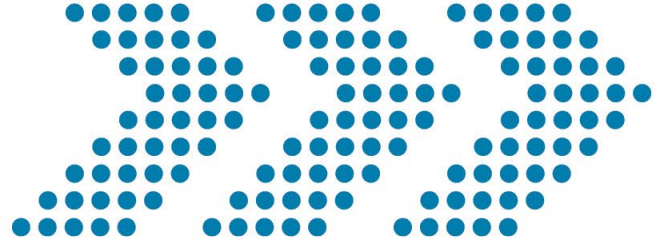


Board of Directors

Public Virtual Meeting

April 18, 2024



Corporate Update

2024-04-18



Corporate Campaign showcases & advocates for BRT in York Region

future connections
there's more to come:
vivanext.com/future

VIVAnext

future connections
there's more to come:
vivanext.com/future

VIVAnext

building together
VIVAnext

VIVAnext
be moved

vision
maps
Yonge North Subway
bus rapid transit
completed projects
corporate
newsroom
photo gallery
advertising
business support
blog
contact
search

building together for future connections

The journey is just beginning. With the first 34 km of dedicated Bus Rapid Transit (BRT) lanes in service, more infrastructure is needed to ensure York Region's growth is sustainable and affordable.

In October 2023, York Regional Council approved prioritization of over 130 kilometres of rapid transit into three phases, and a \$55-million investment in planning and preliminary design work to ensure BRT projects are shovel ready.

Work has begun to advance Phase 1 projects, including bus rapid transit on Jane Street in Vaughan, and on Highway 7, Kennedy Road, and Enterprise Boulevard in Markham.

key information

- benefits of bus rapid transit (PDF)
- interactive map of future projects
- environmental assessments
- York Region's BRT Prioritization Report and Council Decision
- York Region's Transportation Master Plan

- Advertising tactics emphasize York Region is planning for the future, enabling housing and job growth through rapid transit expansion



Banners at stations create awareness for future BRT

- Highly visible marketing opportunity – 144 flagpoles at 36 stations along rapidway corridors across the Region

