



Notice of Motion

Implementing a “Baby on Board” Badge Program

Moved by: Commissioner Stephen Holyday

Seconded by: Chair Jamaal Myers

Recommendation

That the TTC Board request staff to:

1. Investigate the feasibility of implementing a “Baby on Board” badge program similar to the one from Transport for London and seek any approvals necessary to implement it.
2. Review its communication materials, including the website, and update information available for pregnant women and customers with small children, based on best practices found in other jurisdictions.

Summary

Recently while travelling in London, UK, I noticed that some women wore an official Transport for London “Baby on Board” badge which made their public transit experience better. It eliminated any awkwardness about finding a seat on a vehicle, and it promoted a positive public image of the transit agency. Many women wore the badge throughout their day, even after they had used the public transit system.

More information and a video which supports pregnant women and buggy users may be found on the Transport for London webpage here: <https://tfl.gov.uk/transport-accessibility/pregnant-women-and-pushchairs>

The TTC has established a “[Please Offer Me a Seat](#)” program as part of the 2018-2022 Corporate Plan to promote accessibility. Alignment of the two ideas could enhance the promotion and participation of each.

The purpose of my motion is to request that the TTC investigate opportunities for a similar free “Baby on Board” badge program, and to review and update the TTC’s information on the website available for pregnant passengers and those travelling with small children based on best practices from other jurisdictions.



Date: October 18, 2024