

Our Vision for the Future

Mississauga will inspire the world as a dynamic and beautiful global city for creativity and innovation, with vibrant, safe and connected communities; where we celebrate the rich diversity of our cultures, our historic villages, Lake Ontario and the Credit River valley. A place where people choose to be.

Leading today for tomorrow

The Strategic Pillars for Change			Strategic Goals
 DEVELOPING A TRANSIT-ORIENTED CITY	Direction – Our Future Mississauga is a city where people can get around without an automobile, and where transit will directly influence and shape the form of the city. Transit will be a desirable choice that connects people to destinations, and will underpin an environmentally responsible, inclusive, vibrant and successful city.	Principle – Mississauga is a city that values clean air and healthy lifestyles through the promotion of transit as a preferred, affordable and accessible choice.	<ul style="list-style-type: none">• Develop Environmental Responsibility • Connect our City • Build a Reliable and Convenient System • Increase Transportation Capacity • Direct Growth
 ENSURING YOUTH, OLDER ADULTS AND NEW IMMIGRANTS THRIVE	Direction – Our Future Mississauga is a city where people can spend their entire lives - where teenagers want to be, where young professionals choose to locate, where immigrants are welcomed and their cultures become a visible part of the city's fabric; and where people can age in place gracefully.	Principle – Mississauga is a city that thrives on its social and cultural diversity.	<ul style="list-style-type: none">• Ensure Affordability and Accessibility • Support Aging in Place • Attract and Retain Youth • Attract Post-Secondary Institutions • Nurture Diverse Cultures • Integrate Places of Religious Assembly
 COMPLETING OUR NEIGHBOURHOODS	Direction – Our Future Mississauga is a beautiful, sustainable city with safe neighbourhoods that support a strong, connected and vibrant community - a place where all can live, work and prosper. People can play as a child, walk to meet a friend, fall in love, raise a family and grow old.	Principle – Mississauga is a city that nurtures a unique quality of life within each neighbourhood, where residents value the beauty and variety of the natural environment, engage in active transportation and support a rich, healthy and prosperous social and cultural mosaic through all stages of the life cycle.	<ul style="list-style-type: none">• Develop Walkable, Connected Neighbourhoods • Build Vibrant Communities • Create Great Public Spaces • Celebrate our Community • Provide Mobility Choices • Build and Maintain Infrastructure • Nurture "Villages" • Maintain a Safe City • Create a Vibrant Downtown
 CULTIVATING CREATIVE AND INNOVATIVE BUSINESSES	Direction – Our Future Mississauga is a global hub of creative and innovative activity where talent and business thrive.	Principle – Mississauga is a city that values a strong global business future, fostering a prosperous and sustainable economy that attracts and grows talent.	<ul style="list-style-type: none">• Develop Talent • Attract Innovative Business • Meet Employment Needs • Strengthen Arts and Culture • Create Partnerships for Innovation
 LIVING GREEN	Direction – Our Future Mississauga is a city that co-exists in harmony with its ecosystems, where natural areas are enhanced, forests and valleys are protected, the waterfront connects people to Lake Ontario, and communities are nurtured so that future generations enjoy a clean, healthy lifestyle.	Principle – Mississauga is a city that values its shared responsibility to leave a legacy of a clean and healthy natural environment.	<ul style="list-style-type: none">• Lead and Encourage Environmentally Responsible Approaches • Conserve, Enhance and Connect Natural Environments • Promote a Green Culture

move
belong
connect
prosper
green



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Our Future Mississauga



Creating the Plan

Mississauga has built a reputation as an outstanding city in which to live, learn, work and play. It's a place where students and older adults, entrepreneurs and employees, new immigrants and families can fulfill their future promise and realize their goals. Mississauga's rich past can transform into an even brighter future. We have an opportunity to build on our City's rich and successful legacy and harness it into an even brighter future, if we capture the possibilities before us.

Since 1992, the City has highlighted its future opportunities through its Strategic Plan. In 1999, Council and staff worked together to create our current Strategic Plan, which has become the foundation for the City's policies and key strategic actions.

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

The process of building a great city is never finished and neither is the process to create strategic change. In order to realize our vision, we need to continuously plan for change. In June 2007, Council initiated a conversation called Our Future Mississauga. It has become the most comprehensive conversation ever held in our city, connecting with over 100,000 people. Throughout the public engagement process, members of our city's diverse community, including city leaders and urban experts, shared their hopes, vision and ideas for Mississauga.

We heard loud and clear from our community conversation what we do well. Through strong leadership Mississauga provides a stable and diverse business base. Our city provides well-established infrastructure supported by quality municipal programs and services within a healthy environment.

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Our Future Mississauga also identified a number of "Drivers for Change" – the numerous opportunities, challenges and external forces that can affect how we plan for the city's future. We live in a city of hidden jewels, where opportunities exist for creative transformation. Upon the horizon, we see the need to unveil the waterfront and to build pedestrian-oriented attractions within our evolving downtown. We can create places of interest that are affordable, walkable, interesting and which attract innovative businesses and energize our residents. Within the Greater Golden Horseshoe region, our city is strategically placed to build on the successes of our past to create a wonderful future. We agreed that these were the right opportunities and challenges to focus on.

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

-  **move**
developing a transit-oriented city
-  **belong**
ensuring youth, older adults and new immigrants thrive
-  **connect**
completing our neighbourhoods
-  **prosper**
cultivating creative and innovative businesses
-  **green**
living green

Each of these Pillars has its own unique direction statement and principle, along with specific strategic goals to ensure that this vision is achieved (*described in the chart on other side*). This Plan will provide a sound framework for action and vision to move our city forward for the next 40 years.

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 will be outlined in the "Action Plan" – a complimentary 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 City of Mississauga will use the Strategic Plan to define the

city's priorities, processes, and short and long-term plans as well as prioritize budget and resource allocations. The Strategic Plan will

direct the shape of the city in a variety of areas such as land use planning, infrastructure, service delivery and asset management.

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 us. Our success will be measured in a number of ways.

An annual Progress Report will be delivered to Council and the

community to help monitor progress and to keep the plan on track. As the City implements the Strategic Plan, we will continue to work closely with our community partners to ensure that their voice is

heard and that we stay grounded in the key actions that support our goals.

More simply, we should be able to see positive change all around us, as Mississauga becomes a more energetic city that attracts people, jobs and opportunities. It will be 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.

We are excited by the possibilities, challenges and opportunities that this Strategic Plan presents. Working together, we will realize our shared vision by harnessing the passion and potential that exists in our 21st century city. And it all begins with our Vision and Plan.




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Leading today for tomorrow

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