

Greater Toronto Airports Authority Official Languages Plan



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1. Message from our President & CEO

As a global gateway airport to Canada, Toronto Pearson welcomes tens of millions of travellers each year. With this role comes the responsibility to ensure that every passenger can access services in the official language of their choice, English or French.

We are committed to the obligations under the Official Languages Act and continue to strengthen our approach to bilingual service across our airport. Whether through signage, accessible information, or frontline staff engagement, we are dedicated to creating an environment where English and French speakers receive equal service.

This plan outlines our ongoing efforts to meet and exceed our official languages commitments. We remain committed to working with our employees, partners, and the broader community to better meet the language needs of all travellers.

—Deborah Flint, President and Chief Executive Officer, Greater Toronto Airports Authority

2. Background

The Greater Toronto Airports Authority (“GTAA”) is a without share capital corporation incorporated under the *Canada Not-for profit Corporations Act* and a designated airport authority under the *Airport Transfer (Miscellaneous Matters) Act* (“Act”). The GTAA manages and operates Toronto-Lester B. Pearson International Airport (“Airport”) under a ground lease with the Government of Canada dated December 2, 1996.

As a designated airport authority under the Act, the GTAA is subject to certain obligations under the *Official Languages Act* (“OLA”). While the GTAA does not receive government funding to support OLA compliance, we remain committed to delivering services that reflect Canada’s linguistic duality.

Toronto Pearson is a dynamic, fast-paced environment that evolves rapidly. We are committed to adapting with it—continuously improving how we meet our obligations under the OLA and ensuring all travellers can be served in the official language of their choice.

3. Official Languages Program

At Toronto Pearson, we take pride in fostering an inclusive and accessible travel experience. In collaboration with all of our partners and stakeholders, bilingual services and communications are available at Toronto Pearson. We work with many organizations at Toronto Pearson to support communications and the delivery of services in both official languages.

A framework that includes supportive programs, policies, bilingual self-serve equipment and technology is in place to ensure we meet and exceed our obligations. We

acknowledge the travellers' bilingual service needs and are committed to delivering a seamless customer service across all touchpoints.

3.1 Services in our Terminals

- Our Passenger Service Representatives (PSRs) are trilingual (including English and French) and available 24/7 via our call centre by calling 416-247-7678.
- Information booths located throughout Terminals 1, 3 and the Infield Concourse are staffed by our PSRs who assist passengers in both English and French.
- Operations Support Representatives (OSRs) provide bilingual assistance in the customs processing areas.
- All frontline staff, whether GTAA employees or partners that are subject to the Act, are expected to use the bilingual “Hello/Bonjour” greeting (active offer) in all public-facing spaces.
- Concessions, retail outlets, and restaurants across the terminals offer service in both official languages. Signage including promotional materials, product information and menu boards is bilingual.
- Bilingual self-serve kiosks are available at check-in, Canada Customs areas, parking entrances/exits, and parking payment machines.
- Digital directories and interactive kiosks throughout the terminals are bilingual.
- Information phones located throughout the airport, including in the parking garages, connect passengers with bilingual staff.
- Toronto Pearson offers beautiful art and cultural collections, including photography, paintings, sculptures, and a themed display in our Terminal 1 Malton Art Gallery. The plaques and descriptions are available in both official languages.
- Wayfinding and airport signage (static and digital) is available in English and French.

3.2 Communications with the Public

- Feedback on the airport and customer experience can be submitted through in-person, kiosks, and online surveys—all available in both languages.
- Pre-recorded boarding gate and baggage claim announcements are available in both official languages for airline staff to use. All safety and security-related announcements in the terminals are bilingual. Ad hoc announcements by PSRs can also be made in both languages.
- The GTAA holds a bilingual annual public meeting.
- The Toronto Pearson website offers comprehensive bilingual content, including trip planning tools like wait times or parking reservations.
- Social media updates are posted simultaneously in English and French.

- Digital welcome screens feature greetings in American Sign Language (ASL) and Langue des Signes Québécoise (LSQ).
- There are a variety of ways that passengers can get in touch with us in English and/or French via our website form, information phones, online chat bot, social media channels, or by calling the bilingual airport call centre.
- Terminal events messaging and marketing materials are bilingual.

4. Measuring our performance

We use multiple tools and programs to assess language compliance and identify areas for improvement:

- **Internal Reviews:** Cross-functional teams conduct routine walkthroughs of all passenger-facing areas, identifying potential gaps and implementing corrective actions where needed.
- **Standard Procedures (SOPs):** Many of our internal processes include checks for language compliance. These procedures are reviewed regularly to reflect current expectations and ensure consistent application across departments.
- **Passenger Experience Observation (PEO) Program:** Our silent observation program evaluates service delivery and signage compliance at key stages in the passenger journey (e.g., check-in, security, gates, and baggage claim). Observations are documented and used to drive improvement.
- **Zone-Based Review Program:** This program evaluates the commercial areas of the terminals. Where issues are identified, our team works closely with various partners to resolve them.

5. Roadmap

Toronto Pearson has made significant strides in supporting bilingualism, and we continue to identify opportunities where we can do better. This Plan outlines the key focus areas that guide our efforts to uphold and improve our commitment to the *Official Languages Act*.

Promoting the [Pearson Standard](#)

- Clearly define and communicate expectations for bilingual service delivery across all GTAA teams and airport partners that are subject to the Act.
- Reinforce the “Hello/Bonjour” active offer of service in both official languages as a fundamental aspect of passenger interactions.
- Recognize and celebrate employees and partners who demonstrate excellence in bilingual service.

Expanding Reviews & Refining Processes

- Increase the frequency of proactive official language reviews across all passenger-facing areas.
- Collaborate cross-functionally to expand the use of real-time data on bilingual service delivery, supporting continuous improvement.
- Strengthen internal governance by leveraging policies and internal processes to ensure consistent oversight and alignment across departments. Update internal processes to ensure official languages are consistently considered in day-to-day operations. Integrate findings from reviews and audits into operational planning and partner engagement to support long-term, sustainable improvements.
- Through our Official Languages Working Group—bringing together expertise from Legal, Government Relations, and Communications—we maintain governance over how we administer and fulfill our obligations under the *Official Languages Act*. These meetings provide a forum to share updates with senior leadership and address systemic challenges, emerging needs, and operational concerns.

Awareness and Education

- Expand official languages awareness and training, including practical tools for delivering bilingual service, for concessionaires and other airport partners to help them meet bilingual service expectations.
- Foster a culture of linguistic inclusion through ongoing education initiatives to ensure awareness, understanding and adherence to our obligations under the OLA and associated policies.
- Explore technologies and AI tools that can help improve service delivery in both official languages.

Communications and Signage

- Continuously monitor digital communications channels and platforms to ensure they meet official languages requirements.
- Proactively monitor our facilities such as the terminal and the parking garages to ensure signage is in both official languages.

This Plan reaffirms the GTAA's commitment to all travellers in ensuring they are served in the official language of their choice. To meet the OLA obligations and the needs of our travellers, our goal is to continuously monitor and enhance our services across our facilities and digital platforms.