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## General Committee

### Date

2018/01/24

### Time

9:00 AM

### Location

Civic Centre, Council Chamber,  
300 City Centre Drive, Mississauga, Ontario, L5B 3C1

### Members

Mayor Bonnie Crombie	
Councillor Karen Ras	Ward 2
Councillor Chris Fonseca	Ward 3
Councillor John Kovac	Ward 4 (Chair)
Councillor Carolyn Parrish	Ward 5
Councillor Ron Starr	Ward 6
Councillor Nando Iannicca	Ward 7
Councillor Matt Mahoney	Ward 8
Councillor Pat Saito	Ward 9
Councillor Sue McFadden	Ward 10
Councillor George Carlson	Ward 11

### Contact

Stephanie Smith, Legislative Coordinator, Legislative Services  
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Email [Stephanie.smith@mississauga.ca](mailto:Stephanie.smith@mississauga.ca)

### Find it Online

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

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## **INDEX – GENERAL COMMITTEE – JANUARY 24, 2018**

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **DECLARATION OF CONFLICT OF INTEREST**
4. **PRESENTATIONS** - Nil
5. **DEPUTATIONS**
  - 5.1. Item 8.1 Rick Blake, Past Chair, Amacon Mississauga Rotary Ribfest and Fazle Naqiv, Current Chair, Amacon Mississauga Rotary Ribfest with respect to the RibFest Paid Admission Pilot Project.
  - 5.2. Item 8.2 Ron Salapatek, Resident, with respect to the Request for Traffic Control Signals for South Sheridan Way at Indian Road. (Ward 2)
6. **PUBLIC QUESTION PERIOD** - 15 Minute Limit (5 minutes per speaker)

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:

General Committee may grant permission to a member of the public to ask a question of General 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.

7. **CONSENT AGENDA**
8. **MATTERS TO BE CONSIDERED**
  - 8.1. RibFest paid admission pilot project
  - 8.2. Request for Traffic Control Signals - South Sheridan Way at Indian Road (Ward 2)

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- 8.3. Mississauga Digital Gateway Signage Community Partnership Program with Van Horne Outdoor LP
- 8.4. Request for Exemption from the Purchasing By-law #374-2006 for the Procurement of Accommodation Providers for 2018 Ontario 55+ Summer Games
- 8.5. Renewal of Alternate Locate Agreement with Enbridge Gas Distribution Inc. for Municipally Owned Parkland
- 8.6. Signal Enhancers - Bell Mobility Inc., Rogers Wireless Inc., and TELUS Mobility Inc.
- 8.7. 2018 Interim Tax Levy for Properties on the Regular Instalment Plan
- 8.8. Delegation of Regional Tax Ratio Setting Authority for 2018
9. **ADVISORY COMMITTEE REPORTS**
- 9.1. Mississauga Cycling Advisory Committee Report 1 - 2018 - January 9, 2018
- 9.2. Road Safety Committee Report 1 - 2017 December 12, 2017
- 9.3. Diversity and Inclusion Advisory Committee Report 3 - 2017 December 6, 2017
10. **MATTERS PERTAINING TO REGION OF PEEL COUNCIL**
11. **COUNCILLORS' ENQUIRIES**
12. **OTHER BUSINESS/ANNOUNCEMENTS**
13. **CLOSED SESSION** -Nil
14. **ADJOURNMENT**

# City of Mississauga Corporate Report



Date: 2017/12/12

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng, MBA, Commissioner of  
Community Services

Originator's files:

Meeting date:  
2018/01/24

## Subject

**RibFest paid admission pilot project – complete**

## Recommendation

That the report dated December 12, 2017 from the Commissioner of Community Services entitled “RibFest paid admission pilot project - complete” be received for information.

## Background

In May, 2015, representatives of the Rotary Club of Mississauga and the Rotary Club of Mississauga West, organizers of the Amacon Mississauga Rotary RibFest on Mississauga Celebration Square, asked Council members to consider an exemption from the current policy 05-03-03, Outdoor Events in the Civic District, prohibiting paid entrance. The Rotary event organizers asked permission to charge \$2 per person or \$5 per family for the Friday and Saturday of the event. In return, they proposed 10% of the admission fee raised would be contributed to a Mississauga community project.

On February 17, 2016, Council resolution 6.1 recommended that organizers of the 2016 & 2017 Amacon Rotary RibFest on Mississauga Celebration Square be permitted to charge an admission fee as a pilot project and that staff be directed to work with the group to design the framework.

For the duration of the pilot, staff and RibFest organizers implemented the following framework for the events in 2016 and 2017.

1. Public Feedback: RibFest organizers to implement a public survey;
2. Public Awareness: RibFest organizers to communicate to the public and to staff about the paid admission.
3. Accessibility: RibFest layout to be as accessible as possible – improving public/staff access to the downtown core and the Square's amenities (fountain, Central library, Civic Centre).

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## Present Status

The Paid Admission Pilot is now complete. Amacon Mississauga Rotary RibFest organizers have indicated that they experienced increased net revenues over both years of the pilot program and that 100% of those revenues were directed to Mississauga charitable causes, including groups such as Erin Oaks and the Mississauga Food Bank.

The 2018 Celebration Square Large Event Application process is complete. The Mississauga Celebration Square Community Reference Group met on October 30, 2017 to review applications. RibFest was approved to host their event at Celebration Square from July 12th to 15<sup>th</sup>, 2018.

RibFest organizers have indicated that they will seek exemption in 2018 to policy 05-03-03 to continue to allow for paid admission.

## Comments

The four day event drew 83,945 attendees in 2016 and raised \$150,000 in net revenue.

In 2017, RibFest was attended by 67,040 and raised \$129,000. RibFest organizers attribute the decrease in attendance to rain. The organizers also noted that the drop in revenue was, in part, due to a major sponsor discontinuing their sponsorship three-weeks prior to the event date.

### Public Feedback and Awareness

- RibFest organizers completed a 2016/2017 Survey which was conducted by Sheridan College students (see Appendix 1).
- In 2016, survey respondents were asked: “Are you aware that this event is a fundraiser”; 50% responded yes; In 2017, 58% responded yes;
- Extensive signage was placed throughout the site and at the entrances indicating that paid admission was required on Friday and Saturday.

### Accessibility

- RibFest requires an eight-day permit for Celebration Square.
  - This four-day event requires three days for load-in and one day for load-out.
  - The site is fully fenced for five days.
  - The water fountain was closed for six days.
- RibFest organizers improved public site access by adjusting the fence line to allow the public/staff to walk under the colonnades (without having to enter the event space via underground parking).
- A road closure to accommodate carnival rides is required for five days: Princess Royal Drive from Living Arts Drive to Duke of York Boulevard.

## Financial Impact

There are no financial implications to the City as a result of this report.

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## Conclusion

The Paid Admission Pilot is now complete.

Paid admission at Mississauga Celebration Square is not permitted as per the City's Outdoor Events in the Civic District Policy (05-03-03), and is not in line with the municipal benchmarking completed in 2015 (see Appendix 2).

RibFest organizers have indicated that they will seek exemption in 2018 to policy 05-03-03 to continue to allow for paid admission.

## Attachments

Appendix 1: Mississauga RibFest Survey Data Report 2016 & 2017

Appendix 2: Corporate Report dated August 26, 2015, "Paid Admission for events – Mississauga Celebration Square"



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Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Melissa Agius, Manager, Mississauga Celebration Square and Meadowvale Theatre

Appendix 1

2016

**Mississauga Ribfest Survey Data Report**

Bradley Thompson & Gursimar Anand

Sheridan College

**About Us:**

Sheridan college Pilon school of business was approached by the Ribfest organizers to help collect and analyze data from Mississauga Ribfest attendees. The Pilon School of Business Marketing Association in conjunction with Crystal Bennett and over 20 volunteers were able to collect, extract and analyze data from the Mississauga Ribfest.

**Objectives:**

Our goal was to collect data from a sample size of Ribfest attendees of at least 600. This data was to be collected with surveys during the entire duration of Ribfest from Thursday to Sunday. This spread of data collection was important as it has provided us with information from a variety of different individuals in terms of lifestyle, schedule and location.

**Methodologies:**

By utilizing a 12 question survey we were able to capture a variety of qualitative and quantitative data from Ribfest attendees. The survey questions ranged from demographic, reasons for attending and experience. By utilizing a diverse range of 12 questions, we were able to capture a variety of data with a short survey completion time. In addition, the survey questions reflected our objectives for collecting the data. Furthermore, a major part of this process was that our surveys were collected during and within the event in person.

**Limitations:**

Although we were able to collect the amount of data required to fulfill the sample size, we still had underlying limitations as followed:

- Many individuals refused to answer the survey.
- We were not able to ask every attendee of Ribfest.
- Some survey responses were from families.



- *Interviewer Bias*- It is possible that in the process of collecting data, surveyors might have approached people similar to their age.
- *Scheduling*- We designed our shift timings to collect surveys during high rush hours to gather more surveys, this could have impacted our results. (Assumption being that people attending in rush hours may have different preferences to those who don't).

Thus, although we have attempted to account for these limitations through the design of our survey they still affected the results.

### **Summary of findings:**

By collecting over 500 surveys we are able to provide the Mississauga Ribfest data which you can find below.

### **Summary of Questions:**

Below is a summary of the survey by individual question responses. (*Total means total answers received for the question*).

#### **Q1. Is this your first time attending the Mississauga Ribfest**

Yes: 195

No: 333

Total: 528

Key stats related to the sa

#### **Q2. How many times have you attended Ribfest in the past?**

Once: 74

Twice: 93

3 or more: 201

Total: 368

**Q3. Were you aware Mississauga Ribfest is a fundraiser?**

Yes: 264

No: 262

Total: 525**Q4. Is anyone accompanying you today?**

Yes: 467

No: 60

Total: 527**Q5 If so, then who?**

Friends: 208

Family: 182

Family/Friends: 71

Co-worker: 12

Total: 473**Q6 In your opinion, what is the biggest attraction that you came to Ribfest for?**

Food: 275

Food/Ribs: 321

Food/Desserts: 85

Food/Other: 21

Entertainment: 107

Drink : 91

Celebratory/Party/atmosphere: 50

Total: 502**Q7 How many hours are you planning to be at the Ribfest?**

Under an hour: 56

1-2 hours: 227

2-3 hours: 154

3-4 hours: 54

Over 4 hours: 38

Total: 529

**Q8 Which days do you plan on attending/have you attended?**

Thursday: 165

Friday: 178

Saturday: 262

Sunday: 168

Total: 528

**Q9 How did you hear about Mississauga Ribfest?**

Facebook: 78

Twitter: 31

Website: 85

InSauga: 53

Mobile Signs: 54

Radio: 22

Word of Mouth: 248

Total: 471

**Q10 What is your postal Code?**

Total region derived from postal codes:

**Mississauga:** 265 People

**Brampton:** 52 People

**Hamilton:** 2 People

**Oakville= 3 People**

**International: 5 People**

**Toronto= 9 People**

**Other Cities= 17 People**

**Burlington: 1 Person**

Top Postal Codes:

**L5B: 45 People**

Only 24% came for the first time.

63.64% of the 45 have been here 3 or more times.

**L6Y: 18 People**

**L5M: 28 People**

**L6R: 14 People**

**L5L: 23 People**

**L5A: 22 People**

#### **Q11 Age Range?**

Under 21: 132

21 - 30 : 198

31 - 40: 87

41 - 50: 52

51 - 64: 48

65 and older: 13

Total: 530

#### **Q12 Gender?**

Male: 246

Female: 257

Total: 503

**View Survey Results**

We were able to collect a lot of valuable data which showcases various reasons for individuals attending the Mississauga Ribfest.

***Who is attending:***

The Mississauga Ribfest has many attendees but based on our survey results most attendees are in the age range of Under 21, 21-30 and 31-40.

***Why :***

The majority of People in our top age ranges of the Mississauga Ribfest based on our survey results are attending for the food. Attending for ribs was by far the biggest reason for attendance and the other majority's were other food and desserts.

***From Where:***

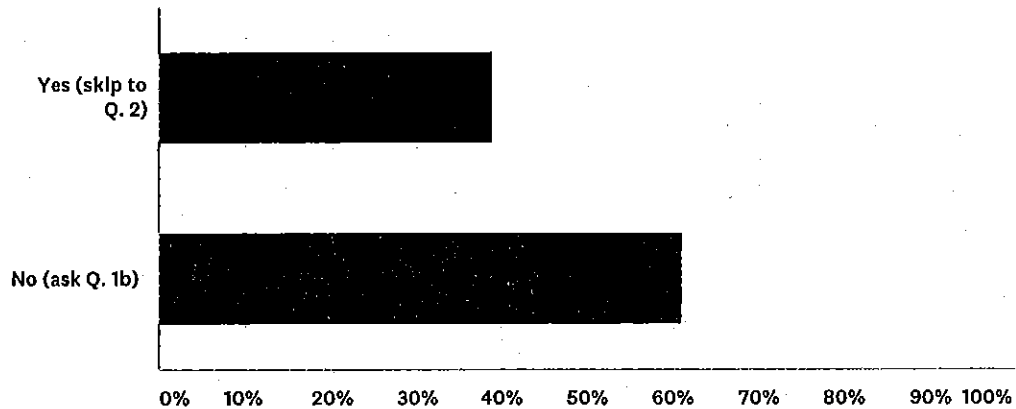
By analyzing the postal code information we were able to determine that the majority of attendees came from the Mississauga area.

**Conclusion:**

We were able to achieve our objective of receiving a response to 530 surveys to fulfill the sample size. In Addition, the data we were able to collect was helpful in identifying the reasons people come to Ribfest, their experience and their demographics. The data collected at the 2016 Ribfest will be able to help the Ribfest organizers plan future events.

## Q1 Is this your first time attending Mississauga Ribfest?

Answered: 941 Skipped: 0



## ANSWER CHOICES

## RESPONSES

Yes (skip to Q. 2)

38.89%

366

No (ask Q. 1b)

61.11%

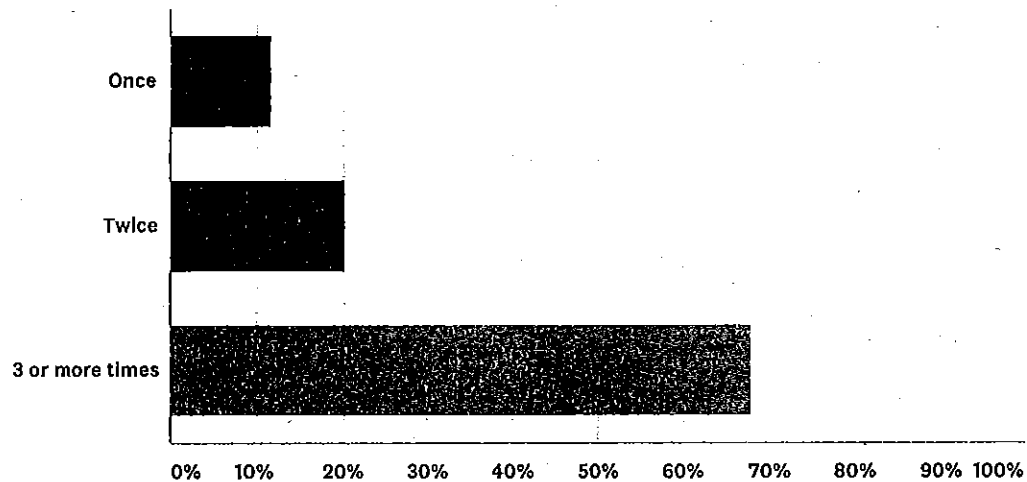
575

TOTAL

941

## Q2 1b. How many times have you attended Mississauga Ribfest in the past?

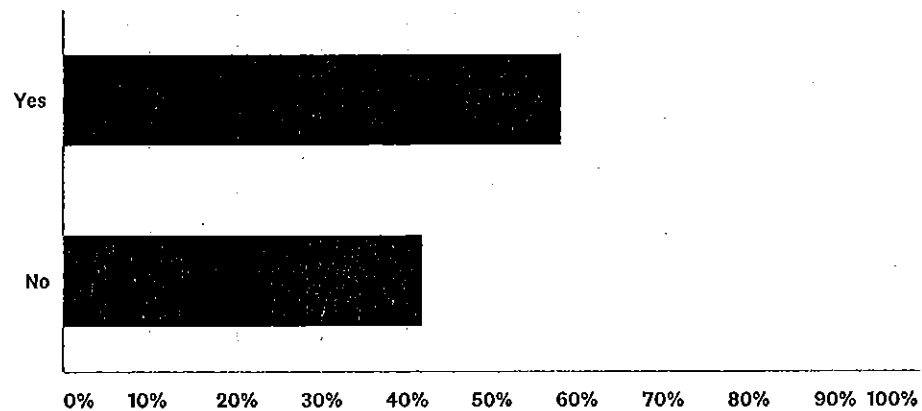
Answered: 574 Skipped: 367



ANSWER CHOICES	RESPONSES	
Once	11.67%	67
Twice	20.38%	117
3 or more times	67.94%	390
TOTAL		574

## Q3 Were you aware Mississauga Ribfest is a fundraiser?

Answered: 937 Skipped: 4

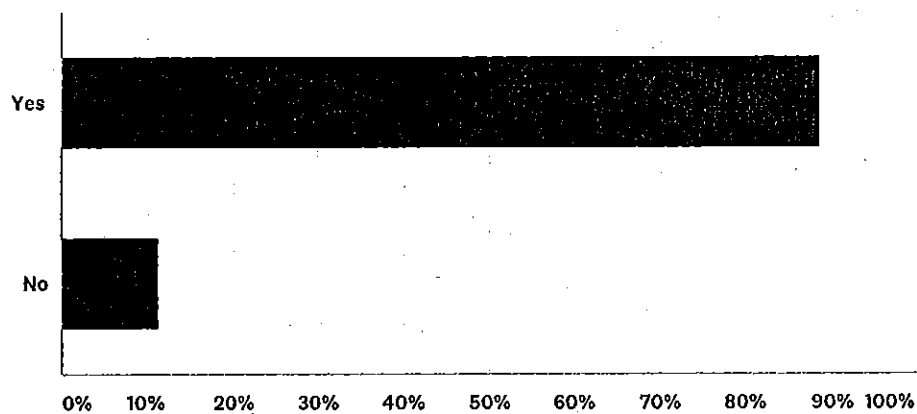


ANSWER CHOICES	RESPONSES	
Yes	58.06%	544
No	41.94%	393
TOTAL		937



## Q4 Is anyone accompanying you today?

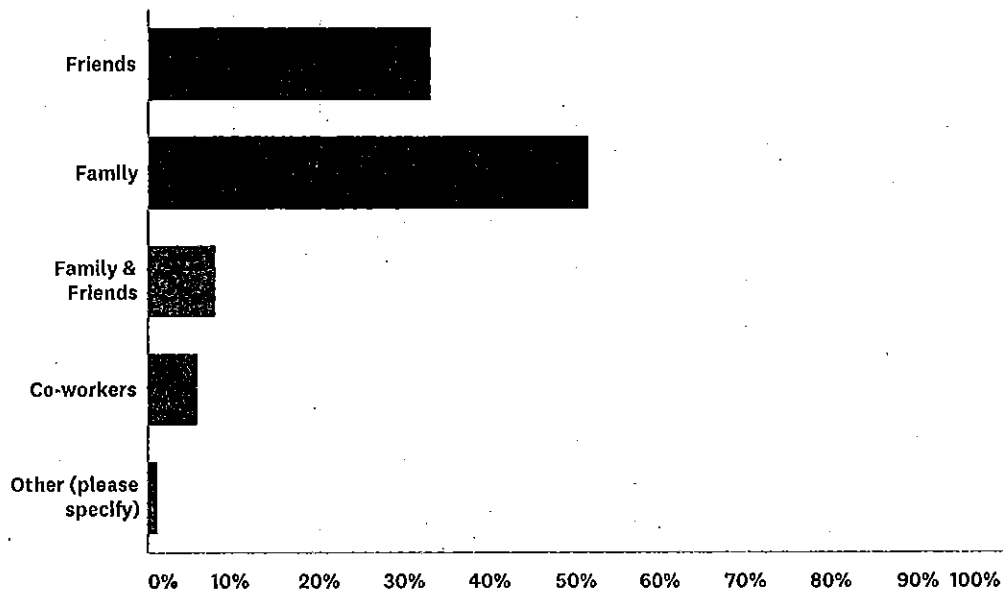
Answered: 937 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	88.69%	831
No	11.31%	106
TOTAL		937

## Q5 b.) Who is with you?

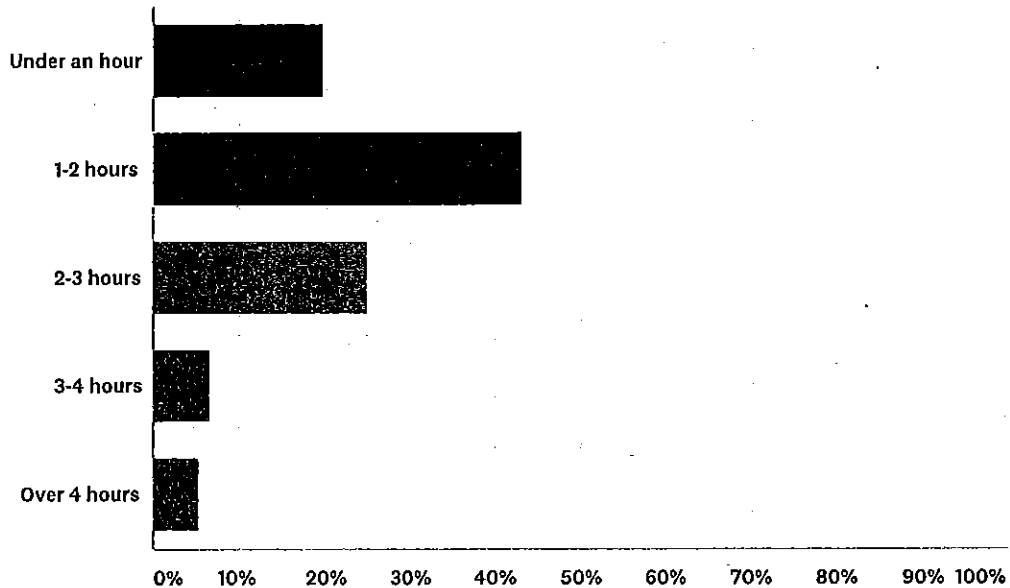
Answered: 833 Skipped: 108



ANSWER CHOICES	RESPONSES	
Friends	33.13%	276
Family	51.50%	429
Family & Friends	8.16%	68
Co-workers	6.00%	50
Other (please specify)	1.20%	10
TOTAL		833

## Q6 How many hours are you planning to be at the Ribfest?

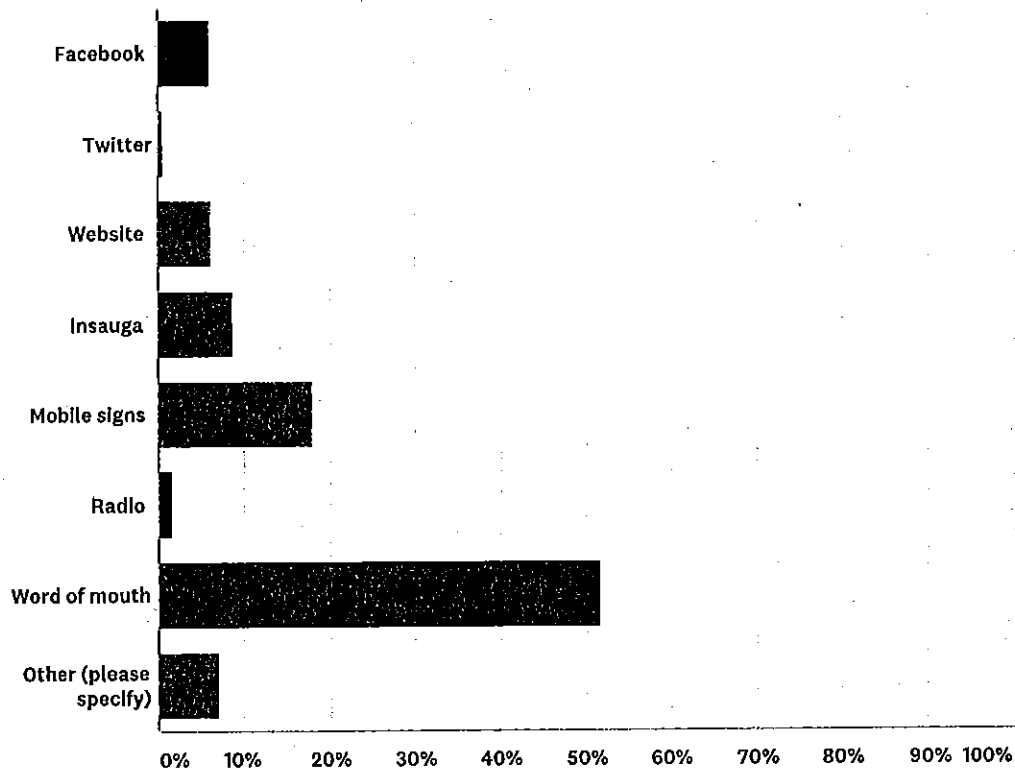
Answered: 939 Skipped: 2



ANSWER CHOICES	RESPONSES	
Under an hour	19.70%	185
1-2 hours	43.13%	405
2-3 hours	24.92%	234
3-4 hours	6.71%	63
Over 4 hours	5.54%	52
TOTAL		939

## Q7 How did you hear about Mississauga Ribfest?

Answered: 938 Skipped: 3



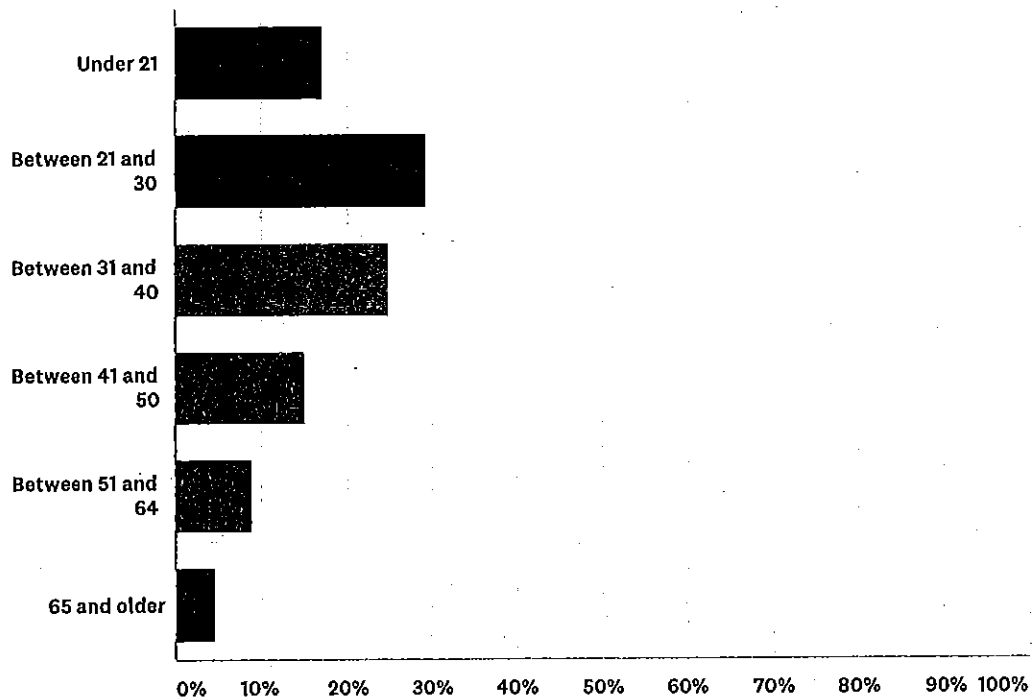
ANSWER CHOICES	RESPONSES	
Facebook	6.08%	57
Twitter	0.53%	5
Website	6.29%	59
Insauga	8.74%	82
Mobile signs	17.91%	168
Radlo	1.60%	15
Word of mouth	51.71%	485
Other (please specify)	7.14%	67
<b>TOTAL</b>		<b>938</b>

Q8 Postal Code (or country if outside Canada): \_\_\_\_\_

Answered: 926 Skipped: 15

## Q9 Age Range

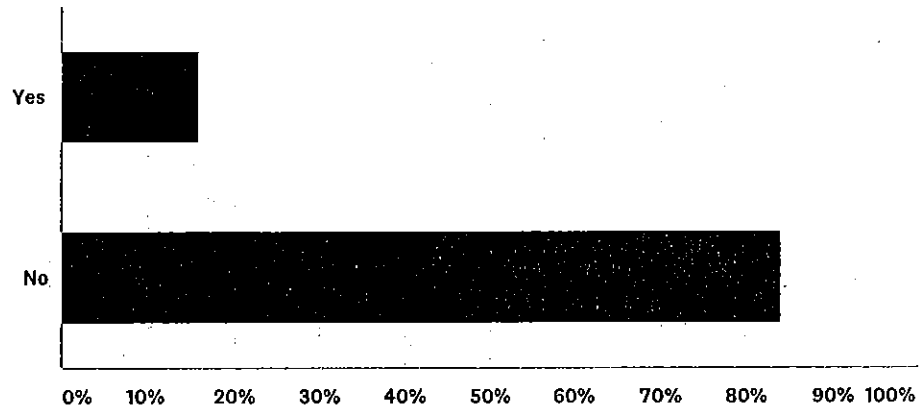
Answered: 938 Skipped: 3



ANSWER CHOICES	RESPONSES	
Under 21	17.16%	161
Between 21 and 30	29.21%	274
Between 31 and 40	24.84%	233
Between 41 and 50	15.14%	142
Between 51 and 64	9.06%	85
65 and older	4.58%	43
TOTAL		938

# Q10 Did you hear about the Amacon Miss Rotary Ribfest app for Canada 150? (If No, skip to Q10)

Answered: 932 Skipped: 9



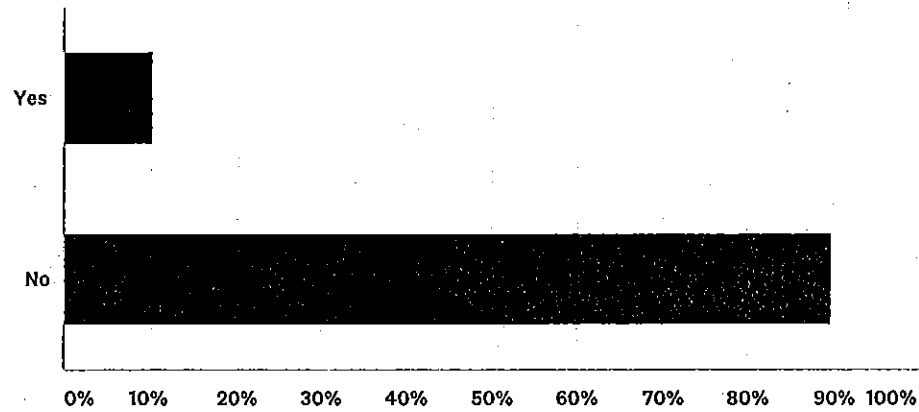
## ANSWER CHOICES

## RESPONSES

Yes	15.99%	149
No	84.01%	783
TOTAL		932

## Q11 Have you downloaded the app?

Answered: 156 Skipped: 785



## ANSWER CHOICES

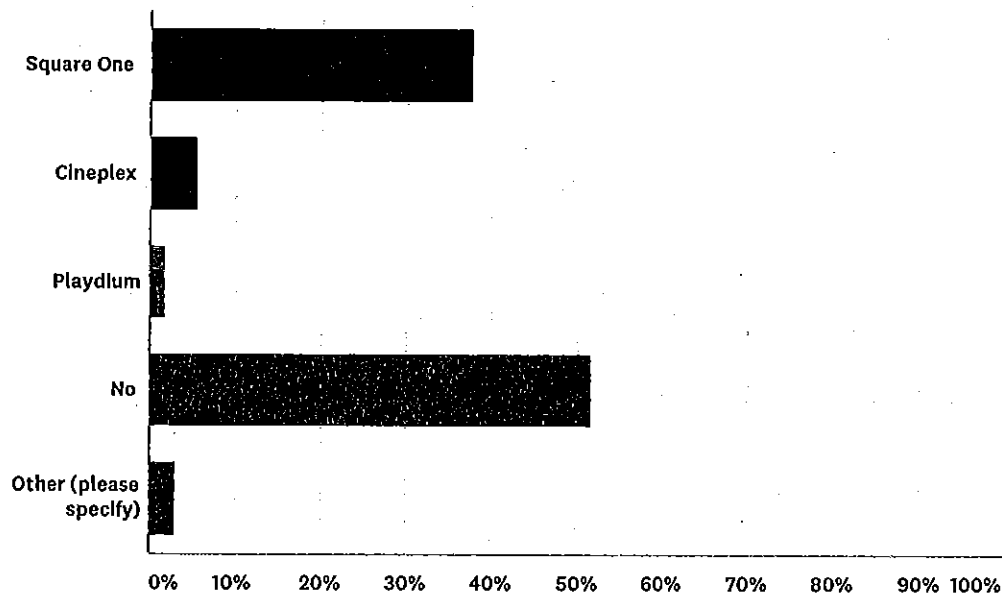
## RESPONSES

Yes	10.26%	16
No	89.74%	140
TOTAL		156



## Q12 Do you plan on or have you visited any Mississauga attractions this weekend:

Answered: 935 Skipped: 6



ANSWER CHOICES	RESPONSES	
Square One	37.65%	352
Cineplex	5.56%	52
Playdium	1.93%	18
No	51.66%	483
Other (please specify)	3.21%	30
<b>TOTAL</b>		<b>935</b>

## Q13 Any Additional Comments

Answered: 190 Skipped: 751

# City of Mississauga Corporate Report



<p>Date: August 26, 2015</p> <p>To: Chair and Members of General Committee</p> <p>From: Paul A. Mitcham, P. Eng. MBA Commissioner of Community Services</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">General Committee</p> <p style="text-align: center; font-size: 1.5em;">OCT 07 2015</p> </div> <p>Originator's files:</p> <p>File names</p> <hr/> <p>Meeting date:</p> <p>October 7, 2015</p>
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## Subject

Paid Admission for Events – Mississauga Celebration Square

## Recommendation

That the report dated August 26, 2015, from the Commissioner of Community Services entitled "Paid Admission for Events – Mississauga Celebration Square" be received for information.

## Report Highlights

- Organizers of the Amacon Rotary Ribfest on Mississauga Celebration Square asked Council members to consider an exemption from the City's Outdoor Events in the Civic District Policy (05-03-03) to allow paid admission.
- The City's Outdoor Events in the Civic District Policy (05-03-03) requires all events to be "open to the public and free of charge".
- Culture Division staff do not support a policy exemption allowing paid admission.
- Culture Division staff conducted municipal benchmarking by contacting seven Canadian cities and two U.S. cities to further review their practices with respect to paid entrance fee events.
- Staff also consulted with Recreation and Parks & Forestry Division staff to review current practices with respect to park closures; developed and launched an informal public survey which was posted on the City's web site ([www.mississauga.ca](http://www.mississauga.ca)); and met with members of Council to share benchmarking, survey results and to obtain feedback.
- Benchmarking of municipal civic squares and public parks confirmed: nine of the eleven are in line with Mississauga Celebration Square's mandate; five specifically noted that a portion

of their civic square/park must remain open and accessible to the public.

- 56.5% of participants in the City's informal online public survey indicated they would not be willing to pay admission.
- The City currently permits paid admission for festivals/events in certain parks. There are events held on Mississauga Celebration Square (MCS) that also include paid components.

## Background

In May 2015, representatives of the Rotary Club of Mississauga and the Rotary Club of Mississauga West, organizers of the Amacon Rotary Ribfest on MCS, asked Council members to consider an exemption from the current no admission fee policy. The Rotary representatives asked permission to charge \$2 per person or \$5 per family for the Friday and Saturday of this year's event. In return, they proposed 10% of the admission fee raised would be contributed to a city designated community project.

Staff did not support the request and responded with the following information:

- In order for an event to be approved for MCS, the event must comply with the Outdoor Events in the Civic District Policy (05-03-03) which requires all events to be "open to the public and free of charge" See Appendix 1. Applications to hold Large Events on the Square are approved by the Mississauga Celebration Square Community Reference Group (formerly known as the Mississauga Celebration Square Events Committee).
- The 2011 transformation of Mississauga City Hall and Library Squares into Celebration Square revitalized the downtown core based on the principles of *placemaking*. A key principle of *placemaking*, and the creation of people-oriented spaces, is public spaces should be open and accessible to all members of the community - similar to other notable civic squares around the world. Placemaking and its key principles informed the development of the Outdoor Events in the Civic District Policy.
- MCS was purposefully designed as an open, unencumbered public space to support the hosting of free and accessible public events and activities. For event organizers who wish to charge admission, there are several other venues in Mississauga that can be considered.
- The 2014 MCS Strategic Plan survey indicated that Mississauga residents ranked, "being a public space for events and celebrations", as the most important role of the Square. A majority of residents also confirmed they want the space to remain free and open to the public.
- As part of the benchmarking exercise for the MCS Strategic Plan, other Civic Squares were investigated to determine their practice with respect to allowing paid admission events. The results showed that municipally-run venues are mandated to hold free events. While

General Committee

August 26, 2015

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Originators files: File names

the majority do not allow paid admission events, some of the benchmarked municipalities do allow a section of the Square to support paid activities, while maintaining free public access to the central parts of the venue.

### **Amacon Mississauga Rotary Ribfest**

This year, approximately 60,000 people attended the Amacon Mississauga Rotary Ribfest which was held from Thursday July 16<sup>th</sup> to Sunday, July 19<sup>th</sup>.

The operational details are as follows:

- This 4-day large event required 3 days for load-in (Monday, July 13-Wednesday, July 15) and one day for load-out (Monday, July 20).
- The water fountain was shut-down/drained on Tuesday, July 14 in the afternoon and re-started on Tuesday, July 21 in the afternoon to accommodate load-in, event days, load-out and clean-up (for a total of 8 days).
- Clean-up by Parks staff is substantial after this event; this year the cost of clean-up was \$5,103 and it was paid by the event organizers.
- The event is fully-fenced to allow attendees to buy/drink alcoholic beverages throughout MCS as required under Special Occasion Permit issued by AGCO; fencing is also used to provide additional security (i.e. heavy equipment, propane tanks and set-up for several days)
- Square appears closed although the public is allowed access through the gates and is asked for a voluntary \$2 donation; this year, staff was allowed access by showing their security pass; there was limited access to the Central Library and Civic Centre.
- One road closure is required for 5 days: Princess Royal Drive from Living Arts Drive to parking entrance West of Duke of York Boulevard

The annual Rotary Ribfest has taken place in the City's downtown core for 12 years. Once MCS officially opened in 2011, event organizers continued to apply through the MCS Festival Application process as a Large Event applicant.

As part of Council's discussion during the presentation of the MCS's Strategic Plan on June 3, 2015, Council directed staff to further explore the option of paid admission for events and to report back in the fall; with the summer event season already in progress, the exemption was not granted for the 2015 Ribfest event.

### **Present Status**

Over the summer months, Culture Division staff conducted municipal benchmarking by contacting seven Canadian cities and two U.S. cities to further review their practices with respect to paid entrance fee events:



- Toronto: Nathan Phillips Square, Mel Lastman Square, Yonge-Dundas Square
- Brampton: Garden Square
- Kitchener: Carl Zehr Square
- Waterloo: Waterloo Public Square
- Edmonton: Churchill Square
- Calgary: Olympic Plaza
- Ottawa: Confederation Park/Marion Dewar Plaza
- New York: Bryant Park
- Chicago: Millennium Park

In addition to municipal benchmarking, Culture Division staff:

- Consulted with staff from the Recreation and Parks & Forestry Divisions to review current practices with respect to park closures and/or paid event admissions in City parks;
- Developed and launched an informal public survey which was posted on the well-visited MCS web page from June 30 – August 14, 2015. This survey was promoted through MCS channels including social media, digital screens as well as with a banner on the front page the City's web site ([www.mississauga.ca](http://www.mississauga.ca)). A total of 294 respondents from across Mississauga and the GTA completed the survey leaving 124 comments; and
- Met with members of Council between August 1 - September 8, 2015 to share benchmarking, survey results, and to obtain additional feedback. As part of these discussions, the Ward 4 Councillor confirmed he does not support paid admission on MCS.

## Comments

### Benchmarking

Benchmarking of the above-noted municipal civic squares and public parks confirmed nine of the eleven are in line with MCS's mandate: all events are free and open to the public. Two of the eleven are considered "public squares" and allow paid admission but their operating models are different (Yonge-Dundas Square in Toronto and Marion Dewar Plaza in Ottawa).

Yonge-Dundas Square is municipally-owned but agency-operated; during gated events one percent of admissions must be reserved for the Yonge-Dundas Square Board of Management. It is also important to note that Yonge-Dundas Square is one of five "public squares" in the City of Toronto and the only one that is available for commercial as well as charitable and community events. Marion Dewar Plaza is owned by the National Capital Commission; different rental rates apply for not-for-profit organizations charging admission fees. Edmonton is currently piloting a

partial closure model on Churchill Square. These three squares are managed by independent boards, mandated to operate at no net cost and charge fees to defray operating costs.

### Other important findings

Of those municipalities that allow for 'exception' closures with paid admission, seven specifically noted that the central portion of their civic square/park must remain open and accessible to the public:

- Toronto-Nathan Phillips Square
- Toronto-Yonge-Dundas Square
- Calgary-Olympic Square
- Edmonton-Churchill Square
- Waterloo-Waterloo Public Square,
- New York- Bryant Park
- Chicago-Millennium Park

Also important to note: the Toronto Jazz Festival on Nathan Phillips Square must apply annually for a by-law amendment allowing paid admission; even with this exception, one side of the large tent must remain open allowing "free" access to entertainment. For full details on benchmarking, please refer to Appendix 2.

### Online Public Survey Results

Of the 294 surveys completed, 94% of participants were from across Mississauga, with 6% spread across the GTA. 91% of the participants indicated they attended a festival or event at MSC in the past year.

When asked if they would be willing to pay admission for select, independently-produced, public festivals and events at MSC, 56.5% indicated they would not be willing to pay admission.

When asked about their concerns around permitting paid admission, 124 participants left comments summarized as follows:

- MCS is a City-owned and operated facility (supported by municipal taxes), events should remain free and accessible for residents
- Paid admission may exclude families, students and low income earners that cannot afford admission rates for events
- Paid admission, along with high vendor fees (food, product, etc.) will make it unaffordable to many
- Events with paid admission will mean loss of attendance
- Loss of "public" space with paid admission (set up, fencing, tear down, etc.)

When asked: how often would you support the City of Mississauga allowing select, independently produced, public festivals and events to charge admission? 108 of the respondents (47%)

indicated that if paid admission was to be permitted, they wouldn't want to see more than two to three events with paid admission per year. For complete survey results, see Appendix 3.

### **Current Practice - City Parks**

A viable alternative for paid admission events exists in City of Mississauga Parks, Recreation and Parks & Forestry Division staff confirmed current examples of park rentals which include paid admission and are fully enclosed with fencing:

- Southside Shuffle - Memorial Park, Port Credit. This event includes a five-hour street closure to allow for free entertainment throughout the village.

Admission: Friday: \$10, Saturday and Sunday \$15 Weekend Pass: \$30

- Waterfront Festival - Memorial Park, Port Credit

Admission: Free

- Bread & Honey Festival - Memorial Park, Streetsville. This event includes street closures and this year, free activities and entertainment was provided at the newly opened Streetsville Village Square.

Admission: Fri - \$2/ person; Sat. - \$5/ person; Sun. - \$5/ person; Infants free

Note – fencing is required for event security purposes and to meet the requirements of a Special Occasion permit, issued by the Alcohol and Gaming Commission of Ontario (AGCO) which states: "It is a requirement to have a clearly defined permit area. Must be separated by 36" (0.9 m) high barrier" when alcohol is served or sold.

### **Current Practice - Mississauga Celebration Square (MCS)**

Event requests with paid components are considered on a case-by case basis, but are not actively promoted as an option or outlined in the Outdoor Events in the Civic District policy. There is no formal process to guide decision-making or future paid admission exceptions. It is reasonable to expect that if a policy exemption was provided to allow paid admission for Ribfest, other event organizers would request similar exemptions.

Currently, there are MCS events that include paid components:

- \*Scotiabank Bed Race – charge for teams to race
- Mississauga Ukrainian Festival – charge admission for paid inflatables\*\*
- \*Classics on the Square – charge for car owners to display
- MuslimFest – includes a paid event in Noel Ryan Auditorium, paid animal rides and inflatables\*\*
- Mississauga Halal Food Fest – includes paid inflatables\*\*
- TD Irie Music Festival – includes a paid VIP area



General Committee

August 26, 2015

7

Originators files: File names

- \*Amacon Mississauga Rotary Ribfest – includes a \$2 voluntary donation at gate; paid games, rides, paid VIP area (\$25)

\*Events include fundraising activities; \*\*Inflatables – refers to Bouncy Castles, Slides, and other activities.

## Options

The following chart outlines options and criteria for consideration based on our policy, municipal benchmarking and best practices:

Options	Mandate – Open & Free to the Public	Aligns with City Policy/ Guidelines	Aligns with Public Survey	Notes:
Option 1 - Status Quo No Paid Admission (site open)	✓	✓	✓	Public has free access to MCS and stage entertainment  Some events include paid components (VIP area, rides, inflatables).
Option 2 Paid Admission (Site closed)	X	X	X	Event includes paid admission.  Public does not have free access to event, entertainment or MCS.  Requires amendments to Outdoor Events in the Civic District Policy (05-03-03)
Option 3 Paid Admission in Designated Areas	✓	X	✓	Event includes paid admission; event is held in a designated area of MCS.  Public has partial access to MCS and entertainment.  Requires amendments to Outdoor Events in the Civic District Policy (05-03-03)

The MCS 2016 event application process has already begun with the Mississauga Celebration Square Community Reference Group reviewing Large Event applications on October 20, 2015.

## Strategic Plan

- Strategic Plan – Connect & Prosper
  - Mississauga Celebration Square Strategic Plan

## Financial Impact

There are no financial implications as a result of this report.

## Conclusion

Amacon Rotary Ribfest organizers' request to allow paid admission for their annual event on MCS is currently not permitted as per the City's Outdoor Events in the Civic District Policy (05-03-03). Culture Division staff do not support this request and have confirmed it is not line with the municipal benchmarking. The majority of the public who took the time to complete the City's recent online public survey also do not support paid admission on MCS.

Of the municipalities contacted, five out of nine allow paid admission in designated areas of their civic squares; these municipalities also noted that a portion of their civic square/park must remain open and accessible to the public during these events.

Currently, there are events held on MCS with paid components and there are viable alternatives for event organizers who wish to hold paid admission events in City parks.

Subject to Council's direction, staff would like to meet with Ribfest organizers to review fencing requirements to allow more public access to the central parts of MCS; this would bring the event more in line with municipal benchmarking and best practices.

To date, all paid admission event requests are considered on a case-by case basis and are not actively promoted as an option. There is no formal process to guide decision-making or future paid admission exceptions.

## Attachments

**Appendix 1:** Outdoor Events in the Civic District Policy (05-03-03)

**Appendix 2:** Civic Square Paid Admission Benchmarking

**Appendix 3:** Mississauga Celebration Square Online Survey Summary



Paul A. Mitcham, P. Eng. MBA  
Commissioner of Community Services

Prepared by: Sonja Banic, Acting Manager, Culture Operations

# City of Mississauga

## Corporate Report



Date: 2017/12/22

To: Chair and Members of General Committee

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

Originator's files:  
MG.23.REP RT.10.Z10

Meeting date:  
2018/01/24

### Subject

**Request for Traffic Control Signals - South Sheridan Way at Indian Road (Ward 2)**

### Recommendation

That a traffic control signal not be installed at the intersection of South Sheridan Way at Indian Road as the Ministry of Transportation Ontario's technical warrant criteria has not been satisfied as outlined in the report from the Commissioner of Transportation and Works, dated December 22, 2017 and entitled "Request for Traffic Control Signals – South Sheridan Way at Indian Road (Ward 2)".

### Background

The Transportation and Works Department has received a request from a resident for the installation of a traffic control signal at the intersection of South Sheridan Way at Indian Road. Councillor Ras has requested that a report be submitted to General Committee detailing the existing traffic signal warrant criteria at the subject intersection.

A location map for the proposed traffic control signals at the subject intersection is attached as Appendix 1.

### Comments

The City of Mississauga uses technical justifications outlined by the Ministry of Transportation Ontario (MTO) to determine whether traffic signals warrant installation at an existing intersection or at a mid-block location. The MTO's justification criteria is based on total vehicular and pedestrian volumes, delays to side street motorists and pedestrians, and collision history. Traffic engineering experience, professional judgment and economic analysis are also used in combination with the technical justifications.

For a traffic signal to be technically justified, either the MTO's Minimum Vehicle Volume Justification or the Delay to Cross Traffic Justification values must be 100% fulfilled; however,

should both be at least 80% fulfilled, traffic signal installation may be considered. Further, unless one or more of the signal justifications are met, installation of traffic signals would likely result in an increase in overall intersection delay and/or a negative impact on intersection safety.

The Transportation and Works Department completed a traffic signal warrant study on May 25, 2017 and September 27, 2017. Based on the study results, the MTO's justification values are as follows:

#### May 25, 2017

Minimum Vehicle Volume Justification - 72% fulfilled  
Delay to Cross Traffic - 86% fulfilled

#### September 27, 2017

Minimum Vehicle Volume Justification - 70% fulfilled  
Delay to Cross Traffic - 81% fulfilled

Based on the above values, the installation of a traffic control signal is not warranted.

An analysis of the three-year reportable collision history did not reveal a collision pattern or trend that would be susceptible to correction through the use of traffic control signals.

Furthermore, an investigation of the existing sightlines revealed sufficient sightlines are provided for northbound motorists on Indian Road. Please note that once motorists come to a complete stop, they may proceed with caution in order to attain adequate sightline visibility without encroaching onto South Sheridan Way.

The Ward Councillor is aware that the existing traffic signal warrants for the subject intersection have not been met and has directed that the Transportation and Works Department submit a report to General Committee on the matter.

## **Financial Impact**

The estimated capital cost of constructing a traffic control signal at the intersection of South Sheridan Way at Indian Road is approximately \$140,000. In addition to the capital cost of construction, the estimated annual maintenance cost is approximately \$4,000.

The 2017 Traffic Signal Installation and Modernization Capital Program has been approved by Council and construction is currently underway with an anticipated completion date in the summer of 2018. Any new potential traffic signal installation would need to be considered and accommodated in the 2018 capital program.

## Conclusion

Based on the MTO's warrant analysis, the three-year reportable collision history and the investigation of the existing sightlines, the Transportation and Works Department does not recommend the installation of a traffic control signal at the intersection of South Sheridan Way at Indian Road.

## Attachments

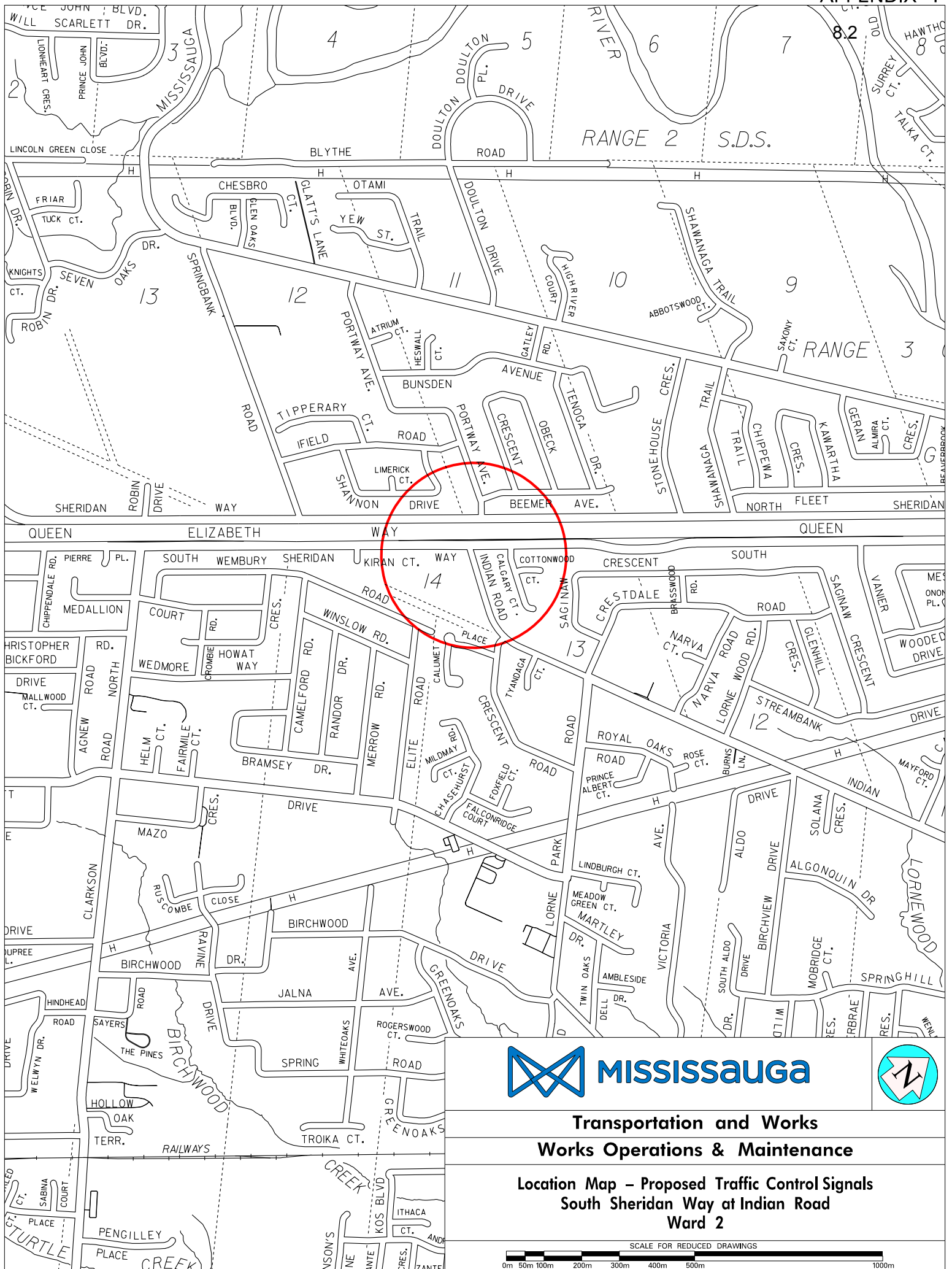
Appendix 1: Location Map - Proposed Traffic Control Signals  
South Sheridan Way at Indian Road



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

Prepared by: John Magno, Traffic Signal Technologist



# City of Mississauga

## Corporate Report



Date: 2017/12/15

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng, MBA, Commissioner of  
Community Services

Originator's files:

Meeting date:  
2018/01/24

## Subject

**Mississauga Digital Gateway Signage Community Partnership Program with Van Horne Outdoor LP**

## Recommendation

1. That the Commissioner of Community Services and the City Clerk or their respective designate, are hereby authorized, on behalf of The Corporation of the City of Mississauga, to execute the Master Outdoor Advertising Agreement with Van Horne Outdoor LP (VHO), including all necessary agreements and documents ancillary thereto, in a form satisfactory to Legal Services.
2. That all necessary bylaw(s) be enacted.

## Report Highlights

- Canadian Pacific Railway ("CP") and All Vision entered into a Limited Partnership, VHO, to develop digital signs along CP's federally regulated right-of-way.
- Staff have negotiated an agreement with VHO following Council's direction after VHO's June 28, 2017 deputation.
- This agreement will benefit the City by increasing communication channels with residents and visitors, additional exposure for the City brand, improving the aesthetics of overpasses, and reducing capital commitments for LED underpass lighting upgrades.
- VHO will follow the City's "Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy," with respect to matter related to Traffic Safety only, with exceptions addressed by an expert opinion from VHO's traffic engineer consultant to staff's satisfaction.

## Background

Digital billboard signs, also known as billboard signs with electronic changing copy, are not permitted by the City's Sign By-law 54-02, but may be permitted by Council through the Sign

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Variance Application Process. The Planning and Development Committee recently approved the document entitled “Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy”<sup>1</sup> (the “Guidelines”) and directed that all sign variance applications for digital billboard signs are to be reviewed in accordance with the Guidelines.

CP and All Vision have entered into a Limited Partnership, VHO, to develop and install digital signs along CP’s federally regulated Rights Of Way. Sign By-Law 54-02 does not apply to federally regulated Rights Of Way. Representatives from VHO presented a deputation for the Mississauga Digital Gateway Signage Community Partnership Program (Program) at General Committee on June 28, 2017. As per July 5, 2017 Council resolution 0127-2017 (GC-0385-2017), staff were directed to enter into an agreement with VHO following the terms outlined in the presentation.<sup>2</sup> The presentation noted the following key terms:

- Installation of 16 digital billboard signs installed on 8 CP overpasses (see Appendix 1).
- Removal of 15 static billboards in the adjacent areas.
- City will be provided advertising to use for general community updates, transit updates, promotion of City events, promotion of City areas, and emergency messaging.
- Installation of permanent City branding, overpass improvement, and low energy LED underpass lighting.

## Present Status

City staff negotiated an agreement with VHO under the direction of Council. VHO has agreed to align with the Guidelines as they related to traffic safety, with a few exceptions, such as the request for an eight (8) seconds dwell time instead of the ten (10) seconds dwell time recommended in the Guidelines. Staff asked VHO to provide their expert opinion to address Staff’s concern regarding these exceptions. Upon request, VHO has provided the expert opinion from Tantala Associates LLC, their traffic engineer consultant, that satisfied staff concerns (see Appendix 2). A summary of the agreement follows.

### **Capital Investments: Billboard Signs, Contributions to City Enhancements, and Utilities**

VHO will construct 16 digital billboard signs on 8 CP overpasses, remove 15 static billboard signs, and is responsible for obtaining all required permits or approvals, e.g. the Road Occupancy Permit. VHO will coordinate with and obtain approval from Mississauga Hurontario Light Rapid Transit (HuLRT) Office and Metrolinx/CP for all works proposed at the existing/new Cooksville CP/GO bridge structure crossing Hurontario Street, if applicable.

VHO will complete overpass improvement and install City branding. VHO will reimburse the City to upgrade to LED underpass lighting. VHO will own each sign and be responsible for maintenance (including installation) of utilities and fiber optic cables.

<sup>1</sup> Planning and Development Committee, November 13, 2017.

<sup>2</sup> Recommendation adopted by Council on July 5, 2017.



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CP will provide a letter to confirm VHO's rights and obligations under the Agreement. CP acknowledges that upon termination or expiration of the Agreement, VHO is required to remove the Signs and agrees that if VHO does not timely remove such Signs, CP shall either require VHO to remove such Signs or CP shall do so on VHO's behalf .

### **Operations: City Messaging, Advertisements, Technical Specifications**

The City will be provided advertising time to use for general community updates, transit updates, promotion of City events, promotion of City areas, and emergency messaging. VHO will comply with the Advertising Standards Canada's Canadian Code of Advertising Standards, the Placing Advertising with the City Policy 03-09-01, and the City's "Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy" (Guidelines).

VHO will comply with the City's Guidelines with the following exceptions: (1) an 8s dwell time instead of the recommended 10s; and (2) the placement of digital signs within 120 m of a traffic control device at 3 locations. These variances are supported by an expert opinion from their traffic engineer consultant that satisfied staff concerns (see Appendix 2). VHO will comply with all other provisions of the Guidelines including those concerning sign brightness and luminance.

VHO is responsible for all electrical power and other utility costs and for all maintenance costs of signs including the City's logo.

### **Other Considerations: Term, Safety, Insurance**

The Term of the agreement is twenty (20) years, with two renewal options for five (5) years each. VHO is responsible for addressing public safety concerns to the City's satisfaction. VHO will obtain insurance as required by the City

## **Comments**

This partnership benefits the City by increasing communication channels with residents and visitors, additional exposure for the City brand in the community, improving the aesthetics of overpasses, and reducing capital commitments for LED underpass lighting upgrades. The allotment of City time on the digital signs will allow for general community updates; promotion of City services, programs and events; transit updates; and emergency messaging.

In the negotiations process, VHO has satisfactorily addressed issues from City staff. The agreement meets City requirements for advertising standards, insurance, indemnification, and risk. In addition, VHO is responsible for addressing public safety concerns related to the Program to the City's satisfaction. HuLRT considerations are also addressed, with VHO to coordinate with and obtain approvals from the HuLRT Office and Metrolinx/CP for all works proposed at the existing/new Cooksville CP/GO bridge structure crossing Hurontario Street, if applicable.

## Strategic Plan

**Move:** Transit updates can help ease traffic flow and promote transit alternatives.

**Belong:** Increasing the reach of City messaging on general community updates and City amenities, programs, and events will help residents engage with the City.

**Connect:** Improving the aesthetics of and adding City branding to overpasses will help beautify the City. The ability to provide local messaging on each digital display also provides an opportunity to promote neighborhood specific activities.

## Financial Impact

VHO is responsible for all capital and operating costs related to the Program. The City's direct financial impact is from the LED underpass lighting, where VHO has committed to reimburse the City for LED upgrade work. The indirect financial impacts include potential revenue from increased participation in City offerings due to advertising and increased sponsorship revenue with this additional advertising tactic.

## Conclusion

Stakeholder considerations have been satisfactorily addressed by VHO. This agreement will benefit the City by increasing communication channels with residents and visitors, increasing City branding, improving the aesthetics of overpasses, and reducing capital commitments for LED underpass lighting upgrades. These benefits will help the City further its Strategic Plan through supporting the pillars of Move, Belong, and Connect.

## Attachments

Appendix 1: List of Overpass Locations

Appendix 2: Letter – Expert Opinion from VHO's Engineer Consultant Regarding Exceptions to Guidelines



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Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Samantha Yee, Business Advisor, Business Planning

#	Location	# Digital Billboard Signs
1	Cawthra Road s/o Dundas Street	2
2	Mavis Road s/o Central Parkway	2
3	Dixie Road s/o Dundas Street	2
4	Winston Churchill s/o Highway 401	2
5	Britannia Road West w/o Queen Street North	2
6	Eglinton Avenue West w/o Creditview Road	2
7	Burnhamthorpe Road w/o Central Parkway West	2
8	Hurontario Street n/o John Street	2
	Total	16



27 November 2017  
Phila.

Mr. Blair Murdoch  
Senior Vice-President  
***VAN HORNE OUTDOOR LLP***  
171 East Liberty Village, Suite 212  
Toronto, Ontario M6K 3P6

Re: ***Proposed Digital Gateway Locations  
in the City of Mississauga, Ontario:***  
Cawthra Road s/o Dundas Street  
Mavis Road s/o Central Parkway  
Dixie Road s/o Dundas Street  
Winston Churchill s/o Highway 401  
Britannia Road West w/o Queen Street North  
Eglinton Avenue West w/o Creditview Road  
Burnhamthorpe Road w/o Central Parkway West  
Huron Street n/o John Street

Mr. Murdoch:

During the past decade, my firm and I conducted **traffic research** examining the relationship between digital billboards and traffic safety in the United States. The digital billboards which I studied are comparable to those that *Van Horne* proposes in the City of Mississauga; they display static messages with no animation, have strictly controlled brightness and dwell time, and are professionally designed to comply with industry standards.

Concerning the issue of 8-second versus 10-second dwell times on the static digital signs proposed at various overpasses in the *City of Mississauga*, I offer the following.

1. The 2007 *United States Federal Highway Administration (FHWA)* guidance memorandum recommends that the "duration of each display is generally between 4 and 10 seconds – 8 seconds is recommended."

2. The 2012 peer-reviewed research study by *FHWA* collectively studied billboards with dwell times of 8 to 10 seconds and used human factors analysis to conclude that drivers are not distracted by digital billboards along roads.

3. My 2011 paper published by the *Institute of Transportation Engineers (ITE)* examined accident statistics for billboards with 6-, 8-, and 10-second dwell times in Reading, Pennsylvania, and found consistent results among dwell times. The parent study to this paper also specifically compares 6-, 8-, and 10-second dwell times results with consistent findings. My research also used quantitative data and accident reports near digital billboards from five states (Pennsylvania, New Jersey, Ohio, Virginia, Minnesota, and New Mexico), for periods of comparison in excess of eight years by examining temporal (when and how frequent) and spatial (where and how far) comparisons under a variety of factors (size, display time, day/night conditions, etc). The data show that these types of controlled digital billboards are safety neutral and are statistically not linked to traffic accidents.

4. Many states and municipalities in the United States have regularly and safely permitted 8-second dwell times, and continue to do so safely. For example, Pennsylvania permits 5-second dwell times for this type of technology. Studies, reports, and examples from the academic community, U.S. federal, state, and local governmental agencies, law enforcement officials, the engineering profession, and the advertising industries amplify these findings.

5. I understand that *Van Horne* proposes signs above the road and over the Right-of-Way (ROW). I observed and drove the proposed locations during day and night conditions. *Advertising* signs over the ROW have not explicitly been studied; although there are some positive studies concerning official *traffic* changeable message signs within the ROW. Such signs are routinely above the roadway on many federal, provincial and municipal roads; I personally observed several of these signs in the City of Vaughan, Ontario. Signs within the ROW keep the drivers glances close to the road; there is less eye-glance time away from the road (side-to-side) and the signs are more easily read.

6. I also understand that the City of Mississauga is introducing new guidelines for approving digital signs and that one of the guidelines suggests a dwell time for static digital images of 10 seconds versus the proposed 8-second dwell time. As mentioned above, my research compared 6-, 8-, and 10-second dwell times results with consistent findings among the three dwell times. My research found that these types of controlled digital billboards are safety neutral and are statistically not linked to traffic accidents. Furthermore, the signs that I observed in the City of Vaughan operate safely with an 8-second, dwell time.

7. I also understand that the City of Mississauga is introducing a guideline for the placement of signs within 120 meters of traffic control devices and important decision points. My research shows that an appropriate sign should not present a physical obstruction to sight distances between a driver and other motorists and should not detract or interfere with the effectiveness of any official traffic-control devices. Of the proposed locations, there are three underpass bridge facings that are within 120 meters of such decision points (specifically signalized intersections).

Mr. Murdoch

- 3 -

27Nov17

At each of these underpass sites, the proposed digital will be sited lower than the actual height of the traffic signals and is not proposed to interfere with the effectiveness of the nearby signals.

As an addendum to this letter, I enclose my *Curriculum Vitae* and copies of several of the studies which I reference. Please feel free to contact me if you have any questions.

Sincerely,

TANTALA ASSOCIATES, LLC



Michael W. Tantara

MWT:ows  
Enc.

# City of Mississauga

## Corporate Report



Date: 2017/11/22

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:

2018/01/24

## Subject

**Request for Exemption from the Purchasing By-law #374-2006 for the Procurement of Accommodation Providers for 2018 Ontario 55+ Summer Games**

## Recommendation

1. That the report entitled "Request for Exemption from the Purchasing By-law #374-2006 for the Procurement of Accommodation Providers for 2018 Ontario 55+ Summer Games" dated November 22, 2017 from the Commissioner of Corporate Services and Chief Financial Officer be received.
2. That the procurement process for accommodation providers required for participants in the 2018 Ontario 55+ Summer Games be exempt from the Purchasing By-law #374-2006.
3. That the Project Lead for the 2018 Ontario 55+ Summer Games or his designates be authorized to negotiate and execute contracts with selected accommodation providers for accommodations required for the 2018 Ontario 55+ Summer Games.

## Background

The Ontario 55+ Summer Games were first hosted in 1986 by the Province of Ontario. The Games provide adults 55+ with a venue to participate in a healthy, active lifestyle through friendly competition. Approximately 1,300-1,500 participants including athletes and officials compete in 18 different sports.

The City of Mississauga submitted a bid to host the 2018 Ontario 55+ Summer Games and was officially announced as host of the 2018 Games at the Opening Ceremonies of the 2016 Ontario 55+ Summer Games in Midland, Ontario.

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## Comments

Accommodations are required for Games participants. Accommodations criteria include:

- Qualifications and experience of the provider;
- Proximity of hotel to competition venue;
- Food services;
- Value added and/or free services;
- Security and emergency preparedness; and
- Competitive room rates.

Contracts with accommodation providers are typically negotiated package deals based on the above noted criteria, number of room nights, amenities such as food and beverage and timing of commitments. Staff needs to be agile in order to obtain the best deals possible. It is not practical to obtain competitive quotes as is required by the Purchasing By-law.

Accommodation providers are required to comply with the *Innkeepers Act* and they have their own standard contract forms. They are prevented from accepting the City's terms and conditions of contracts that would apply to other service providers. Given the short duration of the accommodations and industry regulations, there is very low risk associated with this exemption.

The Purchasing By-law #374-2006 governs the acquisition of goods and services for the City. The By-law parameters do not facilitate effective procurement of accommodations. This report seeks an exemption to the By-law to facilitate the procurement of accommodations for the 2018 Ontario 55+ Summer Games. Materiel Management staff will seek a permanent exemption in the next revisions to the Purchasing By-law being brought to Council in early 2018.

The Project Lead for the 2018 Ontario 55+ Summer Games or his designates will establish the detailed requirements; negotiate the final arrangements and enter into contracts directly with the selected accommodation providers. Materiel Management and Legal Services staff will provide assistance as required.

The ability to negotiate with accommodation providers will:

- Allow the Games to meet the requirements as set out by the Province of Ontario through the Ministry of Tourism, Culture and Sport.
- Allow the City to negotiate the amount of rooms and best price to maximize use.



- Provide all Games' participants with the best overall experience by:
  - Reducing travel time between venues and accommodations;
  - Providing meals at accommodations when possible (breakfast); and
  - Securing additional areas in the hotel for participants to gather and socialize.

## Financial Impact

The estimated cost for accommodations is \$185,000 and is included in the budget for the 2018 Ontario 55+ Summer Games.

## Conclusion

Council authority is required to grant an exemption from the Purchasing By-law #374-2006 to enable the Project Lead for the 2018 Ontario 55+ Summer Games to directly negotiate and enter into contracts with selected accommodation providers to meet the needs of the 2018 Ontario 55+ Summer Games. The ability to directly select accommodation providers and negotiate deals will help to deliver the best overall experience to all Games' participants.



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Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Erica Edwards, Manager, Materiel Management, External Services

# City of Mississauga Corporate Report



Date: 2017/12/07

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng, MBA, Commissioner of  
Community Services

Originator's files:

Meeting date:  
2018/01/24

## Subject

**Renewal of Alternate Locate Agreement with Enbridge Gas Distribution Inc. for Municipally Owned Parkland**

## Recommendation

1. That the Commissioner of Community Services and the City Clerk, be authorized to execute an Alternate Locate Agreement with Enbridge Gas Distribution, Inc., in a form satisfactory to the City Solicitor, as outlined in the Corporate Report dated December 7, 2017 entitled "Renewal of Alternate Locate Agreement with Enbridge Gas Distribution Inc. for Municipally Owned Parkland" be approved.
2. That all necessary By-laws be enacted.

## Background

### Current Alternate Locate Agreement

The intention of the current Alternate Locate Agreement ("ALA"), executed between the City and Enbridge Gas Distribution Inc. ("Enbridge") in August 2015, was to increase the efficiency of City Contractors and staff in gaining clearances for stump grinding operations without compromising safety within City Parks by not removing stumps to a depth of more than 12 inches. The goals were successful, as stump removal numbers in City Parks have greatly increased, time spent administering underground utility locate clearances have greatly decreased and no issues regarding safety has occurred. Enbridge is also satisfied with the agreement and has offered to renew the agreement for a two (2) year period as the current agreement expires at the end of the January 2018.

This process not only facilitates the speed to safely remove tree stumps within Parks, but also makes available more field locating personnel to attend to the projects where locates are imperative. ALA's often apply to project works where there are numerous excavations of similar work or do not exceed a certain depth at multiple locations such as City Parks where, due to

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ash tree mortality, stumps are still present in large quantity and re-planting sites are interchangeable.

## **Present Status**

### **Past and Present Timelines**

Prior to the current ALA, City staff had to send out for locate requests over wide areas of land due to the size of City Parks and in part to the vast number of removals largely due to Emerald Ash Borer (EAB). As per Ontario1Call ("OOC"), five (5) business days is the goal to get Locate Service Providers (LSPs) out to the site to confirm clearance, however that is not always the case, as often these timelines are doubled and sometimes even tripled due to increased activities during the Spring, Summer and Fall months where the breaking of ground peaks due to construction, maintenance and landscaping practices.

The current stump removal in Parks timelines as associated with the existing ALA are working smoothly and efficiently due to several factors including; less time spent administratively by City Staff in requesting locates and submitting associated maps; less personnel and field work spent on site by the LSPs; less administrative work for OOC and the LSPs; decreased time for Contractors waiting for work to be assigned to them.

## **Conclusion**

Extending the current ALA with Enbridge would enable Contractors and Staff to continue to work effectively and safely administering the removal of stumps in City Parks by expediting the stump removal process. This also ensures that City Parks are safe from ground hazards, is more aesthetically pleasing and ensures that Parks are prepared for replacement trees as quickly as possible.




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Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Scott Macleod, Supervisor, Contract Administration

# City of Mississauga

## Corporate Report



Date: 2017/12/15

To: Chair and Members of General Committee

From: Paul Mitcham, P. Eng, MBA, Commissioner of  
Community Services

Originator's files:

Meeting date:  
2018/01/24

### Subject

**Signal Enhancers - Bell Mobility Inc., Rogers Wireless Inc., and TELUS Mobility Inc.**

### Recommendation

1. That the Commissioner of Community Services and the City Clerk be authorized to execute and affix the corporate seal on behalf of The Corporation of the City of Mississauga (the "City") to the amending agreements, renewal or extension agreements to the existing license agreements and all other documents ancillary thereto, with Bell Mobility Inc., Rogers Wireless Inc., and TELUS Mobility Inc. for the installation, use and maintenance of signal enhancing equipment, and their acquisition of advertising rights from the City, in a form satisfactory to Legal Services.
2. That all necessary by-law(s) be enacted

### Report Highlights

- The City of Mississauga has entered into agreements with Bell Mobility Inc., TELUS Mobility Inc., and Rogers Wireless Inc. for the installation of signal enhancers and the purchase of advertising in several City facilities.
- Community Services staff have been in discussions with Bell and Rogers to develop agreements which will place future signal enhancing devices in several City facilities.
- The agreements also include that the City provide Bell and Rogers with the opportunity to place advertising in each of the City facilities that will have signal enhancing devices installed.
- In return for placement of cellular signal enhancing devices and the placement of advertising, the City will receive \$5,000 per annum, per facility, for a period of not less than ten years. Each facility agreement will generate gross revenues of \$50,000, per carrier, over its term.

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## Background

On October 1, 2014, City Council approved an agreement between the City and Bell Mobility Inc. (Council Resolution 0236-2014) for the installation of signal enhancers and the purchase of advertising in several City facilities. On January 1, 2015, the City extended an agreement with TELUS Mobility Inc. for an additional five years that was approved under Council Resolution 0387-2009 for the installation of signal enhancers and the purchase of advertising. Further, on December 14, 2016, City Council approved an agreement between the City and Rogers Wireless Inc. (Council Resolution 0285-2016) for the installation of signal enhancers and the purchase of advertising.

The signal enhancers will increase the sending and receiving capabilities of cellular phones within City facilities. Bell, TELUS, and Rogers have targeted facilities with poor cellular coverage in the GTA and have entered into similar agreements with a number of municipalities to install signal enhancing units in order to address customer concerns.

## Comments

Community Services Staff have been in discussions with Bell and Rogers to develop agreements which will place signal devices in several additional locations. Both Bell and Rogers have completed testing at several City facilities and have noted coverage deficiencies.

The following list of City facilities have been identified as potential future installation sites:

Clarkson Community Centre	Meadowvale Four Rinks
Huron Park Community Centre	Mississauga Valley Community Centre
Paul Coffey Arena	Port Credit Memorial Arena
Meadowvale Community Centre	River Grove Community Centre

The proposed future agreements also include that the City provide Bell and Rogers with the opportunity to place advertising in each of the City facilities that will have signal enhancing devices installed. If the facility is a community centre, the telecommunications company will be provided the opportunity to place an advertisement on the City's digital screen network. However, if the facility is an arena or a community centre with an internal ice pad, the telecommunications company will be provided with the option of the installation of rink boards or in-ice logos.

The Canadian Radio-Television and Telecommunications Commission has mandated that cellular telecommunications providers are required to share cellular infrastructure. These proposed agreements include additional fees to the City which will allow both telecommunications companies to accommodate this requirement.

These agreements are non-exclusive, thereby providing the City with the opportunity to enter into similar agreements with other wireless phone providers. The signal enhancing equipment has no impact on the City's communication equipment within these facilities. Staff from the Information Technology (IT) Division have been consulted and endorse the report. We will work closely with IT during the installation period, and in the future as new sites are selected.

## Financial Impact

In return for placement of cellular signal enhancing devices and the placement of advertising, the City will receive \$5,000 per annum for each facility. The Telecommunications providers are seeking agreement terms of not less than ten years per location.

## Conclusion

The opportunity to continue to improve cellular service in City facilities by adding additional sites to the current agreements with Bell Mobility Inc., TELUS Mobility Inc., and Rogers Wireless Inc. will provide revenues to Community Services, while providing facility visitors with increased cellular capabilities and better user experiences.



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Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

Prepared by: Michael Campbell, Manager, Sponsorship & Corporate Development

City of Mississauga

# Corporate Report



Date: 2017/12/04

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:  
2018/01/24

## Subject

**2018 Interim Tax Levy for Properties on the Regular Instalment Plan**

## Recommendation

1. That the report of the Commissioner of Corporate Services and Chief Financial Officer dated December 4, 2017 entitled 2018 Interim Tax Levy for Properties on the Regular Instalment Plan be received.
2. That a by-law be enacted to provide for a 2018 interim tax levy for properties on the regular instalment plan.
3. That the 2018 interim taxes be calculated to be 50% of the previous year's annualized taxes on properties that existed on the previous year's tax roll.
4. That assessments added to the tax roll in the current year be levied an amount that approximates 50% of a full year's taxes, had the property been included on the previous year's tax roll, using tax rates set out in Appendix 1 of this report and the current year's phased-in assessment.
5. That the 2018 interim levy for residential properties on the regular instalment plan be payable in three instalments on March 1, April 5, and May 3, 2018.
6. That the 2018 interim levy for regular instalment plan properties in the commercial, industrial and multi-residential property classes be payable in one instalment on March 1, 2018.

## Background

The *Municipal Act, 2001* provides municipalities with the ability to pass a by-law to levy interim taxes in order to meet financial obligations. A by-law for interim taxes for taxpayers on pre-authorized payment plans was passed by Council on November 8, 2017. This report provides for an interim billing for properties on the regular instalment plan.

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## Comments

Section 317 of the *Municipal Act, 2001* allows municipalities to levy interim taxes. The amount levied on a property may not exceed 50% of the total amount of taxes levied on the property for the previous year, adjusted for any supplementary taxes or cancellations that applied to only part of the previous year as if the supplementary or cancellation had applied for the entire year. Any impact resulting from reassessment along with budgetary increases are applied on the final bill.

Assessments added to the tax roll for the current year are to be levied an amount that approximates 50% of a full year's taxes, had they been included in the previous year's tax roll, using the interim tax rates set out in Appendix 1 and the current year's phased-in assessment.

Interim levies are also made on Payment-in-lieu properties such as Canada Post, the Region of Peel and properties owned by the Crown.

An interim levy would allow the City to meet its financial obligations including payment of the levy requirements for the Region of Peel and school boards.

It is proposed that the 2018 interim levy for residential properties with regular instalment due dates be payable in three instalments on March 1, April 5 and May 3, 2018 and that the 2018 interim levy for commercial, industrial, and multi-residential properties on the regular instalment plan be payable in a single instalment on March 1, 2018.

## Financial Impact

Not applicable

## Conclusion

A 2018 interim tax levy is required so that the City can meet its financial obligations. The 2018 interim levy for those properties paying through the regular instalment plan will be calculated to be 50% of the annualized taxes levied on the property in the previous year. Interim taxes for assessments added to the tax roll for the current year will be calculated using tax rates set out in Appendix 1 and the current year's phased-in assessment.

Instalment due dates for residential properties paying through the regular instalment plan will be March 1, April 5 and May 3, 2018. The instalment due date for commercial, industrial or multi-residential properties paying through the regular instalment plan will be March 1, 2018.



General Committee

2017/12/04

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**Attachments**

Appendix 1: 2018 Interim Tax Rates

A handwritten signature in black ink that reads "G. Kent." with a period at the end.

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Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Louise Cooke, Manager, Revenue & Taxation

## Appendix 1

**The Corporation of the City of Mississauga  
2018 Interim Tax Rates**

Description	Tax Class	2018 Interim Tax Rate
Residential	RT	0.399776%
Residential Shared (PIL for Ed)	RH	0.399776%
Res Farm Awaiting Development I	R1	0.119932%
Residential - Education Only	RD	0.083931%
Multi-Residential	MT	0.585755%
Multi-Residential Farm Awaiting Development I	M1	0.119932%
Commercial	CT	0.933191%
Commercial Shared (PIL for Ed)	CH	0.933191%
Commercial Taxable (No Ed)	CM	0.458522%
Commercial Excess Land (PIL for Ed)	CK	0.653234%
Commercial Farm Awaiting Development I	C1	0.119932%
Commercial Excess Land	CU	0.653234%
Commercial Vacant Land (PIL for Ed)	CJ	0.653234%
Commercial Vacant Land	CX	0.653234%
Commercial New Construction	XT	0.933191%
Commercial New Construction Excess Land	XU	0.653234%
Office Building	DT	0.933191%
Office Building Shared (PIL for Ed)	DH	0.933191%
Office Building Excess Land	DU	0.653234%
Office Building Excess Land (PIL for Ed)	DK	0.653234%
Office Building New Construction	YT	0.933191%
Office Building New Construction Excess Land	YU	0.653234%
Shopping Centre	ST	0.933191%
Shopping Centre Excess Land	SU	0.653234%
Shopping Centre New Construction	ZT	0.933191%
Shopping Centre New Construction Excess Land	ZU	0.653234%
Parking Lot	GT	0.933191%
Industrial	IT	1.088974%
Industrial Shared (PIL for Ed)	IH	1.088974%
Industrial Farm Awaiting Development I	I1	0.119932%
Industrial Excess Land	IU	0.762281%
Industrial Vacant Land	IX	0.762281%
Industrial Vacant Land (PIL for Ed)	IJ	0.762281%
Industrial Excess Land (PIL for Ed)	IK	0.762281%
Industrial New Construction	JT	1.088974%
Large Industrial	LT	1.088974%
Large Industrial Excess Land	LU	0.762281%
Large Industrial New Construction	KT	1.088974%
Pipeline	PT	1.005053%
Farm	FT	0.099943%
Managed Forests	TT	0.099943%

# City of Mississauga

# Corporate Report



Date: 2017/12/04

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:  
2018/01/24

## Subject

**Delegation of Regional Tax Ratio Setting Authority for 2018**

## Recommendation

1. That the report of the Commissioner of Corporate Services and Chief Financial Officer dated December 4, 2017 entitled Delegation of Regional Tax Ratio Setting Authority for 2018 be received.
2. That Council consent to the enactment of a Regional by-law delegating tax ratio setting from the Region of Peel to Mississauga, Brampton and Caledon, in accordance with Section 310 of the *Municipal Act, 2001* for the 2018 property tax year.
3. That Council consent to the apportionment methodology in place in the 2017 taxation year updated for 2018 assessments.

## Background

Section 310 of the *Municipal Act, 2001* provides for the Council of an upper-tier municipality to delegate to the Council of each of its lower-tier municipalities, the authority to pass a by-law establishing tax ratios within the lower-tier municipality for both the upper-tier and lower-tier tax levies for the year. This by-law must also contain the method by which the upper-tier levy is apportioned between the lower-tier municipalities. All lower-tier municipalities must consent to the delegation. The deadline for consent by the lower-tier municipalities and the passing of the Regional by-law is February 28, 2018.

Tax ratios reflect how a tax rate for a particular property class compares to the residential tax rate. The different relative tax burdens among property classes are based on the tax ratios set by the municipality. Changing tax ratios is revenue neutral and does not generate additional tax revenue; it does result in a shift of the tax burden among different property classes. Adjustments to tax ratios can be used to prevent large shifts of the tax burden caused by proportionally uneven changes in assessment among different property classes as well as to lower the tax rates on a particular class or classes.

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## Comments

Delegation of tax ratio setting authority provides the Council of a lower-tier municipality with the autonomy to establish tax ratios for both lower-tier and upper-tier purposes. The Region of Peel has delegated tax ratio setting since the property tax legislation was reformed in 1998.

Staff are proposing to continue with delegation for the 2018 property tax year, utilizing the 2017 apportionment formula updated to 2018 assessments.

The apportionment formula used in 2017 and proposed for the 2018 taxation year is:

- Waste costs allocated based upon number of households in each municipality as determined by the Municipal Property Assessment Corporation (MPAC);
- Police costs split out, with Caledon paying for Ontario Provincial Police (OPP) service and Mississauga and Brampton paying for Peel Regional Police, based on weighted current value assessment;
- All other costs apportioned based on weighted current value assessment.

Delegation of tax ratio setting authority and the apportionment formula will be approved by Regional Council on January 11, 2018. The Minister of Municipal Affairs and Housing must approve the delegation and the apportionment formula before it can take effect.

## Conclusion

Delegation allows the lower-tier municipalities flexibility in determining their own tax ratios. The Area and Regional Treasurers are recommending that delegation of tax ratio setting from the Region of Peel to Mississauga, Brampton and Caledon be continued for the 2018 property tax year. The Regional levy apportionment plan would remain the same as in 2017 updated to 2018 assessments.



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Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Louise Cooke, Manager, Revenue & Taxation

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## **REPORT 1 - 2018**

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Mississauga Cycling Advisory Committee presents its first report for 2018 and recommends:

MCAC-0001-2018

1. That members of the Mississauga Cycling Advisory Committee expressed concern with the Millcreek Drive Multi-use Trail project as outlined in the 2018 Cycling Network Program and requested additional information on the number of pedestrians who use the trail to access Meadowvale Go station and if the project meets all minimum design standards.
2. That the memorandum dated December 21, 2017 from Matthew Sweet, Manager, Active Transportation entitled 2018 Cycling Network Program and 2017 Program Update be received as amended.

(MCAC-0001-2018)

MCAC-0002-2018

That up to three Mississauga Cycling Citizen Members attend the upcoming 2018 Vision Zero Advocate Conference being held from February 28 – March 2, 2018 in Toronto and that the registration fee of \$395.00 and the cost of mileage be allocated from the 2018 Committee budget.

(MCAC-0002-2018)

## **REPORT 1 - 2017**

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Road Safety Committee presents its first report for 2017 and recommends:

RSC-0001-2017

1. That Councillor Pat Saito (Ward 9) be appointed as the Chair of the Road Safety Committee until the end of the Council term, November 30, 2018 or until a successor is appointed; and
  2. That Citizen Member, Tony Power, be appointed Vice-Chair of the Road Safety Committee until the end of the Council term, November 30, 2018 or until a successor is appointed.
- (RSC-0001-2017)

RSC-0002-2017

1. That the deputation and associated PowerPoint presentation by Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel and Gordon Hui, Principal Planner, Region of Peel, with respect to the Region of Peel Road Safety Strategic Plan, be received; and
2. That up to six Citizen Members from the Road Safety Committee attend the Vision Zero Conference March 1, 2018 and March 2, 2018, for one day each, and, funds be allocated from the 2018 Committee budget for registration and transportation costs up to the amount of \$2000.00.

(RSC-0002-2017)

RSC-0003-2017

That the deputation and associated PowerPoint presentation by Colin Patterson, Supervisor, Road Safety, Traffic Management, City of Mississauga, with respect to Mississauga's Road Safety Programs and Initiatives, be received.

(RSC-0003-2017)

RSC-0004-2017

That memorandum from Allyson D'Ovidio, Legislative Coordinator, entitled 2018 Road Safety Committee Meeting Dates, be received.

(RSC-0004-2017)

**REPORT 3 - 2017**

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Diversity and Inclusion Advisory Committee presents its third report for 2017 and recommends:

DIAC-0006-2017

That the deputation and associated PowerPoint presentation by Mojan Jianfar, Assistant Planner, Culture Planning with respect to the Draft Culture Master Plan update, be received.  
(DIAC-0006-2017)

DIAC-0007-2017

1. That Transportation and Works staff be directed to review the technical issues with respect to holiday messaging on MiWay bus destination signs, review the possible list of messages, research for additional information to review the best practices of organizations such as the Peel Board of Education and the United Way of Peel, and include data on demographics.
2. That a report be brought back to a future Diversity and Inclusion Advisory Committee meeting.

(DIAC-0007-2017)

DIAC-0008-2017

That the memorandum by Allyson D'Ovidio, entitled 2018 Diversity and Inclusion Advisory Committee Meeting Dates, be received.

(DIAC-0008-2017)