



TTC Wayfinding Implementation Strategy

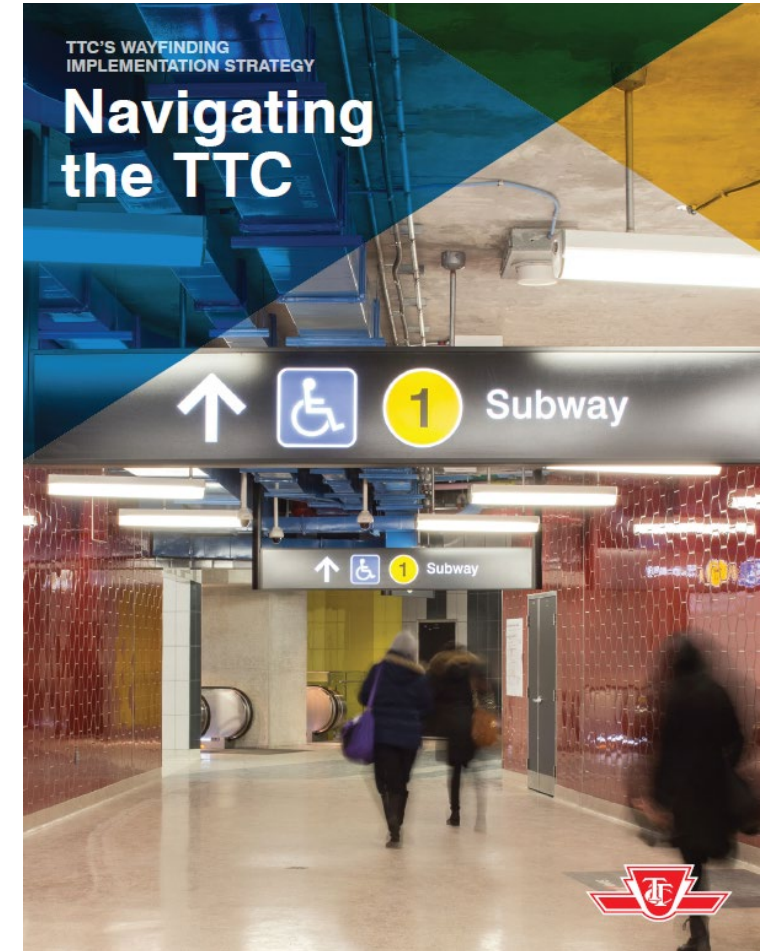
**Presentation to:
Toronto Francophone Affairs Advisory Committee**

June 3, 2022

Introduction

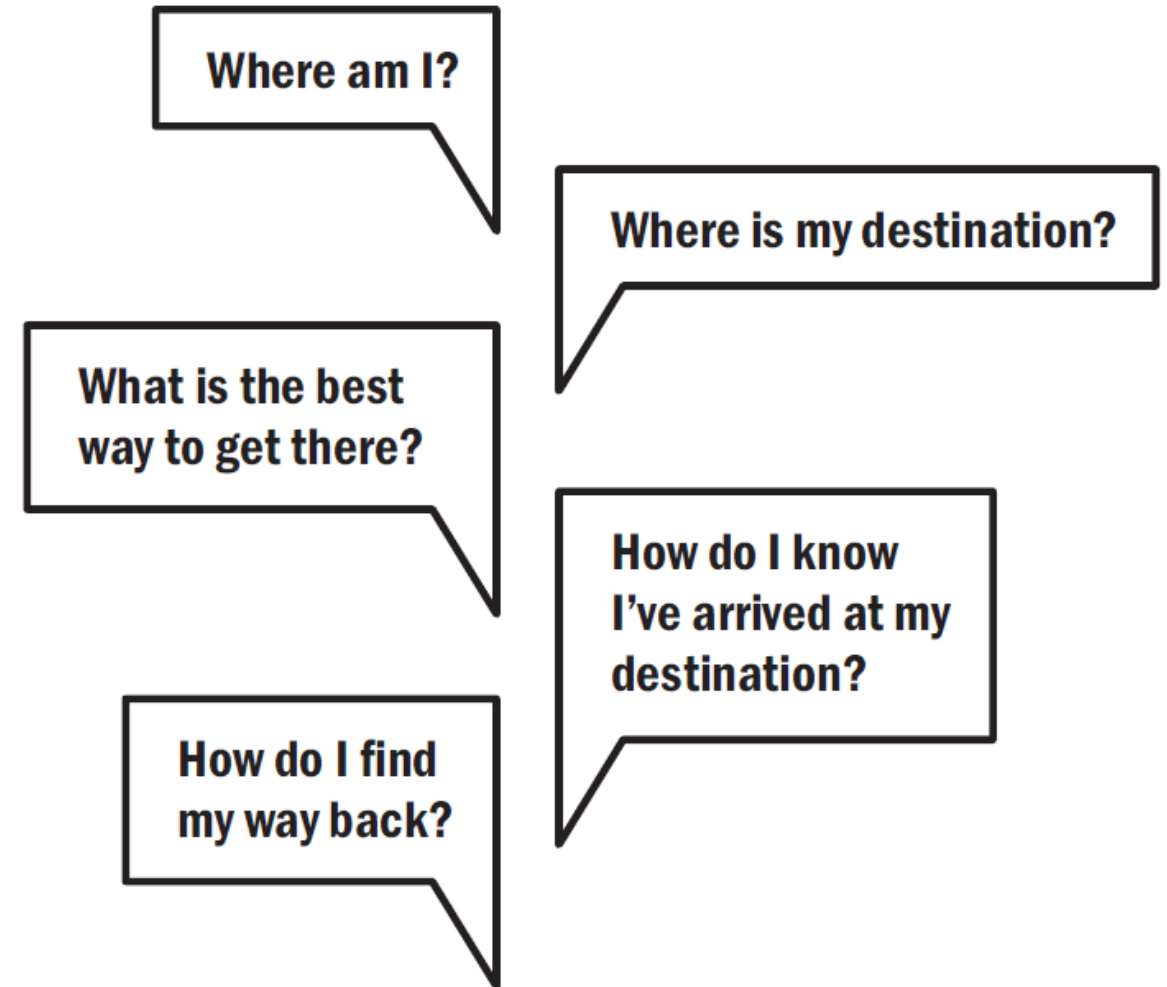
The TTC Wayfinding Implementation Strategy focuses on key priorities to improve wayfinding for customers across the system. These include;

- Updates to legacy signage
- Improving access to Toronto points of interest
- Better connections at regional transit hubs
- Accessibility improvements utilizing new technologies
- Signage for transit expansion projects



Introduction

The main objective for wayfinding is to provide customers with self-navigation tools that will allow them to know;



Elements of the new sign system

The TTC Wayfinding Implementation Strategy focuses on key priorities to improve wayfinding for customers across the system. These include;

- Unilingual symbols
- Simplification
- Redesigned maps

| Unilingual symbols

The TTC sign system incorporate many universally understood symbols. These universally recognized symbols are based on best-practices from transit systems and public facilities worldwide.

They are considered to be unilingual because they convey a message without words in any language.



Simplification

The new sign standard provides guidance on simplifying sign messages so that they use fewer words, are clearer, consistent and easy to understand.



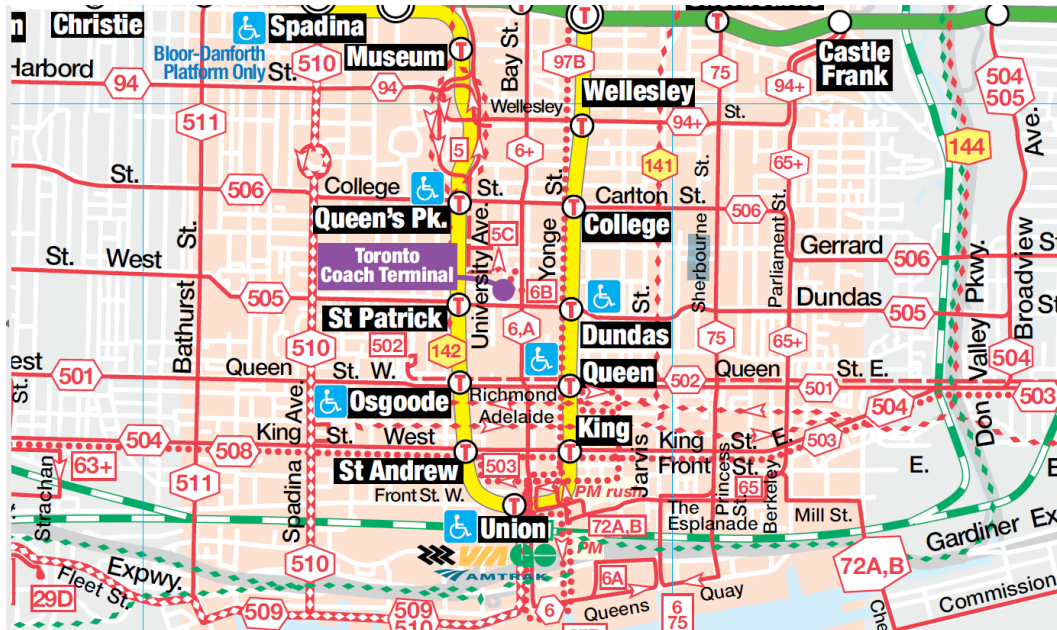
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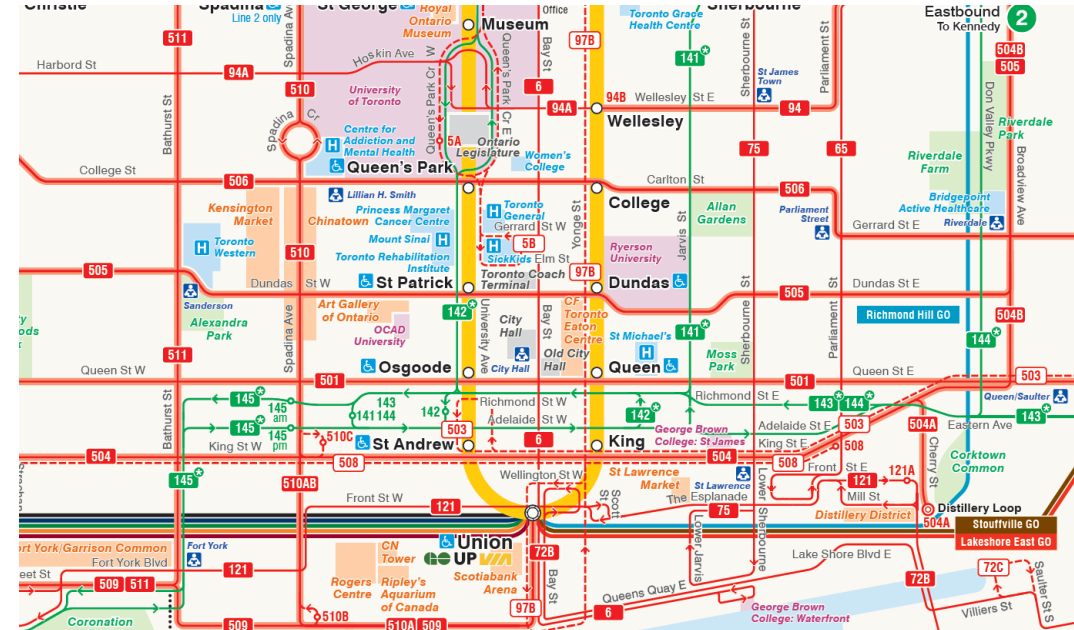
Redesigned

Map redesign

Well-designed maps enable customers to effectively navigate the system. We've redesign our maps to be simpler and easier to understand and use.



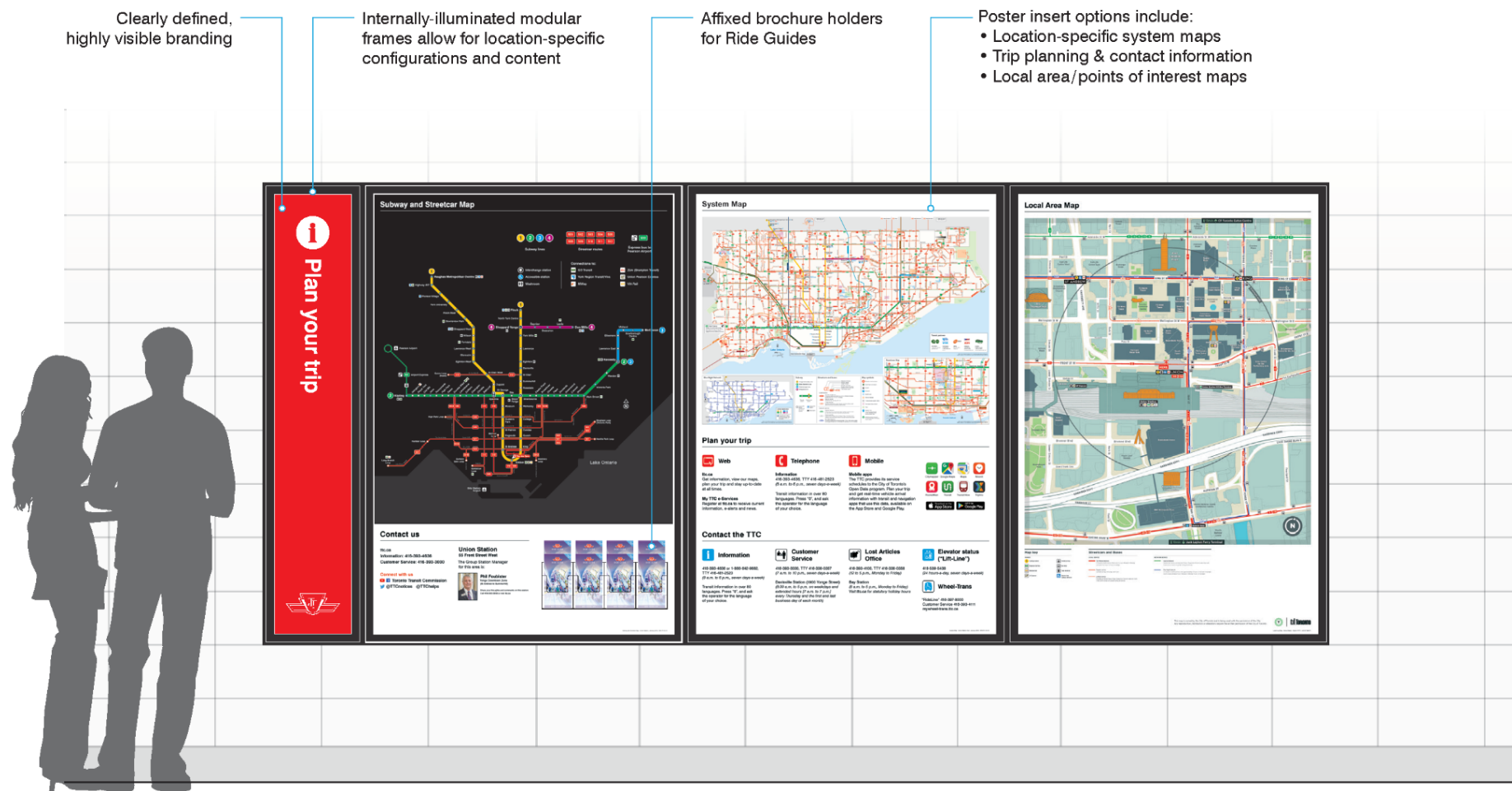
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Redesigned



Station Kiosk – integration with City of Toronto's TO360 Map system



What's next

The TTC Wayfinding Implementation Strategy report will be presented to TTC Board at a future meeting, where staff will seek:

- Approval of the strategy and;
- Direction to forward the report to the TTC's Advisory Committee on Accessible Transit (ACAT), Metrolinx, and TTC regional transit partners

Motion on bilingual signage

The report also responds to the boards motion to request costs to install bilingual signage in any existing subway station undergoing an overhaul, reconstruction or renovation, as well as identify costs for all new wayfinding signage to the bilingual.

Including bilingual messages will require an increase in sign size and result in additional costs. Additionally, our policy does support second languages in some instances where it makes sense. For example, we posted service change signage in English and Chinese when streetcars were diverting along Spadina Avenue.

Merci

