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## Transit Advisory Committee

**Date:** December 3, 2024  
**Time:** 6:00 PM  
**Location:** Council Chambers, Civic Centre, 2nd Floor  
300 City Centre Drive, Mississauga, Ontario, L5B 3C1  
and Online Video Conference

### Members

Councillor Joe Horneck	Ward 6, Chair
Councillor Alvin Tedjo	Ward 2, Vice-Chair
Councillor John Kovac	Ward 4
Councillor Natalie Hart	Ward 5
Moaz Ahmad	Citizen Member
Doris Cooper	Citizen Member
David Fisher	Citizen Member
Jonathan Giggs	Citizen Member
Abbas Khambati	Citizen Member
Julia Le	Citizen Member
Louroz Mercader	Citizen Member
Mark Song	Citizen Member
Martine Spinks	Citizen Member
Steven Viera	Citizen Member

**To Request to Speak on Agenda Items** - Advance registration is required to make a Deputation please email Angie Melo, Legislative Coordinator at [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca) or call 905-615-3200 ext. 5423 no later than **Monday, December 2, 2024 4:00PM**.

**Questions for Public Question Period** - Questions for Public Question Period should be provided to the Legislative Coordinator at least 24 hours in advance of the meeting.

Comments submitted will be considered as public information and entered into the public record.

**Please note the Transit Advisory Committee will be live streamed and a video will be posted afterwards.**

Contact

Angie Melo, Legislative Coordinator,  
Legislative Services 905-615-3200 ext. 5423  
Email: [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca)

Find it Online <http://www.mississauga.ca/portal/cityhall/heritageadvisory> Meetings of Council streamed live and archived at [Mississauga.ca/videos](http://Mississauga.ca/videos)

**An asterisk (\*) symbol indicates an Item that has been either Revised or Added**

1. **CALL TO ORDER**

2. **INDIGENOUS LAND STATEMENT**

"We acknowledge the lands which constitute the present-day City of Mississauga as being part of the Treaty and Traditional Territory of the Mississaugas of the Credit First Nation, The Haudenosaunee Confederacy the Huron-Wendat and Wyandotte Nations. We recognize these peoples and their ancestors as peoples who inhabited these lands since time immemorial. The City of Mississauga is home to many global Indigenous Peoples.

As a municipality, the City of Mississauga is actively working towards reconciliation by confronting our past and our present, providing space for Indigenous peoples within their territory, to recognize and uphold their Treaty Rights and to support Indigenous Peoples. We formally recognize the Anishinaabe origins of our name and continue to make Mississauga a safe space for all Indigenous peoples."

3. **APPROVAL OF AGENDA**

4. **DECLARATION OF CONFLICT OF INTEREST**

5. **MINUTES OF PREVIOUS MEETING**

5.1 Transit Advisory Committee Draft Minutes - September 17, 2024

6. **DEPUTATIONS**

Any member of the public interested in making a deputation to an item listed on the agenda must register by calling 905-615-3200 ext. 5423 or by emailing [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca) by Monday, December 2, 2024 by 4:00 PM

Each Deputation to Committee is limited to speaking not more that 10 minutes.

Pursuant to Section 57.1 of the Council Procedure By-law 0044-2022, as amended:

Deputations shall be received and the matter shall be referred to staff for a report, unless there is a resolution or recommendation passed to "receive" the Deputation. After a Deputation is completed, Members shall each have one opportunity to make a preamble statement and ask questions to the Deputant(s) or staff for clarification purposes only, and without debate.

6.1 Ambrose Ng, Supervisor of Transit Infrastructure Planning, Janet Young, and Jeremy Kramer from Dramer Design Associates regarding Mississauga Transitway Signage and Wayfinding Design Presentation

6.2 Suzanne Holder, Manager, MiWay Customer Experience regarding MiWays Vision 2029 and Beyond: Transforming Mississauga

**7. PUBLIC QUESTION PERIOD - 15 Minute Limit**

Public Comments: Advance registration is required to participate and/or to make comments in the virtual public meeting. Any member of the public interested in speaking to an item listed on the agenda must register by calling 905-615-3200 ext. 5423 or by emailing [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca) by Monday, December 2, 2024 by 4:00 PM

Pursuant to Section 58 of the Council Procedure By-law 0044-2022, as amended:

Transit Advisory Committee may grant permission to a member of the public to ask a question of the Transit Advisory Committee, with the following provisions:

1. Questions may be submitted to the Clerk at least 24 hours prior to the meeting;
2. A person is limited to two (2) questions and must pertain specific item on the current agenda and the speaker will state which item the question is related to;
3. The total public question period time is 15 minutes maximum and shall not be extended by the Chair; and
4. Any response not provided at the meeting will be provided in the format of written response.

**8. CONSENT AGENDA**

**9. MATTERS TO BE CONSIDERED**

9.1 Transit Advisory Committee Meeting Frequency (Discussion)

**10. INFORMATION ITEMS**

10.1 Presentation made by George Tavares, Resident at the General Committee meeting on September 18, 2024 regarding a proposal for a "Bike and Bus Free" program

**11. OTHER BUSINESS**

**12. DATE OF NEXT MEETING - March 4, 2025**

**13. ADJOURNMENT**

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## Transit Advisory Committee

**Date:** September 17, 2024  
**Time:** 6:00 PM  
**Location:** Council Chambers, Civic Centre, 2nd Floor  
300 City Centre Drive, Mississauga, Ontario, L5B 3C1  
and Online Video Conference

Members Present	Councillor Joe Horneck	Ward 6, Chair
	Councillor Alvin Tedjo	Ward 2, Vice-Chair
	Councillor John Kovac	Ward 4
	Councillor Natalie Hart	Ward 5
	Moaz Ahmad	Citizen Member
	Doris Cooper	Citizen Member
	David Fisher	Citizen Member
	Jonathan Giggs	Citizen Member
	Louroz Mercader	Citizen Member
	Steven Viera	Citizen Member
Members Absent	Julia Le	Citizen Member
	Abbas Khambati	Citizen Member
	Mark Song	Citizen Member

**Staff Present**  
Eve Wiggins Director, Transit  
Suzanne Holder Manager, Customer Success and Innovation  
Alana Tyers, Manager, Service Development



1. CALL TO ORDER

Councillor Horneck, Chair called the meeting to order at 6:03 PM

2. INDIGENOUS LAND STATEMENT

Councillor Horneck, Chair cited the Indigenous Land Statement

3. APPROVAL OF AGENDA

That the September 17, 2024 Transit Advisory Committee Agenda be approved, as presented.

Approved (D. Cooper)

4. DECLARATION OF CONFLICT OF INTEREST - Nil

5. MINUTES OF PREVIOUS MEETING

5.1 Transit Advisory Committee Draft Minutes - June 4, 2024

That the June 4, 2024 Transit Advisory Committee Minutes be approved.

Approved (D. Fisher)

6. DEPUTATIONS

6.1 Eve Wiggins, Director, Transit, with respect to the 2023 MiWay Report to the Community

Eve Wiggins, Director, Transit provided an overview of the 2023 MiWay Report to the Community highlighting the reasons for developing the report which focuses on challenges and progress that has been made; addressing increased services demands; understanding MiWay customers; results of the 2023 Customer Satisfaction Survey; community engagement; improvements made; employee focus; supporting equity diversity and inclusion, climate change action plan; next steps for 2024 and beyond and provided an update on Key Performance Indicators (KPI).

Committee Members engaged in discussion and commented/enquired as follows:

- communications modes to inform riders of delays, bus route changes and temporary relocation of bus stops
- what increase or decrease in ridership has there been inception of the "One Fare" that is directly linked to the program;
- fare and service integration between MiWay and the Toronto Transit Commission (TTC);
- expressed thanks for the hard work staff put into developing the Report; and make copies available to the Members of the Accessibility Advisory Committee;
- look into a Transit App for real time communications;

- how will the 2023 MiWay Report to the Community be made available to the public;
- feedback from the MiWay Customer Appreciate Day event;
- customer responses reflected on the safety
- performance of the Transitway;
- what were the top complaints and the purpose for their trips, and requested a breakdown of complaints be reflected in future reports;
- survey results to indicate previous year comparisons;
- enhance communication to riders of bus delays in real time;
- Report sharing on social media or other types of campaigns
- in addition to the breakdown of complaints, add a list of areas that received positive feedback;
- has ridership increased on Route 61 that services Sheridan College in Brampton
- is there a plan to work on clearing points of congestion, building queuing jump lanes, and improving issues on heavily used routes.
- concerns that change to the bus schedules have a great impact to employee work schedule, specifically in the employment/industrial lands area.

Eve Wiggins, Director, Transit responded as follows:

- MiWay is currently developing a technology plan to upgrade systems to inform riders of delays and route changes in real time; improve infrastructure management during construction when stops have been relocated to the wrong location.
- there has been an increase in ridership since the inception of the "One Fare" program.
- the Toronto Transit Commission (TTC) has expressed interest in moving the program forward and are working on their internal process.

Alana Tyers, Manager, Service Development, Transit responded as follows:

- confirmed that there are ongoing talks with TTC and an update would be provided at the next Transit Advisory Committee meeting.
- advised that she would provide Councillor Kovac the number of transit ridership along the transitway with a breakdown for each route that services the transitway stations.

- ridership on Route 61 has increased not only with Sheridan College students but also Brampton residents and employees connecting to the employment industrial area along Route 61.
- staff continue to work at ways to introduce transit priorities; will look at these issues in all coordinators, in the upcoming infrastructure growth plan.
- will provide analysis as it relates to areas with que jump lanes to show the travel time savings.
- staff have been communicating with employers to get an understanding of employee shift times and travel starting point to adjust trip times were possible, and to make those connections possible.

Suzanne Holder, Manager, MiWay Customer Experience, responded as follows:

- advised that the report will be posted on the MiWay site.
- advised that the survey feedback was positive; many customers thanked MiWay staff for the event that acknowledges and appreciates the customer; while others provided feedback for staff to take back for consideration.
- identified the top three matters customers identified in the survey as driver behaviour, operator driving habits and schedule adherence.

#### RECOMMENDATION TAC-0010-2024

Moved By S. Viera

That the deputation and associated presentation from Eve Wiggins, Director, Transit, with respect to the 2023 MiWay Report to the Community, be received.

Received

#### 6.2 Suzanne Holder, Manager, MiWay - Customer Experience with respect to Results of Spring 2024 Customer Satisfaction Survey

Suzanne Holder, Manager, MiWay - Customer Experience provided an overview of the results of the Spring 2024 Customer Satisfaction Survey highlighting the methodology undertaken and explained the data for under each category of key rider characteristics; customer's overall satisfaction, including safety; reliability; on time; excellent customer service, keeping riders informed, crowding, fares insights and improvements.

Committee Members engaged in discussion and enquired and commented as follows:

- whether the data reflects on time reliability and next stop sound notification;
- whether announcement of next stop is automatically turned on, does driver have ability to turn on or off; and reporting of malfunction if announcements are not on;

- concerns that the survey did not identify any issues for persons with disability;
- was the survey made available in other languages, and if not, consider for future surveys

Alana Tyers, Manager, Service Development responded to enquires as follows:

- the reliability data reflects entire transit network not just specific routes;

Eve Wiggins, Director, Transit responded to enquires as follows:

- next stop announcements are turned on and if they are not functioning, the driver would report the malfunction

Suzanne Holder, Manager, MiWay - Customer Experience responded to enquires as follows:

- the survey was not available in other languages, and that staff would look into further

#### RECOMMENDATION TAC-0011-2024

Moved By D. Cooper

That the deputation and associated presentation from Suzanne Holder, Manager, MiWay - Customer Experience with respect to Results of Spring 2024 Customer Satisfaction Survey, be received.

#### Received

### 6.3 Alana Tyers, Manager, Service Development, with respect to September and October Service Changes

Alana Tyers, Manager, Service Development, provided an overview of the September and October frequency improvement, cancellation, and reliability improvement Service Changes.

Committee Members engaged in discussion and enquired and commented as follows:

- services changes are long overdue;
- the impact to area residents to access Erin Mills Town Centre with the cancellation of Route 34; suggested other routes pick up passengers along the cancelled route;
- any consideration to providing service to the employment area on Advance Boulevard and improved service on Derry Road
- increased ridership along Burnthamthorpe primarily in the city centre

- reasons MiWay Transit does not have passenger drop off at the Bramalea Terminal
- bike (including e-bikes) storage on route 51 extension;
- how many proposed bus stops along route 51 extension; will it be express
- will Route 5 be extended to Bramalea Terminal
- concerns expressed that bikes and e-bikes are taking up spots intended for persons with accessibility devices

Alana Tyers, Manager, Service Development responded to enquiries as follows:

- staff will look into service routes in the Erin Mills Town Centre for next year's Plan;
- staff will look into service on Advance Boulevard; and continue discussions for improving infrastructure and efficiencies along the Derry Road corridor;
- explained the growth in ridership along Burnhamthorpe and expanded service from the city centre to Mississauga Road connection to UTM;
- advised that staff are working with Metrolinx to allow MiWay Transit to enter Bramalea GO Terminal and service a platform within the GO Terminal
- will speak to stakeholders regarding bike storage on route 51 extension
- route 51 extension will not be express; it will service all stops to facilitate connections for passengers;
- staff will be reviewing extending route 5 to Bramalea Terminal

#### RECOMMENDATION TAC-0012-2024

Moved By Councillor N. Hart

That the deputation and associated presentation from Alana Tyers, Manager, Service Development, with respect to September and October Service Changes be received.

Received

#### 6.4 Eve Wiggins, Director, Transit with respect to Fares (Fare Strategy/Education) - Verbal

Eve Wiggins, Director, Transit provided an update on Fares and Fare Strategy/Education and noted that MiWay Fare Strategy for 2025 will be presented to the Budget and Committee on October 2, 2024 and that it does not propose a fare increase as a result of increased revenue due to increased ridership; and that it provides two options for Council to consider with respect to senior fares.

Committee Members engaged in discussion and enquired and commented as follows:

- rationale for not increasing fares when some services issues appear to be as a result of underfunding and a fare increase could provide much needed improvements;
- consider decreasing the fare for the Region of Peel's affordable transit pass program for persons of low income; other means of operating the affordable transit program other than from the Region of Peel
- considered sponsorship of infrastructure to generate non-fare revenue
- support for no fare for seniors

Eve Wiggins, Director, Transit responded as follows:

- an increase in funding for the increase of services is being presented to the Budget Committee on September 18, 2024 and staff are also looking at opportunities to increase non-fare revenues to off-set costs.

Councillor Horneck explained the challenges the GTA is faced with respect to the lack of funding from the federal and provincial governments to provide funding for operations.

RECOMMENDATION TAC-0013-2024

Moved By Councillor N. Hart

That the verbal update from Eve Wiggins, Director, Transit with respect to Fares (Fare Strategy/Education) be received.

Received

6.5 Suzanne Holder, Manager, MiWay - Customer Experience with respect to the Sunflower Program Launch

Suzanne Holder, Manager, MiWay - Customer Experience, provided an overview of the launch of the Hidden Disabilities Sunflower Program scheduled for September 23, 2024. Ms. Holder noted that Mississauga Transit is the first Canadian municipal transit provider to participate in this initiative and highlighted the Global partnerships, digital communications and press release to raise awareness of the program, the benefits to riders, and advised that lanyards would be available at the transit terminal for riders with hidden disabilities who wish to participate in the program, and sunflower decals will be installed in accessible seating areas.

- concern expressed for potential abuse of the program with persons misrepresenting disabilities
- consider a photo opportunity to promote the program at the site of the one million sunflower space in Lakeview Village in Ward 1.

Suzanne Holder, Manager, MiWay - Customer Experience responded as follows:

- will educate participants on the purpose of the program and how it works

RECOMMENDATION TAC-0014-2024

Moved By S. Viera

That the deputation and associated presentation from Suzanne Holder, Manager, MiWay - Customer Experience with respect to the Sunflower Program Launch, be received.

Received

7. PUBLIC QUESTION PERIOD - 15 Minute Limit

Hassan Karkour, Resident enquired regarding communication to passengers without disabilities to not utilize the accessible seating area.

Eve Wiggins, Director, Transit, advised that there are a number of initiatives that can be utilized to educate riders including high school students through the MiWay Student Ambassador Program, automated announcements, enhanced signage and campaigns, and utilize transit enforcement on routes known to have issues.

8. CONSENT AGENDA

9. MATTERS TO BE CONSIDERED

9.1 Resignation of Shauna Brail, Citizen Member - University of Toronto Mississauga Representative

Councillor Horneck expressed thanks for Shauna Brail's contribution to the Committee.

RECOMMENDATION TAC-0015-2024

Moved By Councillor J. Kovac

That the resignation from Shauna Brail, Citizen Member - University of Toronto Mississauga Representative, be received.

Received

9.2 Resignation of Paul Meo Citizen Member

Councillor Horneck expressed thanks for Paul Meo's contribution to the Committee.

RECOMMENDATION TAC-0016-2024

Moved By D. Cooper

That the resignation from Paul Meo, Citizen Member, be received.

Received

10. INFORMATION ITEMS - Nil

10.1 2025 Transit Advisory Committee Meeting Schedule

Jonathan Giggs, Citizen Member suggested bi-monthly meetings be scheduled for 2025.

Direction was given to staff to report back on the feasibility of conducting bi-monthly meetings.

RECOMMENDATION TAC-0017-2024

Moved By J. Giggs

That the 2025 Transit Advisory Committee Meeting Schedule be received.

Received

11. OTHER BUSINESS

In response to Doris Cooper's, Citizen Member, enquiry regarding whether MiWay will be in compliance with the AODA requirements scheduled for January 1, 2025, Eve Wiggins, Director, Transit advised that MiWay's infrastructure and customer service are fully in compliance; however, there are some pdf documents and downloads that are not compliant and are being updated to meet the requirements.

A moment of silence was observed for David Zhu, MiWay Mechanic, who passed away on September 17, 2022.

12. DATE OF NEXT MEETING - Tuesday, December 3, 2024 at 6:00 PM

13. ADJOURNMENT

8:19 PM (L. Mercader)



# Mississauga Transitway Signage and Wayfinding Design Presentation

Dec 3, 2024



# Table of Contents

**Executive Summary ..... 3**

**Sign Typologies..... 5**

## **Station Example**

**Demonstration: City Centre Transitway Terminal..... 8**

**Demonstration: Dixie..... 13**

# Executive Summary

## Overview

Since the opening of the Mississauga Transitway in 2017, MiWay has received feedback from both transit operators and customers requesting improved wayfinding.

As the system expanded and ridership grew, the need for a more cohesive, accessible, and user-friendly signage and wayfinding system became increasingly evident.

This feedback revealed significant gaps in the wayfinding experience, particularly for customers navigating the complex network of services and connections.

In response to these challenges, the City of Mississauga retained Kramer Design Associates (KDA) to develop a new signage and wayfinding system aimed at enhancing the overall customer experience.

As part of this engagement, KDA was tasked with designing a comprehensive signage and wayfinding program for nine (9) City of Mississauga owned transitway stations.

## Project Timeline

### Phase 1: Assessment of Existing Conditions

- Site Tour and Site Photo Audit
- Observations and Documentation
- Stakeholder Session

### Phase 2: Wayfinding Master Plan

- Session Report and Blue-Print Criteria
- Case Study Review – three (3) stations
- Location Plans – three (3) stations

### Phase 3: Implementation Plans

- Location Plans and Sign Fixtures
- B Cost Estimate per Station
- RFP Package Preparation

### Phase 4: Tender & Construction Admin

- Award Tender Package(s)
- Install Wayfinding Fixtures

## Executive Summary

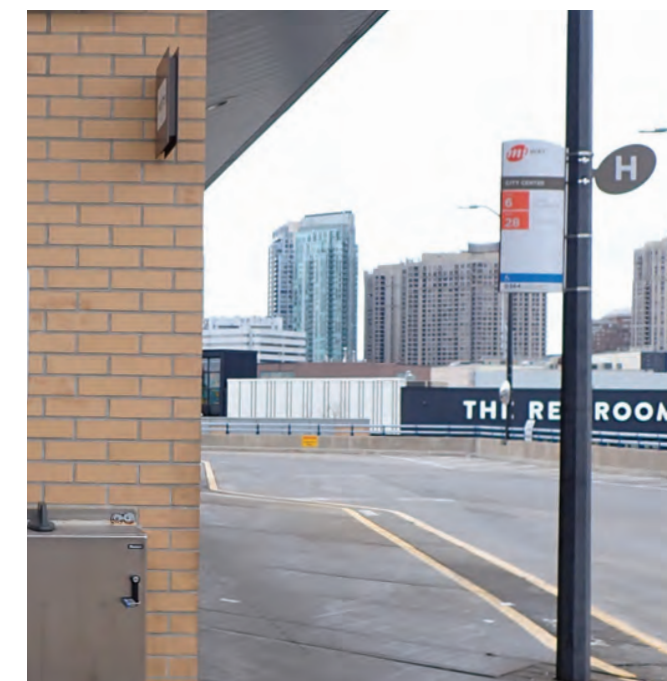
### Phase 1: Assessment & Workshop

- Conducted transit signage research;
- Presented best practices in transit signage and wayfinding;
- Gathered input on branding, accessibility, and sustainability;
- Compiled site audits for all nine (9) stations;
- Led stakeholder workshops;
- Defined criteria; and
- Identified current signage gaps.

### Phase 2: Wayfinding Master Plan

- Stakeholder feedback;
- Goals and objectives; and
- Recommendations for three station locations, including detailed cost estimates and risk mitigation strategies.

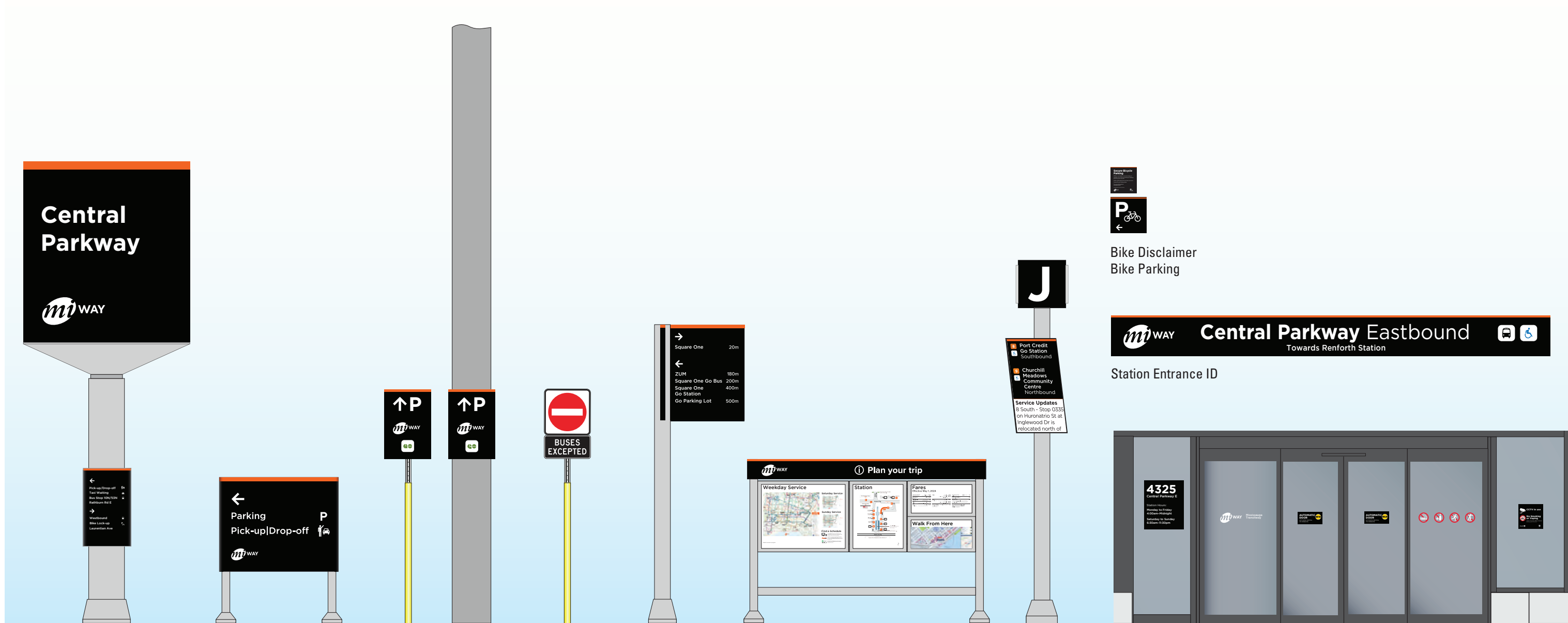
### Signage Gap Examples



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# ● Sign Typologies

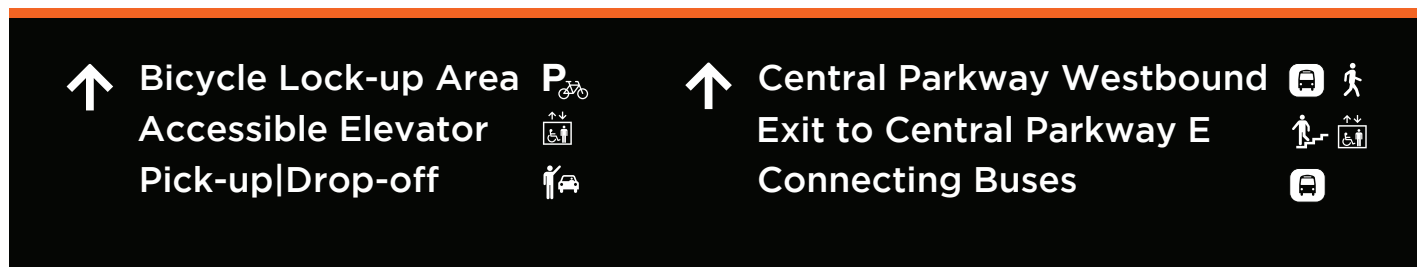
# Exterior Signage Line-up



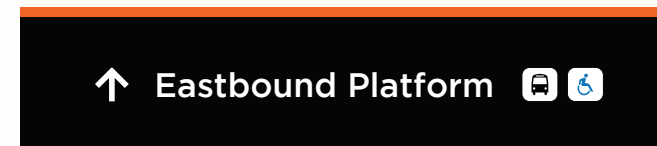
Station Beacon      Vehicular Directional      Trail-blazer Sign (Post/Pole Mounted)      Vehicular Regulations      Pedestrian Directional      Exterior Information Hub      Terminal Marker Sign      Facility Address / Station Hours      Branding      Automatic Door      Regulatory Strips      CCTV / No Smoking

Exterior Sign Line-up  
Scale 1:50

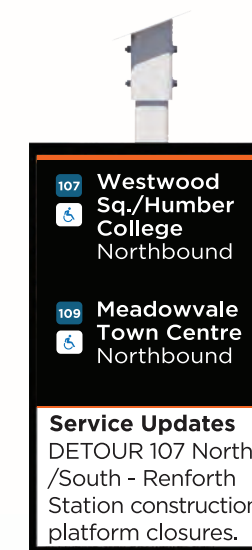
# Interior Signage Line-up



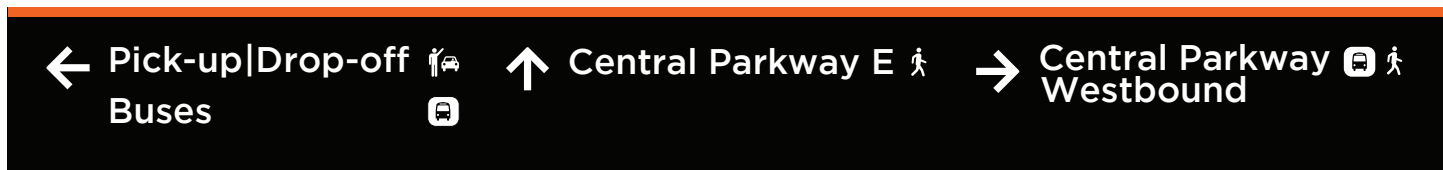
Platform Directional



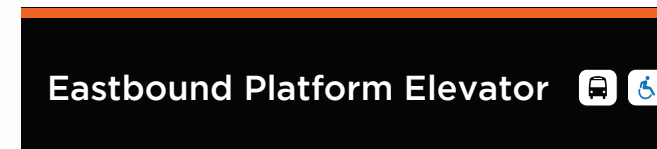
Overhead Directional



Overhead Digital Display



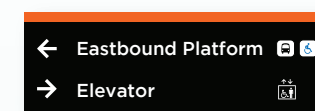
Station Exit Directional



Elevator Banner



Interior Platform ID



Wall Mounted Directional



Back of House / Wall Mounted Amenity



Projecting Amenity



Platform / Road Barrier

Interior Sign Line-up  
Scale 1:20

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- **Demonstration:  
City Centre  
Transit Terminal**



# (CC) City Centre Transit Terminal Exterior





# (CC) City Centre Transit Terminal Exterior





# (CC) City Centre Transit Terminal Exterior





# (CC) City Centre Transit Terminal Interior



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- **Demonstration:  
Dixie**

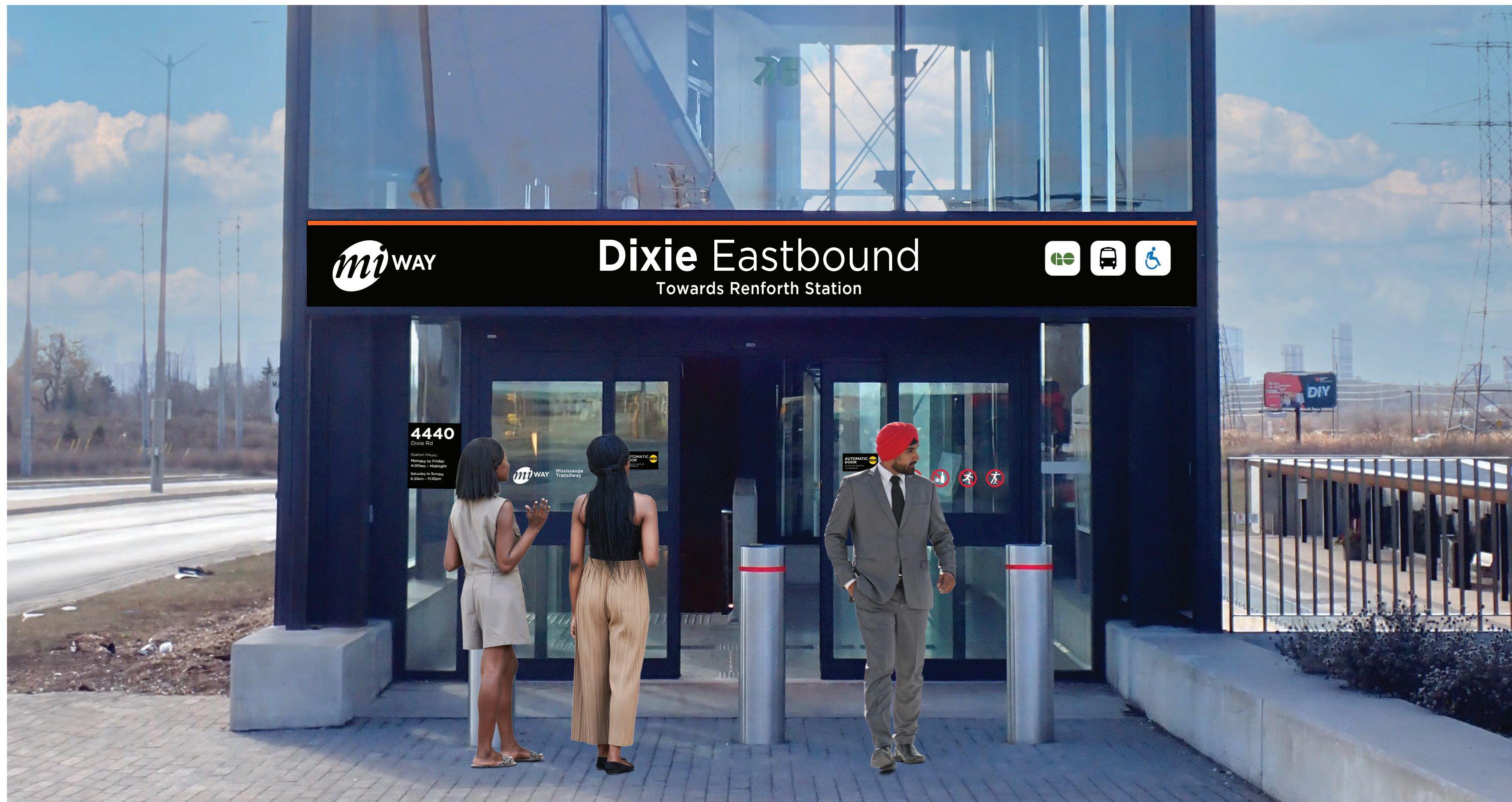


# (DI) Dixie Exterior





# (DI) Dixie Exterior





# (DI) Dixie Interior





(DI) Dixie Interior

# Dixie Eastbound

Towards Renforth Station

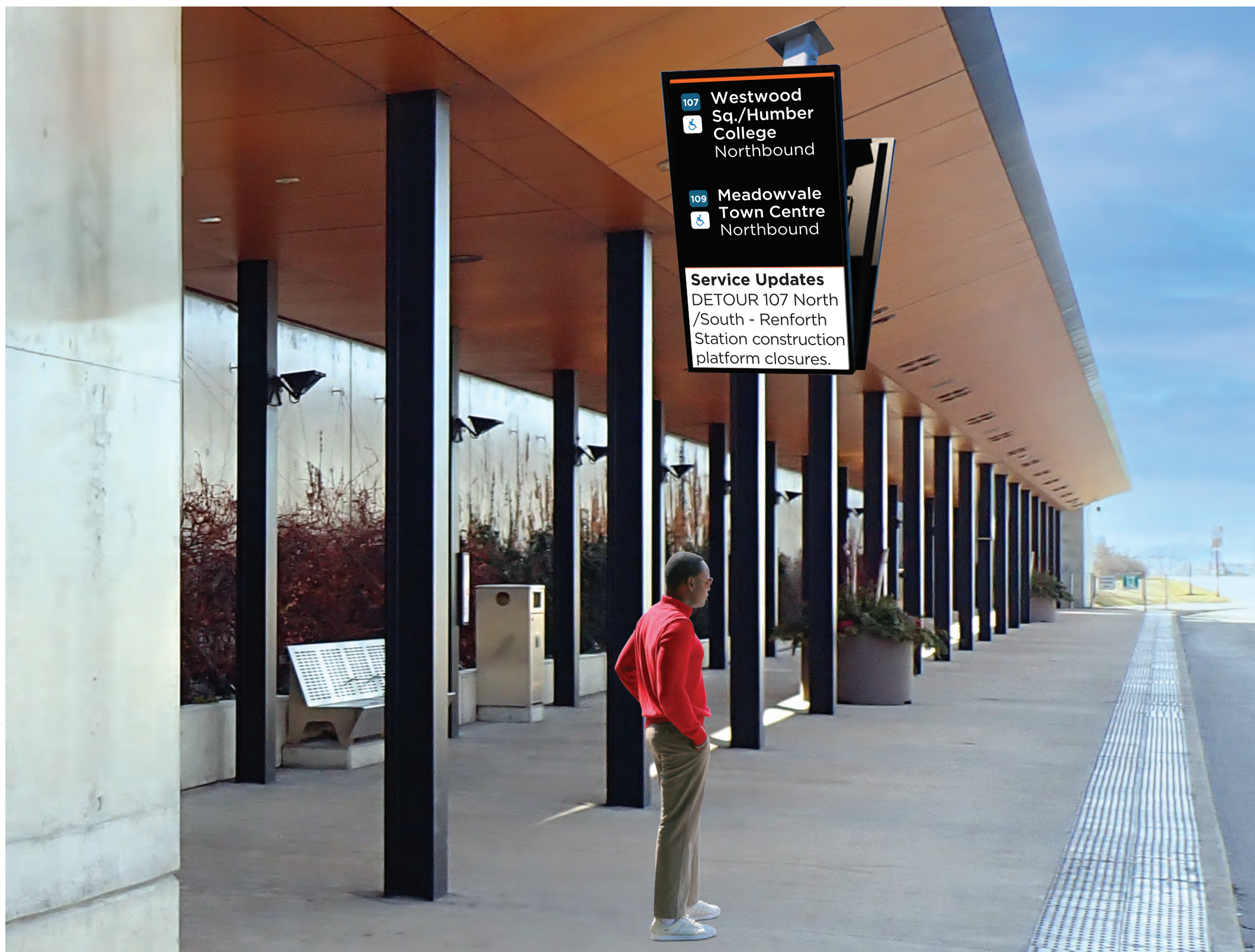


# (DI) Dixie Interior





# (DI) Dixie Interior



# Mississauga Transitway Signage and Wayfinding Design Presentation

**Thank you.**



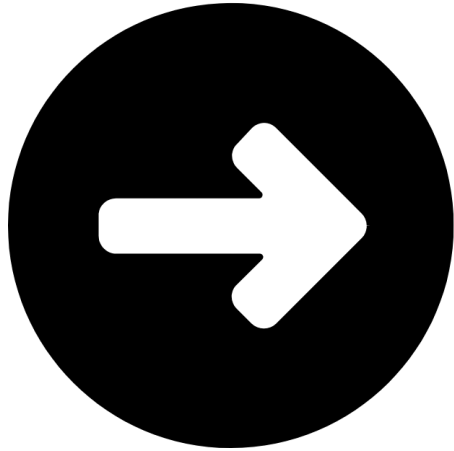
# MiWay's Vision 2029 and Beyond: Transforming Mississauga



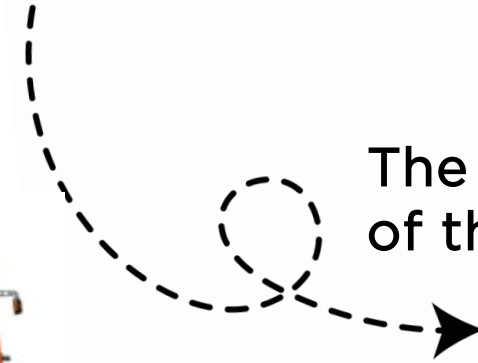
Transit Advisory Committee  
December 3, 2024



# The future we need to be ready for

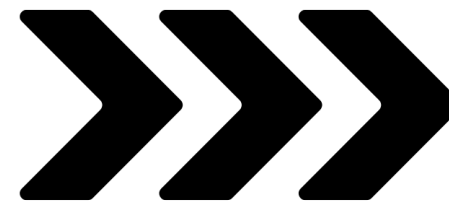


A Flourishing City  
with Transit at It's  
Heart



The Workplace  
of the Future

Adapting to  
Accelerating Social  
Change



Transit Technology  
Evolution

# How we built the strategic plan

**January 2024**

“MiWay Embarks on a New Journey”  
Leader Workshop

**May**

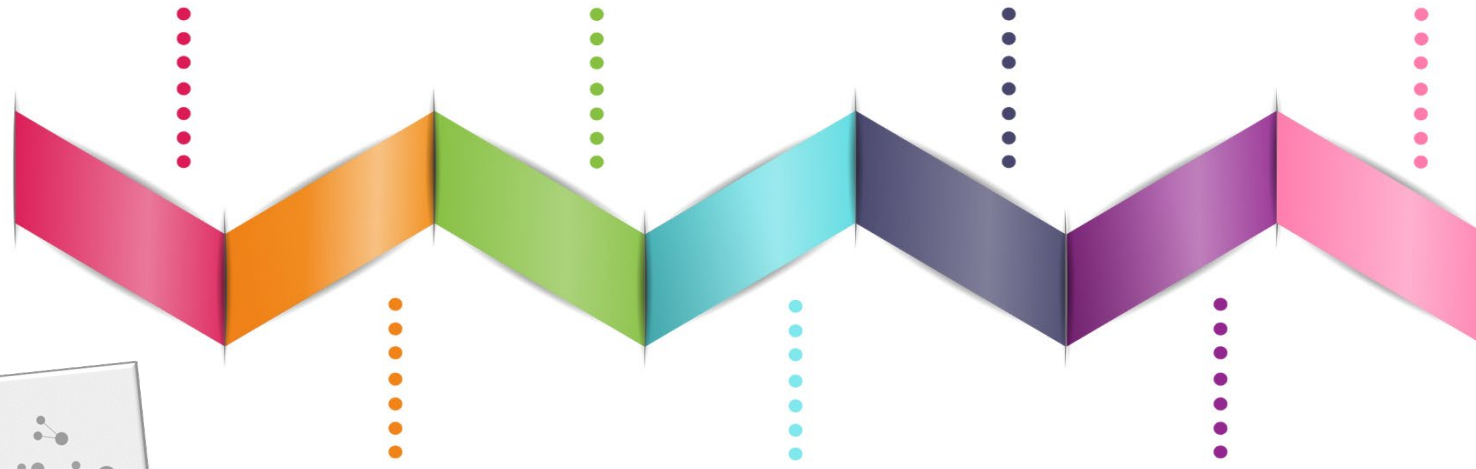
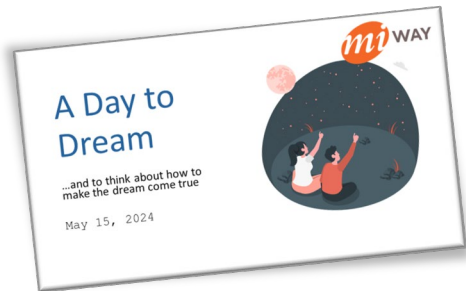
“A Day to Dream”  
Leader Workshop

**July**

Town halls to engage  
Supervisors and  
Team Leaders

**Fall 2024**

Communicating the  
Strategy



**Springtime**  
Partnered with  
consultant to  
develop the strategy

**June**  
“Making Our Dream  
Come True” Leader  
Workshop

**July and August**  
“Deep Dive on  
Themes and the  
Bodies of Work”  
Leader Workshop



# About the strategy



Diversity, equity, inclusion



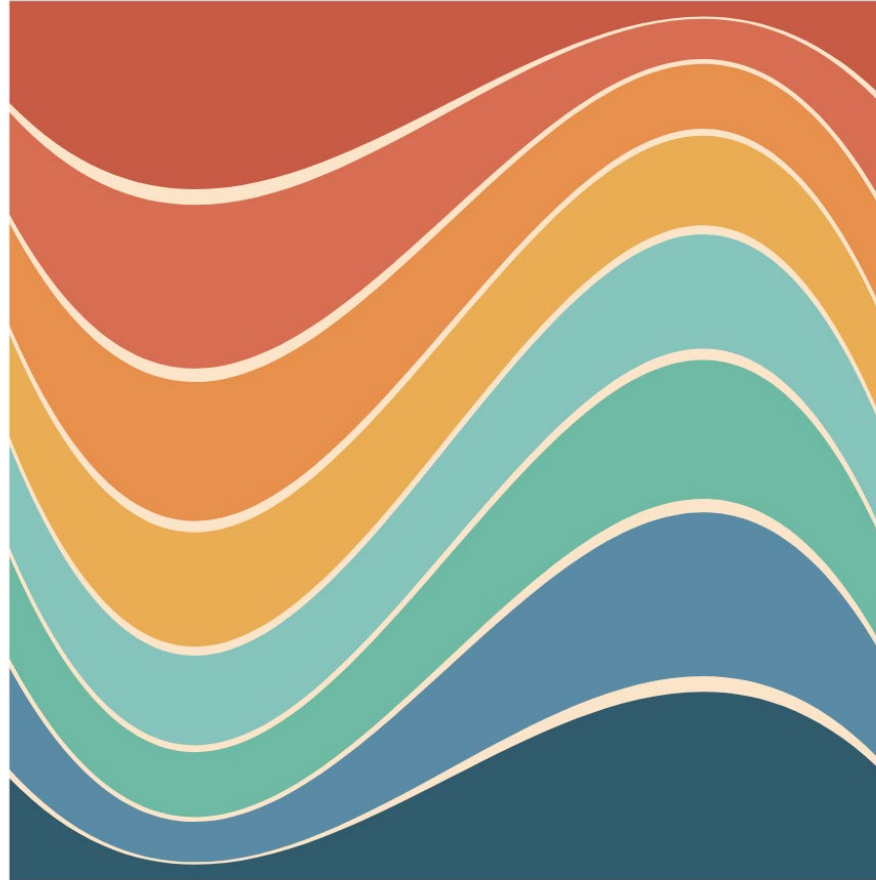
Accessibility



Environmental sustainability



Climate change resiliency



Fiscal responsibility



Affordability



Collaboration



Community engagement



# MiWay's Vision 2029 and Beyond: Transforming Mississauga



**MiWay of the Future**  
Providing the transit we need, to be the City we want.

Great Relationships

Bold Service and Infrastructure

Investment Support

Innovative Revenue Generation



**I Love MiWay**  
We will be the mobility option that people prefer, every time.

Elevated Customer Experience

Seamless Community Engagement

Inspired Employee Experiences



**Levelling Up MiWay**  
We're strengthening the organization and our capacity to lead.

Robust Business Planning

Operational Maturity

Innovative Mindset

Inspirational Brand, Visual Identity and Marketing



# Levelling up MiWay

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

## Strategic Priorities and Initiatives



**Robust Business Planning**



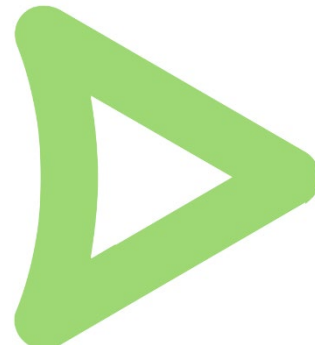
**Operational Depth**



**Innovative Mindset**



**Inspirational Brand, Visual Identity and Marketing**



### **End state to be achieved**

Inclusive planning, operational excellence, and a fresh openness to creative problem solving and opportunities will result in more effective delivery of transit services paving the way for growth and meeting the needs of a complete city.

# I Love MiWay

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

## Strategic Priorities and Initiatives



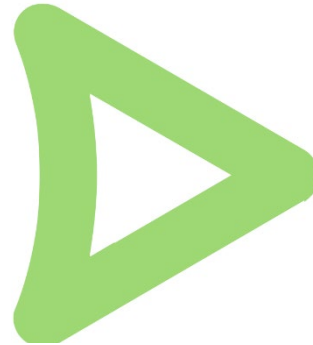
**An Elevated Experience**



**An Inspired Employee Experience**



**Seamless Community Engagement**



### **End state to be achieved**

A strong bond with transit at a human level with riders, residents, City staff, Council members, employers and others, because we are central to helping them achieve *their* goals.

# MiWay of the Future

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

## Strategic Priorities and Initiatives



**Great Relationships**



**Investment Support**



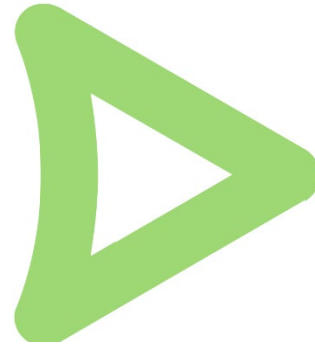
**Updated Fleet Vision**



**Bold Service and Infrastructure Plans**



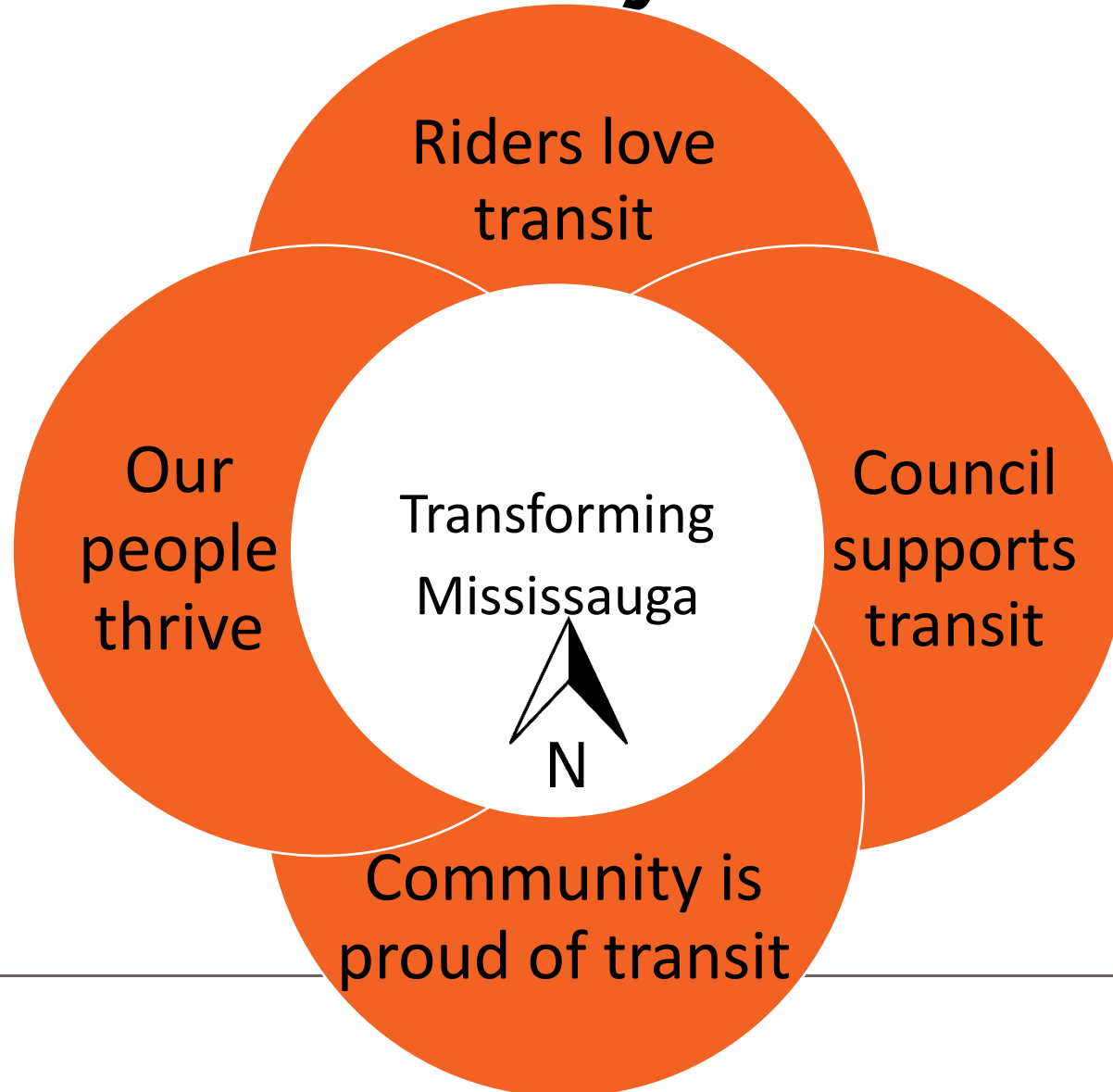
**Innovative Revenue Generation**



## End state to be achieved

Working with our stakeholders in new ways, we will create the vision and gather support for a sustainable transit system that makes more possible for Mississauga.

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





# BUILDING THE CYCLING BRAND IN MISSISSAUGA

G Tavares



Hello Mayor Parrish and esteemed City Council members:

Mississauga, a vibrant city with diverse needs, faces significant issues with cycling safety due to inadequate bike lanes, which not only jeopardizes riders but also deters cycling as a transportation option.

Enhancing our cycling community offers numerous benefits, including environmental sustainability, improved public health, and reduced traffic congestion.

# I Would Like To Propose A "Bike And Bus Free" Program Designed To Tackle Key Challenges In Our City's Cycling Infrastructure And Public Transit.

## **Program Details**

The "Bike and Bus Free" initiative will offer cyclists a free bus ride upon arriving at any bus stop with their bike. This aims to promote biking by eliminating additional transit costs, enhancing accessibility across Mississauga.

## **Pilot Project Timeline**

I propose launching the pilot in summer 2025, including weekends, to assess the program's impact on both weekday and weekend transit patterns.

## **Routes and Scheduling**

The program would initially cover all routes, including those with existing bike lanes. We will collect data to evaluate effectiveness and identify areas for potential bike lane improvements.

## **Cost and Funding**

Implementation costs are expected to be minimal, with opportunities for local business partnerships or sponsorships to offset expenses. Data collected could also guide future bike lane development, potentially reducing costs over time.



# POTENTIAL BENEFITS

## **This program offers several potential benefits:**

- **Increased Safety:** By encouraging more cycling, we create a safer environment for riders through increased visibility and usage, which can prompt further investments in bike infrastructure.
- **Data Collection:** The program would provide valuable data on cycling patterns and the demand for bike lanes, assisting in making informed decisions about future infrastructure investments.
- **Community Building:** Encouraging more people to bike and use public transit fosters a stronger, more connected cycling community in Mississauga.

*I respectfully request that the City Council consider implementing this "Bike and Bus Free" program as a*

*pilot project for the summer of 2025, including weekends to assess its impact more comprehensively. I*

*encourage the council to collaborate with local cycling groups, transit providers, and other stakeholders*

*to ensure the program's success and alignment with community needs.*

*I also request that a member of the council make a motion to evaluate this idea to start at the beginning*

*of the summer of 2025.*

*THANK YOU*