

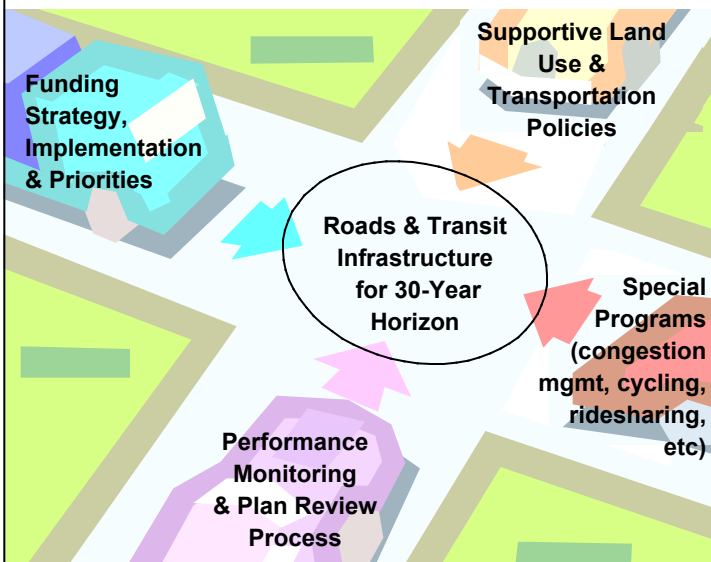
This newsletter is the first in a series that will inform you about York Region's **Transportation Master Plan**, update you on ideas and options as the study progresses, and advise you on how to get involved.

What is the Master Plan?

The Transportation Master Plan will provide a framework for the Region's future transportation decision-making and will set out a plan for improving transportation across York Region.

This study will create a long-term transportation vision for 2031, taking into account the movement of both people and goods across the Region. In developing the vision, all transportation modes - ranging from walking to public transit, to driving - will be examined. Finding solutions to our transportation challenges also requires a review of economic, environmental and community needs of our Region.

As illustrated below, the Master Plan will be comprised of 5 elements. In addition to a Roads and Transit infrastructure plan, it will include supportive policies, strategies and programs, as well as a process for measuring the performance of the plan and reviewing it over time.



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Message from the Regional Chair, Bill Fisch

The Transportation Master Plan represents an exciting opportunity for York Region to create a transportation vision and to develop practical ways to achieve this vision. Consultation with you - our residents, businesses and various stakeholder groups - is an important part of this exercise. After all, you rely on the Region's transportation infrastructure everyday. Whether driving a car or truck, riding a bus, taking a train, walking or cycling, people in York Region depend on some type of transportation everyday to enhance the quality of their lives.

I invite you to share with us your transportation needs and ideas so that York Region can provide the best possible services to meet the needs of everyone within our borders.

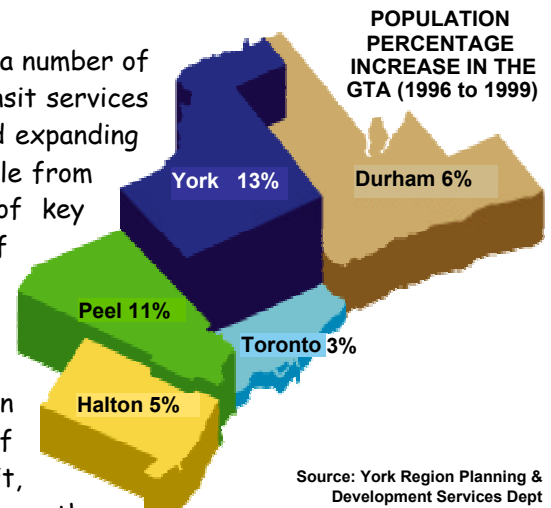


Get Involved!
Help us Develop the Region's
Transportation Vision

Why is the Transportation Master Plan Needed?

As one of Canada's fastest growing municipalities, York Region is facing a number of transportation challenges. The Region must ensure that its roads, transit services and rail facilities keep pace with the needs of a growing population and expanding businesses. The Region's population is expected to approximately double from 730,000 to 1.3 million in the next 25 years. Since a number of key transportation arteries across the Region are already showing signs of congestion, swift and effective action to improve the movement of people and goods is a top priority.

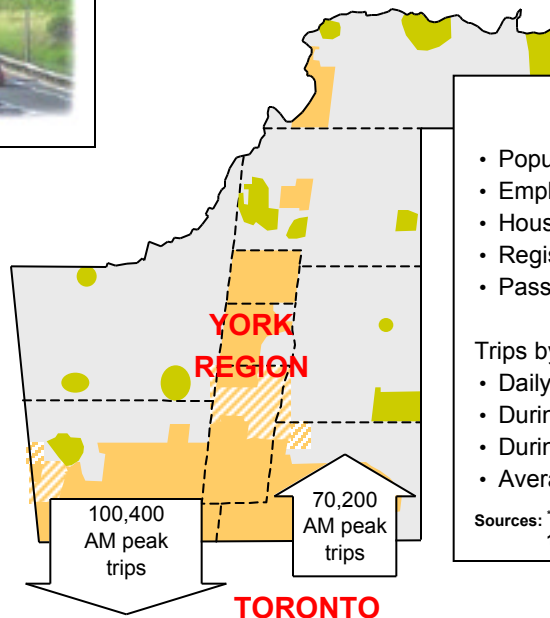
Since the adoption of the Regional Official Plan in 1994, a growth management system has been in place. During the recent Official Plan Report Card initiative, the public raised concerns regarding a number of issues including: pace of growth, road congestion, public transit, pedestrian and cycling facilities, and live-work relationships. In response, the Region held a symposium on the issue and followed up with a discussion paper entitled "Refining the Region's Growth Management Strategy". The preparation of a Transportation Master Plan is one of seven elements recommended to refine the Region's Growth Management System. Such a Master Plan will assist in the Region's overall planning of capital improvements by identifying 10, 20 and 30-year road and transit needs. It will also identify immediate needs and priorities, and assist in streamlining future environmental assessments for capital projects. The end result will be a transportation strategy that is achievable, economically sustainable and environmentally responsible.



Source: York Region Planning & Development Services Dept



Three GO Train coaches or 9 buses hold the same number of people as 300 automobiles.



• Population	730,000*
• Employed Labour Force	370,000*
• Households	212,000*
• Registered Vehicles	468,000
• Passenger Cars	333,700
Trips by York Region Residents	
• Daily	1,150,000
• During AM Peak	288,200
• During AM Peak to Toronto	100,400
• Average Length	11.4km

Sources: *York Region Planning Department (2000 data)
1996 Transportation Tomorrow Survey

Two Related York Region Initiatives

Yonge Street, one of the busiest transportation routes in York Region, has been identified as requiring essential public transit improvements - whether in the form of high occupancy vehicle lanes, dedicated bus ways or a subway extension. As such, the Region has recently initiated the Yonge Street Corridor Transitway study to improve transit service along York Region's central corridor.

The other major initiative that is relevant to the Master Plan study is the creation of a Region-wide transit system. York Region Council and local municipal councils have approved this initiative. The target date for a single York Region transit system is the start of 2001.

Study Overview

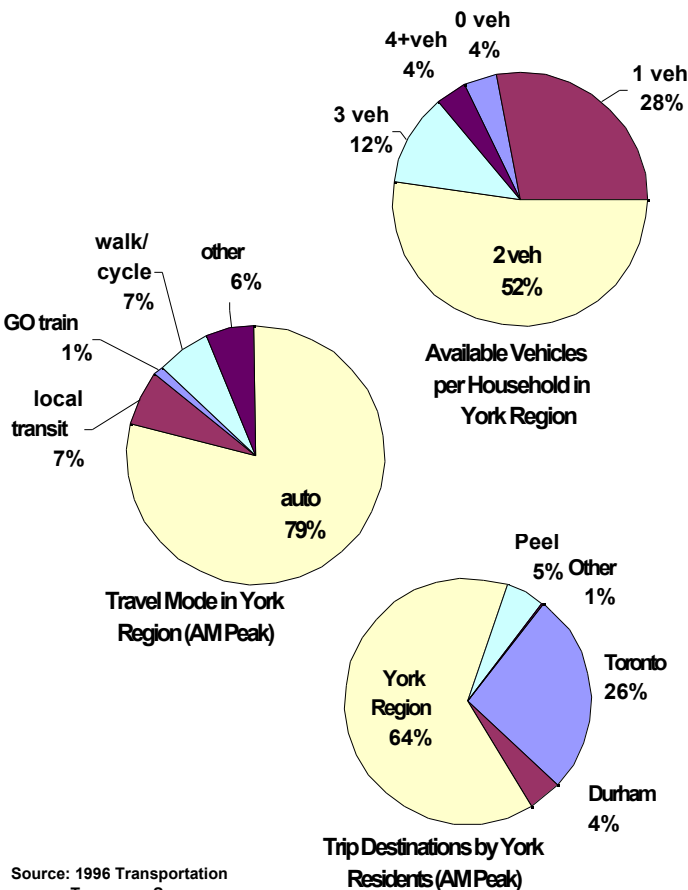
The approach to developing the Transportation Master Plan will follow two concurrent streams: Public Consultation & Technical Analysis.

Public Consultation will obtain public opinions on the transportation challenges and opportunities that face the Region and will help guide the development of a transportation vision and the evaluation of alternative solutions. Given the impacts that these decisions and solutions will have on the quality of life, economic development, employment and competitiveness of York Region, public involvement is an essential study component.

The Technical Analysis will address the following questions:

Question 1: Where are we now?

An assessment of the existing transportation system and current patterns of growth is currently underway, which will serve as the starting point to identify existing problems and potential solutions. Eight background papers are also being prepared to address the current states of regional transportation issues and identify possible directions for change.



Source: 1996 Transportation Tomorrow Survey

Topics include: public transit, increasing the efficiency of the road system, air quality, reducing demand for road space, goods movement, cycling/walking, ensuring the road system and transit fleet are well maintained, and transportation funding.

Question 2: Where are we heading?

The current states of urban development and transportation will be compared to those envisioned in the Regional and municipal Official Plans to identify the extent to which development and transportation goals have been attained. Recent trends will be examined to determine the implications of these trends continuing.

Question 3: Where do we want to be in 2031?

To drive the development and achievement of the Transportation Master Plan, underlying values and principles will be established in the context of the following:

- Is the current direction acceptable or affordable, and will it lead to the kind of sustainable transportation future that the Region needs and aspires to?
- Are the current stated priorities of walking, cycling, transit use, goods movement and auto use appropriate?
- Are the targets for transit use and travel by car appropriate? If not, what are the alternatives and are they acceptable?
- What is the relative importance of transit? the automobile? goods movement?

Consideration of these questions will be instrumental in formulating and assessing alternative plans, strategies, policies and programs.

Question 4: How do we get there?

The last stages of the Technical Analysis will focus on staging issues and intermediate timeframes to ensure attainment of the Master Plan over its horizon. In order that the Region can implement the highest priority improvements, an Immediate Action Plan will be developed. A process will also be developed for measuring the success of the Master Plan and determining the need to change direction at regular intervals.

How Can You Get Involved?

Participate in shaping the future of transportation in York Region. Get involved! The Region wants to hear your views on transportation challenges and opportunities. What is your future vision for transportation in the Region? What ideas and options would you like to see examined? The success of this Transportation Master Plan will depend largely on the input of the Region's citizens and businesses. A number of consultation opportunities are planned to broadly canvass ideas and options. These include:

- Newsletters;
- Public Opinion Survey;
- What's your vision comment card;
- Email correspondence (tmp@region.york.on.ca);
- Internet (www.region.york.on.ca);
- Public Consultation Centres; and
- Media Articles and Study Updates.

Get involved by planning to:

- attend the first Public Consultation Centres to be held in late fall;
- respond to the Transportation Questionnaire, which will be available on the study web site (see "We're on the Information Super Highway!"); and
- mail or fax the attached "What is your vision?" comment card - it will also be available on our website.

We Want to Hear from You

If you would like to be added to the mailing list so that you can receive subsequent newsletters, notice of upcoming meetings and study information and updates, please write, phone, fax or e-mail us.

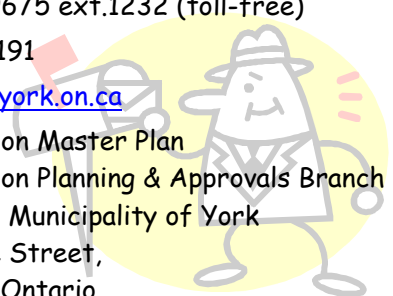
Contact: Sean Hertel, Corporate Communications

Phone: 1-877-464-9675 ext.1232 (toll-free)

Fax: (905) 895-0191

Email: tmp@region.york.on.ca

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 Newmarket, Ontario
 L3Y 6Z1

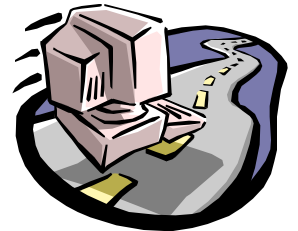


We're on the Information Super Highway!

To keep you informed, we've set up a study website: www.region.york.on.ca/services/tranworks/headlines/masterplan.html.

Throughout the duration of the study, the website will be used to disseminate key study products, starting with the eight background papers previously mentioned in "Study Overview".

Please bookmark our site and visit often. Our goal is to use the internet not only to provide information to the public, but also to receive invaluable public input through interactive applications (eg. comment card & Public Opinion Survey). Should you have comments/suggestions on how the website can be improved, please contact us.



Coming Soon...

Public Consultation Centres

The first Public Consultation Centres will be held during the late fall of 2000. The purpose will be to present the study progress and findings to date, and to receive comments from the public on transportation issues, challenges and options to be considered.

In order to provide convenient access to York Region residents, the Consultation Centres will take place at three different locations in the Region. Each Consultation Centre will consist of an open house session followed by a presentation and open discussion.

As the locations and dates are finalized, they will be posted on the study website. In addition, advertisements will be placed in the local newspapers. Keep an eye on each to remain informed!

Consulting Team

To assist in preparing the Transportation Master Plan, York Region has retained a multi-disciplinary team of specialists led by Cansult Limited and Marshall Macklin Monaghan. Other team members include Tranplan Associates, Dalton Consulting, R.M. Soberman, Hemson Consulting and Cumming + Company.

