

2024 Annual Accessibility Report

December 2024



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Executive Summary

The City of Mississauga is committed to improving accessibility for people with disabilities. As part of this commitment, MiWay publishes an annual Accessibility Report that provides an update on the planning and implementation of activities undertaken by MiWay to make all its services, operations and facilities accessible. This annual report highlights what we have accomplished in 2024.

The goal of the AODA is to identify, prevent and remove barriers to make Ontario accessible by 2025. To meet this goal, the Act outlines accessibility requirements so people with disabilities can participate in all areas of daily life. The requirements are applied under five standards:

- Customer Service
- Information and Communications
- Employment
- Transportation
- Design of Public Spaces

There are 47 requirements under the Accessible Transportation Standard outlined in the AODA and MiWay is fully compliant with all identified requirements.

MiWay is committed to:

- The continuous improvement of accessible transit services;
- Working toward ensuring its facilities and premises are barrier free;
- Ensuring employment opportunities are barrier free;
- Implementing communication services and providing accessible information that respect the abilities of all customers, employees and the public at large.

Consistent with the requirements under the Integrated Accessibility Standards Regulation (IASR), MiWay's Annual Accessibility Report will be provided to the public for review during the City of Mississauga's Accessibility Advisory Committee (AAC) meeting on February 10, 2025.

A final copy of MiWay's Annual Accessibility Report will be posted on MiWay's website (www.miway.ca/accessibility) and will be available in alternate accessible formats, upon request.

1.0 MiWay's Service Profile

MiWay operates conventional, fixed route transit service within the boundaries of the City of Mississauga. Accessible service is provided along all regularly scheduled routes.

As part of the Greater Toronto Area, MiWay connects to commuter rail and regional bus service provided by GO Transit and integrates service with neighbouring municipalities. The system connects with Brampton Transit and Milton Transit to the north, Oakville Transit to the west, and the Toronto Transit Commission (TTC) to the east, with direct connections to the Islington and Kipling Subway Stations.



2.0 MiWay's Vision 2029 and Beyond: Transforming Mississauga

The people of MiWay have a dream for a city transformed by the power of transit as an economic, social and environmental catalyst. We have a pivotal role to play in this transformation, which informs our strategic decisions. The core of our strategy is the new way in which we will work with others to achieve our shared goals for the city we love.

Strategic Themes:



Levelling Up MiWay: We're strengthening the organization and our capacity to lead.

MiWay will strengthen its organization, improve leadership, and adopt innovative approaches to enhance operational effectiveness, such as exploring hydrogen buses and on-demand services.

Desired outcome: 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.

The goal is to make MiWay the preferred transit choice through an elevated customer experience, inspired employee culture, and deep community engagement.

Desired outcome: 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.

MiWay will focus on securing sustainable funding, building strategic partnerships, and updating its fleet to meet future demand, including zero-emission vehicles and integrated service infrastructure.

Desired outcome: 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.

Success Indicators:

MiWay's success will be measured by strong rider satisfaction, secure investment from stakeholders, community pride in transit, and a thriving, inclusive workforce.

By 2029, MiWay will be a transformative force in making Mississauga a connected, sustainable, and vibrant city.



3.0 Our Dream, Our Role and Our Promise

What result do we hope to achieve through all we do?

Our Dream: A City transformed by transit.

What is our role in realizing that outcome?

Our Role: MiWay leads the future of transit, delivering the best experience in the moment.

What will help us make the right choices at the most challenging moments, building on The City of Mississauga's values of Trust, Quality and Excellence?

Our Promise:

- There for each other with courage, authenticity, service, truthfulness, love and effectiveness
- There for customers as promised in our Customer Charter:

Safety first

- The safety of customers, employees and all those who come in contact with our transit service is important to MiWay. MiWay is focused on wanting everyone to feel safe and secure while riding the bus and sharing the road with other vehicles.

Reliable and on time

- MiWay is focused on providing a dependable transit service by being on time, minimizing delays and acting quickly when service disruptions or delays occur.

Excellent customer service

- MiWay is focused on making every experience a positive one. The team is committed to providing excellent customer service, treating everyone with courtesy and respect.

Keeping customers informed

- Whether it's communicating delays or providing customers with information to help them plan their journeys better. MiWay is focused on ensuring accurate, up-to-date service information is available online and with customer service representatives.

**Safety
First**



**Reliable
and on time**



**Excellent
Customer Service**



**Keeping you
informed**



4.0 Conventional Services - 2024 Service Profile

Types of Services	Conventional fixed route transit service. School Routes - Trips to and from local secondary schools within Mississauga to supplement conventional transit service.
Service Area	Primarily within the City of Mississauga boundaries, with service integration into neighbouring municipalities (Brampton, Toronto, Oakville, Milton).
Hours of Operations	Monday to Friday: 24 Hour Service Saturday: 24 Hour Service Sunday: 4:41 AM to 2:37 AM
Annual Passenger Boardings	58.4 Million
Annual Revenue Ridership	41.4 Million
Annual Revenue Service Hours	1.45 Million
Annual Vehicle Hours	1.55 Million
Annual Revenue Kilometres	28.0 Million
Number of Routes	63 Routes (as of Dec. 2024): <ul style="list-style-type: none"> • 7 Express Routes • 48 Regular Routes • 8 School Routes
Fleet Composition	493 accessible buses (as of Dec. 2024)



5.0 New Initiatives and Improvements

5.1 MiWay Joins the Hidden Disabilities Sunflower Program

In September 2024, MiWay joined the [Hidden Disabilities Sunflower program](#) and is the first municipal transit provider in Canada to become a member. This is a significant leap forward in supporting riders with invisible disabilities by improving the travel experience.



About the Hidden Disabilities Sunflower Program

The Hidden Disabilities Sunflower program is an internationally recognized symbol for persons with non-visible disabilities, launched in 2016 with Gatwick Airport in the United Kingdom. Since then, the global program has expanded across a broad range of sectors – ranging from retail, financial services, transport including more than 200 airports, travel and tourism, education, government, as well as healthcare, emergency service and entertainment. The program has grown in Canada to include Toronto Pearson Airport, Air Canada and Metrolinx. For more information about the Hidden Disabilities Sunflower program and MiWay, visit the MiWay website.

The Importance Behind the Program

In Mississauga, more than 201,000 people live with a disability. The Hidden Disabilities Sunflower program highlights that 80 per cent of these disabilities are not visible to others including Attention Deficient and Hyperactivity Disorder, autism, dementia, hearing loss, low vision, anxiety, and epilepsy. The program promotes a compassionate and patient approach to helping everyone who needs help.

How Does the Program Work?

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. The Sunflower image symbolizes happiness, positivity, strength, growth, and confidence.

MiWay has undertaken extensive training to ensure all staff can recognize and respond to customers participating in the program. MiWay employees recognize the Sunflower logo and show support by:

- Asking if you can help
- Being kind
- Not judging
- Having patience
- Listening closely
- Offering to kneel the bus and lower the ramp
- Showing respect
- Showing sensitivity

Sunflower program lanyards are available at the City Centre Transit Terminal Information Booth or via email request at miwayhelps@mississauga.ca.



5.2 MiWay Bus Fleet Colours - Goodbye Blue, Hello Orange

MiWay has started to transition the bus fleet to one colour which makes it easier for customers to identify MiWay buses at shared stops and provide consistency. As we continue to grow, we'll have greater fleet flexibility to respond to changes in customer demand and operational circumstances across the transit network. MiWay has started to phase out the blue buses in our fleet while expanding the number of new, orange hybrid-electric buses that provide daily service.

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.



5.3 Bus Destination Signs

MiWay underwent 3 phases of destination sign improvements in 2024 to further enhance accessibility and the customer experience.



Phase 1: Express Routes

MiWay has made it easier for customers to identify express routes by adding EXPRESS first, abbreviating the word “EXPRESS” to “EXP” in the route name with an increased font size and decreased the size of the direction letter. The use of “via” to locations will continue when the location is not serviced regularly on all trips.

Old Format



Improved Format



Phase 2: Route Name Configurations

MiWay has improved the sign readability for our customers by shortening route names to display less text, removing hyphens and using smaller direction letters at the front and rear signs for improved readability.

Old Format



Improved Format



Phase 3: Accessible Colours

MiWay has improved the screens on the front and rear of new buses to make it easier for customers to read the destination and route number from a distance. In the summer of 2024, the destination signs on newer MiWay buses started to display route information in white-coloured text, replacing the standard, amber-coloured text, making the words easier for customers to see. This change was implemented across all 75 buses in the 2023 fleet, as well as the 82 new 2024 40-foot buses arriving from late August through March 2025, as the older buses are gradually phased out. Buses older than 2023 will continue to display route information in standard, amber-colored text, as they lack the latest destination sign technology.

Old Format



Improved Format



5.4 Transitway Wayfinding Study

In 2024, MiWay retained a consultant to conduct a study to improve wayfinding at the nine MiWay operated Transitway Stations, including City Centre Transit Terminal. The study aims to enhance the customer experience at the stations through the design and implementation of a uniform and purposeful family of sign fixtures. The study includes a current state assessment to identify wayfinding gaps and opportunities, transit agency best practices, wayfinding masterplan complete with design guidelines and sign typologies, and an implementation plan.

The wayfinding strategy developed from this study will place a strong emphasis on addressing accessibility needs and will adhere to the Accessibility for Ontarians with Disabilities Act (AODA) guidelines and the City of Mississauga's Facility Accessibility Design Standards (FADS). The study is still ongoing until the end of 2024 and implementation is planned for 2025. Findings from the study has been shared with the Transit Advisory Committee (TAC) for awareness and feedback.



6.0 Ongoing Transit Infrastructure Improvements

A fundamental aspect of the expansion of accessible conventional services within Mississauga's existing transit system is the ongoing upgrade of stop locations and infrastructure such as shelters, bus pads and sidewalk connections. A bus stop is considered to be accessible only if there is a flat hard surface for passengers to board and alight (passenger landing pad) at the stop which connects to the existing sidewalk network. To further improve access to transit services and meet MiWay's updated standards, concrete landing pad extensions have been installed. Extending the concrete pad ensures passengers can safely exit from the rear door of the buses without stepping down into mud or grass.

MiWay reviews existing transit infrastructure to determine where additional improvements could be introduced within the network to enhance accessibility and improve the overall customer experience. A key focus has been reviewing all existing transit stop infrastructure (concrete landing pads) to ensure that the existing slope of the concrete pad meets the City of Mississauga's Facility Accessibility Design Standards. MiWay plays a key role in identifying locations for improvements.

To ensure that throwaway costs are minimized and to capitalize on other planned projects within the City, MiWay continues to implement on-street stop improvements (e.g., stop relocation, stop consolidation, addition of stop infrastructure) through on-going City and Regional Road Projects, as well as Development Applications and other construction projects.

6.1 Bus Stop Improvements

In 2024, a total of 78 stops were improved:

- 25 bus stop locations were improved through the Works Operations and Maintenance Team (WOM) and MiWay's contractor as part of MiWay's annual landing pad program.
- 21 bus stop locations were improved as part of MiWay's annual standard shelter program.
- 32 stops were improved as part of other programs: 18 stops as part of the cycle track/bike lanes program, and 14 stops as part of the City Integrated Road projects.

To further improve accessibility at bus stops, as part of MiWay's bus stop inventory data collection program, staff collected slope measurements for pedestrian landing pads to ensure stops meet accessibility requirements with respect to running and cross slopes. For stop locations with challenging existing conditions for slope improvements, MiWay has consulted with the City's Accessibility Specialists to develop a new stop configuration to ensure stops meet slope requirements. By introducing a ramp with an accessible slope, the new stop configuration provides an accessible connection from the customer landing area to the adjacent sidewalks and properties.



Figure 1: New customer landing pad and transit shelter pad at bus stop#2362 Morning Star Dr. at Netherwood Rd.



Figure 2: Landing pad with ramp connection at bus stop#0527 The Collegeway at Ridgeway Dr. that meets the slope requirements.

As of November 2024, there are a total of 3115 active MiWay bus stops. With the improvements noted above, approximately 9% (277 of 3115) of stops serviced by MiWay are currently being reviewed for slope improvements. Approximately 1.2% of stops (36 of the 3115) are inaccessible due to the absence of sidewalks or sidewalk connections. MiWay will continue to collaborate with Active Transportation, Capital Works and WOM to address and upgrade the inaccessible stops where feasible.

6.2 Accessibility During Construction Projects

To enhance accessibility for our customers during construction, MiWay reviews construction management plans and coordinates with the contractors to minimize disruptions to transit stops. When feasible, temporary wooden platforms or temporary stop pads are installed using asphalt or rubber mats to provide accessible conditions during the construction. MiWay also coordinates with other transit agencies to improve stops within other jurisdictions which includes stop consolidations and/or new infrastructure.

6.3 Transit and Active Transportation Infrastructure: Tactile Plates

MiWay updated the transit standard drawings for various stop configurations as part of the MiWay Infrastructure Growth Plan. The update included the development of standards that integrated active transportation infrastructure (e.g., bike lanes, cycle tracks and multi-use trails) with stop infrastructure (e.g., pedestrian landing pads and shelters).

Due to changing standards and best practices, MiWay is currently working with a consultant to update MiWay's integrated standard drawings to include tactile walking indicators for cycle tracks and multi-use trails. MiWay has sought input from Active Transportation and the Accessibility Committee to inform the updates to MiWay's standard drawings. The updated standard drawings will be circulated and applied to future projects in Mississauga.

Two configurations were developed for each integrated standard, a preferred and a constrained version, whereby the applicable standard would be dependent on the available right-of-way. For the constrained version of the standard drawing for integration with cycle tracks and multi-use trails, the 15m by 2m concrete pedestrian landing pad is incorporated into the mixing zone (cycle track or multi-use trail). With the consultation from both the Accessibility Group and Active Transportation Team, MiWay also included 'cyclists yield to pedestrians' signs and shark's teeth markings in the standard drawings to increase awareness between the various users of the mixing zone.

To increase awareness between the various users of the mixing zone, MiWay proposed the installation of a detectable warning surface (i.e., tactile plates) to delineate the mixing zone. The tactile plates would provide warning to transit riders alighting from the buses and boarding from sidewalks that they are entering an area of potential cyclist presence. In addition, MiWay also proposed the installation of a tactile directional indicator (i.e., grooved concrete lines) to better guide transit riders passing the mixing zone. The preferred layout of the tactile plates with respect to the mixing zone is shown in the Mixing Zone - Preferred Configuration below.

Mixing Zone - Preferred Configuration



Figure 3: Mixing Zone - Preferred configuration example at Rathburn Rd. and Rockwood Rd.

Mixing Zone - Constrained

In circumstances when there are limitations with the available right-of-way and the preferred layout for the tactile plates cannot be accommodated, a constrained version was also developed. The constrained version was developed in consultation with the Accessibility Group with the understanding that the tactile plates could be placed on the mixing zone within the 15m by 2m concrete area to notify alighting customers from buses.



Figure 4: Bus stop#2155 Tomken Rd. at Timberlea Blvd. is located at a multi-use trail.

6.4 Sidewalk Program

MiWay aims to create an accessible system that ensures all stops within the City of Mississauga boundary, to the extent possible, will be accessible. All current sidewalk improvements and installations have been prioritized to provide connections to MiWay stops and services.

The programming of sidewalks is led by the City of Mississauga's Active Transportation Office in the Transportation & Infrastructure Planning Division, with input from MiWay's Service Development team. The timing of this work is subject to the priority schedules set by the Infrastructure Planning and Engineering division, budget availability and City of Mississauga Council approval. As progress is made, and sidewalks are constructed to improve pedestrian linkages, MiWay will continue to install the necessary infrastructure to improve accessibility throughout our system.

As noted above, approximately 1.2% of stops (36 of the 3115) are inaccessible due to the absence of sidewalks or sidewalk connections. MiWay will continue to collaborate with Active Transportation to include transit improvements in the City's annual sidewalk program where possible and address other locations through MiWay's annual landing pad program.



6.5 Red Plastic Treatment Program

As Mississauga continues to develop into a multi-modal city with an emphasis on transit-oriented development, it is important to designate bus only on-street infrastructure to mitigate impacts to bus operations. MiWay has an annual Red Plastic Treatment Program where a red surface treatment is applied to bus bays, bus-only lanes and terminal/station egresses to prevent other vehicles from using the infrastructure and impeding bus operations. By designating the bus only infrastructure with the red plastic treatment, these areas are more visible, enhancing safety for both operators and customers. In 2024, six locations were completed, including Laird and Vega Terminal, Clarkson GO Station, and various bus bays.



Figure 5: Laird and Vega Transit Terminal with the red surface treatment application.

6.6 Higher Order Transit Projects

MiWay has continued to advocate for accessible temporary and ultimate infrastructure on higher order transit projects which impact our services. In 2024, this has included provisions in the Dundas and Lakeshore BRT Request for Proposals (RFP) as well as the Project Specific Output Specifications (PSOS) for the Eglinton Crosstown West Extension (ECWE) that will impact the Renforth Transitway Station.

Examples of this include requirements to maintain convenient, safe, and accessible temporary transit stops within the project area for the duration of construction that are hard surfaced, barrier free, and supported with customer facing notices.

MiWay strives to achieve full AODA mobility access in the ultimate condition for these projects when employing our standards and requirement as it prioritizes pedestrian connectivity to/ from stops, tactile surfaces in addition to other important considerations.

6.6.1 Hurontario LRT Temporary Transit Infrastructure

With ongoing construction for the Hurontario LRT (HuLRT) project, the entire corridor is affected by work within boulevards and roads, including lane reductions/shifting, and other disruptions. To minimize the construction impact to transit service/infrastructure and customers, MiWay proactively and successfully implemented temporary transit infrastructure to ensure access to transit service is maintained.

Where existing accessible transit stops were disrupted due to construction along boulevard areas, temporary pads/connections were requested and installed to maintain accessibility. This solution has been particularly beneficial at major intersections where significant transfers occur. Where construction impacts have included lane reductions and/or lane shifting, preventing transit vehicles from servicing transit stops along the boulevard, temporary pedestrian landing pad platforms and connections have been implemented during the HuLRT heavy civil construction.

The result of successful internal design collaboration has yielded plans that accommodate pedestrians between existing and temporary stops using a series of protected walkways and ramps at transition points such as curbs. These walkways/ramps connect to temporary transit platforms that have been safely positioned so that transit vehicles can service an accessible hard surface and allow for the safe boarding/alighting customers. This concept has been in use along the entire Hurontario Street corridor within the City of Mississauga from Park Street East to Top Flight Drive/Derrycrest Drive.



Figure 6: Temporary pedestrian landing pad platform.

Hurontario LRT construction continues to significantly impact transit operations at the City Centre Transit Terminal throughout 2024. These impacts previously led to multiple bus bay and terminal closures. During these phases, temporary landing pad platforms and walkways/ramps were installed to ensure accessible transit service was maintained.



Figure 7: Temporary pedestrian walkways and ramps.

6.7 Enhanced Shelter Program

As part of the Investing in Canada Infrastructure Program (ICIP), MiWay received funding for the implementation of enhanced shelters along major corridors with existing or future express routing. These enhanced shelters are larger than the existing on-street standard shelter, featuring enclosed heated areas, wave sensors and digital displays providing real-time schedule information. The size of the on-street enhanced shelters would be dependent on available property with the length of the shelters ranging between 8m, 12m and 16m. To ensure the provision of barrier free amenities at MiWay's on-street stops, the enhanced shelters were designed to be in compliance with AODA requirements and the City's accessibility guidelines for clear space, reach requirements and viewing heights. In 2024, 17 enhanced shelters were installed.



Figure 8: Enhanced bus shelter located at Erin Mills at Leanne Blvd.

6.8 Digital Screens for Enhanced Shelters and Terminals

MiWay piloted the hardware and software for two types of digital screens – a 13-inch E-Ink version and a 10-inch reflective LCD version that displays real-time next bus information in an accessible format. The pilot has concluded and has yielded lessons learned that were used to inform the development of a 2024 Request for Proposal (RFP) to procure a transit digital signage solution.



Figure 9: 13-inch E-Ink model that displays information in black and white with high contrast.



Figure 10: 10-inch reflective, solar powered, LCD model, displays in colour and option to display a high-contrast version with larger text.

The RFP procurement will initially provide for design and installation of transit digital signage for the Hurontario (Hazel McCallion) Light Rail Transit, media player replacement for transit terminals and a cloud-based content management system for display of transit real-time service messaging. Additionally, the procurement will secure a supplier of record for future design and installation of future transit digital signage and terminals and enhanced bus shelters.

The procurement process is underway with an anticipated award in January 2025.

6.9 BRT Standard Shelter Design

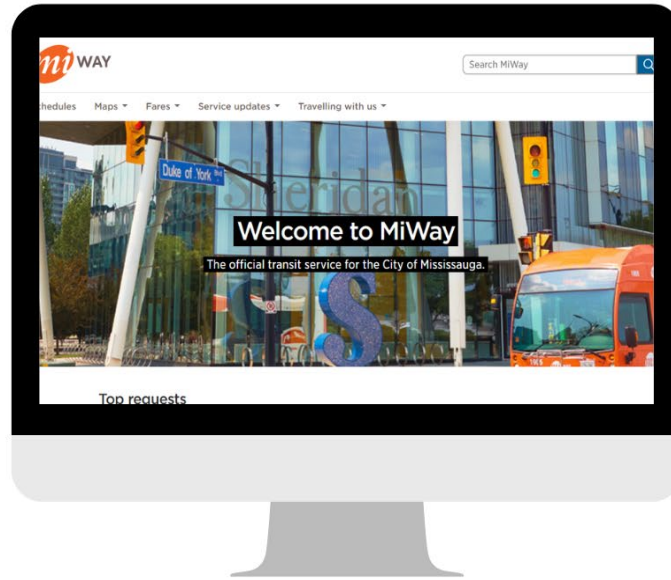
With the upcoming Bus Rapid Transit (BRT) projects, MiWay has established a standard BRT shelter design to achieve a consistent look and feel across the city. This standard design will be adopted and further refined based on project needs. As a part of this process, MiWay compiled the applicable accessibility requirements through close engagement with the City's Accessibility Specialist from the Facilities Planning and Accessibility team. Measures include but are not limited to ramps, railings, tactile warning strips, and spatial provisions.



7.0 Information & Communication

7.1 Accessible Web Content and Print Material

Our goal is to be fully compliant with the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines version 2.0 level AA.



Ongoing compliance activities include:

- Adherence to the City's new design principles which integrates accessibility;
- Adherence to the City's consistent design language in which the POUR (Perceivable, Operable, Understandable, Robust) accessibility principles are applied to make our design language and code more inclusive to users of all abilities;
- Web content is written with a customer lens, plain language and optimized for accessibility to make it easier for screen readers;
- Updates to brand guidelines to ensure digital design colours and fonts utilized adhere to WCAG 2.0 AA standards and future versions of WCAG;
- Review of MiWay's Accessible Services webpage at miway.ca/accessibility. Information pertaining to accessible services, policies and procedures is available online for all customers;
- Develop website content that is accessible to web users. Regular website reports are reviewed to identify and resolve any potential issues (e.g. ALT tags, heading structure, etc.);
- Provide web descriptions for screen readers such as image ALT tags and web link title attributions;
- Add ALT tags to images used on MiWay's social media channels (X, Instagram, LinkedIn and Facebook);

- Review print material produced to ensure font type, colour sizes, spacing, line height and contrast are accessible.

Moreover, to further enhance the MiWay.ca website experience, customers can use the Google Translate feature on MiWay's webpage to view the information in multiple languages.

7.2 Images for Web Content and Print Material

In 2024, MiWay partnered with members of the Accessibility Advisory Committee (AAC) to conduct a photoshoot to ensure MiWay content is reflective of all customers. These photos will be used in web and print content.



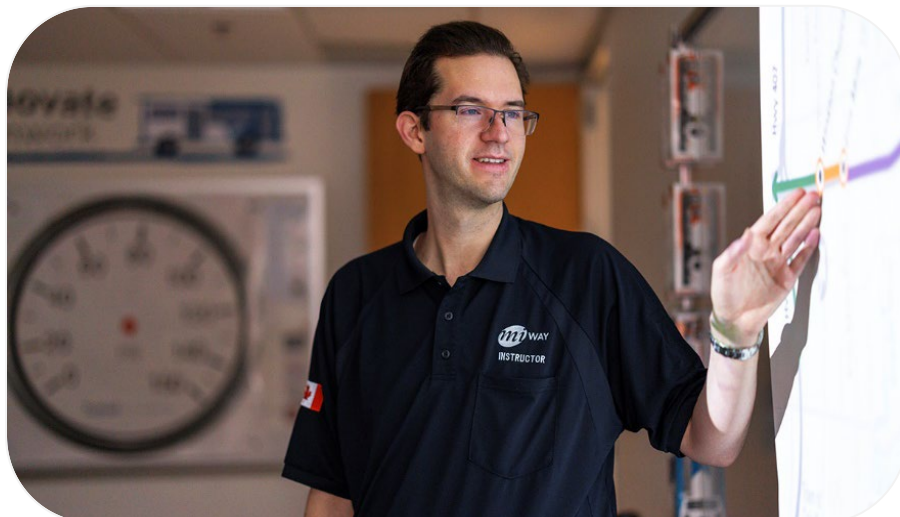
8.0 Training and Accessible Customer Service

8.1 Operator Training and Communication Improvements

In 2024, the MiWay Learning Centre conducted a total of nine *New Transit Operator Training Program* classes for new recruitments and twelve *Refresher Training Program* classes for existing Transit Operators. Accessible customer service continues to be an important module covered in both programs and topics include:

- Overview of MiWay’s accessibility policies and procedures;
- The role of the Transit Operator in providing accessible customer service;
- The significance of visible and non-visible disabilities;
- Roleplaying and on-street simulations including the technical functionalities of kneeling the bus and deploying the accessibility ramp;
- Completion of the City of Mississauga’s mandatory eLearning module “Accessibility for Ontarians with Disabilities”;
- Participation in discussions about potential barriers in transit, tips for communication with passengers with various disabilities and how best to provide service and experience to all passengers.

An update was made to these training programs in 2024 with the introduction of the Hidden Disabilities Sunflower Program. The modules now raise awareness of the program by covering its purpose, how to identify the sunflower logo, and outlining how Transit Operators can provide assistance.



8.1.1 Transit Operator Recruitment

The Learning Centre conducted three recruitment fairs for new Transit Operators in 2024. The testing and interview questions were updated to reflect current needs, with a continued emphasis on customer service, including accessible customer service. The process is focused on assessing candidates' experience and attitudes toward assisting and supporting passengers with diverse abilities.



8.2 Customer Service Staff Training and Accessible Service

Accessible customer service is an integral part of the Customer Service Training Program and how we deliver service. The new and refresher training courses include an e-learning component, “Accessibility for Ontarians with Disabilities” and a classroom discussion focused on dignity, respect, and available support for the customer and the employee.

New topics to the 2024 training curriculum include:

- Customer Centricity in Action training using the Care, Own, Do model to deliver enviable customer experiences. Embracing this concept, Customer Service staff are trained to look beyond the customer’s obvious needs, own their impact and take action to contribute to the customer experience.
- The awareness of hidden disabilities and offering support to smooth the way for accessing transit services.
- Supporting the Hidden Disabilities Sunflower Program and offering customers support.



Our Customer Service team is trained to use tools to improve and enhance communications and support such as:

- Speaking in plain language;
- Writing instructions and key words on paper;
- Providing simple diagrams to help direct customers in their travels;
- Applying the City’s BRAVO customer service model (Be Welcoming, Receive the Need, Address the Need, Voice Actions and Next Steps and Offer your Appreciation) and the Care, Own, Do model;
- Working collaboratively with Route Supervisors, Operators and Transit Enforcement Officers to assist customers in boarding the right bus;
- When requested, they may also escort customers to their bus stop should they need assistance with wayfinding.

8.3 Improving Customer Service Delivery

MiWay completed an independent review of the Customer Service Program. This included a current state review using research and benchmarking best practices, customer surveys and focus group sessions to gain a better understanding of all our customers' user experience including those with accessible needs.

Recommendations implemented in 2024 include:

- Changes to the customer service governance and operating model;
- Deployment of workforce management technology to support customer service activities and scheduling;
- Development of a voice of the customer (VoC) program and information sharing;
- Employee development and cross-functional service level agreements.

8.3.1 Customer Service In-Person Support

In 2024, through the launch of MiVoice, we heard from customers where they would benefit most from in-person MiWay Ambassador support. Based upon customer feedback, we started to pilot MiWay Roaming Ambassador support at Kipling, Dixie Mall and Renforth stations which will help shape future in-person customer service support.



In 2024, the customer service hours at the City Centre Transit Terminal Information Booth were expanded to better meet the needs of all customers.

Weekdays: 8 a.m. to 7 p.m.

Weekends: 9:30 a.m. to 5 p.m.

Holidays: Closed (except on Boxing Day) from 9:30 a.m. to 5 p.m.



8.4 Customer Feedback

MiWay is committed to delivering on our customer charter commitments and continuous improvements to make transit more accessible. We value customer feedback and by actively listening to our customers, we are making meaningful changes. One key way we gather input is through our semi-annual Customer Satisfaction (CSAT) surveys with a focus on our performance of our customer charter commitments while also inviting feedback for further improvements, helping us make transit services more accessible for everyone.

In addition to our CSAT surveys, MiWay has revitalized our voice of the customer (VoC) program, [MiVoice](#) in 2024. MiWay shares projects and initiatives with the community to gather feedback and input to help shape the future of transit services.

9.0 Moving Accessibility Forward in 2025

MiWay has made great strides in achieving its goal of being an accessible transit service for all customers. MiWay is committed to continuous improvement and below are some of the key initiatives for 2025 to move us forward.

9.1 Improving the Bus Wheelchair Securement System

MiWay continues to make improvements to its fleet to ensure accessible service is provided to all customers. 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. The potential option that we are considering is called the Q'Straint Quantum which conforms to the ISO 10865 standard. This is a rearward facing system that deploys an arm to lock the wheelchair in place which allows passengers to independently secure their wheelchair in less than 25 seconds with the push of a button without any assistance from an operator. This greatly enhances the travel experience for mobility passengers by providing independence and a faster onboarding.

All potential alternatives are currently being explored and a decision on a specific system has not yet been made. MiWay is aiming to confirm a new wheelchair securement system to be implemented in late 2025.

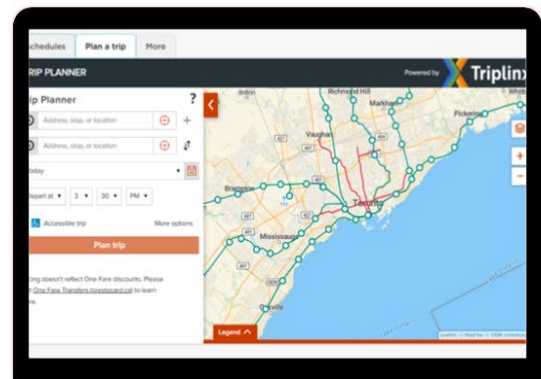
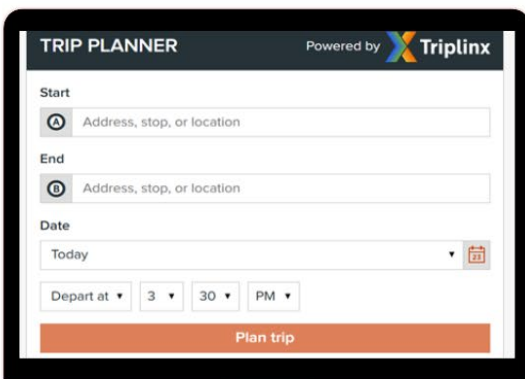
9.2 On-Demand Transit Feasibility Study

MiWay is working towards making transit services more accessible by exploring alternative options to conventional fixed routes. These options will provide service to underserved areas where existing service may be infrequent or not currently provided for various reasons (lower density, new community, roadway considerations, etc.).

MiWay has retained the University of Toronto – Transit Analytics Lab to undertake an on-demand transit feasibility study for Mississauga. A comprehensive final report will be delivered in the Spring/Summer 2025 which will provide an assessment of adopting an on-demand transit model within the MiWay network. The report will serve as a review of an end-to-end service delivery model that includes integrated trip planning and fare payment, accessible service delivery, infrastructure/capital requirements, and integration with other transit services (neighbouring transit agencies and Metrolinx/GO Transit) within Mississauga.

9.3 Improving the Digital Trip Planning Experience

MiWay is improving the journey planning experience on MiWay.ca and working towards the replacement of TripLinx. Metrolinx is leading the trip planner replacement project, and a Request for Proposal (RFP) was issued in early 2024. The TripLinx platform will be phased out in starting in early 2025. However, timelines are not yet confirmed, and more details will be released on MiWay.ca once the procurement process is complete. The new trip planner will provide a refreshed modern user interface fully compliant with accessibility standards and offer many of the existing TripLinx features with an opportunity to incorporate enhancements to deliver a seamless journey planning experience for all customers.



9.4 Enhancing the Transit Operator Training Programs

The Learning Centre has developed a new training course called *Driving Behaviour Basics* which will be launching soon. This course is 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. A section of this program includes a focus on accessibility including when to kneel the bus and when to deploy the ramp, helping facilitate the safe boarding and alighting of passengers with accessibility needs, ensuring passengers are safe and secure before departing, and the importance of adjusting your driving when passengers are sitting in the priority seating section.

10.0 Consultation of the Report

In the preparation of this plan, MiWay has conducted the following consultation activities:

- Consultation with the MiWay Transit Management Team;
- Consultation with the City of Mississauga's Accessibility Advisory Committee (AAC) to ensure input is received from all members;
- Consultation with the residents of the City of Mississauga to ensure input is received from the general community (public meeting/AAC meeting held on February 10, 2025.)

11.0 Plan Approval & Communication Strategy

Upon MiWay's Transit Management Team review and approval of the 2024 Accessibility Report, the required communication of the plan will include:

- Release of the approved report to the City of Mississauga's Accessibility Advisory Committee;
- Inclusion of the approved report in the City of Mississauga's 2024 Annual Report of the Multi-Year Accessibility Plan;
- Inclusion of the approved report on [MiWay's website](#).



12.0 More Information

Questions or comments about MiWay's Accessibility Plan or general inquiries on our accessible services are always welcome. Contact our Customer Service representatives for more information.

By Phone:

Contact us at 905-615-4636 (INFO):

Weekdays:	7:00 am to 7:00 pm
Weekend and holidays	9:30 am to 5:00 pm
E-mail:	miwayhelps@mississauga.ca
Online Form:	Online Feedback Form

In-Person:

Visit us at the Information booth at the City Centre Transit Terminal, located at 200 Rathburn Road West.

Weekdays:	8:00 am to 7:00 pm
Weekends and Boxing Day:	9:30 am to 5:00 pm
Holidays:	Closed

MiWay Roaming Ambassadors provide in-person assistance at City Centre Transit Terminal, and deployed to assist with service changes and disruptions on buses and routes on weekdays and Saturdays, as staffing allows as we grow the program.

MiWay - Website: [MiWay Website](#)

MiWay - Mailing Address: 3484 Semenyk Court
Mississauga, Ontario L5C 4R1

Follow us on Social Media:

Follow us on Twitter: @MiWayHelps

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If you require this document in an alternate format, please contact MiWay at miwayhelps@mississauga.ca or call (905) 615-4636 (INFO)

