
General Committee

Date

2019/04/03

Time

9:00 AM

Location

Civic Centre, Council Chamber,
300 City Centre Drive, Mississauga, Ontario, L5B 3C1

Members

| | |
|----------------------------|-----------------|
| Mayor Bonnie Crombie | |
| Councillor Stephen Dasko | Ward 1 |
| Councillor Karen Ras | Ward 2 |
| Councillor Chris Fonseca | Ward 3 |
| Councillor John Kovac | Ward 4 |
| Councillor Carolyn Parrish | Ward 5 |
| Councillor Ron Starr | Ward 6 |
| Councillor Dipika Damerla | Ward 7 |
| Councillor Matt Mahoney | Ward 8 |
| Councillor Pat Saito | Ward 9 |
| Councillor Sue McFadden | Ward 10 (Chair) |
| Councillor George Carlson | Ward 11 |

Contact

Stephanie Smith, Legislative Coordinator, Legislative Services
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Find it Online

<http://www.mississauga.ca/portal/cityhall/generalcommittee>

GENERAL COMMITTEE INDEX - APRIL 3, 2019

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **DECLARATION OF CONFLICT OF INTEREST**
4. **PRESENTATIONS** – Nil
5. **DEPUTATIONS**
- 5.1. Kathryn Garland, Supervisor, Culture Programs to announce the appointment of the 3rd Poet Laureate
- 5.2. Item 8.2 Tej Kainth, Manager Tourism
- 5.3. Rob Cummins, Manager, Digital Strategy & Experience regarding digital modernization
6. **PUBLIC QUESTION PERIOD** - 15 Minute Limit (5 minutes per speaker)

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:
General Committee may grant permission to a member of the public to ask a question of General Committee, with the following provisions:
 1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
 2. A person asking a question shall limit any background explanation to two (2) statements, followed by the question.
 3. The total speaking time shall be five (5) minutes maximum, per speaker.
7. **CONSENT AGENDA**
8. **MATTERS TO BE CONSIDERED**
- 8.1. Regional Governance Report - Executive Summary
- 8.2. Tourism Master Plan Update
- 8.3. Tourism Structure
- 8.4. Celebration Square Water Fountain (Ward 4)
- 8.5. Parking Prohibition - Caterpillar Road (Ward 1)
- 8.6. Parking Prohibition - Argentia Road (Ward 9)
- 8.7. 2018 Treasurer's Annual Report on Investment

9. **ADVISORY COMMITTEE REPORTS**
- 9.1. Road Safety Committee Report 3-2019 - March 26, 2019
- 9.2. Traffic Safety Council Report 1-2019 - March 27, 2019
10. **MATTERS PERTAINING TO REGION OF PEEL COUNCIL**
11. **COUNCILLORS' ENQUIRIES**
12. **OTHER BUSINESS/ANNOUNCEMENTS**
13. **CLOSED SESSION** – Nil
14. **ADJOURNMENT**

City of Mississauga
Memorandum



Date: 2019/03/27
To: Mayor and Members of Council
From: Bonnie Crombie
Mayor
Subject: Regional governance report – Executive Summary

The purpose of this memorandum is to present the Executive Summary of the regional governance report. At General Committee on March 20, 2019, the request was made for the Mayor's Office to prepare an executive summary of the corporate report on regional governance.

In preparing this document, Mayor's Office staff met with the City's senior leadership team, communications staff, as well as an independent communications consultant. The document is designed to reflect the City's official position on regional governance, as well as the formal submission to the Ontario government's regional governance review. Further, it provides the basis for the City's communications materials and public messaging.

The Mayor's Office will make changes agreed to by Members of Council at the General Committee of April 3, 2019.

A handwritten signature in blue ink that reads 'Bonnie Crombie'.

Bonnie Crombie
Mayor

Prepared by: Robert Trewartha, Chief of Staff, Office of the Mayor

MISSISSAUGA'S POSITION ON THE FUTURE OF REGIONAL GOVERNMENT EXECUTIVE SUMMARY | MARCH 2019

Mississauga's Position

The City of Mississauga has long held the position that Regional government does not work well for our City, our residents or our businesses. We welcome the Ontario Government's review of regional government, and believe an assessment of regional governance in Peel Region is overdue. In principle, the position of Mississauga Council is as follows:

The Government of Ontario pass legislation to make the City of Mississauga a single tier municipality, independent of the Region of Peel, maintaining the current municipal borders of the City of Mississauga.

Top 10 Reasons Mississauga Should be Independent from Peel Region

Overall, there are many benefits to residents and businesses of Mississauga becoming an independent city. These include:

1. **One City, One Voice:** Mississauga would have the ability to speak as one city, fully in control of its future, with a distinct identity.
2. **Eliminate an entire layer of government:** This would lead to a more efficient and effective government, focused squarely on Mississauga's needs and priorities as a growing City.
3. **Better value for taxpayers' dollars:** In fairness, Mississauga businesses and residents should not be subsidizing Brampton and Caledon in the amount of **\$85 million** per year (and climbing). **Mississauga tax dollars should stay in Mississauga.**
4. **Better decision-making:** Council and staff would have the ability to make decisions in the best interests of Mississauga residents and businesses. Vital decisions about Mississauga should not be left up to Brampton and Caledon.
5. **Increased accountability and transparency:** A single city council would be fully responsible for all decisions made on all matters. Accountability is simple and clear.
6. **Improved customer service:** Residents would have a single point of contact for municipal services.
7. **One set of rules, procedures and by-laws**
8. **One set of fees and charges**
9. **Greater access to funding:** An independent Mississauga would have greater access to federal and provincial, as well as third-party funds.
10. **Respect:** Mississauga will be treated with the respect and authority it deserves as the 3rd largest city in Ontario and 6th largest in Canada, independent of another level of government.

The Case for an Independent Mississauga

The governance model of the Region of Peel no longer works in the best interests of the residents and businesses of the City of Mississauga. It is time for a change that allows Mississauga to control its own affairs and future growth as a city. We are planning for the next 30 years and beyond.

Mississauga Has a Unique Identity

- Mississauga is a mature city with close to 800,000 residents, home to over 91,000 businesses. As the 3rd largest City in Ontario and 6th in Canada, we have a distinct identity and sense of civic pride.
- Mississauga is working. We are financially and administratively well-run. We have maintained an 'AAA-Stable' credit rating for 15 straight years and continue to win awards for financial management. We are a model for good municipal governance in Ontario.

Other Cities are Doing It

- Many other municipalities are already single-tier, including Toronto, Hamilton, Ottawa, Windsor, London, Guelph, Kingston, Thunder Bay, and even Dryden. Mississauga is the largest city to be included in a regional government model.
- As we are a maturing big city, Mississauga is becoming more urban. As a result, we are facing many of the same challenges as other urban cities. We need the ability, and independence to address these challenges head-on.
- **We simply ask to be treated fairly, and to be provided with the same ability to make our own decisions as other big (and small) cities.**

| Top 10 Single Tier Populations * | | Top 10 Lower Tier Populations * | |
|----------------------------------|-----------|---------------------------------|---------|
| Toronto | 2,731,571 | Mississauga | 721,599 |
| Ottawa | 934,243 | Brampton | 593,938 |
| Hamilton | 536,917 | Markham | 328,966 |
| London | 383,822 | Vaughan | 306,233 |
| Windsor | 217,188 | Kitchener | 233,222 |
| Sudbury | 161,531 | Richmond Hill | 195,022 |
| Guelph | 131,400 | Oakville | 193,022 |
| Kingston | 123,400 | Burlington | 183,314 |
| Thunder Bay | 107,909 | Oshawa | 159,458 |
| Chatham-Kent | 101,647 | St. Catharines | 133,113 |
| * Dryden | 7,749 | | |

**Dryden, Ontario, with a population of 7,749 people, is a single-tier city with more independence and decision-making powers than Mississauga*

The People Support Us

- Mississauga residents consistently support how and where Council spends their taxpayer dollars:
 - **89%** rate the quality of life in Mississauga as excellent or good
 - **84%** say they are 'Proud to say they are from Mississauga'
 - **76%** agree that Mississauga is moving in the right direction
 - **71%** continue to be satisfied with the City's municipal government
- In 2004, 99% of the 20,000 pledge cards received from residents during Hazel McCallion's "One City, One Voice" campaign were in favour of single-tier status for Mississauga. 70% of those surveyed also supported an independent Mississauga.

Why the Regional Model in Peel is Broken

While the Region of Peel delivers quality services, the current model is not ideal – it is unbalanced. There are many systemic inefficiencies that cannot be overcome. Mississauga has simply outgrown the regional government model and is now being held back from realizing our full potential as a city.

Mississauga is Paying Too Much

- Mississauga taxpayers should not be forced to subsidize other municipalities. **Our money should stay in our city to pay for our priorities.**
- Financial analysis shows Mississauga over-contributes to the Region of Peel in the amount of **\$85 million per year**. Mississauga taxpayers currently subsidize the City of Brampton and the Town of Caledon. This number has grown from \$32 million in 2004 to \$85 million in 2019. The current model is not balanced. The math does not add up for Mississauga.

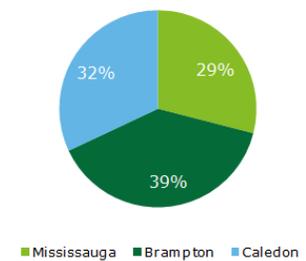
2019 Operating Cost Analysis: Region of Peel

| Program | Projected Subsidy/(Cost) 000's | | |
|--|--------------------------------|-----------------|-----------------|
| | Mississauga | Brampton | Caledon |
| Roads & Transportation | 20,090 | (3,783) | (16,308) |
| Accessible Transportation | 1,627 | (1,923) | 295 |
| Waste Management | 0 | 0 | 0 |
| Land Use Planning | 232 | (274) | 42 |
| Adult Day | 152 | (179) | 28 |
| Child Care | 570 | (673) | 103 |
| Employment Support | 241 | (284) | 44 |
| Homelessness Support | 917 | (1,083) | 166 |
| Housing Support | 8,048 | (9,508) | 1,461 |
| Income Support | 1,682 | (1,988) | 305 |
| Chronic Disease Prevention | 846 | (999) | 153 |
| Early Growth and Development | 1,029 | (1,216) | 187 |
| Heritage Arts and Culture | 411 | (485) | 75 |
| Infectious Disease Prevention | 674 | (796) | 122 |
| Community Investment | 573 | (678) | 104 |
| Long Term Care | 2,386 | (2,819) | 433 |
| Paramedic Services | 3,627 | (4,285) | 658 |
| Executive Office (CAO Office, Council & Chair) | 254 | (301) | 46 |
| Service Innovation, Information Technology | 1,176 | (1,389) | 213 |
| Corporate Services | 1,300 | (1,536) | 236 |
| Finance | 558 | (659) | 101 |
| Non-Program, Capital Allocation | 2,262 | (2,673) | 411 |
| OPP | 0 | 0 | 0 |
| Peel Regional Police | 32,926 | (32,926) | 0 |
| Conservation Authorities | 1,771 | (2,092) | 321 |
| MPAC | 1,329 | (1,570) | 241 |
| Total | 84,680 | (74,120) | (10,560) |

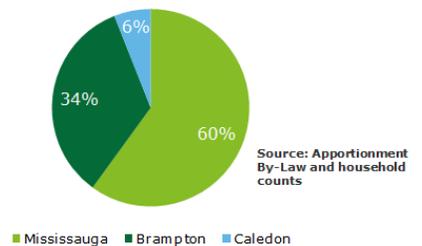
This chart represents by how much and where the City of Mississauga is over-contributing to the Region of Peel to subsidize the other two municipalities. In 2019 it is \$85 million.

Example: Regional Roads

Regional roads breakdown



Regional funding



Mississauga has 29% of the Region's Roads, but pays 60% of the tax levy. Caledon has 32% of the Region's roads, but pays only 6%

Only Mississauga Has Paid for Mississauga's Growth

- Mississauga has always paid its fair share – and more.
- Despite inaccurate claims to the contrary, Mississauga paid for our growth at the Region over the past 45 years, through Development Charges and lot levies, just like Brampton and Caledon did for theirs. The assertion that the other two municipalities have paid for Mississauga's growth is simply not true or possible.

- Between 1974 to 1995, Mississauga consistently paid more than 70 per cent of the Regional tax levy. Today we pay 60 per cent. There is no way Brampton or Caledon could have funded Mississauga's growth and **there is no basis for these cities to claim any compensation.**

All Pay and No Say

- Mississauga represents **52 per cent of the population** of the Region of Peel and contributes **60 per cent of the funding**. Yet, we only have 50 per cent of the vote at Regional Council. We do not have the final decision-making authority or percentage of votes we deserve.
- Representation by population is fundamental to democracy. It is not working in the Region of Peel. The vote of a Caledon Councillor is worth more than 4 times as much as the vote of a Mississauga Councillor. Our voice is weakened.

| | 2016 Census | % of Peel | Seats | Vote Share | Pop per Ward | Voter Value |
|-------------|-------------|-----------|-------|------------|--------------|-------------|
| Peel | 1,420,428 | 100% | 24 | 100% | 59,184 | 1.00 |
| Mississauga | 741,804 | 52% | 12 | 50% | 61,817 | 0.96 |
| Brampton | 610,260 | 43% | 7 | 29% | 87,180 | 0.68 |
| Caledon | 68,364 | 5% | 5 | 21% | 13,673 | 4.33 |

Too Many Approvers

- Between Regional Council and staff, there are too many layers of approval at the Region of Peel that slows down or impedes decision-making and implementation of vital programs.

Example #1 (Housing): *Mississauga wants to build more affordable housing for the middle class. Financial incentives from the city and regional levels could help builders do this. However, the Region has responsibility for social housing, controls funding decisions, and has different priorities. Mississauga needs the authority to deliver affordable, middle-income housing that responds to this urgent problem.*

Example #2 (Affordable Housing in Malton): *The City wants to revitalize and redevelop portions of the Malton community to build more affordable housing and attract investment. The City finished its planning work in 2017, but had to wait almost 2 years while the Region completed their work. Then, after many more months of legal negotiations between the City and the Region, the City was finally able to move forward with its plan. The delay added almost 3 years.*

Example #3 (Ninth Line Lands): *The City of Mississauga is developing the Ninth Line lands into a new community, but we cannot make decisions without the Region's input and approval. The Region and the City do not agree where growth should go, which undermines the City's ability to be nimble and strategic in planning our long term growth. Mississauga has strong planning support for our proposals. With the Region involved, we have experienced delays of over 2.5 years. Prime development lands and new housing*

supply on the Ninth Line are being delayed unnecessarily because both the Region of Peel and the City of Mississauga are involved in planning.

Too Much Duplication and Waste

- There is great deal of duplication between departments at the City of Mississauga and the Region of Peel. The departments of Planning and Building, Policy Planning, Clerks and Legal, Communications, Roads and Engineering, and Human Resources and Information Technology exist at both levels.
- As an example, there are currently 117 legal agreements just on real estate matters between the Region and the City. On average, each requires 40 hours of staff time to develop, which totals 4,680 hours of staff time, or 668 working days. Legal staff also spends 320 hours, or 45 working days per year drafting and negotiating agreements with the Region.
- Residents are often confused about which level of government delivers which service. Over the past 5 years, staff of Mississauga's 311 call line have transferred over 30,000 calls to the Region of Peel.

Example #4 (Roads): *Drivers in Mississauga can't tell a Regional road from a City road. When they have a concern, they call 311 at the City. We transfer thousands of calls a year on this matter to the Region. Clearly ownership of roads at both the regional and local level is inefficient and affects how we service the roads. Planning approvals for residents and businesses when developing land along Regional roads takes longer because two approvals are needed. Further, Mississauga cannot put in place safety systems such as red light cameras without the approval of the Region in many locations where it would improve safety.*

Example #5 (Planning): *Local policy planning, site plan approval and development applications require a review at the regional level. Both levels of government are required to prepare and approve Official Plans. The City must wait for the Region to update its planning documents before it can make the necessary updates to our City plans, which creates even more delays. When agreement is not reached, the City and the Region both send legal and planning staff to the Local Planning Assessment Tribunal (LPAT) hearings, which is costly and inefficient.*

Mississauga Cannot Control Our Own Future

- Under the current regional government model, the City of Mississauga cannot control our future growth and direction as a City. We are trying to build a 21st Century city. The Region is focused on suburban growth in Brampton and Caledon. **We need the power to build a great city.**
- We are subject to the priorities of the Region of Peel, Brampton and Caledon. Too often the Region of Peel's priorities outweigh those of Mississauga.

Example #6 (CIP): *The Region's lack of support of the downtown Community Improvement Plan (CIP) approved by Mississauga Council prevents us from maximizing the incentives that can be used to attract office development. Developers have shown that without the Region's participation, the business case for office in downtown Mississauga does not work. This means we cannot grow our downtown core the way we want to, create jobs and grow our economy.*

Why Amalgamation is Not an Option

Amalgamating the municipalities of the Region of Peel **will not** result in better service delivery or greater efficiencies. Amalgamation in Peel Region would not work for the following reasons:

Amalgamations Are Inefficient

- Every study that has been done on municipal amalgamation has shown they do not produce greater efficiency or savings. One study found that after amalgamation, property taxes increased **50 per cent**, employee pay rose **52 per cent**, and long-term debt rose **111 per cent** after amalgamation because services and wages “levelled up” to the highest standard.
- Suddenly combining our cities would be difficult, if not impossible. Mississauga and Brampton are the 3rd and 4th largest cities in Ontario. Each city has a unique corporate culture and conducts its operations differently. Amalgamation would likely increase labour, debt, and operational costs.

Loss of Our Civic Identity

- Residents of Mississauga, just like residents of Brampton and Caledon, do not want amalgamation. Mississauga, Brampton and Caledon each have a distinct identity and an independent history.
- Over the past 20 years, the path to government in Ontario has run through Mississauga. The residents of Mississauga consistently send MPPs of the governing party to Queen’s Park. The same residents also support Mississauga Council who is unanimous in its support for an independent Mississauga.

Less Representation and Accountability for Residents

- Studies of amalgamations show that smaller government units provide greater access to public officials. Mississauga residents know and trust their members of Council. It has also been shown that amalgamations reduce the ability of residents to monitor and the behaviour of their local decision-makers.

Mississauga Has a Plan for Independence

- The City of Mississauga is ready to begin the work of separating from the Region of Peel. We have thought about how best to provide the services currently delivered by the Region. Transition would require the cooperation of the Ontario government, the Region of Peel, and the other member municipalities.
 - **Water and Wastewater:** Both could be delivered through a utility model, similar to electricity, as it is currently rate-based.
 - **Police Services:** The Peel Police Services are governed by an independent board and legislation. Brampton and Mississauga could share the cost of policing, although Mississauga must pay only its fair share, which is currently not the case.
 - **Other Services:** Most regional services like planning, roads, and Transhelp, could be absorbed into Mississauga with no disruption to service levels.
 - **Social Services:** Social and health services (i.e. child care, Ontario Works, Office of the Medical Officer of Health) must be delivered in compliance with applicable legislation and funding arrangements from the Province. We would want those services to be delivered locally.

- **Social Housing:** It is administered under a separate Board. We would need to review that model.
- **Environment:** Mississauga works well with the Credit Valley Conservation Authority. It would be easier to deal with the CVC alone, than with the Region of Peel as well.

Conclusion and Next Steps

- Mississauga believes we have a compelling case for independence, as well as a plan of action to get there.
- Mississauga is prepared to work in good faith with the Region of Peel, the City of Brampton, the Town of Caledon, and the Province, to transition to independent status.
- This Executive Summary will be submitted to the Minister of Municipal Affairs and Housing, the Special Advisors on Regional Government, Michael Fenn and Ken Seiling, the Premier of Ontario, and our local MPPs.

City of Mississauga
Corporate Report



Date: 2019/03/05

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng, MBA, Commissioner of
 Community Services

Originator's files:

Meeting date:
 2019/04/03

Subject

Tourism Master Plan Update

Recommendation

That the Tourism Master Plan be endorsed as amended to include the Implementation Plan, attached as Appendix 1 to the Corporate Report dated March 5, 2019 from the Commissioner of Community Services.

Report Highlights

- In October 2017, Council endorsed the Tourism Master Plan and referred it back to staff to develop an implementation plan.
- An implementation team was formed with key stakeholders from the Tourism Advisory Board which staff engaged in a process to prioritize recommendations, identify tactics and build a plan for Tourism over the next 5 years.
- This process has subsequently led to 25 tactics to be included as the Implementation Plan to an amended version of the Tourism Master Plan. This amended plan will create a roadmap and support a common vision for Tourism in Mississauga.

Background

In October 2017, staff presented the Tourism Master Plan, drafted by a consulting team of MDB Insights and HLT Advisory for Council endorsement. The goal of the Plan was to guide the City into a unified vision and direction for tourism over the next five years. Council endorsed the plan and referred it back to staff to develop a subsequent Implementation Plan that would provide specific initiatives and an action plan to continue to advance Tourism in the City of Mississauga. Tourism has been continuing to gain attention and support within the City. The City has successfully implemented the Municipal Accommodation Tax (MAT) and has been generating

| | | |
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revenues since April 1, 2018. Resources have also been invested into the division with the recruitment of a full-time Tourism Manager, within the Recreation Division.

Comments

In October 2017, following the direction from Council to develop an Implementation Plan for the Tourism Master Plan, staff hosted two stakeholder engagement sessions in fall 2018. Further supported by an online survey, staff worked to gather feedback and prioritize focus areas and tactics outlined in the amended Tourism Master Plan (Appendix 1). Attendees of the sessions were members of the Tourism Advisory Board representing key tourism businesses and partner organizations.

Edits to the Tourism Master Plan are based on the feedback collected through stakeholder engagement, current industry trends and staff input. Highlighted below are the areas that have been added to the final document as they were identified as gaps or opportunities:

- Industry Trends – explore initiatives to develop additional sectors such as culinary and Indigenous tourism
- Updated all tourism product offerings and assets within each sector
- Added local, regional and national partnership opportunities
- Additional strategic focus areas identified as “expanding on visitor servicing”
- Under Strategic Focus Area #5 – added requirement to identify competitive and comparative tourism destinations to support marketing and communications initiatives

Identified and endorsed within the Tourism Master Plan was the initiative of implementing the MAT. This has been completed and initiatives linked to the implementation of the tax are included in components of the implementation plan and tactics.

The proposed Implementation Plan has been structured to lead and develop tourism product, planning and promotion for the City of Mississauga. The 25 tactics outlined in the plan have been grouped into five distinct categories:

1. Programs and Services
2. Marketing and Communications
3. Policy and Planning
4. Industry Insights
5. Partnerships and Stakeholder Engagement

The completed Tourism Master Plan, coupled with the Implementation Plan, strengthens the City’s position as a year-round destination and identifies actions to build the visitor economy. Overall, the plan presents key deliverables with a result-oriented approach to measure industry growth and visitation.

Strategic Plan

Building a plan identifying opportunities for Mississauga to succeed as a tourism destination allows local businesses and the economy to “Prosper” while also promoting the pillar of “Connect” by creating partnerships and engaging the community to advocate visitors to our City.

Financial Impact

The Plan recommends that the City develop a strategy to support tourism initiatives leveraging funding from Tourism Toronto, Ministry of Tourism Culture and Sport and the newly implemented Municipal Accommodation Tax. Staff will request, through the annual budget process, the funding required to support the tactics and recommendations as outlined in the Tourism Master Plan.

Conclusion

The Tourism Master Plan, amended to include specific tactics for implementation, provides a framework for the City of Mississauga to focus on Tourism initiatives, in partnership with internal and external stakeholders, which promote cultural, sporting and other tourism-related events to have a common vision to market the City to visitors.

Attachments

Appendix 1: Tourism Implementation Plan



Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Kelly Reichheld, Manager, Sport & Community Development

5.0 Implementation Plan

This Implementation Plan is a planning tool to be used in conjunction with the recommendations contained within this Tourism Master Plan. City Staff will review this Implementation Plan annually to monitor progress on each item and ensure that the recommendations are being incorporated into work plans.

A stakeholder sub-committee comprised of members of the Tourism Advisory Board were consulted in the creation of this Implementation Plan. Two engagement sessions plus an online survey were conducted in the fall of 2018 to gather feedback and assess key strategic priorities for the next five years.

Key elements of the Implementation Plan include:

Strategic Focus Area: These are the overarching goals that will direct the Tourism Unit's tactics and activities over the next five years.

Strategic Requirements: These are the identified high-level strategies that will support the Tourism Unit in accomplishing its stated goals.

Tactics: These are the initiatives the Tourism Unit will execute over the next five years to achieve its stated strategic goals. Tactics will be reviewed bi-annually to ensure the efficient use of capital and resources for creating positive results.

Implementation Grouping: Each Strategic Requirement has been categorized into the following groups:

Programs and Services: tactical initiatives that leverage opportunities in Destination Development, Destination Marketing and Visitor Services.

Policy and Planning: tactics that require tourism specific knowledge, preparation and feedback to enhance destination development efforts city wide.

Marketing and Communications: tools and initiatives that position Mississauga as a tourism destination by promoting product offerings and experiences.

Partnerships and Stakeholder Engagement: opportunities for collaboration with local, regional, provincial and national tourism-related associations and stakeholders.

Industry Insights: Resources that monitor, measure and forecast tourism development and industry performance.

Section Most Responsible: The identified business unit(s) with a major role in implementing each recommendation.

Implementation Plan

Strategic Focus Area

1. Develop tourism product clusters

Recommendation #1

Strategic Requirements: Identify tourism clusters to market and promote tourism initiative to target audiences

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|---|-------------------------|--------------------------|-----------|
| Prioritize product sectors based on data and stakeholder survey. Develop a Product Development Strategy , and assess existing and emerging sectors annually based on market-ready product. | Programs and Services | Tourism Unit | 2019-2023 |

Recommendation #2

Strategic Requirements: Define City role in determining potential for additional hotel supply (downtown, waterfront and Paramount Fine Foods Centre), including a review of zoning parameters

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|-------------------------|--------------------------|-----------|
| Tourism Unit will work with interested accommodation providers and interdepartmental units if the potential for additional hotel supply is needed based on industry growth and capacity. | Policy and Planning | Tourism Unit | 2022 |

Implementation Plan

| Recommendations #3 and #4 | | | |
|---|--|--------------------------|-----------|
| Strategic Requirements: | Develop the portfolio of events at the Paramount Fine Foods Centre, including private sector events (e.g. concerts, entertainment events) and growing competitive sports (e.g. cricket, field hockey) | | |
| | Promote the City's reputation as a Sport Host, leveraging the growing resident participant base in a breadth of sports and establishing best practices for communicating with visitors throughout their customer journey | | |
| Tactics | Implementation Grouping | Section Most Responsible | Timeframe |
| Under the Tourism Events Hosting & Guidelines Program , create an event pursuit strategy that aligns with the updated Sport Tourism Strategy . Program objective is to attract and support existing and emerging sports-related events in the City of Mississauga that result in large economic spin-offs. Program will also assess and update any corporate-related policies and procedures. | Programs and Services | Tourism Unit | 2019 |
| Refresh the five-year Sport Tourism Plan with updated strategic priorities and objectives. Plan will assist in providing an overall direction to lead, manage and attract the sport tourism sector. | Policy and Planning | Tourism Unit | 2019 |
| Develop an internal annual tourism events calendar that includes all indoor and outdoor venues within the City of Mississauga. | Marketing and Communications | Tourism Unit | 2019-2023 |
| Identify potential opportunities or gaps in event hosting. Ensure tactics are aligned with proposed Tourism Events Hosting & Guidelines Program and linked to tourism-related feasibility studies. | Policy and Planning | Tourism Unit | 2019-2023 |

Implementation Plan

| Recommendation #5 | | | |
|--|--|--------------------------|-----------|
| Strategic Requirements: | Leverage the visions of Inspiration Lakeview, Inspiration Port Credit and 1 Port Street, identifying opportunities for tourism clusters as these waterfront developments advance | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Work with interdepartmental units and external stakeholders on identifying incentives to attract new tourism experiences that will compliment waterfront revitalization plans. | Policy and Planning | Tourism Unit | 2020-2023 |

Strategic Focus Area

2. Continue to invest in festival programming with emphasis on attracting visitors

| Recommendation #6 | | | |
|--|---|--------------------------------|-----------|
| Strategic Requirements: | Align festival financial support to evaluation process that furthers awareness of Mississauga's diversity | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Create a Tourism Events Hosting & Guidelines Program that will generate economic spin-offs. Update and streamline event-hosting policies, procedures and protocols. Integrate value-added services. | Programs and Services | Tourism Unit, Culture Division | 2019 |

Implementation Plan

| Recommendation #7 | | | |
|---|--|---|------------------|
| Strategic Requirements: | Standardize post-event metrics and share festival successes through municipal channels | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Determine Key Performance Indicators (KPIs) and generate industry-wide statistics program. Produce and present quarterly reports on industry performance. | Industry Insights | Tourism Unit, Culture Division, CMS Business Planning | 2019-2023 |

| Recommendations #8 and #9 | | | |
|---|--|---------------------------------|------------------|
| Strategic Requirements: | Invest in target funding support of 'best growth' cultural events | | |
| | Initiate festival incubator program to identify 'early development' community cultural groups and provide support, including networking opportunities with established festival operators and online databases of best practices | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Participate in an interdepartmental Special Events Committee and provide tourism-related support as needed. Create opportunities for event sector to learn, leverage and access additional resources as it relates to tourism and destination marketing. | Policy and Planning | Tourism Unit, Culture Division | 2019-2023 |

Implementation Plan

Strategic Focus Area

3. Focus municipal planning on developing creative communities to attract visitors

Recommendation #10

Strategic Requirements: Develop a strategy to encourage and attract the tourism sector, providing the City a plan for tourism development throughout the municipal planning process

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|-------------------------|--------------------------|-----------|
| Tourism Unit recommends supporting other city-led master plans and playing an active role in the development of tourism districts, an inventory of assets, sector growth opportunities, and sales approaches to attract new business as well as better stakeholder engagement, which will result in a collaborative internal and external network. | Policy and Planning | Tourism Unit | 2021-2023 |

Recommendation #11

Strategic Requirements: Develop additional support for BIAs, as they undertake an expanded role in developing tourism opportunities

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|--|---|-----------|
| Work in collaboration with all BIAs, and applicable city departments/divisions, to identify roles and responsibilities for advancing the objectives of the Tourism Master Plan and develop co-op marketing and destination development opportunities that will enhance BIAs as tourism destinations. | Partnership and Stakeholder Engagement | Tourism Unit, Recreation Community Development Unit | 2019 |

Implementation Plan

Strategic Focus Area

4. Develop and implement a program for funding tourism activity and infrastructure, building the City's reputation as an event host

Recommendation #12

Strategic Requirements: Implement a multi-year tourism plan with Tourism Toronto supported directly by a funding agreement

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|---|--|---------------------------------------|-----------|
| Formalize funding agreement with Tourism Toronto and explore synergies that will benefit Mississauga as a destination within the GTA. | Partnership and Stakeholder Engagement | Tourism Unit, Legal Services Division | 2019 |

Recommendation #13

Strategic Requirements: Conduct a feasibility study for investment in an open-air facility servicing field sports, summer entertainment, and music event hosting

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|-------------------------|--|-----------|
| Provide input and data (as it relates to tourism development) on potential activation use, operational challenges and trends as well as consult with other tourism destinations with a similar facility. | Policy and Planning | CMS Business Planning, Recreation Division | 2019 |

Implementation Plan

| Recommendation #14 | | | |
|--|--|---------------------------------|------------------|
| Strategic Requirements: | Develop a longer-term plan for the undeveloped site at the Mississauga Sports Centre, Southern Pad | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Request bids from the private sector on proposed ideas or uses of the site that will attract tourism activity and added product. | Policy and Planning | Recreation Division | 2019 |

| Recommendation #15 | | | |
|--|--|---------------------------------|------------------|
| Strategic Requirements: | Evaluate opportunities for tourism infrastructure in the Port Credit/Waterfront area | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Serve on planning committees to provide a tourism lens on gaps and/or opportunities as it relates to tourism development. Share ideas and data that will enhance the waterfront area and the customer journey to create new experiences and/or infrastructure. | Policy and Planning | Tourism Unit | 2019-2023 |

| Recommendation #16 | | | |
|--|--------------------------------|---------------------------------|------------------|
| Strategic Requirements: | Implement municipal hotel tax | | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Under the approval of Mayor and Council, allocate part of MAT funds on destination development, marketing and visitor servicing. | N/A | Tourism Unit | Completed |

Implementation Plan

Strategic Focus Area

5. Position the Mississauga brand to target tourism opportunities and develop a tourism campaign

Recommendation #17

Strategic Requirements: Leverage messaging such as 'Discover Mississauga' to promote tourism to target markets in alignment with the City brand

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|------------------------------|--|-----------|
| Develop and implement a new tourism brand and marketing plan that will launch consumer campaigns, promotional tools and communications initiatives to promote the City of Mississauga as a destination of choice. | Marketing and Communications | Strategic Communications Division, Tourism Unit, CMS Business Planning | 2019-2020 |

Recommendation #18

Strategic Requirements: Identify competitive and comparative destinations to support marketing and communication initiatives

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|------------------------------|--|-----------|
| Conduct a comparative competitive analysis of other destinations to assist with positioning Mississauga as a destination of choice. This will be done through the branding process and assessed annually for industry-led planning, promotion and programs. | Marketing and Communications | Strategic Communications Division, Tourism Unit, CMS Business Planning | 2019 |

Implementation Plan

| Recommendation #19 | | | |
|---|------------------------------|--|-----------|
| Strategic Requirements: | | Develop tourism campaigns that are aligned to the target markets | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Create a marketing and communications strategy using a diverse set of promotional platforms and online distribution channels. A list of promotional tools will be assessed annually to keep up with destination marketing trends and best practices. Delivery of an influencer guide to increase earned media trips will also be a major focus. | Marketing and Communications | Tourism Unit, Strategic Communications Division, CMS Business Planning | 2019 |

| Recommendation #20 | | | |
|--|-------------------------|--|-----------|
| Strategic Requirements: | | Develop a common tourism 'key assets' awareness plan to ensure that a consistent message is provided to residents, businesses, and business travellers with respect to the tourism assets and visitor experiences available in Mississauga | |
| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
| Build a local Brand Ambassador Program that targets residents, businesses, newcomers and social media influencers to be a tourist in their hometown and promote Mississauga's tourism businesses and experiences to their personal and professional networks. | Programs and Services | Tourism Unit, Strategic Communications Division, CMS Business Planning | 2020 |

Strategic Focus Area

6. Align tourism messaging with resident communications to showcase the City’s attractions, festivals and events

Recommendation #21

Strategic Requirements:

Promote the requirement for identified tourism assets as identified in the plan, and/or through municipal studies and research (i.e. Downtown Mississauga public-private partnership conference facility, Natural assets, Credit River/Riverwood Conservancy)

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|---|------------------------------|--------------------------|-----------|
| Develop self-guided trip itineraries that cluster product offerings and experiences based on traveller types. Custom itineraries will be created to add value to larger leisure, corporate and sport groups. | Marketing and Communications | Tourism Unit | 2020 |

Implementation Plan

Strategic Focus Area

7. Create and fund an efficient structure to advance tourism opportunities for Mississauga

Recommendation #22

Strategic Requirements: Review and assess the current municipal structure supporting tourism and identify a strategy to most effectively advance tourism initiatives within the municipality

| Tactics | Implementation Grouping | Section Most Responsible | Timeframe |
|--|-------------------------|--------------------------|-----------|
| Create a Co-op Marketing Partnership Program for tourism sector and partner organizations that will leverage marketing and promotional initiatives outside of Mississauga and enhance industry collaboration. | Programs and Services | Tourism Unit | 2020 |
| Continue to build the Tourism Unit and its governance structure, learning from best practices of other municipalities and organizations to best support and guide the unit in delivering quality programs/services and incorporating performance metrics for accountability. | Policy and Planning | Tourism Unit | 2019 |

Implementation Plan

Strategic Focus Area

8. Assess and develop strategic partnerships to support tourism initiatives

Recommendation #23

Strategic Requirements: Continue to maintain and expand partnerships with agencies and municipalities where feasible to advance tourism initiatives

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|---|--|--------------------------|-----------|
| Engage all stakeholders by hosting and/or facilitating events and workshops that relate to tourism best practices, current industry trends, and opportunities. Purpose is to build a stronger tourism network and also join tourism-related associations to continue to be a competitive destination. | Partnership and Stakeholder Engagement | Tourism Unit | 2019-2023 |

Recommendation #24

Strategic Requirements: Investigate opportunities for development of a conference facility in downtown core

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|--|-------------------------|--------------------------|-----------|
| Conduct a feasibility study on the development of a new conference facility in the downtown core | Policy and Planning | Tourism Unit | 2021 |

Strategic Focus Area

9. Position Mississauga as a welcoming city for locals and visitor alike

Recommendation #25

Strategic Requirements: Review and assess current visitor servicing programs city wide to enhance positive first-impressions of tourism assets and experiences on the front-line

| Tactic | Implementation Grouping | Section Most Responsible | Timeframe |
|---|-------------------------|--------------------------|-----------|
| Develop a visitor services strategy that integrates face-to-face, mobile and online visitor servicing programs (dependent on season). Strategy will highlight collaborative opportunities with internal and external stakeholders and assess wayfinding signage, generating awareness of local tourism products/services, venues and attractions. Consider developing a local Tourism signage program and set of policies. | Programs and Services | Tourism Unit | 2019 |

City of Mississauga
Corporate Report



Date: 2019/03/05

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng, MBA, Commissioner of
 Community Services

Originator's files:

Meeting date:
 2019/04/03

Subject

Tourism Structure

Recommendation

1. That staff be directed to develop a business case study, with the support of public consultation, for the purpose of creating a Municipal Services Corporation (MSC), as outlined in this report from the Commissioner of Community Services, dated March 5, 2019, which will operate as the City of Mississauga's tourism and destination marketing organization and would be the tourism entity eligible to receive funds from the Municipal Accommodation Tax (MAT) as required by Provincial regulation.
2. That staff report back to Council with respect to the business case study for the MSC for Council's approval.
3. That staff be directed to propose a detailed MSC governance structure for Council's consideration based on the framework outlined in this report from the Commissioner of Community Services dated March 5, 2019.

Report Highlights

- On November 23, 2017, the Province enacted Ontario Regulation 435/17 "Transient Accommodation Tax" ("MAT Regulation") which prescribes the necessary provisions for municipalities to implement a Municipal Accommodation Tax for transient accommodations through a bylaw and set a tax rate for short term accommodations.
- The MAT Regulation requires 50% of the Municipal Accommodation Tax revenue, net of reasonable costs of collecting and administering the tax, to be paid to one or more "eligible tourism entities". An "eligible tourism entity" is a non-profit entity whose mandate includes the promotion of tourism in Ontario or in a municipality.

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- At General Committee on June 27, 2018, the Commissioner of Community Services was authorized to negotiate and enter into an agreement with Tourism Toronto, the only eligible tourism entity in Mississauga, for the use of the funds from the Municipal Accommodation Tax (MAT). This would allow the City to comply with the Provincial regulation noted above relating to MAT funds to be paid to an eligible tourism entity.
- City staff proceeded to negotiate and discuss an agreement with Tourism Toronto. However, those discussions have resulted in a recommendation by Tourism Toronto that the City pursue the possibility of establishing its own tourism entity, given Tourism Toronto's current commitments and challenges.
- As such, it is recommended that staff be directed to take steps to conduct appropriate public consultation and develop a business case study for the purpose of creating a Municipal Services Corporation (MSC), which will operate as the City's tourism and destination marketing organization, and to propose same for Council's consideration at a later date.

Background

On February 7, 2018, Council approved the implementation of a Municipal Accommodation Tax (MAT) and the establishment of two reserve funds. One reserve fund is to collect a portion of the MAT revenue to ensure the City meets the requirement to pay a portion to Tourism Toronto or an eligible tourism entity, pursuant to Provincial regulation. The other is to collect the City's portion of the MAT revenue and is to be used to fund future tourism-related City initiatives.

On April 1, 2018, a MAT of 4 per cent on accommodations of 30 days or less went into effect and collections have been ongoing. To date, the tax revenues for the period of April 1 - December 31, 2018 total approximately \$9,000,000.

At General Committee on June 27, 2018, the Commissioner of Community Services was authorized to negotiate and enter into an agreement with Tourism Toronto for the use of the MAT funds. This would allow the City to comply with the Provincial regulation noted above relating to the funds to be paid to an eligible tourism entity.

Legislation sets out the deadline by which municipalities are required to pay an eligible tourism entity their share of the MAT revenue. Additionally, it mandates the municipality and eligible tourism entity to enter into an agreement to ensure the amounts paid are used for the exclusive purpose of promoting tourism. On Feb 7, 2018, Council approved the following recommendation, "That revenue sharing be withheld until such time as an agreement is established with Tourism Toronto related to how Mississauga's Municipal Accommodation Tax revenue will be spent." There is currently \$4,464,431 in the Municipal Accommodation Tax Reserve Fund 35591 allocated for an eligible tourism entity.

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The deadline for the City to provide the tourism entity with their share of the MAT collected in 2018 was March 1, 2019. These funds have not been paid and will continue to be held in the reserve fund pending the creation of a Municipal Services Corporation.

Comments

Tourism Toronto

City staff proceeded to negotiate and discuss an agreement with Tourism Toronto, which included drafting a proposed agreement and discussing structure, expected outcomes and accountability. During the course of these discussions, a number of changes or issues were identified by Tourism Toronto as potential challenges with proceeding as originally discussed. Some of these challenges include the requirement for Tourism Toronto to finalize a similar agreement with the City of Toronto for use of the MAT funds, which represent a significant portion of the organization's overall budget. It was also noted that it may be difficult for Tourism Toronto to balance the needs of the City of Toronto and those of the City of Mississauga. Additionally, it is anticipated that there will be changes to the organization's board of directors as result of the MAT agreements.

Based on this changing direction from Tourism Toronto, City staff have investigated alternative options as it relates to an eligible tourism entity. To meet the requirements set out by the Province, the City must select an eligible non-profit corporation. In staff's opinion, this is best served by the creation of a Municipal Services Corporation for the purpose of administering the eligible MAT funds.

A number of other municipalities have, as a result of the MAT Regulation, established or taken steps to establish a Municipal Services Corporation for the purpose of promoting tourism and receiving the MAT funding. This is the process currently being followed by the City of Markham, City of Hamilton and others.

Municipal Services Corporation

Under Ontario Regulation 599/06 "Municipal Services Corporations", a Municipal Services Corporation may be a share capital corporation or a non-share capital (membership-based) corporation. As noted above, an "eligible tourism entity" is required to be a non-profit entity. In Ontario, a "non-profit entity" is normally established as a non-share capital (membership-based) Corporation incorporated under, and governed by, the Ontario *Corporations Act*.

In accordance with the Ontario *Corporations Act*, the Municipal Services Corporation will be created by the filing of letters patent with the Province of Ontario. The letters patent will be drafted by Legal Services and will clearly set out the powers of the Corporation, its membership structure and the process for making changes to the Corporation's by-laws.

Accordingly, City staff propose that the new non-profit Municipal Services Corporation be a non-share capital corporation under the Ontario *Corporations Act* of which the City will be the sole member. This approach is in compliance with Ontario Regulation 599/06 in that a Municipal

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Services Corporation is to be a “wholly owned corporation” which includes “a corporation in which a municipality, by itself or together with one or more other public sector entities, has an entitlement to all of the voting rights allocated to the members of the corporation”.

The Corporation will be governed by a Board of Directors. The Board of Directors will have oversight and key decision making roles with respect to the operation of the Corporation. Council will be responsible for selecting and electing the Board of Directors which can include members of Council, senior staff and/or members of the community who do not have a pecuniary interest in the activities of the Corporation.

The working relationship between the City and the Corporation will be governed by policy and agreement. Ontario Regulation 599/06 requires that the City adopt and maintain policies on asset transfers to the Corporation prior to assets being transferred to the Corporation. As such, the City will be required to develop an Asset Transfer Policy on the management and transfer of City owned assets to the Corporation. Council will be required to approve the transfer of any such assets to the Corporation. In terms of staffing, secondment of existing City employees or some other appropriate recruitment process will be utilized, as needed.

In addition to the Asset Transfer Policy, a Service Agreement between the City and the Corporation will be developed to establish expectations and provide direction to the Corporation with regard to the implementation and management of MAT funds, transferred City services and any other matters deemed appropriate, including any secondment of staff and asset transfers as noted above. The Service Agreement will also prescribe City approval for business plans, budgets, expenditures, and independent financial audits.

Council approval of the Asset Transfer Policy and the Service Agreement will therefore be required as part of the process to establish a MSC for Tourism.

Pre-Incorporation Requirements

Pursuant to Ontario Regulation 599/06, prior to incorporation of a Municipal Services Corporation, the City is obligated to adopt a business case study, with the support of public consultation, in relation to the proposed corporation.

As such, it is recommended that Council direct staff to take steps to conduct appropriate public consultation and develop a business case study for the purpose of establishing a Municipal Services Corporation.

Staff will report back to Council with a completed business case study and subject to Council's favourable consideration, seek Council approval to establish a non-profit Municipal Services Corporation which will operate as the City's tourism and destination marketing organization with a governance structure consistent with the framework described in this report.

Financial Impact

Proceeding with public consultation and the development of a business case study for the purpose of creating a MSC will require some resources which can be absorbed within current approved budgets for the business units involved. The business case study will be presented to Council and will provide for the details of the financial impact of establishing the MSC.

Conclusion

Provincial regulations require that 50% of the MAT funds collected by a municipality be directed to an eligible, non-profit entity. The City's initial intentions were to enter into an agreement with Tourism Toronto to meet these requirements, however, circumstances have changed and this may no longer be the best option for promoting tourism in Mississauga.

While the City-staffed tourism unit continues to advance the Tourism Master Plan and implement strong initiatives to move tourism forward, based on Provincial regulation, it is recommended to follow the steps required to establish a Municipal Services Corporation for the purpose of destination marketing and use of MAT funds.



Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Shari Lichterman, Director, Recreation

City of Mississauga
Corporate Report



Date: 2019/03/19

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng., MBA, Commissioner of
 Community Services

Meeting date:
 2019/04/03

Subject

Celebration Square Water Fountain (Ward 4)

Recommendation

That the operating hour changes for the Celebration Square Water Fountain effective for the 2019 season as outlined in the Corporate Report dated March 19, 2019 entitled “Celebration Square Water Fountain” from the Commissioner of Community Services be endorsed.

Background

Mississauga’s Celebration Square was opened to the public in 2011 and is a vibrant public square and park used by residents 365 days per year. It is home to a large interactive water fountain. This feature is similar to a spray pad and is open from April to October and functions as a decorative fountain, and when the weather is warm, a cooling spray pad for residents.

The water fountain was designed as an interactive water feature and based on the design was not subject to previous legislative requirements for wading pools.

Prior to July 1, 2018, wading pools and spray pads were governed by the “Operating Procedures for Non-Regulated Recreational Water Facilities Guidance Document”, produced by the Province of Ontario. This document provided recommendations on minimum standards to protect public health at these facilities. Under the construction guidelines “a minimum water depth of at least 15 cm was required to be considered a wading pool (if less than 15 cm in depth, consideration should be given to whether facility should be treated as a splash pad)”. Based on the above statement Celebration Square was classified as a splash pad by the Region of Peel Health Services. The water depth is not deeper than 15 cm at any point and is a sloped entry where the maximum water depth at the drain is approximately 7.5 cm (3 inches).

On July 1, 2018, changes to the Public Pool Regulation 565 were enacted. Changes included regulating wading pools and splash pads in addition to other changes in pools and spas. In the updated regulations, a public wading pool was redefined as “any structure, basin, chamber or tank containing an artificial body of water having a depth of water equal to 75 cm or less at any

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point, which is provided for the recreation or instructive use of young children, other than a private residential wading pool or a wading pool for display or promotional purposes”.

Without a minimum water depth noted, Celebration Square by regulation would be classified as a Public Wading Pool. Additional requirements for wading pools include providing supervision for all hours of operation (Attendant positions), providing first aid support and supplies and implementing emergency communication devices during operation. If there is no supervision, the City would be required to drain the fountain or provide a locked enclosure to prevent the public from entering the water.

City staff received notification from a Peel Health Services inspector about the changes and implications to Celebration Square. Peel Health Services collected information from staff and were asked to seek clarification on a number of items. Staff were anticipating a reconsideration of the classification based on the minimal depth of the fountain. Peel Health Services confirmed that they had sought clarity from the Province and due to the standing water, the fountain would be classified as a wading pool and indicated they would be providing additional education and a timeline to comply with the regulations. We have received official notification that the Region of Peel will be enforcing compliance of the regulatory changes effective this operating season.

Compliance with the legislation will require Community Services to hire Attendants to provide supervision of the water feature for all hours of operation. Attendants are required to ensure that all visitors are using the water feature as intended, monitor for safety issues, provide first aid and ensure that parents are supervising their children in the water. Additional operating expenses to provide communication devices and safety equipment are anticipated.

Previously, the water feature operated seven days per week, from 8:00 am to 11:00 pm from mid-April through Thanksgiving weekend (approx. 27 weeks). Regardless of whether the temperatures would encourage residents to enter the fountain, if the feature is operating, it must be supervised. Given the anticipated challenges of staffing during the shoulder season, a change in the operating hours/procedures is recommended as follows:

- Off-peak season (April to mid-May, after Labour Day-end of Thanksgiving weekend)
 - 8:00 am- 8:00 pm
- Peak Season (mid-May through Labour Day weekend)
 - 8:00 am-11:00 pm (no change)
- Closure and draining during inclement weather (thunder storms), consistent with Outdoor Pool Protocols

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The Ontario Lifesaving Society has been consulted and would support a review of Regulation 565 changes. Since Celebration Square was opened in 2011, there have been no reported incidents of water-related injuries or near drownings.

Comments

The City Legal Services team has reviewed the legislation and has confirmed that as written, Celebration Square water feature would classify as a Wading Pool.

We have reached out to other municipalities with similar water fountain features. The City of Guelph operates the Market Square water feature, a very similar design to Celebration Square. The City of Toronto also operates a few splash pads with a sloped design, meaning there is standing water at the drain. Staff in both of these municipalities have confirmed that they have not been given notification by their Health Inspectors of any changes to their operation based on the legislative changes. The Region of Peel is reaching out to other Health Services staff to ensure there is consistent application of the regulation.

City staff reviewed the operation of the Celebration Square water feature to determine if there are mechanical changes that can be made to the flow of water that would allow the water to drain while still providing an enjoyable experience. Given the existing slope it has been determined that a total reconstruction of the fountain would be required to comply with the legislation. Facilities and Property Management are planning to complete expansion joint repair work on Celebration Square in the fall which may shorten the 2019 season.

An operational plan, including job posting, purchase of required equipment, training plan and schedule for the supervision of the Celebration Square water feature are being developed.

Financial Impact

The City will incur costs for staff and supplies totalling approximately \$122,500 annually in addition to regular operations. The majority of these costs are for staffing attendants for the operational period of the water feature (approximately \$118,000). Costs for the 2019 season will be accommodated for in the 2019 Parks & Forestry operating budget. The program will be monitored and potential requests for additional funds and FTE's may be brought forward for the 2020 budget cycle.

Conclusion

Celebration Square fountain is enjoyed by resident and visitors. It was designed to be an interactive water feature and has never been subject to wading pool regulations. Changes to the Health Protection and Promotion Act, Regulation 565 has removed the minimum depth for classification of a wading pool. City staff have been informed by the Region of Peel Health Services that the water feature is now classified as a wading pool and supervision and safety

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practices are required to change. Operating changes are recommended to the 2019 season to minimize the impact of the regulatory changes.



Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Jodi Robillos, Director - Parks, Forestry & Environment

City of Mississauga
Corporate Report



Date: 2019/03/19

To: Chair and Members of General Committee

From: Geoff Wright, P. Eng., MBA, Commissioner of
 Transportation and Works

Originator's files:
 MG.23.REP RT.10.Z12

Meeting date:
 2019/04/03

Subject

Parking Prohibition - Caterpillar Road (Ward 1)

Recommendation

That a by-law be enacted to amend The Traffic By-law 555-2000, as amended, to implement a parking prohibition on the south side of Caterpillar Road, between Dixie Road and the east limit of the roadway, as outlined in the report from the Commissioner of Transportation and Works, dated March 19, 2019 entitled "Parking Prohibition – Caterpillar Road (Ward 1)".

Background

The Transportation and Works Department received concerns regarding vehicles parking on both sides of Caterpillar Road. Local businesses indicated that vehicles regularly parked on both sides of the roadway impede the safe flow of two way traffic, specifically for heavy vehicles, and create sightline concerns at driveway accesses. A location map is attached as Appendix 1.

Comments

The Transportation and Works Department recommends that parking be prohibited anytime on the south side of the Caterpillar Road between Dixie Road and the east limit of the roadway. This would provide adequate roadway width for the safe operation of two-way traffic and heavy vehicles, while still maintaining some on-street parking on the north side to accommodate the overflow parking from local businesses.

It should be noted that upon investigation, it was revealed that a by-law amendment currently exists prohibiting parking at all times on both sides of Caterpillar Road. However signs are not currently in place, and have not been dating as far back as 2007. A by-law amendment will be submitted in conjunction with the above recommendation to clear up this discrepancy.

The Ward Councillor supports the proposal.

Financial Impact

The Transportation and Works Department supports the implementation of a parking prohibition on the south side of Caterpillar Road.

Conclusion

The Transportation and Works Department recommends implementing a parking prohibition on the south side of Caterpillar Road, between Dixie Road and the east limit of the roadway.

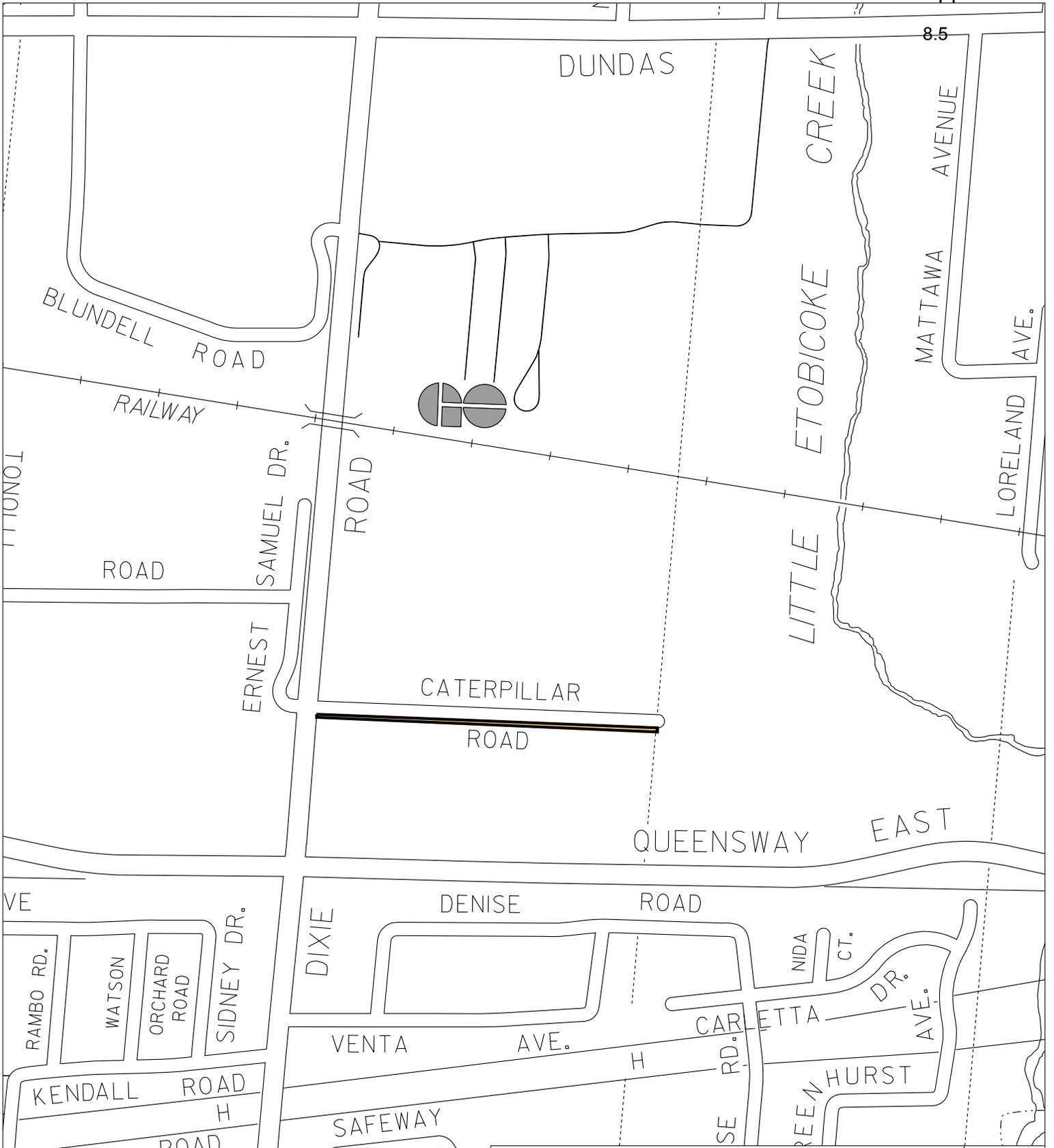
Attachments

Appendix 1: Location Map – Parking Prohibition - Caterpillar Road (Ward 1)



Geoff Wright, P. Eng., MBA, Commissioner of Transportation and Works

Prepared by: Wasan Yonan, C.E.T., Traffic Operations Technician



**Transportation and Works
Traffic Mgmt & Municipal Parking**

**Parking Prohibition
Caterpillar Road
(Ward 1)**



City of Mississauga
Corporate Report



Date: 2019/03/19

To: Chair and Members of General Committee

From: Geoff Wright, P. Eng., MBA, Commissioner of
 Transportation and Works

Originator's files:
 MG.23.REP RT.10.Z54

Meeting date:
 2019/04/03

Subject

Parking Prohibition - Argentia Road (Ward 9)

Recommendation

That a by-law be enacted to amend the Traffic By-law 555-2000, as amended, to remove one-hour parking on both sides of Argentia Road, located 670 meters west of Derry Road West, and replace with a parking prohibition at all times, as outlined in the report from the Commissioner of Transportation and Works, dated March 19, 2019 entitled "Parking Prohibition – Argentia Road (Ward 9)".

Background

The Transportation and Works Department received concerns with respect to the existing one-hour parking on Argentia Road located between Winston Churchill Boulevard and Derry Road West. A location map is attached as Appendix 1.

The one-hour parking area was implemented in 2000 to address short-term on street parking needs adjacent to the Highway 401 rest stop. This provided visitors with pedestrian access to the property from Argentia Road. The rest stop has been closed for a number of years and as a result, the short-term on street parking is no longer required.

Comments

In order to increase the overall level of safety and maintain adequate traffic flow on Argentia Road, the Transportation and Works Department supports the removal of one-hour parking and the implementation of a full-time parking prohibition on Argentia Road between Winston Churchill Boulevard and Derry Road West.

The Ward Councillor supports staff's recommendation.

Financial Impact

Costs for the sign installations can be accommodated in the 2019 operating budget.

Conclusion

The Transportation and Works Department recommends the removal of one-hour parking on both sides of Argentia Road, located 670 meters west of Derry Road West, and the implementation of a full-time parking prohibition on Argentia Road between Winston Churchill Boulevard and Derry Road West.

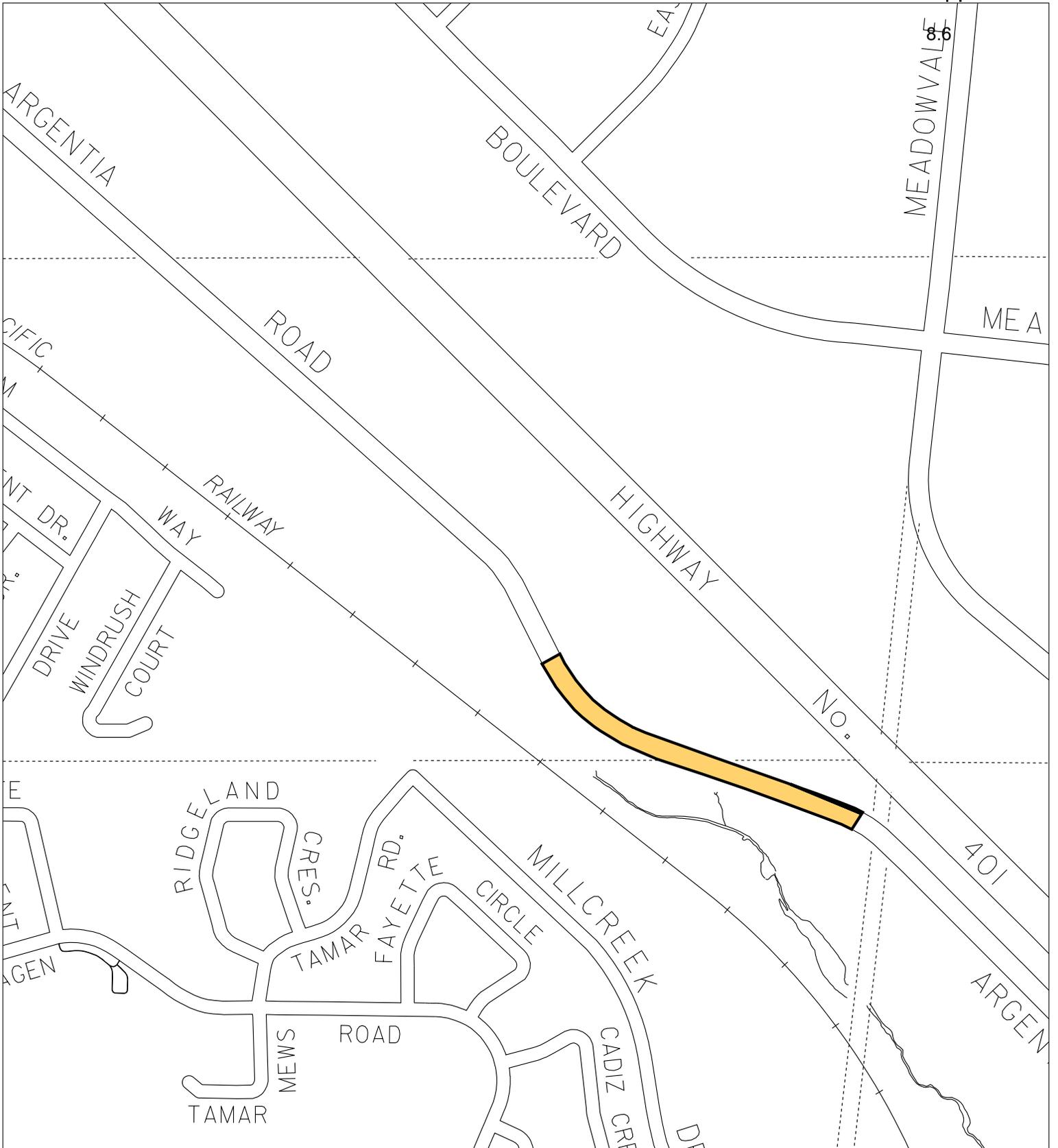
Attachments

Appendix 1: Location Map – Parking Prohibition – Argentia Road (Ward 9)



Geoff Wright, P. Eng., MBA, Commissioner of Transportation and Works

Prepared by: Wasan Yonan, C.E.T., Traffic Operations Technician



**Transportation and Works
Traffic Mgmt & Municipal Parking**

**Parking Prohibition
Argentia Road between Winston Churchill Boulevard
and Derry Road West (Ward9)**



City of Mississauga
Corporate Report



Date: 2019/03/15

To: Chair and Members of General Committee

From: Gary Kent, CPA, CGA, ICD.D
 Commissioner of Corporate Services and Chief
 Financial Officer

Originator's files:

Meeting date:
 2019/04/03

Subject

2018 Treasurer's Annual Report on Investment

Recommendation

That in compliance with Provincial legislation governing municipal investment practices, the "2018 Treasurer's Annual Report on Investment" dated March 15th, 2019 from the Commissioner of Corporate Services and Chief Financial Officer be received for information.

Report Highlights

- The City Funds investment portfolio earned net income of \$33.4 million, generating a net yield of 3.06%.
- Revenue allocated to the Operating Fund was \$14.4 million, while Reserve Funds received \$19 million.

Background

Regulation 438/97, with amendment 43/18, of the Municipal Act, 2001, requires a municipality to adopt a statement of investment policies and goals, and requires a Treasurer's report to be submitted to Council annually. This Report is tabled in compliance with the regulation.

As permitted by legislation, the City maintains an operating fund, a number of reserves and reserve funds, and trust funds for various purposes. These funds are invested in accordance with the Municipal Act and Ontario regulations, the Funeral, Burial and Cremation Services Act, the Trustee Act and the City's Corporate Policy and Procedures on Investment.

The four major priorities of the City's Investment Policy are:

1. Legality of investments – conforming to legislative constraints;
2. Preservation of principal – avoiding the loss of monies which may result from the default of a debt issuer in the payment of principal or interest;

3. Maintenance of liquidity – the ease by which an investment can be sold and cash received; and
4. Competitive rate of return – maximizing the return on investments while conforming to other objectives.

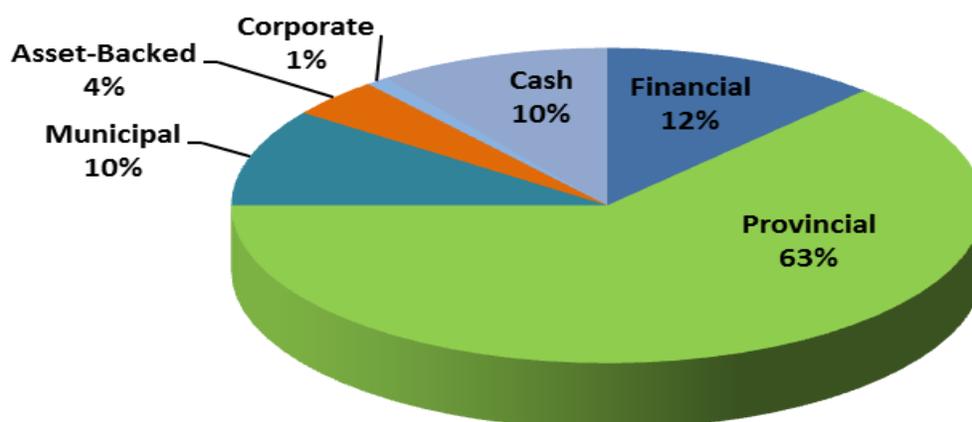
This Report outlines the implementation of these priorities and includes a summary of investment results and analysis. The City's investment practices and procedures are subject to ongoing review by both the City's Internal Auditor and the Corporation's external auditors, KPMG.

Comments

In 2018, the City earned \$33.7 million in gross investment income (net income: \$33.4 million) on average cash and portfolio investment balances of \$1.09 billion. This generated a gross investment yield of 3.09% (net investment yield: 3.06%). Details for 2018 and prior years are shown below:

| | Average Balance (<u>Book Value</u>) | Income (<u>Gross \$</u>) | Yield (<u>Gross %</u>) | Yield (<u>Net %</u>) |
|------|--|-------------------------------|-----------------------------|---------------------------|
| 2018 | 1,092,921,270 | 33,753,606 | 3.09% | 3.06% |
| 2017 | 1,039,075,946 | 36,796,722 | 3.54% | 3.51% |
| 2016 | 1,008,682,243 | 34,381,140 | 3.41% | 3.38% |

As at December 31, 2018, the City's Investment Portfolios¹ held \$1.1 billion in cash and securities (at par value²) distributed across various security types, as outlined in Chart 1:



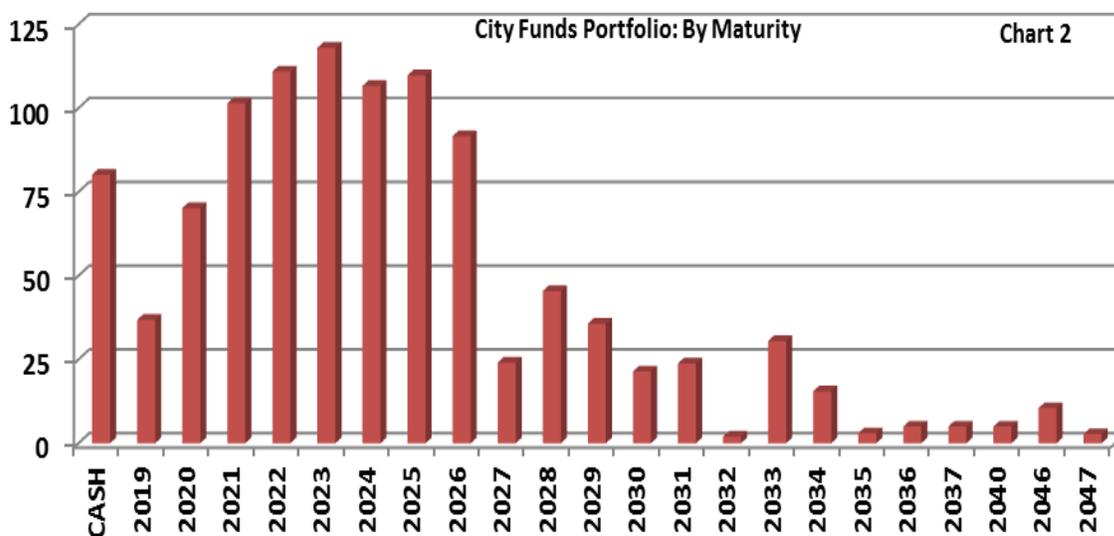
Consolidated Investments: By Security Type

December 31, 2018

¹ Marketable securities and cash for City Funds Portfolio and DCA Portfolio.

² Par Value is used, for Policy comparison purposes, to demonstrate various investment holdings across security types. Portfolio holdings, and their respective limits, can be found in Appendix 1. The Par Value represents what the portfolio is worth on a dollar basis, if each security and the cash were held to final maturity dates. The Book Value of the Consolidated Investment Portfolio (excluding cash), as at Dec 31st, 2018, is \$959.9 million.

Province of Ontario marketable securities (bonds) continue to represent the largest position in the portfolio. As longer term interest rates are forecast to slowly rise, shorter duration bonds are favoured over longer duration bonds. The City Funds investment maturity schedule, as at December 31st, 2018, is in Chart 2.



Investment Income Analysis

During 2018, the City Funds Portfolio³ generated net investment income of \$33.4 million on average monthly balances of \$1.09 billion. This translated into a net investment yield of 3.06%. Given that income type was comprised of \$29.5 million in net interest income (representing 88% of the return), and only \$3.9 million (12%) attributed to realised capital gains, the investment portfolio has a strong income foundation going forward.

While interest rates rose during the first 9 months of 2018, there was a complete reversal in levels by the end of the year. The GOC 10-year interest completed a 50 basis point round trip during 2018 starting and finishing the year (and currently resting) around 2%, but with a 50 basis point increase and decline during the year (reaching as high as 2.6% in October).

The City Funds' Portfolio net return of 3.06% outperformed a composite passive index⁴, which returned 2.26%, by 0.80 percentage points. This outperformance provided incremental revenue to the City of \$8.7 million (using average monthly balances; actual net investment income of \$33.4 million at a 3.06% yield vs. the passive index return of \$24.7 million at 2.26%).

³ This excludes the DCA Portfolio. The DCA Portfolio earned \$1,778,243 on average monthly cash & investment balances of \$74 million, yielding 2.40%.

⁴ The passive index return is calculated using the "average yield" for a constructed portfolio that is comparable to the City's existing Investment Policy. It is constructed using the following indices, their monthly yields (averaged for the year), and their respective (passive index weight): 91-Day GOCT-Bill yield: 1.36% (14%); BOA Merrill Lynch Index of Canadian Government Bond: 2.10% (43%); BOA Merrill Lynch Indices of High Grade (AAA/AA) Corporate Bonds: 2.71% (43%).

| | | |
|-------------------|------------|---|
| General Committee | 2019/03/15 | 4 |
|-------------------|------------|---|

Investment Management

The Investment Unit, which is a section of Treasury, is responsible for monitoring day-to-day operating cash balances, cash flow forecasting and monitoring, investment portfolio management, the coordination of the annual credit rating review and the timing and management of cash proceeds from both temporary borrowing and long term debenture issuance.

The Investment unit continues to demonstrate value to the City with costs of approximately 2.9 basis points (0.029%), which is well under fees charged by an externally managed public fund. As an example, management fees for the ONE Fund are 19 basis points (0.19%) for the money market fund, and 40 basis points (0.40%) for the bond fund (both of which are significantly higher than the 0.029% incurred by the City).

Using the 40 basis point Bond Fund cost benchmark, calculated against monthly balances for the City Funds Portfolio (excluding the cash component), the difference between the City's in-house investment management costs and the ONE Fund's fees represents a net saving to the City of \$3.3 million for 2018. These cost savings were supplemented by a return that is greater than that realized by the ONE Bond Fund (2018 Return, excluding Market Value Adjustments: 2.00%) vs. the City Funds net return of 3.06%.

Investment Outlook for 2019

The last 5 months has witnessed a complete reversal of the rise in longer term interest rates that occurred throughout 2018. Whereas benchmark GOC 10 year yields had previously been forecast (in Oct/18) to hover in the 2.5% for this time of the year (and moving up toward 2.75% by year-end), forecasts now do not expect to see 2.5%, at all, during 2019.

While GOC bonds are not a main source of investment income to the city, provincial bonds are. With provincial bond rates plummeting in tandem with other rates, reinvestment rates for 2019 that were expected to be greater than 3% are now running in the 2.5% to 3% range.

The Bank of Canada is not expected to match the US Federal Reserve's aggressive course for its monetary policy, and depending on the path of inflation transmitted by a weak Canadian dollar, the BOC's overnight funding rate may stay close to 1.75% for the majority of 2019. In this stable rate environment, investment earnings will continue to come from net interest income, and not capital gains. Even with 2019 interest rates falling below prior expectations, overall investment income over the medium term is still expected to run between \$28mm and \$33mm.

Financial Impact

The City earned \$33.4 million in net investment income during 2018, of which \$14.4 million was allocated to the Operating Budget, and \$19 million was allocated to Reserve Funds.

Conclusion

In compliance with Provincial Regulation 438/97, amended to 43/18, all investment transactions during 2018 were made in accordance with the existing Investment Policy.

As at December 31, 2018, the City Funds Portfolio held \$1.04 billion (book value basis) in various securities, and cash. The net income for the Portfolio was \$33.4 million translating into a net investment yield of 3.06%. As per Policy, investment proceeds were distributed between the Operating Budget (\$14.4 million) and Reserve Funds (\$19 million). While investment is assuming a low rate environment during most of 2019, with the possibility of modest rate increases, investment income is expected to hold steady in the \$28 million to \$33 million range.

Attachments

Appendix 1: Total Investment Portfolio - By Investment Type (as at December 31, 2018)



Gary Kent, CPA, CGA, ICD.D, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Mark Waugh, Manager, Treasury

| CITY OF MISSISSAUGA | | TOTAL INVESTMENT PORTFOLIO: BY INVESTMENT TYPE | | | | | DATE: 31-Dec-18 | | Appendix 1 | | | |
|--------------------------------|-----------------------------------|---|-------------------------|---------|------------------------------|----------------------|-----------------|-----------------------------|-------------------------|-----------------|-------------------------|-----------------|
| TYPE | ISSUER/GUARANTOR OF SECURITIES | Credit Rating | INVESTMENT POLICY LIMIT | | | CONSOLIDATED AMOUNTS | | | CITY FUNDS | | DCA RESERVE FUNDS | |
| | | | UPPER LIMIT (%) | (5000) | CURRENT SECURITIES (%) | PAR VALUE (\$000) | BOOK (\$000) | CASH & SECURITIES (%) | PAR VALUE (\$000) | BOOK (\$000) | PAR VALUE (\$000) | BOOK (\$000) |
| SCHEDULE I | | | | | | | | | | | | |
| A01 | BANK OF MONTREAL | AA | 20% | 207,021 | 4.35 | 45,000 | 44,018 | 3.91 | 25,000 | 24,496 | 20,000 | 19,522 |
| A03 | ROYAL BANK | AA | 20% | 207,021 | 0.97 | 10,000 | 9,727 | 0.87 | | | 10,000 | 9,727 |
| A05 | BANK OF NOVA SCOTIA | AA | 20% | 207,021 | 6.76 | 70,000 | 68,192 | 6.08 | 70,000 | 68,192 | | |
| A06 | NATIONAL BANK | AA- | 20% | 207,021 | 0.97 | 10,000 | 9,759 | 0.87 | | | 10,000 | 9,759 |
| | | | 70% | 724,574 | 12.08 | 135,000 | 131,696 | 11.73 | 95,000 | 92,688 | 40,000 | 39,008 |
| SCHEDULE II | | | | | | | | | | | | |
| | SCHEDULE III (each) | | 5% | 51,755 | | | | | | | | |
| | NON-SCHEDULE I INSTITUTIONS | | 40% | 414,042 | | - | - | - | - | - | - | - |
| | TOTAL FINANCIAL INSTITUTIONS | | 70% | 724,574 | 13.04 | 135,000 | 131,696 | 11.73 | 95,000 | 92,688 | 40,000 | 39,008 |
| G02 | PROV OF ONTARIO | AA | NONE | | 39.68 | 410,750 | 377,012 | 35.69 | 410,750 | 377,012 | | |
| OTHER PROVINCES | | | | | | | | | | | | |
| G03 | ALBERTA | AA+ | 20% | 207,021 | 4.35 | 45,000 | 44,210 | 3.91 | 45,000 | 44,210 | | |
| G04 | BRITISH COLUMBIA | AAA | 20% | 207,021 | 4.35 | 45,000 | 46,240 | 3.91 | 45,000 | 46,240 | | |
| G05 | MANITOBA | AA | 20% | 207,021 | 4.46 | 46,200 | 50,085 | 4.01 | 39,200 | 42,275 | 7,000 | 7,810 |
| G07 | NEW BRUNSWICK | AA | 20% | 207,021 | 9.33 | 96,600 | 98,262 | 8.39 | 96,600 | 98,262 | | |
| G10 | NEWFOUNDLAND | AA- | 20% | 207,021 | 7.71 | 79,800 | 92,922 | 6.93 | 79,800 | 92,922 | | |
| | TOTAL OTHER PROVINCES | | NONE | | 30.20 | 312,600 | 331,719 | 27.16 | 305,600 | 323,908 | 7,000 | 7,810 |
| | TOTAL CANADA & PROV GOVTS | | 30% min | 310,532 | 69.88 | 723,350 | 708,731 | 62.85 | 716,350 | 700,921 | 7,000 | 7,810 |
| MUNICIPALITIES | | | | | | | | | | | | |
| M11 | PEEL REGION | AAA | 10% | 103,511 | 0.95 | 9,810 | 9,828 | 0.85 | 9,810 | 9,828 | | |
| M12 | HALTON REGION | AAA | 10% | 103,511 | 0.34 | 3,500 | 3,497 | 0.30 | 3,500 | 3,497 | | |
| M13 | TORONTO | AA+ | 10% | 103,511 | 1.35 | 14,000 | 13,609 | 1.22 | 14,000 | 13,609 | | |
| M01 | OTTAWA | AAA | 10% | 103,511 | 0.27 | 2,750 | 2,745 | 0.24 | 2,750 | 2,745 | | |
| M03 | WATERLOO | AAA | 10% | 103,511 | 0.77 | 7,934 | 7,923 | 0.69 | 7,934 | 7,923 | | |
| M04 | YORK | AAA | 10% | 103,511 | 1.64 | 17,000 | 17,935 | 1.48 | 7,000 | 7,519 | 10,000 | 10,416 |
| N01 | SASKATOON | AAA | 5% | 51,755 | 0.36 | 3,682 | 3,679 | 0.32 | 3,682 | 3,679 | | |
| N02 | WINNIPEG | AA | 5% | 51,755 | 0.94 | 9,700 | 11,099 | 0.84 | 6,700 | 8,104 | 3,000 | 2,995 |
| N03 | B.C. MUNICIPAL FINANCE | AAA | 5% | 51,755 | 4.05 | 41,900 | 42,630 | 3.64 | 41,900 | 42,630 | | |
| N04 | NEW BRUNSWICK MUN FINANI | AA | 5% | 51,755 | 1.21 | 12,479 | 12,431 | 1.08 | 12,479 | 12,431 | | |
| | TOTAL MUNICIPALITIES | | 20% | 207,021 | 10.65 | 122,755 | 125,379 | 10.67 | 109,755 | 111,967 | 13,000 | 13,411 |
| ASSET-BACKED SECURITIES | | | | | | | | | | | | |
| S23 | GLACIER TRUST | AAA | 5% | 51,755 | 1.84 | 19,000 | 19,185 | 1.65 | 19,000 | 19,185 | | |
| S25 | HOLLIS TRUST | AAA | 5% | 51,755 | 2.90 | 30,000 | 30,154 | 2.61 | 30,000 | 30,154 | | |
| | TOTAL ASSET-BACKED | | 20% | 207,021 | 4.73 | 49,000 | 49,340 | 4.26 | 49,000 | 49,340 | - | - |
| D01 | TOYOTA CREDIT | AA | 5% | 51,755 | 0.48 | 5,000 | 4,996 | 0.43 | 5,000 | 4,996 | | |
| | TOTAL 'ONE' FUNDS | | 20% | 207,021 | | | | | | | | |
| | TOTAL INVESTMENTS | | | | 100.00 | 1,035,105 | 1,020,141 | 89.94 | 975,105 | 959,911 | 60,000 | 60,229 |
| | CASH BALANCE | | | | | 115,810 | 115,810 | 10.06 | 80,144 | 80,144 | 35,666 | 35,666 |
| | TOTAL PORTFOLIO | | | | | 1,150,915 | 1,135,951 | 100.00 | 1,055,249 | 1,040,055 | 95,666 | 95,896 |

REPORT 3 - 2019

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Road Safety Committee presents its third report for 2019 and recommends:

RSC-0013-2019

That the Region of Peel staff be requested to review Roadside Memorials to create a proposal to bring back to the Road Safety Committee for endorsement.
(RSC-0013-2019)

RSC-0014-2019

That the Road Safety Committee provides the following comments to staff regarding the Memorandum dated March 4, 2019, entitled "Review of Bicycle Traffic Signal Installations" from the Active Transportation Manager:

- 1) The Road Safety Committee supports the green painted bicycle lanes.
- 2) More education be provided on crossrides.
- 3) Staff review the City of Ottawa's website regarding crossrides.
- 4) Staff review the feasibility of shifting the stop bar line at intersections.
- 5) That there is limited support by the Road Safety Committee on no right turns on red lights.

(RSC-0014-2019)

RSC-0015-2019

That the Road Safety Committee Terms of Reference be amended to change the Mississauga Cycling Advisory Council representative and a Traffic Safety Council representative to voting members on the Road Safety Committee.

(RSC-0015-2019)

RSC-0016-2019

That the Road Safety Subcommittee appointments take place at a future meeting following the Strategic Planning Session.

(RSC-0016-2019)

RSC-0017-2019

That the School Bus Safety Messages to educate the public be addressed at a future meeting following the Strategic Planning Session.

(RSC-0017-2019)

RSC-0018-2019

That the February 2019 Roadwatch Statistics be received.

(RSC-0018-2019)

REPORT 1 - 2019

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Traffic Safety Council presents its first report for 2019 and recommends:

TSC-0001-2019

1. That the request for the placement of a school crossing guard located at the intersection of Truscott Drive and Seagull Drive for the students attending Hillside Public School, be denied as the warrants are not met.
2. That Traffic Safety Council be requested to conduct a further site inspection at the intersection of Truscott Drive and Seagull Drive for the students attending Hillside Public School in the spring of 2019.
3. That the Principal of Hillside Public School be requested to include the following extracts in the school newsletter for the information of parents and students:
 - a. From the Ontario Traffic Manual (OTM) Book 15 – Pedestrian crossing treatments: “2. Pedestrians must exercise due care even when they are lawfully within a crossing and have right-of-way. It is not an absolute right and they must still exercise care to avoid a collision with a vehicle.”
 - b. From the Corporation of the City of Mississauga Traffic By-Law 555-00 pedestrian rules: “4. Except where traffic control signals are in operation or where traffic is being controlled by a police officer a pedestrian crossing a highway shall yield the right-of-way to all vehicles upon the roadway, but nothing in this section shall relieve the driver of a vehicle from the obligation of taking all due care to avoid an accident.”

(Ward 2)

(TSC-0001-2019)

TSC-0002-2019

That Peel Regional Police be requested to enforce Stopping Compliance at the intersection of Ceremonial Drive and Fairwind Drive during the peak times of 7:50 – 8:20 AM and from 2:20 – 2:50 PM, as time and resources permit.

(Ward 5)

(TSC-0002-2019)

TSC-0003-2019

That Transportation and Works staff be requested to clear the snow on Johnson Wagon Crescent on a regular basis, as it is a well utilized school route leading to the back entrance of David Leeder Middle School.

(Ward 11)

(TSC-0003-2019)

TSC-0004-2019

That the request for the implementation of a school crossing guard at the intersection of Erin Centre Boulevard and Plantation Place for the students attending Thomas Street Middle School, Divine Mercy Catholic Elementary School & Middlebury Public School, be denied as the warrants are not met.

(Ward 9)

(TSC-0004-2019)

TSC-0005-2019

1. That Transportation and Works be requested to review the signage on the south side of Forest Avenue between Briarwood Avenue and Brant Avenue in order to create a "No Stopping" zone, Monday – Friday between 8 AM - 4 PM, September to June opposite to Mentor College.
2. That Parking Enforcement be requested to enforce the "No Stopping" zones on the south side of Forest Avenue once the signage is in place between the peak times of 8:15 - 8:45 AM and 3:15 - 3:45 PM, for the students attending Mentor College.

(Ward 1)

(TSC-0005-2019)

TSC-0006-2019

1. That Transportation and Works be requested to paint zebra markings on the south and east legs at the intersection of Morning Star Drive and Lancaster Avenue, for the students attending Morning Star Middle School.
2. That Transportation and Works be requested to review the following school zone signage at Morning Star Middle School:
 - a. The Intersection prohibition on Lancaster Avenue.
 - b. The "No U-Turn" prohibitions, speed zone, school zone signage and "No Stopping" prohibitions on Morning Star Drive.
3. That Parking Enforcement be requested to enforce the "No Stopping/No parking" prohibitions on Morning Star Drive and on Lancaster Avenue between the times of 8:40-9:05 AM and 2:55-3:20 PM once the signage is in place.
4. That Traffic Safety Council be requested to re-inspect Morning Star Middle School once signage and pavement markings are in place.

(Ward 5)

(TSC-0006-2019)

TSC-0007-2019

1. That the Dufferin Peel Catholic District School Board be requested to review the signage at the separate kindergarten drop-off on the south side of St. Elizabeth Seton Catholic Elementary School to allow for the drop-off that is currently occurring.
2. That Transportation and Works be requested to install "No Stopping" driveway prohibitions at all three driveways located at St. Elizabeth Seton Catholic Elementary School.

(Ward 9)

(TSC-0007-2019)

TSC-0008-2019

That the request for the placement of a crossing guard at the intersection of Kelly Road and Brookhurst Road for the students attending Hillside Public School be denied as the warrants are not met.

(Ward 2)

(TSC-0008-2019)

TSC-0009-2019

1. That up to two (2) Traffic Safety Council members be authorized to attend the 2019 Ontario Traffic Council Annual Conference, on May 5 to 7, 2019 in London, Ontario, and that the costs for registration, accommodation and travel of up to \$1,800 per attendee be allocated in the 2019 Council Committees budget.
2. That the Traffic Safety Council Members who attend the 2019 Ontario Traffic Council Annual Conference on May 5 to 7, 2019 submit a report, summarizing the sessions they attended at the Traffic Safety Council meeting in June 2019.

(TSC-0009-2019)

TSC-0010-2019

That the correspondence from Louise Goegan, Citizen Member, with respect to Walk to School notes for February 2019 be received for information.

(TSC-0010-2019)

TSC-0011-2019

That the email dated February 6, 2019 from Sheelagh Duffin, Supervisor, Crossing Guards, with respect to Kiss and Ride safety rules for the Peel District School Board be received for information.

(TSC-0011-2019)

TSC-0012-2019

That the Parking Enforcement in School Zone Report for December 2018 be received for information.

(TSC-0012-2019)

TSC-0013-2019

That the Parking Enforcement in School Zone Report for January 2019 be received for information.

(TSC-0013-2019)

TSC-0014-2019

That the Parking Enforcement in School Zone Report for February 2019 be received for information.

(TSC-0014-2019)

TSC-0015-2019

That the Transportation and Works Action Items List for 2018 be received for information.

(TSC-0015-2019)

TSC-0016-2019

1. That Transportation and Works be requested to install "No Stopping" corner prohibition on the north side of Park Street West at Front Street for the students attending Riverside Public School.
2. That the Peel District School Board be requested to install bus loading zone signage on the south side of Park Street West in front of Riverside Public school.

(Ward 1)

(TSC-0016-2019)

TSC-0017-2019

That the Traffic Safety Council Site Inspections Statistics Report as of March 2019, be received for information.

(TSC-0017-2019)