



2023 MiWay Annual Report to the Community

Transit Advisory Committee
Eve Wiggins, Transit Director
September 17, 2024

2023 report to the community

- Demonstrate transparency and accountability to Council and the community
- People-focused approach, putting our customers and employees at the heart of our service
- Tell our story; highlight the progress and the challenges we are making towards transforming Mississauga and taking a place amongst the world-class transit agencies



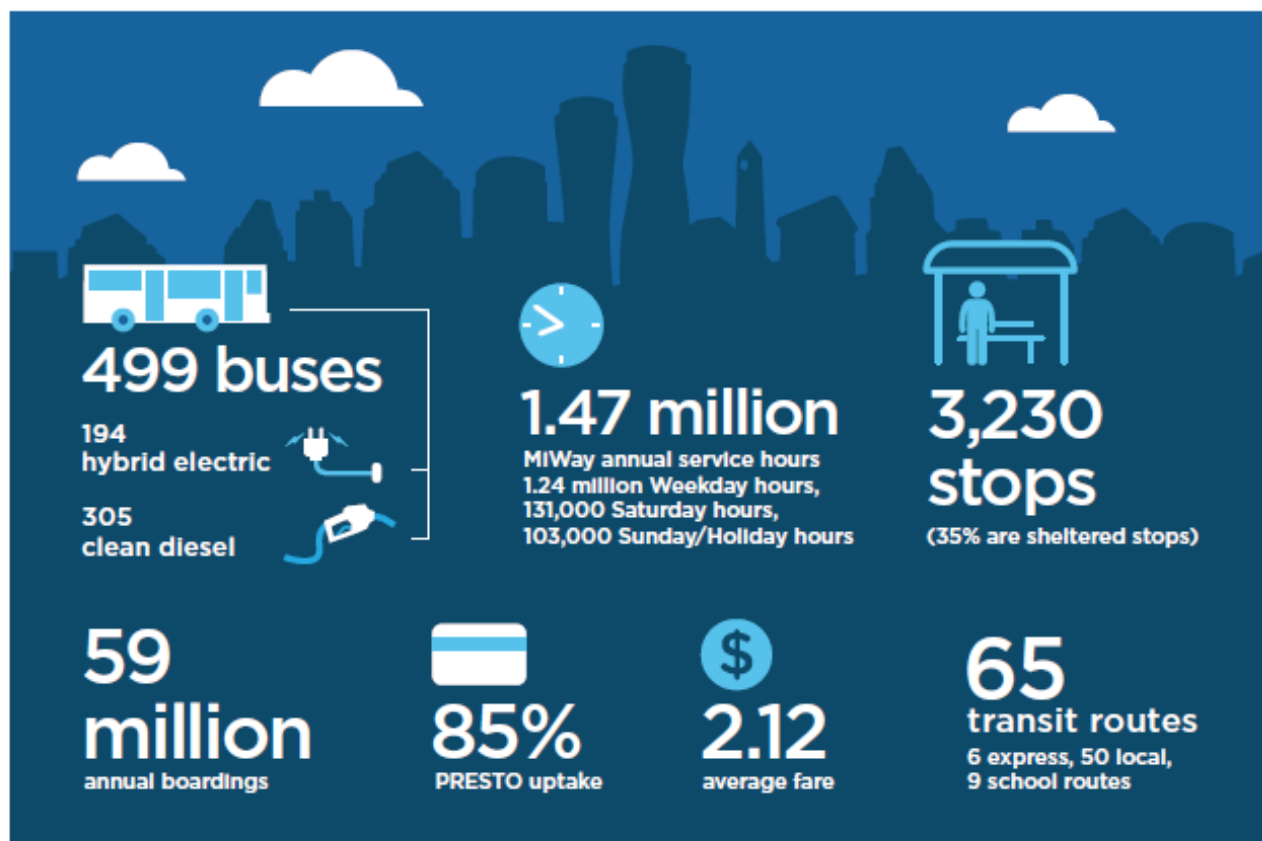
2023 highlights

- A year of remarkable growth with 59 million customer boardings
- Challenges of overcrowding, closed doors and reduced reliability
- Solutions included optimizing resources and realigning routes to create additional capacity
- Mid-year Council investment of 4% to provide more capacity and continue Operator recruitments



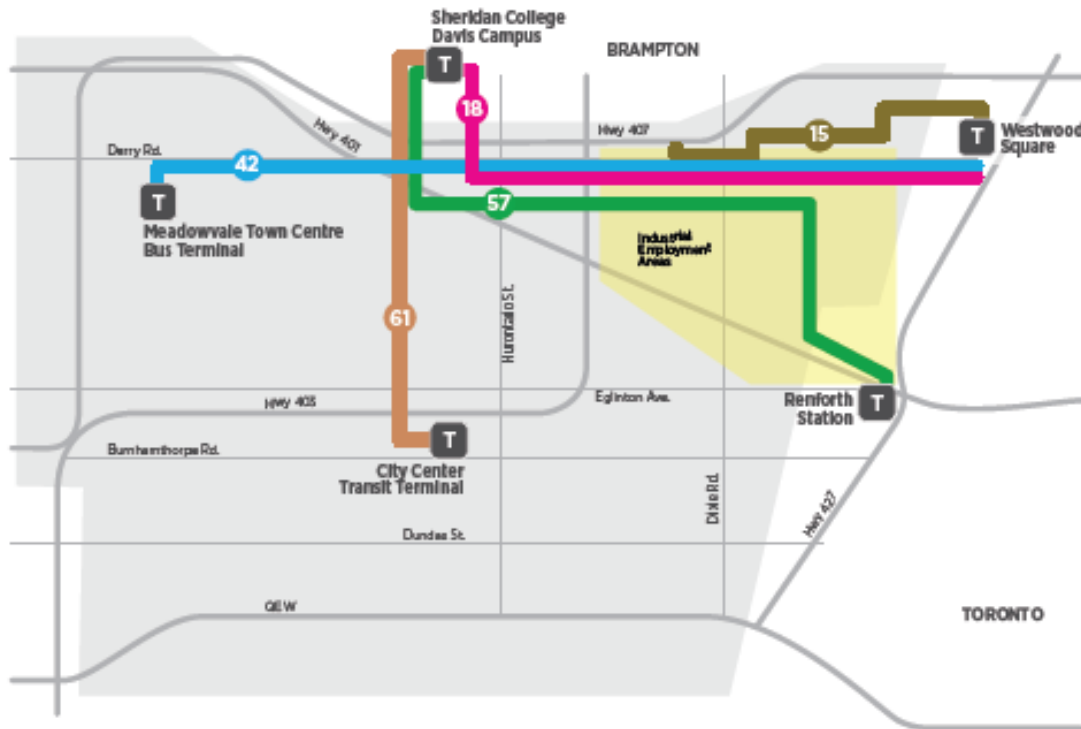
MiWay by the numbers

MiWay is the third largest public transit provider in Ontario



Responding to increasing demand ^{6.1a}

Map of Increased Rider Growth



Route and Ridership growth* Top 5 highest rider growth routes.

15	Drew	56%
61	Mavis	55%
57	Courtneypark	51%
18	McLaughlin-Derry	47%
42	Derry	47%

*January 2024 compared to September 2019;
Routes that exceed pre-COVID ridership levels

Understanding our riders





- Changing travel patterns
- Shifting employment schedules and locations
- Adapting student life and travel plans
- Changing attitudes, onboard behaviour, expectations and interactions with MiWay staff



Customer Satisfaction

- Focusing on what matters most to the customer
- Implementing solutions
- Measuring our progress

2023 Customer Satisfaction Survey Results

Customer Charter Commitment	Overall Satisfaction Score	Highlights
 Safety first	80%	<ul style="list-style-type: none"> • Customers feel safe riding the bus • Overall safe driving by transit operator
 Reliable and on time	58%	<ul style="list-style-type: none"> • Low reliability, particularly with bus frequency, ability to make connections, and buses arriving on schedule
 Excellent Customer Service	72%	<ul style="list-style-type: none"> • Less satisfied with digital service experiences
 Keep You Informed	69%	<ul style="list-style-type: none"> • Timely communication of route changes • Improve experiences and offer enhanced features with digital communication channels.

Source: 2023 MiWay Customer Satisfaction Surveys conducted by Experience Advisors

Engaging with the community

- Participated in 21 community events to educate, promote and hear feedback on transit services
- Engaged with over 6,000 individuals
 - 11,300 customer visits to the City Centre Transit Terminal information booth
 - 170,000 visits to the fares booth
 - 100,000 customer phone calls
 - 757,000 inquiries using CityLink for automated next bus information



Improvements

- Welcomed the Transit Advisory Committee
- Extended hours
- Enhanced bus cleaning protocols
- Added shelter amenities
- Minimized impacts to customers during construction
- Implemented technologies to communicate real-time information, make paying more convenient, upgrade bus systems and maintenance equipment



Employee Focus

We prioritize a culture of:

- Working safely
- Listening to our employees
- Communicating frequently and with clarity
- Providing ongoing employee training and leadership development programs

Leading with:

Courage | Authenticity | Service | Truthfulness | Love and Effectiveness



Supporting equity, diversity and inclusion

6.1a

- Offered affordable travel options and the important fare assistance programs
- Enhanced accessibility
 - New *Smart Rider Lite* kneeling bus technology
 - Destination screen signs
 - Accessible bus stops



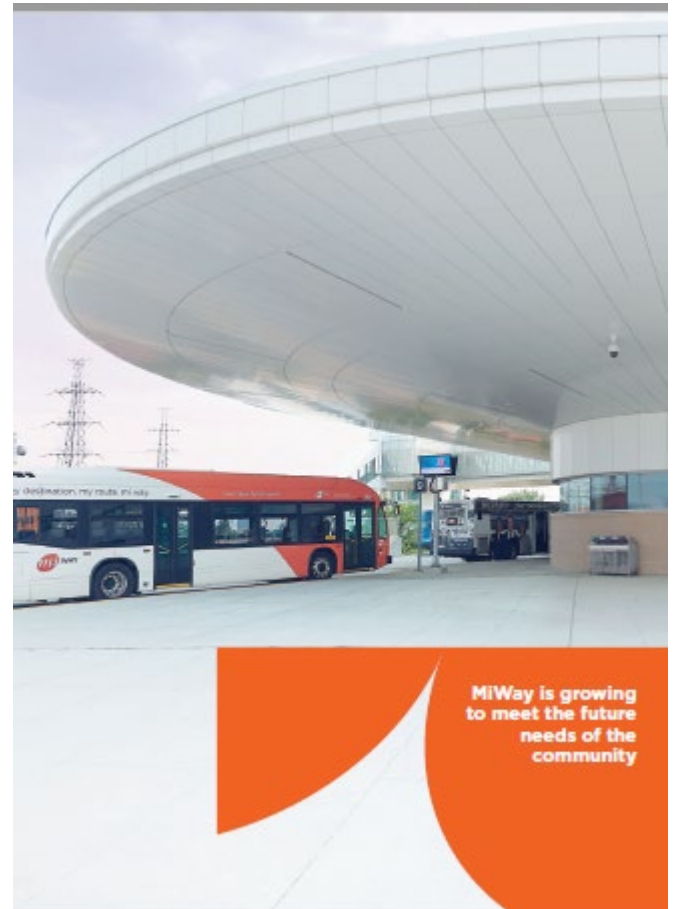
Climate Change Action Plan

- Reached milestone of more than 50% of the fleet is second-generation hybrid electric, largest single-bus delivery in Mississauga's history
- Reduced fuel consumption by 30% per year
- Electrified 50% of our support vehicles



The road ahead: 2024 and beyond^{6.1a}

- Developing a new MiWay strategic plan to transform Mississauga
- Creating a robust voice of the customer program
- Strengthening our team and workforce
- Designing a new service and infrastructure masterplan
- Building an integrated transit network
- Piloting alternative fuels



KPI Update

Key Performance Indicators	2023	2024 year-to-date
Ridership growth as annual boardings in millions	59	39.8
On-time performance (percentage of on-time buses)	64%	73%
Overcrowding and closed doors instances	11,663	5,845
Customer complaints	6,543	5,826
Lost-time injury frequency rate	12.94	9.99
Collisions per 100,000 kms	1.29	1.01
Revenue	\$95.5 million	\$70 million