

TAC 2024: Work Plan Workshop

January 30, 2024

Focus Question:

How might we work collaboratively in the next 3 years to improve our overall MiWay experience through the Transit Advisory Committee?

Table 1: Customer Service & Customer Experience

- Rebuild trust in MiWay Customer Service by:
 - Developing Quality Assurance Program and Customer Service Strategy
 - Training
 - Improving communication (i.e. faster email responses)
- Improving connection between customer service and control to deliver timely information to customers
 - This should include construction relocation of stops and how it is notified on-site (consider accessibility of notifications)
- Develop tools that can develop real time information
 - This includes improving tools for information and alerts for customers
 - Work with HuLRT to ensure proper communication to citizens of stop relocation
- Work on accessibility program
 - This includes driver support, consistency and ramp functionality
- Develop a survey plan to better connect with customers
 - Include surveying multiple times per year (collecting metrics)
 - Ensure TAC is engaged to weigh in on questions and look at results

Table 2: Marketing, Communication & Fares

- Evolve User Experience (UX) and UI (User Interface) for website and trip planning
- Update marketing and social media plan focusing on:
 - Being educational and proactive on issues and delays (prioritize this over “good pr”)
 - Considering other social media platforms (i.e. Instagram)
 - Accessibility of riders
- New rider program
 - Strategy and programs to maintain new riders (i.e. free for the first x days, trial, free on a certain day, etc.)

Table 3: Transit Services & Infrastructure

- Improving service network
 - Focus on price, frequency (particularly on weekends) and connections
- Grow infrastructure
 - Focus on quick wins and ways to grow and improve service (price, frequency, connections to GO transit)

- Specific infrastructure mentioned include: dedicated bus lanes, painted lanes to improve visibility, more bus shelters (heated), wiring in with concrete pad, pads at sidewalks, wayfinding inside bus and at stops (consistent with Mx)
- Develop long term bus service plan (TAC to review)

Table 4: Technology, Environment & Innovation

- Grow external partnerships
 - CUTRIC - general tech and innovation
 - GTAA – hydrogen co-gen (perhaps Metrolinx involvement)
 - Toronto – their AI initiatives
 - Rideshare company – link with Miway

Table 5: External Partner Projects, Programs and Portfolios

- Improve connections between stations in Toronto, Brampton, Milton and Oakville
 - Explore routes across borders to breakdown barriers
 - Intercity bus companies
- GTAA info to tell people how to get on Miway, multi-language
 - UTM/Sheraton partners
- Education opportunities for TAC
 - Presentations from CUTRC, CTA and OPTA
- Improve accessibility
 - Transhelp (to look at improvements across service)
- Improve length of service (24 hours)
 - GTAA
 - Integration with Miway &GO

Overall themes:

- Improving accessibility
- Communication with customers (on-demand, relevant and accessible)
- Growing relationship with external partnerships
- Service expansion opportunities (routes, times, and new customers)