

Date: December 5, 2023
To: Members of York Region Rapid Transit Board of Directors
From: Brian Shifman, President (A)
Subject: **Rapid Transit Infrastructure and Communications Recognitions**
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York Region Rapid Transit Corporation [YRRTC] is pleased to announce the latest awards received for various rapid transit infrastructure and communication projects.

SmartVMC Bus Terminal:

This 9-bay YRT terminal connects to all modes of rapid transit in the heart of Vaughan Metropolitan Centre. The terminal features modern, open architecture and is accessible from every direction to pedestrians, cyclists and transit customers.

Vaughan Urban Design Awards >> Award of Merit: This project received an Award of Merit in January 2023. The Vaughan Urban Design Awards recognizes and promotes local development initiatives that exemplify excellence in urban design, architecture, landscape architecture, public art, and environmental stewardship within Vaughan.

Cornell Bus Terminal:

Cornell Bus Terminal opened for service in September 2022 as an 11-bay, open-air building featuring an attractive, modern design, just a short walk from Markham Stouffville Hospital and Cornell Community Centre and Library.

Professional Engineers Ontario (PEO) – York Chapter >> 2nd Place Large Project Category: YRRTC was pleased to accept 2nd place in the Large Project Category for Cornell Bus Terminal at the Professional Engineers Ontario (PEO) – York Chapter’s award ceremony on April 23, 2023. PEO is the licensing and regulating body for professional engineers in the province. Their Large Project of the Year award pays tribute to an endeavor that has made a significant, positive impact on society, industry, and/or engineering, and that was conceived, designed and executed with significant input by Ontario engineers.



2021 Annual Report – Transforming Connections Together:

YRRTC's Annual Reports outline the Corporation's accomplishments and financial statements and include details about York Region's next generation of rapid transit projects. Its digital format allowed YRRTC to easily share online, making it economical, paperless, easy to navigate and share, and included engaging content such as videos and animations.

YRRTC received four awards for the [*2021 Annual Report: Transforming Connections Together*](#), including:

IABC Gold Quill >> Award of Merit: The International Association of Business Communicators (IABC) Gold Quill awards recognize excellence in strategic communication. The Gold Quill awards have long been established as the pinnacle achievement for professional communicators around the globe and evaluated using established criteria.

IABC Ovation >> Award of Excellence: The Toronto Chapter of IABC hosts the Ovation awards to celebrate excellence in communications in the Greater Toronto Area. Ovation entries are evaluated using established criteria that uses IABC's Global Seven-Point Scale of Excellence, and the Global Standard of the Communications Profession, including six core principles: ethics, consistency, context, analysis, strategy and engagement.

AVA Digital Awards >> Platinum award: The AVA (Audio-Visual Arts) Digital Awards recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication on a global scale. Work ranges from digital campaigns to audio and video production to website development to social media engagement to mobile marketing. The Award is judged by the Association of Marketing and Communication Professionals (AMCP), whose judges have a reputation for accuracy, fairness and credibility.

MarCom Awards >> Platinum award: The MarCom Awards honors excellence in marketing and communication while recognizing the creativity, hard work and generosity of industry professionals. MarCom is administered by the Association of Marketing and Communication Professionals (AMCP) and, since its inception in 2004, MarCom has evolved into one of the largest and most-respected creative competitions in the world. Each year, about 6,500 print and digital entries are submitted from dozens of countries.

2022 Annual Report – York Region's Next Generation of Rapid Transit:

MarCom Awards >> Platinum award: YRRTC recently received a Platinum award from MarCom Awards, for the [*2022 Annual Report: York Region's Next Generation of Rapid Transit*](#)

YRRTC’s campaign promoting 2022 Awards & Recognition:

Following direction from the YRRTC Board, the “2022 Awards & Recognition Campaign” was created to celebrate world-class transit in York Region as well as acknowledge the recognition received for rapid transit projects over the years, such as coveted awards received from the American Public Works Association (APWA) and the Ontario Public Works Association (OPWA) for the Yonge Street Bus Rapid Transit project.

Campaign elements included creating new website content, a digital photo gallery, videos, social media, banners on flagpoles at BRT stations, decals with QR codes at stations, bus murals and a news release. All campaign elements below were developed, created and executed by in-house staff.

YRRTC’s 2022 Awards and Recognition Campaign received the following awards:

Hermes Creative Awards >> Platinum award: Hermes Creative Awards is an international competition for creative professionals involved in the concept and design of traditional and emerging media. Each year, competition judges evaluate the creative industry’s best publications, branding collateral, websites, videos, advertising, marketing, and communications programs. These awards are one of the oldest and largest creative competitions in the world. Winners range in size from individuals to Fortune 500 companies. The competition is administered by the Association of Marketing and Communication Professionals (AMCP).

MarCom Awards >> Platinum award: The MarCom Awards honors excellence in marketing and communication and has evolved into one of the largest and most-respected creative competitions in the world. Each year, about 6,500 print and digital entries are submitted from dozens of countries.

YRRTC with its partners is proud to deliver creative excellence through innovative platforms that connect with audiences and stakeholders, and projects that contribute to placemaking and community building that transform our urban centres into vibrant communities. These achievements are promoted through social media and posted on vivanext.com/awards, as appropriate.

For more information on this memo, please contact Danielle Hutson, Vice President, Communications, York Region Rapid Transit Corporation, at 905-505-1348. Accessible formats or communication supports are available upon request.



Brian Shifman, President (A)