

AGENDA

ENVIRONMENTAL ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

TUESDAY, MAY 6, 2014 – 9 A.M.

COUNCIL CHAMBERS SECOND FLOOR, CIVIC CENTRE 300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO, L5B 3C1

www.mississauga.ca

Members

Councillor George Carlson, Ward 11 (CHAIR) Michael DeWit, Citizen Member (VICE-CHAIR) Councillor Jim Tovey, Ward 1 Councillor Frank Dale, Ward 4 Dr. Brad Bass, Citizen Member Dr. André Plante, Office for Sustainability, Sheridan College, Steven Jia, Peel Environmental Youth Alliance Lea Ann Mallett, Citizen Member Val Ohori, Citizen Member Maureen Ricker, Citizen Member Carl Rodgers, Citizen Member Lucia Salvati, University of Toronto Mississauga Amy Zi-Xuan Liou, Peel Environmental Youth Alliance

Agency Liaison

Stephanie Crocker, Executive Director, EcoSource

CONTACT PERSON: Mumtaz Alikhan, Legislative Coordinator Office of the City Clerk, Telephone: 905-615-3200, ext. 5425; Fax 905-615-4181 <u>Mumtaz.Alikhan@mississauga.ca</u>

CALL TO ORDER

APPROVAL OF AGENDA

DECLARATIONS OF CONFLICT OF INTEREST

PRESENTATIONS/DEPUTATIONS

- A. Presentation on Chloride Concentrations Observed Last Winter by Amanjot Singh, Water Quality Engineer, Credit Valley Conservation Authority;
- B. Stormwater Financing Initiative by Jeremy Blair, Storm Drainage Programming Engineer, Transportation and Works Department;
- C. Future Directions 2014 Plan for Parks and Forestry by Eric Lucic, Team Leader Parks Assets, Parks and Forestry Division

MATTERS TO BE CONSIDERED

- 1. Approval of Minutes of Previous Meeting held April 1, 2014
- 2. Let Your Green Show

Memorandum dated April 22, 2014 from Andrea J. McLeod, Environment Specialist, Environment Division <u>RECOMMEND RECEIPT</u>

3. Update on Environmental Community Appreciation Evening

Memorandum dated April 28, 2014 from Andrea J. McLeod, Environment Specialist, Environment Division <u>RECOMMEND RECEIPT</u>

4. <u>Upcoming Agenda Items</u>

Chart from Brenda Osborne, Director, Environment Division, with respect to pending and upcoming agenda items dated May 6, 2014 <u>RECOMMEND RECEIPT</u>

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INFORMATION ITEMS

(a) <u>Growing the Greenbelt – Referred by Council to Environment Division on April 2, 2014</u>

Resolution from the Credit Valley Conservation Authority to expand the Greenbelt into Mississauga <u>RECOMMEND RECEIPT</u>

DATE OF NEXT MEETING – Tuesday, June 10, 2014 at 9 a.m., Committee Room 'A'

OTHER BUSINESS

ADJOURNMENT

DRAFT MINUTES



ENVIRONMENTAL ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

TUESDAY, APRIL 1, 2014 – 9:00 A.M.

COMMITTEE ROOM 'A' SECOND FLOOR, CIVIC CENTRE 300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO, L5B 3C1

www.mississauga.ca

<u>MEMBERS</u>	Councillor George Carlson, Ward 11 (CHAIR) Councillor Jim Tovey, Ward 1 (Left at 10:21am) Brad Bass, Citizen Member Lea Ann Mallett, Citizen Member Maureen Ricker, Citizen Member Val Ohori, Citizen Member Carl Rodgers, Citizen Member Amy Zi-Xuan Liou, Peel Environmental Youth Alliance
AGENCY LIAISONS PRESENT:	Stephanie Crocker, EcoSource
<u>ABSENT</u> :	Michael DeWit, Citizen Member (VICE-CHAIR) Councillor Frank Dale, Ward 4 André Plante, Office for Sustainability, Sheridan College Lucia Salvati, University of Toronto Mississauga Steven Jia, Peel Environmental Youth Alliance
STAFF PRESENT:	Brenda Osborne, Director, Environment Division Julius Lindsay, Community Energy Specialist

CONTACT PERSON: Mumtaz Alikhan, Legislative Coordinator Office of the City Clerk, Telephone: 905-615-3200, ext. 5425; Fax 905-615-4181 <u>Mumtaz.Alikhan@mississauga.ca</u>

CALL TO ORDER - 9:04 a.m.

APPROVAL OF AGENDA

The Chair noted two additions to the Agenda - Weed Control Act as Item 5, and under Items for Information, the Director of Environment Division had details with respect to the Environmental Community Appreciation evening.

Approved (Councillor J. Tovey)

DECLARATIONS OF CONFLICT OF INTEREST - Nil

PRESENTATIONS/DEPUTATIONS

A. Presentation on Earth Days by Vivian Peets, Public Relations Coordinator, Communications Division, and Stephanie Crocker, Executive Director, EcoSource

Ms. Peets gave a PowerPoint Presentation on Four Earth Day events planned in the City which are a Kick-Off Media Opportunity in partnership with EcoSource at the Huntington Ridge Public School on April 17, 2014; 20-Minute Mississauga Makeover encouraging residents to pick up litter around their workplaces, schools, parks, etc. on April 22, 2014 with City employees participating on April 29, 2014; a Transit Litter Blitz educating travelers on fines for littering; and celebrating the success of the One Million Trees Planting Program on April 26, 2014. She noted that residents are encouraged to visit the City's website: Mississauga.ca/earthdays.

Ms. Crocker outlined the various programs that EcoSource is involved in and extended an invitation to the Committee to the various Spring Events in April including the Peel Food Charter Discussion in partnership with the Region of Peel's Poverty Task Force, a Garden Workshop, EcoSource Spring Open House, and in May, the Community Gardens Opening Days. More details can be found at Ecosource.ca.

Committee members asked how local communities and seniors groups are being engaged to participate in community gardens. Ms. Crocker responded that a social media campaign was launched to attract young residents, and a new Community Cultivators Program, composed of individuals in the community with gardening experience, along with the EcoSource staff, will be focusing on community engagement. EcoSource has also worked with the Sahara Seniors Group.

Recommendation

EAC-0006-2014

That the presentation on Earth Days by Vivian Peets, Public Relations Coordinator, Communications Division, and Stephanie Crocker, Executive Director, EcoSource be received for information.

Received (C. Rodgers)

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MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting held on February 4, 2014

Approved (B. Bass)

2. <u>Climate Change Adaptation and Mitigation Update</u>

Julius Lindsay, Community Energy Specialist, noted that the Region of Peel is currently preparing an update on the Peel Climate Change Strategy and a report of results specific to Mississauga is provided to the Committee.

Recommendation EAC-0007-2014 That the report dated March 18, 2014, from the Commissioner of Community Services entitled, "Climate Change Adaptation and Mitigation Update" be received for information.

Received (L. Mallett)

3. <u>2014 Provincial EAC Symposium – May 3, 2014</u>

Brenda Osborne, Director of Environment Division spoke to the matter. She noted that it is an opportunity to share ideas and successes. She requested Committee members to advise her if they wished to attend. Ms. Osborne advised that the Symposium will feature a number of speakers throughout the day. The Peel Environmental Youth Alliance will also be presenting.

Recommendation EAC-0008-2014 That the invitation to the 2014 Provincial Environmental Advisory Committee Symposium hosted by the Brampton Environmental Planning Advisory Committee be received.

Received (V. Ohori)

4. <u>Upcoming Agenda Items</u>

Recommendation EAC-0009-2014 That the chart from Brenda Osborne, Director, Environment Division with respect to pending and upcoming agenda items be received for information.

<u>Received</u> (C. Rodgers)

5. <u>Weed Control Act</u>

Eva Kliwer, Planner, Policy Planning Division, noted that the Ministry of Agriculture ad Food is seeking to remove milkweed from its list of Noxious Weeds, and to add the dogstrangling vine. The Committee expressed its support of the updates.

Recommendation

EAC-0010-2014

That the Environmental Advisory Committee supports a submission to the Ministry of Agriculture and Food to update the schedule of Noxious Weeds under the *Weed Control Act, R.S.O. 1990, c. W.5* to remove milkweed and add dog-strangling vine.

Approved (Councillor J. Tovey)

INFORMATION ITEMS

Environmental Community Appreciation Evening

Ms. Osborne advised that the Environmental Community Appreciation evening has been scheduled for June, 4, 2014, in the C-Banquet, 12th Floor, City Hall and more details will be provided to the Committee at its meeting in May.

Recommendation EAC-0011-2014 That the verbal update from Brenda Osborne, Director, Environment Division regarding the Environmental Advisory Committee Recognition Event be received for information.

<u>Received</u> (Councillor J. Tovey)

DATE OF NEXT MEETING – Tuesday, May 6, 2014 at 9 a.m., Council Chambers

OTHER BUSINESS

Councillor Tovey congratulated Dr. Brad Bass and Mrs. Maureen Ricker for their awards at the Conservation Valley Conservation Authority's Awards Event.

ADJOURNMENT – 9:27 a.m. (L. Mallett)

Memorandum



TO:	Environmental Advisory Committee Meeting Date: May 6, 2014	
FROM:	Andrea J. McLeod, Environmental Specialist, Environment Division,	
DATE:	Community Services Department April 22, 2014	
SUBJECT:	Let Your Green Show Awareness Campaign – Phase 3	

Campaign Phases

The Let Your Green Show (LYGS) campaign was developed by the City of Mississauga and Region of Peel to motivate residents to adopt environmental behaviours found in the Living Green Master Plan and Peel Climate Change Strategy. Designed to engage residents in existing programs, the campaign was developed with three themes using a phased approach to implementation to take advantage of seasonal programs, activities and the availability of support tools and resources. The three phases/themes and implementation dates are listed below.

1. Phase 1 - Eat local/Grow local (July 1, 2012 – October 31, 2012)

- 2. Phase 2 Use less water (March 22, 2013 August 31, 2013)
- 3. Phase 3 Give your car a break (June 5, 2014 October 31, 2014)

Phase 1 was launched only in Mississauga. Over 500 residents participated resulting in over 600 actions. Phase 2 was launched region-wide with support of the remaining Peel Climate Change Strategy partners, City of Brampton, Town of Caledon, Credit Valley Conservation (CVC) and Toronto and Region Conservation (TRCA). Close to 1,500 residents participated resulting in over 2,300 actions that will save 38 million litres of water each year. Phase 3 will also be launched region-wide.

Phase 3: Give Your Car a Break

Phase 3 of the campaign invites Peel residents to give their cars a break to reduce greenhouse gas emissions, to improve health and to save money. The campaign will be simple, fun, and encourage residents to travel to and from destinations via alternative modes of transportation. This means reducing single occupancy vehicles on the road by encouraging alternatives such as transit (where feasible and available), cycling, walking, and carpooling.

Target Audience

The campaign is targeted at residents who own at least one vehicle, are able to drive (i.e. 16 years and up) and use their vehicles as a primary means of transportation. According to the 2011

Transportation Tomorrow Survey (TTS) and the 2011 Census data, more than 2.6 million trips were made by Peel residents on a typical weekday. Weekday trips have almost doubled since 1991 (a growth of 70 per cent in 20 years). The majority of Peel's population use a personal vehicle to commute to work and travel to different locations. Many spend at least half an hour driving between destinations. Resident participation in LYGS will help reduce the overall number of single occupancy vehicle trips made in Peel.

What's New in Phase 3

Similar to previous phases, the campaign encourages residents to "do something, get something and turn Peel green". Based on the previous results along with a detailed evaluation of Phase 1 and Phase 2 there have been changes to improve the campaign. Details on the changes made in each of the following main campaign components are below:

- 1. *Actions* Instead of having the same set of actions to participate in for the duration of the campaign, residents will be able to select from a series of "themed" actions. These themed actions will change on a monthly basis to coincide with transit/transportation related events taking place in Peel. Actions will also be specific to a municipality where appropriate.
- 2. *Monthly Greenback Contest* Instead of an instant greenback received when residents register, residents will be entered into a contest to win a monthly greenback experience package. A different experience package will be offered each month and there will be one package per municipality.
- 3. *Greenest Resident Award* Instead of a Greenest Ward Award, the Greenest Resident Award will recognize individuals who have participated in the most actions throughout the campaign. The greenest resident of each municipality will be acknowledged with either a "greenest resident award" trophy or a plaque. He/She will also receive a "greenest resident award" gift package that will be modelled after a monthly greenback experience package.

The evaluation of Phase 1 and Phase 2 recommended that the use of social media be increased for Phase 3. Using social media will improve the campaign in two ways. First, the monthly greenback contest will be run on a social media platform, specifically Facebook. This has the potential to reach more residents than traditional forms of marketing. Second, the use of social media as a marketing tool will also enable the partners to better measure the reach of the campaign, validate actions, measure success, track and report on the progress of the campaign.

To ensure that the campaign accommodates all Peel residents including those without a Facebook profile, a similar registration platform will also be developed on the LYGS website. The website will also include information and ideas on how to "give your car a break". The Facebook contest, however, will be the key platform for all activities.

Performance Indicators and Benchmarks

The success of the campaign will be measured by: the popularity of the campaign (i.e. degree of "reach" into the Peel population); and reduced trips in single occupancy vehicles as a result of the campaign.

To track the popularity of the campaign, many metrics will be employed, both via social media and through the LYGS website, including:

- Use of Google Analytics (web hits, where audience came from, duration of stay on website, etc.)
- Bi-weekly social media reports generated through Facebook
- Attendance at events (for traditional marketing efforts)

For reduced trips as a result of the campaign, the following measures will be implemented:

- Tracking of activities through submission of evidence (in the form of photos) to demonstrate completion of an action.
- Calculation of greenhouse gas emissions reduced through actions.
- The City of Mississauga will also be using a new tracking tool called "Active Switch" which specifically tracks walking and cycling trips and participation in community campaigns and events such as Let Your Green Show and Ward Rides. This tool is being developed by SustainMobility and will only be available to Mississauga residents.

Budget

The new social media platform is being cost-shared between the Region of Peel and the TRCA. Overall campaign development and implementation costs for Phase 3 are being cost-shared between all partners. The City of Mississauga's contribution towards implementation of Phase 3 is \$10,000 (the same as previous phases) and will be funded from the approved 2014 Budget.

Marketing

Along with increased use of social media through Facebook and Twitter, many of the previously implemented marketing tactics will be used in Phase 3 by the City of Mississauga. Similar tactics will be used by each municipality in the Region of Peel as appropriate. One of the most successful tactics from Phase 1 and Phase 2 was the use of volunteer environmental ambassadors at community events. For Phase 3, volunteers will continue to be out at community events, promoting LYGS along with other City environmental initiatives.

Additionally, actions that support other City environmental initiatives will be cross-promoted by the relevant groups (e.g. MiWay, Active Transportation Group, SustainMobility).

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Andrea J. McLeod Environmental Specialist Environment Division Community Services Department

Memorandum



SUBJECT:	Update on Environmental Community Appreciation Evening	
DATE:	Community Services Department April 28, 2014	
FROM:	Andrea J. McLeod, Environmental Specialist, Environment Division,	
то:	Environmental Advisory Committee Meeting Date: May 6, 2014	

Background

On May 7, 2013, the Environmental Advisory Committee (EAC) received a report that outlined options for community recognition. EAC agreed to move forward with the option to host an annual celebration and networking event in the spring of 2014.

Forestry staff from the Parks and Forestry Division was also considering options to recognize volunteer work in a similar manner. It was determined that environmental and forestry initiatives would be part of one event.

Preliminary Event Details

The first environmental community appreciation evening is scheduled from 7:00 p.m. to 9:00 p.m. on Wednesday, June 4, 2014 at C Banquets.

This evening is an invitation only event to recognize and thank volunteers, community groups, schools and businesses involved in environmental and forestry initiatives in the community. Invitations will be sent to those involved in initiatives that support and advance environmental actions in the Strategic Plan's Living Green Pillar and the Living Green Master Plan. Additionally, as per EAC's suggestion, staff contacted all Members of Council and offered them the opportunity to recommend individuals, groups, schools or businesses that have been involved in an environmental or forestry related initiative within their Ward to be invited to the event.

The evening will include a guest speaker (Scott Neil, founder of the Humanitarian Environmental Leadership Program), networking opportunities, and greetings from the Environmental Advisory Committee, the Environment Division and the Parks and Forestry Division, and the Mayor and/or Council as appropriate. Initiatives will be highlighted through exhibits and a slide show. Light refreshments will be available.

The draft agenda is as follows:

- 7:00 p.m. Registration and refreshments
- 7:20 p.m. Greetings from Council, EAC and appropriate staff
- 7:30 p.m. Keynote Speaker: Scott Neil, Humanitarian Environmental Leadership Program
- 7:45 p.m. Networking, exhibits, slide show and refreshments
- 9:00 p.m. End

Budget

The budget for the environmental community appreciation evening is \$3,000. This amount covers costs related to the venue (C Banquets rental and light refreshments) and a small token of appreciation for the guests (e.g. City souvenir). The cost will be shared by both the Environment Division and the Parks and Forestry Division through approved 2014 budgets.

EAC's Role

As the event approaches, staff will confirm any additional details via email but it is anticipated EAC members will be involved in the following roles:

- Event set-up and take-down
- Greeting and networking with guests
- Distributing thank-you gifts

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Andrea J. McLeod Environmental Specialist Environment Division Community Services Department

Cc: Laura Piette, Director, Parks and Forestry Division, Community Services Department

UPCOMING AGENDA ITEMS

PENDING ITEMS		
ITEM/DIRECTION	STATUS	
Transportation Strategy Presentation:	EAC Meeting: Feb/12	
M. De Wit, Vice-Chair, indicated that a presentation on the transportation strategy would be beneficial to the Committee.	Transportation Master Plan update anticipated early 2015.	
Urban Design Awards:	EAC Meeting: Dec/12	
It was suggested that a report could be written to make a recommendation with respect to creating a green award in Urban Design.	Urban design to be included in 2014 community appreciation evening.	
EAC November 2012 Off-Site Summary:	EAC Meeting: Dec/12	
(EAC-0068-2012) That staff work with EAC to develop a recognition program and a community environmental grants program.	2014 Budget approved for environmental community grant to establish new community gardens. Community environmental appreciation evening in planning stage (Confirmed June 4, 2014).	
Stormwater Financing Study (Phase 1): (EAC-0003-2013)	EAC Meeting: Feb/13	
Staff directed to prepare an update regarding the Stormwater Financing Study (Phase 1) for consideration at a future EAC meeting.	Update anticipated spring 2014.	

ANTICIPATED ITEMS		
ITEM	DESCRIPTION	
Nuisance Weed and Tall Grass Control By-	By-law scheduled to be revised as per the Natural Heritage	
law	& Urban Forest Strategy	
Green Development Strategy (GDS)	Update on GDS implementation	
Waste Management	Update on various corporate waste-related initiatives	
Corporate Energy Conservation Plans	The new Provincial Green Energy Act (2009) requires	
	municipalities to provide corporate energy conservation	
	plans for all municipally owned and operated buildings and	
	to report annually on actual performance against plans.	
Stormwater Quality Control Strategy	Update of the City's strategy for managing and improving	
	the quality of stormwater runoff	
Public Art Project	Update on public art project along Burnhamthorpe Road	
Let Your Green Show	Let Your Green Show – Phase 3	
Plastic Sampling in the Great Lakes:	Invite Dr. Mason to address a future EAC meeting.	
Findings of Dr. Sherri Mason, Professor of		
Chemistry, SUNY Fredonia, New York		
Green Leaders	An environment awareness/action pilot program for Civic	
	Centre staff, with a focus on energy and waste in 2014.	

INFORMATION ITEM (a)



Resolution

COUNCIL AGENDA

APR 0 2 2014

Date:DecResolution No.116

December 13, 2013 116/13

Moved by: John Hutton Seconded by: Lou Maieron

116/13

RESOLVED THAT the report entitled "Growing the Greenbelt in Mississauga" be received and appended as Schedule 'D' to the minutes of this meeting; and

THAT the Credit Valley Conservation supports the City of Mississauga's review of the feasibility and implications of expanding the provincial Greenbelt to include publicly-owned lands in the Credit River valley in the Urban River Valley designation:

THAT the Credit Valley Conservation supports the inclusion of CVC-owned properties in the Credit River valley along with other public lands being consider by the City of Mississauga to be designated as Urban River Valley; and

THAT CVC staff work with the City of Mississauga to coordinate mapping and cost analysis; and

FURTHER THAT this report and resolution be forwarded to the City of Mississauga, City of Brampton, Region of Peel and Mississauga's Environmental Advisory Committee.

Original signed P. Mullin CARRIED

Receive	Resolution
Direction Required	D Resolution / By-Law
Community Services Enviro	For Appropriate Action
 Planning & Building Transportation & Works 	Information Reply Report

SCHEDULE 'D' PAGE -1-2013-12-13

The Chair and Members of the Board of Directors, Credit Valley Conservation

SUBJECT: GROWING THE GREENBELT IN THE CITY OF MISSISSAUGA

<u>PURPOSE:</u> To inform the CVC Board of Directors of Mississauga's intent to grow the Greenbelt into urban river valley lands and to include CVC-owned lands as part of this request.

BACKGROUND:

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<u>TO:</u>

In February, 2013 the Ministry of Municipal Affairs and Housing announced the first amendment to the Greenbelt Plan (approved in 2005) with the addition of 630 acres of provincially-owned land (Glenorchy lands in Oakville) and the introduction of an Urban River Valley designation allowing municipalities to add publically-owned land along river valleys in urban areas to the Greenbelt. In the current Greenbelt Plan, river valleys are shown as dotted lines known as "River Valley Connections" through urban areas.

The City of Mississauga initiated a study in July 2013 to determine the feasibility of expanding the Greenbelt on public lands in the Credit River valley through its urban boundaries to Lake Ontario. The study was to look at the location of City of Mississauga and Credit Valley Conservation (CVC)-owned lands within the Credit River valley and the implications of the designation for city and CVC-owned lands with respect to recreational uses, facilities and infrastructure.

CVC provided supportive comments on the study, participated in discussions with city and provincial staff into the fall 2013 and attended Mississauga's Environmental Advisory Committee (EAC) meeting in October. At the October 18, 2013 CVC Board of Directors meeting direction was provided to staff to prepare a brief report and a resolution which would support Mississauga's initiative and include CVC-owned lands as part of the Urban River Valley designation.

ANALYSIS:

Although the new Urban River Valley designation has no clear policy related benefits (lands to be governed by municipal official plan and zoning policies) and the designation only applies to publicly-owned lands, it is a good first step.

It should increase the profile of the Credit River valley by including it in a provincial plan and raise awareness of the role urban river valleys play as part of a broader natural heritage system. Including CVC-owned properties will increase the amount of publiclyowned lands and would result in a more continuous designation.

SCHEDULE 'D' PAGE -2-2013-12-13

CONCLUSION:

A resolution supporting Mississauga's study of "Growing the Greenbelt" and its ultimate request to the province to have the Credit River valley designated as a River Valley Connection would assist the City of Mississauga in its review. To have CVC-owned lands as part of the publicly-owned properties in the designation would further support the city's initiative.

COMMUNICATIONS PLAN:

The profile of the Credit River valley should be increased through its inclusion in a provincial plan and it should raise awareness of the role urban river valleys play as part of a broader natural heritage system.

FINANCIAL IMPLICATIONS

There are no financial implications.

RECOMMENDED RESOLUTION:

RESOLVED THAT the report entitled "Growing the Greenbelt in Mississauga" be received and appended as Schedule 'D' to the minutes of this meeting; and

THAT the Credit Valley Conservation supports the City of Mississauga's review of the feasibility and implications of expanding the provincial Greenbelt to include publicly-owned lands in the Credit River valley in the Urban River Valley designation:

THAT the Credit Valley Conservation supports the inclusion of CVC-owned properties in the Credit River valley along with other public lands being consider by the City of Mississauga to be designated as Urban River Valley; and

FURTHER THAT this report and resolution be forwarded to the City of Mississauga, City of Brampton, Region of Peel and Mississauga's Environmental Advisory Committee.

I-1(c)

SCHEDULE 'D' PAGE -3-2013-12-13

Submitted by:

11 AITA

Gary Murphy, MCIP, RPP Director, Planning

Recommended by:

Deborah Martin-Downs Chief Administrative Officer

Judi Orendorff Director, Lands and Natural Heritage