



For Action with Confidential Attachments

TTC/TMU Partnership Proposal and Renaming Dundas Station

Date: May 14, 2025

To: TTC Board

From: Chief Strategy and Customer Experience Officer

Reason for Confidential Information

This report contains information about a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the City or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

Summary

As requested by City Council, the TTC initiated discussions with Toronto Metropolitan University (TMU) that has resulted in a proposal from the university to rename “Dundas Station” to “TMU Station”.

The area around Dundas Station has changed dramatically with the rapid growth of TMU, and the TTC station has become fully integrated with the TMU campus and student life. A change in the station name reflects the evolution of both the local neighbourhood and university, while aligning with the TTC practice of naming stations after public sector institutions and customer destinations, such as York University, Museum, Queen’s Park, and Osgoode.

There is a time-sensitive and unique opportunity to incorporate the new name at minimal incremental expense and without disruption to the customer experience, by aligning this station renaming with the roll-out of customer information changes for the new Line 6 Finch West. Should the Board approve the recommendations below, work would begin immediately. In addition, there is ongoing work to renew Dundas Station that can be leveraged for a potential renaming of the station. Delaying this decision would result in incrementally higher costs in the future.

Beyond the station renaming, TMU has proposed the establishment of a first of its kind dedicated innovation hub – the “Transit Innovation Yard”. Entering into a partnership of this magnitude is a unique opportunity for the TTC to be more innovative and focused on emerging customer experience technologies, collaborating with some of the best and the brightest minds in research and technology to develop and trial solutions to some of its toughest problems, such as:

- Track-level security solutions.
- Wayfinding and customer dashboards.
- Data driven transit optimization.

Further details on this collaboration are provided in Attachment 1.

Recommendations

It is recommended that the TTC Board:

1. Approve a partnership framework between the TTC and Toronto Metropolitan University (TMU) and the renaming of Dundas Station to TMU Station, as outlined in Confidential Attachment 2.
2. Delegate authority for the TTC CEO to enter into and execute a partnership agreement subject to terms and conditions acceptable to the TTC General Counsel.
3. Authorize that the confidential information as contained in Confidential Attachment 2 remain confidential as it contains information that could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

Financial Summary

TMU has presented the TTC with an offer (Confidential Attachment 2) for the renaming of “Dundas Station” to “TMU Station” that would cover the cost of the renaming and create an opportunity for ongoing collaboration with the university.

The Executive Director – Finance has reviewed this report and agrees with the financial impact information.

Equity/Accessibility Matters

In February 2024, the TTC Board directed the TTC to review its policies for naming subway stations. That policy review is expected to be delivered to the Board in 2025 and is being developed alongside the City’s naming policy guidelines.

The recommended new station name, TMU, is:

- Logical and self-locating, as TMU is a major destination near the station.
- Simple and easy to understand and remember. Customers are already familiar with the acronym TMU as well as acronyms being used for station names, such as Vaughan Metropolitan Centre (VMC).
- Unique and is not easily confused with other transit stations in Toronto.
- Durable, as the university recently was renamed and will not look to undergo a future renaming in the foreseeable future.
- Inclusive and equitable. The [university's renaming process](#) drew on lessons from the Standing Strong Task Force, and leveraged community engagement, internal and external experts, and a diverse advisory committee. The new name considered the diversity of the community and aimed to welcome all potential community members.

Decision History

December 13, 2023: City Council Transmittal – MM13.29. Confronting the Legacy of the Transatlantic Slave Trade: Renaming Civic Assets Bearing the Henry Dundas Name

City Council on December 13, 14 and 15, 2023, adopted [Item MM13.29](#) as amended and, in so doing:

1. Requested the Toronto Transit Commission Board to:
 - a. rename the Dundas subway station in collaboration with the General Manager, Economic Development and Culture and Toronto Metropolitan University such that the name Dundas is removed and there is no net impact on the City of Toronto's or the Toronto Transit Commission's budget, to be completed by the fourth quarter of 2024; and
 - b. rename the Dundas West subway station in collaboration with the General Manager, Economic Development and Culture and in consultation with the Recognition Review Community Advisory Committee such that the name Dundas is removed, to be completed within the Toronto Transit Commission's 10-year capital plan and preferably by 2025.

February 22, 2024: City Council Transmittal – MM13.29 – Confronting the Legacy of the Transatlantic Slave Trade: Renaming Civic Assets Bearing the Henry Dundas Name.

[The TTC Board adopted the following:](#)

That TTC staff, in collaboration, with the General Manager, Economic Development and Culture and relevant stakeholders, develop a framework for considering the naming of Dundas Station and Dundas West Station and report to the TTC Board by the end of Q3 2024 with a recommended process for public and stakeholder engagement, including consideration of:

- a. Existing policies and procedures for naming TTC assets and how associated costs and values are determined;

- b. A Racial Equity analysis regarding capital asset naming/renaming generally, and the TTC racial equity impacts and opportunities of Dundas and Dundas West renaming specifically, consistent with the City of Toronto Action Plan to Confront Anti-Black Racism, City of Toronto Reconciliation Action Plan, Embrace Diversity – The TTC’s 10 Point Action Plan and 5-Year Diversity and Human Rights Plan;
- c. Associated costs, including opportunities to leverage efficiencies and partnerships to enhance public art and beautification of Dundas and Dundas West stations alongside implementation of any renaming; and
- d. Background on any requests or discussion with non-profit third parties with respect to the naming of Dundas Station and/or Dundas West Station.

Issue Background

As requested by City Council, the TTC has collaborated with Toronto Metropolitan University (TMU) to determine a new name for Dundas Station on Line 1. As part of this collaboration, TMU has presented the TTC with an offer for the renaming of “Dundas Station” to “TMU Station”.

Beyond just the station renaming, this is an exciting opportunity for the TTC to collaborate with TMU and DMZ’s experts in research, transportation and technology to develop and trial creative solutions to some of the TTC’s toughest problems, such as tracking illegal entries and unauthorized individuals at track level, wayfinding, and data optimization.

Comments

In response to Board direction and City Council requests regarding the naming of Dundas Station, the TTC received a formal partnership offer from TMU that includes renaming the station that is integrated with their campus. The TTC Board directed that any “background on any requests or discussion with non-profit third parties with respect to the naming of Dundas Station and/or Dundas West Station” be brought to the Board. TMU has presented the TTC with a broader partnership agreement that includes the renaming of “Dundas Station” to “TMU Station”. The proposed agreement would cover the cost of the renaming and create an opportunity for ongoing collaboration with the university, including the creation of the Transit Innovation Yard (“TIY”).

The TIY is a proposed collaboration between the TTC, TMU and the DMZ startup incubator, designed to improve transit innovation in Canada. The TIY proposal creates a first-of-its-kind innovation hub focused on solving critical transit challenges. Through this unique partnership, the TTC will gain access to cutting-edge solutions from both TMU researchers and top-tier startups, while providing a real-world testing ground for transit innovation. The initiative focuses on four key areas critical to the TTC’s future operations:

- 1) Data-Driven Transit Optimization;
- 2) Wayfinding and Customer Dashboards;
- 3) Track-Level Security Solutions; and
- 4) Assisting the TTC to Plan/Develop Key Performance Indicators (KPIs).

Further information on the collaboration between TMU and the TTC is provided in Attachment 1.

Dundas Station has become deeply integrated with TMU as the university's physical footprint and student population have grown significantly in recent years. The station now serves as a key access point for students, staff, and visitors. This transformation mirrors other examples across the TTC network, such as the relationship between University of Toronto and St George Station, and between York University and York University Station. In each case, the TTC has become an essential part of the campus environment, supporting academic and community activity. Given this strong integration, the proposed agreement and renaming presents an opportunity to better reflect the station's role in serving the university community.

The TTC has identified a short window for significant cost savings for the implementation of this name change due to ongoing work in preparation for the opening of Line 6. There is Line 6 programming for the Toronto Rocket (TR) subway trains that will allow the TTC to request Alstom, the third party responsible for subway train announcement system, to begin preliminary technical work in preparation for a potential Dundas Station name change. Directing Alstom to begin this work now will allow for the name to be updated on audible and visual in-train announcements in time to roll-out with the upcoming opening of Line 6.

The Board has also approved a refresh of Dundas Station in the TTC's 2025 budget, and this renaming would further efforts to revitalize the station, while leveraging that work and dedicated labour costs to make any changes.

This is a unique opportunity to incorporate the new name at minimal incremental expense and without disruption to the customer experience, while leveraging the TMU and the creation a transit innovation hub, which can continue to provide value for the TTC in future years. Should the Board approve the recommendations set out in this report, work relating to the renaming would begin immediately. Delaying this decision would result in incrementally higher costs in the future and the TTC may lose out on the opportunity to participate and partner in the new transit innovation hub.

Renaming Dundas Station will also require system-wide wayfinding updates to reflect the new name on maps, signs, etc. Where possible, the TTC will look to leverage partnerships and planned station construction projects to cover the costs of signage and wayfinding needed to improve the customer experience, which has no identified funding in the approved budget.

Work to revise the TTC's current policy on the Identification of Routes, Stations, and Stops continues and a revised policy is expected to be presented to the Board at an upcoming meeting in 2025, alongside a framework for the naming of Dundas West Station.

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Signature

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Attachments

Attachment 1 – Transit Innovation Yard (TIY) Proposal
Confidential Attachment 2 – TMU Partnership Proposal and Financial Breakdown