

2015 Report on the Strategic Plan Moving from Vision to Action

In 2009, the City of Mississauga embarked on an ambitious journey – to launch a Strategic Plan and a 40 year vision for the city. More than 100,000 residents were engaged in Our Future Mississauga, the development of the plan. Six years later, the City has moved from vision to action and this progress is having a positive effect in our community.

As the Strategic Plan advances, we are committed to sharing our actions with residents. This helps the community monitor our progress and keeps our plan on track.

There are 100 actions currently underway from the Action Plan and 14 are complete.

In 2015, we progressed on 25 major City projects, each relating to an action of the Strategic Plan and highlighted in this report. These projects include Mississauga's first city-wide transportation summit, the introduction of an Age-friendly Action Plan, development of a long-term vision for the booming Cooksville neighbourhood and more. These projects are making Mississauga a place where people choose to be.

Our progress in 2015 reflects the work being done to create a vibrant, global city where people of all ages can thrive. In the pages that follow, you will see how our work is helping Mississauga to Move, Belong, Connect, Prosper and Green.

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 2015 Report on Mississauga's Strategic Plan. 2015 marked the six year anniversary of our Strategic Plan and was a tremendous year for our city.

We achieved many goals toward moving Mississauga forward, including securing full funding from the provincial government for the Hurontario Light Rail Transit (HLRT) - an important transit plan that will allow us to fulfill our commitment to make Mississauga less car-dependent and connect residents in neighbourhoods throughout our city.

I hope you have experienced the benefits of our achievements over the past six 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.

As Mayor, I have participated in a number of Economic Development Office international investment missions which have allowed me to promote Mississauga's story to the businesses and communities from around the world.

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 place to find a good-paying job, earn an education and enjoy an unrivalled quality of life.

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 businesses thrive and prosper!

Bonnie Crombie
Mayor

Message from the City Manager

When we launched our Strategic Plan in 2009, we embarked on a 40 year vision to create a world-class city where people choose to be. As part of this vision, we committed to sharing our progress with you.

I am proud to say that 2015 was another incredible year that saw outstanding accomplishments aligned with our strategic pillars of Move, Belong, Connect, Prosper and Green:

- We made great strides in **connecting our city** with the provincial funding announcement for the Hurontario Light Rail Transit (HLRT) project.
- New initiatives like the Age-friendly Community Grant and the Diversity and Inclusion Advisory Committee helped **ensure that residents, including older adults, youth and new immigrants, thrive.**
- Community initiatives like MyMalton moved us closer to **completing our neighbourhoods.**
- By converting street lighting to LED bulbs, we demonstrated our commitment to the environment and **living green.**

High profile projects like the International Partnership Program Committee and Sheridan Park Corporate Centre development **cultivate creative and innovative businesses** in the city.

In the report that follows, you will read about these and the many other accomplishments that contribute to the goals of our Strategic Plan. As we move forward, we will continue to keep you updated on our progress.

We are always looking for new ways to improve the quality of life here in Mississauga. Share your ideas and tell us what you want to see in our city by emailing public.info@mississauga.ca.

Thank you for your support as we continue to build a great place where people like you choose to be.

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

MOVE

Hurontario Light Rail Transit Project (HLRT)

As part of the Metrolinx Big Move, the Hurontario Light Rail Transit (HLRT) Project will bring approximately 20 kilometres of reliable, rapid transit to Mississauga. The HLRT will have 22 stops along Hurontario with connections to two GO Transit lines, Mississauga MiWay and Transitway and Brampton Züm.

The HLRT will change the way people move, connect neighbourhoods and support an environmentally responsible, inclusive and vibrant city.

This is the largest infrastructure project in Mississauga's history. In 2015, the Province of Ontario made a commitment to fund the capital cost of the project. The City's HLRT Project Office works with Metrolinx, the provincial government agency responsible for leading the Hurontario Light Rail Transit Project.

URL:

http://www.metrolinx.com/en/projectsandprograms/transitexpansionprojects/hurontario_lrt.aspx

Advanced Transportation Management System (ATMS)

As our population grows, we continue to find new ways to help people move through the city. The new Advanced Transportation Management System (ATMS) provides reliable travel times, minimal delays and accurate and timely travel information to help get people where they want to go.

Working with the Region of Peel and the Ministry of Transportation Ontario, the ATMS allows the City to actively monitor travel conditions, better control traffic signals, share information and interact with other transportation modes.

This state-of-the-art system includes a Traffic Management Centre, video wall and control system. It also includes an upgrade to traffic signal communications which will help the City deliver reliable, efficient service both now and in the future.

The ATMS project involves the deployment of Intelligent Transportation Systems (ITS), such as traffic monitoring cameras and vehicle detection and will examine future technologies such as Responsive/Adaptive Traffic Control.

The ATMS project is a work in progress with upgrades and replacements to all traffic signals expected to be completed in 2018.

URL: <http://www.mississauga.ca/portal/residents/trafficsignals>

Dundas Connects

The Dundas corridor is already a diverse, mixed-use, transit-oriented neighbourhood, but its full promise has yet to be uncovered. In a move to transform this area, the City has launched Dundas Connects - a project to create a master plan that will help this bustling hub become a vital link in the regional transit network.

In 2015, the City retained a consulting team to deliver the plan. Urban planning and transportation modelling are now underway to determine how best to increase transportation capacity, connect our city, and intensify land use in appropriate areas along Dundas.

Dundas Connects will bring rapid transit to the area which will connect Kipling TTC station to Dundas GO, the Hurontario LRT, the University of Toronto Mississauga and beyond. Residents and visitors will benefit from more transit choices and better reliability and speed along Dundas.

Moving forward, Dundas Connects will use new forms of digital engagement to allow more residents to provide input into the development of the plan. It will be finalized and brought to Council for endorsement in 2017.

URL: <http://www.dundasconnects.ca/>

Mississauga Moves 2015 (Transportation Summit)

On November 9, 2015, a group of more than 250 City Council members, staff, transit experts, residents, business owners and stakeholders gathered in Mississauga to discuss the city's current and future transportation needs.

Programming was comprised of sessions, panels and workshops on a variety of transportation-related themes. Topics included complete streets, autonomous vehicles and the differing transportation priorities of the millennial generation. The summit also introduced the Mississauga Transportation Master Plan (TMP), set to roll out in 2016.

The post-event survey showed that 94% of external delegates and 100% of staff delegates felt the Summit met or exceeded their expectations. The event was also a trending topic on Twitter across Canada.

URL: <http://www.mississaugamoves2015.ca>

MiWay5: Transit Service Plan 2016-2020

In a growing city like Mississauga, transit is a top priority and MiWay is working to meet the needs of riders across the city. Each year, MiWay operates 1.35 million transit service hours. In 2015, Council approved a three per cent service hour increase (equivalent to 41,000 hours) to help meet growing customer demand.

MiWay started a five-year service plan study in 2015 to review best practices, gather input and review service standards for transit in Mississauga. New planned service changes, occurring every six to eight weeks for the next five years, will help to achieve better service delivery.

The MiWay5 plan will also help shift the City's transit system to a grid network, offering stronger corridors, more frequent service and direct connections between major transit hubs. These changes will result in more streamlined and efficient service to move Mississauga towards becoming a transit orientated city.

URL: www.miway.ca/miway5

Lakeshore Road Transportation Master Plan and Implementation Strategy

The Lakeshore Road corridor runs through Mississauga, connecting Clarkson Village, Port Credit and Lakeview. As redevelopment of the waterfront moves ahead, the Lakeshore Road Transportation Master Plan and Implementation

Strategy will develop a vision for the Lakeshore corridor. The plan will determine the long term needs, function and transportation role of the corridor based on projected growth.

In 2015, consultants were retained to support this project which is expected to take two years to complete. Beginning in the fall of 2016, residents will have the chance to share feedback on this vision through digital channels and pop-up workshops.

URL: Coming Soon

Port Credit GO Station Southeast Area Master Plan

Metrolinx plans to redevelop the Port Credit GO Station southeast parking lot with a new parking structure and mixed-use transit development. With assistance from the City of Mississauga, a master plan for the site was completed in 2015. The master plan builds upon Port Credit's success as a transit-friendly community, while respecting and complimenting the character of its surrounding area.

The changes to the GO Station will create a vibrant and pedestrian-friendly area with improved transit facilities and services, an engaging public space, and minimize our environmental footprint. The master plan was the first step which will lead to redevelopment that will support the existing GO line and the future Hurontario Light Rail Transit System (HLRT).

URL: www.mississauga.ca/portal/residents/pcgomasterplan

Indicators of Progress

Indicators of Progress	2010	2011	2012	2013	2014	2015
The transit modal split (AM peak period) for Mississauga residents ¹	-	13%	*	*	*	*
The active transportation modal split for Mississauga residents ²	-	6%	*	*	*	*
Persons plus jobs in the growth centre/transit corridors/nodes ³	778,434	782,100	788,000	798,000	803,000	828,000

MiWay service continues to expand as ridership grew to more than 53 million boardings in 2015. The next Transportation Tomorrow Survey will be conducted in 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

Action Plan for an Age-friendly Mississauga

Mississauga is a place where everyone belongs. Young people study here, families grow here and older adults enjoy a high quality of life here. The Age-friendly Action Plan will help the City sustain its commitment to ensuring that all residents belong and thrive in Mississauga.

In 2015, the City received a grant from the Ontario Senior's Secretariat to pursue the Age-friendly Community status from the World Health Organization. The goal is to fulfil the requirements by mid-2017.

As the needs of residents grow, the City continues to work with community partners and stakeholders, to be a leading age-friendly community where people can spend their entire lives.

URL: www.mississauga.ca/olderadults

Diversity and Inclusion Advisory Committee

The creation of the Diversity and Inclusion Advisory Committee (DIAC) speaks to the City's commitment to inclusion for all.

The advisory committee includes Council members, residents and stakeholders. They provide input to the City on how to remove barriers for all residents and ensure that City programs and policies are filtered through a diversity lens. The committee promotes a broader understanding between residents and various ethno-cultural communities.

In 2016, DIAC will continue to create a committee work plan that will take them through to the end of the committee term.

URL: <http://www.mississauga.ca/portal/cityhall/diversityandinclusioncommittee>

Ridgeway Community Courts Project (Colonial Terrace)

The Colonial Terrace community is strong and resilient. However, they lack access to recreation facilities and sport amenities. To address this need, the City is working in partnership with the Region of Peel to build a multi-sport court.

A multi-sport court will serve families and youth and allow access to free sports programming in their neighborhood. Local youth have been engaged in every step of the process on this project. The facility is set to open in 2016.

In 2015, The MLSE Foundation, Canadian Tire Jumpstart and Mississauga West Rotary Club confirmed funding support for the project.

URLs:

http://www.mississauga.ca/portal/cityhall/pressreleases?paf_gear_id=9700020&itemId=5000058q
<http://www.mlsefoundation.org/News-Media/Latest-News/News-Items/MLSE-FOUNDATION-AND-CANADIAN-TIRE-JUMPSTART-CHARIT.aspx>

Beach Volleyball Venue at Lakefront Promenade Park

Mississauga will proudly host the 2016 Ontario Summer Games. In preparation for the Games, the City is constructing a new beach volleyball facility at Lakeview Promenade Park. This is the first volleyball facility of this magnitude in Mississauga.

The facility will host three days of competitions during the Games. Future benefits of the venue following the Games include promoting volleyball as a team sport.

The completion of the facility is set for June 2016, ahead of the Games in August.

Indicators of Progress

Indicators of Progress	2010	2011	2012	2013	2014	2015
Affordability of housing (total number of households in Mississauga that devote less than 30% of income to housing) ¹	-	69.2%	*	*	*	*
Total number of Older Adults (>65 years of age) in Mississauga that rely on social services ²	4,151	4,713	4,157	5,566	6,189	6392
Percentage of 20-34 year olds living in Mississauga ³	-	19.7%	*	*	*	*
Percentage of 20-34 year olds living and working in Mississauga ⁴	-	*	*	*	*	*
Post-secondary student spaces per capita ⁵ (students per 1,000 residents)	16.4	18.9	19.9	21.1	21.4	21.6
Number of new immigrants residing in Mississauga (less than five years) that rely on social services ⁶	3,623	3,689	3,461	3,287	3,019	2,439
Percentage of places of religious assembly in Mississauga located in mixed-use and residential areas ⁷	57%	62%	60%	58%	58%	60%

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, which will be reported again in 2017.

As the population ages, there has been a continual increase in the number of older adults relying on social services. It is anticipated this number will continue to climb with the aging baby boomer generation. The number of new immigrants relying on social services decreased substantially in 2015.

Places of religious assembly in mixed-use and residential areas have increased since 2014.

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 next data available for 2016

- Indicates indicator data is unavailable

CONNECT

Mississauga Celebration Square Strategic Plan

Mississauga is filled with rich diversity and culture. Mississauga Celebration Square (MCS) offers a destination that supports and delivers arts and culture programming in the city.

The MCS Strategic Plan provides a ten-year vision for the Square as a premier venue for outdoor events, creative expression and memorable experiences for residents and visitors. Its overall goals include becoming a leading civic square, growing and attracting events with tourism appeal and fostering a stage for creative development.

The community, City staff, Mayor and Council and cultural organizations all played a role in creating this vision. Looking ahead, the Square will continue to grow and attract a variety of events that showcase and celebrate the rich diversity of our cultures.

URL: www.mississaugacelebrationsquare.ca

Fire Station 119 Relocation

The relocation of Fire Station 119 created an opportunity for co-location with Peel Paramedics. Sharing the same building helps both Fire and Emergency Services and Peel Regional Paramedic Services improve response time goals and service to the community.

The new building was designed and built to achieve LEED Silver certification. Environmental features include a white roof design, LED light fixtures, and occupancy and daylight controlled sensors, among many others.

The project was completed in 2015, and will continue to serve the area and city for the next 20-40 years.

MyMalton Community Visioning (Phase 1)

What is Malton's vision for the future? The City initiated the MyMalton project as part of an ongoing effort to review and update Official Plan policies for all areas of the city. Malton's current policies have been in effect for almost 20 years.

The Malton review will shape the look and feel of the community. During the project's first phase in 2015, the City engaged with local stakeholders to create a vision and guiding principles that will direct future growth and revitalization in Malton.

Future phases of the MyMalton project will incorporate the principles and guide future land use directions.

URL: <http://www.mississauga.ca/portal/residents/mymalton>

Increased Public Engagement (Budget Engagement)

The City budget is an important operational tool that allocates funding for municipal programs and services. To help residents become engaged with their local government, the City is taking steps to educate the public on how the budget works.

Tools such as an online budget allocator, information sessions and social media offer residents innovative, cost-effective opportunities to collaborate. New initiatives such as Telephone Town Halls and school outreach sessions offered additional engagement options in 2015.

The City will continue identifying future opportunities for residents to provide input in order to build a culture of civic engagement.

URL: <http://www.mississauga.ca/portal/cityhall/budget>

Environmental Study, Access to the Western Pier, OPG lands

As part of the Inspiration Lakeview Master Plan for the Ontario Power Generation (OPG) lands, the community expressed a strong desire to have public access to the water's edge. This included access to the Western Pier.

In 2015, the City received \$450,000 in provincial support for the Access to the Western Pier project. This will fund environmental and structural studies of the pier required before public access can occur. Ultimately, the project will create a public space that connects neighbourhoods and offers panoramic views of Mississauga's shoreline and Toronto's skyline.

The studies are set to be completed by early 2018, with a detailed design and approvals phase to follow.

URL: www.mississauga.ca/lakeview

Indicators of Progress

Indicators of Progress	2010	2011	2012	2013	2014	2015
Number of neighbourhoods with an active neighbourhood improvement association or some comparable grassroots organization ¹	16	13	15	16	16	18
Municipal voter turnout ²	34.34%	27.01% (Ward 5 by-election)	-	-	36.57%	21.02% (Ward 4 by-election)
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	1.49

We continue to see a climb in the number of active neighbourhood improvement associations in residential areas across the city. There was a decrease in voter turnout for the 2015 by-election, most likely attributed to the size of the ward. There were no new street segments added to the downtown in 2015, but as the downtown evolves new connections are anticipated.

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

ePlans

The City is committed to delivering services when and how residents want to use them. ePlans is an online 24/7 service that allows developers, contractors and consultants to submit applications for potential development, site plan approval, building and sign permits and zoning certificates at the click of a mouse.

ePlans is intended to reduce overall review time and improve customer service, making it seamless for the public to do business with the City. The solution is cost-effective and convenient for residents and businesses while enabling staff to be more mobile. With ePlans, City planners and plan examiners can now review plans simultaneously which helps to decrease turnaround time. Applicants have the flexibility to check the status of their online submissions from anywhere, anytime.

ePlans also helps to reduce the City's environmental footprint by eliminating paper documents and reducing applicant travel to City offices. It is estimated that the move to an online process will result in a saving of approximately 40,000 litres of fuel, eight metric tons of paper and more than 3,300 kg of carbon dioxide. In addition, applicants can save over \$100,000 in printing costs now that plans are electronic.

Mississauga will be the first municipality in Canada to offer a full end-to-end online ePlans service channel for residents, businesses and the development community. The process positions the City for future technology, such as 3D modelling submissions.

URL: www.mississauga.ca/eplans

Inspiration Port Credit – 70 Mississauga Road South

Inspiration Port Credit (IPC) is guiding the future of two of Mississauga’s key waterfront sites: 1 Port Street East and 70 Mississauga Road South. The City wants to ensure the future revitalization of these sites into vibrant waterfront communities.

In 2015, the master planning framework for 70 Mississauga Road South, the Imperial lands, was developed with the community and approved by Council. The framework focusses on helping our waterfront become a sustainable place where people live, work, learn and play.

URL: www.inspirationportcredit.com

Sheridan Park Corporate Centre - Implementation of Land Use Master Plan

Mississauga is becoming a hub for international head offices and innovative business ventures. To support new development in Sheridan Park, a master plan was undertaken to review its outdated land use permissions.

The plan sets new goals, updates the land use policies, zoning regulations and permitted uses. The initiative will allow for denser and more varied development in Sheridan Park, while maintaining the spirit of a science and technology research area.

This, in turn, will help to attract innovative businesses, such as the Advanced Material Manufacturing Centre – a new research facility announced by the federal government. The centre is a partnership between the National Research Council of Canada and Xerox, and is intended to help businesses develop smart materials for the medical, automotive, aerospace and defense industries worldwide. The collaboration between the federal government and Xerox for the Centre’s development will help bring these smart materials to market.

This state-of-the-art Mississauga facility advances the City’s strategic goals of attracting businesses, and driving innovation towards new technologies that benefit Canada’s evolving manufacturing sector.

Vision Cooksville

Cooksville is a busy urban community made up of 11,000 residents and 600 small to medium sized businesses. Its mix of apartment buildings, offices, strip malls and commercial buildings has made the intersections of Hurontario and Dundas a hub of activity. Cooksville is a destination for new Canadians, expecting to welcome 7,000 new residents and 1,000 new jobs by 2031.

Vision Cooksville was launched in 2015 to develop a long-term vision for revitalization and growth for this area. Through extensive community engagement with residents, businesses and property owners, the City heard a strong desire for local economic opportunity, active transportation, community safety, place making, street beautification, arts and culture and celebration of diversity.

Public consultations will continue through the winter of 2016 and the final vision is expected to be presented to Council and the community by the end of June.

URL: www.mississauga.ca/visioncooksville

Launch of Mississauga International Partnership Program Committee

The Mississauga International Partnership Program (MIPP) Committee focuses on creating new and existing connections with cultural groups. These connections will help attract foreign investment and improve the City's global competitiveness.

MIPP consists of 15 members, including multicultural representatives from business, culture or non-profit international business promotion organizations in Mississauga. Mayor Crombie is the honorary chairperson of the committee.

The committee was launched in 2015 and members were given Ambassador Program toolkits to help them promote Mississauga to their international connections. MIPP will be a long term committee that will continue to seek foreign direct investment opportunities.

URL:

http://www.mississauga.ca/portal/cityhall/pressreleases?paf_gear_id=9700020&itemId=4400060q&backUrl=%2Fportal%2Fcityhall%2Fpressreleases%3Fpaf_gear_id%3D9700020

Indicators of Progress

Indicators of Progress	2010	2011	2012	2013	2014	2015
Number of patents generated through Mississauga companies ¹	64	86	100	91	74	100
Number of employees in creative industries ²	21,971	-	24,125	22,520	23,025	34,095
Number of businesses in creative industries ³	1,608	-	1,135	1,110	1,135	1,384
Number of cultural facilities and spaces owned by the City, and the not-for-profit and private sectors ⁴	-	-	398	420	430	554

After a two - year decline, the number of patents generated through Mississauga companies is on the rise. The number of employees and businesses in creative industries has continued to climb. The number of cultural facilities throughout the city has increased by more than 25 per cent.

1. World Intellectual Property Organization, Patent Scope.
2. City of Mississauga, Culture Division.
3. City of Mississauga, Culture Division.
4. 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

GREEN

Stormwater Financing Study and Implementation Project

In 2015, City Council approved a new, dedicated stormwater charge to keep the City's stormwater infrastructure in good working order and avoid costly repairs in the future. This important infrastructure improves water quality and helps to protect properties and the environment from the impacts of stormwater.

A stormwater credit program is available to non-residential and multi-residential property owners that use and maintain stormwater best management practices which reduce runoff or improve its quality. A residential credit program is currently under review.

The City did a study with input from the public in 2012 to find the best solution to address stormwater infrastructure challenges. The study found a stormwater charge to be a fair and dedicated source of funding that is needed to manage stormwater now and in the future.

Implementing the stormwater charge supports the City's approach to environmental sustainability and promoting a greener culture. Billing of the stormwater charge began in March 2016.

URL: www.stormwatercharge.ca

LED Street Lighting Conversion Project

Mississauga is one of the first Canadian municipalities to implement a citywide LED Street Lighting System. LED lights improve visibility to pedestrians and motorists, and reduce light pollution during the night.

The project involves the conversion of approximately 50,000 street lights to LED lights and includes the acquisition of a state-of-the-art Street Lighting Monitoring System.

Project goals included a 65 per cent reduction in energy consumption and a 50 per cent reduction in maintenance costs. At the end of 2015, the City completed 95 per cent of LED field installations and reduced street lighting maintenance costs by 50 per cent.

By using LED technology, Mississauga is a leader in promoting technology for a greener environment, in conserving energy and reducing harmful gas emissions. The remaining 2,500 decorative street lights and 400 underpass lights will be installed in 2016.

URL: www.mississauga.ca/streetlighting

Earth Markets

The launch of Earth Markets in 2015 supported the City's plan of encouraging environmental action through public education. These fun and interactive events provided residents opportunities to learn and engage in green activities.

In its first year, the City held 2 Earth Markets attracting over 400 residents, offering an opportunity to learn about the environment in a vibrant, market-like atmosphere. Features of the markets included workshops, documentary screenings, live music, healthy food, interactive displays and environmental vendors. Led by the City, Earth Markets were held in collaboration with internal and external agencies to enrich the experience for local communities.

The City is planning 3 Earth Markets in 2016 (spring, summer and fall), with the goal of having a market in each Ward by the end of 2018. The markets are planned to move from community to community each year and encourage businesses and neighbourhoods to make positive environmental changes.

URL: <http://www.mississauga.ca/portal/residents/earthmarket>

Indicators of Progress

Indicators of Progress	2010	2011	2012	2013	2014	2015
Percentage of fuel used from renewable energy resources ¹	13.36%	4.76%	5.24%	5.25%	5%	5.5%
Number of cubic metres of water used per capita ²	96.47m ³	95.25m ³	96.04m ³	84.07m ³	81.28 m ³	79.83 m ³
Number of buildings achieving City-approved green development standards ³ (LEED Registered & LEED Certified)	49 22	55 23	61 23	88 37	99 49	41* 46*
Total number of trees planted ⁴	26,600	26,267	35,031	44,530	52,269	58,600
Natural areas (in hectares) ⁵	2,357 ha	2,369 ha	2,379 ha	2,384 ha	2,388 ha	2,394 ha

Mississauga remains committed to greening our city. In 2015, the municipality increased the amount of 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. Work continues at a steady rate towards our goal of 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

* Calculation based on: New Construction, Core & Shell and Existing Building.
No longer includes: Commercial Interiors, Homes and Neighbourhoods.

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 Mississauga apart from other municipalities.

The number of post-secondary institutions remains constant, but as they continue to grow and expand, they welcome more students each year.

The increase in the number of cultural festivals and events is an example of the City’s commitment to celebrating diversity and strengthening our connections. This commitment was supported by the community in the “Vision Cooksville” story. The number of volunteer hours dedicated to the City (Recreation, Parks and Forestry, Library, Mississauga Celebration Square and Environment) continues to climb.

Our City is buzzing with social activity as seen by the increase in the number of hours of road closures for local community events. The number of outdoor patios in the downtown remains the same, but our streets continue to attract foot traffic.

The City’s social media networks continue to grow. Social channels are being used for a variety of business functions including news and information, program promotion, customer service and crisis communications, allowing the City to connect and engage with residents like never before.

Local start-up businesses continue to be introduced each year, enhancing our status as a hub for innovation. Mississauga also continues to be a main connection to destinations across world via air travel at Pearson International Airport.

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

Cool Indicators

Indicators of Progress	2010	2011	2012	2013	2014	2015
Number of post-secondary institutions ¹	2	2	2	2	2	2
Number of waterfront destinations ²	33	33	33	33	33	33
Number of public squares ³	9	13	14	14	16	16
Number of public art installations ⁴	-	-	73	80	38*	38*
Number of City volunteer hours ⁵	75,384.5	78,896	89,351	97,212	110,000	124,631
Number of cultural events and festivals ⁶	-	-	90	129	143	153
Number of outdoor restaurant/café patios downtown ⁷	19	19	20	20	25	25
Number of pedestrians at: Hurontario St. and Burnhamthorpe Rd. intersection; Duke of York Blvd, and Burnhamthorpe Rd. W. intersection ⁸	623	953	994	2,480	-	2,352
Number of hours streets are closed for community events ⁹	164	170	194	202	190**	197**
Number of Mississauga Celebration Square Facebook Followers (likes) ¹⁰	192	2,525	6,872	11,562	19,695	26,743
Number of City of Mississauga Twitter Followers ¹¹	925	3,457	5,806***	11,728***	19,630***	29,522***
Number of new start-up businesses ¹²	-	-	35	30	34	21
Number of direct destinations from Pearson International Airport ¹³	-	-	177	177	180	173

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- 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 - Includes: Recreation, Parks & Forestry, Library, Celebration Square and Environment.
 - ⁶ 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.
 - ⁷ City of Mississauga, Strategic Community Initiatives
 - ⁸ City of Mississauga, Traffic Operations
 - ⁹ City of Mississauga, Traffic Operations
 - ¹⁰ City of Mississauga, Culture
 - 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.

*Does not include beautification projects

** Residential street events only

*** Includes City of Mississauga Corporate Twitter account followers only