



TTC Stations: Tackling Congestion and Improving Passenger Flows Using Behavioural Science

Councillor Update – June 2026

Overview

The TTC implemented a new pilot project to tackle congestion and improve passenger flow at three select stations below, on Line 1 Yonge-University, as part of the Line 1 Capacity Enhancement Program:

- **St. Andrew**
- **TMU Station** (Formerly named *Dundas Station*)
- **St. George**

The TTC plans to expand the initiative at ten other priority stations noted below, through Q3 2026* to Q4 2029*

- **Davisville**
- **York Mills**
- **St. Clair West**
- **Eglinton**
- **Sheppard–Yonge**
- **Finch**
- **Union**
- **St. George**
- **St. Andrew**
- **TMU Station** (Formerly named *Dundas Station*)
- **St. Clair (Monitoring Only)**

*Subject to change due to unforeseen conditions



| Scope

- The study draws insights from Behavioural Science to identify pain points and design strategic tactics.
- Ten tactics were temporarily installed at **St. Andrew, TMU Station** (Formerly named *Dundas Station*) and **St. George Stations**, which aimed at reducing congestion, improving passenger flows, and reducing dwell times. Of these tactics, the next slide depicts the three most successful.
- Post installation, the project team used advanced video analytics and artificial intelligence to evaluate the impact of these tactics.



| Key Results – Successful Tactics (to be implemented permanently)

The tactics increased platform egress capacity, moving up to 27% more people off platforms per hour (via stairs/escalators), supporting smoother flow and future capacity needs.

- **Platform Edge Markings** – Efficiently guided passengers to optimal waiting locations on platforms, away from train doors, preventing obstructions and facilitating smooth alighting and boarding.
- **“Keep Moving” Floor Markings** – Significantly reduced instances of passengers stopping on stairs/escalators/elevators, promoting a smoother flow and enhancing station capacity.
- **Stair Signage** – Reinforcing the norm of keeping right on stairs, positively influenced traffic flow during morning peak hours, mitigating congestion around stairs/escalators/elevators.

This will help TTC manage capacity in the future.

Successful Tactic – Platform edge markings



Platform edge markings reduce uncertainty by showing passengers where to wait for the next train.

| Successful Tactic – “Keep moving” floor markings



Floor markings reinforce social norms related to stair/elevator/escalator usage to prevent passenger blockages around their landings.

| Successful Tactic – Stair signage



Signage (static and digital) to instruct passengers to keep right while using the stairs, reinforcing social norms. During implementation, agents were deployed.

| Next Steps

- Implementation of successful tactics from the pilot project at ten other priority stations - Davisville, York Mills, St. Clair West, Eglinton, Sheppard–Yonge, Finch, Union, St. George, St. Andrew, **TMU** (Formerly named *Dundas Station*), St. Clair - *Monitoring Only*.
- Turning successful temporary tactics from the pilot project that were installed at the **St. George, St. Andrew, and TMU** (Formerly named *Dundas Station*) Stations into permanent installations.
- Photography/video will be used for analysis. Notices will be posted during site visits to comply with TTC privacy regulations.

| Communications

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