



CAMA Awards 2011

City of Mississauga, ON
2011 Willis Award for Innovation, Certificate of Merit
(Population over 100,000)
MiWay Mobile Site: Transit Schedules for Mobile Devices

A mobile-device-friendly website means that customers of MiWay – the new Mississauga Transit – can easily access bus schedules anytime and anywhere using their smart phones.

The City of Mississauga launched its innovative MiWay Mobile Site on October 1, 2010. The Mobile Site enables customers with a smart phone or any other mobile device to conveniently access transit schedules for any bus stop in Mississauga, whether it is the next three departure times or the full schedule for any day of the week.

Features and benefits for the site mean there is no need for printed schedules. Customers can simply enter any four-digit bus stop number into the Mobile Site to view the next three bus departure times at that bus stop, for a particular bus route.

When a bus route is selected, a customer can view all the bus stops along that route. Service alerts that may affect a customer's travel plan, i.e., detours due to road work, are included with a selected bus schedule when the alert affects the schedule.

Enabling transit riders to view bus schedules on their smart phones while they are "on the go" is a key customer service innovation and supports the municipality's goal to develop a transit-oriented city. Since its launch the site continues to grow in popularity. It received a total of 300,868 page views and 58,231 visits from 10,481 unique users in April 2011, up more than 30 per cent since January.