

progress report



Message from the Mayor & City Manager

On behalf of Council and the City's Leadership Team, we are proud to showcase the City of Mississauga's achievements in this two-part report. This past year was a milestone year for the City of Mississauga with the approval of our new Strategic Plan entitled Our Future Mississauga.

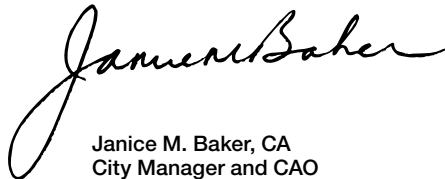
The City is committed to informing residents of our progress in achieving the goals outlined in the Strategic Plan, and we are very pleased to present the inaugural Our Future Mississauga: Progress Report.

Beyond our amazing city-building achievements, we are very proud of the quality programs and services delivered by our dedicated employees, which are illustrated in the Highlights '09 document.

Please take the time to read about our progress and stay connected as we continue to build on our successes. We believe you will see the values of trust, quality and excellence in public administration reflected in all we do.



Hazel McCallion, C.M.
Mayor



Janice M. Baker, CA
City Manager and CAO



Mayor and Council: (from left to right, top to bottom) Frank Dale, Ward 4 • Eve Adams, Ward 5 • Pat Saito, Ward 9 • George Carlson, Ward 11 • Carolyn Parrish, Ward 6 • Maja L.A. Prentice, Ward 3 • Nando Iannicca, Ward 7 • Carmen Corbasson, Ward 1 • Katie Mahoney, Ward 8 • Mayor Hazel McCallion • Sue McFadden, Ward 10 • Pat Mullin, Ward 2.



Leadership Team: (from left to right, top to bottom) Martin Powell, P. Eng., Commissioner Transportation and Works • Edward R. Sajecki, P. Eng., M.C.I.P., Commissioner Planning and Building • Paul A. Mitcham, P. Eng., MBA, Commissioner Community Services • Brenda R. Breault, CMA, MBA, Commissioner Corporate Services and Treasurer • Janice M. Baker, CA, City Manager and Chief Administrative Officer

Community Advisory Group's Message

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

– Margaret Mead

As a partner in developing the long term Strategic Plan for the City of Mississauga, the process was exciting and comprehensive and we are all privileged to have been included. It was a landmark moment in determining a plan for the kind of future that we want for Mississauga. Since that moment, we were challenged to remain involved in monitoring and supporting the success and implementation of the Plan.

The successes achieved in the short months since the Plan's approval in April 2009 have been impressive. Seeing the progress on items such as the Sheridan College construction, the development on the Research Innovation Commercialization Centre and the implementation of Active Assist has proven that this Plan will help us make our vision a reality. It is notable that even when a success is achieved the action is not checked off and forgotten about it. Active Assist quickly saw its capacity reached demonstrating a clear need for the program in our city. In a responsive move, Council recently approved the expansion of the program to 4000 people, addressing the waitlist and offering additional room for expansion. This achievement proves that our Council is heeding the objectives of the Plan and that we will continue to experience advancement of the Plan.

We are firm believers that the community must take ownership of the Plan and stay engaged in the process. To that end, we are committed to doing our part in championing the implementation of this new vision for the city. The Community Advisory Group is actively planning how we will advance the Strategic Plan and continue to champion the goals and actions outlined in the Plan. All members of our community can play a role in realizing the vision our Strategic Plan describes. We encourage everyone to consider how you or your organization can advance the Plan and achieve the vision we have all created for our city.

We would like to applaud the efforts of Council and staff who have worked to advance the Plan over the course of the last year. The Community Advisory Group is committed to continuing to provide the support and input required to reach the goals in the Plan and realize the vision for our city.

Frank Giannone

Chair of the Community Advisory Group
FRAM Building Group

Husain Aboghodieh

University of Toronto, Graduate

Sarah Balkissoon

Canadian Hindu Arts and Cultural Society

Glenn Barnes

Tetra Society of North America and Coalition
for Persons with Disabilities

Helen Burrowes

Malton Community Festival

W.J. (Bill) Checkley

Pitney Bowes Management Services Canada Inc.

Audrey Chiang

Mississauga Board of Chinese Professionals
and Businesses

Robert Freeman

Mississauga Art Gallery

Nance MacDonald

Square One Shopping Centre

Saqib Mian

Mayor's Youth Advisory Committee

Andrew Stelmachovich

University of Toronto

Boyd Upper

Whiteoaks Lorne Park Community Association

Shelley White

United Way of Peel

Moving from vision to action

In the fall of 2007, the City of Mississauga reached out to and connected with over 100,000 residents and stakeholders in the most comprehensive public engagement initiative ever held in our city. It was called Our Future Mississauga. Our goal – create an inspirational vision for Mississauga and a way to achieve it over the next 40 years.

Fast forward to May 2009. The Strategic Plan (the Plan) was unveiled before a sold out audience at the Living Arts Centre. The Plan is accompanied by an Action Plan that outlines, step-by-step, the transformative change in store for Mississauga.

As we move from vision into action, the Strategic Plan is changing how the City of Mississauga conducts business and sets priorities. It is a road map to keep us in the right direction as we make our city more transit-oriented; ensure that youth, older adults and new immigrants thrive; complete our neighbourhoods; cultivate creative and innovative business; and live green. In short, this is the plan for building a city for the 21st century – and we are moving forward.

More than half of the 87 initiatives in the Action Plan are underway – three are complete! The advances made in only a few short months are impressive. These accomplishments are captured in the following pages. To view the Strategic Plan and Action Plan, please visit www.ourfuturemississauga.ca.

There are other ways to learn more. Since May 2009, the City's enthusiastic staff has made over 100 presentations in the community and to colleagues in the City, as part of the Ambassador program that was developed to build greater awareness of the Strategic Plan. Over the coming months and years, the City looks forward to working further with the groups and individuals who have been inspired to activate the Plan in their neighbourhoods.

As we continue to make progress in 2010, please stay aware, be engaged or take on an action you feel passionate about to help make it happen!

Thank you for your continued interest and help in making the City's Vision come alive.

A nighttime photograph of a city skyline, likely Mississauga, with numerous high-rise buildings illuminated by city lights against a dark blue twilight sky. The lights from the buildings and streets create a vibrant, glowing effect.

Our Vision for the Future

Mississauga will inspire the world as a dynamic and beautiful global city for creativity and innovation, with vibrant, safe and connected communities; where we celebrate the rich diversity of our cultures, our historic villages, Lake Ontario and the Credit River valley.

A place where people choose to be.

Our new Vision Statement is supported by five Strategic Pillars for Change:





Developing a transit-oriented city

We will make Mississauga less car-dependent by doubling current transit ridership, and matching the increase in active modes of transportation.

Indicators of Progress	2008	2009
The transit modal split (a.m. peak period) for Mississauga residents. ⁱ	11%	11%
The active transportation modal split for Mississauga residents. ⁱⁱ	12%	12%
The modal split for short trips (under 10 km). ⁱⁱⁱ	–	In progress
Population base within 500m of a transit stop in the growth centre/ transit corridors/nodes. ^{iv}	–	84.5% (615,837 people)
Persons plus jobs in the growth centre/transit corridors/nodes. ^v	–	1,038,245 persons plus jobs

Indicator Information

These indicators track the progress we are making towards becoming a transit-oriented city. The Transportation Tomorrow Survey gives us a good indication of our a.m. peak period transit modal split and active transportation modal split for census years (the most current data is from 2006 and the next data will reflect 2011). The remaining indicators help us complete the picture.

The modal split for short trips will indicate the shift in people's daily choices. The population base within 500 metres of a transit stop and persons plus jobs in the growth centre/transit corridors/nodes will illustrate the impact of transit not only on our behaviour, but also on our built form. For more information on these indicators, please see the End Notes on page 25.

Transit: In a lane of its own

How can we better connect people to their destinations without increasing car use? Part of the answer is creating an organized system on the road that prioritizes the movement of all sorts of vehicles – Mississauga Transit, Bus Rapid Transit (BRT), GO Transit and eventually Light Rail Transit. Transit Priority Lanes are about such integration.

In 2009, we completed the preliminary design on three critical transit initiatives. These will enhance alternatives for people travelling through Mississauga by:

- Introducing transit priority features on Rathburn Road (both east and west bound) from Duke of York Boulevard to east of Hurontario Street.
- Adding two new stations to the proposed BRT route, which will increase bus/passenger loading capacity in Mississauga City Centre when the BRT is constructed.
- Realigning the ramp from southbound Hurontario Street to westbound Rathburn Road, to connect with Centre View Drive.

We are continuing to explore and implement many other bus-related improvements. One example is the Hurontario Main Street Study, which is looking at how to introduce light rail along this corridor between Port Credit and downtown Brampton – something that can serve city growth and relieve car usage. Effective solutions do not always have to be complex; adding bike racks to all Mississauga Transit buses, for instance, promotes both public transit and cycling.

Together, the Transit Priority features enhance our transportation choices in Mississauga, enabling people to get around in the fastest, cleanest, safest and most convenient way possible.

For more on how transit initiatives are changing our city, see Building our Future Mississauga at www.mississauga.ca/portal/cityhall/backgroundercitycentrtransitpriority



Bike racks were installed on all Mississauga Transit buses in 2009 making travel easier

Putting cars in their place

A paid parking strategy might seem like just another measure that supports the use of cars. In fact, while accommodating drivers, it also contributes to a push toward public transit and environmental responsibility. The parking strategy for our downtown does this in several ways.

There will always be a need for parking. But consider this: through consolidating parking, we eliminate the need for every building to have it. By minimizing surface parking, we create a more walkable downtown. And with parking supply management and pricing, we influence transportation choices.

In 2009, we took important steps toward our transit and growth goals by:

- Implementing paid on-street parking in the City Centre, which creates an economic value for these spaces.
- Creating a staff team within our Transportation and Works Department with responsibility for parking and transportation demand management.
- Introducing fees for parking structures in the 2009 Development Charges By-law.
- Partnering with Sheridan College on a shared-use paid parking lot in the downtown (part of its new campus) which will include transportation demand measures like a secure bicycle room and priority car pool spaces.

For more on how paid parking is changing our city, see Planning Reports 2009 at www.mississauga.ca/portal/residents/publications



Over 70 parking meters were installed across the city with 25 in the downtown



Ensuring youth, older adults and new immigrants thrive

We will attract five new post-secondary educational institutions.

Indicators of Progress	2008	2009
Affordability of housing (total number of households in Mississauga that devote less than 30% of income to housing). ^{vii}	–	146,795
Total number of Older Adults (65 years of age and older) in Mississauga that rely on social services. ^{viii}	1,586 (3.4% of population)	2,506 (3.8% of population)
Percentage of 20-34 year-olds living in Mississauga. ^{ix}	20.10%	20.10%
Percentage of 20-34 year-olds living and working in Mississauga. ^x	37.76%	37.76%
Post-secondary students per capita. ^{xi}	–	15 students per 1000 people
Percentage of new immigrants residing in Mississauga (less than five years) that rely on social services. ^{xii}	3.4% (2,727)	4.8% (3,579)
Percentage of places of religious assembly in Mississauga located in mixed-use and residential areas. ^{xiii}	–	59%

Indicator Information

Although our population is aging, we must also focus on our youth and new immigrants. The Census assists us in tracking the number of youth both living and working in the city (the Census is only done every five years, most recently in 2006 but it is the most comprehensive source for this information). The opening of the Sheridan College Institute of Technology and Advanced Learning and ongoing growth at the University of Toronto Mississauga will increase the number of post-secondary institution students per capita.

The Region of Peel tracks the level of social services relied upon by seniors and new immigrants – both increased in 2009, which is not surprising given the economic climate. The percentage of places of religious assembly will likely rise in the future as places of religious assembly with approvals prior to the adoption of the Strategic Plan are still being constructed. For more information on these indicators, please see the End Notes on page 25.



Our youth can now access programs and services at the newly relocated Nexus Youth Centre in the Central Library

“4 R uth”

The degree to which young people are engaged in and can take advantage of what Mississauga offers – physically, socially and culturally – is a strong measure of our overall health. In July 2009, Council officially endorsed Mississauga’s first Youth Plan, which targets the 12-24 age group and aims to make this a youth-friendly city.

As part of this effort, the City reached an agreement with Nexus Youth Services to relocate Mississauga’s Youth Centre from Square One to the Central Library. The Centre, which averages almost 200 visitors a day, offers drop-in programs and services, provides formal programs

aimed at developing life skills and healthy relationships, and encourages youth to participate in their community through volunteering. The Youth Centre, which moved in December 2009, is an example of how Mississauga strives to provide services that are inclusive and responsive to the needs of youth.

A key element in our success has been hearing the voice of youth in the very formulation and delivery of our Plan. The Youth Advisory Committees that are being established at each of our community centres, are an integral part of our decision-making, and ensuring that our Youth Plan helps our young citizens to thrive.

For more on how our Youth Plan is advancing our Strategic Plan, see www.mississauga.ca/portal/residents/youth



Thrive beyond 55

How can we ensure that older adults remain in the community and stay active? That is a key question at a time when Mississauga's population is aging. In 2031 almost 40 per cent of residents will be 55 years of age or older.

Approving the City's Older Adult Plan is a bold response to our demographic reality. We have served some critical needs of this group by:

- Changing the City's upcoming Official Plan to include the concept of Older Adult Clusters, making facilities and services more accessible to this group.
- Implementing a pilot driveway windrow snow clearing program for residents 65 years of age, supporting their ability to remain at home. Recognizing the issues of affordability for older adults, the cost of this service is based on financial need.

- Fostering a healthier population, through a range of initiatives – a falls prevention program; innovative health and fitness programming at older adult centres; education on living with ailments like heart disease and diabetes; new therapy pools at the Mississauga Valley, Clarkson and Malton pools; and outdoor exercise equipment for older adults at Clarkson Community Centre.
- Introducing an Internet/e-mail basics program for older adults through Mississauga libraries, to enhance their ability to stay connected.
- Starting development on a common approach to health and wellness and aging in place initiatives.

These and other wide-ranging strategies will give older adults every opportunity to continue to live, learn, and love life in Mississauga.

For more on how our Older Adult Plan is advancing our Strategic Plan, see the full Plan at www.mississauga.ca/file/COM/Older_Adult_Plan.pdf

Access to play

While constructing strategic pillars, we are also removing barriers – the obstacles to access for some of our programs.

ActiveAssist is a prime example. This fee assistance program is helping low-income families and individuals in Mississauga to participate in our Recreation and Parks programs. Through ActiveAssist, we offer a \$275 credit to eligible residents towards a Recreation and Parks program or membership.

Since launching the program in May 2009, we have reached the capacity of 2,500 client accounts, and had a waiting list of almost 1,700 residents. In response, we have expanded the program to accommodate 4000 clients. This recognizes both current and anticipated future needs.

Program participants are people who would otherwise struggle to take part in one of our programs, or who would simply be unable to. Over 1,500 of the 2,500 clients had never before participated in one of our recreation programs. Most of these clients are young people and new immigrants, two groups that we specifically want to engage.

By providing equal access to recreation programs, ActiveAssist is broadening the opportunities for residents to have fun, pursue their interests, express their creativity, learn new skills, and meet new people.

For more on how ActiveAssist is advancing our Strategic Plan, see our Assistance Programs options at www.mississauga.ca/portal/residents/assistanceprograms





connect

Completing our neighbourhoods

We will collaborate with our residents to drive bold moves to complete our neighbourhoods.

Indicators of Progress	2008	2009
Number of neighbourhoods with an active neighbourhood improvement association or some comparable grassroots organization. ^{xiv}	–	16
Municipal voter turnout. ^{xv}	25%	25%
Connectivity index to measure the level of pedestrian and vehicular connections in the downtown. ^{xvi}	–	0.48

Indicator Information

Over the past year, we have been validating the indicators. Some have been removed as there is no reliable or consistent manner in which to track them (number of residents who can identify their neighbourhood; and number and range [by age, ethnic origin] of residents who are actively engaged in their community, e.g. through an event, special interest group, school council, etc.) or they are measured through other indicators in this report (number of all-season events/community gatherings in each neighbourhood – see Cool Indicators). The number of neighbourhoods with an active neighbourhood improvement association and the municipal voter turnout shows the involvement of residents in their community and city.

Alternatively, the connectivity index allows us to track our progression towards achieving a more walkable downtown. The index measures the connection and linkages between roads. Connected networks better meet the needs of local motorists and encourage walking and cycling with direct routing options. Highly walkable places generally rate above 1.4 with the goal being having a connectivity index of 1.0. As we add more streets and intersections to our downtown our connectivity index will rise and we will gradually become a more walkable place. For more information on these indicators, please see the End Notes on page 25.



Construction of the Sheridan Campus began in the Spring, 2010

Welcoming students to our downtown

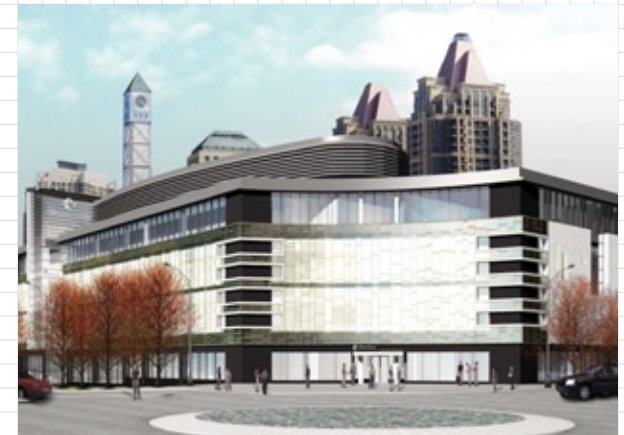
Given our desire to develop a more vibrant downtown, any plan to bring more young people to the City Centre, encourage development or support investment in transit is desirable. One initiative does all three – the new Sheridan College Institute of Technology & Advanced Learning campus, scheduled to open in fall 2011.

In the summer of 2009, Sheridan announced a new campus in Mississauga. In September

2009, we purchased the land in the City Centre to partner with Sheridan to bring its new campus to Mississauga. The first phase will include a 150,000 sq. ft. facility at Duke of York Boulevard and Prince of Wales Drive. It will accommodate 1,200 business students, and 560 spaces dedicated to training and re-training new Canadians, foreign-trained professionals and unemployed workers.

For the City of Mississauga, the new Sheridan campus realizes one of our key goals: to attract post-secondary institutions. It is also a catalyst for growth – and an important step toward developing downtown Mississauga into a vibrant, active and memorable urban place.

For more on how the new Sheridan campus is completing our neighbourhoods, see the plans for Sheridan at www.sheridaninstitute.ca



The first phase of the new Sheridan campus is scheduled to hold its first classes in September 2011



Building our future Mississauga

Aging infrastructure is an important issue for Canadian cities. The City is addressing our aging infrastructure by initiating dozens of projects to add, renovate or expand transit, roads, sidewalks, libraries and recreation facilities.

Having completed our Strategic Plan early in 2009, we were well positioned to submit applications when the federal and provincial governments announced the Infrastructure Stimulus Fund (ISF) and the Recreational Infrastructure Canada (RIInC) fund. We received approval to proceed with 138 projects, for a total of \$169 million in infrastructure investment. The biggest project is the \$40 million Civic Centre and Library Square revitalization.

Mississauga will see the results of these efforts soon. All ISF and RIInC projects must be substantially completed by the end of March 2011. The first to open will be the newly renovated libraries at Lorne Park, Port Credit and Lakeview in late 2010.

The projects, which reflect the priorities of Council and our Strategic Plan, create jobs and reduce the costs of repairs to our taxpayers thanks to the government funding. Most important, they are a huge jolt for improving our city and neighbourhoods.

For more on how infrastructure stimulus is completing our neighbourhoods, see Building our Future Mississauga at <http://www.mississauga.ca/portal/cityhall/buildingourfuturemississauga>



More than a million people annually are expected to visit the revitalized Civic Centre and Library Square





prosper

Cultivating creative and innovative businesses

We will create a model sustainable creative community on the waterfront.

Indicators of Progress	2008	2009
Accredited foreign-trained professionals per capita. ^{xvii}	–	In progress
Gross domestic expenditure on research and development. ^{xvii}	\$1,077,472,000	\$1,077,472,000
Number of patents generated through Mississauga companies. ^{xix}	–	77
Increase in employment in creative businesses. ^{xx}	12,674 employees/ 519 creative businesses	In progress
Number and distribution, by planning district, of cultural facilities and spaces owned by the City, and the not-for-profit and private sectors. ^{xxi}	–	728

Indicator Information

Gross domestic expenditure on research and development, the number of patents generated and employment in creative businesses are all essential components of creative economies. Increases in these indicators will demonstrate our progression towards a more creative economy. Statistics Canada calculates the research and development expenditures annually, but there is a time lag in the availability of the data. Currently the most recent data available is from 2007. The number of patents generated by Mississauga companies is available from the World Intellectual Property Organization.

While we are currently unable to track the number of accredited foreign-trained professionals per capita, we are hoping that the Sheridan College Institute of Technology and Advanced Learning's program for new Canadians will provide this data in the future. The methodology for tracking the increase in employment in creative businesses is currently being revised, as the City's cultural mapping project will be able to provide this data in the future. The number of cultural spaces and facilities will be also tracked through the cultural mapping project allowing us to share and strengthen these facilities. For more information on these indicators, please see the End Notes on page 25.

Cultivating our culture

Strengthening arts and culture in our city contributes to much more than quality of life. It can create new jobs, support creative businesses, attract talent, provide opportunities for youth and lead to more complete neighbourhoods.

We launched the Culture Plan in June 2009 that addresses culture broadly, including heritage, cultural attractions and the overall development of quality urban spaces. This Plan has achieved progress by:

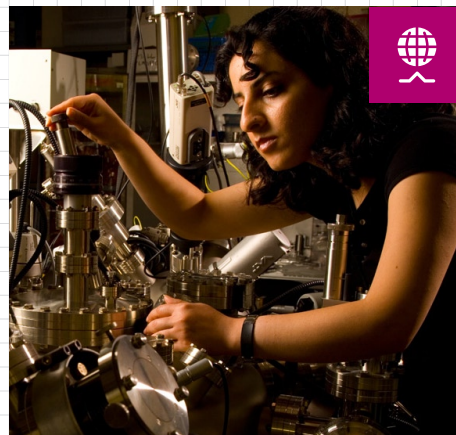
- Bolstering the investment in Mississauga's cultural vitality, with funding for cultural programming growing from \$1.50 to \$3.00/household over four years (from 2009).
- Developing a convenient and central point of information regarding art, culture and heritage resources in Mississauga, through a Cultural Mapping Project.
- Adding a Public Art Coordinator to develop a Public Art Policy for the city and ensure that we have more public art in Mississauga.
- Consolidating Heritage Planning, Museums, Meadowvale Theatre and Film staff teams into the Culture Division to deliver related programs and services in a consolidated way.

The Culture Plan is a major step in helping Mississauga to develop a unique cultural identity and scores of cultural opportunities, for the benefit of all residents. As Mayor Hazel McCallion said, "Municipalities with strong cultural communities at their core create international appeal and contribute to a city's economic success."

For more on how the Culture Plan is cultivating creativity and innovation, see www.mississauga.ca/artsandculture



The Pool of Knowledge, by Stacy Spiegel, at the Living Arts Centre is an example of how public art will be integrated into public works, land development and open space planning.



From an idea to innovation

Turning a business idea into a viable product can be a big challenge. To overcome it local entrepreneurs can rely on Mississauga's Research Innovation Commercialization (RIC) Centre, a partnership between the Mississauga Board of Trade, University of Toronto Mississauga, and Ontario Ministry of Research and Innovation.

The goal is to support entrepreneurs in bringing to market technical innovations in life sciences, advanced manufacturing, aerospace and emerging technologies. In 2009, the RIC Centre served over 100 companies, drawing on a team of public and private sector partners who offered assistance with areas such as securing investment and developing go-to-market strategies. Our Economic Development Office is proud to be working with the RIC Centre, its partners and clients.

Having the RIC Centre fosters knowledge-based industries, creates key partnerships in innovation, and enhances our city's reputation as a leading place to grow a business.

For more on how the RIC Centre is cultivating creativity and innovation, see www.riccentre.com





Living green

We will transform Mississauga into a “net-zero” carbon city to become a leader in green initiatives by reducing greenhouse gas emissions in our city.

Indicators of Progress	2008	2009
Tons/percentage of carbon emissions reduction. ^{xxii}	–	In Progress
Percentage of energy used from renewable energy sources. ^{xxiii}	–	4.24% of total City ekWh; 6.19% of Facility ekWh; 5% of fuel
Number of cubic metres of water used per person ^{xxiv}	107 m ³	94.78 m ³
Number of buildings achieving City-approved green development standards ^{xxv}	2 LEED certified	In Progress
Total number of trees planted ^{xxvi}	–	25,011
Natural areas (in hectares) ^{xxvii}	2181 ha (total) 993 ha (City owned)	2326 ha (total) 1098 ha (City owned)
Number of new “green initiatives” started in the city ^{xxviii}	160	In Progress

Indicator Information

A major step towards improving our environment begins with benchmarking where we are today. Reducing our carbon emissions, using renewable energy, and reducing water usage will help us progress towards our goal of becoming a “net-zero” carbon city. A Living Green Master Plan is currently being developed, which will advance the Green pillar and provide data on our carbon emissions and “green initiatives” once it is complete.

Our green development standards will be completed in time for our next Progress Report, which will allow us to track the number of buildings achieving our standards rather than relying on LEED reporting. Our action to plant one million trees will also be tracked through these indicators, as will our natural areas. For more information on these indicators, please see the End Notes on page 25.

Tree planting takes root

An old proverb says that the best time to plant a tree was 20 years ago; the next best time is now. In 2009, we launched a program to plant one million of them, something that will improve the quality of our environment, increase our tree canopy, enhance our wildlife habitat, and add to the beauty of our neighbourhoods.

The program, called “One Million Trees Mississauga”, saw over 25,000 trees planted in 2009. Going forward, the target is to plant 100,000 trees annually for 10 years, to reaching our ultimate goal.

This is a program rooted in community involvement. Individual volunteers, community groups, student organizations and businesses throughout the city have all contributed to the planting efforts at community and corporate events. Everyone is encouraged to participate, as we green our city and create an environmental legacy that will last for generations. Watch for our community trailer in your neighbourhood this summer and join us in reaching our goal.

For more on how you can contribute to One Million Trees Mississauga, see www.mississauga.ca/portal/residents/preserveourparks



Community tree planting on Arbour Day this year moves us closer to one million trees in the city



Our Forestry trailer will be on hand at community tree planting events throughout the year.





2009 Award Recipients designed and implemented an innovative waste heat recovery system at Iceland resulting in a reduction of 102 tonnes of greenhouse gas emissions per year.

Laurels for the environment

Promoting a green culture is a matter of not only implementing environmental initiatives, but recognizing the outstanding efforts behind them.

That's the idea behind the Brenda Sakauye Environment Award, part of our employee Corporate Awards for Excellence program (CAFE Awards). The Environment Award was added in 2009 in memory of our first Environmental Coordinator, a woman who raised awareness of the environment across both the Corporation and the community, and who triggered many environmental achievements for Mississauga.

Now, the Brenda Sakauye Environment Award honours an individual employee or team who have significantly advanced our "Living Green" pillar in the Strategic Plan. The award underscores the importance of making progress on the environmental front, and serves as an example for all of our staff of the commitment we expect to environmental performance.

Tools to build green

When you're building, you need the right tools. To encourage the development of environmentally-sustainable buildings in Mississauga, the new Green Development Strategy and Standards will be essential tools. We are living green by:

- Preparing the City's first Green Development Strategy, scheduled for approval in 2010, which will assist us in achieving green targets when processing new development applications (i.e. Leadership in Energy and Environmental Design, or LEED, standards.)
- Developing our own Green Building Standard for municipal buildings. This will result in improved building efficiency, reduced environmental impact on the surrounding site, conservation of resources, and improved indoor environmental quality. Moreover, the standard shows leadership at the municipal level that can strongly motivate the private sector to consider green development.

Both initiatives promise to help Mississauga lead the way in creating environmentally-responsible development and fostering a green culture.



The recently installed green roof at the Transit building reduces cooling loads and stormwater run off.

Cool Indicators

Is Mississauga a “cool” city? It doesn’t sound like a type of thing that the municipality would typically measure, yet there is a movement that sees the growth and revitalization of a community tied to a number of “cool city indicators”.

So what indicators would tell us whether Mississauga is an energetic city that attracts people, jobs and opportunity? We thought about how a city supports innovation, grows talent, embraces diversity, invests in and builds quality of place, thinks regionally and acts locally and makes new connections. We developed a number of indicators, unique to Mississauga, that can help measure our true vibrancy and set us apart from other municipalities.

By measuring progress on these indicators each year, the City can keep track of whether Mississauga continues to grow and change in a “cool” and creative way, maintaining itself as a desirable and attractive city in which to live, work, play and invest. We’ve made progress on many of the “cool indicators” from last year. We’ve also refined some of the indicators to get a better measure of our progress. We will continue to work towards capturing all these indicators in our future Progress Reports.

For more information on these indicators, please see the End Notes on page 25.



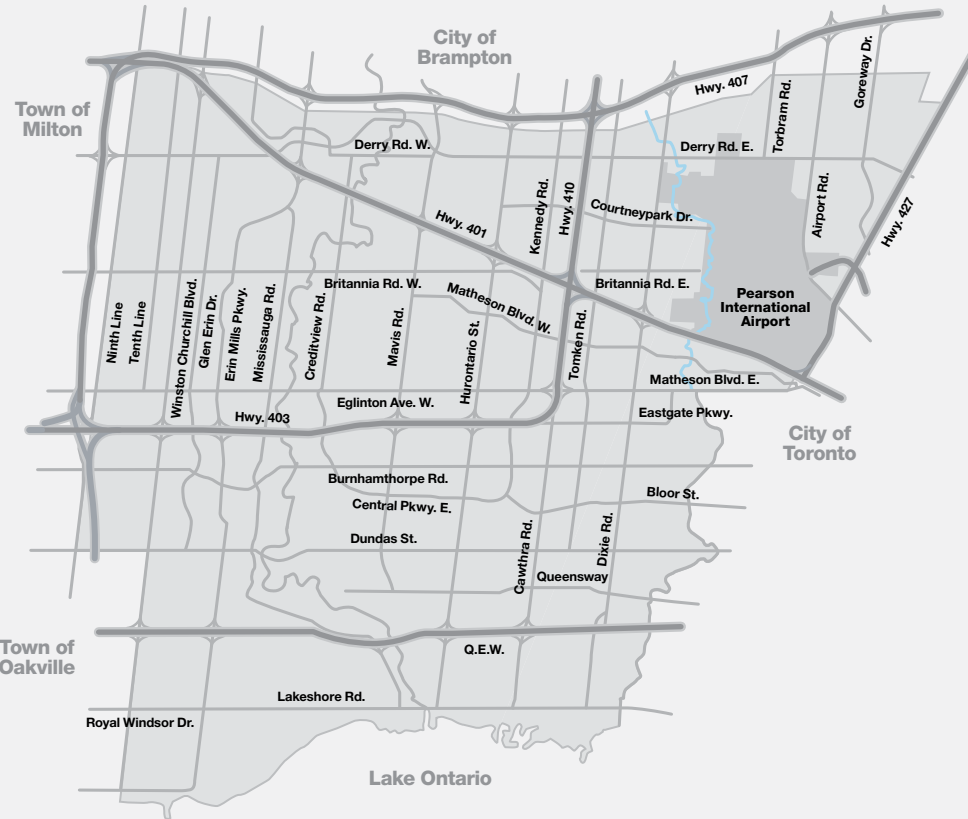
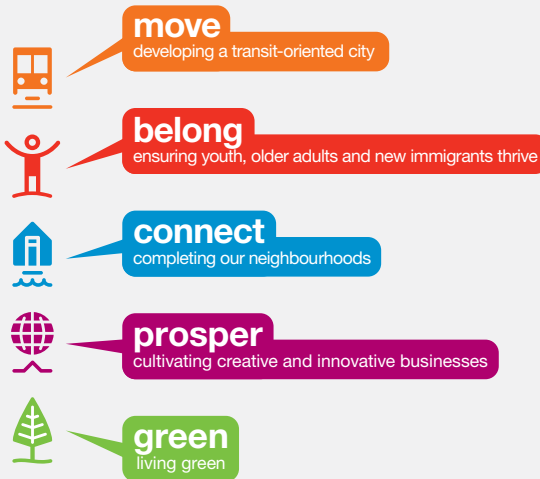
Actions to look for in 2010:



Mapping our Progress is coming in 2010

Imagine you had a way to observe how the decisions we make as a City are advancing the Strategic Plan. Imagine if you could see the impact better and more strategic decision making has on the places where you live or work.

Using information from Mississauga Data, we have created a new data series that will illustrate our progress toward realizing the direction statements written into the Strategic Plan. These direction statements describe the end state for each Strategic Pillar for Change:



Over time, by using maps and data tables we will be able to describe the impact of City run programs, initiatives, policies, decision making and resident action that transform our vision for Mississauga into reality.

This work is possible using information collated through Mississauga Data, a City managed website that contains urban planning related reports, newsletters, brochures and data. The site is the authoritative source for the City of Mississauga's statistical data including: population, demographics, census, development monitoring/activity, growth

forecasts, housing, employment, office, land use, vacant employment lands, and the environment.

The first map and data table supporting the Belong Pillar will be accessible summer 2010 at: www.ourfuturemississauga.ca. We invite you to check back monthly through December 2010 for city-wide illustrations showing the impact the Strategic Plan is having on achieving our vision of making Mississauga a place where people choose to be.

End Notes:

- i. This data is from the 2006 Transportation Tomorrow Survey. The next survey will be conducted in 2011.
- ii. This data is from the 2006 Transportation Tomorrow Survey. The next survey will be conducted in 2011.
- iii. Methodology for tracking this indicator is currently under review.
- iv. This data is based on 2009 forecasted population data.
- v. This data is based on 2009 forecasted population data.
- vi. This data is based on 2009 forecasted population data.
- vii. This data is from Statistics Canada's 2006 Census Community Profile for the City of Mississauga. The next Census will be conducted in 2011.
- viii. This data is from the Human Services Department of the Region of Peel. Numbers are based on older adults affiliated with a social service: receiving assistance or using a service at market rate (i.e. Ontario Works, subsidized or full fee daycare, subsidized or market rent housing. Housing counts only include Peel Living, Rent Supplement and Housing Allowance), counts are for individuals, not households.
- ix. This data is from Statistics Canada's 2006 Census Community Profile for the City of Mississauga. The next Census will be conducted in 2011 with results to follow.
- x. This data is Custom Census Data from Statistics Canada based on the 2006 Census. The next Census will be conducted in 2011.
- xi. This data is based on 2009 forecasted population data and the University of Toronto Mississauga's 2009-2010 enrollment data.
- xii. This data is from the Human Services Department of the Region of Peel. Numbers are based on new immigrants receiving Ontario Works.
- xiii. This data is from the Mississauga Employment Database based on the 2008 Employment Survey
- xiv. Only organizations tied to a specific geographic location were counted for this indicator, this includes Ratepayers organizations, BIAs and Affiliated organizations.
- xv. This data is from the 2006 municipal election, the indicator will be updated in the 2010 Progress Report to reflect the 2010 voter turnout.
- xvi. The connectivity index is calculated by dividing the total number of street segments in the area by the total number of intersections. The connectivity index allows us to track our progression towards achieving a more walkable downtown. The index measures the connection and linkages between roads. Connected networks better meet the needs of local motorists and encourage walking and cycling with direct routing options. Highly walkable places generally rate above 1.4 with the goal being having a connectivity index of 1.0. The downtown is geographically defined as outlined in Downtown21.
- xvii. Methodology for tracking this indicator is currently under review.
- xviii. This data is Custom Data from Statistics Canada. This value reflects the total dollar value of research and development that was conducted by Mississauga-based corporations in 2007. This indicator will be updated as information becomes available.
- xix. This data is available from the World Intellectual Property Organization's website (www.wipo.int).
- xx. This indicator is based on the following NAICS codes 45121, 45331, 45392, 5111, 5112, 5121, 5122, 5151, 5152, 517111, 5181, 5182, 5191, 51912, 51913, 5413, 5414, 541430, 5415, 5418, 54192, 7111, 71111, 7113, 7114, 7115, 711322, 7121, 71151. However it will be modified for the 2010 Progress Report based the forthcoming Culture Mapping Project.
- xxi. The methodology for this indicator will be modified based on the forthcoming Cultural mapping project.
- xxii. This indicator will be addressed through forthcoming Living Green Master Plan.
- xxiii. This number is based on the total renewable energy used in City buildings as well as renewable fuels used by City fleets.
- xxiv. This data is available from the Region of Peel based on population forecasts. The baseline data from the Action Plan has been updated to reflect the value for 2008 rather than 2007.
- xxv. The City's Green Development Standards are anticipated to be approved in 2010. Currently the Canada Green Building Council's Registered LEED projects is used.
- xxvi. This year the indicator only reports the number of trees planted by the City, in the future it is hoped that through the Participate page of the website all trees planted within the city may be recorded to track our progress towards planting our goal of one million trees.
- xxvii. This data is from the Natural Areas Survey.
- xxviii. This indicator will be addressed through forthcoming Living Green Master Plan.
- xxix. The methodology for this indicator has been changed; previously the indicator counted public art as well as community public art. According to the Culture Division: Public Art is any work of art (temporary or permanent in any media) that is created by one or more artists or in collaboration with one or more artists specifically to be sited in a public space. Community Public Art pieces are public artworks produced by one or more artists in collaboration with communities in response to neighbourhood needs, aspirations, or other community issues. The process must be led by an artist although the artwork (temporal or permanent in any media) may be created all or in part by non-artists within the process established by the artist.
- xxx. Major intersections are defined as Hurontario St. and Burnhamthorpe Rd. intersection; Duke of York Blvd. and Burnhamthorpe Rd. West intersection.