vivaNext - Davis Drive and Yonge Street Updates
Town of Newmarket Committee of the Whole
October 20, 2015
agenda

- Davis Drive update
- Yonge Street update
- Business Support
- Communications
Davis Drive in 2015

- New traffic signals operational
- Stations complete
- Boulevards nearing completion
- Final asphalt on eastbound and westbound lanes
- Red asphalt on rapidway & intersections
- Driver training on rapidway to begin soon
final paving on Davis Drive

> Yonge Street to Main Street [complete]

> Main Street to Huron Heights – rapidway [complete]

> Main Street to Huron Heights – black asphalt [week of October 19]

> Intersections east of Main Street – red asphalt [week of October 19]
from here to commissioning

> Boulevards
  > Planters, pavers and tie-ins

> Medians
  > Vivastations, planters, and traffic signal activation
what’s left for 2016

> Final boulevard and sidewalk work, including:

> All plantings of 470 trees, over 8,000 shrubs and over 13,000 ornamental grasses

> Paver stones in select areas

> Potential paving

> Address repairs

> To be completed by mid 2016
Union Hotel

> Target completion date is early February 2016, with landscaping scheduled for spring of 2016

> VivaNext continues to work closely with the Town and a Heritage Consultant to preserve the buildings’ façade
Viva is coming to Davis

> Viva will be in-service December 2015
> A comprehensive education and launch campaign is underway
> The launch campaign raises awareness, educates, builds anticipation and encourages travelling on Viva
Commissioning is the process of verifying the functional and operational criteria of the various components.

- **Handover**: from construction to in service is done in two phases:
  - Series of tests are performed on fare equipment, transit signals, CCTV and PA system
  - Driver training and safety awareness
communications plan: awareness

Prior to the rapidway opening, a full communications plan unfolds which:

- Focuses on awareness
  - Begins approximately six weeks in advance of launch
  - Internal training and education is underway
  - Stakeholder communications starts to build excitement
  - Visit vivanext.com
communications plan: phase 1 – **be ready**

> Focuses on education – **be ready**
> Operational testing and driver training in rapidway is underway
> Extensive communications to all stakeholders focuses on rider education and traffic changes
Service launch – *be moved*

Stakeholder engagement through print and radio advertising, collateral materials, and on-street initiatives to educate riders, pedestrians and motorists about the changes to their streets and transit system.

Safety and education are key messages for riders, pedestrians and motorists.
Outreach and education channels include:

- Brochures, newsletters and FAQs
- Regular social media updates
- vivaNext.com
  - Be ready teaser page with information on the rapidway
  - Home page teaser banner
- Blog series that highlights all the new system elements, features and focuses on education
Park and Ride lot will provide turn around and GO connections for Davis Drive yellow Viva rapid transit services.

This facility is at the end of the line for the Davis Drive Viva service.

The facility will be available for start of Viva service on Davis Drive in December.
Yonge Street rapidway – construction moves forward

- Expected completion December 2018
- The Yonge Street rapidway will stretch approximately 2.4 kilometres from Mulock to Davis Drive
- Centre-lane vivastations will be located at Davis, Eagle and Mulock
Yonge Street rapidway – upcoming construction activities

> Detailed design in progress.

> Tree removal program in York Region’s right of way is complete in Newmarket.

> Construction along the corridor has begun with relocating utilities and underground infrastructure, building retaining walls and restoring culverts.

*For visualization purpose; subject to change
Business Support Program continues

> Davis Drive
  > #mydavisdrive selfie contest, developed to promote shopping and dining on Davis Drive during the summer construction season
  > 189 selfies submitted in 5 weeks!
  > Promotional participation by the Newmarket Chamber of Commerce, and Town of Newmarket council and staff – Thank you!
> Davis Drive construction tours
  > 30 guests over 5 tour dates
  > Guests receive vouchers for participating Davis Drive restaurants

> Yonge Street
  > Development of comprehensive business directory from Highway 7 to Davis Drive
communications

In York Region, we’re lucky to have natural areas like the Oak Ridges Moraine to our woodlands, wetlands and wildlife. Life is better when we’re surrounded by it.

Rehabilitation projects are designed with future growth in mind — including maintaining essential services and supporting a large variety of new services. Projects may also include infrastructure improvements that will enhance the quality of life for residents.

VivaNext is the new community web portal for residents, businesses and visitors. It features a wide range of information, including news, events, business support, and community events. Visit www.vivanext.com to learn more.

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Davis Drive Community Liaison

Leslie Pawlowski
Yonge Street Community Liaison
Thank you

VIVA next

be moved