



appendix

Accountability Matrix

PROPOSED ACTION	WHO WILL BE INVOLVED	HOW WILL IT BE DONE
Strategic Direction: Create an Environment to Share Information and Ideas		
<i>Objective: Better understand the growth and change in the Region's economy</i>		
Produce an annual comprehensive economic profile to monitor key indicators	York Region, area municipalities, Federal and Provincial governments	<ul style="list-style-type: none"> • Data collection and analysis • Publish in print and electronic formats • Circulate broadly to stakeholders, industry and business community
Develop a virtual information portal to provide Regional companies with access to information	York Region, <i>YorkInfo Partnership</i>	<ul style="list-style-type: none"> • Develop a new GIS-enabled Economic Development website • Provide linkages to area municipalities and other internet resources • Promote broadly to the business community
<i>Objective: Foster ongoing opportunities for sharing information and ideas</i>		
Convene an annual Region-wide business wisdom exchange and economic summit	York Region, industry and business, education, area municipalities, Chambers of Commerce/ Board of Trade, interest groups, non-profit agencies and other economic stakeholders	<ul style="list-style-type: none"> • Provide an opportunity for business and stakeholders to network and exchange ideas, and for the Region to receive feedback on its performance • Encourage participation from the business community
Establish a Regional Business Roundtable to provide regular feedback on economic issues affecting business	York Region, business community	<ul style="list-style-type: none"> • Recruit business leaders to the Business Roundtable • Organize quarterly meetings
Identify and encourage the involvement of voluntary and non-profit organizations to participate in new partnerships with business	Voluntary and non-profit organizations, businesses	<ul style="list-style-type: none"> • Seek out mutually beneficial new partnership opportunities
Maintain the Region's membership and involvement with the Chambers of Commerce and Boards of Trade	York Region	<ul style="list-style-type: none"> • Ongoing

Appendix: Accountability Matrix continued...

Re-initiate the York North Economic Development Partnership	York Region, area municipalities, Chambers of Commerce, Federal and Provincial governments	<ul style="list-style-type: none"> Initiate meeting with representatives of the northern municipalities and Chambers of Commerce to discuss common challenges and concerns Identify opportunities for support that may be available through senior government programs
Create a new Achievement Award to recognize the achievements of individuals or groups	York Region, area municipalities, York Region Business Roundtable	<ul style="list-style-type: none"> Promote best practices in economic development Establish criteria and guidelines for the Awards Form an Awards Committee
<i>Objective: Expand broadband telecommunications</i>		
Identify gaps and encourage access to high quality, equitable broadband telecommunications	E-Government Committee, York Region, <i>YorkInfo Partnership</i> , utility companies, Public and Separate School Boards, business community	<ul style="list-style-type: none"> Participate in a joint review of broadband access across the Region
Facilitate business participation with the E-Government Committee	E-Government Committee, business community	<ul style="list-style-type: none"> Promote the mandate and functions of the E-Government Committee to the business community
<i>Objective: Improve co-ordination with other levels of government</i>		
Host regular meetings with area municipal Economic Development staff and provincial and federal government ministries and departments	York Region, area municipalities, Federal and Provincial government ministries and departments	<ul style="list-style-type: none"> Ongoing
Identify funding and other sources from senior level governments in support of economic development initiatives	York Region, Federal and Provincial government ministries, departments and agencies	<ul style="list-style-type: none"> Review current funding sources Develop a strategy to secure funding and support
Undertake a review of the optimal service delivery model and organization of the Region's economic development services	York Region, Federal and Provincial government ministries, departments and agencies, area municipalities, non-profit organizations	<ul style="list-style-type: none"> Review staffing, resources and business model of the Economic Development Branch Assess and address the efficiency and effectiveness of the Region's economic development programs and services against other government initiatives and policies

Strategic Direction: Sustain a High Quality Workforce

Objective: Align workforce development efforts with the needs of industry clusters in York Region

Facilitate the evolution of an Industry Education Council to address common workforce development issues that may impact business and industry	York Region, industry, universities, colleges, school boards, associations, and other non-government agencies	<ul style="list-style-type: none"> • Draft terms of reference • Identify candidate members and appropriate government resources • Secure senior government funding support for this initiative
Facilitate better forecasting of industry requirements, skills shortages and deficiencies	Education Sector (school boards and colleges and universities), York Region, Federal and Provincial governments, industry	<ul style="list-style-type: none"> • Disseminate information on population and demographic projections to industry and education • Facilitate initial meeting between industry and the education sector to discuss industry requirements and areas of skills deficiencies
Advocate for more apprenticeship and skilled trades training and education	Industry, school boards, colleges, non-profit agencies	<ul style="list-style-type: none"> • Facilitate discussions with the education sector to support the reinstatement of trades education in the school curriculum
Identify opportunities to attract and support new institutions of higher learning, research, management and training	York Region, area municipalities, industry and business, school boards	<ul style="list-style-type: none"> • Develop business case and identify potential locations • Develop a strategy and establish partnerships • Secure support and funding from Provincial Government
Compile a comprehensive resource guide of employment, education and training resources for employers in the Region	York South Simcoe Training Adjustment Board, public and private sector training, education and workforce service providers	<ul style="list-style-type: none"> • Review available resources • Consult with service providers • Develop the resource guide and disseminate to employers • Update on a regular basis
Improve efforts to maintain effective and adequate human service infrastructure to meet the needs of the labour force	Human Services Planning Coalition, York Region, area municipalities, Federal and Provincial governments, non-government agencies	<ul style="list-style-type: none"> • Lobby for increased social service funding from senior levels of government

Appendix: Accountability Matrix continued...

<i>Objective: Support immigrant mentoring and integration</i>		
Assist in the compilation of a directory of immigrant support and training resources	Non-profit immigrant support agencies, York Region, Federal and Provincial governments, training providers, education sector, professional associations	<ul style="list-style-type: none"> Participate in discussions with non-profit immigrant support agencies
Support the development and delivery of programs that accelerate professional recognition and skills upgrading of internationally trained workers	Professional associations, York Region, Federal and Provincial governments, training providers, education	<ul style="list-style-type: none"> Engage in discussions with senior levels of government and professional associations Lobby for funding for retraining or skills upgrading of internationally trained workers
Advocate for training, immigration policies, and resources that are attuned to the needs of the employer community	Business community, York Region, Federal and Provincial governments, non-profit agencies, training providers, education	<ul style="list-style-type: none"> Initiate meeting with businesses to establish the needs of the employer community Develop long term strategies to deal with the issue
<i>Objective: Involve the Region's youth in workforce development planning</i>		
Examine options to better engage the Region's youth in workforce development initiatives	Education Sector (school boards, colleges and universities), York Region, Federal and Provincial governments, non-profit agencies	<ul style="list-style-type: none"> Organize a youth forum on workforce issues Re-convene a youth advisory group Work with partners to develop a long-term strategy to encourage youth participation in workforce development initiatives
Support a broader program of internships, plant visits, job shadowing and co-op work terms for high school students	School boards, York Region, area municipalities, industry	<ul style="list-style-type: none"> Assist school boards to promote the co-op program to the business community Promote the advantages of the programs and encourage industry participation
Promote and support <i>Summer Company</i> and <i>My Company</i> programs	Small Business Enterprise Centres, Provincial Government, school boards	<ul style="list-style-type: none"> Promote programs to all schools within the Region and encourage participation from students
<i>Objective: Integrate land use, transit and housing policies to encourage closer live-work opportunities and improved accessibility by employers and employees</i>		
Promote awareness of the Centres and Corridors Strategy	York Region, area municipalities, realtors	<ul style="list-style-type: none"> Disseminate information on the Strategy broadly to the real estate industry

Undertake a marketing and communications program to promote the economic and environmental benefits of intensification within existing urban areas	York Region	<ul style="list-style-type: none"> • Convene working group to bring public/private partnerships together
Facilitate meetings with ICI realtors/developer community to identify how future employment areas can be designed to encourage closer live-work opportunities	York Region, realtors, development industry	<ul style="list-style-type: none"> • Undertake a review of international best practices • Identify possible pilot projects
Facilitate meetings between developer/homebuilders and the York Region employer community to discuss ways to promote and create closer live-work opportunities	York Region, area municipalities, Ontario Home Builders Association, development industry, York Region Business Roundtable	<ul style="list-style-type: none"> • Set up a small working group with homebuilders and York Region Business Roundtable

Strategic Direction: Strengthen Entrepreneurship and Industry Clusters

Objective: Support the growth and creation of business enterprise

Improve the visibility and services of the York Region Small Business Enterprise Centre	York Region Small Business Enterprise Centre	<ul style="list-style-type: none"> • Relocate the Small Business Enterprise Centre to a prominent area to increase visibility and traffic • Develop a communications strategy to promote the centre • Establish a business registration kiosk • Increase the range of services provided at the centre
Increase the range of co-operative programs and services between the Small Business Enterprise Centres and other business support agencies	York Region Small Business Enterprise Centre, Small Business Enterprise Centres in Markham, Richmond Hill and Vaughan; other business support agencies such as Job Skills and Community Futures Development Corporation	<ul style="list-style-type: none"> • Host a Small Business Summit of small business support agencies.
Work with local municipalities to harmonize home-based business policies	Area municipalities, York Region	<ul style="list-style-type: none"> • Participate in a review of home-based business policies across all local municipalities

Appendix: Accountability Matrix continued...

Develop a business recovery contingency plan to deal with economic crises and emergencies	Business community, York Region, area municipalities, Federal and Provincial governments	<ul style="list-style-type: none"> Engage in discussions with senior levels of government on contingency measures Convene a forum with the business community to discuss potential risks and proposed responses
<i>Objective: Encourage technological innovation and commercialization</i>		
Convene regular briefings with the Industrial Technology Advisors	Industrial Technology Advisors, NRC/IRAP, York Region, area municipalities	<ul style="list-style-type: none"> Ongoing
Partner with the Innovation Synergy Centre in Markham to identify, encourage and support technology-based business within the Region	Innovation Synergy Centre in Markham, York Region	<ul style="list-style-type: none"> Hold regular meetings with the ISCM Continue with membership in the York Technology Association Explore opportunities for joint venture activities
Facilitate the establishment of a York Region Advanced Manufacturing Consortium for manufacturers	Excellence-in-Manufacturing Consortium, York Region, manufacturers	<ul style="list-style-type: none"> Business Briefing held in Oct. 2004 First Strategic Interest Group sessions held in Nov. 2004
Explore opportunities to improve linkages with York University and Seneca College to promote research, commercialization and technology transfer	York Region, York University, Seneca College, area municipalities, Federal and Provincial governments	<ul style="list-style-type: none"> Continue membership in York Regional Biotechnology Cluster Consortium Partner with York University and Seneca College to explore funding opportunities to support research and commercialization activities
Continue to support the evolution of the York Regional Biotechnology Cluster Consortium	YRBCC partners	<ul style="list-style-type: none"> Completion of the Biotechnology Profile Funding application to the Province for Phase 2 of BCIP Program
Identify areas that could be developed as science and innovation parks	York Region, development industry, landowners, area municipalities	<ul style="list-style-type: none"> Update vacant employment land inventory Review municipal zoning by-laws
Work with the Province to help implement the Commercialization Strategy	Provincial Government, York Region, area municipalities, York University, Seneca College	<ul style="list-style-type: none"> Ongoing

Undertake a review of the business model of the York Region Export Development Initiative	York Region, export companies	<ul style="list-style-type: none"> • Survey export companies to evaluate the effectiveness of the current business model • Develop a new approach and funding model for the program
Expand the Region's global contact network in partnership with local municipalities and senior levels of government	York Region Export Development Initiative, York Export Alliance, area municipalities, Ministry of Economic Development and Trade, cultural organizations and associations, other agencies	<ul style="list-style-type: none"> • Organize an International Trade Day • Participate in trade missions • Host incoming delegations • Explore twinning opportunities
Undertake a feasibility study to establish a free trade, duty free zone within the Region	Federal and Provincial governments, York Region, area municipalities	<ul style="list-style-type: none"> • Review senior level government policies • Engage in discussions with senior level governments to explore options
Identify opportunities to provide support to York Region-based companies engaged in export activities	York Region, Federal and Provincial governments, area municipalities, financial institutions and other export service providers	<ul style="list-style-type: none"> • Review and expand the range of services offered to export companies • Explore the concepts of a "Trading House" and other collaborative export financing initiatives • Host business meetings between exporters and incoming delegations
<i>Objective: Strengthen the Region's industry clusters</i>		
Undertake an economic structural analysis of the Region's high performance clusters	York Region, area municipalities, Federal and Provincial government, universities and colleges, industry and business	<ul style="list-style-type: none"> • Review existing cluster studies • Explore opportunities of participating in other ongoing cluster studies • Conduct a SWOT analysis of the Region's industry trends and determine the clusters to be included in the study
Initiate a Region-led multi-year business cluster building initiative for each of the Region's major manufacturing and service industry clusters	York Region, area municipalities, industry, education, training providers, Federal and Provincial governments, capital and other service providers	<ul style="list-style-type: none"> • Establish working groups • Organize a forum for the working group to report on their findings and determine the approach to proceed with the cluster building initiative

Appendix: Accountability Matrix continued...

Participate in broader GTA industry sector research and support initiatives undertaken by the GTMA and other economic development and senior government agencies	GTMA, other economic development and senior government agencies, York Region, area municipalities	<ul style="list-style-type: none"> • Ongoing
Promote and develop the agri-food industry sector	Agricultural industry, York Region, Federal and Provincial governments, area municipalities	<ul style="list-style-type: none"> • Initiate discussion with the agricultural industry and senior levels of government to identify opportunities which will enhance the growth and development of the agri-food industry • Continue to support the Agricultural Advisory Liaison Group • Continue to support the Farm Fresh Association
Promote agri-business and support the implementation of the GTA Agricultural Action Plan	GTA Agricultural Working Group, York Region, Federal and Provincial governments, GTA Regions, area municipalities	<ul style="list-style-type: none"> • Continue to participate in the GTA Agricultural Working Group
Explore options to reduce the operating cost environment for businesses in the Region	York Region, area municipalities, Federal and Provincial governments, local Chambers of Commerce/Board of Trade, business community	<ul style="list-style-type: none"> • Establish a business working group to determine the elements of operating costs that are impacting business growth • Develop options in partnership with senior and local governments
<i>Objective: Facilitate access to capital</i>		
Improve access to financial capital for small and early stage growth firms in York Region	Financial institutions, angel investors, venture capitalists, Innovation Synergy Centre in Markham, York Region	<ul style="list-style-type: none"> • Compile an inventory of capital providers funding resources for small and early stage growth firms in York Region • Enhance networks to link angel investors, venture capitalists and other sources of financing to new entrepreneurs and small businesses
Examine the opportunity for the creation of additional small business investment fund corporations	Federal and Provincial governments, area municipalities	<ul style="list-style-type: none"> • Explore the option of expanding the geographic service areas of existing Community Futures Corporations

Provide opportunities to host meetings of groups such as the Toronto Venture Group	Toronto Venture Group and other venture capital groups, York Region, Innovation Synergy Centre in Markham	<ul style="list-style-type: none"> • Compile a list of venture capitalists • Provide a forum for groups to meet with local entrepreneurs
Encourage banks and other financial institutions to sponsor and participate in a “Capital for Business” event in York Region	York Region, venture capital groups, banks and other financial institutions	<ul style="list-style-type: none"> • Secure sponsorships from banks and financial institutions • Form a working group to explore the opportunity of hosting the event in York Region • Encourage participation by local entrepreneurs
<i>Objective: Strengthen the economic vitality and business diversity of employment areas and urban centres</i>		
Identify specific tax policy and other incentives that would be effective to attract business investment and employment to the Region	Area municipalities, Federal and Provincial governments, York Region	<ul style="list-style-type: none"> • Review existing tax policy and other incentives of local and senior levels of government • Propose changes or amendments that would facilitate investment attraction
Assess opportunities for special purpose economic development corporations to act as catalysts for supporting intensification and live-work opportunities in the Region’s urban centres	York Region, Provincial government, area municipalities	<ul style="list-style-type: none"> • Identify opportunities that will support intensification and live-work opportunities in urban centres • Engage in discussions with local and senior levels of government on the mechanism involved in creating special purpose corporations
Monitor the adequacy of employment land supply and strengthen land use policies to discourage the conversion of lands in employment areas	York Region, area municipalities, Provincial government	<ul style="list-style-type: none"> • Update vacant employment land inventory • Update Regional and Local Official Plans to strengthen land use policies
Promote energy conservation and waste reduction initiatives to the employer community	Utilities, Provincial government, York Region, area municipalities	<ul style="list-style-type: none"> • Hold regular information sessions to promote the benefits of energy conservation and waste reduction to the business community • Identify resources and incentives that may encourage energy conservation and waste reduction

Appendix: Accountability Matrix continued...

Work with area municipalities to expedite key industrial/commercial developments through the Regional approval process	York Region, area municipalities	<ul style="list-style-type: none"> • Ongoing
Strategic Direction: Enhance the Quality of Place		
<i>Objective: Develop and promote York Region's attributes</i>		
Promote a balanced approach to economic development that enhances quality of life, environmental sustainability and economic vitality	York Region, area municipalities	<ul style="list-style-type: none"> • Encourage environmental stewardship and sustainable development across the Region • Improve co-ordination to ensure that economic development programs and services are aligned with land use and environmental policies • Support the implementation of the Province's <i>Places to Grow</i> framework
Develop and promote Arts and Culture in York Region	York Region, arts and culture sector, Artslink, area municipalities, Federal and Provincial governments	<ul style="list-style-type: none"> • Encourage the establishment of an Arts and Culture Council • Create an Arts and Culture brochure • Continue to support Artslink • Continue to support <i>Celebration of the Arts</i>
Promote the integration of amenities in community planning to encourage recreational and lifestyle activities	Area municipalities, York Region, development industry	<ul style="list-style-type: none"> • Work with area municipalities to include outdoor and recreation amenities in the streetscape and urban design criteria • Encourage the development industry to integrate lifestyle and recreational amenities in their design
Embrace diversity in the community	Human Services Planning Coalition, York Region, area municipality	<ul style="list-style-type: none"> • Support the implementation of the Inclusivity Action Plan
Develop a marketing and communications plan to promote York Region and its natural and cultural attributes	York Region, GTMA, Federal and Provincial government, area municipality	<ul style="list-style-type: none"> • Review best practices of other jurisdictions • Secure funding support from senior levels of government • Develop a marketing and communications strategy in consultation with local and senior levels of government

Produce a high quality lure brochure and accompanying CD/DVD that identifies and promotes the unique attributes of the Region's communities, cultures and environment	York Region, area municipalities, Federal and Provincial government	<ul style="list-style-type: none"> Secure funding support from senior levels of government Incorporate the new brand in the promotional material Engage a creative agency to design and produce the lure brochure and CD/DVD
Enhance and expand the Region's economic development website with graphic and linguistic functionality	York Region	<ul style="list-style-type: none"> Review best practices of other jurisdictions Determine required functionalities of the enhanced website Secure funding support from senior levels of government Re-design the website to include the new functionalities
Investigate opportunities to host Canadian trade representatives and consular officials to familiarize them with the cultural and business diversity of York Region	York Region	<ul style="list-style-type: none"> Promote the Region's cultural and business diversity through the International Trade Day Host incoming trade missions and delegations
Improve York Region's presence in the Ontario Investors Service	York Region, Ontario Investors Service, area municipalities	<ul style="list-style-type: none"> Host investment tours for representatives of the Ontario Investors Service Post York Region's profile on the OIS website
<i>Objective: Attract tourism and special events</i>		
Develop an updated strategic tourism marketing action plan	York Region Tourism, area municipalities, York Region Tourism Advisory Group	<ul style="list-style-type: none"> Identify tourism "experiences" in York Region Attract new tourism visitation Generate sustainable financial support for tourism promotion initiatives
Identify locations to establish new <i>York Tourism</i> information kiosks and virtual information centres	York Region Tourism, area municipalities, Chambers of Commerce/Board of Trade, York Region Tourism Advisory Group, retail outlets	<ul style="list-style-type: none"> Identify strategic locations Establish partnership opportunities

Appendix: Accountability Matrix continued...

Work with Tourism Toronto and other major industry associations and senior government tourism agencies to position York Region in the international tourism marketplace	York Region Tourism, Tourism Toronto, Ontario Tourism Marketing Partnership, York Region Tourism Advisory Group	<ul style="list-style-type: none"> • Continue membership in Tourism Toronto and other major industry associations • Participate in industry trade shows and other partnership opportunities
Undertake a major events infrastructure audit to identify capacity to host major cultural and sporting events that could be attracted to York Region	York Region Tourism, area municipalities, tourism industry, Federal and Provincial government	<ul style="list-style-type: none"> • Conduct a Premier Ranked Tourism Destination Research Project • Identify the major cultural and sporting events that could be hosted in York Region • Assess the Region's capacity to host these events • Develop a strategy to attract the events
Collaborate with the Region's various cultural communities to host large scale ethnic events	York Region Tourism, area municipalities, cultural associations, Federal and Provincial government	<ul style="list-style-type: none"> • Identify the major cultural groups in the Region • Identify types of events and locations • Secure funding support from senior levels of government
Work with the media to promote the Region	York Region, media	<ul style="list-style-type: none"> • Organize familiarization tours for media • Disseminate promotional materials
Encourage new on-location film and television production throughout the Region	York Region, Ontario Media Development Corporation, area municipalities	<ul style="list-style-type: none"> • Produce a media location guide • Streamline approval process in partnership with area municipalities • Promote the Region's locations through the Ontario Media Development Corporation
Strategic Direction: Encourage the Efficient Movement of Goods and People		
<i>Objective: Ensure that the transportation system meets the ongoing needs of business for goods movement</i>		
Engage in discussions with major shippers and exporters to understand evolving challenges in the logistics industry	York Region, exporters, shipper and the logistics industry	<ul style="list-style-type: none"> • Hold meetings with major exporters, shippers and trucking companies to obtain feedback
Look at ways to enhance the use of inter-modal service by small and less than truckload lot shippers	York Region, trucking industry	<ul style="list-style-type: none"> • Establish a task force of small and less than truckload lot shippers

Ensure representative participation by the business and employer community in transportation system planning	York Region, business and employer community	<ul style="list-style-type: none"> • Make presentations to Chambers of Commerce/Board of Trade and other business groups and associations on the Transportation Master Plan and other related transportation issues
Lobby the Ontario Government for continued expansion of 400 series and other provincial highways in York Region	York Region, area municipalities, Provincial Government, Chambers of Commerce/Board of Trade, business community	<ul style="list-style-type: none"> • Make joint submissions to the Province to reinforce the collective benefits of extending the provincial highways
Disseminate the Region's transportation reports widely to the broader business community	York Region, area municipalities, business community	<ul style="list-style-type: none"> • Increase awareness of the availability and usefulness of transportation reports • Ensure clarity and ease of comprehension • Prompt response and delivery
Promote the use of the Region's transportation data among shippers to assist in scheduling shipments to optimize shipping efficiency	York Region, area municipalities, Ontario Trucking Association, shippers	<ul style="list-style-type: none"> • Include the Ontario Trucking Association and other groups on the circulation list • Include transportation news on the economic development website
Engage in discussions with CN Rail regarding the long-term viability of the CN Intermodal site in Vaughan	CN Rail, York Region, area municipalities	<ul style="list-style-type: none"> • Initiate meeting with CN Rail and area municipalities
<i>Objective: Encourage Regional businesses to support and promote transit and alternatives to the single occupant vehicle for journey to work</i>		
Promote the current efforts of Transportation Management Associations and identify clusters of employers who could benefit from shared transportation services for employees	Transportation Management Associations, York Region, area municipalities, business community	<ul style="list-style-type: none"> • Ongoing
Engage York Region businesses to identify efficiencies and incentives for alternative employee journey to work systems	Transportation Management Association, York Region, area municipalities, business community	<ul style="list-style-type: none"> • Review best practices in other jurisdictions • Hold workshops with the business community to brainstorm ideas • Make presentations to Chambers of Commerce/Board of Trade and major employer groups on transportation demand management

Appendix: Accountability Matrix continued...

Encourage businesses to promote, support and practise transportation demand management and to provide alternative employee journey to work choices	Business community, York Region	<ul style="list-style-type: none"> Facilitate discussions with the business community to promote the benefits of providing employees with alternative journey to work
Work with senior levels of government to explore the feasibility of offering tax incentives for employers who practise transportation demand management	York Region, YRT, Federal and Provincial governments	<ul style="list-style-type: none"> Review best practices of other jurisdictions Explore options with senior levels of government
Develop a working partnership with YRT to assist in the promotion of public transit and heighten awareness of existing and future services to both existing and prospective businesses	York Region, YRT, area municipalities	<ul style="list-style-type: none"> Make presentations to Chambers of Commerce/Board of Trade and other business associations Work with area municipalities to ensure that prospective employers are aware of the range of services offered by YRT
Identify and promote new business development opportunities in transit-serviced urban centres and corridors in the Region	York Region, YRT, land development and real estate industries	<ul style="list-style-type: none"> Encourage the promotion of transit information through industry newsletters
Encourage business support for public transit investment in terms of seeking out public-private partnership opportunities for joint development, locating new business or relocating existing business to transit corridors, and encouraging general transit supportive business activities	YRT and YRPT	<ul style="list-style-type: none"> Promote transit information to the business community
Advocate the Provincial and Federal governments for increased public transit funding for capital infrastructure and sustained operating subsidies	YRT, Federal and Provincial governments	<ul style="list-style-type: none"> Showcase YRT's success through increase in ridership and revenue service hours Secure business support for increased Provincial funding

