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EGLINTON CROSSTOWN LRT STATION AND STOP NAMES

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December 3, 2015

Overview

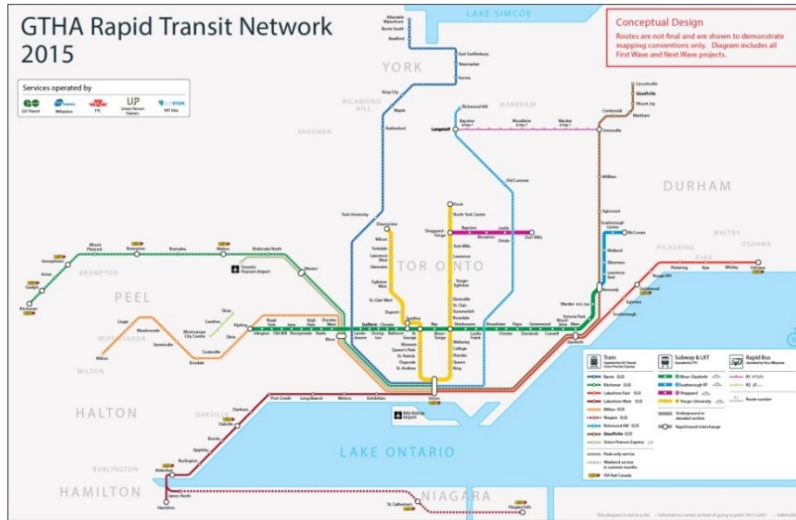
- Metrolinx has developed a Regional Transit Wayfinding Harmonization Strategy with the input of the 10 regional transit agencies and other stakeholders
- This strategy includes a Naming Policy for stations and stops
- New names for Eglinton Crosstown LRT stations and stops are developed to provide consistency with the Naming Policy
- Public input was sought on-line in two phases for a list of proposed names between October 1st to 23. The general public provided 1,502 ratings and 1,227 comments
- TTC Management Committee and Board have provided their input on alignment of names at intersecting stations
- November 23 TTC Board recommendation to change Eglinton West to Cedarvale accepted; recommendation to rename stop at Lebovic to Hakimi not accepted
- Recommended names incorporating all feedback are now being presented to the Metrolinx Board



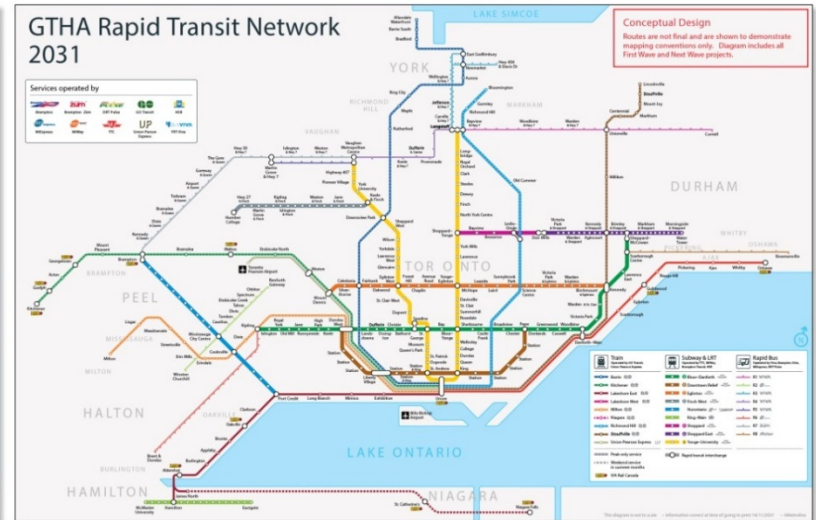
Regional Transit Wayfinding Harmonization Strategy

Increasing Regional Network Complexity

- By 2031 the regional transit network will look substantially different than it does today, particularly the number of interchanges and new lines
- Creation of a common set of principles, protocols and tools that support a seamless, interconnected journey for transit users across the region



*Lines and stops indicated are for illustration purposes only



Regional Transit Wayfinding Harmonization Strategy

The complete strategy includes:

- Phase I (complete): Regional Wayfinding Harmonization Framework for:
 - Station, Stop, and Interchange Naming
 - AODA Standards
 - Triplinx Interim Modal Iconography
 - Route Codification
 - Basic Transit Terminology Rationale
 - Transit Exchange Sequence Planning
 - Triplinx trip-planner Style Guide
- Phase II (in progress; completion end of 2016): Pilot Projects and final GO Design Standard
 - Design, testing, and evaluation at Finch, Pickering and Hamilton GO Stations resulting in revised Design Standard
- Phase III: Scoping and Concept Design for System-Wide Implementation (2017-)



Station and Stop Naming Principles

Simple: Simple names are easier to remember

Logical: Logical names provide a mental link when trip planning

Durable: Names should be relevant as long as the station exists

Self-locating: Names should allow users to mentally locate themselves

Unique: A unique name is one that cannot be confused with any other

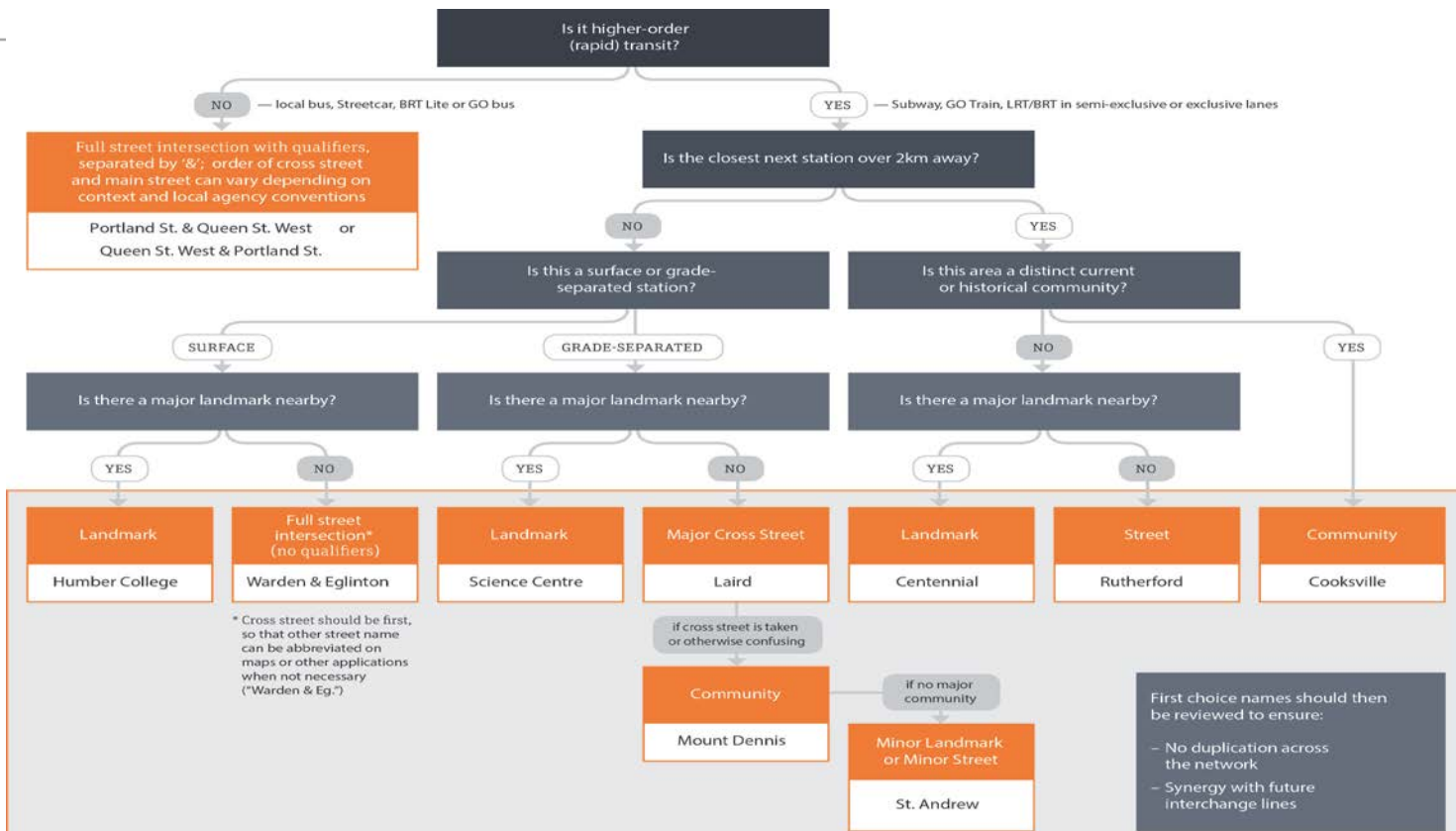


Recommended Naming Protocols

1. Duplicate names should be eliminated
2. Names should be consistently applied across all modes
3. Repetition of key names should be avoided
4. Priority given to established names embedded in local knowledge
5. Municipality names should be avoided
6. Underground transport should prioritize street names and neighbourhoods
7. Surface stops *and* modes of transport with frequent stops should prioritize street intersections or landmarks where possible
8. Recognize that there will be exceptions to these naming protocols



Naming Decision Tree



Applying Naming Policy to Eglinton Crosstown LRT

- ✓ Consult the “Master List” of existing station names
- ✓ Use the Decision Tree to guide possible names
- ✓ Draft a shortlist of proposed names with supporting rationale
- ✓ Solicit public input through surveys/stakeholder engagement processes, recognizing importance of balancing public input with technical requirements and regional perspective
- ✓ Forward preferred names for internal approval
- ✓ Submit to relevant parties for use in public-facing communications roll-out
- ✓ Provision of names to Crosslinx Transit Solutions by January 20, 2016 as required by Project Agreement



Project Working Names

Underground Stations

- Mt Dennis
- Keele
- Caledonia
- Dufferin
- Oakwood
- Eglinton West/Allen
- Bathurst
- Chaplin
- Avenue
- Eglinton-Yonge
- Mt Pleasant
- Bayview
- Laird
- Don Mills
- Kennedy

Surface Stops

- Leslie
- Ferrand
- Wynford
- Bermondsey
- Victoria Park
- Pharmacy
- Lebovic
- Warden
- Birchmount
- Ionview

These names are currently used internally and externally and require reconsideration to bring in line with Naming Policy



Proposed Names

Underground Stations

- Mt Dennis
- Silverthorne
- Caledonia
- Fairbank
- Oakwood
- Allen
- Forest Hill
- Chaplin
- Oriole Park
- Eglinton
- Mt Pleasant
- Leaside
- Laird
- Science Centre
- Kennedy

Surface Stops

- Leslie & Eglinton
- Aga Khan & Eglinton
- Wynford & Eglinton
- Bermondsey & Eglinton
- Victoria Park & Eglinton
- Pharmacy & Eglinton
- Lebovic & Eglinton
- Warden & Eglinton
- Birchmount & Eglinton
- Ionview & Eglinton

Initial names developed using decision tree and put out for public/stakeholder feedback



Recommended Names

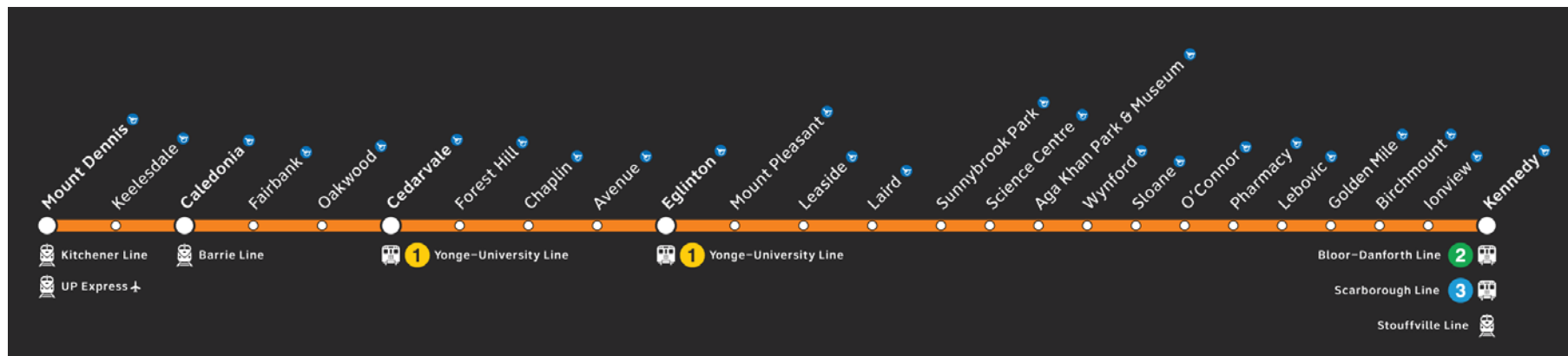
Underground Stations

- Mount Dennis
- Keelesdale
- Caledonia
- Fairbank
- Oakwood
- Cedarvale*
- Forest Hill
- Chaplin
- Avenue
- Eglinton
- Mount Pleasant
- Leaside
- Laird
- Science Centre
- Kennedy

Surface Stops

- Sunnybrook Park
- Aga Khan Park & Museum
- Wynford
- Sloane
- O'Connor
- Pharmacy
- Lebovic
- Golden Mile
- Birchmount
- Ionview

Revised names as per further public/stakeholder feedback



Naming Timeline

March 2014

Metrolinx Design Excellence initiates Regional Transit Wayfinding Harmonization initiative with consultant Applied+KerrSmith

May 1, 2015

Naming Policy endorsed by Steering Committee (10 GTHA transit agencies including TTC, GO, UP)

August 21, 2015

TTC staff provides written notice of intent to proceed with proposed names

September 9, 2015

Naming Policy and proposed names presented to Eglinton Crosstown Light Rail Transit (ECLRT) Senior Management

October 1-23, 2015

Two rounds of online public consultation soliciting feedback on proposed Eglinton names

November 18, 2015

Provincial review of proposed Eglinton names

December 3, 2015

Metrolinx Board direction on proposed Eglinton Crosstown names

January 20, 2016
Deadline for delivery of final names to Crosslinx

2014-2015

Six white papers including Naming Policy developed as part of initiative

June 30, 2015

Naming Policy presented to SMT and approved

August 26, 2015

Naming Policy internal review

September 21, 2015

Naming Policy and proposed Eglinton names to Customer Experience Committee of Metrolinx Board

November 5, 2015

Proposed Eglinton names presented to TTC Management Committee

November 23, 2015

TTC input formally received.



Next Steps

- Meet Crosslinx Transit Solutions timelines for providing names (Jan 2016)
- Continue to advance GTHA-wide Naming Policy and protocols internally and with transit agencies





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Appendix: Transit Operators Consulted

- Staff from the following transit agencies and stakeholders have been consulted throughout the Regional Transit Wayfinding Harmonization Strategy process:
 - TTC
 - GO
 - UP Express
 - York Region Transit/VIVA
 - Durham Region Transit
 - Brampton Transit/ZUM
 - PRESTO
 - Mississauga Transit/MiWay
 - Hamilton Street Railway
 - Milton Transit
 - Burlington Transit
 - Oakville Transit
 - Waterloo ION
 - VIA
 - MTO
 - City of Toronto

