

Media Release

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November 21, 2017

Ridership study highlights initiatives to encourage transit use

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Newmarket – York Regional Council received the [2018 Ridership Growth Study](#) outlining initiatives aimed at increasing ridership on the YRT/Viva system by the year 2028. Currently, 77,000 riders rely on the YRT/Viva system each weekday. If implemented, the proposed initiatives in the study could increase ridership significantly over the next decade.

“York Region is a leader in delivering world-class public transit,” said York Region Chairman and CEO Wayne Emmerson. “Through the investments made over this past term of Council, the most of any previously, we are supporting today’s transportation needs and building the foundation for the future so we continue attracting residents, visitors and businesses to York Region.”

Initiatives in the Ridership Growth Study include:

- Aligning service with strategic infrastructure projects, such as GO Transit’s Regional Express Rail program
- Concentrating service improvements and moving towards a frequent transit network providing 15-minute (or better) service, seven days a week
- Implementing special pass programs for post-secondary students, low-income transit customers and employers
- Increasing park-and-ride locations
- Improving access to transit and addressing first and last mile connections

“Public transit in York Region is experiencing tremendous expansion and growth,” said Town of Richmond Hill Regional Councillor Vito Spatafora, Chair of the Region’s Transportation Services. “The Ridership Growth Study makes transit even more convenient for travellers by realigning and improving connections with neighbouring transit agencies, enhances service and supports where we want York Region to be in the future.”

The initiatives identified in the Ridership Growth Study build on what is already planned in the Council-approved [YRT/Viva 2016-2020 Strategic Plan](#), which includes expanding the [Viva network](#), aligning service with the opening of the [Toronto-York Spadina Subway Extension](#), fare integration and continuing education and community awareness.

These initiatives also align with Metrolinx’s draft [2041 Regional Transportation Plan](#), which seeks to align the transportation network in the Greater Toronto Area with land use and urban intensification, optimize transportation to make the best use of existing and future assets through initiatives such as fare integration and addressing first and last mile transit connections.

For planned service changes, major service alerts, news, travel tips and other relevant transit information, call 1-866-MOVE-YRT (668-3978), visit [yrt.ca](#) or follow YRT/Viva on social media. You can also check out [talk2yrt.ca](#), a website where you can view questions and answers about YRT/Viva or submit your own questions.

The Regional Municipality of York consists of nine local cities and towns, and provides a variety of programs and services to 1.2 million residents, 51,000 businesses and 600,000 employees. More information about the Region’s key service areas is available at

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