

2013 Report on the Strategic Plan

Moving from Vision to Action

What does it mean for a city to move? To see its people belong and connect? To prosper? To become green? Those are the pillars that are helping Mississauga grow and succeed as a 21st century city.

It was just six years ago when the City of Mississauga launched a groundbreaking public engagement project called Our Future Mississauga. The community created an exciting vision for the city and in 2009, a bold Strategic Plan and Action Plan.

Each year, we share our progress of how we are moving forward and transforming our city. Our progress is measured by the actions underway and by the energy they create all around our city. Not only can we see transformation happening, but we can hear it and feel it. Each action brings us closer to achieving our vision – a city where people choose to be!

There are 96 actions currently underway from the Action Plan and 7 are complete. Each action's foundation is rooted in the Strategic Plan, which we are committed to following.

In 2013, we continued to move forward on creating a dynamic, beautiful and global city. We invite you to take a moment and read about the City's accomplishments and learn about how we are bringing the Strategic Plan to life.

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.

Message from the Mayor

On behalf of my colleagues on Council, I am pleased to present our 2013 Report on the Strategic Plan. These success stories, reports and informative data demonstrate the City of Mississauga's commitment to our Strategic Plan and Action Plan.

This year, we have seen wonderful progress across the city. We have made our community more vibrant with the opening of Cooksville Four Corners and Holcim Waterfront Estate as well as the installation of public art pieces. Other initiatives and achievements such as the Second Units Implementation Strategy, Sport Plan and Tourism strategy, the Credit River Parks strategy and the Gold Youth Friendly Community designation should also be celebrated.

We encourage you to stay informed, leave your comments and get involved in your city by visiting the Our Future Mississauga website at www.mississauga.ca/strategicplan and checking in on our progress.

In 2014, we look forward to more accomplishments in the areas of public transit, opportunities for young people and students, visions for vibrant neighbourhoods in Lakeview and Port Credit and nurturing our natural beauty as we build our future Mississauga.

Hazel McCallion, C.M. LL.D.
Mayor

Message from the City Manager

On behalf of the City's Leadership Team, I would like to congratulate City Council, our Mississauga communities and our employees on making 2013 another fantastic year for our city.

This is the fifth year that we've shared our achievements based on the priorities set forth in the Strategic Plan. Looking back, I can say with confidence that we have made great progress. We are constantly seeking ways to implement our five Strategic Pillars for Change and advance our Master Plans.

In an effort to streamline reports and make it easier to access information, a citizens' reporting process was established. We hope you find this format convenient and informative.

Thank you for taking the time to visit our website and learn about the City's many initiatives. Please send us your comments and suggestions so that we can continue to make Mississauga a great place to live, work and play.

Janice M. Baker, FCPA, FCA
City Manager and CAO

Move

MiWay Stays Loyal to Riders

Frequent travellers saw more benefits in 2013 as MiWay implemented its PRESTO Loyalty Program. This new program is simple. Once riders pay for 12 full MiWay fares during any one week using their PRESTO card, they ride free on MiWay for the rest of that week. To make it easier, PRESTO cardholders are automatically enrolled in MiWay's weekly loyalty program.

MiWay has made PRESTO a success in Mississauga. As of October 2013, over 35,000 PRESTO cards were sold in Mississauga and PRESTO loyalty trips increased by 126% from December 2012 to November 2013.

The goal is for PRESTO to replace paper fares entirely, which would make riding more convenient and more environmentally-friendly.

This is just another way that MiWay is working to make transit easy and stress-free for residents and visitors.

To learn more visit: www.miway.ca

LRT Remains on Track

The Hurontario-Main Light Rail Transit (LRT) project remains on track. Energized by Metrolinx's announcement that the LRT is a priority project in the regional transportation plan the 'Big Move'; the Cities of Mississauga and Brampton worked together to position this project for future implementation.

In 2013, the public was engaged as the preliminary design and the Transit Project Assessment Process (TPAP) was being prepared for completion in 2014.

The TPAP process is intended to assess a range of environmental impacts such as the natural environment, heritage features and landscapes, archaeological resources, land use and urban design. The process will also look at road and transit networks, utilities, pedestrian and cycling connections.

Stakeholder engagement sessions were held in May of 2013, to ensure businesses and residents along the corridor have their say. At the sessions, people had the opportunity to view the preferred LRT alignment, stop locations and its integration within the community.

The LRT system supports the City's goal of developing a transit-oriented city and will provide riders with a more sustainable transportation choice. Transit is helping transform Mississauga and shaping the way people move in, around and through the city.

To learn more visit: hurontario-main.ca

MiWay Growing Strong

The count is complete and 2013 was MiWay's best year yet with 36 million riders and 52 million boardings!

Each year, MiWay continues to see an increase in ridership and boardings and they've responded with more service and additional routes – connecting people to destinations.

MiWay is making it easier for students to get to class. With enhanced service during mid-day on route 107, students now enjoy all-day express service between the City Centre Transit Terminal and Humber College. This express route services Toronto Pearson International Airport and the Airport Corporate Centre as well.

MiWay is also making it easier for riders to travel between Meadowvale, the City Centre Transit Terminal and the Islington Subway Station with the addition of mid-day express service on route 109.

Based on customer requests and ridership demand, a new MiExpress route 108 was added, providing direct service from the Islington Subway Station to Meadowvale Business Park. This is an important link that's helping attract and connect talent to Mississauga's prosperous business community.

Thanks to these service improvements, MiWay riders are enjoying faster, more direct service.

To learn more visit: miway.ca

Time to Think Round

You may have noticed something different about the intersection at Hazelton Place and Plantation Place. There are no traffic signals and there are no stop signs. This intersection has a roundabout!

Designed to reduce traffic speed, the roundabout helps to improve safety for motorists, cyclists and pedestrians. It also helps to reduce the amount of vehicle idling that occurs at all-way stops and traffic signal intersections. That means a cleaner environment with fewer emissions and less fuel wasted.

This roundabout is one of several that are in place across Mississauga. While a roundabout at every intersection wouldn't work, when they are used in the right location, they are a very valuable, green and innovative tool for controlling traffic flow.

Indicators of Progress

Indicators of Progress	2008	2009	2010	2011	2012	2013
The transit modal split (AM peak period) for Mississauga residents ¹	11% (2006)	-	-	13%	Next data available for 2016	Next data available for 2016
The active transportation modal split for Mississauga residents ²	12% (2006)	-	-	6%	Next data available for 2016	Next data available for 2016
Percentage of population base within 500m of a transit stop in the growth centre/transit corridors/nodes ³	-	84.5%	85.2%	85.3%	84.7%	84.3%
Persons plus jobs in the growth centre/transit corridors/nodes ⁴	-	774,323	778,434	782,100	788,000	798,000

MiWay continues to see an increase in ridership and continues to make transit a better option with increased service. The 2011 Transportation Tomorrow Survey results became available in 2013 showing an increase in transit use, but a decrease in active modes of transportation. The percentage of our population base within 500m of a transit stop in the growth centre, transit corridors and nodes (as identified in the Mississauga Official Plan) has decreased slightly as a percentage, but the total number of persons-plus-jobs in these areas has increased demonstrating that we are effectively directing the growth of our city.

1. Transportation Tomorrow, 2006. Transportation Tomorrow Survey Summaries.
2. Transportation Tomorrow, 2006. Transportation Tomorrow Survey Summaries.
3. City of Mississauga, Mississauga Data.
4. City of Mississauga, Mississauga Data.

* - indicates indicator data is unavailable

Belong

City Council Gets More Connected

Connecting with local government just got even easier thanks to live streaming of Council and Committee meetings. The City, working in partnership with Rogers TV Mississauga, now offers a live stream option for watching Council, General Committee, Planning and Development Committee, Transportation Committee and Budget Committee meetings.

You can watch the meetings live or go use the archives if you miss one and watch it later. Information delivered to you, wherever you are when it's convenient for you.

This is another example of how innovation is helping build our city of the future.

To learn more visit: www.mississauga.ca/videos

Our Neighbourhoods – Strong, Connected and Vibrant

It's where you live, shop for groceries, go to school, play in the park, meet up with friends and talk with neighbours. It's your neighbourhood. Through the Strong Neighbourhood Strategy, the City is making sure Mississauga's neighbourhoods remain strong, connected and vibrant.

The City is working on this strategy in partnership with United Way of Peel, Region of Peel and other key community agencies and stakeholders. When completed, the strategy will include a report on Mississauga's 11 established character neighbourhoods and will identify five in which to focus pilot projects. It will also identify roles for community agencies, partners and government with respect to neighbourhood building strategies.

This is the first time the City has focused a strategy at the neighbourhood level. It is important to ensure we continue to nurture the unique quality of life within each of our neighbourhoods and that they remain a place where you can live, work and prosper.

A Gold Star for Youth Friendliness

It's been proven again in 2013 – Mississauga is a great place for youth.

The City was awarded the Gold Youth Friendly Community designation from Play Works, a group of nine organizations that advocate play. Mississauga was celebrated for formally connecting youth to the community, providing options for play and having facilities specifically dedicated to youth.

Working with the Mississauga Youth Advisory Committee, students and Mississauga youth agencies, input for the application was collected from young people across the city. Youth polled, felt they belong and thrive in the community; sharing that they enjoy activities at various centres that are fun, affordable and dedicated to young people.

A youth friendly community is one that actively supports and provides opportunities for the growth and development of its young people and Mississauga is well on its way.

To learn more visit: www.mississauga.ca/youth

Listening to the Voice of Experience

Mississauga is a wonderful place to grow up and to grow older.

The Mississauga Older Adult Advisory Panel provides the chance for those aged 55 and up to exchange information and advice with City staff to improve older adult services. The panel is also a vehicle for older adults to play a role in identifying and developing new or improved initiatives.

The feedback of older adults plays an important role in designing a city that is a great place for all. The information gathered by the panel as well as the feedback they provide is used to guide plans for the future.

Council approved the establishment of the panel in 2013. In 2014, the panel will create a multi-year work plan of activities. One of the goals is to pursue designation as an Age Friendly City from the World Health Organization.

To learn more visit: www.mississauga.ca/olderadults

Ten Years Accessible and Going Strong

An accessible city is one where everyone feels they belong. In 2013, the City marked the 10th annual Accessibility Plan and our ongoing commitment to making accessibility a part of everyday business.

Right now, one in seven people in Ontario has a disability of some kind. As our population begins to age, accessible services will be needed even more. As a city we have taken strong steps towards reducing barriers and providing access for all.

We have a transit system and buildings that are accessible. Many of our playgrounds and picnic sites offer accessible features so all families can enjoy each other's company and play together. We've put policies in place to ensure accessibility is a key consideration when purchasing goods and services, designing new facilities and renovating older ones. Our entire workforce has received training about accessibility standards, legislation and effectively serving customers with different disabilities.

We are committed to being a leader in accessibility, building vibrant communities that are accessible to all and to moving forward on our accessibility vision that Mississauga is a great place to live, work, travel and play for everyone.

In 2014, we will continue to ask the question "how?" How can we continue to make our services, facilities and programs accessible for all to enjoy?

To learn more visit: www.mississauga.ca/accessibility

Housing Choices that Create a Home

Safe, affordable housing choices are a key component for vibrant communities.

Mississauga is one of the first municipalities in Ontario to implement the Province's legislation to permit second units. Second units are also known as basement apartments, in-law suites and secondary suites. They provide affordable housing choices for everyone; particularly youth, older adults and new Canadians.

Working with residents and community stakeholders, City staff gathered thoughts and ideas that shaped the "made in Mississauga" approach to permit second units and the development of the Second Units Implementation Strategy. The Strategy includes official plan policies, zoning regulations, licensing requirements, an education program and partnerships to ensure health, safety and property standards are met.

The Second Units Implementation Strategy is a great step forward to ensuring our neighbourhoods are a place where residents can live, work and prosper.

To learn more visit: www.mississauga.ca/housingchoicessecondunits

Indicators of Progress

Indicators of Progress	2008	2009	2010	2011	2012	2013
Affordability of housing (total number of households in Mississauga that devote less than 30% of income to housing) ¹	68.3% (2006)	-	-	69.2%	Next available for 2016	Next data available for 2016
Total number of Older Adults (>65 years of age) in Mississauga that rely on social services ²	2,794	4,609	4,151	4,713	4,157	5,566
Percentage of 20-34 year olds living in Mississauga ³	20.10% (2006)	-	-	19.7%	Next available for 2016	Next data available for 2016
Percentage of 20-34 year olds living and working in Mississauga ⁴	37.76% (2006)	-	-	2011 data not yet available	Next available for 2016	Next data available for 2016
Post-secondary student spaces per capita ⁵	-	15 students per 1000 residents	16.4 students per 1000 residents	18.9 students per 1000 residents	19.9 students per 1000 residents	21.1 students per 1000 residents
Number of new immigrants residing in Mississauga (less than five years) that rely on social services ⁶	2,727	3,579	3,623	3,689	3,461	3,287
Percentage of places of religious assembly in Mississauga located in mixed-use and residential areas ⁷	66%	59%	57%	62%	60%	58%

The number of households spending less than 30% of income on housing in 2011 became available this year and more households are above the housing affordability threshold than in 2006. Despite this, a greater number of older adults are relying on social services, although this is likely a result of the older adult demographic growing in

Mississauga overall. Fortunately, the number of new immigrants relying on social services continues to decrease. The percentage of 20-34 year olds living, and living and working, in Mississauga is not available for 2013, but we continue to see more post-secondary students in our city. The number of places of religious assembly in mixed-use and residential areas also decreased in 2013.

1. Statistics Canada, 2006 Community Profiles – Mississauga.
2. Human Services Region of Peel, Custom Data Request.
3. Statistics Canada, 2006 Community Profiles – Mississauga.
4. Statistics Canada, Custom Commuting Flow Table from the 2006 Census.
5. City of Mississauga, Growth Forecast. University of Toronto Mississauga, Fact Sheet. Sheridan College, Hazel McCallion Campus website.
6. Human Services, Region of Peel, Custom Data Request.
7. City of Mississauga, Mississauga Data.

* - indicates indicator data is unavailable

Connect

Making the Right Connection

In 2013, one of Mississauga's most significant historical locations, Cooksville Four Corners, was revitalized into a vibrant community meeting place.

Located at the south east corner of Dundas and Hurontario, it is Mississauga's second busiest transit transfer hub and an important community connection point. With a rich past, the space is an integral part of the neighbourhood and the city.

The new vibrant gathering place was the result of collaboration between the City, the community and key partner stakeholders. The new space offers shelter, bike racks, benches and shady trees. Those who visit are greeted with a sign featuring the word "welcome" in 40 different languages helping to honour the cultural diversity of the neighbourhood and the city.

Cooksville Four Corners is a safe and welcoming gathering place where you can enjoy a coffee and spend time with friends. This innovative new space was opened to the public on September 14, 2013.

Celebrating Our Heritage

Holcim Waterfront Estate is the newest wedding, conference and event venue in Mississauga.

The estate, originally built in the 1930s, overlooks Joshua's Creek and offers scenic views of Lake Ontario. The property includes the Harding House, a Coach House and a tented area for outdoor events. It not only provides a unique facility for banquets and events, it also improves the connectivity along the existing waterfront and shoreline.

The property was redeveloped in 2013, completing a piece of the 2008 Waterfront Strategy, with contribution from Holcim Canada as a naming sponsor. The buildings were updated to align with the City's Green Building Standards and to meet Mississauga Accessibility Design Guidelines. The Harding House and Coach House are heritage designated buildings. All construction materials used were in keeping with the architectural heritage of the property; helping preserve the historic value of the buildings while celebrating the natural beauty of the lakeside property.

The vision for the future of the Holcim Waterfront Estate is to develop the remaining 15.5 hectares of park land surrounding the buildings and connect it to the Waterfront Trail system.

Look for Holcim Waterfront Estate to become a spot for you and your friends and family to connect with each other and with city's natural surroundings.

To learn more visit: www.mississauga.ca/holcimestate

Library “Checks Out” High Tech System

Borrowing materials from the Library is going to get easier thanks to new Radio Frequency Identification (RFID) technology.

Right now, checking-out and handling materials at Mississauga's 18 locations is a big task. With circulation topping more than 6 million items annually, there is a need to make the process faster and more convenient.

RFID technology involves the use of tags and antenna reader pads. Not only will customers be able to check-out multiple items at once, but they'll do so by simply placing the items on a pad. There is no searching for, and scanning of barcodes. It is very quick and easy to use.

RFID also allows for better inventory control, more check-out stations to be in use at once and improved access in and out of the library for customers once they've scanned their materials.

Initiated in 2013, the conversion to RFID technology is underway. A total of 1.3 million items need to undergo the conversion and have their existing barcode tags replaced with RFID tags. The intent is to have RFID capability in all Mississauga Libraries by the end of 2015.

To learn more visit: www.mississauga.ca/library

Indicators of Progress

Indicators of Progress	2008	2009	2010	2011	2012	2013
Number of neighbourhoods with an active neighbourhood improvement association or some comparable grassroots organization ¹	-	16	16	13	15	16
Municipal voter turnout ²	25% (2006)	-	34.34%	27.01% (Ward 5 by-election)	Next available for 2014	Next data available for 2014
Connectivity index to measure the level of pedestrian and vehicular connections in the downtown ³	-	1.49	1.49	1.49	1.49	1.49

The City continues to connect neighbourhoods as we build safe, strong vibrant communities. We've seen an increase in the number of neighbourhoods with an active neighbourhood improvement association from last year back up to our baseline number and Recreation has a new Community Group page to better connect with these and other groups and organizations. The next municipal election is scheduled to occur on October 27, 2014, after which we will update our voter turnout data. The connectivity index of the downtown remains the same, but as the Downtown21 Master Plan is implemented, additional connections for all modes of transportation will be made.

1. City of Mississauga, Recreation & Parks, Community Groups Listing.
2. City of Mississauga, Elections Results.
3. City of Mississauga, Strategic Community Initiatives.

* - indicates indicator data is unavailable

Prosper

Bringing Public Spaces Alive

Two more public spaces came alive in 2013 with the installation of the sculpture 'Migration' located at Duke of York Boulevard and Burnhamthorpe Road and the mural 'Backside Flip' at the Civic Centre skateboard park. They join the growing outdoor public art collection in Mississauga's downtown; providing a distinct identity for the spaces; bringing energy and vibrancy to the area.

'Migration', created by local sculptor Alex Anagnostou, is a two-part sculpture composed of aluminum, stainless steel and sandcast molten glass that forms an arrow-like gateway. It speaks to the now extinct passenger pigeons that used to roost in Mississauga on their migration journey and references Mississauga's First Nations people who were drawn to the area because of the rich and vibrant landscape.

'Backside Flip,' by artist Dan Bergeron, was influenced by the ideas and thoughts our local youth shared during an artist talk and Twitter chat. The large scale public art mural depicts a series of silhouettes of a skateboarder performing a backside flip alongside technical-style drawings of ramps. Helping to re-animate the space, the mural also reflects both the grace and complexity of skateboarding.

Both projects strengthen the City's relationships with local and international arts professionals. 'Backside Flip' also gave Mississauga youth the opportunity to have a voice in animating their city.

Through public art, we are creating unique and vibrant public spaces in a city where people choose to be.

To learn more visit: www.mississauga.ca/publicart

A City of the Future

Mississauga took top honours, winning overall mid-sized City of the Future from Foreign Direct Investment (fDi) Magazine in the 2013/2014 ranking of cities across North and South America.

A mixture of data and expert opinions were used to rank 422 cities that have the best prospects for inward investment, economic development and business expansion. In the mid-size category Mississauga also ranked first for business friendliness, second for

economic potential, fourth for Foreign Direct Investment strategy and fourth for infrastructure.

This performance ranking provides a boost and attracts foreign investment to our diverse business community. It also facilitates economic development and business expansion opportunities. Most important, this ranking puts a global spotlight on Mississauga as an international destination with a prosperous and sustainable economy where businesses come to grow and prosper.

To learn more visit: fDi Magazine:

<http://www.fdiintelligence.com/Locations/Americas/American-Cities-of-the-Future-2013-14>

Getting Active about Sport in the City

Mississauga's sport scene is getting a boost of adrenalin from the Mississauga Sport Plan and the Sport Tourism Strategy.

Sport plays an important role in connecting our communities, developing a sense of belonging and driving economic prosperity. Working with key stakeholders in the sport community, the City developed the five-year Sport Plan that focuses on increasing the investment, participation, promotion and capacity of sport in Mississauga. The Plan is designed to build a more collaborative, highly used and recognized system for delivering sport in the City.

The Sport Tourism Strategy is helping expand sport beyond the local level. It is helping bring sporting events and activities at the provincial, national and international level to Mississauga. Developed with input from the sport community, hotel and hospitality industry as well as tourism sector, the strategy positions Mississauga as a leader in the sports tourism sector.

Physical activity is important at all ages. Mississauga's new Sport Plan and Sports Tourism Strategy are helping ensure everyone in our community has the opportunity to participate and join in the fun. Together they are making sure the right infrastructure is in place to support community needs and that Mississauga's name is at the top of the leader board as an attractive sports tourism destination.

To learn more visit: www.mississauga.ca/sportplan

Sustainability on Our Eastern Shore

Inspiration Lakeview is leading the way as the City's first large-scale brownfield revitalization project.

With input and engagement from the community, landowners and project partners – the Province of Ontario and the Ontario Power Generation (OPG), Inspiration Lakeview is creating a plan for a live-work-play environment on Mississauga's eastern waterfront.

A master plan process that began in 2013, is helping define how the property will be developed. The 245-acre area includes a 200-acre brownfield, the site of OPG's now-demolished Lakeview Generating Station, as well as an industrial area north of the OPG lands. The intent is to create a plan for a green, sustainable community with accessible and vibrant public spaces, affordable housing and jobs.

The master plan process received a boost of \$175,000 in July 2013, through the Green Municipal Fund™ (GMF) grant from the Federation of Canadian Municipalities. The grant is helping municipalities like Mississauga build a greener future.

Initially identified in 2010 as part of the City's Strategic Plan to create a model sustainable community on the waterfront, Inspiration Lakeview is transforming Mississauga's waterfront.

To learn more visit: www.mississauga.ca/lakeview

Indicators of Progress

Indicators of Progress	2008	2009	2010	2011	2012	2013
Number of patents generated through Mississauga companies ¹	71	77	64	86	100	91
Number of employees and businesses in creative industries ²	12,674 employees 519 creative businesses	-	21,971 employees 1,608 creative businesses	-	24,125 employees 1,135 creative businesses	22,520 employees 1,110 creative businesses
Number of cultural facilities and spaces owned by the City, and the not-for-profit and private sectors ³	-	-	-	-	398	420

The Cultural Resource Map continues to be updated and now identifies 420 cultural facilities and spaces in Mississauga – while it is not a definitive list of all resources in Mississauga, Culture on the Map is a great cultural resource for the city. The number of patents granted to Mississauga companies is down slightly from last year, but above all other previous years. There has also been a decrease in the reported number of employees and businesses in creative industries, but this indicator relies on the Employment Survey which only includes businesses and employees working in commercial spaces – home based businesses are not captured in these numbers.

1. World Intellectual Property Organization, Patent Scope.
2. City of Mississauga, Culture Division.
3. City of Mississauga, Culture Division. Data for past years is unavailable based on the new methodology used in the Cultural Resources Map.

* - indicates indicator data is unavailable

Living Green

Turning Up the Heat at Hershey

Things really heated up at the Mississauga Hershey Centre in 2013 with the implementation of an innovative technology called waste heat recovery.

The heat recovery technology removes waste heat created as a result of the ice-making refrigeration system. The recovered heat is then used to heat the air, preheat hot water providing comfortable showers for aspiring hockey players and skating enthusiasts, and for ice-resurfacing. Without this innovative technology, the waste heat would have to be removed with large electricity guzzling fans.

This simple step is contributing to cost savings for the City. It's also helping to keep our natural environment healthy and clean by reducing greenhouse gas emissions by 160 tonnes per year. This is equivalent to removing 48 cars from Mississauga roads. This was one of the accomplishments that lead to the City's nomination of the "Leadership in Community Energy Conservation" award from the Ontario Power Authority.

This is just one example of Mississauga's award-winning and comprehensive energy conservation program. Look for more as we move toward becoming a Zero Carbon City.

To learn more visit: <http://www.mississauga.ca/portal/residents/environment>

Preserving a Treasured Resource

Over the next 25 years, the City of Mississauga will invest in the conservation, management and growth of the 42 parks and natural areas that hug the Credit River, one of our most treasured natural resources.

The Credit River Parks Strategy, approved by Council on September 18, 2013, will connect residents to the natural environment and provide recreational opportunities that promote health, well-being and an enhanced quality of life.

More than 35,000 stakeholders were engaged in the development of the strategy including residents, community groups, external agencies and City staff. All told us they want to be able to connect with and have access to this area for a number of recreational uses including cycling, walking, hiking, canoeing and kayaking.

The strategy recommends a number of actions including a continuous trail from Port Credit to Mississauga's northern border, new bridges and trails to connect neighbourhoods and provide links to transit hubs, educational institutions and cultural

experiences. It also recommends habitat restoration and new opportunities to further enhance water activities such as fishing, canoeing and kayaking.

The Credit River is key to the City’s “green” infrastructure. The new strategy will ensure that it is preserved and enhanced for all to enjoy today and in the future.

To learn more visit: www.mississauga.ca/creditriversstrategy

Showing Your Green by Thinking Blue

Going green is easy thanks to the “Let Your Green Show” campaign that encourages residents to take action, earn rewards and help turn their neighbourhoods green. The campaign is a partnership between the Region of Peel, conservation authorities and the cities of Brampton and Caledon to “Turn Peel Green.”

In 2013, the campaign encouraged residents to get involved and “use less water” by growing a plant that requires little water, checking their homes for a leak, installing high-efficiency showerheads and water-efficient toilets and using a rain barrel. The result was a savings of approximately 38 million litres of water for the year.

Approximately 1,500 residents took up the challenge and committed to more than 2,300 actions.

What’s in store for 2014? Continuing to participate in the Let Your Green Show campaign which will focus on reducing automobile usage and encouraging the use of more sustainable modes of transportation.

To learn more visit: www.letyourgreenshow.ca

Indicators of Progress

Indicators of Progress	2008	2009	2010	2011	2012	2013
Percentage of energy used from renewable energy resources ¹	-	4.24% of total City kWh 5% of fuel	5.43% of total City kWh 13.36% of fuel	5.4% of total City kWh 4.76% of fuel	5.3% of total City kWh 5.24% of fuel	5.6% of total City kWh 5.25% of fuel

Number of cubic metres of water used per capita ²	93.41m ³	94.78m ³	96.47m ³	95.25m ³	96.04m ³	84.07m ³
Number of buildings achieving City-approved green development standards ³	25 LEED Registered 14 LEED Certified	35 LEED Registered 18 LEED Certified	49 LEED Registered 22 LEED Certified	55 LEED Registered 23 LEED Certified	61 LEED Registered 23 LEED Certified	88 LEED Registered 37 LEED Certified
Total number of trees planted ⁴	-	25,011	26,600	26,267	35,031	44,530
Natural areas (in hectares) ⁵	2,181 ha (total) 933 ha (City-owned)	2,326 ha (total) 1,098 ha (City-owned)	2,357 ha (total) 1,041 ha (City-owned)	2,369 ha (total) 1,064 ha (City-owned)	2,379 ha (total) 1,070 ha (City-owned)	2384 ha (total) 1,074 ha (City-owned)

Mississauga continues to be a green city. This is demonstrated by the jump in the number of LEED (Leadership in Energy and Environmental Design) registered and certified buildings through our commitment of planting one million trees. Our water usage has declined per capita and our percentage of renewable energy has increased. The number of hectares of natural areas in the city, both in total and City-owned has also increased. Additional related indicators are being tracked through the Living Green Master Plan.

1. City of Mississauga, Energy Management and Transit.
2. Region of Peel, Public Works.
3. Canada Green Building Council.
4. City of Mississauga, Forestry.
5. City of Mississauga, Mississauga Data.

* - indicates indicator data is unavailable

Cool Indicators

Our “cool indicators” help measure our progress towards becoming an energetic city that attracts people, jobs and opportunity. These unique indicators measure our true vibrancy and show what sets us apart from other municipalities.

The number of post-secondary institutions remains constant, but they both continue to grow bringing more students to our city and will continue to do so in the future.

Our number of waterfront destinations and public squares remain constant, but we continue to improve these places as you can see in our ‘Making the Right Connection’ story about Cooksville Four Corners.

Two of our new public art pieces are also featured in our story ‘Bringing Public Spaces Alive’. The number of hours our volunteers dedicate to the City (Recreation, Parks and Forestry, Library, Culture including Mississauga Celebration Square) continues to increase and streets were closed more hours for local street parties. The number of outdoor patios in our downtown remains the same, but our streets are attracting significantly more foot traffic.

Our social media indicators (number of Mississauga Celebration Square Facebook followers and number of City News Twitter Followers) continue to rise significantly as the public has an appetite for up-to-the-minute City News. There is increased public activity on Twitter accounts as a customer service channel and social media is being used for alerts related to weather, public health and safety.

We saw fewer confirmed start-up businesses this year, but given that this is only the second year we have tracked this indicator, it is difficult to determine if there is a trend or an anomaly. Mississauga continues to be directly connected with a wide variety of destinations across the province, country and world via flights originating and terminating and Pearson International Airport.

With a number of cool projects on the go, we will continue to attract people, businesses and opportunity to Mississauga.

Cool Indicators	2008	2009	2010	2011	2012	2013
Number of post-secondary institutions ¹	1	2	2	2	2	2
Number of waterfront destinations ²	26	26	33	33	33	33

Number of public squares ³	7	9	9	13	14	14
Number of public art installations ⁴	-	-	-	-	73	80
Number of City volunteer hours ⁵	-	63,601	75,384.5	78,896	89,351	97,212
Number of cultural events and festivals ⁶	-	-	-	-	90	129
Number of outdoor restaurant/café patios downtown ⁷	16	18	19	19	20	20
Number of pedestrians at: Hurontario St. and Burnhamthorpe Rd. intersection; Duke of York Blvd. and Burnhamthorpe Rd. W. intersection ⁸	-	357	623	953	994	2,480
Number of hours streets are closed for community events ⁹	200	249	164	170	194	202
Number of Mississauga Celebration Square Facebook followers ¹⁰	-	-	192	2525	6813	11,771
Number of City News Twitter followers ¹¹	-	-	925	3457	6355	12,534
Number of new start-up businesses ¹²	-	-	-	-	35	30
Number of direct destinations from Pearson International Airport ¹³	-	-	-	-	177	177

1. City of Mississauga, Strategic Community Initiatives.

2. City of Mississauga, Community Services.

3. City of Mississauga, Community Services.

4. City of Mississauga, Culture Division. The Cultural Resources Map (2012) has changed the methodology for reporting on this indicator. Historical data is not available. The data from 2012 will serve as the baseline.

5. City of Mississauga, Recreation & Parks and Library.

6. City of Mississauga, Community Services. The Cultural Resources Map (2012) has changed the methodology for reporting on this indicator. Historical data is not available. The data from 2012 will serve as the baseline.

7. City of Mississauga, Strategic Community Initiatives.

8. City of Mississauga, Traffic Operations.

9. City of Mississauga, Traffic Operations.

10. City of Mississauga, Communications.

11. City of Mississauga, Communications.

12. City of Mississauga, Mississauga Business Enterprise Centre. New indicator introduced in 2012.

13. 14. Toronto Pearson International Airport, Airlines and Destinations. New indicator introduced in 2012.

* - indicates indicator data is unavailable

Actions to Look for in 2014

Move

- Opening of the Transitway
- Ridership Growth
- Service Hours Increase

Belong

- Summer Playgrounds Pilot “Let’s Play in the Park”
- Rebel 2014... a partnership of Recreation & Culture for Youth in Mississauga
- Sheridan College Phase II

Connect

- Community Improvement Plan

Prosper

- Inspiration Lakeview
- Inspiration Port Credit
- Community Common Public Art
- Artifact Preservation and Collection Services

Green

- Let Your Green Show (give your car a break)
- Community Gardens
- Waste Diversion Plan