



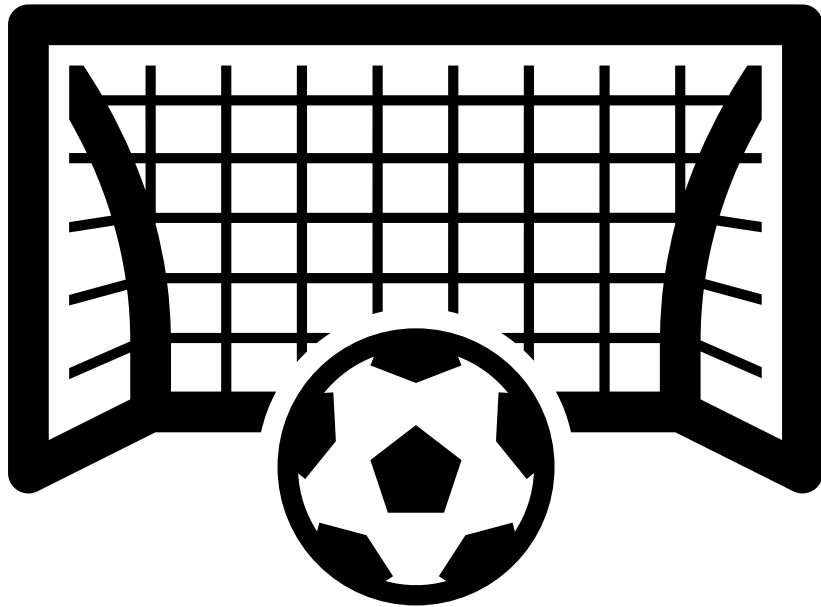
2026 FIFA World Cup™

Update to the TTC Board

February 3, 2026



| Overview of TTC x FIFA World Cup™ Planning



- Governance and Stakeholder Coordination
- Service Enhancements
- Safety and Security Planning
- Seamless Communications and Customer Experience
- Organizational Readiness

TTC strategy to support the FIFA World Cup™



Coordinate with internal & external stakeholders for clear communication, seamless coordination and safety



Schedule increased service on key streetcar corridors and bus routes in downtown core with additional service on FIFA Fan Festival™ & match days



Execute reliability and readiness plans to ensure assets and people are ready and available to provide excellent service



Provide an excellent customer experience with tailored communications, additional customer service staff and enhanced wayfinding



Ensure existing service continues to meet day-to-day travel needs for our customers and the rest of Toronto

CoT 2026 FIFA World Cup™ Governance



Coordination with External Stakeholders

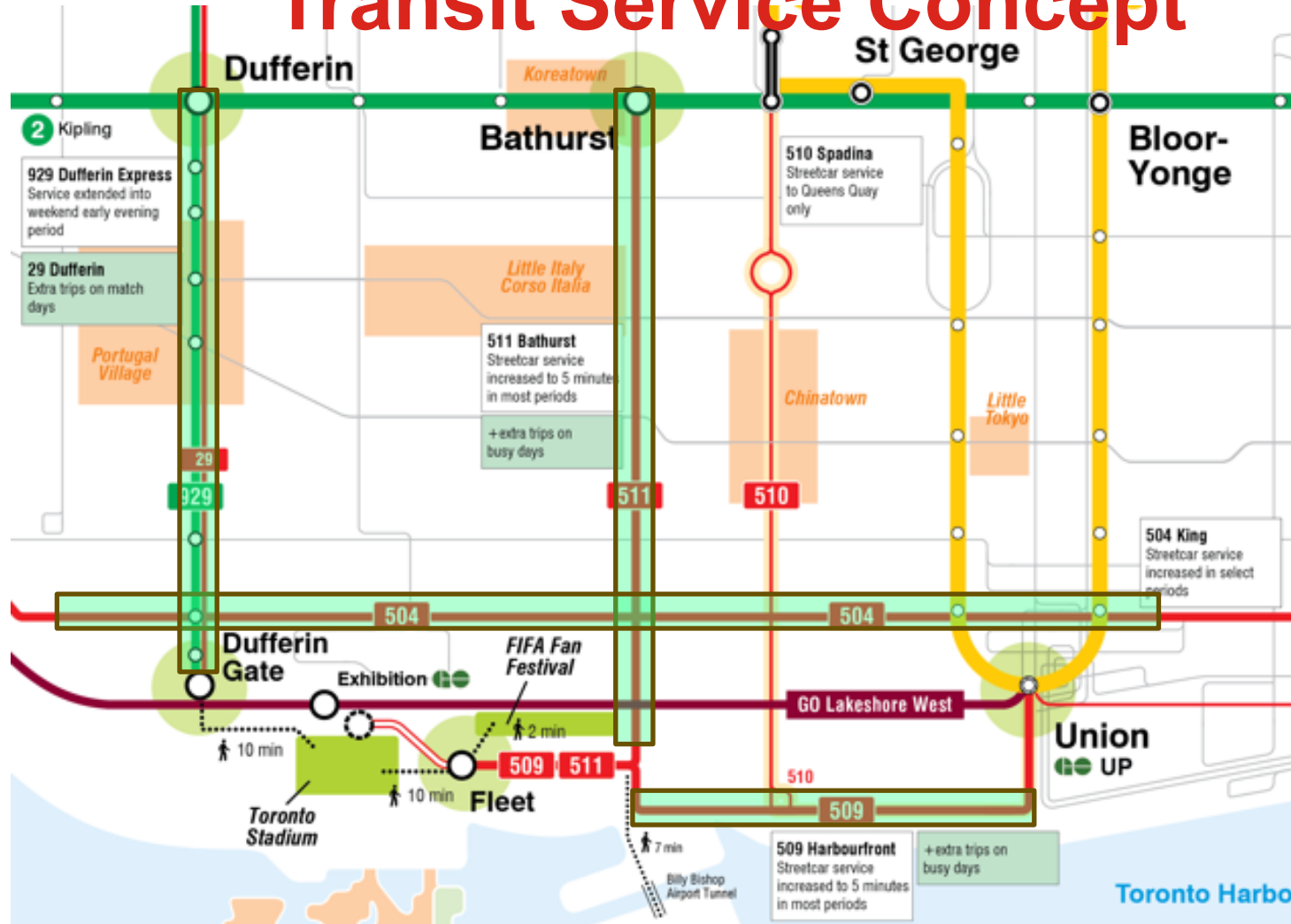


Coordination with Internal Stakeholders

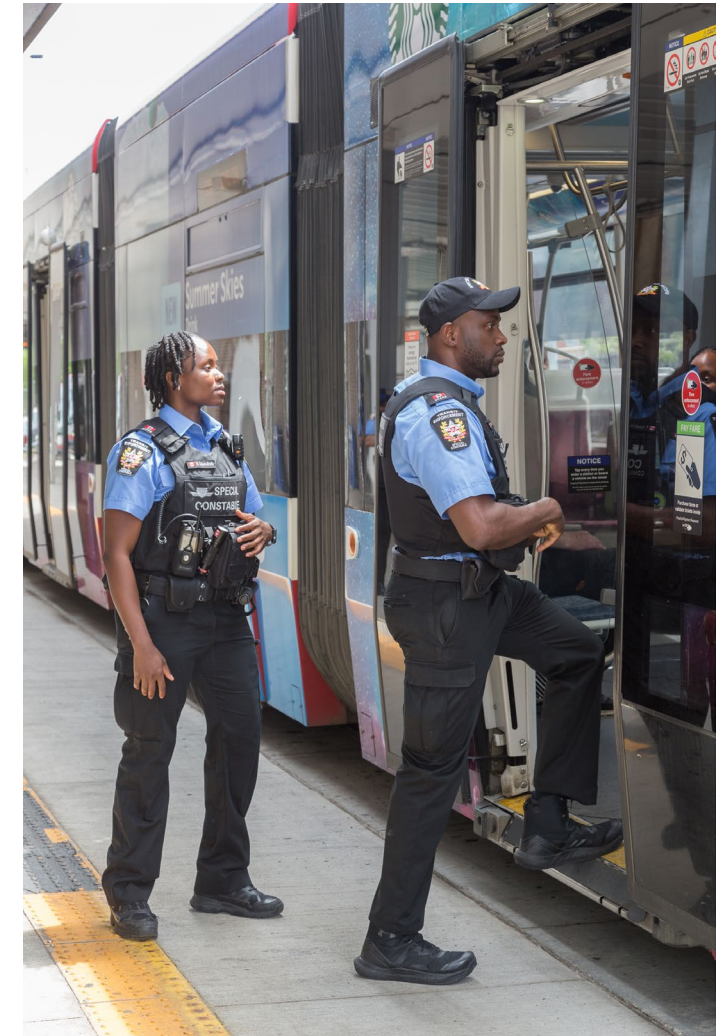


Service Enhancements - 2026 FIFA World Cup™

Transit Service Concept



Safety & Security Planning



- Embedded in City Emergency Planning and Centres
- Fleet Street World Cup Transit Hub Concept
- Crowd Management/Enhanced Security Presence

Enhanced Customer Experience



Enhanced reliability response: additional operations staff in key locations throughout the network



Customer Service: staff deployment through TTC ambassador program



Wayfinding: New temporary signage at key locations



Wayfinding: Deployment of new e-ink screens at key transit stops



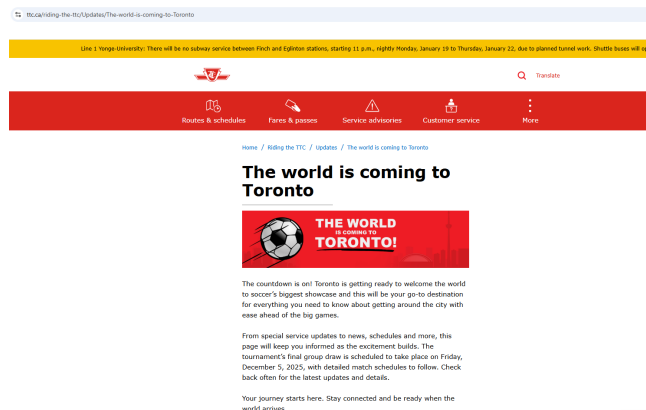
Wayfinding: Signage will include FIFA-style pictograms to ensure clarity for international visitors



Communications



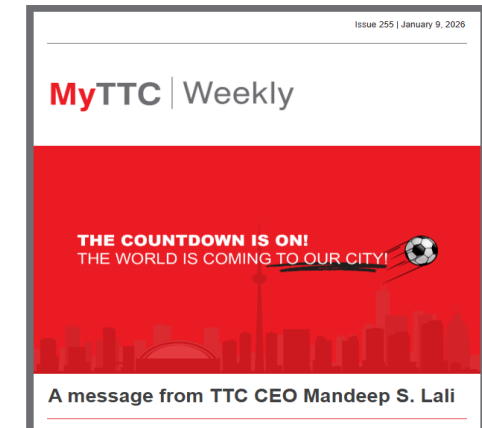
Employee PC Lockscreen



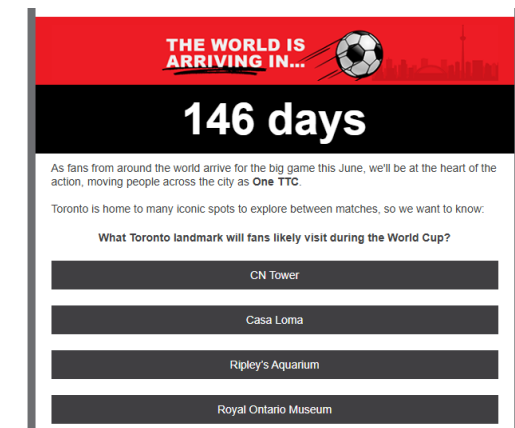
Dedicated webpage



Instagram post



CEO Message (My TTC Weekly)



My TTC Weekly newsletter feature



| Non-Fare Revenue Opportunities



| Organizational Readiness



Asset reliability and readiness



Crowd management & emergency preparedness



Training & capacity building

| Budget

As part of the 2026 Operating Budget that was approved by the TTC Board on January 7, 2026, an additional \$7.5 million in gross expenditures and 28 positions are included to support the FIFA World Cup™ in Toronto. This funding supports enhanced service and operational readiness for six match days and FIFA Fan Festival™ events. Costs are expected to be fully offset by \$5.0 million in additional passenger revenue during the event and \$2.5 million in funding from the City's FIFA Secretariat.

