agenda

Current rapid transit projects
- Davis Drive rapidway
- Yonge Street rapidway

Community relations
- Ongoing communications
- Business support program
- #MyYongeStreet Selfie Contest
update >> Davis Drive

> Keith Bridge opening
> Minor repairs are ongoing
update >> future developments

> Apartment building at 212 Davis
> Commercial building at 514 Davis
> Additional properties
update >> Union Hotel

- Work is ongoing to winterize the building
- Completing technical and building condition assessments
- Preparing the property to be in market
construction update >> Yonge Street

Yonge Newmarket construction timeline

- **2015**: Utilities (gas, hydro, telecom)
- **2016**: Road widening
- **2017**: Rapidway construction
- **2018**: Rapidways in service!

*For visualization purpose; subject to change*
Most of the utility relocation is complete

- Enbridge – 100% complete
- Bell – 100% complete
- Hydro – 99% complete
- Rogers – 85% complete
Road and boulevard construction underway on the west side of Yonge
  > Traffic staging – complete
  > Storm sewer installation – complete
  > Road widening – ongoing
  > Boulevard work – ongoing
winter maintenance plan – early December

- Traffic staging
- Pedestrian access will be maintained
- Temporary sidewalks
- Transit bus bays
Completion of boulevard works on west side
Crews will move to the east side of Yonge
communications
Fall/Winter campaigns include:

> Newspaper, radio and digital ads

> Geo-targeted mobile advertisements

> YRT bus advertising
  [interior bus cards and bus backs]

> Website and social media posts

> Complimentary memberships to the Newmarket Chamber of Commerce

For more information on the Business Support Program, contact your Community Liaison.
#MyYongeStreet selfie contest

> Shoppers encouraged to take a “selfie” with their purchase, then share the photo on Twitter, Instagram or email it with the hashtag #MyYongeStreet

> The contest encouraged residents to shop on Yonge Street in Newmarket

> There were three weekly $100 winners

> Three grand prize winners were randomly selected; each winner had a chance to spend their funds in a Yonge Street shopping spree

> The selfie contest closed on Sept 3 with more than 50 entries
community relations

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