## MiWay's Vision 2029 and Beyond: Transforming Mississauga





capacity to lead.

Levelling Up MiWay We're strengthening the organization and our Robust Business Planning

Operational Maturity Innovative Mindset Inspirational Brand, Visual Identity and Marketing





#### **Our Dream**

A City transformed by transit.



#### Our Role

MiWay leads the future of transit, delivering the best experience in the moment.



#### **Our Promise to Customers**









Safety first

on time

customer service

### What success will look like: A city transformed by transit

Our dream is to help transform Mississauga into a flourishing, complete city of the future. This means transit must be an essential contributor to a thriving, smart and humane community.

#### **Riders Love Transit**

MiWay earns riders' love by delivering on promises, adapting to their evolving needs, and investing in what matters most to them

# Ridder love transit Transforming Community's doud Mississauga toeoole thrive

#### Council and Investors **Support Transit**

Strong partnerships with city council and government investors drive transit improvements, creating a cycle of investment, positive feedback, and community benefits.

#### **Our People Thrive**

As MiWay grows, a shared purpose fosters collaboration while flexibility ensures fairness and support for a diverse, evolving workforce.

#### **Our Community Is Proud of Its City**

We aim for a community that values and supports transit, recognizing its reliability, accessibility, and impact. Increasing visibility will strengthen engagement and pride in our services.