



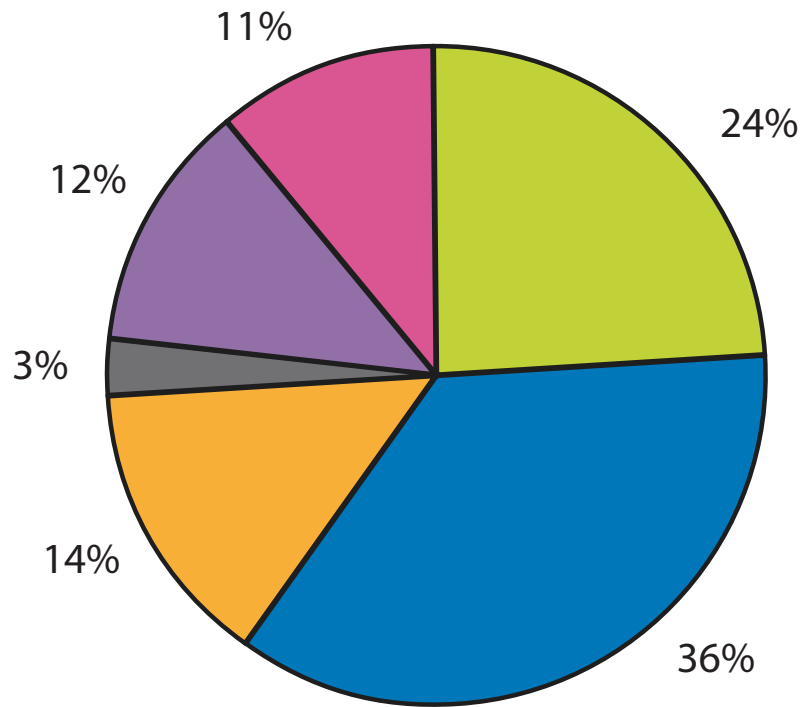
2008 Marketing and Communications Review

Transit Committee

March 12, 2009

안녕하세요 + 안녕하세요 가세요 + ciao + arrivederci + வணக்கம் + போய்-வ
свиданья + hello + goodbye + 哈囉 + 拜拜 + Привет + До свидания + 您好 + 拜
salut + au revoir + こんにちは + さようなら + hola + hasta luego + kumusta
मने + अलविदा + ciao + arrivederci + வணக்கம் + போய்-வந்தே + salut

2008 Marketing and Customer Service Budget \$2.7M



*Admin support - training, software upgrades, consultant admin support, etc.

Consistent and ongoing marketing and communications:

- > Build awareness of YRT/Viva services and benefits
- > Educate the public about transit benefits
- > Improve the perception of transit through education
- > Encourage trial through successful programs and campaigns



What?

- > Businesses Lunch n' Learn sessions, posters, e-communication, info sessions
- > Ridesaver — 15% discount on monthly passes (min. 15 passes)
- > Partners: Smart Commute Associations, Boards of Trade, Chambers of Commerce & Municipal Economic Development Departments

Who?

- > Local businesses with over 50 employees
- > 300 businesses contacted in 2008

Results

- > Six businesses participating: Scholastic, IBM, Sheraton Markham, Apotex, Vaughan Mills Mall and Ash City (13 others have expressed interest)
- > 18 Lunch n' Learn sessions



VIVA
From A to Being...on time

What if you could save nearly 30 minutes of time on your daily commute? With the new VIVA Business Benefit Program, you can. The program provides a variety of options to help you get to work on time. For more information, visit www.yrt.com or call 416-736-7367.



The two-hour ticket

FEEL FREE TO BE HOME.

What if you could save 2 hours of your commute? The two-hour ticket lets you travel for up to two hours on any TTC line. It's perfect for those who work in the city and live in the suburbs. For more information, visit www.yrt.com or call 416-736-7367.



Ride Saver

COMMUTE TO BUSINESS CLASS. FOR LESS.

What if you could save 30% off the regular adult transit fare? The Ride Saver program gives you a 75% discount on the cost of an adult monthly VIVA transit pass and at the end of the year you can also take advantage of the federal tax credit and claim an additional 13.25%.



Business 407Express

WE KNOW BUSINESS.

What if you could save 15 minutes of your commute? The Business 407Express program provides a 15% discount on the cost of a Business 407Express transit pass. For more information, visit www.yrt.com or call 416-736-7367.



RideSaver Program

You can save over 30% off the regular adult transit fare...

- The RideSaver Program gives you a 75% discount on the cost of an adult monthly VIVA transit pass and at the end of the year you can also take advantage of the federal tax credit and claim an additional 13.25%.
- Transit can relieve you of the stress of driving to and from work in congested traffic and poor weather conditions.
- Convenient connections with GO Transit and TTC reduce passenger waiting times.
- By purchasing your monthly pass at work, you can avoid looking for ticket agents or scrambling to find the right amount of change.
- For only \$46.75 a month for a one-zone pass (less than 10% of the cost of owning and operating a car), you can increase your disposable income by not purchasing an additional family car.

Sign up for the RideSaver program with:



Key Benefits

- > Gets employees on transit
- > Helps businesses to reduce current and future parking
- > Raises awareness of YRT/Viva services
- > Employer input to service improvements



Now you can save even more by riding YRT/Viva to work.

COMING SOON... for the employees of Vaughan Mills!

Employees working at Vaughan Mills can now save up to 15 percent off a YRT/Viva transit pass. Just purchase an Adult monthly pass at the Guest Services kiosk and pay 15 percent less. That's about \$15 savings per month and \$180 per year.

You can also save an additional 15 percent on your transit pass purchases through the Federal Transit Tax Credit Program.

Guest Services
Located between
Neighbourhoods 4 and 5



Youth On Board (YO!) Student Program

- > 43 York Region high schools
- > Transit presence at each high school — Transit Ambassadors
- > Direct, on-site communication of service changes
- > Survey results — 85% felt that the program helped them get transit info and understand YRT/Viva better



Youth On Board (YO!) Student Program



YOUTH ONBOARD YO! QUESTIONNAIRE

We want to hear from you!

Where looking for your feedback on the #1 VIVA YO! (Youth On Board) program in your high school. Please let us know what was helpful and how we can improve the program to help you!

- HOW DO YOU USUALLY GET TO AND FROM SCHOOL?
 - Public Transit
 - Get a ride from family or friends
 - Ride a bike
 - School bus
 - Walk
 - Drive
 - Other (please list)
- IF YOU RIDE PUBLIC TRANSIT HOW OFTEN DO YOU RIDE VIVA?
 - Never
 - Daily (Monday to Friday)
 - 2-3 times per week
 - At least once per month
 - At least once per week
- WHERE ELSE DO YOU TRAVEL USING PUBLIC TRANSIT?
 - Work
 - Movers/shopping
 - Downtown Toronto
 - Visit friends
 - Other (please list)
- HAVE YOU EVER VISITED YRT.ca?
 - Yes
 - No
 - If no, why?
- HAVE YOU EVER USED REQUEST CLICK? (TRIP PLANNER ON THE VRT WEBSITE)
 - Yes
 - No
 - If no, why?
- HAVE YOU EVER USED REQUEST CALL? (AUTOMATED 24/7 TRANSIT INFORMATION BY PHONING YRT)
 - Yes
 - No
 - If no, why?

COMMENTS:



Community Safety Village Program

- > 34,133 school children visited in 2008
- > Children learn about transit safety through a fun interactive video while sitting in a mini bus
- > Interactive puzzle tables reinforce transit safety messages
- > Feedback from the Community Safety Village: YRT building is used as a model of what all the buildings should look like



2008 Highlights

- > 18 Driver events and info sessions
- > Over 300 drivers participated
- > Three “Get Connected” driver newsletters issued: Spring, Summer/Fall and Winter
- > Driver Contests & free giveaways: YRT/Viva golf shirt, YRT/Viva fleece, coffee/treats, chapsticks, pens, Tim Horton coupons
- > Driver feedback



YRT Brand Refresh Program

- > Buses (conventional and mobility)
- > Bus stop, shelters and terminal signage
- > Marketing materials & communications materials
- > Uniforms (2009)



YRT / Viva Communication Materials

- > Route maps
- > Navigators (individual route schedules/maps)
- > Newsletters (YRT, Viva and Mobility Plus)
- > Fare change communication
- > Target route/direct mail
- > New service launch
- > Public Information Centres

ROUTE 23 - Thornhill Woods
now serving Upper Thornhill Village

Beginning November 16th, weekday rush hour service on Route 23 - Thornhill Woods will be extended north of Rutherford Road.

The northward extension will service new YRT stops located in the community of Upper Thornhill Village.

In addition to serving the residents of Upper Thornhill Village, this new extension will accommodate visitors to the Joseph and Wolf Lebovic Jewish Community Campus, located at the southwest corner of Bathurst Street and

FALL 2008

Mobility Plus News

cancel and confirm rides without speaking to a Trip Reservationist. Mobility Plus staff will be available to assist you if you need additional help. See page two for more on this new feature.

Mobility Plus is striving to ensure added safety for riders. Mobility Plus customers now have the benefit of on-board surveillance cameras in all vehicles. The information from these cameras will only be accessed by Transit & Enforcement staff at the request of the police or

DEAR MOBILITY PLUS CUSTOMER

WINTER 2008

MyTransit

NEW FARES, NEW SERVICES, A BETTER YRT/VIVA.

YRT/Viva fares are changing January 1, 2009. This fare adjustment will support new routes and services in your community. Transit takes into account several factors, such as rising operating costs, consistency with other GTA transit systems and the opportunity to discount fares for regular YRT/Viva riders.

Frequency improved local services and more travel options for those with disabilities.

Discounted rates of 10-trip tickets and monthly passes continue to be an economical choice, while the federal transit tax credit for passers will save you even more.

And to make the little winter you can continue to use 1000 tickets in 2009. Don't worry about exchanges, grab periodic or rickety out to get new tickets. Get on YRT/Viva and enjoy the ride.

With more than 100 routes keeping you

2009 Fare Chart Inside

CHEERATE NEW YEAR'S EVE ON US. THE NEW YEAR'S EVE, SEE INSIDE FOR DETAILS.

route navigator

91/91A
91E
BAYVIEW SOUTH

new & revised route & schedule

Monday to Sunday
Effective November 16, 2008

Minor Route 91 and 91A weekday schedule adjustments will be made to reflect actual travel times. A new timing point at Bayview Ave. & Steeles Ave. will replace the timing point at Yonge St. & Steeles Ave. Route 91/91A will continue to stop at Yonge St. & Steeles Ave. Weekday, Saturday and holiday/holiday schedules will be adjusted to reflect this change. To accommodate the adjusted afternoon bus time at Thornhill Secondary School, the 2:54 p.m. northbound trip from Bayview Ave. & High Tech Rd. will now depart at 3 p.m. and the 3 p.m. northbound trip from Bayview Ave. & John St. will now depart at 3:00 p.m. Also, the 2:05 p.m. northbound trip from Henderson Ave. & Steeles Ave. will start from Finch GO Bus Terminal at 2:07 p.m.

Route 943 - Bayview Express will be renamed and renumbered to Route 91E - Bayview South Express. Customers boarding 91E - Bayview South Express will no longer have to pay an Express fare.

See p.11 and October 15, 2008

WINTER
ROUTE MAP

09

FARES EFFECTIVE: JANUARY 2009
MAP EFFECTIVE: FEBRUARY 2009

VIVA
YORK REGION
TRANSIT

YRT Website Improvements

The screenshot shows the YRT/VIVA website homepage. At the top, there are navigation links: "rideQuest Click", "Schedule Finder", "Maps & Navigators", "Fares", "Services", "News", "What's Ahead", and "Mobility Plus". The main banner features the text "York, connected." and a photo of a family. Below the banner, there are three columns of service categories:

- Know where you're going? Connect to rides:**
 - rideQuest Click Trip Planner
 - Next Bus
 - Closest Stop
- Know your route? Connect to schedules:**
 - Schedule Finder
 - Route Bookmarks
 - Commuter Alerts
 - Service Changes
 - Holiday Service
- Want a clearer picture? Connect to maps:**
 - YRT System Map
 - ViewMap
 - Transpella Maps
 - Individual Route Maps

On the right side, there is a "Need a quick trip plan?" section with a "Trip Plan" button and a "Schedule" button. Below this is a form with fields for "From", "To", "M200000", "mm-dd-yyyy", and "Departure At" (with dropdowns for AM/PM). A "Get the Plan" button is at the bottom of the form. Below the form is a "Richmond Hill, ON" section with a "Light rail" icon and a "Trip name" field.

At the bottom of the page, there is a "Transit News" section with several news items and a "Click here to see what is new!" link. There is also a "Exciting new changes are happening. You spoke. We're listening." section with a lightbulb icon and a "Click here to see what is new!" link. A "Google Maps Canada" logo is also present with the text "another way to plan your trip learn more now".

The screenshot shows the "rideQuest Trip Planner" form. The form is titled "Plan your ride" and "rideQuest Trip Planner". It includes a "Trip Planner" button and a "Next Bus" button. The form contains the following fields:

- From:** Address, Intersection, Stop Number or Landmark. or Select a Landmark.
- To:** Address, Intersection, Stop Number or Landmark. or Select a Landmark.
- When:** Leaving At (dropdown), 03 (dropdown), 05 (dropdown), pm (dropdown). Today (calendar icon).
- Sort results by:** Trip Time (selected), Walking Distance, Number of Transfers.
- Select one:**
 - I am interested in YRT, VIVA and TTC contracted services (Results will not include GO Shuttles, High School Specials or Express services)
 - I am traveling to/from a GO Train Station (Results may include GO Shuttles)
 - I am traveling to/from a high school (Results will include High School Specials)
 - I am interested in Express services (Results will be limited to Express services)



EXPRESS ROUTES
 GO FINCH BUS TERMINAL

ROUTE 300 BUSINESS EXPRESS
 WEEKDAYS
 7:30 am 8:00 8:30 9:00
 7:45 8:15 8:45 9:15



ROUTE 301 MARKHAM EXPRESS
 WEEKDAYS
 4:00 pm 4:45 5:00 6:00
 4:30 5:00 5:45



ROUTE 302 UNIONVILLE EXPRESS
 WEEKDAYS
 4:45 pm 5:00 5:45 6:15




ROUTE 303 CORNELL EXPRESS
 WEEKDAYS
 5:05 pm 5:30





ROUTE 304 BAYVIEW EXPRESS
 WEEKDAYS
 6:07 am 7:27 7:57 8:27
 7:12 7:42 8:12




FOR MORE INFORMATION CALL:
 905.882.7222 (TOLL FREE) OR 905.882.7222 (LOCAL)
 TTY: 905.882.7222 (LOCAL) OR 1-877-367-7222 (TOLL FREE)

YORK REGION TRANSIT INFORMATION CENTRE




VIVA


VET/Viva Transit News






VIVA

Route	07:00	07:30	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30	20:00	
VIVA																												
MARKHAM																												
BAYVIEW																												
UNIONVILLE																												
CORNELL																												



Community Outreach

- > YRT/Viva attendance at over 150 community events in 2008
- > Community fairs/celebrations
- > Mall displays
- > High school/college/university events
- > Eco events/community groups
- > Business sessions
- > Customer Appreciation Events
- > Winter parades



Community Outreach





YRT/VIVA CELEBRATES CLEAN AIR DAY AND THANKS CUSTOMERS

June 4th marked YRT/Viva's first Customer Appreciation Day of the year, as well as National Clean Air Day.

Transit staff were present at Richmond Hill Centre Terminal during the morning rush hour and Finch GO Bus Terminal for the evening rush hour, giving away juice, granola bars, and a seed packet or tree sapling to thank commuters for using a cleaner mode of travel with YRT/Viva.

Commuters were also encouraged to leave their mark in support of Clean Air Day by signing life-size environmental cut-outs. The boards were filled with over a thousand signatures and actions that our riders will take to be more eco-friendly.

Thank you for riding YRT/Viva and join us for our next Customer Appreciation Day this fall.





February 2008

- > Snow Angels embarked on a goodwill gesture of cleaning driveways to remind people that transit may be a more viable option, especially during the winter season
- > Research — 80% of riders liked the campaign and 75% indicated that it would encourage them to increase their transit usage



YRT / VIVA 2008 WINTER CAMPAIGN NEWS
SNOW ANGELS



Snow Angels' acts of kindness demonstrate that public transit beats driving this winter!

Have you considered the convenience of public transit during the final weeks of the winter season?

York Region Transit (YRT)/Viva "Snow Angels" have taken to the streets armed with hot chocolate and snow shovels to bail out frozen commuters.

By leaving the driving to someone else, YRT/Viva riders ease their commuting stress. They can read, chat with a friend, listen to music or just relax.

With the help of the Snow Angels, new riders will be inspired to forgo the stressful winter driving commute, and existing riders will realize they have made the right choice.

In the spirit of Snow Angel acts of kindness, residents are invited to share other inspiring stories with YRT/Viva at transitinfo@york.ca.

Tell us about seeing or being a part of a simple act of kindness. Examples include giving up a bus seat for someone in need, opening a door or just lending a hand.

All acts of kindness will be posted on yrt.ca. We look forward to hearing from you.

FOR MORE INFORMATION CALL:
 LOCAL 905 741 2100 # TOLL FREE 1 844 MOVE YRT (668 3978)
 TTY TELETYPEWRITERS, LOCAL 905 981 5147 # TOLL FREE 1 844 276 7478
yrt.ca



head
space.
leg
room.

VIVA

180°
from
cubicle
land.

VIVA

go
green.
ride
blue.

VIVA

care
more.
car,
less.

VIVA

2008 Clean Air Campaign

- > June 2008 — National Clean Air Week
- > Environmentally friendly messages from YRT/Viva
- > Riders pledged their support of Clean Air Day by signing one of 8 cut-outs
- > Results — 86 % riders liked campaign and 76 % indicated it would encourage increased transit usage



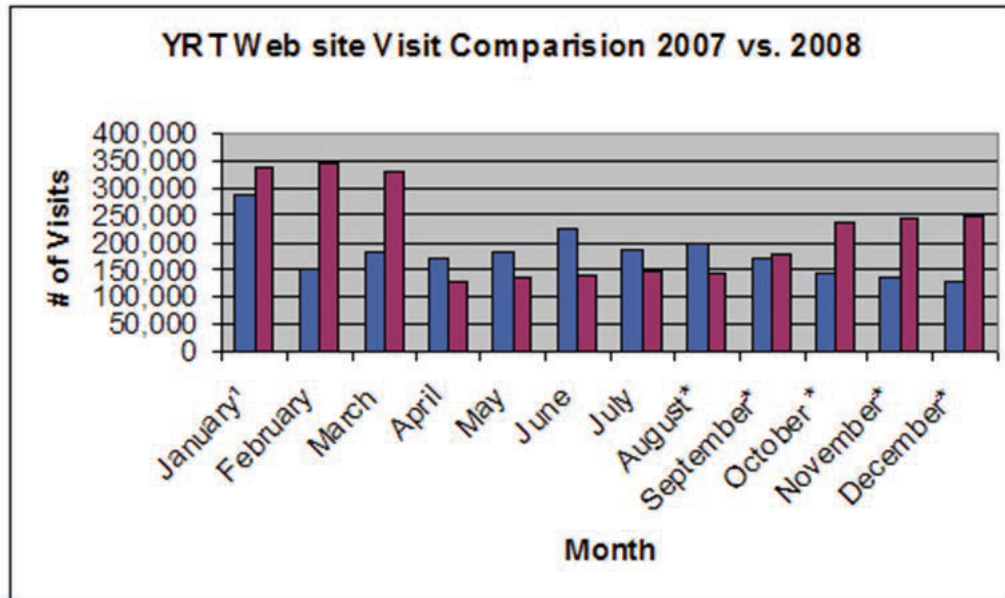
- > YRT/Viva saves money as compared to current gas prices
- > Created a “calculator of savings” on the yrt.ca/gasrelief site using statistics from CAA





Results

- > Revenue ridership increase to December 2008 is 3.3%*
- > Customer call centre calls growing 6% to date
- > Website visits continue to grow



*York University and Veolia strikes



Campaign Effectiveness

Two rounds of research in 2008: Winter and Summer

- > Round 1 — Telephone surveys
- > Round 2 — On bus surveys

Provides staff the ability to:

- > Track and analyze awareness and perceptions of YRT/Viva
- > Measure campaign and communication effectiveness
- > Build the direction for future marketing, communication and education
- > Benchmark results to track improvements and identify future changes



Summary of research results:

- > YRT/Viva awareness and perceptions improving — 52% recall campaigns on an aided basis
- > Circumstances that may encourage trial:
 - > poor weather driving conditions — 72%
 - > more convenience and frequency — 40%
- > Schedule information at stops ranked most important — 68% for YRT riders and 89% for Viva riders



2008 Customer Satisfaction Survey

- > Environics Research Group, Toronto

Who?

- > 7,040 riders interviewed on-bus and at stops.
551 Mobility Plus clients interviewed through telephone survey

When?

- > November 25 to December 17, 2008

Results?