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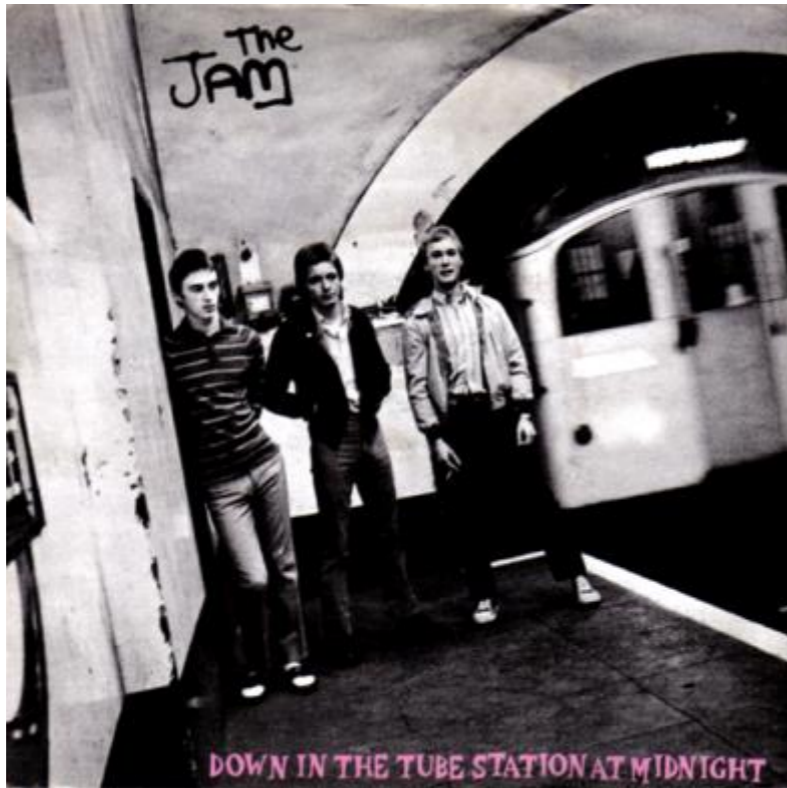


Music and the TTC

June 20, 2018

| Music in transit

- Public transit and music have been linked for decades



Music in transit

- Chicago was named after that city's transit agency



Music and the TTC through history

- The TTC has a long and proud tradition of supporting, and being showcased in, popular music
- Everyone from Stompin' Tom Connors to The Spoons and Shuffle Demons





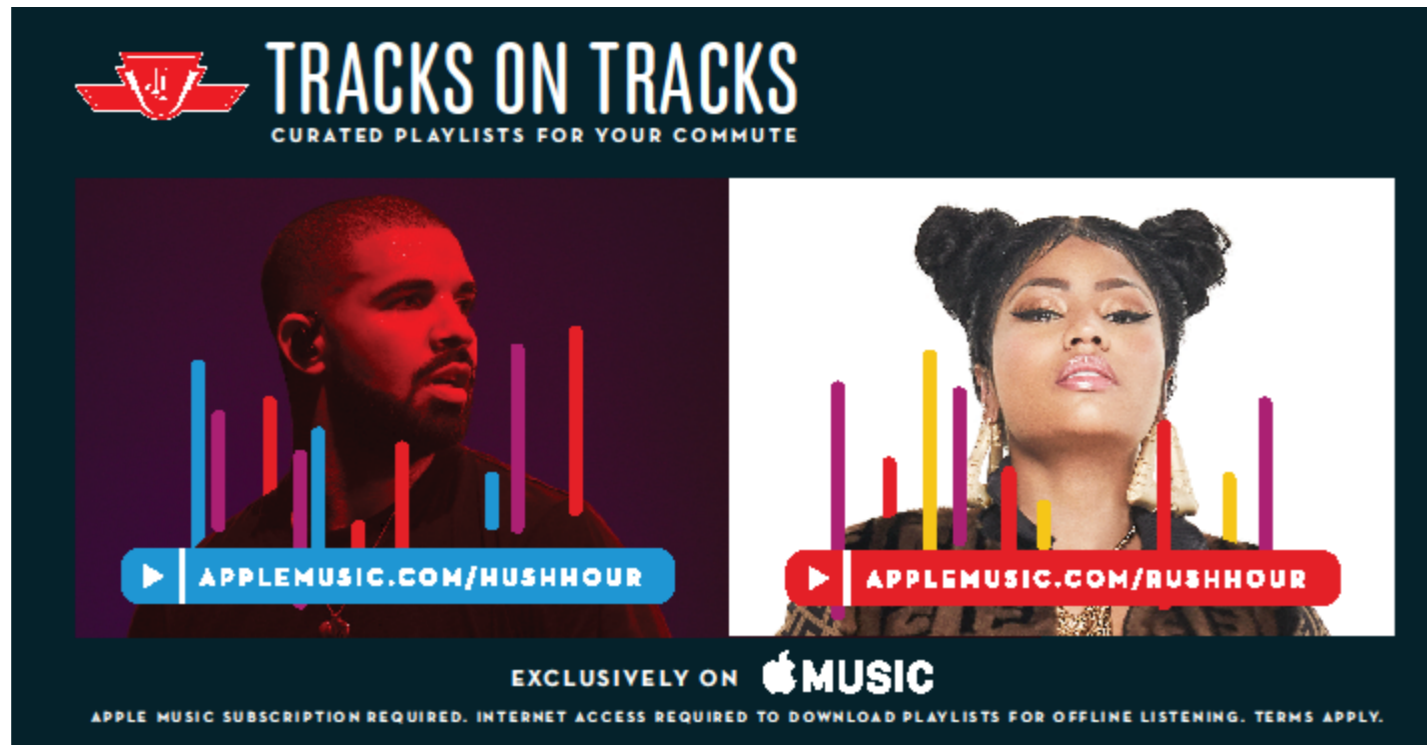
Music and the TTC today

**Tracks on Tracks, Underground Sounds and
Canadian Music Week**

June 20, 2018

Tracks on Tracks

- Curated playlists updated weekly available for iPhone and android phones
- Curators have included Sean Mendes, Marcus Stroh, Eminem and others
- Program is supported with advertising in TTC vehicles and on station screens



| Tracks on Tracks



Tracks on Tracks



Underground Sounds

- Subway musician program has been in existence for more than 20 years
- Audition process changed this year to an online program
- Musicians uploaded videos to our website
- Judging completed by Universal Music and TTC representatives and the public
- More than 45,000 registered votes from the public
- 89 musicians have been selected
- Top 10 will perform at a subway station in front of music industry reps
- Winner will one-song recording contract with Universal Music Canada and a spot on Apple Music's *Tracks on Tracks* playlists.



Underground Sounds



VIDEOS



[Pavel Esin](#)



[Theofilos Isidore](#)



[Samuel Soga](#)



[Graeme McGillivray](#)



[Cody Barton](#)



[David Huffman](#)

Underground Sounds

Music for Subways # 1981 All Rights Reserved
Published by: Metropolitan Transportation Authority, Toronto
Toronto: Streetcar Transit, Toronto
Photography: Brian Parnell
Musicians: Jonathan & D. M. (L.R.)
Toronto and Design: The "Streetcar" Project
Language: Year 1981 & Year 1982
Printing: Printing House of Canada Limited
*Thanks to all those who helped make this album possible.

Introduction

In the early part of 1981 it became increasingly clear to the Toronto Transit Commission that some musicians were playing music and singing "vocally" in areas of the underground railway system of the city. In order to be able to do this, the Commission had to be able to identify the musicians, their names, their addresses, and their telephone numbers. It was also necessary to know the names of the musicians who were playing in the subway system, and their addresses.

On the evening of September 11, 1981, a group of about 150 people gathered at the Toronto Transit Commission's headquarters to discuss the problem of subway musicians. The group was made up of members of the TTC, the Toronto Police, the Toronto Transit Commission, and the Toronto Music Association. The group discussed the problem of subway musicians and the need for a program to deal with them.

The group decided to create a program that would allow musicians to play in the subway system. The program would be called "Music for Subways". The program would be a pilot program that would run for one year. The program would be evaluated at the end of the year. The program would be a pilot program that would run for one year. The program would be evaluated at the end of the year.

Music for Subways

Toronto's subway musicians in the studio

SUBWAY MUSICIAN No. [blank]
NOT GOOD FOR TRANSPORTATION
VOID
NAME [blank]
This card identifies the above as a MUSICIAN licensed by the TORONTO TRANSIT COMMISSION who agrees to perform in designated locations and comply with the Transit Rules. Card must be worn at all times when performing and is subject to inspection.
VOID ONLY WHEN COUNTERSIGNED AND SUBJECT TO CONSENT ON BACK
Richard [blank]
Chief General Manager
EXPIRES SEPT. 27, 1981

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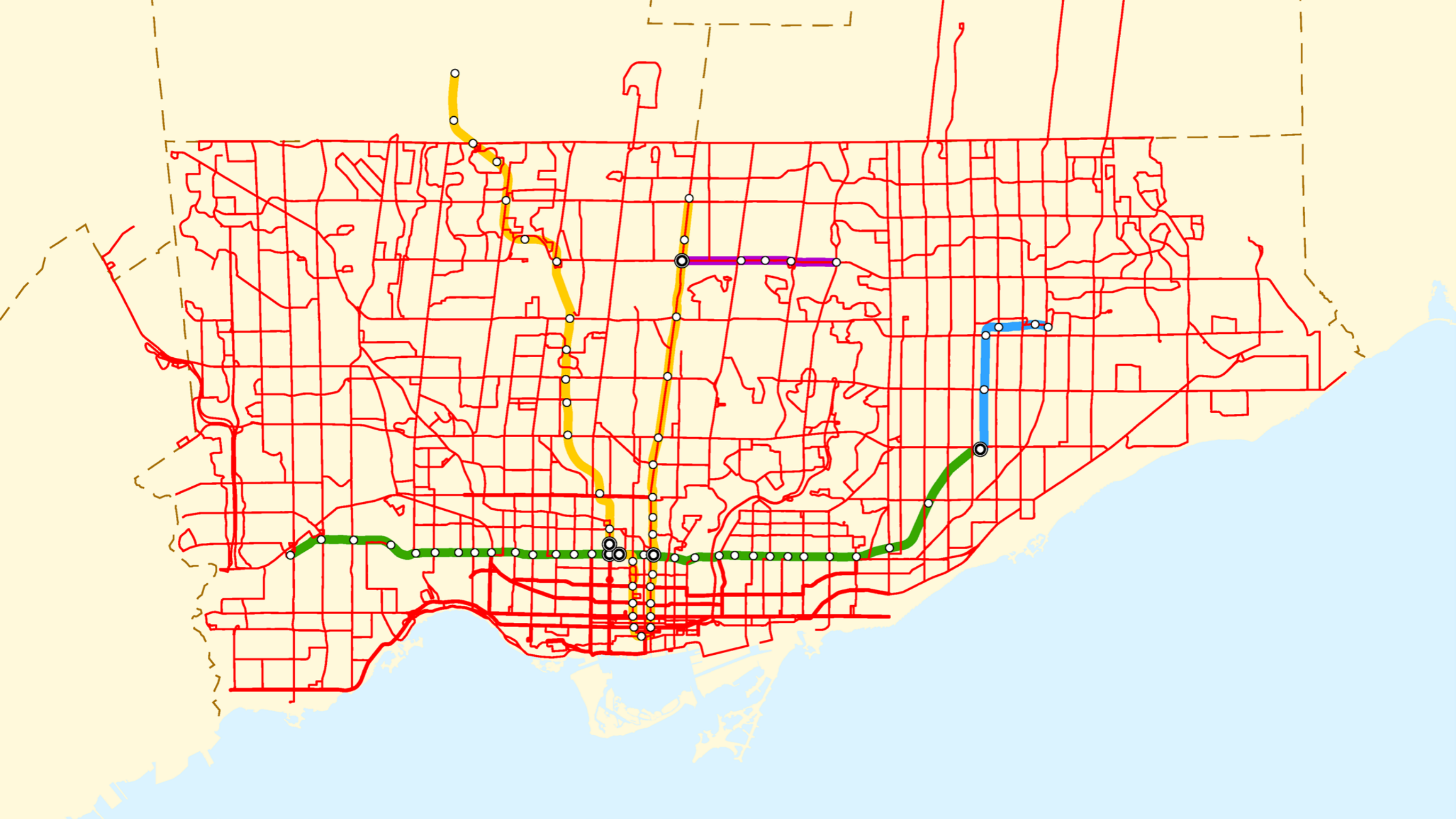
Canadian Music Week event

- Small concert event in Bay Lower station during Canadian Music Week
- 200-300 people, overwhelmingly positive feedback



TTC Service to special events

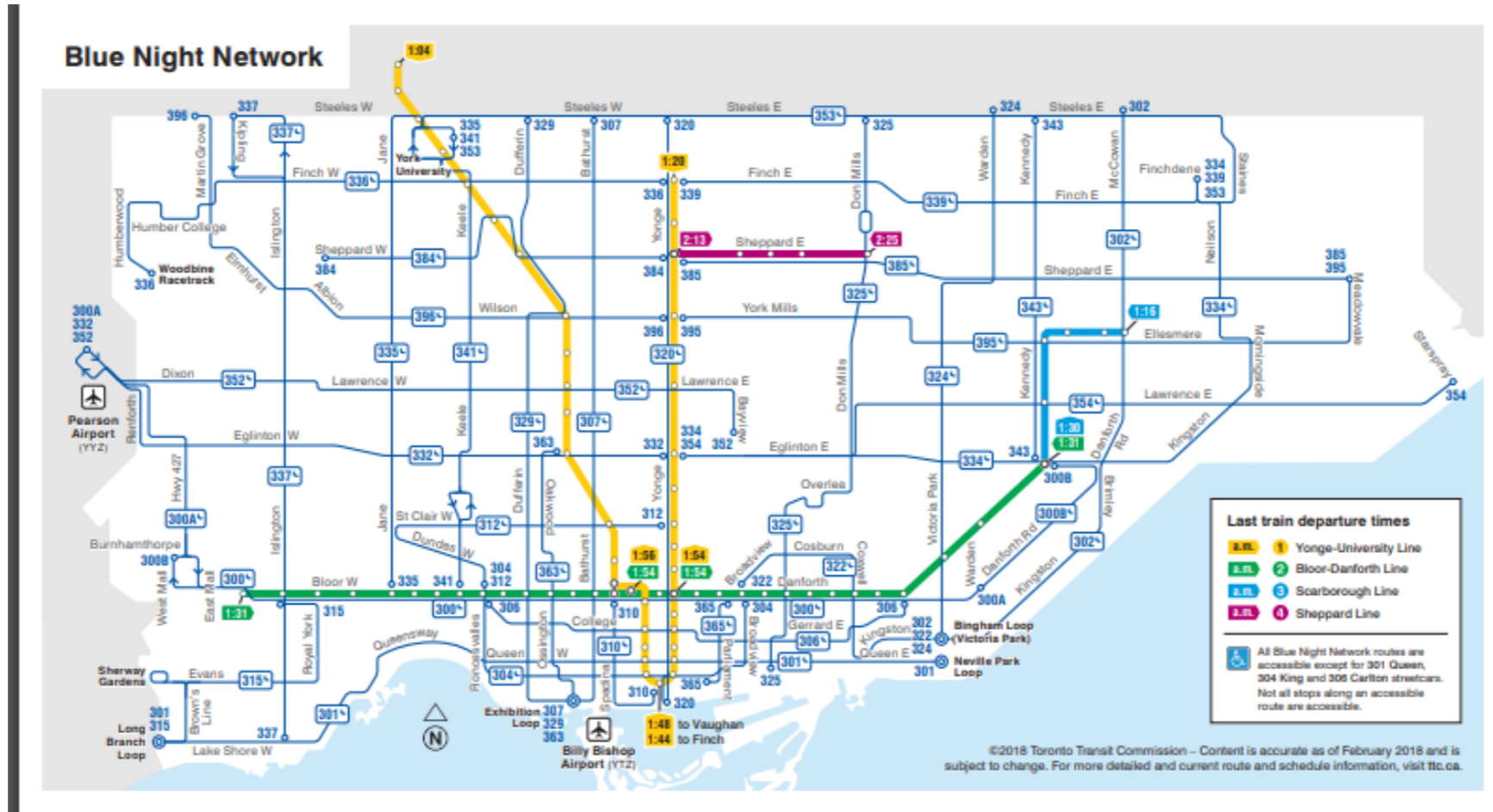
- Extensive transit network across Toronto
- Experience serving major events
 - CNE
 - Pan-Am Games
 - Concerts
 - Sporting events
- Most venues already well served
- Additional service added when required



Blue Night Network

- All night service available to get music patrons home after late club nights
- Buses run from about 1:30 a.m. to 5 a.m. (8:00 a.m. on Sundays) on many major routes. Buses run from about 1:30 a.m. to 5 a.m. (8:00 a.m. on Sundays) on many major routes.

Blue Night Network



Typical venues

Exhibition Place/Ontario Place

- Frequent streetcar service
- New direct bus service

Downtown venues

- Frequent nearby service

Typical venues

Downsview Park

- New subway station

Neighbourhood festivals

- Service added, diverted, as required
- TTC works with community, councillors

Service and co-ordination

Service frequency

- Added day to day if required
- On-site transit supervision

Co-ordination

- TTC department co-ordinates temporary service
- Work closely with City staff
- Happy to work with event organisers



Music and the TTC today

Questions or comments?

June 20, 2018