

# MiWay COVID-19 Ridership Recovery Strategy

General Committee  
September 22, 2021



# City of Mississauga COVID Recovery Framework

## Mission

The City of Mississauga's Recovery from the COVID-19 pandemic will restore the City's ability to implement its strategic vision for the future. In short, recovery operations will ensure the City of Mississauga is a place where people choose to be. All recovery activities will align with the City's vision for the future, and the City's strategic pillars for change; move, belong, connect, prosper, and green.

## Strategic Goals

The City's COVID-19 Recovery Framework aligns with the City's Strategic Pillars and highlights its commitment to public transit through the MOVE pillar

## Fundamental Principles

The City has identified several fundamental principles that must be applied throughout the recovery process. Principles that directly relate to MiWay include:

- Protect the Health and Safety of the Public and Employees
- Building Back Better

Source: [https://www7.mississauga.ca/documents/committees/council/2020/2020\\_05\\_13\\_Council\\_Agenda.pdf#page=4](https://www7.mississauga.ca/documents/committees/council/2020/2020_05_13_Council_Agenda.pdf#page=4)

# COVID-19 Impact Summary



Ridership - Year to date, end of August we carried 49% of pre-Covid levels. Recovery has started and August 2021 was 62.7% of August 2019.



MiWay is monitoring and adjusting service frequencies to ensure service is available where and when customers need it, and the potential for overcrowding is reduced.



Transit ridership in Mississauga, and across the GHTA is expected to return over the course of years, not months.



MiWay will continue to deliver a quality, customer-first service while building future transit capacity through strategic projects and initiatives.

# MiWay's Guiding Principles to Recovery

6.1

## Define Success

Measure performance based on parameters outlined in our Customer Charter and through established Key Performance Indicators

## Invest in our Future

Focus on investing in on-street infrastructure & technology improvements to foster future transit growth

## Understand a Changing Ridership Base

Respond to evolving ridership patterns

## Foster Trust Amongst Employees & Customers

Safe travel experience for customers and a safe work environment for employees

## Keep MiWay Relevant

Remain top of mind to Mississauga residents, students and business owners and employees for continuous support of MiWay

## Foster Collaboration Between Internal Teams

Live our values of Trust, Quality, Excellence, Teamwork and Commitment

## Collaborate with our Neighbours

Be a key partner in fare and service integration initiatives for a seamless and consistent transit experience within the GTHA

# Post-Pandemic Service Goals to Recovery

## Responsive service planning & delivery

Plan and deliver on-street service that adapts to meet changing customer demand

## Invest in transit infrastructure

Build and maintain a network that meets the needs of customers and supports a transit-oriented city

## Customer first service

Put the needs of the customer at the forefront of everything we do

## Plan and adapt to the future

Integrate higher-order transit services and interregional connections

## Manage revenue and fares

Balance value (service provided) for money paid (customer)

## Responsive service planning & delivery

*Service Goal:* Plan and deliver on-street service that adapts to meet changing customer demand

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Responsive service planning to balance on-street service and manage operational efficiencies

Active route management to ensure service reliability and on-time performance

Agile workforce management to minimize impacts on daily service delivery

## Invest in transit infrastructure

*Service Goal:* Build and maintain a network that meets the needs of customers and supports a transit-oriented city

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Capitalize on existing funding opportunities offered through the Provincial and Federal governments

Plan and implement change through strategic plans (MIGP)

Leverage multimodal transit hubs

Build technology capabilities through the Smart City Master Plan

## Customer first service

*Service Goal:* Put the needs of the customer at the forefront of everything we do

**Understand the customer experience** through continued market research of both current riders, non-riders and lapsed riders

**Keep MiWay relevant** through audience specific campaigns and programs to engage employees, and inspire and attract riders back to transit

**Support customer needs** through Enhanced Customer Feedback and Information Line Support

**Adopt new technology** to provide timely and relevant service information through our key online and social channels, and third-party trip planning applications

**Invest in staff** through new and enhanced training and development opportunities

## Customer first service

*Service Goal:* Put the needs of the customer at the forefront of everything we do

Launch the MiWay Customer Charter and report on its commitments.

The Charter will launch in fall 2021.



### Customer Charter



To be reliable and on-time



To put safety first



To provide excellent customer service



To keep you informed

## Plan and adapt to the future

*Service Goal:* Integrate higher-order transit services and interregional connections

**MiWay Five 2.0** – Implementing the identified priorities within the plan based on ridership demands and warranted growth

Investigate the benefits and costs of **on-demand service** options to meet service needs in specific areas

**Higher Order Transit** integrated transit network  
– Hurontario LRT, Lakeshore and Dundas BRT and neighbouring city's higher order transit expansion

Investments in **green fleet technologies** and planning for the future while managing current fleet resources through a strategic **bus replacement management plan**

## Manage revenue and fares

*Service Goal:* Balance value (service provided) for money paid (customer)

Apply for, and leverage funding received through the provincial and federal governments

Review MiWay's transit fees and fare strategy

Participate in fares and local service integration discussions with GTHA transit service providers

Review future fare payment options through PRESTO open payment and the third party e-ticketing solution

# Conclusion



The COVID-19 Ridership Recovery Strategy will serve as a guiding document for staff



MiWay's priority is to ensure a safe and viable travel option for all



Staff continue to adapt and adopt new customer-focused initiatives to meet our customer base and expand transit ridership markets



Transit plays a key role in helping the City recover from the long-term financial impacts of COVID-19



Continued investment in transit service hours and staff resources remain critical to meet projected ridership recovery and growth