

Appendix D: Mississauga Transit Marketing Strategy

Mississauga Transit Marketing Strategy

*information from 2001
TTS*

March 5, 2003

Agenda

- general transit mode split (TMS)
trends (1996 - 2001)**
- MT rider characteristics and
trends**
- MT specific market segments**

General TMS trends (1996 - 2001)

- overall TMS to/from Mississauga**
- external market to/from Mississauga
(local transit)**
- market within Mississauga (local
transit)**

Mode choice for trips from Mississauga (am peak period all purposes)

<i>primary modes</i>	1996 TTS	mode split	2001 TTS	mode split	change	change %
auto driver	167,258	62.66%	201,650	63.13%	34,392	21%
auto passenger	36,149	13.54%	42,581	13.33%	6,432	18%
local transit	18,613	6.97%	21,533	6.74%	2,920	16%
GO	10,587	3.97%	13,469	4.22%	2,882	27%
others	34,317	12.86%	40,204	12.59%	5,887	17%
total	266,924	100.00%	319,437	100.00%	52,513	20%

Mode choice for trips to Mississauga (am peak period all purposes)

<i>primary modes</i>	1996 TTS	mode split	2001 TTS	mode split	change	change %
auto driver	184,677	68.76%	237,421	69.85%	52,744	29%
auto passenger	36,166	13.46%	44,486	13.09%	8,320	23%
local transit	13,280	4.94%	17,003	5.00%	3,723	28%
GO	246	0.09%	268	0.08%	22	9%
others	34,231	12.74%	40,700	11.97%	6,469	19%
total	268,600	100.00%	339,878	100.00%	71,278	27%

Local transit trips from Mississauga (am peak period all purposes)				
<i>destinations</i>	1996 TTS	2001 TTS	change	change %
Mississauga	9,442	12,274	2,832	30%
Brampton	393	810	417	106%
Caledon	23	0	-23	-100%
Toronto	8,265	8,025	-240	-3%
Durham	23	0	-23	-100%
York	190	150	-40	-21%
Halton	284	289	5	2%
Hamilton	36	0	-36	-100%
External	0	41	41	n/a
total	18,656	21,589	2,933	16%

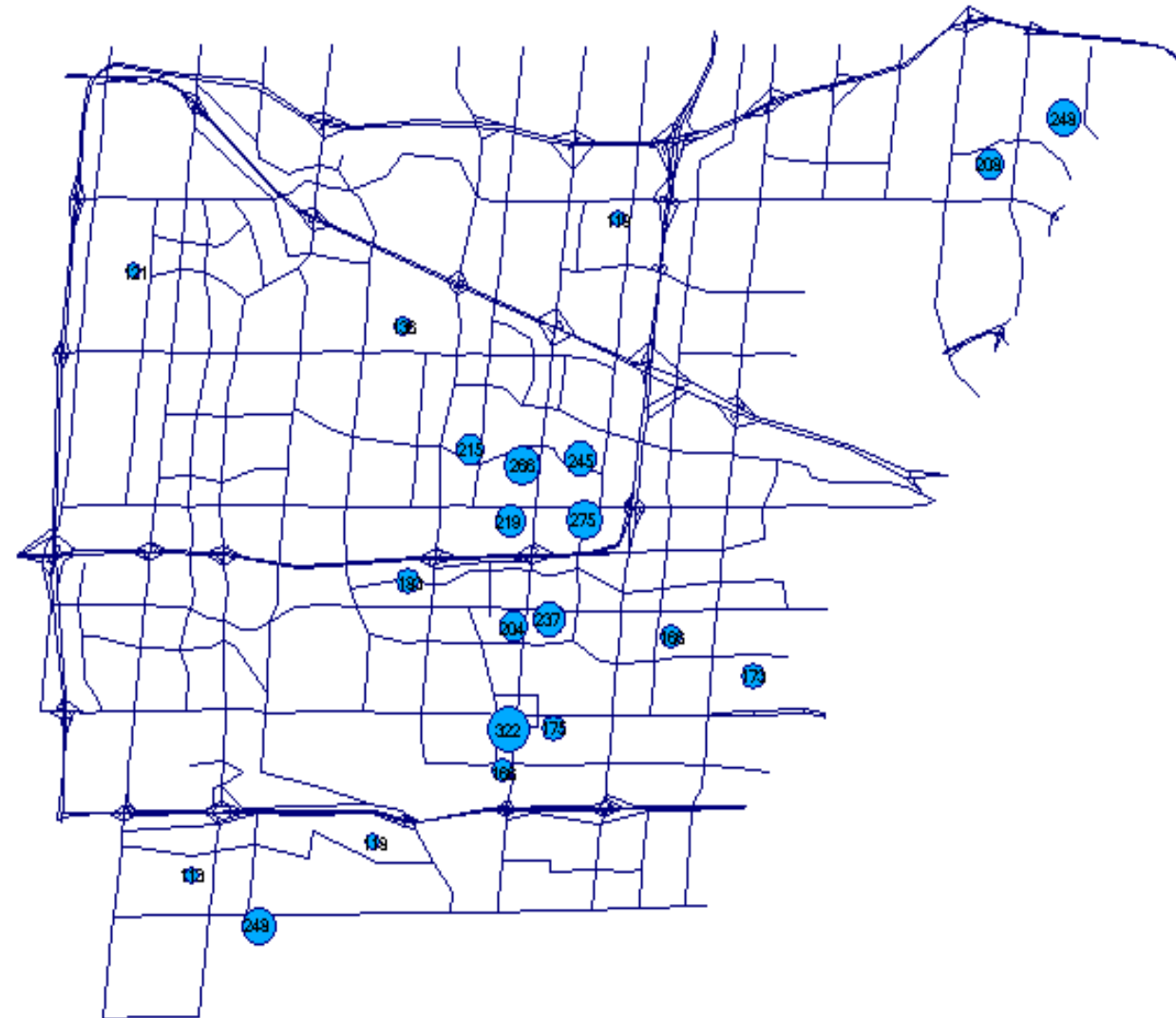
Local transit trips to Mississauga (am peak period all purposes)

<i>origins</i>	1996 TTS	2001 TTS	change	change %
Mississauga	9,442	12,274	2,832	30%
Brampton	650	1,397	747	115%
Toronto	3,052	3,118	66	2%
Halton	142	123	-19	-13%
Others	56	111	55	98%
total	13,342	17,023	3,681	28%

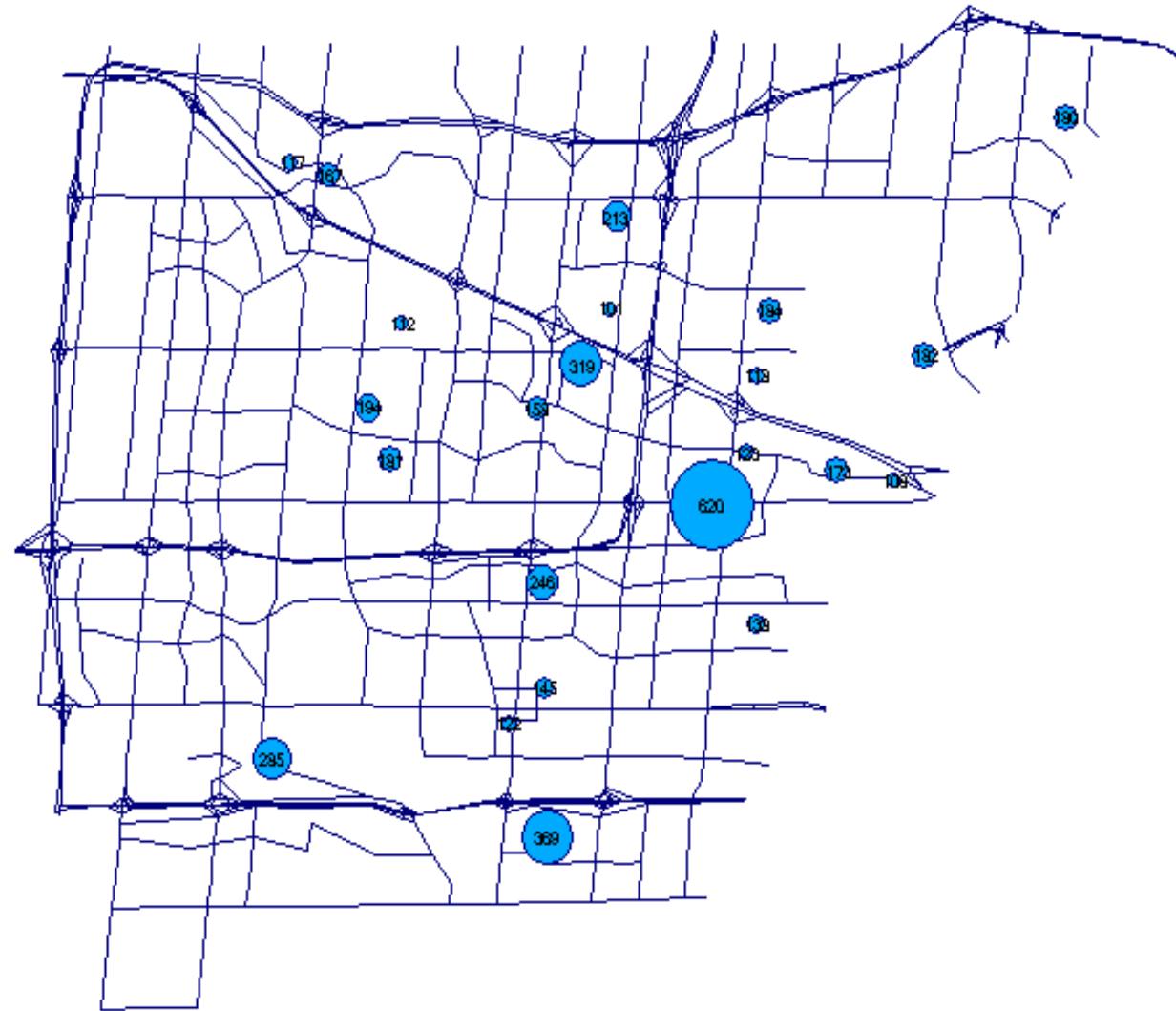
The 130 traffic zones in Mississauga



**Traffic zones with increase in local transit generation in a.m. peak period
(increase > 100 local transit trips)**



**Traffic zones with increase in local transit attraction in a.m. peak period
(increase > 100 local transit trips)**



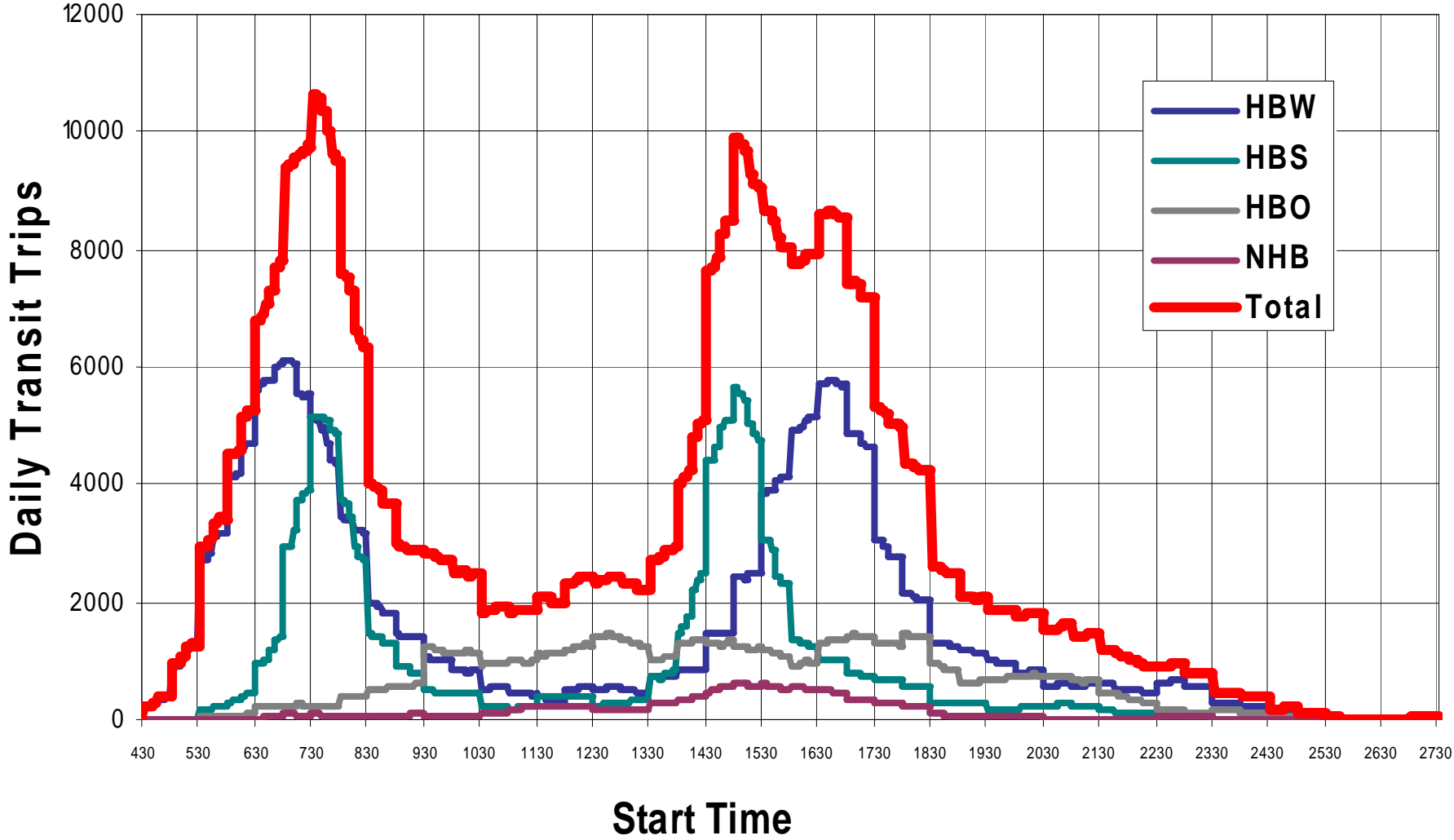
MT rider characteristics and trends

- 2001 MT riders by time period and trip purposes**
- change in trip purposes**
- change by time period**
- change in work trips by time period**

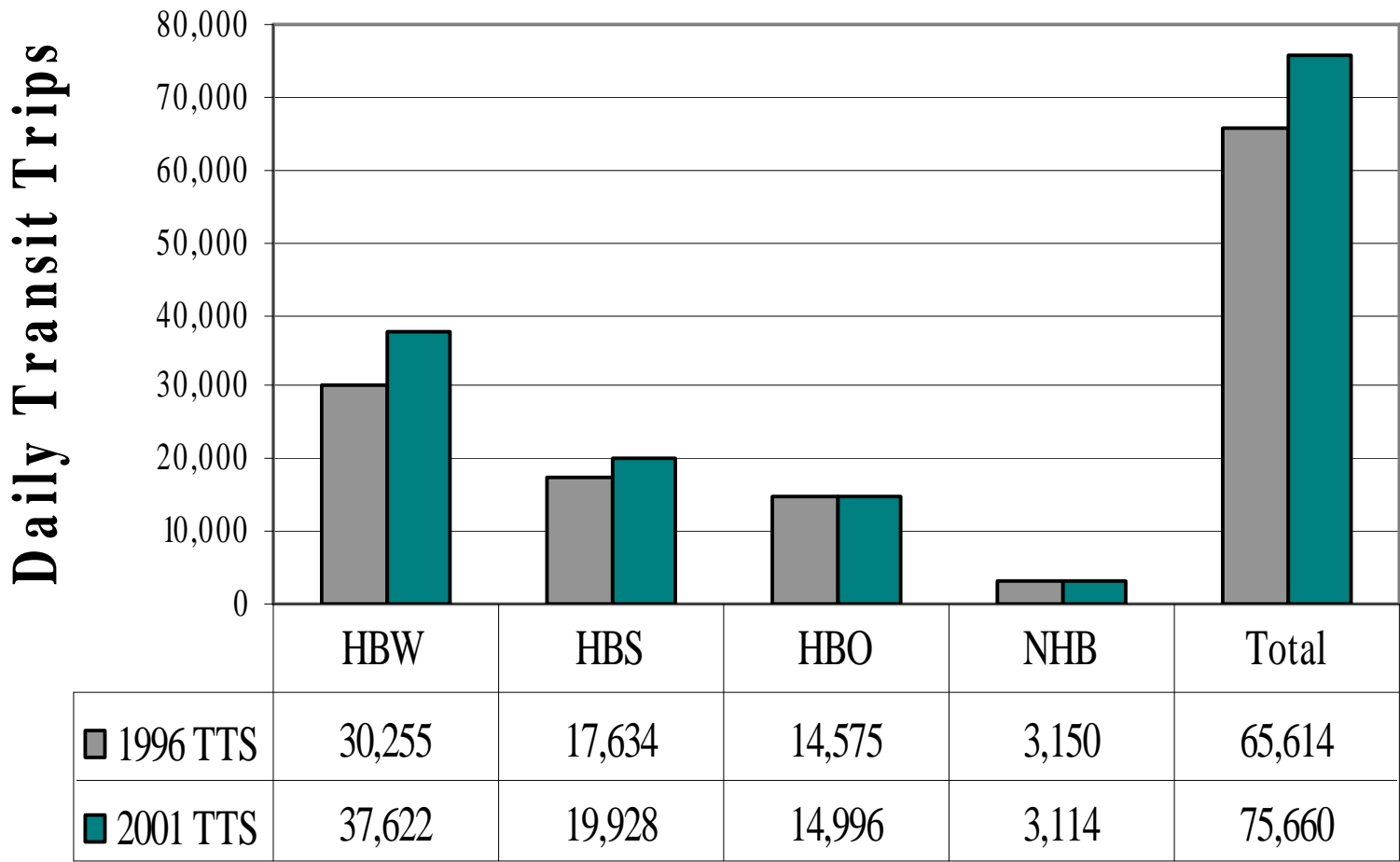
MT rider characteristics and trends (continued)

- change in school trips by time period**
- change in overall trips by age groups**
- change in overall trip rates by age groups**

2001 MT Riders by Time Period and Trip Purposes

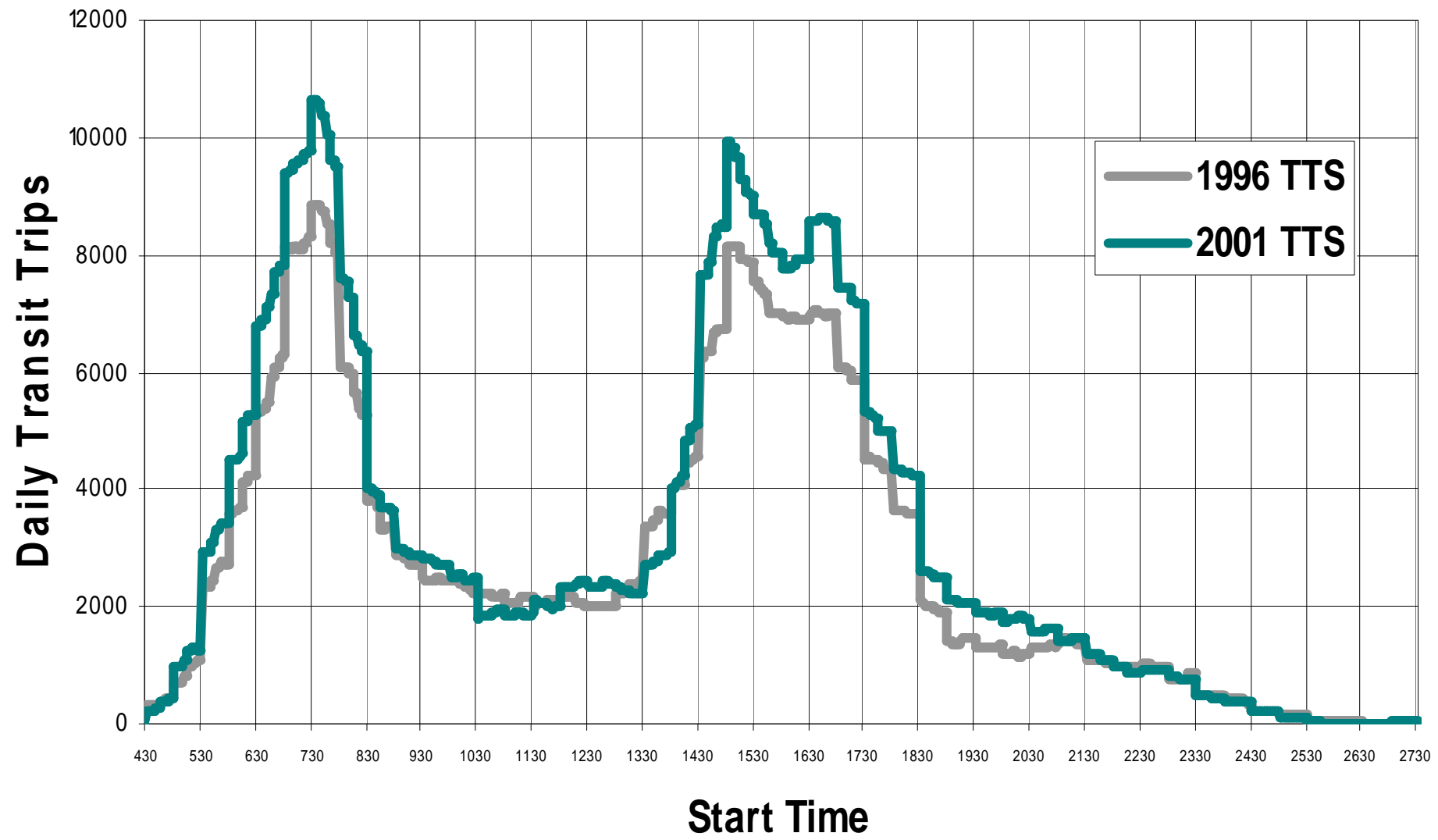


MT Riders Trip Purposes

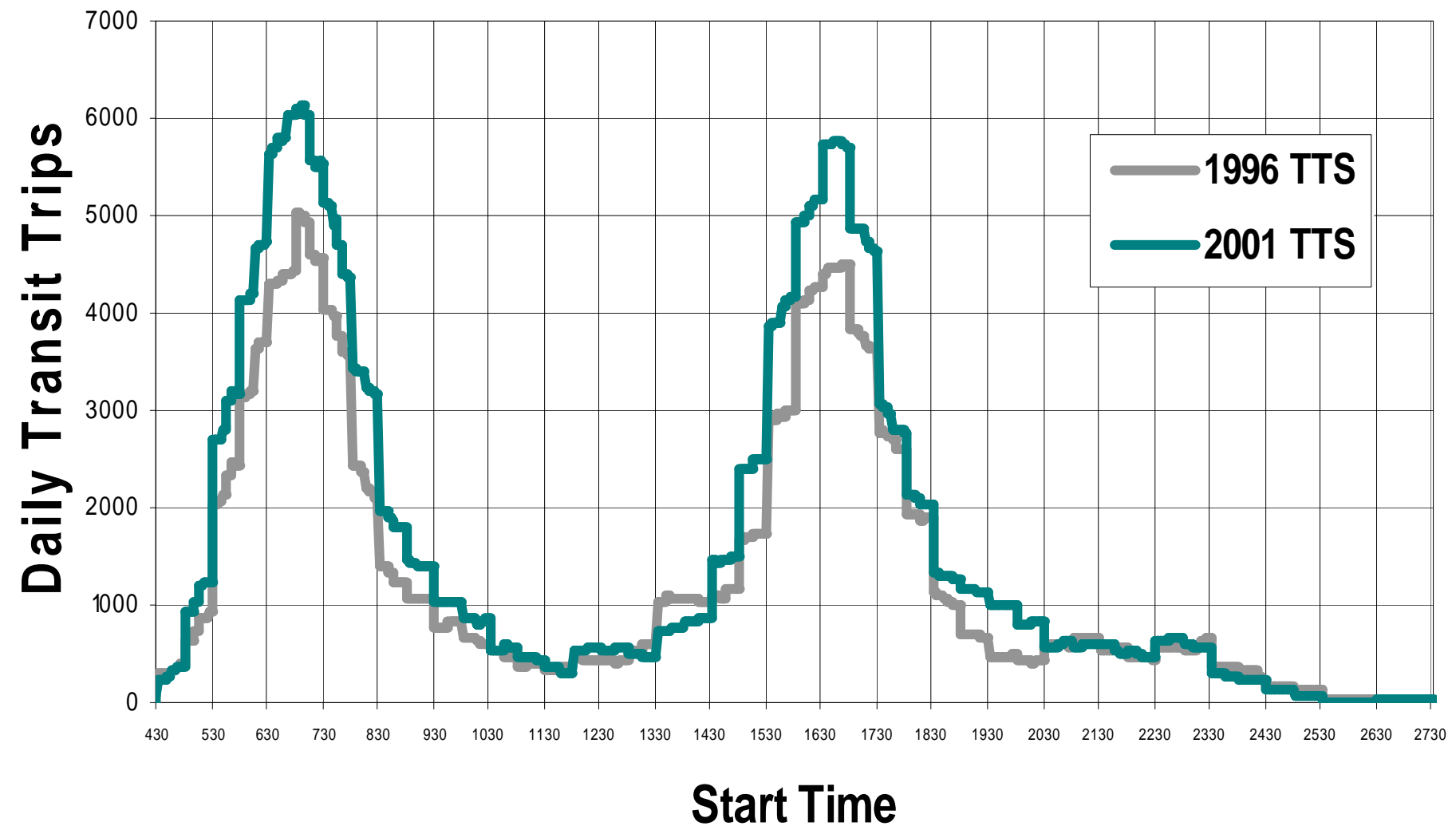


Trip Purposes

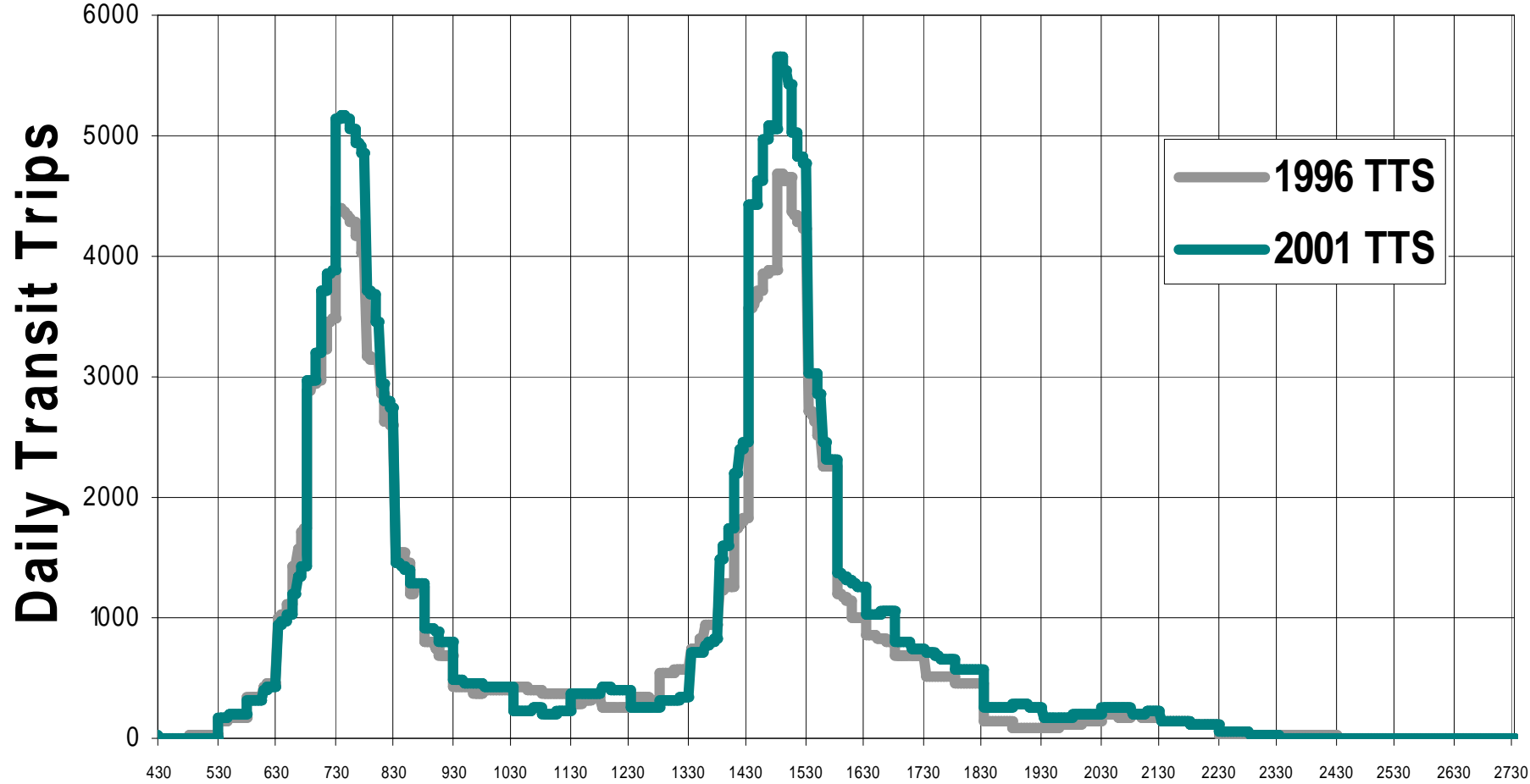
MT Riders by Time Period (all purposes)



MT Riders by Time Period (work purpose)

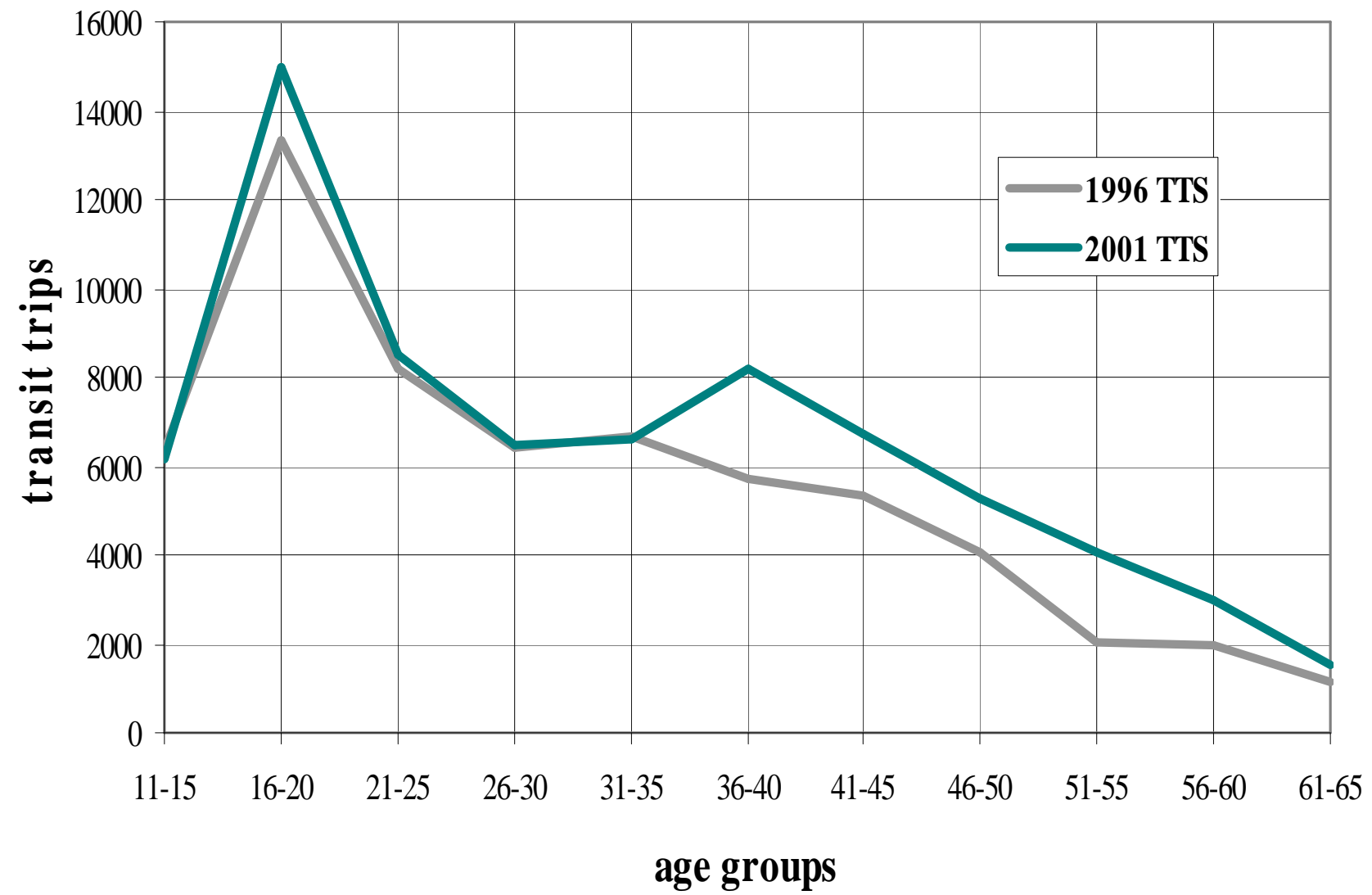


MT Riders by Time Period (school purpose)

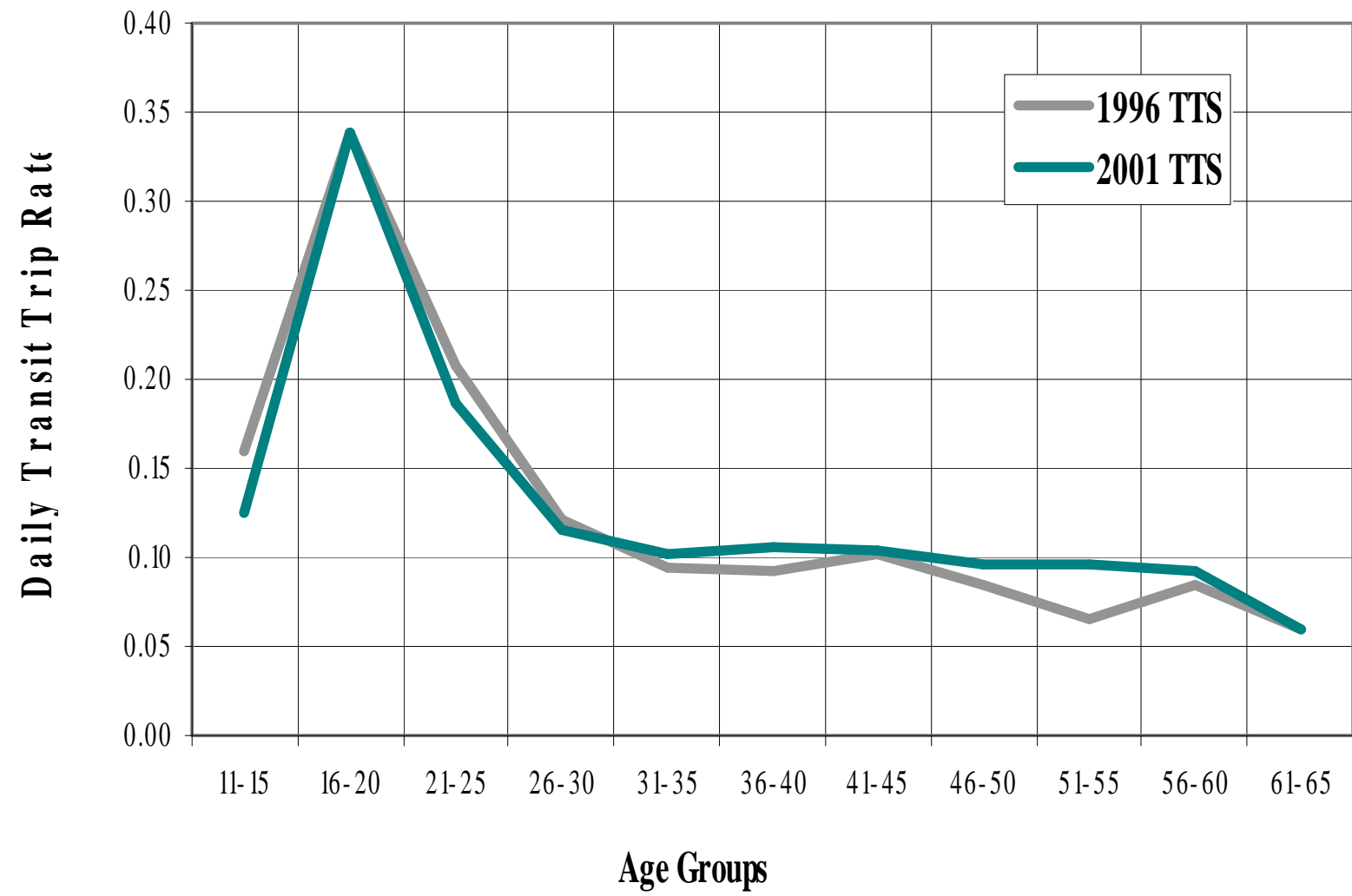


Start Time

MT Riders by Age Groups



MT Trip Rates by Age Groups (Mississauga residents)



MT specific market segments

- high demand origin locations**
- high demand destination locations**
- age 16-25 population locations**
- MT transit pass holder locations**

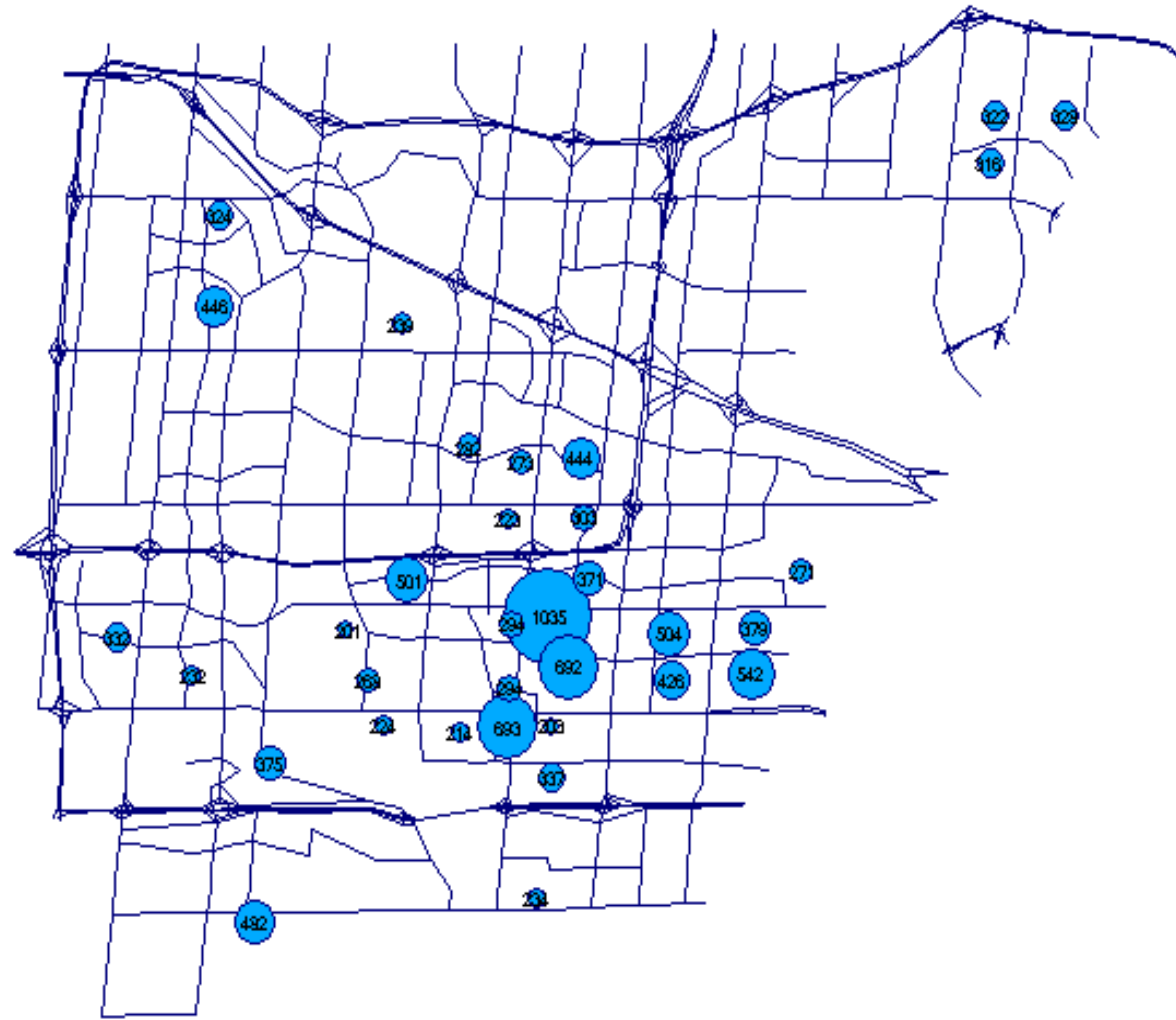
MT specific market segments (continued)

- job types and TMS**
- high TMS employment locations**
- UTM student locations**
- high school student trip purposes
after school**

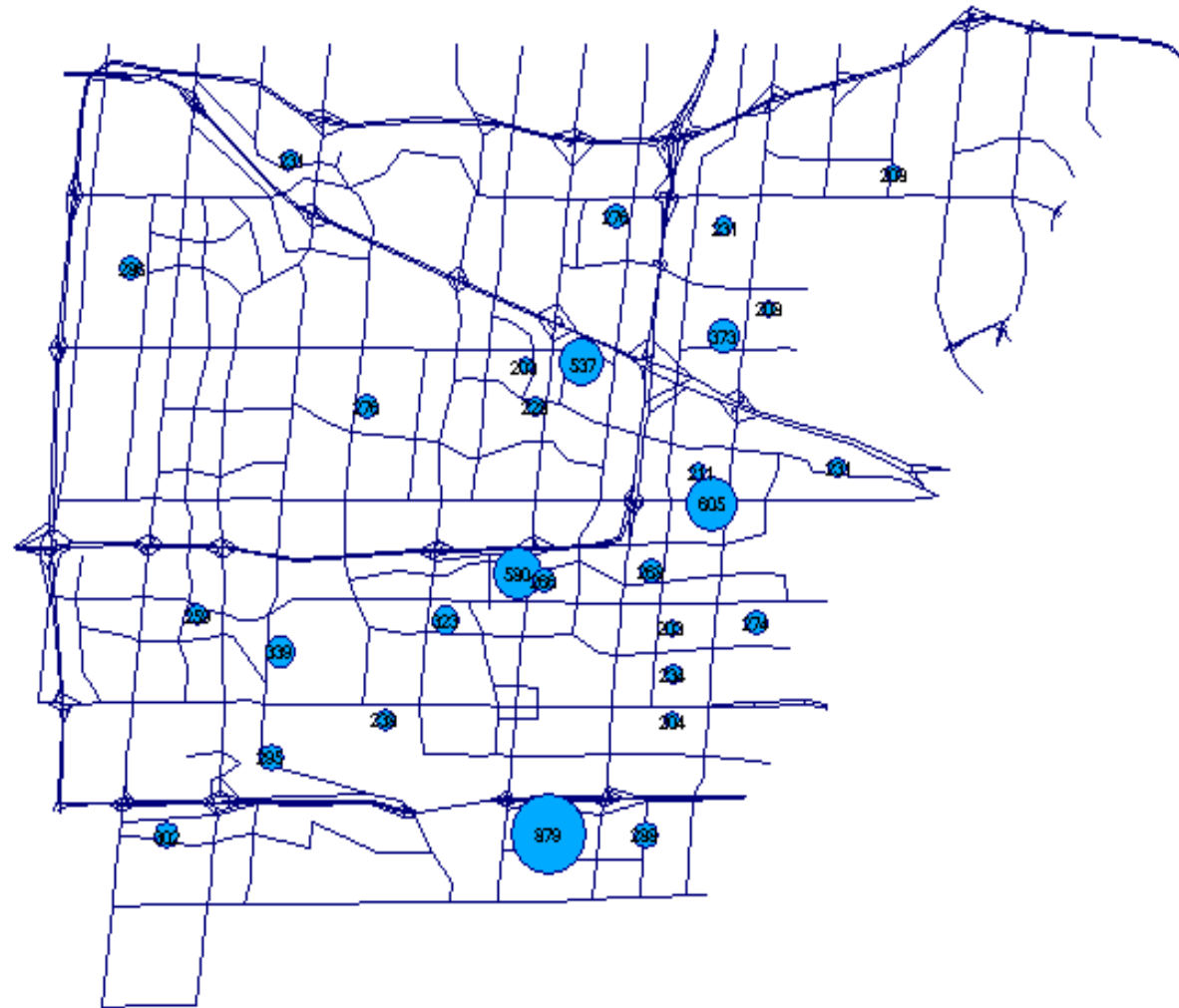
MT specific market segments (continued)

- origin of Clarkson GO station users**
- feeders to Route 19**
- origins of MT riders to City Centre**

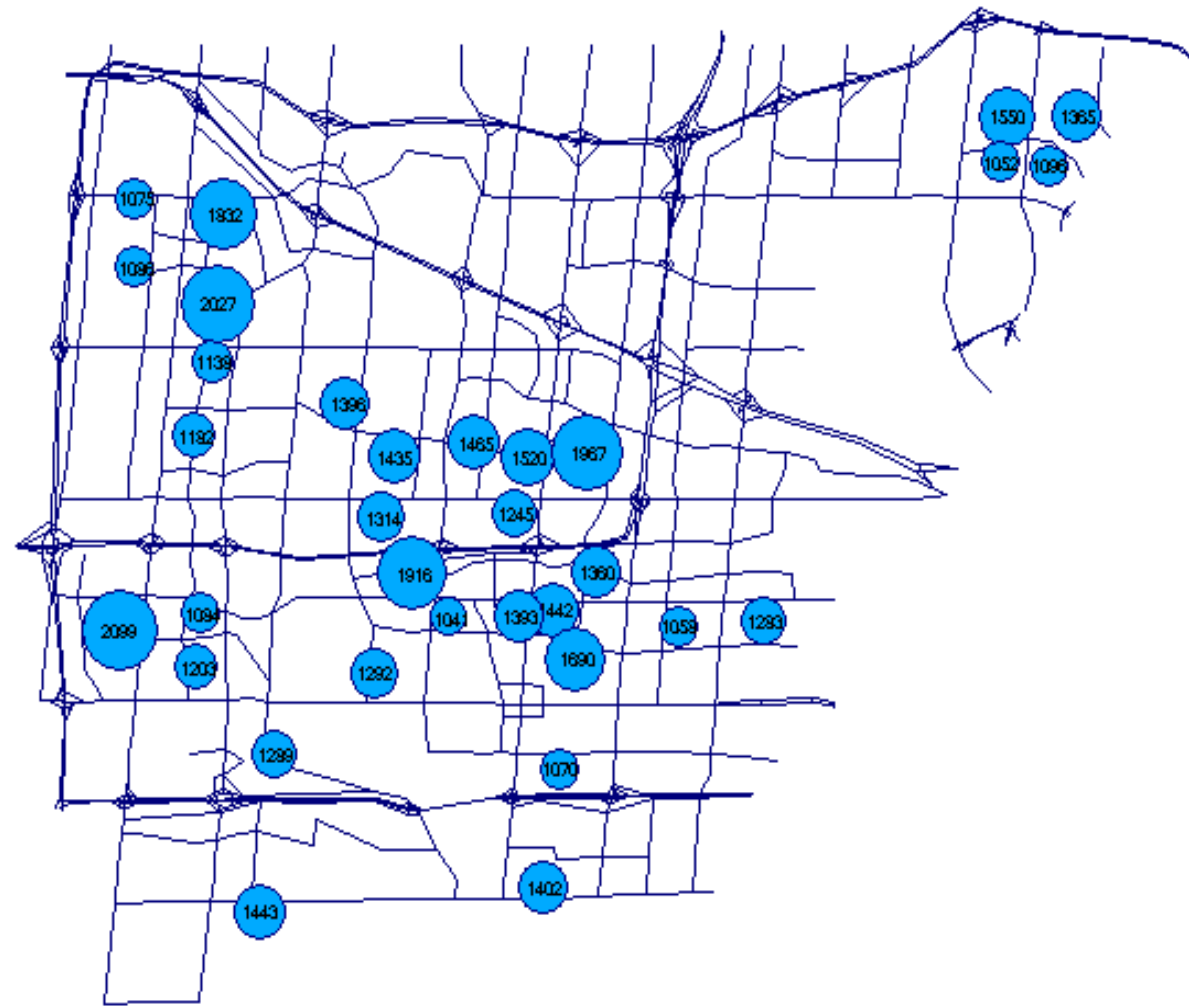
**Traffic zones with high local transit generation in a.m. peak period
(> 200 local transit trips)**



**Traffic zones with high local transit attraction in a.m. peak period
(> 200 local transit trips)**

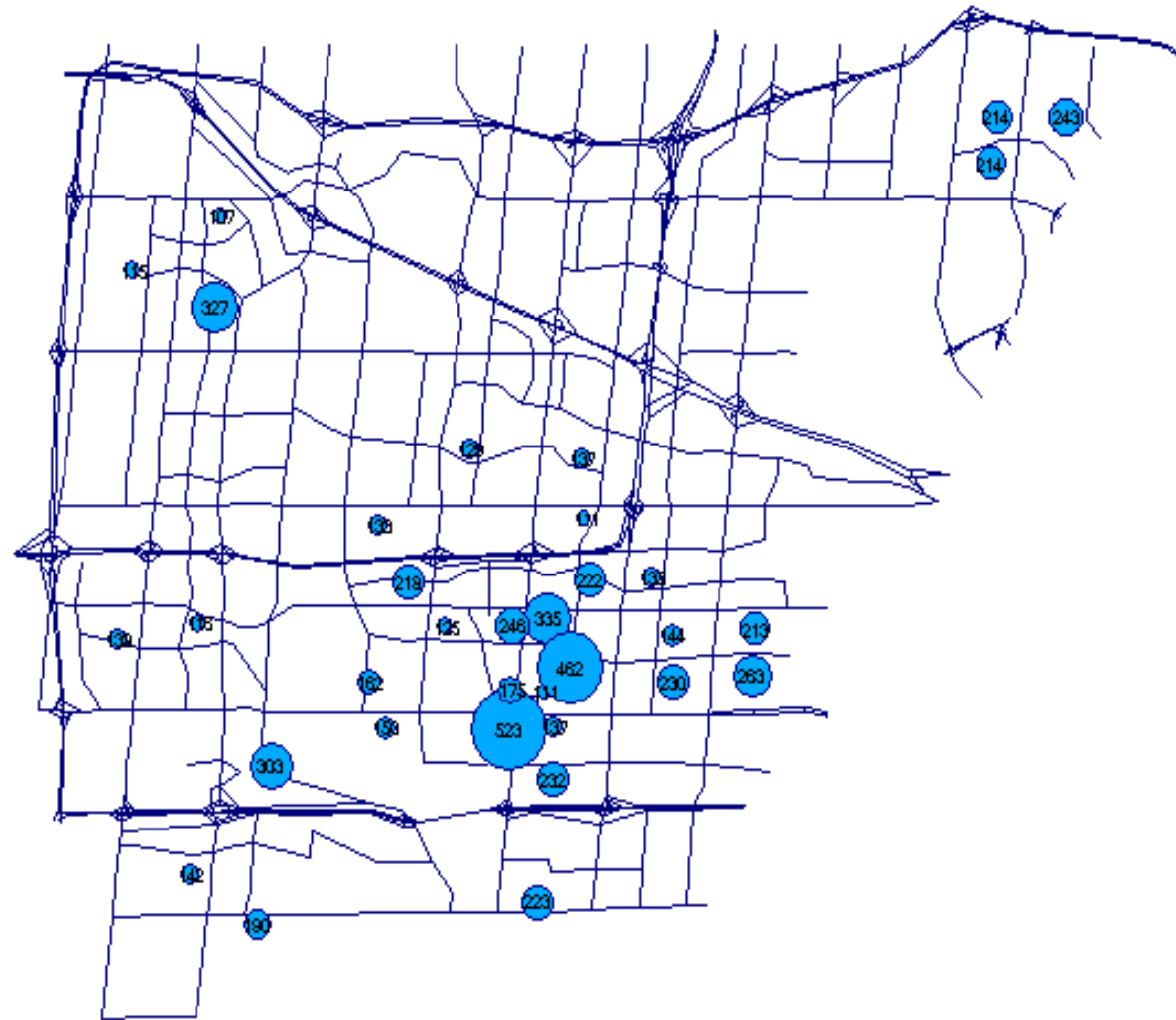


**Traffic zones with high age 16-25 population
(> 1000 persons)**

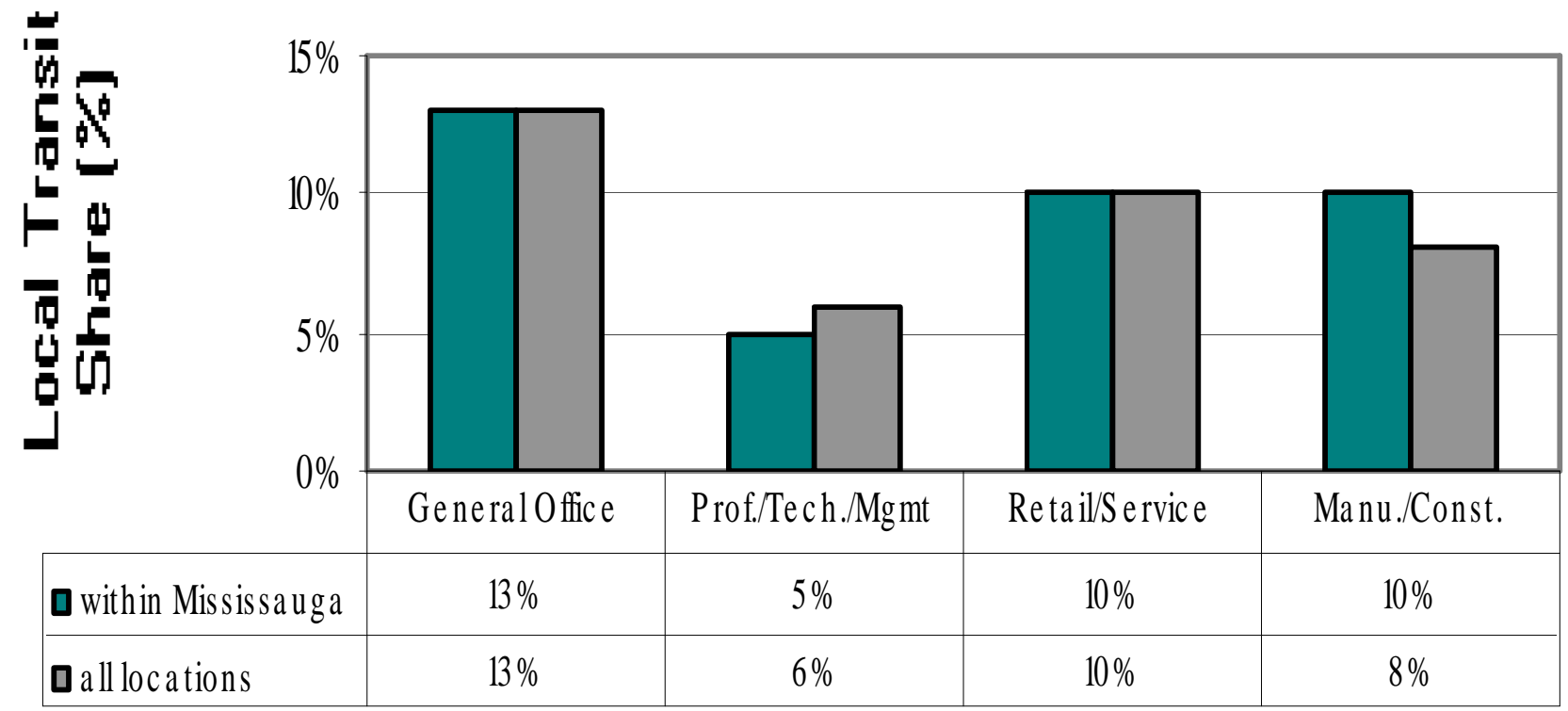


Traffic zones with high MT pass holders

(> 100 persons with pass)



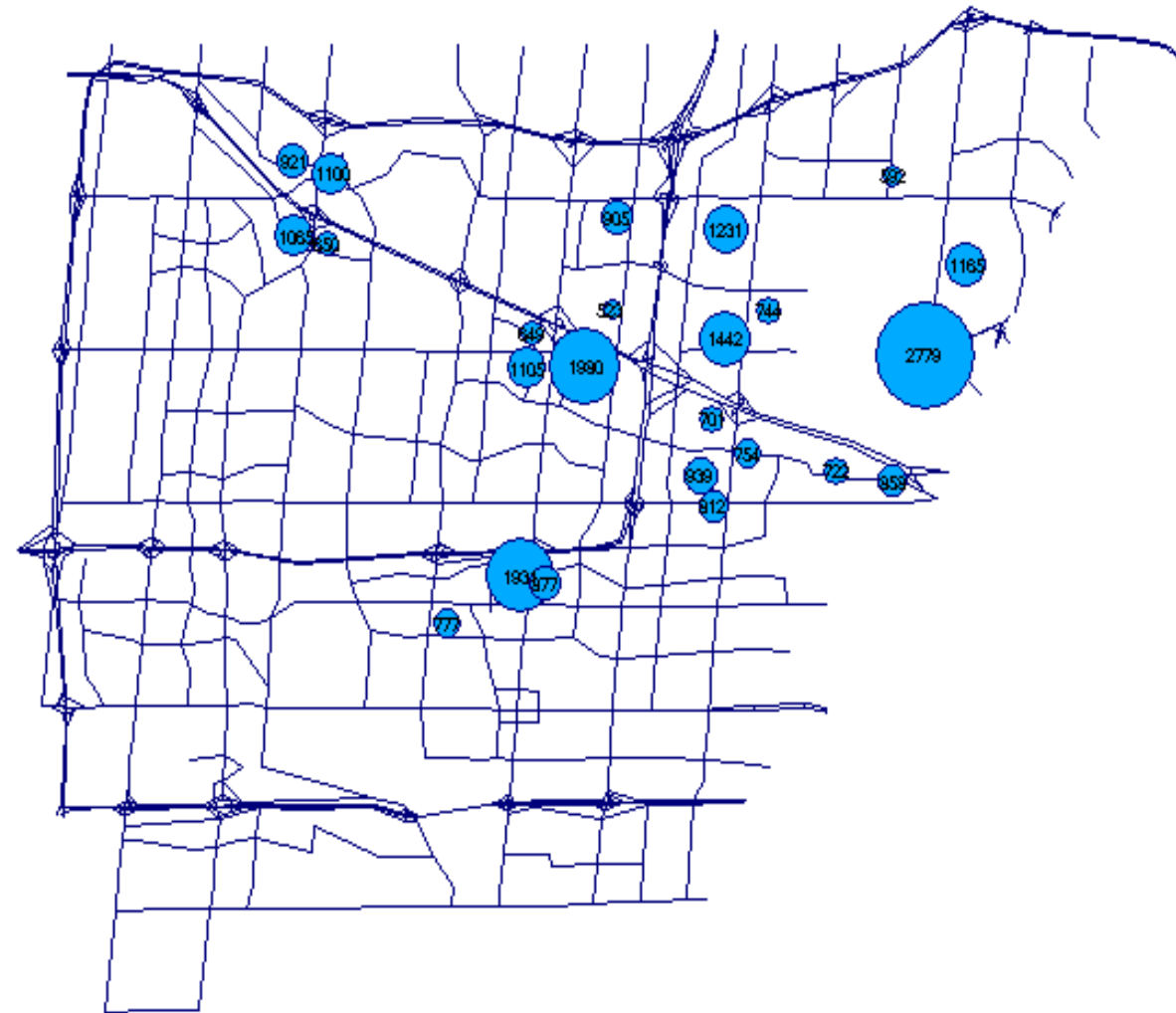
Local Transit Share of Mississauga Residents by Job Types



■ within Mississauga	13%	5%	10%	10%
■ all locations	13%	6%	10%	8%

Job Types

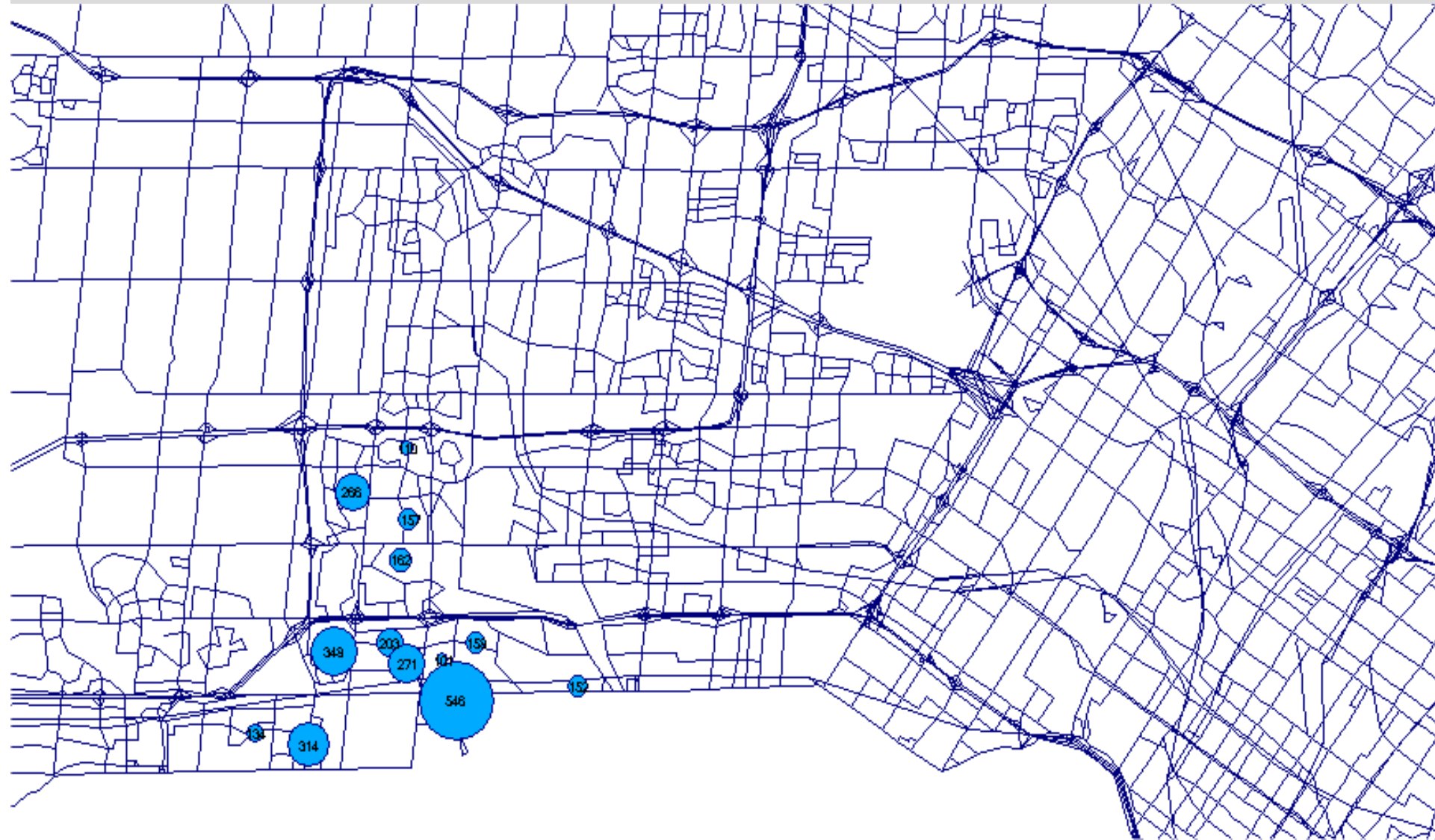
**Traffic zones with high office type employment
(> 500 office jobs)**



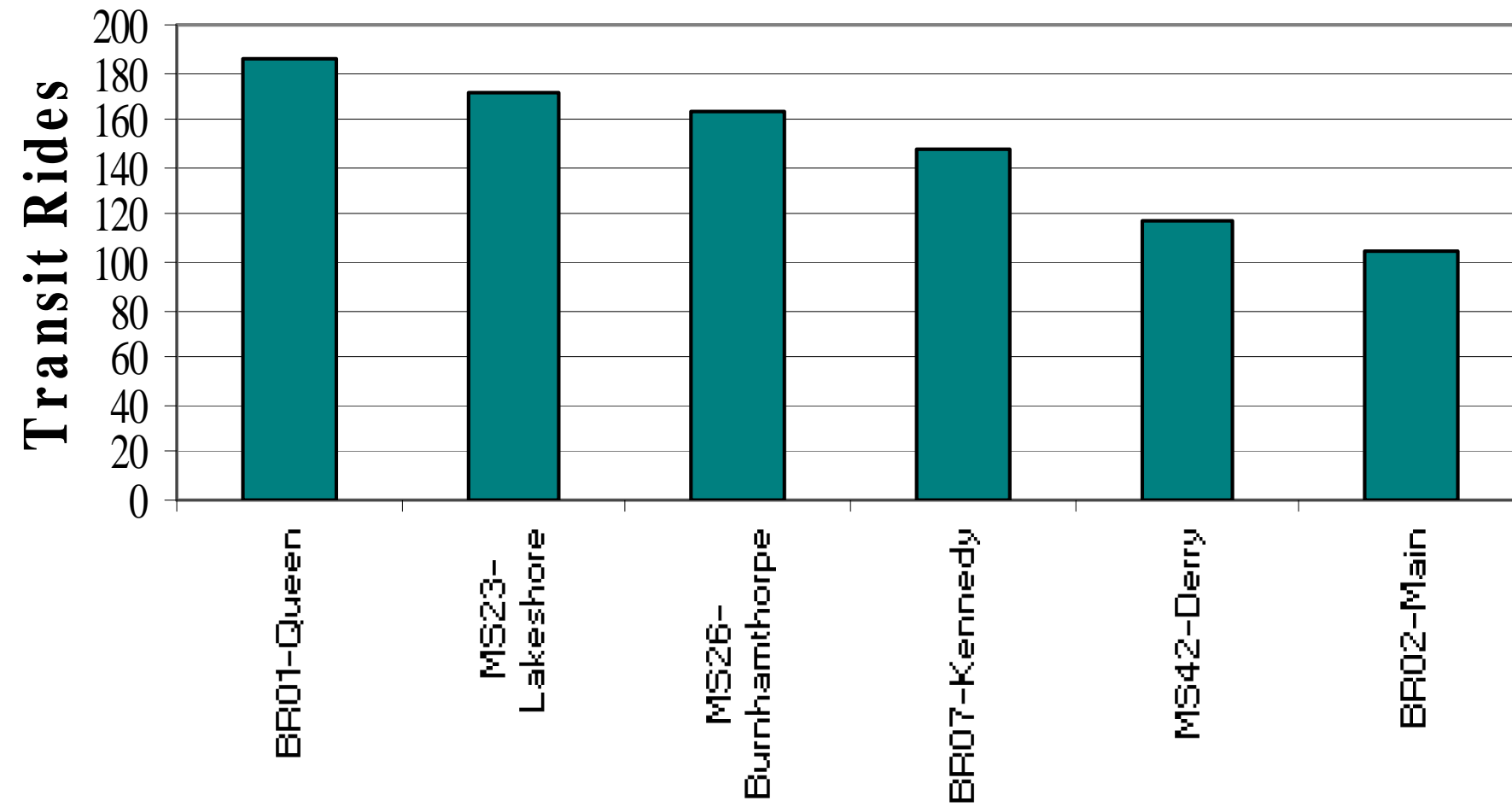
Trip purposes of high school students after school

	trip	percent
Faciliate a passenger	381	1%
Work	409	1%
Other	1,572	3%
Home	42,205	94%
Subsequent school	260	1%
Market/Shop	286	1%
total	45,113	100%

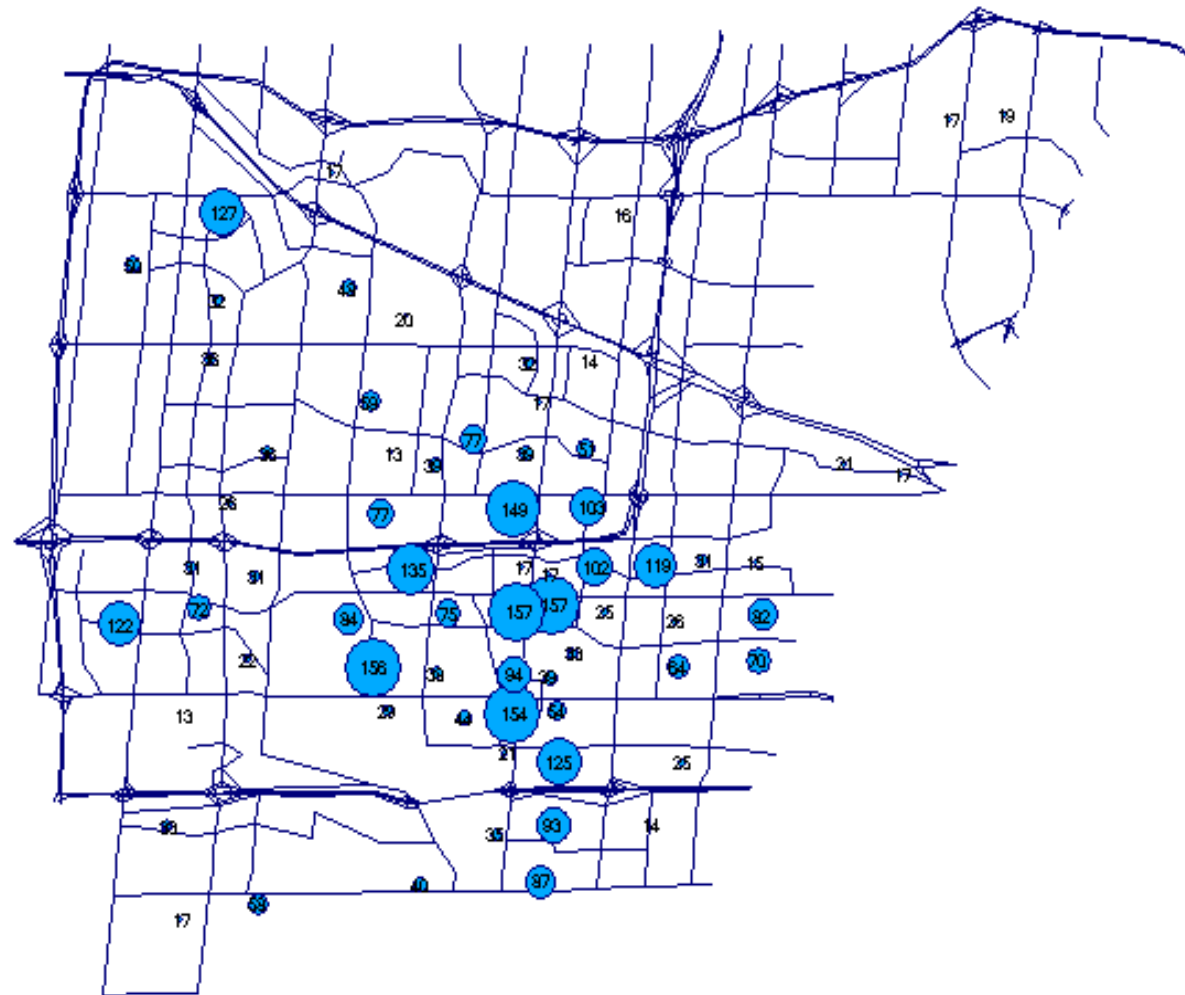
**Origin of GO riders boarding at Clarkson GO Station
(> 100 persons)**



Major Feeders to Route 19 (from Mississauga & Brampton am peak period)



Origin of MT riders going to City Centre



Conclusions

- TMS trends (internal vs external market)**
- high demand locations shown**
- specific market segments shown**
- impact of demographic changes**

Conclusions (continued)

- growing GO related market**
- different peaking characteristics for school and work in p.m.**
- potential TTS applications shown**