

# Memo

To: Accessibility Advisory Committee  
From: Andrea Coyne, Manager, Elections, Policy, Print Services  
CC: Lisa Harris, Council & Committee Services Coordinator  
Joanne Phoenix, Manager, Transit – Planning and Administrative Services  
Date: April 7, 2025  
Subject: Follow up from the AAC Meeting of March 20, 2025

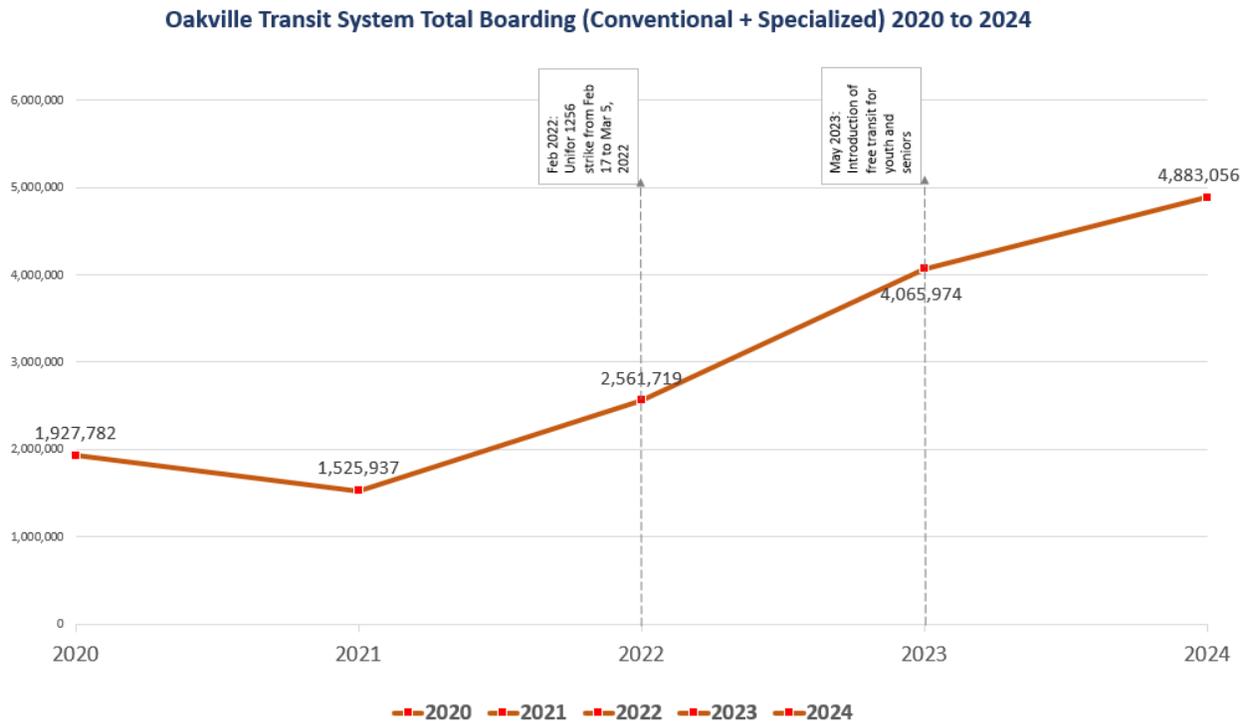
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## Comments

At its March 20, 2025 meeting, the Accessibility Advisory Committee requested follow-up information on two staff presentations.

### Item 4.1 – Oakville Transit Annual Accessibility Plan 2025

The committee asked for year-over-year ridership statistics. In response, Oakville Transit has provided a five-year overview (2020-2024) of total system ridership, including boardings for both conventional and specialized services. Please contact me if any member requires this data in an alternative format.



## Item 4.4 – Accessibility Map Refresh

The Committee requested usage statistics for the accessibility map, with a focus on how users access it online.

Staff consulted with the web analytics team and confirmed that the previous accessibility map URL was not compatible with Google Analytics, so traffic data collection only began with the launch of the updated map. Going forward, analytics will be available, and staff will provide a 2025 usage update at a future meeting. This will include data on site visits, device types, user locations, and how users reached the map (e.g. directly from Oakville.ca, via search engine, or through referrals).