





New Initiatives

MiWay joined the Hidden Disabilities Sunflower Program

- **Purpose of the program:** The program empowers MiWay customers with invisible disabilities to wear a Sunflower lanyard, which discreetly informs transit staff that they need more support, help, patience, or time.
- Importance of the program: In Mississauga, more than 201,000 people live with a disability and the Hidden Disabilities Sunflower program highlights that 80 per cent of these disabilities are not visible to others.













New Initiatives

MiWay Bus Fleet Colours – Goodbye Blue, Hello Orange

- MiWay has started to transition the fleet to orange making it easier for customers to identify and provides more fleet flexibility to respond to customer demand and simplify operations.
- As of 2024, MiWay's fleet consists of 94 blue buses and 55% of the blue fleet has been repainted orange and the project is expected to be completed by June 2025.

Bus Destination Signs

- MiWay underwent 3 phases of destination sign improvements in 2024
 - 1. Shortening express route names
 - 2. Improving route name configurations
 - 3. Improving colour accessibility









New Initiatives

Transitway Wayfinding Study

- MiWay is working with a consultant to update directional signage for Mississauga Transitway Stations including City Centre Transit Terminal (CCTT) near Square One and eight City-owned and operated Transitway stations, from Central Parkway to Orbitor Station.
- Scope: Review current signage, wayfinding master plan, and implementation plan. The study is expected to finish by March 2025, with details about implementation to follow.







On-Street Transit Infrastructure Improvements

Bus Stop Improvements

- In 2024, a total of 78 bus stops were improved for accessibility.
- Approximately 9% (277 of 3115) of stops are currently being reviewed for slope improvements to further enhance accessibility.
- Approximately 1.2% of stops (36 of the 3115) are inaccessible due to the absence of sidewalks or sidewalk connections.







On-Street Transit Infrastructure Improvements

Enhanced Shelters

In 2024, 17 enhanced shelters were installed.

Red Plastic Treatment Program

 In 2024, six locations were completed, including Laird and Vega Terminal, Clarkson GO Station, and various bus bays.













On-Street Transit Infrastructure Improvements

Bus Rapid Transit (BRT) Standard Shelter Design

• MiWay has established a standard BRT shelter design to achieve a consistent look and feel across the city.



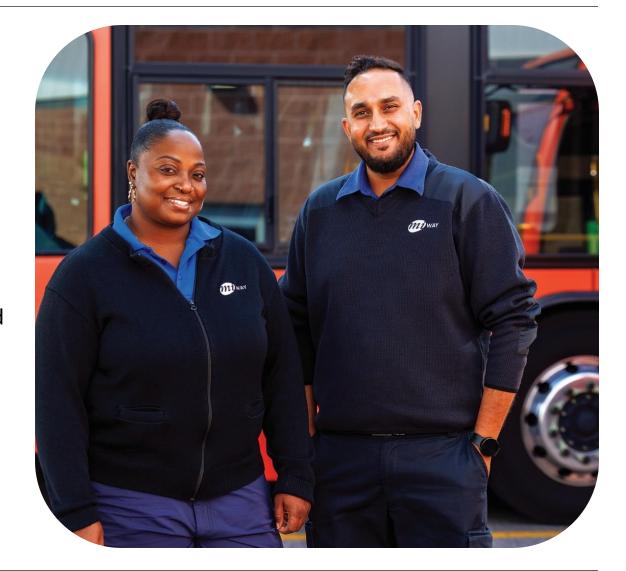




Training and Accessible Customer Service

Operator Training and Communication Improvements

- In 2024, MiWay conducted nine New Transit Operator Training Program classes and twelve Refresher Training Program classes.
- New to the training curriculum is supporting the Hidden Disabilities Sunflower Program.
- In 2024, the Transit Operator recruitment process included updated testing and interview questions to place a stronger emphasis on customer experience.







Training and Accessible Customer Service

Customer Service Staff Training and Accessible Service

- In 2024, the Customer Service Training program was updated to include:
 - Supporting the Hidden Disabilities Sunflower Program
 - Customer Centricity in Action training using the Care,
 Own, Do model to deliver enviable customer experiences
- Piloting MiWay Roaming Ambassador support at Kipling, Dixie Mall and Renforth stations which will help shape future inperson customer service support.
- Expanded in-person support at the City Centre Transit Terminal Information Booth hours to better support the needs of all customers.









Moving Accessibility Forward in 2025

MiWay is committed to continuous improvement and below are some of the key initiatives for 2025 to move us forward.

Improving the Bus Wheelchair Securement System

- In 2024, MiWay began exploring design alternatives to move beyond the traditional 3-point wheelchair securement system, aiming for solutions that offer a more efficient and independent travel experience for wheelchair passengers.
- MiWay is aiming to confirm a new wheelchair securement system to be implemented in late 2025.

On-Demand Transit Feasibility Study

- MiWay is working towards making transit services more accessible by exploring alternative options to conventional fixed routes.
- MiWay has retained the University of Toronto Transit Analytics Lab to undertake an on-demand transit feasibility study for Mississauga and a final report to be delivered in Spring/Summer 2025.





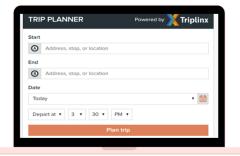
Moving Accessibility Forward in 2025

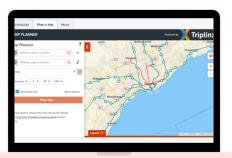
Improving the Digital Trip Planning Experience

- MiWay is enhancing the journey planning experience on MiWay.ca and working towards the replacement of TripLinx.
- A new trip planner will be released in 2025, providing a refreshed modern user interface fully compliant with accessibility standards.

Enhancing the Transit Operator Training Programs

- The Learning Centre has developed a new training course called Driving Behaviour Basics.
- Designed to remind Transit Operators involved in non-collision onboard incidents or those with patterns of concerning driving behavior about the importance of maintaining proper driving conduct.











Thank you!





