

# SMRTCTY



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# A Smart City For Everyone



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# What is a Smart City?

The effective integration of physical, digital and human systems in the built environment to deliver a sustainable, prosperous and inclusive future for its citizens.

British Standards Institute



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# The Smart Cities Challenge

*In early 2017, Infrastructure Canada officially launched the start of the Smart Cities Challenge.*



The Challenge encourages communities to adopt a Smart Cities approach to improve the lives of their residents through innovation, data and connected technology.

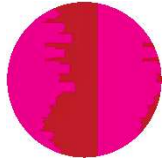
**Mississauga is competing for \$50 million**



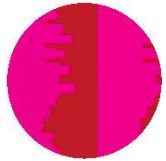
# Smart Cities - Areas of Focus



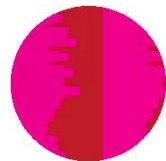
**Empowerment and Inclusion** – make everyone, including newcomers, youth and seniors feel valued, heard and engaged; promote easy access to local government, encourage participation in community life; provide access to affordable housing.



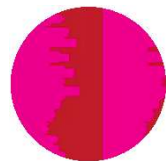
**Economic Opportunity** – ensure Mississauga residents and youth have a thriving local economy including broad employment opportunities and high quality jobs.



**Mobility** – move residents around the community easily by providing access to all forms of transportation (transit, car, cycling, walking, ride-sharing and taxis).



**Environment** – create a healthy environment by addressing extreme weather and the effects of climate change; reduce greenhouse gases and pollution; provide information to help residents make informed decisions.



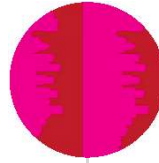
**Safety** – ensure residents feel secure in neighbourhoods with low crime rates; provide safe environments for those at risk.



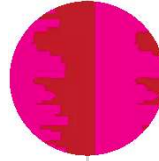
**Healthy Living and Recreation** – encourage community-wide physical and mental activity through a broad-range of easily accessible recreation programs; provide easy access to health information and services.



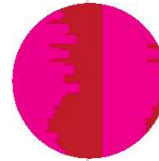
# Key Dates



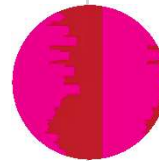
December 2017  
Smart Cities Challenge  
Announced



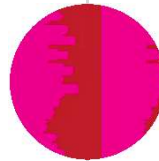
April 24, 2018  
Application Due



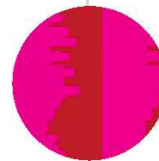
Summer 2018  
Finalists Selected



Winter 2018  
Final Proposals Due



2019  
Master Plan Complete



Spring 2019  
Winner Announced



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# Strategic Alignment



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# We Have Found Significant Alignment



# Engagement



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## Engagement

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# 364,400

points of  
engagement.



## Engagement numbers

105,000+++ Strategic Plans

258,656 Social Media

2,000 visits, 243 contributions, 298 total  
submissions Your Say

18 Library Pop Ups

45 1 on 1 Industry Meetings

105 Attendees Public Engagement

60 Attendees Industry Engagement

60 Attendees BIA



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# Engagement

what we heard



EMPOWERMENT &  
INCLUSION



ECONOMIC OPPORTUNITY



MOBILITY



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# Smart Cities Challenge – Bold Idea



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# Solving for Social Resilience

Mississauga will focus on supporting at risk, youth, new immigrants and the local community by enabling a digital ecosystem throughout the city designed to strengthen both economic and social resilience fostering live, work and play.

Inclusive and innovative; community hubs will anchor the transformation of communities at scale while creating a city-wide network that enables access to services and supports in the community through the use of technology and data. Easy and equitable access to services that foster opportunity is central to empowerment and inclusion.

This is Our Story ...



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# The Kit

Not everyone has access to the same digital tools. The kit is a set of tools that will help to bridge the digital divide by providing a basic digital kit to Mississaugans.

These will be made available throughout the City and integrated into programs and services already delivered in the community such as Libraries and other agencies.



# This is Steve.

Steve is a single dad living in Meadowvale. He currently works at Pearson Airport but is re-training in project management so he can get a job with more flexibility so he is more available for his growing family.

Time and money are in short supply for Steve. Buying a computer and paying for internet is difficult – if not impossible. Signing out a Kit that includes a computer and a wi-fi hotspot has helped him to do his courses online and access a variety of services that help him and his kids.





# The Connection

These mini hubs of activity, digital services and wi-fi will connect people to services *where they are.*

They will be located throughout the city in facilities, parks and other public spaces.

They provide easy and equitable access to services.





# This is Agata.

As a mom and a new entrepreneur, she spends a lot of time driving her children around to soccer, swimming and dance classes.

Agata always needs to be on top of her business. She loves that she can always find a place to plug in, power up and connect as she watches her kids in their various activities. She has also found it handy to be able to find out about local workshops and networking events.

The Smart Cities mapping tool has been very useful for figuring out where she can set up shop as she plans her busy days.



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# The Hub

Integrated into existing facilities, each Hub will provide workspace and amenities to enable learning, places to work, meet and succeed.

They are a place for people to make connections, access services, build confidence and find opportunity. A place that feels safe in their local community.

Hubs can be any size and be incorporated into a variety of spaces such as Libraries, malls and other private or public locations.



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# This is Akua.

He recently immigrated from Ghana and has been struggling to find work, despite his wealth of experience.

He has been working out of a Hub in his neighbourhood. There he finds connections to a variety of United Way employment programs and other services that are helping Akua to adapt to work in Canada.

Along with employment activities, the Hub has also become a social activity giving Akua the opportunity to meet others in his community that are using the Hub as a mobile work space, to start small businesses and other activities.



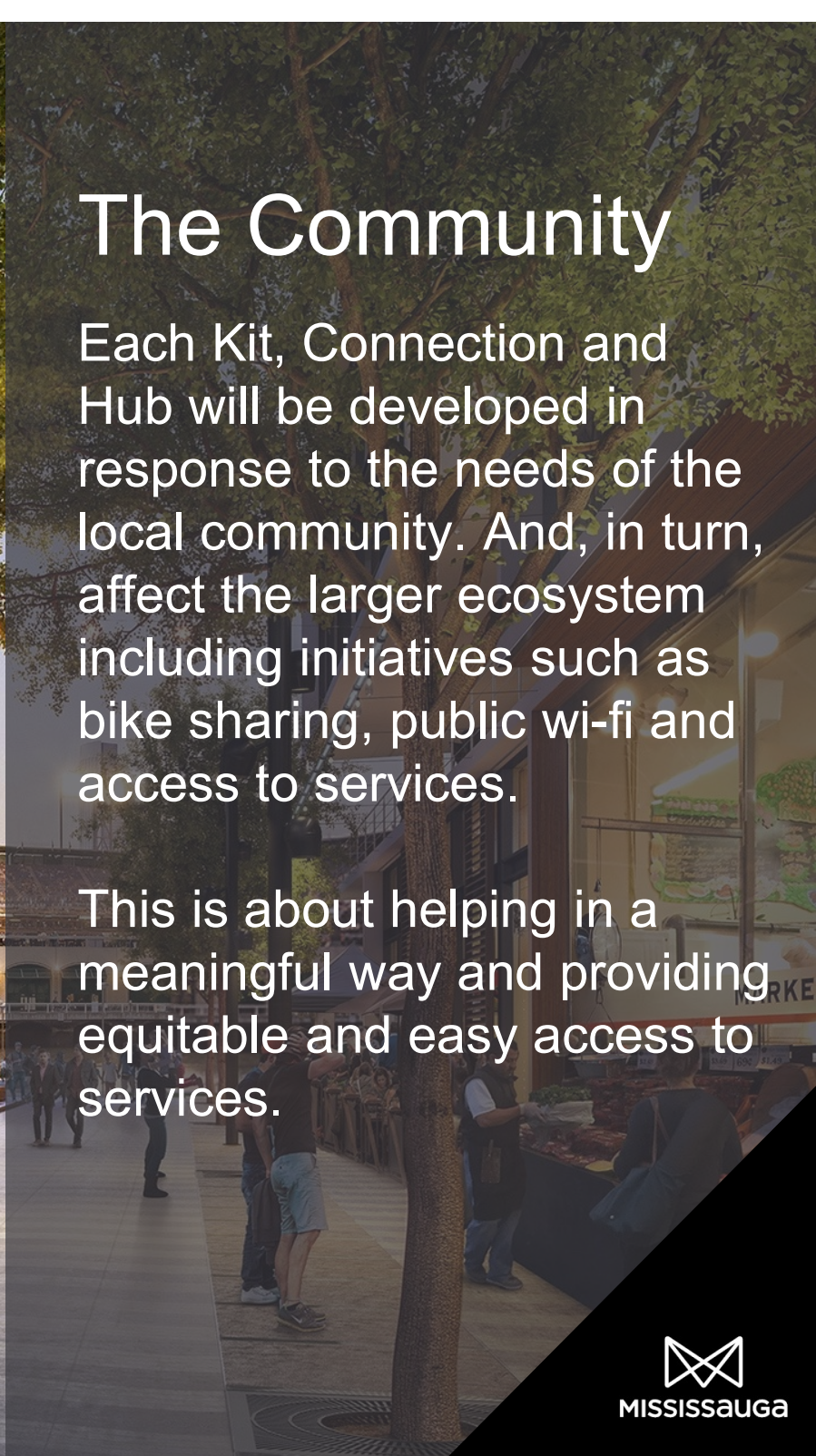




# The Community

Each Kit, Connection and Hub will be developed in response to the needs of the local community. And, in turn, affect the larger ecosystem including initiatives such as bike sharing, public wi-fi and access to services.

This is about helping in a meaningful way and providing equitable and easy access to services.



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# This is Amira.

Amira recently graduated from UTM and is a computer programmer. Her skills are highly in demand so she has a choice as to where she would take a job. She liked the work that local companies were doing but, like many people her age, she didn't have a driver's license and had no interest in buying a car.

She grew up in Port Credit and really liked the area. When she found out that a Mississauga Tech company offered employees the option to work out of any of the city's Hubs, she thought that sounded pretty great. She was excited to find out that the Port Credit Hub was connected to the Small Arms Building that had creative activities going on all the time.

Amira also loved that the whole area was connected so she could work anywhere along the waterfront if she needed a change of scenery. The bike share program was also handy. She had her own bike but it was great when friends or colleagues came to visit because she could just get them to grab their bike and their laptops for lunch at a local restaurant.







# The Ride

MiWay will be the reliable Ride from your Community, to a Connection and to a local Hub.

Transit Routes will have Priority through the Advanced Traffic Management System and provide wi-fi on the bus for those that need to stay connected.

Active Transportation will be the way to work, live and play with bike sharing programs, e-bikes and programs for walking and tourism.



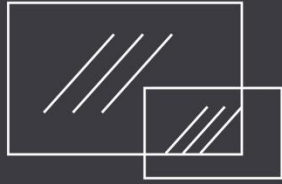
# Technology as an Enabler



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# Digital First. Smart City Technology



Intelligent  
Digital Signage



Voice First  
Services



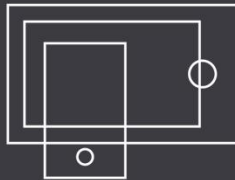
Artificial  
Intelligence



Augmented  
Reality



Open Data



Mobility and  
Broadband

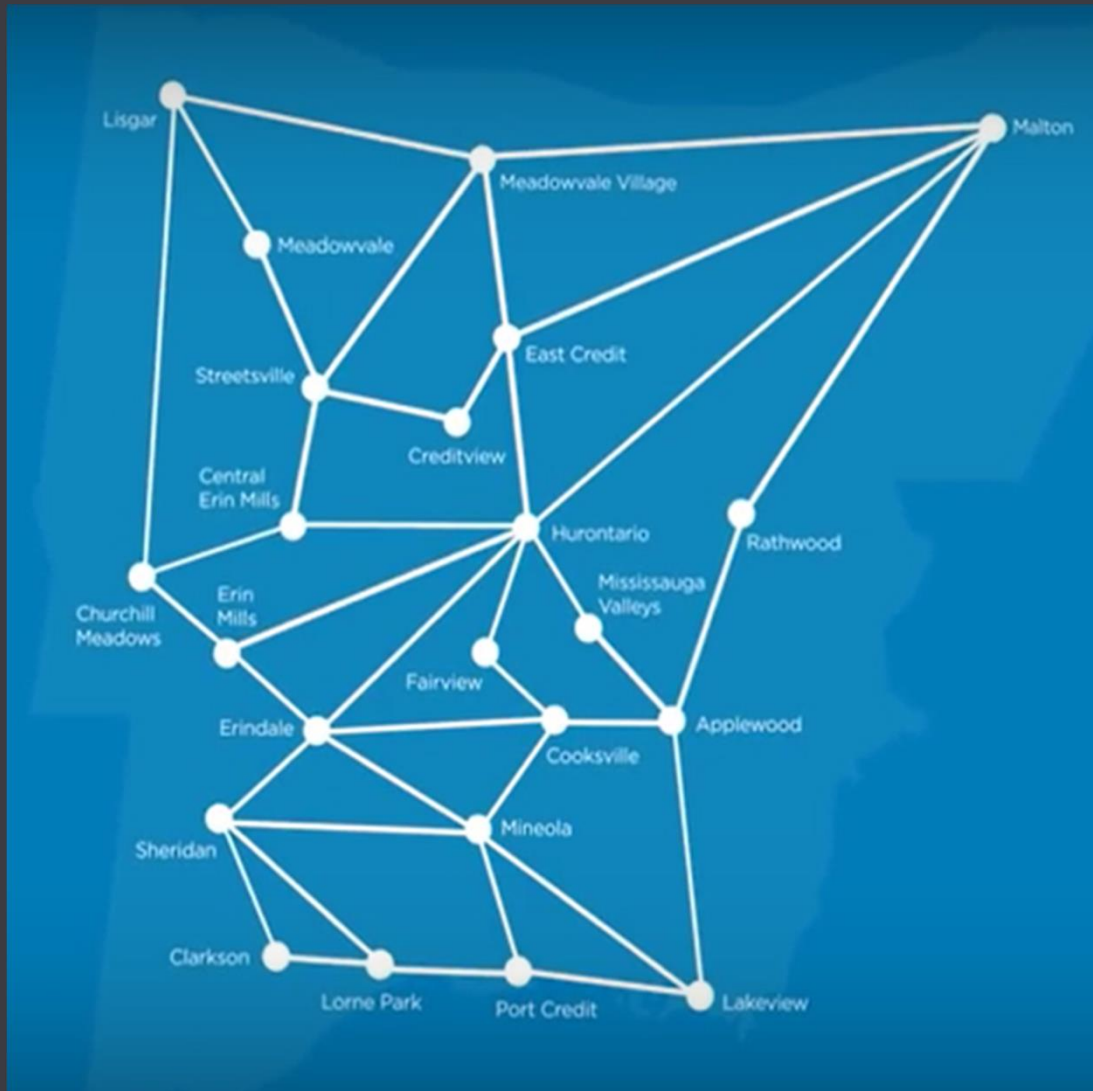


Spaces that  
inspire



Choice - live,  
work and play

## A Connected and Engaged City



Technology will help to create economic and social resilience across the city.

This will be an innovative and bold digital transformation.

# Why Empowerment & Inclusion?



The economy is shifting. Changing demographics, a mobile workforce, steady immigration and growing income inequality are creating an uneven playing field for opportunity across Canada – and Mississauga is no exception.

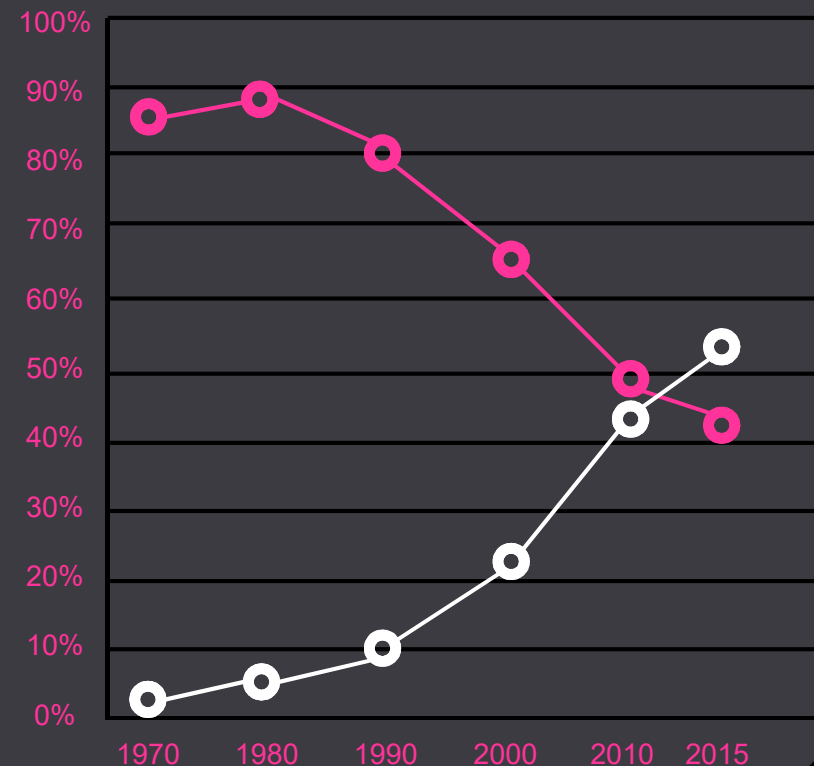
**75%** of the workforce  
will be mobile by  
2020



● **Middle Income -41%**

○ **Low & Very Low Income +52%**

Point Change in Share of Census Tracts



Neighbourhood Income Distribution  
1970 – 2015, Peel Region (United Way)

# The **WHY** Matters

- Provide equitable and easy access to opportunities that help people succeed
- Connect youth, newcomers, entrepreneurs, mobile workers and start-ups in the community
- Bridge the digital divide by providing easy and accessible access to services, supports and technology



# The **WHY** Matters

- Provide places that provide digital access, enable collaboration and opportunity
- Be ready for the changing nature of work – mobile and connected
- Complete communities' that will attract and retain employees and increase quality of life
- Contribute to our place in the Tech Corridor
- An innovative idea that can be repeated across Canada



We Are Not Alone In This ...



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# Our Partners.

Region of Peel

Mississauga Food Banks

Business Improvement Areas

Mississauga Board of Trade

Living Arts Centre Board

Glenforest STEM

United Way of Peel Region

Conservation Authorities

University of Toronto Mississauga

Sheridan

The Salvation Army

## Supported by Industry

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# Solving for Social Resilience

**The Kit** – including items such as a laptop, will be made available throughout the City and will be integrated into programs and services already delivered at libraries and other agencies.

**The Connection** – Mini hubs of Wi-Fi and digital services located throughout the City providing easy and equitable access to services for people with or without a device through intelligent digital signs.

**The Hub** – Locations designed for remote working and learning that feature workspaces and digital amenities to enable residents to work and learn within their own community.

**The Community** – The needs of the local community will drive the development of each Kit, Connection and Hub.

**The Ride** – Use of public and active transportation will be promoted as the ideal way to move throughout the community. MiWay will be “The Ride” connecting to “The Hubs” and “The Connections” with traffic signal priority and Wi-Fi.

**The Technology** – Leading-edge technologies including Intelligent Digital Signage, Artificial Intelligence, Voice First Services, Augmented Reality, Open Data and Mobility.

