



Improving Directional Signage for TTC Services at Pearson Airport

Date: May 8, 2018

To: TTC Board

From: Executive Director – Corporate Communications

Summary

This report outlines the signage and wayfinding strategy the TTC has adopted to serve customers travelling to and from Toronto Pearson International Airport and changes necessary to improve the wayfinding.

This report outlines the steps proposed by the TTC and the Greater Toronto Airport Authority (GTAA) to improve wayfinding for TTC bus routes serving Pearson International Airport.

Recommendations

It is recommended that the Board:

1. Approve the proposed steps for wayfinding improvements; and
2. Authorize TTC staff to develop a partnership with GTAA on shared media resources.

Financial Summary

There is no direct financial impact. Any future costs will be absorbed within existing budgets or will be borne by the GTAA.

Equity/Accessibility Matters

The TTC's service to and from the airport is fully accessible. Those who opt to use public transit to and from Pearson Airport must be able to easily navigate there using wayfinding that is universal and readily understood by all.

Decision History

At the January 25, 2018 meeting a motion to the Ridership Growth Strategy was passed directing TTC staff to develop with the Greater Toronto Airport Authority a design for a wayfinding solution at Pearson International Airport for TTC Bus 192 and report back to the Board.

http://www.ttc.ca/About_the_TTC/Commission_reports_and_information/Commission_meetings/2018/January_25/Reports/Decisions/2_Ridership_Growth_Strategy_Decision.pdf

Issue Background

Approximately 5,600 customer-trips are made on the TTC to and from the Pearson Airport each day. This accounts for approximately 1.7 million journeys each year.

TTC airport routes

The TTC operates four routes to and from Pearson Airport:

192 Airport Rocket – All-day airport service from Kipling Station. The 192 Airport Rocket route provides all-day accessible express bus service between Kipling Station on Line 2 Bloor-Danforth and Pearson International Airport.

52A Lawrence West – All-day airport service from Lawrence Station and Lawrence West Station. The 52A Lawrence West route provides all-day bus service between Lawrence Station on Line 1 Yonge-University, Lawrence West Station on Line 1 and Pearson Airport.

300A Bloor-Danforth – Overnight airport service from the Bloor-Danforth corridor. The 300A Bloor-Danforth route provides overnight bus service along Danforth Avenue and Bloor Street to Pearson Airport.

332 Eglinton West – Overnight airport service from Yonge Street and Eglinton Avenue. The 332 Eglinton West route provides overnight bus service between Yonge Street and Eglinton Avenue and Toronto Pearson International Airport.

All routes provide pick-up and drop-off at both Terminals 1 and 3 at Pearson Airport.

TTC routes pick-up and drop-off customers from designated stops at both Terminals 1 and 3. Other bus transit operators only provide pick-up and drop-off service to Terminal 1.

TTC wayfinding standards include provisions for wayfinding to and from airports as a major point of interest. These include a unique pictogram to identify the Airport Rocket bus service and intermodal standards to address transfers between complementary services such as the UP Express airport train service.

Comments

Site review – Pearson Airport

TTC staff conducted a site review at Pearson Airport and made the following observations.

Terminal 1

TTC staff determined that there was sufficient wayfinding signage in Terminal 1. Passengers at the arrivals area can clearly see “Public Buses” posted on directional signage leading to the bus pick-up and drop-off point on the terminal’s lower level. The term “Public Buses” is used rather than TTC due to the fact that there are several transit providers operating bus service from Terminal 1.

The GTAA operates a designated transit waiting area on the lower level of Terminal 1. The waiting area includes comfortable seating, next vehicle arrival screens and transit system route maps. The TTC’s pick-up drop-off stop is located directly outside the waiting area. The GTAA maintains a heated shelter adjacent to the stop. TTC staff noted that improvements need to be made to maps and customer information concerning fares. These improvements are being addressed by TTC staff.

Terminal 3

TTC staff noted that there are opportunities for improvement at Terminal 3. The pathway leading passengers to the bus pick-up and drop-off area requires additional signage. Terminology on the existing signs is inconsistent. For instance, one sign reads “Public Transport” another read “Public Transit.” Others refer to “Ground Transportation” only.

The TTC maintains fare vending machines in proximity to pick-up and drop-off locations in both terminals. These will be upgraded to a PRESTO Fare Media Vending Machine as part of the full roll-out of the PRESTO system on the TTC.

Planned wayfinding improvements at Pearson Airport

The following improvements have been requested by TTC staff for GTAA to implement:

1. Revise signage in Terminal 3 to use consistent messaging and a more logical flow of information.
2. Add additional signage directing passengers to buses between the Terminal 3 arrivals area and TTC bus pick-up and drop-off point.
3. Add agency-specific signage to Terminal 3. As the TTC is the only transit provider operating from Terminal 3, the directional signs should indicate “TTC Buses”.

4. Add directional signage in Terminal 3 for passengers who wish to use other transit services only available in Terminal 1.
5. Maintain a supply of TTC Ride Guides at each of the Information Kiosks in Terminals 1 and 3.

TTC staff have requested that the GTAA implement these changes into new signage planned for Terminal 3, scheduled for installation by the end of 2018. TTC staff will work with the GTAA to develop temporary signage solutions to improve Terminal 3 wayfinding in the interim.

The TTC will take additional steps to improve overall customer experience when using the service to travel to and from Pearson Airport, including continuing to run the marketing campaign for the 192 Airport Rocket, originally developed in 2015, designed to bring awareness to customers of the service, its cost (same as a regular TTC fare) and journey travel time (about 45 minutes airport to Bloor-Yonge Station).

Planned improvements at other locations to benefit Airport travellers

1. Special wayfinding signage will be installed at transfer stations to UP Express. These include Dundas West and Union stations. This wayfinding signage is designed to assist customers at these stations providing directional information when transferring between subway and the airport train service.
2. TTC Ride Guide and in-vehicle maps also illustrate how customers can use the different modal services to travel to and from the airport.
3. Implementation of flight departure screens at Kipling Station to aid customers using the 192 Airport Rocket to access the airport.
4. Placement of a TTC Customer Service Agent at the transit waiting area in Terminal 1 to assist customers at peak times.

Customer Research

Once all proposed improvements are complete, the TTC will seek customer feedback and make refinements as necessary. TTC staff will also consult with the Customer Liaison Panel and the Advisory Committee on Accessible Transit.

Contact

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Signature

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Attachments

Attachment 1 – Examples: Proposed changes at Pearson Airport

Examples: Proposed changes at Pearson Airport

Current condition



Proposed



Current condition



Proposed

