

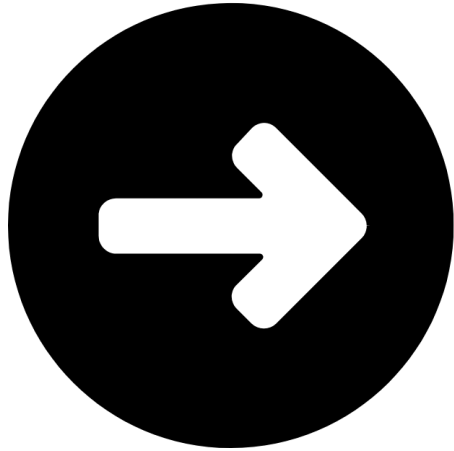


# MiWay's Vision 2029 and Beyond: Transforming Mississauga

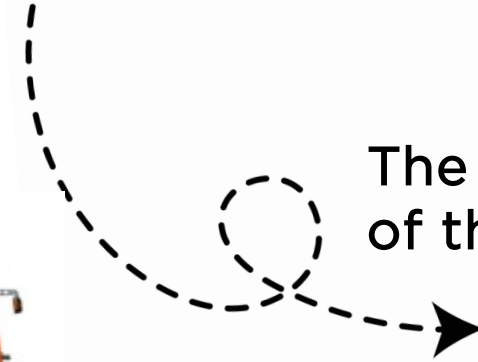


Transit Advisory Committee  
December 3, 2024

# The future we need to be ready for

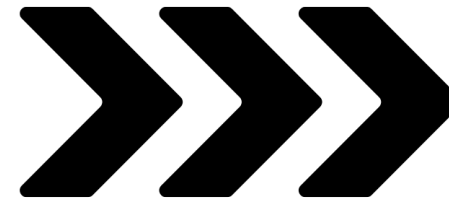


A Flourishing City  
with Transit at It's  
Heart



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**

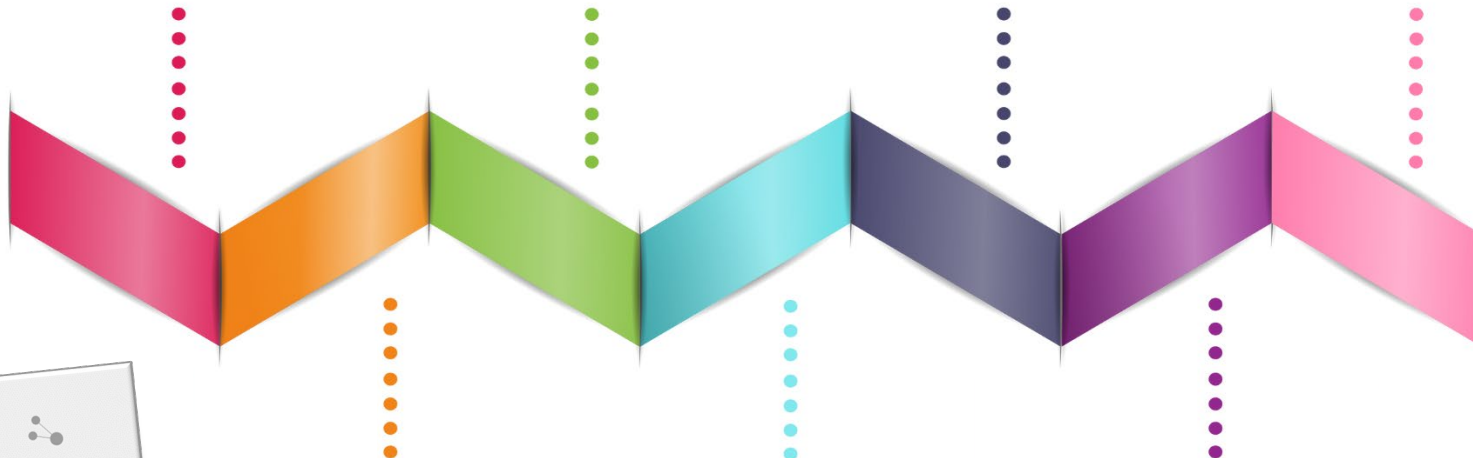
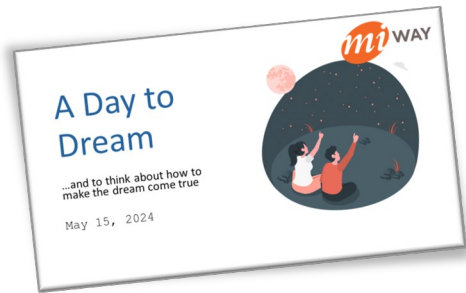
“A Day to Dream”  
Leader Workshop

**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



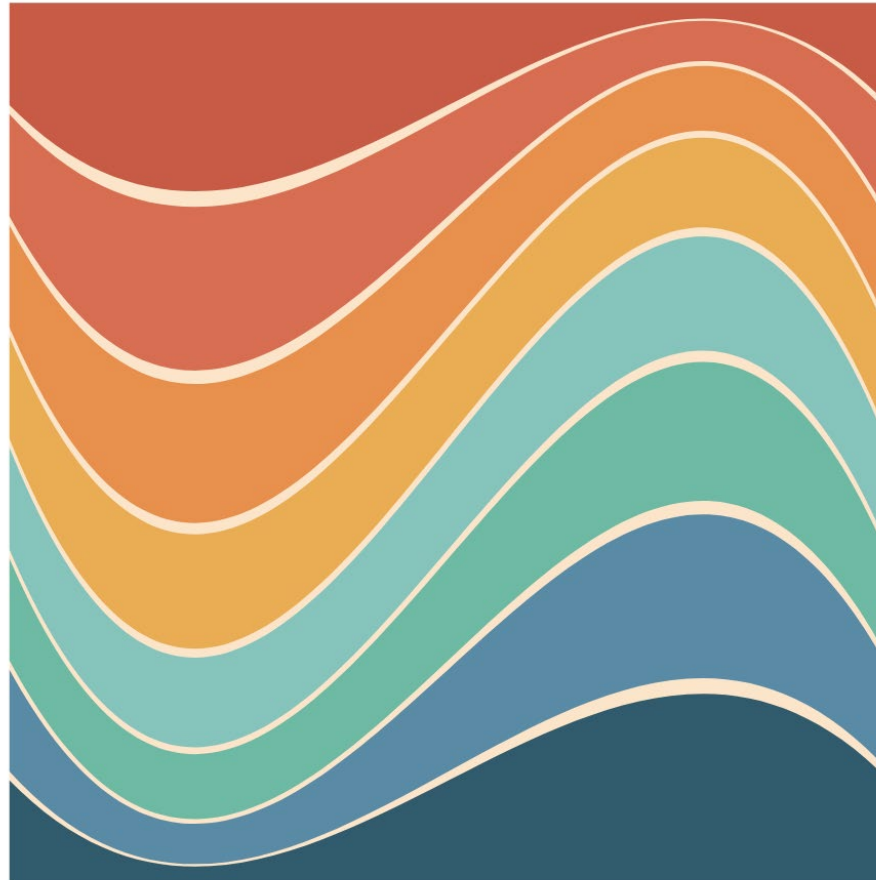
Accessibility



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**



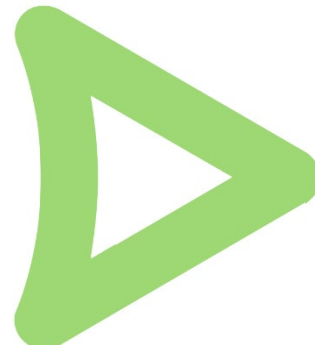
**Operational Depth**



**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



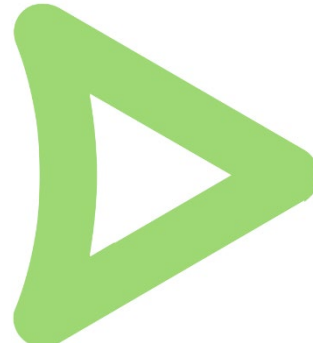
**An Elevated Experience**



**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**



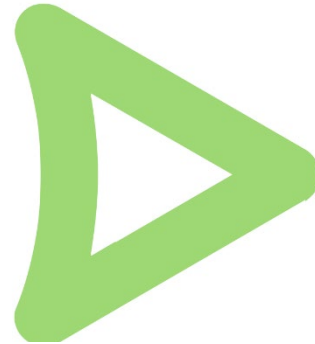
**Updated Fleet Vision**



**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

