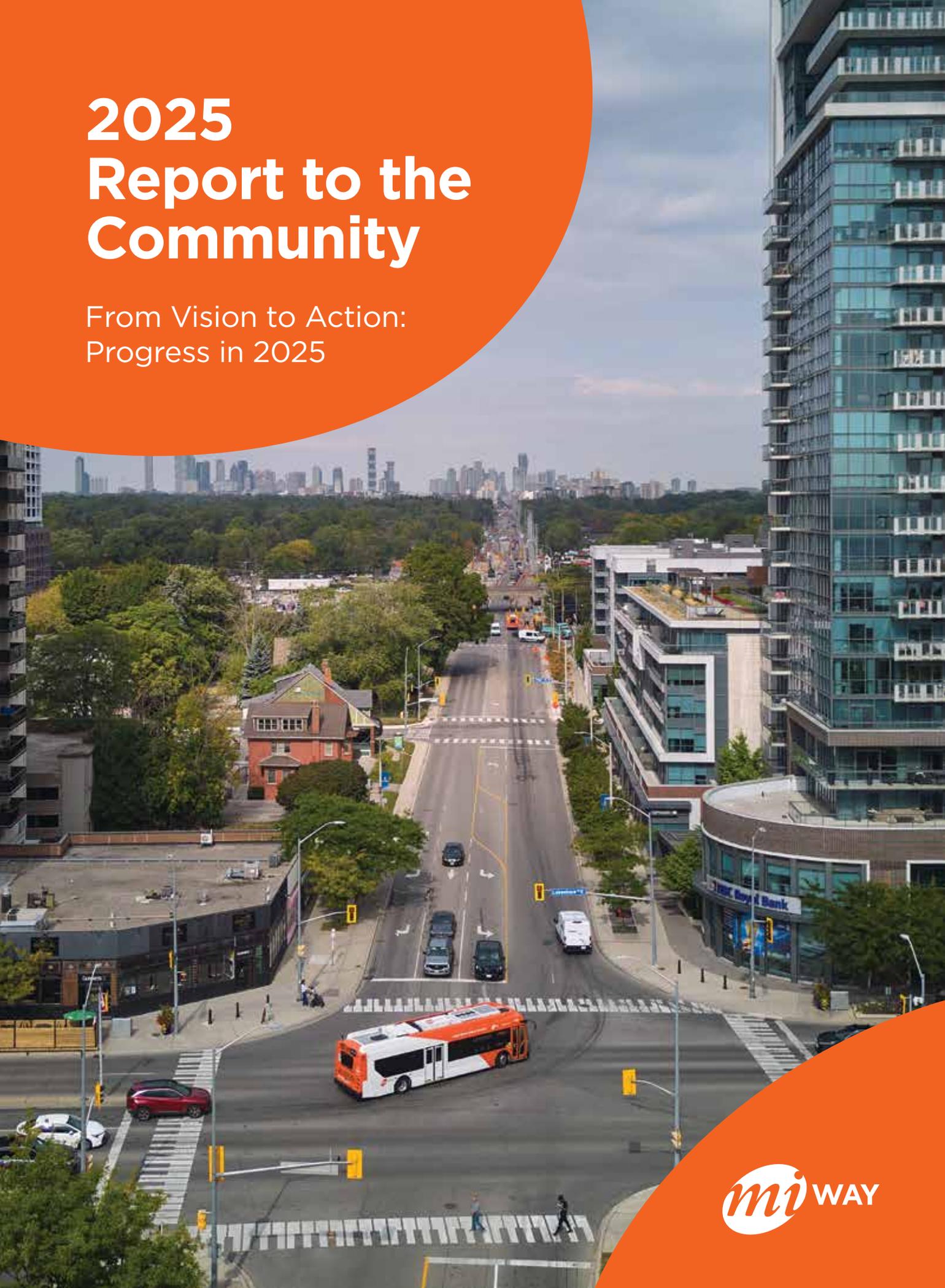


2025 Report to the Community

From Vision to Action:
Progress in 2025



About This Report

MiWay's 2025 Report to the Community tracks MiWay's transition from vision-setting to practical action as transit contributes to the transformation of Mississauga into a future-ready city. Guided by our three strategic themes — Levelling Up MiWay, I Love MiWay, and MiWay of the Future — it highlights the milestones that make transit more reliable, convenient and easier to choose while supporting a diversity of riders with local and inter-regional travel needs. These 2025 foundational achievements serve as testament to the dedication of MiWay's team to embrace and deliver excellence in transit while informing our planning and actions into 2026 and beyond.

Accessibility Note: MiWay is committed to providing reliable, accessible transit that connects the people of Mississauga to jobs, education, and the vibrancy of community life. We continuously monitor and improve our service to ensure the system remains responsive to the needs of all riders. This report is available in alternative formats upon request.





Table of Contents

Introduction

6 From Vision to Action: Progress in 2025

Leadership

8 Leadership Spotlight: Welcoming Director Maureen Cosyn Heath

Our Strategy

10 MiWay's Vision 2029 and Beyond: Transforming Mississauga

12 2025 Progress Highlights — A Bridge into 2026

By the Numbers

14 MiWay in 2025 by the Numbers — Measuring Our Performance

Service & Network

17 2025: A Year of Transition in Ridership

20 What Drove Travel Demand? Four Factors That Shaped the Network

24 Responding to Your Needs — Investing in Your Journey

The Human Experience

28 Transit with a Human Touch: You Spoke, We Listened

30 Going Deeper: Understanding the “Why”

32 Shared Culture: The Transit Code and Ride Kind Campaigns

34 Culture in Motion: Art and Music in Transit Spaces

36 Care in Action: Removing Barriers

38 Human Connection and Growing the Next Generation

Operational Excellence

44 Behind the Scenes: Upgrading the Tools That Keep MiWay Moving

46 Team Pride: The Return of the Bus Rodeo

47 Fostering a Safe & Supportive Transit Environment

Looking Ahead

48 Planning for Tomorrow: What We Heard and What Comes Next

From Vision to Action: Progress in 2025

Turning long-term vision into visible progress

MiWay entered 2025 with a clear strategic direction. In 2024, we established **MiWay's Vision 2029 and Beyond**—a long-term plan grounded in a simple belief: transit helps transform Mississauga into a flourishing, complete city of the future through actions as an essential contributor to a thriving, smart and humane community.

In 2025, our focus shifted from vision-setting to practical action. We strengthened day-to-day transit service through increased frequency, translated community feedback into a more responsive network, and deepened research into both the customer and employee experience to guide our next steps.

The results are tangible. Overcrowding on our busiest routes dropped by **54%**. We improved **155 landing pads to enhance walkability and accessibility with sidewalk connections to bus stop landing pads** and added **70 new shelters**. This work has supported us in making 99.4% of our bus stops accessible.

Throughout the year, our work remained aligned with MiWay's three strategic themes—**Levelling Up MiWay**, **I Love MiWay**, and **MiWay of the Future**—as we focused on the human experience and focused on actions that improve transit, making it easier to choose and more reliable to use while laying a strong foundation for future system growth. From upgrading our digital backbone to completing fleet-wide driver protection systems, each milestone was a deliberate step toward a safer, more comfortable, kinder and efficient transit system.

These 2025 insights now serve as a vital bridge into 2026, strengthening how we respond to evolving travel patterns and meet the expectations of a growing community.



Riders experience a safer, more reliable trip — supported by a stronger frontline workforce and consistent safety measures.



“I’ve been taking MiWay for years and I can really see the improvements. The buses are cleaner, and the service feels more reliable.”

MiWay 2025 customer satisfaction survey

Leadership Spotlight

Welcoming Director Maureen Cosyn Heath

In June 2025, MiWay welcomed Transit Director Maureen Cosyn Heath — and she set three immediate priorities. First, a greener fleet: MiWay is preparing to pilot hydrogen and electric buses to reduce its environmental footprint. Second, reliable infrastructure: she is leading groundwork for a third transit garage and preparing MiWay to integrate with the city’s future Hurontario Light Rail and expanded rapid transit lanes. Third, a safe and empathetic service culture that supports employees and delivers on customer expectations.

Maureen brings 25+ years of transit leadership, including directing Hamilton’s bus network redesign and light rail project, and serves on the Canadian Urban Transit Association Board of Directors.



A clear leadership direction that strengthens safety, supports staff, and prepares the network for growth.

“The drivers have been so much friendlier lately. It makes a huge difference in my day when I’m greeted with a smile.”

MiWay 2025 customer satisfaction survey



MiWay's Vision 2029 and Beyond: Transforming Mississauga

Three themes guiding progress in 2025

MiWay's Vision 2029 and Beyond guides how we improve transit year over year. In 2025, we moved from planning to action — making service changes based on community input, deeply exploring rider and employee experiences, and upgrading tools and infrastructure that support reliable transit. The work is organized into three themes that reflect what matters most: strengthening day-to-day service, building trust and connection with riders, the community and employees, and preparing for the future as Mississauga grows.



Levelling Up MiWay

We're strengthening the organization and our capacity to lead.



I Love MiWay

We will be the mobility option that people prefer, every time.



MiWay of the Future

Providing the transit we need, to be the City we want.

“This strategy is how we stay focused: improve today's service while preparing for tomorrow.”

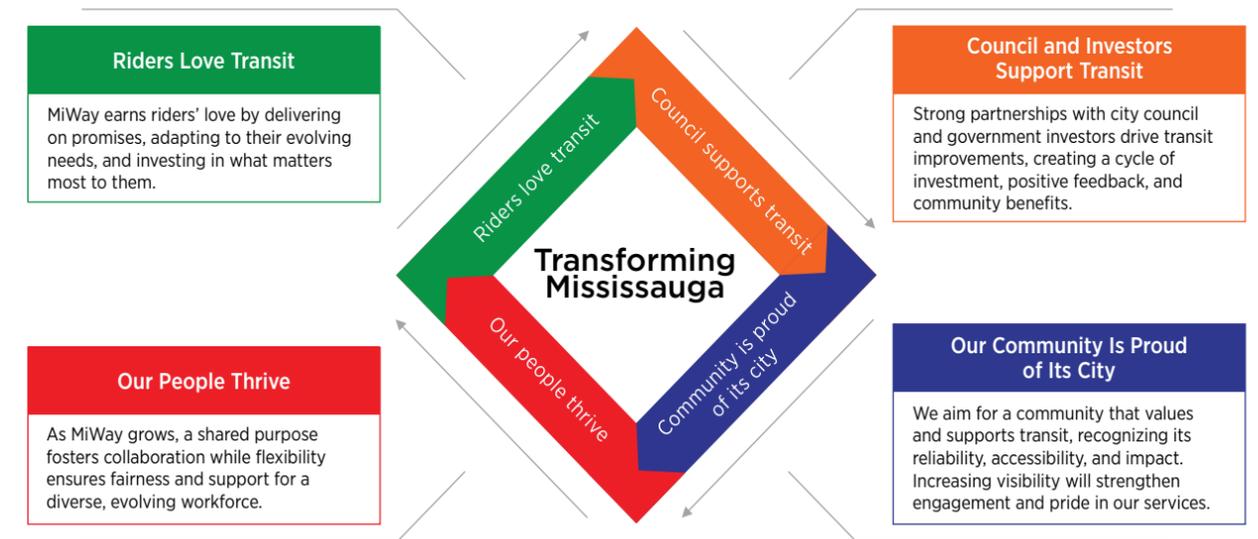
Success in 2025: What We Focused On

Riders feel supported when service is reliable and information is clear.

Our people thrive when training, support, and workplace well-being keep pace with a growing system.

Partners invest in transit when planning and funding are grounded in evidence and community needs.

Our community is proud when transit is visible, accessible, and part of everyday life.



Strategy stays simple and measurable — improve reliability and trust today while preparing the network, workforce, and tools for tomorrow.

2025 Moments of Progress



Levelling Up MiWay

Frontline Capacity

122 new Transit Operators recruited and trained to strengthen day-to-day operational delivery.

Network Updates

Successfully delivered the 2025 Annual Service Plan based on community input, launched the new Route 135 Eglinton Express, and added additional weekend service to the University of Toronto - Mississauga campus.

Systems Modernization

Completed technology renewals, scheduling system upgrades, and bus tracking improvements.

Service Standards

Redesigned the charter bus service for clearer delivery and expectations.



I Love MiWay

Research and Insights

Deepened our capabilities to measure and gain insights from customer and employee experience research to shape future actions.

Practical Support

Supported seniors to ride free with PRESTO, delivered a highly successful social etiquette awareness campaign to support a respectful and courteous transit environment that is safe and enjoyable for all.

Strengthened Employee Trust, Engagement and Well-being

Engaged employees in meaningful dialogue, improved internal communications, implemented appreciation events and peer support programming for employee mental health and wellbeing.



MiWay of the Future

Partner Programs

Delivered a new digital U-Pass for University of Toronto Mississauga students. The PRESTO voucher pass offers students a faster, more convenient way to ride with smoother boarding.

Service Network Design

Engaged the community in developing a 5- and 10-year plan to guide the development of the transit network.

Fleet Management

Made foundational progress towards implementing a pilot program to test hydrogen and battery electric bus propulsion system performance.

Innovation Pilots

Initiated design work on digital screens, increased the convenience and ease of buying PRESTO products.

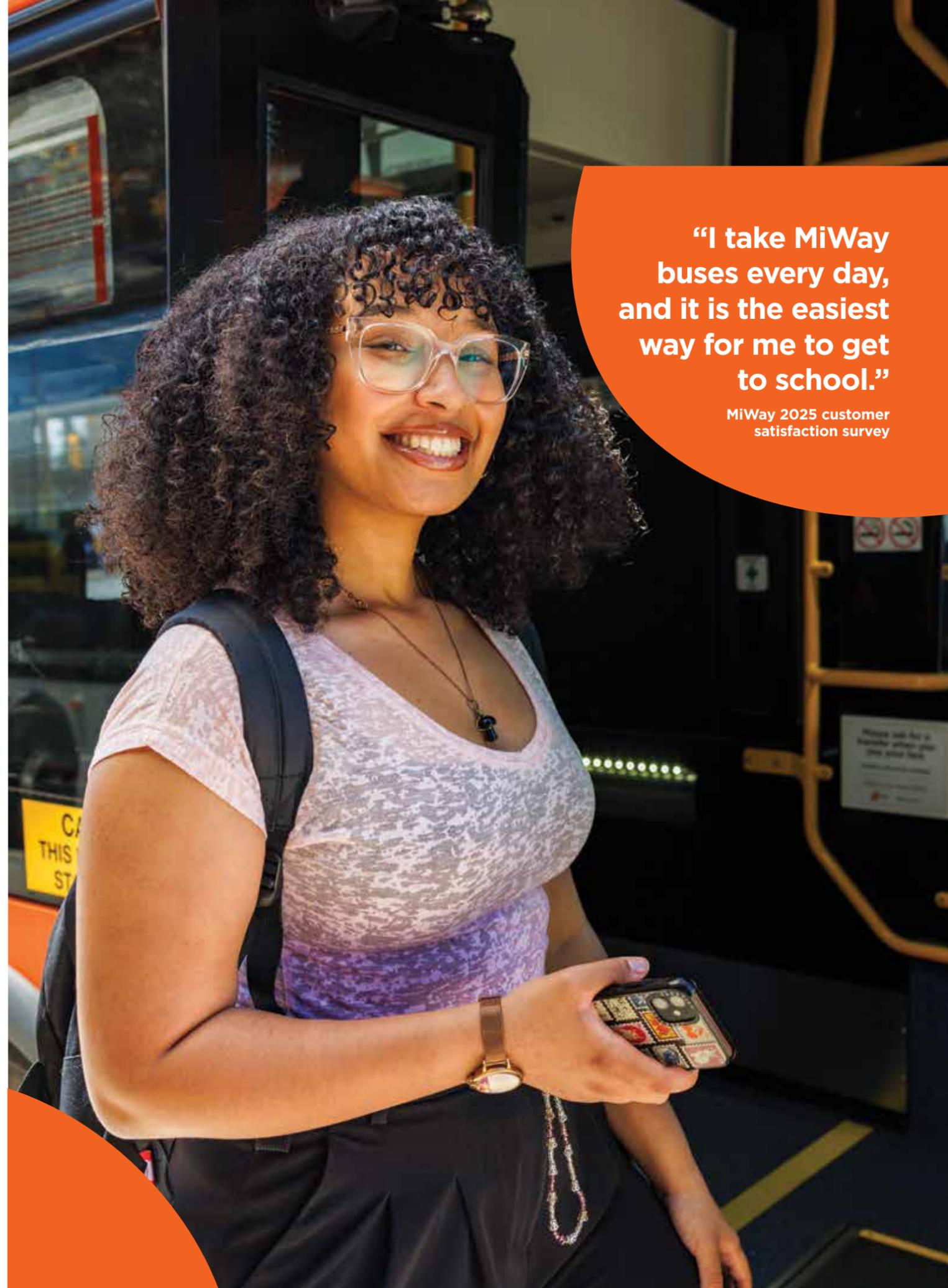
Infrastructure Readiness

Completed facility upgrades for training spaces and initiated planning for security and long-term growth.

Across 2025, MiWay moved from vision-setting to practical action — strengthening service, improving the rider experience, modernizing key systems, and advancing safety. This work sets up the next steps for 2026 as Mississauga continues to grow and travel patterns continue to change.

“I take MiWay buses every day, and it is the easiest way for me to get to school.”

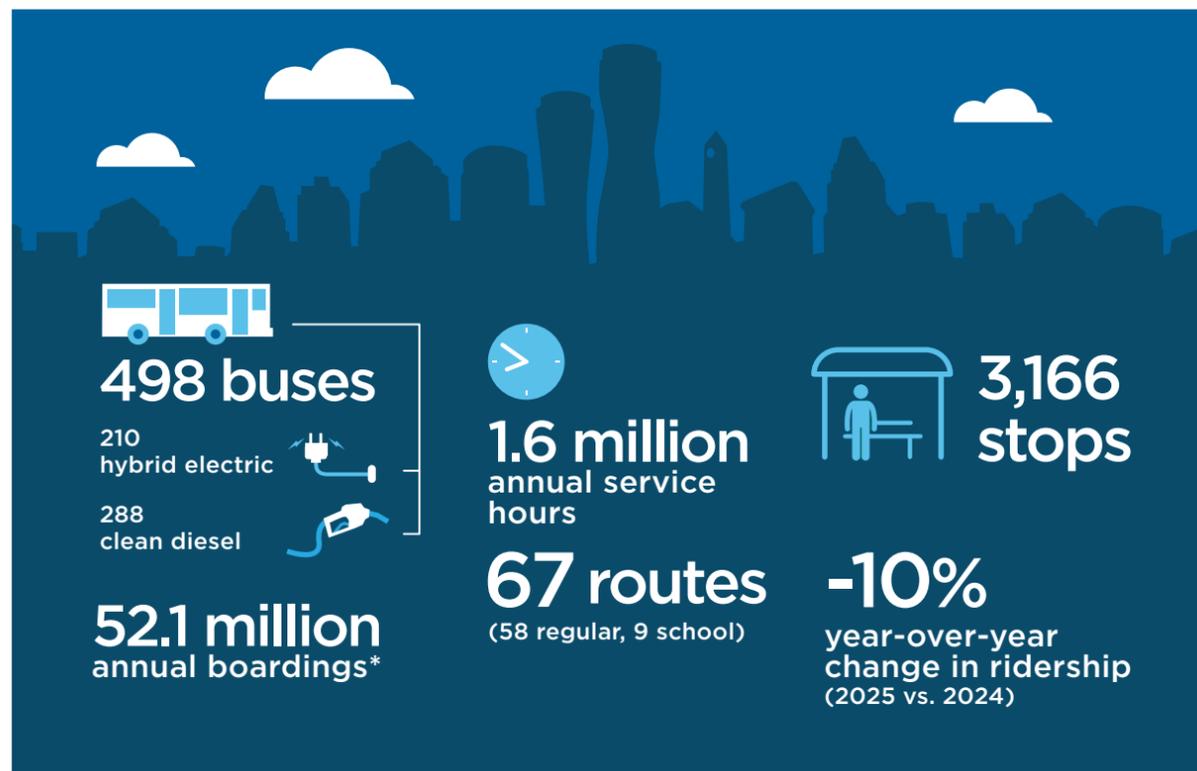
MiWay 2025 customer satisfaction survey





MiWay in 2025 by the Numbers

MiWay by the numbers (January - December 2025)



* Boardings count every time someone boards a bus, including transfers.

Measuring Our Performance

Key Performance Indicators	2024	2025
Annual boardings	58 million	52 million
On-time performance (percentage of on-time buses)	72%	73% ▲
Senior passenger trips*	2 million	2.5 million ▲
Overcrowding and closed doors instances	9,000	4,100
Customer complaints	6,000	6,000
Collisions per 100,000 kms	1.2	1.2
Revenue	\$107 million	\$98 million

* Senior trips increased with fare-free travel introduced mid-2025. Ridership and revenue reflect changing travel patterns and fare programs designed to improve affordability, independence and access.

Understanding the numbers



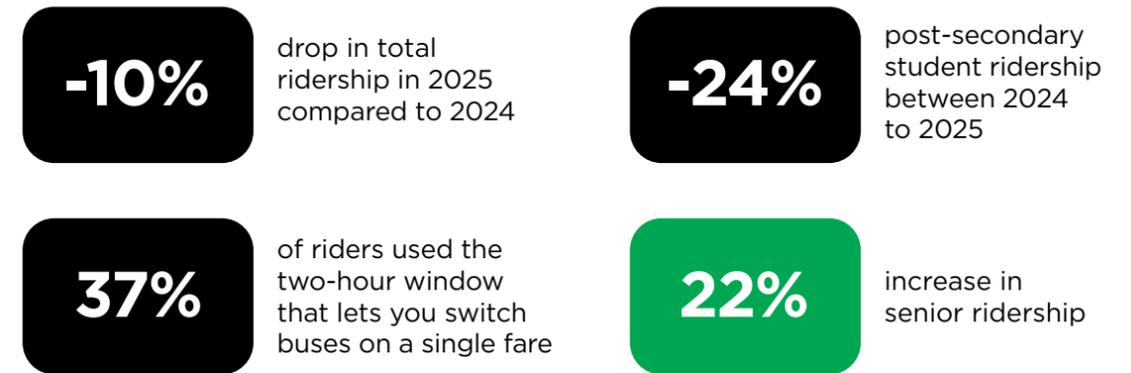
Ridership and revenue shifted in 2025 for clear reasons: a softening job market, fewer international student arrivals, and new fare programs that expanded access. These aren't signs of decline — they reflect a city in transition. The next section explains each factor.



2025: A Year of Transition in Ridership

In 2025, travel patterns across Mississauga reflected a city in transition. After rapid post-pandemic recovery in 2024, ridership stabilized and shifted in response to economic and demographic change. While overall trips were lower year-over-year, the story was not uniform: some corridors softened while others grew — driven by return-to-office travel, regional connections, and new residential communities. MiWay tracked these changes closely and adjusted service where demand was highest.

Mississauga remains a critical anchor in the Greater Toronto Area's transit network. In 2025, 17% of all trips connected to other transit agencies, including 6% from the TTC. This reinforces the importance of our regional gateways, frequency of service and coordination with our neighboring transit agencies to support inter-regional travel.



October — Busiest travel month in both 2024 and 2025



Desired outcome

Riders experience a safer, more reliable trip — supported by a stronger frontline workforce and consistent safety measures.



Capacity Concerns

Transit services on many corridors continue to operate between 80-100% of total route capacity, resulting in crowding issues.

Top 10 Routes Experiencing Capacity Issues

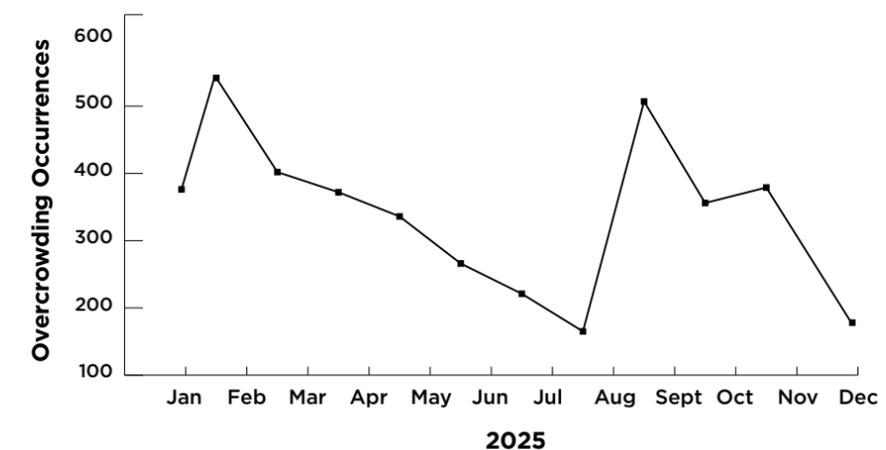
Rank	Route	Action Items
1.	110 University Express	Targeted for Improvement in 2026
2.	101 Dundas Express	Improvement implemented in February 2026
3.	44 Mississauga Road	Monitoring
4.	126 Burnhamthorpe Express	Monitoring
5.	1 Dundas	Improvement implemented in February 2026
6.	109 Meadowvale Express	Improvement implemented in January 2026
7.	26 Burnhamthorpe	Improvement implemented in January 2026
8.	2 Hurontario	Improvement implemented in October 2025
9.	61 Mavis	Monitoring
10.	11 Westwood	Improvement implemented in February 2026



Overcrowding trends

MiWay defines “overcrowding” when a bus reaches its maximum passenger capacity. When this occurs, the bus operator identifies “closed doors” and is unable to pickup passengers at the next stop until space is available.

With ongoing improvements to service, by monitoring ridership trends and adjusting resources and frequency, the number of overcrowding incidents declined by 54% in 2025.



What Drove Travel Demand?

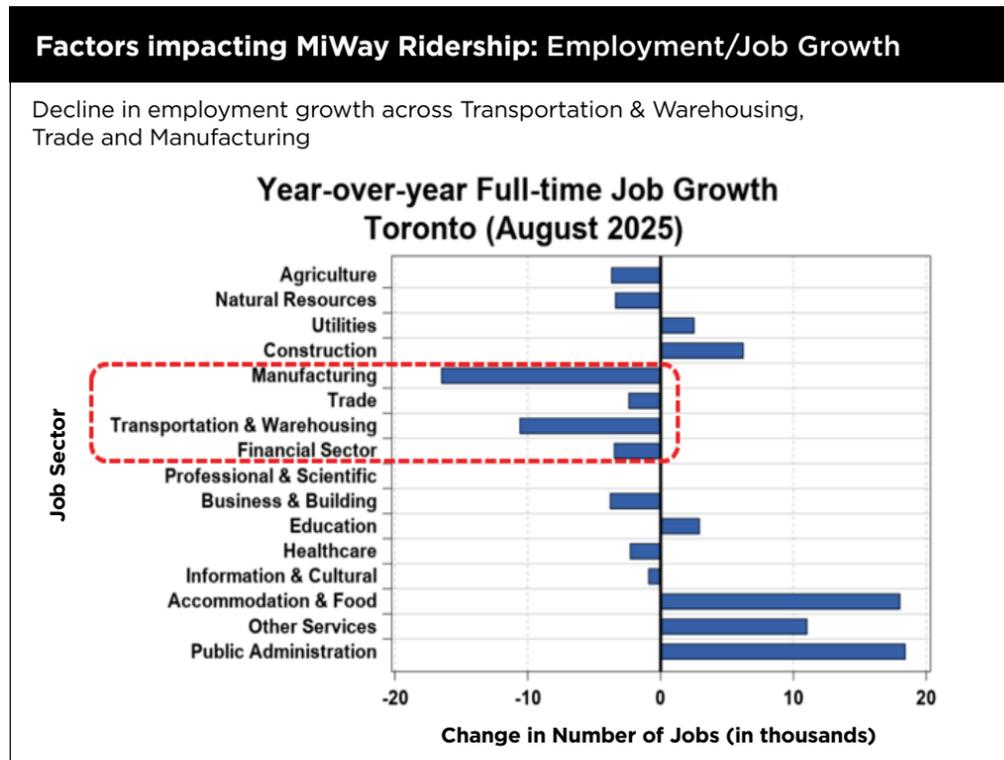
Four factors that shaped the 2025 network

The changes we saw in 2025 were not random — they were the result of four distinct economic and social drivers.

1

Economy & Employment

Economic conditions directly impact how often people travel. A softening in manufacturing employment and a rise in regional unemployment (8.9% in September 2025 vs. 8.1% in 2024) reduced daily commutes in industrial zones.



Source: Mississauga Employment Trends | CREA Statistics

2

Return to Office

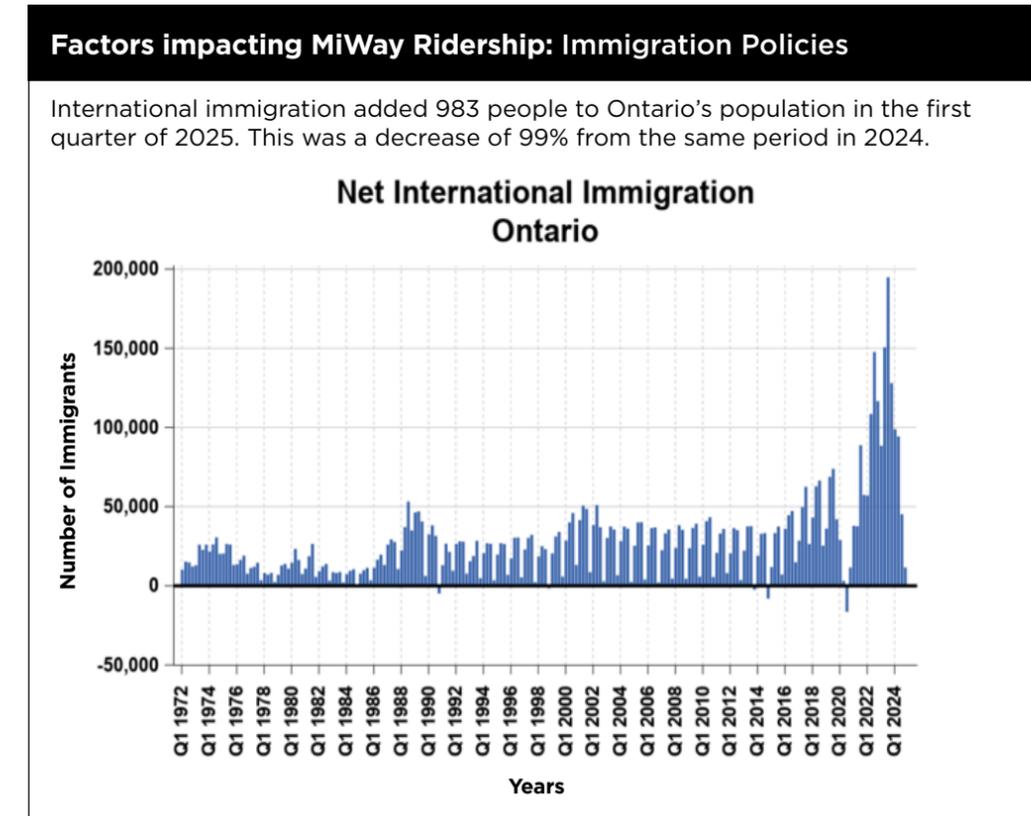
While student travel softened, commuter travel strengthened. As more employers increased in-person attendance, routes connecting to GO Transit stations surged:



3

Student Travel Patterns

Federal immigration policy changes led to a 60% decline in new international student arrivals nationally which in turn contributed to a decline in ridership.



Source: Migration Trends | CREA Statistics

4

Residential Growth

New housing brings new riders. Corridors like Burnhamthorpe Road, Confederation Parkway, and Eglinton Avenue saw increased all-day travel. Completed projects in the City Centre drove localized ridership growth of up to 14%.

What this means

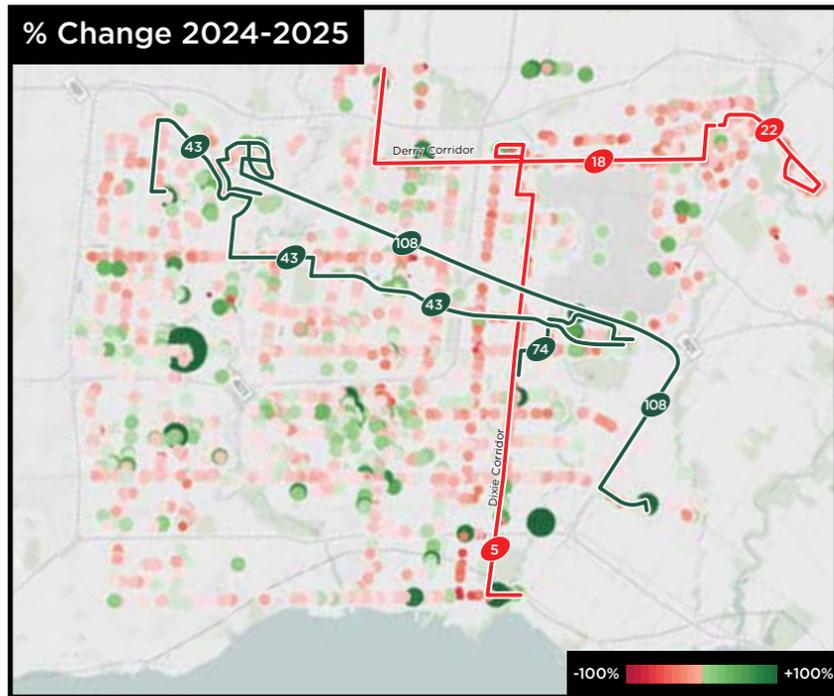
Demand shifted by corridor, requiring targeted, evidence-based service adjustments — which provided the opportunity to shift resources from areas experiencing less demand to routes experiencing a surge in ridership which helped alleviate overcrowding.

Desired outcome

Riders see that MiWay uses real data and real-world context — not guesswork — to understand and respond to changing travel needs.

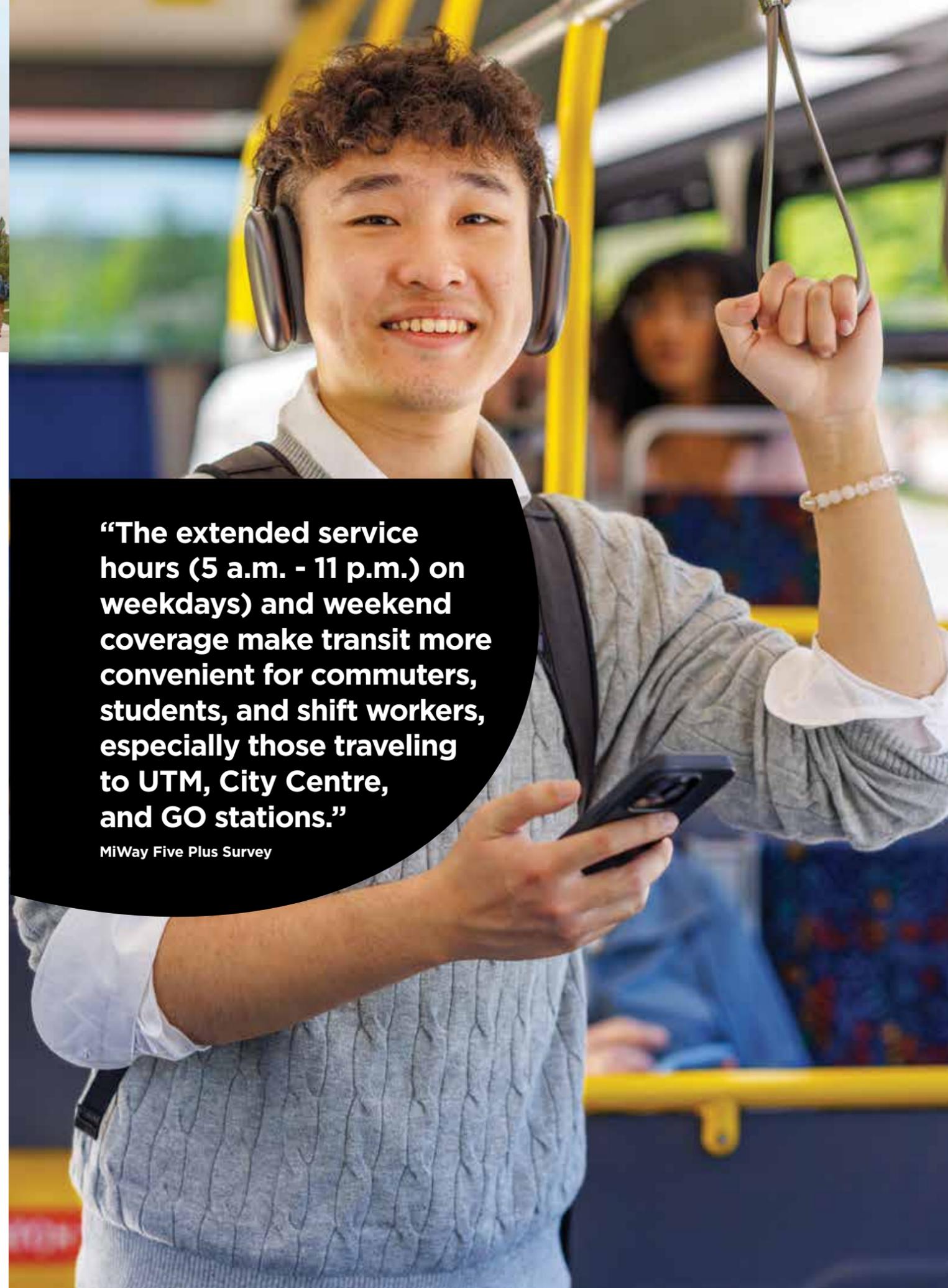


Ridership Trends by Area/Corridor



Student Corridors and Employment Shift: Routes 18 Derry (-26%) and 22 Finch (-26%) experienced declines linked to enrollment changes. Route 5 Dixie (-21%) experienced a decline linked to the routing change that removed service along Ogden and shifted ridership to Route 31. Additionally, industrial manufacturing and trade employment declined around Dixie, between the Transitway to Derry.

Business Hubs: Routes 74 Explorer (+25%), 108 Financial Express (+16%) and 43 Matheson (+10%) grew as office workers returned while 126 Burnhamthorpe Express (+12%) grew from residential development and UTM activity.



“The extended service hours (5 a.m. - 11 p.m.) on weekdays) and weekend coverage make transit more convenient for commuters, students, and shift workers, especially those traveling to UTM, City Centre, and GO stations.”

MiWay Five Plus Survey

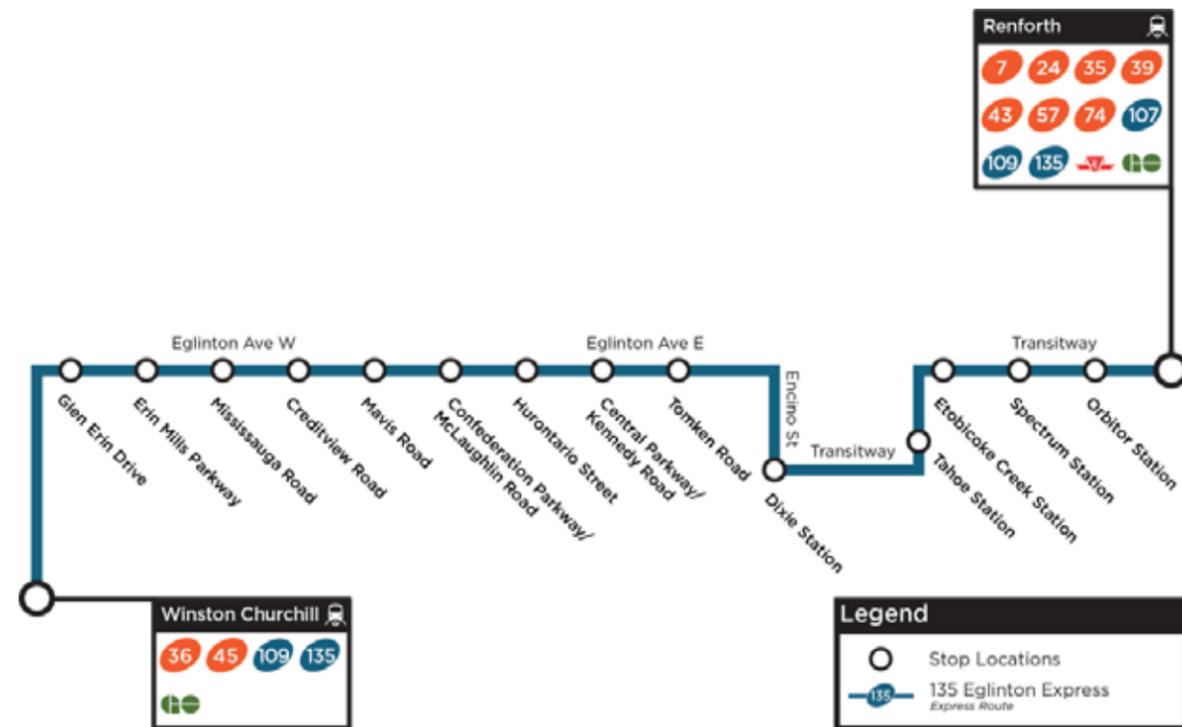
Responding to Your Needs

Delivering the 2025 Annual Service Plan

MiWay responded to shifting travel patterns by reassigning resources where they were needed most to address overcrowding while maintaining service availability and reliability with small tweaks to routes experiencing less demand. Furthermore, through the 2025 Annual Service Plan, we focused on corridors operating near full capacity to improve frequency and connections. Express service was strengthened to support faster cross-city travel. Local route frequencies were improved on key roads like Hurontario and Mavis to maintain consistent neighbourhood access.

New Route 135 Eglinton Express

MiWay introduced a new weekday peak express route along the Eglinton corridor and the Mississauga Transitway. The route travels from Winston Churchill Station to Renforth Station, via Eglinton Avenue and the Mississauga Transitway. The service runs every 12 minutes during peak times.



New weekend service on Route 110 University Express

In response to increased demand to and from the University of Toronto Mississauga, MiWay rolled out weekend service on Route 110 University Express. The service runs on Saturdays and Sundays from 7:30 a.m. to 11 p.m. to help students get to and from the campus on weekends.



New route to service Glenforest Secondary School

To address overcrowding concerns on Route 26 Burnhamthorpe, a new dedicated route was added to better serve Glenforest Secondary School.

Route 31 Ogden extended to service Dixie GO Station

Route 31 Ogden was revised to provide all-day, two-way service throughout the week between Long Branch GO Station and Dixie GO Station via Ogden Avenue and Dixie Outlet Mall.

Route 5 Dixie routing at Dixie Outlet Mall

Route 5 Dixie was streamlined to travel north and south on Dixie Road, removing the loop routing through the Dixie Outlet Mall bus terminal. A new on-street stop was added at Dixie Road at Rometown Drive while an additional stop was added to the on-street bus bay on Dixie Road.

Dixie Outlet Mall bus stops moved to Dixie Road

To improve routing and upgrade customer amenities, the bus stops inside the Dixie Outlet Mall bus terminal were relocated to a new on-street bus bay on Dixie Road. This new bus bay accommodates multiple buses to better serve customers while also allowing for the installation of an enhanced shelter with amenities including benches and heating to offer a more comfortable commute.

2025 Service Improvements

Major Express Improvements

- 103** **Hurontario Express** Weekday rush hour improvements to reduce overcrowding
- 107** **Malton Express** Weekday rush hour, midday, and evening improvements to meet service standards
- 108** **Financial Express** New trips to support growing demand
- 109** **Meadowvale Express** Weekday rush hour, midday, and evening improvements to reduce overcrowding
- 110** **University Express** New Saturday and Sunday Express service
- 135** **Eglinton Express** New weekday peak Express route to reduce overcrowding and support ridership growth

Major Local Improvements

- 2** **Hurontario** Weekday rush hour and Saturday improvements to reduce overcrowding
- 7** **Airport** Saturday and Sunday improvements to reduce overcrowding
- 11** **Westwood** Weekday rush hour, midday, and evening improvements to reduce overcrowding
- 26** **Burnhamthorpe** Weekday rush hour, midday, and evening improvements to reduce overcrowding
- 31** **Ogden** Route extension to Dixie GO Station and new two-way service on Ogden Avenue
- 35** **Eglinton** Saturday improvements to reduce overcrowding
- 51** **Tomken** Weekday rush hour improvements to reduce overcrowding
- 61** **Mavis** Weekday, Saturday, and Sunday improvements to reduce overcrowding



“The shelters and lighting make a big difference when I’m waiting for the bus early in the morning. I feel much safer.”

MiWay 2025 customer satisfaction survey

Investing in Your Journey

Great transit isn’t just about the bus — it relies on a safe, comfortable waiting environment. In 2025, we upgraded shelters, accessibility, and safety measures to ensure the journey feels secure from start to finish.

1

Accessibility

155 landing pads improved to address slopes and sidewalk connections. 99.4% of bus stops are now accessible.

2

Shelter Expansion

70 new standard shelters installed, bringing network coverage to nearly 40% of all bus stops having a shelter.

3

Enhanced Comfort

11 new enhanced shelters installed bringing the network total to 53 with power and lighting connections underway.

4

Wayfinding & Safety

Wayfinding study completed for 9 transit stations. Glass barriers installed to reduce pedestrian-bus conflicts and increase safety.



Every rider can access their stop safely and wait comfortably — regardless of ability, time of day, or weather.

Transit with a Human Touch

Listening at Scale: You Spoke, We Listened

In 2025, innovation at MiWay was defined not by technology alone, but by connection. We expanded how we listen to our customers— through surveys, digital engagement, focus groups and expanded research data and analysis — so the rider experience is shaped by lived realities, not assumptions.

Spring 2025 Customer Satisfaction Survey results showed **72% overall customer satisfaction** with MiWay’s services. Three key themes stood out: riders need to feel safe and respected; courteous interactions matter; and when help is needed, timely communication of information and human support make a real difference. These insights guided service improvements and people-focused initiatives designed to reduce stress, strengthen trust, and make transit easier to navigate.

72%

overall customer satisfaction (Spring 2025)

3

key themes: safety, respectful interactions, timely support

Customer Satisfaction Survey Results

Customer Charter Commitment	2023 Overall Satisfaction	2024 Overall Satisfaction	2025 Overall Satisfaction
 Safety First	80%	85%	81%
 Reliable and On Time	58%	78%	70%
 Excellent Customer Service	72%	77%	63%
 Keep You Informed	69%	83%	71%

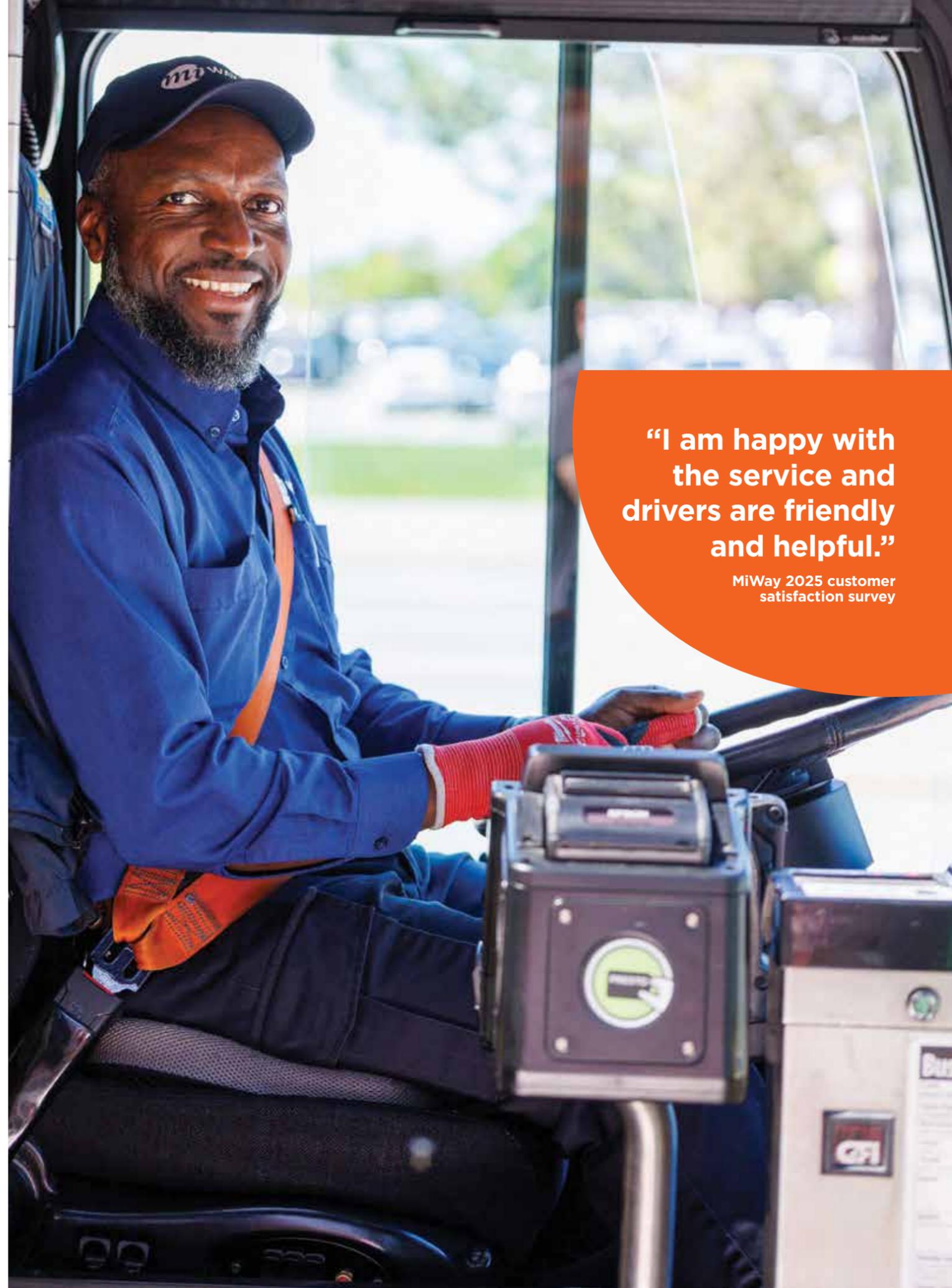
9 net promoter score

Likelihood to recommend MiWay based on scale 0-10



Desired outcome

Every rider feels that MiWay listens — and sees their feedback reflected in how we improve.



“I am happy with the service and drivers are friendly and helpful.”

MiWay 2025 customer satisfaction survey

Going Deeper: Understanding the “Why”

To dive deeper into customer satisfaction survey data, MiWay conducted an in-depth focus group with riders from diverse backgrounds. These conversations provided richer context behind the statistics and highlighted how riders experience transit in real-life situations.

- 1 Presence**
Riders value human presence and reassurance, especially during unfamiliar or stressful moments.
- 2 Acknowledgment**
Feeling acknowledged by staff — even briefly — improves confidence and comfort.
- 3 Courtesy**
Clear, courteous assistance is especially important for women, caregivers, and riders navigating the system alone.

“At the time of a service disruption, clear communication matters most. Just tell us what’s happening and what to do.”

Voice of the Customer MiWay Focus Group Participant

Digital Engagement: Meeting Riders Where They Are

MiWay continued to grow MiVoice — our online community engagement platform for customer feedback and dialogue. Riders share input at their convenience and help shape the transit experience beyond traditional engagement methods.



We engaged our community for their thoughts and opinions on diverse transit-related topics including development of the next 5- and 10-year master plan to grow the transit network, selection of public art for the City Centre Transit Terminal, satisfaction with MiWay services, and insights relating to customer service experiences.

Research for Safer Journeys

Understanding safety goes beyond numbers. In Summer 2025, MiWay partnered with the University of Toronto Mississauga on the MiWay Women’s Safety Project. This research focused on the lived experiences and perceptions of women and caregivers using transit. The project identified how safety is experienced differently and provided insights that inform future improvements.



Summer 2025: MiWay Women’s Safety Project



“MiWay Drivers are super and most are friendly and smiley”

MiWay 2025 customer satisfaction survey

The Transit Code

Respect and safety for everyone on transit

MiWay joined the national Transit Code campaign to reinforce respect and safety for everyone on transit. The campaign humanizes operators — reminding riders that transit operators are also community members with families, interests, and lives beyond their workday and they deserve to feel safe at work, too. By setting clear expectations for how we treat one another, the Transit Code supports psychological safety and helps create a more respectful experience for riders and transit operators alike.



Ride Kind

Clear courtesy messages for shared-space comfort

We designed the Ride Kind public education campaign with clear, approachable reminders about shared-space courtesy — like keeping speakers off, lining up to board the bus safely and respecting priority seating. With **3 million+ views**, it became MiWay’s most successful social campaign to date. Inclusive onboard announcements were updated to reinforce welcoming language around priority seating and service animals, while helping riders understand expectations and reduce friction between riders on busy trips.



3M+ views

MiWay’s most successful social campaign

Inclusive Onboard Announcements

Please board at the front and exit at the rear. Customers with accessibility needs may exit through the front doors.

When boarding, please line up and avoid crowding the doors. Make room for customers with accessibility needs to board safely.

Culture in Motion

Two new murals at City Centre Transit Terminal

Transit spaces are more than places to pass through — they are part of community life. In 2025, MiWay used art and music to make these spaces feel warmer, more welcoming, and reflective of Mississauga’s diversity. Working with the City’s Public Art team and process, Anishinaabe-kwe artist Jeanette Ladd created two companion murals at the City Centre Transit Terminal: *The Land Remembers* and *The Sky Carries Us*.

These works honour Indigenous teachings and the natural environment of Mississauga as companion murals that create a visual journey through the City Centre Transit Terminal. Together, the murals ground viewers in memory of the earth while guiding them with the spirit of the sky, offering moments of stillness and connection within a place of constant motion.

“Public art helps transit spaces feel welcoming, local, and shared.”



Artist: Jeanette Ladd • Photographer: Tori Lambermont

The Land Remembers

honours the living memory of Mississauga’s lands and waters. Trees root deeply in strength, rivers flow with story, and flowers bloom with beauty and medicine. Above the skyline, the four sacred colours (yellow, red, black, and white) stretch across the sky, symbolizing the Four Directions and the teachings that guide Anishinaabe.



Artist: Jeanette Ladd • Photographer: Tori Lambermont

The Sky Carries Us

lifts the gaze upward to cycles of the sun, moon, and stars. Birds and butterflies appear as messengers of migration and transformation, reminding us that every journey is part of something larger.

Winter Busker Program

To further enrich experiences and create welcoming spaces, MiWay partnered with the City’s Music Office to expand the Winter Busker Program, bringing live local music into terminals during colder months. The program adds warmth and energy to public spaces, creates positive commuter moments, and helps transit feel more connected to community life.



Every rider feels that MiWay listens — and sees their feedback reflected in how we improve.

Care in Action: Removing Barriers

Making transit easier to navigate — especially in challenging moments

Innovation in customer experience also means reducing stress and uncertainty. MiWay continued its leadership in accessibility through the Sunflower Initiative for Hidden Disabilities, distributing 4,000 lanyards to support riders with non-visible disabilities. The lanyard discreetly signals when a rider may need extra patience or assistance — without requiring them to explain.

MiWay was recognized nationally with a Canadian Urban Transit Association (CUTA) Equity, Diversity, and Inclusion Award for this work.



4,000

Sunflower lanyards distributed (Spring 2025)

National Recognition

CUTA EDI Award

Streamlining Lost & Found

Losing personal items in transit can be stressful. In 2025, MiWay redesigned the lost and found process to significantly reduce wait times. Riders can now retrieve their belongings as early as the next day — a major improvement from the previous wait of three or more days. This helps reduce anxiety and strengthens trust when riders need support most.



“When I lost my sport bag, the driver turned it into the Lost and Found, and I was able to get it back.”

MiWay 2025 Customer Satisfaction Survey



Riders who need extra support can travel with greater confidence — without having to explain their needs.



Human Connection on the Frontline

MiWay expanded the presence of Roaming Ambassadors at key terminals, providing personable in-the-moment support for trip planning, navigation, and general assistance. When riders are unsure, in a rush, or travelling somewhere new, human support reduces stress and helps people feel confident. To strengthen these interactions, our Roaming Ambassadors receive additional training focused on empathy, active listening, and human-centred service — supporting respectful experiences for all riders.

Community Education and Outreach

Building connections with the community, delivering transit education and supporting individuals, community groups and social agencies is an important part of the work we do in transit. Through dialogue and in-person interactions, we gain valuable insights from our community members' experiences and perspectives on transit. We apply this information to make transit easier and more comfortable for everyone to use. Attending community events connects us directly to community members who are curious about transit and want to gain the knowledge to ride transit with confidence.

66

Community events attended

27,000

Interactions with individuals including families, students, seniors, newcomers, unhoused individuals and community service agencies



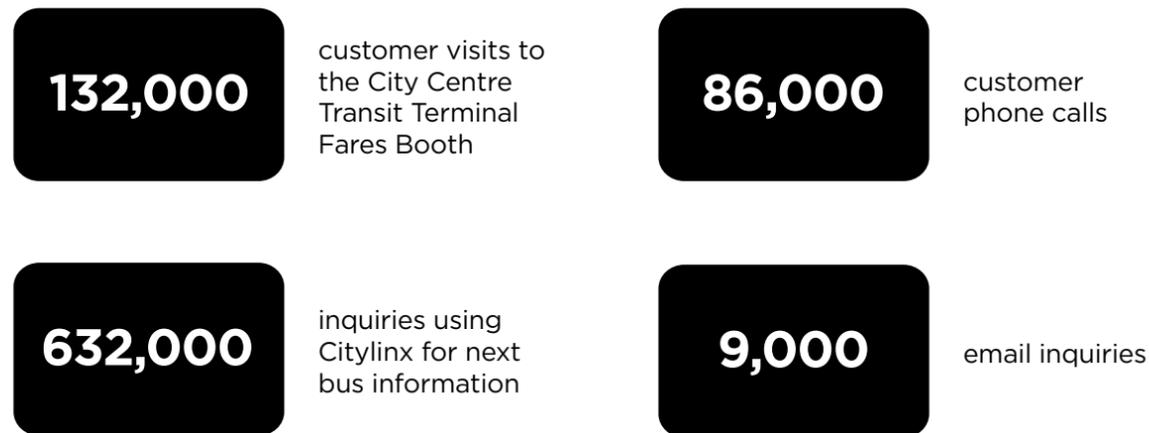
Riders feel supported in the moment — especially when they're unsure, anxious, or new to the system.



Caring For Our Customers

MiWay’s customer care team provides a supportive and informative transit experience by assisting customers with trip planning, wayfinding, answering inquiries, receiving feedback, and supporting fare transactions.

We are proud to have supported our customers in the following ways:

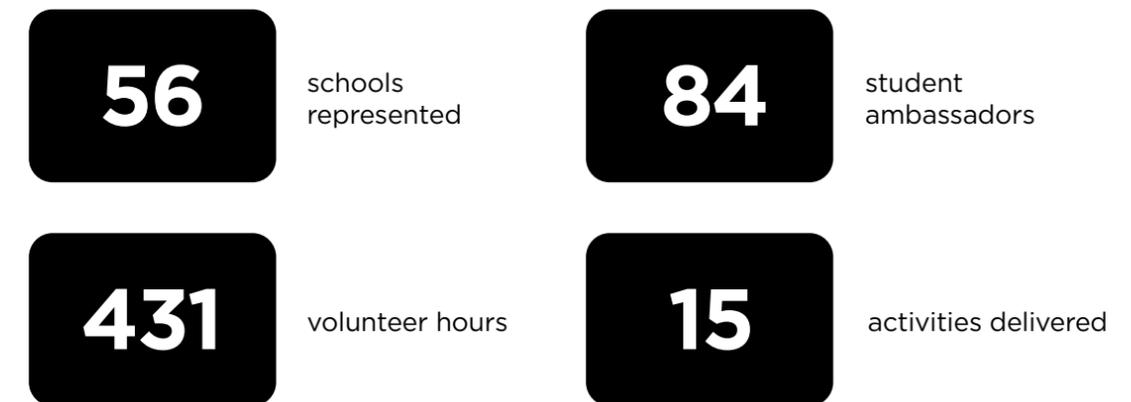


Student Ambassador Program



Growing the Next Generation

MiWay is investing in future riders and building awareness of municipal career paths by building confidence, knowledge, and independence among youth. In 2025, the Student Ambassador Program continued to empower students to learn and teach their peers about transit safety, fares, and trip planning. Peer-to-peer learning helps students navigate transit independently while exposure to volunteering alongside municipal employees and gaining familiarity with subject matter broadens students’ knowledge of the diversity of rewarding and fulfilling municipal careers.



Community Partnerships

MiWay partnered with Peel Children’s Aid Society and Brampton Transit to deliver transit education to at-risk youth. These programs help young people access education, employment, and community connections – removing barriers to opportunity and supporting long-term independence by building the skills and knowledge to confidently ride transit.

Affordability for Seniors

MiWay supports seniors to ride free when boarding with the simple tap of a PRESTO card. Connecting seniors to accessible and affordable transportation reduces barriers to accessing healthcare, social networks, activities, healthy food and volunteerism while strengthening the vibrancy and social fabric of Mississauga.



**Seniors 65+
Get your PRESTO
card to ride FREE
on MiWay.***

*Set your card to senior fare to ride free.

  miway.ca



One Fare Program Success

The One Fare program has been a tremendous success and has made a positive impact on transit riders in its first year. The program has truly made transit more affordable and convenient across the Greater Toronto and Hamilton Area with an impressive **92% customer satisfaction rating**, supporting over **38 million transfer trips** and **saving customers over \$123 million**. One Fare eligible transfers now account for 10% of regional transit nearly doubling from 5.6% in the previous year.

For MiWay, this means on average **4%** or **166,000** monthly boardings are attributed to One Fare. Participating in the One Fare initiative demonstrates our commitment to accessible and affordable transit while enhancing customer experiences and regional travel.

Behind the Scenes: Upgrading the Tools That Keep MiWay Moving

In 2025, MiWay upgraded key systems that help plan service, start shifts smoothly, and show where buses are in real time. These updates don't always look dramatic — but they make a difference in reliability and help prepare for future improvements. They also support better customer information at terminals as Mississauga gets ready for the Hurontario Light Rail.

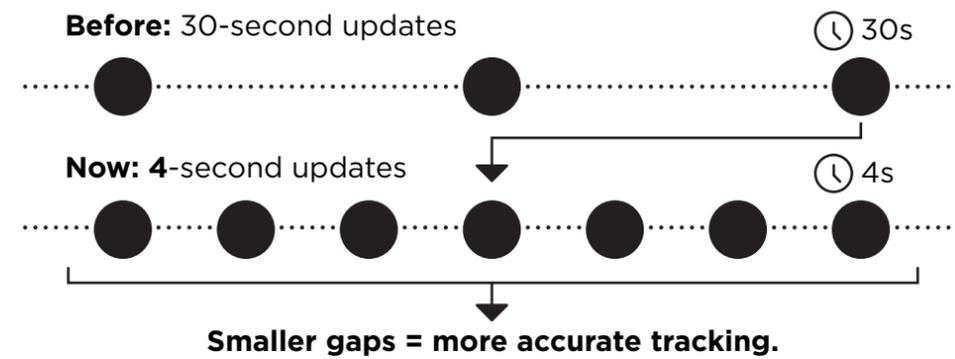


“The bus arriving on time makes all the difference. I know I can rely on it to get me to where I need to be.”

MiWay 2025 customer satisfaction survey

More Accurate Bus Tracking

To generate more accurate bus location data, MiWay upgraded the system that monitors buses. Instead of checking a bus's location every 30 seconds, the system now updates about every 4 seconds. That means fewer gaps in where a bus appears on maps and delivers more accurate data for real-time information for riders and employees.



Riders benefit from more reliable service starts, more accurate real-time information, and clearer passenger information as the network grows.

- More reliable** start-of-service for buses
- More accurate** real-time bus locations
- Clearer** customer information as the network grows
- Accessible** design format

Team Pride: The Return of the Bus Rodeo

After a 30-year hiatus, MiWay brought back the Bus Rodeo — a friendly skills competition that celebrates safe driving, precision handling, and professionalism. Participants demonstrated careful control, knowledge of road safety rules, and strong customer service. Events like the Rodeo build confidence, strengthen teamwork, and support MiWay’s commitment to safety, customer-focus and reliable service.

130

employees competed

Congratulations to Our Bus Rodeo Winners

- 1st Place:** Bobby Manbodh
- 2nd Place:** Greg Hughes
- 1st Place Rookie:** Abhijit Singh
- 1st Place Maintenance:** Fred Janzen



After a 30-year hiatus, MiWay brought back the Bus Rodeo



1st Place: Bobby Manbodh



Our 2025 winners

Safety Improvements Across the Fleet

Fleet-Wide Driver Protection System

In 2025, MiWay completed the installation of driver protection screens across the entire fleet. These screens are now a standard feature on all buses, helping protect operators while reducing the risk of onboard incidents and creating a safer workspace and transit experience for passengers.



New driver protection screens

Supporting Our People: Peer Support Program

MiWay relaunched the Peer Support Program to support employee well-being and mental health. The peer-led program offers a confidential way for employees to connect with trained coworkers who understand the challenges of the job. Peer supporters volunteer their time to listen with empathy, offer guidance, and help connect coworkers to additional support and resources — especially during difficult moments and after distressing events. A healthy, supported workforce helps deliver calm, professional and safe service for riders.





Planning for Tomorrow

What we heard in 2025 — and how it shapes what comes next

MiWay Five Plus: Your Voice

In 2025, we developed the next iteration of MiWay Five Plus — our plan for the next five-plus years of service — by listening to residents across Mississauga. Through workshops and public information sessions, we heard clearly what riders want most: more frequent service, better reliability, and service that runs later at night and more often on weekends. Your feedback and travel data are shaping the final plan to be shared in 2026.

75

interactions at public information sessions

1,754

survey responses

Transit and Road Infrastructure Plan

In October 2025, City Council endorsed the Transit and Road Infrastructure Plan — a 20-year vision that identifies where Mississauga may need faster, higher-capacity transit in the future (like dedicated bus lanes or light rail). The plan highlights key corridors — including Derry Road — to support growth and reduce delays.

2025

Listen & Learn

- MiWay Five Plus feedback + travel data
- Transit and Road Infrastructure Plan endorsed (20-year vision)

2026

Share the Plan

- Final Service Plan presentation
- Transportation Master Plan kick-off

Future

Over the Next 5 and 10 Years Actions to Improve Service

- New frequency standards
- Rapid transit corridors over time



A Bridge into 2026

The work completed in 2025 strengthens what riders experience today while informing the decisions that come next. As travel patterns evolve and the city grows, MiWay's planning will continue to be guided by evidence, community engagement, and the desire to deliver clear outcomes. The year's insights bridge into 2026 — supporting service planning, corridor priorities, customer experience improvements, and readiness for future rapid transit.

2026 Outlook We anticipate ridership to recover in 2026 as office travel becomes more predictable and student patterns settle. Even with economic uncertainty, our focus remains steadfast: deliver safe, reliable, and responsive service that helps people get to work, school, appointments, leisure, home and more. We will continue to monitor ridership patterns and adjust our service to best meet the needs of our customers. We look to the future as we develop plans to integrate the Hurontario Light Rail Transit into our network while investing in the infrastructure needed to support the growth of the community as it transforms into a flourishing, complete city of the future.

The foundational work continues; planning for and delivering on significant transit infrastructure projects that will transform our transit network in the years to come including bus rapid transit lanes on Dundas and Lakeshore, business preparedness for the integration of the Hurontario Light Rail Transit, strengthening inter-regional travel connections, development and funding work for a third transit maintenance facility, alternative fuel sources to support future fleet growth and fostering human-centered and accessible experiences for a diverse community. MiWay will continue to harness transit technology advancements to improve the effectiveness, safety and reliability of our service. We will provide customers with the information and options they need to plan and ride every trip with confidence to participate fully in the vibrancy of community life that connects people – economically, socially and environmentally.

Every trip matters. Every voice counts.

Thank you for riding with MiWay.

