



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

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

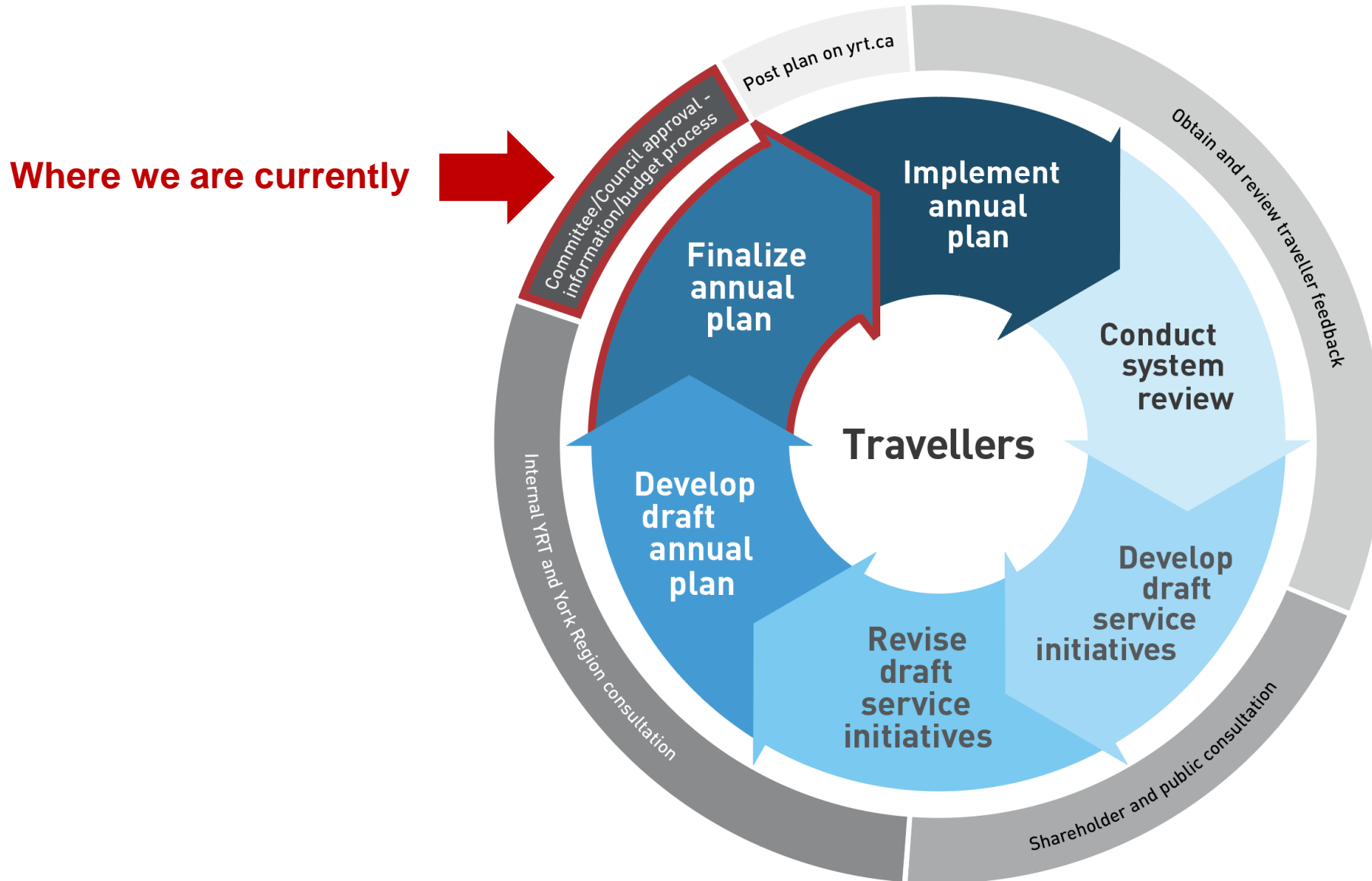
Project	Action
Fare collection improvements	Introduced open payment (debit/credit)
Mobility On-Request 65+	Service made permanent in January 2023

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	yrt.ca/TransitPlan or YRT Contact Centre
Accessibility Advisory Committee (YRAAC)	May 1 to 31	yrt.ca/TransitPlan 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
33 – Wellington-Leslie	Extend service along Leslie Street to Highway 404/Davis Drive
50 – Queensway	Improve weekday rush hour and weekend/holiday frequency

Project	Proposed Action
Mobility On-Request (MOR) Plan	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.

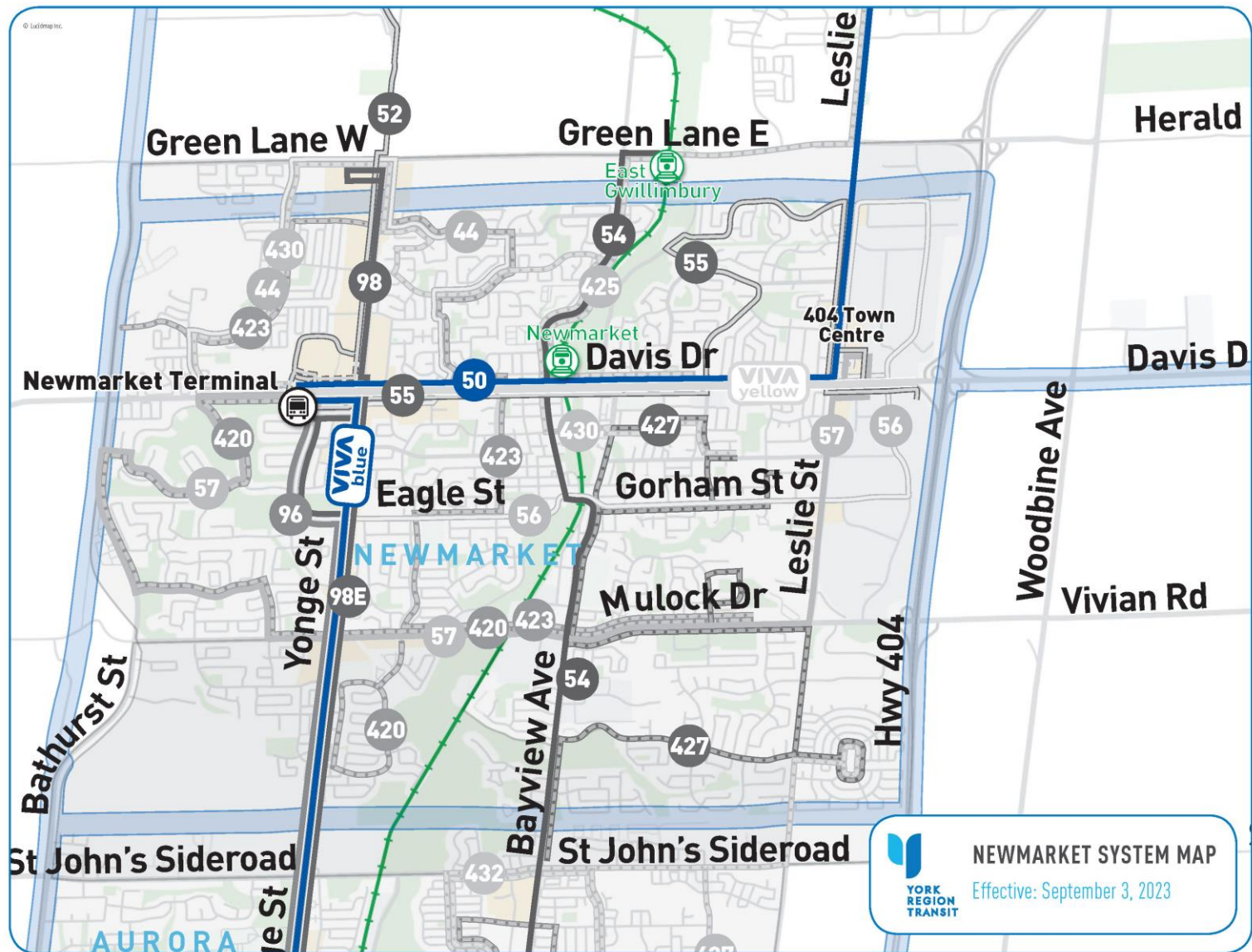
- GO Rail
- Municipal Boundary



NEWMARKET SYSTEM MAP

Effective: September 3, 2023

2023 Transit Initiatives in Town of Newmarket



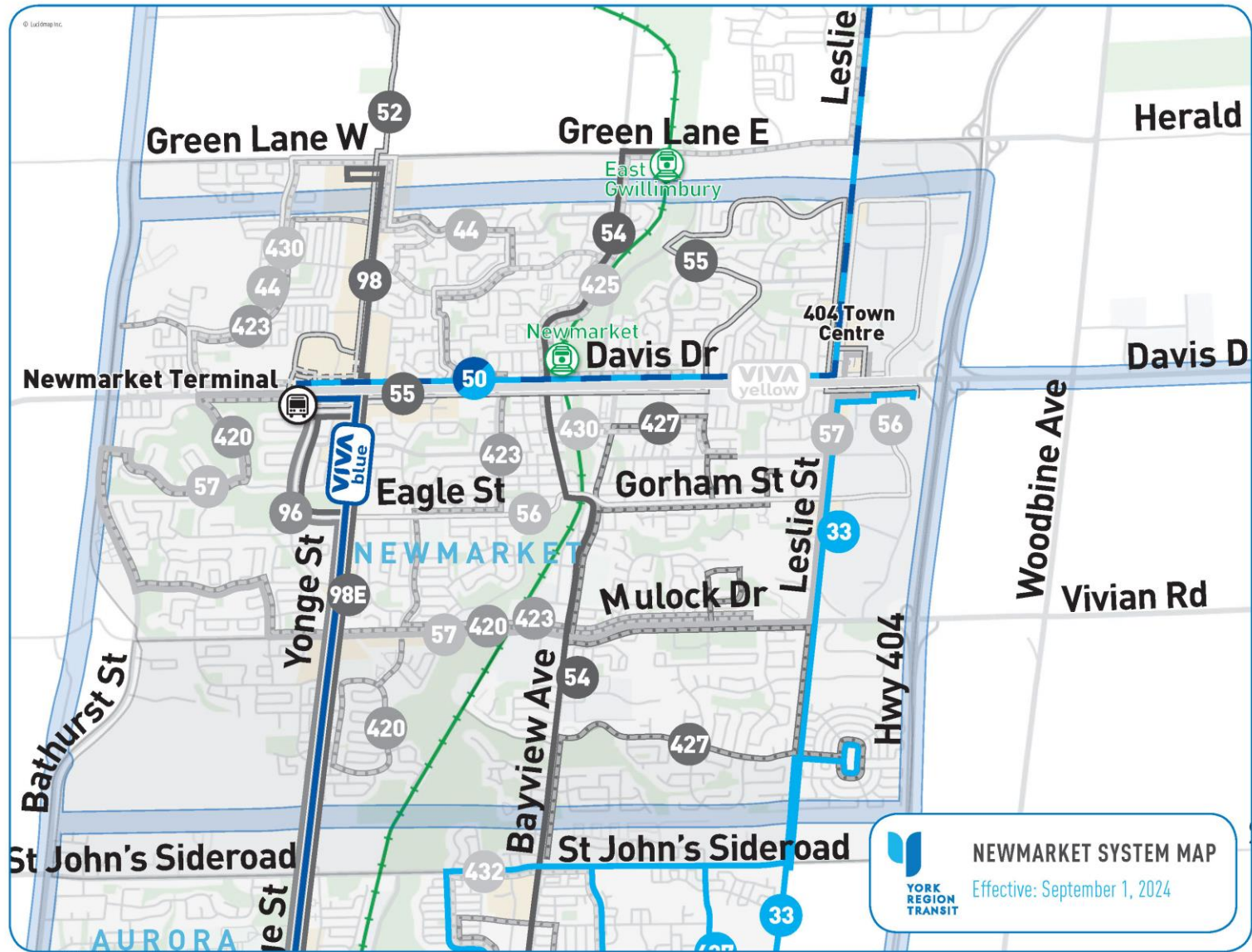
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- GO Rail
- Municipal Boundary
- 2023 Transit Initiative Changes

2024 Transit Initiatives in Town of Newmarket



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

2024 Projects and Programs



Planning for the future



Fare and service integration



Technology and innovation



Customer service



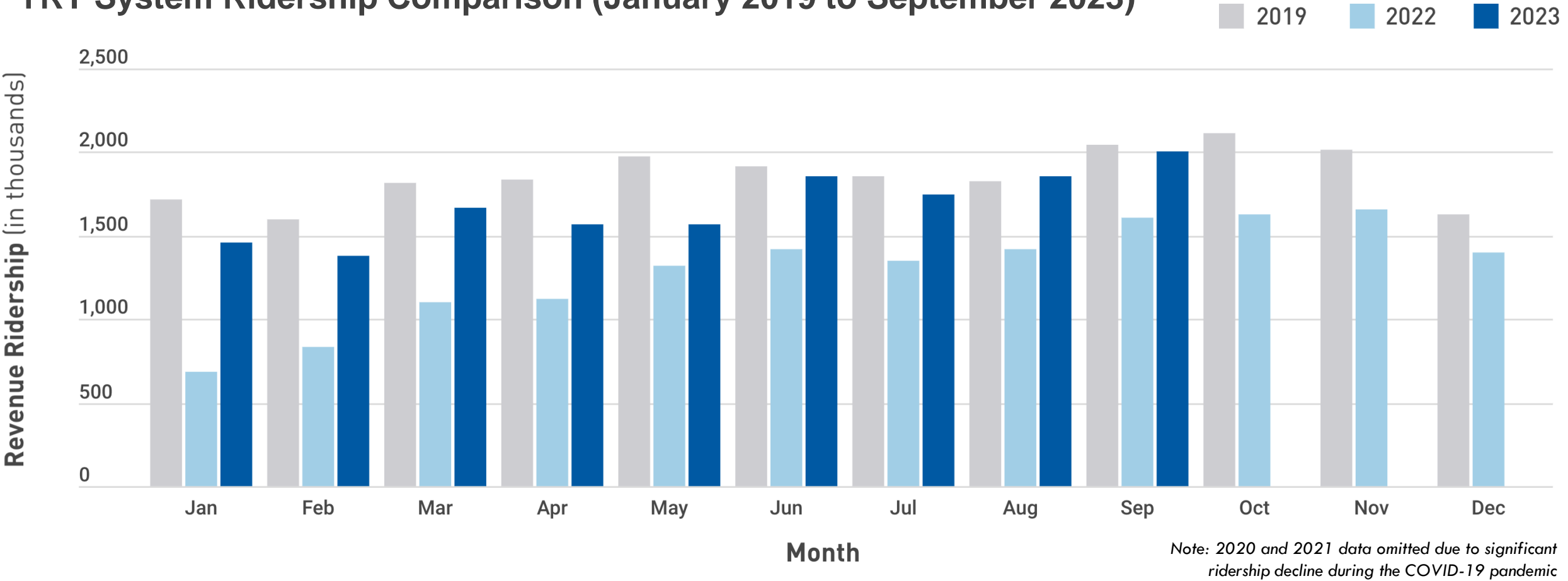
Next Steps

- 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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