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For Immediate Release

York Region launches vivanext.com for people to stay connected and informed about rapid transit projects

Website and other 2009 communication activities highlight the future of Viva through vivaNext

NEWMARKET – Residents throughout The Regional Municipality of York can get a glimpse of the rapid transit system of the future without ever leaving the comfort of their homes. The new vivanext.com interactive website is part of a larger public campaign to build an understanding of vivaNext projects and to provide continuous updates related to its construction.

“Vivanext.com is more than a depository of technical transit information; it’s a way for people to view the exciting new future of rapid transit in York Region,” said York Region Chairman and CEO Bill Fisch. “This new website is truly impressive, offering people an interactive, multi-media experience that is educational and engaging.”

Like its predecessor vivayork.com, vivanext.com pushes the limits of standard web design with rich functionality and integrated video content. The site provides the latest information on station and canopy design, community events and detailed technical presentations. In the coming weeks, it will also provide an interactive system map showing the progress of construction, along with a video animation that brings the future of Viva rapid transit to life.

The vivaNext website offers a search tool and a state-of-the-art media room with current news releases, articles and downloadable graphics and photos. One of the most significant features of the new site is the integration of social media through blogs, Twitter and YouTube.

“Rapid transit construction projects will get underway this fall,” said Chairman Fisch. “It’s important that people can easily get the information they seek and have their questions answered. Integrating social media with this website just makes it that much easier and faster for people.”

In addition to the new website, staff will be attending community events to share information and answer questions. A Community Liaison Specialist will also be available to meet with businesses and property owners within the construction zones. Advertising and home mailers will also be used to convey details of the vivaNext plan, provide project updates and indicate how the project team can be contacted.

York Regional Council has approved the issue of a contract to York Consortium 2002 for the amount of \$900,000 approved in the 2009 budget for promotion and education activities to increase awareness of VivaNext.

VivaNext is a forward-looking plan for a fast, convenient rapid transit network. It will provide connectivity between neighbouring municipalities, the City of Toronto and the Regions of Peel and Durham.

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