



# TTC Wayfinding Strategy

## A roadmap for effortless journeys

TTC October Board  
October 7, 2025











Subway

1



## Station-wide wayfinding

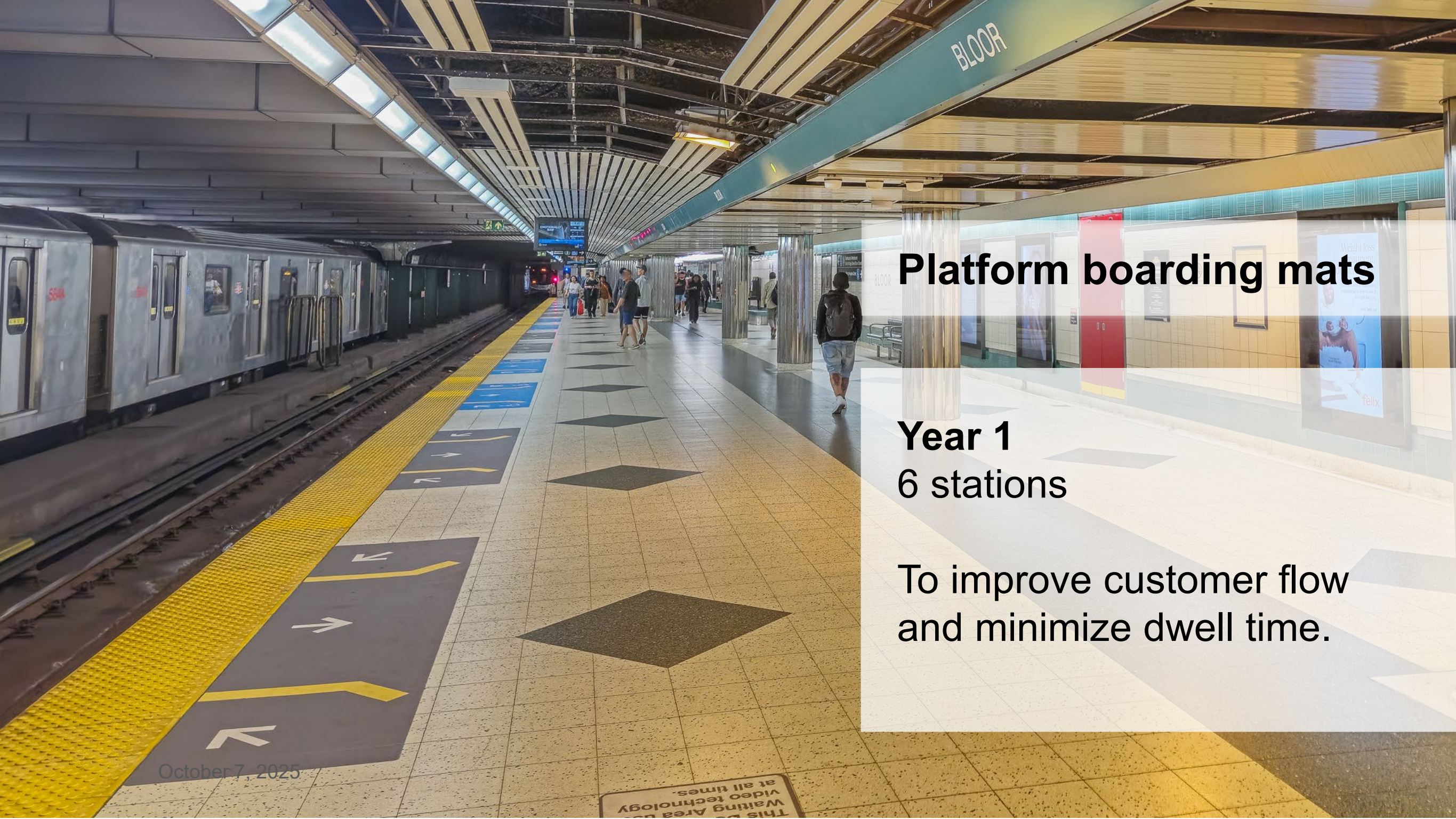
### Year 1

3 pilot stations  
(TMU, Finch West,  
St. George)

Updates static signage  
Numbered Exits System

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## Platform boarding mats

**Year 1**  
6 stations

To improve customer flow  
and minimize dwell time.

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This Waiting Area uses video technology at all times.



**35B JANE**

**Northwest Gate**  
**Murray Ross Parkway**  
**Jane Street**

DESTINATION

**Jane Station**  

**1 min**

**2 min**

**4 min**

ARRIVAL TIME

**>30 min**

## Destination displays

### Year 1

Mini-fleet testing on buses

Upcoming Stops

Station Connections

Diversion Notifications

Audio/Visual Matching





## Stop Innovation with Real Time Information


### Year 1

50 digital screens installed at high priority stops to advise customers of disruptions and changes.

### 10-year plan

2000+ stops implemented





# Digital customer experience

## Year 1

GTFS Pathways developed

## 10-year plan

Digital CX integration of digital screens and personal devices

