

5 | 2014 Service Initiatives



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To develop the 2014 Annual Service Plan, YRT/Viva assessed the net cost per passenger for all services, and identified routes York Region is subsidizing three to four times the average fare per passenger. The assessment included TTC routes operating in York Region, Dial-a-Ride services, High School Specials, and GO Shuttles.

YRT/Viva is recommending a series of service adjustments based on the assessments. Most of the recommended route changes in the Annual Service Plan are to routes that are significantly subsidized or duplicate service to an underlying conventional bus route. Other recommendations within the Annual Service Plan are intended to strengthen the grid network, match service to demand, and simplifying route structure.

YRT/Viva presented the 2014 service initiatives at Public Information Centres (PICs), Municipal meetings and stakeholder workshops to gather input. Comments received from the outreach activities were evaluated and incorporated into proposed 2014 initiatives.

The following section outlines the 2014 Annual Service Plan initiatives by municipality, as identified in **Table 10**.

Table 10: Index, 2014 Annual Service Plan Initiatives by Municipality

Section	Municipality	Page
5.1	Town of Georgina	91
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5.1 | Town of Georgina

Municipal Meeting:

- > March 1, 2013

Public Information Centre:

- > March 28, 2013 – Ice Palace/Georgina Public Library (Keswick Branch)

Public and Stakeholder Requests:

- > **Attendance:**
 - > 59 people
- > **Service Requests:**
 - > Route 50 - Queensway – provide service to soccer fields on Warden Avenue, south of Metro Road

> Facility Requests:

- > Relocate bus stops between Glenwoods Avenue and Ravenshoe Road along The Queensway to an area where passengers can safely cross the street

> System Information Requests:

- > Display additional landmarks (such as SmartCentres or other large stores and major streets)
- > Place infoposts at all stops
- > Outline routes in higher contrast colours on system map to easily differentiate between routes

Route 50 - Queensway**Route Implementation Date:**

- > September 2012

Route Type/Routing:

- > Base
- > Monday to Sunday/holiday service between Newmarket and Sutton with limited services to Pefferlaw

Major Trip Generators:

- > Newmarket GO Bus Terminal
- > Newmarket GO Station
- > South Lake Regional Hospital
- > Huron Heights High School
- > 404 Town Centre
- > Upper Canada Mall
- > Glenwoods Park and Ride facility lot
- > Keswick Market Place

Proposed Service Changes:

- > Restructure route to provide service between Newmarket and Sutton
- > Adjust midday frequency from 28 – 57 minutes to approximately 55 minutes
- > Divert weekend service to the Recreational Outdoor Campus (ROC) between December and March

Passenger Impacts/Options:

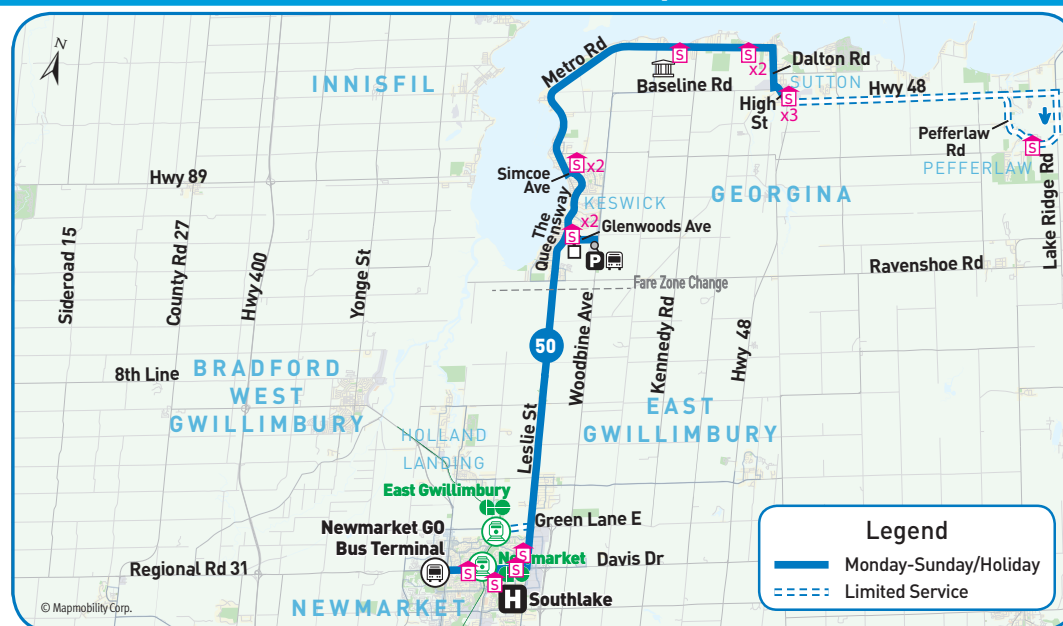
- > Provides weekend service to the ROC
- > Increases travel time for non ROC passengers (less than 17 per cent of ridership)
- > Saturday frequency adjusted from 57 to 60 minutes
- > Sunday/holiday frequency adjusted from 85 to 90 minutes

Current Operating Period and Frequency (in Minutes):

Early AM	AM Rush Hour	Midday	PM Rush Hour	Early Evening	Late Evening	Saturday	Sunday/Holiday
43	36-52	57	35-50	61-80	61	57	85

Rush hour – 6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m.

Non-rush hour – beginning of service until 6:00 a.m., 9:00 a.m. to 3:00 p.m. and 7:00 p.m. until end of service

Current Route Map

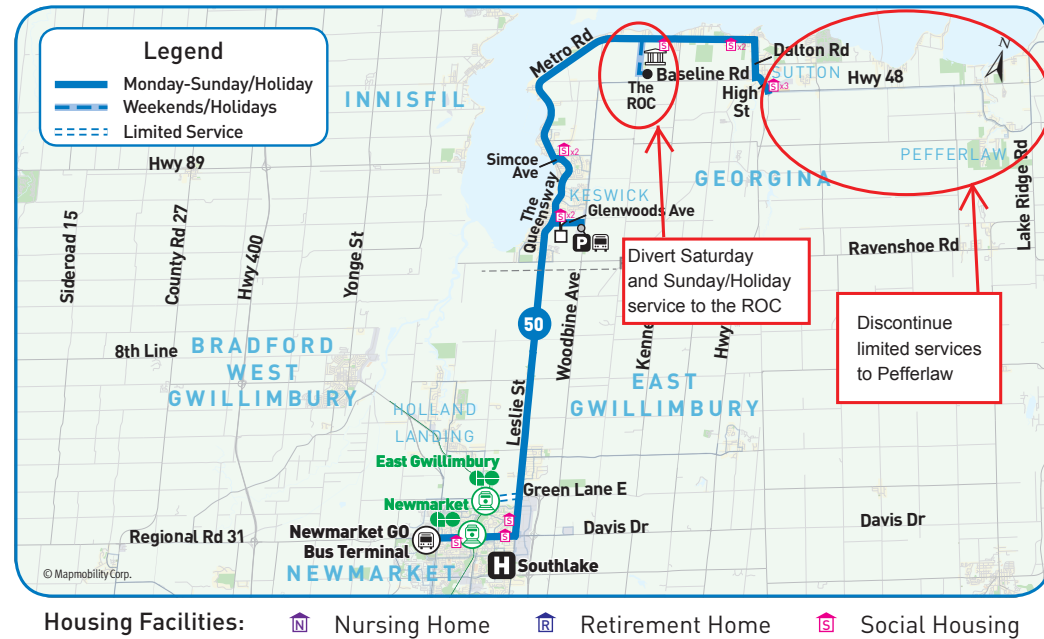
Housing Facilities: Nursing Home Retirement Home Social Housing

- > Three passengers per trip will be impacted on weekdays (Limited service)
- > Five passengers per trip will be impacted on Saturday (Limited service)
- > Six passengers per trip will be impacted on Sunday/holiday (Limited service)
- > Passengers travelling to/from Pefferlaw and Beaverton require a transfer

Current Route Performance (2012):

Performance Indicator	Value
Average route ridership (weekday daily)	737
Average route ridership (weekday rush hour)	441
Average route ridership per hour (weekday rush hour)	15
Average route ridership (weekday non-rush hour)	296
Average route ridership per hour (weekday non-rush hour)	8
Average route ridership (Saturday)	369
Average route ridership per hour (Saturday)	7
Average route ridership (Sunday/holiday)	238
Average route ridership per hour (Sunday/holiday)	6
Net cost per passenger (weekday rush hour)	\$3.73
Net cost per passenger (weekday non-rush hour)	\$8.86
Net cost per passenger (Saturday)	\$11.41
Net cost per passenger (Sunday/holiday)	\$12.89

Proposed Route Map



Current Route Performance (2012) Continued:

Performance Indicator	Value
Revenue/Cost (weekday rush hour)	41%
Revenue/Cost (weekday non-rush hour)	23%
Revenue/Cost (Saturday)	19%
Revenue/Cost (Sunday/holiday)	17%

Route 50B - Beaverton - Pefferlaw

Route Implementation Date:

- > June 2013

Route Type/Routing:

- > Local
- > Limited Monday to Sunday/holiday service between Beaverton and Pefferlaw

Major Trip Generators:

- > Beaverton
- > Pefferlaw

Current Route Performance (2012):

- > N/A – Service introduced June 2013

Proposed Service Changes:

- > Replace current Route 50 - Queensway service between Sutton and Pefferlaw with Route 50B - Beaverton- Pefferlaw on weekday, weekend and holiday

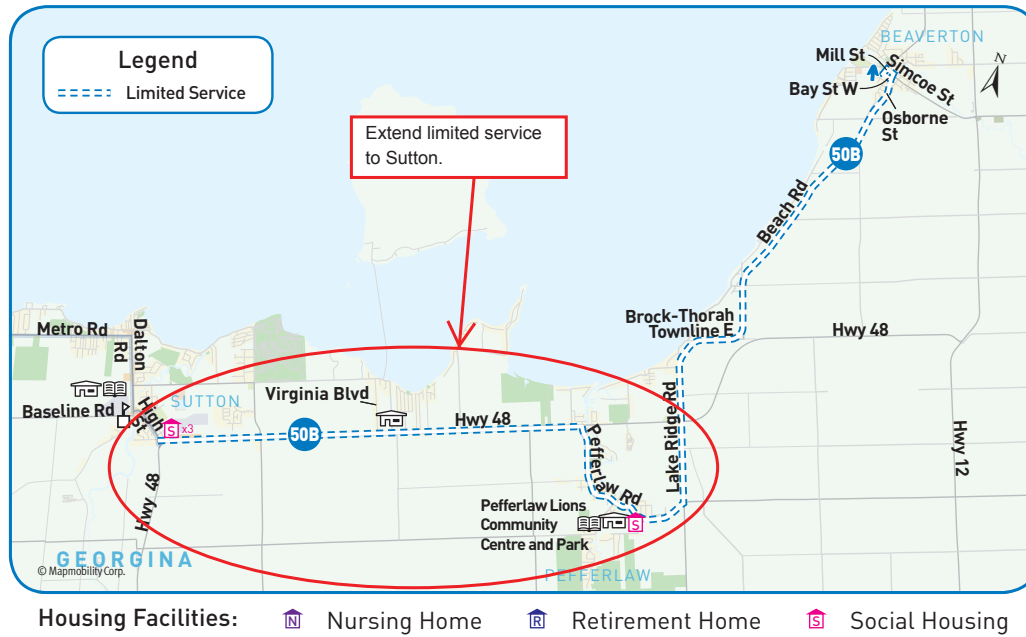
Passenger Impacts/Options:

- > Passengers travelling east of Sutton require a transfer

Current Route Map



Proposed Route Map



Current Operating Period and Frequency:

Early AM	AM Rush Hour	Midday	PM Rush Hour	Early Evening	Late Evening	Saturday	Sunday/Holiday
1 trip	1 trip	3 trips	2 trips	2 trips	1 trip	4 trips	4 trips

Rush hour – 6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m.

Non-rush hour – beginning of service until 6:00 a.m., 9:00 a.m. to 3:00 p.m. and 7:00 p.m. until end of service

Route 51 - Keswick Local**Route Implementation Date:**

- > September 2002

Route Type/Routing:

- > Local
- > Monday to Saturday service in Keswick, connecting passengers to Route 50 - Queensway and local destinations

Major Trip Generators:

- > Glenwoods Plaza
- > Keswick High School
- > Our Lady of the Lake Catholic High School
- > Georgina Keswick Public Library
- > GEM Movie Theatre
- > Learning Centre of Georgina
- > Keswick Market Place

Proposed Service Changes:

- > Operate weekday midday/evening, and all day Saturday service with Dial-a-Ride due to low ridership

Current Operating Period and Frequency (in Minutes):

Early AM	AM Rush Hour	Midday	PM Rush Hour	Early Evening	Late Evening	Saturday	Sunday/Holiday
40	37	82	37	37	37	78	N/A

Rush hour – 6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m.

Non-rush hour – beginning of service until 6:00 a.m., 9:00 a.m. to 3:00 p.m. and 7:00 p.m. until end of service

Current Route Performance (2012):

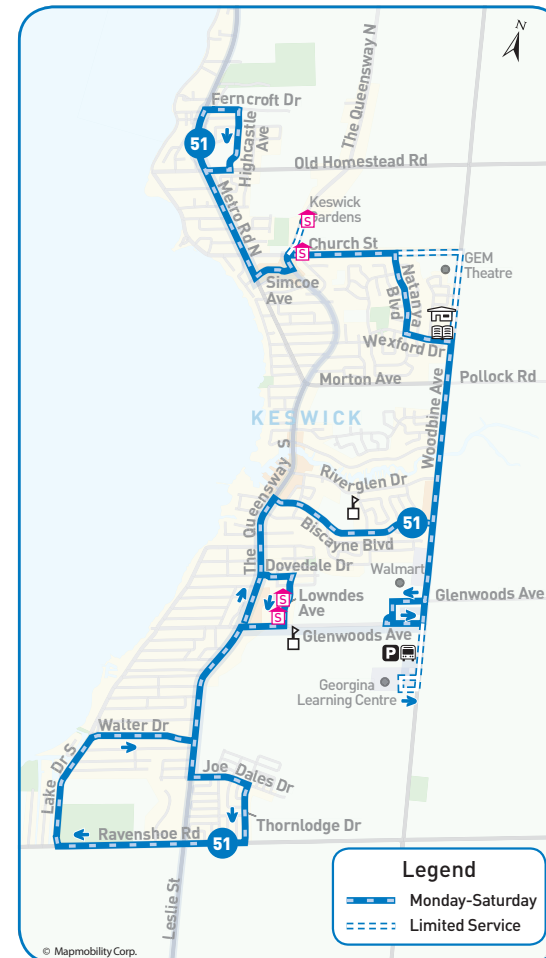
Performance Indicator	Value
Average route ridership (weekday daily)	148
Average route ridership (weekday rush hour)	110
Average route ridership per hour (weekday rush hour)	7
Average route ridership (weekday non-rush hour)	38
Average route ridership per hour (weekday non-rush hour)	3
Average route ridership (Saturday)	31
Average route ridership per hour (Saturday)	2
Net cost per passenger (weekday rush hour)	\$9.96
Net cost per passenger (weekday non-rush hour)	\$32.77
Net cost per passenger (Saturday)	\$40.73
Revenue/Cost (weekday rush hour)	21%
Revenue/Cost (weekday non-rush hour)	7%
Revenue/Cost (Saturday)	6%

Passenger Impacts/Options:

- > Three passengers per hour will be impacted on weekday
- > Two passengers per hour will be impacted on Saturday
- > Requires call for service

Proposed Route Map:

- > Same as Current Route Map – service initiative does not affect routing

**Current Route Map**

Route 59 - The ROC**Route Implementation Date:**

- > December 2011

Route Type/Routing:

- > Seasonal service
- > Limited Friday and weekend service between Pefferlaw and Keswick
- > Additional weekday service provided during Christmas Holidays and March Break

Major Trip Generators:

- > Recreational Outdoor Campus (The ROC)
- > Pefferlaw Lions Community Centre and Park
- > Georgina Ice Palace
- > Keswick Market Place

Proposed Service Changes:

- > Discontinue Route 59 - The ROC due to low ridership

Current Operating Period and Frequency (in Minutes):

Early AM	AM Rush Hour	Midday	PM Rush Hour	Early Evening	Late Evening	Saturday	Sunday/Holiday
N/A	N/A	N/A	110	110	110	78	110

Rush hour – 6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m.

Non-rush hour – beginning of service until 6:00 a.m., 9:00 a.m. to 3:00 p.m. and 7:00 p.m. until end of service

Current Route Performance (February 2013)

Performance Indicator	Value
Average route ridership (Friday daily)	3
Average route ridership (Friday rush hour)	2
Average route ridership per hour (Friday rush hour)	1
Average route ridership (Friday non-rush hour)	1
Average route ridership per hour (Friday non-rush hour)	0
Average route ridership (Saturday)	13
Average route ridership per hour (Saturday)	1
Average route ridership (Sunday/holiday)	2
Average route ridership per hour (Sunday/holiday)	0
Net cost per passenger (Friday rush hour)	\$231.16
Net cost per passenger (Friday non-rush hour)	\$466.57
Net cost per passenger (Saturday)	\$195.87
Net cost per passenger (Sunday/holiday)	\$493.26
Revenue/Cost (Friday rush hour)	1%
Revenue/Cost (Friday non-rush hour)	1%
Revenue/Cost (Saturday)	1%
Revenue/Cost (Sunday/holiday)	1%

Passenger Impacts/Options:

- > One to two passengers per day will be impacted on weekday (low ridership)
- > 13 passengers per day will be impacted on Saturday (low ridership)
- > One to two passengers per day will be impacted on Sunday/holiday (low ridership)
- > Options for service include Route 50 - Queensway on weekends
- > Walking distance may be increased to a maximum of 1.7 km for passengers going to/from the ROC on weekdays

Proposed Route Map:

- > N/A – Discontinue service

