

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: October 23, 2008

SUBJECT: NEW SERVICE ON WESTMORE DRIVE

ACTION ITEM

RECOMMENDATIONS

It is recommended that the Commission:

- 1) Approve the introduction of new service on Westmore Drive on the 96 WILSON bus route on Saturday, Sunday, and holiday afternoons and early evenings, as described in this report, effective February 15, 2009; and
- 2) Forward this report to Councillor Hall and to the City of Toronto.

FUNDING

The service change recommended in this report would result in an increase in net operating costs of approximately \$9,900 in 2009, or \$11,200 annually thereafter. Sufficient funds have been included in the 2009 TTC Operating Budget to operate the recommended service.

BACKGROUND

Councillor Suzan Hall requested that the TTC review the feasibility of providing service on Westmore Drive, located north-east of Finch Avenue and Highway 27, primarily to serve a large religious institution.

This report responds to that request.

DISCUSSION

There is currently no transit service on Westmore Drive. There is a large temple and a medical centre located on Westmore Drive in the vicinity of Carrier Drive. There is also a flea market in the area, closer to Albion Road, on weekends. TTC staff contacted a representative of the temple and gathered attendance details regarding the use of this institution. It was

reported that the temple is predominately used on weekends in the late afternoon and early evening, with limited use on Fridays in the late afternoons and early evening. The reported attendance is approximately 500 to 750 on Fridays, and approximately 2,000 to 2,500 attendees on Saturdays and Sundays. Very few of these attendees currently use TTC service because the temple is located beyond a convenient walk of the nearest bus service on Finch Avenue.

An option was evaluated that would change the 96A WILSON (York Mills Stn-Carrier) bus service to serve Westmore Drive. This route currently operates in both directions via John Garland Boulevard, Humber College Boulevard, and Carrier Drive. The service currently operates during the peak-periods and midday from Monday to Friday only but, as of November 23, 2008, as part of the Ridership Growth Strategy, the service will operate at all times during the week. In order to provide service to Westmore Drive, the 96A WILSON route would be changed to operate in both directions via John Garland Boulevard, Humber College Boulevard, Finch Avenue, Westmore Drive, and Carrier Drive. Drawing No. 11969, attached, shows this revised routing.

Based on the reported level of temple attendance and other transit demands on the street, it is projected that the new transit service would be used by approximately 15 customer-trips on Fridays and by approximately 200 customer-trips on each Saturday and each Sunday. It is forecast that all of these customers would be new to the TTC system, and would be attracted by the convenience of the new service. The route change would require one additional bus during the afternoon peak-period and early evening from Monday to Friday, during the afternoon on Saturdays, Sundays, and holidays, and during the early evening on Sundays and holidays. The forecast ridership and the resulting financial performance of the new service, for each time period analysed, is show below in Table 1.

Day	Time	Projected total ridership	Projected new ridership	Customers gained/net \$ spent	Recommended?
Friday	Afternoon peak	10	10	0.05	Not recommended
Friday	Early evening	5	5	0.03	Not recommended
Saturday	Afternoon	165	165	2.48	Recommended
Saturday	Early evening	35	35	No cost change	Recommended
Sunday/holiday	Afternoon	165	165	2.48	Recommended
Sunday/holiday	Early evening	35	35	0.31	Recommended

The weekend service would generate between 0.31 and 2.48 new customers per net dollar spent. This is above the TTC's minimum financial standard of 0.23 and, for this reason, the service is recommended. Service would be provided approximately every 24 minutes, from approximately 12:00 noon to 10:00 p.m., on Saturdays, Sundays, and holidays.

The weekday service would generate between 0.03 and 0.05 new customers per net dollar spent. This is below the TTC's minimum financial standard of 0.23 and, for this reason, the weekday service is not recommended. The TTC's collective agreement, work practises, and scheduling processes do not permit the operation of a service on a single weekday; service

must be scheduled every day from Monday to Friday. The estimated financial performance takes this into account.

The new service would cause an inconvenience for customers who would travel on the 96A WILSON service past Westmore Drive, as they would be carried out of their way on the new, longer route. The change in weighted travel time shows that the benefits of a shorter walk for customers on Westmore Drive outweighs the inconvenience of a longer travel time for the projected number of through-customers. Overall, the change would make service better for customers.

The new service would be introduced for a trial period, starting Sunday, February 15, 2009. After at least six months of operation, the performance of the new service would be analyzed and a post-implementation review would be presented to the Commission.

A previous proposal for service on Westmore Drive was submitted by Councillor Hall, and was reviewed in the report on *Service Improvements for 2008*. The analysis of that service was based on a request for weekday service to accommodate trips to and from local facilities, including the medical centre on Westmore Drive. In that report, Monday-Friday service on Westmore Drive was not recommended because it was determined that the service change would cause a net inconvenience for customers. The post-implementation review of the recommended trial weekend service will include an updated analysis of possible new Monday-Friday service.

SUMMARY

New bus service on Westmore Drive is recommended for operation during the afternoon and early evening on Saturdays, Sundays, and holidays, because it would meet the minimum financial requirements and would improve service overall for customers.

October 1, 2008
11-31-82

Attachment: 96 WILSON – New Service via Westmore Drive (Drawing No. 11969)

96 Wilson

New Service via Westmore Drive

