

Appendix 2: Bus Destination Signs – Transit System Benchmarking

Transit System	Displays Non-Service Messages?	Message Examples	Additional Information	Authorization By
TTC	No	N/A	Does not post non-service messages based on feedback from ACAT (Advisory Council on Accessible Transit).	N/A
Brampton Transit	Yes	HAPPY NEW YEAR MERRY CHRISTMAS HAPPY BLACK HISTORY MONTH HAPPY LUNAR NEW YEAR - YEAR OF THE TIGER HAPPY FAMILY DAY RAMADAN MUBARAK HAPPY VAISAKHI HAPPY EASTER HAPPY ORTHODOX EASTER EID MUBARAK (EID-UL-FITR) HAPPY PRIDE HAPPY NATIONAL INDIGENOUS PEOPLES DAY HAPPY CANADA DAY EID MUBARAK (EID-UL-ADHA) TRUTH AND RECONCILIATION DAY REMEMBRANCE DAY - LEST WE FORGET HAPPY DIWALI HAPPY HANUKKAH MERRY CHRISTMAS HAPPY KWANZAA	Every year the City of Brampton's Strategic Communications team develops the City's Community Recognition Program framework that celebrates Brampton's diversity through recognition of cultures and commemorative dates. It is presented to Council every December and highlights the various ways Brampton recognizes commemorative dates and events, including messages on bus destination signs.	City
Oakville Transit	No	Holiday service - Easter Greetings Holiday service – Emancipation Day Holiday Service – Merry Christmas	Policy changed in 2021. If buses are displaying “Merry Christmas” for example, it is tied to the service level.	Transit
Winnipeg Transit	Yes	NATIONAL DAY FOR TRUTH AND RECONCILIATION	No messages are currently displayed for religious holidays.	City
Calgary Transit	Yes	Merry Christmas	Purpose in providing non-service-related messages is to stay connected with the community.	
TransLink (Vancouver)	Yes	RIDE WITH PRIDE HAPPY HOLIDAYS	Destination sign messages are limited to avoid missing any religious holidays or events.	Transit