
Diversity and Inclusion Advisory Committee

Date

2017/12/06

Time

6:00 PM

Location

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

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
Paula De Coito
Sandeep Tatla
Sharon Douglas

Members of Council

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

Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services
905-615-3200 ext. 3795 allyson.dovidio@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 - May 17, 2017
5. PRESENTATIONS - Nil
6. DEPUTATIONS
 - 6.1. Mojan Jianfar, Assistant Planner, Culture Planning with respect to the Draft Culture Master Plan Update
7. PUBLIC QUESTION PERIOD - 15 Minute Limit (5 Minutes per Speaker)

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:
The Diversity and Inclusion Advisory Committee may grant permission to a member of the public to ask a question of the Diversity and Inclusion Advisory Committee, with the following provisions:

1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
 2. A person asking a question shall limit any background explanation to two (2) statements, followed by the question.
 3. The total speaking time shall be five (5) minutes maximum, per speaker.
8. MATTERS TO BE CONSIDERED
 - 8.1. Holiday Messages on MiWay Bus Destination Signs
 - 8.2. 2018 Diversity and Inclusion Advisory Committee Meeting Dates
9. INFORMATION ITEMS
 - 9.1. News Release: City Awarded Funding for Newcomer Program Welcome Home to Mississauga Roadshow (Diana Rusnov, Director of Legislative Services and City Clerk)
10. OTHER BUSINESS

11. DATE OF NEXT MEETING

Wednesday, March 21, 2018.

12. ADJOURNMENT

City of Mississauga

Minutes



Diversity and Inclusion Advisory Committee

Date

2017/05/17

Time

6:10 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
Kris Noakes
Lilian Kwok
Pradip Francis Rodrigues
Pervez Akhter
Vikas Kohli

Citizen Members Absent

Asha Luthra
Josephine Bau
Nagwa Abou El-Naga
Rajinder Saini
Ram Dhanjal
Sarwan Liddar
Sueelyn Knight

Stakeholders Present

Sharon Douglas

Staff Members Present

Janice Baker, City Manager, CAO
Gary Kent, Commissioner of Corporate Services and Chief
Financial Officer
Crystal Greer, Director, Legislative Services and City Clerk
Diana Rusnov, Manager, Legislative Services and Deputy Clerk
Stephanie Smith, Legislative Coordinator

Stakeholders Absent

Christopher Taylor
Sandeep Tatla

Members of Council Present

Mayor Bonnie Crombie
Councillor Ron Starr
Councillor Sue McFadden

Find it online

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

1. CALL TO ORDER – 6:10pm

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 Minutes - February 15, 2017

Approved (I. Malik)

5. DEPUTATIONS

5.1. Item 5.1 Lesley Johnson, Senior Communications Advisor with respect to the community recognition pilot program

Ms. Johnson outlined the community recognition pilot program and spoke to the current status of the program, key observations and next steps.

Questions and comments were made by Members of the Committee about: how many flag requests were refused; that the City purchase a portable sound system and collect a security deposit from groups who require sound at their event; managing multiple events at Celebration Square on the same evening; if any noise complaints were received; build in a rental fee if groups require to use Celebrations Square equipment; and that the City is setting an example of inclusion with the community recognition pilot program.

Janice Baker, City Manager and Gary Kent, Commissioner of Corporate Services and Chief Financial Officer spoke to the administrative challenges of accepting deposits from community groups who would want to use the City's portable sound system or Celebration Squares sound system, that the implementation cost would need to be inclusive and accessible, streamlining a process for groups and that they would review and continue monitoring group requests to use a sounds system.

RECOMMENDATION

DIAC-0004-2017

That the deputation by Lesley Johnson, Senior Communications Advisor with respect to the community recognition pilot program be received.

Received (D. Gordon-Mohamud)

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 CONSIDERED
 - 7.1. Community Recognition Program

RECOMMENDATION
DIAC-0005-2017
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.

Received (D. Gordon-Mohamud)
8. OTHER BUSINESS – Nil
9. DATE OF NEXT MEETING - September 13, 2017
10. ADJOURNMENT – 6:42PM (K. Noakes)

City of Mississauga

Corporate Report



Date: 2017/08/04

To: Chair and Members of Diversity and Inclusion Advisory Committee

From: Geoff Wright, P. Eng, MBA, Commissioner of Transportation and Works

Originator's files:

Meeting date:
2017/09/13
2017/12/06

Subject

Holiday Messages on MiWay Bus Destination Signs

Recommendation

Staff recommend that the current practice of voluntarily displaying statutory holiday messages continue. The Diversity and Inclusion Advisory Committee (DIAC) provide a recommendation to Council on:

1. Whether the current practice of displaying statutory holiday messages on MiWay bus destination signs should be expanded to include religious holiday messages.
2. If the practice should be expanded, that DIAC provide direction on which religious holiday messages would be acceptable to the community.

Report Highlights

- Transit Operators have discretion to voluntarily display pre-programmed, non-service-related messages (e.g. Merry Christmas or Happy Canada Day) on MiWay bus destination signs by manually inputting corresponding codes.
- Messages related to statutory holidays are included in the system while religious holidays are not included.
- A summary of the religious affiliations of the Mississauga population and their associated holy days and holidays are included in Appendix 2.
- None of the three municipal transit systems that MiWay connects with displays religious holiday messages on their bus destination signs. Although Oakville also displays statutory messages similar to MiWay.
- Staff recommend that the current practice of voluntarily displaying the statutory holiday messages listed in Appendix 1 continue.

Background

All MiWay buses have electronic destination signs on the front and curbside of the vehicle. Transit Operators have discretion to voluntarily display pre-programmed; non-service-related messages (e.g. Merry Christmas or Happy New Year) on these signs. This is in addition to the standard route/service information (e.g. Route 1 – Dundas East) that automatically displays when a Transit Operator enters their employee number and work duty number into the iBus system. Given display limitations and Accessibility for Ontarians with Disabilities Act (AODA) requirements the messages are very limited in length.

MiWay received a request in January 2016 to display “Happy Hanukkah,” which prompted a review of messages on bus destination signs.

An external review found that only one of the three municipal transit systems that MiWay connects with (Oakville Transit) displays non-service-related messages on their destination signs. Brampton Transit and the TTC do not. While Oakville Transit displays “Merry Christmas”, a statutory holiday, and “GO Jays GO,” for example, it does not display religious holiday messages.

On June 15, 2016, General Committee directed that the matter of “Holiday Messages on MiWay Bus Destination Signs” be referred to the Diversity and Inclusion Advisory Committee (DIAC) for further discussion.

On Oct. 19, 2016, the Diversity and Inclusion Advisory Committee (DIAC) recommended that MiWay continue with its existing non-service-related messages for another year, and then the Committee would consider expanding the list of messages to include religious holidays.

Comments

Messages related to statutory holidays are included in MiWay’s current list of pre-programmed messages. These include statutory holidays: Happy Canada Day, Lest We Forget (Remembrance Day is a federal statutory holiday), Merry Christmas and Happy New Year (see Appendix 1). Religious holidays are not included in this list.

In the past twelve months MiWay Customer Service has received a handful of positive comments about the use of “Merry Christmas” on the destination signs of buses, and has had no subsequent requests so far for any religious holidays to be displayed on the bus destination signs.

When the need arises to display two service messages (e.g. Route 1 – Dundas East; Temporary Detour), other messages cannot be displayed since the signs can only display up to two messages at once.

Transit Operators have voluntarily chosen to display non-service-related messages on their buses for many years. Attempting to make this process mandatory is not recommended as it creates an administrative burden unrelated to reliable service delivery. Therefore it is not feasible to achieve message consistency across MiWay's fleet of more than 460 buses, or to measure which messages were displayed on which buses at specific times. The display system codes are limited and 40 to 50 messages are a practical limit.

The religious affiliations of Mississauga residents and their associated holy days and holidays in 2017 are included in Appendix 2. The list is extensive and staff are not qualified to identify and craft a short message acceptable to the community for the top three or four religious holidays for the top religions in Mississauga.

Each message in MiWay's list of pre-programmed messages requires a unique code that a Transit Operator must manually enter into the destination sign system. The messaging on the destination sign then alternates between the route/service information and the other message.

Financial Impact

Not applicable.

Conclusion

MiWay is seeking direction from DIAC on whether the current practice of displaying statutory holiday messages on MiWay bus destination signs should be expanded to include religious holiday messages. And if so, MiWay is also seeking direction on which religious holiday messages would be acceptable to the community.

Transit Operators have voluntarily chosen to display non-service-related messages on their buses for many years by manually entering codes from a pre-programmed list into the destination sign system.

None of the three municipal transit systems that MiWay connects with displays religious holiday messages on their bus destination signs and only Oakville shares our practice of displaying statutory holiday messages. Staff recommend that the current practice of voluntarily displaying statutory holiday messages listed in Appendix 1 continue.

Attachments

Appendix 1: MiWay Destination Sign Messages

Appendix 2: Religious Affiliation for Mississauga Population and Holy Days Calendar



Geoff Wright, P. Eng, MBA, Commissioner of Transportation and Works

Prepared by: Christy Moffat, Marketing Consultant

Appendix 1

Destination Sign Messages

Service-Related Messages
MIWAY.CA
BUS FULL, SORRY
FREE RIDE!
SHORT TURN
SERVICES ALL STOPS
PLANNED DETOUR
TEMPORARY DETOUR
SHUTTLE
DROP OFFS ONLY
Non Service-Related Messages
DON'T BE A LITTERBUG
MISSISSAUGA
HAPPY CANADA DAY
MERRY CHRISTMAS
SMOG ALERT TAKE TRANSIT
LEST WE FORGET
HAPPY HOLIDAYS
HAPPY CANADA 150
HAPPY NEW YEAR
Charter Messages
MISSISSAUGA MARATHON
ROUTE A
ROUTE B1
ROUTE B2
ROUTE C
ROUTE D1
ROUTE D2
ROUTE C1
ROUTE C2
ROUTE B
RELAY RUNNER A
RELAY RUNNER B
RELAY RUNNER C
RELAY RUNNER D
RELAY RUNNER E

Appendix 2: Religious Affiliation for Mississauga Population and Holy Days/Holidays Calendar								
	Christian - 59.9%	No Religion - 14.9%	Muslim - 11.9%	Hindu - 7.0%	Sikh - 3.4%	Buddhist - 2.2%	Other - 0.4%	Jewish - 0.3%
2017								
January	1 - New Year's Day 6 - Epiphany 7 - Christmas (J) 14 - New Year's Day (J) 19 - Epiphany (J)			13 - Lohri 14 - Makar Sankranti	5 - Birth of Guru Gobind Singh 13 - Maghi	1 - Temple Day 5 - Sakyamuni Buddha's Enlightenment 28 - Lunar New Year/ Maitreya Bodhisattva's Birthday		1 - Chanukah
February	27 - Clean Monday (J)			1 - Vasant Panchami 24 - Mahashivratri		11 - Lantern Festival/ Magha Puja		
March	1 - Ash Wednesday			12 - Holi 28 - New Year/Vasant Navratri begins	13 - Holi Mohalla 14 - Sikh New Year	12 - Sakyamuni Buddha's Nirvana Day/Magha Puja 16 - Avalokitesvara Bodhisattva's Birthday		12 - Purim
April	14 - Good Friday 16 - Easter 17 - Easter Monday		23 or 24 - Isra'a and Mi'raj	4 - Shri Ramnavami 13 - Vaisakhi/Baisakhi 13 - New Year	13 or 14 - Vaisakhi	13 or 14 - Theravada New Year		11-18 - Pesach (Passover)
May			10 or 11 - Nisfu Sha'ban 27 - Ramadan (fasting month)			10 - Sakyamuni Buddha's Birthday 10 - Wesak/Buddha Day		31 - Jun 1 - Shavuot
June	4 - Pentecost 11 - All Saints Day (J)		21 - Lailat-ul-Qadr 23 - Jumatul Widha 25 - Eid-ul-Fitr		16 - Martyrdom of Guru Arjan Dev	9 - Posen		1 - Shavuot
July			7-9 - Jalsa Salana 11 - Imam Day	8 - Guru Purnima		9 - Asalha Puja Day		
August			31 - Waqfatu'Arafat	7 - Raksha Bandhan 14 - Sri Krishna Janmaashtami 24 - Ganesh/Vinayak Chauth		10 - Avalokitesvara Bodhisattva's Enlightenment		1 - Tishah B'Av
September	11 - Nayrouz (J)		1 - Eid-ul-Adha 21 - New Year (Hijra) 30 - Ashura	4 - Anant Chaturdashi 20 - Sharad Navratri begins 27 - Durgaashtami 29 - Vijaya Dashmi/ Dussehra	1 - Installation of Holy Scriptures of Guru Granth Sahib	5 - Dharma Day/ Ullambana 9 - Avalokitesvara Bodhisattva's Pravrajya/ Buddhist Joy Day		21-22 - Rosh Hashanah 30 - Yom Kippur
October				8 - Karva Chauth 18 - Diwali 20 - New Year	19 - Bandi Chhor Divas 20 - Installation of the Guru Granth as Guru	5 - Kathina Ceremony/ Pavarana Day		5-11 - Sukkot 12-13 - Simchat Torah
November	1 - All Saints Day 28 - First day of Advent (J)		30 - Milad-un-Nabi		4 - Birth of Guru Nanak 24 - Martyrdom of Guru Teg Bahadur			
December	3 - First day of Advent 25 - Christmas		13 - Birthday of Imam Agakhan			8 - Bodhi Day		13-20 - Chanukah

Sources: 1. Peel District School Board Holy Days and Holidays Calendar (<http://www.peelschools.org/calendar/schoolyear/Documents/2016-2017%20Holy%20Days%20Poster.pdf>)
2. Statistics Canada, National Household Survey 2011

Notes: Bahá'í, Judaism and Wicca – holy days in these faiths begin at sunset on the evening prior to the date shown and end at sunset on the last day shown; Christianity – dates for Christianity are based on the Gregorian calendar unless specified as Julian (J); Islam – dates are tentative as some may vary based on the sighting of the moon; Sikhism – dates for Sikhism are based on the original calendar unless specified as Revised Nanak Shahi calendar (N); Zoroastrianism – dates are based on Fasli Calendar (FC), Qadimi Calendar (QC) and Shenshahi Calendar (SC)

Time is measured either according to:

- the sun – solar calendar – (Aboriginal, Bahá'í, Christian, Sikh, Wicca and Zoroastrian calendars)
- the moon – lunar calendar (Islamic calendar)
- or in combination of both the sun and the moon – lunisolar calendar (Buddhist, Hindu, Jain and Jewish calendars)

City of Mississauga



Memorandum

To: Chair and Members of the Diversity and Inclusion Advisory Committee

From: Allyson D'Ovidio, Legislative Coordinator

Date: November 30, 2017

Subject: 2018 Diversity and Inclusion Advisory Committee Meeting Dates

The 2018 meeting dates for the Diversity and Inclusion Advisory Committee (DIAC) have been scheduled as follows:

Wednesday, March 21, 2018

Wednesday, June 20, 2018

Unless otherwise advised, all meetings will be held at 6:00 PM at the Mississauga Civic Centre in the Hearing Room – 300 City Centre Drive, Mississauga L5B 3C1.

Meetings may be cancelled at the call of the Chair due to insufficient agenda items or lack of quorum.

Please kindly contact the Legislative Coordinator in advance of the meeting if you will be absent or late so that quorum issues can be anticipated and dealt with accordingly.

Allyson D'Ovidio
Legislative Coordinator
Legislative Services, Office of the City Clerk
300 City Centre Drive, Mississauga, ON L5B 3C1
(905) 615-3200 ext. 5411
allyson.dovidio@mississauga.ca

Subject: RE: NEWS RELEASE: City Awarded Provincial Funding for Newcomer Program Welcome Home to Mississauga Roadshow

Subject: NEWS RELEASE: City Awarded Provincial Funding for Newcomer Program Welcome Home to Mississauga Roadshow

The following [news release](#) was sent media this morning.

City Awarded Provincial Funding for Newcomer Program *Welcome Home to Mississauga Roadshow*

November 29, 2017

The City of Mississauga has been awarded \$70,000 in funding from the Government of Ontario to help newcomers settle in the community. The funding will support the *Welcome Home to Mississauga Roadshow*, a three-year program to engage new residents through the City's Community Services Department.

"On behalf of the City of Mississauga and Members of Council, we welcome this significant funding investment made by the Government of Ontario. Each year, we welcome thousands of newcomers to Mississauga. Funding for initiatives like the *Welcome Home to Mississauga Roadshow* allow us to develop new and existing partnerships with community agencies and other levels of government to provide neighbourhood reach for newcomers," Mayor Bonnie Crombie said. "With this funding, we can help new residents access the right tools and resources they need to become active and engaged members in our community. As our city continues to grow, we remain focused on attracting and retaining newcomers from across Canada and around the world."

Beginning in spring 2018, the program will help newcomers to:

- Find community services online, both before and after they arrive in Mississauga;
- Access information about Mississauga at pop-up kiosks at different community events;
- Attend events designed to meet local residents, such as community dinners; and
- Participate in the community storytelling project [The Story of M.](#)

"With this initiative, we can connect with residents who are new to the city, making for an easier transition into the community," said Paul Mitcham, Commissioner of Community Services. "The program complements existing City work being done like our annual Welcome Day celebration, citizenship and settlement information sessions at our libraries and our Active Assist program."

"Newcomers are a vital and growing part of Ontario's communities. They contribute to the social, economic and cultural enrichment of our province. Mississauga is investing in a bright future by supporting programs to help engage, support and integrate newcomers into our province so that they can thrive and excel," said Laura Albanese, Minister of Citizenship and Immigration.

Learn more about City services and programs for newcomers at mississauga.ca/newcomers.

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Tweet: [. @citymississauga awarded \\$70,000 in provincial #funding for an innovative newcomer outreach program @ImmigrantON: http://ow.ly/ZFq930gTuga](#)

Media Contact:
Karen Flores

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City of Mississauga
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eCity:

http://www.mississauga.ca/portal/cityhall/pressreleases;jsessionid=525065DAF7AC43F2897DA9236E14B932.node2-4?paf_gear_id=9700020&itemId=8200166q&returnUrl=%2Fportal%2Fcityhall%2Fpressreleases%3Bjsessionid%3D525065DAF7AC43F2897DA9236E14B932.node2-4