



SUCCESS
IN THE CITY

2007 **HIGHLIGHTS**

MESSAGE FROM THE MAYOR & CITY MANAGER



The historic neighbourhood of Port Credit

It is with great pride that we share the City of Mississauga's 2007 successes with you.

Our values of trust, quality and excellence continue to be fundamental to the relationships we have with all stakeholders and residents, and serve as guiding principles in our decision-making process.

The initiatives and accomplishments in this report are a result of the dedicated work of Council and staff of the City of Mississauga. It is important to reflect back on our successes, and to also report to our citizens what we are doing on their behalf to make Mississauga a great place to live, work and play.

The following examples of City of Mississauga successes, achieved in 2007, demonstrate an ongoing commitment to excellence and reflect the City's motto: "Leading Today for Tomorrow."



Hazel McCallion, C.M.
MAYOR



Janice Baker
City Manager & CAO

TRUST
QUALITY
EXCELLENCE



2007 CORPORATE AWARDS

Distinguished Budget Presentation Award, for the 2007 Budget Book, from the Government Finance Officers Association of the United States and Canada.

Canadian Award for Financial Reporting, for the 2006 Financial Report, from the Government Finance Officers Association of the United States and Canada.

Second Place for Best Economic Potential in North America, (among large cities, pop. 500,000 to two million) in the North American Cities of the Future 2007/08 competition, from fDi magazine, a Financial Times Business publication.

Communities in Bloom 2007 Tidiness Criteria Award, among Canadian and international competitors.

Marketing Award, for the Economic Development Office's (EDO) advertising campaign "Strength in Numbers," from the Economic Developers Council of Ontario (EDCO).

Marketing Award, in the Technology category, for EDO's website, from EDCO.

First Place Marketing Award, for EDO's Automotive and Aerospace Research Report, from the Economic Developers Association of Canada.

Honourable Mention, for EDO's Automotive and Aerospace Research Report, from the International Economic Development Council.

In-house Government Communication Team of the Year Award, to the Communications Division, from the International Association of Business Communicators (IABC) - Toronto Chapter.

Award of Merit, for the City's 2005 Successes Report, in the Publications category, from IABC - Toronto Chapter.

Award of Merit, for the City's 2005 Successes Report, in the Publication Design category, from IABC - Toronto Chapter.

Award of Excellence, for the City's 2005 Successes Report, in the Publication Design and Illustration category, from APEX Awards for Publication Excellence.

Award of Excellence, for articles on accessibility, in the Feature Series Writing category, from APEX Awards for Publication Excellence.

Credit Valley Conservation Award of Distinction, for innovative methods of channel restoration to address the impacts of urbanization on the Credit River Watershed, from the Credit Valley Conservation.

Friends of the Credit Conservation Award, for the Watercolours Pond Solar Powered Aeration Pilot Project, from the Credit Valley Conservation.

Club Championship Banner, to the Mississauga Lifesaving Club for the highest overall score from all 2007 Ontario championships and games, from the Ontario Lifesaving Society.

Accredited IPM-certified golf course status, for Lakeview Golf Course.



BUILDING A CITY FOR THE **21ST** CENTURY



IMPROVING TRANSIT SERVICE

\$83 million in federal funding was committed to the Bus Rapid Transit (BRT) Project, a high-efficiency transit corridor that will run east-west across Mississauga and provide express bus service to thousands of passengers per day. A new BRT Office was opened to oversee the design and construction of Mississauga's segment of the BRT.

Federal and provincial funding was used to begin a \$76 million expansion of Mississauga Transit's operational facilities on Central Parkway West and complete a \$2.3 million expansion of its satellite complex in Malton, to increase its total capacity to 470 buses.

Transit ridership increased by 3.8 per cent over 2006 and reached a record high, with more than 30 million revenue trips taken.

15 more buses were added to the City's transit fleet, plus an additional 70,000 hours of annual service and 12 smaller comfortable EIDorado buses were placed into service on community and shuttle routes.

Mississauga was the lead municipality on a pilot project which introduced the Presto card, the first regional fare card for public transit in Canada, enabling passengers to use the technology on shuttle buses to the Meadowvale and Cooksville GO Train stations.

University of Toronto Mississauga students benefited from a Universal Bus Pass (U-Pass) and Route 110-University, a fast and frequent service between the Clarkson GO station, UTM, South Common Mall and the City Centre Transit Terminal.

SAFE CITY

The Fire and Emergency Services fleet now consists of 30 pumping units, so that every fire truck responding to a call has pumping capacity.

A new edition of the Mississauga Road Safety Handbook, a comprehensive guide to driver and pedestrian safety, was produced in collaboration with the Mississauga Safe Driving Committee and mailed to every household.

Zebra Striping Crosswalks plus other enhanced pavement markings and signage were placed at various City intersections to promote pedestrian safety.

The City hosted Emergency Preparedness Day, focussing on community responsibility.

VIBRANT DOWNTOWN

The My Mississauga campaign transformed City Centre into the biggest outdoor community centre in Canada with more than 60 free festivals, events and activities, including Canada Day and Celebrate the Season.

A City Centre Shuttle service was launched, looping the City Centre area every 25 minutes, seven days a week, for \$1 a ride.

The final plan for downtown parks and public spaces, based on the principles of "Placemaking" – creating vibrant public spaces, was presented to the public for review and input.



UNIQUE & ACTIVE NEIGHBOURHOODS

A historic celebration, Doors Open Mississauga, provided residents and visitors with an opportunity to experience the hidden heritage treasures of Port Credit and Clarkson.

Participation in Wal-Mart at Play, a unique after-school drop-in program at community centres, increased from 8,000 visits to over 20,000 visits.

Churchill Meadows Branch Library, Activity Centre and Community Common Park officially opened in the centre of the Churchill Meadows development area.

Huron Park Recreation Centre celebrated its 40th anniversary and Meadowvale Community Centre celebrated its 25th anniversary with activities for hundreds of residents.

The newly redeveloped Port Credit Memorial Park hosted the return of the Waterfront Festival, Canada Day, Southside Blues and Jazz Festival, and Sunset Concert Series.

A new Heritage Grant Program supported renovations to designated buildings, enhancing the heritage attributes of the city.



HEALTHY CITY

Hershey Sport Zone opened for programming and leagues, including nearly 450 indoor soccer teams. The main gym was booked to capacity, and Gymnastics Mississauga moved into its own gym.

Two new lighted, artificial turf soccer fields, north of the Hershey Sport Complex fields were ready for use ahead of schedule.

The City committed to an increase in healthy food choices sold in City-operated vending machines and City-owned concession counters.

The City partnered with Landmark Sport Group to host the 4th Annual Mississauga Marathon, attracting more than 10,000 walkers and runners.





PROTECTING OUR ENVIRONMENT

An Environmental Advisory Committee (comprised of members of Council, the community and staff) was established to offer advice and recommendations to Council with respect to environmental policies, issues and practices.

The City approved the purchase of green power for the Civic Centre, a one-year pilot project, to reduce greenhouse gas emissions by 4,400 tonnes.

The City approved its first renewable energy project: To install solar photovoltaic panels, which convert sunlight into electricity, for the Hershey Centre.

The City's Green Fleet of 25 hybrid-electric vehicles reduced greenhouse gas emissions and air contaminants, and delivered substantial fuel savings despite higher fuel costs.

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

The City approved the purchase of bio-diesel fuel for City buses, which is expected to reduce the amount of greenhouse gases by about 1,800 tonnes annually.

The City ranked third out of 20 Ontario communities in Trout Unlimited's Yellow Fish Road Program events, designed to help decrease pollution in the stormwater system.

In a pilot project, 40 sport park facilities were equipped with containers for recyclables.

Approximately 25,000 residents and businesses cleaned up areas of the city during Earth Days' 20-Minute Makeover and Community Cleanup.

The City co-ordinated a spring cleanup on provincial lands and influenced the first cleanup of 400 series highways by the Province since 1999.

ENHANCING ARTS & CULTURE

The Office of Arts and Culture was established as a stand-alone division to develop and implement an Arts and Culture Master Plan for Mississauga.

An Arts and Culture Grant Program was launched to support operational, project and capital funding needs for arts, heritage and cultural groups and a new Capacity Building Grant Program was developed to provide assistance to in-need organizations.

The Office of Arts and Culture joined CONCERT, an industry-led public-private partnership consortium, to bring together the creative, entertainment and technology industries in Mississauga.

A series of Mississauga "sound walks" was launched to build a Mississauga Sound Map, comprised of residents' recordings of environmental sounds.

EMBRACING DIVERSITY & ACCESSIBILITY

Council adopted the report "Communicating In Languages other than English" to enhance communications to multicultural residents.

The Paralympic Ontario Regional Games were hosted by the City and Tourism Mississauga for 114 disabled athletes, at St. Marcellinus Secondary School.

Mississauga Transit now has 281 accessible buses on 23 accessible routes, out of a total of 379 buses, representing 74 per cent of the fleet.

A higher number of designated parking spaces for disabled persons was included in the new Mississauga Zoning Bylaw.



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Canada Day at the Civic Centre

PARTNERSHIP & PUBLIC ENGAGEMENT

The City’s largest public engagement campaign, “Our Future Mississauga – Be Part of the Conversation,” inspired, informed and interacted with thousands of residents and stakeholders. The campaign strategically gathered creative thoughts and unique ideas through its website, community events, “great idea” puzzle pieces, and a visioning symposium.

The speakers series, “A Conversation about Building a City for the 21st Century,” included Stephen Lewis, Dr. Roberta Bondar, Justin Trudeau, Jan Gehl and other urban leaders, to generate discussion about Mississauga’s future.

Members of Council and Economic Development Office (EDO) staff participated in the Team Mississauga business mission to six Chinese cities, organized by the Mississauga Board of Chinese Professionals & Businesses and the Mississauga Board of Trade.

EDO and Mississauga Board of Trade organized the second annual Meet City Hall, highlighting ways in which the City supports its business community through seminars, displays and interaction with City politicians and officials.

The second annual Mayor’s Youth Advisory Committee addresses issues on substance abuse, racism, health, bullying and violence.

SMART GROWTH

A new Mississauga Zoning Bylaw made the City the first municipality in the Greater Toronto Area to have an Official Plan and a Zoning Bylaw that work together with provincial legislation to more effectively guide Mississauga’s development into the new century.

World Town Planning Day was hosted at the Civic Centre to raise awareness of how urban planning helps build healthy and vibrant communities.

The 26th Mississauga Urban Design Awards recognized three projects with Awards of Excellence and three projects with Awards of Merit.

An in-depth Automotive and Aerospace study by the Economic Development Office positioned the advanced manufacturing sector as a major driver of the City’s economy.

A Mississauga Urban Design Advisory Panel was formed as a peer review to provide the City with recommendations on the design of buildings and spaces, landscapes, parks and design of infrastructure projects.



Kariya Park near the Sussex Centre



ACCOUNTABILITY

CUSTOMER SERVICE & TECHNOLOGY

User sessions for the City's eCity portal increased 27 per cent over 2006, averaging more than 17,000 user sessions daily.

Over 11,000 transactions normally processed manually by City staff are now processed electronically.

The Customer Service Call Centre handled over 170,000 telephone calls (answering 80 per cent of calls in 30 seconds or less) and 4,000 public emails. Call Centre operations, which consolidated all general inquiry calls, Office of the City Clerk, Animal Services, Revenue and snow calls, were extended to provide 12-hour-a-day service, from 7 a.m. to 7 p.m., Monday to Friday.

With 400 million media hits, City information was accessed in record numbers.

Recreation and Parks processed 183,547 program registrations – 82,545 through Connect2Rec, 91,449 via staff, and 9,553 through Interactive Voice Response (IVR).

Wireless Internet access was extended to all community centres, arenas, pools, Living Arts Centre, Civic Centre and library branches, allowing customers to access the Internet free of charge from their laptops.

The Mississauga Library System loaned a record 7.6 million items – an average of 32,000 items per day, exceeding the national record in library use per capita.

The Mississauga Library System added more than 171,000 new items to its two million item collection, 24 per cent more items than in 2006, and an all-time record.

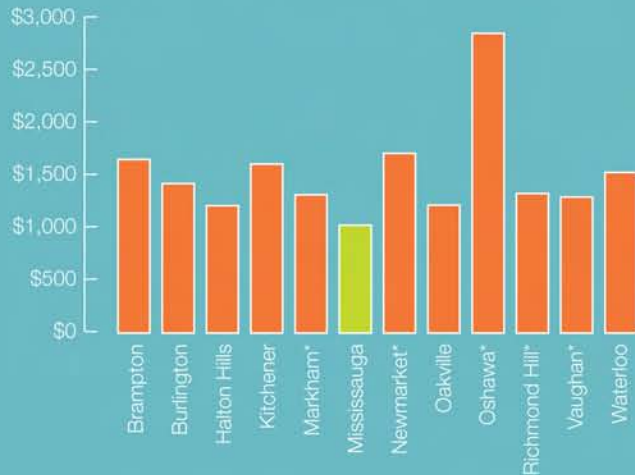
With the cooperation of the Prosecutor's Office and the Justices of the Peace, two court blitzes covering four weeks, dealt with approximately 11,000 matters and brought the overall caseload to manageable proportions.



2007 City Taxes per Household

(Excludes Regional Portion of Tax Bill)

For a residential property assessed at \$365,000
 *Number adjusted to include York and Durham Regional Transit



EFFICIENT OPERATIONS

The City achieved \$2.2 million in efficiency savings for various programs and services, and these savings were incorporated into the 2007 Budget.

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

Online commerce transactions totalled \$9,642,032, including \$6,792,227 in Connect2Rec registrations and \$2,849,805 via eCity.

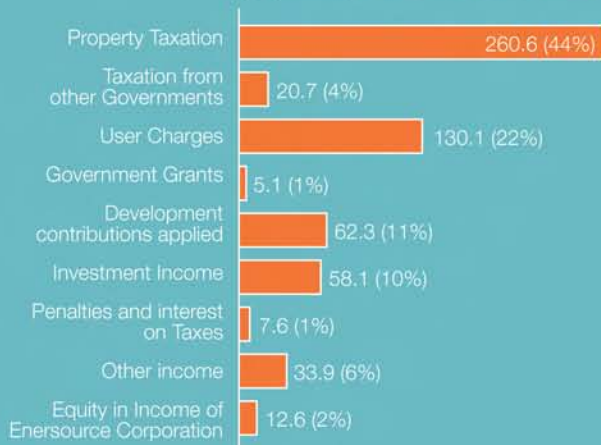
By using off-cycle PCs for public use at libraries, in lieu of purchasing new PCs, the City saved approximately \$450,000 and provided 444 PCs for public use.

The e3 Program was developed to review the value of all City services from the customers' perspective on a seven-year cycle, focussing on the "economy, efficiency and effectiveness" of programs.

A tax increase of 4.7 per cent maintained or improved service levels and an additional \$196 million supported capital requirements.

Consolidated Revenues by Type

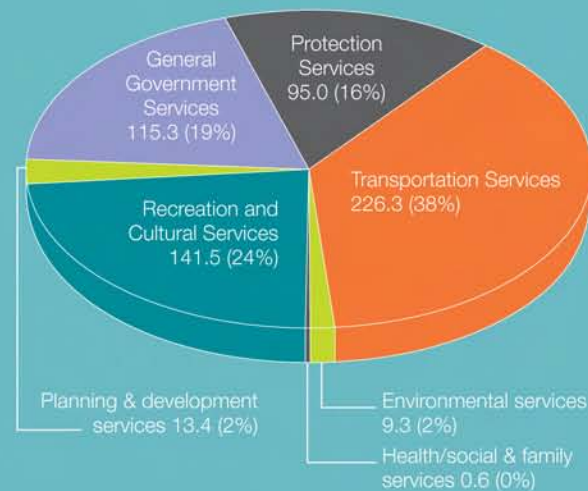
(in \$millions) *unaudited financial results



Total consolidated revenues \$591.0 (100%)

Consolidated Expenditures by Service

(in \$millions) *unaudited financial results



Total consolidated expenditures \$601.4 (100%)

EMPLOYER OF CHOICE

TALENTED WORKFORCE

City employees received the following honours:

Award of Excellence from the Peel District School Board's Education Week Committee.

2007 Canadian Urban Transit Award for Employee Excellence for an act of heroism on duty.

President of the Association of Municipal Tax Collectors of Ontario for the 2007-2008 term.

Appointment to the Board of Directors of the Ontario Occupational Health Nurses Association.

ENGAGING EMPLOYEES

City employees raised an unprecedented \$187,922, through personal pledges and events, for the United Way of Peel Region.

City Council endorsed a Respectful Workplace policy to promote an environment where everyone can work, volunteer, learn and participate with respect and dignity. The policy also included reference to the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code.

932 City employees were nominated for Corporate Awards for Excellence, by their peers.

The annual Long Service Awards Dinner, attended by 545 people, recognized more than 100 employees with 25-year awards.

DEVELOPING TALENT FOR THE FUTURE

A Memorandum of Understanding was signed with the University of Toronto allowing students in the Masters of Public Policy and Governance Program to work as interns within the City on an annual basis.

Senior City employees acted as mentors to foreign-trained professionals under the Mentoring Partnership program.

Foreign-trained professionals were employed through the CareerBridge Internship Program.

City employees hosted 80 grade 9 students for job-shadowing, tours and presentations for Take Our Kids to Work, a Canada-wide program.

City staff volunteer for United Way fundraiser



STRONG LEADERSHIP

Mayor Hazel McCallion received a 2007 Canada's Most Powerful Women: Top 100 award by the Women's Executive Network, in the Trailblazers and Trendsetters category.

City Manager Janice Baker received a 2007 Canada's Most Powerful Women: Top 100 award by the Women's Executive Network – honouring the success and extraordinary accomplishments of Canadian women - in the Public Sector Leader category.

Mayor Hazel McCallion was appointed as the Region of Peel's representative on the Board of Metrolinx, the transportation authority for the Greater Toronto Area and Hamilton.

Council launched the Cities Now! campaign to assist communities across Canada in explaining the need for additional funding from federal and provincial governments.

Council Chamber ceiling



The City, in partnership with the Lifesaving Society and school boards, was short-listed for a World Leadership Award, for the Swim to Survive program.

According to an Environics survey, nearly nine out of ten Mississauga residents are satisfied with their municipal government.

A compliance rate of 99.6 per cent in responding to Freedom of Information requests, within the legislated 30-day time period, was achieved, making the City one of the top-ranked municipalities for legislative compliance.

A provincial election strategy was developed to include a televised "Town Hall" question and answer debate, with representatives from four political parties.

The City provided civil marriage ceremonies as a new service, making the City one of only 72 municipalities to offer this service to the public – performing 200 ceremonies.

Huron Park Fitness Centre's "Sweet Success" program won the Bayer Dream Fund national contest. The program is offered in conjunction with Trillium Hospital, to help people with diabetes.

Team Mississauga received a "Hosting Appreciation" from Paralympics Ontario for the City's participation.



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City Manager
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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 a copy of this report, can be found at: www.mississauga.ca



CONTACT US