February 4, 2011

BRT as a driver of city revitalization

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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

- Over 25% of GTA population growth
- Over 30% of GTA employment growth
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

Visual – places to grow documents?
City-Building in York Region
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

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
Making BRT A Success in a Competitive Market
Branding is Key

viva brand elements:

- The “Fin”
- “V”
- Color
results - increasing ridership and public support
the vivaNext plan to create a regional transit network
intersection: 4-lane road
mid-block access: left and u-turns

**inbound access**
access to side streets

**outbound access**
access from side streets
traffic signal operations

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
vivaNext

- Traffic, transit and pedestrian facilities
- Boulevards and medians
- Vivastations
landscaped medians
Land use and transit integration
new town center
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.