



Revised Station Naming Policy

Date: June 23, 2025

To: TTC Board

From: Chief Strategy and Customer Experience Officer

Summary

This report recommends revisions to TTC Corporate Policy – Identification of Routes, Stations and Stops (the “Policy”), to introduce equity, diversity, inclusion and anti-racism considerations, establish a structured consultation process, define clear naming criteria, and formalize a process for naming TTC stations. These revisions will strengthen future naming decisions and ensure community voices are included.

The revised Policy:

- permits renaming of stations after nearby destinations or streets are renamed in alignment with the City of Toronto’s Commemorative Framework;
- permits naming or sponsorship of stations by major public sector institutions, provided the institution provides a contribution of value, whether financial or in-kind, that reasonably reflects the administrative, operational, and communication efforts required for the station renaming; and
- integrates and adapts Metrolinx’s station naming principles to facilitate regional transit wayfinding.

Staff do not recommend pursuing paid corporate naming rights as they could compromise customer wayfinding and the public nature of the transit system. Numerous challenges were identified including low revenue potential, significant staffing demands, limited corporate sponsor interest, legal risks, lack of community partner consensus, and significant impacts to customer experience.

Recommendations

It is recommended that the TTC Board:

1. Approve the revisions to TTC Corporate Policy – Identification of Routes, Stations and Stops as set out in Attachment 1 to this report.

Financial Summary

Implementing the recommendations of this report will have no immediate financial impact. Any future station naming requests will have a financial impact due to the

required consultation process and, if stations are renamed, the various wayfinding and technical costs to implement the renaming.

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

Equity/Accessibility Matters

The TTC is committed to promoting and supporting equity, diversity, inclusion and accessibility (EDIA) and anti-racist considerations in all policies, procedures, processes, programs, and services, to reflect and respond to the needs of our diverse employees and customers. The TTC has reviewed its station naming process with a racial equity lens and is proposing updates to ensure alignment with TTC's commitments, including the Anti-Racism Strategy, Anti-Racism Policy and Embrace Diversity – The Five-Year Diversity and Human Rights Plan. Policy and process updates are detailed in the comments section of this report.

Groups such as the United Indigenous Council (UIC) and the Black Transit Workers Association (BTWA) have been vocal about ensuring that TTC remains committed to advancing reconciliation and racial equity. The renaming of subway stations, especially those that are tied to the legacy of the transatlantic slave trade and colonization, are of priority to these communities; and therefore, they should be engaged throughout the process. If community members are not engaged this will lead to further marginalization of those groups and diminish their trust and confidence in the TTC as an organization and reliable form of transportation.

The TTC will conduct thorough internal and external community engagement with Indigenous and Black communities and organizations during future station naming processes. This is a fundamental part of the process that will ensure that any station renamings are underpinned by racial equity priorities and considerations.

Decision History

December 13, 2023: - 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 requested that the TTC rename Dundas and Dundas West stations.

Decision: [City Council Decision](#)

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 requested that Staff develop a framework for considering the naming of Dundas and Dundas West stations including a process for engagement considering existing policies and procedures, an equity analysis, associated costs, and background on third-party naming requests.

Decision: [TTC Board Decision](#)

May 14, 2025: TTC/TMU Partnership Proposal and Renaming Dundas Station. The TTC board approved a partnership framework between the TTC and Toronto Metropolitan University (TMU) and the renaming of Dundas Station to TMU Station. Report: [TMU/TTC Partnership Proposal and Renaming Dundas Station](#). Decision: [TTC Board Decision](#).

Issue Background

The TTC has a large portfolio of named assets, including 70 stations, plus several garages, yards and maintenance facilities. At present, naming of TTC subway stations is governed by TTC Corporate Policy “Identification of Routes, Stations and Stops” (the “Policy”). There has not been a recent review of the Policy to ensure it meets the organization's current and future needs.

The naming of buildings at TTC work locations is governed by TTC Corporate Policy “Naming of Buildings” and is outside of the scope of this review.

Comments

Policy Overview

TTC’s current Policy on the Identification of Routes, Stations and Stops states that:

- a. The preferred name for a station is a major-cross street at which the station is located.
- b. A secondary option is the area or destination at which the station is located.

Since 2010, the Board has approved station names for the Line 1 extension to Vaughan and interchange stations on Line 5 Eglinton that follow this policy. On two occasions, the TTC Board have approved secondary option names instead of the preferred name:

1. Vaughan Metropolitan Centre Station: Staff recommended Vaughan Centre Station and the TTC Board approved the City of Vaughan’s preference, Vaughan Metropolitan Centre Station.
2. Pioneer Village Station: Staff recommended Steeles West Station. The TTC Board approved Pioneer Village Station.

Furthermore, to avoid customer confusion, the former Downsview Station on Line 1 was renamed in 2017 to Sheppard West Station to enable a new station on the Line 1 extension to be named Downsview Park Station.

Jurisdictional Scan of Naming Practices

To inform the TTC’s review of the Policy, a jurisdictional scan was conducted to identify transit agencies and municipalities that have comprehensive naming policies or have recently conducted a review of their naming processes. Eleven jurisdictions across North America were reviewed to identify best practices and lessons learned. The jurisdictions included five transit agencies (Metrolinx, Los Angeles Metro, Washington Metropolitan Area Transit Authority (WMATA), Bay Area Rapid Transit (BART) and Seattle’s Sound Transit) and six municipalities (Toronto, Mississauga, Ottawa, Brampton, Edmonton and Vancouver).

All transit agencies reviewed follow a similar naming nomenclature that is intended to maximize convenience for customers. The naming nomenclature emphasizes simplicity and that station names should be based on geographic features (i.e., streets or neighbourhoods) or a centre of activity that acknowledges neighbourhood identity. An example is in Seattle, Washington where Sound Transit renamed University Street Station to Symphony Station. The purpose of the renaming was to reduce confusion between the University of Washington Station and U District Station. The new name better represents the neighbourhood as it is in proximity to the Seattle Symphony. Similarly, the naming of City assets emphasizes that asset names should have a relationship with the area/community in which they are located. The TTC's Policy has similar criteria.

The jurisdictional scan included Metrolinx's Station Naming Protocol, which was found to share similarities with the Policy. Metrolinx's Protocol includes five principles to guide the selection of new station, stop and interchange naming: simple, logical, durable, self-locating, and unique. The protocol recommends that stations located within an urban context be named after the nearest cross-street to assist with wayfinding. Where a cross street has already been used as a station name elsewhere, the Protocol states that the station should be named after the neighbourhood or landmarks nearby. This was the case for the Finch West and Hurontario Light Rail Transit (LRT) lines where the names of nearby communities and landmarks were used for the station names (e.g. Fairview, Mississauga City Centre, etc.). Although the context differs for regional and local transit, both Metrolinx and TTC's station naming principles ensure that station names are tied to their location to assist with customer wayfinding.

Equity, Diversity and Inclusion (EDI) considerations also played a key role for asset naming. The naming policies of all jurisdictions reviewed acknowledge the importance of wayfinding and note that some commemorative names may no longer align with community sentiment as public views change over time. To address this concern, six of the municipalities have included new EDI considerations to ensure that the voices of under-represented groups are heard and that proposed names commemorate diversity in the area. This is currently the case in the City of Brampton, where work is underway to consult with Indigenous groups to suggest alternative names for offensive street and parkette names such as Whiteface Crecent and Native Landing Parkette.

The decision-making processes for naming assets are similar among reviewed jurisdictions. Through an initial screening step, naming proposals are reviewed by a committee against the inclusion criteria outlined in their respective naming policy. If the proposal meets the criteria, it is shared with departmental groups to collect additional feedback. Once internal feedback is collected, engagement is conducted in the form of in-person meetings and online surveys to collect input from the community. After input has been compiled, the committee presents the proposed name to the Board or Council along with the feedback for final approval. This decision process is similar for all the jurisdictions, except for BART, which requires applicants to submit a Cost Quote Form and conduct public engagement, at their own expense, prior to submitting a Renaming Request Form to their board of directors.

The importance of consultation to inform the naming process was emphasized by eight of the jurisdictions reviewed. By engaging with the public at the beginning of the process, decision makers can gauge public preferences and potentially avoid station renaming in the future. Public feedback collected by all jurisdictions was used to inform the decision-making process but importantly, did not act as a final vote for the final name of the station/asset. Given the importance that peer transit agencies and municipalities place on public engagement, the TTC should ensure that input from key community partners is considered for station naming.

Policy Review

Staff have reviewed the Policy and have identified gaps that need to be addressed to ensure it remains relevant and aligned with organizational goals.

A significant gap is the lack of guidelines for renaming stations and the absence of a requirement for public and community partner consultation when making these decisions. Formalizing a mechanism for public input would improve transparency and foster community engagement with the TTC.

The existing Policy does not fully align with the naming protocol advanced by Metrolinx to harmonize station naming in the region and facilitate regional transit wayfinding. The Policy also requires administrative updates to reflect the TTC's current organizational structure.

While the overall scope of the Policy is appropriate, focusing on naming and identification of routes, stations and stops for wayfinding purposes, it should remain distinct from naming other assets like buildings and yards. The clarity of transit routes, stations and stops is crucial for navigation, and this distinction ensures that commemorative or sponsored naming in other areas does not affect operational effectiveness or the customer experience.

There has been direction from the Board to explore paid corporate naming rights as a potential source of non-fare revenue. Staff have reviewed this opportunity, and a detailed assessment will be included in an upcoming Non-Fare Revenue Strategic Review report. In summary, Staff do not recommend pursuing paid corporate naming rights as they could compromise customer wayfinding and the public nature of the transit system. Numerous challenges were identified including low revenue potential, significant staffing demands, limited corporate sponsor interest, legal risks, lack of community partner consensus, and significant impacts to customer experience. Accordingly, the revised Policy should restrict naming of stations after private corporate entities, while allowing for public sector institutions, such as universities and museums, to sponsor stations that are in the immediate vicinity of campuses and attractions, with the expectation that they provide a contribution of value, whether financial or in-kind, that reasonably reflects the administrative, operational, and communication efforts required for the renaming process.

This new provision aligns with current TTC station naming whereby several stations are named after nearby public institutions or parks, such as Museum Station (for the Royal Ontario Museum), High Park, Queen's Park, Downsview Park, Pioneer Village and York

University Station. TTC does have one station, Yorkdale, that shares a name with the neighbourhood it is located in, Yorkdale-Glen Park, as well as the park, road, and shopping mall adjacent to the station. As approved by the Board in May 2025, Dundas Station will be renamed to TMU Station, which is in alignment with the Policy revisions recommended in this report.

Although the existing Policy complies with relevant legislation, it lacks a human-rights-based approach to naming and falls short of the TTC's values of diversity, inclusion, and transparency. The Ontario Human Rights Commission (OHRC) has published guidance to support organizations in developing policies and procedures for human rights concerns that arise from the display of commemorations, road names, monuments, logos and other similar uses of symbols. OHRC recommendations should guide the station naming policy review process.

The City of Toronto has updated its Property Naming Policy to ensure that commemorative names for City properties align with its values of equity, diversity, and inclusivity. The City's Policy states that the names of City properties may reflect a given property's characteristics; indicate the unique location, geography, or community where the property is located; commemorate individuals, communities, organizations, events, and ideas of significance to Toronto, Ontario or Canada; and/or recognize Indigenous Peoples' past, present, and future presence on the land. The City's Policy states that the City will consider renaming properties if the current name refers to individuals known for discriminatory views or actions; includes derogatory terms; negatively represents or appropriates the culture of Indigenous Peoples, Black communities, and/or equity-deserving groups; violates City by-laws or policies; or brings the City into disrepute.

The TTC's Policy prioritizes naming stations based on the major cross-street, the area in which the station is located, or a major destination nearby. Given this, if a TTC station's name is based on a commemorative name that is changed under the City's review process above, the TTC should consider renaming the station as well. The TTC station renaming should occur after the nearby destination or street is renamed, at the request of the TTC Board, and once a funding source for the renaming is identified.

Policy Revisions

The revised Policy (Attachment 1) includes the following updates to mitigate the gaps identified in the review of the Policy and align with best practices:

- Integrates and adapts Metrolinx's station naming principles to facilitate regional transit wayfinding.
- Requires that station names be inclusive and equitable and align with and contribute to TTC's commitment to greater equity for Indigenous Peoples, Black communities and equity-deserving groups.
- Links station naming to the TTC's duty under the Ontario Human Rights Code.
- Updates outdated departmental references and procedures.
- Updates route references.
- Permits renaming of stations after nearby destinations or streets are renamed, to align with the City of Toronto's Commemorative Framework.
- Requires consideration of renaming to be initiated by the TTC Board.

- Prohibits naming or sponsorship of stations by private corporate entities.
- Permits naming or sponsorship of stations by major public sector institutions, such as universities and museums, provided the institution provides a contribution of value, whether financial or in-kind, that reasonably reflects the administrative, operational, and communication efforts required for the station renaming.
- Establishes a structured community partner consultation process for station naming and renaming.

Framework for Station Naming / Renaming

As requested by the Board, a framework has been developed for considering the naming of stations. The framework includes:

1. Initial Assessment

- Identify potential names for the Station proposed to be renamed using principles described in the revised Identification of Routes, Stations and Stops Policy (Attachment 1).
- Analyze proposed names using a racial equity lens to ensure proposed names are historically and culturally appropriate and do not perpetuate any form of systemic discrimination.
- Identify additional community partners that should be engaged during the consultation process.
- Explore opportunities to enhance public art and beautification at the Station.
- Integrate the considerations above into the consultation process.

2. Consultation and Feedback

- Conduct a public consultation process to gather input on the proposed names and opportunities to enhance public art, according to the consultation plan as set out in Attachment 2.
- Publish a summary of consultation and feedback received.
- Provide public updates on progress and next steps.

3. Final Assessment and Board Report

TTC staff will report back to the Board with:

- Analysis of consultation feedback alongside operational, navigational, and branding considerations.
- A recommended name for the Station.
- An implementation plan.

Implementation Timeline

The timeframe to develop a new name or rename an existing TTC station under this revised Policy is expected to be between six to 10 months. This is best done at the same time as other systemwide wayfinding changes to reduce cost, multiple maps and

versions in circulation in the community, and reduce impact on other businesses and organizations whose products and services to the community include Toronto-based wayfinding information.

The effective date of any station renaming will be planned to align with a surface route board period change so that route destination signs, next stop announcements, and digital customer information can be updated simultaneously. All other major customer-facing physical changes will take place over a transition period. Customer awareness campaigns will accompany any new station names.

This approach will minimize costs related to station naming, reduce disruption to transit operations and customer experience, and enable the organization to maximize public awareness of name changes.

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Attachments

Attachment 1 – Recommended Revisions to TTC Corporate Policy – Identification of Routes, Stations and Stops
Attachment 2 – Consultation Plan for Station Naming

Attachment 1 – Recommended Revisions to TTC Corporate Policy – Identification of Routes, Stations and Stops

Identification of Routes, Stations, ~~and~~ Stops and Off-Street Loops

1.0 RESPONSIBILITY

Head of ~~Strategy and~~ Service Planning and Scheduling
Head of Marketing and Customer Experience

2.0 PURPOSE

To identify TTC routes, stations, ~~and~~ stops and off-street loops for customers and internal purposes. The primary aim of route, station, ~~and~~ stop and off-street loop identification ~~will be~~ is to clearly indicate to customers, relevant geographic information about their travel and location on the transit service, in order to make the TTC easy to use.

3.0 IDENTIFICATION OF ROUTES, STATIONS, AND STOPS

3.1 Identification of routes and lines

Each subway or other rapid transit route will be designated with a line number, a name, and a colour. Each bus or streetcar route will be designated with a combination of numbers and letters and a name. In addition, each trip will be designated by its destination. The designations will be determined by the ~~Strategy and~~ Service Planning and Scheduling Department in consultation with other departments. ~~Strategy and~~ Service Planning and Scheduling will publish a current list of names several times per year in the service summary associated with each board period.

3.1.1 Route numbers and names - Each bus or streetcar route will be identified by a number and a name (for example, 51 LESLIE or 504 KING ~~or~~) while subway or rapid transit lines will include the word "Line" (for example, Line 4 SHEPPARD-SUBWAY). The numbers will be selected for easy identification by customers. The name will be that of a major street along which the route runs, that of an area served, or ~~that~~ of a major destination along or at the end of the route. Other numbers or names may from time to time be assigned to routes for internal purposes, but the standard route numbers and names will always be used for customer information.

3.1.2 ~~Rapid transit~~ Route and line colours - In addition to a number and a name, each subway or ~~other~~ rapid transit route will be identified by a colour (for example, ~~the Line~~ 1 YONGE-UNIVERSITY ~~–SPADINA SUBWAY~~ has the colour yellow). The colour will be selected for easy identification by customers. Service types (for example Blue Night routes) will be assigned colours that will be used in various forms of communications such as signage and maps. The standard rapid transit route colour will be used, when possible, for customer information and signs.

3.1.3 Destination names - Each trip will be identified by the destination to which it is travelling (for example, 92 WOODBINE SOUTH to Lake Shore and 92 WOODBINE SOUTH to Woodbine Station ~~51 LESLIE to Steeles and 51~~

~~LESLIE to Eglinton Station~~). The destination name will be that of a major street, a rapid transit station, an off-street loop, an area, or a major destination at or near the end of the route. Where a major destination or rapid transit station is located mid-route, it may be indicated with “via”, especially during temporary diversions (for example, 72 PAPE to Thorncliffe Park via Pape Station). Terminus destinations will be used for rapid transit routes.

3.1.4 Route branches - If a bus route has regularly scheduled trips ~~which~~that follow different streets, or has regularly scheduled short-turn trips, each of the variations will be identified by a letter suffix to the route number and by a description (for example, ~~32D EGLINTON WEST~~ 39A FINCH EAST to Jane~~Neilson~~ and ~~Emmett~~39C FINCH EAST to Old Finch and ~~32C EGLINTON WEST to Jane and Lawrence via Trethewey~~).~~Morningview~~).

3.1.5 Off-street loop names - Off-street loops will generally be named in alignment with the Naming Principles below.

3.1.6 Route numbering by service type - To support legibility of service types, the following route number series will be applied to the following classes of service:

1 to 9 – Subway and rapid transit lines
10 to 199 – Regular and limited-service bus routes
200s – Seasonal service routes
300s – Blue Night overnight service routes
400s – Community Bus routes
500s – Streetcar routes and bus replacements
900s – Express bus routes

In the case of numbering of subway and rapid transit lines, there are instances where renumbering of existing bus routes may be required. This will only occur when the number is required by a committed and under construction project (for example, 8 BROADVIEW and 9 BELLAMY).

3.1.75 Format of route identification - All signs and other information will show the route number and then the route name, with branch designations and descriptions also shown if necessary. The ~~rapid transit~~ route colour will be used, where possible, as part of any signage and information.

3.2 Station Identification

3.2.1 Naming Principles

Each rapid transit station will be identified by a name that adheres to the naming principles below, to facilitate wayfinding and support a positive customer experience. Station names should be:

- Logical and Self-Locating: Names should be relevant to the area they are located in and help customers mentally place themselves within the region. ~~Normally the s~~Station names s will typically incorporate the name of the major cross-street at which it is located, so that the location of the station is clearly identified to customers as they travel through the system.

~~If this is not possible. Alternatively, (because, for example, confusion would result with existing station names, or because there is no major nearby cross-street), then the~~ station names may be related to the area in which the station is located, or a major public sector institution destination nearby as per section 3.2.2 below.

- Simple: Names should be easy to remember and straightforward.
- Unique: Station names should be distinct and not easily confused with other transit stations in Toronto.
- Durable: Names should remain relevant and appropriate for as long as the station exists, avoiding references that may become obsolete over time.
- Inclusive: Names should reflect and contribute to an atmosphere of inclusion, aligning with the TTC's commitment to upholding individuals' rights under the Ontario Human Rights Code to be free from discrimination and maintaining environments that are welcoming and respectful for all.
- Equitable: Names should align with and contribute to TTC's commitment to greater equity for Indigenous Peoples, Black communities and equity-deserving groups.

The principles above are adapted from Metrolinx's station and stop naming protocol with the goal of harmonizing wayfinding across the Greater Toronto Area.

Recommendations for names will be developed by the ~~Strategy and~~ Service Planning and Scheduling Department, in consultation with other departments. Station names must be approved by the Board.

3.2.2 Station naming sponsorship

3.2.2.1 Stations will not be named after or sponsored by private corporate entities.

3.2.2.2 Stations may be sponsored by and named after major public sector institutions such as universities, museums, etc. In the case of station renamings, the sponsoring public sector institution will provide a contribution of value, whether financial or in-kind, to offset the administrative, operational, technical, and communication efforts associated with the renaming.

3.2.3 Station renaming

If a TTC station's name is based on a commemorative name that is changed by the City of Toronto, according to the City of Toronto Commemorative Framework, the TTC will assess renaming the station. Renaming will only occur if the nearby street or destination is already renamed, and/or the request is initiated by the TTC Board. A funding source to offset the administrative, operational, technical and communication efforts associated with the renaming must be identified before the renaming is approved.

3.2.3 Station naming consultation

To ensure transparency, community engagement, and the consideration of diverse perspectives, a structured consultation process will be incorporated into all station naming and renaming decisions. Through the consultation process, names recommended by the TTC will be brought forward for feedback. The consultation process will aim to gather feedback from relevant community partners, including but not limited to local residents, businesses, municipal partners, cultural organizations, and transit users. The consultation process will include:

- (1) Community Partner Identification
- (2) Public Engagement
- (3) Surveys
- (4) Review of Historical and Cultural Relevance
- (5) Reporting and Transparency
- (6) Final Decision-Making

3.3 Stop Identification

Every bus and streetcar stop will be identified by a name. Normally, the stop name will incorporate the name of the major cross-street so that the location of the stop is clearly identified to customers. If this is not possible, the stop name may be related to the nearest municipal street address, or a major destination nearby. Recommendations for names will be developed by the Strategy and Service Planning and Scheduling Department, in consultation with other departments. On-vehicle visual and audible announcements may supplement the stop identification if it serves a major destination (for example, Nassau Street – Toronto Western Hospital).

4.0 USE OF IDENTIFICATION

Route, station, and stop signs on vehicles and in stations, announcements, other customer information, and internal and external documents will be consistent with the designations and names set by the Strategy and Service Planning and Scheduling Department.

4.1 Signs on Buses and Streetcars

Buses and streetcars are equipped with electronic destination signs that show the route number, route name, and destination. The master programming for bus these signs will be done by the Marketing & Customer Communications Experience Department, streetcar signs by the Streetcar Maintenance Department, and the programming of the individual buses/vehicles will be done by the Bus Maintenance Department and Streetcar Maintenance Departments.

4.2 Signs on ~~Streetcars and~~ Rapid Transit Cars

Streetcars and Most rapid transit cars are now equipped with electronic destination signs that are capable of showing the route number, route name, and destination or direction. Line 2 subway cars are currently equipped with destination sign rolls; because of space limitations, these signs may show only the route number and the destination, or only the destination. These signs are Signs on Line 1, Line 2 and Line 4 are prepared and installed by the Rail Cars and Shops Department. The present cars on the Scarborough RT have no destination signs. Future streetcars Line 1 and Line 4 trains and future rapid

~~transit cars are to be equipped with electronic destination signs that are capable of showing the route number, route name, and destination or direction. Signs on Line 5 and Line 6 cars are prepared and installed by the respective maintenance parties for the vehicles, with input from the TTC.~~

4.3 Next Station and Next Stop Signs and Announcements on Vehicles

Buses, streetcars and subway cars are equipped to automatically announce the next stop or station, and in the case of buses ~~and~~ streetcars ~~and Line 1 and 4 subway trains~~, to display the name of the next stop on an interior electronic sign. The announcements and signs will use the correct station or stop name. Where applicable, these signs and announcements may also indicate adjacent major destinations and transfer points.

4.4 Next Vehicle Arrival or Departure Signs

Electronic signs displaying the arrival or departure time of next buses, streetcars, or trains may be installed at stations and at stops. The signs will use the correct route number, route name, and destination.

4.5 Station Identification Signs

Signs to identify each station will be installed at entrances to stations, on platform edge signs (if present), and on the walls of rapid transit platforms or on the walls opposite platforms. The signs will be designed by either the Marketing and Customer Experience Department or the Engineering Department and approved by the Marketing and Customer Communications Experience Department.

4.6 Bus and Streetcar Route Signs in Stations

~~Signs in stations will follow the principles in the TTC's Wayfinding and Signage Standards. Signs will be installed at each location in a station from which buses or streetcars depart, over doorways which lead to those locations, and at any other locations that are necessary for customer information and direction. The signs will generally show the route number and name, with branch designations and descriptions if necessary. In some cases, where the full route name could cause confusion for customers (for example, at an eastbound bus bay on a route with "West" in the route name) the route name may not be shown in full on the sign. The signs will be designed by the Engineering Department and approved by the Customer Communications Department.~~

4.7 Customer Information

Information that is prepared for customers by the Marketing & Customer Communications Experience Department or by any other department will use the standard route, station and stop identification. Information about routes will always give the route number and name, with branch designations and descriptions if necessary, and with ~~rapid transit~~ route colours, if possible. Information about stations or stops will always give the full and correct station or stop name.

4.8 Internal and External Documents

Internal documents (for example, schedules, notices, and reports) and external documents (for example, transfers, letters and technical documents) will use the standard route, station, and stop identification. The documents will always give the station or stop name, or the route number and name, with branch designations and descriptions if necessary.

5.0 REFERENCE SOURCES

1. City of Toronto Commemorative Framework; - EX34.6 - A New Commemorative Framework for the City of Toronto's Public Spaces

 - None

Attachment 2 – Consultation Plan for Station Naming

Consultation Objectives

The TTC will conduct consultation to:

- Seek feedback on potential station names recommended by the Service Planning and Scheduling Department in alignment with the Identification of Routes, Stations, Stops and Off-Street Loops Policy (the “Policy”).
- Determine any cultural or historical connotations around proposed names.
- Gather meaningful and diverse feedback from the communities and key partners affected by station naming.
- Formally engage with impacted communities to prevent and respond to claims of discrimination.
- Maintain transparency by clarifying what is open for influence and how the TTC will consider feedback in decision making.
- Build trust and strengthen relationships between TTC, community partners, and customers through virtual and in-person engagement activities.

Similar to the renaming process for Toronto Metropolitan University (TMU) and Sankofa Square, community engagement has an important role for ensuring that spaces and assets are reclaimed, as a way of addressing historical harms. Reclaiming space means that marginalized groups, such as Black communities and Indigenous Peoples are in control of telling their own stories and ensuring that their communities are appropriately represented.

Engagement Scope

The scope of the engagement process for station naming will ensure that the voices of all affected groups are heard. The feedback obtained during community consultation will be used to ensure that the names proposed by TTC accurately reflect community values and historical significance, while adequately identifying the station for customers, as per the Policy. Community consultation will play an important role in the naming process but will not constitute a vote. The feedback gathered from the consultation process will be reviewed alongside operational, navigational, and branding considerations. The final decision must be approved by the TTC Board.

Community Partner Analysis

Partner	Description
TTC Customers / Residents	Transit users, as their navigation and wayfinding will be impacted by any naming change
Local Businesses and Institutions	Could affect businesses and institutions and how customers and students find their location Examples: • Universities, colleges, schools and school boards • Local businesses

Partner	Description
Civic and Cultural Groups	Historical societies, cultural, and neighbourhood associations to ensure the selected name is not discriminatory and represents the local heritage. Examples: • United Indigenous Council (UIC) • Black Transit Workers Association (BTWA) Both groups have been vocal about ensuring that TTC remains committed to advancing reconciliation and racial equity. The renaming of subway stations, especially those that are tied to the legacy of the transatlantic slave trade and colonization, are of priority to these communities; and therefore, they should be engaged throughout the process.
Government Entities	Local governments and elected officials may have input if it involves their neighbourhood or other political considerations Examples: • Collaboration between the TTC, Economic Development and Culture Division and the Recognition Review Community Advisory Committee • First Responders (E.g. Fire department, paramedic services, police services, etc.) • Elected officials (TTC Board members, Ward Councillor, MPP, MP)
TTC Staff	TTC Staff and volunteers who will be affected by name changes will be consulted Examples: • Transit operators • Departments including Stations, Transit Control, Marketing & Customer Experience, Strategy & Foresight, Service Planning & Scheduling • Advisory Committee on Accessible Transit (ACAT)

Engagement strategies

TTC-led communications and promotion will include posters, website posts, social media posts, advertising, and station announcements. Once the naming decision has been made, the same methods of communication can be used to share the engagement results and final decisions.

Proposed Engagement Strategies

Strategy	Description
Website	Webpage which includes background information, timelines, upcoming events (e.g. pop-ups), and related documents associated with the station naming project (e.g. Social Pinpoint). The website will connect the public to the engagement survey and provide updates on naming decisions. The website will enable the TTC to view statistics on visits, which will help measure engagement effectiveness.
Social media posts and engagement	Social media posts will help the TTC inform the public of the station naming process that is taking place. Social media is a powerful tool as it can reach groups of people that might not necessarily use the stations often but have valuable perspectives on proposed station names. Social media is also able to inform people in a convenient and quick format compared to engagement methods such as viewing a website or stopping to read a poster.
Advertisements at TTC stations and transit shelters	Posters in areas of stations and transit stops that have high traffic can be used to inform the public about getting involved in the station renaming process through community meetings, pop-ups, and surveys. These posters will help capture the feedback of frequent station users.
Online Survey	An online survey will enable the community to provide feedback on proposed station names, including how proposed names may affect their ability to navigate to their destination. The survey will also collect input regarding any historical or cultural significance the proposed names may have and will be used to inform the final decision. Physical copies of the survey will be available when requested. The TTC may also engage its research vendor to seek public opinion from a representative sample of the population on proposed station names to determine alignment with station naming principles.
Focus Groups	Focus groups will be conducted with underrepresented groups, organizations and community members. The purpose of the focus groups will be to collect meaningful and insightful information about the community and the proposed names. The feedback received will be used to inform the final decision.
Community meeting	A virtual meeting will provide an opportunity for community members to engage with TTC staff regarding proposed station names. Invitations will be sent to community organizations, local businesses, and residents.
Community Pop-ups	Pop-ups will take place to engage with TTC customers at the Station proposed to be renamed and other nearby major destinations.

Reporting

The engagement findings will be documented in a “What we Heard” report which will have a summary of all the feedback that was collected and who we heard from. The report along with summaries will be available online. Physical copies of the report will be available upon request.

While all feedback is valuable, the input from key community partners and underrepresented groups will be carefully considered to ensure that the chosen station name is reflective of the values and needs of the community that it is located in. To ensure transparency, the report will detail how the engagement findings were used to inform the final decision.

Once the final name is chosen and approved by the TTC Board, a communications campaign will be initiated to inform the public of the chosen station name and the implementation date.