

2017 Annual Service Plan

Presentation to City of Markham
Development Services Committee

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November 7, 2016



Overview

1. System Overview

- Customer Survey
- System Performance
- GTHA Transit Service Area Comparison

2. YRT/Viva Strategic Direction

- Fare Strategy
- Ridership Growth Strategy

3. Transit Planning

- 2017 Annual Service Plan

4. Next Steps





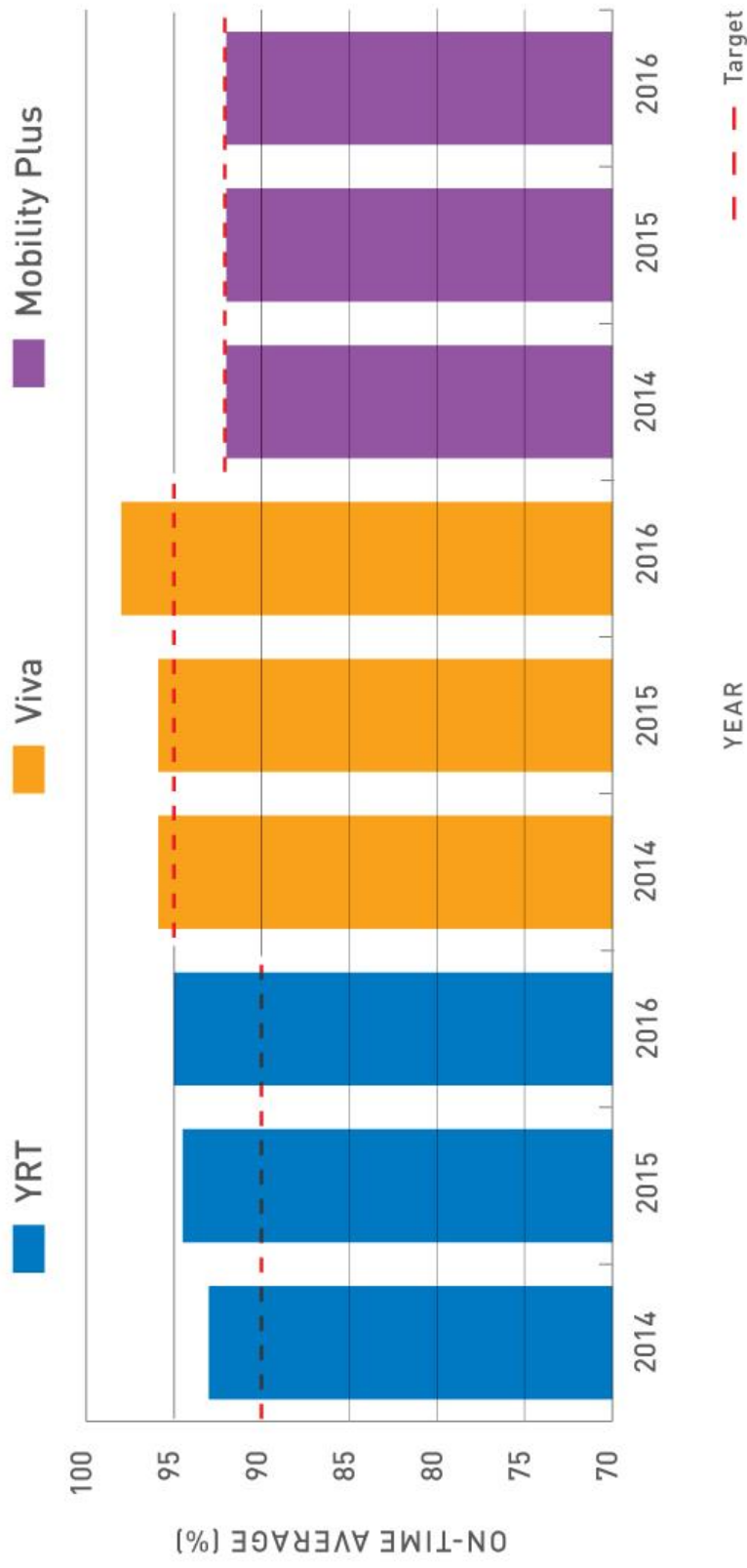
- **86%** are under age 39
- 55% are female and 45% male
- **95% speak English**
- **65%** make \$25,000 or less annually
- 85% use the service for work or school
- 80% use the service **3+ times per week**

- **65% do not have a choice** in whether to use the service or not
- The **top three** preferred methods to receive route information are: YRT/Viva Mobile App, **yrt.ca** and Google Transit

Note: Survey results and demographics are based on the 2015 customer satisfaction surveys

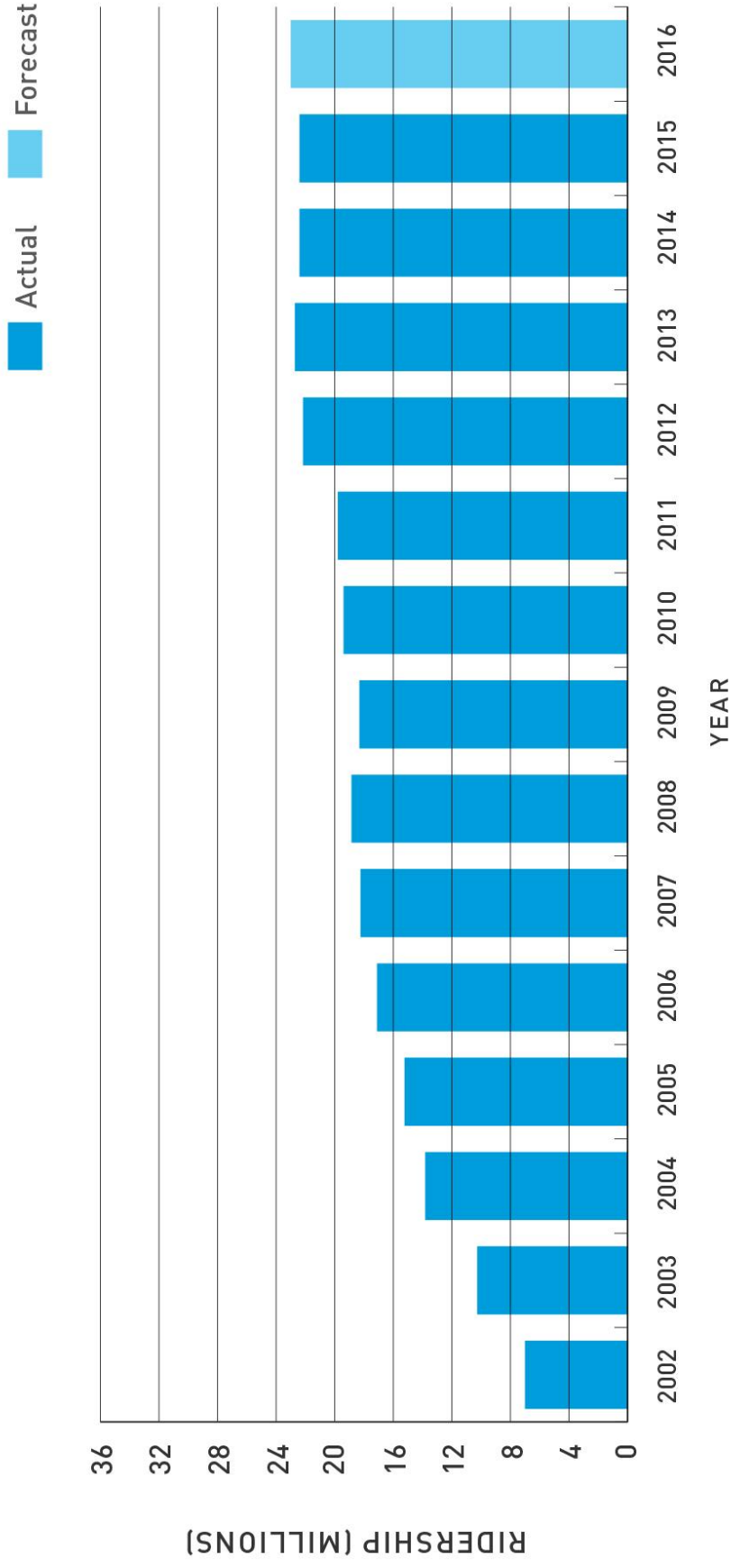
78 per cent of YRT/Viva customers expressed overall satisfaction with the service

On-Time Performance



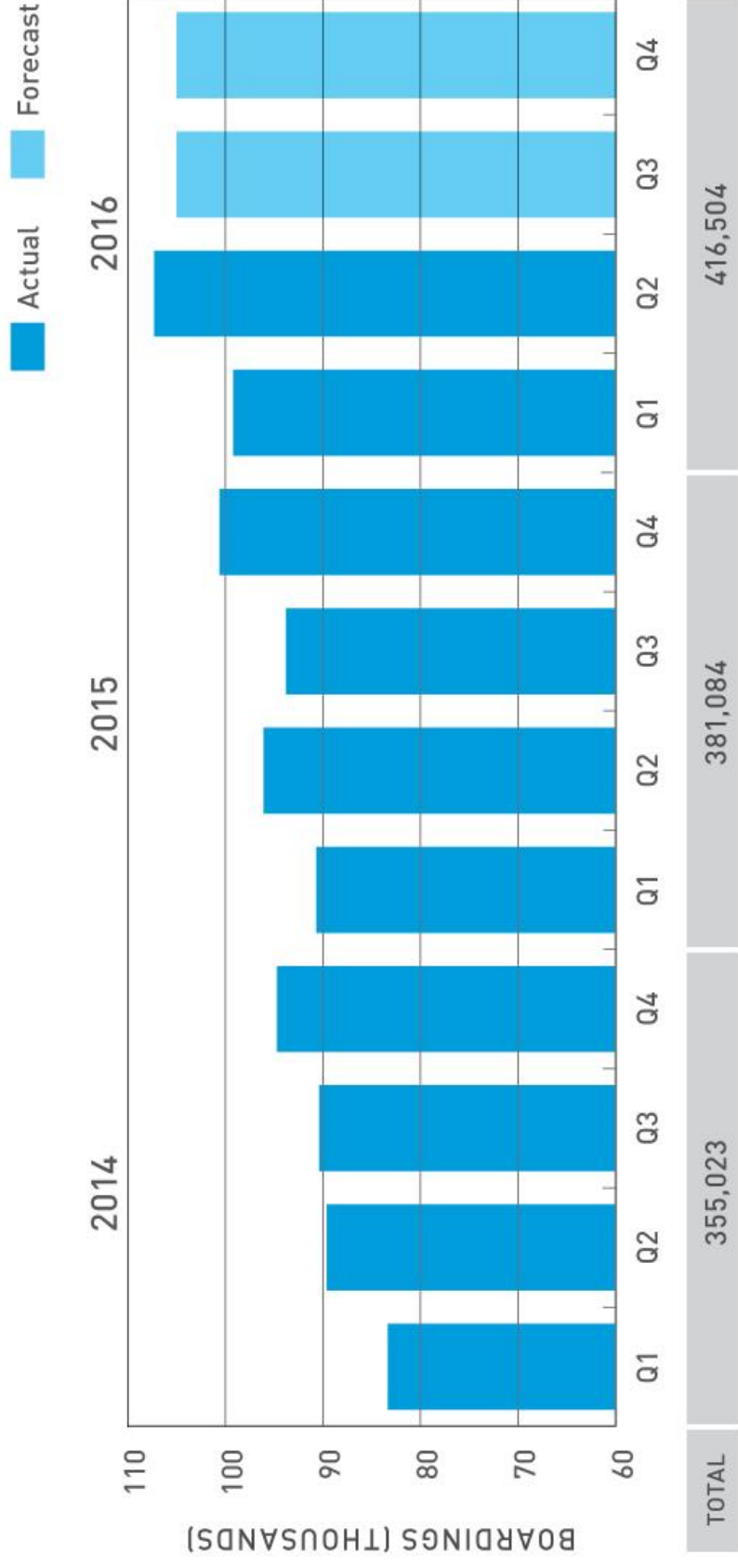
Continued improvement, reliability and quality service is YRT/Viva's focus

Revenue Ridership



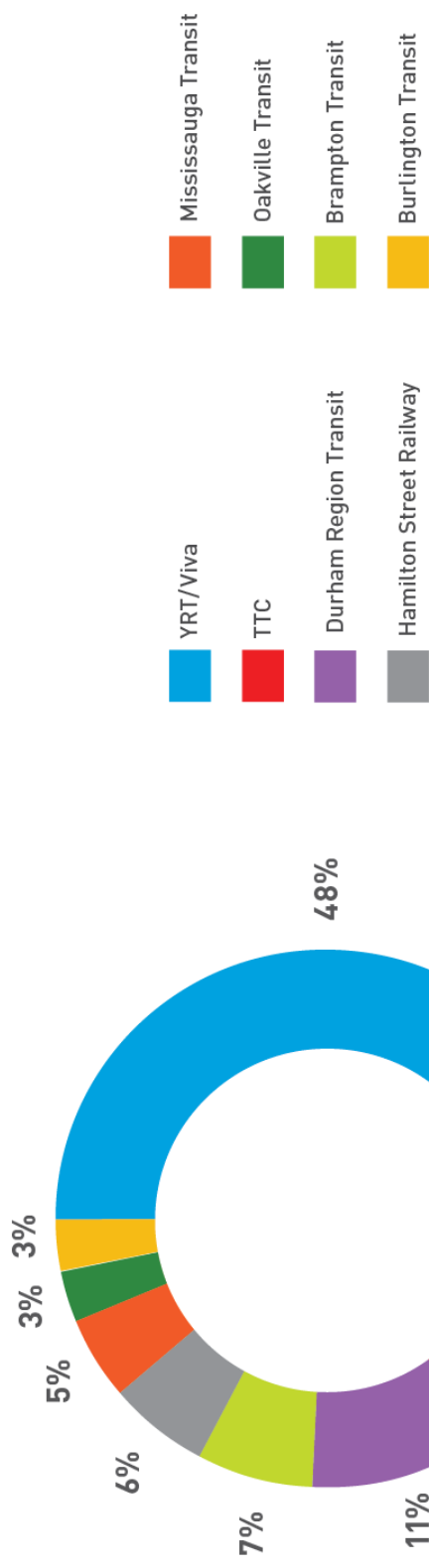
Ridership is expected to increase by two per cent in 2016

Mobility Plus Ridership



Ridership is expected to increase by nine per cent in 2016

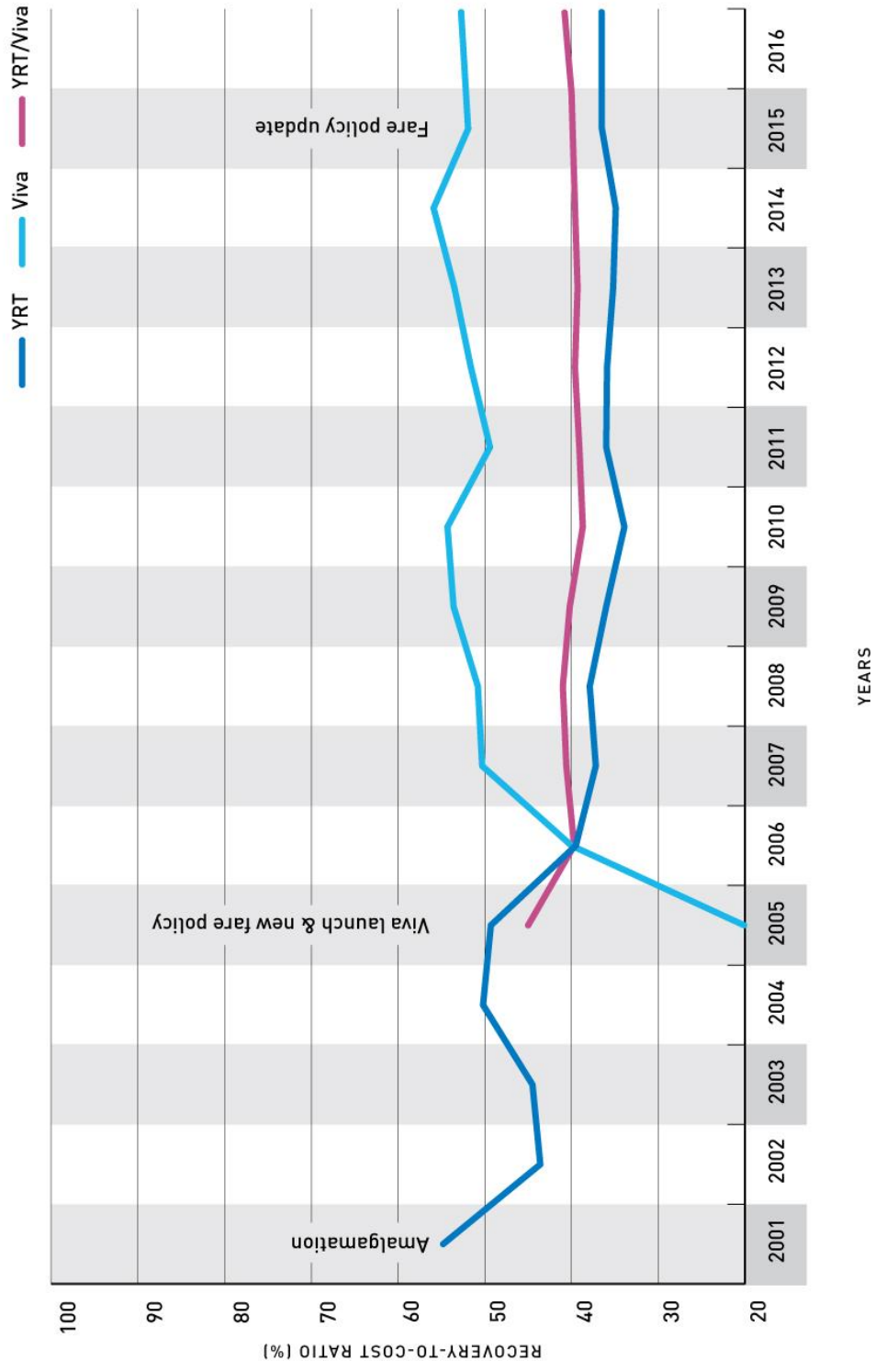
GTHA Transit Service Area Comparison



Source: 2014 Canadian Transit Fact Book

YRT/Viva services 48 per cent of the geographic area operated by GTHA transit agencies

Revenue-to-Cost Ratio Trends



GTHA Transit System Comparison

Transit Agency*	Revenue Ridership	Revenue-to-Cost Ratio (%)	Service Area Population	Service Area (square km)	Total Vehicles
TTC	534.8 million	73	2.8 million	632	2,873
MiWay	36.6 million	49	0.8 million	179	463
Hamilton Street Railway	22.3 million	47	0.5 million	235	221
Brampton Transit	20.4 million	46	0.6 million	267	359
YRT/Viva	22.4 million	40	1.0 million	1,776	520
Burlington Transit	2.1 million	37	0.2 million	98	54
Durham Region Transit	10.8 million	35	0.6 million	406	195
Oakville Transit	3.0 million	34	0.2 million	104	89

* Data from the 2014 Canadian Urban Transit Association Fact Book

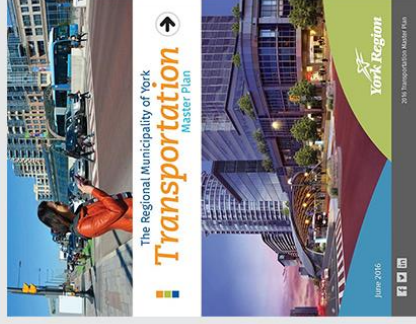
YRT/Viva continues to maintain a 40 per cent revenue-to-cost ratio

YRT/Viva Strategic Direction

Transit System Life Cycle



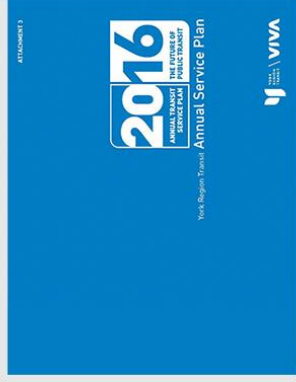
Strategic Documents



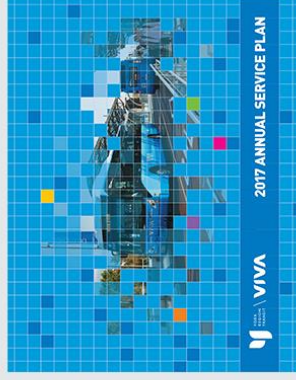
Transportation Master Plan



2016-2020 Strategic Plan



2016 Annual Service Plan



2017 Annual Service Plan



2018 Annual Service Plan

Multi-Year Fare Strategy

1. Addresses revenue-to-cost ratio
2. Fare concessions
3. Full PRESTO implementation
4. Special purpose passes and programs
5. Non-fare revenue options
6. Implementation plan



The proposed fare strategy would support ridership growth, customers ability to pay and financial sustainability

Ridership Growth Strategy

Evaluate the impact of York Region's strategic initiatives on YRT/Viva ridership, identified in:

- Region's Official Plan
- Transportation Master Plan
- YRT/Viva's Strategic Plan and Fare Strategy

Identify other strategies that will promote ridership growth:

- Service delivery effectiveness
- Technology options



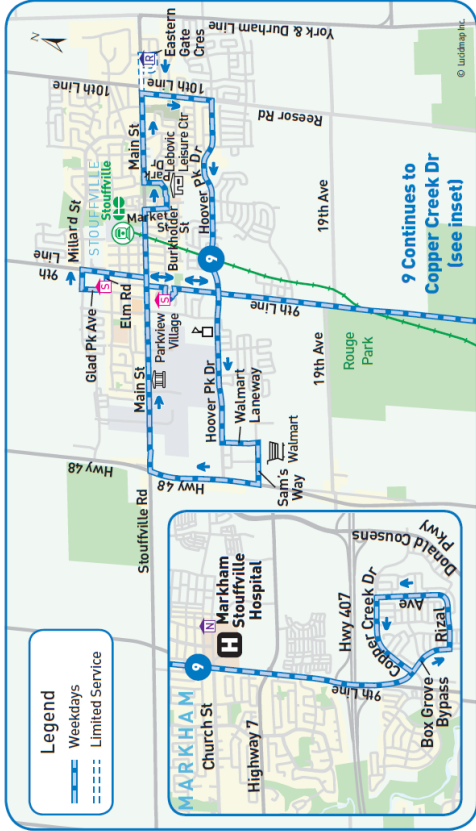
Identify opportunities to grow transit ridership

2017 Annual Service Plan

City of Markham

Route 9 – 9th Line

Existing Routing



Housing Facilities: Nursing Home Retirement Home Social Housing

Proposed Routing



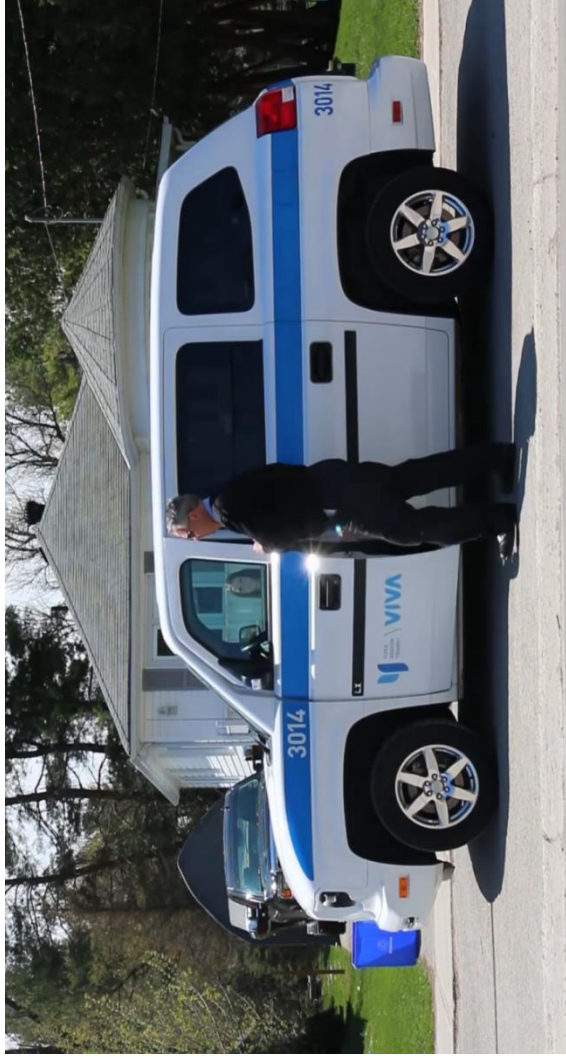
Housing Facilities: Nursing Home Retirement Home Social Housing

Extend service to Riverwalk Drive, implement on-demand Saturday service

All Routes

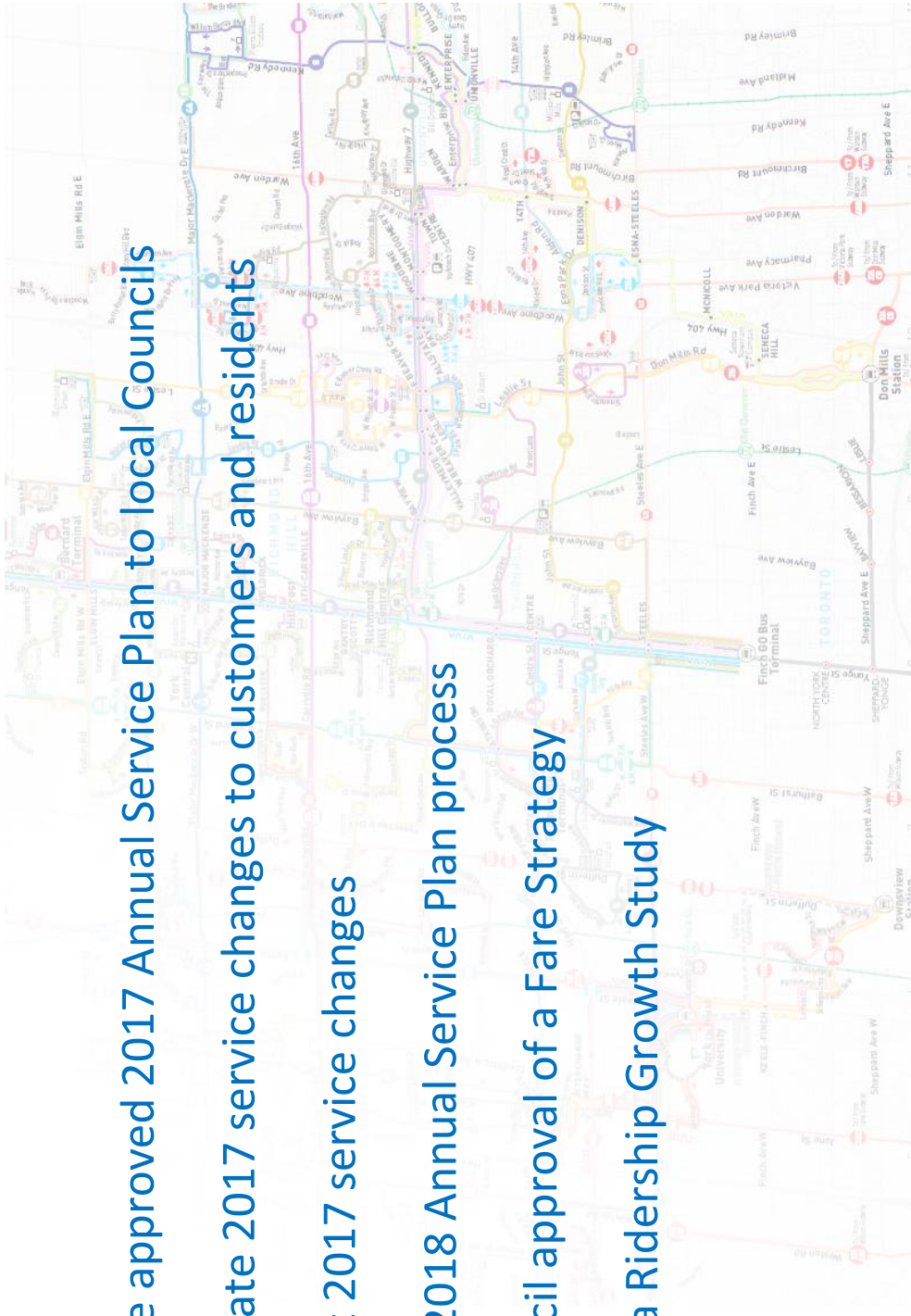
Proposed Changes

- Review routes operating below cost effectiveness targets (net cost per passenger)



Next Steps

- Present the approved 2017 Annual Service Plan to local Councils
- Communicate 2017 service changes to customers and residents
- Implement 2017 service changes
- Begin the 2018 Annual Service Plan process
- Seek Council approval of a Fare Strategy
- Complete a Ridership Growth Study



Thank you

