



**vivanext**

February 4, 2011

**BRT as a driver of city revitalization**

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Project Director  
York Consortium**

# Presentation Outline



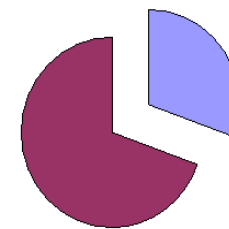
- **Context - Introducing York Region**
- **Why city-building here?**
- **The role for BRT**
- **The viva project**
- **Our results (so far)**
- **Lessons Learned**

# York Region and A Focus on City-Building

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over 25% of GTA population growth



over 30% of GTA employment growth

# New slide – visual of village / town centres

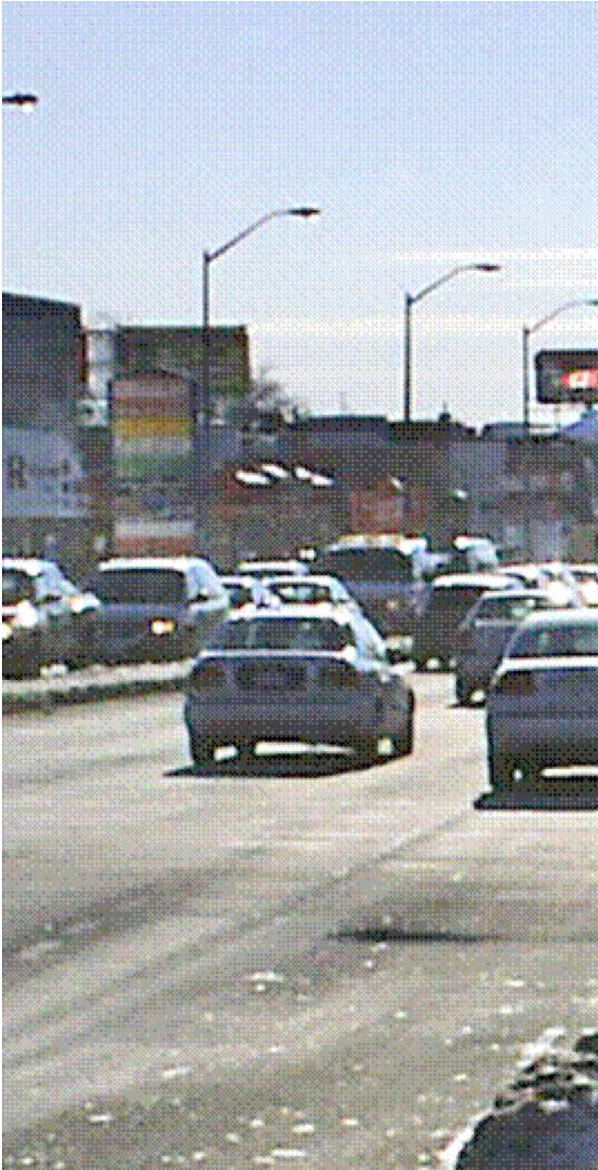
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# Automobile Dominated Suburban Culture



# Need for More Cohesive Urban Design



# Or - refocus on the public realm (2 visual options)



# Using growth as a lever for change

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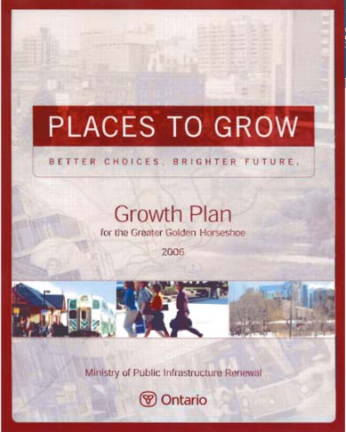
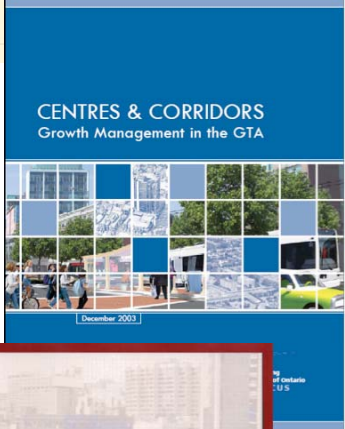
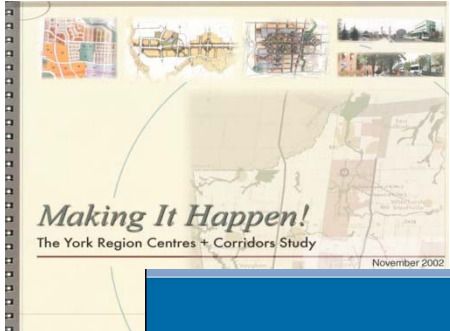


Visual – places to grow documents?



# City-Building in York Region

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# transit-oriented development opportunities



- Joint development
- Inter-regional mobility hubs
- Dedicated tax base
- Sale of development rights to the private sector
- Amendments to Development Charges Act to promote sustainable transportation



# Using BRT as the driver for New Downtowns



# Using Transit to Shape Urban Design



# Introducing viva

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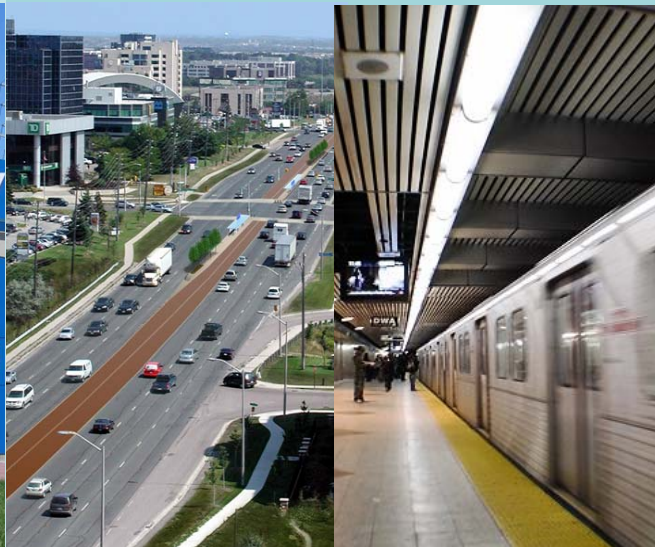


Viva hero shot

# Incremental Implementation



Quickstart  
2003-2006



vivaNext  
(BRT & Subway Extensions)  
2006 -

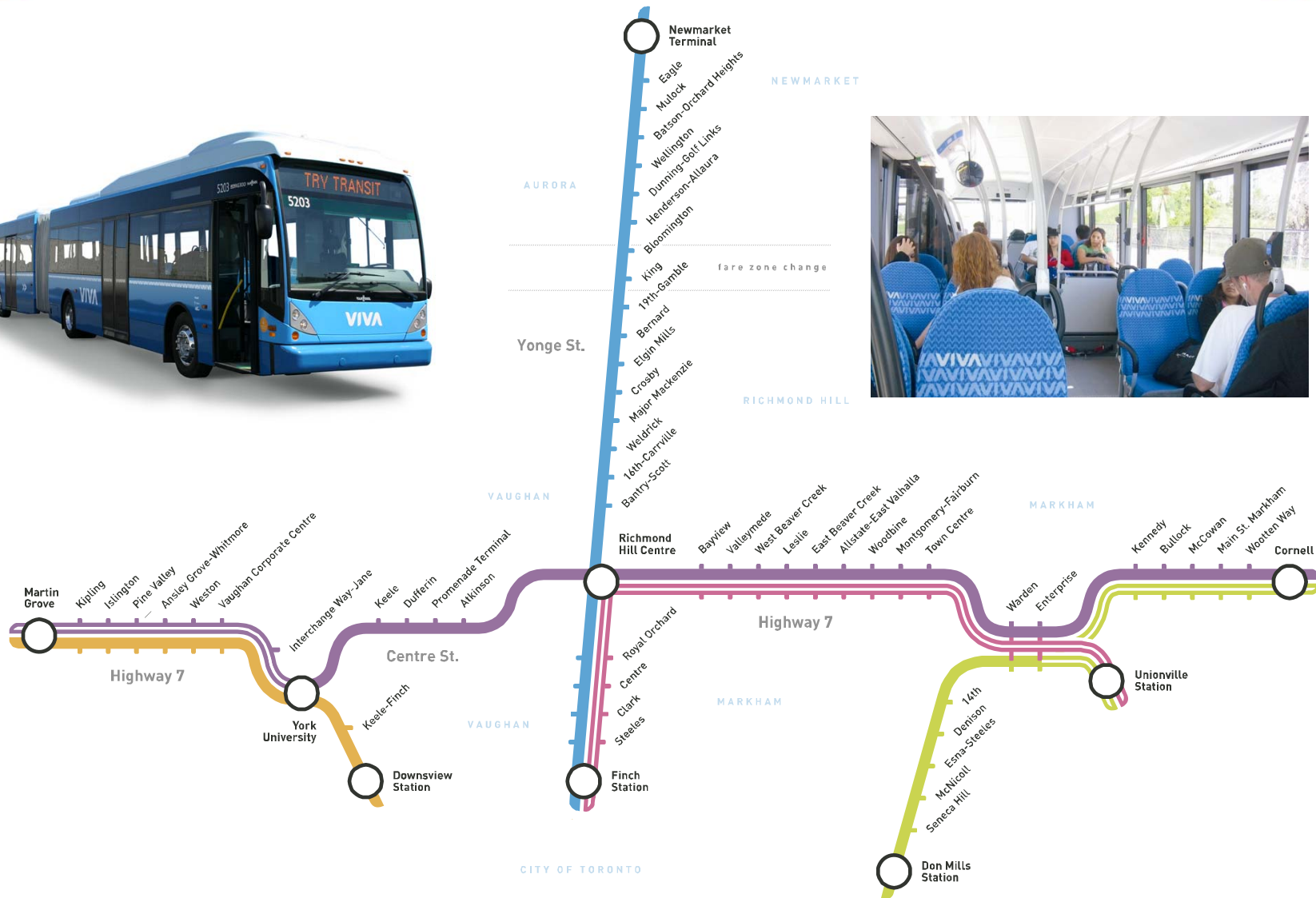


Final Phase  
(LRT)

converging rapid transit technologies

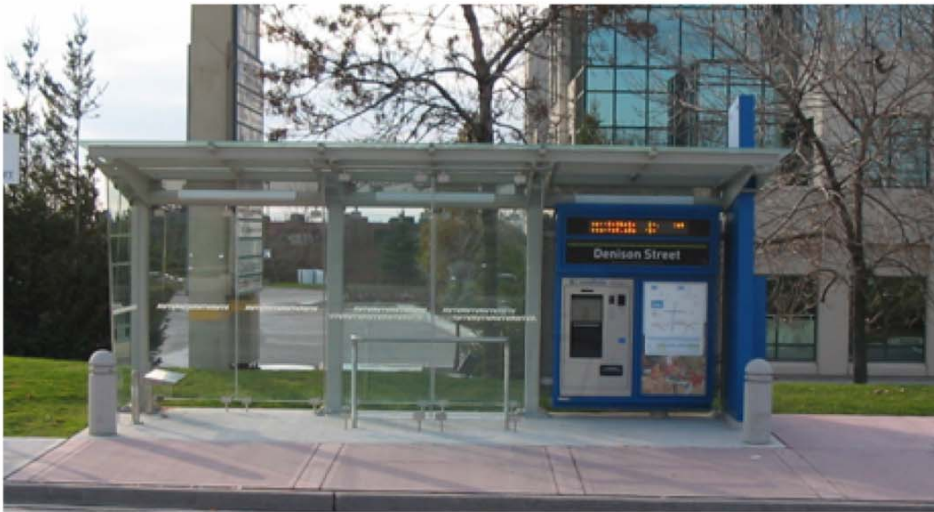
# viva – the first brt service of its kind in the gta

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# Quick start (Phase 1)

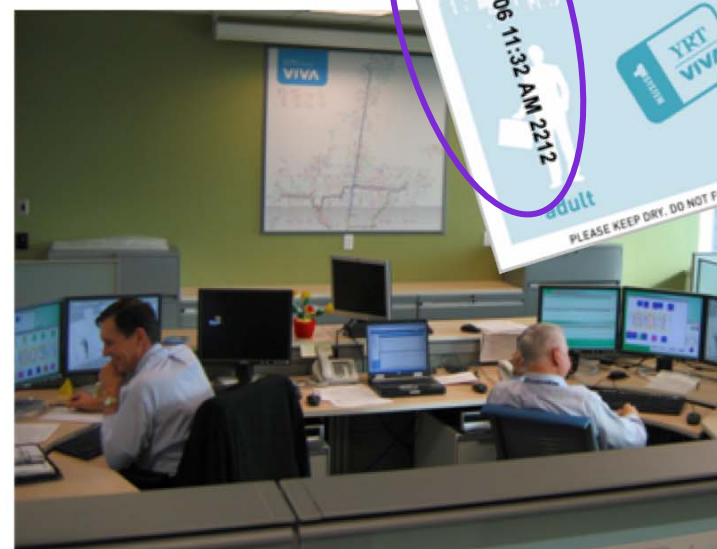
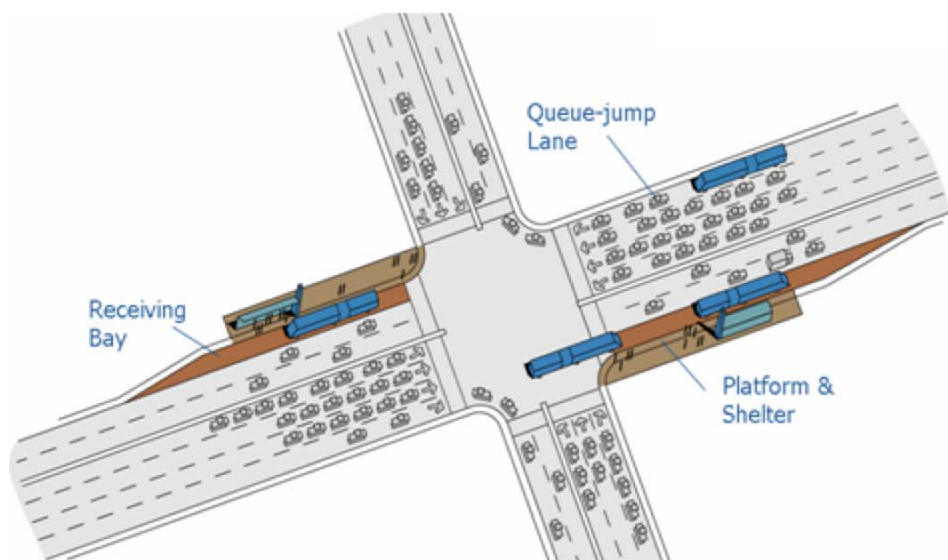
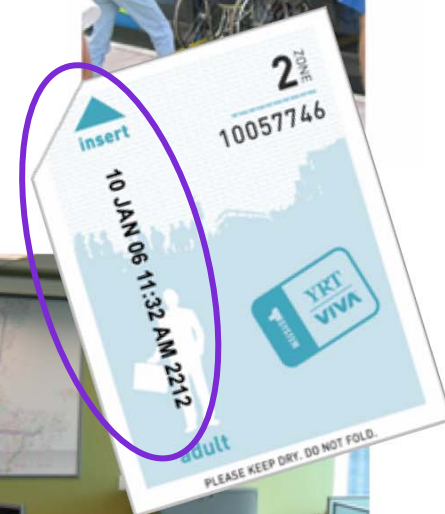
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# Making BRT A Success in a Competitive Market

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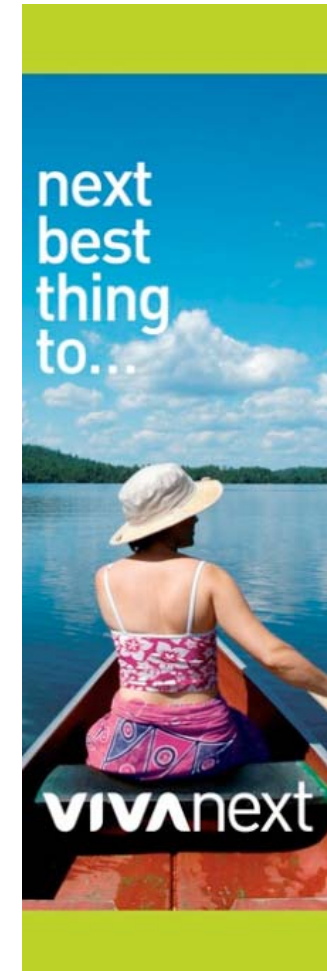
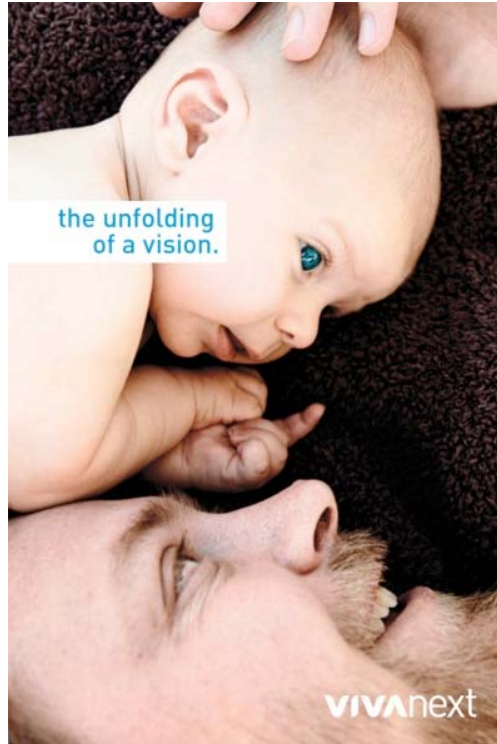
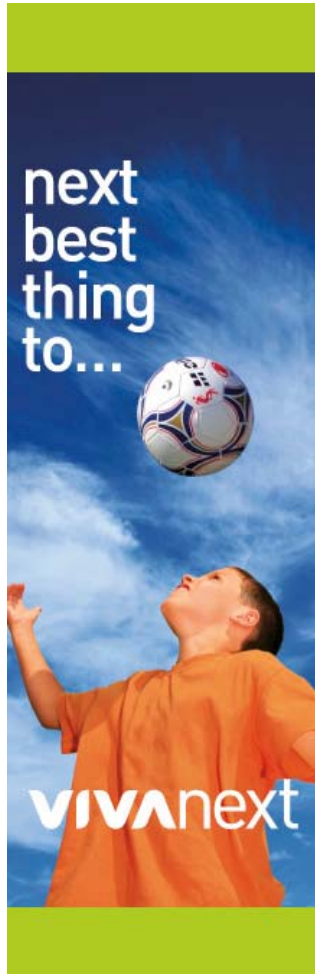
# Branding is Key



viva brand elements:

- The “Fin”
- “v”
- Color







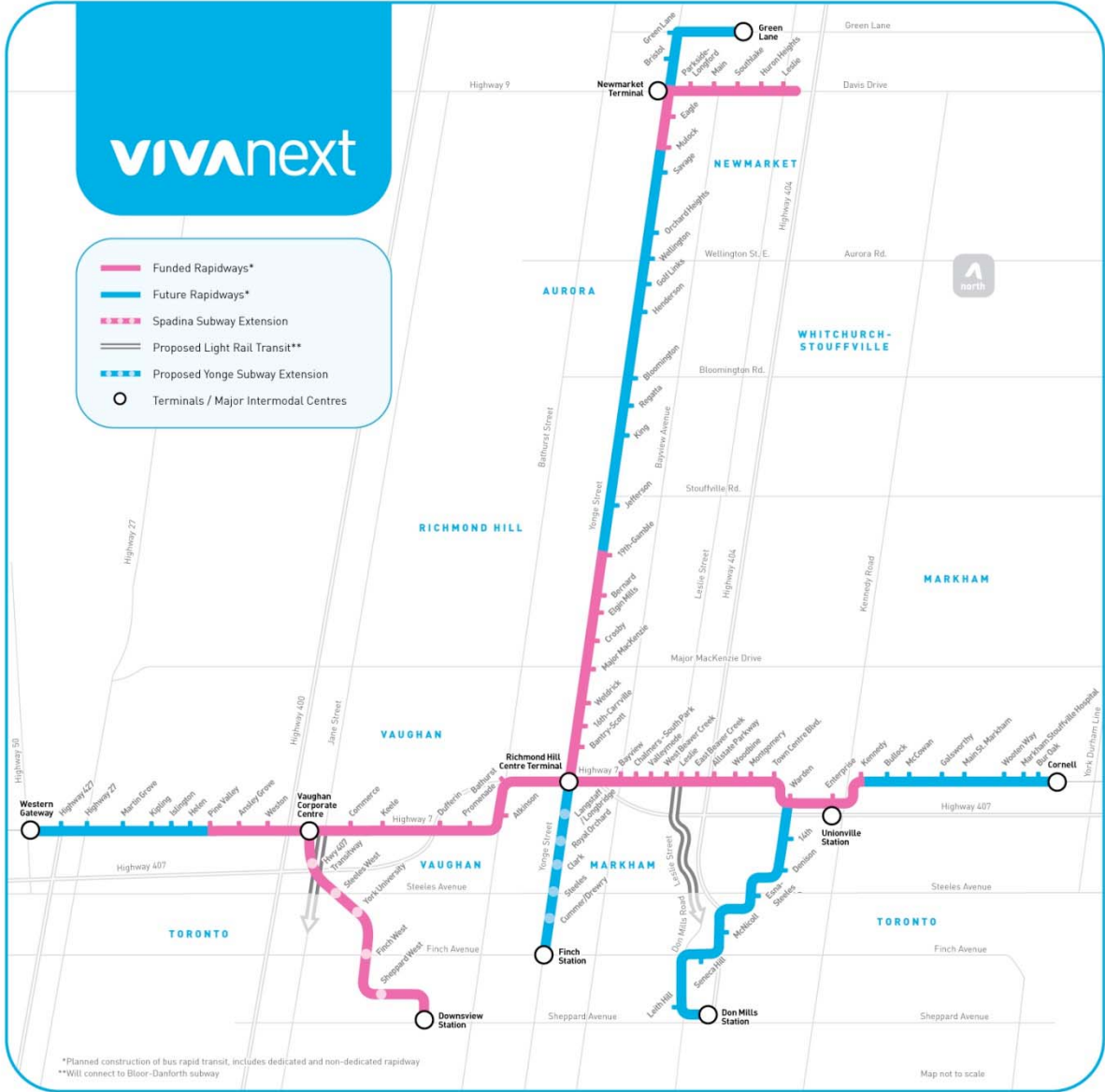
# viva Next ( Phase 2)



## York Region Rapid Transit Network



# the vivaNext plan to create a regional transit network

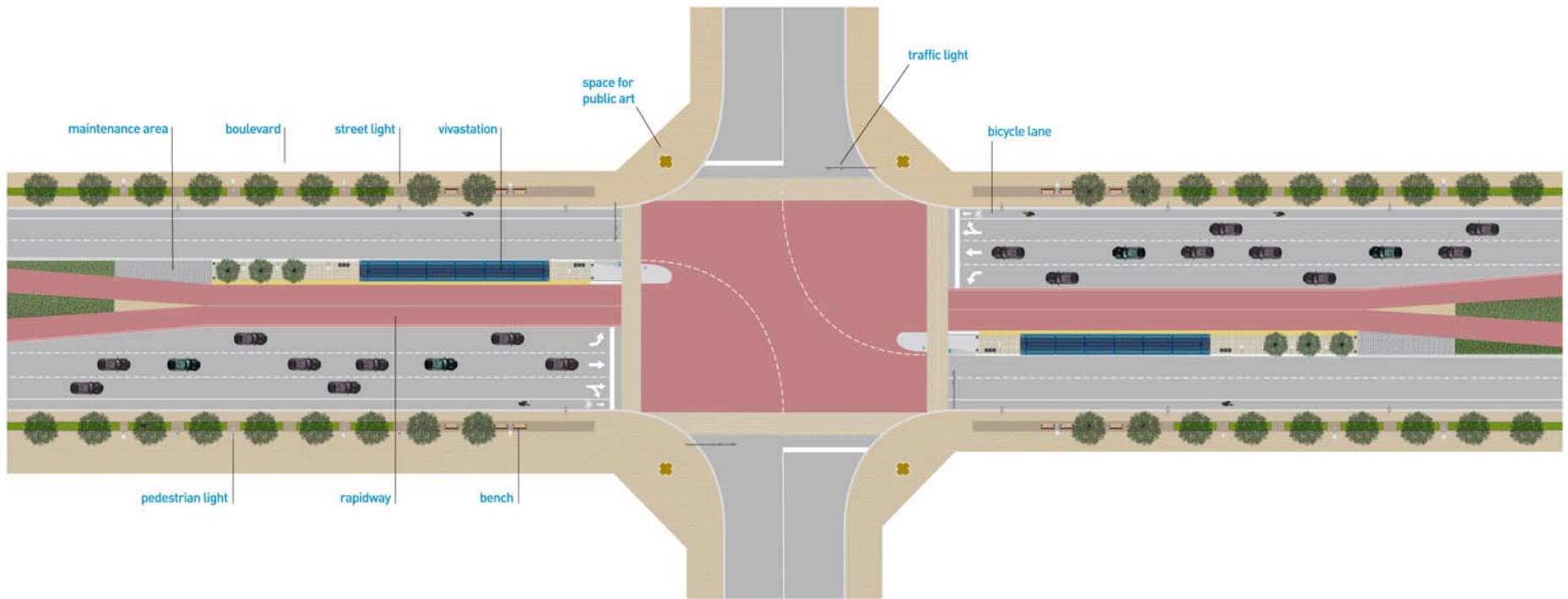


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## intersection: 4-lane road



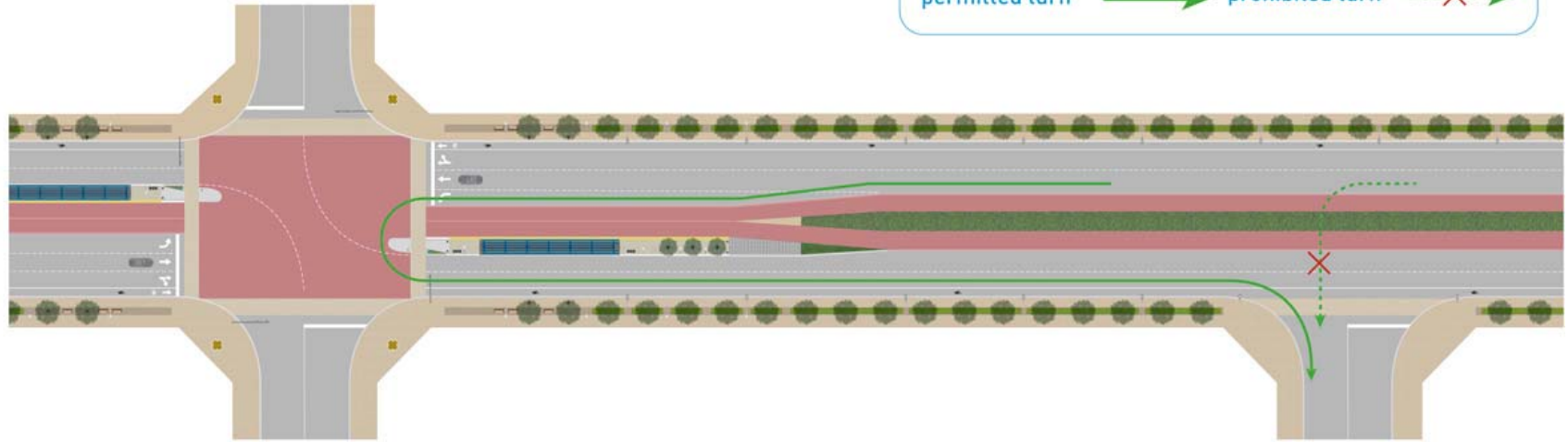


# mid-block access: left and u-turns

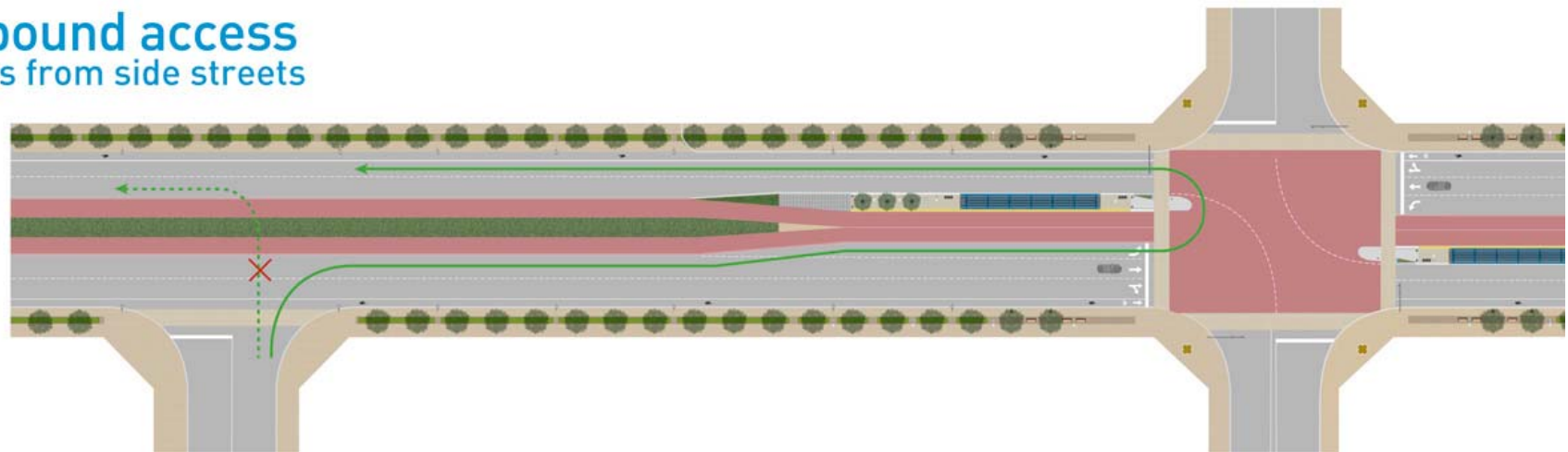


## inbound access access to side streets

legend  
permitted turn → prohibited turn - - - X - - - →



## outbound access access from side streets



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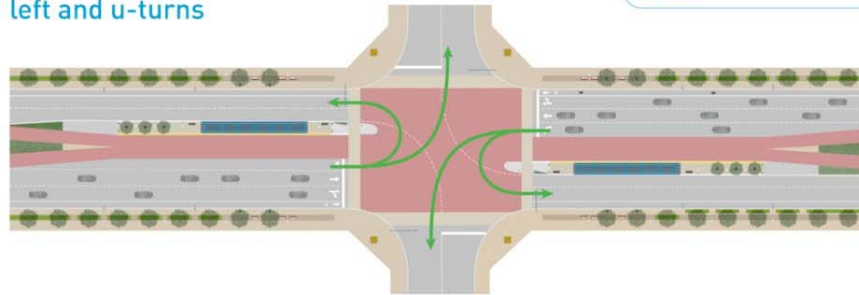
# traffic signal operations



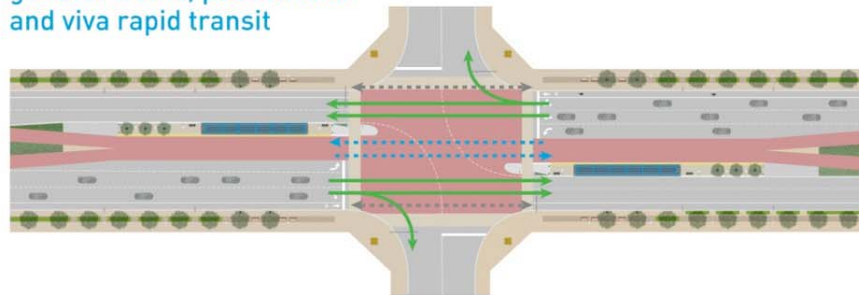
legend

- regular traffic
- viva
- pedestrians
- cyclists

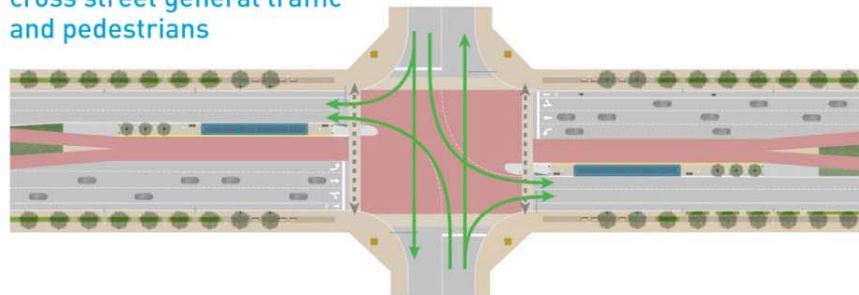
**first signal phase**  
left and u-turns



**second signal phase**  
general traffic, pedestrians  
and viva rapid transit



**third signal phase**  
cross street general traffic  
and pedestrians





traffic, transit and pedestrian facilities



boulevards and medians



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# landscaped medians



# Land use and transit integration

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# new town center

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# Lessons Learned



- BRT as part of a larger planning framework can create and shape communities
- Developers do respond to BRT
- Quality begets quality
- Attitudes towards “rubber-tired transit” can be changed
- Branding and marketing are critical at launch and following to raise awareness, create a positive image and overcome people’s pre-set ideas
- Once they’ve tried it, great service, not a specific technology, is what really matters to people

thank you.

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Eugene, Oregon









