

THE REGIONAL MUNICIPALITY OF YORK

**REPORT NO. 3
OF THE REGIONAL
JOINT TRANSIT COMMITTEE AND THE
RAPID TRANSIT PUBLIC/PRIVATE PARTNERSHIP STEERING COMMITTEE
MEETING HELD ON OCTOBER 20, 2005**

**For Consideration by
The Council of The Regional Municipality of York
on October 27, 2005**

Chair: Regional Chair B. Fisch

Members: Mayor M. Black
Regional Councillor D. Barrow
Mayor Wm. F. Bell
Mayor M. Di Biase
Regional Councillor L. Jackson
Regional Councillor J. Jones
Regional Councillor B. O'Donnell
Regional Councillor T. Van Bynen

Staff Present: L. Bigioni, S. Cartwright, P. Casey, B. Crowe, D. Gordon, E. Hankins,
J. Hulton, P. May, B. Macgregor, K. Price, M.F. Turner, E. Wilson

The Joint Transit Committee and the Rapid Transit Public/Private Partnership Steering Committee began its meeting at 9:00 a.m. on October 20, 2005.

TABLE OF CONTENTS

- 1 YORK REGION TRANSIT
ONTARIO TRANSIT VEHICLE PROGRAM REQUEST FOR
ALLOCATION OF FUNDING**
- 2 YORK REGION TRANSIT
2006 FARE RATE CHANGE**
- 3 VIVA PROGRESS REPORT - OCTOBER 2005**

4 **FINANCIAL UPDATE – YORK RAPID TRANSIT PLAN
AS OF SEPTEMBER 30, 2005**

5 **UPDATE - COMMITTEE PROCEEDINGS**

The Joint Transit Committee and Rapid Transit Public/Private Partnership Steering Committee advises Council of the following matters having been considered by the Joint Transit Committee and Rapid Transit Public/Private Partnership Steering Committee with the following action:

OTHER BUSINESS

1. Irene McNeil, Manager, Service Planning presented the monthly Ridership Statistics. **Received.**
2. Mary Lou Johnston, Manager, Marketing and Customer Services presented the monthly Call Centre Statistics. **Received.**
3. The Committee requested staff to prepare a motion for the next meeting requesting Council to communicate to the senior levels of government the lack of receipt of funds to date and suggesting how the process can be expedited.
4. **Motion to allow York Region Rapid Transit Corporation to solicit sponsors from among local businesses with whom a relationship has already been established, who can donate prizes for a proposed Viva promotion.**

The Committee recommends the adoption of the following motion:

WHEREAS the use of e-communications and the vivayork.com website are integral components in the overall Viva marketing strategy, and is intended to help increase ridership;

AND WHEREAS the vivayork.com website has already offered a contest which generated a great deal of interest and positive responses for both the website and the new service;

AND WHEREAS the website has already demonstrated that it is effectively increasing interest in Viva. Before the contest began, the daily average number of hits to the website was about 8,000/day. Since the contest, the daily average number of hits to the site is now 19,000/day with 61,000 hits on September 6th, the day of the official service launch;

AND WHEREAS 3,479 contest entries were received, yielding almost 3,000 contacts – an increase of 740% from our initial 400 names;

AND WHEREAS the success of this campaign demonstrates that the website offers a tremendous opportunity to communicate with our target audience and further encourage them to ride public transit, and needs to remain a key medium through which to reach our target audience of potential riders;

AND WHEREAS the Viva marketing plan will continue to utilize web-based promotions to build awareness, interest and positive attitudes towards Viva, ultimately leading to increased ridership.

AND WHEREAS Viva marketing has already developed mutually beneficial relationships with local businesses, and intends to continue to strengthen and expand those kinds of relationships across York Region;

AND WHEREAS local businesses have approached Viva with an interest in developing cross-promotions that will benefit the business, its employees and the general public, and that will result in increased ridership;

AND WHEREAS higher quality prizes are likely to result in increased interest in and participation in any planned Viva promotions.

NOW THEREFORE BE IT RESOLVED THAT the York Region Rapid Transit Steering Committee allow York Region Rapid Transit Corporation to solicit sponsors from among local businesses with whom a relationship has already been established, who can donate prizes for a proposed Viva promotion.

PRIVATE SESSION

5. The Committee resolved into Private Session at 10:20 a.m. to consider a property and a legal matter and resumed in open session at 11:20 a.m. with no report.

The Joint Meeting of the Transit Committee and the Rapid Transit Public/Private Partnership Steering Committee adjourned at 11:25 a.m.

Respectfully submitted,

**October 20, 2005
Newmarket, Ontario**

**B. Fisch
Chair**

(Report No. 3 of the Joint Transit Committee and the Rapid Transit Public/Private Partnership Steering Committee was adopted, without amendment, by Regional Council at its meeting held on October 27, 2005.)

Karin Price
(905) 830-4444 x 1322