



TTC x FIFA World Cup 2026™

**Delivering an exceptional experience for
FIFA World Cup™ visitors and everyday riders**

TTC Board Update July 22, 2026

***TTC delivered during
FIFA World Cup 2026™
with 3.6 million trips taken***



*event-day trips taken on routes serving Toronto Stadium and FIFA Fan Festival™ from June 10 through July 11

Keeping Toronto moving: outcomes at a glance



3.6M

Total event-day* boardings from June 10 to July 11 on routes serving Toronto Stadium and FIFA Fan Festival™



91%

Real-time customer satisfaction score



92%

Overall system-wide sense of safety score



4,250+

Bus and streetcar match-day trips operated to Toronto Stadium during ingress and egress



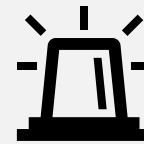
42%

Year-over-year ridership increase on area routes on Match Days



61%

Increase in foreign credit card fare payments



4.25 mins

Average incident response time on Match Days



1,500+

Ambassador shifts filled over tournament period

Delivering success

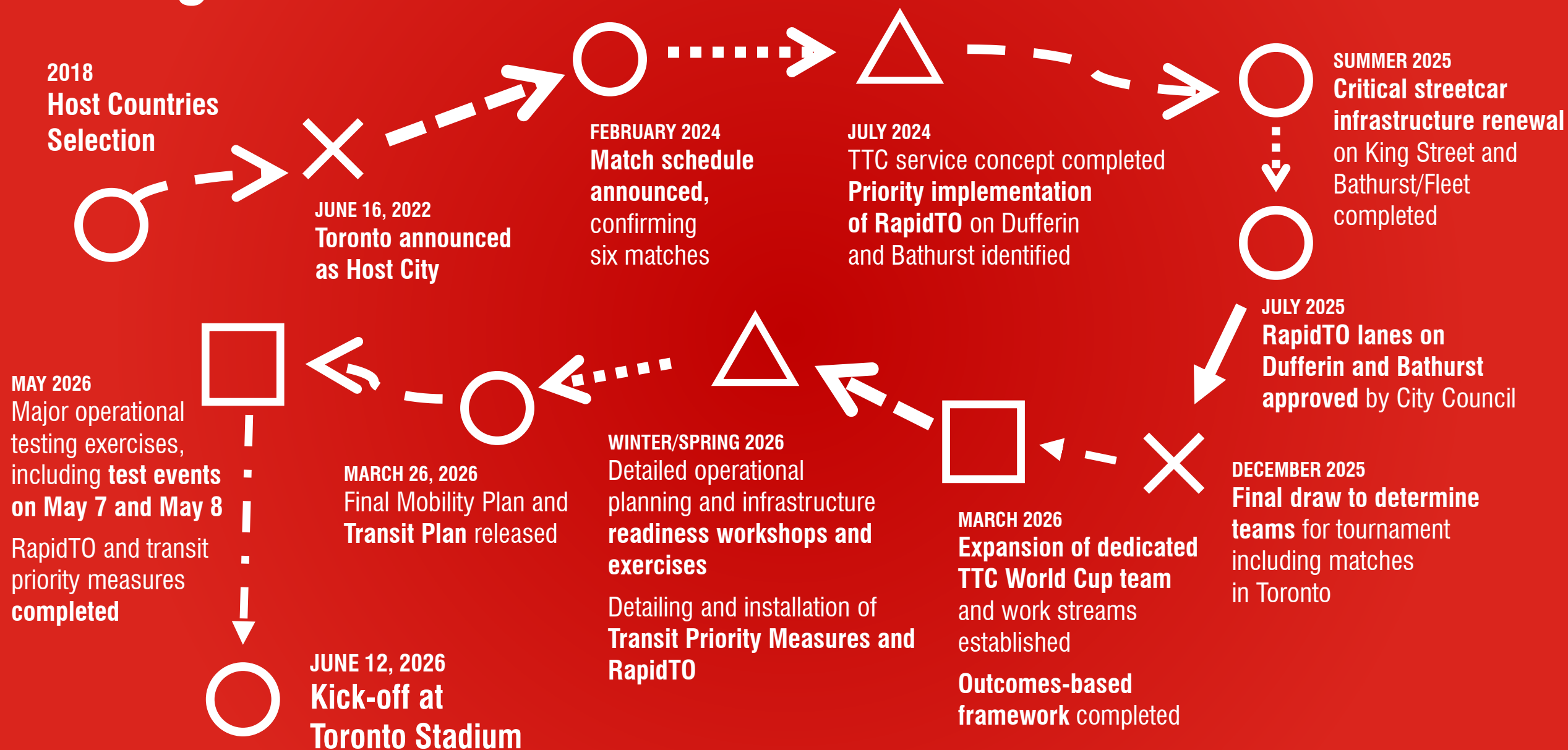
World Cup success delivered through an unprecedented effort in TTC planning, readiness, and operations.

- **Hundreds of employees were mobilized on every match day**, creating a level of support far beyond normal operations.
- **Months of planning, testing, exercises, and rehearsals** enabled confident execution when it mattered most.
- **Significant investments** in staffing, service, security, customer support, and incident response reduced risk and improved resilience.

The result: safe, reliable transit delivery during a global mega-event while maintaining service for everyday customers.



Getting to kick-off



Transit Priority Measures – Crucial to delivering reliable service

RapidTO corridors provided faster and more reliable service on Bathurst and Dufferin, even with Match Day traffic

MATCH DAY AVERAGE TRAVEL TIMES

(DURING INGRESS AND EGRESS PERIODS)

17 min (pre-RapidTO) **25 min** (pre-RapidTO)

14 min (-18%) **22 min (-12%)**

DUFFERIN CORRIDOR
(Dufferin Stn to Dufferin Gate)

BATHURST CORRIDOR
(Bathurst Stn to Lake Shore Blvd)

Small adjustments to signal timings can yield major improvements

Changes to signal timings were implemented throughout the tournament based on performance data and field observations to reduce transit delay and improve flow

Toronto Police and Traffic Agent support was crucial

Active management at key intersections was imperative to keep transit moving by allowing streetcars to proceed regardless of traffic signal, assisting in turning movements, and prioritizing transit over other road users



Command Structure that Delivered – EOC & ECC Performance

Executive Command Centre (ECC)
Union Station



Emergency Operations Centre (EOC)
Transit Control Centre



49

days of coordinated
readiness

63

situation reports

90

internal
coordination
meetings

204

external
coordination
meetings

Flexible, scalable activation

Risk-based Level 1 / 2 / 3 posture

LEVEL 1 22 days

Baseline Monitoring
No Fan Fest + no game periods

LEVEL 2 21 days

Hybrid Activation
Fan Fest days + pre-game day

LEVEL 3 6 days

Full Activation
Match Day Operations

Tools that powered command & control



Daily Teams
Chat



Sitrep Forms &
Dashboard



Executive Briefing
Report



Mass
Notification

Rapid incident response and recovery



No major incidents or delays on match days

33 logged incidents on six match days, with an average response time of 4.25 minutes in priority zones near stadium

- Response and recovery personnel stationed at strategic locations with a target response time of 5 minutes
- Quick and effective response and escalations facilitated by City-led operations and coordination centres

Responding to fan marches

9 fan marches to the stadium along Strachan Ave ranging from a few hundred to 10,000 fans

- Fan marches were an exciting element of the tournament, but were **unpredictable in transit impacts**, especially when crossing streetcar routes resulting in turnbacks and diversions.
- **Delays ranged from 30 to 90 minutes:** TTC responded with ground support, regular communications, customer service at impacted locations, and **rapid service recovery** once march cleared.





*A world-class
customer experience*

Employees – bringing all corners of TTC to the action

Ambassadors provided on-the-ground customer service and support
alongside operational and frontline staff at key locations

535

total staff
ambassadors

1,500+

ambassador shifts filled
throughout tournament

170+

employee engagements
over 32 weeks to
inform and build pride

9K

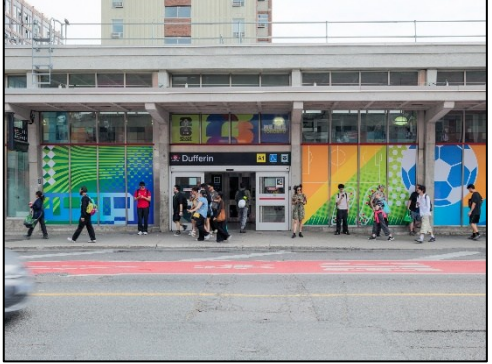
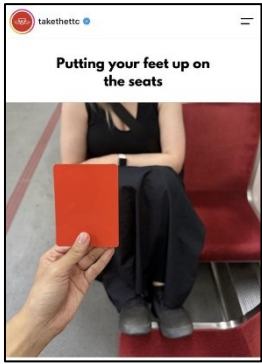
internal
website views

70%

newsletter
open rate



Marketing the TTC brand

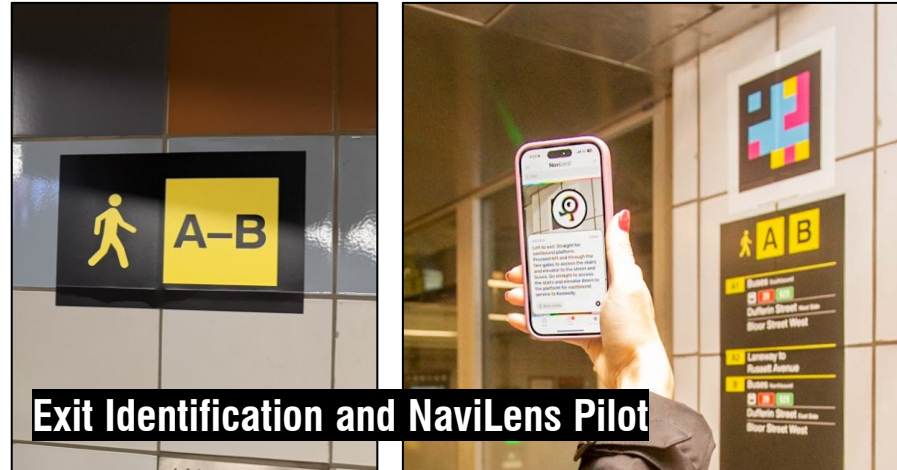


\$4.5M	\$90K+	\$16.2K	65K	1.6B	2M+	Social media impressions
Advertising sold for World Cup period	TTC Shop World Cup sales over 3,100 transactions	Toonie Stamp sales with frequent sell-outs	Community notices	Media impressions, only 4% negative coverage	60K+	Social media engagements

Enhanced system-wide wayfinding



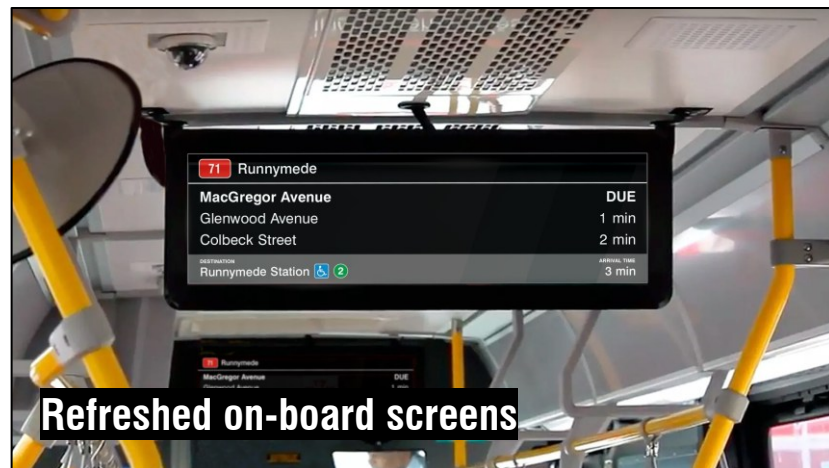
EPaper Stop Displays Pilot at 75 stops



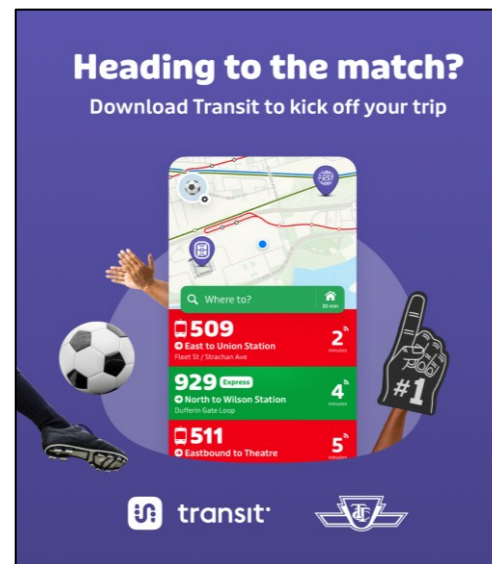
Exit Identification and NaviLens Pilot



Real-time information displays



Refreshed on-board screens



Transit app partnership



World Cup-specific signage



Match Day Recaps



Match 1

JUNE 12 3PM

 26°

INGRESS

 25°

EGRESS

 CAN

1-1

 BOS

PRE/POST MATCH RIDERSHIP*

13,960

all nearby routes

*boardings + alightings 5 hours before match time and 3 hours after match end at stops serving Toronto Stadium and Toronto Fan Festival™

509

5,800

511

2,330

829

4,240





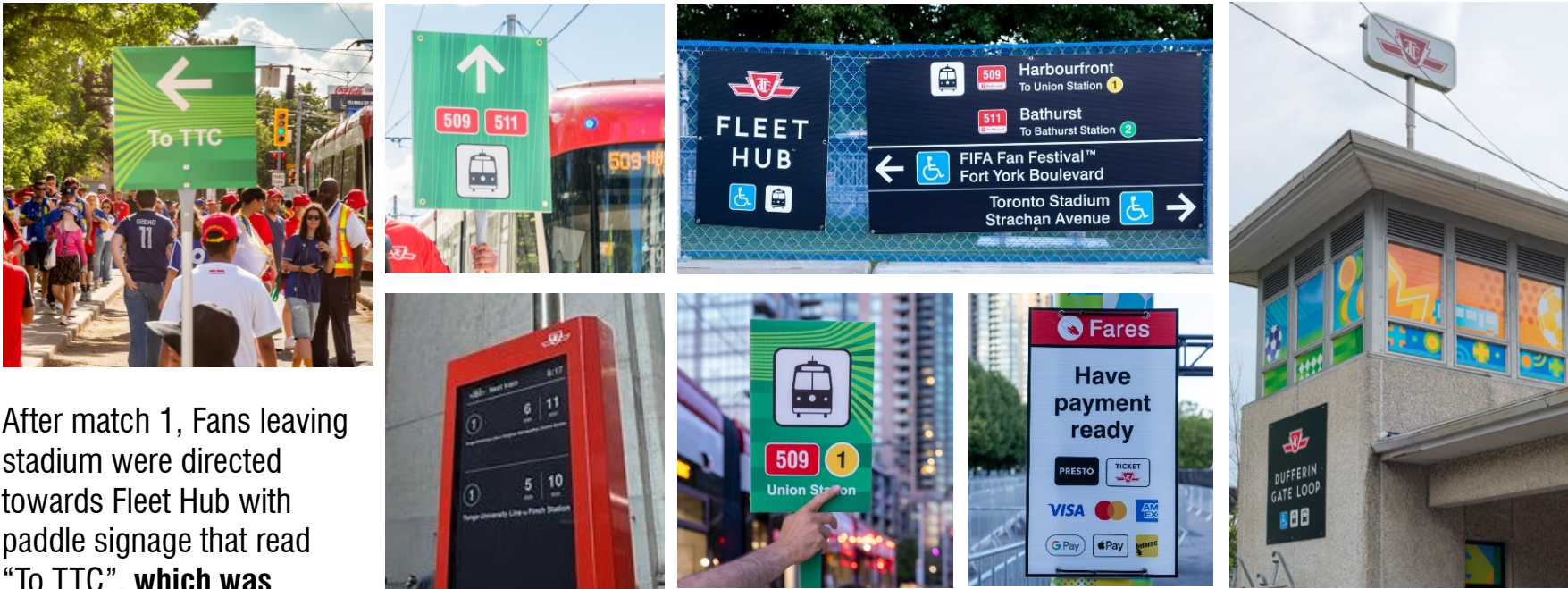


Service Delivered

	INGRESS			EGRESS		
	Trips/ hour	Average Headway	Travel Time	Trips/ hour	Average Headway	Travel Time
509	10	4:55	20 min	14.5	4:32	24 min
511	10.5	5:40	34 min	11.5	5:37	30 min
829	28.5	2:07	14 min	32.5	1:54	14 min

Other Major Events	
	FIFA Fan Festival™ 12:30p to 11:30p
737p	Blue Jays vs. New York Yankees Rogers Centre
	Taste of Little Italy College Street
	Portugal Day Festival Earlscourt Park

Making wayfinding accessible for everyone



After match 1, Fans leaving stadium were directed towards Fleet Hub with paddle signage that read “To TTC”, which was unfamiliar to many visitors.

Signs were revised for match 2 to use the streetcar icon and route numbers, making it more understandable. Signage was also improved throughout Fleet Hub and other locations based on observations and feedback from Match 1.

System-wide wayfinding enhancements supported easier navigation for everyone.

Match 2

JUNE 17 7PM

 20°
INGRESS

 20°
EGRESS


GHA

1-0


PAN

PRE/POST MATCH RIDERSHIP*

12,150

all nearby routes

*boardings + alightings 5 hours before match time and 3 hours after match end at stops serving Toronto Stadium and Toronto Fan Festival™

509

4,950

511

2,130

829

2,840





Service Delivered

	INGRESS			EGRESS		
	Trips/ hour	Average Headway	Travel Time	Trips/ hour	Average Headway	Travel Time
509	12.2	4:58	20 min	14.0	5:07	22 min
511	12.0	5:17	32 min	10.5	7:26	30 min
829	27.0	2:15	15 min	22.5	3:43	13 min

Other Major Events



FIFA Fan Festival™
2:30p to 10:00p

Ghana Watch Party
Sankofa Square

Responding to safety issues through escalation and quick action by TTC teams



In the first days of the operation of Fleet Hub, **vehicles were observed driving on wooden platform, resulting in multiple incidents of damage.**

Pedestrians were also observed crossing streetcar tracks mid-block, **creating safety and operational risks.**

TTC responded quickly to mitigate these issues by Match 2, including:

- Escalation through TACC to repair damage and reinforce vehicle restrictions by all partners
- Placement of heavy barriers at each end of the platform and markers at intersections to deter vehicle access
- Installation of fencing between tracks to stop mid-block crossing

Match 3

JUNE 20 4PM

 23°
INGRESS

 23°
EGRESS


GER

2-1


CDI

PRE/POST MATCH RIDERSHIP*

18,600

509 7,720

511 2,840

829 2,990



*boardings + alightings 5 hours before match time and 3 hours after match end at stops serving Toronto Stadium and Toronto Fan Festival™

Service Delivered

	INGRESS			EGRESS		
	Trips/ hour	Average Headway	Travel Time	Trips/ hour	Average Headway	Travel Time
509	12.0	5:07	21 min	16.3	4:01	28 min
511	10.4	5:53	32 min	7.0	9:20	35 min
829	32.0	1:53	15 min	23.7	2:36	14 min

Other Major Events

 **FIFA Fan Festival™**
1:00p to 10:30p

7pm **Megan Moroney**
Scotiabank Arena

Making fare payment easier using increased staffing, handheld devices, and payment pedestals



During Match 1 and Match 2, **bottlenecks were observed in queuing system** at PRESTO payment pedestals, **causing delays for customers.**

- TTC responded with changes to fare payment by match 3:**
- **Reconfiguring queuing system at Fleet Hub** to match ridership demand
 - **Utilization of Provincial Offences Officers with handheld devices** to significantly increase fare payment speed, eliminating observed bottleneck

Match 4
JUNE 23 7PM
23° *INGRESS* **20°** *EGRESS*

1-0

CRO

PAN

PRE/POST MATCH RIDERSHIP*

13,860

all nearby routes

509

5,920

511

2,110

829

2,820



Service Delivered

	INGRESS			EGRESS		
	Trips/ hour	Average Headway	Travel Time	Trips/ hour	Average Headway	Travel Time
509	12.8	4:52	21 min	14.3	4:18	20 min
511	11.2	5:28	33 min	8.3	7:07	25 min
829	29.8	2:04	15 min	18.0	2:39	13 min

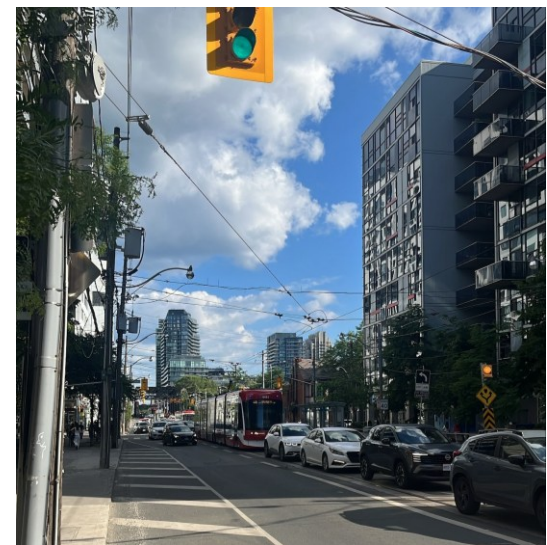
Other Major Events

FIFA Fan Festival™
1:00p to 10:30p

407p

Blue Jays vs Houston Astros
Rogers Centre

Coordination with partners to improve transit travel times and mitigate areas of congestion



Several areas of major congestion were observed impacting streetcar service:

- Bathurst St and Lake Shore Blvd
- Bathurst St south of Queen St
- Spadina Ave at Lake Shore Blvd

TTC was in consistent coordination through the Toronto Area Command Centre (TACC) and executive-level escalation to:

- **Adjust signal timings** at key intersections to reduce delays to transit
- **Deploy or relocate Toronto Police and Traffic Agents immediately** to address issues - resulting improvement in 511 Bathurst egress travel times

Match 5

JUNE 26 3PM

 24°

INGRESS

 21°

EGRESS



SEN

5-0



IRQ

PRE/POST MATCH RIDERSHIP*

12,400

all nearby routes

509

5,330

511

2,110

829

2,610









Service Delivered

	INGRESS			EGRESS		
	Trips/ hour	Average Headway	Travel Time	Trips/ hour	Average Headway	Travel Time
509	12.2	4:50	18 min	15.0	4:10	24 min
511	11.6	5:10	30 min	11.0	5:17	30 min
829	20.8	3:00	14 min	26.3	2:18	15 min

Other Major Events



FIFA Fan Festival™
1:00p to 10:30p

Pride Festival
Church-Wellesley Village

5p

Trans March
Yonge St (Hayden St to Gould St)

707p

Blue Jays vs Texas Rangers
Rogers Centre

NHL Draft Watch Party
Scotiabank Arena

Learning from and improving response to fan marches



Fan marches occurred prior to every match, with most starting from Trinity Bellwoods Park or Stanley Park, south on Strachan to Princes Gate.

When crossing Fleet Street, streetcar service would be impacted and service to Fleet Hub suspended.



Through escalations in the TACC, adjustments to operational plans, and working with Toronto Police, impacts were minimized:

- Coordination meetings with partners to understand potential size of marches and identifying potential operational issues
- Proactive customer communications and media releases outlining diversion plans and timing
- On-the-ground monitoring and coordination with Toronto Police to restore service as soon as possible



Match 6
JULY 2 7PM
34°
INGRESS
29°
EGRESS



PRE/POST MATCH RIDERSHIP*
13,220 all nearby routes
509 5,860
511 2,080
829 3,410



Service Delivered

	INGRESS			EGRESS		
	Trips/ hour	Average Headway	Travel Time	Trips/ hour	Average Headway	Travel Time
509	10.2	5:52	17 min	14.0	4:24	25 min
511	8.4*	7:36*	27 min	8.3*	7:14*	31 min
829	27.4	3:00	15 min	16.0	3:19	14 min

* streetcar service reduced on 511 Bathurst due to extreme heat conditions to protect infrastructure. Buses operated north of King Street.

Other Major Events



FIFA Fan Festival™
1:30p to 10:30p

Humber Polytechnic Match Day Hub
Humber South Campus

Protecting service and supporting staff during a severe heat event on match day



Match 6 occurred on the second day of a major heat event in Toronto, **with temperatures of 34°C and humidex values in the mid-40s.**

Severe heat strains infrastructure, including rail and overhead power systems. It also impacted staff working outside on Match Day.



TTC took action to protect service and support staff, resulting in minor impacts to operations and service:

- Proactively reduced streetcar service on 511 Bathurst to limit strain on overhead, with buses supplementing service
- Ensured staff had access to water and frequent breaks in air-conditioned environments

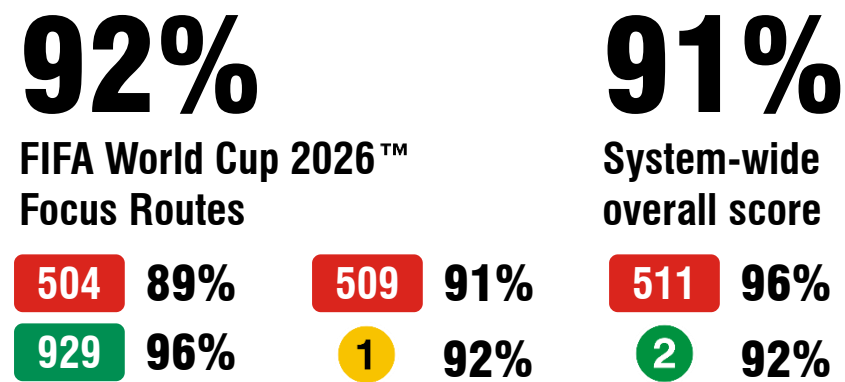


The reviews are in

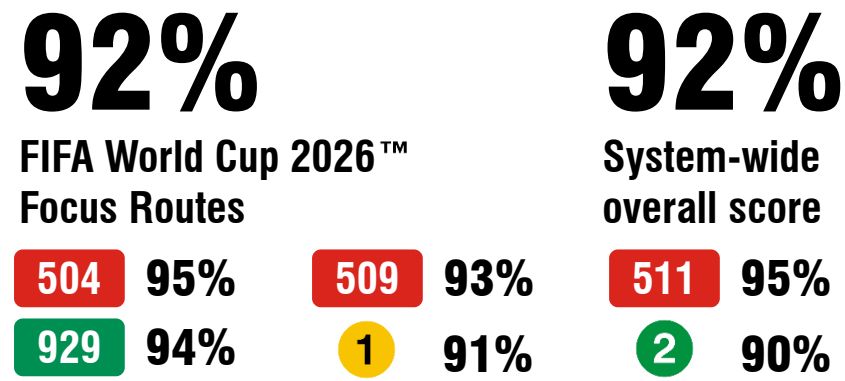
Excited fans, satisfied customers



Consistently high real-time customer satisfaction ratings

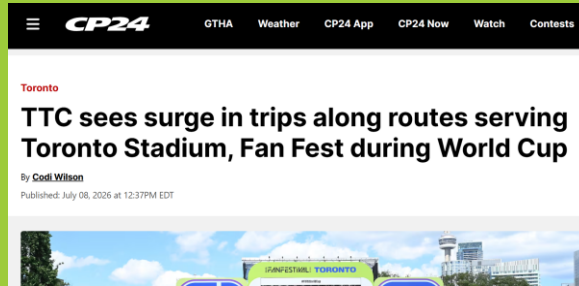


Customers indicated they felt safe



Source: Transit App data: 10,600 FIFA Focus Routes; 43,364 responses all routes (June 7 to July 19)

The headlines

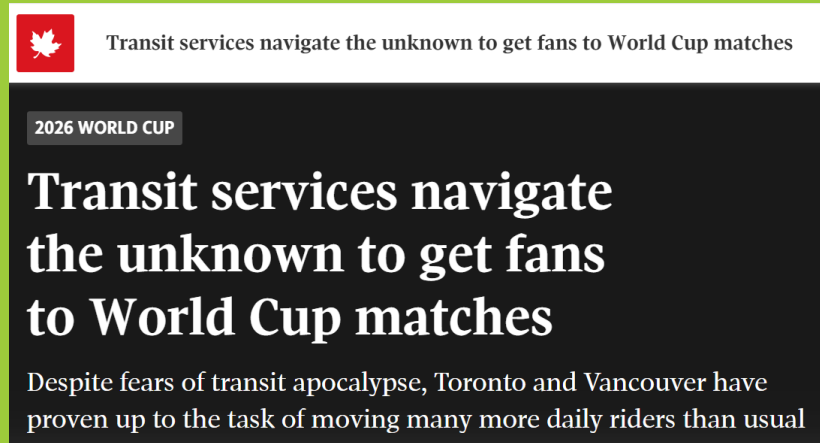


*"We had a really good set of games and **the preparedness was there**"*

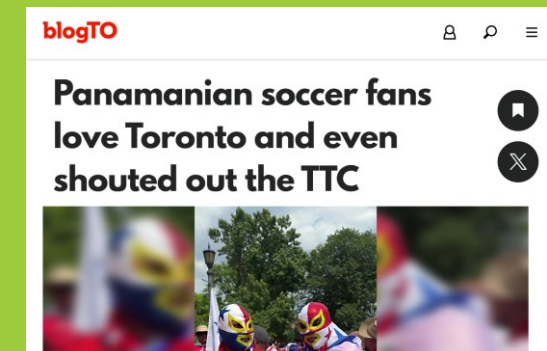


*"Public transit **ran on time and in plentiful amounts** to get fans to and from games in stadiums that are incredibly close to the downtown core."*

*"it was seamless"
"Absolutely great, well done, TTC"*



"Most soccer fans Now Toronto spoke with said they believe the city is doing a good job with transit."



Key lessons learned

The World Cup demonstrated that TTC can successfully deliver service during globally significant events **when supported by adequate investment, strong partnerships, proactive planning, transit priority, and a customer-first operating model.**

Partnerships are a Critical Success Factor

Success depended on TTC, City, Toronto Police and other partners operating and coordinating as one integrated team.

Transit Priority Measures Work

TPMs were among the most effective tools for moving people and maintaining reliability during major events – these work best with Toronto Police and Traffic Agent support

Satisfaction Reflected the Customer-first Approach

Ambassadors, wayfinding, communications and visible frontline staff significantly improved the customer experience.

Plan for Flexibility

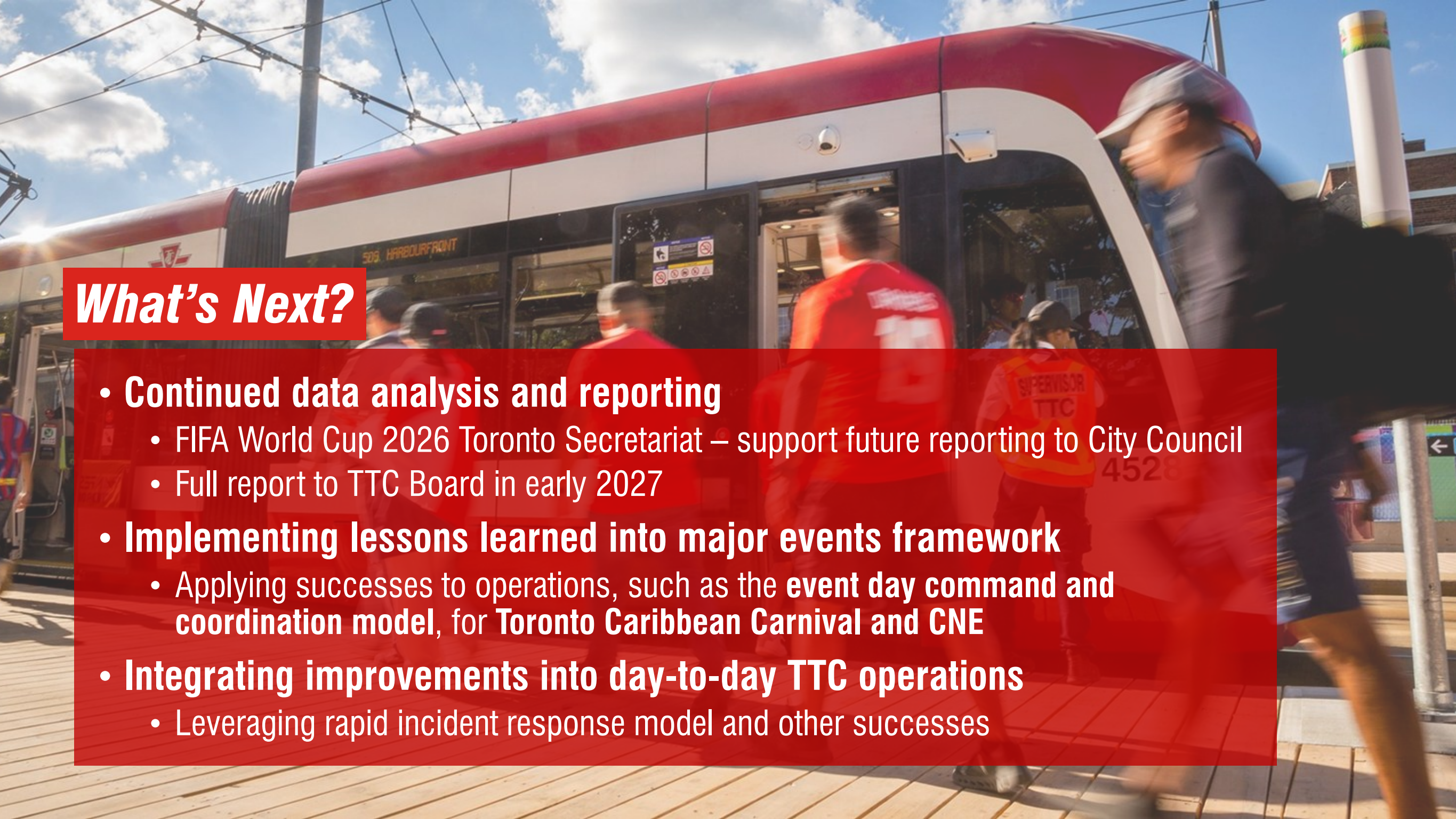
Success came from building flexible operating plans and scalable responses. The ability to adapt quickly proved more valuable than forecast accuracy.

Preparedness Pays Off

Extensive contingency planning, test events, and tabletop exercises identified gaps, strengthened coordination and directly contributed to operational success.

Sustaining Success Requires Sustained Investment

Exceptional outcomes require investment in people, planning, infrastructure and operations.

A red and white TTC streetcar is stopped at a station platform. Several people are visible, including a TTC supervisor in an orange vest. The streetcar has "509 HARBOURFRONT" written on its side. The background shows a clear blue sky with some clouds and a building with a white chimney.

What's Next?

- **Continued data analysis and reporting**
 - FIFA World Cup 2026 Toronto Secretariat – support future reporting to City Council
 - Full report to TTC Board in early 2027
- **Implementing lessons learned into major events framework**
 - Applying successes to operations, such as the **event day command and coordination model**, for **Toronto Caribbean Carnival** and **CNE**
- **Integrating improvements into day-to-day TTC operations**
 - Leveraging rapid incident response model and other successes