

Regional Clerk's Office  
CORPORATE SERVICES DEPARTMENT

**REVISED AGENDA**

**TRANSIT COMMITTEE**

Committee Room "A"  
Administrative Centre  
17250 Yonge Street  
Newmarket, Ontario

March 12, 2009

11:00 a.m.

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**DISCLOSURES OF INTERESTS**

**A. DEPUTATION**

*(Subject to the Committee granting deputant status.)*

1. **David Gray, President, Creative Outdoor Advertising, requesting to make a deputation to Transit Committee regarding 'Co-ordinated Transit Street Furniture Program Update'.**  
*(Please refer to Agenda Item No. D2).*

**Page No.**

**Attached**

**B. PRESENTATIONS**

1. **2008 Marketing and Communications Review**  
Presentation by Irene McNeil, Manager, Service Planning, Transit Branch, Transportation Services Department.  
(Please refer to Agenda Item No. D1)
2. **Co-ordinated Transit Street Furniture Program Update**  
Presentation by Rick Takagi, Manager, Operations and Joshua Scholten, Facilities Supervisor, Transit Branch, Transportation Services Department.  
(Please refer to Agenda Item No. D2)

**C. COMMUNICATIONS**

1. None.

**D. REPORTS SUBMITTED BY THE  
COMMISSIONER OF TRANSPORTATION SERVICES**

**1. York Region Transit 1**  
**2008 Marketing and Communications Review**

February 26, 2009, recommending that:

1. This report be received for information.

**2. York Region Transit 33**  
**Co-ordinated Transit Street Furniture Program Update**

February 26, 2009, recommending that:

1. Regional Council endorse the proposed final Co-ordinated Street Furniture Urban Design Guidelines (*Attachment 1*).
2. Staff be authorized to issue a revised Request for Proposal for the supply, installation, maintenance and associated revenue opportunities for co-ordinated transit street furniture with advertising for a 15-year term; such Request for Proposal to include the following key revisions:
  - a) The requirement of both transit shelters and street furniture elements.
  - b) One standard design for each element.
  - c) Collection and processing of waste and recyclables will be the responsibility of the Region.
  - d) Local advertising will be provided at a rate lower than the typical national advertising rate.
  - e) Advertising will be limited to a single element at each facility.
3. The local municipalities be consulted to review opportunities to install transit street furniture at designated transit facilities on road allowances under local municipal jurisdiction.
4. Staff report back to Regional Council for final approval.

**REPORT SUBMITTED BY THE COMMISSIONER OF  
TRANSPORTATION SERVICES AND THE COMMISSIONER OF  
CORPORATE SERVICES**

**3. New Lease for York Region Transit  
3601 Highway 7 East, Town of Markham**

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February 27, 2009, recommending that:

1. The Region be authorized to enter into a lease for a ten-year term, commencing on September 1, 2009, with 1602978 Ontario Inc., for York Region Transit, located at 3601 Highway 7 East, 8<sup>th</sup> Floor, in the Town of Markham, consisting of 12,469 square feet at an approximate annual cost of \$331,000.
2. The Regional Chair and the Regional Clerk be authorized to sign the lease with the landlord, subject to the approval of Legal Services and the Regional Treasurer.
3. The Commissioner of Corporate Services be authorized to sign a lease extension agreement, at the then current market rate, for up to an additional ten-year term, if required, subject to the approval of Legal Services.

**OTHER BUSINESS**

**1. Monthly Ridership Statistics**

*Attached.*

**ADJOURNMENT**

Note: There may be additional items considered that do not appear on this Agenda. Please refer to the Committee Report to Council for all items considered at this meeting. See also Regional Council Agendas, Minutes and Reports at: [www.york.ca](http://www.york.ca)