



13

September 7, 2006

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: **Dufferin 29 Bus Route**

**Purpose:**

This report reports provides information to the Board on the consideration by the Toronto Transit Commission (TTC) of a permanent extension of the Dufferin 29 Bus Route throughout the grounds for the entire year.

**Financial Implications & Impact Statement:**

There is no financial impact to this report.

**Recommendation(s):**

**It is recommended that the Board request that the TTC provide a permanent continuation of the Dufferin 29 Bus Route throughout the Exhibition Place grounds for the full year and if required, request that staff make a deputation to the TTC meeting in support of reconsideration of the route.**

**Background:**

The 2004 Development Concept Plan approved by the Board included the following primary principle and goal with respect to transit, *“Exhibition Place will provide effective transportation routes for pedestrians, cyclists, transit and vehicles. Improving transit service along the waterfront and in particular, to Exhibition Place and Ontario Place, is an important objective”*.

**Comments:**

The Dufferin 29 Bus Route originates at Wilson Station and travels to the TTC turnaround at the foot of Dufferin just north of the Gardiner bridge and north of the west entrance to Exhibition Place. From mid-May to August each year, the Dufferin 29 Route is extended to travel throughout the grounds, with bus stops servicing the Ontario Place bridges and the TTC streetcar/GO Transit at the north end of the grounds.

In March 2006, I wrote to the Toronto Transit Commission requesting it consider continuation of the summer Dufferin 29 route the entire year except for when the grounds were completely closed to traffic (ie CNE and Molson Grand Prix times). Deputy Mayor Joe Pantalone wrote at the same time also requesting this permanent extension. TTC staff have reviewed this request but are recommending to the TTC that this request be denied. There is an opportunity however, for the Board to make a deputation to a meeting of the TTC which is considering the TTC staff report.

In support of the Exhibition Place request made in March 2006, Exhibition Place staff provided information to the TTC on the number of events held on the grounds and estimates of visitation to those events. In 2005, there were approximately 227 events booked on the grounds collectively by the Direct Energy Centre, Ricoh Coliseum and Exhibition Place. We estimate that these events attracted approximately 3.8 million visitors to the grounds. In addition to these numbers, there were events held at Liberty Grand and Medieval Times and visitors and employees going to the Riding Academy and Immersion Studios. With the opening of Muzik Clubs, Gossip Restaurant, the National Soccer Stadium and with the growth in Ricoh Coliseum events, we anticipate that the number of events and visitors will increase substantially over the next few years. Exhibition Place also provided the TTC with seven letters of support from tenants and show producers supporting the extension of the Dufferin 29 Route.

The extension of the Dufferin 29 Bus Route would not only support all the visitors attending events on the grounds and employees servicing those events (especially TTC users traveling from the west-end of the City) but it also "closes" the loop with respect to a complete transit system on the grounds. The permanent extension would allow transit users to move easily from GO transit or the Harbourfront/Union streetcar to travel to the west. This additional route would also add to the Commuter Hub recently launched at the GO Station that supports bicycle use in the City.

The Board has always been supportive of the extension of public transit and its use and the continued improvement of public transit on the grounds is key to the Development Concept Plan approved by the Board in 2004.

Conclusion:

This report outlines the present status of the Dufferin 29 Bus Route and recommends the Board officially request the TTC to reconsider its decision not to permanently continue this route through the Exhibition Place grounds all year except for those periods when the grounds are completely closed to traffic.

Contact:

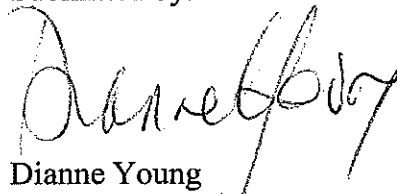
Dianne Young, GM & CEO

Tel: 416-263-3611

Fax: 416-263-3604

Email: [dyoung@explace.on.ca](mailto:dyoung@explace.on.ca)

Submitted by:

A handwritten signature in black ink, appearing to read "Dianne Young". The signature is written in a cursive style with a large initial "D".

Dianne Young  
General Manager & CEO

