TORONTO TRANSIT COMMISSION
REPORT NO.

MEETING DATE: October 23, 2013

SUBJECT: NEW WAYFINDING STANDARDS

INFORMATION ITEM

RECOMMENDATION

It is recommended that the Board receive the presentation *New Wayfinding Standards* for information. The presentation provides the Board with information concerning proposed changes to system wayfinding and signage.

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October 9, 2013
3 - 48

NEW WAYFINDING STANDARDS

TTC Customer Information objectives;

- **Bring simple, non-fussy approach**
- **Clean and direct**
- **Connect customer touch points in a cohesive manner**
- **Bring simplicity and clarity to customer journeys**
- **Promote consistency**
- **Improve system maps**
- **Improve system accessibility**

Ride the Rocket.

THE BETTER WAY

TORONTO TRANSIT COMMISSION

Dear Pape Station customers,

THANK YOU

FOR YOUR PATIENCE
DURING CONSTRUCTION

Welcome back!

Ongoing improvements will include:

- The elevators, bike parking and landscaping will be completed during the month of October.
- The second exit will be completed by the end of 2013.

TORONTO TRANSIT COMMISSION

THANK YOU TORONTO

This week was a challenging one for all of us. Thanks to the patience and perseverance of hundreds of thousands of TTC riders like you and the hard work of thousands of TTC employees, we all weathered it together.
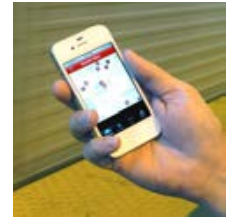
TORONTO TRANSIT COMMISSION

Customer Information involves a number of elements:

- Pre-journey planning tools
- Information systems
- Schedules
- Self-navigation aides
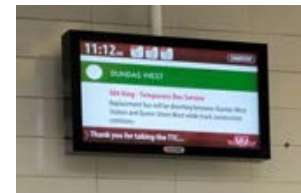- Staff interactions

These are all connected

Ride Guide

Mobile Apps

System Maps

TTC.ca

Audible Announcements

Information Screens

Subway Maps

Signage

Staff

Social Media

- **We are building on these connections to create a complete customer experience.**

  One that:
  - Is positive, customer-focussed and friendly;
  - Delivers service efficiently and cost-effectively;
  - Provides information promptly and clearly when delays occur;
  - Is accessible to all.

SIMPLIFICATION AND CLARITY

- **Steps are being taken to simplify information delivery throughout the system;**

  - Clear and simple information on maps and signage;
  - Clarity and prominence at TTC system access points;
  - Current schedules and updates delivered digitally via station video monitors, apps and social media.
  - Update to Wayfinding Standards

SIMPLIFICATION AND CLARITY

- Our system has evolved but our core values remain unchanged: Service, Courtesy and Safety

- **Example: Subway Route Names – we use many terms to say the same thing;**

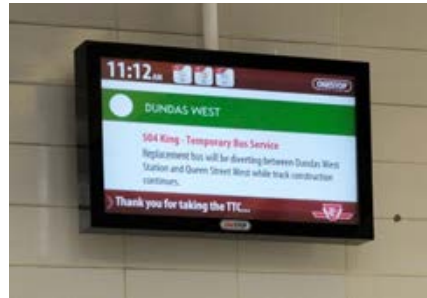   *Examples:*

   - YUS Route

   - Yonge Subway

   - Spadina Trains

   - Yonge-University-Spadina Line

   This problem will get worst as the YUS extends into Vaughan.

1 Yonge-University-Spadina Line

2 Bloor-Danforth Line

3 Scarborough RT Line

4 Sheppard Line

5 Future Line

6 Future Line

- **Numeric codes offer several advantages;**

  - Simple and accessible to customers with language or cognitive barriers;
  - Provides an easy reference for all customers to remember;
  - Conducive to mobile technologies;
  - Future-friendly – Will not need to be changed when lines are extended and Establishes a plan today for future line names;
  - Can be implemented cost-effectively.

1. Number code
(2=BD Line)

2. Colour code
(Green=Bloor-Danforth Line)

2 Bloor-Danforth Line

3. Symbol code
(Circle=RT/Subway)

4. Familiar names remain for many applications

Elevator to Subway ① ② [elevator] →

← ① **Southbound**

Northbound ① →

Fares [ticket agent] [PRESTO] ②

Sheppard Ave. [GO Regional Transit] [accessible] →

← ④ **Westbound** to Sheppard

Eastbound to Don Mills ④ →

↙ ① **All Trains**

← [accessible] ② [stairs] [escalator] **Buses Royal York Road Bloor Street West**

SPADINA

- **The TTC's historic Subway Font will be used on more signage - at station entrances, fares booths and track level signage.**

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Signs that are highly visible

Signs that are highly visible

SUBWAY

Bringing prominence to our entry points

⬆ EXIT

⬆ Spadina–
University
Trains 🚃

➡ Buses 🚌

St. George St.
Medical Arts Bldg. ⬆

Bedford Rd. ⬆

Varsity Stadium
and Arena ⬆

EXIT Buses
⬆ Spadina-University
Trains

Exit
Buses

🚌 **1** 🚶↑

St. George Street
Bedford Road
Varsity Stadium 🚶→

← **1** 🚌 Exit
Buses

Bringing prominence to our entry points

Station	Line
◀ Scarborough RT - See Subway RT Route Map -	♿ 🚻 Kennedy ◉
	🚻 Warden ●
	♿ Victoria Park ●
	♿ Main Street ●
	Woodbine ●
	Coxwell ●
	Greenwood ●
	Donlands ●
	Pape ●
	Chester ●
	♿ Broadview ●
	Castle Frank ●
	Sherbourne Ⓣ
◀ Yonge Subway - See Subway RT Route Map -	♿ 🚻 Bloor-Yonge ⬆ Yonge Subway - See Subway RT Route Map -
	Bay Ⓣ
	♿ St George ◉ University-Spadina Subway - See Subway RT Route Map -
◀ University-Spadina Subway - See Subway RT Route Map -	Bloor Only ♿ Spadina ◉
	♿ Bathurst ●
	Christie Ⓣ
	Ossington ●
	Dufferin Ⓣ
	Lansdowne Ⓣ
	♿ Dundas West ●
	Keele ●
	High Park Ⓣ
	Runnymede Ⓣ
	♿ Jane Ⓣ
	Old Mill Ⓣ
	Royal York ●
	Islington ●
	♿ 🚻 Kipling ●

Legend
- ▬ Yonge-University-Spadina
- ● Bloor-Danforth
- ▬ Scarborough RT
- ● Sheppard
- 🔻 Station and direction of travel
- Ⓣ Transfer required to connecting surface route
  Transfers must be obtained where you pay your fare
- ◉ Subway Interchange
- ♿ Accessible Station
- 🚻 Public Washroom

Map is not to scale
Toronto Transit Commission © 2013

Subway/RT Route Map

Subway/RT Map is not to scale
Toronto Transit Commission © 2013

Need TTC Maps & Information?
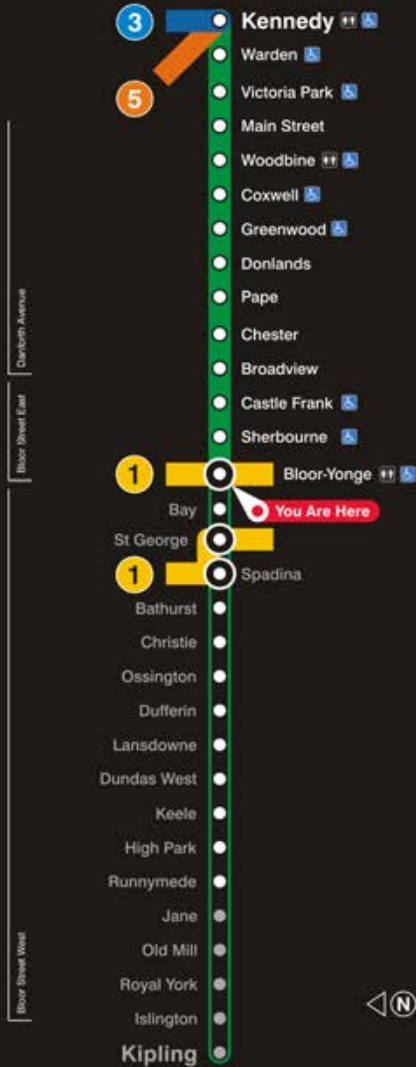www.ttc.ca   416-393-4636

Subway/RT Hours of Operation: Call 416-393-INFO (4636) or visit www.ttc.ca for details.
Weekday & Saturday service approximately 6:00am - 1:30am.
Sunday service approximately 9:00am - 1:30am. Holiday start times vary.

1 Finch ♿ 🚻

6

4

♿ North York Centre

Bayview ♿   Leslie ♿

4 Sheppard-Yonge ⊙━━━━━━━●━━━━●━━━●━━⊙━━━
♿ 🚻   Bessarion   Don Mills
🚻   ♿ 🚻

York Mills ♿

Lawrence

♿ 🚻
Eglinton

TTC Subway / RT Map

1 Vaughan Metropolitan Centre 🚻

🚻 Highway 407

Pioneer Village 🚻

York University

7 Humber College   Martin Grove   Islington   Finch West **7**

Kipling   Weston   Downsview Park 🚻

Sheppard West

Wilson 🚻

Yorkdale

Weston/Black Creek   Caledonia   Oakwood

5 Mt Dennis 🚻   Keele   Dufferin   Eglinton West

St Clair West

Dupont

St George

2 Kipling   Islington   Old Mill   Runnymede   Keele   Lansdowne   Ossington   Bathurst
🚻   Royal York   Jane   High Park   Dundas West   Dufferin   Christie   Spadina

Queen's Park
St Patrick
Osgoode
St Andrew

Union

1 Finch 🚻 🚻

🚻 North York Centre

6
4
Bayview   Leslie

4 Sheppard-Yonge ━━━●━━━━⊙   Consumers
Bessarion   Don Mills   🚻   Pharmacy

York Mills 🚻

Lawrence

Lawrence West

Glencairn   Chaplin   Eglinton 🚻   Mount Pleasant   Laird   Don Mills   Wynford

Avenue   Davisville

St Clair
Summerhill
Rosedale
Bloor-Yonge

Bay   Museum
Wellesley
College
Dundas
Queen 🚻
King

Birchmount   Midland   McCowan   Markham
Progress 🚻   Morningside **6**

Midland
Scarborough Centre
Ellesmere   **3** McCowan
Lawrence East

Leslie   Ferrand   Bermondsey   Pharmacy   Warden   Ionview   Kennedy 🚻 **2** **3** **5**

Victoria Park   Lebovic   Birchmount

Warden 🚻

Sherbourne   Broadview   Pape   Greenwood   Woodbine
Castle Frank   Chester   Donlands   Coxwell   Main Street
Victoria Park

1 Yonge-University-Spadina Line
2 Bloor-Danforth Line
3 Scarborough RT Line
4 Sheppard Line
5 Eglinton Line
6 Sheppard East LRT
7 Finch West LRT

⊙ Subway Interchange Station
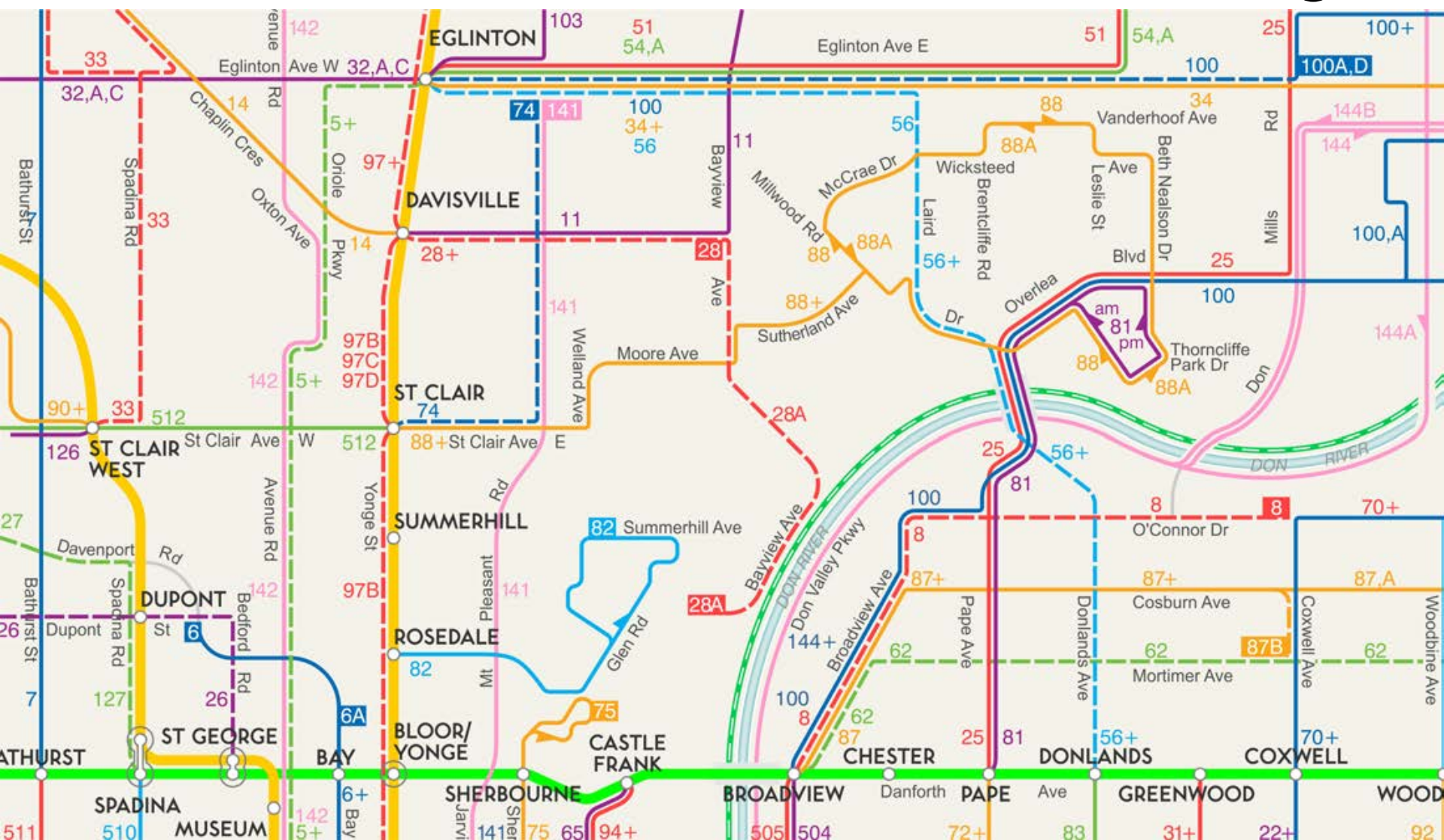♿ Accessible Station
🚻 Public Washroom

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- **Pilot on 94 Wellesley**
  - Suitable for some location
  - Positive reception but not universally appropriate
  - Tweaking being done
  - Doesn't obviate need for a system map
- **System map to be used in many places**
  - Ride guide
  - Subway concourses
  - Tourist information
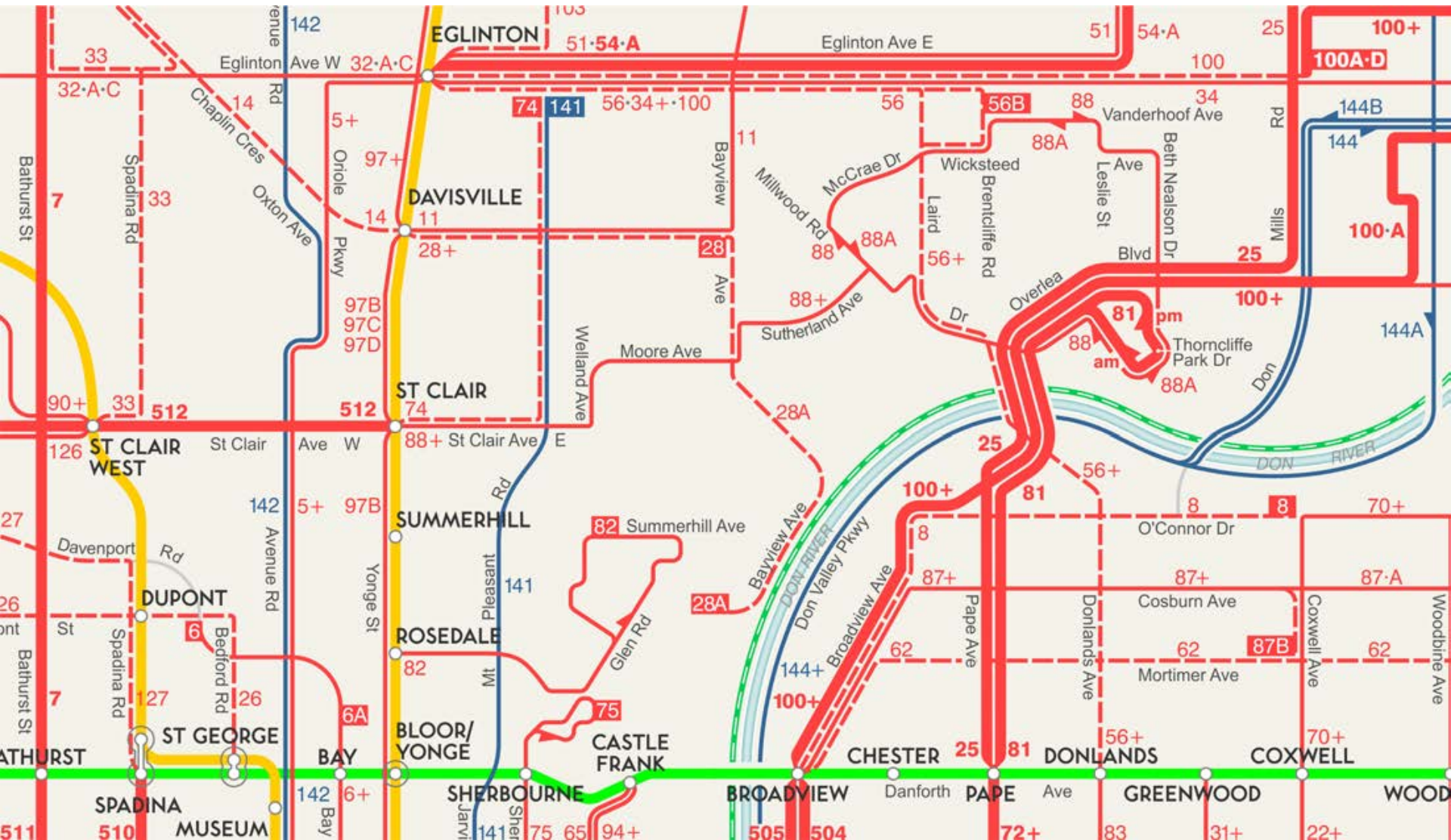 - Many bus shelters short term
  - Some bus shelters long term
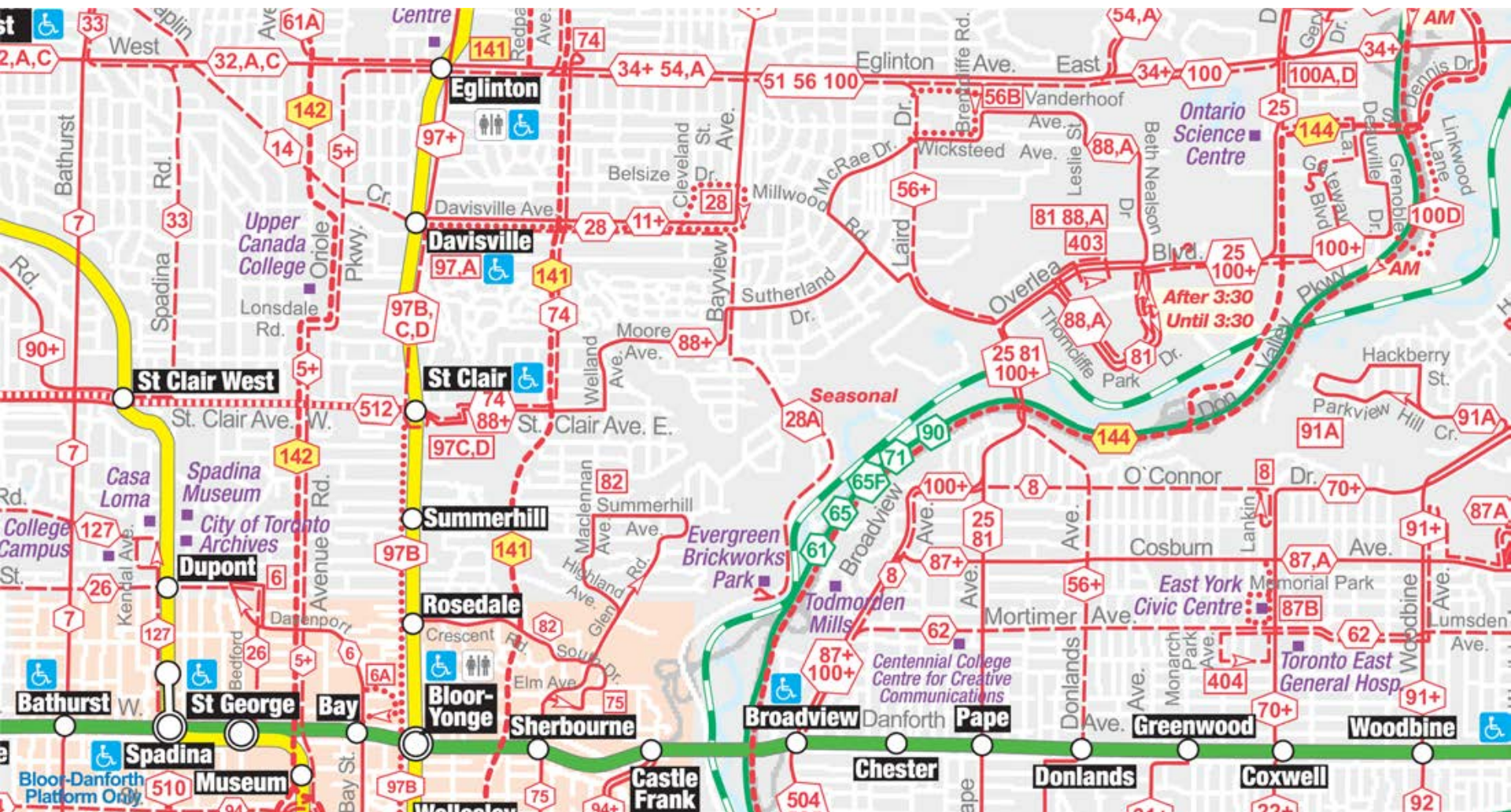
COLOUR?

- **Pilot study – Bloor-Yonge & St. George Stations**
  - Pre & Post installation interviews
  - Designed for quick and cost effective implementation
  - Future projects – elevators, second exits, TYSSE
  - Roll out printed products in early in New Year

- **Not about change for change sake**
  - Simplification of brand and return to roots
  - Simplification of all information touch points
  - Connect all information points in cohesive manner
  - Ensuring fit for present and future

Thank you