

2 | YRT/Viva Consultation Process



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2.1 | Annual Planning Process

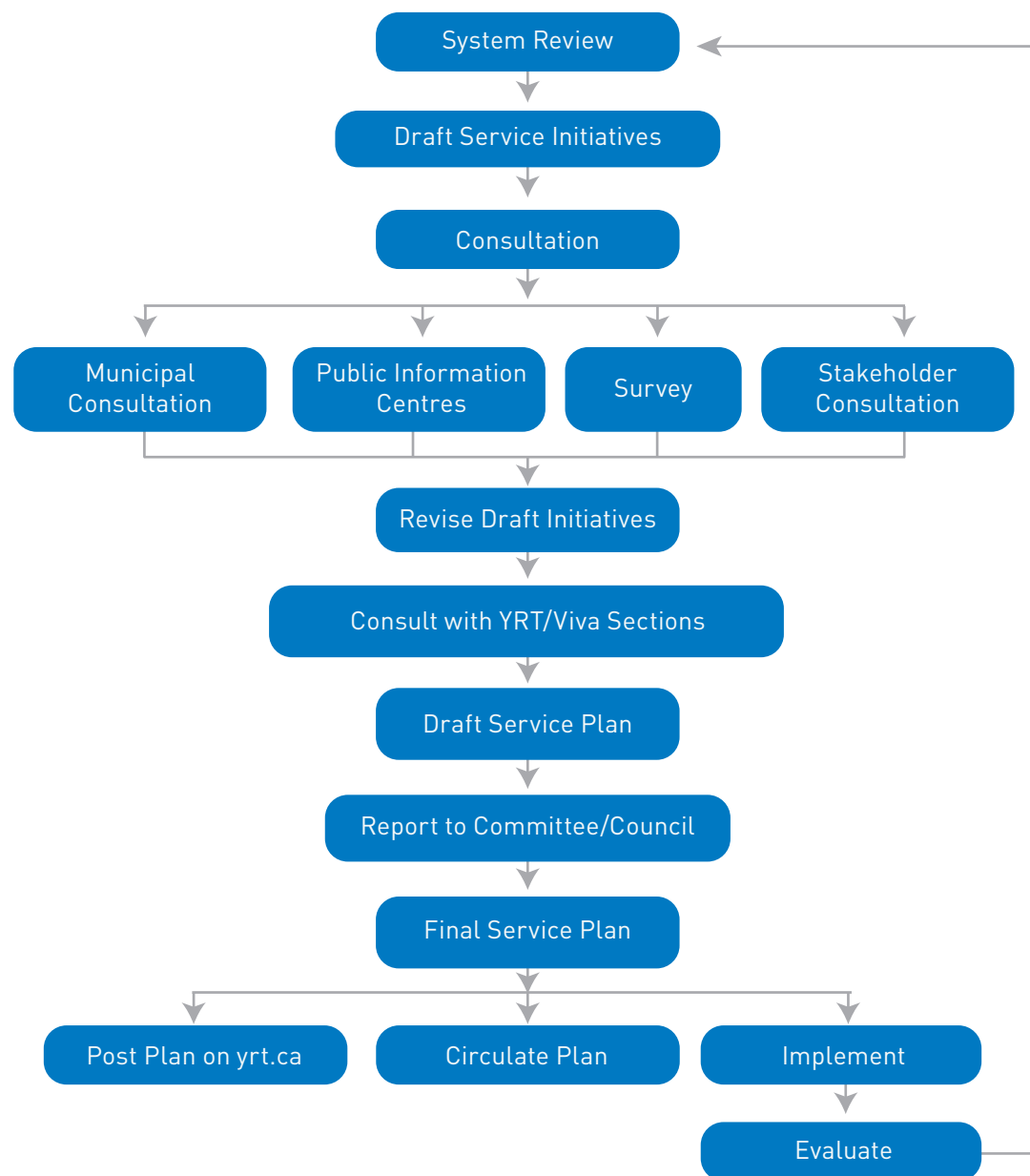
YRT/Viva's 2012-2016 Five-Year Service Plan forms the basis to develop each Annual Service Plan. The Annual Service Plan process is summarized in **Figure 2**.

Prior to developing an Annual Service Plan, a system review is conducted based on existing Transit Service Guidelines, key performance indicators (KPIs) and service requests. Route assessments for the 2013 Annual Service Plan can be found in **Appendix A**. This information is used to create a first draft plan and corresponding set of proposed initiatives for stakeholder consultation.

During the consultation process, YRT/Viva staff host workshops and Public Information Centre (PICs) in all nine York Region municipalities to gather feedback on the draft Annual Plan. Feedback from all 2013 Annual Service Plan consultations can be found in **Appendix B**. Customer surveys may be administered to supplement feedback where necessary. A customer survey was conducted at Seneca College – King Campus to gather information for the 2013 Annual Service Plan. The results from this survey can be found in **Appendix C**.

YRT/Viva also hosts workshops with local transit and Smart Commute agencies, large employers (i.e. Markham-Stouffville Hospital) and post-secondary institutions. Once all stakeholder feedback is collected, reviewed and analyzed, updates are made to the proposed initiatives for the upcoming year.

Figure 2: Annual Service Plan Process



Following the consultation phase, internal consultation is held between all YRT/Viva sections. The recommended initiatives are identified based on a review of demand, route performance, potential cost recovery and fleet availability. Once prioritized, an implementation strategy and updated draft Service Plan is developed.

A committee report summarizing the Annual Service Plan is created. The Annual Service Plan and Committee report are presented to Transportation Services Committee for approval. Once approved by Committee and Council, the Annual Service Plan is made available to all stakeholders prior to implementation and the document can be found on yrt.ca. The approved initiatives are implemented and monitored during the upcoming year. They are evaluated for the next Annual Service Planning cycle.

2.2 | Consultation Process

The purpose of the consultation process is to ensure Annual Service Plan initiatives are communicated to the following stakeholders.

- > **Municipalities:** To obtain input for service improvements and new services in each municipality.
- > **Public:** Information centres (one per municipality) are held for York Region residents. All who attend have an opportunity to provide input into the recommended service changes for the upcoming year.

- > **Neighbourhoods/groups:** To obtain feedback from local area residents, businesses, transportation management associations, ratepayer groups and elected representatives on service changes.
- > **Major employers:** To obtain feedback from community agencies and business groups.

- > **Transit providers:** Consultation with neighbouring transit providers to ensure seamless services for customers travelling beyond York Region.

The 2013 Annual Service Plan public and stakeholder consultation process is shown in **Table 1**.

Table 1: Public and Stakeholder Consultation Meeting Chronology

Step	Action Step Required
1	Gather feedback from YRT/Viva sections (i.e. Operations, Customer Service/Marketing and Communications staff), customers and contractors
2	Undertake system performance review and input findings into the draft Plan
3	Host meetings to gather formal feedback from Customer Service/Operations staff and customer requests. Input all feedback into the Plan.
4	Prepare general consultation plan and meeting schedule
5	Prepare draft Annual Service Plan (including budget and fleet requirements)
6	Prepare list of stakeholders
7	Prepare storyboards and materials for public presentations
8	Schedule meetings with planning/engineering staff from each area municipality
9	Prepare and implement consultation strategy: > Host workshops (i.e. Smart Commute agencies and other transit service providers) > Host Public Information Centers > Post draft Service Plan initiatives on yrt.ca
10	Update Draft Service Plan as per comments received/evaluated
11	Present Draft Annual Service Plan initiatives to Transportation Services Committee
12	Present Final Annual Service Plan to Transportation Services Committee for endorsement
13	Circulate Final Annual Service Plan to select stakeholders and post on yrt.ca
14	Present to local Councils as requested

In March and April 2012, YRT/Viva presented the 2013 proposed Plan initiatives to planning and/or engineering staff from all York Region municipalities. Comments were evaluated and considered in the development of the 2013 Annual Service Plan. Municipal consultation dates and times are shown in **Table 2**.

Table 2: 2012 Municipal Meetings

Date	Municipal Meetings
February 29 1:00 to 2:30 p.m.	City of Markham
March 2 1:30 to 3:00 p.m.	City of Vaughan
March 5 9:30 to 11:00 a.m.	Town of Aurora
March 6 1:30 to 3:00 p.m.	Town of Georgina
March 8 2:00 to 3:30 p.m.	Township of King
March 12 9:00 to 10:30 a.m.	Town of Whitchurch-Stouffville
March 14 1:00 to 2:30 p.m.	Town of Richmond Hill
March 16 9:00 to 10:30 a.m.	Town of Newmarket
April 16 8:30 to 10:00 a.m.	Town of East Gwillimbury

Table 3 outlines the dates and times YRT/Viva held stakeholder workshops to gather feedback and recommendations on the 2013 changes.

Table 3: 2012 Stakeholder Workshops:

Date	Municipal Meetings
March 20 10:00 a.m. to 1:00 p.m.	Transit Partners and Contractors Meeting
April 16 1:00 to 4:30 p.m.	Stakeholders meeting
April 18 1:30 to 4:30 p.m.	York Region stakeholders meeting



In March and April of 2012, YRT/Viva held Public Information Centres (PICs) in all nine York Region municipalities as outlined in **Table 4**. The PICs provided an opportunity for residents and customers to give feedback on proposed route restructuring.

All outreach activities provided residents and customers a better understanding of YRT/Viva's operations and the strategies to be implemented in 2013.

Approximately 300 people attended the PICs. Some of the comments received during the 2013 Annual Service Plan consultations include:

- Improved weekday midday, weekend and evening service
- Not to reduce span of service
- Not to discontinue trips
- Increased Community Bus services
- Transit service in new developments

Based on analysis of route performance and feedback received through public and stakeholder consultation, a number of service adjustments have been identified. **Chapter 4** outlines routes to be merged, restructured or undergo frequency adjustments.

Table 4: 2012 Public Information Centres

Date	Public Information Centres	Municipality
March 28 4:00 to 7:00 p.m.	Aurora Public Library	Town of Aurora
March 29 4:00 to 7:00 p.m.	Markville Mall	City of Markham
April 3 4:00 to 7:00 p.m.	Newmarket GO Bus Terminal	Town of Newmarket
April 4 4:00 to 7:00 p.m.	Vaughan Mills Mall	City of Vaughan
April 11 5:00 to 7:00 p.m.	King Public Library	Township of King
April 17 5:00 to 7:00 p.m.	East Gwillimbury Sports Complex	Town of East Gwillimbury
April 23 5:00 to 7:00 p.m.	Lebovic Leisure Community Centre	Town of Whitchurch-Stouffville
April 25 4:00 to 7:00 p.m.	Richmond Hill Centre Terminal	Town of Richmond Hill
April 26 5:00 to 7:00 p.m.	Georgina Keswick Public Library	Town of Georgina

2.3 | Marketing and Communications

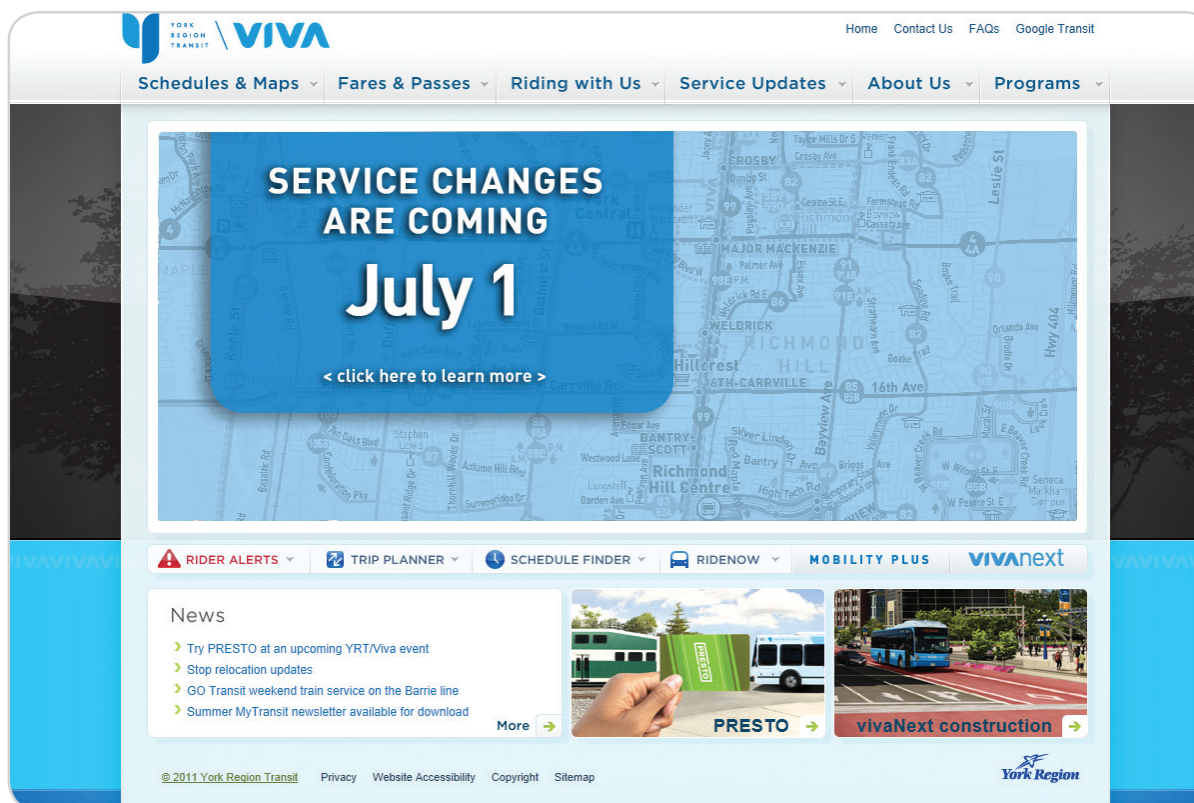
Each initiative in the Annual Service Plan will be implemented during a board period. To advertise the service changes, YRT/Viva Marketing and Communications coordinates, designs and executes communication strategies before every board period takes place (there are five board periods per year and multiple mid-board periods as required).

Each strategy is created four to six weeks in advance of the service changes to communicate to customers. The following outlines standard communication initiatives that happen prior to every board period. When warranted, other communication initiatives will also be implemented.

YRT.ca

Yrt.ca is YRT/Viva's primary online presence where customers go for up-to-date schedules, customized trips plans, alerts and detours, real-time information and transit news. Over 4.1 million unique visitors visited yrt.ca in 2011, an increase of 25 per cent over 2010.

Four weeks prior to a board period taking effect, a customer-friendly, detailed summary of changes is posted on yrt.ca. Scheduled trip planning information is available three weeks prior, and printable schedules are available one week prior.



Social Media

YRT/Viva makes significant contributions to York Region's Twitter and Facebook accounts on behalf of Transit and will be launching its own social media strategy in 2013. Updates are provided before, during, after any service change takes effect, and all on-line customer inquiries are answered by transit staff within 24 hours of being posted (as per York Region standards).

MyTransit customer newsletter

MyTransit newsletter is created five times per year to advertise upcoming service changes. It is distributed three weeks prior to the changes on all YRT/Viva vehicles, at municipal displays, community events, transit shelters and terminals.

Councillor memos

Memos are sent to the mayors and Chief Administrative Officer of each York Region municipality outlining upcoming transit service changes occurring in their communities. Accompanying each memo is the most current edition of MyTransit newsletter.

Route Navigators

Route Navigators (individualized schedules/maps) are produced for all routes. Route Navigators are updated as required and are available at municipal displays, events and various destinations around York Region. Printable versions of all Route Navigators are also available on yrt.ca.

Viva information

Viva first and last departure times, frequencies and travel times are available to assist customers in their travel planning. These printed sheets are updated prior to any changes taking affect and are available on yrt.ca, at municipal displays and events.

System map update

The YRT/Viva system map is updated three times per year in the spring, fall and winter. Maps are available on all YRT/Viva vehicles, at select shelters and terminals at all vivastations, at municipal displays, on yrt.ca at various destinations and events.



On-Street updates and notices

To advise customers about service changes, on-street communication pieces are created and installed on-street two or three weeks prior and include bus stop notices, Infopost schedules, terminal information centres and shelter displays.

Special actions and community outreach

Extra initiatives (special actions) are developed and planned to communicate service changes affecting specifically-identified areas, groups or neighbourhoods. Malls, senior's centres, GO Station's, high schools and post-secondary institutions are always notified of upcoming service changes affecting their clients, customers, students, staff with special notices, presentations, information booths and on-line information.

Advertisements in local community newspapers

Community page and paid advertisements are placed in local newspapers throughout the nine municipalities prior to service changes taking affect. Advertisements outline service changes specific to the community, and when space permits, are also posted on municipal websites and community boards.

Bus Operator updates

Bus Operator information sessions are held at each contractor's facility prior to a board period. Staff provide service change information, operational updates and answer Operator questions and concerns. In addition, each contractor receives updated Route Navigators, maps and MyTransit to display on buses. Each Operator also receives updated information for their Bus Operator Information Kit that they are required to carry with them when operating a transit vehicle.

2.4 | 2013 Marketing Initiatives

The 2010 to 2013 YRT/Viva Marketing and Communication Strategy directs all advertising to specific target audiences, identified through research, as the most likely to respond to transit messaging and be motivated to try transit.

Customer Satisfaction Survey: Based on results from the 2010 Customer Satisfaction Survey*, the trend of customers taking YRT/Viva continues to be dominated by a younger demographic:

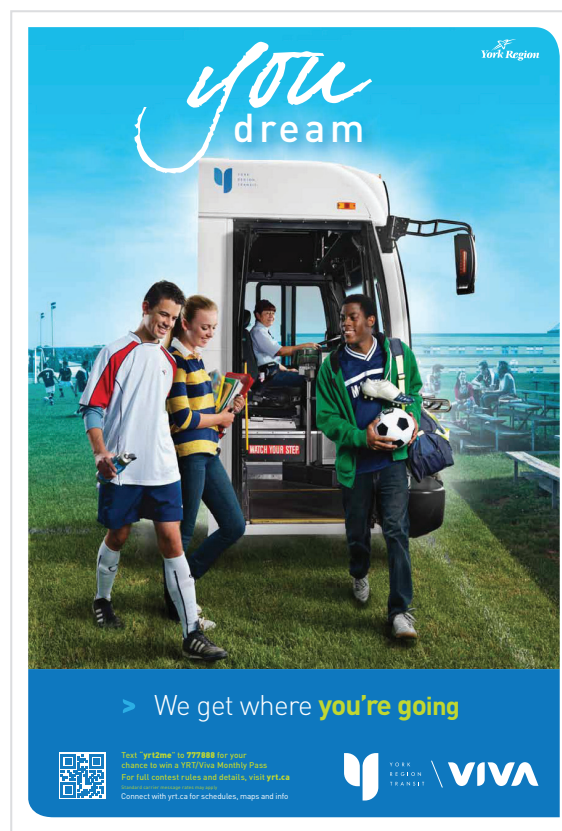
- 57 per cent of YRT riders are under 25 years old
- 59 per cent of Viva riders are under 25 years old

Based on this research, the target audiences identified to advertise all messaging from 2010 to 2013 include:

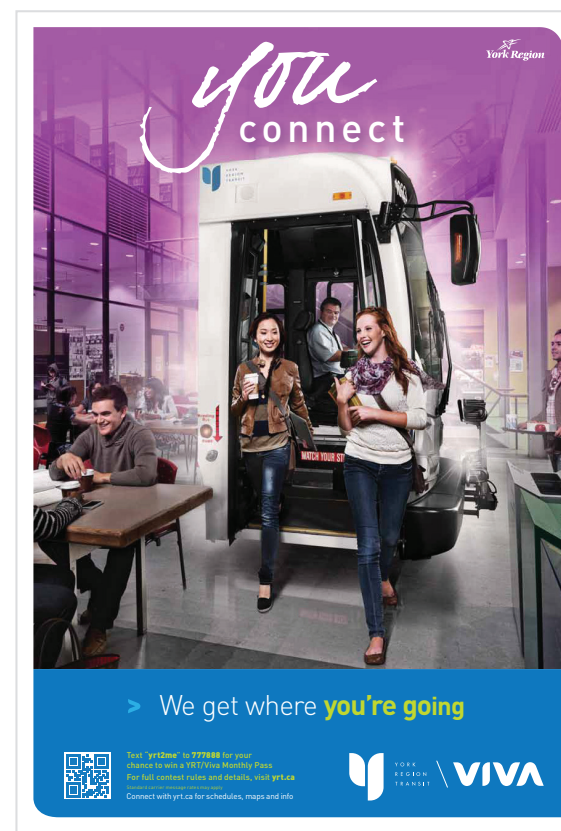
- High school students (age 15–17)
- College/university students (age 18–24)
- Yonge working adults (age 25–34)

* The 2012 Customer Satisfaction Survey will take place in the fourth quarter. Demographic results will be used for 2013 through 2015.

Brand Campaigns: The 2010 to 2013 Brand Campaigns are created to keep the YRT/Viva name top-of-mind and to create awareness about the overall system. They are updated every year with new photography and messaging that:



- Advertise lifestyle messages about YRT/Viva and shows how easily transit can fit into everyday student life
- Present YRT/Viva as an easy way to get where you need to be for school, social or play
- Provide consistent, long-term messaging about the overall YRT/Viva system



Under the Brand Campaigns, smaller system campaigns are created using similar photography, demographic appeal and media. In 2012, they included the Personal Space Campaign and the Available Services Campaign.

In 2013, campaigns will concentrate on Fare Evasion and the environmental benefits of using YRT/Viva.

