

# 2014 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? These are the pillars that are helping Mississauga grow and succeed as a 21<sup>st</sup> century city.

Seven years ago 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, Council approved 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 positive impact they make on our community. Not only can we see transformation happening, but we can hear it and feel it. From the opening of the first phase of the Mississauga Transitway to growing the City's public art collection, each action brings us closer to achieving our vision - a city where people choose to be!

There are 100 actions currently underway from the Action Plan and 10 are complete. Each action's foundation is rooted in the Strategic Plan, which we are committed to following for the next 40 years.

In 2014, we continued to move forward on creating a dynamic, beautiful and global city. We invite you to read about the City's accomplishments and 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 2014 Report on Mississauga's Strategic Plan. 2014 marked the five year anniversary of our Strategic Plan and was a tremendous year for our city. We achieved many goals toward moving Mississauga forward.

I hope you have experienced the benefits of our achievements over the past five years. Perhaps you have used our expanded transit service on your way to work or school. Or maybe you enjoyed one of the seven City pools that have been rehabilitated since 2009. Were you one of the people who downloaded over 400,000 eBooks and eAudiobooks from our Library system in 2014? Or perhaps you have spent time enjoying the 66 hectares of natural green areas added to the City in the last five years.

We are committed to building a city that you are proud to call home. Guided by our Strategic Plan and the Pillars within it, we are making great strides in achieving our goals.

You will see more of our achievements in the report. As you read on, you will understand how this progress is helping Mississauga become a dynamic city that will inspire the world.

As a Mississauga resident, you can be a part of our success. Send us your comments and ideas about how we can continue to make Mississauga a great place to be.

With many more projects ahead, we look forward to continuing to build a great City in which citizens and business thrive and prosper!

Bonnie Crombie  
Mayor

# Message from the City Manager

2014 marked the five year anniversary of the City of Mississauga's Strategic Plan. The plan is our framework for moving Mississauga forward for the next 40 years and beyond. We have already achieved many of our goals and I am proud of our accomplishments. On behalf of the Leadership Team, I would like to acknowledge City Council and our employees for their hard work and contributions to our success.

Mississauga's Strategic Plan sets our vision of becoming a place where people choose to be. The plan helps us set priorities, while its five Strategic Pillars (Move, Belong, Connect, Prosper and Green) represent key areas of focus and guide us in achieving our goals.

As you read through this report, you will learn about the important work we have completed so far. You will see how these projects have created positive change and energy in our city. Some of our major accomplishments over the past five years include:

- Helping commuters **move** through our city more easily by increasing MiWay's annual service hours.
- Ensuring all residents **belong** through the introduction of an Older Adult Plan and a Youth Plan.
- Encouraging our diverse community to **connect** by increasing grants to arts and cultural organizations.
- Helping skilled residents **prosper** with our Culture Master Plan and our Economic Development Strategy.
- Showing our **green** through environmental initiatives such as our commitment to plant One Million Trees by 2032.

As we move forward, we recognize the importance of sharing our progress in an open and transparent way. This not only keeps you informed but also helps us keep the plan on track as we continue to make Mississauga a great place to live, work and play.

Thank you for taking the time to learn about the City's many initiatives. We are always looking for ways to improve. If you have any comments and suggestions, we want to hear from you. Email [public.info@mississauga.ca](mailto:public.info@mississauga.ca) and let us know your thoughts and ideas on the future of Mississauga.

Thank you for your support.

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

## 5 Year Update – Impact of the Strategic Plan

### Move:

- Between 2009 and 2014 MiWay added over 137,000 new annual service hours.
- The City invested an additional \$29M in the past 5 years to support increased service. Another \$375M was invested to construct the Central Parkway Campus Expansion and Transitway construction. As a result residents can now move more quickly around the city.
- Since the formation of the Mississauga Active Transportation office in 2010, approximately 90 kms of on-road cycling lanes as well as off-road and boulevard Multi-use Trails were constructed.
- Mississauga received a Bicycle Friendly Community Award – Bronze Designation from the Share the Road Cycling Coalition.

### Belong:

- Library programs for older adults increased from 212 in 2011 to 714 in 2014.
- Youth programs at the library increased over 50% from 539 in 2009 to 1,148 in 2014.
- Participation in library youth programs grew from 5,274 in 2009 to 10,140 in 2014.
- 12,394 eBooks and eAudiobooks were downloaded in 2010. In 2014 there were 415,535 downloads.
- Since 2009, the City has rehabilitated 7 outdoor pools.
- The Older Adult Plan and Youth Plan were approved by City Council in 2009.
- From 2009 to 2011, Mississauga was named one of Canada's Top Employers for Young People.
- Sheridan College, Phase 1 was opened.
- Mississauga received the Gold Youth Friendly Community designation in 2013.

### Connect:

- Grants to arts and cultural organizations grew from \$2.55 per capita to \$3.00 per capita over the past 5 years.
- City's public art collection has grown by 30% over the past 5 years.
- Attendance at cultural events has increased from 545,763 in 2009 to 1,278,843 in 2014 – a 134% increase.

- Creative cultural workers are increasingly attracted to Mississauga with this group almost doubling from 11,800 in 2009 to 22,520 in 2014.
- Mississauga Fire and Emergency Services visited 16,126 residences in 2009 to promote fire safety. This program has grown to 31,280 visits in 2014.
- Over the past 5 years the City has added 3 therapeutic pools to its facilities with an average increase in use of 16% per year.
- Master plans for Recreation, Parks, Libraries and Natural Areas were approved in 2010.
- The Cycling Master Plan was approved by Council in 2010.
- The Communications Master Plan was approved by Council in 2010.

#### Prosper:

- Between 2010 and 2014, Mississauga Business Enterprise Centre supported the development of 100 new small and youth businesses resulting in over 600 jobs created.
- The Culture Master Plan was approved by City Council in 2009.
- The 10 year Economic Development Strategy was approved by City Council in 2010.
- In 2014, Mississauga was named “City of the Future” by Foreign Direct Investment.
- In 2014, City Council approved an updated City brand.

#### Green:

- 66 hectares of natural areas have been added to the City since 2009.
- 121,333 trees have been planted since the launch of the One Million Trees campaign in 2012.
- Over 30,000 LED streetlights have been installed, resulting in over 8 million kWh or \$1.3M savings.
- Greenhouse gas emissions have been reduced by 5,351 tonnes since 2009 – the equivalent of taking 1,049 cars off the road.
- The Living Green Master Plan was approved by Council in 2011.

# Move

## **Wheels on demand in downtown Mississauga**

It's never been easier to go car-free in downtown Mississauga and still get around. Simply sign up, reserve and get rolling.

In 2012, the City of Mississauga introduced AutoShare vehicles to the downtown core. The service, open to City employees, Mississauga residents and businesses, gives people the option to leave their car at home and book an AutoShare vehicle for meetings or errands.

This initiative reduces greenhouse gas emissions and gives people access to a vehicle without the costs of owning and maintaining one. The service has been a success with over 16,000 kilometres driven by City of Mississauga employees alone.

Watch for AutoShare to expand to more locations in the future!

For more information, visit [autosshare.com/mississauga](http://autosshare.com/mississauga)

## **No traffic delays on the Mississauga Transitway**

Over the next 30 years, an additional four million people are expected to call the Greater Toronto and Hamilton Area home. Mississauga is looking for new solutions to address traffic congestion and population increase.

Part of the solution is to help move commuters from personal vehicles to an efficient bus system that will travel on a dedicated corridor - the Mississauga Transitway.

The construction of the Transitway is well underway. MiWay service started at the first four stations, Central Parkway, Cawthra, Tomken, and Dixie on November 17, 2014 when the first phase was officially opened.

Construction of the Mississauga Transitway is made possible through funding from the Government of Canada, the Province of Ontario, Metrolinx and the City of Mississauga.

When fully complete in late 2017, there will be 12 stations on the 18-kilometre transitway, beginning at Winston Churchill Boulevard in the west and ending at Renforth Drive in the east.

The Mississauga Transitway will make it faster and easier for commuters to travel to, from and through Mississauga and across the region. Experience it today.

For more information, visit [miway.ca/transitway](http://miway.ca/transitway)

### **Mississauga's streets are made for walking**

Mississauga is a great place to live, work and walk. In December 2014, the City of Mississauga was awarded a Silver WALK Friendly Community designation from the Walk Friendly Ontario Program of Green Communities Canada.

This award recognizes Mississauga's commitment to improving the conditions of walking for recreation and transportation purposes. There are many benefits to being walk-friendly - it improves safety, attracts businesses and increases tourism.

Mississauga was awarded this designation based on its sidewalk policies, connectivity, progressive design standards, campaigns, training and citizen engagement.

Stay healthy and get the best view of the city by taking a walk.

For more information, visit [walkfriendly.ca/mississauga](http://walkfriendly.ca/mississauga)

## Indicators of Progress

Indicators of Progress	2009	2010	2011	2012	2013	2014
The transit modal split (AM peak period) for Mississauga residents <sup>1</sup>	-	-	13%	*	*	*
The active transportation modal split for Mississauga residents <sup>2</sup>	-	-	6%	*	*	*
Persons plus jobs in the growth centre/transit corridors/nodes <sup>3</sup>	774,323	778,434	782,100	788,000	798,000	803,000

MiWay service continues to expand as ridership grew to 52 million boardings in 2014. The next Transportation Tomorrow Survey will not be conducted until 2016, with results likely available in 2017. The number of people living and working in the growth centre, transit corridors and nodes continues to increase each year.

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

\* indicates next data available for 2016  
 - indicates indicator data is unavailable

# Belong

## **Breaking ground on Sheridan College Phase II**

Phase I of Sheridan College Hazel McCallion Campus has brought a wave of young talent to downtown Mississauga. Now, Phase II is underway and getting ready to provide even more opportunities to those who want to study in the city.

Set to be completed for September 2016, the second phase is part of a larger initiative to create a Sheridan College Campus in downtown Mississauga that will accommodate an additional 3,200 full-time students, for a total enrolment capacity of approximately 5,500 students.

The new campus will grow Mississauga's emerging talent base and help create a vibrant downtown core.

Watch for more news about the new campus and consider enrolling in a program.

For more information, visit the Sheridan College Phase II page at [mississauga.ca/portal/residents/downtown-topics?paf\\_gear\\_id=10200022&itemId=1100730r&returnUrl=%2Fportal%2Fresidents%2Fdowntown-topics](http://mississauga.ca/portal/residents/downtown-topics?paf_gear_id=10200022&itemId=1100730r&returnUrl=%2Fportal%2Fresidents%2Fdowntown-topics).

## **Improving life for Mississauga's older adults**

No matter a person's age or ability, there is room to get involved in Mississauga.

In January 2014, the City of Mississauga created the Older Adult Advisory Panel, to capture the thoughts and ideas of community members. The members, made up of applicants 55 years of age or older, represent the interests of the older adult community and Mississauga's diversity.

In its first year, the panel will establish their processes, coordinate an annual older adult education symposium, provide input to a plan to provide older adult space and services and help the City pursue designation as an Age Friendly City from the World Health Organization.

The panel was formed to give an opportunity for older adults to exchange information and share advice with City staff on developing and improving older adult services.

Look for the results of this great panel – by older adults, for older adults – in the near future.

For more information, visit [mississauga.ca/olderadults](http://mississauga.ca/olderadults)

## **Home sweet home in Mississauga**

Affordable housing is a growing concern in the GTA and Mississauga is no exception. The City is working hard to make housing affordable for its residents.

In 2014, the City of Mississauga started licensing second units (also called basement apartments, in-law suites or secondary suites) to provide a safe, affordable and legal option for housing. A second unit is a self-contained unit within a detached or semi-detached house or townhouse.

Second units are now legal in Mississauga if they comply with the official plan and zoning regulations, meet the applicable building and fire codes and have a City of Mississauga licence. These residences provide extra income to the landlord and an affordable living arrangement to the tenant.

This is just one way the City is working towards making everyday life more cost-effective for its residents.

For more information, visit [mississauga.ca/secondunits](http://mississauga.ca/secondunits)

## Indicators of Progress

Indicators of Progress	2009	2010	2011	2012	2013	2014
Affordability of housing (total number of households in Mississauga that devote less than 30% of income to housing) <sup>1</sup>	-	-	69.2%	*	*	*
Total number of Older Adults (>65 years of age) in Mississauga that rely on social services <sup>2</sup>	4,609	4,151	4,713	4,157	5,566	6,189
Percentage of 20-34 year olds living in Mississauga <sup>3</sup>	-	-	19.7%	*	*	*
Post-secondary student spaces per capita <sup>4</sup> (students per 1,000 residents)	15	16.4	18.9	19.9	21.1	21.4
Number of new immigrants residing in Mississauga (less than five years) that rely on social services <sup>5</sup>	3,579	3,623	3,689	3,461	3,287	3,019
Percentage of places of religious assembly in Mississauga located in mixed-use and residential areas <sup>6</sup>	59%	57%	62%	60%	58%	58%

There continues to be an increase in the number of students attending post-secondary institutions in Mississauga. This is expected to result in an increase in 20-34 year olds living and working in the city, but this data will not be available until the 2016 Census. The Census is also the source for the affordability of housing, so this will be reported again in 2017. There has been another increase in the number of older adults relying on social services. The specific reason for this is unclear, but it is anticipated this number will increase with the aging baby boomer generation. Fortunately the number of new immigrants relying on social services is on the decline. Places of religious assembly in mixed-use and residential areas remains constant.

1. Statistics Canada, 2006 Community Profiles – Mississauga.
2. Human Services Region of Peel, Custom Data Request.

3. Statistics Canada, 2006 Community Profiles - Mississauga.
4. City of Mississauga, Growth Forecast. University of Toronto Mississauga, Fact Sheet. Sheridan College, Hazel McCallion Campus website.
5. Human Services, Region of Peel, Custom Data Request.
6. City of Mississauga, Mississauga Data.

\* indicates next data available for 2016

- indicates indicator data is unavailable

# Connect

## **A new take on a community hub**

Main Street is the centre of the action in Streetsville. Whether it's during the Bread and Honey Festival or just a sunny Saturday afternoon, the street is filled with friends and families enjoying time together.

Beginning in 2012, the City of Mississauga consulted on redesigning and renewing the community space and in September 2014, the newly redeveloped Main Street Square was opened. The new design provides a high quality, vibrant space that can be used day-to-day or closed off for local events throughout the year.

Led by 8-80 Cities, residents, Council and community groups were engaged throughout the process and contributed greatly to the new look. Workshops, meetings and presentations helped to determine the best outcome for this neighbourhood hub.

The Streetsville Main Street Square now features a rebuilt cenotaph, protective canopy for outdoor entertainment, a high quality sound system, new street lighting and more. It is also now fully accessible to people of all abilities.

The community looks forward to creating new memories in Streetsville.

For more information, visit the Streetsville Square page at [mississauga.ca/portal/residents/streetsvillesquare](http://mississauga.ca/portal/residents/streetsvillesquare).

## **Celebrating heritage in Meadowvale Village**

One of the best parts about living in Mississauga is its diverse neighbourhoods and unique villages. Meadowvale Village is a community filled with history and cultural significance.

From 2012 to 2014, the City, with the input of residents and community groups, reviewed the Meadowvale Village Heritage Conservation District Plan, originally approved in 1980.

A focus group made up of 14 people from a community of 60 properties took part in detailed discussions to help draft the new plan. From these discussions, research and planning, the boundary of Meadowvale Village almost doubled in size and two park areas were added. A new conservation policy for residents in the area was also created, a much-needed tool for generations to come.

The updates made to the plan, approved in 2014, allow the City to preserve and protect the rich heritage of Meadowvale Village, build community identity and a vision for the future. The review also gave the City a chance to complete a detailed background study of all properties in Meadowvale Village and create a detailed inventory for future use.

The next time you pass by, visit Meadowvale Village and enjoy one of Mississauga's best heritage destinations.

For more information, visit [mississauga.ca/heritage](https://mississauga.ca/heritage)

## Indicators of Progress

Indicators of Progress	2009	2010	2011	2012	2013	2014
Number of neighbourhoods with an active neighbourhood improvement association or some comparable grassroots organization <sup>1</sup>	16	16	13	15	16	16
Municipal voter turnout <sup>2</sup>	-	34.34%	27.01% (Ward 5 by- election)	*	*	36.57%
Connectivity index to measure the level of pedestrian and vehicular connections in the downtown <sup>3</sup>	1.49	1.49	1.49	1.49	1.49	1.49

We continue to have active neighbourhood improvement associations in 16 of our residential neighbourhoods across the city. There was an increase in turnout for the 2014 city-wide election, most likely attributable to the mayoral race. However for the second time since tracking this data, there will be a by-election in 2015, which will provide additional data for comparison purposes. No new street segments were added to the downtown in 2014, but as the downtown evolves new connections 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 next data available for 2015

- indicates indicator data is unavailable

# Prosper

## **Promoting Mississauga's story to the world**

On March 5, 2014 Council approved a new brand story and logo for the City of Mississauga. Our brand differentiates Mississauga from other municipalities and raises the City's reputation across Canada and around the world.

The power of our brand is in the authenticity and relevance of its promise, its benefits and value to all of our stakeholders, its forward-looking brand expression and the character of the experiences that support it. Our brand is meaningful, works locally as well as globally, and positions Mississauga as a uniquely welcoming and enriching place that inspires great possibilities for today and tomorrow.

Mississauga has an extraordinary story to tell and we all play a vital role in communicating it to the world. It is a compelling story of a modern, open and prosperous city on the cusp of something big.

For more information, visit [mississaugabrand.ca](http://mississaugabrand.ca)

## **Ideas come to life at the library**

Have you ever wanted to make your designs come to life? The possibilities are now endless thanks to the Maker Mississauga 3D Printer program at Mississauga libraries.

In keeping with the library's vision for lifelong learning, 3D printing has been introduced at Central Library. Through the Maker Mississauga program, residents can build their skills in science, technology, engineering, art and mathematics by exploring the world of 3D design.

Since June 2014, over 700 3D prints have been produced and over 60 people have completed the library's 3D printer certification course.

So what are you waiting for? Visit the library and make your dreams a reality with Maker Mississauga.

For more information, visit [mississauga.ca/makermississauga](http://mississauga.ca/makermississauga)

## Shaping the Mississauga public art scene

Mississauga acquired two amazing new pieces of permanent public art in 2014, growing its already strong publically owned collection to more than 18 works.

You may have spotted a new kid in town on top of the hill at Community Common Park in downtown Mississauga. The title of this thought-provoking sculpture is *Contemplating Child*. It was created from CorTen steel by artist Ferruccio Sardella and, as the title suggests, the artwork strives to connect with the childlike qualities within us all.

The second piece, a two-part sculpture called *The Messenger Project* by artist Ernest Daetwyler, has taken its perch at the newly redeveloped Erindale GO Station. Collectively, the *Messenger Project*, made possible through a partnership with Metrolinx, refers to voyage; journeys of past and present. The artwork hopes to engage the local community and travelers on an immediate, playful and spiritual level. The eagle, which sits at the top of the large sculpture is a symbol of the Anishnabek; the Ojibway band of the Mississaugas, who were considered to be great messengers, often travelling over 100 kilometres on foot to deliver a single message.

Both of these pieces strengthen Mississauga's connection to the arts community and enrich the cultural landscape of the city.

For more information, visit [mississauga.ca/publicart](http://mississauga.ca/publicart)

## Indicators of Progress

Indicators of Progress	2009	2010	2011	2012	2013	2014
Number of patents generated through Mississauga companies <sup>1</sup>	77	64	86	100	91	74
Number of employees in creative industries <sup>2</sup>	-	21,971	-	24,125	22,520	23,025
Number of businesses in creative industries <sup>2</sup>	-	1,608	-	1,135	1,110	1,135
Number of cultural facilities and spaces owned by the City, and the not-for-profit and private sectors <sup>3</sup>	-	-	-	398	420	430

While this is the second year in a row showing a decrease in the number of patents generated through Mississauga companies, the other Prosper indicators are on the rise. The number of employees and businesses in creative industries has increased after last year's decline. Ten more cultural facilities were also added throughout the city.

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

## **Tomken Arena shines bright**

In 2014, new LED lights and controls were installed for the first time ever in a Mississauga ice rink.

The Tomken Arena ice rink received an upgrade to LED lighting, reducing its energy consumption by 50 per cent and reducing greenhouse gas emissions by the equivalent of 100 homes.

Not only does this improvement save energy and help the environment, it saves Mississauga taxpayers money. The new lights will save \$15,000 per year in electricity. The lights will also last longer, reducing maintenance and lamp replacement costs.

This project has paved the way for improvements on other City ice rinks and has motivated Mississauga's neighbours to do the same.

The next time you're playing a game of hockey at Tomken – be sure to enjoy the bright lights and energy savings.

For more information, read the Tomken Arena news story at [mississauga.ca/portal/cityhall/pressreleases?paf\\_gear\\_id=9700020&itemId=2900062q](http://mississauga.ca/portal/cityhall/pressreleases?paf_gear_id=9700020&itemId=2900062q).

## **Protecting Mississauga's green spaces**

One of the most important aspects of any community is its natural, green spaces. On February 12, 2014, Mississauga City Council approved the Natural Heritage and Urban Forest Strategy to protect and enhance the city's natural environment.

The long-term plan features 26 strategies for protecting our natural heritage and 30 actions to support the urban forest. The development of these two plans demonstrates Mississauga's commitment to the environment. The strategy is the first of its kind – Mississauga is the first municipality to take on natural heritage and urban forests in one plan.

Over the next 20 years, the strategy will deliver long lasting value to residents and support a healthy community.

For more information, visit the Natural Heritage and Urban Forest Strategy page at

[mississauga.ca/portal/residents/parksusefullinks?paf\\_gear\\_id=10200022&itmId=600044it&returnUrl=%2Fportal%2Fresidents%2Fparksusefullinks?utm\\_source=NaturalHeritage-FriendlyURL&utm\\_medium=various&utm\\_campaign=NaturalHeritage-FriendlyURL](http://mississauga.ca/portal/residents/parksusefullinks?paf_gear_id=10200022&itmId=600044it&returnUrl=%2Fportal%2Fresidents%2Fparksusefullinks?utm_source=NaturalHeritage-FriendlyURL&utm_medium=various&utm_campaign=NaturalHeritage-FriendlyURL).

### **Living green, working green**

The City of Mississauga was named one of Canada's Top 100 Greenest Employers for 2014. This special designation recognizes employers that lead the nation in creating a culture of environmental awareness.

The submission highlighted the City's many green-focused projects and initiatives, including the Living Green Master Plan, Green Building Standard, Cycling Master Plan and the One Million Trees program.

Mississauga is progressing towards becoming a world-class green city and City employees are leading the way.

For more information, visit [mississauga.ca/livinggreen](http://mississauga.ca/livinggreen)

### **Mississauga City Hall among most energy efficient in Canada**

The City of Mississauga is focused on energy conservation and making green choices. What better place to start than at City Hall?

In 2014, The Toronto Region and Conservation Authority (TRCA) announced that the Mississauga Civic Centre is now among the most energy efficient city halls in Canada.

TRCA reported that the Mississauga Civic Centre has reached the gold standard target of 20 equivalent kilowatt hours (kWh) per square foot of energy intensity based on its energy consumption in 2013.

The City of Mississauga, together with over 40 Canadian municipalities, has been participating in TRCA's Town Hall Challenge since 2011 to achieve its energy conservation goals. This is just one way the City is working to make Mississauga clean and green.

For more information, visit [mississauga.ca/livinggreen](http://mississauga.ca/livinggreen)

### **And the Clean & Green award goes to...**

In Mississauga, green is a natural fit. In November 2014, the City of Mississauga was given the Mississauga Board of Trade (MBOT) Clean & Green Award for its outstanding environmental efforts.

The MBOT Business Awards of Excellence honour the efforts and successes of Mississauga's businesses and individuals. The Clean & Green Award speaks to the City's outstanding contribution to energy conservation and the environmental well-being of Mississauga.

This award highlights the efforts the City of Mississauga is making to create a greener community. In 2014, the City made great strides in LED street lighting, storm water retention and green building standards.

Watch for more green news as Mississauga works toward the goal of a zero carbon city.

For more information, visit [mississauga.ca/livinggreen](http://mississauga.ca/livinggreen)

## Indicators of Progress

Indicators of Progress	2009	2010	2011	2012	2013	2014
Percentage of fuel used from renewable energy resources <sup>1</sup>	5%	13.36%	4.76%	5.24%	5.25%	5%
Number of cubic metres of water used per capita <sup>2</sup>	94.78m <sup>3</sup>	96.47m <sup>3</sup>	95.25m <sup>3</sup>	96.04m <sup>3</sup>	84.07m <sup>3</sup>	81.28 m <sup>3</sup>
Number of buildings achieving City-approved green development standards <sup>3</sup> (LEED Registered & LEED Certified)	35 18	49 22	55 23	61 23	88 37	99 49
Total number of trees planted <sup>4</sup>	25,011	26,600	26,267	35,031	44,530	52,269
Natural areas (in hectares) <sup>5</sup>	2,326 ha	2,357 ha	2,369 ha	2,379 ha	2,384 ha	2,388 ha

Mississauga remains committed to greening our city. The municipality continues to purchase fuel produced from renewable energy resources. However, it has discontinued the purchase of green power, both as a cost cutting measure and because of the reduced greenhouse gas savings as electricity has become cleaner across the Province; in 2007 the emission factor was 0.2kg of carbon dioxide per kWh, but as of 2011 that was reduced to 0.08kg of carbon dioxide per kWh. Water use continues to decline and is at its lowest since tracking began. There are also promising increases in the number of LEED buildings throughout the city. Work continues towards planting one million trees. Additional natural areas continue to be secured and preserved.

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

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

The number of post-secondary institutions remains constant, but they both continue to grow, as demonstrated in the story ‘Breaking Ground on Sheridan College Phase II’.

The number of waterfront destinations remains constant. An increase in public spaces supports our unique communities. This is reflected in the newly designed Streetsville Main Street Square.

Two new public art pieces are featured in the story ‘Shaping the Mississauga Public Art Scene’. The number of hours volunteers dedicate to the City (Recreation, Parks and Forestry, Library, Culture including Mississauga Celebration Square) continues to increase. The streets continue to be bustling with social activity with only slightly fewer hours for local street parties. The number of outdoor patios in the downtown continues to grow.

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 are used for alerts related to weather, public health and safety.

Confirmed start-up businesses grew this year. 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.

<b>Cool Indicators</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Number of post-secondary institutions <sup>1</sup>	2	2	2	2	2	2
Number of waterfront destinations <sup>2</sup>	26	33	33	33	33	33
Number of public squares <sup>3</sup>	9	9	13	14	14	16
Number of public art installations <sup>4</sup>	-	-	-	73	80	59**
Number of City volunteer hours <sup>5</sup>	63,601	75,384.5	78,896	89,351	97,212	110,000
Number of cultural events and festivals <sup>6</sup>	-	-	-	90	129	143
Number of outdoor restaurant/café patios downtown <sup>7</sup>	18	19	19	20	20	25
Number of pedestrians at: Hurontario St. and Burnhamthorpe Rd. intersection; Duke of York Blvd. and Burnhamthorpe Rd. W. intersection <sup>8</sup>	357	623	953	994	2,480	-

Cool Indicators	2009	2010	2011	2012	2013	2014
Number of hours streets are closed for community events <sup>9</sup>	249	164	170	194	202	190***
Number of Mississauga Celebration Square Facebook followers <sup>10</sup>	-	192	2,525	6,813	11,771	19,695
Number of City News Twitter followers <sup>11</sup>	-	925	3,457	6,355	12,534	33,556
Number of new start-up businesses <sup>12</sup>	-	-	-	35	30	34
Number of direct destinations from Pearson International Airport <sup>13</sup>	-	-	-	177	177	180

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

\* - indicates indicator data is unavailable

\*\* does not include beautification projects

\*\*\* residential street events only

## Actions to Look for in 2015

### Move

- Enhanced mobile transit site including alerts with real time and trip planning options
- 41,000 Additional Annual Service Hours

### Belong

- Clarke Hall Cultural Incubator Centre for Youth
- Construction of Sheridan College Phase II

### Connect

- 2<sup>nd</sup> Annual Soundbites Festival at Mississauga Celebration Square

### Prosper

- Ideas Forum to Address Youth Employment
- Vision Cooksville
- Public Art Installation - The Book

### Green

- Earth Markets
- Community Gardens
- Green Signature Events