

Malton Community Hub

Spring 2021 Public Engagement:
Key Findings and Next Steps

Project Overview

The City of Mississauga is converting the former Lincoln M. Alexander Secondary School pool in Malton into a Youth Hub and has selected Services and Housing In the Province (SHIP) as the Lead Agency to manage and operate the facility.

SHIP will work with the City of Mississauga, its project partners and the community to shape the Hub's vision and identify the program and service needs for the Hub as well as select anchor partners to operate out of the Hub.

Engagement Strategy

The engagement campaign ran from April 8 to May 7, 2021. Ward 5 Residents received a postcard in the mail identifying the project details and website. The Survey was open to receive responses during this 4 week period. The local Ward 5 secondary schools sent an email to students and parents to build awareness of the project. Principals and teachers spoke to the students about the development and encouraged survey response submissions. Three information sessions were held virtually during the week of April 20-22, 2021 where SHIP and the City of Mississauga shared design renderings, construction timelines, and a live question and answer period. Participants were asked to:

- Provide input on the amenities and resources they would use at the Malton Hub
- Provide feedback on preferred time of use of the Malton Hub
- Provide feedback on a proposed naming of the Malton Hub
- Review the project design gallery and attend sessions for a question and answer segment

Highlights of the engagement include:

- Postcards were mailed to 7,700 homes and 2,600 apartments within the Ward 5 boundary
- Email notifications were distributed to over 2,100 addresses, with an average of open rate of 45%
- 2,561 views of the project webpage
- 458 online surveys completed
- 56% of responses were aged 10-17; 39% of responses were aged 18+
- A total of 74 participants attended the information sessions
- Approximately 100 individual comments captured through the online survey
- 12,600 impressions were generated by social media posts
- More than 90,000 people were reached specifically through Twitter posts

Survey Questions

- What is your age?
- What activities would you be interested in at the Hub?
- What resources would you access at the Hub?
- What space would you most likely use at the Hub?
- What furniture and amenities would you like to see in the Hub?
- When would you most likely use the Hub?
- Are you in support of naming the Hub in memory of Jonathan Davis, an innocent bystander, student of Lincoln M. Alexander Secondary School, and resident of Malton who lost his life to gun violence in 2019?
- Would you like to receive communications from the City of Mississauga relating to the Malton Hub project? (optional/18+ only)

Key Findings

Top 3 projected activities at the Malton Hub:

- 65% hanging out with friends
- 63% visual arts
- 60% cooking and nutrition

Top 3 projected resources used at the Malton Hub:

- 72% said they would access employment services
- 60% said they would access mental health & addictions services
- 55% said they would access meal programs

Top 3 projected space uses at the Malton Hub:

- 67% would visit the Café
- 65% would visit the youth drop-in
- 64% would use the outdoor amenities

Top 3 projected furniture/amenity needs at the Malton Hub:

- 88% said they would access the free Wi-Fi
- 82% said they would access the available seating
- 79% said they would access the available charging stations

Preferred time of use:

- 25% said they would visit in the morning
- 60% said they would visit in the afternoon
- 73% said they would visit in the evening
- 36% said they would visit in the night
- 64% said they would visit on the weekend

Support for naming the Hub in the memory of Jonathan Davis

- 94% Yes
- 6% No

Ranked Activities

- Hanging out with friends (298)
- Visual Arts (examples: painting, drawing, photography, crafts) (291)
- Cooking and nutrition (281)
- Physical and mental wellness (examples: yoga, meditation) (279)
- Movie nights (260)
- Gaming and technology (examples: computer literacy, coding) (243)
- Community gardens (199)
- Performing arts (examples: dance, theatre, spoken word) (195)
- Music recording (examples: sound engineering) (152)

Ranked Resources

- Employment (examples: resume building, career exploration) (331)
- Mental health and addictions (examples: counselling, education, life skills) (273)
- Meal programs (examples: breakfast, snacks) (250)
- Tutoring (236)
- Housing (examples: tenant resources, housing search help) (179)

Ranked Space Uses

- Café: seating area for socializing and lounging with free snacks/meals (307)
- Youth drop-in: space for activities, socializing with friends (299)
- Outdoor patio with seating (293)
- Atrium space: open space with skylights, seating, performance stage, photography/Instagrammable area, power and Wi-Fi (277)
- Quiet rooms: study, meditation, prayer/spiritual, and work spaces (257)
- Multi-purpose room: customizable space for classes, meetings, and events (242)
- Commercial kitchen: community teaching and food preparation (197)
- Music recording studio (123)

Ranked Furniture and Amenities

- Free Wi-Fi (404)
- Different types of seating (examples: tables and chairs, couches, bar seating) (375)
- Charging stations (365)
- Table games (examples: pool table, air hockey, table tennis, foosball) (347)
- Water stations (334)
- Display wall (to showcase youth/community work) (280)
- Virtual community bulletin boards (219)

Additional Survey Comments

- Provide services for youth with special needs
- Provide female only programs
- Presentations on financial planning, life insurance, budgeting, government funding, taxes
- Sports, games, and gym activities
- Networking, mentoring and speaker engagement series
- Newcomer services and terminology/language that reflects that in the building name, programs, and services offered
- Honouring the student/victim by dedicating a space, statue, or area within the Hub, if not named after Jonathan Davis

Next Steps

SHIP and the City of Mississauga would like to thank everyone who attended the engagement sessions and took the time to respond to the survey. The feedback gathered from the Malton Hub engagement sessions and survey in combination with recommendations from design and architectural plans will help build amenities and features into the construction.

SHIP will be accepting expression of interest for anchor tenant partners this summer. Construction will begin in 2022, with the Malton Hub expected to open to the public in 2023.

View the project gallery and stay up to date by visiting the [project website](#).
To be notified of future engagement opportunities, please email maltonhub@mississauga.ca.