



2010 Progress Report



ourfuturemississauga.ca



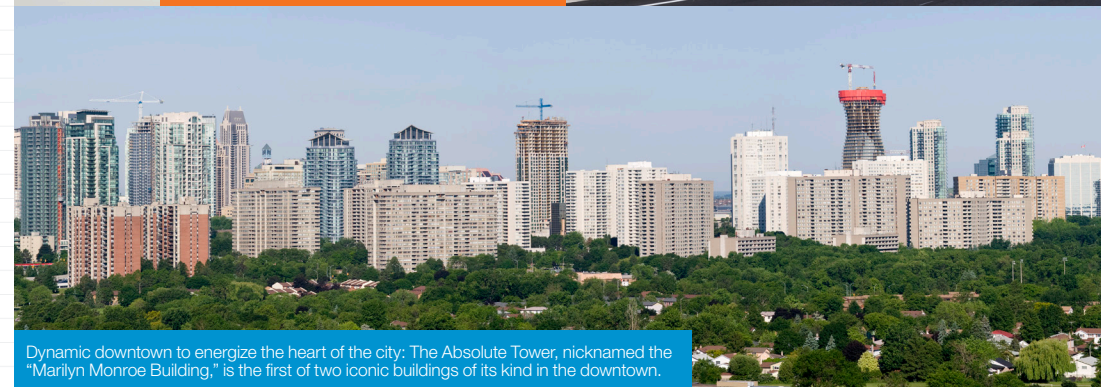
Transit does it MiWay: Mississauga Transit receives service improvements and a new brand.



Shifting gears for a healthier city: Mississauga is working to create a culture where cycling is an everyday activity.



Living wall takes root: This green alternative to traditional concrete noise walls blends nature and engineering to reduce road noise.



Dynamic downtown to energize the heart of the city: The Absolute Tower, nicknamed the "Marilyn Monroe Building," is the first of two iconic buildings of its kind in the downtown.



A strategy for ageless appeal: The Older Adult Plan helps Mississauga residents keep thriving as they age.



Public art frames city's identity: Work is underway on several public art initiatives, like this one, an art column in Albert McBride Park.

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Moving from Vision to Action

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

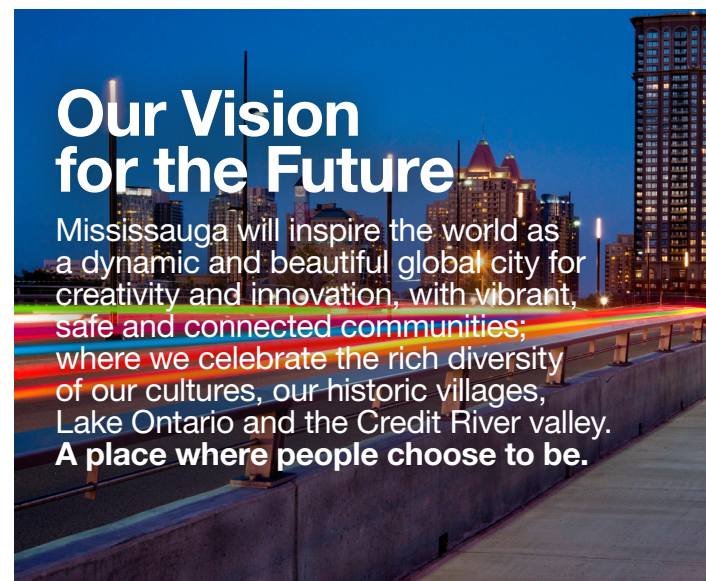
It has now been three years since the City of Mississauga launched a groundbreaking public engagement project called Our Future Mississauga. The community created an exciting vision for the city and in 2009, a bold Strategic Plan and Action Plan. This is the second year that we are sharing some of the progress we're making.

The initiatives that you'll learn more about have been developed with the community and all have their foundation in the Strategic Plan. This demonstrates our commitment to using the Strategic Plan as the guide to develop new initiatives and shift our thinking to implementing the new direction towards which the Strategic Plan will guide us.

It's notable that all of this progress is built on partnerships. The Strategic Plan makes it clear that initiatives can't be triggered by, or succeed with, the City acting alone. The contributions and collaboration between the City and other levels of government, as well as agencies such as Metrolinx and corporations such as TD Canada Trust, all contributed to the successes we saw in 2010. All parties share in the important progress made in the past year. Like our pillars, they are the strengths that will help us to continue to achieve Mississauga's goals.

Our Strategic Plan starts with a Vision for our city's future

Throughout Our Future Mississauga, thousands of ideas emerged. These ideas were distilled and discussed among our Council, community and staff. These discussions helped to shape the creation of our City's Vision Statement.



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



Achieving the Plan

Within the Strategic Plan, each Strategic Pillar for Change is connected to specific action items which will propel the Plan forward. These key action items are outlined in the Action Plan – a complementary document that includes key indicators, targets, actions and funding options for each Strategic Pillar for Change. The Strategic Plan will come alive through the work that is created through these key actions.

How will we measure success?

The success of the Strategic Plan will be measured by the level of transformation and energy that we will be able to see, feel and hear all around our city.

There are 80 actions in the Action Plan that are underway. Four are complete! When our Strategic Plan is realized we will be known as a location of destinations, with a variety of events and festivals supported by a vibrant downtown and a spectacular waterfront. It will be a location of choice for people who want to live, learn, work, play and visit. It will be a city where people choose to be!

Our annual Progress Report is delivered to Council and the community to help monitor progress and to keep the Plan on track. Progress Reports are an important part of our pledge to continue working closely with our community partners to ensure that their voices are heard and that we stay grounded in the key actions that support our goals.

Turn this document over to see a snapshot of our progress under each of the Strategic Pillars for Change.

Here are some of the ways we moved the Strategic Plan forward in 2010:



- **Rapid Transit Growth in Store:** Construction began on the Mississauga Bus Rapid Transit Project, a dedicated east-west corridor across the city.
- **Transit Does it MiWay:** The new brand strategy for transit service – MiExpress and MiLocal (hybrid-electric) buses – spurred an immediate growth in ridership



- **Getting Mississauga's Youth Engaged:** As a result of the City's Youth Plan, almost 900 youth participated in advisory groups at community centres and libraries; drop-in programs attracted almost 22,000 youth; and 127 new partnerships were developed between community centres/libraries and bodies that serve youth.
- **A Strategy for Ageless Appeal:** The Older Adult Plan led to several exciting initiatives to keep this demographic thriving, from outdoor pools, to education programs, to a Wellness Fair, to the growth of the fee assistance program for recreation activities.
- **Mentorship Program Leads the Way:** The City of Mississauga was named one of Canada's "Top Employers for Young People," supporting the vision as a place where young people can start their careers and gain valuable experience.



- **Dynamic Downtown Energizes the Heart of the City:** The approval of the Downtown21 Master Plan promises to create a more vibrant, accessible and sustainable central core.
- **Inspiration Lakeview Poised to Revitalize the Waterfront:** The Province, City, and OPG are working on Inspiration Lakeview – a long-term vision to turn the former Lakeview Generating Station into a mixed-use, sustainable waterfront community.
- **Rethinking Mississauga's Planning Approach:** The creation of a new Mississauga Official Plan positions the city for its next growth stage – redevelopment and intensification.
- **"Future Directions" Takes a New Direction:** A master plan for the library, recreation, parks and natural areas will ensure that the City has the right programs, services and facilities, at the right price, in the right places.
- **Shifting Gears for a Healthier City:** The approval of the Cycling Master Plan will see standards for designing, constructing, and operating a safe, comprehensive and cost-effective cycling network.



- **Economic Plan Creates Magnet Appeal for Business:** The approved 10-year Economic Development Strategy sets the stage for future prosperity – becoming "a global business magnet;" facilitating "a culture of innovation;" and building "a knowledge economy."
- **Public Art Frames City's Identity:** Council approved the Public Art Program, which will see artwork incorporated into public infrastructure projects, park redevelopments, and major private developments.
- **Putting Culture on the Map:** The Mississauga Cultural Resource Mapping project is collecting and maintaining the first inventory of Mississauga cultural resources, assets, activities and information.



- **Living Wall Takes Root:** A pilot project on Rathburn Road East is testing whether a Living Wall – fast-growing willow shoots, filled with an earthen base core, secured by a timber framework – is effective in reducing road noise levels for residents.
- **Training Centre Readies to Take the LEED:** The Garry W. Morden Centre, under construction, enhances training for Mississauga Fire and Emergency Services and symbolizes the greening of Mississauga – the City's first LEED-certified building.
- **Development Hits Green Targets:** Mississauga's first Green Development Strategy will assist the City in achieving green targets – from building design to landscaping – when processing new development applications.
- **A Blueprint for Green Action:** The Living Green Master Plan, in development, will help the City to do business and provide services in an environmentally sustainable way.
- **Parkland Strategy Gets Credit:** The Credit River Parks Strategy will provide a master plan for the 600+ hectares (1,500+ acres) of parkland and natural areas adjacent to the Credit River.