TTC 2027 ANNUAL NETWORK PLAN

Youth Ambassador Engagement Report

Local Routes ;

- 84C Sheppard West
- 99 Arrow Rd

Express Routes ;

- 953 Steeles East Express
- 984 Sheppard West Express

Prepared by ; **Muberra Sena Yekebas**

51 Answers were collacted in total (28 online , 23 Face to face)

ENGAGEMENT APPROACH

Little treats and gifts (such as supplies and snacks) were given out for incentive

Sena Yekebaş

TARGET AND APPROACH

- Pop up(s) for In- Person Surveys at **Sheppard West Subway Station** *(Posters were also given out to people other than only completing the face to face surveys in case of a change if possible responders would prefer to complete an online version)*
- Ride Along trip for bus route **953 Steeles East Express** *(succeed to collect 8 responses which was almost the entire data that could been collected for this route)*
- **Poster and Qr Code Handouts at Sheppard West station and York University** *(which is close by the area and gives a valid change to engage with a big client within the target (students, every day riders).*

DIGITAL ACCESS

- **QR codes were included on all promotional posters,** in addition to a dedicated QR handout, to ensure easy access to the online survey. This approach gave participants the flexibility to respond at their convenience, regardless of which promotional material they received, **while increasing opportunities for survey participation.**

ACTIVITY PERIOD

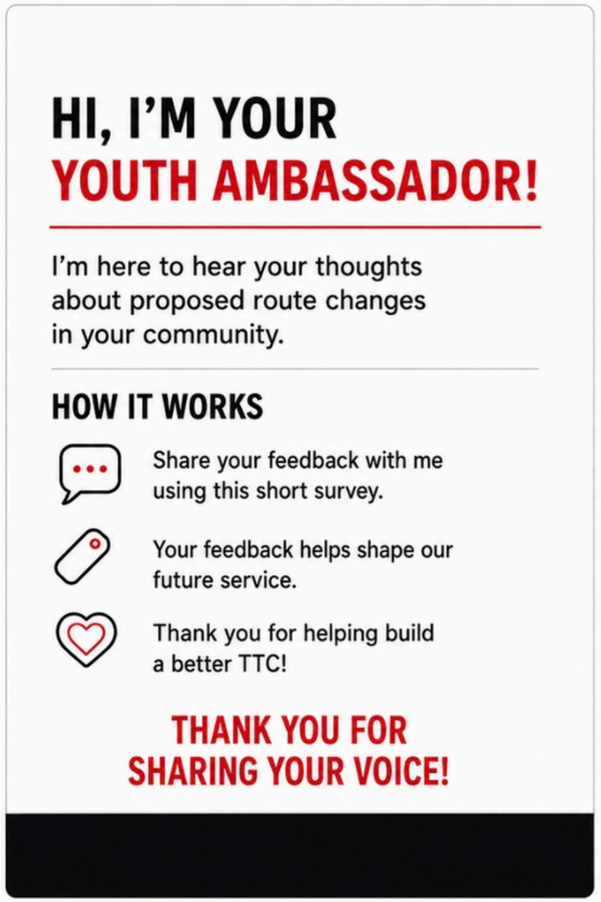
- Online form was avaliable for answer collections between : **September 11-21**
- Station pop-ups took place at : **September 12th and 15th**
- Poster Distribution at York University : **September 13**
- 953 Ride-along: **16 September** (*The bus's active service route (Finch Station to Morningside Avenue at Staines Road, north side) was taken as a road trip).*

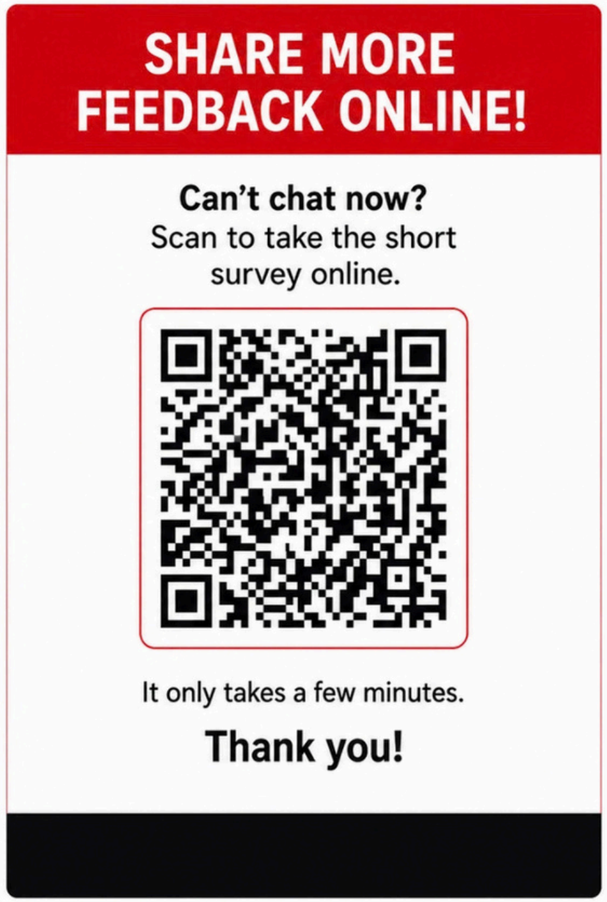
INTENDED AUDIENCE

- **Frequent TTC users**, **students** at York university and near by public school(s) to the target area.
- **Local residents** and people whose trips may change.

The next few slides will be filled with engagement material photos to ensure a high-resolution visual presentation.

Qr/ Online Survey with Ambassador Intro





Main Promotion Poster



Survey and Additional Personal Questions Sheet (Main tool to collect data)

LOCAL ROUTE SURVEY
84C Sheppard West & 99 Arrow Rd

We want to hear how proposed local route changes may affect your travel in the community.

A

Scan to complete the full online survey later.

B ABOUT THE PROPOSALS

84C **Sheppard West:** proposed extension via Director Ct with a direct connection to Sheppard West Station.

99 **Arrow Rd:** proposed extension to Sheppard West Station to improve access and connections.

C



D QUESTIONS

1. How often do you use 84C Sheppard West or 99 Arrow Rd?
   ○ Daily ○ Frequently (several times a week) ○ Occasionally (a few times a month) ○ Rarely (a few times a year) ○ Never
2. What do you use these routes for? Select all that apply.
   ☐ Getting to and from school ☐ Shopping ☐ Getting to and from work ☐ Accessing healthcare ☐ Visiting friends and family ☐ Accessing community services ☐ Connecting to regional transit ☐ Other _____
3. Which destination or connection matters most to you?
   ○ Sheppard West Station ○ York University ○ Local trips in the neighbourhood ○ Other _____
4. Do you think the proposed extensions would make travel easier for you?
   ○ Yes ○ No ○ Not sure
5. Do you have any concerns about the proposed route changes?
   _____
   _____
   _____
6. Overall, would you support the proposed local route changes?
   ○ Support ○ Neutral ○ Oppose

Demographic questions are provided on a separate companion page. Please complete that page as well so all questions stay standardized across materials.

THANK YOU FOR YOUR TIME!

EXPRESS ROUTE SURVEY
984 Sheppard West Express & 953 Steeles East Express

We want to hear how proposed express stop changes may affect your travel.

A

Scan to complete the full online survey later.

B ABOUT THE PROPOSALS

984 **Sheppard West Express and 953 Steeles East Express:** selected stop removals or stop consolidation are being considered to improve travel time, speed, and reliability while local service remains available.

C



D QUESTIONS

1. How often do you use 984 Sheppard West Express or 953 Steeles East Express?
   ○ Daily ○ Frequently (several times a week) ○ Occasionally (a few times a month) ○ Rarely (a few times a year) ○ Never
2. What do you use these routes for? Select all that apply.
   ☐ Getting to and from school ☐ Shopping ☐ Getting to and from work ☐ Accessing healthcare ☐ Visiting friends and family ☐ Accessing community services ☐ Connecting to regional transit ☐ Other _____
3. How would the proposed stop changes affect your travel? Select all that apply.
   ☐ My travel will be faster ☐ It may be harder to connect to other TTC or regional services ☐ My travel will not be affected ☐ Other _____ ☐ I may need to walk farther ☐ No opinion ☐ I may need an additional transfer
4. Would you support the proposed express stop changes?
   ○ Yes, if it results in faster and more reliable service ○ No, if it makes travel less convenient ○ Not sure
5. Do you have any accessibility concerns related to the proposed stop changes?
   _____
   _____
6. Overall, how important is it for TTC to consider rider feedback on these proposals?
   ○ Very important ○ Somewhat important ○ Not very important

Demographic questions are provided on a separate companion page. Please complete that page as well so all questions stay standardized across materials.

THANK YOU FOR YOUR TIME!

ABOUT YOU (OPTIONAL)
Companion Demographic Questions

This information is optional and confidential. It helps TTC better understand who may be affected by proposed service changes so we can plan for a more connected and inclusive transit system.

These questions are standardized to match the survey.

A

1. In the last month, how many trips did you take that involve the TTC?
   ○ 1–3 trips ○ 4–6 trips ○ 7–29 trips ○ 30 trips or more ○ None

B

2. Please provide your postal code (first 3 characters only).
   ☐☐☐

C

3. Which age group best describes you?
   ○ Under 18 ○ 18–24 ○ 25–34 ○ 35–44 ○ 45–54 ○ 55–64 ○ 65 or older

D

4. What is your main purpose for using TTC?
   ☐ Work ☐ Accessing healthcare ☐ School ☐ Community services ☐ Shopping / errands ☐ Connecting to regional transit ☐ Visiting friends or family ☐ Other _____

E

5. Are you currently a student?
   ○ Yes ○ No

F

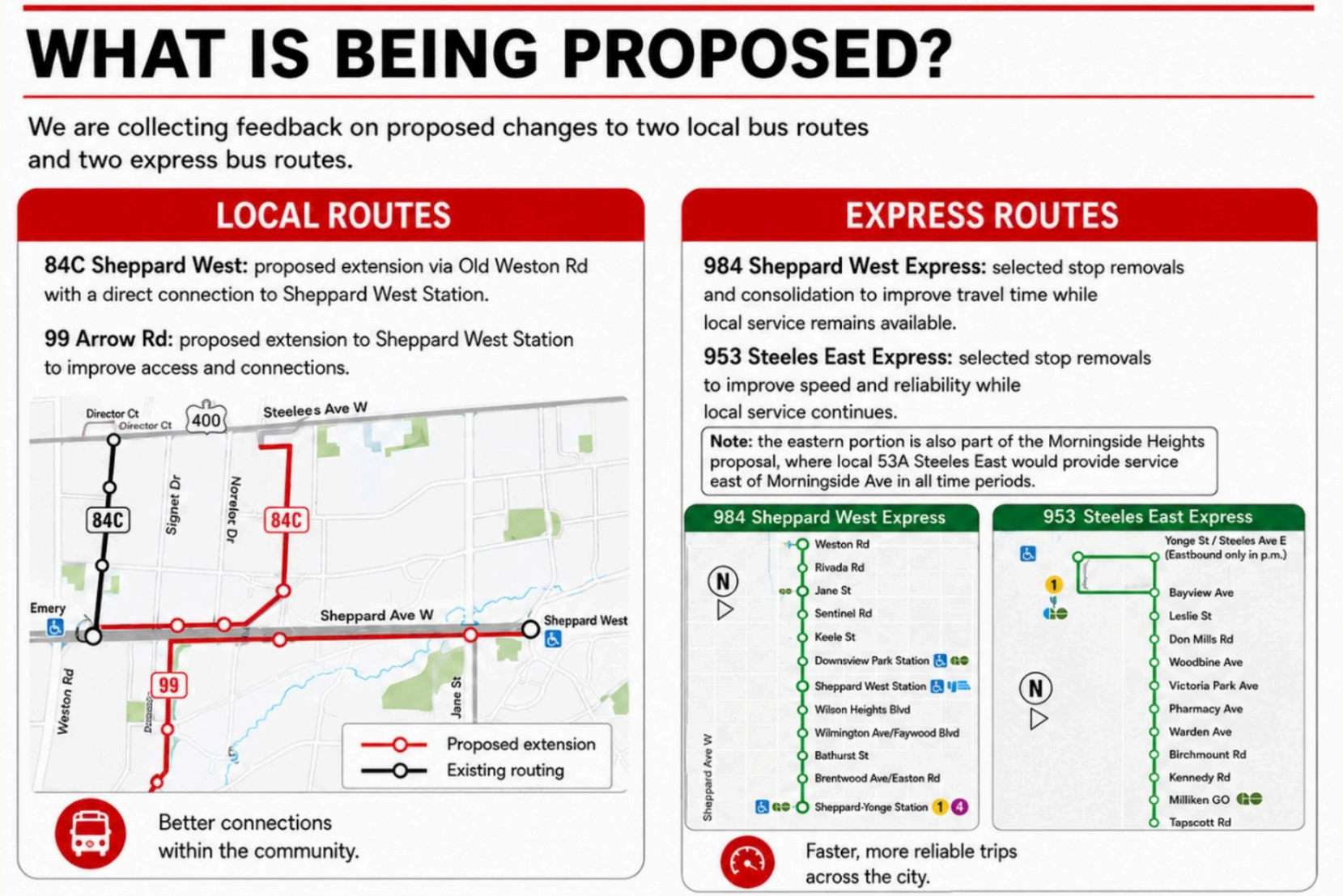
6. Would you consider yourself a shift worker?
   ○ Yes ○ No

G

7. Which of the following best describes your personal income?
   ○ $0–$29,999 ○ $30,000–$49,999 ○ $50,000–$69,999 ○ $70,000–$99,999 ○ $100,000–$149,999 ○ $150,000 or more ○ Don't know ○ Prefer not to answer

THANK YOU FOR YOUR TIME!

The Map poster (to give an understandable picture on proposed changes)



A brief note for clarification:
1) To ensure image clarity, the highest-resolution digital copies available were used for the engagement materials shown; technical adjustments were made to the actual final versions (for instance, the fact that QR codes in these specific versions might not scan does not reflect the actual user experience during the survey).

2) While a final check confirmed that the online form and posters convey identical information —as noted in the presentation—the "Amazon Centre proposal" (highlighted during the presentation regarding "953") was not explained in significant detail in either version, which may have caused participants to overlook it.

Sena Yekebaş

ENGAGEMENT FINDINGS

Feedback trends and who participated

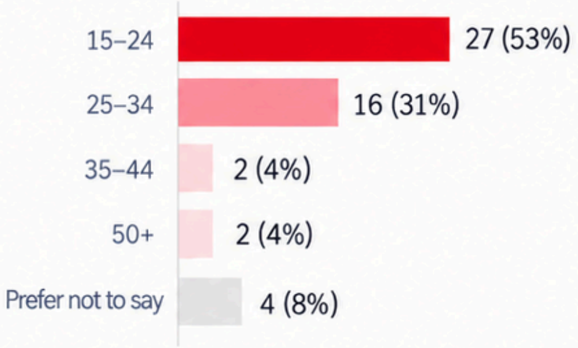
Overview of survey respondents (n = 51)

Age range

Most respondents were young adults

27/51 = 53%

aged 15–24



Notes

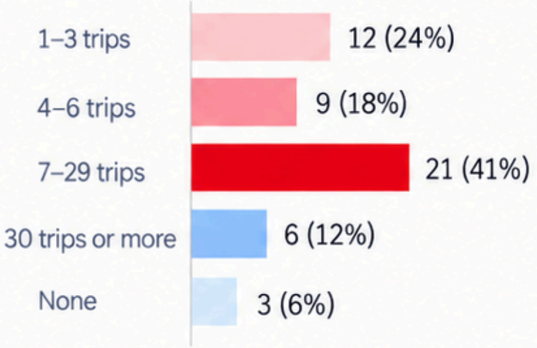
- Percentages are based on 51 respondents.
- Age information was available for 47 of 51 respondents.
- Four respondents did not provide a usable age response.

TTC trips in the past month

Many use TTC regularly

21/51 = 41%

took 7–29 trips in the past month



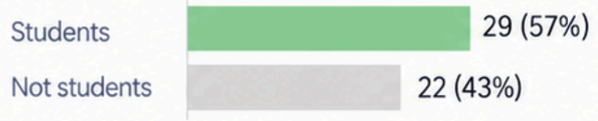
Notes

- Based on all 51 respondents.
- This question refers to total TTC trips in the last month, not use of a specific route.
- Overall TTC use was relatively frequent, but route-specific users could still be occasional riders.
- Percentages are rounded.

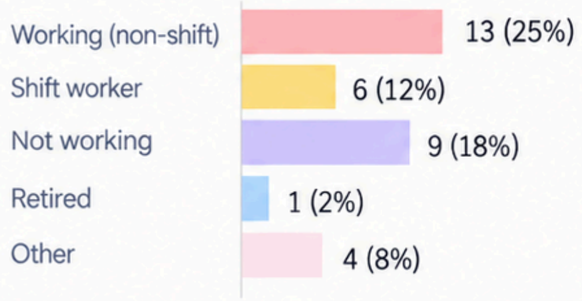
Student and employment status

A majority were students, and many also identified as working

Student status



Employment status (not mutually exclusive)



Notes

- Categories may overlap (e.g., some respondents are both students and working).

Additional participant context

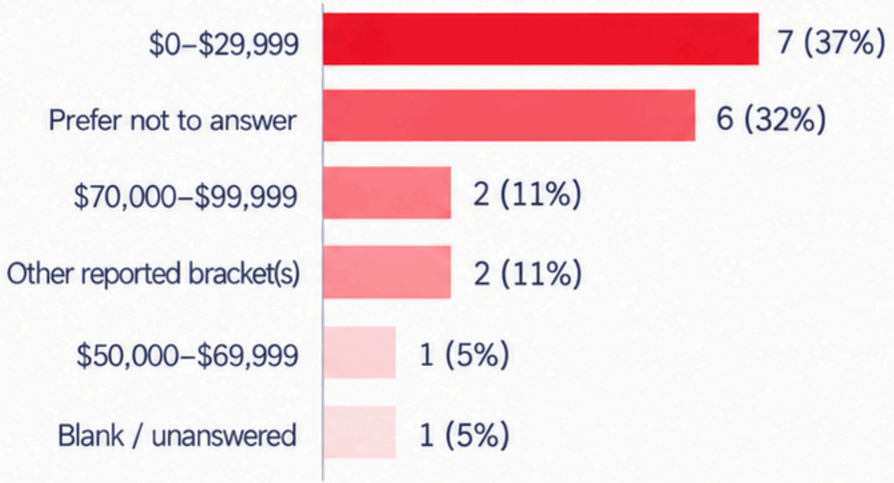
Optional profile measures from available responses

Personal income

Optional responses add affordability context

Most common reported bracket: $0–$29,999

n = 19 available income responses



Notes

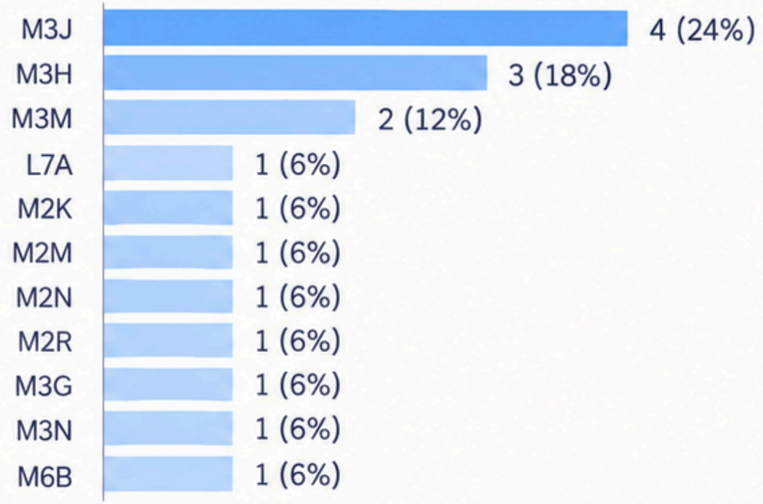
- Income was an optional profile question.
- Figures combine 19 available income responses from the project materials.

Postal code prefixes

First 3 characters help show local reach

Most common identified prefix: M3J

n = 17 available postal-code responses



Notes

- Postal codes are summarized using only the first 3 characters.
- Figures combine 17 available postal-code responses from the project materials.
- These measures describe engagement reach, not TTC-wide rider geography.

ROUTE FINDINGS

84C Sheppard West — detailed feedback

Half of respondents supported the proposal, while many expected no major change

14

route responses in earlier extract

OVERALL VIEW

7/14 (50%) supported the proposed change. 3/14 (21%) were neutral, and 4/14 (29%) expected no trip change.

EXPECTED IMPACT

4/14 (29%) expected no change — the most commonly reported single impact.
Other reported impacts were more mixed and less common.

ROUTE USE

Eight respondents used 84C monthly, five weekly, and one yearly. No respondent reported daily or several-times-weekly use.

TRIP PURPOSES

School, work and other were each selected by 9/14 (64%). Shopping was selected by 3/14 (21%), and visiting by 2/14 (14%). Multiple choices were allowed.

These figures summarize the available 84C route responses only.

84C Sheppard West — detailed feedback

14 Responses

Key takeaways

SUPPORTED
7/14 (50%)

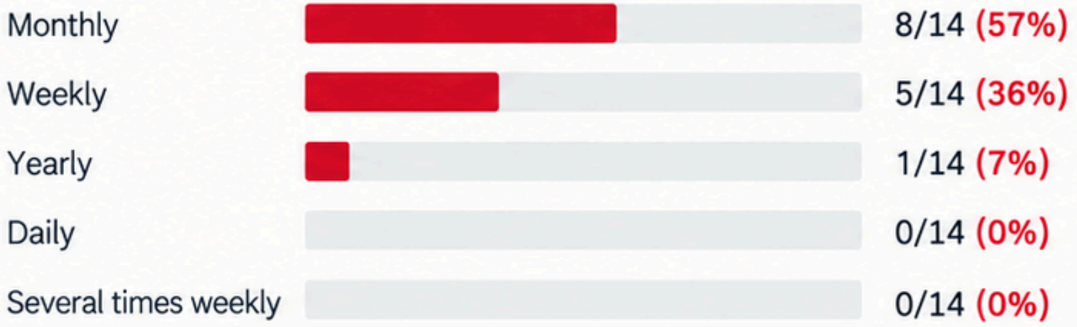
NEUTRAL
3/14 (21%)

EXPECTED NO CHANGE
4/14 (29%)

Broader picture at a glance

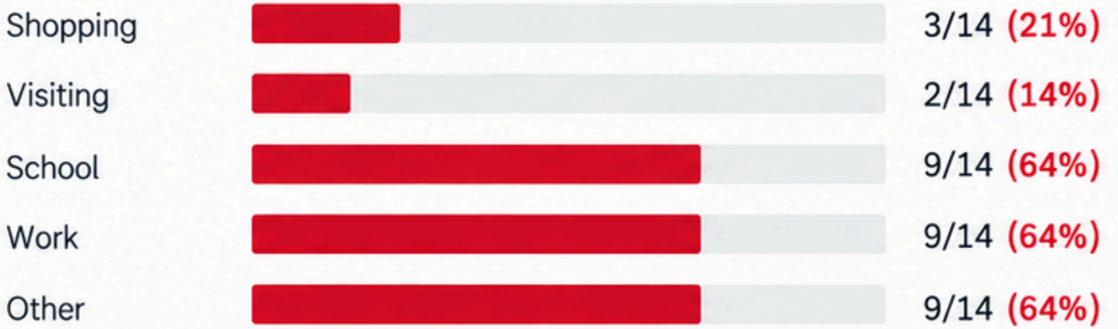
Half of respondents supported the route changes, with about one fifth neutral and just under one third expecting no change.

ROUTE USE



No respondents reported daily or several-times-weekly use.

TRIP PURPOSES



Participants could choose more than one purpose.

99 Arrow Rd — detailed feedback

A positive signal from four occasional users

4

Small amount of valid responses

OVERALL VIEW

4/4 (100%) supported the proposed changes.

EXPECTED IMPACT

One respondent expected better transit access and security with more frequent service. The others did not mention specific expected impacts, but they generally felt the proposed changes would improve their experience on Route 99.

ROUTE USE

One respondent reported daily use, two reported using the route several times a week, and one reported yearly use.

TRIP PURPOSES

Visiting, shopping and community destinations each appeared once. Multiple purposes were allowed.

ROUTE FINDINGS

99 Arrow Rd — detailed feedback

A positive signal from a small number of respondents

4

route responses in earlier extract

Key takeaways

SUPPORTED
4/4 (100%)

NEUTRAL
0/4 (0%)

EXPECTED NO CHANGE
0/4 (0%)

Broader picture at a glance

All respondents supported the proposed changes, indicating a positive signal, though the sample size is small (n=4).

ROUTE USE



No respondents reported weekly or monthly use.

TRIP PURPOSES



Multiple purposes were allowed.

984 Sheppard West Express — detailed feedback

A stop removal may worsen one rider’s school trip / responders are genueinly neatural about the route changes

24

EXPECTED IMPACT

10/24 expected no change. 6/24 expected a faster trip; 1/24 expected a worse trip.

ROUTE USE

12/24 used the route more than several times a week and 3/24 monthly.

TRIP PURPOSES

Shopping: 8/24. School, work and visiting: 10/24 each
Healthcare: 6/24

SPECIFIC CONCERN

One respondent anticipated more walking and an additional transfer, and raised concerns about access near Sentinel Road and Wilson Heights Boulevard.

No overall support question result was available for this route.

ROUTE FINDINGS

984 Sheppard West Express — detailed feedback

A stop removal may worsen one rider's school trip

24

online route responses in earlier extract

Key takeaways

SUPPORTED
6/24 (25%)

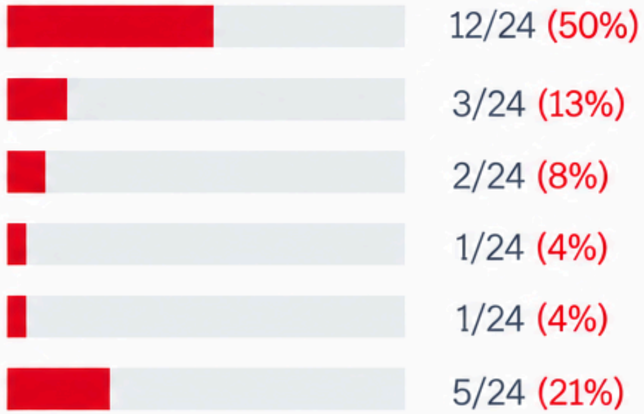
NEUTRAL
10/24 (42%)

EXPECTED NO CHANGE
10/24 (42%)

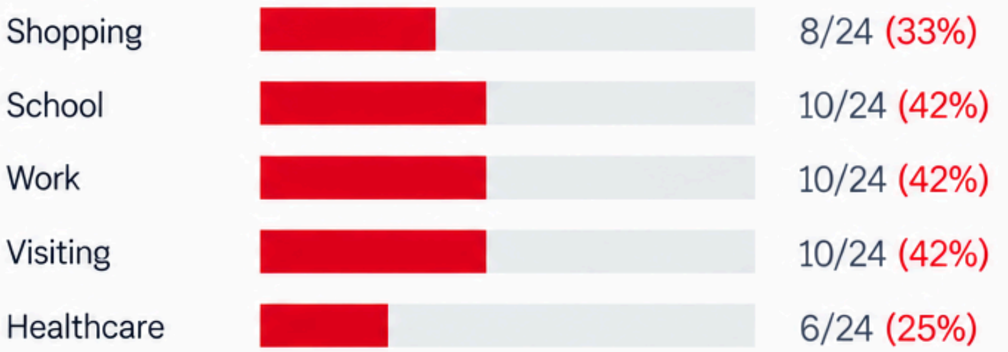
Broader picture at a glance

Responses were mixed, with equal shares expecting no change and neutral impacts. A smaller share anticipated a faster or worse trip.

ROUTE USE



TRIP PURPOSES



Multiple purposes were allowed.

ROUTE FINDINGS

953 Steeles East Express — detailed feedback

Eight surveys were completed during a ride-along, capturing feedback from riders while they were actively experiencing the route.

9 Responses

USE AND PURPOSE

Five respondents used Route 953 monthly and one yearly. School and healthcare were the reported trip purposes.

SUPPORT

Support was conditional on the proposed changes resulting in faster, more reliable service.

EXPECTED IMPACT

One respondent anticipated more walking and a longer overall trip.

INTERPRETATION

Most feedback was collected during the ride-along, providing real-time rider input.

953 Steeles East Express — detailed feedback

Most feedback was collected during a ride-along

9
responses

Key takeaways

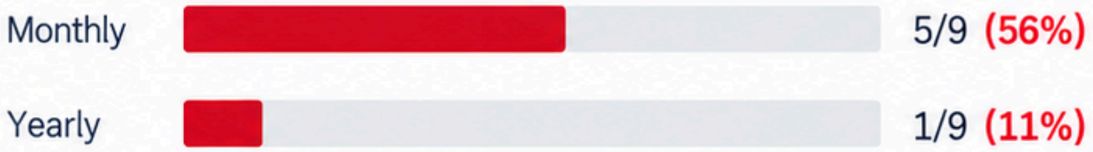
EXPECTED NO CHANGE
5/9 (56%)

NEUTRAL
4/9 (44%)

RIDE-ALONG SURVEYS
8/9 (89%)

Broader picture at a glance
Most respondents expected no change, while the remainder were neutral. Eight surveys were completed during a ride-along, capturing real-time rider feedback.

ROUTE USE



Other route-use frequencies were not specified in the available summary.

TRIP PURPOSES

School and accessing healthcare were the reported trip purposes.

Support was conditional on whether the changes would produce faster, more reliable service.

One respondent anticipated more walking and a longer overall trip.

These figures summarize the available 953 route responses only.

Other service feedback

Comments about existing TTC service arose alongside the proposals

RELIABILITY

- **Delay(s) on 84 Bus Route** Services (*Mentioned especially for 84A- the busiest 84 out of 4)*
- ***984 ,99 were requested for a more often schedule*** *and* ***953 had complain on being non-didctic***
- **Increase on the cost of monthly presto** plans

ACCESS AND SECURITY

- **TTC and YRT connection** *(especially on Sheppard West Subway Stations with 105 Major Mackenzie Bus Route)* had positive comments on saying that for **York Region Community it makes their travel to Toronto easier and gives them a more flexible schedule** **(**more connections between two transits were requested).
- An elderly female mentioned **“not feeling safe”** during **99 trips including the waits and walks in order to reach the servce** especially because of the **specific neighboourhood the bus is assigned for .**

CLEANLINESS AND COMFORT

- Notes mentioned **seats and station cleanliness**.
- One mentioned seeing **bugs on subways.**
- **Out-of-service elevators or escalators**, crowding and comfort were mentioned.
- **Often Technical Issues** across all the TTC services.
- Couple responders were not comfortable about bus riders.

Reflections on the engagement process

What worked and what should change next time

WHAT WORKED / SUCCEEDED

- **Route maps and short paper sheets/ poster** made proposals easier to explain in one-to-one
- Making quick decions and **taking initiativ**e on the parts that were stucked and **try different ways/methods to get things moving** and collect the data on the weaker routes
- **A QR form** let people respond later if they could not stop
- **Engageing in specific Locations** to not only get the chance to talk to more people but to more useful and targeted audience. *(Using Sheppard West Station as the common connection for routes, engeaging at University Campus to hit more Student conversations).*

CHALLENGES / MISTAKES

- Short intercept conversations **yielded fewer detailed route answers.**
- A few routes had **only one or two online responses,** limiting conclusions.
- Could have **used a different and/or more compact and summarized version of the survey** just in case for possible reswponders who has limited time to prevent from uncomleted data *(for ex; 953 Ride Along Data)*

Advice for future Youth Ambassadors

Build clearer counts and give riders a reason to pause

- Schedule focused intercepts outside the busiest commute periods.
- Use a simple before-and-after route map at each conversation.
- Track conversations, completed paper forms and QR referrals separately.
- Recruit regular riders on low-response routes before summarizing sentiment.
- Test stops and walking paths where riders raise safety concerns.

Appendix

- https://canva.link/mmv5kf523kga16c
- **https://docs.google.com/document/d/1WZOJTKI2szW38vXbPpRKV85XGeMSulJz/edit?usp=drivesdk&ouid=113204903060137461814&rtpof=true&sd=true**

TTC 2027 Annual Network Plan

Youth Ambassador-led Engagement

Engagement Focus: *53A Steeles East, 953 Steeles East Express, 939C Finch Express, 954 Lawrence East Express and 904 Sheppard-Kennedy Express*



Prepared by: Sumaiyah Hafeji

Engagement Snapshot:

Focus area: Morningside Heights

Routes engaged:

53A Steeles East, 953 Steeles East Express, 939C Finch Express, 954 Lawrence East Express, and 904 Sheppard-Kennedy Express

Engagement methods:

- Ride-alongs, in-person rider conversations
- Poster distribution and flyers
- Online outreach and social media advertising
- Personal networks

Survey responses

- 45 responses collected
- 7 in-person conversations

In-person engagement:

Approached riders during ride-alongs and at bus stops. Most interactions focused on inviting riders to complete the survey, with limited interest in extended conversations.

Community and online outreach:

Contacted local organizations to help share the survey, as well as Facebook community groups related to neighbourhoods that will be affected by proposed changes.

Survey shared through online/social channels, including targeted Meta advertising

Key focus

Gathering feedback on proposed route changes, travel impacts, concerns, and suggestions

Engagement Plan (In-Person)

Activity	Location
Ride-Along [954]	• **954**: Midland and Lawrence to the Walkway/Ridgewood Stop and back • **939C**: Morningside and Finch to Finch Station • **53A**: Morningside and Finch to Midland and Finch
Bus-stop Outreach	• **(939C, 53A, 953):** Morningside and Finch, along Mantis Rd and Nightstar Rd • **954:** Markham and Lawrence, and affected stop removals
Poster/Flyer Distribution	**Morningside Heights:** TPL - Malvern Branch, Commercial areas, Message Centre near Amazon Facility, and nearby community locations, affected stops **954 Lawrence East Express:** Message Centre Boards, Cedarbrae Mall, TPL - Cedarbrae Branch & Morningside Branch, commercial areas, near proposed stop removals **904 Sheppard-Kennedy Express:** near proposed stop removal, Agincourt Mall and nearby community locations

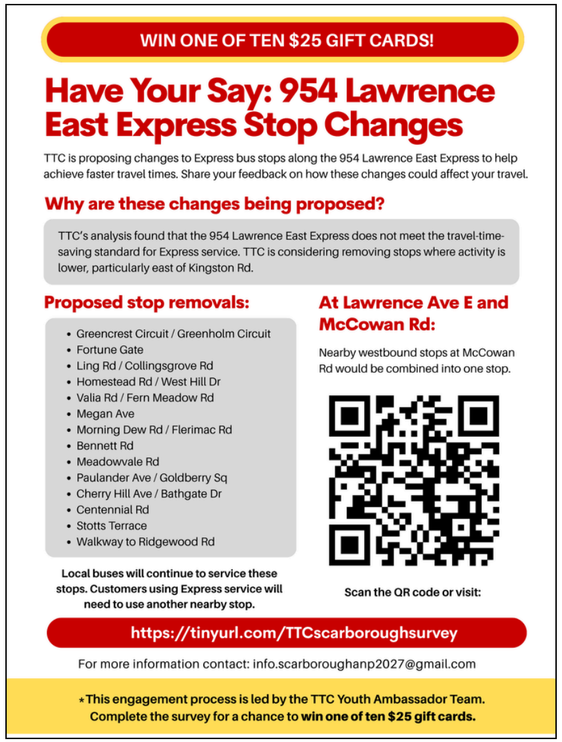
Engagement Plan (Online)

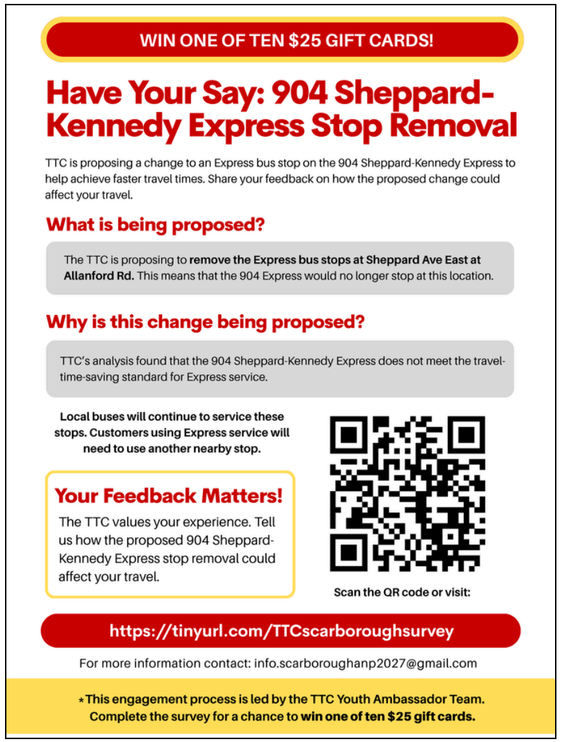
Activity	Where
Facebook Community Groups	• Scarborough Moms • Scarborough - Agincourt Community • Scarborough Community in Toronto • Scarborough Community Connection • Dorset Park Neighbourhood • West Hill Community Association • West Hill Community News and Events
Personal Networks	Contacts who use the affected routes
Targeted Meta advertising	Morningside Heights audience on Facebook and Instagram

Engagement Materials:

Poster/Flyers







Meta Ad:



Poster & flyer distribution: bus stops, message centre boards & rider outreach

Meta Advertising: targeted online outreach to reach additional participants

Incentive: 10 × $25 Tim Hortons gift cards

Feedback Trends

Demographics

Age: The largest participant group was aged **25–34** ***(35.6%, 16 participants)***, followed by those aged **15–24** ***(31.1%, 14 participants)***.

Gender: ***60%*** *(27)* identified as **women** and ***33.3%*** *(15)* as **men**. ***4.4%*** *(2)* preferred not to say, and 2.2% (1) identified as non-binary

Race: Race distribution included primarily South Asian with ***44.4%*** *(20)*, followed by: Black ***13.3%*** *(6)*, Arab/Middle Eastern/West Asian ***8.9%*** *(4)*, Southeast Asian ***8.9%*** *(4)*, East Asian ***6.7%*** (3), First Nation ***4.4%*** *(2)*, White ***4.4%*** *(2)*, Mixed Race ***4.4%*** *(2)* and prefer not to say ***4.4%*** *(2)*.

Employment/shift work: ***71%*** *(32)* were **employed**; ***46.7%*** *(21)* identified as **shift workers**.

Income: ***28.9%*** *(13)* reported personal income between **$0 – $29,999**, while ***26.7%*** *(12)* reported income between **$30,000 – $49,999.**

TTC use: Most participants reported using the bus ***(93.3%)***, with 30 or more trips per month being the most common range.

Other: ***4.4%*** *(2)* identified as having a **disability**.

General Sentiment

939C: Overall sentiment was mixed, with positive, neutral, and opposing feedback.

53A: Overall sentiment was generally positive, with some concerns and opposing feedback.

953: Feedback was mixed, with both positive and opposing views.

954: Overall sentiment was mostly supportive with some concerns and opposing views.

904: Overall sentiment was mixed, with slightly more opposing/concerned feedback.

Feedback Trends

The 954 and 939C received the most engagement, with 954 reaching more participants through personal networks and targeted flyer/poster locations, while 939C saw engagement through poster placements, bus-stop outreach, ride-alongs and Meta advertising.

Likes:

Local routes:

- ***53A / 953 / 939C network:*** Positive feedback generally focused on faster express service and, to a lesser extent, more frequent 53A service.

Express routes:

- Participants who supported the Express changes generally valued faster travel and more efficient Express service. This was a particularly repeated positive theme in the 954 feedback, while some 904 participants also identified faster travel as a benefit

Challenges:

Local routes:

- ***53A / 953 / 939C network:*** Concerns focused on changes to existing Express routing and familiar stops, particularly for regular 939C riders.
- ***939C***: Participants specifically raised concerns about losing access to Mantis Rd/Nightstar Rd, including difficulty reaching usual stops.

Express routes:

- ***954***: The main concern was longer walking distances and reduced access to frequently used stops.
- ***904***: Concerns focused on walking farther and reduced Express access after the Allanford Rd stop removal.

Suggestions:

Local routes:

- Participants emphasized maintaining access to important stops and destinations, particularly along the 939C, while considering the impact of route changes on regular trips.

Express routes:

- Participants suggested balancing faster Express travel with access to important stops, especially where removal would mean a longer walk.

Learn more about:

Local routes:

- Participants wanted clearer information on route changes, stop changes, and available alternatives.
- For ***939C***, they wanted to understand how proposed routing and stop changes could affect their usual trips.

Express routes:

- Participants wanted more information on how changes could affect travel time, stop access, and alternative routes.

Detailed Feedback: Morningside Heights

“Overall, how do you feel about the proposed changes to the 53A, 953 and 939C?”

The sentiment question covered the 53A, 953 and 939C proposals together.

Of the 26 participants who use the buses:

12 *Participants*

46% - Support

6 *Participants*

23% - Neutral

8 *Participants*

31% - Oppose

Trend Statement:

Opinions on the proposed Morningside Heights simplified network were generally supportive: 12 participants (46%) supported the proposed changes, 6 (23%) were neutral, and 8 (31%) opposed them.

Detailed Feedback: 939C Finch Express

“How do you think the proposed changes would affect your travel?”

Of the 17 participants who selected 939C:

4 *Participants*

23.5% - Positively

5 *Participants*

29.4% - No significant effect

8 *Participants*

47.1% - Negatively

Trend Statement:

Expected travel impacts were more often negative: 4 of 17 participants (23.5%) expected a positive impact, 5 (29.4%) no significant effect, and 8 (47.1%) a negative impact. Concerns focused on maintaining access to existing stops; several participants suggested keeping the current routing as is.

Challenges and concerns:

- Emphasized the importance of maintaining the 939C routing, particularly service to Nightstar Road and Mantis Road.
- Losing service was expected to require additional transfers and significantly longer travel times.
- Highlighted the importance of the route for students, parents, seniors and people with disabilities.
- Walking farther to Morningside Avenue was identified as a concern, particularly during winter and early mornings.

Detailed Feedback: 939C Finch Express

Suggestions and Additional Information

Suggestions and comments include:

- Keep the 939C routing as it currently operates, including Nightstar Road and Mantis Road.
- Consider increasing 939C service to help address crowding on the 39.
- Maintain service to stops used regularly by students, seniors and people with disabilities.
- Consider extended or 24-hour service to better accommodate people who work overnight.

What participants wanted to learn more about:

- How the proposed changes would affect their current 939C service
- How changes would affect connections.

In-Person Conversations:

- Feedback generally aligned with the survey.
- One rider welcomed the potential for faster service.
- Two were concerned about losing access to stops closest to their homes along Nightstar and Mantis Roads.

What participants valued:

- Participants welcomed improvements that could provide more frequent bus service and better rapid transit access.

Detailed Feedback: 53A Steeles East

“How do you think the proposed changes would affect your travel?”

Of the 7 participants who provided feedback:

3 *Participants*

43% - Positively

2 *Participants*

29% - No significant effect

2 *Participants*

29% - Negatively

Trend Statement:

Feedback on the proposed 53A changes was generally positive, with 3 of 7 participants (43%) expecting a positive impact, while 2 (29%) expected no significant effect and 2 (29%) expected a negative impact. Support for the changes was largely associated with the potential for more frequent 53A service.

Challenges and concerns:

- Off-peak wait times for the 53A and 953 at Finch Station were described as unreasonable.
- Participants wanted improvements to the 53A to maintain comparable service coverage and scheduling to the 953 in Morningside Heights.
- Another participant suggested more express service at Steeles to Finch Station, noting longer travel times on Steeles compared with the 939C Finch route.

Suggestions & other:

- Ensure improvements to the 53A do not worsen off-peak wait times or reduce service coverage currently provided by the 53A/953 combination
- concern about inconsistent air-conditioning temperatures on buses.

Detailed Feedback: 953 Steeles East Express

“How do you think the proposed changes would affect your travel?”

2 *Participants*

100% - Positively

100% (2) expected the proposed changes to have a positive impact. Both participants selected faster express service would be beneficial as a reason for their response.

Suggestions and Additional Feedback:

- Participants who chose to provide feedback for the 953 Steeles East Express did not provide any additional comments.
- Feedback and suggestions for the 953 came from other participants who chose to provide feedback for the local route 53A.

What participants liked:

- Potential for faster express service

Detailed Feedback: 954 Lawrence East Express

“Overall, how do you feel about the proposed stop changes?”

8 *Participants*

50% - Support

4 *Participants*

25% - Neutral

4 *Participants*

25% - Oppose

What participants liked:

- Faster travel times were the main reason for support.

Challenges and concerns:

- Losing stops close to home, particularly east of Morningside Avenue.
- Concerns about reduced transit access and longer/more difficult trips.

Trend Statement:

Opinions on the proposed 954 changes were mixed: 8 of 16 participants (50%) supported the changes, while 4 (25%) were neutral and 4 (25%) opposed them. Supporters valued the potential for faster travel times, while opposing participants were primarily concerned about losing stops close to their homes, particularly east of Morningside Avenue.

Detailed Feedback: 954 Lawrence East Express

Suggestions and Additional Information

In-Person Conversations:

- Feedback generally aligned with the survey.
- All riders were neutral to somewhat positive about the proposed stop removals.
- One rider mentioned she uses the Greenholm Crescent stop to drop her children at a nearby Islamic school, though she also uses the 54 local route.

Suggestions and comments include:

- Keep some stops past Morningside, ideally toward the bridge.
- Maintain the Ling Rd / Collinsgrove Rd stops, as many people use them.
- Consider the needs of riders who rely on the 954 for regular transportation.

What participants wanted to learn more about?

- How the changes would affect travel time.
- How changes would affect connections.

Additional feedback

- Losing a nearby stop could significantly affect daily travel.
- Winter travel was specifically mentioned as a concern.

Note:

- The engagement materials clearly stated that the proposed changes affect express service only.
- Not all respondents specified why they wanted particular stops retained.

Detailed Feedback: 904 Sheppard-Kennedy Express

“Overall, how do you feel about the proposed stop removal?”

11 Participants

3 *Participants*

27.3% - Support

3 *Participants*

27.3% - Neutral

5 *Participants*

45.5% - Oppose

Trend Statement:

Opinions on the proposed stop removal leaned negative: **3 of 11** participants (27.3%) supported it, 3 (27.3%) were neutral, and 5 (45.5%) opposed it. Concerns mainly related to stop access and convenience, while some participants saw faster travel or convenient remaining stops as benefits.

Detailed Feedback: 904 Sheppard-Kennedy Express

Suggestions and Additional Information

What participants liked:

- 3 participants indicated the changes could make their travel time faster.
- 3 indicated that the remaining stop would still be convenient.

Challenges and concerns:

- 2 participants indicated that accessing the bus would become less convenient.
- 2 indicated they would have to walk farther to reach a stop.
- 1 indicated the changes would make their trip more difficult.

What participants wanted to learn more about?

- 7 participants: what the changes would mean for their route.
- 2 participants: other routes or services they could use.

Suggestions and Comments:

- One participant commented: “Do not change or take away the routes for the 904.”

Note: The engagement materials clearly stated that the proposed changes affect express service only.

Reflection

Overall Experience

- Gained hands-on experience engaging with transit riders and collecting community feedback
- Learned that different outreach methods work better for different audiences and situations
- Saw firsthand how proposed transit changes can affect riders differently depending on their route and travel needs

New Skills Learned

- Approaching and communicating with members of the public
- Organizing and analyzing survey data and qualitative feedback
- Identifying common themes across different routes
- Adapting outreach strategies based on response rates
- Managing a small engagement budget and planning for unexpected costs

What Worked Well

- **Posters:** Placing posters on message centre boards and near bus stops gave riders an easy way to find the survey while waiting for their bus
- **Online outreach:** Meta ads helped reach additional participants and generated several detailed responses
- **Multiple outreach methods:** Using both physical and online outreach helped reach people with different schedules and levels of availability
- **Adapting based on results:** I was able to shift my outreach approach when certain methods or locations were generating stronger engagement.

Reflection

What Could Be Improved

- **In-person engagement:** Many riders were busy, in a rush, or not interested in stopping, making direct engagement more difficult than expected.
- **Uneven engagement:** Some routes and locations generated much more interest than others, making it harder to reach participants evenly.
- **Community outreach:** Some attempts to connect with local organizations did not receive a response.
- **Survey design:** Some questions and answer choices could have been more specific to better capture what participants wanted to say.

Suggestions for Improvement

- **More guidance for in-person engagement:** Give ambassadors practical tips for approaching riders and getting them involved.
- **Share route timing information:** Help ambassadors understand peak and off-peak times so they know when riders may be more available.
- **Budget for unexpected costs:** Set aside funding for unplanned expenses or outreach opportunities.
- **Start with multiple outreach methods:** Test different approaches early to improve response rates.
- **Track engagement regularly**: Record outreach activities as you go to avoid missing details later.

Appendix

Raw Data Responses

An anonymized spreadsheet containing all 45 survey responses is provided via the link below:
https://docs.google.com/spreadsheets/d/17gVSEnSkBZ1CfAgrqtzvYqpCxNpljMLL40Z5b3DMjro/edit?usp=sharing

Privacy Note: Identifying contact information has been removed. The 15–24 age category may include respondents under the age of 18.

Data Note:

- Where multiple-choice responses were inconsistent, written comments were used to provide context where available. Where no additional context was provided, the original responses were kept as submitted.
- It's unclear whether riders who shared feedback in person also completed the survey, so some overlap may exist.

Route Selection Note: Three respondents selected the same route as both their first- and second-route choice. Each was counted once for that route to avoid double-counting, while their second-route responses were retained in the raw data.

TTC 2027 Annual Network Plan Youth Ambassador Engagement Report

Engagement Focus:

944 Kipling South Express | Sherway Gardens (123/143) | 989 Weston Express

Prepared by:

Nas Warsame

Engagement Plan: Proposals, Objectives & Methods

The Proposals

- Sherway Gardens: a new 143 route (Kipling Station to Long Branch Loop via The East Mall) is added as a second option. 123C continues unchanged; the separate 123B and 123D branches are removed.
- 989 Weston Express: remove the Ray Ave and Sheppard Ave W stops.
- 944 Kipling South Express: remove the Birmingham St stop, in front of Lakeshore Collegiate Institute.
- For the 944 and 989, materials shared with participants explained that the stop removals apply to the express service and that local service would remain unchanged.

Objectives

- Learn how riders feel about each proposal, and why they feel that way.
- Hear from local residents and from riders passing through for work, school or other destinations.
- Reach youth. Target: 75–100 people, about 50% under 29 and about 50% from TTC priority groups (shift workers, women, low-income riders).

Methods

- Online surveys: one per route, shared through Meta ads, transit subreddits, local Facebook groups and QR codes.
- In person: three conversations on the 989 Weston corridor (September 13), using the rider feedback form.
- Thank-you gift cards: given first-come, first-served and allocated across the proposals in proportion to response volume.

Campaigns launched September 8 (989) and September 10 (944 & Sherway).

1. Engagement Snapshot

Focus Area & Routes
- Etobicoke & York Corridors
- 944 Kipling, Sherway (123/143), 989 Weston

2,431 Responses Used

944 Kipling: 1,412 | Sherway: 989 | 989 Weston: 30 | In person (989): 3

2,629 received | 198 flagged and set aside | 2,431 used

Primary Outreach Methods

- **Online Surveys:** one survey per route, shared through Meta ad campaigns, transit subreddits, local Facebook groups and QR codes, giving 2,431 responses after data checks (944: 1,412; Sherway: 989; 989: 30).
- **Signage and Posters:** engagement materials posted at major intersections, around subway stations and major transit hubs where riders could be idling.
- **In-Person Conversations:** three conversations on the 989 Weston corridor on September 13, with one full response from each (two youth, one senior).
- **Priority Groups Reached:** 1,442 (59.3%) identified as shift workers; 1,689 (69.5%) were aged 15–34 (413 (17.0%) aged 15–24). The plan aimed for 75–100 people, about half youth.

Data Check: What Happened to the Data

2,629 Responses Received
944 Kipling: 1,516 | Sherway: 1,081 | 989 Weston: 32

198 Flagged & Set Aside
944: 104 | Sherway: 92 | 989: 2 (7.5% of total)

2,431 Responses Used
944 Kipling: 1,412 | Sherway: 989 | 989 Weston: 30

Why It May Have Happened

Open survey engagement materials went viral Sept. 10th in local Facebook groups, shared widely with a thank-you gift card promoted, which can attract repeat submissions.

About 85% of 944 and 89% of Sherway responses arrived between September 10 and 12, so I checked the data carefully before analyzing it.

No response text was edited.

How I Checked It

- Same thank-you email on more than one response
- Same-name emails sent within an hour
- Identical answers to every multiple-choice question within an hour
- Word-for-word or near-identical comments
- Same-second submissions, answers that can't go together, and test entries

The earliest response in each group was kept.

What Was Set Aside (198)

173 repeat submissions

14 near-identical or implausible responses

5 from people aged 14 or younger (flagged to Third Party Public)

4 named a paid survey platform or panel

2 test-like entries

Effect on results: setting these aside changed results very little (944 opposition 42.5% to 41.5%; Sherway support 59.6% to 59.8%). I can't confirm every remaining response is from a different rider, so the results describe the people who responded.

2. Feedback Trends: The Big Picture

Trend 1: Express Routes (The Speed vs. Access Trade-off)

Opinions were mixed. On the 944, 41.5% opposed and 33.6% supported, so opposition was the largest group but not a majority. Supporters mentioned a faster route; opponents mentioned a longer walk, less convenient access and relying on the stop for school or work. On the 989 (30 responses), 14 supported, all conditionally on faster, more reliable service.

Trend 2: Local Route (Support for Simpler Service)

Sherway leaned supportive: 59.8% supported and 18.3% opposed. The survey told people 123C would continue unchanged, and 166 of 591 supporters (28%) mentioned it. Supporters also mentioned reliability, a more direct connection and simpler service.

Trend 3: Who Responded (Priority Groups)

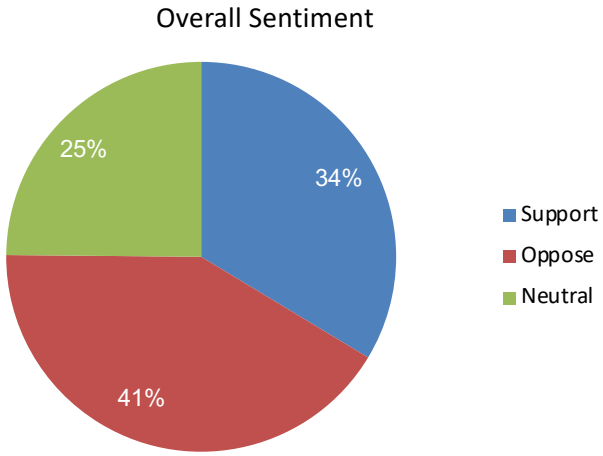
1,442 (59.3%) identified as shift workers and 1,689 (69.5%) were aged 15–34. This was a self-selected online sample, so these trends describe the people who responded.

3. Detailed Feedback: 944 Kipling South Express

Proposal: Remove Birmingham St Stop

Trends:

Opinions were mixed, with opposition the largest group but not a majority: 586 of 1,412 (41.5%) opposed, 475 (33.6%) supported and 351 (24.9%) were neutral. Supporters most often mentioned a faster, more efficient route (about 230, 16%). Opponents most often mentioned a longer walk or less convenient access (about 346, 24%) and relying on the stop for work, school or daily trips (about 246, 17%); some mentioned seniors and people with disabilities (about 130, 9%). Some asked TTC to keep the stop (50, 4%). Students were evenly split (178 support, 162 oppose of 426); local residents leaned toward opposition (370 of 816, 45%).



"I support the removal because express routes should prioritize speed and efficiency, especially where another nearby stop can serve riders."
— Support · Response 944-0712

"Removing the stop makes it harder for people in the area to get where they need to go. It's not just about saving a few seconds on the express route. People rely on that stop every day."
— Oppose · Response 944-0006

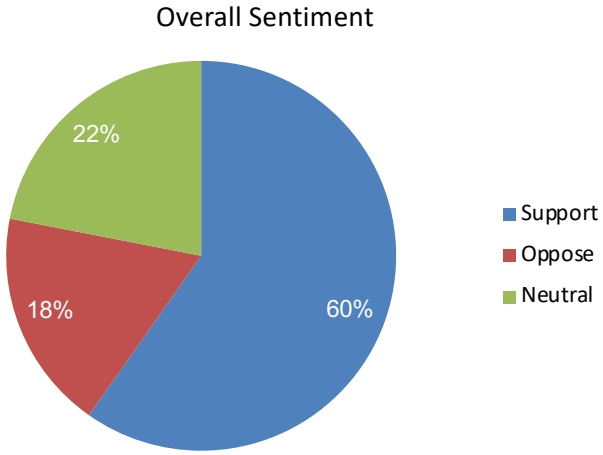
"I'm neutral about the proposal. I would need to see more information about how many riders use the stop and what alternatives are available."
— Neutral · Response 944-0740

4. Detailed Feedback: Sherway Gardens (123/143)

Proposal: Replace 123B/123D with new 143

Trends:

Sentiment leaned supportive: 591 of 989 (59.8%) supported, 181 (18.3%) opposed and 217 (21.9%) were neutral. Supporters mentioned reliability, frequency or connections (about 185, 19%), a more direct connection (about 139, 14%), simpler service (about 133, 13%) and more options (about 129, 13%). The survey said 123C would continue unchanged, and 166 of 591 supporters (28%) mentioned it. Opponents most often said they rely on 123B or 123D (about 102, 10%) or prefer the current service (about 75, 8%). Residents were somewhat more supportive (62%) than riders connecting via MiWay or GO (54%).



"I think adding the 143 is a good idea because it provides a second, direct connection to the Sherway Gardens area and gives people living along Brown's Line a faster option to the subway."
— Support · Response SHW-0966

"I rely on the direct connection of the 123B/123D and am concerned the new 143 route may not provide the same frequency or coverage for my daily commute."
— Oppose · Response SHW-0585

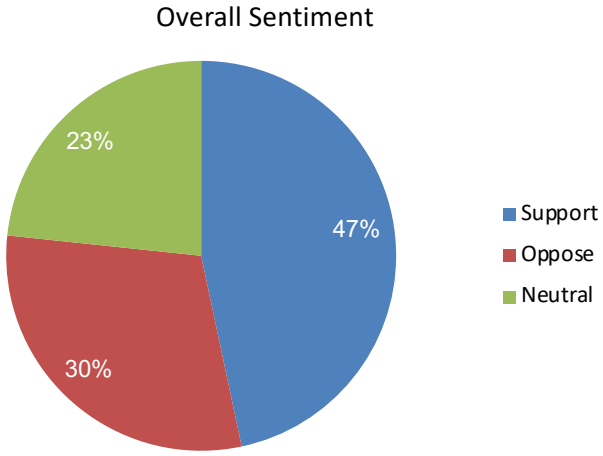
"I am not sure yet. It could be better, but I would like to see how the new route works first."
— Neutral · Response SHW-0849

5. Detailed Feedback: 989 Weston Express

Proposal: Remove Ray Ave & Sheppard Ave W Stops

Trends:

Opinions were split in a small sample (30 responses): 14 (46.7%) supported, 9 (30.0%) opposed and 7 (23.3%) were neutral. All supporters chose “Yes, if it results in faster and more reliable service”, so support was conditional. Several supporters (9 of 30, 30%) mentioned speed or fewer stops. A few opponents (3 of 30, 10%) said removing stops would not save time or would add travel time, and a few (3 of 30, 10%) said they use the stops or that they sit on a major corridor. Residents near the stops were split (8 support, 8 oppose of 20); riders passing through leaned supportive (6 of 10).



Plus 3 in-person responses (2 youth, 1 senior): see next slide

“As long as it results in faster service then I'm good with it.”
— Conditional support · Response 989-0013

“The traffic is already bad in the area, more or less stops wouldn’t change anything”
— Oppose · Response 989-0009

“Sheppard is a major corridor and removing the stop would mean less connections and would take more time to get to your destination.”
— Oppose · Response 989-0030

6. In-Person Voices: 989 Weston Corridor

Youth Voice 1

Stance: **Oppose**

Lives in the building directly behind the stop and relies on it to get to school.

Highlights the immediate impact on a local student whose daily routine is anchored by the stop's proximity.

Youth Voice 2

Stance: **Support**

Favors removing the stop for a faster overall trip to school and sports-related travel.

Reflects one youth commuter's view that express efficiency matters on longer trips.

Senior Voice

Stance: **Support**

Noted that slower buses get too heavily packed, making it much harder to find a seat.

Connects route speed to passenger comfort and access to a seat for an older rider.

Why These Three Voices Matter

- With only three responses, these are shared as individual voices, not as trends.
- They add youth and senior perspectives. Older riders were a small share of online responses (5.1% aged 45 or over).
- These voices were consistent with the survey: the senior and youth voice 2 echoed support for faster service, while youth voice 1 echoed the opposition's concern about losing a nearby stop.

7. Overall Experience & Reflections

Overall Experience & Skills Learned

I found a true, new passion for community engagement and transit planning through this process. Serving as a Youth Ambassador helped me build skills in running online outreach, working through a large set of responses (including checking for repeat submissions), and speaking directly with riders.

What Worked Well

1. Online Outreach: Meta ads, local Facebook groups, transit subreddits and QR codes were used to share the surveys and gathered a large number of responses. Most respondents who answered said they heard about it through friends or family (about 44%) or social media and online (about 26%).
2. Asking “Why”: Adding an open text box gave us clear, written reasons behind people's votes

What Could Be Improved (Challenges)

1. Repeat Submissions: The open links attracted repeat submissions, which were checked and set aside (198 of 2,629 responses).
2. In-Person Engagement: It was difficult to approach and engage face-to-face, which kept my in-person sample comparatively smaller.
3. Uneven Volume: Large online response numbers for two routes made it harder to compare evenly with the smaller 989 sample (30 responses).
4. Gift Cards: Cards were first-come, first-served and allocated across proposals by response volume, so not every participant received one. All participants were thanked with an email, regardless if they qualified or not.

8. Ideas for the Next Cohort & Final Thoughts

Ideas for the Next Cohort

1. Track Where Responses Come From

A separate link or QR code for each channel could show which outreach reached people.

2. Plan How Responses Will Be Checked

Deciding in advance how thank-you gifts are described and shared out, and reviewing responses as they arrive, may help.

3. Reach People Who Are Not Online

Pairing online outreach with paper forms or in-person sessions, for example at seniors' centres, could help more riders be heard.

Final Thoughts

This experience showed me that while digital tools are powerful for reaching a large audience, successful transit planning requires balancing that data with the genuine, face-to-face conversations we have directly with riders.I truly enjoyed engaging with my community throughout this project, and I hope to have the opportunity to do something similar again in the future.

TTC 2027 Annual Network Plan

Youth Ambassador-led Engagement

Engagement Focus: 26 Dupont , 925 Don Mills Express, 995 York Mills Express

Prepared by: Harshil Rathor

Engagement Snapshot

Focus Area: Midtown, North York & Scarborough

Routes Engaged: 26 Dupont, 925 Don Mills Express, 995 York Mills Express

48 Responses Collected

Engagement Methods

directions_bus **In-person:** Bus ride-alongs & transit hub conversations

forum **Digital Outreach:** Reddit community forums & Meta campaigns

assignment **Online Forms:** Google Form survey distribution

description **Flyers:** Distributed at high-volume stations & terminal loops

In-Person Engagement

Conducted on-board ride-alongs and intercepted riders with informational flyers at major transit hubs and loops (Pape, Don Mills, York Mills, and UTSC loop).

Community & Online Outreach

Engaged riders via targeted Meta outreach, active transit subreddits (r/TTC), and local neighborhood community groups along affected corridors.

Survey Responses Breakdown

48 **Total Responses Collected**

18 via Google Forms • **30** via Meta campaigns, Reddit forums, and in-person bus ride-alongs

Key Focus Areas

Gathering rider perspectives on proposed branching (26B Lansdowne link), express stop consolidation (Van Horne, UTSC loop), overall trip times, and headway reliability.

Feedback Trends & Key Engagement Findings

60%(28) Overall Support
19%(9) Neutral , 21%(10) Concerned (Stop Consolidation)

70% (33)Transit-Dependent
7+ trips/mo 26%(12) Youth/Students, 23%(11) Shift Workers

70%(33) Express Engagement
36%(17) 995 York Mills, 34%(16) 925 Don Mills, 30%(14) 26 Dupont

LOCAL ROUTES - 26 DUPONT (30% Engagement)

WHAT PARTICIPANTS LIKED (57% Positive)

People liked the connection to Line 2 via Lansdowne Station, bypassing severe hassle during busy hours at Dundas West.

CHALLENGES & CONCERNS

Peak-only restriction on 26B branch causes 20+ min midday/evening wait times. Shift workers and commuters flagged bus bunching at Ossington and lack of frequent service west to Jane Station - basically a few pointouts for buses frequency spread were made

Information Requested:
Exact schedule intervals for midday/evening periods & physical transfer walking distance at Lansdowne Station to which we asked to refer Annual Network Plan 2027 website and further schedule, for now we are just out collecting community feedback on proposed changes.

EXPRESS ROUTES - 925 DON MILLS & 995 YORK MILLS (70% Engagement)

WHAT PARTICIPANTS LIKED (42% Positive)

The 995 riders highlighted convenience for 40-minute cross-town commutes to Scarborough. 925 riders seemed quite agreeable with bypass travel time gains north of Hwy 401.

CHALLENGES & KEY CONCERNS

Stop consolidations sparked some opposition: removal of UTSC loop (harsh winter walking) and Van Horne stop (steep incline for seniors/students). Peak-hour passenger overcrowding at York Mills terminal was brought up a few times.

Additional Insights:
Riders asked walking distances to replacement stops, and detour communications just after sharing the proposed changes which pointed to walk time connected in Winter times

26 Dupont - Detailed Route Feedback

57% (8/14)
Overall Support

36% (5/14)
No Impact on Travel

7% (1/14)
Felt Commute Worse

OVERALL SENTIMENT

Majority Support (57%)

Most participants supported proposed route changes, highlighting improved frequency and direct subway connections.

Key Drivers of Sentiment:

- **57% (8 of 14):** Supported route changes for better subway connectivity
- **36% (5 of 14):** Stated proposed changes would not affect their travel
- **7% (1 of 14):** Felt changes would make commute worse

WHAT PARTICIPANTS LIKED

Subway Integration & Bypass

Positive responses centered heavily on new subway integration and bypassing bottleneck delays.

Specific Praise Highlights:

- **Line 2 Integration:** Praised direct subway connection via Lansdowne Station
- **Bypassing Bottlenecks:** Successfully avoids chronic traffic and severe transfer delays at Dundas West Station

COMMONLY IDENTIFIED CHALLENGES

Operating Hours & Service Gaps

Concerns focused primarily on operating hours, service gaps, and route management issues.

Key Issues Raised:

- **26B Peak-Only Limit:** Midday and evening wait times still exceed 20 minutes
- **Bus Bunching:** Recurring bus bunching experienced near Ossington Station
- **West Segment Reliability:** Lack of reliable service extending west toward Jane Station

26 Dupont - Suggestions & Key Insights

COMMONLY SHARED SUGGESTIONS

Actionable Community Recommendations

- **All-Day Service:** Transition the proposed 26B Lansdowne branch into an all-day, 7-day-a-week service instead of restricting it strictly to rush hours.
- **Headway Control:** Maintain strict headway control (under 6 minutes) during peak hours to prevent buses from bunching into pairs.

INFORMATION REQUESTS

What Participants Wanted to Learn

Riders were most interested in clarification on route scheduling and transfer details:

- **Off-Peak Schedules:** Learning the exact off-peak headway schedules for the proposed branch.
- **Transfer Logistics:** Understanding the physical transfer logistics required at Lansdowne Station.

IMPORTANT FOR THE TTC TO KNOW

Core Operational Insights

- **Reliability is Critical:** Broad support for the 26 Dupont restructuring hinges on reliable frequency.
- **Off-Peak Impact:** Limiting the new Lansdowne branch exclusively to rush hours severely reduces its value for off-peak commuters and shift workers.

925 Don Mills Express - Detailed Route Feedback

69% (11/16)	31% (5/16)	25% (4/16)	19% (3/16)
Overall Support	Faster Trip Expectation	Better Frequency / Reliability	Felt Changes Make Travel Worse

OVERALL SENTIMENT

Majority Support (69%)

Most respondents backed the proposed route modifications, anticipating an improved daily commute.

Key Drivers of Sentiment:

- **31% (5 of 16):** Expect faster overall trip times
- **25% (4 of 16):** Value more frequent and reliable service
- **19% (3 of 16):** Concerned that changes will negatively impact travel

WHAT PARTICIPANTS LIKED

Focused Positives (Transit Speed)

Positive feedback was narrow and heavily concentrated on improvements to travel velocity and efficiency.

Specific Praise Highlights:

- **Express Speed gains:** Highly praised faster travel times across the corridor
- **Bypassing Signals:** Skipping minor signalized intersections saved crucial commute minutes
- **Streamlined Stops:** Eliminating redundant local stops north of Highway 401 was strongly approved

COMMONLY IDENTIFIED CHALLENGES

Broad Concerns Across Corridor

Feedback spanned stop access, bottlenecked traffic, and on-board safety environments.

Key Issues Raised:

- **Van Horne Stop Removal:** Strong objections due to steep uphill walking distances affecting seniors and Seneca College students
- **Eglinton Bottlenecks:** Severe rush-hour traffic slowdowns near Eglinton Avenue
- **On-Board Safety:** General concerns regarding loitering on transit vehicles

925 Don Mills Express - Suggestions & Key Insights

COMMONLY SHARED SUGGESTIONS

Actionable Community Recommendations

Riders proposed specific adjustments to preserve transit equity and maintain daily service reliability:

- **Retain Van Horne Stop:** Preserve essential accessible transit access for neighborhood seniors and local students.
- **Extend Weekend Night Hours:** Operate express service later into weekend nights to accommodate late-shift workers.
- **Maintain Service Continuity:** Minimize daytime service pauses during active road construction along the route.

INFORMATION REQUESTS

What Participants Wanted to Learn

Riders sought further details on route consolidation impacts and alternative transit choices:

- **Exact Walking Distances:** Riders requested precise distance and walk-time calculations to alternative replacement stops.
- **Local Route Options:** Clearer guidance on secondary local connection options if Van Horne stop is permanently consolidated.
- **Detour Communications:** Enhanced notice and winter weather pedestrian impact warnings during service shifts.

IMPORTANT FOR THE TTC TO KNOW

Core Conflict & Strategic Trade-off

Balancing overall route speed against local neighbourhood accessibility:

- **Commuter vs. Local Trade-off:** Express speed gains are popular with long-distance commuters, but stop removals harm localized neighborhood access.
- **Severe Accessibility Barrier:** Eliminating Van Horne creates a significant obstacle for vulnerable residents and seniors due to steep gradients.
- **Primary Point of Friction:** This tension between corridor travel velocity and equitable community access remains the central route dispute.

995 York Mills Express - Detailed Route Feedback

53% (9/17)
Overall Support

12% (2/17)
Neutral / Unstated

35% (6/17)
Felt Commute Worse

OVERALL SENTIMENT

Highly Divided Feedback

Corridor sentiment was split between supporters praising frequency gains and local riders opposing stop removals.

Key Sentiment Drivers:

- **53% (9 of 17):** Supported plan for higher frequency & faster trips
- **35% (6 of 17):** Stated changes would worsen their commute
- **Highest Negative Rate:** Highest negative response rate among all surveyed routes

WHAT PARTICIPANTS LIKED

End-to-End Travel Speed

Positive feedback focused narrowly on improved travel speeds and removal of redundant express stops.

Specific Praise Highlights:

- **Long-Haul Endorsement:** Commuters between York Mills Station and Scarborough strongly supported removing redundant stops
- **Sub-40-Minute Trips:** People like sub 40-minute express travel times across the city

COMMONLY IDENTIFIED CHALLENGES

Localized Stop Removals & Crowding

Concerns were intense and highly localized regarding specific stop consolidations and terminal crowding.

Key Issues Raised:

- **UTSC Loop Stop Removal:** Students opposed losing westbound Military Trail stop, citing long freezing winter walks to Ellesmere Rd
- **Local Community Impact:** Heavily criticized elimination of Mornelle Court and Gander Dormington stops
- **Terminal Overcrowding:** Multiple riders flagged extreme peak-hour overcrowding at York Mills terminal

995 York Mills Express - Suggestions & Key Insights

COMMONLY SHARED SUGGESTIONS

Actionable Community Recommendations

Key rider proposals to maintain route usability and accommodate peak travel demands:

- **Retain Key Loop Stops:** Re-evaluate stop consolidation to keep the westbound UTSC campus loop stop and Mornelle Court stop.
- **Deploy Articulated Buses:** Use high-capacity 60-foot "bendy" buses during academic peak hours for high student volumes.

INFORMATION REQUESTS

What Participants Wanted to Learn

Riders sought clarity on pedestrian impacts and terminal management:

- **Mapped Walking Distances:** Visual mapping of walking distances to alternative replacement stops on Ellesmere Road.
- **Terminal Capacity Plans:** Detailed plans on how the TTC will manage physical crowding and capacity at York Mills bus bays.

IMPORTANT FOR THE TTC TO KNOW

Core Operational & Safety Insights

Critical trade-offs regarding post-secondary access and corridor bottlenecks:

- **Critical Lifeline:** Cutting the UTSC loop stop compromises student safety and winter accessibility to save minor travel time.
- **Target the Bottleneck:** Deploying articulated buses addresses operational bottlenecks far more effectively than eliminating high-usage stops.

Reflections on the Experience - Skills & Successes

OVERALL EXPERIENCE & NEW SKILLS

This process was an invaluable opportunity to bridge the gap between raw data and real human impact. Understanding the human element of feedback gathering before initiating a major project has given me a more holistic framework for data engineering and analytics.

Interpersonal & Public Speaking
Significantly improved communication by confidently initiating conversations with diverse community members.

WHAT WORKED WELL: TARGETED INTERCEPTS

Major Transit Transfer Hub Surveys

Conducting surveys directly at major transfer hubs (Don Mills, York Mills, and Pape Stations) successfully captured everyday, transit-dependent commuters who are most impacted by service changes.

WHAT WORKED WELL: MULTI-CHANNEL APPROACH

In-Person Ride-Alongs & Digital Outreach

Pairing in-person ride-alongs with digital outreach (Meta and Reddit) effectively reached both traditional commuters and harder-to-reach demographics like youth and shift workers.

WHAT WORKED WELL: STRUCTURED CATEGORIZATION

Template-Based Qualitative Analysis

Utilizing the provided template to bucket qualitative feedback into specific themes (Likes, Challenges, Suggestions) made synthesizing open-ended survey responses highly efficient. Kudos to Yulia and Khly for constant support and constructive feedback!