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VIVA PROGRESS REPORT NOVEMBER 2005

The Joint Transit Committee and Rapid Transit Public/Private Partnership Steering Committee recommends the adoption of the recommendation contained in the following report November 3, 2005, from the Vice President, York Region Rapid Transit Corporation:

1. RECOMMENDATION

It is recommended that this report be received for information.

2. PURPOSE

This report provides a general description of the progress made in delivering the York Region Rapid Transit Plan during October 2005. The second stage of Viva Phase 1 went live on October 16, 2005 and this report describes the balance of the work required to bring the last two stages on stream, as well as preparatory EA work in support of Viva Phase 2.

3. BACKGROUND

The June 27, 2002 contract, as amended, required York Consortium 2002 (YC2002) to file monthly progress reports with York Region.

4. ANALYSIS AND OPTIONS

4.1 Year One Work Plan

The original Stage One (Year One) agreement entered into between York Region and YC2002 in June 2002 is illustrated in Table 1. The majority of the Stage One work plan components are complete and the only outstanding work, which continues, relates to the Environmental Assessments (EAs), and the current status of each is summarized below.

South Yonge Corridor

Staff continue to work with MOE to address all of the comments received during the seven week public and agency review which concluded on September 23, 2005.

Highway 7 Corridor / Vaughan North-South Link

A seven week public and agency review was completed on October 26, 2005 and we await notification from MOE as to comments received. Staff will work with MOE to address any comments. A final decision by the MOE on the EA is expected by early April 2006.

Markham North-South Link

Final report submission to MOE is anticipated during December 2005. EA Study approval is expected by mid 2006.

North Yonge Corridor

Phase I (Alternatives to the Undertaking) of the EA Study is continuing towards completion in November 2005. The remainder of the EA is subject to the approval of the next phase of the Viva work program.

4.2 Viva Phase 1 Design-Build Contract

Kiewit / Ellis Don (KED) anticipate billing 81% against the Viva Phase 1 Design-Build GMP contract valued at \$69.9 million at the end of October 2005. This report provides a general overview of the progress to date under the Design-Build Contract. A number of change orders have been processed to date for the Design-Build contract with some representing an increase in the GMP while others represent a decrease. Overall, the total change orders will be within the \$150 million budget. The information in sections 4.2, 4.3 and 4.4 sets out a general overview and description of the progress made with respect to the delivery of the various components of the system. The status of these matters is being more fully addressed under the various relevant contracts for the purposes of formally documenting the legal rights and obligations of the parties in connection with these matters. Design-Build activities during October are described in Table 1.

Table 1
Viva Phase 1 Design-Build Contract

Component	Activity	Progress
Intersections	• All stops complete.	• Complete
Terminals	• Finch Terminal: All KED work is complete. GO Transit canopy is delayed until Spring 2006. • Newmarket Terminal: Exterior construction completed. GO's contractor commenced interior work on October 17, 2005. • Richmond Hill Centre Terminal: - Construction - Pedestrian bridge design 75% complete. Site plan submitted to Richmond Hill. Construction to commence after approval of site plan. Anticipate completion in early spring of 2006.	• Complete • Complete • Complete • On Schedule
Terminals Cont'd	- Site plan approval for additional platforms received and construction is to commence in November. • Cornell Terminal: - Discussions with landowners south of Highway 7 have commenced. Protection of laybys on BurOak to turn YRT fleet west has been requested. No further work on hospital site at this time. • York University: complete	• Underway • Delayed • Complete
Fare Collection Equipment	• SubRoutes A & C – Modifications to hardware and software (to enhance performance) on the Stage 1 Fare Collection devices are mostly complete. • SubRoutes D & E – Fare Collection devices (oneRide, multiRide and vivaNow) were installed, commissioned and handed over. These SubRoutes were opened for revenue service. • SubRoute B – Installation and local testing of Fare Collection devices has commenced. System testing will follow in order to reach handover in early November.	• On Schedule

Component	Activity	Progress
ITS	- SubRoutes D & E – Handover of the transit control ITS system (both hardware and software) took place in October and the system went live as scheduled. - Installations of ITS components for SubRoutes B (Stage 3) have been completed and tested. - Variable Message Signs (VMS) for Stage 3 have been manufactured. Most of the devices are now installed and will be tested by early November. Testing of “in-vehicle” INIT equipment is ongoing for the vehicles required for Stage 3 and is on schedule.	On Schedule
Transit Signal Priority (TSP)	TSP is up and operating	Complete
Stops	Sub-routes A (Yonge Street from Finch to Bernard.) and C (Highway 7 from Town Centre to York University): Handover occurred on August 29, 2005. Sub-routes D (Vaughan N/S Link from Downsview to Martin Grove) and E (Markham N/S Link from Don Mills to Unionville Station): Handover occurred on October 10, 2005. Sub-route B (Yonge Street from Finch to Eagle Terminal in Newmarket: Handover date is November 18, 2005. No delay is anticipated	- Complete - Complete - On Schedule

4.3 Viva Phase 1 Vehicle Contract

A contract was entered into with Van Hool on March 24, 2004 for the purchase of 22 sixty-foot vehicles and 55 forty-foot vehicles an option to purchase 3 additional sixty-foot vehicles and 5 additional forty-foot vehicles has been exercised. In total 47 of the 60 forty-foot vehicles and 21 of the 25 sixty-foot vehicles were received up to the end of October. Deliveries will continue through the fall with the last vehicles scheduled for delivery in December 2005.

4.4 Viva Phase 1 Support Activities

Table 2
Viva Phase 1 Operations & Maintenance Related Support

Component	Activity
O&M Contract	· Stage 2 of Viva operations was successfully implemented on October 16, 2005. · Mobilization continues for the implementation of Stage 3 on November 20, 2005 and Stage 4 on January 1, 2006. · Mobilization meetings with Connex are held weekly and service implementation is underway according to plan. · Connex continues to hire and train drivers and staff.
Viva Phase 1 O&M Facilities Newmarket Maintenance Facility South Maintenance Facility	· Fully operational. · Fully operational.
Viva Phase 1 O&M Planning Support	· Service schedules have been completed in Trapeze and INIT for stages 1, 2 and 3. · Service schedules for stage 4 with Trapeze and INIT are under development.

4.5 Communications and Launch of Rapid Transit

4.5.1 Marketing Communications

Viva Greeters

Viva Greeters were again deployed to welcome customers aboard the new routes that opened on October 16, 2005. Greeters handed out brochures, YRT route maps and Viva Rider's Manuals to thousands of customers, and guided them through the workings of the new service and fare policy changes affecting both Viva and YRT.

This group of lively and energetic people continues to help customers purchase tickets at oneRide and multiRide machines, validate tickets at the vivaNow machines, and board through all vehicle doors. They project a lively and people-oriented image that effectively communicates the Viva brand character and values.

Viva Greeters will be deployed at the new vivastations opening on November 20, 2005.

Advertising

The service launch advertising campaign continued through the month of October in out-of-home (transit shelters, GO station platforms, billboards, flash media, mall posters), radio (680 News), cinema (30-second pre-show advertisement), and print (York Region News Group, campus papers and select ethnic publications).

This is the last month of the full campaign, after which the advertising will taper to bi-weekly print advertising and campus posters.

The Fall Newsletter was distributed in October in both print and electronic form.

Team Viva

Viva was represented at a joint Viva / YRT booth at the Markham Fall Fair from September 29 to October 2, 2005. This popular local fair attracted more than 75,000 people.

Ikea invited Viva to set up a booth at its Vaughan store on the weekend of October 15 to October 16, 2005. The booth provided an opportunity to promote the Stage 2 expansion of the Viva purple, Orange and Green lines at a busy location, which is close to the newly opened routes. TV Chef Ken Kostick was live on-site, attracting a large number of attendees.

Viva and YRT participated at the Markham Home Show on October 21 to October 23, 2005, with a prominent display booth located near the entrance of the main building. Over 22,000 people attended the weekend event.

E-Communication

The vivayork.com website continued to be very active through the month of October with 300,000 hits and 14,000 unique visitors. The success of the Viva Quiz campaign that ran through the months of August and September demonstrates that the website offers a tremendous opportunity to communicate with our target audiences and encourages them to ride public transit.

Our next online campaign is a game targeted to students and young professionals. The idea behind developing the game is to create an engaging experience that tightly integrates the Viva brand, creates excitement for the user, encourages referral and, most importantly, promotes trial of the service.

As with the Viva Quiz, game prizes will include 10-ticket strips to induce trial. However, in order to further enhance interest in the game and thereby awareness of the new viva service, local businesses are being approached for sponsorship of additional prizes. The

idea is to develop cross-promotions that will benefit the business, its employees and the general public and, ultimately, increase ridership.

Our Viva interactive kiosks were moved to the Bathurst Clark Library and Angus Glen Community Centre for the month of October.

Presentations

During the month of October, the following presentations were prepared and / or delivered:

- Special Needs Presentation to Under the Banyan Tree Centre for the Developmentally Disabled in Markham – October 19, 2005.
- Langstaff Ratepayers Associate presentation – October 5, 2005.
- CUTA presentation (BRT North American Forum) underway for November 21, 2005.
- York Region Transportation and Works presentation underway for November 8, 2005.

Municipal Update presentations are also underway and planned for delivery in each local municipality at the end of November / early December.

4.5.2 Media Update

October marked the first full month of operation and the second stage of service implementation. News releases were written highlighting these two milestones and that helped generate further media interest in Viva. There were stories filed by the A Channel, CBC TV, TVO, CBC Radio, the York Region Newspaper Group, the Toronto Star, the Toronto Sun and the Metro publication.

Headlines included:

- “Viva ridership growing” YRNG, October 8, 2005.
- “Gas prices boosting transit” Toronto Star, October 15, 2005.
- “Viva expands this weekend” YRNG, October 15, 2005.
- “Viva our bus service” Toronto Sun, October 16, 2005.
- “Transit fare hikes will hurt ridership, councilor says” YRNG, October 22, 2005.
- “Viva convenient, but wait times irk some riders” YRNG, October 27, 2005.
- “New service may lead to inconvenient commute” Metro, October 27, 2005.

Live A Channel Transit Reports

Live transit reports are now being broadcast on the A Channel (formerly the New VR) from the Viva Operations Centre at 50 High Tech. Rebekah Murdock has been filing the morning YRT/Viva transit reports four times during the Breakfast Television show at 7:05am, 7:35am, 8:05am and 8:35am.

By establishing this partnership with the A Channel, YRT-Viva has a regular presence on mainstream television, touching tens of thousands of viewers daily at minimal cost.

In October we began training Tamara Williams to act as backup to Rebekah and to be in a position to begin afternoon reports in the new year. At this point, A Channel has not set a specific date for the start of the afternoon program.

Innovative Media

Our "Innovation vehicle" has now been operating along the Blue route (Yonge Street) for almost two months. This 18 metre Viva RTV has been outfitted with a large flat screen monitor which displays news, weather, sports and entertainment information. It is also showing various ads, including spots promoting Viva and YRT.

At the same time, we are testing technology that allows the Viva Innovation RTV to be a WiFi hotspot. This is allowing passengers to surf the internet or send email while commuting. It is contemplated that there will be a fee attached to this service at some future date.

No further TVs have been installed as we wait for an installation package being designed and manufactured by Van Hool. Pop Media expects to take delivery of the packages within days and installation will resume immediately thereafter. The goal is to have 10 Viva vehicles outfitted by the end of the year.

VIVA/YRT Rewards Program

Over the spring and summer the Viva/YRT Rewards RFP was issued, a proponents' information meeting was held and one proposal was received at closing. After careful evaluation, the proposal was deemed to be non-compliant.

On October 18, 2005 a revised RFP was issued and the submission date is now November 17, 2005. It is contemplated that notification of award will be issued in December 2005 and the YRT/Viva Rewards program will begin in the spring of 2006.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

6. LOCAL MUNICIPAL IMPACT

There are no local municipal implications associated with this report.

7. CONCLUSION

YC2002 and York Region staff continued to advance the Viva implementation program through October with Stage 3 anticipated to go-live on November 20, 2005.

The Senior Management Group has reviewed this report.