

2023

Report to the
Community



**“MiWay has
always been
a reliable way
for me to
get around
the city.”**

2023 customer satisfaction
survey comment





Table of Contents

- 4** A year of rapid customer growth
- 8** Maximizing resources to increase service
- 12** MiWay's promise to customers
- 16** Improving experiences
- 24** Supporting equity, diversity and inclusion
- 28** Contributing to Climate Change Action Plan
- 30** The road ahead



A year of rapid customer growth

In 2023, MiWay experienced remarkable growth in demand for transit service. We supported 59 million customer boardings to help riders reach destinations such as work, school, medical appointments, sports events, entertainment and more. The rate of growth presented challenges to service delivery, leading to a number of instances of closed doors and reduced reliability for customers on overcrowded routes. MiWay is committed to solving these challenges, improving our services, listening to our customers and employees to enhance experiences for all. We're grateful to both our loyal and new riders who embraced transit as their mode of transportation last year. We appreciate the support from our leaders and community to build a reliable transit system for Mississauga, both now and into the future.

“I love ❤️ MiWay. I have had nice experiences with MiWay since I came to Canada in 2002 and I still use MiWay now.”

2023 customer satisfaction survey comment



New leadership In 2023, the City of Mississauga welcomed Eve Wiggins as the new Transit Director. Eve brings fresh perspective, innovative vision and a people-first approach to transform and shape the future of MiWay by building a world class transit system for our community.





Investing in service MiWay is the third largest public transit provider in Ontario. We are focused on making strategic investments that will have the greatest impact to improve transit in Mississauga. We're investing in service frequency to increase reliability and reduce overcrowding while upgrading transit infrastructure and customer amenities. Most importantly, we focus on enhancing the customer experience at every stage of the journey.

MiWay by the numbers (January–December 2023)



“I am always safe when I use MiWay.”

2023 customer satisfaction survey comment

Maximizing resources to increase service

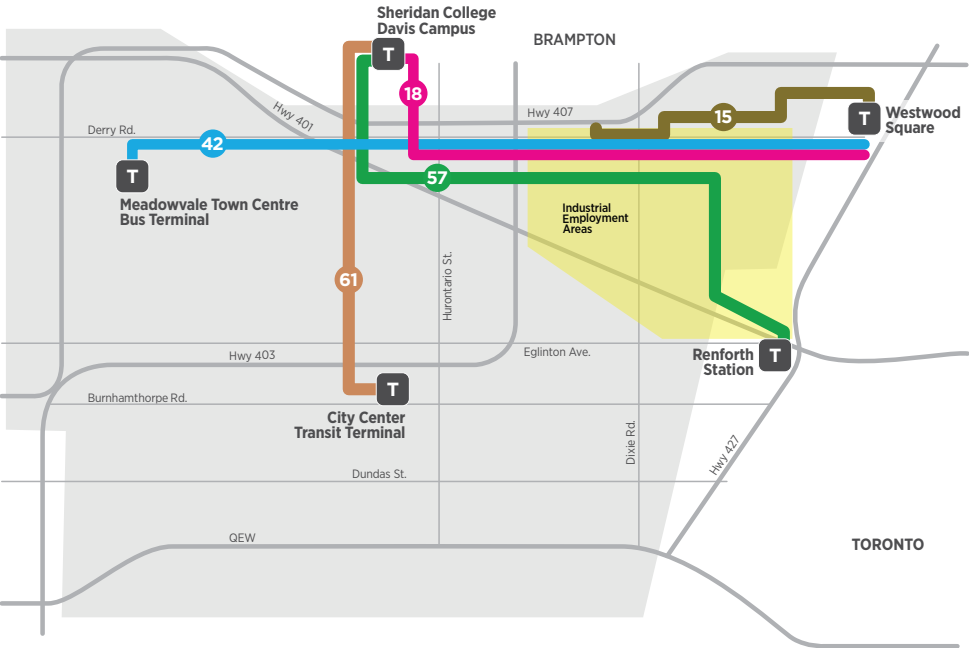
MiWay regularly monitors rider patterns to adapt and anticipate customer travel needs. Our teams have employed innovative ways to support rider growth and respond to evolving travel demands; designing within current available resources and maximizing opportunities as new resources become available. We are dedicated to enhancing our services to meet customer travel needs and foster continued rider growth and satisfaction.

“MiWay is easy for new immigrants and other people without cars.”

2023 customer satisfaction survey comment

The map highlights the top 5 MiWay bus routes that have experienced the greatest increase in weekday ridership. The primary factor driving rider growth in the North-East quadrant of Mississauga is the attractiveness of the employment lands with workers commuting to jobs in the area. Several employers have added evening and weekend shifts that attract workers to use MiWay’s services during these traditional off-peak periods contributing to overall increased ridership.

Map of Increased Rider Growth



Route and Ridership growth*
Top 5 highest rider growth routes.

15	Drew	56%
61	Mavis	55%
57	Courtneypark	51%
18	McLaughlin-Derry	47%
42	Derry	47%

*January 2024 compared to September 2019;
Routes that exceed pre-COVID ridership levels

MiWay travel trends:

Changing travel patterns

- We are seeing new patterns emerging with transit riders traveling between municipal boundaries, frequently using terminal connection points with Brampton, Oakville, Milton and Toronto to move seamlessly throughout the GTA network.
- MiWay’s busiest terminals are those shared with other transit systems, including the Toronto Transit Commission (TTC), GO Transit, Brampton Transit, and Oakville Transit. Every terminal has become an interagency hub for riders making connections throughout the GTA.

Shifting employment schedules

- Hybrid and flexible work hours continue to transform commuter schedules and create fluctuations in demand for service.
- Expansion of evening shift work in the industrial employment lands has increased service demand during traditionally off-peak times, particularly 7 p.m. to 1:00 a.m.

MiWay customer needs are changing; reflecting a vibrant community always on the move.





Student life

- Many post-secondary students are looking to MiWay to provide an affordable and reliable means of travel for in-person studies, on-campus activities, leisure activities and part-time jobs.
- We have built an excellent partnership with University of Toronto Mississauga to support post-secondary students with an affordable transit U-Pass program to enhance student life and offer travel convenience.

Changing behaviours

- High inflation, cost of living and car ownership costs (estimated at \$16,000/year) are driving more people to seek affordable transportation options.
- More people are adopting urban lifestyles and making environmentally conscious choices to support sustainability.

“I believe it’s a great way to get to places at a cheap cost especially as a student to save money and help the environment.”

2023 customer satisfaction survey comment

16,500

University of Toronto
Mississauga students
participate in the
U-Pass program

MiWay's promise to customers



Safety first

The safety of our customers, employees and all those who come in contact with our service is important to us. We want you to feel safe and secure while riding with us or sharing the road with our vehicles.



Excellent customer service

All our employees are ready to make your experience a positive one. We commit to providing you with excellent customer service and to treat everyone with courtesy and respect.



Reliable and on time

We'll provide you with dependable transit service by being on time, minimizing delays and acting quickly when service disruptions or delays occur.







Keep you informed

Whether it's delay alerts, or information to help you plan your journey better, keeping you informed is key. We'll make sure accurate and up-to-date service information is available online and with our customer service representatives.

MiWay's customer service commitments report card

MiWay is committed to delivering on our commitments through our customer charter. We value customer feedback and appreciate the survey responses we received in 2023. By listening to our customers, we are making changes to better serve and improve the overall customer experience with MiWay.

Here is what customers told us about our performance against the Customer Charter Commitments:

Customer Charter Commitment	Overall Satisfaction Score	Highlights	Key Actions
 Safety first	80%	<ul style="list-style-type: none">Customers feel safe riding the busOverall safe driving by transit operator	<ul style="list-style-type: none">Stay focused on safety
 Reliable and on time	58%	<ul style="list-style-type: none">Low reliability, particularly with bus frequency, ability to make connections, and buses arriving on schedule	<ul style="list-style-type: none">Expand servicesIncrease service frequencyImprove operations oversight and route management
 Excellent Customer Service	72%	<ul style="list-style-type: none">Less satisfied with digital service experiences	<ul style="list-style-type: none">Improve the lost & found experienceExpand our customer service ambassador program
 Keep You Informed	69%	<ul style="list-style-type: none">Timely communication of route changesImprove experiences and offer enhanced features with digital communication channels.	<ul style="list-style-type: none">Explore new technology to improve customer access to route alerts and changes in real time



Customer Charter

Engaging with the community

We enjoy being out in the community to connect with our riders, provide education and promote transit services. In 2023, we were delighted to participate in 21 community events including community celebrations, post secondary fairs, business BBQs and senior events. MiWay employees engaged in conversations with over 6,000 individuals to increase awareness about transit options and gather valuable feedback for ongoing improvements.

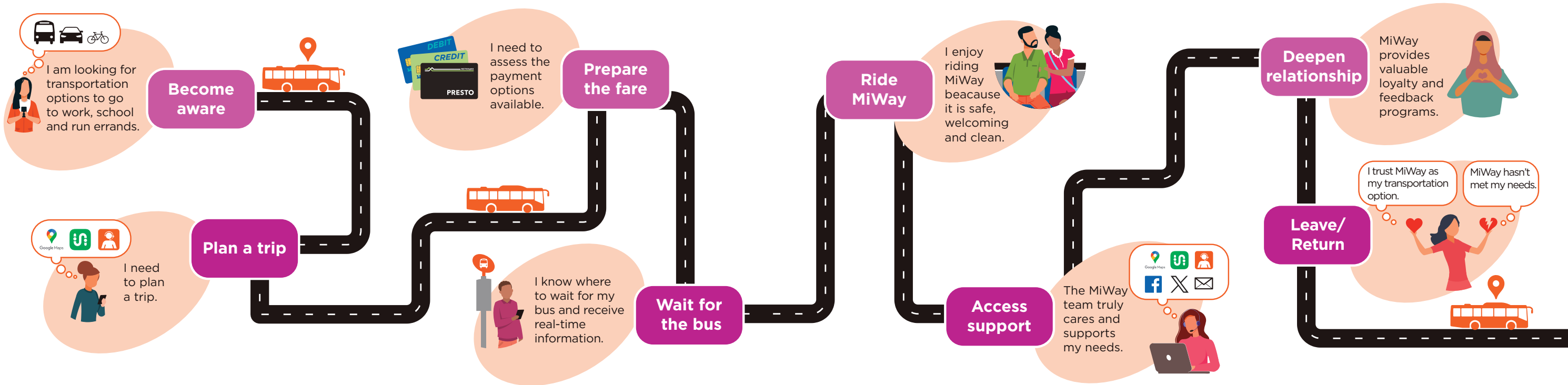
Caring for our Customers:

MiWay’s customer care team provides a supportive and responsive transit experience and responds to riders’ needs by assisting with inquiries, feedback, planning, fares and more. We are proud to have delivered support to:

- 11,300 customer visits to the City Centre Transit terminal
- 170,000 visits to the fares booth
- 100,000 customer phone calls
- 757,000 inquiries using Citylink for automated next bus information

MiWay Customer Journey Map

In 2023 we refreshed our customer journey map, seeking to understand our customers’ needs and experiences with all of the touchpoints along the customer journey. We use customer journey maps and human-centered design tools to build empathy within the MiWay team to inspire and identify areas for improvement.





67%
of MiWay riders
use transit seven
days a week

89% of customers indicate
satisfaction with bus cleanliness

84% of customers indicated
satisfaction with their ability to
find a seat or space on the bus

80% of riders are satisfied
with the safe driving by
Transit Operators

Improving experiences

Delivering service excellence: MiWay riders want transit to be a safe, easy and affordable option to get to their destination on time. In 2023, MiWay implemented changes to enhance the overall customer experience to support the needs of our growing ridership:

The Transit Advisory Committee formed in 2023 to provide stakeholder and external perspectives on Mississauga's public transit services and infrastructure. The committee provides valuable insights and advice with respect to enhancing the customer experience on-board transit vehicles, at stations, terminals and stops and during interactions with frontline employees. The recommendations of the advisory committee are considered by the General Committee and then sent to City Council for final decisions. The advisory committee consists of Council members and citizen representatives.

Fares booth: The City Centre Transit Terminal fares booth extended hours of operation to serve morning commuters better.

Bus cleaning: New enhanced bus cleaning protocols are helping to ensure a safer and more enjoyable experience.

“I find that the bus is on time and gets me where I want to within Mississauga because I do not have a car right now.”

2023 customer satisfaction survey comment





Improving transit infrastructure

We're building infrastructure today to increase rider convenience, comfort and accessibility to support future growth that will take us into the future.

25 enhanced shelters were added to the network in 2023. Enhanced shelters are 2-3 times larger than standard shelters to accommodate more people and provide inside seating. Additional amenities include improved signage and a heated enclosed space for added comfort during inclement weather. These enhanced shelters are located along existing and future express corridors including Erin Mills Parkway, Southdown Road, Dixie Road, Derry Road, and Burnhamthorpe Road.

“I love MiWay. I am very comfortable riding with MiWay.”

2023 customer satisfaction survey comment

Digital screens for enhanced shelters: MiWay is exploring various digital displays to provide real time bus information to our customers. This testing will determine the best product to install to support our customers with timely and relevant bus information.

Construction: We understand infrastructure construction impacts our community and riders and causes inconvenience when transit vehicles can not safely service stops. For your comfort and safety we have added temporary pedestrian landing pads, connections, walkways and ramps to ensure accessible transit service is maintained.

Building the Hazel McCallion Line: Will add 18 km of light rail transit to the MiWay network to create a rapid North-South travel corridor through Mississauga.



PRESTO payment enhancements

Improving technology to support riders and employees

Real-time information: MiWay supports several third-party apps including TripLinx, Transit app and Google by providing data to drive real-time schedule information for riders. These apps provide up to the minute information so you know when your bus will arrive.


Bus control system upgrades: Customers and employees benefit from behind-the-scenes enhancements to on-bus communications and monitoring systems resulting in improved responsiveness and reducing the impact of real-time road conditions and detours.

Payment system updates: The successful rollout of PRESTO payment enhancements played a foundational role in making customer payments easier, faster and more convenient. Benefits of PRESTO include:

- Two-hour free transfers between MiWay and the TTC.
- It's the least expensive way to pay your fare, ride free when you connect with GO Transit using your PRESTO card.
- Eligibility for MiWay's PRESTO loyalty program discount.
- Instantly load and manage your PRESTO card with autoload, auto renew, balance recovery and overdraft trip.

We also launched open payment which enables riders to pay a cash fare using a contactless (tap feature enabled) debit card, credit card and mobile wallets on smartphones, such as Apple Pay, Google Pay, Samsung Pay, and more. Benefits of open payment include:

- Transfer for free between MiWay and the TTC within the two-hour transfer period.
- You can pay a cash fare if you don't have exact change or a PRESTO card.



Real-time next bus information

- No need to ask for a paper transfer. PRESTO machines will be able to know if you paid your fare using a debit card, credit card or mobile wallet within the transfer period.
- Ride free on MiWay when you connect with GO Transit using the same open payment method within the transfer period.
- You can add a credit card to your PRESTO account online to track your transaction history.

Maintenance equipment improvements: Eight life cycle replacement bus hoists improved our capacity to maintain buses while minimizing downtime. Reliable maintenance equipment improves our ability to deploy additional buses, in the event of unexpected service needs which supports our commitment to delivering reliable service.



Improving the employee experience

We prioritize safety and are building a culture where employees feel seen, heard, valued, and have a sense of belonging. Providing consistent and reliable transit service to our community within a dynamic and complex system demands exceptional teamwork, coordination, and daily commitment to excellence. Our employees are the heartbeat of sustainable growth, innovation, and ensuring high-quality service delivery to our community every day.

Safety-first culture: Each team member plays a vital role in ensuring the well-being of our passengers and colleagues. Ensuring our workplace is a safe environment for all employees is our top priority.

Customer-focused: Team members support customers and each other, going the extra mile because they care about delivering exceptional service to the community and each other.

Communication: Leaders are committed to keeping employees informed. We listen to our employees and make changes based on their feedback.

Onboarding, training and development programs: MiWay is committed to welcoming, training and supporting new employees so that they are positioned for success in their roles and continue to grow and develop their skills and knowledge.

Fostering continuous improvement and innovation: We have one of the most diverse workforces that is reflective of the unique tapestry of Mississauga's community and contributes to inclusivity, sharing and appreciation of different ideas, perspectives and lived experiences. We listen to and implement employee ideas to affect operational change, increase effectiveness and improve experiences. In 2023, we implemented 145 ideas with 94 additional ideas in progress that were brought forward by our employees including; improvements to scheduled run times, platform changes at Meadowvale Town Centre to better accommodate articulated buses, a dedicated parking spot for expectant mothers, new training topics and awareness campaigns such as rear door operating procedures.

“The drivers and staff are very friendly and happy to help people.”

2023 customer satisfaction survey comment



Supporting equity, diversity and inclusion

Affordability: MiWay understands that customers expect affordable public transit options to seamlessly connect within and throughout the GTA. MiWay works with other transit agencies and levels of government to create affordable payment options to meet a wide variety of customer needs.

“The current senior fare of \$1.00 is a significant factor in my choice to leave my car when commuting locally and beyond. MiWay helps a lot for seniors to save on transport costs.”

2023 customer satisfaction survey comment

Summary of 2023 MiWay fare support programs

Seniors MiWay introduced a pilot program allowing seniors to travel all day for \$1 per ride.	Benefit: Supported 2.3 million senior rides during the pilot period.
Children Children ages 6-12 can ride free as part of the pilot program on MiWay.	Benefit: Supported 152,000 child rides during the pilot program.
UTM student U-Pass program UTM have the benefit of a U-Pass program discount price during the school term.	Benefit: 16,500 UTM students received a 70 per cent discount on MiWay monthly adult passes supporting 1.5 million U-Pass rides.
Affordable Transit program Residents of Mississauga who earn an income below the Low Income Measure (LIM) threshold may be eligible for the Affordable Transit Program which provides a 50 percent discount on adult and senior monthly passes using PRESTO.	Benefit: Provides low-income residents with access to affordable public transit in Mississauga and Brampton.
Food Bank discount program Mississauga food banks can purchase MiWay special purpose tickets at a 50 percent discount and provide them free to those who need transit.	Benefit: MiWay Supported food bank organizations with 20,170 discounted special purpose tickets.
MiWay Loyalty program The MiWay loyalty program on PRESTO allows customers to pay for 11 rides in a week and then ride free for the remainder of the week.	Benefit: Frequent riders were rewarded with free rides via the loyalty program on PRESTO.



Affordable payment options for MiWay customers



Enhancing accessibility

We continuously seek out accessibility enhancements to improve our vehicles, infrastructure and customer amenities.

Kneeling buses: Each new bus includes an electric accessibility ramp. This *Smart Rider Lite* feature is an industry-first in fully accessible boarding. This improvement increases stability and eliminates varying slopes for our customers, ensuring safer and more comfortable boarding.

Destination sign screens: We've improved the screens on the front and side of new buses to make it easier for customers to read the destination and route number from a distance.

Accessible bus stops: In 2023, we improved 112 bus stops for walkability, accessibility and multi-use perspectives by changing the slope of the concrete bus stop pad to meet the City's Facility Accessibility Design Standards. We still have work to do with 16 per cent (506 of 3,230 stops) deemed inaccessible due to the absence of sidewalks, sidewalk connections or grade of slope.

Minimizing construction impacts: Temporary pedestrian landing pad platforms and connections were installed to accommodate accessibility at various locations where existing accessible transit stops were disrupted by construction.

MiWay bus fleet colours: Transitioning the MiWay bus fleet to one colour makes it easier for customers to identify MiWay buses at shared stops and provides consistency. As we continue to grow, we'll have greater fleet flexibility to respond to changes in customer demand and operational circumstances across the transit network.

In 2023 we improved 112 bus stops for walkability.



"I am disabled and the buses all have ramps to get on the bus and multiple areas for people with walkers and wheelchairs."

2023 customer satisfaction survey comment



Contributing to Mississauga's Climate Change Action Plan

MiWay is committed to the environment and the City's climate change goals to create a more sustainable future for Mississauga. We're making considerable progress through our sustainability efforts, including replacing the bus fleet with low and zero-emission vehicles, pursuing zero-emission pilot opportunities, and monitoring new bus technologies to stay up to date with industry trends.

More hybrid-electric buses: MiWay completed the largest single-bus delivery in the City of Mississauga's history. With the newly procured 165 hybrid-electric buses officially in service, MiWay will soon reach an important milestone with more than 50 per cent of our fleet configured as second-generation hybrid-electric before the end of 2024.

Reducing fuel consumption: With the transition to hybrid-electric buses, we've reduced diesel fuel consumption by 30 per cent per year compared to the average fuel consumption of older diesel buses.

Electrifying our support vehicles: We replaced 24 fossil fuel vehicles with battery-electric vehicles bringing our fleet to more than 50 per cent zero-emission.

These and many more efforts collectively align us with the City's Climate Change Action Plan and our commitment to environmental sustainability as a municipal transit system.



Features of MiWay's new hybrid-electric buses

- Accessible seating area with theatre-style flip up seats offer more space and flexibility.
- USB outlets, located underneath the seats, offer mobile charging
- All-electric 'Smart Rider' accessible wheelchair ramp – capable of lateral kneeling and self-levelling to adjustable heights, delivering enhanced safety and independence to riders.
- Start-stop engine technology shuts down the engine while stopped and automatically restarts when the brake is released – reducing fuel consumption by 25 per cent compared to conventional diesel-powered buses.
- Electrically powered steering, HVAC, passenger door operation and air brake compressor for greater travel comfort.
- 'Plug and play' components reduce maintenance time to get buses back on the road in less time.

The road ahead: 2024 and beyond

A new MiWay strategic plan to transform Mississauga:

Our work over the next 36 months will see MiWay level up in professionalism, performance and partnership. We want the people of Mississauga and MiWay employees to love their transit system and advocate for investments to make it better. MiWay of the future is a vital part of a larger transportation and economic ecosystem. We are building strong partnerships today so we can build a better Mississauga together for everyone.

Listening to the Community: We're building up our community engagement and voice of the customer program to listen, measure, understand and tailor our services to deliver the best service and experiences possible for our riders.

One MiWay Transit team: It can not be overstated the importance and value of the work our employees do no matter what their role and part they play in delivering reliable and on-time transit service to our community. Our focus is on building a culture of courage, authenticity, service, truthfulness, love and effectiveness to create a bright future together.

Service and Infrastructure Masterplan: Developing the next plan to guide the short and long term growth and improvements to MiWay's transit system. The City is planning for nearly \$2 billion in capital work over the next 10 years to build more enhanced bus stops and shelters, maintain and expand transit infrastructure throughout the city and advance key transit projects, including Lakeshore Higher Order Transit and Dundas Bus Rapid Transit.

Integrated Transportation Network: We'll continue to advocate for integrated solutions for an interconnected transportation network that is easy and convenient to create seamless travel.

Exploring alternative fuels: MiWay is participating in a Hydrogen Fuel Cell Electric Bus (FCEB) trial. This trial is the only one of its kind in Ontario to understand how hydrogen-electric technology can advance the City's commitment to a zero-emission bus fleet. MiWay is participating in the Federal Zero Emission Transit Fund program to support this innovative project to buy and operate 10 hydrogen FCEBs, and to develop Canada's first local hydrogen ecosystem in Mississauga, capitalizing on a national network of manufacturing, production, knowledge innovation and design capabilities across the country.



**MiWay is growing
to meet the future
needs of the
community**

*mi*WAY

 MISSISSAUGA

