

Moving to 2030



Contents

- Introduction 1**
 - Vision and Key Principles 1

- Existing Conditions 2**
 - York Region in Context 2
 - YRT at a Glance 2
 - Connecting Services 3
 - Peer System Comparison 4

- Achievements 5**
 - Service and Operations 5
 - Assets 5
 - Affordability 5
 - Technology 5

- Future Conditions 6**
 - Population Forecast 6
 - Employment Forecast 7
 - Demographic Trends 8
 - Change in Travel Patterns 10
 - Land Use Planning 10
 - Travel Trends 11
 - Key Regional Transportation Plans 15

- Importance of Transit 16**

- Transit Service Guidelines 17**

- Service Strategy 24**
 - Improving Transit Competitiveness 26
 - Creating a Transit-Supportive Environment 27
 - Providing Better Connections with Other Transit Services 28
 - Facilitating Connections with Active Transportation 29
 - Attracting Specific Rider Groups 30
 - Maintaining a Reliable and Sustainable Fleet 31
 - Expanding Business Opportunities 31
 - Improving Passenger Experience 32
 - Building a Stronger Administrative Structure 32

- Our Commitment 33**

- Appendix 34**

Introduction

York Region Transit’s (YRT) 2026-2030 Business Plan sets the strategic direction for transit service expansion and investment across York Region over the next five years. The Plan supports the long-term vision set in York Region’s Transportation Master Plan (TMP) by identifying strategies, initiatives, programs and projects that meet transit service needs and respond to evolving travel patterns.

York Region is expected to grow to 1.4 million residents and 745,000 jobs by 2031. To support this growth, adapt to evolving communities, and remain responsive to changing needs of travellers, YRT develops a Business Plan every five years. The strategies identified in the Business Plan will be further developed and implemented through YRT’s Annual Transit Plans.

YRT provides a family of services for people of all ages and abilities, including Viva, Base, Local, Express, School Special, YRT On-Request and Mobility On-Request Paratransit services. In 2025, YRT carried a record high of 24.7 million passengers and ridership growth is stabilizing.

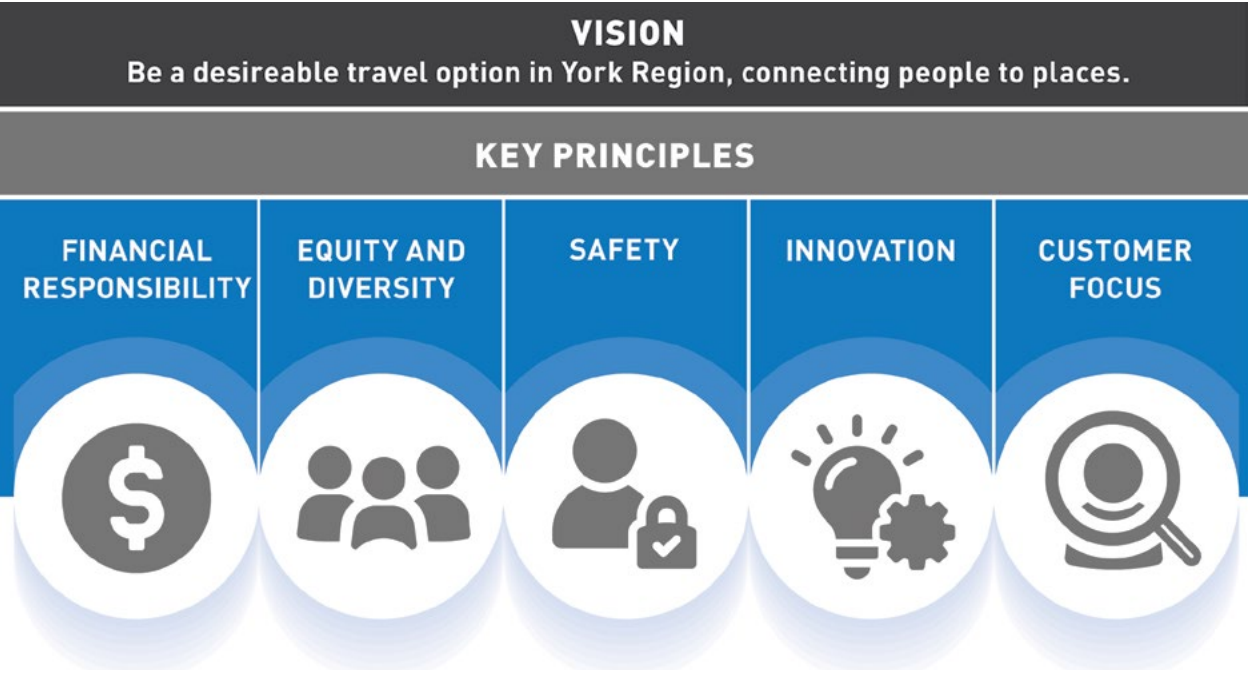
Over the past five years, ridership and travel patterns have changed. Increased transit investment will be essential to meet mobility needs and improve transit use in York Region. While new technologies provide opportunities to improve service efficiency and enhance safety, challenges arise with financial constraints, environmental protection priorities, and the need to ensure services remain accessible and equitable for all travellers.

The 2026-2030 Business Plan responds to York Region’s dynamic and rapidly evolving communities and builds a roadmap for public transit to be a desirable travel option to connect people to places.

Vision and Key Principles

York Region Transit is an integral part of York Region’s transportation system, moving on average 85,000 passengers every day. The vision and principles outlined in the 2026-2030 Business Plan reflect this important role and build on the Region’s broader transportation goals.

FIGURE 1: 2026-2030 BUSINESS PLAN VISION AND PRINCIPLES



Existing Conditions

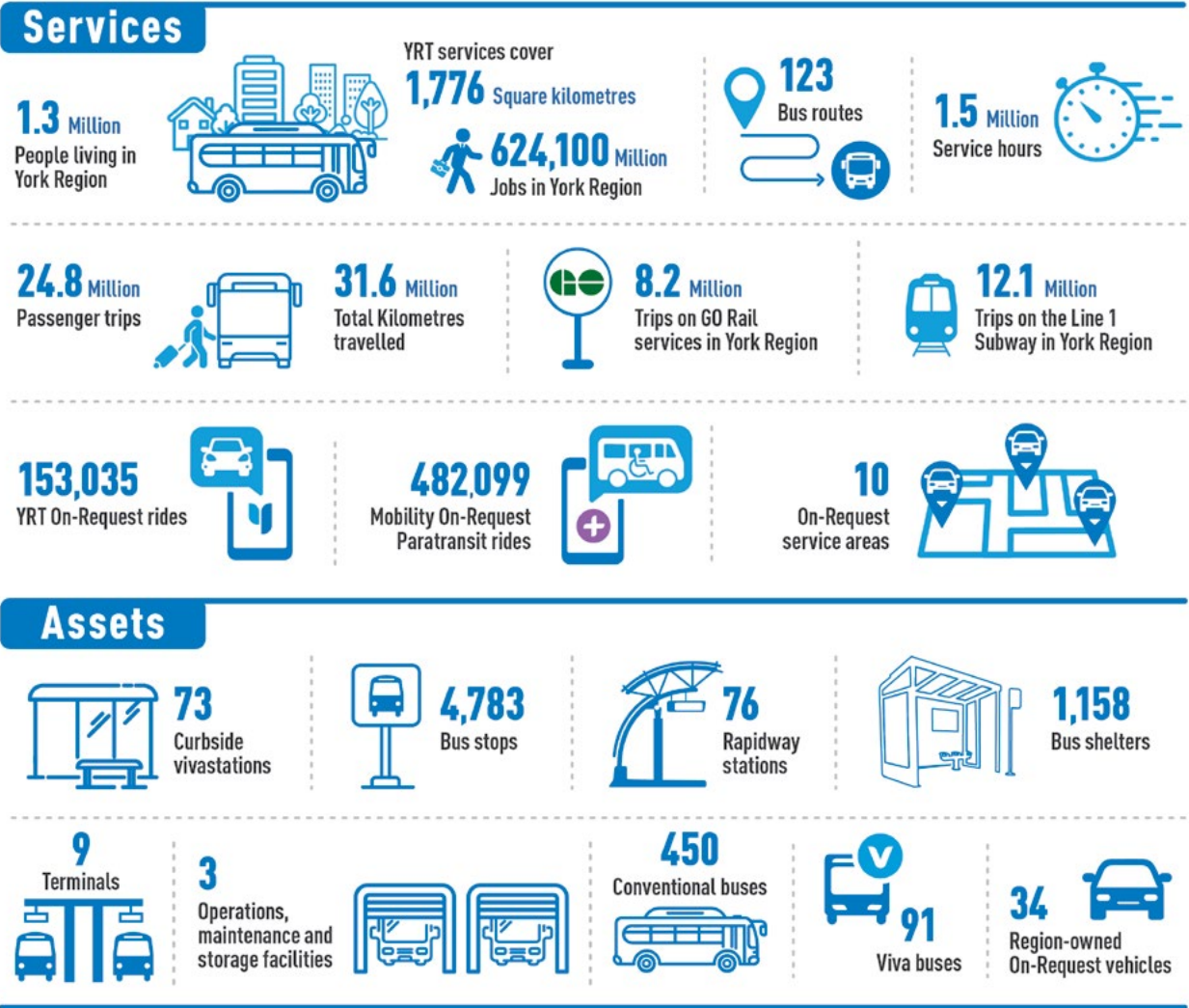
York Region in Context

York Region is located within the Greater Toronto and Hamilton Area (GTHA) and spans a large geographic area of 1,776 km² across nine municipalities. The Region continues to experience substantial growth. Between 2021 to 2025, York Region’s population grew by 5.9% to 1,300,861 residents. This makes York Region the fourth fastest growing municipality in the GTHA. York Region’s population is expected to exceed two million by 2051.

YRT at a Glance

In 2025, YRT operated 123 bus routes, along with YRT On-Request and Mobility On-Request Paratransit services in York Region, transporting over 24.8 million passenger trips.

FIGURE 2: KEY METRICS FOR YORK REGION TRANSIT IN 2025



Neighbouring transit agencies operate service within the York Region boundary, and YRT also operates services into other municipalities. These neighbouring agencies include:

- > **GO Transit:** GO operates three GO Train lines (Barrie, Richmond Hill, Stouffville) through York Region, connecting the Region with Toronto's Union Station and communities to the north. Fourteen GO Bus routes also operate in the Region, supplementing train service and servicing various transit hubs.
- > **Toronto Transit Commission:** TTC Subway Line 1 travels into York Region, terminating at Vaughan Metropolitan Centre Station. Five TTC bus routes also operate within the Region under contract to YRT, and several YRT routes extend into Toronto, mainly serving key terminals like Finch Station, Don Mills Station and Humber College. Mobility On-Request paratransit service also provides connections for passengers connecting with TTC WheelTrans at dedicated transfer locations along Steeles Avenue.
- > **Brampton Transit:** Brampton Transit's Route 501 Zum Queen operates into York Region along Highway 7 to Vaughan Metropolitan Centre. Through an agreement between Brampton Transit and YRT, passengers can travel between the two municipalities on a single, integrated fare on the Highway 7 corridor.
- > **Durham Region Transit:** York Region's and Durham Region's on-demand services connect in Mount Albert and paratransit services connect at Markham-Stouffville Hospital for cross-boundary trips.
- > **TransHelp and Simcoe County LINX+:** YRT has transfer arrangements at dedicated transfer points with Peel Region TransHelp and Simcoe LINX+ paratransit services, providing convenient connections for specialized transit passengers making cross-boundary travels.

Fare programs are also available to support cross-boundary travel:

- > **Ontario's One Fare Program:** Passengers travelling between YRT and TTC receive a free transfer when paying with PRESTO, credit, or debit within a two-hour transfer window.
- > **Ride to GO:** YRT supports co-fares with GO Transit under the Ride to GO program, which allows the YRT fare to be discounted against the total GO Transit trip cost.

Peer System Comparison

Every transit system is unique, and a peer system comparison of industry-accepted performance indicators serves as a benchmark of reasonable exceptions for transit service.

Tables 1 and 2 show peer system comparisons based on 2024 data provided to the Canadian Urban Transit Association (CUTA), excluding data for paratransit services.

Table 1: Peer system comparison with GTHA transit agencies

Transit System	Service Area Population	Revenue Hours	Annual Ridership	Revenue Hours per Capita	Passenger per Capita	Passengers per Hour	Revenue-to-Cost (%)
Brampton	708,210	1,394,082	43,600,000	2.0	61.6	31.3	45
Burlington	195,311	199,598	3,644,031	1.0	18.7	18.3	28
Durham	780,065	593,177	12,996,014	0.8	16.7	21.9	37
Hamilton	559,425	943,431	21,839,694	1.8	9.0	21.6	35
Milton	137,441	58,256	986,983	0.5	7.2	14.3	53
Mississauga	756,453	1,447,985	41,392,303	1.9	54.7	28.6	47
Oakville	225,695	5,480,855	3,325,888	0.8	14.7	17.6	19
Toronto	3,280,585	11,649,021	419,861,084	3.6	128.0	36.0	48
York Region	1,242,847	1,445,585	24,270,981	1.1	19.5	18.5	39

Source: Canadian Urban Transit Association, 2024 Conventional Transit Statistics

Table 2: Peer system comparison with other Canadian transit agencies

Transit System	Service Area Population	Revenue Hours	Annual Ridership	Revenue Hours per Capita	Passenger per Capita	Passengers per Hour	Revenue-to-Cost (%)
Calgary	1,491,900	2,697,868	101,149,900	2.0	67.8	33.6	29
Edmonton	1,190,457	2,196,035	61,611,669	1.8	51.8	28.1	24
Halifax	477,398	898,379	20,323,581	2.4	55.1	22.6	26
Ottawa	1,097,760	2,045,600	66,496,025	1.9	60.6	32.5	30
Winnipeg	793,000	1,441,161	47,777,125	1.8	60.2	33.2	43
York Region	1,242,847	1,445,585	24,270,981	1.1	19.5	18.5	39

Source: Canadian Urban Transit Association, 2024 Conventional Transit Statistics

Achievements

Over the past five years, YRT's services, sustainability efforts, and infrastructure have continued to grow, with a few highlights detailed below.

Service and Operations

Strong Ridership Growth: Passenger trips grew to 24.8 million riders in 2025, up from 10.1 million in 2021.

YRT On-Request and Mobility On-Request (MOR): A 238% increase in ridership on both services in 2025 compared to 2021.

Consistent Service Expansion: 29% increase in service hours compared to 2021, which included 610 service improvements.

Revenue Recovery: Revenue-to-cost ratio increased to 38% in 2025, up from 21% in 2021, improving financial sustainability of transit service operation.

Reliable Service: On-time performance reached 97% for Viva and 93% for conventional bus service, 95% for On-Request in 2025.

Assets

Major Mackenzie West Terminal: Fully opened in April 2023, with restructured routes for better service and safer transfers.

Cornell Bus Terminal: Fully opened in September 2022, providing an important connection in a growing area of eastern York Region.

Electric Bus Procurement: Continued electric fleet expansion to support the Region's environmental goals, with 155 battery-electric buses purchased in 2023 and 2024.

Affordability

One Fare Program: Upon fare integration with the TTC in February 2024, cross-boundary transit trips between York Region and Toronto increased by 92.5%.

Fare Capping: Simplified the fare system through a fare capping program, making fares easier to understand, rewarding frequent passengers, and removing the need for traditional time-based passes.

Technology

Open Payment Launch: Introduced contactless open fare payment for debit and credit cards in 2023. In 2025, approximately 14% of YRT riders used this fare payment method.

Artificial Intelligence (AI) Bus Stop Inspection System: Installed AI smart cameras on select buses in May 2023 to inspect over 6,050 bus stops, reducing stop inspection costs. This innovation earned YRT the 2024 Canadian Urban Transit Association (CUTA) Innovation Award.

Future Conditions

York Region’s continued growth will require YRT services to meet increasing and changing travel demands. Travel demand over the next five years will be shaped by changing demographics, land uses, and travel trends.

Population Forecast

Over the next five years, York Region’s population is expected to grow by 9.4%, from 1,322,900 in 2026 to 1,447,700 in 2031. The highest growth is expected to be in Vaughan, Markham and Richmond Hill and East Gwillimbury. YRT will need to focus on accommodating this growth on its services.

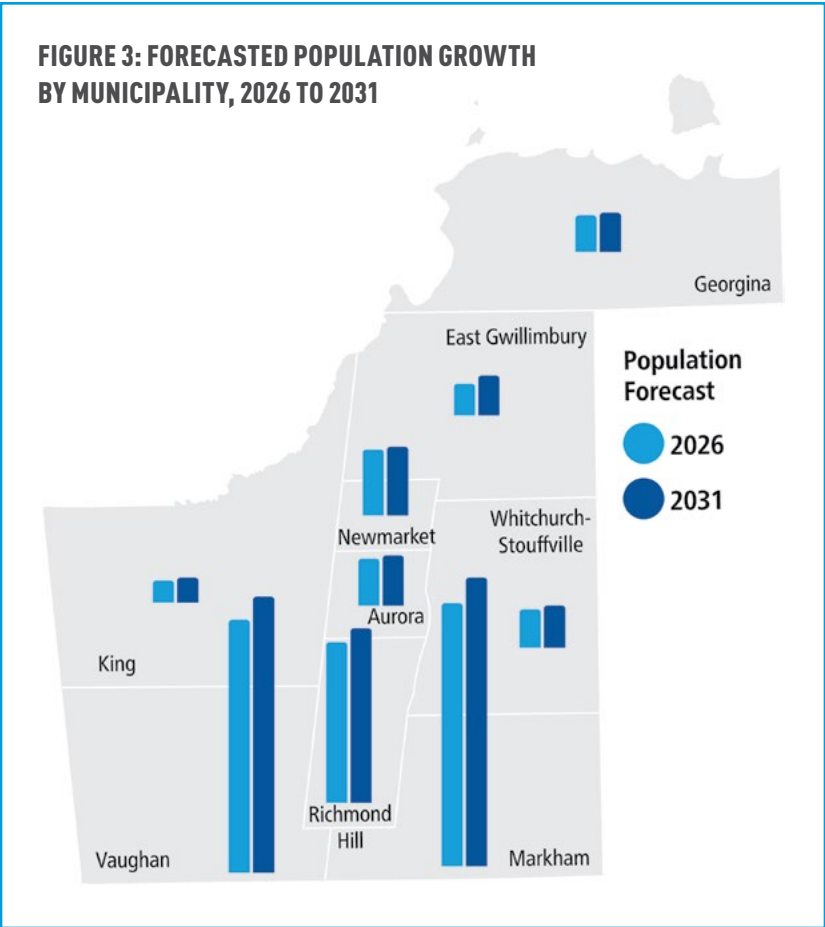


Table 3: Forecasted Population Growth by Municipality, 2026-2031

Cities and Towns	Population Forecast		Growth	
	2026	2031	Change	% Change
Aurora	67,400	71,900	4,500	6.7
East Gwillimbury	45,200	57,100	11,900	26.3
Georgina	52,700	56,500	3,800	7.2
King	32,000	36,300	4,300	13.4
Markham	379,200	416,300	37,100	9.8
Newmarket	94,700	98,900	4,200	4.4
Richmond Hill	231,500	251,600	20,100	8.7
Vaughan	364,900	398,300	33,400	9.2
Whitchurch-Stouffville	55,300	60,800	5,500	9.9
York Region	1,322,900	1,447,700	124,800	9.4

Source: 2022 York Region Official Plan - Office Consolidation, June 2024

Employment Forecast

Corresponding to population growth, employment in York Region is expected to grow by 7.3%, from 694,000 in 2026 to 744,700 in 2031.

Over the next five years, YRT will see higher demand for work-related travel, particularly in the growing employment areas in Vaughan and Markham.

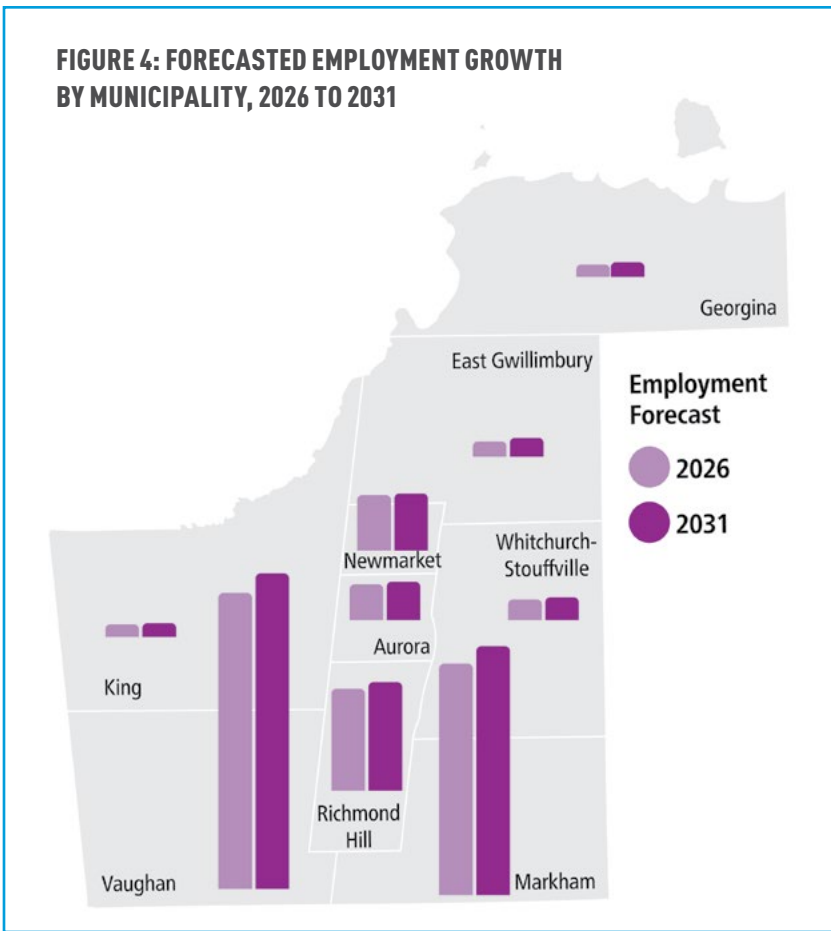


Table 4: Forecasted Employment Growth by Municipality, 2026-2031

Cities and Towns	Employment Forecast		Growth	
	2026	2031	Change	% Change
Aurora	31,800	34,100	2,300	7.2
East Gwillimbury	13,400	16,500	3,100	23.1
Georgina	10,800	12,900	2,100	19.4
King	11,000	12,200	1,200	10.9
Markham	205,600	221,200	15,600	7.6
Newmarket	49,300	50,600	1,300	2.6
Richmond Hill	90,600	96,600	6,000	6.6
Vaughan	263,200	280,600	17,400	6.6
Whitchurch-Stouffville	18,400	20,200	1,800	9.8
York Region Total	694,000	744,700	50,700	7.3

Source: 2022 York Region Official Plan - Office Consolidation, June 2024

Demographic Trends

York Region is experiencing a change in demographics. Understanding these changes will help provide a service that meet the changing needs of YRT's

customers. Figures 4 and 5 shows the projected age and gender compositions of York Region in 2026 and 2051, highlighting an overall ageing trend.

FIGURE 5: 2026 YORK REGION PERCENTAGE OF POPULATION BY AGE AND GENDER

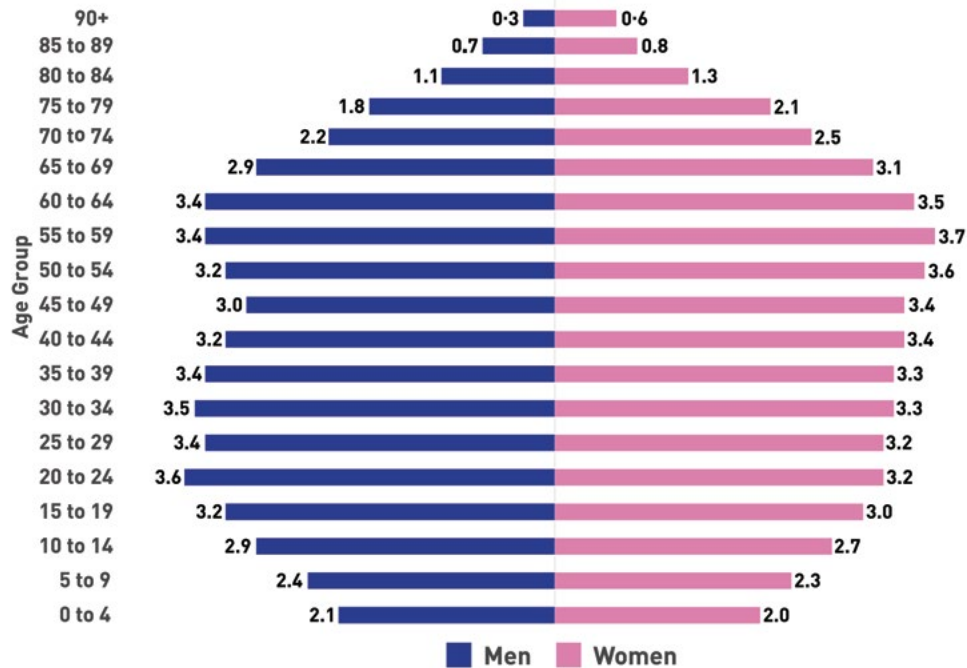
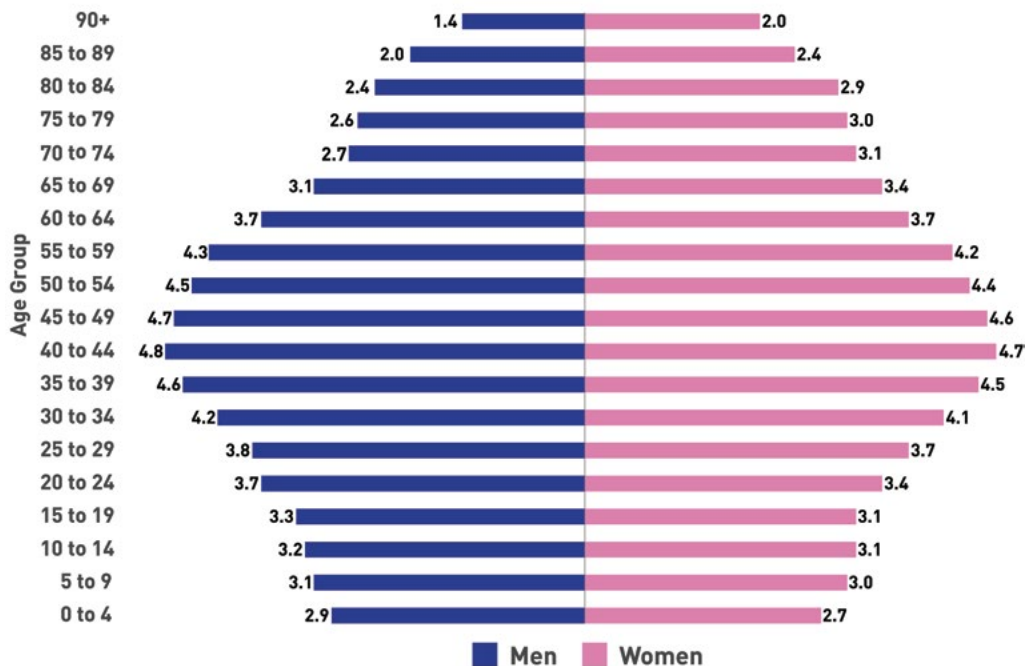


FIGURE 6: 2051 YORK REGION PERCENTAGE OF POPULATION BY AGE AND GENDER



Source: Statistics Canada for 2024 and Ontario Ministry of Finance population projections, 2025

Youth

The number of youth (aged 13–19) in York Region is expected to increase from over 81,000 in 2026 to over 83,000 in 2051. Having a system that is affordable and flexible is important for youth, as it encourages transit use early in life. YRT will consider enhancing the affordability of the youth fare and seek partnerships with school boards and municipalities.

Seniors

By 2051, it is expected that there will be over 499,000 seniors (65 and over) in York Region, representing 24% of total residents. To meet the needs of this growing demographic, YRT will continue to enhance transit accessibility and respond to senior travel needs. These strategies could include providing seniors with closer access to YRT service, continuing to focus on creating fully accessible bus stops and adding additional bus stop amenities like shelters and benches.

People with Disabilities

Currently, 21.3% of York Region residents aged 15 and older have at least one disability, and this number continues to rise. While all YRT vehicles are currently wheelchair accessible, other barriers can still prevent a fully accessible experience. Addressing these challenges is essential to ensuring public transit is a convenient and reliable option for all residents.

Gender

As York Region's population grows, the number of female residents is projected to increase over the next five years. It is important for YRT to recognize and plan for the different travel needs and patterns of women have compared to men.

Low Income Individuals

The proportion of York Region residents living below the low-income threshold has risen from 16.8% in 2019 to 18.4% in 2023. In this regard, it is important to focus on affordability strategies for low-income residents to allow them to continue to travel and seek opportunities in the Region.

Newcomers

Newcomers accounted for 84.3% of York Region's population growth between 2016 and 2021. This proportion is expected to continue rising¹. Serving one of Canada's most diverse municipalities, YRT will recognize the unique needs of this growing population and ensure that the transit system is welcoming, easy to navigate, and accessible to all new residents.

¹ Statistics Canada. (2024). Census Profile, 2021 Census of Population - York, Regional Municipality, Ontario. Retrieved July 11, 2025, from <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=york&DGUIDlist=2021A00033519&GENDERlist=1,2,3&STATISTIClist=1,4&HEADERlist=0>.

Change in Travel Patterns

The COVID-19 pandemic has changed how people in York Region travel. Traditional rush-hour travel has decreased on Mondays and Fridays. While international student and worker travel has

decreased, YRT has seen an increase in other types of trips, including weekend leisure travel. YRT will continue to adjust service to match travel needs.

Land Use Planning

Regional Centres

York Region has designated four Regional Centres in which to focus development within the Region. These Regional Centres include:

- Markham Centre
- Newmarket Centre
- Richmond Hill/ Langstaff Gateway Centre
- Vaughan Metropolitan Centre

These Centres are connected by Regional Corridors and served by subway, GO Train, and/or bus rapid transit service to support the movement of people and goods. As these areas continue to grow and intensify over the next five years, more transit service will be required to support the planned growth and mobility.

Regional Corridors and Major Transit Station Areas

Regional Corridors enhance the mobility of people and goods, to, from, and within York Region. These corridors are currently, or planned to be, serviced by bus rapid transit (BRT) and include:

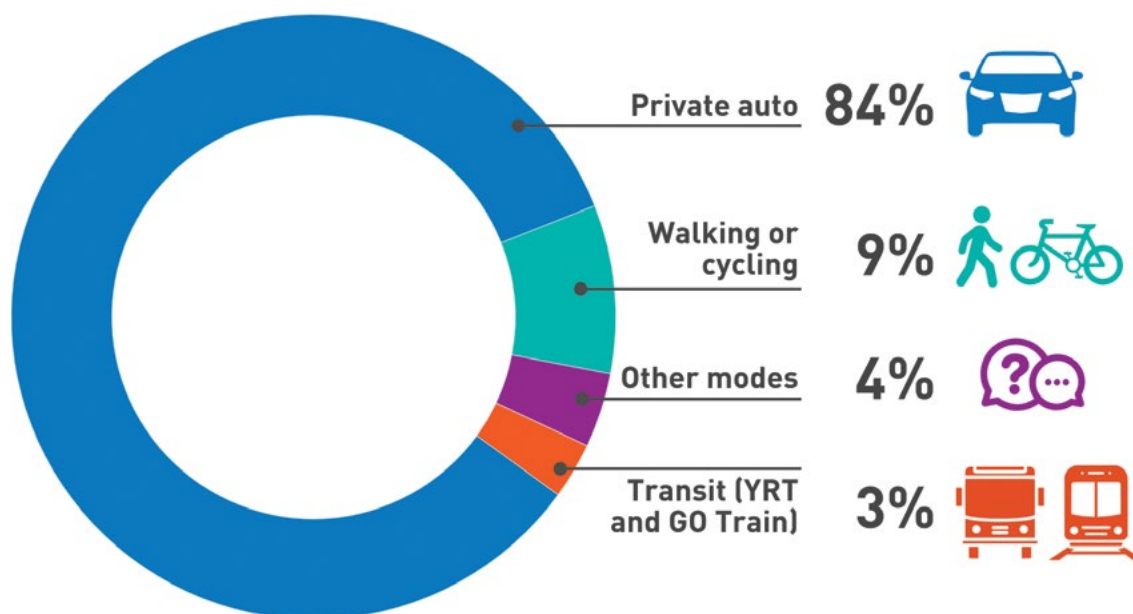
- Yonge Street
- Major Mackenzie Drive
- Highway 7
- Steeles Avenue
- Davis Drive
- Jane Street
- Green Lane East

To accommodate the anticipated growth, YRT will continue to focus on improving service levels and, where appropriate, advocating for additional Viva BRT infrastructure along these corridors.

Along these Regional Corridors, major transit station areas (MTSAs) are planned to support higher residential and employment densities. Positioned around GO stations, vivastations, and subway stations, MTSAs have designated intensification targets and support frequent, higher-order transit service and help increase higher transit ridership at these locations.

Appendix shows the Regional Centres, Regional Corridors, and MTSAs identified in the York Region's 2022 Regional Official Plan.

FIGURE 7: MODE SHARES FOR TRIPS STARTING IN YORK REGION IN 2022



Source: Transportation Tomorrow Survey, 2022

In 2022, private auto travel was the main mode of transportation of residents, where 84% of trips were completed either as a driver or a passenger in a private vehicle. Three percent (3%) of trips were completed using transit (including YRT and GO Train), and 9% of trips were completed by walking or cycling.

Trips made by York Region residents fall into the following three groups:

- 1. Inter-Regional:** Trips between municipalities of York Region and other municipalities outside the Region
- 2. Intra-Regional:** Trips between York Region municipalities (e.g., from Richmond Hill to Georgina)
- 3. Local:** Trips within a single municipality

The following section outlines the number of trips forecast in the morning peak period in 2031, which guides how YRT service should be provided.

Inter-Regional Trips

Table 5 below shows the forecasted inter-regional trips from York Region cities and towns to other nearby regions in the GTHA during A.M. peak hours in 2031.

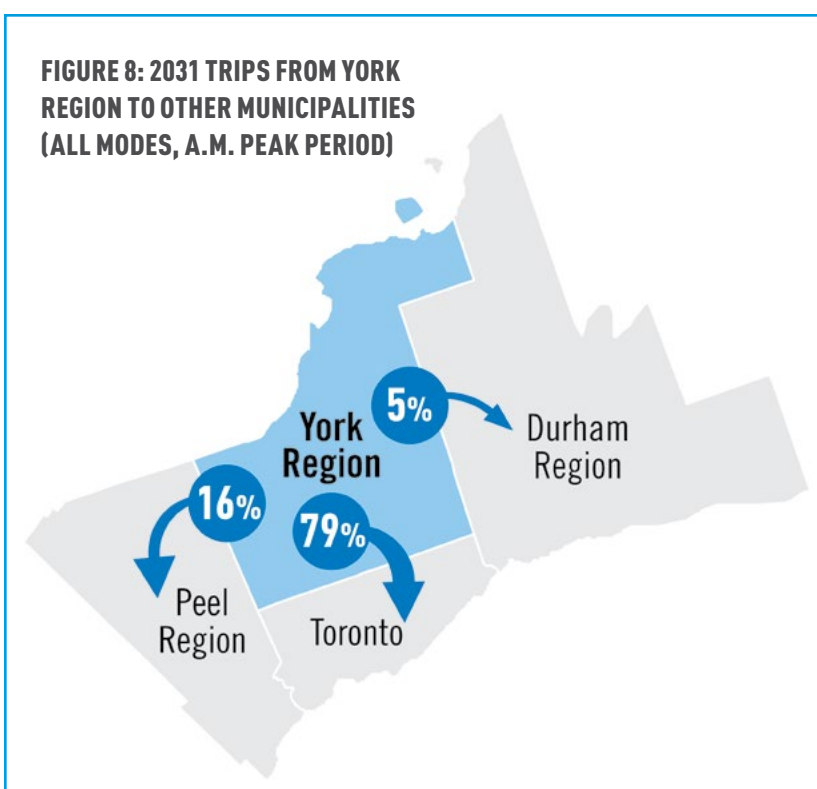


Table 5: 2031 Trips from York Region to other municipalities (all modes, A.M. peak period)

Cities and Towns	To Downtown Toronto	To Rest of Toronto	To Peel Region	To Durham Region	Total
Georgina & East Gwillimbury	710	3,175	355	1,300	5,540
Newmarket & Aurora	2,770	8,905	1,675	815	14,165
Richmond Hill	9,045	24,670	5,700	1,210	40,625
Whitchurch-Stouffville	1,615	4,730	355	1,925	8,625
Markham	17,455	54,445	4,935	6,860	83,695
King	955	2,210	1,875	65	5,145
Vaughan	16,555	47,235	23,850	815	88,455
Total	49,145	145,370	38,745	12,990	246,250

Source: York Region activity-based model

Intra-Regional Trips

Table 4 below shows the forecasted trips between the different York Region municipalities during A.M. peak hours in 2031. Trips are expected to be concentrated between the following cities and towns:

- > Georgina and East Gwillimbury and Newmarket and Aurora
- > Richmond Hill and Markham
- > Richmond Hill and Vaughan
- > Vaughan and Markham

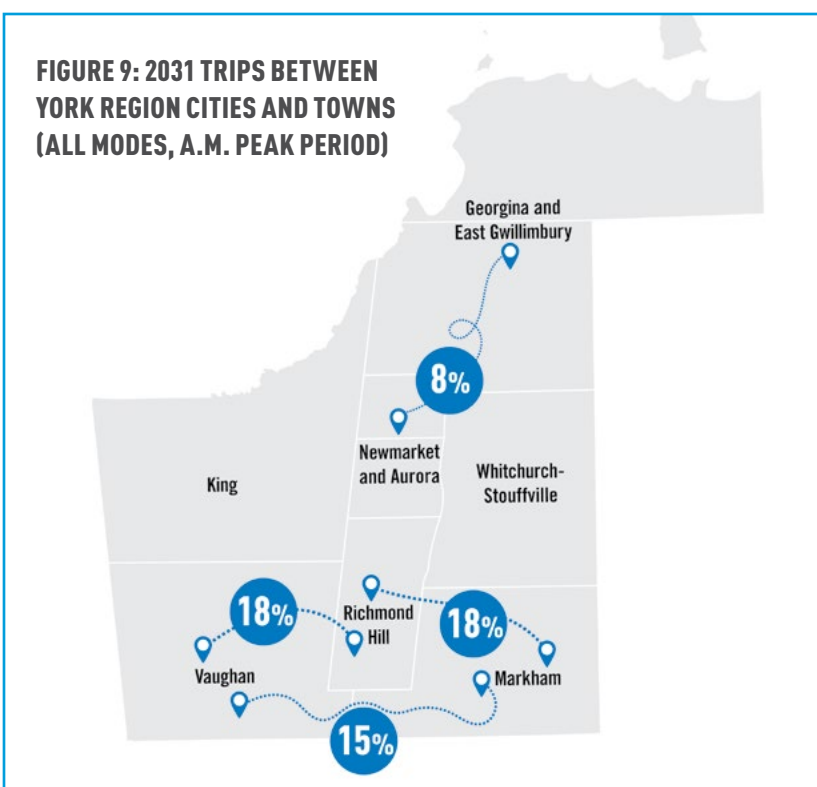


Table 6: 2031 Trips between York Region cities and towns (all modes, A.M. peak period)

Cities and Towns	To Georgina & East Gwillimbury	To Newmarket & Aurora	To Richmond Hill	To Whitchurch-Stouffville	To Markham	To King	To Vaughan
Georgina & East Gwillimbury		11,385	2,430	1,305	3,575	945	1,980
Newmarket & Aurora	4,200		6,690	1,525	5,895	1,600	5,995
Richmond Hill	625	6,655		1,325	16,750	1,345	17,690
Whitchurch-Stouffville	440	2,345	1,890		5,765	250	1,450
Markham	565	3,420	15,635	3,150		560	14,980
King	305	1,650	1,430	160	765		3,615
Vaughan	405	3,145	15,040	545	13,620	1,810	
Total	6,540	28,600	43,115	8,010	46,370	6,510	45,710

Source: York Region activity-based model

Local Trips

The cities of Markham, Vaughan, and Richmond Hill, along with the Towns of Newmarket and Aurora, are forecasted to have the highest concentration of local trips during A.M. peak hours in 2031.

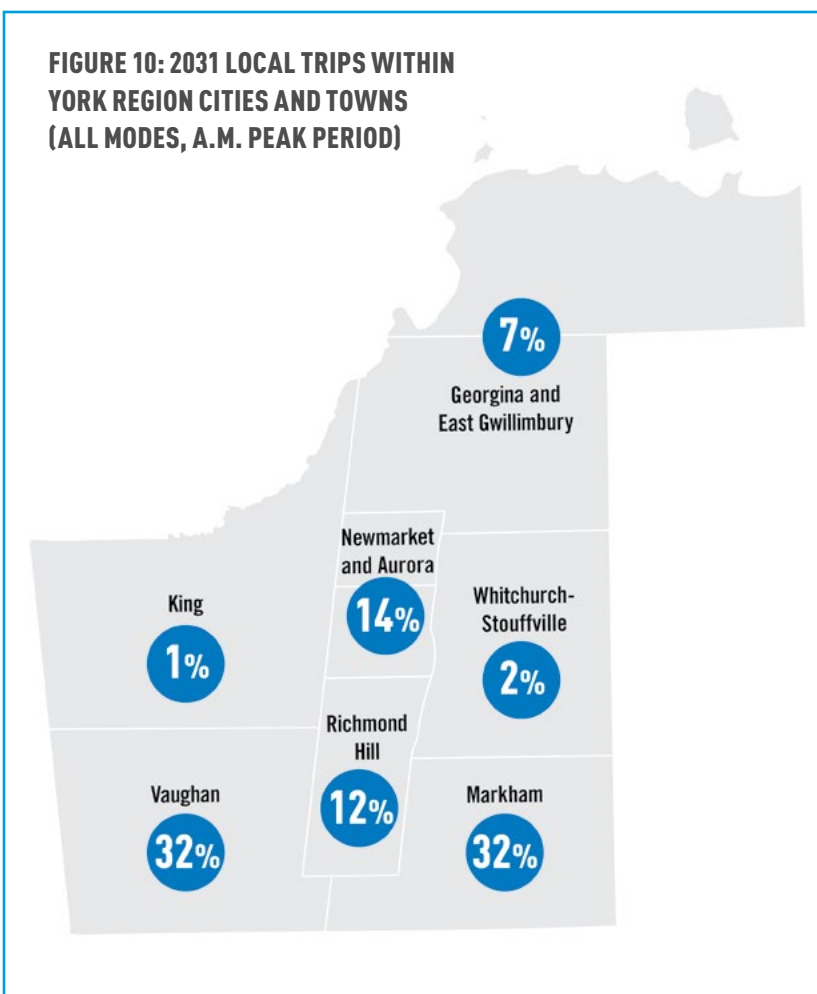


Table 7: 2031 Trips from York Region to other municipalities (all modes, A.M. peak period)

Cities and Towns	Number of Trips
Georgina & East Gwillimbury	19,520
Newmarket & Aurora	38,150
Richmond Hill	34,230
Whitchurch-Stouffville	6,005
Markham	87,690
King	2,260
Vaughan	86,880
Total	274,735

Source: York Region activity-based model

The planning and delivery of transit must be tied to strategic goals and policies identified by the Region and other regional bodies that provide direction for transportation and mobility in the GTHA and the Greater Golden Horseshoe (GGH).

York Region Official Plan (2022, June 2024 Consolidation): The Official Plan guides the long-term development of the Region. It commits to giving transit vehicles priority on regional roads, support higher transit usage and emphasizes the need for accessible, integrated public transit that accommodates people of all ages and abilities. The Plan also support the connections with neighbouring municipalities.

York Region Transportation Master Plan (TMP) (2022): The TMP sets the overall direction for transportation in York Region. The transit strategies focus on expanding and improving transit services by growing the rapid transit network, increasing service frequency, and coordinating services with transit systems in nearby regions. The TMP promotes a “people and transit first approach”, prioritizing infrastructure and amenities for transit users, pedestrians, and cyclists, and reinforcing the importance of accessible and equitable transit.

York Region Strategic Plan (2023): The Strategic Plan provides a concise vision to invest in a safe, effective transportation system that connects people, goods, and services.

Government of Ontario’s Connecting the GGH: A Transportation Plan for the Greater Golden Horseshoe (2022): This provincial transportation plan commits the Ontario Ministry of Transportation to working with local transit agencies, including YRT, to create a more integrated, region-wide network. Areas of focus include coordinating schedules, service, and fare integration across the GGH. The plan also prioritizes accessible scheduling and wayfinding information, better data sharing for trip planning, and improvements to priority bus corridors and regional transit planning guidelines.

Metrolinx’s 2041 Regional Transportation Plan (2018): As the regional transportation agency, Metrolinx has several goals that directly impact YRT planning. Metrolinx plans to implement a comprehensive and integrated Frequent Rapid Transit Network by 2041, including 15-minute GO Regional Express Rail service on the Stouffville and Barrie lines. The agency is also committed to developing a 24-hour transit network to better serve growing off-peak travel demand and will continue to advance the integration of transit services and fares across the region.

TTC Corporate Plan 2024-2028: The TTC will advance fare integration solutions and evaluate opportunities to facilitate service integration and coordination with neighboring municipal transit providers.

Brampton Transit 2023-2027 Business Plan: Brampton Transit will continue to collaborate with regional agencies to improve fare and service integration for Brampton residents that use transit across the GTHA and visitors riding with Brampton Transit.

DRT 2022-2025 Service Strategy: DRT will provide scheduled services that support regional travel with York Region and will explore fare and service integration options to create a more seamless experience for riders.



Importance of Transit

Although many residents use private cars, public transit is essential to York Region’s future growth and success. Investing in a well-connected transit system benefits everyone through economic growth, social equity, and environmental protection.

Economic Growth: Transit investment helps manage growth and traffic congestion. As York Region grows, dependence on cars will slow travel, inhibit economic productivity and reduce quality of life. Transit expansion reduces congestion, shortens travel time, supports sustainable development and helps attract residents and jobs that strengthen the Regional economy.

Inclusive Community: A comprehensive public transit network connects York Region’s diverse communities. It ensures residents—including seniors, newcomers and those who cannot or choose not to drive—can access essential jobs, education, healthcare and recreation. Transit supports people of all ages, abilities and income levels, helping build a more equitable and inclusive community.

Environmental Protection: Investing in public transit is vital to meeting climate goals. YRT’s transition to electric buses lowers emissions and improves air quality, supporting the Region’s goal of net-zero emissions by 2050. Reduced car use also mean less air and noise pollution, and using transit encourages more walking, contributing to better public health.



Transit Service Guidelines

York Region Transit's Service Guidelines help ensure that transit services are accessible, safe and reliable. These guidelines provide clarity and consistency when planning, adjusting and expanding services, while still allowing flexibility to meet customer needs and community expectations in an accountable, equitable and efficient manner.

New network maps have been created to guide transit expansion over the next five years as part of the 2026-2030 Business Plan.

Frequent Transit Network

Routes on the Frequent Transit Network (FTN) provide frequent and direct service along major roads and connect riders to destinations. These routes will operate at frequencies of 10 to 30 minutes or better, seven days a week. The improvements will be introduced in phases throughout the duration of this plan.

The FTN is split into two tiers:

- > **Tier 1:** Viva routes
- > **Tier 2:** Base routes

Express Network

Route on the Express Network connect residential and employment areas to major trip generators and transit hubs, such as a subway stations. Travel times are improved because these routes make fewer stops and may use highways or high occupancy vehicle (HOV) lanes.

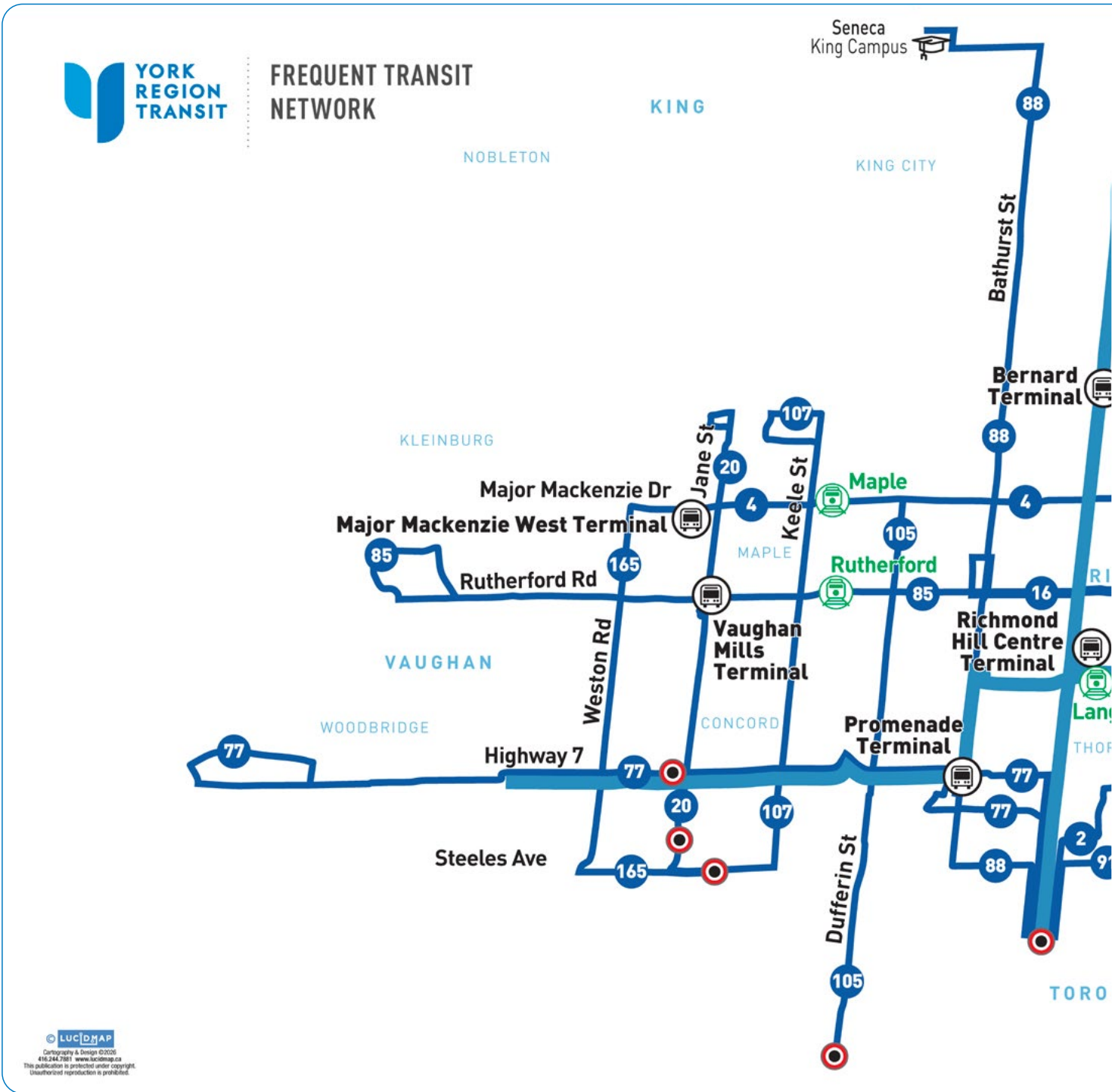
YRT operates two express models:

- > **Feeder:** Provides direct service between residential, commercial, and/or industrial areas and high-demand locations (i.e., bus terminals, subway stations, recreational facilities) to support convenient transfers with other regional transit systems and access to popular destinations.
- > **Overlay:** Provides limited-stop service on high demand corridors that supplement FTN or Base routes

Overnight Network

YRT plans to explore the introduction of a new Overnight Network that will provide a basic level of service and coverage overnight. These routes will operate primarily along major arterial roads.

FIGURE 11: PROPOSED FREQUENT TRANSIT NETWORK



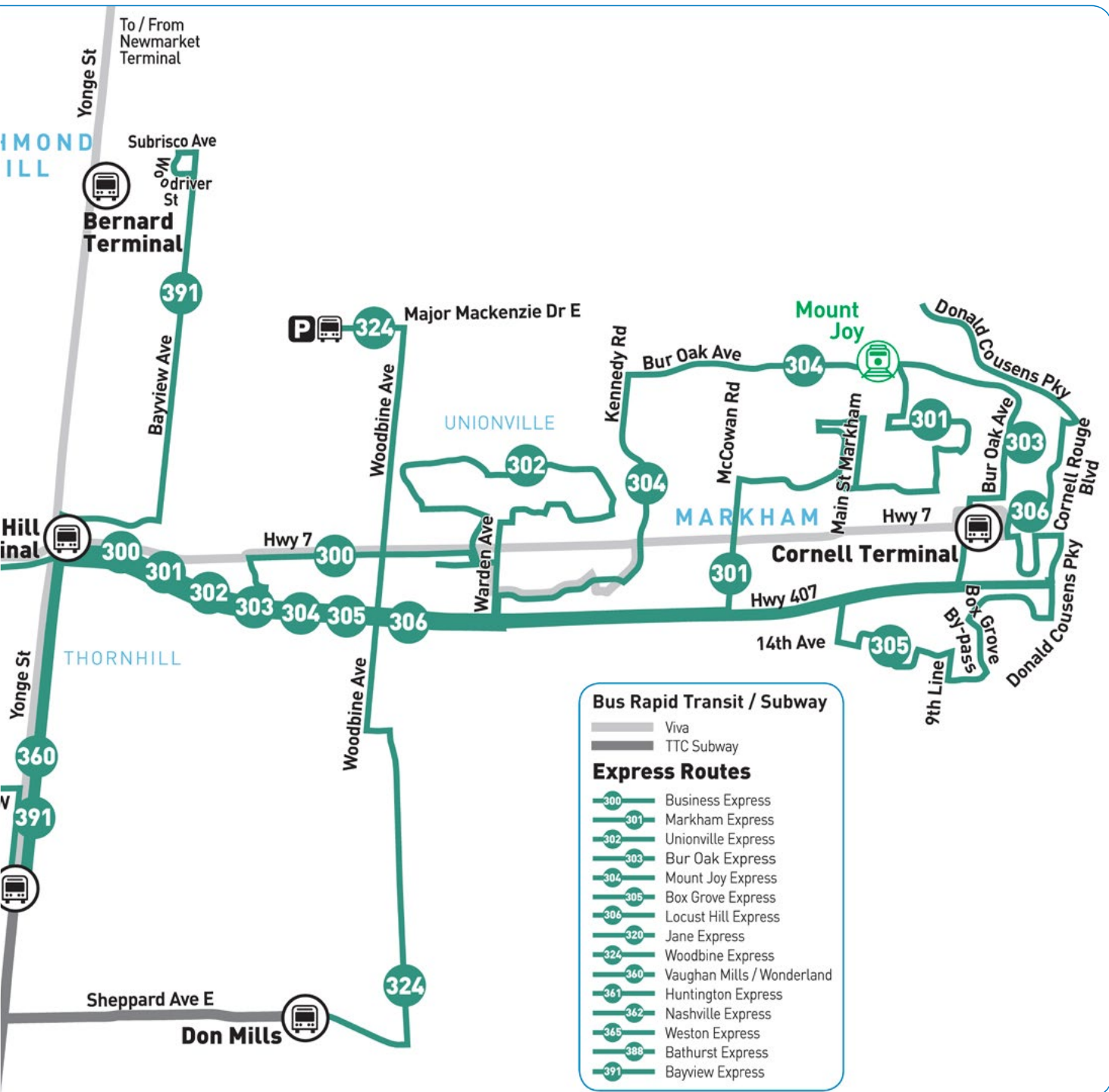
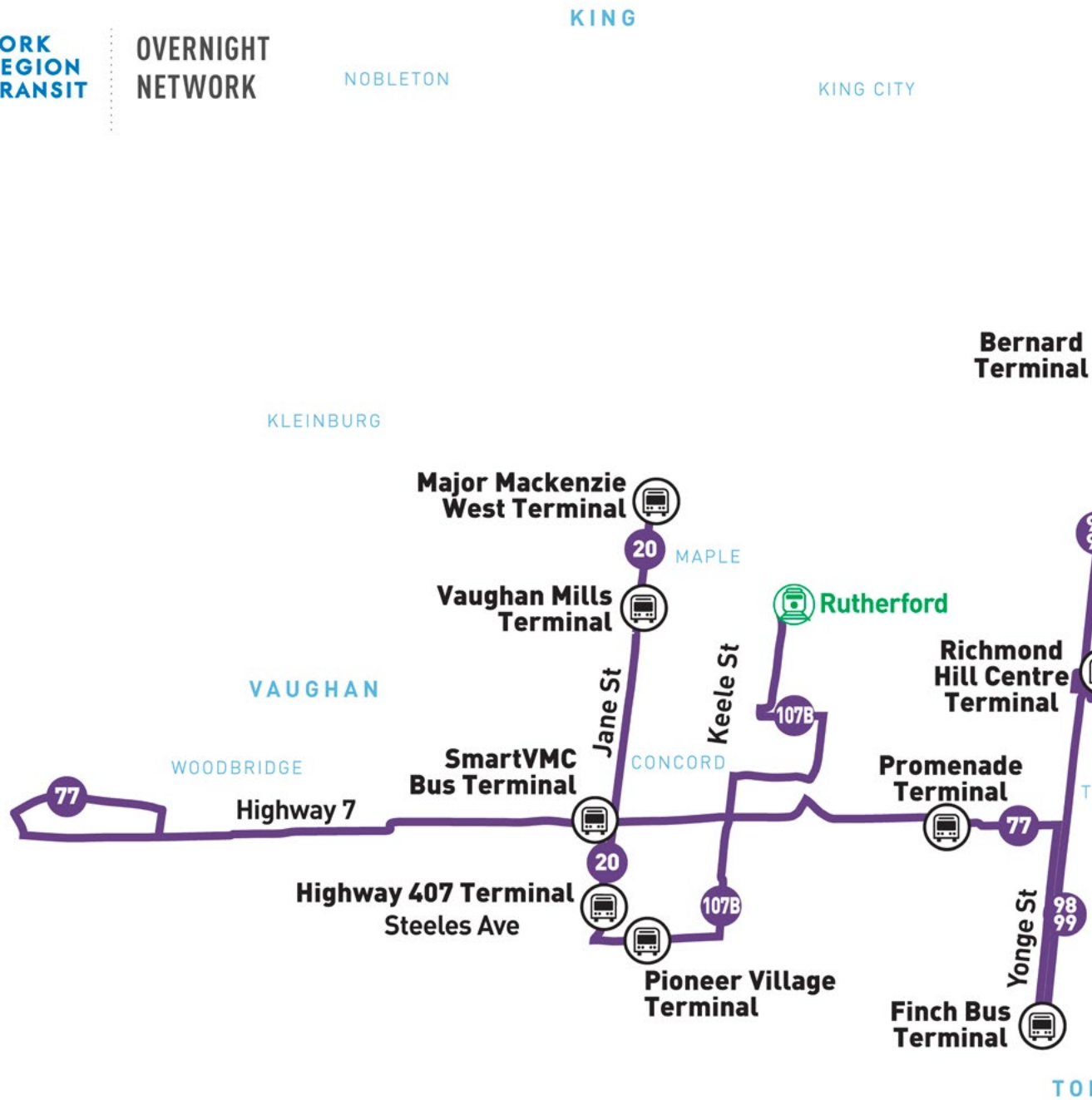


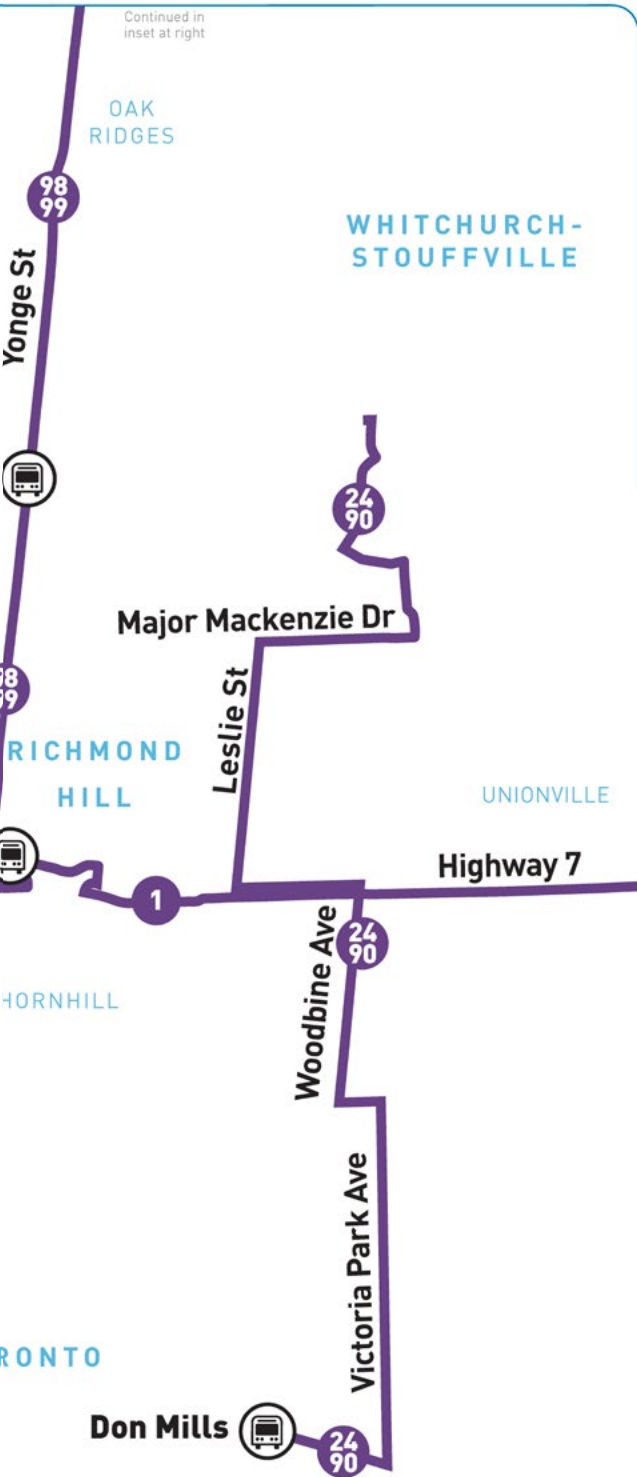
FIGURE 13: PROPOSED OVERNIGHT NETWORK



OVERNIGHT NETWORK



© LUCIDJAP
 Cartography & Design ©2020
 416-244-7851 www.lucidmap.ca
 This publication is protected under copyright.
 Unauthorized reproduction is prohibited.



- ### Overnight Routes
-  Highway 7 (Late Night)
 -  Jane (Late Night)
 -  Woodbine-Leslie (Late Night)
 -  Highway 7 (Late Night)
 -  Yonge (Late Night)
 -  Keele (Late Night)



Service Strategy

Ridership is expected to continue to grow as population and employment opportunities increase in York Region. Over the next five years, YRT's vision is to be a desirable travel option in York Region that connects people to places. To achieve this, YRT will implement various ridership growth strategies that focus on expanding service levels and improving the overall travel experience.

The service strategies align with the five key principles:

Financial Responsibility: Manage budgets carefully to keep transit affordable and accessible for today and tomorrow.

Equity and Diversity: Adapt to the realities and priorities of our diverse residents and communities and design inclusive services where everyone feels connected.

Safety: Provide a respectful, secure and welcoming environment.

Innovation: Embrace change and continuous improvement for a future-ready transit system.

Customer Focus: Ensure a positive customer experience at every stage of the journey.

Table 8: Summary of 2026–2030 Business Plan service strategies

Service Strategy	 Financial Responsibility	 Equity and Diversity	 Safety	 Innovation	 Customer Focus
1. Improving Transit Competitiveness					
Shorten travel times		✓		✓	✓
Increase service frequency and hours		✓			✓
Change the fare structure	✓	✓			
Redesign On-Request service delivery model	✓	✓		✓	✓
2. Creating a Transit-Supportive Environment					
Car ownership policies				✓	✓
Amending land use policies	✓			✓	✓
Parking reduction	✓			✓	
3. Providing Better Connections with Other Transit Services					
Fare integration	✓	✓		✓	✓
Service integration with other municipal transit services	✓	✓		✓	✓
East-West regional service					✓
4. Facilitating Connections with Active Transportation					
Active transportation access	✓	✓			
Bicycle storage at terminals and stops		✓	✓		✓
Carriage for mobility devices and bicycles		✓		✓	✓
5. Attracting Specific Rider Groups					
		✓		✓	✓
6. Maintaining a Reliable and Sustainable Fleet					
	✓		✓	✓	
7. Expanding Business Opportunities					
	✓			✓	✓
8. Improving Passenger Experience					
Wayfinding and signage	✓		✓		✓
Service accessibility		✓			✓
Customer behaviour			✓		✓
Passenger amenities			✓		✓
Artificial Intelligence (AI)			✓		✓
9. Building a Stronger Administrative Structure					
	✓			✓	✓

Improving Transit Competitiveness

To encourage more drivers to shift to public transit, YRT must make the system faster, more frequent and more convenient. YRT aims to implement strategies to boost transit competitiveness.

Shorten Travel Times

YRT will work to reduce travel times by:

- Making routes more direct between key destinations
- Implementing more Express Service with fewer stops and using highways when possible
- Improving coverage for at least 90% of residents to be within 800 metres of a stop or within an On-Request service area during peak hours
- Increase use of dedicated transit signal priority and queue-jump lanes to help move buses through congestion

Increase Service Frequency and Hours

YRT plans to increase service frequency and extend hours to meet changing travel demands, including the recent growth in off-peak and weekend trips.

Key actions include:

- Updating service guidelines and increasing total service hours faster than population growth to ensure residents receive more service per person

- Establishing a Frequent Transit Network (FTN) on key corridors beyond the Viva network to provide reliable, high-frequency service throughout the day. *Figure 11* depicts the future FTN by 2030
- Exploring an Overnight Network offering 24-hour service on key corridors, identified in *Figure 13*
- Assessing opportunities to extend On-Request service to cover late-night and weekend gaps

Change the Fare Structure

YRT will consider changes to its fare structure to better meet rider needs and make transit more affordable and easier to use.

Redesign On-Request Service Delivery Model

YRT's On-Request service is currently primarily used to serve areas with lower population density where traditional bus routes are not efficient. Over the next five years, YRT plans to redesign this model to improve efficiency and long-term sustainability. This includes consolidating sub-services into a single intermodal service type, expanding into more areas, increasing comingling opportunities, and using technology to improve service efficiencies.



2

Creating a Transit-Supportive Environment

Service plans and priorities in the Business Plan should help support York Region's long-term transportation vision and policy objectives. To support this, YRT will work on the following initiatives with other Regional departments to advance transit-supportive policies and create a more favourable transit operating environment.

Car Ownership Policies

To align the TMP goal of reducing car travel, YRT will support transportation demand management (TDM) programs.

Amending Land Use Policies

YRT will work towards three long-term goals to support higher-density, transit-oriented communities:

- ▶ Support long-range planning for higher order transit, including future light-rail service along Yonge Street and Highway 7

- ▶ Encourage updated transit-oriented development guidelines that shift dependency away from cars
- ▶ Pursue infrastructure investment from developers/employers to build dedicated transit infrastructure

Parking Reduction

YRT will encourage the private sector, Metrolinx and the local municipalities to minimize parking infrastructure. This includes removing parking minimums for developments, applying financial and planning disincentives at transit hubs and support for TDM measures.



3

Providing Better Connections with Other Transit Services

YRT customers travel to and from Toronto, Brampton and other neighbouring municipalities for work, school and other purposes. Removing barriers to cross-boundary travel on YRT is essential to grow ridership. To achieve this, YRT will continue working with the Province on fare and service integration opportunities to improve cross-boundary travel.

Fare Integration

YRT will explore opportunities to further improve fare and service integration within the Greater Toronto and Hamilton Area (GTHA) by supporting a unified and integrated intra-regional GTHA fare and fare collection system. YRT will continue to work with the Province on holistic fare integration opportunities to remove fare-based barriers.

Service Integration with Other Municipal Transit Services

YRT will continue collaborating with surrounding transit agencies to improve connections and seamless travel. These initiatives include:

- GO Transit: Work towards offering more coordinated and seamless connections to higher frequency GO Train services

- Toronto Transit Commission: Continue exploring cross-boundary service opportunities
- Durham Region Transit: Increase the number of on-demand service drop-off and pick-up points along the York-Durham boundary
- Brampton Transit: Support Züm service to SmartVMC Bus Terminal
- Bradford West Gwillimbury Transit: Consider extending a fixed-route or On-Request service to Bradford GO station
- Mobility as a Service (MaaS): Explore further integration between YRT and other mobility service providers

East-West Regional Service

The GGH Transportation Plan has identified a potential east-west corridor for travel between Burlington and Oshawa, that loosely follows the Highway 407 right-of-way in York Region. YRT will work with Metrolinx to ensure the planning and operation of this higher-tier Highway 407 service is integrated with existing and planned YRT service.



4

Facilitating Connections with Active Transportation

Active transportation refers to any form of human-powered movement, such as walking, cycling or using a wheelchair, to travel to a destination. Many travellers who take transit typically use active transportation for the first and last portions of their trips. To encourage the use of active transportation and to facilitate inter-modal travel, YRT will work to improve active transportation connections with the following measures:

Active Transportation Access

YRT will facilitate increased connectivity between transit and active transportation. These strategies may require working with local municipalities to improve connections and include:

- ▶ Improving connections: Advocate and work to improve walking and cycling paths to YRT terminals, GO stations, Viva corridors and key destinations, prioritizing areas with high transit needs
- ▶ Filling network gaps: Work with municipalities to complete missing links in the active transportation network and create new paths that follow natural desire lines to encourage safe walking and cycling

- ▶ Reducing pedestrian wait times: Explore ways to reduce wait crossing times to vivastations, such as providing more frequent crosswalk signals or grade-separated infrastructure like pedestrian bridges or tunnels
- ▶ Integrating facilities: Update bus stop design guidelines to better integrate stops with bike lanes and prioritize new stops along roads with planned cycling and walking facilities

Bicycle Storage at Terminals and Stops

YRT will support the provision of secure bicycle parking facilities at higher volume stations or terminals, including options such as bicycle parkades and bicycle lockers

Carriage for Mobility Devices and Bicycles

YRT will support customers' needs to carry mobility devices and bicycles on traditional bus and On-Request services.



5

Attracting Specific Rider Groups

Over the next five years, YRT will focus on key rider groups and implement targeted strategies to help make transit a regular and convenient choice for them.

Students

- Post-secondary pass or discount: Work with the Province to explore a post-secondary discount to reduce transit costs and encourage ridership
- Promote myRide: Encourage greater use of the myRide Travel Training Program for students

Seniors

- Timetable and instruction distribution: Explore distributing timetables and transit instructions in neighbourhoods with high senior populations
- Bus stop guidelines updates: Update bus stop guidelines to explore additional infrastructure and features at stops that support seniors
- Enhance stop amenities: Provide benches at stops and shelters at FTN stops where senior ridership is highest

Employees

- Review service to employment areas: Work towards aligning service with shift times and other key start/end times.
- Cost-sharing for stop infrastructure: Work with major employers to formalize cost-sharing agreements for transit stop infrastructure at their sites
- Employer program models: Explore future programs that help employers support or subsidize employee transit use

Events

- Free transit to large events: Work with external organizations to provide free transit service to major events to reduce vehicle traffic and efficiently move large volumes of attendees



6

Maintaining a Reliable and Sustainable Fleet

YRT will work toward maintaining a reliable and sustainable fleet by procuring zero-emission vehicles, adding electric charging at garages, exploring a centralized maintenance platform and implementing technologies supporting safe operation of electric fleet.

7

Expanding Business Opportunities

YRT will explore new business opportunities, in partnership with external organizations, to diversify revenue and strengthen financial resiliency.

- ▶ Micromobility partnerships: Work with local municipalities to explore partnerships with third-party vendors to provide micromobility services (e.g., bike-share or scooter-share) in York Region
- ▶ Private business partnerships: Explore opportunities to partner with private businesses to expand advertising options and develop transit partnerships for large events

8

Improving Passenger Experience

Providing a positive, safe and comfortable experience is essential to encouraging continued use of YRT services.

Wayfinding and Signage

YRT will continue to improve its wayfinding and signage through the following measures:

- Update and simplify wayfinding and stop signage: Update and simplify signage, with the potential to align with the updated Metrolinx Wayfinding Design Standard
- Use clear temporary signage: Provide clear and noticeable signage for last-minute stop closures and temporary service changes
- Expand digital signage: Expand on the use of digital signage with real-time arrival times at key stops and terminals

Service Accessibility

To improve service accessibility and maintain equity, YRT will strengthen inclusion for equity-deserving groups and people with disabilities through the following actions:

- Partner with local advocacy organizations: Collaborate with disability advocacy organizations when conducting transit consultations

- Engage people with disabilities in campaigns: Involve people with disabilities in the development and delivery of public engagement campaigns
- Develop a mapping tool that identifies areas in the Region with high equity needs to help guide service decisions.

Customer Behaviour

Clear policies around acceptable conduct and etiquette on transit help improve the experience of all passengers and support operator safety. YRT will explore adopting or updating behaviour guidelines and codes of conduct, along with an associated awareness campaign.

Passenger Amenities

YRT will develop guidelines that identify when certain passenger amenities are warranted and develop a bus stop design standard to ensure consistency across the network.

Artificial Intelligence (AI)

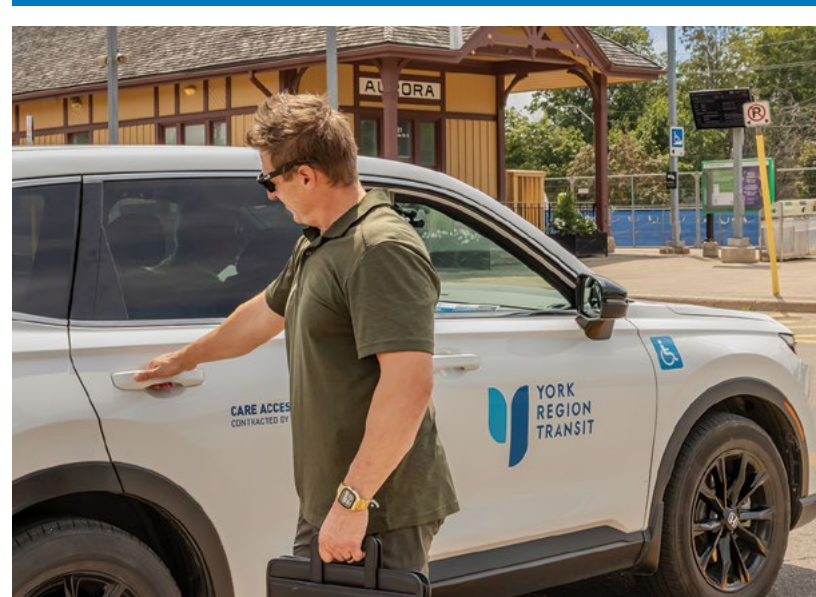
YRT will continue to expand its artificial intelligence capabilities to improve the customer safety and experience such as collision avoidance, pedestrian warning, driver assistance systems and automated identification of infrastructure deficiencies.

9

Building a Stronger Administrative Structure

To continue growing and maturing in line with peer transit systems, YRT will explore expanding its marketing capabilities and capacity to develop new partnerships with schools, students and employers.

YRT will also seek opportunities to increase non-fare revenue and support transportation demand management opportunities.



Our Commitment

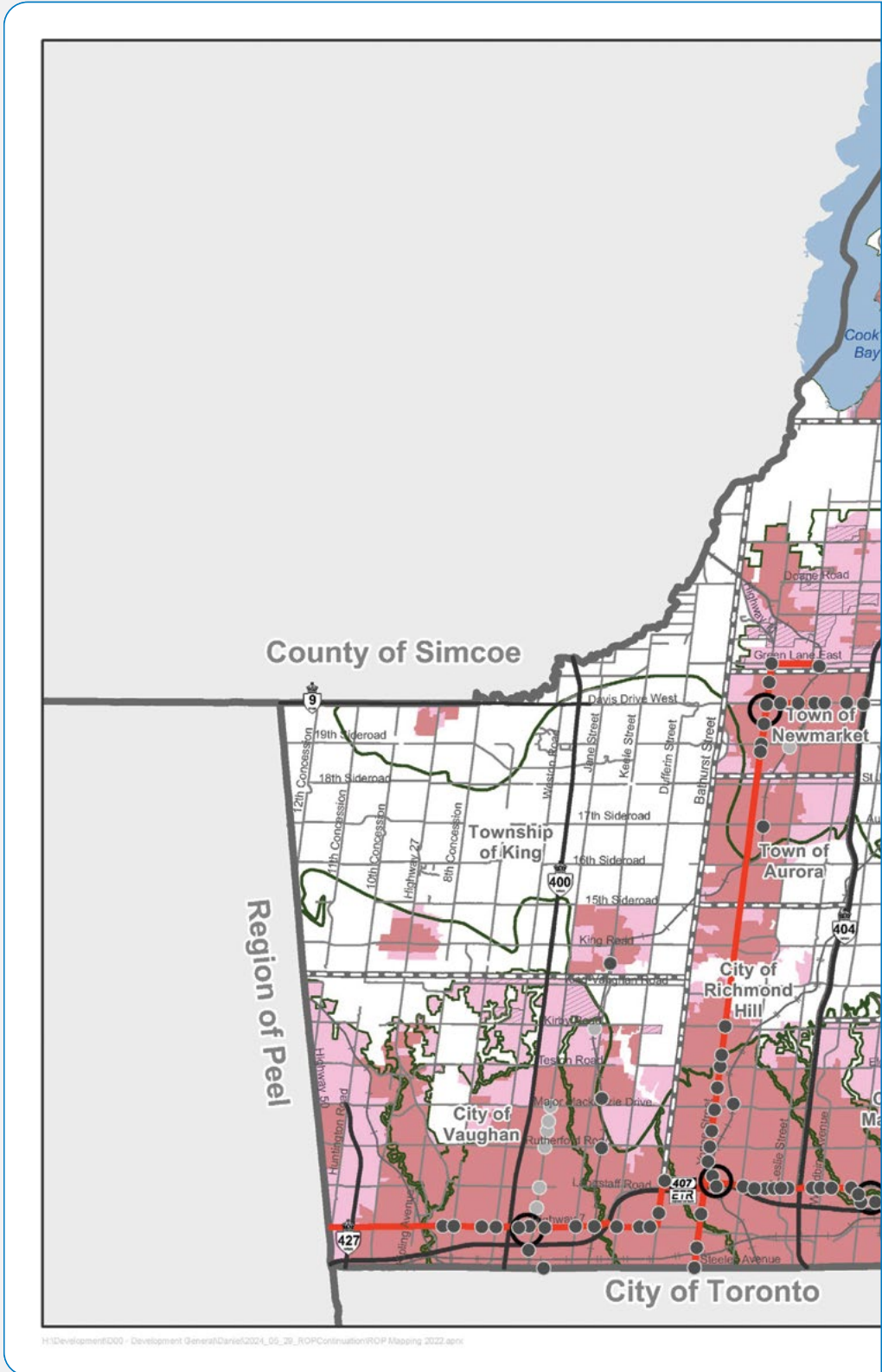
The 2026-2030 Business Plan is a commitment to customers. YRT takes great pride in delivering its Family of Services and contributing to the economic development and community vitality of all nine towns and cities in York Region.

YRT is focused on improving and strengthening the transit network for all users and reaching new milestones in the years to come. YRT will continue to collaborate with partners to look for new opportunities to improve the GTHA's regional transit network and integration between municipalities.

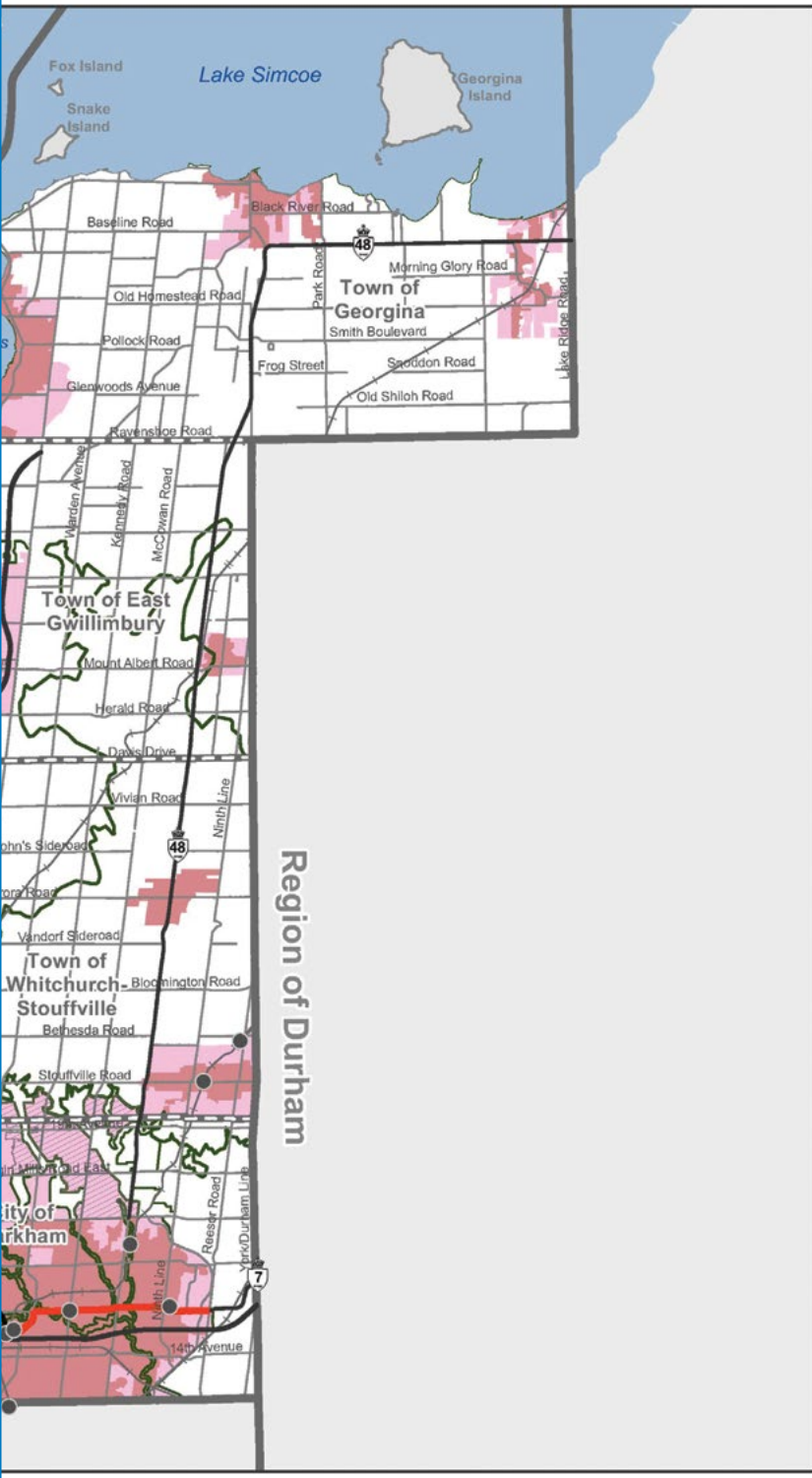
Together with the annual transit service planning process and the operating and capital budget programs, YRT will translate the strategic direction identified in the Business Plan into actions that continue to improve public transit in York Region.

Appendix

REGIONAL CENTRES, REGIONAL CORRIDORS, AND MTSAS IDENTIFIED IN THE 2022 REGIONAL OFFICIAL PLAN



H:\Development\000 - Development General\Draw\2024_05_26_RPOP\Continuation\ROP Mapping 2022.aprx



MAP 1B

URBAN SYSTEM OVERLAYS

- Regional Centre
- Regional Corridor
- Protected Major Transit Station Area
- Future Major Transit Station Area
- Built Up Area

Greenbelt Plan

- Greenbelt Plan Boundary

Designated Greenfield Area

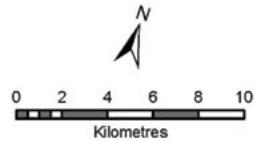
- Designated Greenfield Area
- New Community Area

Provincial Highways

- Existing

Municipal Boundaries

- Regional Municipal Boundary
- Local Municipal Boundary



Produced by: The Regional Municipality of York
 Planning and Economic Development Branch, Corporate Services Department, 2024
 Data: The Regional Municipality of York, The Regional Municipalities of Durham and Peel,
 County of Simcoe, City of Toronto
 Queen's Printer for Ontario 2003-2024. Includes Greenbelt and Oak Ridges Moraine
 Boundaries and Water Features
 Based on best available data and may contain minor errors or omissions.



Moving to 2030

2026-2030 Business Plan



For more information, visit yrt.ca

Accessible formats or communication supports for this document are available upon request.

Please email transitinfo@york.ca or call 1-866-668-3978 or TTY (for the hearing impaired) at 1-866-276-7478.

