

success  
in the  
2006  
city  
highlights

## Message from the Mayor & City Manager

It is with great pride that we share the City of Mississauga's 2006 successes with you. Our values of Trust, Quality and Excellence guide us to manage the City with transparency, deliver services and programs which enhance our residents' quality of life, and serve as a model of excellent public administration.

In 2006 we built an ambitious work plan to move the City forward. Our accomplishments in these four key areas: building a City for the 21st century, building a sustainable business plan, continuing to be an employer of choice, and focusing on leadership, are demonstrated in this overview of 2006 City successes.

With the support of members of Council and a dedicated team of employees, we are proud to showcase these achievements which reflect the City's motto: "Leading Today for Tomorrow."

  
Hazel McCallion, C.M.  
MAYOR

  
Janice Baker  
City Manager & CAO

trust  
quality  
excellence



# City Of Mississauga 2006 Corporate Awards



City Manager Janice Baker, UTM's Ian Orchard and Mayor Hazel McCallion accept the World Leadership Award from a Forum judge.

**World Leadership Award** in the health category, for its Healthy City Stewardship Centre initiative - a collaboration with 14 member organizations - from the World Leadership Forum in London, England.

**Canadian Award for Financial Reporting**, for the 2005 Financial Report, from the Government Finance Officers Association of the United States and Canada.

**Distinguished Budget Presentation Award**, for the 2006 Budget Book, from the Government Finance Officers Association of the United States and Canada.

**Corporate Award of Merit and Recognition of Achievement**, from the Prosecutors' Association of Ontario.

**Promotional Award**, for the Economic Development Office's "A Leading Canadian ICT Cluster" research report, from the International Economic Development Council.

**2006 Conservation Award of Excellence**, for the City Clean Air Strategy, from Halton Conservation Authority.

**Conservation Award of Distinction**, for the proactive and well-executed Gypsy Moth Control Program, from the Credit Valley Conservation.

**Excellence in Storage Award**, for the Winter Maintenance Materials Storage Program, from the Salt Institute.

**Friends of the Credit Certificate of Merit**, for the Storm Drain Awareness Program, from the Credit Valley Conservation.

**Outstanding Technical Achievement Award**, for the City Centre Transit Terminal, from the Ontario Association of Certified Engineering Technicians and Technologists.

**Servicing Ontario Citizens Merit Award**, for Transit's Customer Travel Information Project, Click n' Ride trip planner, from Showcase Ontario 2006.

**BE Award of Excellence**, for the City's eMaps web mapping project, from the Bentley Annual User Conference.

**Award of Merit in Architecture and People's Choice Award**, to Riverwood, from the Mississauga Urban Design Awards.

**Archival and Preservation Achievement Award**, for the Historic Images Gallery, from the Ontario Library Association.

**2006 Cochrane Cup**, for the largest lifesaving swim program by a municipality in the province, from the Ontario Lifesaving Society.

**Canadian Municipal Administrator's Environmental Award** to BraeBen Golf Course.

**Award of Excellence for Innovation**, from the Canadian Parks and Recreation Association to BraeBen Golf Course.

**Gold Award to Lakeview Golf Course**, for "Best Value for a Public/Semi Private Course" in the Greater Toronto Area, from the Toronto Sun.

**Toronto Sun Golfers' Choice Award**, to Lakeview Golf Course, for best value public/private course in the GTA.

**Silver Medal**, to BraeBen Golf Course, in The Mississauga News 2006 Reader's Choice Awards.





# building

a city for the 21st century





photo by Tanya Campbell

## Reliable Transit Service

\$63.8 million in funding was received from the Province of Ontario to support the Rapid Transit program and develop the Mississauga Transitway (BRT).

Transit's Click n' Ride trip planning tool was accessed by almost one million users in its first year.

\$1.2 million was received from the Province for a feasibility study and environmental assessment of higher order transit on Hurontario Street.

Transit ridership increased by 3.9% over 2005, with a record 29 million revenue trips taken.

The City's Transit fleet was upgraded with 53 restyled New Flyer buses.

30 buses were equipped with Smart Bus technology, which includes transit signal priority, global positioning system and automated passenger counting.

Mississauga Transit introduced monthly adult and student passes to allow the public to take advantage of the 15.25% Federal tax credit on transit passes of one month duration or longer.

Transit operators now announce major intersections, transfer locations and destinations via public address systems.

90 City streets were improved through the 2006 Roadway Resurfacing Program.

Through "My Mississauga – Celebrate Summer at City Centre," the City hosted a range of outdoor events.



## Vibrant Downtown

The final report and vision developed to revitalize public spaces in the City's downtown, and based on an extensive public process, was approved by Council.

My Mississauga – Celebrate Summer at City Centre transformed City Centre into a unique outdoor community centre featuring more than 60 events and activities.

Thousands participated in major special events: Canada Day, Celebrate the Season and Mayor's New Year's Day Levee held at the Civic Centre.

Site plans were submitted for 1,892 residential condo units in the City Centre including Fernbrook's 56-storey "Marilyn Monroe" tower, 50-storey companion tower, Daniels' 35-storey "Chicago" tower and Conservatory Group's 22- and 25-storey buildings.





## Safe City

The first Mississauga Road Safety Handbook, a comprehensive guide to driver and pedestrian safety, was produced by the Mississauga Safe Driving Committee for public distribution.

Fire & Emergency Services public education sessions were attended by 1,500 community members.

Emergency Preparedness Week was hosted by the City to educate the public on the need to be prepared for the unexpected.

The City added 28 fire fighters, bringing the fire fighting complement to 600 personnel.

## Active Neighbourhoods

A unique after-school drop-in program for youth at 10 community centres, sponsored by Wal-Mart and other corporate sponsors, doubled in attendance from spring to fall 2006.

Port Credit Memorial Park officially opened with a reconstructed shoreline, extensive pathway system, village pavilion, skateboard facility, basketball keys, playground, picnic facilities and open green space.

Riverwood officially opened in October, celebrating completion of the park infrastructure, MacEwan House renovation and the new studio building.

The City supported the Waterfront Festival, Bread & Honey Festival, Shakespeare under the Stars and other community summer events.

Doors Open Mississauga – Streetsville, a successful partnership between the City, Streetsville BIA, and local heritage and arts groups, was part of a province-wide initiative sponsored by the Ontario Heritage Trust.

The Mississauga Library System added 119,794 items to its collection at 16 branch libraries and the Central Library.

The Mississauga Library System and Friends of the Library launched "Dixie: Orchards to Industry" and "Malton: Farms to Flying" in the Our Heritage Series by Kathleen Hicks.

21 City playgrounds were replaced or received additional play equipment.





## Protecting our Environment

A Gypsy Moth infestation was safely and effectively controlled through a Management Control Plan which involved aerial spraying.

20,000 residents and businesses cleaned up areas of the city during Earth Days' 20-Minute Mississauga Makeover and Community Cleanup.

Through the Storm Drain Awareness Program, storm drain covers adorned with a fish symbol highlight the link between storm water and water quality.



photo by Fred Loek

## Embracing Diversity

The 21<sup>st</sup> annual Carassauga Festival in May hosted 210,000 visitors at 25 pavilions, 16 of which operated at City facilities.

In keeping with the City's Accessibility Plan, a Facility Accessibility Design Subcommittee was formed to receive specialized advice from people with disabilities.

The Library partnered with a number of organizations including the Federation of Muslim Women, RCMP and Peel Regional Police Diversity Unit to present an international, interfaith "Silk Threads Fashion Show."

Mississauga Transit's Accessible Bus Services Guide now features additional accessible transit routes, larger typeface and a convenient fold-out map.

## Partnerships & Public Engagement

Mississauga celebrated the 25th anniversary of its sister-city relationship with Kariya City by hosting a large delegation from Japan.

Working with community partners, an inaugural Mississauga Youth Summit addressed issues such as substance abuse, racism, bullying and violence.

A \$2.3 million endowment fund, raised through the Mayor's annual Galas, was transferred to the Community Foundation of Mississauga to benefit arts, culture and heritage.

The Economic Development Office co-sponsored a Research to Revenue Forum organized by the Toronto Biotechnology Initiative for CEOs, CFOs and CSOs during National Biotechnology Week.

A Meet City Hall day was hosted by Economic Development with the Mississauga Board of Trade to provide information for the business community.

In partnership with the University of Toronto's School of Continuing Studies, the Library co-sponsored a 13-week lecture series.

The all-weather East Credit Meadowvale Village Park/St. Marcellinus Track and Sport Field, an artificial turf, multi-purpose field, opened in partnership with the Dufferin-Peel Catholic District School Board.

Residents participated in City budget discussions via budget committee meetings in Council, presentations to various community groups, and public comments during the special Budget Hour on Rogers Television.



## Healthy City

The Healthy Mississauga 2010 Plan, a nine point action plan targeting improvement in local health, was unveiled by the Healthy Centre Stewardship Centre.

The new Green Fleet Program includes 20 hybrid-electric and fuel-efficient City vehicles to help reduce greenhouse gas emissions and air contaminants.

More than 10,000 people from nine countries participated in seven Mississauga Marathon race events, doubling the number of registrants from the inaugural event in 2004.

Mississauga displaced Ottawa as the municipality with the leading water and aquatic safety program, with 99,857 registrations.



## Leadership in Design

The Mississauga Urban Design Awards, the longest running awards program of its kind in Ontario, celebrated its 25th anniversary of recognizing design excellence.



## Connecting our Green Corridors

Plans were approved to spend over \$1.7 million to extend and make improvements to the City's multi-use trail network.

The trail network grew by approximately 30 kilometres, including Malton Greenway, Fletcher's Creek Trail, boulevard trails on Eglinton, and trail widening at Applewood Heights.

A pedestrian bridge over Etobicoke Creek in partnership with the City of Toronto, linked the two cities' trail networks.

The third edition of Mississauga's Bicycle and Multi-Use Trail Map was released – the City's most in-demand publication other than "Active Mississauga."

## Smart Growth

Total value for all building permits exceeded the \$1 billion mark for the 10th consecutive year.

The City hosted a Moving Forward forum with the Canadian Urban Institute to bring together government representatives, corporate and community stakeholders and building experts, with the aim of creating a model for sustainable downtown development.

# accountability

## Customer Service & Technology

The City handled 120,042 general phone inquiries, 4,040 email inquiries and 41,465 walk-ins at the Civic Centre Information Desk.

Council approved the Customer Service Strategy and Phase 1 of the Call Centre Consolidation, positioning the City for the implementation of 311 single number servicing.

eCity, the City's website, was used by 4,939,530 visitors, with 13,500 unique users every day – an increase of 30% over 2005.

27,068 eCity portal accounts were registered – an increase of 45% over 2005.

eCommerce transactions totalled \$2,514,980, including \$462,415 for eStore; \$1.1 million for parking tickets; and \$945,000 for POA tickets – a record high and 65% more than in 2005.

Connect2Rec had 77,304 recreation program registrations through eCity and 12,992 through IVR, resulting in \$7 million of the \$13.7 million generated for registrations.

eMaps, an award-winning online mapping system, was launched to provide up-to-date City-held mapping data.



The self-service ability of Click n' Ride provided relief to the Transit Call Centre, contributing to the Call Centre's 95% satisfaction rating.

Plan and Build eServices Centre, via eCity, was used 415,110 times for property tax queries, building permit status, digital mapping and development application status.

Wireless Mississauga was launched at the Central Library allowing customers to access the Internet at no charge.

The Reserve a Computer (RAC) program was launched at all branch libraries, allowing the public to use library computers without staff involvement.

Online reservation system was launched for Lakeview Golf Course, enabling golfers to book tee times at either municipal golf course online.

Dog license renewals were added to eCity's online services.

A weather-activated banner link on the Mississauga page of The Weather Network allowed viewers to connect to the City's snow clearing operations Web page for up-to-date information.



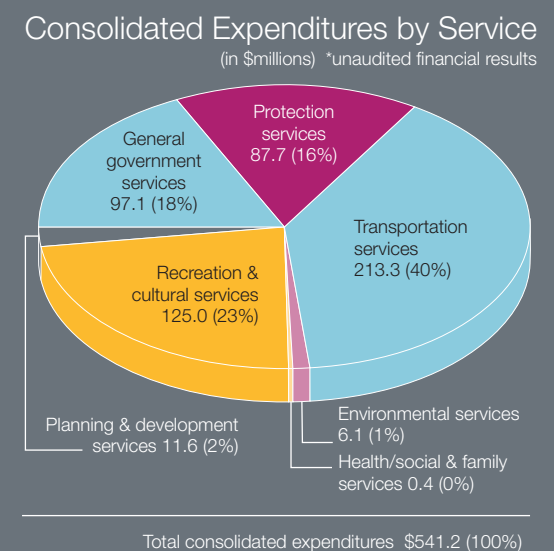
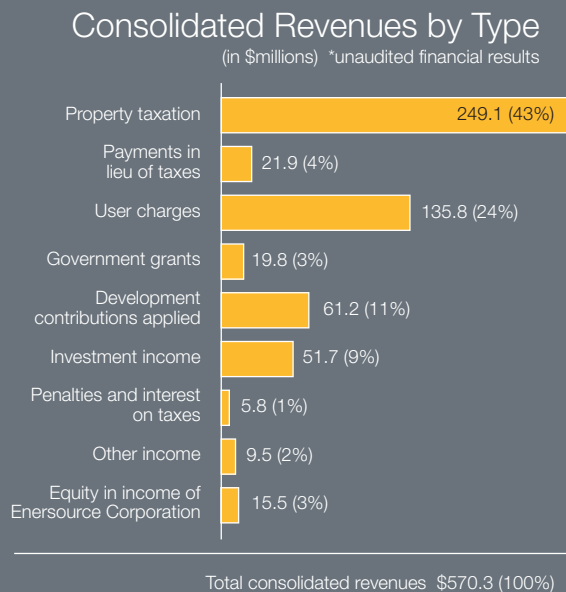
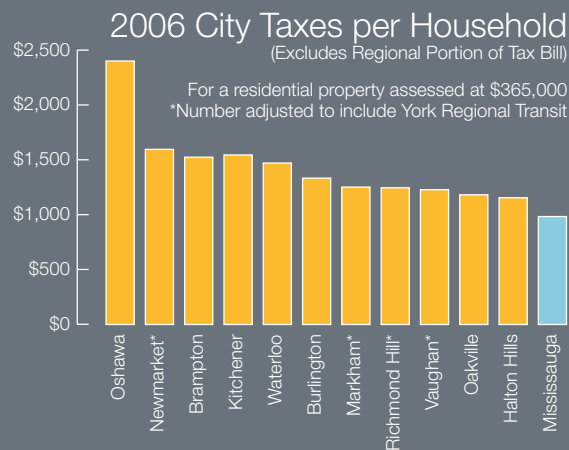
## Efficient Operations

"AAA" credit rating was assigned to the City of Mississauga by Standard and Poor's for the third straight year.

A cost savings of \$400,000 was achieved through negotiation of maintenance contracts with the vendor, and by optimizing technology and licensing.

Annual revenue from a new bus advertising contract increased from \$400,000 to \$840,000.

A tax increase of 3.2 per cent maintained or improved service levels, and an additional 1.5 per cent supported capital requirements.



# employer of choice



Fire & Emergency recruits at United Way fundraiser.

## Talented Workforce

City employees received the following honours:

Certification as a specialist in Municipal Law by the Law Society of Upper Canada.

Ontario Library Association Children's Librarian of the Year.

Canadian Payroll Association's Board of Directors Award.

Best Maintenance Team in Canada, by Plant Engineering and Maintenance Magazine.

President of the Association of Tax Collectors of Ontario.

Trail Builder Awards from the Ontario Trail Council.

Paul P. Harris Award from the Mississauga Rotary Club for dedication and excellent customer service.

First place in the Ontario Lifeguarding Competition.

## Engaging Employees

Results of a City-wide employee survey, administered by Brock University, placed the City of Mississauga as best in its class and the leader among 100 organizations involving 40,000 survey respondents.

City employees raised \$170,820 through personal pledges and events for the United Way of Peel Region.

800 City employees were nominated for City Awards for Excellence by their peers.

## Reflecting a Diverse Community

Through the non-profit Careerbridge program, the City began recruitment of qualified foreign-trained professionals.

An agreement with the Mentoring Partnership of Peel provided new Canadians - trying to successfully enter the workforce - with mentoring opportunities.

# strong leadership

Mississauga City Council, with an increase in ward councillors from 9 to 11, began the 2006-2010 term.

For seven years in a row, Mississauga is Canada's safest city when compared with other major Canadian cities, according to a report prepared by Intercon Security and commissioned by the Mississauga Crime Prevention Association.

A Communicator of the Year Award was presented to Mayor McCallion by the International Association of Business Communicators (IABC) Toronto Chapter.



2006-2010 City Council: (front) **Carmen Corbasson** Ward 1, **Katie Mahoney** Ward 8, Mayor **Hazel McCallion**, **Sue McFadden** Ward 10, **Pat Mullin** Ward 2. (back) **Frank Dale** Ward 4, **Eve Adams** Ward 5, **Pat Saito** Ward 9, **George Carlson** Ward 11, **Carolyn Parrish** Ward 6, **Maja Prentice** Ward 3, **Nando Iannicca** Ward 7.

# contact us



Mississauga City Hall Council Chambers ceiling

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## City Manager & Commissioners

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City Manager  
& Chief Administrative Officer

**Brenda R. Breault**  
Commissioner,  
Corporate Services & Treasurer

**Martin Powell**  
Commissioner, Transportation & Works

**Paul A. Mitcham**  
Commissioner, Community Services

**Edward R. Sajecki**  
Commissioner, Planning & Building

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City information, including online  
services and this report, can be  
found at: [www.mississauga.ca](http://www.mississauga.ca)

