Agenda

Current rapid transit projects

> Davis Drive rapidway
> Yonge Street rapidway

Communications

> Shop Yonge Business Support Program
> #MyYongeStreet Selfie Contest
> Ongoing vivaNext project communications
Building the future in York Region through transit
Davis Drive warranty work

**Davis Drive**

- Warranty period continues
- Minor corridor repairs
- Keith Bridge repairs
Over the next six months, additional technical assessments will be done to complete remaining work.

Outstanding construction work will be completed, pending the finalization of construction plans.
Yonge Street utilities update

- Utility relocation is near completion
- Anticipate Newmarket Hydro work will be complete by July
Yonge Street construction update

Construction update

Road construction underway
  > Traffic staging – complete
  > Storm sewer installation
  > Road widening
  > Boulevard work

Next phase
  > West side of Yonge Street from Eagle Street West to Davis Drive
Traffic management and pedestrian safety

> ‘Local Traffic Only’ signs have been posted on all side streets off Yonge where major construction work is taking place
> Pedestrian and worker safety is our top priority
> Signs help direct pedestrians to where they can safely access sidewalks during construction
> Pedestrians are encouraged to follow detour signs and cross at signalized intersections
> Coordination with other projects is ongoing
> Education and enforcement are ongoing
Managing impacts

- Schedule update
  - Rapidway will be complete in segments between 2019 and 2020

- Number of email subscribers: 1,752

- Project newsletters mailed to addresses: 9,575

- Hand-delivered notice drop: 1,500

- Signage
  - VMS with travel times
  - Entrance open/directional signs

- Regular communications: e-mail and website updates, project newsletters, presentations to stakeholders on the corridor, notice drops

- Ongoing efforts to coordinate construction projects with the Region
Spring refresh campaign to launch in June

Spring ‘Shop Yonge’ campaign includes:
- Newspaper and digital ads
- YRT bus advertising [bus back]
- Community engagement
- Website and social media posts
- Business profiles
- Social media assistance
- Complimentary membership to the Newmarket Chamber of Commerce

For more information on the Business Support Program, contact your Community Liaison
Launching #MyYongeStreet Selfie Contest in August

Shoppers take a ‘selfie’ [a photo of him or herself] with their purchase, then tweet it, share the photo on Instagram or email it with the hashtag #MyYongeStreet

Encourages residents to shop on Yonge Street in Newmarket

Participants are then entered into weekly draws and a chance to win one of three Yonge Street shopping sprees

Based on the successful Davis Drive contest
vivaNext project communications

Sophia Bittar
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Thank you

viva
next
be moved