



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: August 26, 2010

RE: July 2010 Transit Ridership Statistics

This memo provides an overview of YRT/Viva ridership statistics for July 2010. Total YRT/Viva revenue ridership in July this year reached approximately 1.43 million, representing an increase of 6.7% over the same month last year. Total overall boardings (i.e. including transferring passengers) amounted to just less than 2.1 million riders, representing an increase of approximately 5.0%. Unfortunately, ridership did not surpass the July 2008 ridership, which was at 1.49 million riders.

Employment

According to Statistics Canada^[1], employment for July 2010 at a national level decreased by 0.1%. This is the first decrease of the employment rate in 2010.

In comparison to previous months, the routes serving predominantly employment and industrial areas, such as TTC Routes 35D (Jane), and 105 (Dufferin), have started to experience stable ridership. With the economy and the employment rate recovering and its continued upward trend, it is anticipated that ridership recovery on such routes will continue.

High Gas Prices

Gas prices in July 2010 were approximately 9.6% higher than they were in July 2009^[2] which included the additional 8% increase because of the new HST. In July 2010, the cost of fuel was approximately \$1.03 per litre vs. approximately \$0.94 per litre in 2009. If the gas prices continue to increase, there could be impacts to our ridership growth.

New Development Impacts

New residential developments are having a positive impact on routes that service those areas. Routes such as Route 23 (Thornhill Woods), Route 303 (Bur Oak Express) and TTC 165 (Weston Road North) are experiencing ridership growth, most likely due to the impacts of such new residential developments.

Mobility Plus May Ridership

Mobility Plus ridership has increased 7.8 % over the same month last year. This can be attributed to:

- 1,800 additional approved riders (avg. of 150 applications for July);
- Ability to accommodate more same day trip requests;

- 2 small trips scheduled instead of 1 long trip (e.g. a trip from home to a Viva bus and a trip from the Viva bus to the final destination)

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

Notes:

[1] August 7, 2010. 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 24, 2010.

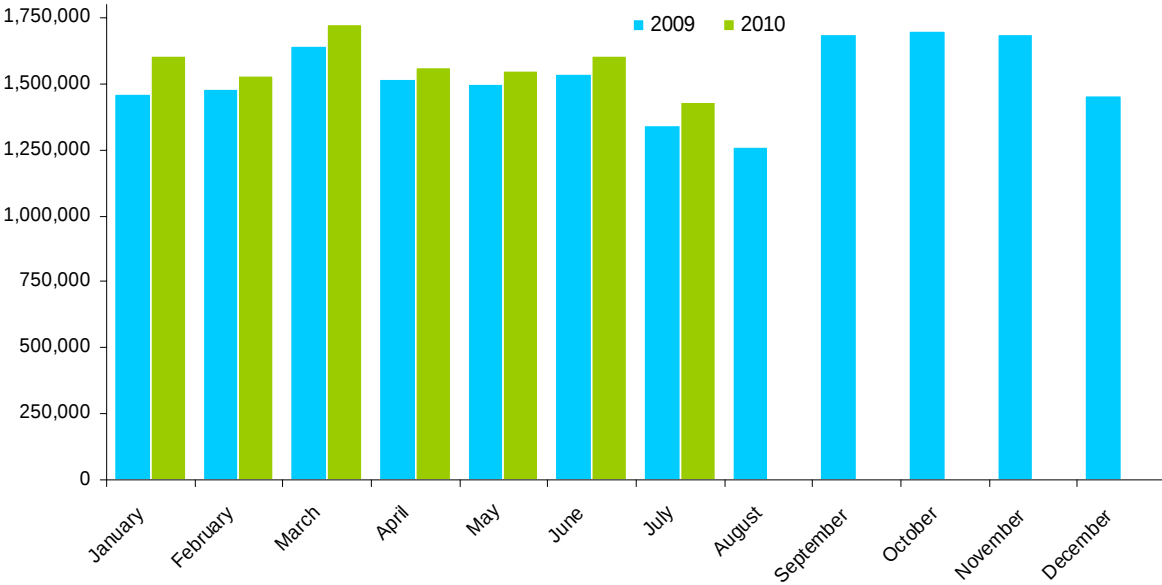
[2] 18 Month Average Retail Price Chart. (2010). [Graph illustration July 31, 2010]. *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date August 24, 2010.

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YRT/Viva

2010 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2009 ¹	2010	Month Change ['09 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2010
January ²	1,464,280	1,608,610	9.9%	9.9%	68,844
February	1,480,919	1,532,249	3.5%	6.6%	69,667
March	1,644,873	1,726,714	5.0%	6.0%	67,095
April	1,516,370	1,561,915	3.0%	5.3%	64,376
May	1,501,987	1,551,310	3.3%	4.9%	65,028
June	1,536,795	1,603,156	4.3%	4.8%	64,055
July	1,343,234	1,432,934	6.7%	5.0%	57,177
August	1,262,862				
September	1,685,021				
October	1,700,080				
November	1,686,369				
December	1,454,734				
YTD	18,314,619	11,016,888			

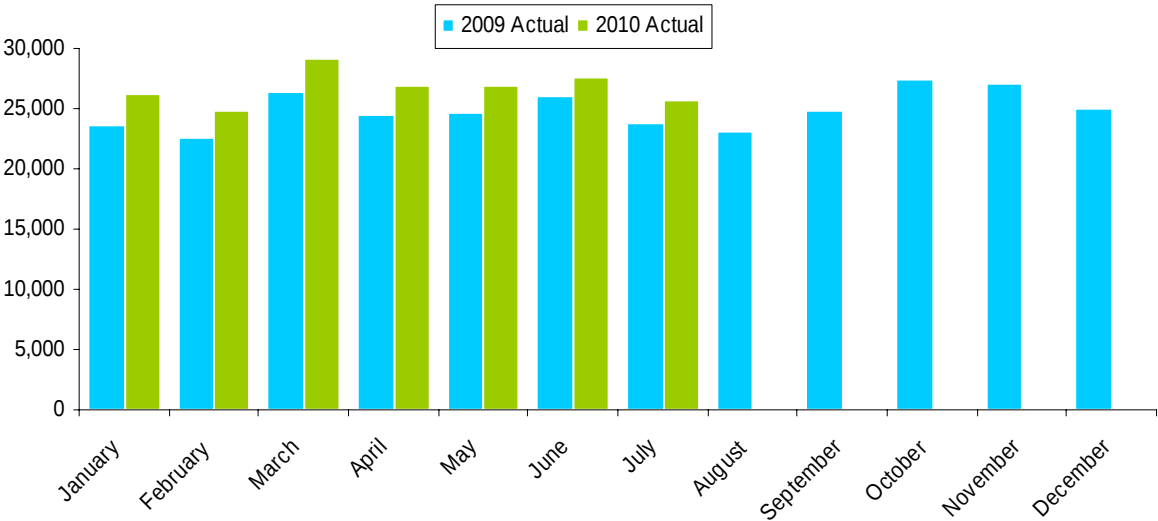
NOTES:

- 2009 revenue ridership adjusted for 2010 comparison.
- York U Strike Nov 6, 2008 to January 29, 2009.

YRT Viva

2010 Ridership Summary

Specialized Services – Mobility Plus



Month	2009 Ridership	2010 Ridership	Month Change ('09 vs. '10)	Year to Date Change	Avg Wkday Rev Ridership 2010
January	23,589	26,156	10.9%	10.9%	1,138
February	22,515	24,758	10.0%	10.4%	1,140
March	26,294	29,135	10.8%	10.6%	1,151
April	24,518	26,854	9.5%	10.3%	1,135
May	24,709	26,903	8.9%	10.0%	1,156
June	26,005	27,521	5.8%	9.3%	1,123
July	23,768	25,612	7.8%	9.1%	1,092
August	23,140				
September	24,764				
October	27,451				
November	27,013				
December	25,031				
YTD	298,797	186,939			

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
JULY 2010

rev. 24aug2010

rev. 24aug2010		2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010					
	YRT Route #	Route Name	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2009	2010	Percentage (’09 vs ’10)	2009	2010	Percentage (’09 vs ’10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	Notes	
Markham , Stouffville	1*	Highway 7	1,667	701	315	40,706	40,131	-1.4%	277,228	258,726	-6.7%	1,598	817	419	Stable ridership; Peak period service level reductions (April 26, 2010)	
	2	Milliken	1,887	723	368	46,266	47,829	3.4%	341,112	346,455	1.6%	1,970	745	402	Stable ridership; Peak period service level reductions (April 26, 2010)	
	2A	14th Ave	535	0	0	11,515	11,122	-3.4%	103,609	113,256	9.3%	522	0	0	Stable ridership, All day service in Box Grove (Sept 2009); Extension into Grand Cornell (Nov 2009)	
	3*	Thornhill - York U.	920	288	387	23,250	23,255	0.0%	222,335	231,580	4.2%	933	288	346	Stable ridership	
	8	Kennedy Rd	1250	452	292	30,512	29,584	-3.0%	183,065	193,299	5.6%	1,237	390	236	Stable ridership; Peak period service level reductions (April 26, 2010)	
	9*	Ninth Line	118	0	0	2,551	2,944	15.4%	15,762	22,874	45.1%	137	0	0	Connections to Viva; General corridor growth; Service reduction during midday (April 26, 2010)	
	15	Stouffville Local	36	0	0	785	785	0.0%	12,260	11,125	-9.3%	36	0	0	Stable ridership; Service reduction during midday (April 26, 2010)	
	18	Bur Oak	597	65	0	13,036	12,700	-2.6%	122,515	133,707	9.1%	573	109	0	Stable ridership; One additional PM trip implemented (Sept 2009)	
	40	Unionville Local	358	133	90	8,853	7,812	-11.8%	78,817	92,662	17.6%	309	134	87	Dial A Ride Service after 7pm (April 26, 2010)	
	41	Markham Local	225	68	71	5,547	5,910	6.5%	50,161	50,296	0.3%	240	81	54	Stable ridership; Dial A Ride Service after 7pm (April 26, 2010)	
	42	Bridal Walk	0	0	0	n/a	2,117	n/a	n/a	n/a	19,110	n/a	100	0	0	New route implemented (Sept 2009); 2 PM trips discontinued (April 26, 2010)
	45	Mingay	0	0	0	n/a	1,011	n/a	n/a	n/a	6,674	n/a	47	0	0	New route implemented (Sept 2009); Last PM northbound trip discontinued (April 26, 2010)
	201	Markham GO Shuttle	87	0	0	1,843	2,006	8.8%	16,058	14,385	-10.4%	95	0	0	General corridor growth; GO parking lot expansion (Fall 2009)	
	202	Unionville GO Shuttle	131	0	0	2,774	3,289	18.6%	19,206	21,444	11.7%	156	0	0	General corridor growth; Routing improvements to reduce travel time (Jan 2010)	
	203	Milliken GO Shuttle	0	0	0	n/a	1,242	n/a	n/a	n/a	8,974	n/a	58	0	0	New route implemented (Sept 2009)
	300	Business Express	249	0	0	5,335	4,985	-6.6%	39,124	32,982	-15.7%	232	0	0	Rider migration to Viva; Service level reductions (April 2010)	
	301	Markham Express	364	0	0	7,784	7,886	1.3%	57,228	53,166	-7.1%	368	0	0	Stable ridership; Rider migration to Rt 45 and Route 303	
	302	Unionville Express	184	0	0	3,904	3,505	-10.2%	27,929	24,260	-13.1%	164	0	0	Rider migration to Viva	
	303	Bur Oak Express	177	0	0	3,774	4,136	9.6%	23,067	30,844	33.7%	193	0	0	General corridor growth; 1 additional PM trip implemented (June 2010)	
	522	Markham Community Bus	35	25	0	860	2,004	133.0%	6,310	11,455	81.5%	79	69	0	Mobility Plus users encouraged to use this route, Dec 2009 not servicing on-site at No Frills	
	TTC	Markham Total	8,820	2,455	1,523	209,295	214,253	2.4%	1,595,786	1,677,274	5.1%	9,047	2,633	1,544		
	TTC 17A	Birchmount	250	0	0	5,250	3,770	-28.2%	35,603	32,132	-9.8%	180	0	0	Decrease in employment travel; rider migration to Viva	
	TTC 24D, 224B/C/D	Vic Park North (Woodbine)	824	73	66	18,038	20,755	15.1%	128,373	136,466	6.3%	954	90	51	General corridor growth; Route extended to New Honda Plan in Markham (May 10, 2010)	
	TTC 25D *	Don Mills	945	0	0	19,845	0	-100.0%	146,043	88,963	-39.1%	0	0	0	Route 90B replaced TTC 25D on May 10, 2010	
	TTC 68B	Warden North	928	328	193	22,093	21,599	-2.2%	154,995	145,369	-6.2%	899	308	236	Stable ridership	
	TTC 102D	Markham Rd	734	227	148	17,289	19,113	10.6%	122,554	131,075	7.0%	788	265	248	Stable ridership	
	TTC 129A	McCowan North	2,471	1,191	670	61,196	66,857	9.3%	455,822	416,221	-8.7%	2,642	1,440	835	Decrease in employment travel; rnder migration to Viva	
		TTC (Markham) Total	6,152	1819	1077	143,711	132,093	-8.1%	1,043,390	950,225	-8.9%	5,462	2,103	1,370		
		Markham & TTC Total	14,972	4,274	2,600	353,006	346,346	-1.9%	2,639,176	2,627,499	-0.4%	14,509	4,736	2,914		
Vaughan , King	4/4A*	Major Mackenzie	2,394	1,398	956	63,773	76,090	19.3%	394,046	465,625	18.2%	2,911	1,502	1,135	General corridor growth; Rt 4 extended to Vaughan Mills Mall (April ’09)	
	5 *	Clark	1,065	450	0	25,400	24,458	-3.7%	227,264	223,809	-1.5%	1,064	309	0	AM peak period frequency reduction in late April 2010	
	7 *	Martin Grove	485	93	0	11,209	11,123	-0.8%	98,111	114,867	17.1%	482	91	0	AM peak period frequency reduction in late April 2010	
	10	York U. (Woodbridge)	167	34	52	4,182	5,479	31.0%	49,334	45,108	-8.6%	229	33	58	Rider migration from Rte 11	
	11	Woodbridge	125	49	36	3,248	960	-70.4%	21,402	13,656	-36.2%	42	0	0	Off-peak & weekend service cancelled late April 2010; resulting rider migration to Route 10	
	12	Pine Valley	213	78	0	5,157	7,930	53.8%	44,782	50,569	12.9%	328	143	0	Increased ridership to Vaughan Mills Mall	
	13	Islington Ave	281	46	0	6,615	6,909	4.4%	51,706	56,308	8.9%	285	122	0	Stable ridership	
	20	Jane	2,168	1,295	940	59,858	60,245	0.6%	324,183	384,429	18.6%	2,097	1,682	1,040	Weekday schedule adjustments in late June 2010; general corridor growth	
	22*	King City	158	36	0	3,553	3,790	6.7%	37,964	42,426	11.8%	174	20	0	General growth	
	23*	Thornhill Woods	785	0	0	16,832	17,099	1.6%	115,121	130,251	13.1%	797	0	0	Peak period route extension to Teston Road (Fall’09)	
	27	Highway 27	57	24	11	1,402	1,603	14.3%	10,029	8,356	-16.7%	63	36	14	Increased ridership to the Royal Group employment area	
	28	Zenway-Hwy.27	22	0	0	494	755	52.8%	4,315	5,437	26.0%	35	0	0	New local industrial development north of Hwys 7/27	
	77*(excl.BT)	Hwy 7 - Centre St	2,622	1,352	0	65,058	73,685	13.3%	479,290	454,361	-5.2%	3,018	1,457	0	General corridor growth	
	99*	Yonge South	2,672	1,730	1,091	71,563	72,864	1.8%	509,647	512,020	0.5%	2,717	1,681	1,264	Stable ridership	
	360*	Maple Express	263	0	0	6,022	5,913	-1.8%	57,667	44,641	-22.6%	262	0	0	Rider migration to Route 20	
	TTC	Vaughan Total	13,477	6,585	3,086	344,366	368,903	7.1%	2,424,861	2,551,863	5.2%	14,504	7,076	3,511		
	TTC 35-D	Jane	1,290	235	0	28,255	27,571	-2.4%	211,771	200,693	-5.2%	1,226	365	0	Stable ridership	
	TTC 37-D	Islington	114	0	0	2,384	2,226	-6.6%	18,630	17,033	-8.6%	106	0	0	Decrease in employment travel	
	TTC 105, 105-B	Dufferin North	1,435	585	371	34,905	37,796	8.3%	260,848	258,415	-0.9%	1,536	580	528	Stable ridership	
	TTC 107-C/D/B/F	Keele North	2,636	547	392	60,051	54,584	-9.1%	431,580	405,540	-6.0%	2,379	613	314	Decrease in employment travel	
	TTC 160	Bathurst North	774	405	380	20,169	18,955	-6.0%	140,301	136,535	-2.7%	690	460	435	Stable ridership	
	TTC 165-D/F	Weston Road North	1,079	532	309	26,854	40,149	49.5%	207,426	262,402	26.5%	1,454	1,034	889	New residential development & increased ridership in north Vellore district	
		TTC (Vaughan) Total	7,326	2,304	1,452	172,616	181,280	5.0%	1,270,556	1,280,617	0.8%	7,390	3,052	2,166		
		Vaughan & TTC Total	20,803	8,889	4,538	516,982	550,183	6.4%	3,695,417	3,832,480	3.7%	21,894	10,128	5,677		

* Route crosses municipal boundaries.

			2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010			
			Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2009	2010	Percentage ('09 vs '10)	2009	2010	Percentage ('09 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
Richmond Hill	YRT Route #	Route Name													
	81	Inspiration	73	0	0	1,547	1,391	-10.1%	12,470	16,863	35.2%	66	0	0	Stable ridership
	82	Valleymede-Spadina	244	35	0	5,345	6,109	14.3%	64,268	72,764	13.2%	280	35	0	General corridor growth
	83	Trench	513	101	0	11,453	9,452	-17.5%	136,101	138,385	1.7%	425	81	0	Minor schedule change
	84	Oak Ridges	92	35	0	2,139	1,600	-25.2%	28,023	28,339	1.1%	53	20	0	Dial-A-Ride service implemented on April 2010
	85/85A/85B*	16th Ave/Rutherford	3,868	2,005	1,100	99,098	108,586	9.6%	638,782	729,421	14.2%	4,277	2,127	1,237	General corridor growth
	86	Weldrick-Newkirk	431	119	0	9,765	8,928	-8.6%	102,799	98,697	-4.0%	398	91	0	Stable ridership
	87*	Langstaff Local	612	91	0	13,548	12,598	-7.0%	126,782	152,433	20.2%	561	120	0	Stable ridership
	88/88A/88E*	Bathurst/Bathurst Express	2,329	1,739	1,277	65,823	65,964	0.2%	474,908	522,871	10.1%	2,424	1,272	1,412	General corridor growth; expanded 'limited express' service implemented in Sept 2009
	589	RH Community Bus	109	87	44	2,944	3,479	18.2%	23,183	23,729	2.4%	119	129	67	General corridor growth
	90/90B*	Leslie	1,414	444	291	34,180	63,497	85.8%	240,871	356,931	48.2%	2,743	609	367	Conversion of TTC Operated Route 25D to 90B
	91/91A/91B/91E*	Bayview South/Express	2,968	1,390	941	75,449	68,846	-8.8%	604,291	573,079	-5.2%	2,751	1,222	720	Peak period service level reduction (April 26, 2010)
	240	Mill Pond GO Shuttle	78	0	0	1,665	2,002	20.2%	16,048	19,290	20.2%	94	0	0	General corridor growth
	241	Bev Acres GO Shuttle	87	0	0	1,857	1,480	-20.3%	11,461	9,755	-14.9%	70	0	0	Passenger utilizing RH GO Park N'Ride facility
	242	N Richvale GO Shuttle	35	0	0	745	1,078	44.7%	6,860	5,994	-12.6%	51	0	0	Passengers utilizng RH Park n' Ride facility, migrating to local route and utilizing Langstaff GO Train Station
	243	Redstone GO Shuttle	162	0	0	3,435	3,819	11.2%	23,698	24,143	1.9%	181	0	0	Stable ridership, 7:45 am trip discontinued as of April 2010, due to low performance
	244	Beaver Creek Shuttle	24	16	0	597	0	n/a	4,898	1,257	-74.3%	0	0	0	Route discontinued due to low performance as of Feb 14th 2010
		Richmond Hill Total	13,039	6062	3653	329,590	358,829	8.9%	2,515,443	2,773,951	10.3%	14,493	5,706	3,803	
Aurora	31*	Aurora North	23	0	0	489	700	43.1%	7,202	9,849	36.8%	33	0	0	General corridor growth
	32	Aurora South	195	71	0	4,523	3,971	-12.2%	50,065	62,680	25.2%	139	35	0	D-A-R Service and Peak Period frequency adjusted as of April 2010
	33/33A	Wellington	243	86	0	5,602	6,902	23.2%	52,414	71,655	36.7%	295	130	0	General corridor growth
	34	Industrial Parkway	23	0	0	491	468	-4.7%	4,055	5,435	34.0%	22	0	0	Stable Ridership
		Aurora Total	484	157	0	11,105	12,041	8.4%	113,736	149,619	31.5%	489	165	0	
Newmarket, East Gwill., Georgina	44	Bristol - London	114	44	0	2,643	2,745	3.9%	26,596	26,966	1.4%	113	60	0	Stable Ridership
	51	Keswick Local	72	27	0	1,679	2,098	25.0%	36,462	38,689	6.1%	91	33	0	General corridor growth
	52*	Holland Landing Local	195	106	0	4,664	5,098	9.3%	40,501	44,047	8.8%	211	114	0	General corridor growth
	53	Woodspring-Clearmeadow	171	85	44	4,287	5,025	17.2%	42,095	47,246	12.2%	192	83	99	General corridor growth
	54*	Bayview North	163	37	0	3,656	4,765	30.3%	28,272	32,942	16.5%	204	82	0	General corridor growth
	55/55B	Davis Dr.	1,041	635	402	27,319	27,913	2.2%	209,471	212,603	1.5%	1,099	583	331	Stable Ridership
	56	Gorham-Eagle	368	156	101	9,119	9,523	4.4%	73,079	73,838	1.0%	387	153	109	Stable Ridership
	57/57A	Mulock Dr.	422	183	92	10,421	10,826	3.9%	100,825	107,961	7.1%	455	179	56	General corridor growth
	58/58A	Leslie North	62	0	0	1,326	1,565	18.0%	11,353	10,981	-3.3%	74	0	0	General corridor growth
	GO Rte 69	Sutton GO Bus	175	94	83	4,560	4,768	4.6%	33,647	35,264	4.8%	188	88	76	Stable Ridership
	98*	Yonge North	824	635	498	23,153	22,496	-2.8%	144,402	159,738	10.6%	788	591	551	General corridor growth
	220	Keswick GO	5	0	0	108	127	17.6%	1,030	1,412	37.1%	6	0	0	General corridor growth
	222	Aurora-Nmkt GO Shuttle	46	0	0	971	996	2.6%	9,298	10,044	8.0%	47	0	0	General Corridor Growth
	223	Newmarket GO Shuttle	11	0	0	235	324	37.9%	3,512	2,581	-26.5%	15	0	0	Riders migrated to Route 222 and other conventional services in order to get to Aurora GO instead of NM GC
	520/521	Newmarket Community Bus	57	18	14	1,357	1,602	18.1%	8,936	10,559	18.2%	67	26	13	3 new service locations on route effective June 27, 2010
		Newmarket Total	3726	2020	1234	95,498	99,871	4.6%	769,479	814,871	5.9%	3,937	1,992	1,235	
		YRT SUB-TOTAL	53,024	21,402	12,025	1,306,181	1,367,270	4.7%	9,733,251	10,198,420	4.8%	55,322	22,727	13,629	
Viva															
	blue*	Yonge Corridor	15,678	8,335	8,024	411,033	415,722	1.1%	2,836,070	2,881,068	1.6%	15,877	8,681	7,780	New route branch Viva 'A' implemented June 27, 2010
	purple*	Highway 7 Corridor	6,020	2,835	2,997	155,580	170,268	9.4%	1,167,952	1,255,706	7.5%	6,493	3,996	2,787	Rider migration from Viva Pink due to peak period schedule changes
	green*	Markham North-South Link	668	0	0	14,028	12,873	-8.2%	100,640	93,178	-7.4%	613	0	0	Decrease in employment travel
	orange*	Vaughan North-South Link	2,394	1,409	1,102	62,829	58,633	-6.7%	457,123	426,562	-6.7%	2,178	1,503	1,076	Decrease in employment travel
	pink*	Finch - Unionville	2,061	0	0	43,281	40,131	-7.3%	329,341	308,563	-6.3%	1,911	0	0	Rider migrationto Viva Purple due to peak period schedule changes
		Viva SUB-TOTAL	26,821	12,579	12,123	686,751	697,627	1.6%	4,891,127	4,965,076	1.5%	27,072	14,180	11,643	

* Route crosses municipal boundaries.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	79,845	33,981	24,148	1,967,380	2,064,897	5.0%	14,624,379	15,163,495	3.7%	82,394	36,907	25,272
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL				1,343,234	1,432,934	6.7%	10,488,458	11,016,888	5.0%	57,177		
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Notes:

1. System-wide transfer rate = Revenue Boardings / Total Boardings = 30.6 %