

**August 9,  
2007**



**Media Release**

## **Service changes to Viva green and purple, effective September 2nd Riders can contact YRT/Viva for additional information and alternative routes**

**NEWMARKET** – The Regional Municipality of York will introduce a variety of York Region Transit (YRT)/Viva service changes, effective September 2nd. Frequency on Viva orange will improve during peak periods, off-peak and weekend service will be suspended for the Viva green route and a portion of the Viva purple route will be discontinued. (See attached Fact Sheet for a map of Viva routes).

**Viva green:** Viva green service is being revised to offer service during weekday peak periods only (approximately 6 a.m. to 9 a.m. and 3 p.m. to 6 p.m., Monday to Friday). Service during off-peak times and on the weekend will be discontinued. It is expected that full Viva green service will be reintroduced as Markham Centre develops more fully.

**Viva purple:** The Viva purple route will experience three notable changes, including improving weekday rush-hour service frequency from every 13 minutes to every 10 minutes to address demand during peak periods.

Service on Viva purple between York University and Martin Grove Avenue will be discontinued and replaced with increased service on Viva orange with frequency improving from 15 minutes to 10 minutes during peak periods. This improvement will help York University students and other riders connect to Downsview Subway Station more often.

Additional service on Viva purple will be introduced between the Richmond Hill Centre Terminal and York University during weekdays to address overcrowding. This additional service, primarily implemented for York University students, will operate between approximately 8:00 a.m. and 11:30 a.m. at a 30-minute frequency and between 2 p.m. and 4 p.m. at a 20-minute frequency.

YRT/Viva monitors all routes across the transit system on an on-going basis to ensure the most effective allocation of resources. Each route is assessed to ensure the efficiency of its operation, including frequency of service, appropriate start and finish times, safety and ridership.

The proposed changes to Viva green and purple are necessary due to ridership levels and low cost recovery. It is estimated that approximately \$330,000 in net costs for Viva green will be saved in 2007 (September-December) and an additional \$990,000 annually.

The changes listed above and a number of additional service changes are all effective September 2, 2007.

Customer Information Representatives will be on-site at key vivastations on September 4th to offer assistance to customers. Service changes will also be communicated through advertisements in local newspapers, posters at affected bus stops and on-board information.

For more information on these service changes, please visit [www.yrt.ca](http://www.yrt.ca) and view "Service Updates". Additionally, please contact the YRT Customer Service Centre at 1-866-MOVE-YRT (668-3978) to learn more about these changes and alternate routes that are available.

**Please view next page for Fact Sheet.**

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Media Contact: Kim Sinclair, Communications Specialist, York Region

Phone: (905) 830-4444, Ext. 1209 or Cell: (905) 251-6412

Email: [Kim.Sinclair@york.ca](mailto:Kim.Sinclair@york.ca)

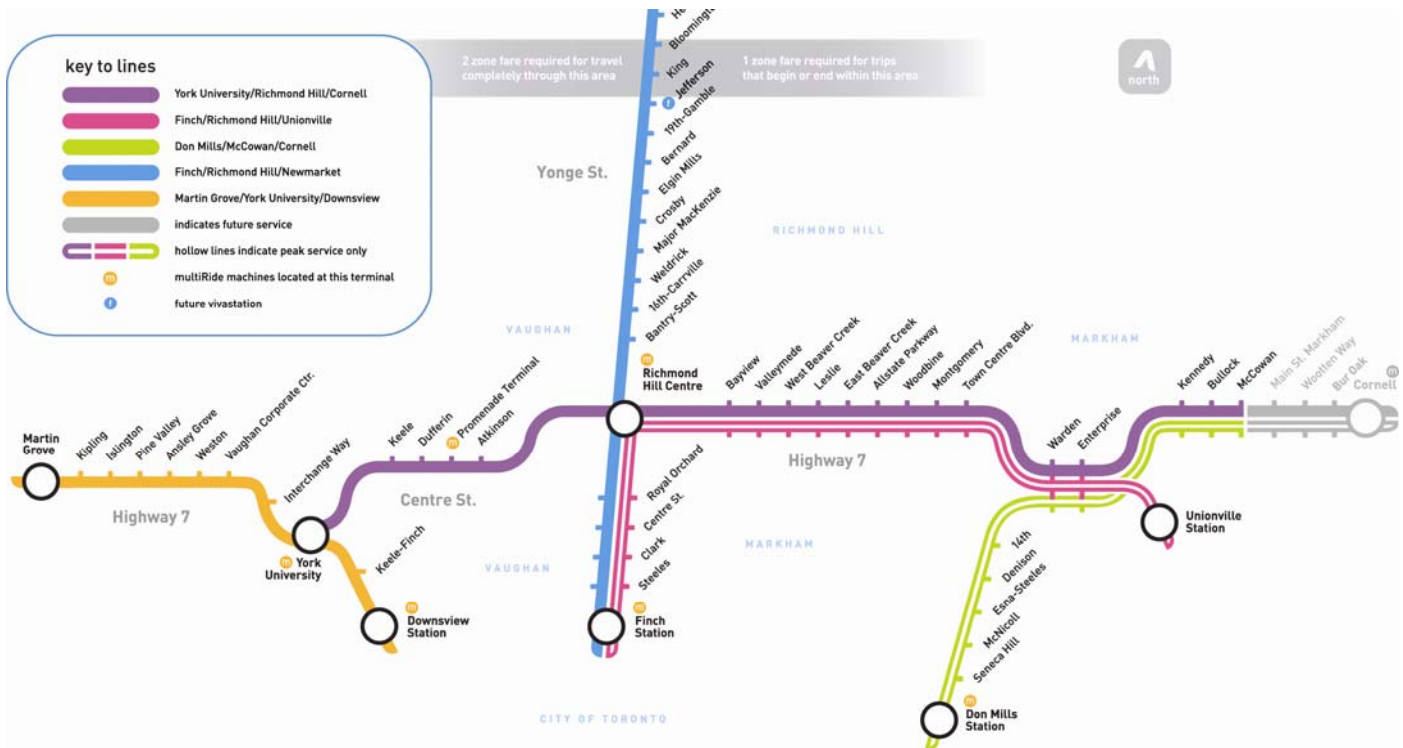


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For Immediate Release

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**NEWMARKET** – The following route map outlines Viva service within York Region.



For route and fare information please visit [www.yrt.ca](http://www.yrt.ca) or contact the YRT Customer Service Centre toll-free at 1-866-MOVE-YRT (668-3978), locally at (905) 762-2100 or TTY line at 1-866-276-7478.

For more information on The Regional Municipality of York, please visit [www.york.ca](http://www.york.ca)

**Media Contact:** *Kim Sinclair, Communications Specialist, Corporate Communications, York Region*  
 Phone: 905 830-4444 ext. 1209 or Cell: 905 251-6412  
 Email: [Kim.Sinclair@york.ca](mailto:Kim.Sinclair@york.ca)