

TORONTO TRANSIT COMMISSION

TO Commissioners

FROM Gary Webster

MEETING DATE December 6, 2007

SUBJECT Staff Response to Commission Inquiry – Replacement of Handmade Signage and Clutter at Collector Booths

BACKGROUND

At its meeting of June 13, 2007, the Commission moved that staff report back on the issue of handmade signage and clutter at Collector Booths.

DISCUSSION

In order to determine what improvements can be made to simplify the information being presented to customers, staff conducted a system wide audit of the signage currently available at TTC Collector Booths, and staff also canvassed several transit properties on this issue.

The information gathered by staff revealed that many transit properties similar in size to TTC have adopted an automated fare system thereby eliminating the need for fare collection kiosks. Customer information, mainly route and map details, is typically displayed on LED screens at the point of station entry. Other transit properties, that are not automated and similar in operation to TTC, i.e. MTA New York City Transit, have reported comparable issues. These properties have indicated that information displayed to customers is primarily through printed material. They have said that although there is no formal signage review process in place, each booth is equipped with a standard template of signage and the information displayed is monitored and managed by the operating staff. In terms of handmade materials, most properties have a policy in place requesting collection staff not to produce their own signage. However, transit properties have also said it is difficult to stop handwritten materials from the Collectors. Operation staff continuously observes what types of signs are being handwritten to determine if a template needs to be created for all booths. Unique signage for a specific booth is not encouraged because if the sign is not used regularly by the Collector it is most often thrown out. Signage found at booths communicates information regarding fares and safety to customers.

As a result of TTC's system wide audit of each Collector Booth, several findings were reported by staff. Specifically, not all booths were equipped with a standard signage package, unique way finding messages were created for locations where station layouts were more complicated, a large inventory of marketing/safety type signage available at each booth (not all current) resulting in an overflow of signage typically taped to the windows, and ultimately, a general lack of awareness by employees of TTC's position on handwritten signs.

In light of the foregoing, the following recommended steps have been put in place and/or are

underway:

- The standard signage package has been reviewed and will be updated, and re-issued on an annual basis and/or as the need arises.
- The marketing/safety type signage inventory has been reviewed for relevance and priority, and efforts will be made to keep these messages to a maximum of three at any one time.
- Collector booth schematics instructing operating staff of message priority will continue to accompany any new signage display request.
- All collector booth signage requests will undergo a formal review process before it is included in the standard signage package.
- Collectors will be encouraged to fill out a signage requisition for any new signage requests for review by staff.
- In an effort to increase general awareness, operating notices will be issued to employees on a regular basis stating TTC's position on handmade signage.
- Operations staff will continue to observe and monitor the types of handmade signage
- Operations staff will conduct a site visit with all stakeholders when issues surrounding way finding arises through handmade signage.
- Staff will also explore the feasibility of setting up one pilot station for testing the effectiveness of electronic signs.

Chief General Manager

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