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EXHIBITION PLACE

February 16, 2011

FOR INFORMATION

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Public Transit / Transportation Initiatives at Exhibition Place**

Summary:

This report provides an update to the Board on the current transit initiatives for Exhibition Place.

Financial Implications:

There are no financial implications to this report.

Decision History:

At its meeting of April 23, 2010 the Board received a staff report with respect to the 29D Dufferin Bus Service Reductions and requested that the Chief Executive Officer report annually on the issue of public transit initiatives on the grounds.

Issue Background:

In keeping with the Board's Environmental Goal to *Exemplify and demonstrate environmental stewardship and leadership in all aspects of our business and operations, and at all levels of our organization*, staff is committed to work with Tenants, Events, TTC and GO Transit to promote and expand sustainable transportation alternatives on the grounds. A frequent and predictable transit service to the grounds is a cornerstone of this Goal, and increased utilization of transit will help grow the service.

Comments:

Public transit to Exhibition Place is provided through the TTC Bathurst St., Harbourfront and Dufferin streetcars, and bus lines; and by GO Transit trains on the Lakeshore line. These services together provide frequent transportation to the grounds for employees and visitors from the GTA, and all regions served by GO Transit. With the exception of the Dufferin bus, all services operate all day, seven days per week, with special services provided for the year-round events.

29D Dufferin Bus

In March 2010, the TTC made a decision to reduce the total hours of operation of non-summer (September to May) service on the 29D Dufferin bus route between Dufferin Loop and Princes' Gates. To minimize the impact of the reduction in hours, staff worked with TTC to develop and implement a schedule that provides peak hour service (5:30am-9:30am and 4pm-7pm) Monday to Friday, and all day service Saturday and Sunday. The revised schedule provides maximum benefit to employees and visitors, while working within the reduced number of available service hours per week. As part of its formal process for planning and evaluating service changes, TTC will review the service again in the Fall of 2011. Staff will continue to press for the retention of the existing schedule as it provides a valuable service to the Board, Tenant employees, and visitors to the grounds.

Dufferin Street Bridge Renewal

The City of Toronto continues to have public meetings with respect to the proposed design for the replacement of the two Dufferin Street Bridges located just north of Exhibition Place. City staff have worked with Exhibition Place and CNE staff to address the Board's two concerns with the design presented in July, 2010: (1) that any design should allow for managing the objective of eventually straightening Dufferin Street southerly to connect to LakeShore Boulevard; and (2) that the design of the bridge replacement have little or no impact on the elevation of Dufferin Street as it enters Exhibition Place. The proposed alignment addresses both these issues although there is still design to be done to address the replacement of facilities (washrooms, storage / programming buildings) that will be removed or negatively impacted by the new bridge and the City will be working with staff on these issues. City staff will attend the Board's March 4, 2011 meeting to present the latest design and answer. Exhibition Place staff have also organized an information session with the City staff and the Exhibition Place tenants on Friday, February 25, 2011 to present the latest design and answer questions.

VIP (Volume Incentive Program) TTC Metropass

Exhibition Place has teamed with Liberty Village BIA to purchase discounted monthly TTC passes on behalf of employees. Currently 31 Board and Tenant employees participate in the program that offers monthly passes at the reduced rate of \$108, a \$13 discount off the regular rate.

Special Event Transit Service

During special events such as CHIN Picnic, Caribana, CNE, TFC games, Honda Indy and the Royal Agricultural Winter Fair, TTC increases its non rush-hour service on the Harbourfront, Bathurst and Dufferin streetcars, and bus lines. TTC also increases service when they receive notification from Exhibition Place that a new event will attract crowds that would not be accommodated within the regular non-rush hour service. GO Transit adds additional service during the CNE and Honda Indy, but currently lacks the flexibility to add service on an ad hoc basis. We believe there is an opportunity to further promote the use of GO Transit to show and event attendees, particularly on weekends when parking space on the grounds is at capacity.

Guest Surveys-Transportation Modal Split

Staff are in the process of conducting exit surveys to determine current travel patterns of show attendees. This information will help determine how to best target various types of shows to promote transit use. Four larger shows (Boat, Home, Canadian Restaurant & Foodservice Association, and the Spring Craft) were selected as being representative of our mix of trade and consumer shows. Information gathered includes mode of transportation, number of attendees travelling together, trip origin, and length of stay at the show.

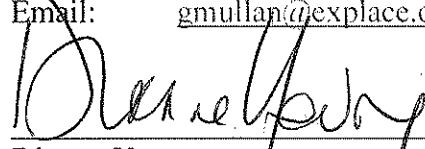
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