
Diversity and Inclusion Advisory Committee

Date

2017/05/17

Time

6:00 PM

Location

Civic Centre, Hearing Room - Second Floor,
300 City Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

Members

Citizen Members

Abdul Qayyum Mufti
Ahmed Hamud
Asha Luthra
Bhagwan (Gary) Grewal
Daven Seebarran
Denise Gordon-Mohamud
E. Justin Ratnarajah
Hanoz Kapadia
Irfan Malik
Josephine Bau
Kris Noakes
Lilian Kwok
Nagwa Abou El-Naga
Pradip Francis Rodrigues
Pervez Akhter
Rajinder Saini
Ram Dhanjal
Sarwan Liddar
Suelyn Knight
Vikas Kohli

Stakeholders

Christopher Taylor
Sandeep Tatla
Sharon Doughlas

Members of Council

Councillor Sue McFadden (Chair)
Councillor Ron Starr (Vice-Chair)
Mayor Bonnie Crombie

Contact

Stephanie Smith, Legislative Coordinator, Legislative Services
905-615-3200 ext. 3795
stephanie.smith@mississauga.ca

Find it Online

<http://www.mississauga.ca/portal/cityhall/diversityandinclusioncommittee>

-
1. CALL TO ORDER
 2. APPROVAL OF THE AGENDA
 3. DECLARATION OF CONFLICT OF INTEREST
 4. MINUTES OF PREVIOUS MEETING
 - 4.1. Diversity and Inclusion Advisory Committee Minutes - February 15, 2017
 5. DEPUTATIONS
 - 5.1. Leslyn Johnson, Senior Communications Advisor with respect to the community recognition pilot program.

Item 7.1
 6. PUBLIC QUESTION PERIOD - 15 Minute Limit
(Persons who wish to address the Diversity and Inclusion Advisory Committee about a matter on the Agenda. Persons addressing the Diversity and Inclusion Advisory Committee with a question should limit preamble to a maximum of two (2) statements, sufficient to establish the context for the question, with a 5 minute limitation. Leave must be granted by the Committee to deal with any matter not on the Agenda.)
 7. MATTERS TO BE CONSIDERED
 - 7.1. Community Recognition Program
 8. OTHER BUSINESS
 9. DATE OF NEXT MEETING - September 13, 2017
 10. ADJOURNMENT

City of Mississauga

Minutes



Diversity and Inclusion Advisory Committee

Date

2017/02/15

Time

6:14 PM

Location

Civic Centre, Hearing Room - Second Floor,
300 City Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

Citizen Members Present

Abdul Qayyum Mufti
Ahmed Hamud
Bhagwan (Gary) Grewal
Daven Seebarran
Denise Gordon-Mohamud
E. Justin Ratnarajah
Hanoz Kapadia
Irfan Malik
Josephine Bau
Kris Noakes
Pervez Akhter
Rajinder Saini
Ram Dhanjal
Vikas Kohli

Stakeholders Present

Christopher Taylor
Sandeep Tatla
Sharon Douglas

Members of Council Present

Councillor Ron Starr

Staff Members Present

Gary Kent, Commissioner of Corporate Service and
Chief Financial Officer
Diana Rusnov, Manager, Legislative Services and
Deputy Clerk

Citizen Members Absent

Asha Luthra
Lilian Kwok
Nagwa Abou El-Naga
Pradip Francis Rodrigues
Sarwan Liddar
Sueelyn Knight

Stakeholders Absent

Find it online

<http://www.mississauga.ca/portal/cityhall/diversityandinclusioncommittee>

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

Approved (I. Malik)

3. DECLARATION OF CONFLICT OF INTEREST – Nil

4. MINUTES OF PREVIOUS MEETING

4.1. Diversity and Inclusion Advisory Committee - October 19, 2016

Approved (P. Akher)

5. PRESENTATIONS – Nil

6. DEPUTATIONS

6.1. Eddy Robinson, parent and business owner will be making a declaration to Truth and Reconciliation Calls to Action and requesting to post the Residential School Apology within the City of Mississauga buildings.

Mr. Robinson outlined the Truth and Reconciliation Calls to Action and requested that the Residential School Apology be posted within the City of Mississauga buildings and the need to work together moving forward.

Vikas Kohli, Citizen Member and Kris Noakes, Citizen Member spoke to the day of declaration and proposed timing.

RECOMMENDATION

That the deputation by Eddy Robinson, parent and business owner regarding Truth and Reconciliation Calls to Action including the request to post the Residential School Apology within the City of Mississauga buildings be referred to Communications and Legal staff.

Referred (J. Bau)

Recommendation DIAC-0001-2017

7. PUBLIC QUESTION PERIOD - 15 Minute Limit – Nil
(Persons who wish to address the Diversity and Inclusion Advisory Committee about a matter on the Agenda. Persons addressing the Diversity and Inclusion Advisory Committee with a question should limit preamble to a maximum of two (2) statements, sufficient to establish the context for the question, with a 5 minute limitation. Leave must be granted by the Committee to deal with any matter not on the Agenda.)

8. MATTERS CONSIDERED

8.1. Community Engagement Strategy Facilitated Discussion (LeeAnn Lloyd, Strategic Leader and Liz Nield, Lura Consulting 10 minutes)

LeeAnn Lloyd, Strategic Leader, Planning and Building provided a brief overview of the development of a community engagement strategy, and introduced Liz Nield and Niki Angelis, of Lura Consulting. Members of the Committee participated in the facilitated session and the following questions were discussed:

1. What is meaningful community consultation?
2. What are the best ways for the City of Mississauga to consult with members of the community on City matters?
3. What advice for the City of Mississauga to make community consultation more accessible and inclusive?

The following comments were made by Members of the Diversity and Inclusion Advisory Committee:

- Ensuring consultation is authentic and that different points of views are considered
- Go out into the community instead of making the community come to you
- Ensuring that agendas are planned with meaningful discussion points
- Identifying target markets
- Identifying what is the ask of the community
- Be open to new ideas
- Meaningful conversation with the intension of using the information and knowledge received
- Having a diverse facilitator and ensuring design of questions are inclusive
- Every project needs a goal
- Stream facilitated sessions to increase participation. Build on the number of meetings streamed
- Have guests on local radio shows to inform community what is going on
- Be flexible on the topics for public forums
- Have online surveys
- Hand out pamphlets at Celebration Square to inform patrons of upcoming information sessions
- Keep facilitated sessions focused

- Hold facilitated sessions at different times of the day
- Not everyone is computer savvy. Allow multiple options to receive feedback from participants and include language options
- Promote sessions in advance
- Go into schools to receive feedback from children. Work with the school boards.
- Mail out public notices to residents
- Ensuring the City of Mississauga communication strategy is diverse
- Offer food to participants
- Create neighbourhood picnics to create civic engagement
- Provide follow-up feedback from facilitated sessions

8.2 Citizen Engagement Program Verbal Update (Diana Rusnov, Manager, Legislative Services)

Diana Rusnov, Manager, Legislative Services provided an update on the first meeting of the Citizen Engagement working group. She noted that the program is about informing people on how to get involved in local government and that the final program will be rolled out in early 2018.

9. INFORMATION ITEMS

9.1. Memorandum regarding Paula DeCoito resignation from the Diversity and Inclusion Advisory Committee

RECOMMENDATION

That the memorandum dated February 2, 2017 regarding Paula DeCoito resignation from the Diversity and Inclusion Advisory Committee be received.

Received (H. Kapadia)
Recommendation DIAC-0002-2017

9.2. 2017 Diverse Communities Promotions Plan Update

RECOMMENDATION

That the memorandum dated February 15, 2017 from David Ferreira, Brand Manager regarding the 2017 Diverse Communities Promotions Pan Update be received.

Received (D. Gordon-Mohamud)
Recommendation DIAC-0003-2017

10. OTHER BUSINESS

Councillor Starr noted that other Committees of Council are seeking to appoint new Citizen Members and that the information can be found on the City of Mississauga's website.

11. DATE OF NEXT MEETING - May 17, 2017

12. ADJOURNMENT – 7:24PM (R. Dhanjal)

DRAFT

City of Mississauga

Corporate Report



Date: 2017/05/01

Originator's files:

To: Chair and Members of Diversity and Inclusion Advisory Committee

From: Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Meeting date:
2017/05/17

Subject

Community Recognition Pilot Program Results

Recommendation

That the Diversity and Inclusion Advisory Committee receive the Community Recognition Pilot Program results as outlined in the report dated May 1, 2017 from the Commissioner of Corporate Services and Chief Financial Officer.

Report Highlights

- The Communications Division has overall responsibility for the Community Recognition Program and works closely with the Culture, Facilities and Property Management (F&PM), Security Services and Legal Services divisions.
- Since the program launched, the City has supported nine community flag raisings and 20 clock tower lightings.
- As a result of automating the process, costs for clock tower lightings have been minimized and are managed within existing budgets.
- Lighting requests will move online, rather than coming to Council, to streamline process and align with the other elements of the program.
- City requests and requests from other levels of government would be coordinated in the same manner as those originating from community groups.

Background

This Corporate Report is to provide the Diversity and Inclusion Advisory Committee (DIAC) with feedback on the one-year pilot of the Community Recognition Program along with recommendations for the future of the program.

Staff met with the DIAC on November 18, 2015 and April 20, 2016 and presented information regarding a proposed one-year pilot Community Recognition Program with three areas of focus: proclamations, flag raisings and lightings.

The DIAC supported a one-year pilot program for flag raisings and lightings. The DIAC suggested that the flag raisings take place on an identified flag pole on Celebration Square and promoted through messages displayed digitally on the Celebration Square screens in rotation with scheduled programming.

On April 28, 2016, Council approved a one-year pilot Community Recognition Program to provide the City with the opportunity to recognize and celebrate special occasions and events which foster a spirit of community, celebrate Mississauga's diverse cultures and enrich the quality of life in Mississauga.

Present Status

Since its launch in June 2016, the Community Recognition Pilot Program has provided non-profit community groups and organizations an accessible, inclusive and efficient way to request recognition from the City for special occasions and events within the community (see attached current policy).

The Communications Division has the overall responsibility for the Community Recognition Program and works closely with the Culture, Facilities and Property Management (F&PM), Security Services and Legal Services divisions.

Community groups and non-profit organizations can request recognition in the form of either a flag raising or lighting of the Civic Centre clock tower.

- Flag raising requests must be submitted at least six weeks in advance.
- Lighting requests must be submitted at least two weeks in advance.
- Organizations can select only one recognition option (flag raising or lighting) per year.
- Requests must be made annually; they will not carry over year after year.
- Recognition items are issued at the discretion of the City of Mississauga. Requests are reviewed and evaluated in the order they are received.

Flag Raisings

The City of Mississauga raises flags for community/non-profit groups and organizations that meet the criteria in the Community Recognition policy. The requestor is responsible for providing the flag.

Flag raisings take place on the designated community flag pole located on the Mississauga Celebration Square. They are promoted digitally on the Celebration Square screens on the day of the flag raising and in rotation with scheduled programming. Raised flags remain in place for one day (up to 24 hours).

F&PM staff provide on-site and technical support for flag raisings.

Lightings

Community/non-profit groups and organizations requesting a lighting of the City's Clock Tower are required to make a deputation to Council.

For community/non-profit groups who have had a lighting approved in a previous year, a deputation is welcome but not necessary. Repeat annual requests for lightings can be approved by the Commissioner of Corporate Services.

Lightings take place for one evening and on the approved date as per the direction provided by Council or the Commissioner of Corporate Services. In response to feedback from the community and Members of Council, they are now promoted digitally on the Mississauga Celebration Square screens on the day of the lighting and in rotation with scheduled programming.

Lights are programmed by Culture staff during regular hours of work and do not typically require overtime costs.

Available single colours are deep blue, light blue, turquoise, light green, green, orange, red and purple. Yellow lightings are not recommended as that colour appears as white. Multiple colours are not available at this time.

The Celebration Square Lighting Enhancement project was approved as part of Culture Division's Capital Budget in 2016. The following areas will be equipped with LEDs and new lighting controls:

- Clock Tower
- Tower Building
- Parking Building Façade (facing Celebration Square)
- Upper Square (Colonnade, Amphitheatre, Ice Rink/Fountain)
- Lower Square (Main Lawn Trellis)

The new lighting system will allow for a more streamlined process with greater impact and options for lighting. The project is being led by F&PM and is targeting completion by January 2018.

Since the program launched, the City has supported nine community flag raisings and 20 clock tower lightings. In addition, the City supported one flag raising and three clock tower lightings that fell outside of program criteria. As per policy, the requests were shared with Members of Council who gave approval. Those additional recognitions were:

- Flag raising request from Meadowvale Seniors Community Group to raise the United Nations flag for International Day of Older Adult Persons
- Lighting request from Canada150 Bureau to support the 50 day countdown to Canada150
- Lighting request from Mayor to show solidarity for Quebec shooting
- Lighting request from Mayor and Council to acknowledge Hazel McCallion Day.

Originators files: File names

The table below is a summary of the types of recognition and the overtime costs associated with each during the pilot.

Community Cause	Type of Recognition	Time of day	OT Required
Pride Week	Flag raising	Daytime	no
Colombia Independence Day	Flag raising	Evening	Yes - Comms & F&PM
International Day of Older Adult Persons	Flag raising	Daytime	no
Mississauga Food Bank Thanksgiving Campaign	Flag raising	Daytime	no
Turkish Independence Day	Flag raising	Evening	Yes - Comms & F&PM
Sikh Heritage Month	Flag raising	Evening	Yes - Comms & F&PM
Lions' 100th anniversary	Flag raising	Daytime	no
Community Living Month	Flag raising	Daytime	no
Portugal Independence Day	Flag raising	Daytime	no
Mitochondrial Awareness Week	Lighting	Evening	no
Trigeminal Neuralgia Day	Lighting	Evening	no
World Mental Health Day	Lighting	Evening	no
Wrongful Conviction Day	Lighting	Evening	no
Giving Tuesday	Lighting	Evening	no
Mississauga Steelheads Game Opener	Lighting	Evening	no
Islamic History Month	Lighting	Evening	no
World Prematurity Day	Lighting	Evening	no
Countdown to Canada 150	Lighting	Evening	no
Alzheimer's Awareness Month	Lighting	Evening	no
Purple Day	Lighting	Evening	no
Solidarity with Quebec shooting	Lighting	Evening	no
Hazel McCallion Day	Lighting	Evening	no
Wish Month	Lighting	Evening	no
Food Allergy Month	Lighting	Evening	no
Fibromyalgia & ME/ Chronic Fatigue Awareness Day	Lighting	Evening	no
Human Values Day	Lighting	Evening	no

Comments

Flag Raisings

Many flag raisings include remarks such as greetings from Mayor, Councillors and other dignitaries. On these occasions, sound has been an issue as Celebration Square's policy and guidelines prohibit amplified sound unless it is part of a larger event at which there is technical staff support.

In response to this feedback from the community and Members of Council, Communications staff has been supporting community groups with a City-issued portable sound system. This support requires staff to be present at the flag raising. In addition, F&PM staff is required for on-site technical support for flag raisings.

During the pilot, three flag raisings took place after regular working hours and required on-site staff support. As the program grows and flag raisings are increasingly requested on evenings, weekends and holidays, it is expected that overtime costs will be incurred. These costs will continue to be monitored and reported back as required.

There are no guidelines that staff can refer to when evaluating which flags represent which nations. Therefore, it is recommended that the criteria for flag raisings be updated to indicate only flags representing nations recognized by Global Affairs Canada will be approved. This would provide staff with an objective standard to use when evaluating requests. The approach is similar to messaging in the lighting criteria that the City recognizes lightings that align with the Health Canada calendar of health promotion days.

Lightings

In the past, the F&PM Division arranged for the rental of lighting equipment, including coloured lights. The Culture Division provided the staff resources for managing the set-up of the equipment and activation of each lighting request. The initial cost for each lighting was approximately \$2,000 and later, through streamlining the process, was further reduced to approximately \$500. As a result of the costs, Council approval was required and requests were submitted through deputations from community groups or brought forward by Members of Council.

Currently, the Culture Division arranges and executes the lightings; lightings are programmed in advance during regular working hours. Although the lightings take place during the evening, Culture and F&PM staff is no longer required to be on site. As a result of automating the process, costs have been minimized and are managed within existing budgets. Therefore, it is now possible to begin receiving requests online instead of through a deputation to Council.

The process for Communications staff to review and evaluate lighting requests and to work with the requestor and Culture to schedule is very similar to the process for flag raisings. Currently, deputations must be booked at least eight business days prior to the Council meeting, and two

weeks are required between the Council meeting and the date requested for the lighting. However, the coordination that takes place behind the scenes is not captured within this timeline. As a result, it is recommended that the lead time for processing online lighting requests be modified to six weeks to align with the process for flag raisings.

On occasion, it may be necessary for the City or other levels of government to request recognition activities and provisions are needed to address these. Requests from the City and other levels of government would be coordinated and in the same manner as those originating from community groups. This would include Communications Division reviewing and approving requests and working with the staff requesting the recognition, as well as F&PM and Culture divisions to schedule.

Next Steps

The Community Recognition Program would be based on the current program elements, criteria and processes, with the addition of the operational elements outlined below.

Type of Recognition: Flag Raising (approximately 7 staff hours)	
Current Process	<ol style="list-style-type: none"> 1. Request is submitted online through the Community Recognition Program web page application form at least six weeks in advance of desired recognition date (the application form is available in alternative formats upon request) 2. Communications reviews, evaluates and approves requests and works with the requestor as well as F&PM and Culture to schedule. 3. Once approved, Communications updates: <ol style="list-style-type: none"> a. Community Recognition Program online calendar listing b. Mayor and Council regarding approved requests and any changes. 4. Flag raising takes place on date approved.
Proposed Enhancements	<ol style="list-style-type: none"> 1. Provide staff and portable audio system for flag raisings. 2. Update criteria to advise that “only flags representing nations recognized by Global Affairs Canada will be approved.” 3. Requests originating from the City (Council or staff) will be processed by Communications staff in the same manner as requests originating from community groups.

Type of Recognition: Lighting (approximately 5 staff hours)	
Current Process	<ol style="list-style-type: none"> 1. Request is submitted online through the Community Recognition Program web page with the requestor being asked to make a deputation to Council two weeks in advance of desired recognition date. (the application form is available in alternative formats upon request). Or Request is brought forward by Mayor and Members of Council during General Committee and Council meetings. 2. Clerks notifies Communications of the request and date of deputation. 3. In advance of the deputation, Communications reviews and evaluates requests and works with Clerks as well as F&PM and Culture to confirm date, and provides Commissioner of Corporate Services with information with which to advise Council. 4. Council approves first time lighting requests. Requests for lightings approved by Council in previous years are approved by the Commissioner of Corporate Services. 5. Once approved, Communications: <ol style="list-style-type: none"> a. Updates Community Recognition Program online calendar listing. b. Works with requestor to coordinate logistics c. Updates Mayor and Council regarding approved requests and any changes. 6. Lighting takes place on date approved.
Proposed Enhancements	<ol style="list-style-type: none"> 1. Requests for lightings are submitted online at least six weeks in advance of the requested date. 2. Requests originating from the City (Council or staff) and other levels of government will be processed by Communications staff in the same manner as requests originating from community groups.

In addition, after the Celebration Square Lighting Enhancement project is implemented, it is expected that the demand for clock tower lightings will increase significantly. It is recommended that staff monitor the program outlined above for one year and report back to Council in the spring of 2019.

Strategic Plan

The establishment of a Community Recognition Program aligns with the City's Strategic Plan pillars of *Belong – Nurture Diverse Cultures* and *Connect – Celebrate our Community*. It also supports the City's new brand stories of "Welcoming World Culture" and "Inspiring Possibilities."

Financial Impact

Each flag raising request requires approximately seven hours in staff time and each lighting request requires approximately five hours. This includes day-to-day management of the program as well as coordinating promotional tactics related to the program launch. Staff time will continue to be monitored and tracked for budget impact.

Conclusion

An ongoing Community Recommendation Program will provide the City with an opportunity to continue recognizing and celebrating special occasions and events which foster a spirit of community, celebrate Mississauga's diverse cultures and contribute to enriching the quality of life in Mississauga.

Attachments

Appendix 1: Corporate Report dated April 25, 2016 re Community Recognition Program

Appendix 2: Community Recognition Policy 06-04-04



Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Leslyn V. Johnson, Senior Communications Advisor

City of Mississauga Corporate Report



Date: 2016/04/28

To: Chair and Members of General Committee

From: Gary Kent, Commissioner of Corporate Services and
Chief Financial Officer

Originator's files:

Meeting date:
2016/05/18

Subject

Community Recognition Program

Recommendation

1. That the proposed one-year pilot Community Recognition Program as outlined in the report dated April 28, 2016 from the Commissioner of Corporate Services and Chief Financial Officer, be approved.
2. That the new Draft Community Recognition Program Policy as outlined in Appendix 2 attached to the report dated April 28, 2016 from the Commissioner of Corporate Services and Chief Financial Officer, be approved.
3. That the Flag Protocol Policy be amended to align with the Community Recognition Policy as outlined in Appendix 3 attached to the report dated April 28, 2016 from the Commissioner of Corporate Services and Chief Financial Officer.

Report Highlights

- The City of Mississauga does not issue proclamations and does not raise community banners/flags or national flags on official City flag poles as per Council Resolution 0109-95; however, in light of community requests for recognition, Council requested staff review this position.
- Staff brought forward an initial report to General Committee for a one-year pilot Community Recognition Program on April 22, 2015. General Committee recommended the City's new Diversity and Inclusion Advisory Committee (DIAC) provide their input on the proposed program.
- Staff conducted two presentations to the DIAC the first on November 18, 2015 and the second on April 20, 2016 regarding the proposed Community Recognition Pilot Program and its three key areas: flag raisings, proclamations and lighting the City's

Clock Tower.

- The DIAC supports the proposed one-year pilot Community Recognition Program for flag raisings and lightings as outlined in this report.
- The proposed one-year pilot Community Recognition Program would include:
 - flag raisings on a designated flag pole and digitally on the Celebration Square screens as available and in rotation with scheduled programming; and
 - Lighting of the Clock Tower.
- Recognition will be limited to one request per year for either a flag raising or lighting and only one flag raising and one lighting request may occur on the same day. Flags will remain in place for one-day (up to 24 hours) and lightings will occur for one evening. Recognition requests will be reviewed and evaluated in the order they are received.
- Each request will be reviewed thoroughly based upon online research. There will be times further discussion and deeper consideration is required before a decision is made on a particular request.
- With Council's approval, the one-year pilot Community Recognition Program would begin in June 2016 and staff will report back at the conclusion of the pilot in June 2017.
- Awareness for the one-year pilot Community Recognition Program will be done using digital channels and media relations activities.

Background

This Corporate Report builds on information provided and direction received during the General Committee meeting on April 22, 2015. A copy of the Corporate Report and Research Report presented on that date are attached (Appendix 1).

As directed by General Committee, staff met with the Diversity and Inclusion Advisory Committee (DIAC) on November 18, 2015 and April 20, 2016 and provided them with detailed presentations regarding the proposed one-year pilot Community Recognition Program and its three areas of focus: proclamations, flag raisings and lightings.

The DIAC discussed the proposed one-year pilot Community Recognition Program thoroughly, particularly flag raisings and supported a one-year pilot program for the introduction of flag raisings and lightings. The DIAC suggested that the flag raisings be done on both an identified flag pole and in a digital manner on the Celebration Square screens as available and in rotation with scheduled programming. The DIAC initially supported the recommendation of continuing with the City's current practice of not issuing proclamations but further discussion yielded the suggestion that proclamations be considered and discussed again at a future meeting of the DIAC.

Present Status

The City of Mississauga does not issue proclamations and does not raise community banners/flags or national flags on official City flag poles as per Council Resolution 0109-95.

In 1995, Council discontinued the practice due to the increasing costs of providing the services and because of an Ontario Human Rights Commission (OHRC) decision in which a city was fined for refusing to grant a flag raising request. In light of community requests for recognition, Council requested staff review this position.

Currently, no formal process exists for lighting requests. At this time, groups and/or individuals requesting the City of Mississauga light up its Clock Tower are asked to make a deputation to Council regarding their request. Additionally, requests are also made directly through the Mayor and Members of Council during General Committee and Council meetings.

Council approves each lighting request individually and provides direction to staff to incur the costs (estimated at approximately \$500 per request) and arrange the necessary technical requirements and staffing resources needed to implement the lighting request.

The Facilities and Property Management (F&PM) Division arranges for the rental of all required lighting equipment, including coloured lights. The Culture Division provides the staff resources for managing the set-up of the equipment and activation of each lighting request. At this time, lighting requests are displayed on the City's Clock Tower using a single colour and are promoted through the City's corporate social media channels by Communications staff.

In 2016, the City has received 6 requests for lighting, 1 for flag raisings and 2 for proclamations.

It should be noted that the existing Civic Centre lighting infrastructure is antiquated and inefficient and is due for lifecycle replacement. To that point, staff has researched options that would support expanded lighting capabilities for the Civic Centre and Celebration Square.

Lighting options are as follows:

1. Install new LED multi-colour lighting to allow for colour changes on the building façade and clock tower - \$630,000
2. Install new LED multi-colour lighting to enhance the upper square (rink, colonnade and amphitheatre) and lower square (main lawn and trellis) amenities - \$420,000
3. Install new image projection mapping technology that would project graphic animated images on the building façade face - \$2,075,000

The above lighting upgrades provide a modern and efficient way for the City to recognize special occasions and events that enhance the existing architectural elements and features of the Civic Centre and Celebration Square. It would also enable the display of lighting and projection based public art installations. This functionality holds the potential to differentiate the Civic Centre and Celebration Square as iconic architectural and cultural landmarks in Mississauga.

A detailed lighting report outlining funding options and grant opportunities will be presented to Council later this year for their input and direction.

Comments

Following the November 18, 2015 meeting of the DIAC, Legal and Communications staff reviewed the options for flag raisings that were limited to secular, community/non-profit groups and organizations as well as Indigenous and Lesbian, Gay, Bisexual and Transgender (LGBT) Pride celebrations as suggested by the DIAC.

On April 20, 2016, staff presented the following Legal opinion and criteria list to the DIAC.

Legal Opinion

Legal reviewed the options outlined by the DIAC regarding the City's risk and exposure to Human Rights complaints and provided the following recommendation:

"Exemptions for specific national or cultural groups and organizations are in direct contradiction of the Ontario *Human Rights Code* which prohibits discrimination based on religion and national or ethnic origin.

Following the DIAC's recommendation precisely and restricting flag raisings and community recognition to secular, not-for-profit organizations and those representing LGBT and First Nations communities could expose the City to claims of religious discrimination before the Human Rights Tribunal of Ontario.

Observations of the discussions held by the DIAC suggest that its members are not seeking to exclude certain groups but rather are trying to focus on giving priority to those groups that would foster a spirit of community and represent the City of Mississauga's core values.

It is suggested that the criteria for community recognition and in particular flag raisings is exclusive to those organizations that indeed foster a spirit of community.

The following criteria support this recommendation:

1. Groups/organizations must be Mississauga based or have an identifiable presence in the Mississauga community
2. That the group/organization is able to (a.) demonstrate that the event/occasion is either of interest or benefit to the City as a whole

Or

(b.) Supports a municipal, regional, provincial or federal government program or initiative.

3. That the group/organization is not for profit

Or

Is aligned with Health Canada's Calendar of Health Promotion Days (<http://www.hc-sc.gc.ca/ahc-asc/calend/index-eng.php>)

4. That the group/organization's core values do not conflict with the City's core values, vision or strategic goals or do not adversely impact on the City's identity.
5. The group/organization and event must help foster a spirit of community and a climate of understanding and contribute to and enrich the quality of life in Mississauga.
6. The content of the requested message for the campaign, initiative, program or activity:
 - (a.) May not be in conflict with any applicable laws, City by-laws or policies
 - (b.) Does not have the potential to incite violence and hatred
 - (c.) Does not present demeaning or derogatory portrayals of individuals or groups
 - (d.) Is not of questionable taste in style, substance or presentation method
 - (e.) Does not minimize and/or detract from the image of the City and/or its employees
 - (f.) In light of generally prevailing community standards, is not likely to cause deep or widespread offence."

Proposed One-Year Community Recognition Program

The following chart outlines the recommended one-year pilot Community Recognition Program. It was developed based on input received from the DIAC and research conducted by staff in the City's Corporate Performance and Innovation Office and Communications.

Program Element	Staff Recommendation	Details
1. Flag Raisings	Implement a one-year flag raising pilot for groups/organizations that foster a spirit of community based on the suggested outlined criteria and as per the Community Recognition Program Policy	<ul style="list-style-type: none"> • Flag raisings to be conducted on an identified flag pole on Mississauga Celebration Square and digitally on the Mississauga Celebration Square screens, as available and in rotation with scheduled programming • Propose that one of the current flag poles on the west side of the Mississauga Celebration Square be used and that the Regional flag be removed as per our Flag Protocol at City Facilities Policy (60-04-03) • Staff resources (Communications,

Originators files: File names

		Facilities and Property Management, Culture) are estimated at approximately 12 hours per request
<i>Recommendation supported by the DIAC</i>		
Program Element	Staff Recommendation	Details
2. Lightings	Continue with current process of having groups and/or individuals requesting a lighting make a deputation to Council and/or Have Mayor and Members of Council bring lighting requests forward during General Committee and Council meetings.	<ul style="list-style-type: none"> Facilities and Property Management to arrange rental of all required lighting equipment, including coloured lights Culture to provide staff resources for managing the equipment set-up and lighting activation Lighting requests to be displayed on the City's Clock Tower using a single colour Cost per lighting is approximately \$500 Communications staff to support with social media messaging
<i>Recommendation supported by the DIAC</i>		

Program Element	Staff Recommendation	Details
3. Proclamations	Continue with current practice and not issue proclamations and report back to General Committee following further discussion by the DIAC.	<ul style="list-style-type: none"> The DIAC initially supported the staff recommendation to continue with the current practice of not issuing proclamations Further discussion yielded the suggestion that proclamations be considered and discussed again at a future meeting of the DIAC
<i>Recommendation initially supported by the DIAC; however further discussion by the committee is now desired</i>		

Program Administration

The one-year pilot Community Recognition Program would be administered by the Communications Division with support from the Facilities and Property Management (F&PM) and Culture Divisions.

Recognition will be limited to one request per year for either a flag raising or lighting. Only one flag raising and one lighting request may occur on the same day. Flags will remain in place for one-day (up to 24 hours) and lightings will occur for one evening. Recognition requests will be reviewed and evaluated in the order they are received.

Program Element	Process
Flag Raisings	<ol style="list-style-type: none"> 1. Request made online through the Community Recognition Program web page application form (*Note: the application form will be made available in alternative formats upon request) six weeks in advance of desired recognition date. 2. Communications will review, evaluate and approve requests and work with the requestor as well as F&PM and Culture. 3. Communications to update: <ol style="list-style-type: none"> a. Mayor and Council regarding approved requests (monthly) b. Community Recognition Program web page listing (as requests are approved). 4. Flag raising to take place on requested date as per the application submitted.

Program Element	Process
Lightings	<ol style="list-style-type: none"> 1. Request for Lighting made online through the Community Recognition Program web page with the requestor being asked to come forward and make a deputation to Council two weeks in advance of desired recognition date. (*Note: ability to make a request using alternative formats available upon request.) Or Requests brought forward by Mayor and Members of Council during General Committee and Council meetings. 2. Council approves lighting request. 3. Communications to update Community Recognition Program web

	<p>page listing (as requests are approved).</p> <p>4. Communications to work with F&PM and Culture.</p> <p>5. Lighting to take place on requested date as per the application submitted or Council direction.</p>
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If approved by Council, staff would begin to promote the one-year pilot of the Community Recognition Program through digital channels (social media, digital screens) and also through media relations activities.

While the proposed flag raising criteria helps to minimize the City's risk for discrimination claims with the Human Rights Tribunal of Ontario, it does require staff to use a thoughtful, but subjective evaluation process. Each request will be reviewed thoroughly based upon online research. There will be times (following significant research) that further discussion and deeper consideration is required before a decision is made on a particular request.

It is important to note that based on the experiences of cities currently conducting flag raisings, controversy and complaints can be reduced but cannot be completely avoided.

Strategic Plan

A one-year pilot Community Recognition Program supports the City's Strategic Plan pillars of *Belong – Nurture Diverse Cultures* and *Connect – Celebrate our Community*. In addition, it also helps to support the City's new brand stories of "Welcoming World Culture" and "Inspiring Possibilities."

Financial Impact

Staff estimates a cost of \$1-2K to develop the program components and implement an awareness/promotional plan. Based on Council's direction, the one-year pilot Community Recognition Program would begin in June 2016.

This would be managed during the pilot phase within existing budgets. At the conclusion of the pilot phase, staff will report back on the actual costs, including labour.

Conclusion

The proposed one-year pilot Community Recognition Program helps to provide the City with opportunities to recognize and celebrate special occasions and events which "foster a sense of community" and celebrate Mississauga's rich and diverse cultures.

Pending Council's approval, staff will report back to Council at the conclusion of the one-year pilot Community Recognition Program in June 2017.

Attachments

Appendix 1: Community Recognition – Program, Policy and Process for Requests in Support of Community Campaigns and Special Events Corporate Report .April 22, 2015. and Benchmarking Report: Community Recognition Policies and Practices
Appendix 2: Draft Community Recognition Policy
Appendix 3: Revised Flag Protocol at City Facilities Policy. 06.04.03



For:

Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Ivana Di Millo, Director, Communications

Corporate Policy & Procedure



Policy Title: Community Recognition Program

Policy Number: 06-04-04

Section:	Public Relations	Subsection:	Recognition
Effective Date:	December 14, 2016	Last Review Date:	[Last Review]
Approved by: Council	Owner Division/Contact: Corporate Communications, Corporate Services Department		

Policy Statement

The City of Mississauga's Community Recognition Program brings public awareness to special occasions and events which enhance the health, welfare, safety and cultural diversity of the community.

Purpose

The Community Recognition Program is intended to raise awareness and encourage participation in fundraising initiatives, public awareness campaigns and cultural, sport and entertainment programs and activities that foster a spirit of community and contribute to enriching the quality of life in Mississauga.

This policy outlines the types of recognition available, the criteria and application process and roles and responsibilities of staff.

Scope

This policy applies to community/non-profit groups and organizations that meet the criteria outlined in this policy.

Special achievements and anniversaries of individuals, groups and organizations or businesses are recognized through the City of Mississauga Civic Recognition Program. Refer to Corporate Policy and Procedure – Civic Recognition Program for more information.

Council may elect to display a national flag that is related to the promotion of an international City-hosted or joint-partnership event. For more information refer to Corporate Policy and Procedure – Recognition – Flag Protocol at City Facilities – Exceptions.

Policy Number: 06-04-04

Effective Date: December 14, 2016

Policy Title: Community Recognition Program

Last Review Date:

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Legislative Requirement

Any collection, use and disclosure of information under this policy will be undertaken in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*.

Definitions

For the purposes of this policy:

“Commissioner” means the Corporation’s Commissioner of Corporate Services, Chief Financial Officer and Deputy Treasurer and includes any person who has been authorized, in writing, to temporarily act during absence or vacancy in that office.

“Director” means the Director, Communications, Corporate Services Department or his/her designate.

Administration

The Community Recognition Program is administered by the Communications Division, Corporate Services Department with the support of the Facilities and Property Management Division, Corporate Services Department and the Culture Division, Community Services Department.

City’s Role

The City’s relationship with community organizations, volunteer groups or other organizations under this program is one of support only. Such support does not constitute civic endorsement and will not be seen to represent or imply any partnership.

Accountability

Communications Division

Communications staff are responsible for

- Reviewing all applications for compliance with the criteria outlined in this policy
- Ensuring a previous request has not been processed for that calendar year (maximum of one per year)
- Approving all applications, in consultation with other departments/divisions and the Commissioner, where necessary
- Notifying applicants of the outcome of their application
- Providing the Mayor and Members of Council with a schedule of approved recognition activities (monthly)
- Scheduling and completing all approved social media messaging, and
- Advising applicable departments/divisions as required to prepare and complete approved requests

Policy Number: 06-04-04

Effective Date: December 14, 2016

Policy Title: Community Recognition Program

Last Review Date:

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Director

The Director is responsible for:

- Ensuring applicable staff is aware of and trained on this policy, and
- Approving wording of digital and social media messaging

Criteria

The following criteria must be met:

1. Groups/organizations must be Mississauga based or have an identifiable presence in the Mississauga Community
2. The group/organization is able to
 - a) Demonstrate that the event/occasion is either of interest or benefit to the City as a whole
 - Or
 - b) Supports a municipal, regional, provincial or federal government program or initiative.
3. The group/organization is not for profit
 - Or
 - Is aligned with [Health Canada's Calendar of Health Promotion Days](#)
4. The group/organization's core values do not conflict with the City's core values, vision or strategic goals or do not adversely impact on the City's identity
5. The group/organization and event must help foster a spirit of community and a climate of understanding and contribute to and enrich the quality of life in Mississauga
6. The content of the requested message for the campaign, initiative, program or activity
 - a) May not be in conflict with any applicable laws, City by-laws or policies
 - b) Does not have the potential to incite violence and hatred
 - c) Does not present demeaning or derogatory portrayals of individuals or groups
 - d) Is not of questionable taste in style, substance or presentation method
 - e) Does not minimize and/or detract from the image of the City and/or its employees
 - f) In light of generally prevailing community standards, is not likely to cause deep or widespread offence

Types of Recognition

Community/non-profit groups and organizations may qualify for one of the following types of recognition, as appropriate

1. Community flag raising (on a flag pole designated by the City on Mississauga Celebration Square and digitally on the Mississauga Celebration Square screens, as available and in rotation with scheduled programming)
2. Lighting of the City Hall Clock Tower (Initial requests - Council deputation required or request brought forward by Mayor or a Member of Council during General Committee or Council meetings. Subsequent annual requests – Commissioner approval)

Policy Number: 06-04-04

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Policy Title: Community Recognition Program

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Recognition requests will be reviewed and evaluated in the order they are received. Community/non-profit groups and organizations will be limited to one request per year. A flag raising and lighting request may occur on the same day; but two flag raisings or two lightings will not be permitted on the same day.

Flags will remain in place for one day (up to 24 hours) and take place on the requested date, as per the application submitted. Lightings will occur for one evening and take place on the requested date, as per the application submitted or the direction provided by Council.

1. Flag Raising

The City of Mississauga will raise flags for community/non-profit groups and organizations that meet the criteria in this policy. The requestor will be responsible to provide the flag.

Requests will be reviewed and evaluated in the order they are received. Flag raisings will be done on a flag pole designated by the City on Mississauga Celebration Square and digitally on the Mississauga Celebration Square screens, as available and in rotation with scheduled programming.

Flags will remain in place for one day (up to 24 hours) and will occur on the requested date, as per the application submitted.

Support Provided

Depending on availability, the City's support may consist of one or more of the following.

Corporate Communications will be responsible for:

- Coordinating with the Facilities and Property Management team to advise of the date, confirm resources and provide them the flag
- Working with the requestor and the Culture Division to prepare a virtual display on Mississauga Celebration Square digital screens, as available and in rotation with scheduled programming (image to be provided by the requestor)
- Social media messaging for the designated day or first day of week/month of the designated period
- Updating the flag raising listing on the Community Recognition Program web page (as each is approved) and advising Mayor and Council (monthly) of the flag raising schedule

Facility and Property Management will be responsible for:

- Raising and lowering of flags on designated flag pole on Mississauga Celebration Square

Culture will be responsible for:

- Including virtual display on Mississauga Celebration Square screens, as available and in rotation with scheduled programming

Policy Number: 06-04-04

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Policy Title: Community Recognition Program

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2. Lighting

Initial Request:

Community/non-profit groups and organizations requesting the City's Clock Tower be lit will be required to make a deputation to Council to seek the approval of the Mayor and Members of Council. Additionally, requests may be brought forward by the Mayor or a Member of Council during General Committee or Council meetings.

Requests will be reviewed and evaluated in the order they are received.

Subsequent Requests for Approved Lighting

Once a request for lighting of the City's Clock Tower has been approved by the Mayor and Members of Council, subsequent requests for annual lighting will be approved by the Commissioner.

Lightings will occur for one evening and will take place on the requested date, as per the application submitted or the direction provided by Council or the Commissioner.

Support Provided

Responsibilities for approved lighting requests are as follows.

Corporate Communications will be responsible for:

- Posting on social media (e.g. the City's Corporate Twitter and Facebook channels) to acknowledge the lighting recognition/ activation

Facility and Property Management will be responsible for:

- Arranging the rental of the necessary lighting equipment and coloured lights (Note: lighting requests will be displayed on the City's Clock Tower using a single colour only.)

Culture will be responsible for:

- Managing the lighting equipment set-up and activation

Application Process

Flag raising applications will be available online on the Community Recognition Program web page. (The application in alternative formats is available upon request.) Staff will review each application against the established criteria.

Community/non-profit groups and organizations requesting lighting of the Clock Tower will be directed to schedule a deputation at Council through the Clerk's Office for initial requests.

Requests for subsequent annual lighting of the Clock Tower must be submitted, in writing/email, to the Commissioner.

Policy Number: 06-04-04

Effective Date: December 14, 2016

Policy Title: Community Recognition Program

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Requests for flag raisings must be received no later than six weeks before the requested recognition date to allow for adequate review, planning and scheduling. Requests for lightings, including subsequent annual lightings, must be received no later than two weeks before the requested recognition date to allow for adequate review, planning and scheduling.

Exceptions to the timelines may be approved by the Commissioner. Incomplete applications, including the absence of any required images, will be returned to the applicant and considered as new applications upon re-submission.

The applicant will be advised by email confirmation that their request has been approved, including the date that the organization will be recognized.

Decision Making Process

In the event that a request appears to be in conflict with any of the criteria outlined in this policy, applicable staff will conduct an objective and impartial analysis of the request in relation to the criteria.

Staff involved in the analysis will make a recommendation, in writing, to the Commissioner to either decline or approve the request. The Commissioner's decision will be final and will be communicated to the applicant in a timely manner.

Revision History

Reference	Description
GC-0373-2016 – 2016 05 25	
Resolution 0244-2016 – December 14, 2016	Subsequent annual lighting of the clock tower will be approved by the Commissioner