

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: September 30, 2010

SUBJECT: TTC 90TH ANNIVERSARY – SEPTEMBER 2011

ACTION ITEM

RECOMMENDATION

It is recommended that the Commission approve the attached draft plan (Appendix A) for ongoing celebrations to recognize the 90th anniversary of the Toronto Transit Commission which officially takes place on September 1, 2011.

FUNDING

Sufficient funds in the amount of \$125,000 will be allocated in the 2011 Operating Budget to cover costs for the various activities described, excluding "Other Opportunities", in Appendix 'A' attached.

BACKGROUND

On September 1, 1921, the Toronto Transportation Commission began operation, taking over the operations of the Toronto Railway Company, the Toronto Civic Railway and parts of the City owned Toronto and York Radial Railway. Nine separate fare systems were replaced by one TTC fare system. The Toronto Transportation Commission was renamed the Toronto Transit Commission in 1954.

DISCUSSION

A 90th anniversary is a milestone which warrants a major celebration. In an effort to reach as many people as possible, an extended celebration comprising various mini-events and components is planned with the culmination of a large public event, including an official cake cutting ceremony, as outlined in Appendix 'A' attached.

JUSTIFICATION

This major milestone requires a celebration to mark the contribution that the Toronto Transit Commission has made to the City of Toronto over the past 90 years of service.

September 2, 2010
3.83.83
Attachments

A Celebration of 90 years of TTC Service

The following activities are currently under consideration:

Communications:

- Branding/Logo: *Turning 90. The TTC since 1921*; use in all print material, postage metre stamp, merchandise, Ride Guide, Metropass, etc.
- Newspaper Ads: Metro/ethnic/community: "this week in 1921"; thank you/public invitation
- Website: historical photos/event info/contest
- Transit campaign: posters/ brochure
- Historical video (update 80th anniversary video)
- Monthly Coupler features leading up to centre spread in September, including invitation to employees and pensioners to main event
- Art program with TDSB and/or community groups - theme importance of TTC/90 years of transit for display
- Social media: Facebook and Twitter

Events:

- Monthly customer appreciation days to be held at various subway station locations; giveaway buttons/posters
- Sales of branded merchandise with proceeds to TTC United Way campaign
- Historical/Heritage Toronto Photo Display (potential locations: CNE, Head Office Lobby, Toronto Public Library, Toronto Archives, City Hall), featuring photos, old uniforms, vehicles
- Historical public bus tour - visit old TTC facilities, e.g. Roncesvalles Carhouse, Harvey Shops, Wychwood Barns, with commentary by historian or TTC pensioner
- Main event: September 1 at location to be determined (e.g. Yonge-Dundas Square, Nathan Phillips Square unavailable due to construction). All levels of government and the general public will be invited to a cake cutting ceremony.

Other Opportunities - these activities are not covered by the \$125,000 budget allocation as noted in the report.

- Installation of display cabinets in 10 selected stations for display of community art
- Panel discussion with former CGM's, Chairs, Senior Staff – reflections of time at TTC (to be held at City Hall or OISE for example)
- Explore potential for commemorative book

Timing:

- Jan. - Aug. 2011 - Monthly Appreciation Days
- Jun. – Aug. - Historical Bus Tours
- Aug. – Sep. - Historical Display at various venues
- Aug. – Sep. - Art Display (school/community groups)
- Sep. 1 - Main Event