



# 2024 YORK REGION TRANSIT INITIATIVES TOWN OF NEWMARKET

Presented by  
**Tamas Hertel**  
Manager, Service Planning

Presented to  
Town of Newmarket Council

Presented on  
November 20, 2023



# Agenda

- Summary of 2023 Transit Initiatives
- Overview of annual plan process
- Summary of stakeholder and public consultation
- Summary of 2024 Transit Initiatives
- Ridership trends
- Next steps



# 2023 Transit Initiatives Update in Town of Newmarket

<b>Routes/Service</b>	<b>Implemented Service Change</b>
<b>Viva blue</b>	Improved weekday rush hour and Saturday frequency
<b>50 – Queensway</b>	Improved weekday midday frequency

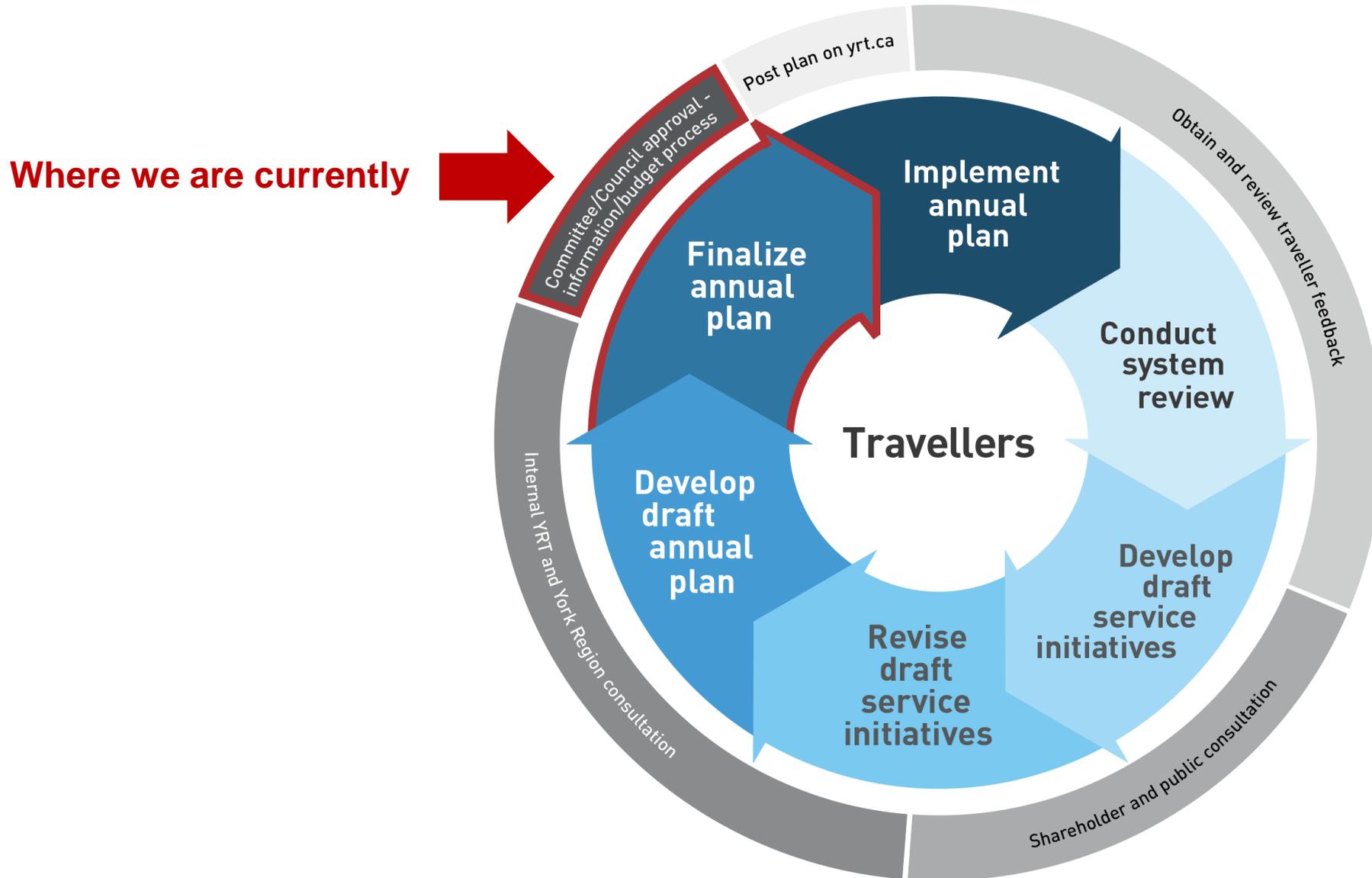
<b>Project</b>	<b>Action</b>
<b>Fare collection improvements</b>	Introduced open payment (debit/credit)
<b>Mobility On-Request 65+</b>	Service made permanent in January 2023

# Stakeholder and Public Consultation

Consultation	Date (2023)	Location
Town staff	April 14	Virtual
Student Transportation Services	April 21	York Region Office
Business sector	May 1	Virtual
Public outreach event	May 4	Newmarket Terminal
Neighbouring transit agencies	May 5	York Region Office
Public outreach event	May 10	Route 50 – Queensway
Virtual public engagement	May 1 to 31	<a href="https://yrt.ca/TransitPlan">yrt.ca/TransitPlan</a> or YRT Contact Centre
Accessibility Advisory Committee (YRAAC)	May 1 to 31	<a href="https://yrt.ca/TransitPlan">yrt.ca/TransitPlan</a> or YRT Contact Centre

Connected with 195 residents at public outreach event at Newmarket Terminal

# Annual Transit Initiatives Process



# Feedback Received

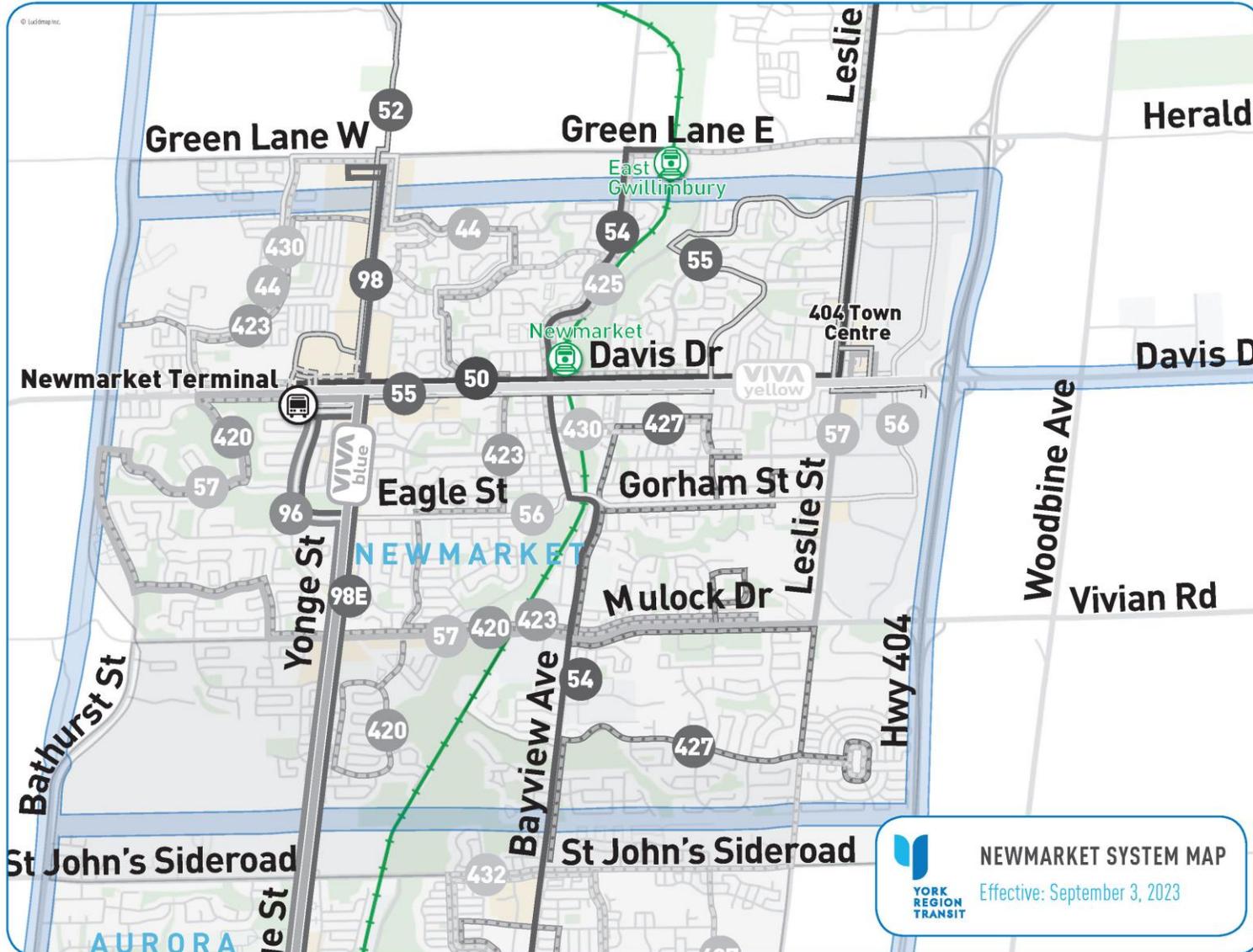
- Support for extending Route 33 – Wellington from Aurora to Newmarket via Leslie Street
- Support for improved frequency on Route 50 – Queensway
- Request for Viva yellow to service Davis Drive/Harry Walker Parkway
- Request for Mobility On-Request Newmarket Local to operate on weekends/holidays
- Request to extend Route 88 – Bathurst from Seneca College King Campus to Newmarket Terminal

# Proposed 2024 Transit Initiatives in Town of Newmarket

Routes/Service	Proposed Service Change
<b>33 – Wellington-Leslie</b>	Extend service along Leslie Street to Highway 404/Davis Drive
<b>50 – Queensway</b>	Improve weekday rush hour and weekend/holiday frequency

Project	Proposed Action
<b>Mobility On-Request (MOR) Plan</b>	Update MOR plan to provide guidance on future delivery of MOR services across the Region

# Current YRT System in Town of Newmarket



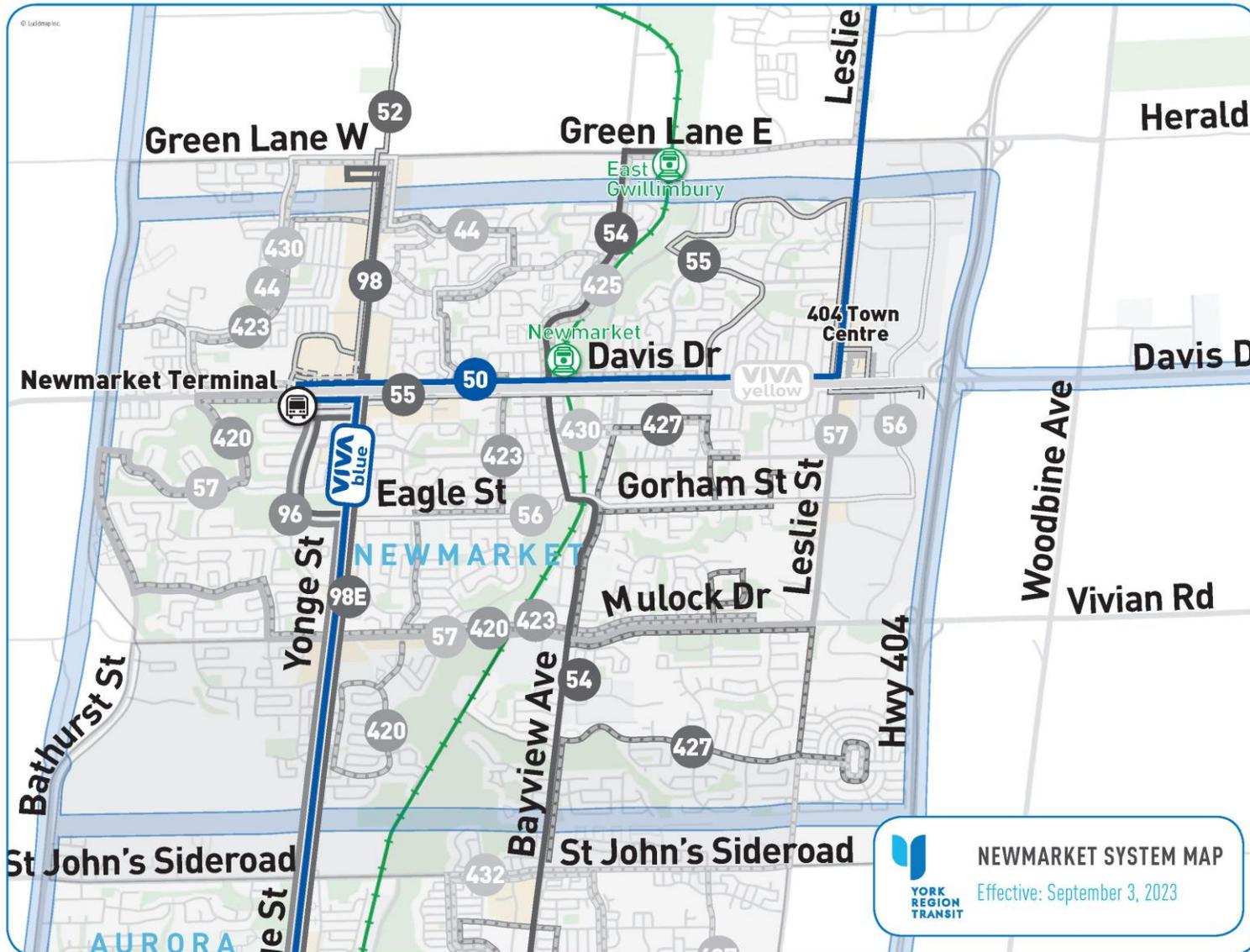
## Transit Services - Newmarket

- 44 - Bristol
  - 50 - Queensway
  - 52 - Holland Landing
  - 54 - Bayview
  - 55 - Davis Drive
  - 56 - Gorham-Eagle
  - 96 - Keele-Yonge
  - 98 - Yonge
  - 98E - Yonge Limited Express
  - 98/99 - Yonge (Late Night)
  - 420 - Newmarket High SS via Savage
  - 423 - Newmarket High SS via Bristol
  - 427 - Sacred Heart SS via Newmarket High
  - 430 - Sacred Heart SS via Main
  - 437 - St. Maximilian Kolbe SS
  - Viva - blue
  - Viva - yellow
  - MOR Aurora GO
  - MOR Newmarket Local & MOR Newmarket
- MOR 65+ and Paratransit services are available to all eligible travellers across the Region.
- +— GO Rail
  - Municipal Boundary

**NEWMARKET SYSTEM MAP**  
 Effective: September 3, 2023

Accessible formats or communication supports are available upon request.

# 2023 Transit Initiatives in Town of Newmarket



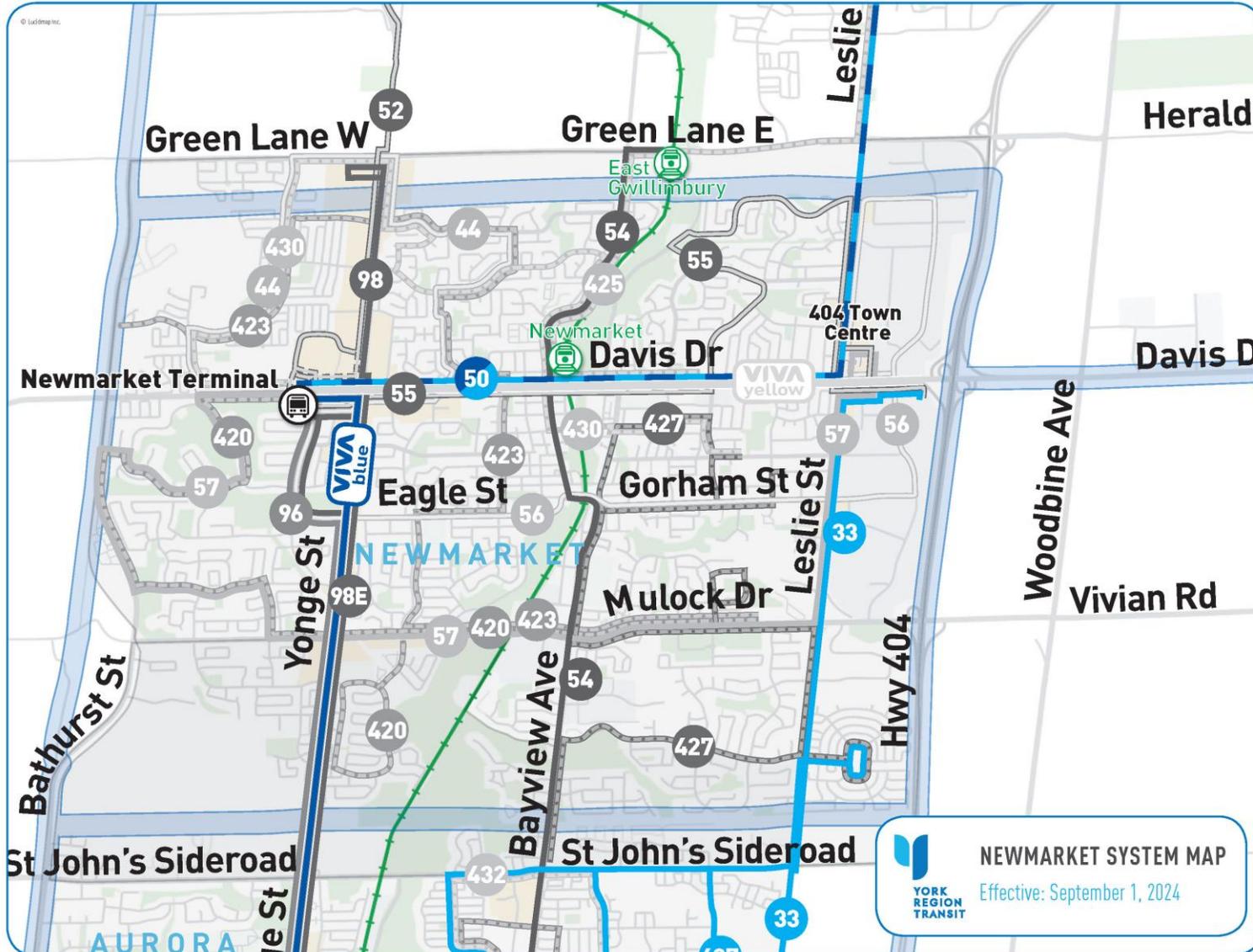
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-  GO Rail
-  Municipal Boundary
-  2023 Transit Initiative Changes

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 Effective: September 3, 2023

# 2024 Transit Initiatives in Town of Newmarket



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- GO Rail
- Municipal Boundary
- 2023 Transit Initiative Changes
- 2024 Transit Initiative Changes

**NEWMARKET SYSTEM MAP**  
 Effective: September 1, 2024

# 2024 Projects and Programs



**Planning for the future**



**Fare and service integration**



**Technology and innovation**



**Customer service**



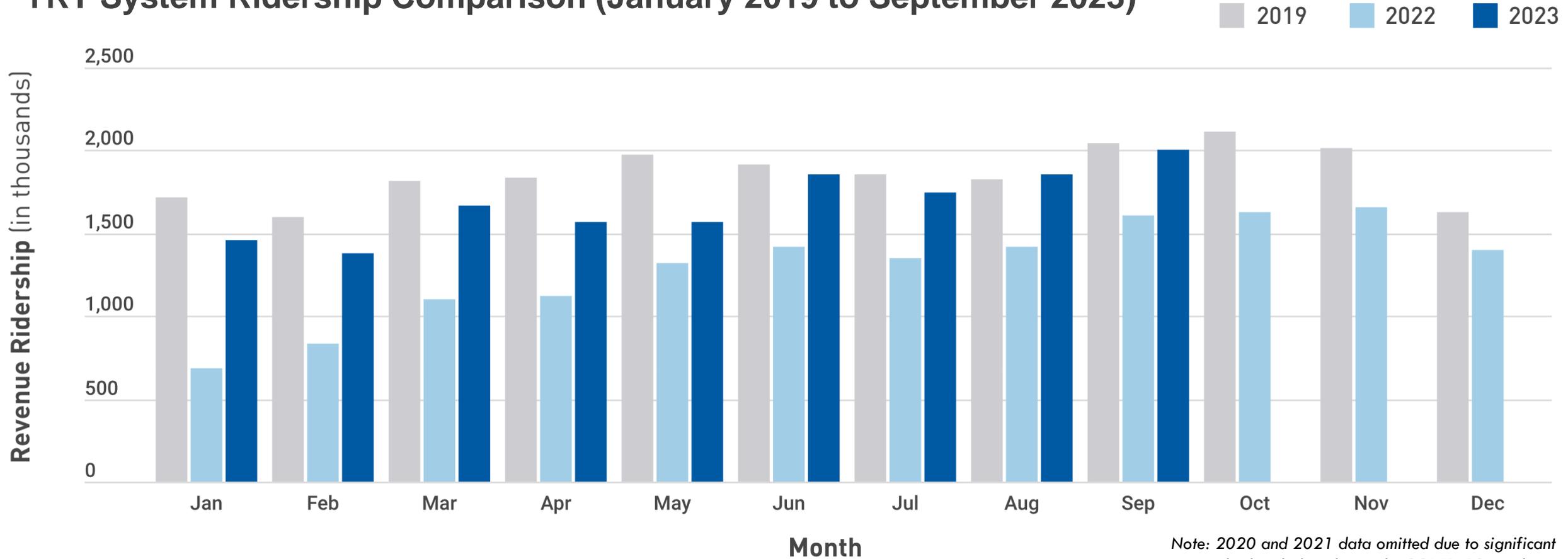
# Next Steps

- Seek York Regional Council approval of the 2024 Transit Initiatives through operating and capital budget approval process
- Communicate 2024 Transit Initiatives to residents
- Begin 2025 Transit Initiatives annual plan process



# System Ridership Trends

## YRT System Ridership Comparison (January 2019 to September 2023)



Revenue ridership continues to grow. In August 2023, ridership recovery surpassed pre-pandemic levels.

# Thank You

For more information, please contact:

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