

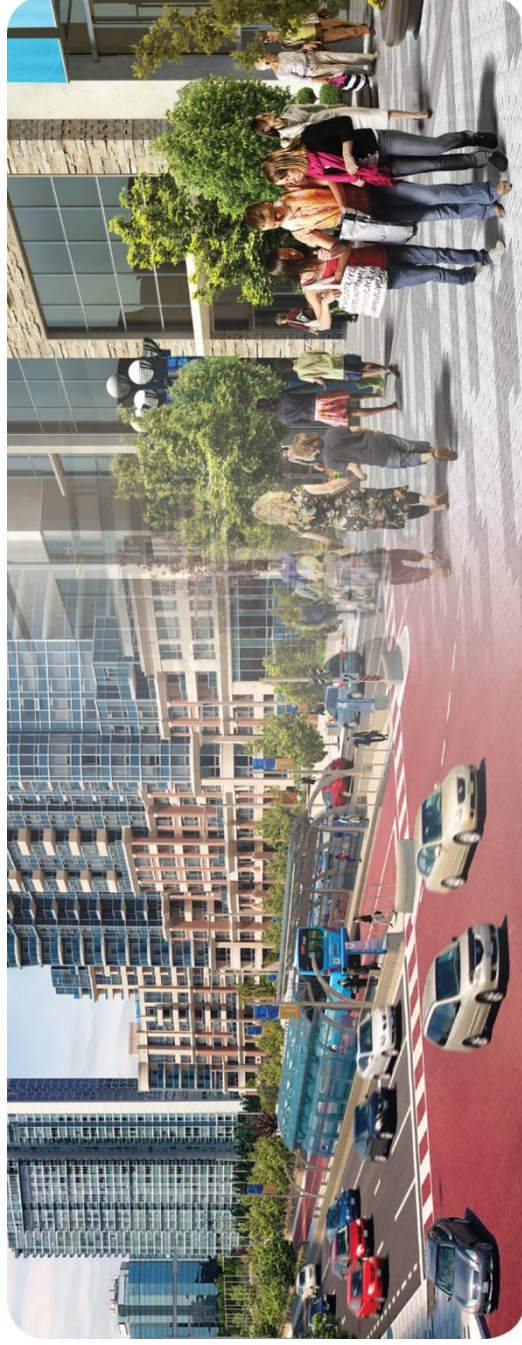
York Region Rapid Transit Corporation

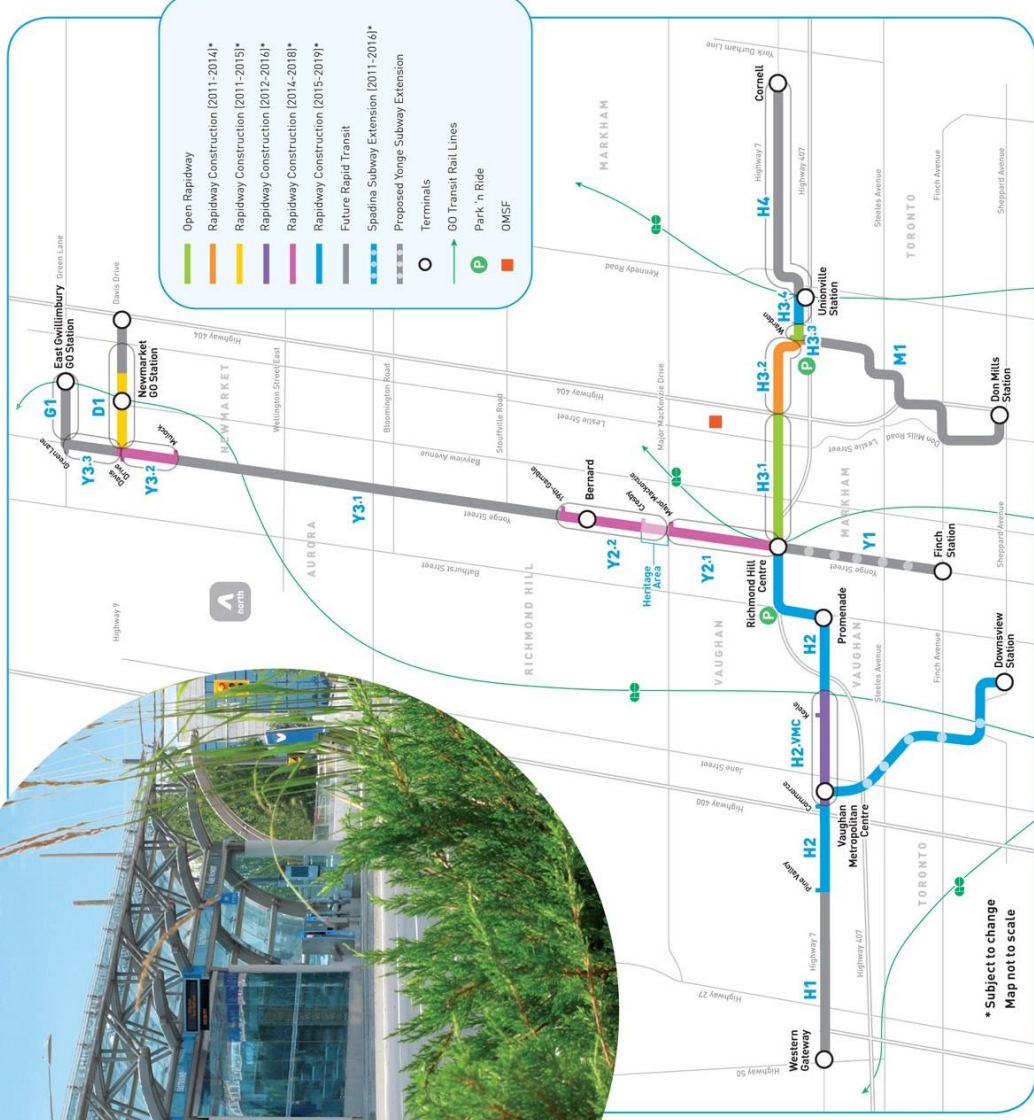


Markham Centre - VivaNext Rapidway Update
Development Service Committee Presentation | May 20, 2014
City of Markham

vivanext
be moved

- › Opening/Introduction
- › Project Status
- › Construction milestones
- › Segment opening
- › Markham Centre rapidways - H3.4
- › Sharing information





first segment opened in 2013

VIVAnext



A Metrolinx vivaNext Project



Transit ridership and support is building

- › Viva ridership has increased by 38% [since launch 2005 – 2013]
- › Transit mode share is shifting in York Region and is currently at 11%
- › Continued public support for investment in public transit – 79% of residents support a connected transit network
- › Since amalgamation transit ridership grew from 7 million in 2005 to 22.7 million in 2013

Viva Total Boardings



project status – utility relocation

- Highway 7 – major utility relocations are now complete
- South Town Centre, Cedarland and Warden – utility relocations will be complete by Q2



project status – structures

- Apple Creek Bridge – widening 95% complete
- Warden Avenue Bridge – widening 90% complete

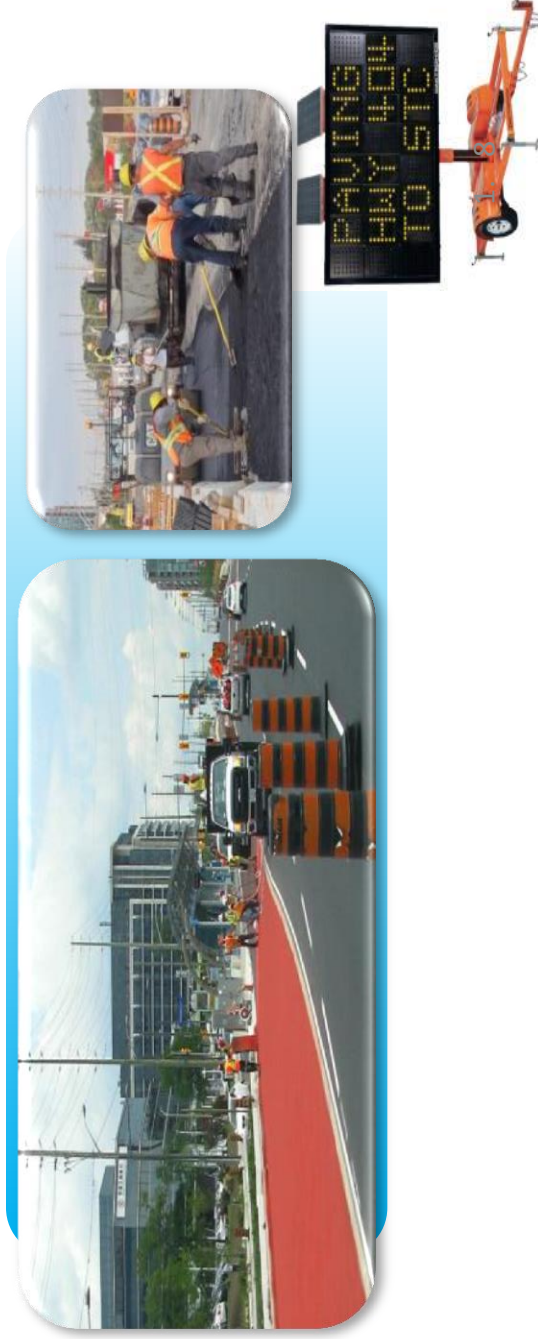


Road widening will be completed for the rest of the rapidway:

- › Highway 7 – Woodbine Avenue to South Town Centre
- › South Town Centre, Cedarland and west side of Warden Avenue
- › This work includes: boulevards, lighting & traffic signals

Traffic Staging:

- › Highway 7 – paving until opening in August
- › South Town Centre – reduced to 1-lane per direction for duration of road widening
- › Cedarland – remains closed until August 2014
- › Warden – rolling lane closures



communication is a top priority during construction



- › During construction signage plays a key role and includes the following:
 - › Variable message boards
 - › On street directional and business open signs
 - › Pedestrian detours and safety messages
 - › Traffic and wayfinding signs

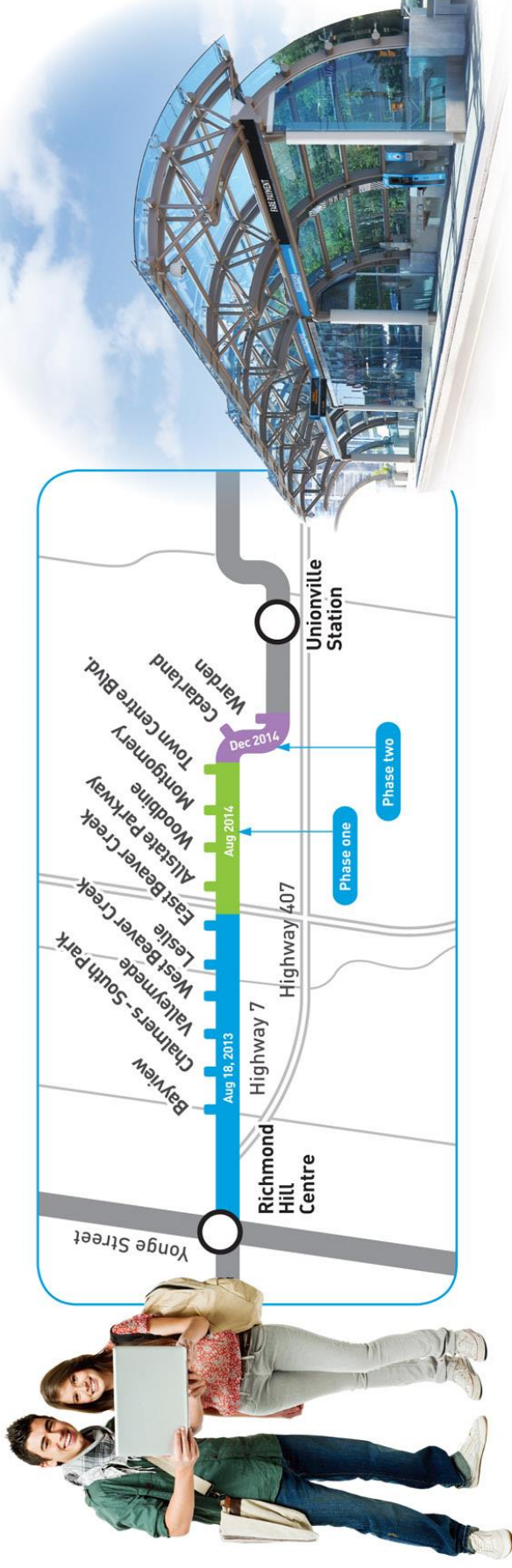
- › Complete Highway 404 to Warden [5 stations]
- › Complete utility relocations on South Town Centre, Cedarland, Warden – Q2
- › Complete bridge widening (Apple Creek & Warden) – Q3/Q4
- › Complete boulevard, road work, lighting & traffic signals – Q4
- › Fully operational Hwy 404 to Warden/Enterprise Station – December 2014



rapidways open in Markham this year!

Viva service operations launched in two phases -

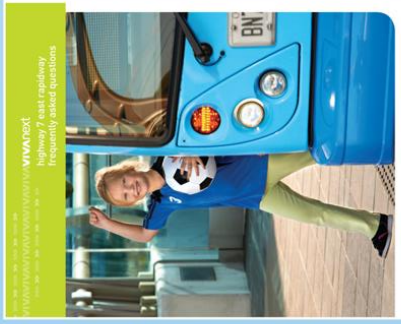
- Phase 1 – Hwy 404 to South Town Centre [4 stations] – opening in August
- Phase 2 – South Town Centre to Warden Station [2 stations] – opening in December



the first phase of communications

phase 1 - 30-days prior to opening

July – August



frequently asked questions sheet



community poster



wayfinding banner installed on fence



a-frame signage

Prior to the rapidways opening a full communications plans takes place which:

- Focuses on **awareness**
- Approximately four to six weeks in advance of launch
- Internal training and education is underway
- Stakeholder communications starts to build excitement
- www.vivanext.com

the second phase of communications – be ready!

phase 2 - 2-weeks prior to opening August \September



how to viva booklet



project newsletter



vivaNext tweet



> Focuses on **education** – *be ready*

- > Operational testing and driving training in rapidway is underway
- > Extensive communications to all stakeholders focuses on education and changes

the third phase – opening day – be moved!

phase 3 - first week of service, onwards September

The collage features four promotional items for the Viva service:

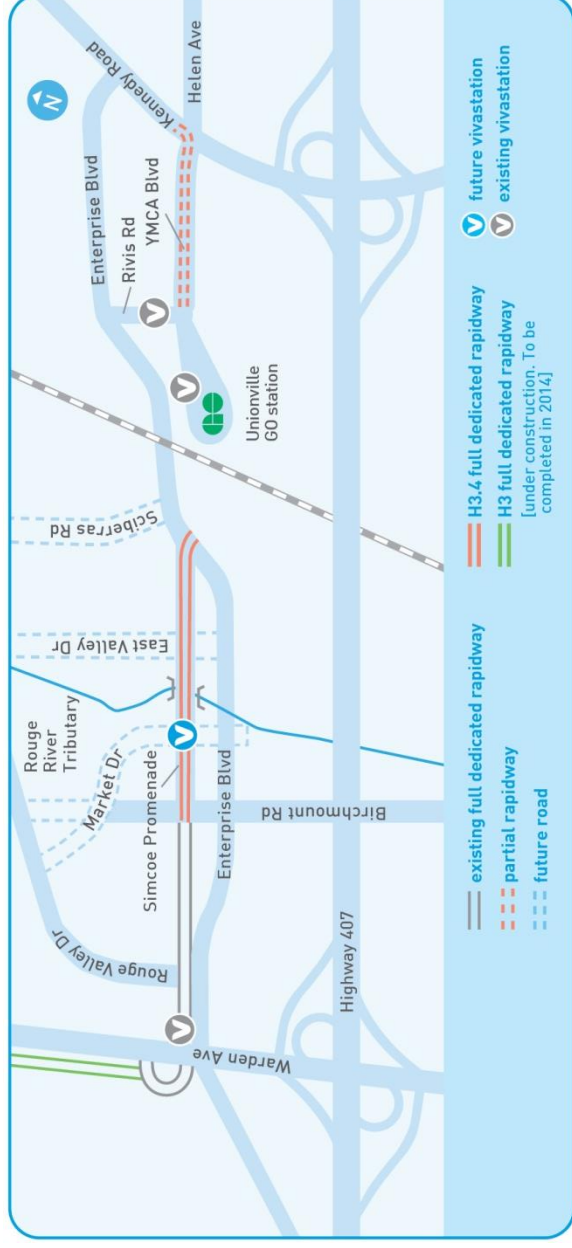
- how to viva z-card:** A large informational card showing a station interior and a list of services.
- station poster:** A blue poster with the text "welcome to your new vivastation!" and "the new viva rapidway service still offers all the things you already love about viva and a whole lot more." It lists features like "new rapidway lanes", "new signage", "new ticketing", and "new security".
- station flag:** A blue flag with the text "be moved." and "viva next" over a photo of a station.
- static web banner:** A blue banner with the text "coming soon to a centre lane near you. be ready." and "static web banner: yrt/viva website and facebook, vivaNext facebook".

- Service launch – **be moved**
 - Stakeholder engagement through advertising, radio, printed collaterals, and on-street initiatives are underway to educate the users about the changes to their streets and transit system
 - Safety and education are key messages for both pedestrians and motorists

celebrating Highway 7 rapidway opening!

vivavnext





- Defining the scope of work in Markham Centre to include in the H3.4 bundle RFP including:
 - Birchmount Road to Sciberras Road cross-section and alignment coordinated with the City and developer plans
 - Intersection of Simcoe Promenade and Enterprise Boulevard interim configuration designed to ensure safe operation of rapidway and to minimize potential of vehicles entering the rapidway
 - Single lane eastbound rapidway on YMCA Boulevard and a receiving lane on Kennedy Road
 - Property requirements and acquisition process
 - Construction agreement and maintenance agreement

Markham Centre [H3.4] – timeline

- › Request For Qualifications – closed on February 25, 2014
- › Request For Proposals scheduled to be released – June 2014
- › Request For Proposals scheduled to close – November 2014
- › Financial close – April 2015
- › Construction scheduled to begin – Fall 2015 (after 2015 Pan American and Parapan American Games)
*note schedule is subject to change after the contract is awarded
- › Construction completion 2019



communication is ongoing

Outreach includes:

- Community Liaison work
- Business Support program is ongoing – **Shop7**
- Brochures, newsletters & FAQ's
- Weekly emailed construction notices
- Regular social media updates
- vivaNext website
 - blogs, maps, images
- Participation in community events



Thank you

vivavnext

