

MEETING DATE: November 17, 2004

SUBJECT: 172 Cherry Street - Update On Trial Service

RECOMMENDATIONS

It is recommended that the Commission:

1. Receive this report for information, noting that:
 - Monday-Friday service on the 172 CHERRY STREET bus route to Cherry Beach will be discontinued effective November 22, 2004, because ridership has dropped to negligible levels;
 - Weekend service continues to operate on a trial basis, providing service to the Distillery District, the Esplanade, and other nearby attractions;
 - A formal post-implementation review of the 172 CHERRY STREET summer and fall service will be presented to the Commission in the spring of 2005.
2. Forward this report to Councillors Fletcher and McConnell, the City of Toronto, and the Toronto Port Authority.

FUNDING

Elimination of this trial service on weekdays will result in annual savings of approximately \$60,000 in net direct costs.

BACKGROUND

TTC bus service from Union Station to Cherry Beach and the Toronto International Ferry Terminal was the subject of reports to the Commission at its meetings of February 25, and March 24, 2004. The service began on May 9, 2004.

DISCUSSION

New trial TTC bus service was introduced in May 2004, serving Cherry Beach (Clarke Beach Park), the Toronto International Ferry Terminal, the Docks entertainment facility, the Distillery District, and the Esplanade. The 172 CHERRY STREET route currently operates seven days a week on the routing shown in Exhibit 1, attached.

After Labour Day, Monday to Friday service on the 172 CHERRY STREET route was scheduled to meet the twice-a-day arrivals and departures of the Toronto-Rochester ferry, operating from approximately 8:30 a.m. to 11:30 a.m., and from 5:30 p.m. to 8:00 p.m. One bus is used for the service. Between Union Station and Commissioners Street, which is most of the length of the route, the 172 CHERRY STREET service duplicates the peak period and midday service provided by the 72A PAPE route.

The Toronto-Rochester ferry ceased operations in September 2004. Without the ferry operating, ridership on the unique section of the 172 CHERRY STREET route on weekdays has declined to negligible levels. On the day of the most recent ridership count, approximately 40 customer-trips were made all day on the whole 172 CHERRY STREET route, and fewer than 10 customer-trips began or ended south of Commissioners Street. Because very few customers are using the service, and because the 72A PAPE

route provides an alternative for almost all of those customers, Monday to Friday trial service on the 172 CHERRY STREET route will be discontinued, effective November 22, 2004. The last day of Monday to Friday service will be November 19, 2004.

Weekend service has higher potential ridership because the 172 CHERRY STREET route provides the only service on weekends along the Esplanade and Mill Street and there are weekend events and activities staged in the Distillery District. The trial weekend service will continue to operate, and ridership levels will be closely monitored. The route will be shortened on weekends to operate as far south as Commissioners Street only, instead of to Cherry Beach. This change will begin on December 19, 2004.

A full post-implementation review of the Cherry Street service will be completed later, in time for decisions on service for the summer of 2005.

JUSTIFICATION

Weekday service on the 172 CHERRY STREET route will be discontinued on November 22, 2004, as ridership has dropped to negligible levels after the Toronto-Rochester ferry ceased operations. Weekend trial service continues to operate, and will be the subject of a later post-implementation review.

November 2, 2004

11-55-57

Attachment: Exhibit 1 – 172 CHERRY STREET route map

