



MEMORANDUM

TO: Transportation Services Committee

FROM: Kathleen Llewellyn-Thomas, Commissioner of Transportation Services

DATE: April 20, 2010

RE: March 2010 Transit Ridership Statistics

This memo will provide an overview of YRT/Viva ridership statistics for March 2010. Ridership in March 2010 has increased compared to ridership levels observed in March 2009. March 2010 has the highest ridership for the month of March since amalgamation in 2001.

Total YRT/Viva revenue ridership in March this year reached approximately 1.7 million, representing an increase of 5.0% over the same month last year. Total overall boardings (i.e. including transferring passengers) amounted to just less than 2.4 million riders, representing an increase of approximately 8.6% over the approximately 2.2 million passengers carried in March 2009.

Putting the ridership increase into perspective, ridership in March 2009 was negatively impacted due to various factors such as the poor economic climate last year and the York University strike from November 2008 to late-January 2009. The absence of these factors, along with significant gain in ridership on core services such as Routes 4 (Major Mackenzie), 20 (Jane), 85 (Rutherford/16th Ave), 88 (Bathurst) and 90 (Leslie South) has attributed to this year-over-year difference in ridership for the month of March.

High school student ridership has always been a significant market for YRT/Viva, especially for the Town of Aurora. With the new high school located on Wellington Street (St. Maximillian Kolbe Catholic High School), it is evident for YRT/Viva to record significant ridership growth for the routes operate in the Town of Aurora. Ridership has increased by 45% compared to March 2009.

Employment

According to Statistics Canada^[1], compared to the previous month, “employment [for March 2010] remain unchanged at 8.2%” at a national level. Statistics Canada further reports the national employment rate for March 2010 is marginally improved over a rate of 1.1% since July 2009. As such, on an overall system basis, it is possible that YRT/Viva is being less affected by the higher levels of unemployment that have characterized previous months.

In comparison to previous months, the routes serving predominantly employment and industrial areas, such as TTC Routes 35D (Jane), and 105 (Dufferin), have started to experience stable ridership. With the economy and the employment rate recovering and its continued upward trend, it is anticipated that the

ridership recovery on such routes will continue. As for Viva Green ridership, the delay in development along the route continues to impede ridership growth on this route.

High Gas Prices

Gas prices in March 2010 were approximately 19% higher than they were in March 2009^[2], which would tend to help attract ridership. In March 2010, the cost of fuel was approximately \$1.00 per litre vs. approximately \$0.84 per litre in 2009.

New Development Impacts

New residential developments are having a positive impact on routes that service those areas. Routes such as Route 53 (Woodspring-Clearmeadow), Route 303 (Bur Oak Express) and TTC 165 (Weston Road North) are experiencing ridership growth, most likely due to the impacts of such new residential developments.

Kathleen Llewellyn-Thomas
Commissioner of Transportation Services

Notes:

[1] April 9, 2010. Latest Release from the Labour Force Survey. *Statistics Canada*. Retrieved from <http://www.statcan.gc.ca/subjects-sujets/labour-travail/lfs-epa/lfs-epa-eng.htm>. Retrieved date April 16, 2010.

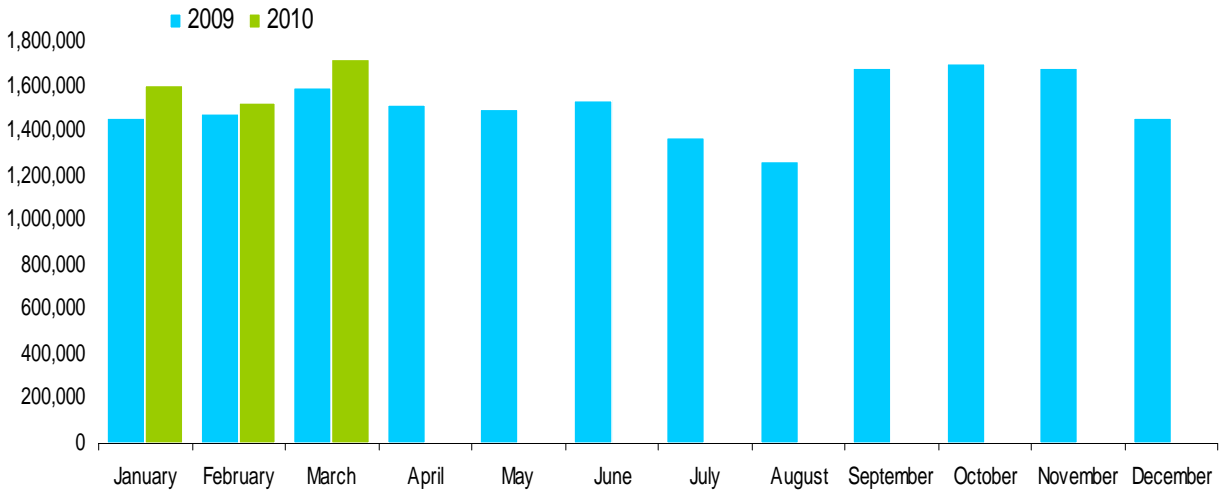
[2] 18 Month Average Retail Price Chart. (2010). [Graph illustration April 16, 2010]. *GasBuddy.com*. Retrieved from http://www.torontogasprices.com/Retail_Price_Chart.aspx. Retrieved date April 16, 2010.

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YRT/Viva

2010 Revenue Ridership Summary

Conventional Services including Contracted TTC Services North of Steeles



Month	2009 ¹	2010	Month Change ['09 vs '10]	YTD Change	Avg Wkday Rev. Ridership 2010
January ²	1,464,280	1,608,610	9.9%	9.9%	68,844
February	1,480,919	1,532,249	3.5%	6.6%	69,667
March	1,644,873	1,726,714	5.0%	6.0%	67,095
April	1,516,370				
May	1,501,987				
June	1,536,795				
July	1,373,879				
August	1,262,862				
September	1,685,021				
October	1,700,080				
November	1,686,369				
December	1,454,734				
YTD	18,314,619	4,867,573			

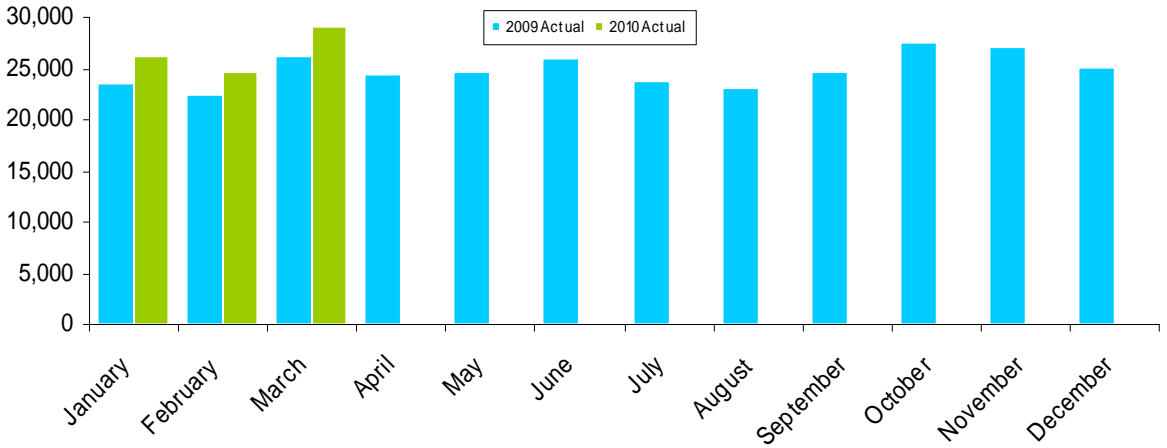
NOTES:

- 2009 revenue ridership adjusted for 2010 comparison.
- York U Strike Nov 6, 2008 to January 29, 2009.

YRT Viva

2010 Ridership Summary

Specialized Services – Mobility Plus



Month	2009 Ridership	2010 Ridership	Month Change ('09 vs. '10)	Year to Date Change	Avg Wkday Rev Ridership 2010
January	23,589	26,156	10.9%	10.9%	1,138
February	22,515	24,758	10.0%	10.4%	1,140
March	26,294	29,135	10.8%	10.6%	1,151
April	24,518				
May	24,709				
June	26,005				
July	23,768				
August	23,140				
September	24,764				
October	27,451				
November	27,013				
December	25,031				
YTD	298,797	80,049			

YORK REGION TRANSIT / VIVA - MONTHLY RIDERSHIP SUMMARY
MARCH 2010

rev. 20apr2010

Mar-10	23 weekdays, 4 Saturdays, 4 Sunday/Holidays
Mar-09	22 weekdays, 4 Saturdays, 5 Sunday/Holidays

YRT Route #	Route Name	2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010			Notes
		Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2009	2010	Percentage ('09 vs '10)	2009	2010	Percentage ('09 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
1*	Highway 7	1,606	579	259	40,977	39,639	-3.3%	113,558	106,790	-6.0%	1,511	760	318	Rider migration to Viva
2	Milliken	1,995	724	371	51,638	57,401	11.2%	146,935	150,678	2.5%	2,249	771	392	General corridor growth
2A	14th Ave	693	0	0	16,263	19,576	20.4%	44,378	50,498	13.8%	839	0	0	General corridor growth, All day service in Box Grove (Sept 2009); Extension into Grand Cornell (Nov 2009)
3*	Thornhill - York U.	1,574	326	200	39,254	42,729	8.9%	98,437	112,493	14.3%	1,742	206	317	General corridor growth
8	Kennedy Rd	1013	397	197	26,204	31,213	19.1%	70,406	79,946	13.5%	1,207	469	282	General corridor growth
9*	Ninth Line	99	0	0	2,315	3,107	34.2%	5,948	7,826	31.6%	132	0	0	Connections to Viva; General corridor growth
15	Stouffville Local	92	0	0	2,154	2,140	-0.6%	5,843	6,426	10.0%	91	0	0	Stable ridership
18	Bur Oak	825	79	0	19,503	23,487	20.4%	54,202	62,136	14.6%	998	75	0	One additional PM trip implemented (Sept 2009)
40	Unionville Local	506	114	65	12,589	17,359	37.9%	33,842	43,985	30.0%	714	97	83	New school special implemented (Sept 2009)
41	Markham Local	291	95	58	7,476	8,044	7.6%	23,091	22,285	-3.5%	310	117	79	Stable ridership
42	Bridal Walk	n/a	0	0	n/a	3,609	n/a	n/a	8,894	n/a	156	0	0	New route implemented (Sept 2009)
45	Mingay	n/a	0	0	n/a	1,206	n/a	n/a	2,623	n/a	52	0	0	New route implemented (Sept 2009)
201	Markham GO Shuttle	110	0	0	2,552	2,614	2.4%	7,411	6,110	-17.6%	113	0	0	GO parking lot expansion
202	Unionville GO Shuttle	131	0	0	3,035	3,154	3.9%	7,947	8,772	10.4%	135	0	0	Routing improvements to reduce travel time (Jan 2010)
203	Milliken GO Shuttle	n/a	0	0	n/a	1,449	n/a	n/a	3,397	n/a	62	0	0	New route implemented (Sept 2009)
300	Business Express	277	0	0	6,476	4,653	-28.2%	17,216	13,194	-23.4%	199	0	0	Rider migration to Viva
301	Markham Express	387	0	0	9,065	8,502	-6.2%	25,026	23,247	-7.1%	364	0	0	Rider migration to Rt 45 and Route 303
302	Unionville Express	174	0	0	4,065	3,863	-5.0%	11,897	10,631	-10.6%	166	0	0	Rider migration to Viva
303	Bur Oak Express	150	0	0	3,520	4,324	22.8%	8,965	12,242	36.6%	184	0	0	General corridor growth
522	Markham Community Bus	37	38	0	1,003	1,793	78.8%	2,552	4,268	67.2%	67	63	0	Mobility Plus users encouraged to use this route, Dec 2009 not servicing on-site at No Frills
TTC	Markham Total	9,960	2,352	1,150	248,089	279,862	12.8%	677,654	736,441	8.7%	11,291	2,558	1,471	
TTC 17A	Birchmount	250	0	0	5,750	5,520	-4.0%	14,603	13,242	-9.3%	240	0	0	Decrease in employment travel
TTC 24D, 224B/C/D	Vic Park North (Woodbine)	824	61	47	19,426	20,762	6.9%	56,684	58,495	3.2%	879	79	49	Stable ridership
TTC 25D *	Don Mills	945	0	0	21,735	22,793	4.9%	66,663	63,197	-5.2%	991	0	0	Rider migration to Route 90 - Leslie
TTC 68B	Warden North	928	328	193	23,428	21,353	-8.9%	67,279	63,648	-5.4%	827	362	221	Decrease in employment travel; rider migration to Viva
TTC 102D	Markham Rd	734	227	148	18,382	19,293	5.0%	53,852	57,800	7.3%	759	270	189	Stable ridership
TTC 129A	McCowan North	2,471	1,191	670	64,277	59,661	-7.2%	213,420	180,861	-15.3%	2,283	1,073	715	Decrease in employment travel; rider migration to Viva
TTC (Markham) Total		6,152	1,807	1,058	152,998	149,382	-2.4%	472,501	437,243	-7.5%	5,979	1,784	1,174	
Markham & TTC Total		16,112	4,159	2,208	401,087	429,244	7.0%	1,150,155	1,173,684	2.0%	17,270	4,342	2,645	
4/4A*	Major Mackenzie	2,113	822	769	56,460	67,998	20.4%	152,155	179,014	17.7%	2,559	1,107	906	Rt 4 extended to Vaughan Mills Mall (April '09)
5 *	Clark	1,351	465	0	34,234	38,033	11.1%	103,823	105,843	1.9%	1,555	438	0	Stable ridership
7 *	Martin Grove	735	87	0	18,108	20,400	12.7%	46,005	52,219	13.5%	849	93	0	Increased ridership to Humber College
10	York U. (Woodbridge)	393	47	95	10,019	9,965	-0.5%	23,011	24,538	6.6%	400	51	74	Stable ridership
11	Woodbridge	114	34	19	3,138	3,147	0.3%	8,978	7,801	-13.1%	120	43	23	Stable ridership
12	Pine Valley	313	106	0	7,989	7,647	-4.3%	19,732	21,091	6.9%	304	91	0	Stable ridership
13	Islington Ave	302	94	0	7,692	9,090	18.2%	22,087	24,086	9.1%	363	96	0	General growth
20	Jane	1,560	1,155	552	45,602	58,548	28.4%	121,150	155,117	28.0%	2,149	1,260	599	General corridor growth
22*	King City	271	46	0	6,448	7,899	22.5%	17,544	21,390	21.9%	332	55	0	General growth; Increased ridership to Seneca-College King Campus & King City/Maple GO Stations
23*	Thornhill Woods	770	0	0	18,420	19,970	8.4%	49,769	53,559	7.6%	853	0	0	Peak period route extension to Teston Road (Fall'09)
27	Highway 27	70	14	5	1,731	1,022	-41.0%	4,750	2,580	-45.7%	36	25	15	Decreased ridership through the Royal Group employment area
28	Zenway-Hwy.27	25	0	0	599	1,048	75.0%	2,319	2,656	14.5%	44	0	0	New local industrial development north of Hwy 7
77*(excl.BT)	Hwy 7 - Centre St	2,830	1,440	0	74,115	73,997	-0.2%	199,341	186,797	-6.3%	2,890	1,201	0	Stable ridership; rider migration to Route 77A branch to York U.
99*	Yonge South	2,563	1,238	1,299	71,318	78,789	10.5%	221,830	208,174	-6.2%	2,825	1,792	1,402	General corridor growth
360*	Maple Express	360	0	0	8,280	6,405	-22.6%	22,334	17,751	-20.5%	259	0	0	Rider migration to Route 20
TTC	Vaughan Total	13,770	5,548	2,739	364,153	403,958	10.9%	1,014,828	1,062,616	4.7%	15,538	6,252	3,019	
TTC 35-D	Jane	1,290	235	0	30,610	31,034	1.4%	99,223	87,701	-11.6%	1,314	203	0	Stable ridership
TTC 37-D	Islington	114	0	0	2,622	2,484	-5.3%	9,096	8,003	-12.0%	108	0	0	Decreased ridership through the Pine Valley employment area
TTC 105, 105-B	Dufferin North	1,435	585	371	36,829	37,110	0.8%	122,400	115,616	-5.5%	1,414	642	505	Stable ridership
TTC 107-C/D/B/F	Keele North	2,636	547	392	64,384	62,390	-3.1%	192,470	177,235	-7.9%	2,546	523	435	Stable ridership
TTC 160	Bathurst North	774	405	380	20,942	20,205	-3.5%	60,437	59,797	-1.1%	732	488	357	Stable ridership
TTC 165-D/F	Weston Road North	1,079	532	309	28,181	35,757	26.9%	101,076	121,211	19.9%	1,368	625	451	New residential development & increased ridership in north Vellore district
TTC (Vaughan) Total		7,328	2,304	1,452	183,568	188,979	2.9%	584,702	569,561	-2.6%	7,481	2,481	1,748	
Vaughan & TTC Total		21,098	7,852	4,191	547,721	592,937	8.3%	1,599,530	1,632,177	2.0%	23,019	8,733	4,767	

* Route crosses municipal boundaries.

YRT Route #	Route Name	2009			TOTAL BOARDINGS (MONTH)			TOTAL BOARDINGS (YEAR TO DATE)			2010			
		Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	2009	2010	Percentage ('09 vs '10)	2009	2010	Percentage ('09 vs '10)	Avg Wkdy Boardings	Avg Sat Boardings	Avg Sn/Hol Boardings	
		81	Inspiration	85	0	0	1,973	3,445	74.6%	4,807	8,209	70.8%	149	
82	Valleymede-Spadina	480	54	0	11,361	12,303	8.3%	28,299	34,728	22.7%	523	51	0	General corridor growth
83	Trench	963	103	0	22,841	22,585	-1.1%	63,997	69,150	8.1%	955	113	0	Stable ridership, AM peak frequency reduced (Feb 2010)
84	Oak Ridges	209	44	0	5,005	4,593	-8.2%	12,912	14,543	12.6%	192	38	0	Stable ridership
85/85A/85B*	16th Ave/Rutherford	3,538	1,666	921	93,857	111,646	19.0%	256,721	303,466	18.2%	4,263	1,870	1,034	General corridor growth
86	Weldrick-Newkirk	704	147	0	17,025	16,772	-1.5%	46,581	45,994	-1.3%	691	177	0	Stable ridership
87*	Langstaff Local	881	120	0	21,036	24,919	18.5%	55,922	70,434	26.0%	1,055	97	0	General corridor growth
88/88A/88E*	Bathurst/Bathurst Express	2,484	1,375	1,237	70,755	83,119	17.5%	209,226	235,821	12.7%	3,062	1,370	1,361	General corridor growth
589	RH Community Bus	115	124	79	3,457	3,738	8.1%	10,405	10,486	0.8%	130	111	76	Stable ridership
90*	Leslie	1490	567	165	37,949	46,398	22.3%	100,196	129,469	29.2%	1,823	662	274	General corridor growth; Ridership migrated from TTC 25D
91/91A/91B/91E*	Bayview South/Express	3,485	1,448	1,054	92,634	97,097	4.8%	261,039	256,657	-1.7%	3,777	1,096	1,173	Stable ridership
240	Mill Pond GO Shuttle	112	0	0	2,602	3,465	33.2%	7,429	8,831	18.9%	149	0	0	General corridor growth
241	Bev Acres GO Shuttle	74	0	0	1,707	1,836	7.6%	5,158	3,874	-24.9%	79	0	0	General corridor growth
242	N Richvale GO Shuttle	60	0	0	1,397	1,075	-23.0%	3,737	3,129	-16.3%	46	0	0	Decrease in employment travel
243	Redstone GO Shuttle	168	0	0	3,897	3,824	-1.9%	10,038	10,485	4.5%	165	0	0	Stable ridership
244	Beaver Creek Shuttle	32	7	0	773	n/a	n/a	2,234	1,257	-43.7%	n/a	0	0	Route cancelled effective Feb. 14th, 2010
	Richmond Hill Total	14,880	5655	3456	388,269	436,815	12.5%	1,078,701	1,206,533	11.9%	17,059	5,585	3,918	
31*	Aurora North	55	0	0	1,278	1,788	39.9%	3,476	4,909	41.2%	77	0	0	General corridor growth, new high school on Wellington (Sept 2009)
32	Aurora South	362	63	0	8,645	12,270	41.9%	23,201	33,247	43.3%	511	104	0	General corridor growth, new high school on Wellington (Sept 2009)
33/33A	Wellington	332	119	0	8,170	11,948	46.2%	22,980	32,739	42.5%	491	128	0	General corridor growth, new high school on Wellington (Sept 2009)
34	Industrial Parkway	25	0	0	580	968	66.9%	1,352	2,534	87.4%	42	0	0	General corridor growth
	Aurora Total	774	182	0	18,673	26,974	44.5%	51,009	73,429	44.0%	1,121	232	0	
44	Bristol - London	171	58	0	4,381	4,957	13.1%	12,204	13,280	8.8%	194	61	0	General corridor growth
51	Keswick Local	284	34	0	6,719	7,430	10.6%	17,573	19,890	13.2%	314	36	0	General corridor growth
52*	Holland Landing Local	249	176	0	6,518	6,830	4.8%	17,028	18,454	8.4%	270	140	0	Stable ridership
53	Woodspring-Clearmeadow	264	99	79	6,843	8,341	21.9%	19,091	22,989	20.4%	313	149	122	General corridor growth
54*	Bayview North	180	48	0	4,378	5,150	17.6%	11,285	14,603	29.4%	211	61	0	General corridor growth, new high school on Wellington (Sept 2009)
55/55B	Davis Dr.	1,222	605	352	32,253	34,034	5.5%	91,525	92,298	0.8%	1,273	758	372	General corridor growth
56	Gorham-Eagle	469	156	164	12,160	12,142	-0.1%	32,023	34,347	7.3%	470	203	103	Stable ridership
57/57A	Mulock Dr.	735	181	56	18,000	20,122	11.8%	43,090	50,608	17.4%	826	220	37	General corridor growth
58/58A	Leslie North	76	0	0	1,778	1,840	3.5%	4,892	4,614	-5.7%	79	0	0	Stable ridership
GO Rte 69	Sutton GO Bus	198	88	83	5,238	5,394	3.0%	13,753	14,865	8.1%	202	96	91	Stable ridership
98*	Yonge North	694	454	283	19,110	24,056	25.9%	56,029	65,786	17.4%	849	616	452	General corridor growth
220	Keswick GO	14	0	0	328	233	-29.0%	328	688	109.8%	10	0	0	Decrease in employment travel
222	Aurora-Nmkt GO Shuttle	68	0	0	1,572	1,872	19.1%	4,527	4,119	-9.0%	81	0	0	General corridor growth
223	Newmarket GO Shuttle	29	0	0	669	464	-30.6%	1,885	1,286	-31.8%	20	0	0	Decrease in employment travel
520/521	Newmarket Community Bus	53	23	10	1,351	1,647	21.9%	3,796	4,540	19.6%	65	24	14	General corridor growth
	Newmarket Total	4706	1922	1027	121,298	134,512	10.9%	329,029	362,367	10.1%	5,177	2,364	1,191	
	YRT SUB-TOTAL	57,570	19,770	10,882	1,477,048	1,620,482	9.7%	4,208,424	4,448,190	5.7%	63,646	21,256	12,521	
blue*	Yonge Corridor	15,163	9,654	7,500	417,365	443,129	6.2%	1,170,315	1,206,462	3.1%	16,483	8,877	7,128	Stable ridership (Ridership data issues - Init)
purple*	Highway 7 Corridor	7,365	3,671	2,643	194,651	199,668	2.6%	495,040	553,129	11.7%	7,516	3,624	3,076	Stable ridership (Ridership data issues - Init)
green*	Markham North-South Link	717	0	0	16,491	14,122	-14.4%	45,663	38,764	-15.1%	614	0	0	Decreased employment travel (Ridership data issues - Init)
orange*	Vaughan North-South Link	2,877	1,156	985	74,735	66,052	-11.6%	190,284	187,616	-1.4%	2,572	959	765	Decreased employment travel (Ridership data issues - Init)
pink*	Finch - Unionville	2,280	0	0	52,440	48,530	-7.5%	141,882	127,656	-10.0%	2,110	0	0	Decreased employment travel (Ridership data issues - Init)
	Viva SUB-TOTAL	28,402	14,481	11,128	755,682	771,501	2.1%	2,043,185	2,113,626	3.4%	29,295	13,460	0	

* Route crosses municipal boundaries.

Tot. Boardings	YRT/VIVA SYSTEM TOTAL	85,972	34,251	22,010	2,202,400	2,391,983	8.6%	6,251,610	6,561,815	5.0%	92,941	34,716	12,521
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Rev. Boardings	YRT/VIVA SYSTEM TOTAL				1,644,873	1,726,714	5.0%	4,590,072	4,867,573	6.0%	67,092		
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Notes:

1. System-wide transfer rate = Revenue Boardings / Total Boardings = **27.8%**