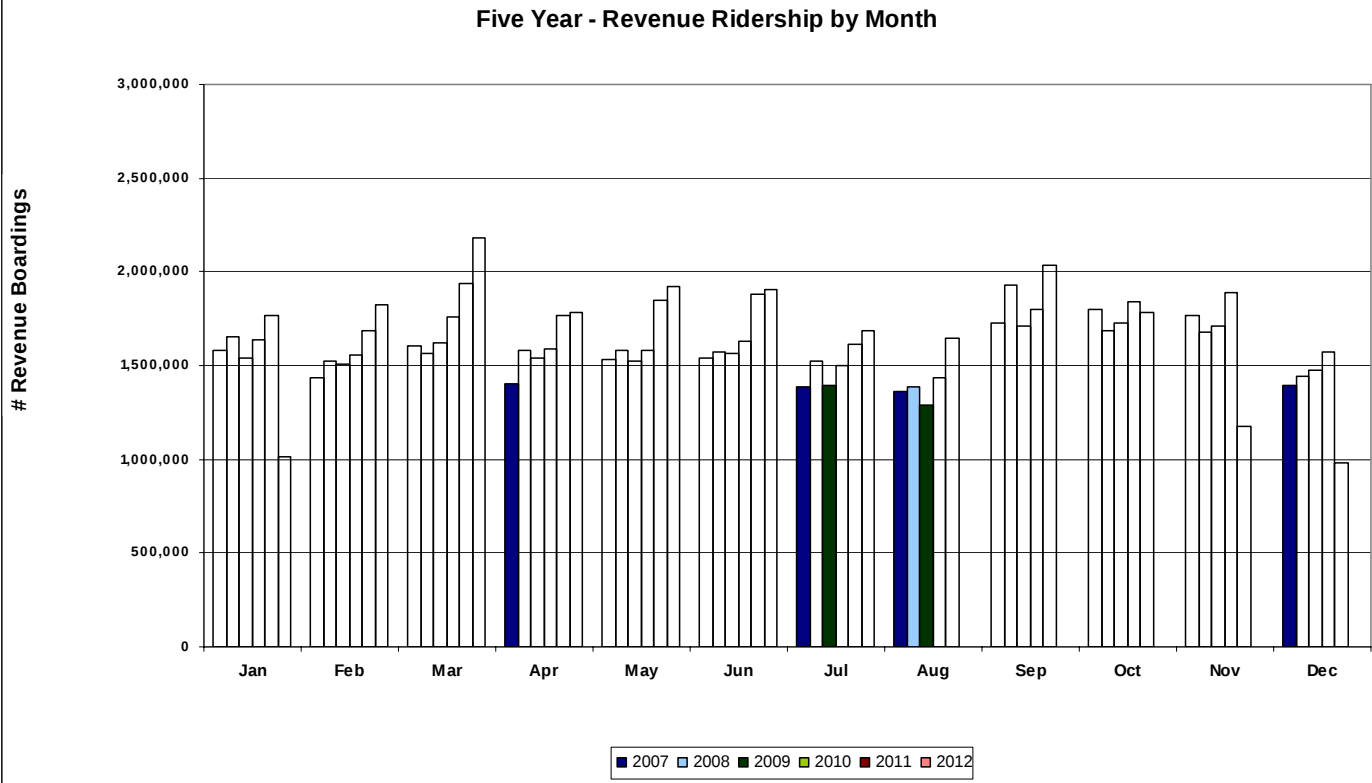
Month	2011 Ridership	2012 Ridership	Month Change (’12 vs. ’11)	Year to Date Change	Avg Wkday Rev Ridership 2012
January	26,948	29,467	9.3%	9.3%	1237
February	25,612	30,865 ^[1]	20.5%	14.8%	1368
March	28,948	33,661 ^[1]	16.3%	15.3%	1356
April	27,412	29,070	6.0%	13.0%	1207
May	29,553	32,566	10.2%	12.4%	1321
June	28,214	30,667	8.7%	11.8%	1291
July	27,311	29,284	7.2%	11.1%	1293
August	27,701				
September	26,980				
October	30,738				
November	30,874				
December	26,069				
YTD	336,360	215,580			

^[1] Free transit attributed to high increase in ridership.

YRT/Viva

2012 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



* February & March 2012 forecasted revenue ridership due to free transit service.

Month	2011 ^[4]	2012	Month Change ['12 vs '11]	YTD Change	Avg Wkday Rev. Ridership 2012
January	1,740,807	977,916	-43.8%	-43.8%	39,845 ^[1]
February	1,731,401	1,792,375 ^{[2]*}	3.5%	-20.2%	85,467
March	1,866,013	2,147,532 ^{[3]*}	15.1%	-7.9%	84,564
April	1,730,828	1,755,264	1.4%	-5.6%	73,849
May	1,872,981	1,890,561	0.9%	-4.2%	73,897
June	1,810,380	1,872,224	3.4%	-2.9%	75,746
July	1,619,467	1,654,791	2.2%	-2.3%	65,703
August	1,616,538				
September	2,008,877				
October	1,757,737				
November	1,142,577				
December	951,948				
YTD	19,814,964	12,090,663			

^[1] Transit labour strike Oct 24th, 2011 – Feb 3rd, 2012.

^[2] Free transit service begins February 4th. Projected weekday revenue ridership based on historic transfer rate of 28.1%.

^[3] Free transit service begins February 4th. Projected weekday revenue ridership based on 40% transfer rate.

^[4] 2011 revenue ridership adjusted for 2012 comparison.

* Projections based on total boardings and transfer rate.

Updated: August 17, 2012