



## Transit Executive Committee Revised Agenda

Wednesday, January 11, 2023, 1:30 p.m.

Regional Council Chambers

Regional Headquarters Building

605 Rossland Road East, Whitby

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2097.

Note: This meeting will be held in a hybrid meeting format with electronic and in-person participation. Committee meetings may be [viewed via live stream](#).

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Durham Region Transit Advertising Policy

**8. Advisory Committee Resolutions**

There are no advisory committee resolutions to be considered

**9. Confidential Matters**

There are no confidential matters to be considered

**10. Other Business**

**11. Date of Next Meeting**

Wednesday, February 8, 2023 at 1:30 PM

**12. Adjournment**

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If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2097.

## The Regional Municipality of Durham

### MINUTES

#### DURHAM REGION TRANSIT EXECUTIVE COMMITTEE

Wednesday, December 7, 2022

A regular meeting of the Durham Region Transit Executive Committee was held on Wednesday, December 7, 2022 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 1:30 PM

#### 1. Roll Call

Present: Commissioner Crawford, Chair  
Commissioner Schummer\*, Vice-Chair  
Commissioner Anderson  
Commissioner Brenner  
Commissioner Carter  
Commissioner Garrod  
Commissioner Roy  
Regional Chair Henry

Also

Present: Commissioner Kerr  
Commissioner Marimpietri  
Commissioner Jubb\*  
\*denotes Commissioners participating electronically

Absent: Commissioner Wotten

Present: E. Baxter-Trahair, Chief Administrative Officer  
W. Holmes, General Manager, Durham Region Transit  
F. Amin, Administrative Assistant, Durham Region Transit  
J. Austin, Deputy General Manager, Business Services, Durham Region Transit  
B. Baltkois, Program Manager, Technical Solutions, Durham Region Transit  
A. Burgess, Deputy General Manager, Maintenance, Durham Region Transit  
J. Constance, Manager, Maintenance Support Durham Region Transit  
B. Fisher, Supervisor, Customer Service, Durham Region Transit  
R. Inacio, Systems Support Specialist, Corporate Services – IT  
M. Kassad, Program Manager Specifications and Support, Durham Region Transit  
B. Lodge, Manager, Maintenance East, Durham Region Transit  
A. Mak, Supervisor, Financials, Durham Region Transit  
A. Naeem, Solicitor, Legal Services  
C. Norris, Deputy General Manager, Operations, Durham Region Transit

Z. Osime-Fakolade, Program Manager, Community Engagement and Change Management, Durham Region Transit  
N. Ratti, Manager, Policy and Planning, Durham Region Transit  
P. Teoh, Program Manager, Analytics, Durham Region Transit  
A. Thompson, Supervisor, Business Support, Durham Region Transit  
P. Uthayakumar, Program Manager, Sustainability and Strategic Initiatives, Durham Region Transit  
G. Vaspori, Manager, Operations, Durham Region Transit  
A. Harras, Regional Clerk/Director of Legislative Services  
L. Fleury, Legislative Officer, Corporate Services – Legislative Services  
S. Ciani, Committee Clerk, Corporate Services – Legislative Services  
L. Soto Maya, Committee Clerk, Corporate Services – Legislative Services

In accordance with the Transit By-law 27-2021, Section 8, Regional Chair Henry designated Commissioner Crawford as the Chair of Transit Executive Committee for the remainder of the term.

Commissioner Crawford assumed the Chair for the balance of the meeting.

**2. Declarations of Interest**

There were no declarations of interest.

**3. Election of Transit Executive Committee Vice-Chair**

Chair Crawford called for nominations for the position of Vice-Chair of the Transit Executive Committee.

Moved by Regional Chair Henry, Seconded by Commissioner Roy,  
(34) That Commissioner Schummer be nominated for the position of Vice-Chair of the Transit Executive Committee.

CARRIED

Moved by Commissioner Carter, Seconded by Commissioner Garrod,  
(35) That nominations be closed.

CARRIED

The Chair declared Commissioner Schummer as the Vice-Chair of the Transit Executive Committee.

**4. Adoption of Minutes**

Moved by Commissioner Carter, Seconded by Commissioner Brenner,  
(36) That the minutes of the regular Durham Region Transit Executive Committee meeting held on Wednesday, September 7, 2022, be adopted.

CARRIED

## 5. Delegations

### 5.1 Jessica Maga, Durham Resident, Re: Integration of Durham Region Transit and Metrolinx

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Jessica Maga, a customer of Durham Region Transit 103 bus route in Pickering, provided a delegation to Committee on the integration of Durham Region Transit and Metrolinx.

J. Maga encouraged the Committee to review Ms. Henderson's presentation from the September Transit Executive Committee meeting regarding the planning issues between Durham Region Transit and Metrolinx. J. Maga outlined her experience transferring between the GO Train and DRT buses and referenced DRT statements that current misalignments are due to last minutes changes from Metrolinx. J. Maga recommended the need for communication between DRT and Metrolinx, and noted that all three levels of government are encouraging residents to use transit.

J. Maga asked the Committee to pass a motion to invite Metrolinx and DRT to present their plans to ensure appropriate communication and planning so that Durham Region transit riders can rely on a safe, consistent, and integrated Transit system.

J. Maga responded to a question from the Committee.

B. Holmes responded to questions regarding coordination of schedules and communication between DRT and Metrolinx.

### 5.2 Adam Lamplugh, Durham Resident Re: Service Changes

Adam Lamplugh, Durham Resident, withdrew the request to appear before the Committee with respect to Service Changes.

### 5.3 Joshua Sankarlal, Ontario Tech Student Union, President Re: Student Transit

Joshua Sankarlal, Ontario Tech Student Union President, provided a presentation to the Committee on Student Transit matters arising from a recent survey of Ontario Tech students conducted by the Ontario Tech Student Union.

Highlights of the presentation included:

- Who We Are
- Our Principles
- Why We're Here
- Resolution Timeline
- High Reliance, Low Reliability
- Unequal Access, Equal Fees

- A Lack of Communication
- Today's Agenda

J. Sankarlal advised that the Student Union has engaged with DRT for over a year on student transit concerns. J. Sankarlal stated that Ontario Tech Student Union represents the interests of 10,000 undergraduate and graduate students, and advocates at the institutional, municipal, provincial and federal governments.

J. Sankarlal provided an overview of the status of transit for students, including: students have a high-reliance on transit; students experience a low-reliability of transit service; and UPASS costs for students. J. Sankarlal advised that a recent survey conducted by the Ontario Tech Student Union found that 70 percent of students surveyed strongly agreed that they rely on Durham Region Transit; students believe that DRT is not reliable; and 82 percent of students surveyed indicated a high reliance on the transit network.

J. Sankarlal recommended that DRT introduce frequent express routes between residential areas and campus, increase public transportation services in municipalities with less transit availability, and ensure equitable access to transit services across the Durham Region. J. Sankarlal recommended DRT collaborate with Ontario Tech to streamline communication strategies to ensure students are informed of real-time transit updates.

J. Sankarlal stated that Durham Region is set to receive 3.7 million in Transit funding through the provincial Safe Restart Agreement funding and requested that the funds be allocated to reflect the concerns of Ontario Tech students.

J. Sankarlal responded to questions of the Committee.

B. Holmes, General Manager, Durham Region Transit responded that DRT will provide an information report to the Transit Executive Committee meeting in January to address the concerns raised.

B. Holmes responded that all customers could access real-time bus information when using the Transit app, that displays the arrival time of the next bus. Customers could also consider receiving Twitter notifications of delayed or cancelled trips.

5.4 Tien Huynh, Town of Whitby Resident Re: Upcoming Service Changes to Durham Region Transit (DRT Pulse)

Tien Huynh, a Town of Whitby resident, provided a delegation to the Committee on upcoming service changes taking affect in January to Durham Region Transit (DRT Pulse).

T. Huynh outlined service cuts to DRT Pulse routes, resident reliance on the transit routes, and the need for more transit services for Durham residents that rely on transit to make a living. T. Huynh compared the level of services provided by DRT to other municipalities with higher service levels, such as Brampton. T. Huynh stated that investment in transit within Durham is required to improve ridership.

## 6. Presentations

### 6.1 Bill Holmes, General Manager, Durham Region Transit Re: General Manager's Verbal Update

B. Holmes, General Manager, Jamie Austin, Deputy General Manager - Business Services, Christopher Norris, Deputy General Manager - Operations, and Allison Burgess, Deputy General Manager - Maintenance, Durham Region Transit, introduced DRT staff, and a verbal update to the Committee.

Highlights of the presentation included:

- Review of GM Report
- January 2023 Service Update
  - Objectives
  - On-Demand
  - Conventional
- Summary Changes Frequency
- Updates – Rural
- Updates – West
- Updates – Central
- Updates – East
- Where We Need to Be

On behalf of Durham Region Transit, General Manager, Bill Holmes congratulated the Commissioners on their appointment to the Transit Executive Committee. B. Holmes highlighted that DRT has achieved many accomplishments over the last 17 years, and the DRT team is focused on the future and advancing transit in the Region. B. Holmes provided an overview of the key performance metrics for November and summary of current and upcoming transit issues.

B. Holmes highlighted the current service status, including; DRT enhanced service by 12 percent in September, implementing new routes and enhanced frequency throughout the network to support secondary and post-secondary students return to campuses, and residents return to the office. DRT now provides 60 percent more residents in Durham with direct transit to post-secondary campuses compared to the pre-pandemic network. In December, weekly boardings reached 84 percent of pre-pandemic levels – 82 percent on weekdays and over 100 percent on weekends. Provincial ridership varies with an average of 73 percent across the province. Cross-boundary bus transit trips with Toronto have returned to pre-

pandemic levels, with over half of the trips taken on the new route 920 from McCowan Station via Sheppard to the north campus in Oshawa.

B. Holmes stated that consistent with the fare strategy, the Transit Assistant Pass on PRESTO has replaced the legacy paper ACCESS pass. In November, the number of TAP passes sold surpassed pre-pandemic levels. DRT has experienced strong local bus ridership in Durham and connecting to Toronto on the bus, but commuter ridership to downtown Toronto remains well below pre-pandemic levels.

B. Holmes addressed the recent reliability of the conventional scheduled service network. Service during the fall board period was 97.6 percent compared to DRT's target of 99.5 percent. DRT indicated that service not delivered was attributed to resource availability (25 percent) and increased traffic on key corridors (75 percent).

B. Holmes advised that on-time performance (OTP) for the fall board period dropped to 79.6 per cent. Traffic volumes are approaching or exceeding pre-pandemic levels, contributing to increasing service delays and reducing DRT reliability. To improve reliability for customers, DRT will be increasing running time for routes operating on corridors experiencing delays, resulting in DRT costs increasing to deliver the same level of service.

In September, DRT merged specialized services and On-Demand to ensure an equitable demand response service for residents. The merged service is called On-Demand. B. Holmes noted that in September the centralized platform contributed to some reliability challenges, and these issues have been resolved. B. Holmes provided an overview regarding recent capacity and reliability issues. B. Holmes highlighted that staff absences resulting from the early flu season and continued COVID-19 pandemic have been the main contributor to capacity challenges. There is a need for temporary capacity until the service matures, and actions are being taken to add capacity to the service.

B. Holmes stated DRT's commitment to climate emergency, and DRT the hybrid buses were placed into service starting October 31.

B. Holmes stated that DRT will provide fare free boarding on New Years Eve from December 31<sup>st</sup> at 7:00 pm to January 1<sup>st</sup> at 4:00 a.m.

J. Austin provided an overview of the Business Services division which provides business supports on an enterprise-wide basis, customer focus fare initiatives, as well as, modernization and innovation initiatives. Business Services includes; financial services; business analytics; transit technology solutions; safety and training; business support; customer service; sustainability and strategic initiatives; and procurement and specifications.



A. Burgess provided an overview of the Maintenance division, comprised of a team of dedicated and solution-oriented staff that ensure over 200 vehicles are safe and ready for service. The maintenance team includes mechanics, service persons, part and inventory, and administrative staff.

C. Norris provided an overview of the Operations division, comprised of a team of 420 staff. In addition to bus operators, there is a team of 50 staff including transit planners, schedulers, supervisors, project managers, dispatchers and the eligibility office. DRT operations support 24 hour transit service 365 days a year.

B. Holmes introduced the new community and engagement group that will interact with stakeholders and include DRT Ambassadors who will be present on platforms to support customers, and attend various engagement events starting in 2023.

C. Norris presented the January 2023 service updates for conventional services.

B. Holmes provided an overview of the key service level metrics for DRT relative to comparator transit agencies in the Greater Golden Horseshoe. In 2019, DRT's revenue hours per capita was 0.85, compared to 1.5 – 2.0 for comparator municipalities. Significant investments would be needed to provide Durham residents with levels of transit service comparable to other municipalities.

B. Holmes and C. Norris responded to questions from the Committee regarding On Demand Service, future service adjustments to address customer demand, accessibility, fares, system pressures, capacity, and community engagement.

## **7. Correspondence**

### **7.1 Memorandum from Regional Clerk-Director of Legislative Service Re: Transit Executive Committee Members for 2022-2026 Term**

Moved by Commissioner Anderson, Seconded by Commissioner Brenner,  
That the memorandum from the Regional Clerk-Director of Legislative Services regarding Transit Executive Committee Members for 2022-2026 Term, be received for information.

CARRIED

## **8. Reports**

### **8.1 General Manager's Report - December 7, 2022 (2022-DRT-18)**

Report # 2022-DRT-18 - General Manager's Report - December 7, 2022 from B. Holmes, General Manager, Durham Region Transit, was received.

Moved by Commissioner Anderson, Seconded by Commissioner Brenner,  
That Report # 2022-DRT-18 be received for information.

CARRIED

8.2 2022-2026 Data and Analytics Strategy (2022-DRT-19)

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Report #2022-DRT-19 - DRT 2022-2026 Data and Analytics Strategy from B. Holmes, General Manager, Durham Region Transit, was received.

Moved by Commissioner Carter, Seconded by Commissioner Garrod,  
That Report # 2022-DRT-18 be received for information.

CARRIED

**9. Advisory Committee Resolutions**

There were no advisory committee resolutions to be considered.

**10. Confidential Matters**

There were no confidential matters to be considered.

**11. Other Business**

11.1 2023 Transit Executive Committee Schedule

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(37) Moved by Commissioner Carter, Seconded by Commissioner Brenner,  
That the 2023 Transit Executive Committee Schedule be received for  
information.

CARRIED

11.2 2023 Transit Advisory Committee Schedule

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(38) Moved by Commissioner Roy, Seconded by Commissioner Garrod,  
That the 2023 Transit Advisory Committee schedule be received for  
information.

CARRIED

11.3 Provincial Funding Announcement

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Commissioner Brenner requested clarification regarding the allotment of funding that was part of the provincial announcement for 3.7 million dollars, as well, the terms for the Restart Funding.

B. Holmes, General Manager, Durham Region Transit, responded that the recently announced Safe Restart Agreement (SRA) funding allocation of up to \$3.7 million is committed to funding 2022 pressures resulting from the on-going impacts of the COVID-19 pandemic. The funding will cover reduced fare revenue compared to 2019, and pandemic related expenses incurred in 2022.

**12. Date of Next Meeting**

The next regularly scheduled Durham Region Transit Executive Committee meeting will be held on Wednesday, January 11, 2023 at 1:30 PM in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

**13. Adjournment**

(39) Moved by Commissioner Carter, Seconded by Commissioner Roy,  
That the meeting be adjourned.

CARRIED

The meeting adjourned at 3:22 PM

Respectfully submitted,

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M. Crawford, Chair

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L. Soto Maya, Committee Clerk



# 2023-DRT-02

## Update on U-Pass and Durham Region Transit Service to Post-Secondary Campuses in Durham

Transit Executive Committee

January 11, 2023



## Clarifying recent comments/statements

*“The OTSU has seen routes 310, 401, 417, 910, 915B, C and D and 950 have all been phased out since 2018”*

- ✓ 310: Merged with 304 in September 2019, 304 segment to north Oshawa campus merged with 302 in 2020
- ✓ 401: Rebranded to Pulse route 901
- ✓ 417: Replaced by 905 and 920
- ✓ 910: Replaced by 917 and 405 for service to Trent
- ✓ 915: Direct service replaced with connections for customers west of Thickson via transfer to 905, 920, or 901
- ✓ 950: Rebranded 905 with extension to Whitby GO Stations

*“Transit reductions that were put in place for COVID-19 have for the most part remained in place despite a near 100 per cent return to campus”*

- ✓ *52 percent increase in number of trips serving north Oshawa campus*



# Service to post secondary campuses

1. Pre-2014: Circuitous, radial, one-way loop routes
2. 2023: Grid network, backbone of several high frequency routes
  1. Grid network enables higher frequency at a lower cost by reducing the number of routes and duplication, and minimizing transfer and travel times
3. Service changes throughout 2021 and 2022 responded to emerging travel patterns and align to objective to operate frequent, reliable, and sustainable service for all customers
4. Why 915 stays on Taunton?
  1. Overall greater benefit to customers
  2. Customer travelling between Harmony Terminal and Ajax Station benefit from a 15-minute reduction in travel time and more direct journey
  3. 457 per cent increase in number of customers crossing Simcoe street on 915 compared to same period in 2019
  4. One transfer to 905, 920 or 901 for travel to campus

## Resident access to campuses in 2023 compared to 2019

Campus	Residents with direct access to campus (on bus ride)	Residents with access to campus via one or two bus ride (one transfer or less)	Number of DRT trips serving campus
North Oshawa campus	50 per cent	90 per cent	52 per cent
Trent University Durham campus	98. per cent	17 per cent	-7 per cent
Durham College Whitby campus	57 per cent	33 per cent	19 per cent



# U-Pass revenue and value

1. Universal pass programs rely on mandatory fare charge applied to the entire student population that allows U-Pass prices to be lower than the amount students would otherwise pay
2. Benefits to all parties
  - a. Consistent revenue for agencies to support better planning and forecasting
  - b. Unlimited travel for students, for school, work, and social
  - c. More affordable housing options for students to live further from campus
  - d. Reduced traffic congestion in and around campuses, cost avoidance by post-secondary institutions for car-based infrastructure
  - e. Reducing greenhouse gas emissions from student transportation





# U-Pass facts

- 2019: U-Pass ridership 26 per cent of total
  - Total U-Pass revenues \$6.6 million or 23 per cent of total fare revenues (\$28.4 million)
  - 7 per cent of total operating expenditures
- Current U-Pass (2022-23 academic year) rate \$147.25 per four-month semester (\$36.81 per month - 69 per cent discount on adult monthly pass cost of \$117.00)
  - Nearly \$10.00 less per month than DRT's \$46.00 Transit Assistance Program monthly pass

## DRT fares and discounts/savings compared to standard fare

Pass Product	Cost Per Month (or equivalent)	Cost Per Four Months	Discount from Adult Pass	Total Four Month Savings
Adult (standard fare)	\$117.00	\$468.00	-	-
Youth	\$93.50	\$374.00	20 per cent	\$94.00
Youth 10-month loyalty pass (Y10)*	\$76.05	\$304.20	35 per cent	\$163.80
Senior	\$46.00	\$184.00	61 per cent	\$284.00
Transit Assistance Program (TAP)	\$46.00	\$184.00	61 per cent	\$284.00
U-Pass	\$36.81	\$147.25	69 per cent	\$320.75

## 2022 Survey of Canadian agencies

- Range of monthly equivalent U-Pass rates is \$12.82 to \$37.50 compared to standard monthly pass rates between \$73.50 and \$106.00.
- Range of monthly equivalent discount rates of 53 per cent to 83 per cent between U-Pass and standard fare
  - DRT's discount rate is 69 per cent
- Monthly U-Pass cost per revenue vehicle hour
  - Average cost per revenue vehicle hour is \$0.0012, whereas DRT is slightly lower at \$0.0008.



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## Staff response to recommendations from OTSU delegation, December 8, 2022

OTSU Recommendation: Introduce frequent, express routes between residential areas and north Oshawa campus.

Staff Response: Recommendation inconsistent with transit planning and design best practices. Introducing routes that duplicate service on existing network highly inefficient. Advancing the overall transit network through increasing investment will benefit all residents and customers by providing access to a more frequent, reliable transit network.

OTSU Recommendation: Increase public transportation services in municipalities with less transit availability to discourage single-occupancy commutes.

Staff Response: Recommendation is consistent with the Ridership growth through accelerated investment in revenue service report (2021-DRT-32). To reach the transit modal shift of the Transportation Master Plan by 2031, DRT requires significant annual operating and capital investments.




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**Staff response to recommendations from OTSU delegation,  
December 8, 2022 (continued)**

**OTSU Recommendation:** Equitable access be provided to transit services across Durham Region.

**Staff Response:** Since September 2020 and launch of enhanced On Demand service, all Durham residents have access to public transit services regardless of where they work, live or are travelling within the Region. DRT service levels based on the established DRT service guidelines that ensure all residents can access public transit within approved funding/budget.



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## Staff response to OTSU comments regarding January 2023 service changes

- Adjustments required to maintain service reliability within existing resources
- Same number 901 trips between downtown Oshawa and north campus
- Same number 900 trips between Pickering and Oshawa
- Capacity consistent with current demand
- Expanded scheduled service in Bowmanville and Pickering to provide more residents access
- 52 per cent more trips serving north Oshawa campus compared to 2019



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## Thank you

Durham Region Transit  
605 Rossland Road East  
Whitby, Ontario L1N 6A3  
Phone: 1-866-247-0055  
[durhamregiontransit.com](http://durhamregiontransit.com)

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 3702



# The Regional Municipality of Durham Report

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To: Durham Region Transit Executive Committee  
From: General Manager, Durham Region Transit  
Report: #2023-DRT-01  
Date: January 11, 2023

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**Subject:**

General Manager's Report – January 2023

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**Recommendation:**

That the Transit Executive Committee recommends

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 This report is submitted at each Transit Executive Committee (TEC), for information.

**2. Background**

2.1 The General Manager Report provides regular updates on key performance measures and summaries of current activities and transit issues in Attachment #1.

**3. Previous Reports and Decisions**

3.1 Not applicable

**4. Financial**

4.1 The General Manager's Report focuses mainly on performance and service standards. There are no financial impacts associated with TEC's receipt of this report.



**5. Relationship to Strategic Plan**

5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Service Excellence

**6. Conclusion**

6.1 For additional information, contact: Bill Holmes, General Manager, at 905-668-7711, extension 3700.

**7. Attachments**

Attachment #1: General Manager's Report – December 2022

Respectfully submitted,

Original Signed by

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Bill Holmes  
General Manager, DRT

Recommended for Presentation to Committee

Original Signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



General Manager's Report  
January 11, 2023  
TEC  
Attachment #1

Performance Measures Dashboard	<a href="#"><u>2</u></a>
Safety	<a href="#"><u>3</u></a>
Ridership	<a href="#"><u>4</u></a>
Service Delivery	<a href="#"><u>7</u></a>
Updates	<a href="#"><u>11</u></a>
General	<a href="#"><u>18</u></a>

# Performance Measures Dashboard

## Safety

Key performance indicator	Description	Latest Measure	Current	Target <sup>1</sup>	Current Variance to Target (per cent)	YTD Status <sup>2</sup> (per cent)
Collisions	Number preventable collisions per 100,000 km	November	0.34	0.20	✗ -70.0	✓ -14.6

## Ridership

Scheduled						
Ridership (x1,000)	Number passengers	November	815	510	✓ 59.6	✓ 69.9
PRESTO Ridership	Customers paying using PRESTO (per cent)	November	89.0	82.7	✓ 6.4	✓ 4.3
Bus full occurrences	Number operator reported occurrences	November	249	22	NA	NA
Demand Responsive						
Ridership - Specialized	Number customer trips	November	9,203	7,487	✓ 22.9	✓ 48.5
Unaccommodated Rate - Specialized	Trip requests not scheduled (per cent)	November	NA <sup>3</sup>	NA <sup>3</sup>	NA	NA
Ridership – On Demand	Number customer trips	November	8,293	11,839	✗ -29.9	✓ 14.6

## Service Delivery

Scheduled						
On time performance	On-time departures from all stops (per cent)	Service Period 4 <sup>4</sup>	69.0	74.7	✗ -7.5	✗ -6.0
Service availability	Scheduled service delivered (per cent)	Service Period 4 <sup>4</sup>	97.3	98.5	✗ -1.4	⚠ -1.0
Mean Distance Between Failure (MDBF)	Average number of revenue service kilometres between occurrences of vehicle defects impacting service (revenue service kilometers)	November	NA	NA	NA	NA

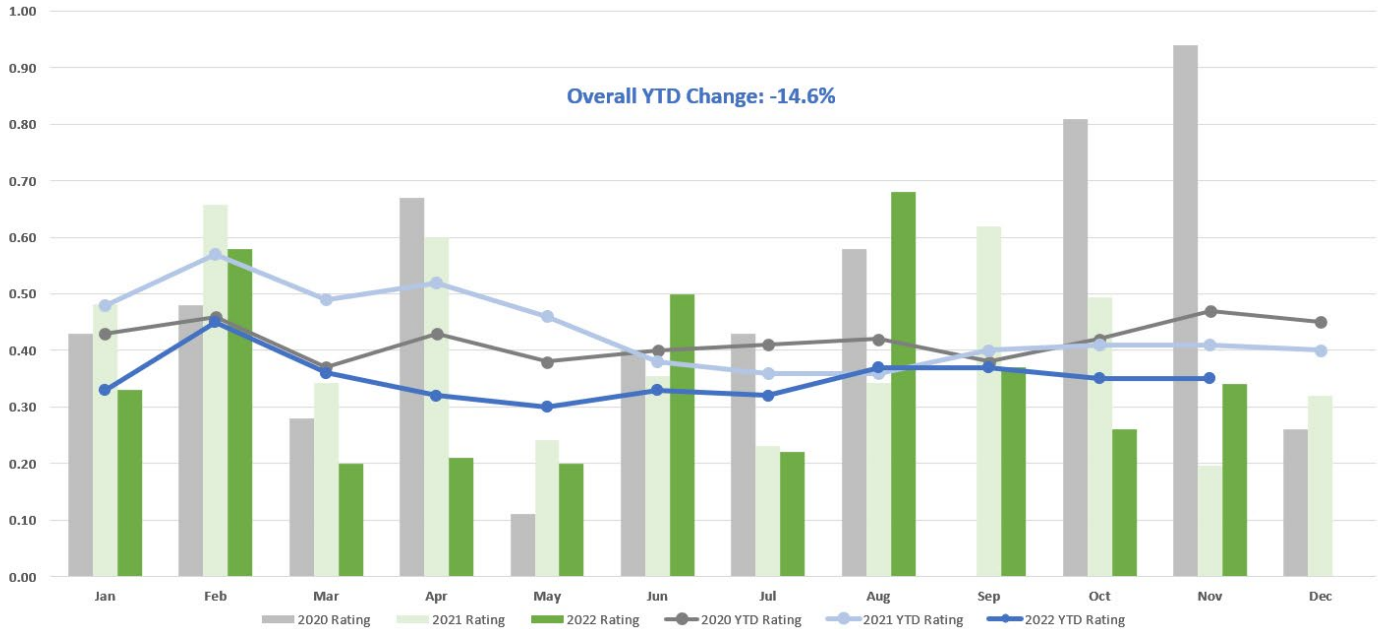
<sup>1</sup>Target is 2021 measure for the same period

<sup>2</sup>Year to Date (YTD) compared to previous year

<sup>3</sup>Demand response platform currently not reporting unaccommodated rate

<sup>4</sup>September 6, 2022 through December 4, 2022

## Preventable collisions rate per 100,000 km



**Definition:** A preventable collision is one in which the driver failed to do everything reasonable to avoid the collision. The preventable collision rate is the number of preventable collisions per 100,000 kilometres of travel for all Durham Region Transit (DRT) vehicles.

A collision may not be reportable to police based on the Highway Traffic Act, but for DRT purposes all collisions are documented and investigated. DRT's objective is to reduce annual preventable collisions by ten per cent relative to the previous year.

### Analysis

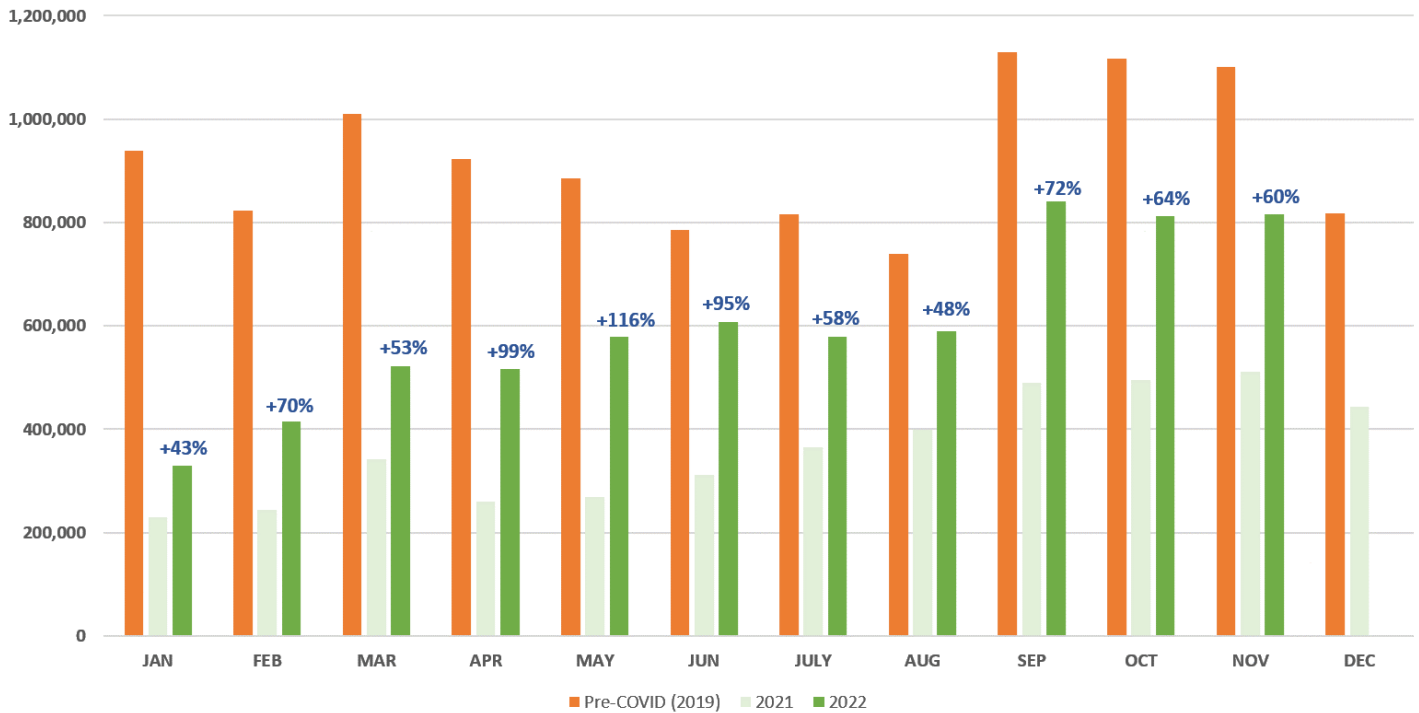
The November preventable collision rate was 0.34 per cent compared to a rate of 0.20 per cent for the same period in 2021. Year to date, the preventable collision rate is 14.6 per cent lower than the previous year.

### Action Plan

In addition to established processes to identify and resolve root causes of collisions, the DRT Safety and Training team implemented the first multi-year safety plan including specific actions to realize the objective to reduce annual preventable collisions. The plan includes annual cyclical training, prioritizing defensive driving practices, mandatory refresher training for staff involved in a preventable collision prior to returning to service, and cognitive assessment and driving skills screening during the recruitment process.

# Ridership

## Scheduled transit



**Definition:** Ridership is the sum of all passenger trips. A passenger trip is a one-way trip from origin to destination regardless of the number of transfers that may be required. Ridership data is calculated from fare box data and data from PRESTO and demand response.

### Results

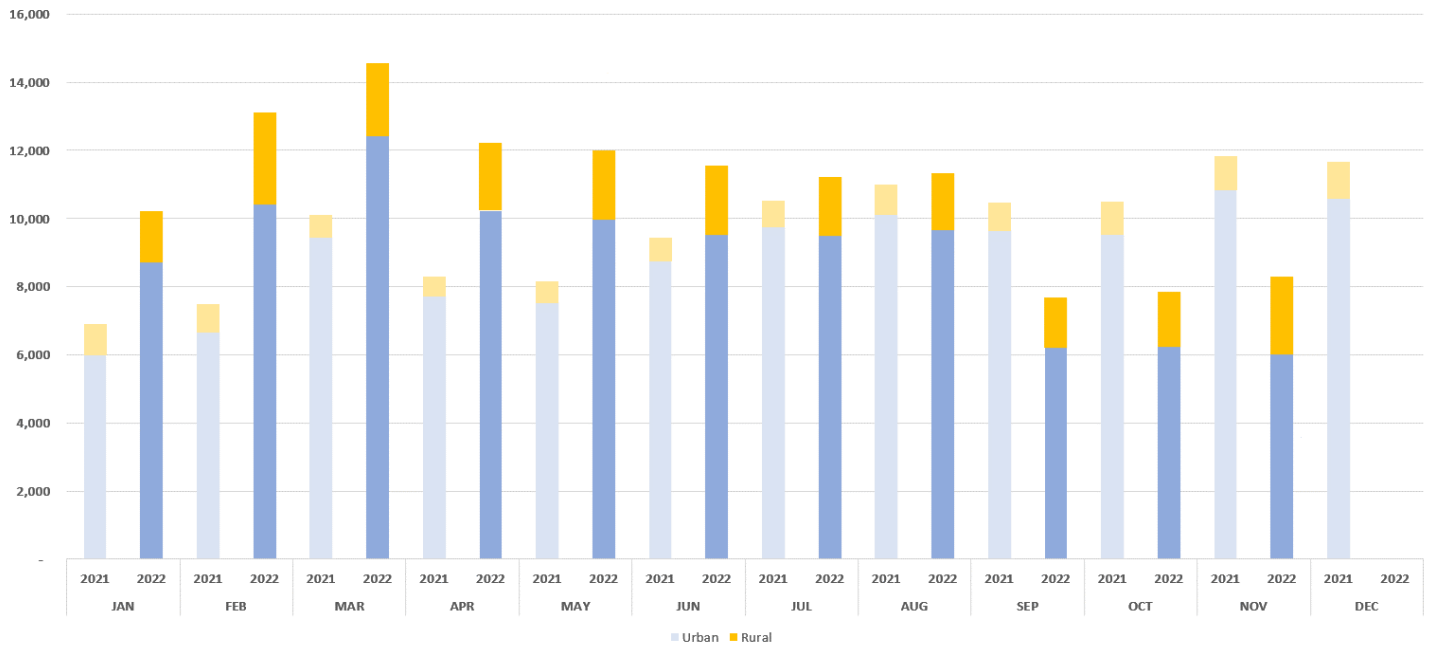
November ridership was 60 per cent higher than 2021 and approximately 74 per cent of pre-pandemic (2019) ridership for the same period.

### Action Plan

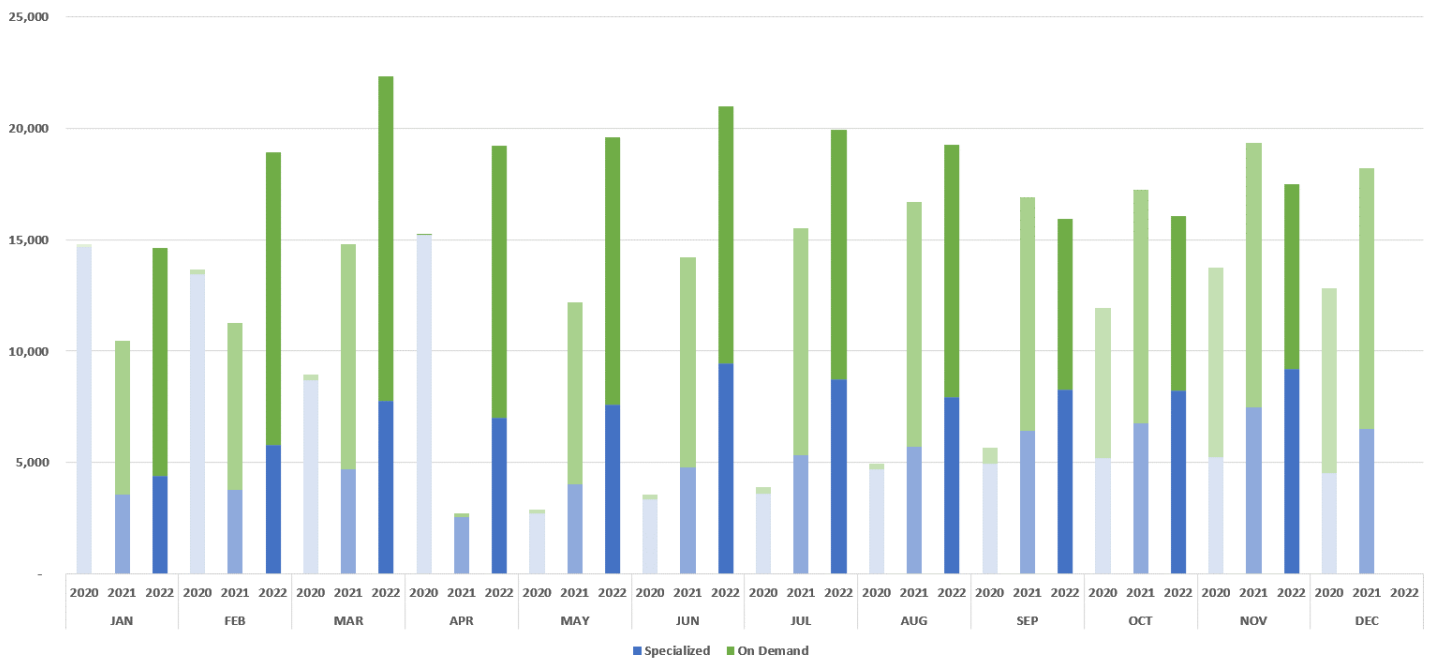
To support the return of students to secondary school and post secondary institutions, approximately 10 per cent more service was introduced in September. With five new local routes, two new PULSE routes, and enhanced frequency throughout the network, the September 2022 network provided 60 per cent more residents direct service to post-secondary institutions in Durham Region. Commuter ridership to and from the GO Train, which historically accounted for 25 per cent of overall ridership, continues to improve but is not expected to rebound in the near future as commuters continue to work remotely, either full time or as part of hybrid work.

# Demand Response Transit

On Demand Trips



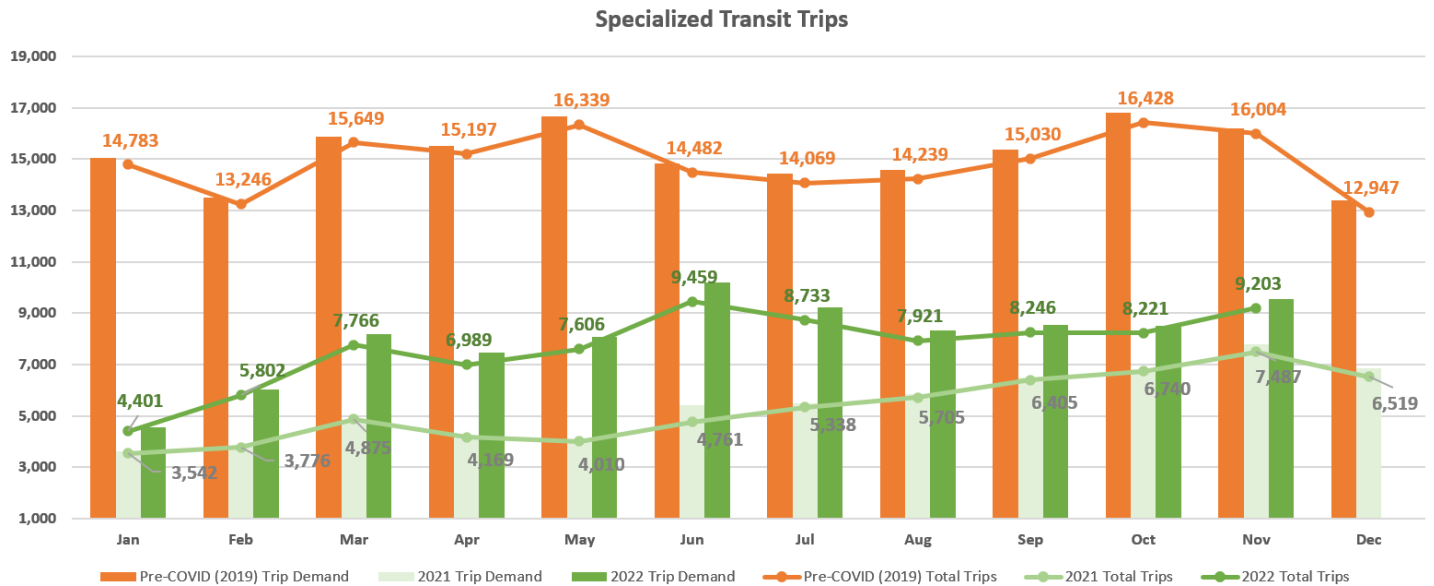
Demand Responsive Trips



		NOV 2022	YTD 2022
R U R A L	Uxbridge	867	7,074
	Brock	341	4,786
	Scugog	690	5,825
	Pickering	107	1,267
	Whitby	49	374
	Oshawa	-	-
	Clarington	1,950	22,189

		NOV 2022	YTD 2022
U	Pickering	1,161	17,297
R	Ajax	786	14,327
B	Whitby	1,112	15,647
A	Oshawa	570	14,816
N	Clarington	646	15,596

Note: Rural Uxbridge and Scugog figures include trip pickups within urban Uxbridge and Port Perry areas.



### Definitions:

**Trips:** A trip is considered a one-way passenger trip from origin to destination, regardless of the number of transfers that may be required.

**Unaccommodated Rate (Specialized):** An unaccommodated Specialized transit trip is one where DRT is unable to schedule a trip for the specific requirement requested by the customer, the customer declined to accept the trip option provided by the booking agent, or DRT did not have available capacity to accommodate the trip request.

### Results

As part of service enhancements in September, new schedule service routes replaced On Demand in several urban areas of the Region. Consequently, On Demand ridership dropped with 8,293 trips delivered in November 2022 compared to 11, 839 in 2021.

On Demand delivered 9,203 Specialized transit trips in November 2022, a 23 per cent improvement compared to November 2021, and a 48 per cent increase year to date. Specialized Services trips delivered have been steadily increasing since the transition to On Demand in September; 7,921 trips in August, 8,246 trips in September, 8,221 trips in October, and 9,203 in November.

The current platform is unable to report unaccommodated trips.

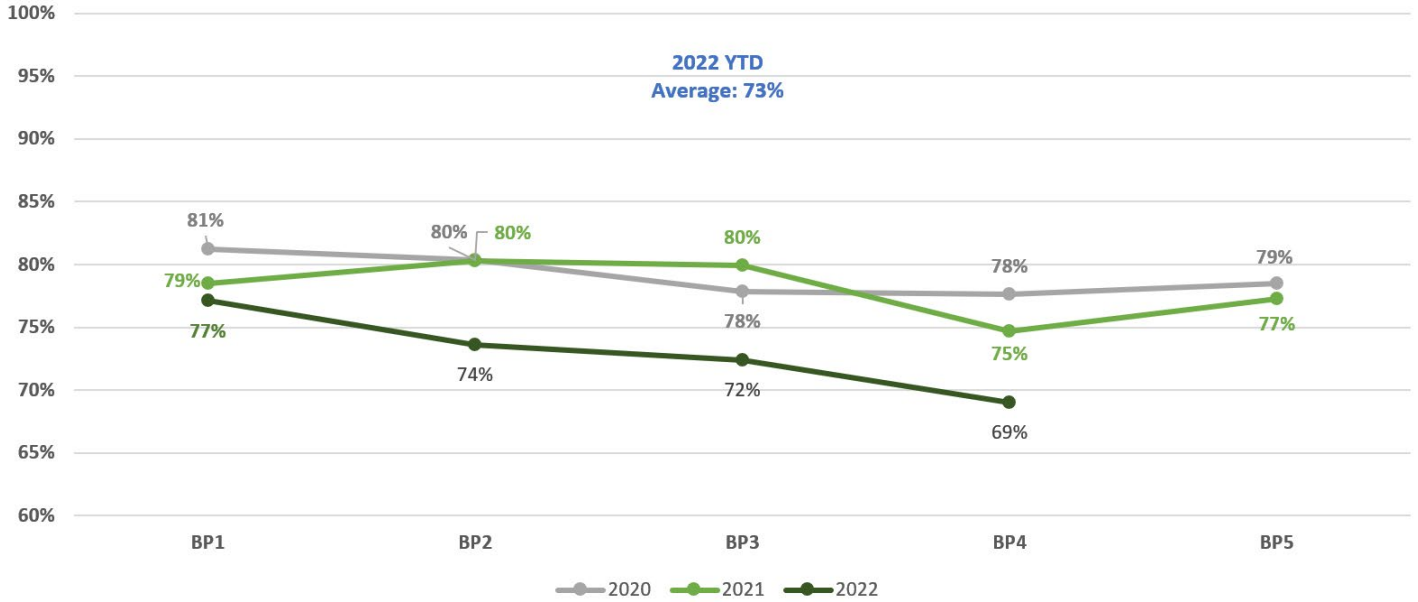
### Action Plan

Initial challenges with the scheduling platform have been resolved, however, the platform will be replaced over the coming months with a new platform procured to meet DRT's requirements for an integrated demand response service. On Demand capacity continues to improve as efficiencies begin to be realized and temporary capacity is added to the system.

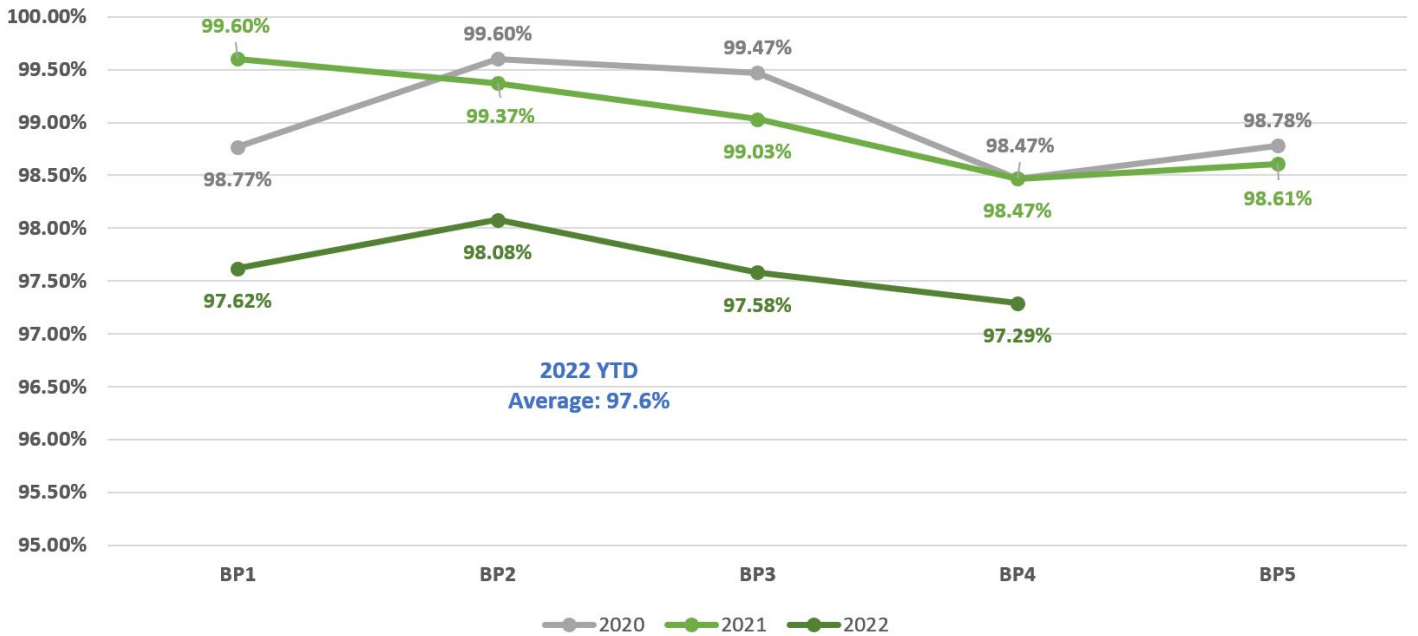
# Service Delivery

## On Time Performance and Availability (conventional)

2022 On-Time Performance



2022 Service Availability



### Definition

On Time Performance (OTP) is a measure of the percentage of buses departing a bus stop no more than zero minutes early and five minutes late. The annual OTP target is 80 per cent. OTP is reported for each service period.



Service availability is a measure of the actual service delivered by DRT as a percentage of scheduled revenue service. The service availability target is 99.5 per cent. Service availability is reported for each service period.

## **Results**

OTP for the Service Period 4 (September 6, 2022 through December 4, 2022) was 69.0 per cent, below the 75 per cent recorded for the same period in 2021, and down from 72 per cent for the most recent BP 3.

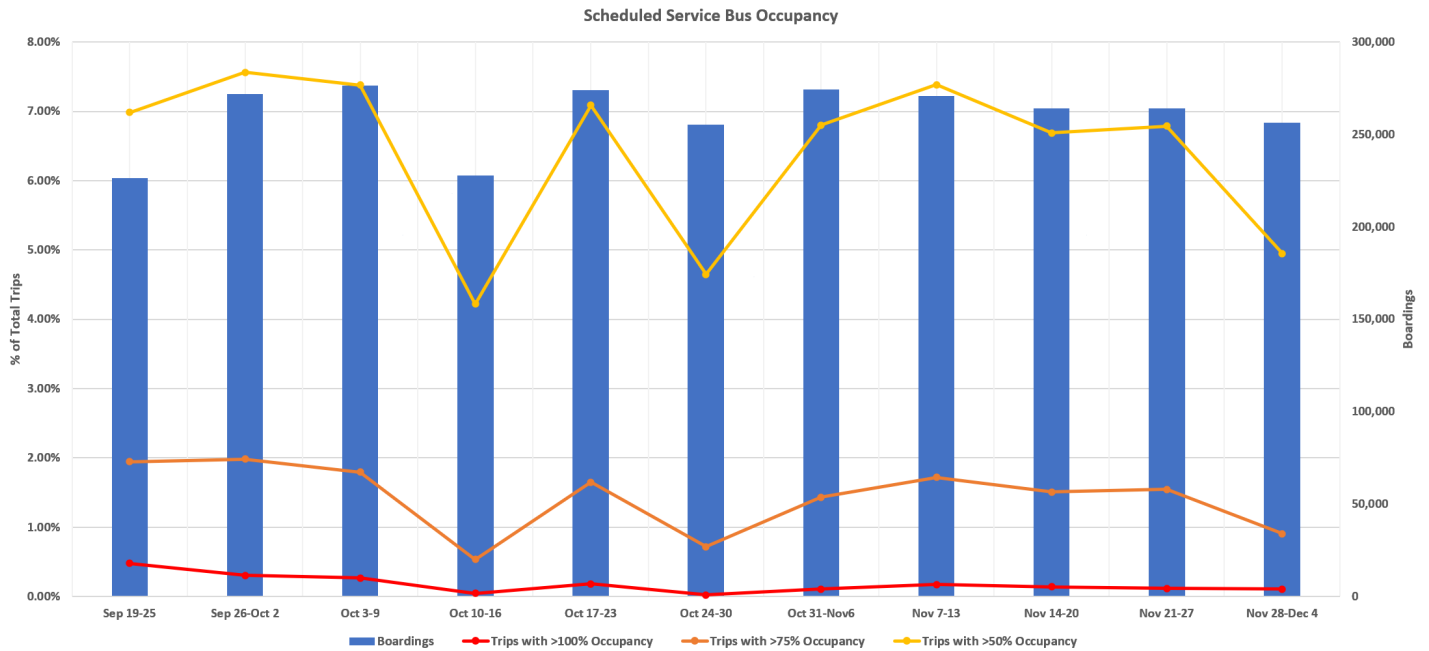
Service availability was 97.3 per cent, below the 98.5 per cent recorded for the same period in 2021, and down from 97.6 per cent for the most recent BP 3.

## **Action Plan**

OTP has been impacted by three factors; traffic delays, postponement of running time validation studies due to a lack of staff capacity, and lower service availability that puts pressure on the remaining services. Staff continue to investigate solutions to mitigate the impacts of increased running time including the reallocation of revenue service from other routes while ensuring capacity meets ridership demand.

Service availability continues to be affected by traffic impacts and a reduced ability to backfill operator absences. Training capacity will increase in the first quarter of 2023 to respond to exceptional attrition experienced during 2021 and 2022, and to enhance ability to respond to winter flu season and continued absences related to COVID-19.

# Scheduled Service Maximum Bus Occupancy



## Definition

Maximum bus occupancy is a measure of the maximum number of riders on a scheduled service vehicle at any point of a trip, currently expressed as a percentage of the overall vehicle capacity. The data accounts for the differences in capacity for regular and articulated buses.

## Results

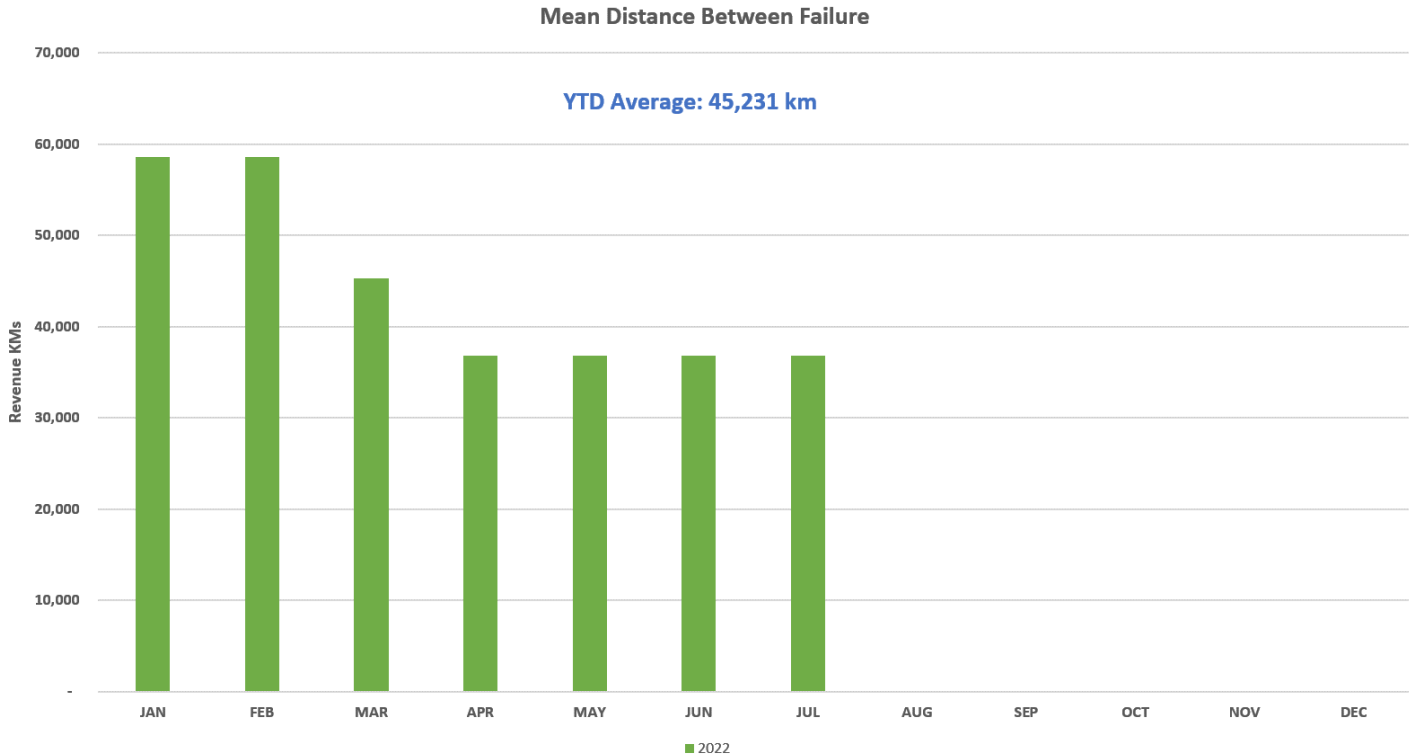
During the week of November (November 21 - 27), approximately 93 per cent of all trips were below 50 per cent of maximum occupancy, with less than one per cent of trips exceeding 100 per cent maximum occupancy.

There were 249 bus full occurrences reported by bus operators in November 2022, compared to 225 occurrences reported in October.

## Action Plan

The transit network continues to provide adequate capacity for current customer demand.

# Mean Distance Between Failure (conventional)



## Definition

Mean Distance Between Failure (MDBF) measures the reliability of the fleet by tracking the mean distance between bus breakdowns or mechanical failures that result in cancelled or missed service. A bus breakdown or mechanical failure is any incident that precludes a revenue vehicle from completing its trip or beginning its next scheduled trip and is measured by the total number of revenue vehicle kilometers (conventional service fleet) divided by the total number of chargeable vehicle defects during the reporting period.

Chargeable vehicle defects (or chargeable mechanical failures) are consistent with guidelines from the Ontario Public Transit Association (OPTA) which does not consider failures resulting from passenger-related events (i.e., sickness on the bus), farebox or other technology defects such as PRESTO readers.

In consideration of MDBF outcomes in 2021, DRT has established the 2022 average MDBF target at 40,000 km. Moving forward, the objective is to realize an annual improvement in MDBF performance as a result of continuous enhancements to preventative maintenance practices.

## Results

MDBF data has not been available recently.

## Action Plan

Not applicable

## **1. Transit Awareness Days, Queens Park**

On Monday, December 5, 2022, the Ontario Public Transit Association (OPTA), in partnership with the Canadian Urban Transit Association (CUTA) held their third in-person Lobby Days at Queen's Park. OPTA and its members called on the Government of Ontario to renew emergency transit operating support in 2023 with an investment of \$250 million to help transit systems maintain service levels and prepare for an increase in population. OPTA and its members also encouraged the Government of Ontario to work with the federal government to renew the 2022 federal-provincial transit-housing funding arrangement, for a matching federal contribution of \$250 million.

This federal-provincial arrangement resulted in an allocation of up to \$3.7 million to DRT for eligible operating expenses incurred in 2022 to maintain service levels and safety and preventative measures during the sustained COVID-19 ridership recovery period.

Timing is important and Ontario's transit systems need to know if they can count on provincial support for transit operations by February 2023 to ensure the risk of services cuts is minimized.

## **2. Contactless Fare Payment**

DRT is working with Metrolinx and partner transit agencies in the Greater Toronto and Hamilton Area to introduce PRESTO contactless fare payment options. This will begin with the launch of payment by credit card in early 2023. Once available customers will be able to tap their credit card directly onto the PRESTO device to pay their fare when boarding DRT vehicles. This includes physical credit cards as well as credit cards on smart phones and watches. Additional PRESTO payment options, including contactless payment with a debit card and a PRESTO card on a mobile wallet, will be introduced at a later date. More details will be shared with customers and the public closer to launch.

## **3. Purchase Agreement for Six Battery Electric Buses**

Following a competitive procurement process, DRT has entered into a purchase agreement with Nova Bus for the supply and delivery of six 12 metre battery electric buses – the Region's first zero greenhouse gas (GHG) emission buses. These electric buses are part of DRT's pilot project to inform future operational decisions as the fleet electrification plan scales up over the next 15 years. They are expected to enter revenue service by the end of 2024, and will be stored, maintained, and operated from the DRT Oshawa Depot.

The pilot project also includes supply of the required charging equipment and infrastructure. Staff are finalizing the required contracts including training requirements for maintenance and operations staff, prior to deployment.

The \$9.7 million funding for the purchase of the battery electric buses was provided by the federal government's Canada Community-Building Fund.

The pilot is part of DRT's [eMission Zero](#) program, which includes a suite of GHG emission reducing initiatives aimed at advancing a more sustainable network of vehicles, infrastructure and facilities.

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 3702



# The Regional Municipality of Durham Report

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To: Durham Region Transit Executive Committee  
From: General Manager, Durham Region Transit  
Report: #2023-DRT-02  
Date: January 11, 2023

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**Subject:**

Update on U-Pass and Durham Region Transit Service to Post-Secondary Campuses in Durham

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**Recommendation:**

That Report #2023-DRT-02 be received for information.

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**Report:**

**1. Purpose**

1.1 This report provides an update on Durham Region Transit's (DRT) U-Pass program, and the current transit service available to individuals travelling to post-secondary campuses within Durham.

**2. Background**

2.1 Since 2014, DRT has evolved from the circuitous, radial, and one-way loop routes that once dominated local municipal transit networks. The previous networks were oriented around traditional destinations generally within a local municipality. Today, and consistent with industry best practices, DRT plans and operates a predominately grid network. The backbone of the network are several high frequency routes that operate north to south or east to west. A grid network provides the ability to run higher frequency at a lower cost by reducing the total number of routes and minimizing transfer and travel time between destinations within Durham Region.

2.2 In alignment with the DRT Route Ahead 2022-2025 Strategic Plan, one of DRT's objectives is to operate a frequent, reliable, and sustainable service designed to

the needs of all customers and potential riders. DRT made a series of service enhancements throughout 2021 and 2022 to align to this objective.

- a. 920: New route connecting Scarborough City Centre, TTC Line 3 McCowan Station, with Durham Region (north Oshawa campus), increased to operate every 15 minutes in Fall 2022
  - b. 917: New east-west route connecting Pickering Parkway Terminal, Ajax Station, Whitby Station, Durham College Whitby Campus, and Oshawa Centre Terminal
  - c. PULSE 901B: Extension to Oshawa Centre Terminal, offering more frequent travel to Oshawa Centre all day, increased to a combined 10-minute frequency between downtown Oshawa and north Oshawa campus in June 2022
  - d. 902: extended to Bowmanville, offering direct east-west connection
  - e. 905: New route offering more direct travel between Whitby Station and north Oshawa Campus, and consistent travel north to Port Perry and Uxbridge
  - f. Urban routes operate every 30 minutes or better, 7 days per week with On Demand operating at all other times of day (24-hour service)
- 2.3 DRT's U-Pass (or Universal Pass) program was established with Durham College and Ontario Tech University (then the University of Ontario Institute of Technology) in 2006. The Trent University Greater Toronto Area Campus formally joined the DRT U-Pass agreement in 2017.
- 2.4 Universal pass programs rely on the mandatory fare charge being applied to the entire student population as the guaranteed revenue allows U-Pass prices to be set lower than the amount students would otherwise pay for monthly passes for the same period.
- 2.5 U-Pass programs provide multiple benefits to all parties.
- a. Consistent revenue for agencies to support better planning and forecasting
  - b. Unlimited travel for students, for school, work, and social occasions
  - c. More affordable housing options for students to live further from campus
  - d. Reduced traffic congestion in and around campuses and avoidance of car parking requirements by post-secondary institutions
  - e. Reducing greenhouse gas emissions from student transportation
- 2.6 Due to uncertainties with the long-term impacts of COVID-19 on educational programming and transit ridership, the U-Pass agreement has been subject to

one-year extensions with annual fee increases of approximately 1.9 per cent over the past three years. The current agreement expires as of August 31, 2023.

### **3. Service to Post-Secondary Campuses**

- 3.1 It has been reported that while U-Pass rates have continued to increase, DRT transit reductions because of COVID-19 have stayed in effect despite the return of most students to Ontario Tech at the north Oshawa campus. In fact, starting January 2023, more residents have more transit access to the north Oshawa campus than ever before. The DRT network has evolved since 2019 in response to changing travel patterns and demands across the network, resulting in improved access for residents travelling to post-secondary campuses. Attachment #1 summarizes the evolution of the transit network serving the north Oshawa campus since 2019.
- 3.2 Some customers now transfer onto another route, such as PULSE 901, to access the north Oshawa campus. During peak periods at Taunton Road there is a PULSE 901 every 10 minutes. Customers travelling across Simcoe Street on Taunton Road on the 915 between the Harmony Terminal and Ajax Station, benefit from a 15-minute reduction in travel time as their journey is now faster and more direct. On an average weekday there has been a 460 per cent increase in the number of customers crossing Simcoe Street; approximately 585 customers every weekday in Fall 2022 compared to 105 for the same period in 2019.
- 3.3 Attachment #2 demonstrates regional coverage of transit routes serving post-secondary institutions in Fall 2022. Routes indicated in green do not require transfers and connect to major destinations including downtown Oshawa, Harmony Terminal, GO rail stations, TTC Line 3 McCowan Station, Uxbridge, Port Perry, and others. Routes in grey are available via a quick transfer between routes.
- 3.4 Table 1 demonstrates the number of additional Durham residents with improved access to post-secondary campuses throughout Durham Region since 2019. Approximately 90,000 additional residents can now access the north Oshawa campus with a direct ride on one bus compared to the 2019 network. Approximately 221,000 additional residents can access the north Oshawa campus with one transfer or less.

**Table 1:** Resident access to post-secondary institutions using DRT

Campus	Residents with direct access (one bus ride)			Residents with access via one or two bus rides (one transfer or less)		
	2019	2022	Change	2019	2022	Change
North Oshawa Campus (Durham College North Campus/Ontario Tech U)	179,446	269,742	50%	246,594	467,945	90%
Trent University Durham GTA	82,259	163,239	98%	470,411	548,983	17%
Durham College Whitby Campus	153,826	240,775	57%	413,772	548,983	33%
Total	415,531	673,756	62%	1,130,777	1,565,911	38%

*Note: Based on 2016 population data, does not account for population change.  
Assumptions made as to distribution of dwellings within population area.*

- 3.5 Table 2 compares the number of DRT trips serving each post-secondary campus in 2019 and January 2023. The number of trips serving the north Oshawa campus has increased by 52%, largely benefiting from increased service on PULSE 901, 905, and 15 minute all-day service on the 920.

The number of trips serving the Durham College Whitby Campus has increased by 19 per cent, benefiting from increased service on 905 that provides a one bus ride to north Oshawa Campus and Whitby GO Station.

The number of trips serving the Trent University campus has decreased by 7 per cent. The 910 has not been reinstated due to low ridership and lack of development on Thornton between Highway 2 and Taunton Road. However, customers continue to have access to a new and expanded network. Customers travelling to the Trent University campus have access to a robust network including the PULSE 900 on Highway 2 and 405 that connects to the Oshawa Centre and other DRT routes.



Table 2: Number of trips serving post-secondary institutions

Campus	Fall 2019		Jan 2023		Change (%)
	North/East	South/West	North/East	South/West	
DC North Campus / Ontario Tech U	298 trips	425 trips	457 trips	645 trips	52%
DC Whitby Campus	81 trips	83 Trips	97 trips	98 trips	19%
	305 – 40 trips	305 – 39 trips	917 – 42 trips	917 – 42 trips	
	910 – 41 trips	910 – 44 trips	905 – 55 trips	905 – 56 trips	
Trent U – Durham GTA	141	143	132	132	-7%
	900 – 100 trips	900 – 99 trips	900 – 87 trips	900 – 89 trips	
	910 – 41 trips	910 – 44 trips	N1 – 12 trips	N1 – 11 trips	
			405 – 33 trips	405 – 32 trips	

#### 4. The DRT transit network evolved during the pandemic in response to changing U-Pass Revenue and Value

- 4.1 In 2019, prior to the COVID-19 pandemic, DRT realized its highest ever ridership with more than 11.1 million riders. U-Pass ridership accounted for 26 per cent of total DRT ridership that year. Total U-Pass revenues in 2019 were \$6.6 million accounting for 23 per cent of total fare revenues of \$28.4 million. Based on the operating budget of \$89.4 million, the U-Pass accounted for 7.4 per cent of total operating contributions in 2019.
- 4.2 The U-pass remains DRT's best value fare product. As a universal pass product all full-time students pay an ancillary transit pass fee as part of their tuition each semester. Through the U-Pass, students have access to unlimited travel on all DRT services throughout the four month semester.
- 4.3 DRT is only able to offer the U-Pass at its low price point because of the universal nature of the arrangement with the post-secondary institutions. Based on a survey of post-secondary students in 2018 (prior to the COVID-19 pandemic), DRT estimated that approximately two thirds of post-secondary students were making use of the U-Pass for travel at some point during the semester. The conservative estimate for the percentage of students traveling with their U-Pass for the Fall

2022, has increased to approximately 50 per cent, a growth rate that is consistent with overall pandemic-related transit ridership recovery trends.

- 4.4 The current U-Pass rate for the 2022-23 academic year is \$147.25 per four-month semester. This is equivalent to a monthly pass rate of \$36.81, a 69 per cent discount on the standard adult monthly pass cost of \$117.00. It is also nearly \$10.00 less per month than DRT's \$46.00 Transit Assistance Program monthly pass available to social assistance clients receiving Ontario Works or Ontario Disability Support Program benefits. It takes only 12 trips (or 6 round trips) a month at the regular PRESTO fare of \$3.25 for the U-Pass to pay for itself.

Over the 2022 academic year including Fall and Winter semesters, a full-time student will pay \$294.50 for eight months of unlimited travel on DRT. Under the U-Pass program students save more than \$640.00 compared to a standard adult monthly pass, and more than \$310.00 compared to DRT's lowest priced youth monthly pass (Y10) available to students aged 13 to 19 years. A summary of the cost and discount rate of various DRT pass products is provided in Table 1.

Table 1 – Summary of DRT Pass Product Discount Rates

Pass Product	Cost Per Month (or equivalent)	Cost Per Four Months	Discount Rate from Adult Pass	Total Four Month Savings
Adult	\$117.00	\$468.00	-	-
Youth	\$93.50	\$374.00	20 per cent	\$94.00
Youth 10-month loyalty pass (Y10)*	\$76.05	\$304.20	35 per cent	\$163.80
Senior	\$46.00	\$184.00	61 per cent	\$284.00
Transit Assistance Program (TAP)	\$46.00	\$184.00	61 per cent	\$284.00
U-Pass	\$36.81	\$147.25	69 per cent	\$320.75

\*Requires purchase every month of the school year for discount rate.

- 4.5 During the summer of 2022 DRT surveyed 14 comparable transit agencies across Ontario and Canada for information on their U-Pass rates. Agencies reported monthly equivalent U-Pass rates of \$12.82 to \$37.50 compared to their standard monthly pass rates between \$73.50 and \$106.00. These represent a range of monthly equivalent discount rates of 53 per cent to 83 per cent (compared to DRT's discount rate of 69 per cent as shown in Table 1).
- 4.6 The survey also demonstrated that the DRT monthly U-Pass cost per revenue vehicle hour is 33 per cent lower than the average of the responding agencies (\$0.0008 compared to an average of \$0.0012).
5. **Follow-up to Ontario Tech Student Union delegation, December 8, 2022**
- 5.1 The Ontario Tech Student Union delegated at the December 2022 Transit Executive Committee (TEC) meeting where they shared information and recommendations arising from their internal student transit survey.
- 5.2 The recommendation to introduce frequent, express routes between residential areas and north Oshawa campus is inconsistent with established transit planning and design practices. Introducing new routes that duplicate service on the existing network would be highly inefficient. Advancing the overall transit network through increasing investment will benefit all residents and customers by providing access to a more frequent, reliable transit network.
- 5.3 The recommendation to increase public transportation services in municipalities with less transit availability to discourage single-occupancy commutes is consistent and supports the recommendation in the Ridership growth through accelerated investment in revenue service report (2021-DRT-32). To reach the transit modal shift of the Transportation Master Plan by 2031, DRT requires significant annual operating and capital investments.
- 5.4 The delegation also recommended that equitable access be provided to transit services across Durham Region. Since September 2020 and the launch of the enhanced On Demand service, all Durham residents have access to public transit services regardless of where they work, live or are travelling with the Region all at the same fares. Within urban areas of the Region, residents can now access DRT services 24 hours a day, seven days a week. Services within rural areas of the region were also expanded to start earlier and end later. DRT service levels are based on the established [DRT service guidelines](#). These service guidelines support DRT to plan and deliver services within available funding.

5.5 The delegation also commented on the January 2023 service changes. During their verbal update, the General Manager highlighted that DRT was implementing selective service adjustments in January to address reliability challenges experienced during the fall. DRT has reallocated revenue service hours to routes that require more running time to maintain reliability while ensuring capacity to meet ridership demand. For example, the frequency of PULSE 900 trips between Pickering and Scarborough will be reduced from 20 minute to 30 minutes. This revenue service time will be added to trips on corridors that have experienced longer travel times due to recent increases in traffic delays on some main corridors. DRT will also expand the scheduled service network, including extension of the 112 to Seaton and the 103 to the Finch and Altona area, the 502 in Bowmanville, and additional trips on the 905, PULSE 916, and 917.

## 6. Relationship to Strategic Plan

6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

a. Environmental Sustainability

- Goal 1.4 - Demonstrate leadership in sustainability and addressing climate change

b. Economic Prosperity

- Goal 3.4 - Capitalize on Durham's strengths in key economic sectors to attract high-quality jobs

c. Service Excellence

- Goal 5.1 - Optimize resources and partnerships to deliver exceptional quality services and value

## 7. Next Steps

7.1 As part of the 2023 Budget and Business Plan process, DRT will be bringing forward recommendations to enhance the overall transit network, and the extension of the U-Pass agreement.

7.2 DRT continues to work with the post-secondary institutions in support of the U-Pass arrangement and to discuss emerging issues. DRT will ensure that opportunities continue to be made available to post-secondary students and their

student associations to provide feedback on transit services within Durham consistent with our commitment to engage with all stakeholders.

**8. Attachments**

Attachment #1: Transition of DRT network serving north Oshawa campus since 2019

Attachment #2: Transit routes serving post secondary campuses in Fall 2022

Respectfully submitted,

Original Signed by:

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Bill Holmes  
General Manager, DRT

Recommended for Presentation to Committee

Original Signed by:

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

Attachment #1: Transition of DRT network serving north Oshawa campus since 2019

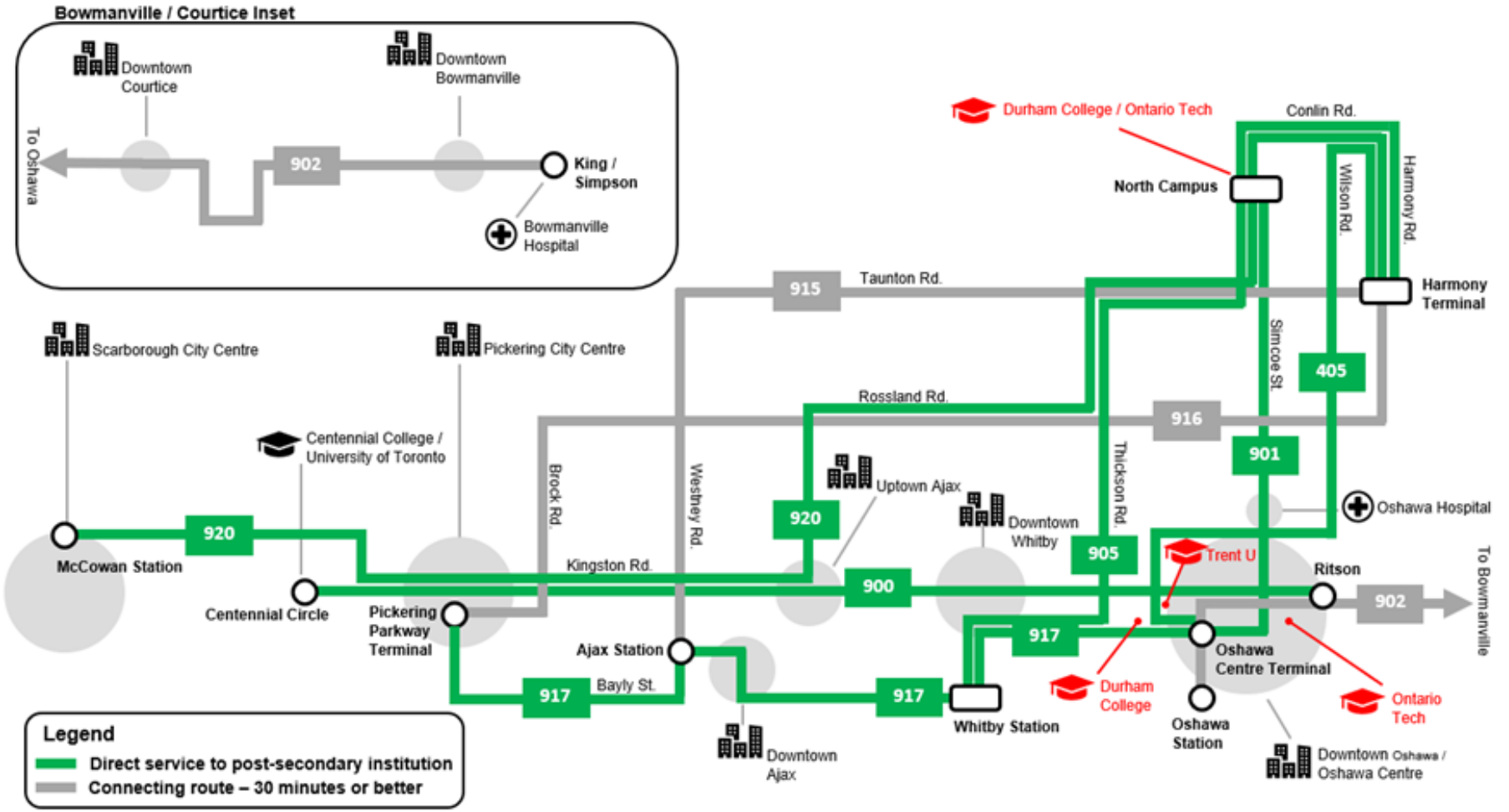
2019 Network	2023 Network
310	<p>The 310 and 304 were merged into a single route, the 304, in September 2019</p> <ul style="list-style-type: none"> <li>○ Provides another direct link between Whitby Station and North Campus.</li> <li>○ Merging with the 304 provided a strong anchor at Whitby Station and the ability to serve additional destinations in Whitby without a transfer.</li> </ul> <p>As part of The Route Ahead strategy, the 304 segment to north Oshawa campus was merged with the 302 in 2020. This change:</p> <ul style="list-style-type: none"> <li>○ Provides more two-way service in Brooklin, allowing for better intra-Brooklin trips.</li> <li>○ Provides more Brooklin residents with a one seat ride between Brooklin and north Oshawa campus.</li> </ul>
401	<p>Rebranded as PULSE 901.</p> <p>More service than pre pandemic to and from north Oshawa campus.</p> <ul style="list-style-type: none"> <li>○ Weekdays: 216 trips a day in Sept 2022 compared to 173 trips in Sept 2019.</li> <li>○ Similar daytime service levels in 2022 compared to 2019.</li> <li>○ PULSE 901 provides additional destinations north to Windfields Farm and south to the Oshawa Centre Terminal.</li> <li>○ New overnight service, N2, with 35 overnight trips between Lakeview, downtown Oshawa, the north Oshawa Campus, and Winfields Farm.</li> </ul>
417	<p>The new 905 and 920 provide service on the Britannia and Conlin Road corridors, east of Simcoe Street.</p> <p>More service operates on the Conlin corridor:</p> <ul style="list-style-type: none"> <li>○ Weekdays: From morning to evening, service operates every 15 minutes on route 920, compared to every 30 minutes on the former route 417. Additional trips operate on and near the corridor via the 905, providing additional options.</li> </ul>

2019 Network	2023 Network
910	<p>Service now provided by the 917 to Durham College Whitby Campus and the 405 to Trent University – Durham.</p> <p>The 917 operates from the Pickering Parkway Terminal to the Oshawa Centre Terminal, providing a more direct service to customers accessing the Durham College Whitby Campus. Similar weekday service levels, with service every 15 – 30 minutes during peak travel times, and every 30 minutes off peak. Service starts earlier and ends later.</p> <p>Saturday service starts earlier and ends later.</p> <p>Sunday service is more frequent on the 917, every 30 minutes, instead of the hourly service provided on the 910. Service starts earlier and ends later.</p> <p>Customers travelling between Durham College Whitby Campus and north Oshawa campus can transfer at Oshawa Centre to continue to and from the north Oshawa, Campus.</p> <p>Customers travelling between Whitby Station and north Oshawa campus travel direct via the 905.</p> <p>In addition to PULSE 900, the 405 provides service on Thornton at Trent University – Durham, and connects the Oshawa Centre Terminal to the Harmony Terminal. The 405 provides similar levels of service to the previous 910 and connects more Durham residents to Trent than the 910.</p>
915	<p>Direct service to and from north Oshawa Campus replaced by the 905 and 920, as part of The Route Ahead.</p> <ul style="list-style-type: none"> <li>○ Reduces the need to transfer between routes for customers traveling from the Highway 2 corridor west of Westney Road, and expands service between north Oshawa Campus and McCowan Station in Scarborough.</li> <li>○ Customers on Taunton between Garrard and Simcoe can access the 905 for direct travel to and from North Campus.</li> </ul>

<b>2019 Network</b>	<b>2023 Network</b>
950	<p>Replaced by the 905, and provides a direct link to the Lakeshore GO Train line at Whitby Station, as recommended through the Rural Review action plan.</p> <p>As part of The Route Ahead network, the 950 was merged into the 905, to provide a link to the Lakeshore GO Train line at Whitby Station and residents or visitors with improved transit access to more points in the southern and northern municipalities.</p> <p>Operates to and from Port Perry with terminus in Uxbridge, with similar weekday service and more weekend service compared to the pre pandemic service.</p> <ul style="list-style-type: none"> <li>○ Weekdays: Same number of trips as September 2019.</li> <li>○ Saturdays: 92 per cent more trips than September 2019.</li> <li>○ Sundays: 80 per cent more trips than September 2019.</li> </ul>
Rural areas of Region	<p>On Demand provides access to all addresses in the rural areas of the Region, connecting to scheduled routes such as 902 in Bowmanville, and 905 in Uxbridge and Port Perry.</p>



Attachment #2: Transit routes serving post secondary campuses in Fall 2022



If this information is required in an accessible format, please contact 1-800-372-1102 ext. 3702



## Durham Region Transit Report

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To: Durham Region Transit Executive Committee  
From: General Manager, Durham Region Transit  
Report: #2023-DRT-03  
Date: January 11, 2023

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**Subject:**

Durham Region Transit Advertising Policy

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**Recommendation:**

That the Transit Executive Committee approve the revised Durham Region Transit Advertising Policy, Attachment #1.

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**Report:**

**1. Purpose**

1.1 The purpose of this report is to seek approval of the recommended revisions to Durham Region Transit's (DRT) advertising policy (Policy).

**2. Background**

2.1 Management of waste at DRT bus stops has remained generally unchanged since 2006. DRT currently maintains three separate agreements with vendors for managing bus stop waste containers. A strategic objective of DRT is to standardize the management of waste at DRT bus stops across the network in a cost-efficient manner.

2.2 DRT recently issued a request for quotation (# Q-723-2022) to supply, install and maintain waste and recycling containers at bus stops. Before issuing the request for quotation, the draft bid documents were shared with local area municipalities for an opportunity to provide feedback. This will be an advertisement incentive fee-based program payable to DRT.

- 2.3 The current Policy was approved by the Transit Executive Committee (TEC) on September 9, 2020. It is the policy of Durham Region Transit (DRT) to make available advertising space on DRT Property with the intent to generate operating revenue while ensuring advertising does not compromise the value or reputation of public transit, DRT, or the Region of Durham (Region).
- 2.4 Existing advertising contracts generate annual revenue by selling space on buses and shelters to the public. The term “structure” within the current definition of DRT Property is not apparent on the face of the use of the term to include waste containers, and the Policy must be revised.

**3. Revised Advertising Policy**

- 3.1 The revisions proposed to the policy are noted in the table below.

<u>ORIGINAL Policy</u>	<u>REVISED Policy</u>
<b><u>Definition</u></b>	
DRT Property: All land, facilities, structures, stations, and vehicles owned, leased, occupied, under contract or maintained by DRT.	DRT Property: All land, facilities, structures, stations, vehicles, <b>and waste containers and other amenities related to and ancillary to the delivery of transit service</b> , that are owned, leased, occupied, <b>under contract to</b> or maintained by DRT.

- 3.2 This revision will enable DRT to consider waste containers and other amenities to generate additional operating revenue.

**4. Related Reports**

- 4.1 2009-DRT-26 Proposed Revised Durham Region Transit Advertising Policy
- 4.2 2020-DRT-14 DRT Advertising Policy
- 4.3 2020-DRT-17 DRT Advertising Policy

**5. Financial Implications**

5.1 There are no financial implications related to the revised policy.

**6. Relationship to Strategic Plan**

6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

a) Service Excellence

- 5.1 Optimize resources and partnerships to deliver exceptional quality services and value

**7. Next Steps**

7.1 Upon approval of the recommendation, DRT will make the policy available on the DRT website ([www.durhamregiontransit.com](http://www.durhamregiontransit.com)), including a link to the Ad Standards Canada where customers can learn more about Ad Standards Canada, including the complaint process.

**8. Attachments**

Attachment #1: Durham Region Transit Advertising Policy, revised

Respectfully submitted,

Original signed by:

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Bill Holmes  
General Manger, DRT

Recommended for Presentation to the Committee

Original signed by:

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



## Policy Manual

<b>Title: Advertising Policy</b>	
<b>Issued: December 2, 2009</b>	<b>Page #: 1 of 3</b>
<b>Revised: January 11, 2023</b>	
<b>Approved by: General Manager, Durham Region Transit</b>	

### 1. Policy Statement

- 1.1 It is the policy of Durham Region Transit (DRT) to make available advertising space on DRT Property with the intent to generate operating revenue while ensuring advertising does not compromise the value or reputation of public transit, DRT, or the Region of Durham (Region).

### 2. Purpose

- 2.1 To ensure advertising requirements comply to legal requirements, the Canadian Code of Advertising standards, and the corporate values of the DRT and the Region.

### 3. Objective

- 3.1 The Canadian Charter of Rights and Freedoms (the "Charter") guarantees everyone the rights and freedoms set out therein, including the right to freedom of expression. In a 2009 court decision, the Supreme Court of Canada ruled that a public transit agency is subject to the Charter in its role as the host of advertising. If DRT chooses to accept advertising on DRT property, it must not limit a potential advertiser's freedom of expression by refusing advertising except as permitted under Section 1 and/or 2(b) of the Charter, as applicable.
- i) Section 1: Guarantees the rights and freedoms set out in the Charter subject only to such reasonable limits prescribed by law as can be demonstrably justified in a free and democratic society.
  - ii) Section 2(b): Freedom of thought, belief, opinion and expression, including freedom of the press and other media of communication
- 3.2 The limitations on the content of advertising set out in this policy must be viewed in the context of DRT's limited legal ability to deny an Advertisement under the Charter, while also ensuring that it continues to provide a safe and welcoming public transit system.

## 4. Definitions

**Advertiser:** The entity requesting from the Company to post Advertisement(s) on DRT Property.

**Advertising Standards Canada:** The not-for-profit Canadian advertising industry body established to create and maintain community confidence in advertising and to ensure the integrity and viability of advertising through industry self-regulation.

**Advocacy Advertising:** An Advertisement which presents information or a point-of-view that attempts to influence public opinion on specific political, theological, economic or social issues, groups or organizations, or individuals.

**Advertisement:** Any paid or in-kind communications that are designed to influence, educate or inform the public, and includes Advocacy Advertisements and election signs.

**Advertising Space:** The space on DRT Property made available for advertising to be displayed as set out in the contract between the Company and DRT.

**Canadian Code of Advertising Standards (Code):** The advertising industry's principal instrument of advertising self-regulation, administered by Advertising Standards Canada, which sets the criteria for acceptable advertisements and forms the basis upon which advertisements are evaluated in response to consumer, trade, or special interest group complaints.

**Company:** An entity which has contracted with DRT for the rights to sell advertising space on DRT Property for posting Advertisements

**DRT Property:** All land, facilities, structures, stations, vehicles, and waste containers and other amenities related to and ancillary to the delivery of transit service, that are owned, leased, occupied, under contract to or maintained by DRT.

## 5. Advertising requirements

5.1 Advertisements must comply with all applicable legislation, regulations and bylaws in force in the Province of Ontario, including, but not limited to:

- Ontario Human Rights Code
- Canadian Charter of Rights and Freedoms
- Criminal Code of Canada

5.2 The Advertisement must comply with the Canadian Code of Advertising Standards, and related Interpretation Guidelines, as may be amended from time to time.

- 5.3 Advocacy advertisements must visibly display:
- i) the name of the sponsoring group and clear information on how to contact the advertiser; and
  - ii) the disclaimer “The views and opinions expressed in this advertisement or by the sponsor of this advertisement, are not endorsed by DRT or the Region of Durham.”
- 5.4 Requests for placement of non-English language Advertisements must be accompanied by a Certified Translation (English) of the Advertisement content.
- 5.5 Advertisements are prohibited on DRT Property where the Advertisement discredits the business or service of public transit, DRT or its employees, or the Region of Durham or its employees, or have an adverse effect on the image of DRT, or public transit, as a safe and reliable form of transportation.
- 5.6 Any Advertisement with reference to public transit and/or DRT or the Region of Durham, except where DRT or the Region of Durham are the advertiser, shall be forward by the Company to DRT staff for review and acceptance in accordance with this policy.
- 5.7 The acceptance of an Advertisement does not constitute express or implied endorsement of the content or message of the advertisement by DRT, including any person, organization, products, services, information or viewpoints it may contain, or of the advertisement sponsor itself.

## **6. Review**

- 6.1 The Company is responsible for interpreting and implementing this policy. The Company shall accept any Advertisement that meets the advertising requirements specified in section 5.
- 6.2 DRT retains the right to reject all artwork, content, colour, graphics, nature, size, quantity and placement of advertisements. Rejections of advertisements shall only be exercised if, in the sole opinion of DRT, the advertising is in contravention of this Policy, or presents a risk to pedestrians, vehicular safety, or community standards or morals.
- 6.3 DRT shall have the right to reject, remove or have the Company remove, any Advertisement from DRT Property at no cost to DRT.

## **7. Complaints**

- 7.1 Complaints about any Advertisement posted on DRT Property may be submitted to Advertising Standards Canada for review under the Code using their online portal at: <https://adstandards.ca/complaints/how-to-submit-a-complaint>.
- 7.2 The Company shall remove from DRT Property, at no cost to DRT, any advertisement that is deemed by Ad Standards Canada to violate the Code.

- 7.3 Complaints that raise issues outside of the scope of the Code may be directed by the public or Advertising Standards Canada to General Manager, DRT, for review. The Code is available at:  
<https://adstandards.ca/code/the-code-online>.
- 7.4 Complaints received by the General Manager, DRT that are outside of the scope of the Code, shall be reviewed by DRT staff in consultation with the Region's legal department in accordance with article 6.2 and 6.3 of this policy.
- 7.5 For additional information regarding this policy, please contact Communications Manager, Transit.