



For Action with Confidential Attachment

Digital Connectivity - June Update

Date: June 23, 2022
To: TTC Board
From: Chief Strategy & Customer Officer (Acting)

Reason for Confidential Information

This report contains information about a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the City or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons or organization.

Summary

The purpose of this report is to provide the Board with an update of the progress of the Digital Connectivity Strategy (the Strategy), specifically understanding the conditions by which partnership opportunities would be pursued. The confidential attachment provides details of potential changes to an existing agreement for digital connectivity on the TTC system.

Recommendations

It is recommended that the TTC Board:

1. Receive this report for information, and
2. Authorize that the Confidential Attachment 1 to the report be released publicly upon execution of any agreement with a digital connectivity provider.

Financial Summary

There are no financial impacts arising from adopting the recommendation being made in this report.

Equity/Accessibility Matters

A cornerstone of the TTC's Corporate Plan 2018-2022 is accessibility, and as a proud leader in providing accessible public transit in the city of Toronto, we are committed to Ensuring reliable, safe and inclusive transit services for all our customers. This is further supported by the work of the Digital Connectivity Strategy, which at its core seeks to

maximize opportunities to bring digital connectivity to our customers and help bridge the digital divide in underserved communities in the city with the understanding that all residents do not have equal access to internet and Wi-Fi networks. Knowing that there are socio-economic benefits of being connected online and having greater access to digital services, the Digital Connectivity Strategy aims to bring more connectivity, inclusion and opportunities to customers.

Digital accessibility measures will be implemented in compliance with the *Accessibility for Ontarians with Disabilities Act, 2005* (AODA). Findings of these pilot programs will further impact future recommendations and initiatives towards digital equity.

Decision History

On February 2, 2021, Toronto City Council approved the Affordable Internet Connectivity for All – ConnectTO that seeks to collaborate with the private sector to bring affordable high-speed internet for all Toronto residents and businesses, especially those who are vulnerable and underserved by digital infrastructure.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.EX20.8>

On April 14, 2022, the TTC Board approved the principles and strategic objectives of the Digital Connectivity Strategy and a framework to assess the connectivity infrastructure and digital opportunities. The Strategy provides a “future proof” approach to manage future proposals and agreements.

https://ttc-cdn.azureedge.net/-/media/Project/TTC/DevProto/Documents/Home/Public-Meetings/Board/2022/April-14/Reports/4_Digital_Connectivity_Strategy.pdf?rev=478717223e2c4f5b94402436d8f5aef1&hash=88C06133A37150B78B49A005473CBFF8

Issue Background

At the April 2022 meeting, the TTC Board endorsed the objectives and the principles of the Digital Connectivity Strategy. The Digital Connectivity Strategy is designed to proactively respond to the frequent unsolicited proposals from existing and potential partners. The Strategy supports the City’s work of bridging the digital divide and increase the penetration of affordable high-speed internet services where it is needed the most.

Initiatives implemented under the Digital Connectivity Strategy may result in new revenue generating opportunities for the TTC, in addition to improving operations and the customer and employee experience.

This work has involved the evaluation of specific digital connectivity proposals including the deployment of small cells across the subway network, an assessment of market trends around customer data and insights, and possible changes to digital advertising on the TTC.

Comments

The TTC continues to seek greater opportunities to provide public transit to enhance the overall customer experience.

Seamless digital connectivity is an integral part of any city's modern infrastructure and will play an increasingly important role in attracting ridership and providing equity. In addition, to bringing public Wi-Fi on subway station platforms, the TTC has made great strides in piloting public Wi-Fi on the 35/935 Jane and 102/902 Markham Road bus corridors. A second phase of the pilot will be launching in mid 2022 with external vendors using their own equipment and Wi-Fi network on two additional bus corridors. The findings of the trial will help determine future recommendations for public Wi-Fi on surface transit.

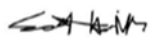
Staff are using a continuous improvement approach to identify future needs and requirements

The Digital Connectivity Strategy is a customer experience initiative that seeks to provide innovative continuous improvement approaches to enable staff to identify future customer requirements. Through previous digital infrastructure initiatives and global best practices, staff have developed use cases to help identify customer needs. Staff have begun discussions with potential partners that could see the implementation of components of the Strategy realized. Staff will be reporting to the Board in July with the progress of these discussions.

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Signature



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Attachments

Confidential Attachment 1 – TTC Telecommunications Network Agreement Update