
General Committee

Date

2018/01/17

Time

9:00 AM

Location

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

Members

Mayor Bonnie Crombie	
Councillor Jim Tovey	Ward 1
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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Find it Online

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

INDEX - GENERAL COMMITTEE - JANUARY 17, 2018

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **DECLARATION OF CONFLICT OF INTEREST**
4. **PRESENTATIONS** - Nil
5. **DEPUTATIONS**
 - 5.1. Item 8.3 Sonja Banic, Project Lead and Manager, Culture Services and Audrey Holt, Communications Advisor will provide highlights of the City's 2017 Canada 150th Anniversary program
 - 5.2. Item 8.9 Connie Mesih, Director, Revenue and Materiel Management with respect to the Municipal Accommodation Tax
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. Mississauga Matters: Summary of Priority Issues and Engagement Strategy for the 2018 Provincial Election

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- 8.2. 2018 Pre-Budget Submission to Province of Ontario
(Please note that this report was not available at the time of printing and will be distributed prior to the meeting.)
- 8.3. Canada's 150th Anniversary - Final Report
- 8.4. RibFest Paid Admission Pilot Project
- 8.5. Signal Enhancers - Bell Mobility Inc., Rogers Wireless Inc., and TELUS Mobility Inc.
- 8.6. Mississauga Digital Gateway Signage Community Partnership Program with Van Horne Outdoor LP
- 8.7. Streetsville Kinsmen Centre Agreement, located at 327 Queen Street S (Ward 11)
- 8.8. Request for Traffic Control Signals - South Sheridan Way at Indian Road (Ward 2)
- 8.9. Municipal Accommodation Tax
- 8.10. Request for Exemption from the Purchasing By-law #374-2006 for the Procurement of Accommodation Providers for 2018 Ontario 55+ Summer Games
- 8.11. 2018 Interim Tax Levy for Properties on the Regular Instalment Plan
- 8.12. Delegation of Regional Tax Ratio Setting Authority for 2018
- 8.13. Province of Ontario - Dedicated Gas Tax Funds for Public Transportation Program (2017/2018)
- 8.14. Intermunicipal Court Services Agreement between the City of Mississauga and the Town of Milton
9. **ADVISORY COMMITTEE REPORTS**
- 9.1. Environmental Action Committee Report 9-2017 December 5, 2017
- 9.2. Diversity and Inclusion Advisory Committee Report 3 - 2017 December 6, 2017
- 9.3. Road Safety Committee Report 1 - 2017 December 12, 2017
- 9.4. Heritage Advisory Committee Report 1-2018 dated January 9, 2018

-
- 9.5. Mississauga Cycling Advisory Committee Report 1 - 2018 January 9, 2018
10. **MATTERS PERTAINING TO REGION OF PEEL COUNCIL**
11. **COUNCILLORS' ENQUIRIES**
12. **OTHER BUSINESS/ANNOUNCEMENTS**
13. **CLOSED SESSION**
- 13.1. A proposed or pending acquisition or disposition of land by the municipality or local board - Purchase and Sale with Michael Phong Ich Trinh, owner of 90 Paisley Boulevard East as required in connection with the Cooksville Creek, Downtown Growth Area Park Assembly (Ward 7)
- 13.2. A proposed or pending acquisition or disposition of land by the municipality or local board - Purchase and Sale with Lily Van, owner of 105 Paisley Boulevard East as required in connection with the Cooksville Creek, Downtown Growth Area Park Assembly, in Ward 7
- 13.3. A proposed or pending acquisition or disposition of land by the municipality or local board - Purchase and Sale with Bernard Baskovic and Rosina Baskovic, owners of 2407 Shepard Avenue as required in connection with the Cooksville Creek, Downtown Growth Area Park Assembly in Ward 7
- 13.4. Personal matters about an identifiable individual including municipal or local board members re: PMP review of the Commissioners (Verbal)
14. **ADJOURNMENT**

City of Mississauga
Corporate Report



Date: 2018/01/04

To: Chair and Members of General Committee

From: Janice Baker, FCPA, FCA, City Manager and Chief
 Administrative Officer

Originator's files:

Meeting date:
 2018/01/17

Subject

Mississauga Matters: Summary of Priority Issues and Engagement Strategy for the 2018 Provincial Election

Recommendation

1. That the report "Mississauga Matters: Summary of Priority Issues and Engagement Strategy for the 2018 Provincial Election" be endorsed as the City of Mississauga's priority issues pertaining to the June 7, 2018 Ontario general election.
2. That the engagement tactics recommended in the report entitled "Mississauga Matters: Summary of Priority Issues and Engagement Strategy for the 2018 Provincial Election" be approved for implementation.

Report Highlights

- The Ontario general election is scheduled to be held on June 7, 2018.
- The Province of Ontario is an important partner in ensuring the City of Mississauga meets its objectives, realizes its vision, and achieves its city-building priorities, specifically through proper funding mechanisms and legislative authority.
- A provincial election affords the City of Mississauga the opportunity to engage with political leaders and candidates on key issues of importance. While there are many issues of importance between the City of Mississauga and the provincial government, it is recommended that the City focus on just four in our engagement strategy: public transit, sustainable funding for infrastructure, affordable, middle-income housing, and reducing the burden on municipalities through legislative changes, including amending the Payment in Lieu of Taxes (PILT) formula.
- The proposed name of the City of Mississauga provincial election strategy is "Mississauga Matters".

- A number of engagement tactics are outlined that range from simple fact sheets for the general public, online engagement, a full debate of the party leaders or their representatives, and candidate and stakeholder information sessions.

Background

The Province of Ontario has announced that the next general election will take place on June 7, 2018. The writ period is anticipated to begin on May 9, 2018.

The City of Mississauga is an important stakeholder to the province and our residents will be directly affected by the outcome of the 2018 provincial election. It is important that the City of Mississauga not only makes its top priorities known to the local candidates and party leaders, but also engages residents, businesses and key stakeholders to demonstrate the importance of Mississauga's priorities and why Mississauga matters to them. Our City is home to six provincial ridings.

Over the past many provincial and federal election cycles, the City of Mississauga has developed and deployed advocacy and engagement strategies. These previous engagement strategies have informed residents, businesses, and stakeholders about important municipal priorities and engaged them as supporters of the City's message. They have also informed local candidates running in the six local provincial ridings about the City's priorities and what our expectations are for the party that forms the next provincial government.

The purpose of this report is to summarize the priority issues for the City and outline an engagement strategy for stakeholders, candidates, and provincial parties during the 2018 provincial election.

Comments

APPROACH

The strategy will aim to keep the number of issues manageable focusing on key priorities as identified by Council. If the strategy has too many messages or too many priorities, it will be difficult to engage our target audiences and deliver our message effectively.

Using the 2017/18 provincial pre-budget submission as a guide, the overall message to provincial parties and candidates will be:

“Mississauga needs a committed provincial government partner to provide consistent, predictable and long-term funding and the legislative authority to allow us to build Mississauga into a world-class city.”

This message will underpin the entire strategy and shape the messaging of each of the priority areas: public transit; sustainable funding for infrastructure, and affordable, middle-class housing. Additionally, through engagement efforts we will advocate to local candidates and party leaders specifically about the need for legislative reforms in other areas such as the formula for Payments in Lieu of Taxes (PILTs), greater municipal autonomy and revenue tools, and joint and several liability. These issues in particular demonstrate the need for municipalities to receive a greater share of revenue and for the province to reduce the financial burden it places on municipalities through its legislation.

It is proposed that the strategy be titled “Mississauga Matters” to demonstrate not only the importance of our City to the next provincial government, but also to local residents, businesses and stakeholder groups. The title has an additional meaning as through the engagement strategy will also be discussing priority matters pertaining to the City of Mississauga. This title has been used for previous provincial election campaigns and has been effective.

During the 2015 federal election, the Federation of Canadian Municipalities (FCM) conducted a campaign called “Hometown Proud,” where they sought to make local infrastructure priorities into national priorities. It was highly effective with many of the planks adopted into the platforms of the main parties. Similar to the “Hometown Proud” campaign, our strategy will aim to connect the City’s main priorities to those of residents, businesses and key stakeholders, and in turn, to local candidates and their political parties. Our objective will be to demonstrate that Mississauga’s priorities are supported by local residents, businesses and stakeholders, and as such, should also be the priorities of each party and local candidate.

In 2016, The Association of Municipalities of Ontario (AMO) undertook research on the financial situation of municipalities across the province and developed a document released in 2017 entitled, “The Local Share.” The main conclusion of this report is that municipalities are underfunded resulting in an annual municipal infrastructure gap of \$4.9 billion. AMO concludes that to close this gap will require consistent, predictable, and increased provincial (and federal) funding, or an increase of property taxes on average of eight per cent (8%) annually for the next ten years. AMO has recommended dedicating an additional one per cent (1%) of the HST to municipalities to close this gap. To date, the main three political parties have rejected this proposal. However, the facts as presented by AMO are compelling and underscore the fiscal shortfall and pressure that municipalities currently face. Moreover, the data supports the position that the province must take action to help municipalities close this gap. Our strategy will use this data to demonstrate the need for all political parties and local candidates to take notice of the City of Mississauga’s priorities and the fiscal challenges confronting all municipalities.

PRIORITY ISSUES

The four proposed priority areas of focus for our engagement strategy include:

- **Connected, seamless, rapid public transit:** specifically the full funding and completion of the Hurontario LRT; all-day, two-way GO Train service on all three Mississauga GO Train corridors, in particular the Milton Corridor; and the construction of The Downtown Mississauga Terminal and Transit Way Connection.
- **Sustainable funding for infrastructure:** including parks, trails, community centres, water and wastewater, roads, bridges, and other essential infrastructure.
- **Affordable, middle-class housing:** The City of Mississauga has made building affordable housing a priority to address the housing affordability problem in our city. There are seven actions in the “Making Room for the Middle”, a housing strategy for Mississauga that the provincial government can utilize to make it easier for the City to incentivize the building of middle-income, affordable housing.
- **Reducing the burden on municipalities through legislative changes:** Municipalities are often burdened by provincial legislation and formulas. For instance, the Payment in Lieu of Taxes (PILTs) formula has not been altered in over 15 years, meaning the City is not provided its fair share of revenue by those who pay PILTs. As well, the province must do more to develop a new municipal funding framework that includes greater autonomy and revenue tools for municipalities. Finally, through simple legislative changes to areas such as joint and several liability, interest arbitration, and others, the province can reduce the financial burden on municipalities and help them manage escalating costs.

For each of these priority issues, messaging, communications materials, and engagement tactics will be developed.

i. **Public Transit**

From the City’s Citizen Satisfaction Survey and polls taken during the City’s Budget tele-town halls, transit and transportation, and by extension congestion, remain top concerns and priorities for residents. The City and Metrolinx are working together to build a regionally-integrated public transit system that includes light rail, bus rapid transit, and regional express rail (RER). Regionally-integrated rapid transit is critical to the growth of Mississauga and to our local economy. Our strategy will make building regionally-integrated rapid transit one of the priority issues and will demonstrate to the parties, local candidates and to residents, businesses and other stakeholders, the great need to invest in and build rapid transit in Mississauga to better move people throughout our City and across the GTA.

The City of Mississauga has a strategic vision that is only achievable if reliable, sustainable public transit systems are built. The City has worked closely with the provincial government and its transit agency, Metrolinx to build new public transit in our City, including most recently the Mississauga Transitway. Mississauga's objective to significantly increase transit ridership means there must be in place higher-order systems and mobility hubs, improved travel times and strategies that support transit.

The City continues to make significant investments in public transit, but we require additional investment from the provincial (and federal) government to realize our long-term transit objectives. It is critically important to Mississauga that the next provincial government is committed to continuing to work with the City to build transit, as well as to provide long-term, sustainable, and predictable funding. This includes maintaining the commitment to at least doubling of the gas tax, as was proposed by the current government in 2017. As proposed, by 2022 the City will receive approximately \$32 million annually through the Provincial Gas Tax.

The overall request from the provincial parties and local candidates will be for long-term, dedicated, and predictable funding to build and expand transit services in Mississauga. At the same time, Mississauga has a number of priority transit projects that were endorsed by Council in the "*Transit Initiatives and Priorities in the City of Mississauga*" corporate report of the April 12, 2017 Council meeting and have been included in our previous pre-budget submissions. These projects are essential to the growth of Mississauga and will allow us to achieve our long-term transit objectives. Our strategy will focus on the following transit priorities:

The completion of the Hurontario LRT: While planning and design work is well underway on the Hurontario LRT, including the issuance of the RFP for construction, and funding has been committed by the Province of Ontario and the City of Mississauga, the project is not yet complete. It is important that all political parties and candidates understand the importance of this project to the growth of Mississauga and commit to fully funding and supporting it should they form the government.

All-Day, Two-Way GO on all three Mississauga corridors, in particular the Milton Corridor and a commitment to the Missing Link: Regional Express Rail (RER) on all three Mississauga GO Train corridors is essential for our future growth and economic competitiveness. All-day, two-way, 30 minute service on the Lakeshore West corridor has made a significant difference for commuters in the south of Mississauga. Additional service, including electrification has been committed to on the Lakeshore West Corridor. The same service has been discussed on the both the Kitchener and Milton Corridors; however only in recent months has a commitment been made for the Kitchener Corridor to receive all-day, two-way GO

service. Increased service on the Milton Corridor is mentioned in the Draft Regional Transportation Plan 2041 (RTP) that was approved by the Metrolinx Board in December 2017, but no firm timelines or specifics have been committed to by Metrolinx or the province.

Despite being the second busiest corridor in the GO Transit network, serving over 20,000 passengers per day, all-day, two-way GO service on the Milton Corridor has not yet been committed to by the province. This is due in large part to the fact that the corridor is owned by CP Rail. However, with over 77,000 jobs along this corridor in Mississauga, serving 6 stations, all-day, two-way service on this corridor is vital to Mississauga, providing a seamless and rapid east-west connection between Mississauga and Toronto – a “surface subway” in many respects.

In 2015, the City of Mississauga partnered with the cities of Toronto, Milton, Kitchener, Cambridge, Waterloo, and the Region of Waterloo on a feasibility study titled, “The Missing Link.” The Missing Link is a plan to divert the freight rail traffic from the CP Rail Corridor to the existing CN Freight Rail corridor to the north. The Missing Link is the ultimate objective, but it is a large scale undertaking with national implications. In the short term, Metrolinx can work with CP Rail to find solutions to increase service and achieve all-day, two-way service.

This engagement strategy will seek to educate stakeholders, residents, political parties and candidates about the importance of this corridor and the need for increased service. The strategy will then engage residents, business and stakeholders to use their voice to apply pressure on local candidates and parties to make a commitment to a timeline for this priority.

The Downtown Mississauga Terminal and Transitway Connection: On December 18, 2017, the final station on the Mississauga Transitway was opened. However, to fully complete the project requires a downtown Mississauga connection and new transit terminal. The downtown section of the transitway is the busiest and at present, buses are operating in mixed traffic. The Downtown Mississauga Terminal and Transitway Connection is a crucial section of infrastructure and a new transit terminal that will create a central mobility hub for MiWay and GO Transit buses, as well as the Hurontario LRT. Building this terminal and connection will provide relief for both transit vehicles and vehicular traffic in the downtown core, especially along Rathburn Road (*see Appendix 1*).

The Downtown Mississauga Terminal and Transitway Connection are included in Council’s approved transit priorities and will require significant capital funding from the provincial government. The project is a priority for the future growth of the downtown core and must be a priority for the provincial government and local candidates.

Questions for political parties and local candidates:

- Will you and your party fully commit to maintaining the 100% provincial funding for the Hurontario LRT?
- Will you commit to increasing train service on the Milton GO corridor, including all-day, two-way service?
- What revenue tools does your party support to ensure priority public transit systems are built in Mississauga and across the GTHA?

Message to residents, businesses and stakeholders:

- To reduce congestion and traffic, and to continue to grow our local economy, Mississauga needs predictable, long-term, and sustainable provincial funding to build local and regional rapid transit.

ii. Sustainable Infrastructure

The quality of life of Mississauga residents depends on basic infrastructure like roads, bridges and water and wastewater systems, but also on parks, trails, community centres and other amenities being in a state of good repair. In 2018, Mississauga has an estimated \$8.9 billion worth of infrastructure assets.

In recent years, there has been a significant focus on the growing municipal infrastructure deficit, including the recent Association of Municipalities of Ontario (AMO), “Local Share” campaign. AMO estimates that Ontario faces an annual municipal infrastructure deficit of \$4.9 billion each year for the next 10 years. To close this gap through property taxes alone would require raising property taxes by an average of 8% annually for the next 10 years.

Mississauga’s infrastructure is funded through a combination of property taxes, debt financing, gas tax, development charges, as well as reserve funds the City has set aside. The City of Mississauga needs more than \$338 million every year to put funds away for replacement of future infrastructure needs. In 2018, the City will only raise \$37 million through property taxes and \$41 million through gas tax for existing infrastructure, leaving a funding shortfall of \$260 million. Still it’s not enough. The City needs to continue to apply the two percent infrastructure and debt repayment levy in order to manage our infrastructure and keep our foundations strong (see *Appendix 2*).

To maintain Mississauga’s infrastructure in a state of good repair, long-term, predictable and sustainable infrastructure funding is required. Municipalities own 60% of all infrastructure in Canada, yet only receive 8-10% of all tax revenues. Municipalities like Mississauga need provincial (and federal) governments to provide

more funding for infrastructure. The annual infrastructure gap only continues to grow; we need the province to do more to assist Mississauga in closing this gap.

The City has already developed some excellent materials to show residents what our infrastructure consists of, including a brochure that has already been used in our provincial and federal advocacy efforts. We will use this work as a base to showcase to provincial parties and candidates, as well as residents, the need for provincial funding. The approach will be to demonstrate the types of infrastructure that residents enjoy (trails, community centres, roads and bridges, etc.) is at risk if we do not secure sustainable funding from the provincial government.

Questions for political parties and local candidates:

- Do you and your party commit to developing long-term, predictable, and sustainable funding programs from the provincial government to specifically fund the building and maintenance of municipal infrastructure?
- Will you commit to working with municipalities like Mississauga to develop new revenue tools to help us fund our capital infrastructure needs?

Message to residents, business and stakeholders:

- Mississauga owns \$8.9 billion infrastructure ranging from roads and bridges, to trails, parks, community centres, and much more that impacts the lives of residents every day. We need a committed provincial partner to provide sustainable, long-term and predictable infrastructure funding to build Mississauga into a world-class city.

iii. **Affordable, Middle-Class Housing**

In 2017, Mississauga took the lead by developing a made-in-Mississauga plan to address issues of housing affordability in our City. The goal of “Making Room for the Middle” is to make 35% of Mississauga’s housing stock affordable (\$250,000 - \$400,000 ownership/\$1,200 per month rental) for middle income earners (\$55,000 - \$100,000 household income). Housing is considered “affordable” when a household pays less than 30% of their income on housing. In Mississauga, more than 33% of households are spending more than 30% of their income on housing, demonstrating a significant housing affordability issue exists in Mississauga.

There is a housing affordability issue in Mississauga, and the wider GTA. In fact, the Ontario Government enacted a Fair Housing Plan in 2017 with 16 measures to “cool” the housing market and increase affordability. Many of these measures were in alignment with the City’s “*Making Room for the Middle*” plan, adopted by Council on October 25, 2017. However, within the 40 recommendations in our strategy, six specifically require provincial support or legislative changes to provide the City with

more authority and ability to achieve our objective of incentivizing the building of affordable, middle-class housing. These include:

1. Petition senior levels of government (Peel, Provincial and Federal Governments) to create enduring and sustainable funding programs that realize developer timeframes and financial needs
2. Appeal to senior levels of government (Peel, Province and Federal Governments) to provide affordable home ownership assistance to individuals
3. Petition the Province to expand municipal revenue tools
4. Petition senior levels of government to consider taxation policies that incent affordable housing that include but are not limited to:
 - a. the creation of second units
 - b. rehab of existing purpose built rental housing
 - c. new purpose built rental housing
 - d. GST rebates or exemptions
5. Appeal to Federal and Provincial governments to explore tax credits and exemptions for affordable housing including but not limited to:
 - a. income tax credit (e.g. second unit homeowners)
 - b. land transfer tax exemptions
 - c. create land value capture tools for municipalities
 - d. low income housing tax credits
6. Petition senior levels of government to provide standardized local housing data and consistent methodologies to measure housing affordability

Questions for political parties and local candidates:

- Do you and your party commit to working with the City of Mississauga to provide us with the tools we need to incentivize the building of affordable, middle-class housing?

Message to residents, businesses and stakeholders:

- Mississauga residents should be able to live and work in their community without fear of being priced out of the market. Our City needs a committed provincial government partner to help incentivize the building of affordable, middle-class housing.

iv. **Reducing the burden on municipalities through legislative changes:**

There are a number of pieces of provincial legislation and payment formulas that result in increased financial pressures on municipalities like Mississauga. Through simple changes, the province could greatly assist municipalities with the financial pressures we face, with little to no impact on the province. The City has included

these recommendations in its provincial pre-budget submissions for a number of years. They include:

Payments in Lieu of Taxes (PILTs): The formula for calculating PILTs has not changed since it was set in 2001. Specifically for Toronto Pearson Airport, the PILT does not account for cargo traffic, which impacts municipal services and is capped at five per cent (5%) annually. The PILT rate remains the same, while municipal taxes have increased along with the annual revenues for Toronto Pearson. The City is asking for the province to increase the PILT rate paid by the Greater Toronto Airports Authority from \$0.94 to \$1.90 and remove the PILT cap completely.

For colleges and universities, the PILT rates have not been raised since 1987. The City simply asks for the rates to be increased to 2017 levels and then indexed to inflation every year after.

Greater autonomy or new frameworks for revenue tools other than property tax: As noted, the City of Mississauga has limited ways to raise revenue outside property taxes and user fees. At the same time, the financial pressures continue to rise and our ability to provide quality services is made more difficult. As per the AMO “Local Share” campaign, there is a \$4.9 billion annual funding gap for municipalities in Ontario. Municipalities like Mississauga are open to the idea of receiving more powers to raise revenues on our own, but to date the province has been reluctant to provide these powers, save for the recently announced Hotel Tax. Additional revenue powers and a new framework for municipal funding with the provincial government are necessary.

This message has been delivered consistently by the City of Mississauga and AMO for many years.

Additional areas of concern: The City has also been working with AMO for a number of years on changes in legislation with respect to interest arbitration, joint and several liability, development charges, and others. Simple changes to legislation would greatly reduce the financial burden on municipalities like Mississauga, with little impact on the province.

Questions for political parties and local candidates:

- Do you and your party commit to working with the City of Mississauga and other municipalities on a new funding framework for municipalities, including new revenue tools and greater autonomy?
- Do you commit to amending the PILT formula for both the GTAA and colleges and universities to reflect current realities and ensure Mississauga is afforded its fair share of funding?

Message to residents, businesses and stakeholders:

- The City of Mississauga must receive its fair share of revenue and not be hampered by legislation and regulations that place additional and unnecessary financial burdens on municipalities. Through simple changes to existing provincial legislation and funding formulas, the financial burden on Mississauga would be reduced allowing for greater investment in our City priorities.

TARGET AUDIENCES

The City of Mississauga's provincial election strategy will have three distinct target audiences:

- Political parties and party leaders
- Local party candidates registered with Elections Ontario in Mississauga's six provincial ridings
- Residents, businesses, and other important stakeholders and groups.

The overall messages will be tailored to suit each of these audiences in an effort to achieve maximum engagement from each group. For the vast majority of residents, basic messages and information will likely be sufficient. However, for those residents, stakeholders and candidates who wish to learn more, additional corporate reports, technical documents, and reports will be made available on each of our priority issues.

ENGAGEMENT TACTICS

In past federal and provincial election campaigns, the City of Mississauga has employed various engagement tactics with stakeholders and candidates, including:

- Corporate reports to Council
- Resolutions of Council
- Website and online engagement, including social media
- News releases and other public communications activities
- Questionnaire to local candidates and party leaders
- A debate in the Council chambers
- Engaging businesses and residents to seek their input and support
- Partnership with the Region of Peel
- Mayor's videos

The election is just over 4 months away, which provides us with adequate time to properly develop a strategy, a suite of tactics, and a roll out schedule in the months to come.

The design of the campaign and the look and feel of the visual collateral will be based off existing materials. See Appendix 3 for a proposed rendering of the design of the campaign materials.

The engagement tactics fall into three categories:

i. General Engagement:

- Corporate report and resolutions to Council
- News releases and media alerts
- Web information, including:
 - Information for candidates and residents on the City's priority issues
 - Downloadable and shareable fact sheets
 - Videos and shareable content including infographics
 - 'Keep me Posted' email alerts
 - Short videos on issues
 - 'Get out the vote' message
- Information links to candidate's running in each riding
- Social media outreach
- Outreach to both mainstream and ethnic media
- Partnerships with the Region of Peel and other local municipalities where applicable
- Partnerships with other local agencies (i.e. MBOT, Peel Region, United Way, residents' associations, etc.), as well as industry organizations like AMO and FCM

ii. Targeted Resident and Stakeholder Engagement:

- Video(s) specific to each of the three issues, designed to be easily shareable across multiple media platforms
- Printed information (not intended for every household but to be distributed at the City's facilities, public meetings, etc.)
- Standardized messages for residents and businesses to send tailored and targeted messages to candidates and parties in support of Mississauga's priorities.
- Printable post card for residents and businesses to mail to parties and candidates
- All stakeholder meeting to inform our key partners about the City's priorities

iii. Targeted Candidate Engagement:

- MP/MPP educational breakfast (scheduled for Jan. 23rd, 2018)
- Open letter from Mayor to all local candidates *
- Open letter with questionnaire to all party leaders
- All candidates information forum
- Candidate debate **

** The City will only engage with official political parties and local candidates registered with Elections Ontario.*

*** Please note: the candidate debate will be limited to the Progressive Conservative Party of Ontario, the Ontario Liberal Party, the New Democratic Party of Ontario and the Green Party of Ontario. This is based on the criteria accepted by Council during previous election campaigns in 2007 and 2014 where any political party that had achieved one per cent, or greater, of the vote during the previous provincial election, would be included.*

Financial Impact

Total costs for this strategy will not exceed \$50,000 if all engagement tactics are all deployed. Costs will be funded through existing local budgets and any costs that cannot be absorbed will be from the contingency reserve.

Conclusion

The City should engage the political parties who wish to govern Ontario, on our key issues of importance. A robust engagement and advocacy strategy supports this goal.

Attachments

Appendix 1: Downtown Terminal Transitway Connection

Appendix 2: Infrastructure Brochure

Appendix 3: Mississauga Matters Presentation Materials



Janice Baker, FCPA, FCA, City Manager and Chief Administrative Officer

Prepared by: Robert Trewartha, Chief of Staff, Mayor's Office

Downtown Mississauga Terminal and Transitway Connection

One of Mississauga's highest priority transit projects is the Downtown Mississauga Terminal and Transitway Connection. This project will better integrate and complete transit connections in the downtown core. It will connect the western and eastern section of the Mississauga Transitway with a dedicated transit corridor and a new bus terminal.

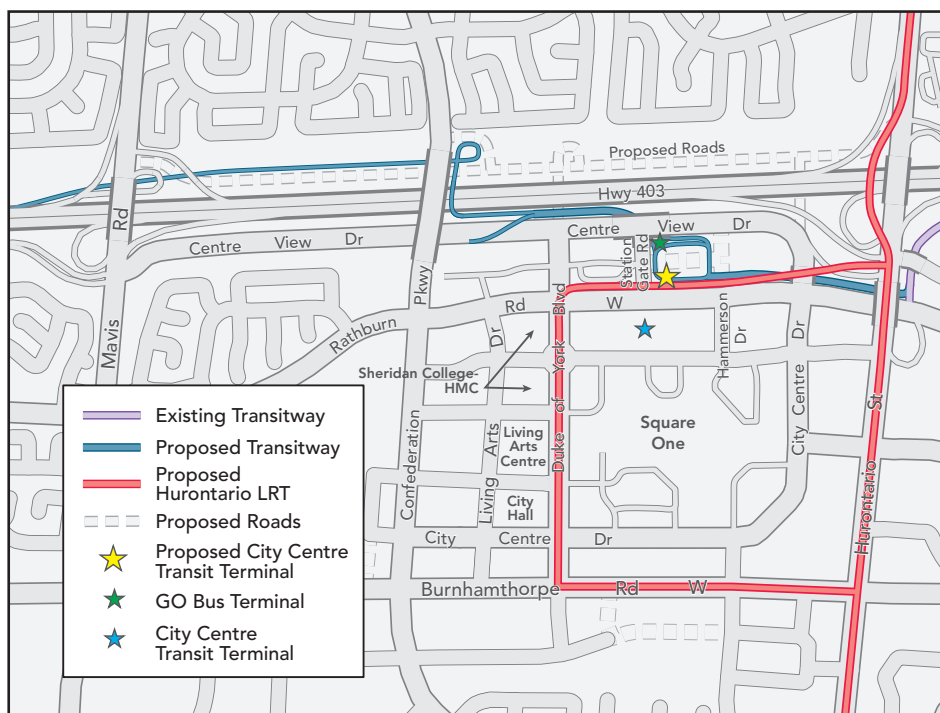
The Mississauga Transitway east and west of the downtown is slated for completion in September 2017; however, the busiest section still remains in mixed traffic. A dedicated transitway corridor through the City's downtown core is needed to improve efficiency of MiWay and GO Transit travelling on the transitway.

The Downtown Mississauga Terminal and Transitway Connection is a crucial section of infrastructure and a new transit terminal that will create a central mobility hub for MiWay and GO Transit buses and the Hurontario Light Rail Transit (HuLRT). The HuLRT will stop in the downtown core when constructed in 2022. This infrastructure will also relieve vehicular traffic in the downtown core, particularly along Rathburn Road.

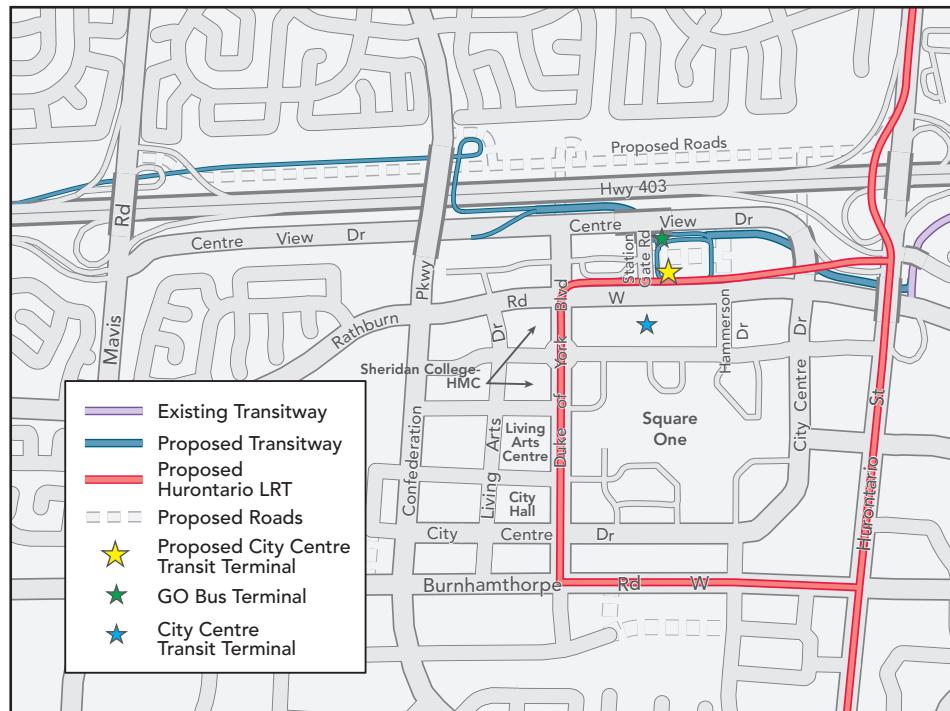
The proposed terminal location is on the northeast corner of Rathburn Road and Station Gate Road. This parcel of land is owned by Oxford Properties Group. Land exchanges between the City, the Ministry of Transportation and Oxford may be possible.

The proposed section of the transitway travelling easterly from the proposed terminal has two alignment options:

1. On the north side of Rathburn Road



2. On Centre View Drive



West of the terminal, both options will travel alongside Centre View Drive and over Highway 403 on the east side of Confederation Parkway. The dedicated corridor will loop and continue west on the north side of Highway 403 and merge onto Highway 403 bus bypass lanes west of Mavis Road.

Determining the footprint of the proposed downtown Mississauga terminal would assist in freeing up lands for the City's transit priorities and allow Oxford Properties Group to plan development on their properties.

A much needed connection to the west portion of the Mississauga Transitway could proceed quickly due to a previously approved Environmental Assessment in 2004.

Background:

- The Mississauga Transitway is a 18 kilometre dedicated bus corridor planned and built in partnership with Metrolinx.
- The transitway follows along the corridors of Highway 403, Eastgate Parkway and Eglinton Avenue, allowing commuters to avoid these busy and congested highway/road corridors
- There are 12 stations beginning at Winston Churchill in the west and ending at Renforth Drive
- The dedicated bus corridor is reducing travel times and making travel more efficient
- The transitway provides travel connections from Renforth Station to Toronto Pearson International Airport and the Bloor-Danforth Subway line via Highway 427
- The transitway is providing more connections for commuters travelling between the Mississauga Airport Corporate Centre and the Mississauga downtown core
- MiWay uses the City Centre Transit Terminal on the south side of the Rathburn Road and Station Gate Roads and GO Transit uses the GO Transit Terminal at Centre View Drive and Station Gate Road

WE HAVE FUNDING CHALLENGES

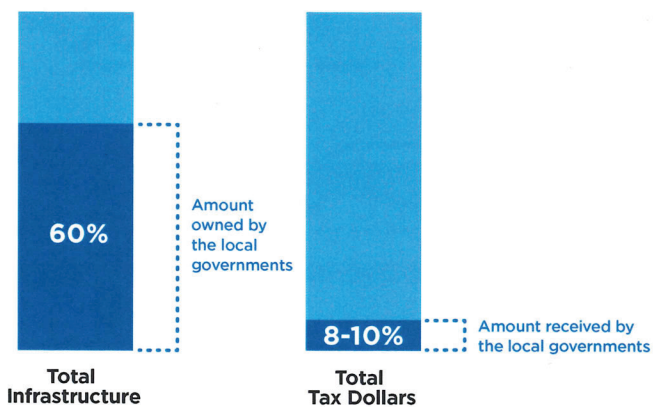
Infrastructure is funded through a combination of property taxes, debt financing, gas taxes, development charges and reserve funds which have been set aside for large projects.

The City of Mississauga acknowledges the funding it receives from both the federal and provincial governments. This includes the Gas Tax, Public Transit Infrastructure Fund (PTIF), Clean Water and Wastewater Fund (CWWF), and Canada 150 (Intake I and II) funding. We look forward to partnering together on the recently announced PTIF Phase 2.

But it's not enough. The City owns infrastructure assets with an estimated replacement cost of \$8.9 billion. The City needs to continue to apply the two per cent infrastructure and debt repayment levy in order to manage our infrastructure and keep our foundations strong.

The City of Mississauga is seeking the government's commitment to address our infrastructure pressures through stable ongoing support.

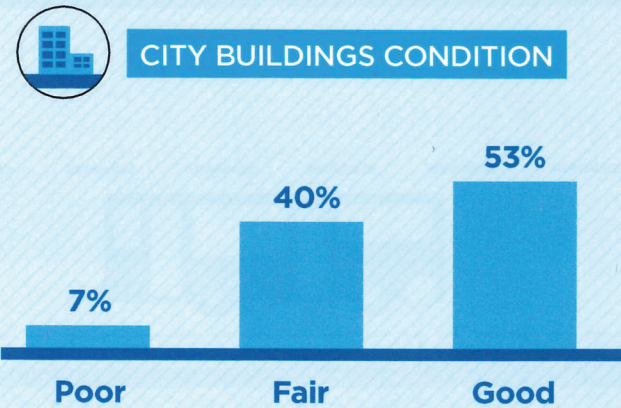
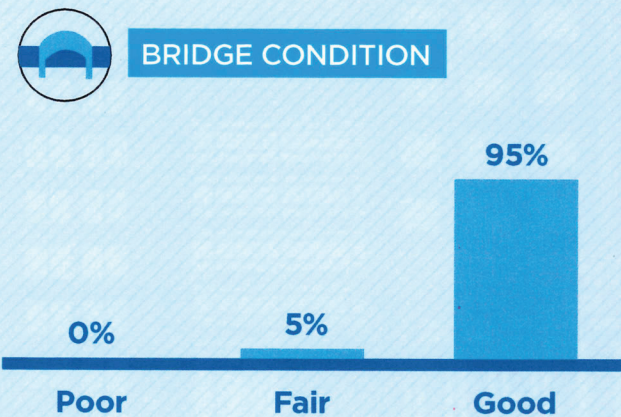
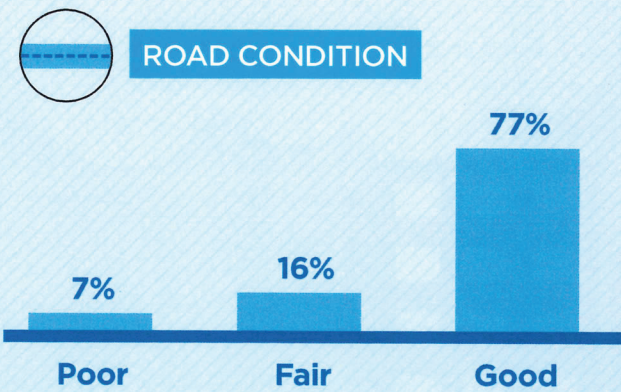
LOCAL GOVERNMENTS OWN THE MAJORITY OF INFRASTRUCTURE BUT RECEIVE THE SMALLEST SHARE OF TAX DOLLARS



Source: Federation of Canadian Municipalities (FCM) 2017

KEEPING THE COMMUNITY INFORMED

Visit our website, ask us a question or attend a public meeting. You can learn more about Mississauga's infrastructure and how we plan to fund it at mississauga.ca/budget.



WHAT IS MISSISSAUGA INFRASTRUCTURE?



\$8.9 BILLION IN INFRASTRUCTURE

For roads, bridges, stormwater drains and sewers, sidewalks, streetlights, traffic signals, community centres, libraries, fire stations, pools, arenas, parks, paths, playground equipment, buses and bus shelters.

CITY BUILDING FOR TODAY AND TOMORROW



Mississauga's infrastructure is in good shape. However, it is taking more and more funding to keep it that way. Safety is a priority.

When infrastructure is damaged or doesn't work, it affects our daily lives. If a road is out, people can't get to work. If a pool is closed, city swim programs are cancelled.

Safe, modern and accessible infrastructure helps Mississauga stay competitive with other cities.

Business owners want to locate and people want to live where roads, transit, emergency services and community centres are safe and dependable. It is part of how we make the quality of life in Mississauga great.

Regular maintenance also helps keep costs down. Maintaining infrastructure keeps the chances of emergency repair or replacement - which usually costs more - to a minimum.



CITY OF MISSISSAUGA INFRASTRUCTURE

VALUE OF CITY
INFRASTRUCTURE
\$8.9 BILLION



WALKING & CYCLING	VEHICLES	STREET & TRAFFIC LIGHTS	BRIDGES	ROADS	PUBLIC BUILDINGS	TRANSIT	STORMWATER	EQUIPMENT	CULTURE	PARKS & OPEN SPACES
\$391 MILLION ---	\$63 MILLION ---	\$438 MILLION ---	\$815 MILLION ---	\$2.6 BILLION ---	\$1.7 BILLION ---	\$252 MILLION ---	\$2 BILLION ---	\$282 MILLION ---	\$22 MILLION ---	\$297 MILLION ---
480 KM OF MULTI-USE TRAILS, PARK PATHS, BICYCLE LANES & SIGNED BIKE ROUTES 2,413 KM OF SIDEWALKS	654 VEHICLES 30 FIRE TRUCKS 47 SMALL & SPECIALTY VEHICLES FOR FIRE	560 SIGNALIZED INTERSECTIONS 50,662 STREET LIGHTS	261 BRIDGES & CULVERTS	5,290 KM OF ROADS 58 KM OF NOISE BARRIERS	11 COMMUNITY CENTRES 18 LIBRARIES 20 FIRE STATIONS	499 BUSES 3,675 MIWAY BUS STOPS	2,100 KM OF STORMWATER PIPES 51,000 CATCH BASINS		1 THEATRE 3 MUSEUMS	263 PLAYGROUNDS 18 POOLS 362 SPORTS FIELDS

Mississauga Matters Flyer Covers

Mississauga Matters
 Provincial Elections 2018



AFFORDABLE HOUSING


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 Provincial Elections 2018

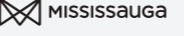


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Mississauga Matters
 Provincial Elections 2018



INFRASTRUCTURE

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 MISSISSAUGA

Mississauga Matters Website

The screenshot displays the Mississauga website's 'Mississauga Matters' section. At the top, there is a navigation bar with the Mississauga logo, a search bar, and links for 'login', 'store', 'email updates', and 'contact'. Below this is a secondary navigation bar with 'Select Language', 'Services Online', 'City Hall', 'Residents', 'Business', and 'Things to Do'. A left sidebar contains a 'CITY HALL' menu with options like 'Government Relations', 'Federal Election 2015', and 'Provincial Election 2014'. Below the menu are buttons for 'Infrastructure', 'Transit', and 'Affordable Housing', followed by a 'Message from the Mayor' section with a photo of the mayor and social media icons for Facebook and Twitter.

The main content area features a breadcrumb trail: 'City Hall > Government Relations > Government Relations - Archive > Provincial Election 2014'. The article title is 'Provincial Election 2014' under the 'Mississauga Matters' header. A sub-header reads 'Provincial Elections 2018' with a close button. The article text states: 'On June 12th, 2014 the following provincial candidates were elected in Mississauga ridings:' followed by a list of candidates and their ridings: Bramalea-Gore-Malton: Jagmeet Singh; Mississauga-Brampton South: Amrit Mangat; Mississauga East-Cooksville: Dipika Damerla; Mississauga-Erindale: Harinder Takhar; Mississauga-South: Charles Sousa; Mississauga-Streetsville: Bob Delaney. A note mentions the information is sourced from the Elections Ontario website. Below this is another 'Message from the Mayor' section with a photo of the mayor. The message begins with 'Dear Citizens,' and discusses the importance of the democratic process on June 12, 2014. It lists issues identified by the City Council: Public Transit, Sustainable Infrastructure, and Interest Arbitration - Labour Costs for Emergency Services. A blue button at the bottom right of the message area says 'To hear Mayor McCallion speak about the upcoming provincial'.

Mississauga Matters

✕ Provincial Elections 2018

Why Mississauga Matters

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Province of Ontario



Infrastructure

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Transit

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Affordable Housing

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City of Mississauga



Infrastructure

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Transit

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Affordable Housing

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City of Mississauga Corporate Report



Date: 2017/12/08

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
2018/01/17

Subject

Canada's 150th Anniversary - Final Report

Recommendation

That the Corporate Report dated December 8, 2017 from the Commissioner of Community Services entitled "Canada's 150th Anniversary Final Report" be received for information.

Report Highlights

- In 2017, the City of Mississauga celebrated Canada's 150th Anniversary of Confederation with a year-long program; 63 initiatives were delivered including city-wide celebrations, legacy projects, placemaking and public engagement activities.
- The program was delivered through the coordinated efforts of Culture, Communications, Recreation, Environment, Parks & Forestry, Library, Tourism, Sponsorship, Accessibility, Transportation & Public Works, and MiWay.
- Education, indigenous and community collaborations were offered and Mississauga's rich diversity, culture, heritage, people, and public places were showcased.
- The Canada 150 Community Infrastructure Program (CIP 150) funded 54 infrastructure rehabilitation projects through Intake 1 and 2. Approved projects included the rehabilitation of 19 trails, 26 playgrounds and specific renovation projects at Lake Aquitaine Park, Riverwood, South Common Community Centre and the Small Arms Inspection Building.
- No new budget was used to fund the City's Canada 150 Anniversary program; it was financially supported with Canada 150 grants from the Government of Canada and other granting organizations, through sponsorships, and existing City operating and capital budgets.

Background

Throughout 2017, Canadians celebrated the country's 150th Anniversary of Confederation. The Government of Canada encouraged Canadians and municipalities to celebrate in meaningful ways through programming and public infrastructure.

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In a report to General Committee from the Commissioner of Community Services on November 16, 2016, plans to commemorate and celebrate Canada's 150th birthday were clearly outlined to include:

- legacy and placemaking components to inspire pride of place and community;
- main stage events and initiatives that strengthened neighbourhoods through celebration and explored our shared Canadian identity;
- components to educate and connect communities with our shared built and natural environments;
- reconciliation with Mississauga's Indigenous peoples and collaborations with Mississauga's diverse and multicultural population;
- empowering, supporting and connecting community organizations to celebrate, honour and give back to their city;
- recognition of the Community Infrastructure Projects (CIP150) across the city; and
- a comprehensive Marketing and Communications plan that would tie all components together under the theme of Brilliance Together.

With Council's approval, Culture Division led a City-wide team that included staff from Communications, Recreation, Parks and Forestry, Library, Environment, Transit, Accessibility Planning, Tourism, and Sponsorship to develop and implement a program that supported, promoted and aligned with the Canada 150 vision.

Comments

Highlights of the program included:

Main Stage Events – Mississauga Celebration Square (MCS)

- The City launched Canada's 150th Anniversary on New Year's Eve, December 31, 2016 with enhanced fireworks and entertainment. Total Attendance: 30,000
- Canada Day – July 1st was the biggest celebration ever. Total Attendance: 100,000
- Light Up the Square marked the close of the City's year-long celebrations. Total Attendance: 12,000

Three Public Art Projects

- **CAN Colours 150- Hurontario Tree Wraps** – created by Amy Mailloux and Tony Di Nardo, the wraps reflected colours from flags of the world in a temporary downtown art installation on Hurontario Street December 2016 through to April 2017.
- **Pine Sanctuary** reflects the natural and cultural heritage of Mississauga. Created by Marc Fornes and THEVERYMANY, it was unveiled on September 16. It was installed at the entrance of Riverwood as part of the overall rehabilitation of the park.
- **Conference at the Council House** draws attention to the rich Indigenous history of the area and region that is now known as Mississauga. Unveiled on November 21 on MCS, it was created by artists Hadley Howes & Maxwell Stephens (Studio of Received Ideas).

Small Arms Building

- Acquired by the City in March 2017, the Small Arms Inspection Building is one of Mississauga's most significant heritage assets reflecting the contributions of thousands of local women and men who joined the WWII war effort.
- A groundbreaking ceremony was held on June 17.
- The building is currently in redevelopment, it is scheduled to officially open in spring 2018.
- This new facility will provide the opportunity to become a cultural hub as part of the urban renewal efforts in the Lakeview community.

Museums of Mississauga

- Close to a record-breaking 7,000 attended the *Do Your Homework* exhibit highlighting the life and times of former Mississauga Mayor Hazel McCallion from April 12 – 26th.
- The Creative Services team won the Association of Registered Graphic Designers (RGD) Award of Merit for the graphic design of this exhibition and promotional materials.
- Museums of Mississauga staff also worked with community facilitators to lead three conversations on reconciliation from an Indigenous perspective, competency training, The Gathering Event at Bradley Museum, and other Indigenous programming.

Library - *One Book, One Mississauga*

- In the spirit of one big book club, this new program encouraged Mississaugans to read one book - "Requiem" - by Frances Itani.
- Residents participated in a variety of fall library programming including two *Meet the Author* opportunities at Central and Lorne Park Libraries.
- Print and digital copies of the book were borrowed 2,540 times.

Recreation

- Recreation staff launched **Neighbourhood Block Party Kit** to strengthen and connect our neighbourhoods in celebration. A total of 220 block party kits were distributed city-wide.
- On June 14, a multi-class Fresh Air Fitness featured the **ParticipACTION 150 Play List**. Residents participated in this national program by trying one of the 150 activities promoted by ParticipACTION. Close to 1,000 residents participated on Celebration Square.

Parks & Forestry

- The Canada 150 Community Infrastructure Program (CIP150) funded 54 infrastructure rehabilitation projects through Intake 1 and 2 including the rehabilitation of 19 trails, 26

General Committee	2017/12/08	4
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playgrounds and specific renovation projects at Lake Aquitaine Park, Riverwood, South Common Community Centre and the Small Arms Inspection Building.

- A mural to commemorate the 100th Anniversary of Vimy was created and installed at the Garry W. Morden Training Centre as a legacy in honour of those who sacrificed their lives during WW1.
- Each ward had a highly visible Canada 150 presence with red and white annuals planted in park and boulevard flower beds and community centre planters.
- 1, 650 trees were planted (150 in each ward) for Earth Day and 14 rink huts and ports box murals were painted by 13 volunteer groups.

Communications and Marketing

Positioned within the narrative of Mississauga's brand story, the Communications and Marketing plan packaged a year of celebrations, official City events, unique public engagement and promotional opportunities under the theme of *Brilliance Together*.

- A distinctive creative design for Mississauga's Canada 150 campaign was used to create a unified visual theme across all digital and print communications as well as event display materials.
- Beginning in March 2017, card panels measuring 4' x 8' of *Mississauga's Biggest Birthday Card* circulated throughout the City at libraries, community centres, civic buildings and the transit terminal so that residents could contribute their best wishes to Canada. The card panels were produced by T&W's Sign Shop. More than 13,000 residents signed the card in many different languages.
- On June 27, 39 card panels were joined together in a Guinness World Record attempt to create the world's longest greeting card - measuring more than 155 feet. Unfortunately, the attempt did not secure the Guinness record but did generate significant media coverage for the City and the Canada 150 program. In response to increased interest in the card, an additional 12 panels were printed and made available for signing on Canada Day at MCS bringing the total number of panels to 51.
- In the *150 for 150 Volunteer Challenge*, Mississauga residents were encouraged to volunteer 150 hours in 2017. Almost 6,000 hours for various City initiatives were contributed.
- The media relations campaign generated 108 stories and more than 39 million impressions in print and broadcast media.
- Social, digital media and marketing produced nearly 50 million impressions. A special edition eNewsletter was created and distributed to almost 35,000 subscribers in mid-June to highlight Canada Day event.
- Canada 150 content was promoted on www.mississauga.ca/canada150 and across the city through 53 transit ads and on digital screens at community centres, libraries, arenas, Celebration Square and other city facilities.
- Two brand videos were produced for Canada 150. "Mississauga Celebrates" debuted on New Year's Eve followed by "Brilliance Together" on July 1. The videos played across the City, including on the jumbotron at Hershey Centre.

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- Official events recognizing the 50th anniversary celebrations were held at Bradley Museum, Huron Park Community Centre, and Lakeview, Lorne Park and Streetsville Libraries. Total Attendance: 1,800
- A total of 44,912 Canada 150 balloons, silicone bracelets, waterless tattoos, foam glow sticks, thunder sticks and seed packets were distributed at C150 events.

In addition:

- Environment – integrated the Canada 150 theme into the City's Environmental Outreach Program. An Earth Market was held on MCS on Saturday, September 23. More than 2,000 in attendance.
- Tourism hosted a Canada 150 Tourism Showcase on March 1 and promoted the City's Canada 150 program using the annual Tourism Guide and Discover Mississauga website.
- Sponsorship worked with existing City partners as well as soliciting new sponsors to compliment the City's Canada 150th Anniversary main stage events. Total \$218,000
- National Access Awareness Week was held on June 5, 201 with a Canada 150 focus and theme.
- 2017 Mississauga Bike Challenge participants logged an amazing 204,026 km between June 29th and September 17th, surpassing the 150,000 km community goal by 54,024 km. As a result, 1,360 trees will be planted in Mississauga in the fall of 2017 and the spring of 2018.
- A city-wide Canada 150 street banner program included the installation of 330 banners across all wards in highly visible traffic locations. The hardware will remain on the street poles for future City and community use. Two banners will remain with Museums of Mississauga and Peel Art Gallery Museum (PAMA) for archival purposes. In addition, banners were donated to the City's United Way campaign as fundraisers for this year's Silent Auction.

For a more detailed listing of all initiatives, please see Appendix 1: 2017 Canada 150 Project Listing.

Strategic Plan

- Strategic Pillar – Belong

Financial Impact

No new budget was used to fund the City's Canada 150 Anniversary program; it was financially supported with \$5.8 million Canada 150 grants from the Government of Canada and other granting organizations, through sponsorships, and existing City operating and capital budgets.

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A total of 54 infrastructure rehabilitation projects were funded by Intake 1 and 2 of the Canada 150 Community Infrastructure Program (CIP150) in the amount of \$4.6 million and from approved capital funding from City of Mississauga.

The Small Arms Inspection Building Redevelopment was funded through a Canada 150 Community Infrastructure Program (CIP 150) grant in the amount of \$1 million and \$1.4 million was transferred from the Toronto Region Conservation Area, as previously approved by Council. Additional funds in the amount of \$1.5 million were included from the City's 2017 Capital Budget. In 2018, an additional \$250,000 is pending budget approval from the Region of Peel and \$882,400 was approved in the City's Capital budget to complete the redevelopment. *Please note these numbers have been rounded.*

The public art legacy *Conference at Council House* was entirely funded by the Department of Canadian Heritage in the amount of \$199,000; \$165,000 was spent on the public art with the additional \$34,000 used by Museums for Indigenous programming and staff competency training.

All other initiatives were funded with grants from the Department of Canadian Heritage, TD Friends of the Environment, Tree Canada, and Veterans Affairs Canada in the amount of \$107,370 and \$218,000 in sponsorships.

Conclusion

Mississauga residents and City staff had many opportunities to learn more about their local history, celebrate their heritage and develop a deeper understanding of what it means to be Canadian through the City's Canada 150th Anniversary program. Under the theme *Brilliance Together*, 63 initiatives came together in a year-long program that was most memorable and included many legacy components.

Attachments

Appendix 1: 2017 Canada 150 Project Listing



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

Prepared by: Sonja Banic, Manager, Culture Services & Project Lead, Canada's 150th Anniversary

EVENT/ PROGRAM	DATE	DIVISION	NOTES
CAN Colours 150 Hurontario Tree Wraps	Nov 2016 – April 2017	Culture – Public Art	Annual downtown tree-wrap program on Hurontario Street followed a C150 theme featuring colours of the flags of the world with special accent on red and white. Created by Amy Mailloux and Tony Di Nardo.
C150 logo in MCS skating rink	Dec 5, 2016	Culture – MCS	A large-scale C150 logo was installed within the ice on the MCS skating rink.
C150 Website	Dec 22, 2016	Communications/IT	A custom-designed C150 website was launched to promote the City's C150 programs and events. www.mississauga.ca/canada150
New Year's Eve	Dec 31, 2016	Culture – MCS	C150 kick-off event with 30,000 in attendance. Included an Indigenous blessing and performance, C150 messages in the emcee's and Mayor's remarks, C150 banners installed on MCS, C150 creative on the screens driving to the new website, logo embedded in the skating rink ice, enhanced fireworks.
Mayor's New Year's Levee	Jan 15 2017	Communications	Annual official ceremony to begin the new year with Mayor and Members of Council. Featured C150 backdrop for photos and C150 messaging.
150 for 150 Challenge	Jan 27	Communications	Launched Jan 27, ongoing promotion via social media to encourage public participation.
C150 Email signature	Jan 31	Communications/IT	Distributed to all staff to incorporate into their email signature for the year.
Grants – C150 Projects	Feb 8	Culture	8 community projects approved for \$5,000 each (total of \$40,000): Art Gallery of Mississauga – <i>Expanding Discourse PAC150</i> ; Canada Day Together Festival – <i>I Am Canada: Visual Art Depiction</i> ; Chamber Music Society – <i>Glenn Gould's 85th</i> ; Indigenous Stories - <i>Cow Over Moon</i> ; Home - <i>Frog in Hand</i> ; Mississauga Arts Council – Utility Boxes and Banners Neighbourhood Identity Projects; Mississauga Camera Club – Canada 150 Exhibition; Monster Mode - <i>Monstartity</i>
Rink Boards	Installed Feb	Recreation	Installation completed in 23 rinks across the city and at Hershey Centre for all of 2017.
National Flag of Canada Day	Feb 15	Communications	National Flag of Canada Day – The National Flag of Canada is celebrating its 52nd anniversary. Recognized at GC with Canadian flags a special photo opp and through social media.
C150 Promotional Items	Feb 17	Communications	Two combined orders placed for bulk order pricing. A total of 44,912 Canada 150 balloons, silicone bracelets, waterless tattoos, foam glow sticks, thunder sticks and seed packets were distributed at C150 events.
Mississauga Tourism Showcase	March 1	Recreation	Event held at C Banquets in the Civic Centre - featured C150 banners, backdrop, the C150 brand video and C150 give-aways.

EVENT/ PROGRAM	DATE	DIVISION	NOTES
CIP Intake 2 Announcement	March 3	Communications	\$2.5 million in CIP Intake 2 funding announced at event held at South Common Community Centre with Minister Navdeep Bains, Mayor and Council
Mississauga's Biggest Birthday Card Launch	March 10	Communications	51 Card panels launched and circulated at libraries, community centres and special events throughout the City until Canada Day.
Lorne Park 50 th Anniversary	April 8	Library	Anniversary event held from 2 – 4 p.m. included an official ceremony, entertainment and refreshments.
Vimy Ridge Mural	April 9	Parks	A commemorative mural was created and installed at Mississauga's Garry W. Morden Training Centre to commemorate the 100th Anniversary of Vimy and to honour those who sacrificed their lives. A collection of images relating to both the Battle of Vimy Ridge and World War I are featured in the mural's design.
"Do Your Homework" Hazel McCallion Exhibit	April 12 – 26	Culture - Museums	This special exhibit opened with "In Conversation with Hazel McCallion and Mayor Bonnie Crombie", Great Hall, Council Chambers. Promotion launched Feb 14 with Hazel McCallion Day. Social media contest. Close to 7000 attended exhibition over the two weeks, combined with the In Conversation attendance. Record-breaking attendance for our Museums.
Cultural Competency Training	April 18	Culture – Museums	As part of the Canada 150 celebrations focused on the Year of Truth and Reconciliation, the City of Mississauga's Culture Division concentrated on continuing to build strong and respectful partnerships with the Indigenous community. To help understand both the historical and contemporary issues facing the Indigenous community, the Culture Division hosted a half-day session on Indigenous Cultural Competency. This training session was led by Michael Etherington, Manager of Culture Programs, Native Canadian Centre Toronto and Steve Paquette. The Native Canadian Centre Toronto is Toronto's oldest Indigenous community organization and one of the original Friendship Centres in Canada. It provides social, recreational, cultural and spiritual services for the Indigenous community and visitors alike.
Earth Day Tree Planting	April 22	Parks	Earth Day Tree Plantings in all wards. 150 trees in each ward. 1,650 trees planted in total. 600 volunteers involved.
City-wide Banners/Transit Shelter Ads	Install April/ May	Culture	330 city-wide street banners were installed in May (30 banners in every ward) in highly visible traffic locations. The banners were removed in December. The hardware will remain on the poles for future City and community use. Two banners will remain with Museums of Mississauga and Peel Art Gallery and Museum (PAMA) for archival purposes. In addition, banners were donated to the City's United Way campaign as part of this year's silent auction. 53 transit shelter ads installed in May until June 30.

EVENT/ PROGRAM	DATE	DIVISION	NOTES
Small Project Matching Grants	Starting in May	Recreation	Provides funding for projects that will strengthen neighbourhoods, increase resident engagement, and enhance opportunities for Mississauga residents to participate in events and activities at the neighbourhood level. In 2017, Canada 150 Neighbourhood Celebrations will be considered all year. A maximum of \$2,500 can be requested.
Erika Defreitas Exhibition	May 3 – Aug 20	Culture – Museums	<i>Bringing Water Back to Bradley</i> , part of the Contact Photography Festival. The exhibition examined how heritage house museums are experienced using Lake Ontario as poetic inspiration.
C150 Presentation to General Committee	May 31	Culture	Culture presented the C150 program to date and presented Canada Day plans for MCs.
Community Conversations	May 31 June 28 July 26	Culture - Museums	The Culture Division and Museums of Mississauga worked with community facilitators to lead three Community Conversations across the city to discuss reconciliation from an Indigenous perspective. Topics included: Understanding Community Responsibilities in Reconciliation; Memorialization and Erasure: Highlighting Historical and Current Realities of Reconciliation; Finding (Your) Place: Reconciliation, "Diversity" and Community-Building. All three sessions were sold out or close to selling out.
National Access Awareness Week	June 5	F& PM/ Communications	Event showcased the advances made in accessibility at the City with a C150 theme.
Employee Health Fair	June 6	Human Resources	Canada 150 booth with program information at the Employee Health Fair in the Great Hall.
Civic Recognition Evening	June 6	Communications	Annual official event included C150 backdrop, banners and messaging.
Fresh Air Fitness featuring ParticipACTION Playlist	June 14	Recreation	A multi-class Fresh Air Fitness featured the ParticipACTION 150 Play List. Residents were encouraged to participate in the on-site activation of this national program by trying one of the 150 activities promoted by ParticipACTION. Close to 1,000 residents were in attendance at MCS.
Special edition eNewsletter – Canada 150	June 15	Communications	A special edition of the City's eNewsletter was distributed to 35,000 subscribers on June 15. An archived version can be seen here
Small Arms Groundbreaking Ceremony	June 17	Culture	Event held on-site from 11 a.m. to 12:30 p.m. to officially launch the CIP 150 project. Also included the official planting of Vimy trees.
Bradley Museum 50 th Anniversary	June 24	Culture - Museums	Event held from 10 am – 4:00 pm; Official Ceremony at 11 a.m. Hundreds in attendance.
Guinness World Record Attempt	June 27	Communications	39 – 4'x8' panels of Mississauga's Biggest Birthday Card were joined together on MCS in a Guinness World Record attempt for the longest greeting card.
Mississauga Bike Challenge	June 29 – Sept 17	Transportation – Active Transportation	Participants logged 204,026 km between June 29th and September 17th, surpassing the 150,000 km community goal by 54,024 km. As a result, 1360 trees will be planted in Mississauga

EVENT/ PROGRAM	DATE	DIVISION	NOTES
			in the fall of 2017 and the spring of 2018.
Canada Day, Celebration Square	July 1	Culture – MCS	<p>On July 1st, 100,000 people celebrated Canada 150 in the heart of the city. The event reflected on who we are as a city, with successful C150 enhancements celebrating our shared experiences from the C150 Parade of Nations presented by Carassauga featuring 24 nations and 144 participants; stories about our unique Canadian identity told through Virtual Reality in the Sesqui Pavilion; 20 panels of Mississauga's Biggest Birthday Card available for signatures and best wishes; a diverse and dynamic line-up on 3 stages showcasing 18 artists/groups totaling 53 performers including the international recording artist K'NAAN; and a 10-minute fireworks show.</p> <p>Other Canada Day Celebrations were held across the city: Malton Canada Day Celebration Port Credit Paint the Town Red Streetsville Canada Day Celebration Churchill Meadows Canada Day Together Festival Living Arts Centre Canada Day Celebrations</p>
One Book, One Mississauga	July 1	Library	Book title announced on Canada Day – <i>Requiem</i> by Frances Itani. Two visits by the author - September 25 and November 9; and additional book club visits.
Lakeview Library 50 th Anniversary	July 4	Library	Anniversary event held from 6–8:30 p.m. included an official ceremony, entertainment and refreshments.
CIP Official Opening	Sept 16	Communications/ Parks	Official ceremony on Chappell House lawn at Riverwood recognized the 54 CIP 150 projects (Intake 1 and 2). Interpretive signage highlighting all of the projects was produced by Parks and featured onsite.
Official Unveiling of <i>Pine Sanctuary</i>	Sept 16	Communications/ Culture	As part of the CIP official opening, a dedication was held and the public art legacy piece was unveiled at the entryway to Riverwood.
Earth Market	Sept 23	Environment	Event held on MCS from 1:00 – 9:00 pm provided a one-stop shop market like experience for all things green, featuring environmental exhibitors and vendors, music, local and sustainable food. 2,000 in attendance.
Streetsville Library 50 th Anniversary	Sept 23	Library	Anniversary event held from 2–4 pm included an official ceremony, entertainment and refreshments.
The Gathering	Sept 23	Culture - Museums	The Gathering included a number of traditional Indigenous programming which ran throughout the day at Bradley Museum. The programming included a sunrise ceremony and a traditional sweat lodge. 70 attendees for sunrise ceremony. 130 attendees for day-time programming.
Welcome Day	Oct 14	Communications	Event ran from 10 a.m. to 1 p.m. FREE family activities coffee & snacks, an information fair, a City bus tour and meet Members

EVENT/ PROGRAM	DATE	DIVISION	NOTES
			of Council. First 150 guests received a FREE Canada 150 souvenir.
Huron Park Community Centre 50 th Anniversary	Oct 21	Recreation	Afternoon of activities included an official ceremony, entertainment and refreshments. 1200 people in attendance.
<i>Conference at the Council House Official Unveiling</i>	Nov 21	Culture – Public Art	Created by the artists Hadley Howes & Maxwell Stephens (Studio of Received Ideas). The artwork draws attention to the rich Indigenous history of the area and region that is now known as Mississauga. It features an artistic replica of the tower that tops the historic Council House, built 132 years ago, on the Mississauga of the New Credit First Nation Reserve in Hagersville. Thirty birds cast in bronze patinas will be placed on and around the tower installed on MCS to signify the diverse community that inhabits the area today. This legacy artwork was supported through a contribution of \$199,000 from the Department of Canadian Heritage (\$165K for the public art, \$34K for Museums Indigenous programming).
Light up the Square	Nov 25	Culture – MCS	<p>An evening of festive activities to kick off the holiday season hosted by Master of Ceremonies, Liem Vu of Global News Toronto. The event started at noon with a Holiday Street Market featuring more than 50 artisan and food vendors. Entertainment began at 5 p.m. Official ceremony at 6:45 p.m. with Mayor, Members of Council and special guests and the lighting of the Christmas tree.</p> <p>Sponsored by Rabba Fine Foods, family friendly programming ran from 5 – 9 p.m. including: Winter Wonderland - Face painting, digital spray paint wall, crafts, performance from the Culture Dance Pack; Polar Stop - Light painting photo booth, Polar Bear Selfie Stop, giant Light Brite, Sauga Buses Stage; Photos with Santa and his elves, sponsored by Insurance Hotline; Glow lounge sponsored by Alectra; skating on the largest outdoor rink in Mississauga. Attendance: 12,000</p>
Celebrate Video		Communications	The Mississauga Celebrates brand video played at various venues throughout the City including the scoreboard at Hershey Centre during Steelheads and Raptor 905 games. The 30-second teaser of Brilliance Together was released on June 19. The full two-minute version launched on Canada Day.
Block Party Kits		Recreation	220 kits distributed.
C150 Beautification of Parks		Parks/Forestry	Beautification murals (14- rink huts/sports boxes) incorporated in locations across the City. Red and white floral plantings, Red Maple tree plantings in significant park locations. Red picnic tables with C150 logo.

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:
 2018/01/17

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).

General Committee	2017/12/12	2
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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 15th, 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.

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"



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

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

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:

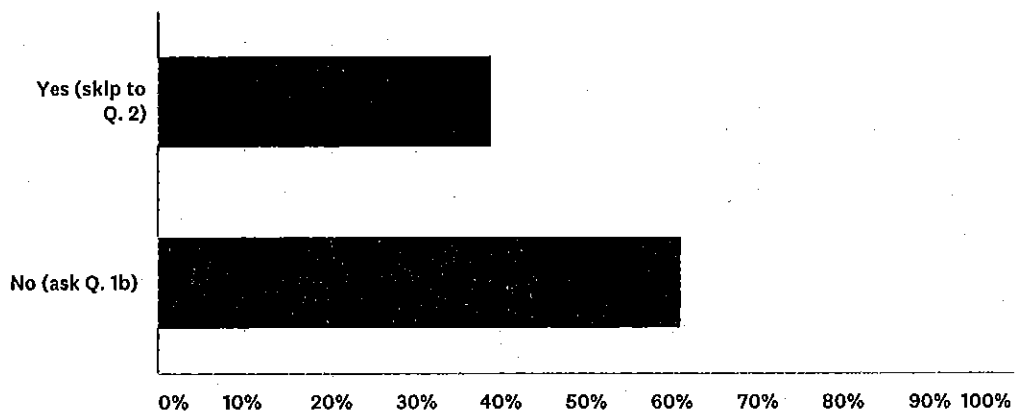
By analyzing the postal code information we were able to determine that the majority of attendees came from the Mississauga area.

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?

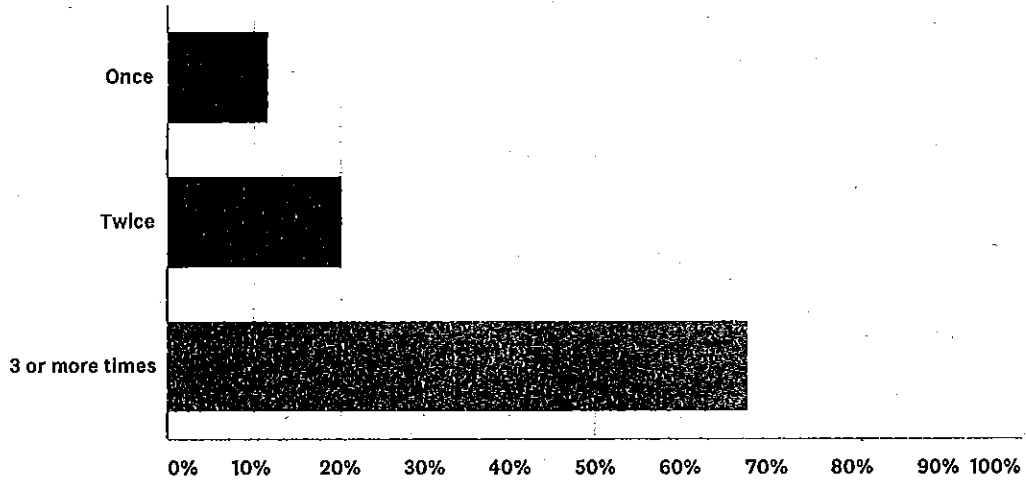
Answered: 941 Skipped: 0



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?

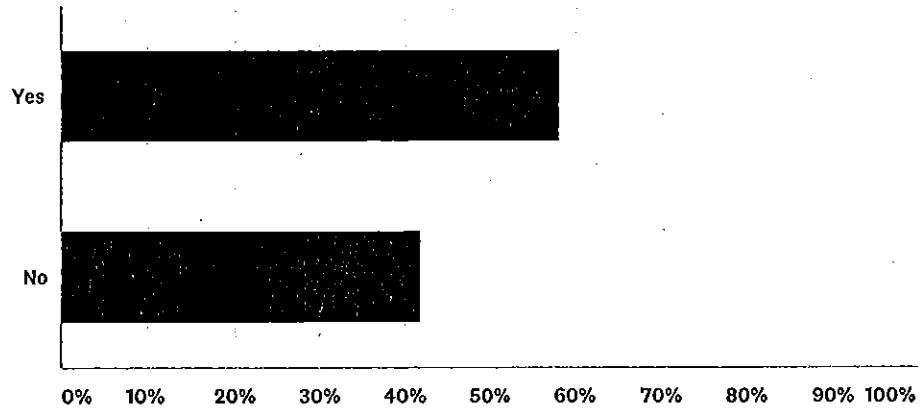
Answered: 574 Skipped: 367



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?

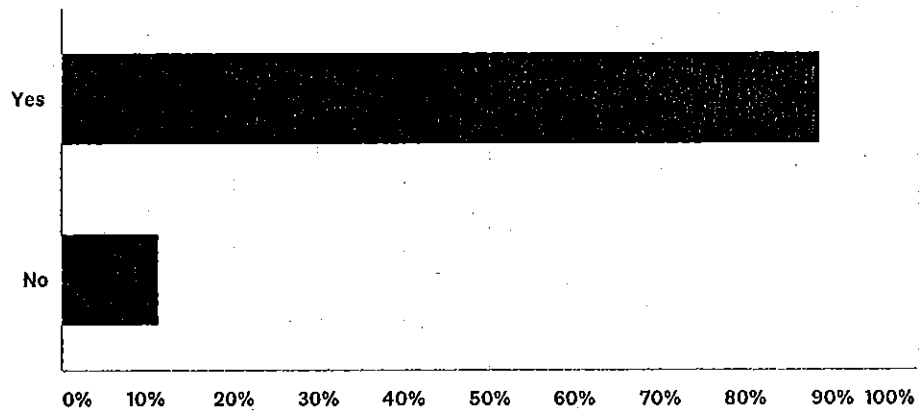
Answered: 937 Skipped: 4



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

Q4 Is anyone accompanying you today?

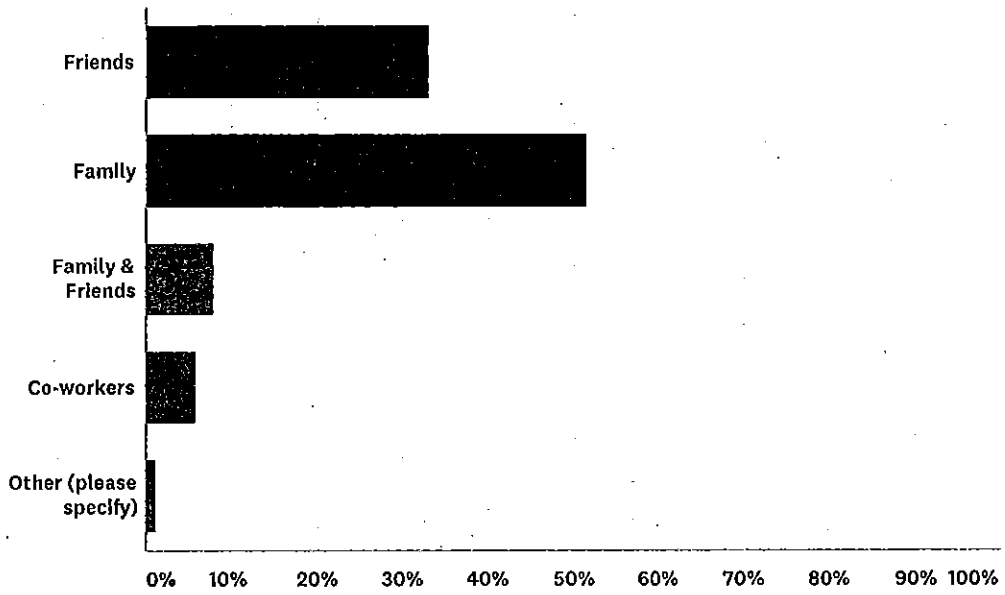
Answered: 937 Skipped: 4



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

Q5 b.) Who is with you?

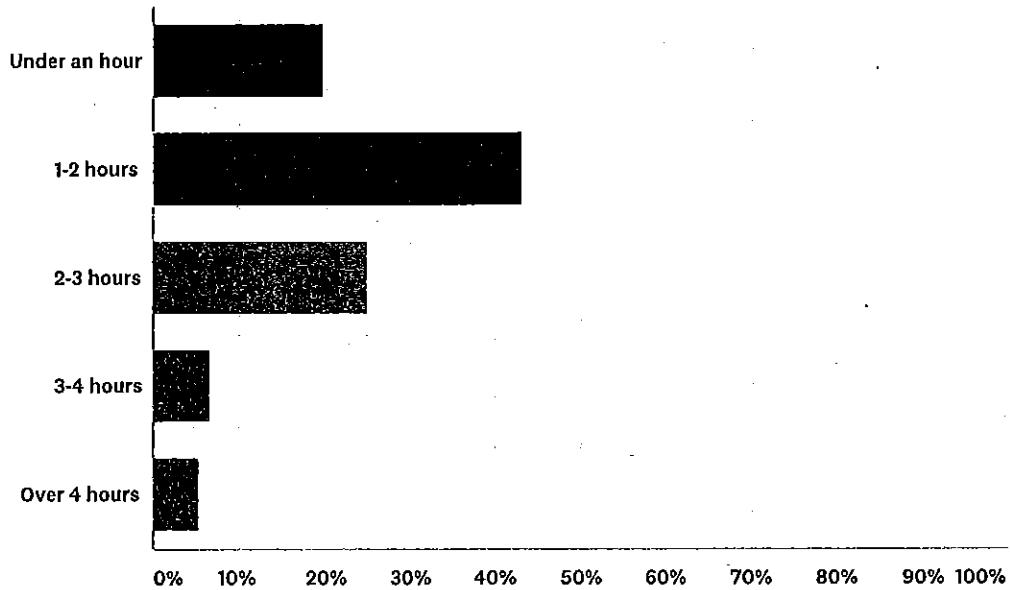
Answered: 833 Skipped: 108



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?

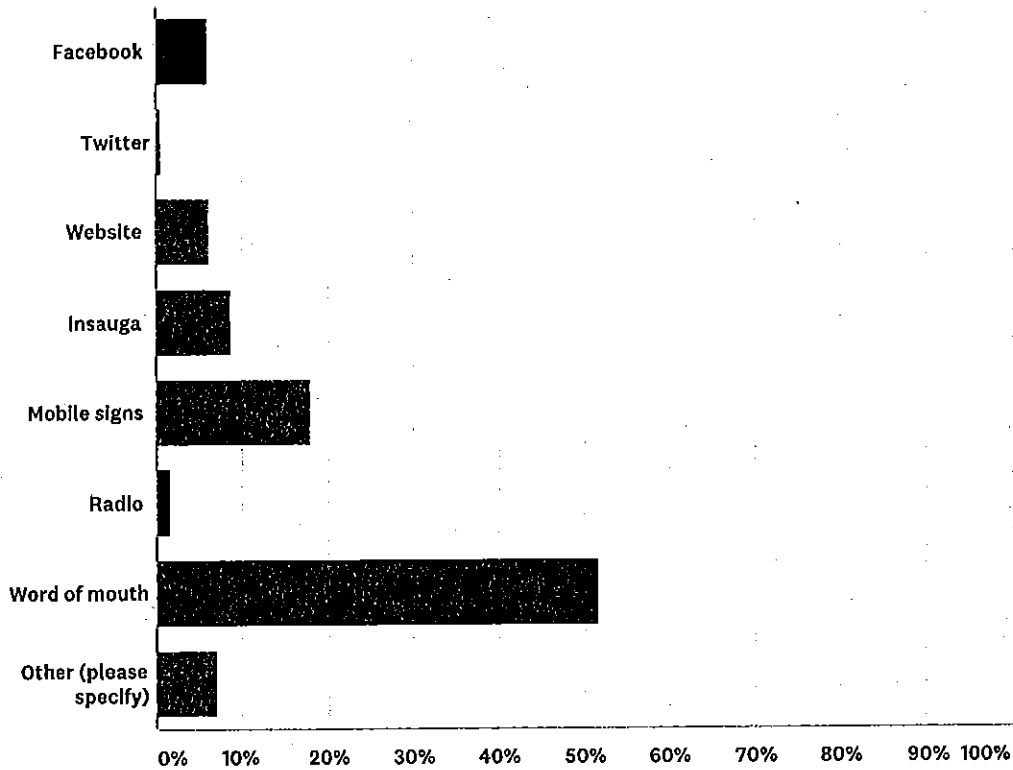
Answered: 939 Skipped: 2



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



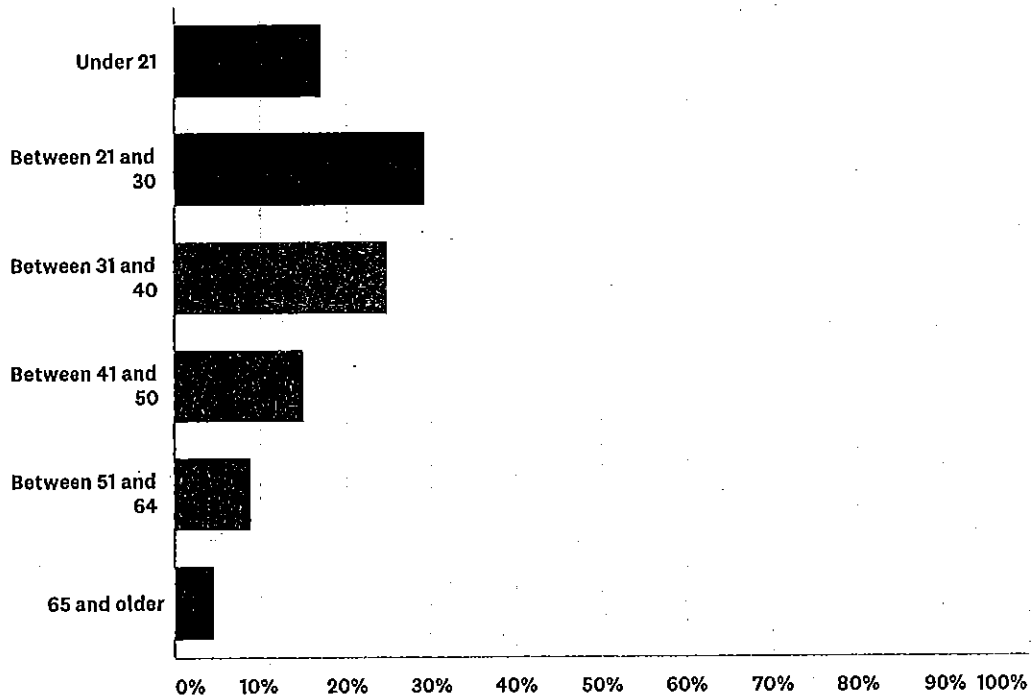
ANSWER CHOICES	RESPONSES	
Facebook	6.08%	57
Twitter	0.53%	5
Website	6.29%	59
Insauga	8.74%	82
Mobile signs	17.91%	168
Radlo	1.60%	15
Word of mouth	51.71%	485
Other (please specify)	7.14%	67
TOTAL		938

Q8 Postal Code (or country if outside Canada): _____

Answered: 926 Skipped: 15

Q9 Age Range

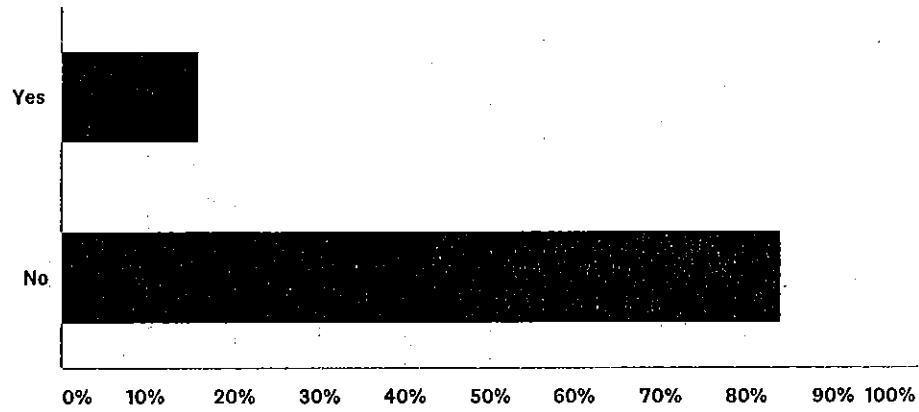
Answered: 938 Skipped: 3



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)

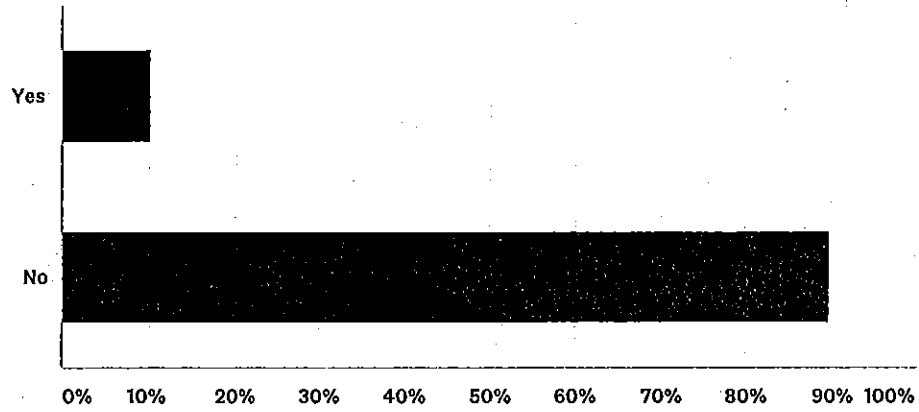
Answered: 932 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	15.99%	149
No	84.01%	783
TOTAL		932

Q11 Have you downloaded the app?

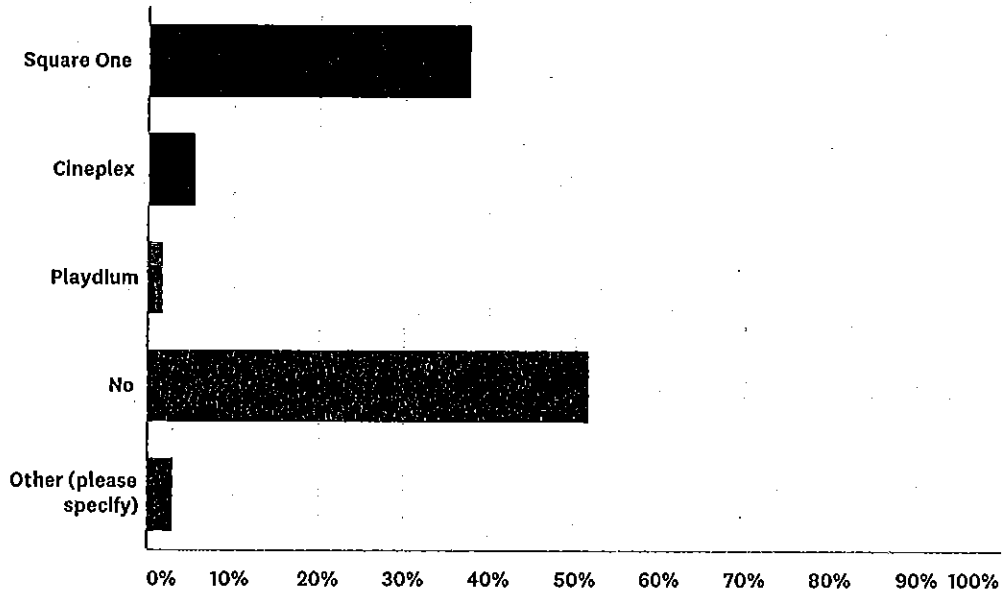
Answered: 156 Skipped: 785



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
TOTAL		935

Q13 Any Additional Comments

Answered: 190 Skipped: 751

City of Mississauga Corporate Report



<p>Date: August 26, 2015</p>	<p>General Committee OCT 07 2015</p>	<p>Originator's files: File names</p>
<p>To: Chair and Members of General Committee</p> <p>From: Paul A. Mitcham, P. Eng. MBA Commissioner of Community Services</p>	<p>Meeting date: October 7, 2015</p>	

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); 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

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 16th to Sunday, July 19th.

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). 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 in 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: 2017/12/15

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
 2018/01/17

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.

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.



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

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

City of Mississauga
Corporate Report



Date: 2017/12/15

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
 2018/01/17

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”¹ (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.² 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.

¹ Planning and Development Committee, November 13, 2017.

² 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



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
Hurontario 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).

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. Tantala

MWT:ows
Enc.

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:
 2018/01/17

Subject

Streetsville Kinsmen Centre Agreement - (Ward 11)

Recommendation

That report dated December 15, 2017 from the Commissioner of Community Services entitled "Streetsville Kinsmen Centre Agreement" be received for information.

Report Highlights

- The 20 year agreement with Streetsville Kinsmen Senior Citizens Centre Inc. expires January 31st, 2018, and this group has indicated to the City that they do not wish to enter negotiations for a new agreement.
- City staff has reviewed financial, operational, and booking information provided. It has been determined it would be most effective and appropriate to take over the daily operations of this facility on February 1st, 2018.
- There will be no negative impact to current users of the facility, and the City will continue to work towards ensuring a seamless transition when the current agreement officially expires.
- The Centre has been operating independently and covering a majority of their expenses through rentals. The City will take over and monitor the operations in 2018 and any additional costs will be dealt with through a request in the 2019 Business planning and budget process. However, it is anticipated that any operating shortfall will be minimal.

Background

While owned by the City, the Streetsville Kinsmen Centre, located at 327 Queen Street South, has been operated by Streetsville Kinsmen Senior Citizens Centre Inc. for the past 40 years. Originally built in 1851 as a grammar school, this building has undergone many transformations

over the years, and carries a special piece of history within the Streetsville Community. It is officially designated under the terms of the Ontario Heritage Act.

Comments

Currently, the centre is being used throughout the day at no charge (Monday through Friday) by the affiliated Older Adult Group, Streetsville Senior Citizens Club, for a variety of activities such as dancing, yoga, carpet bowling, curling, dominos, choir, and various card games. The club also organizes several special events throughout the year such as lunches, picnics, movies, and general meetings. In addition to the Older Adult Group usage, the centre is booked with outside rentals on evenings and weekends for events such as community group meetings, birthdays, engagement parties, anniversary events, as well as a church group that books weekly. Many of these rentals are a result of word of mouth and repeat bookings from those in the community.

In November 2017, the City was notified by the Streetsville Kinsmen Senior Citizens Centre that they did not wish to enter negotiations for a new long term agreement once the current agreement expires at the end of January, 2018. At this time, they asked to pass the daily operations of the centre back to the City. The City has held ongoing discussions with the group to ensure there is a seamless transition, so that day-to-day activities are not disrupted and that all stakeholders are engaged in the process.

Recreation staff is confident they can successfully take over the daily operations of this location, using the model in place for other satellite locations and standalone halls managed by the Division. This model will ensure City staff is present in the facility on a regular basis, allowing for timelier repairs, general maintenance, and a better understanding of capital planning needs. Opportunities exist to streamline the booking process for customers through the Customer Service Centre, while ensuring protection of this building's heritage by allowing rentals that are deemed appropriate and meet booking standards.

Staff will look to honour bookings already made for 2018, and will work closely with the Older Adult Group to maintain consistency in how they have enjoyed the building for many years. The Ward 11 Councillor has been consulted and supports this plan.

Financial Impact

The Centre has been operating independently and covering a majority of their expenses through rentals. Current rental rates being charged by the group are generally consistent with Council approved rates for 2018 for similar rental facilities; staff will look to strategically move all groups in line with the Rates and Fees By-law through the transition. The City will take over and monitor the operations in 2018 and any additional costs will be dealt with through a request in the 2019 Business planning and budget process if necessary. However, it is anticipated that any operating shortfall will be minimal. Capital planning has always been managed by Facilities and Property Management, and this will continue to be the City's responsibility.

Conclusion

The agreement with Streetsville Kinsmen Senior Citizens Centre Inc. has spanned 40 years, and has benefited the community as well as the City. With the agreement coming to a natural end, the City can assume the daily operations of the building, effective January 31st, 2018 with minimal impact financially and will ensure that the current users are accommodated and continue to enjoy this community asset.



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

Prepared by: Andrew Noble, District Manager, North, Recreation

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:
 2018/01/17

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.

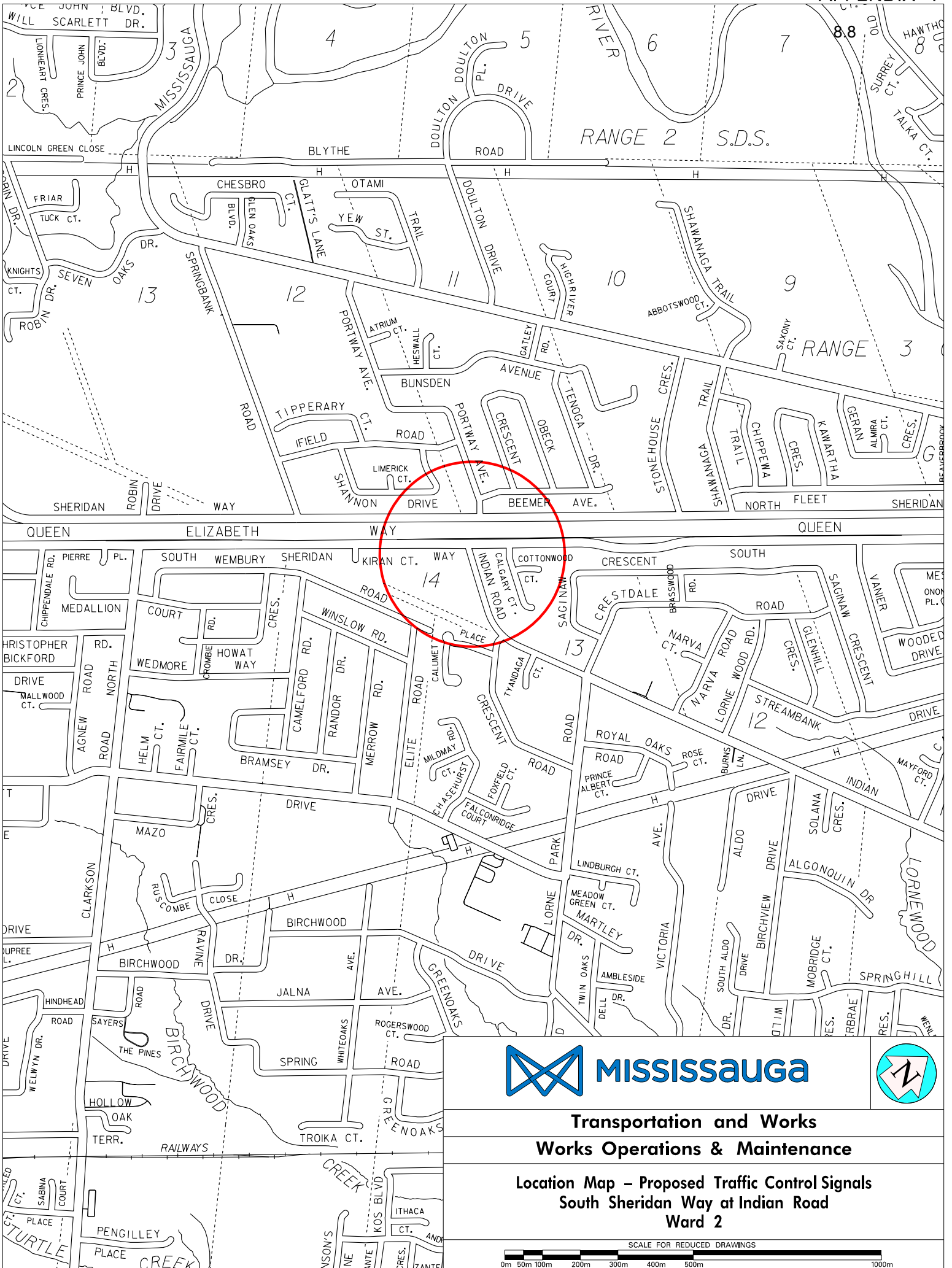
Attachments

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



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

Prepared by: John Magno, Traffic Signal Technologist



**Transportation and Works
Works Operations & Maintenance**

**Location Map – Proposed Traffic Control Signals
South Sheridan Way at Indian Road
Ward 2**



City of Mississauga
Corporate Report



Date: 2017/12/15

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
 2018/01/17

Subject

Municipal Accommodation Tax

Recommendation

1. That the report titled "Municipal Accommodation Tax" dated December 15, 2017 from the Commissioner, Corporate Services and Chief Financial Officer be received.
2. That a Municipal Accommodation Tax be implemented effective April 1, 2018 at a rate of four per cent on the purchase of short term accommodations within the City of Mississauga.
3. That a new reserve fund "Municipal Accommodation Tax – Revenue Stabilization" (account #35590) be created where a portion, still to be determined, of the revenue collected be transferred to this reserve fund to be used for revenue stabilization.
4. That a new reserve fund "Municipal Accommodation Tax – Tourism Projects" (account #35591) be created where a portion, still to be determined, of the revenue collected be transferred to this reserve fund to be used for Council directed tourism projects and activities.
5. That the necessary by-laws be enacted.

Report Highlights

- A four per cent Municipal Accommodation Tax is being recommended with an April 1, 2018 implementation date;
- Provision has been made to charge late payment fees as well as other measures for non-compliance with the by-law including fines, garnishments, liens and the seizure and sale of property;

- The Province issued Regulation 435/17 prescribing how revenues are to be shared with the respective Regional Tourism Organization and not-for-profit organizations;
- A Stakeholder Engagement Meeting was held providing an overview of the tax, administration process, potential use of the funds and City tourism initiatives including the Tourism Master Plan and provided an opportunity for input from stakeholders;
- Staff is recommending two reserve funds be created. One reserve fund is to collect a portion of the Municipal Accommodation Tax revenue and is to be used for stabilization to ensure the City meets the requirements of its sharing with Tourism Toronto. The other is to collect the City's portion of the Municipal Accommodation Tax revenue and is to be used to fund future tourism related City initiatives; and
- The revenues from the tax may be used for Council-approved tourism benefit to Mississauga and through joint initiatives with Tourism Toronto.
- A report to Council will follow in March with next steps related to the Tourism Master Plan, the funding agreement with Tourism Toronto and recommendations on the use of MAT revenues.

Background

On November 8, 2017 Mississauga Council approved in principle, the introduction of a four per cent Municipal Accommodation Tax (MAT) effective July 1, 2018 subject to the Province issuing the required revenue sharing regulation, and authorized staff to engage with stakeholders on the implementation of the tax.

Comments

Although a July 1, 2018 implementation date was approved in principle, staff is recommending an implementation date of April 1, 2018. Advancing the start date from July to April will result in additional estimated revenue of \$2.5M and will align with the City of Toronto who is currently planning to implement in Spring 2018. The City of Ottawa's Council have approved implementation of a MAT effective January 1, 2018. With a simplified self-reporting model similar to that used by the Canada Revenue Agency (CRA) for HST, an April 1, 2018 start date would be feasible for hoteliers who are already familiar with the process and have systems set up for the self-reporting of revenues.

The four per cent tax rate will be applied for accommodations provided for a continuous period of less than 30 days in a motel, hotel, lodge, inn, bed and breakfast, dwelling unit or any place an accommodation is provided.

Online private short term accommodation platforms such as Airbnb and HomeAway will also be subject to the MAT effective April 1, 2018.

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Exemptions

Legislation states that the tax must not apply to the Crown, school boards, a university or a college of applied arts and technology or post-secondary institution, hospitals, long-term care homes and hospices. Further to the exemptions stipulated in the legislation staff is recommending to include the following:

- Accommodations provided as shelter;
- Accommodations provided by treatment center that receives provincial aid under the *Ministry of Community and Social Services Act*;
- Accommodations provided by house of refuge, or lodging for the reformation of offenders;
- Accommodations provided by charitable, non-profit philanthropic corporation organized as shelters for the relief of the poor or for emergency;
- Accommodations provided by tent or trailer sites supplied by a campground, tourist camp or trailer park;
- Accommodations supplied by employers to their employees in premises operated by the employer; and
- Accommodations provided as a hospitality room in an establishment that may or may not contain a bed and is used for displaying merchandise, holding meetings, or entertaining.

Administration

Staff has determined that a simplified remittance model similar to that used by businesses to remit HST to the CRA will be used. A Municipal Accommodation Tax Return Form will be made available to all providers and will be required to be remitted with payment by the end of each month for the tax collected in the previous month. This aligns with the timing of the CRA for monthly HST remittance.

Late payment charges will be charged at a rate of 1.25 per cent on the first day of default and the first of each month until paid, mirroring late payment charges imposed for property taxes. The City will also have the ability to lay fines and use other enforcement measures such as garnishments, liens and the seizure and sale of property for those that do not comply with the by-law.

The City will have the authority to audit the providers and will engage the services of an external auditor. All audit expenses would be funded from the revenue stream.

The draft by-law, "A By-law to Impose Municipal Accommodation Tax on the purchase of transient accommodation in the City of Mississauga", is attached as Appendix 1.

Revenue Sharing

On December 1, 2017, the Province issued Ontario Regulation 435/17 prescribing how revenues are to be shared with the respective Regional Tourism Organization and not-for-profit organizations.

The initial announcement from the Province indicated that 50 per cent of the MAT revenue must be provided to a non-profit tourism agency. However, the Regulation states that the mandatory 50 per cent sharing formula only applies to municipalities that did not have a Destination Market Program (DMP) in place prior to the tax being imposed. Where a DMP existed, a municipality is only required to provide the tourism agency the amount they previously received through the DMP, adjusted annually based on changes to Ontario's total tourism receipts over the prior 10-year period. Transitional provisions are provided where municipalities first implement the tax part way through their fiscal year. These transitional provisions would apply to Mississauga for the 2018 and 2019 years.

The funding amount to be shared with Tourism Toronto has not yet been provided to the City; however it is estimated at less than \$500,000. A funding agreement will be developed with Tourism Toronto for Council's approval. Tourism Toronto has committed that these funds will be entirely directed to tourism-related initiatives for Mississauga. It is anticipated that the funding agreement will be ready for Council approval before April 1, 2018, in addition to a recommendation on the use of the City's share of the tax revenues collected in 2018. Community Services (Recreation) will be hiring a Manager of Tourism (using existing budget and staff complement) to coordinate the relationship with Tourism Toronto and lead the Tourism Master Plan implementation. A report to Council will follow with next steps related to the Tourism Master Plan, the funding agreement with Tourism Toronto and recommendations on use of MAT revenues.

Stakeholder Engagement Meeting

On December 4, 2017, staff held a Stakeholder Engagement Meeting providing an overview of the tax, administration process, potential use of the funds and City tourism initiatives including the Tourism Master Plan, and provided an opportunity for input from stakeholders.

In total, 26 stakeholders participated in the Stakeholder Engagement Meeting. Twenty-one attended in person and represented Hoteliers, the Mississauga Board of Trade, and the Greater Toronto Hotel Association. The remaining five participants attended via WebEx and represented Hoteliers and AirBnB. Some individual comments were as follows:

- A July 1, 2018 implementation is preferred in order to allow sufficient time to prepare and train staff;
- Exemptions from the tax may make the process more complicated for those administering it;

General Committee	2017/12/15	5
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- A self-reporting model similar to the current HST method would make implementation of the tax easier as they are already familiar with that process;
- Some hotels may have pre-existing corporate contracts that do not take the MAT into consideration;
- A concern that some of the revenue garnered from the MAT might be allocated to the City's General Revenues rather than used for tourism initiatives;
- Explaining to hotel guests that the tax helps support tourism related infrastructure may not appease those who feel that infrastructure is the responsibility of the Province and the City; and
- A concern that if surrounding municipalities do not impose the tax or have a lower rate, it might detract guests from Mississauga hotels.

There was no opposition to the tax expressed nor were any major concerns identified by the group. Participants appreciated the opportunity to provide input.

Financial Impact

Based on a four per cent MAT rate, revenue of approximately \$9.8 million would be generated annually. With an implementation date of April 1, 2018 revenue is estimated to be \$7.4 million in 2018 which is \$2.5 million higher than it would be with a July 1, 2018 start date. It is expected that an additional \$150,000 will be received from online private short term accommodation rentals.

As per the regulation prescribed by the Province, for 2018 Mississauga must share with Tourism Toronto at least the amount collected from the 2017 DMP, pro-rated based on the number of days the tax is in effect for 2018. For 2019, sharing must be at least the amount collected from the 2017 DMP increased/decreased by the average annual percentage change in Ontario's total tourism receipts over the prior 10-year period. For 2020 and forward, sharing must be at least the total amount of revenue shared with Tourism Toronto in the previous year increased/decreased by the average annual percentage change in Ontario's total tourism receipts over the prior 10-year period. The amounts shared with Tourism Toronto will be directed back into tourism-related initiatives for Mississauga. At this time, the exact amount to be shared is not available, however it is anticipated to be less than \$500,000.

The City's portion of the revenue is unrestricted. It could be used to fund the implementation of the Tourism Master Plan, capital improvements, repairs and new construction of tourism-related facilities, programs and services including Recreation, Culture, Parks & Forestry, and initiatives in Economic Development. Recommendations for actual use of the funds would be brought forward to Council annually through the Budget and Business Planning process. A 2018 program budget will be presented to Council by April 1, 2018.

Staff is recommending two reserve funds be created. One reserve fund is to collect a portion of the MAT revenue and is to be used for stabilization to ensure the City meets the requirement of

sharing with Tourism Toronto. The other reserve fund is to collect the City's portion of the MAT revenue to be used to fund future tourism related City projects and activities.

Conclusion

It is recommended that a Municipal Accommodation Tax be implemented effective April 1, 2018 at a four per cent tax rate for accommodations provided for a continuous period of less than 30 days. Providers must remit the Municipal Accommodation Tax collected by the end of each month for the tax collected in the previous month.

This revenue may be used to benefit tourism in Mississauga, both through the City directly and jointly with Tourism Toronto.

Attachments

Appendix 1: Draft By-law to Impose Municipal Accommodation Tax on the purchase of transient accommodation in the City of Mississauga



Gary Kent, Commissioner of Corporate Services

Prepared by: Cathy Onorato, Manager, Special Projects, Revenue

Appendix 1

A By-law to Impose Municipal
Accommodation Tax on the purchase of
transient accommodation in the City of
Mississauga

WHEREAS section 400.1 of the *Municipal Act, 2001*, S.O 2001, c.25, (the "Act") provides that the council of a local municipality may pass by-laws imposing a tax in respect of the purchase of transient accommodation within the municipality;

AND WHEREAS pursuant to section 400.1 of the Act and the Ontario Regulation 435/17, the Council of The Corporation of the City of Mississauga wishes to establish the tax rate and to levy on the purchase of transient accommodation within the City of Mississauga;

NOW THEREFORE the Council of The Corporation of the City of Mississauga ENACTS as follows:

DEFINITIONS

1. For the purposes of this By-law:

"**Accommodation**" means Lodging, and the right to use Lodging, that is provided for consideration, whether or not the lodging is actually used;

"**City**" means The Corporation of the City of Mississauga;

"**Council**" means the Council of The Corporation of the City of Mississauga;

"**Establishment**" means the physical location, a building or part of a building that provides Accommodation;

"**Lodging**" includes:

- (a) the use of a bedroom, a suite of rooms containing a bedroom, or the use of a bed within a bedroom;
- (b) the use of one or more additional beds or cots in a bedroom or suite.

"**Provider**" means a person or an entity that sells, offers for sale, or otherwise provides Accommodation, and includes agents, hosts or others who sell, offers for sale or otherwise provides Accommodation;

"**Purchaser**" means a person who purchases Accommodation;

"**Purchase Price**" means the price for which Accommodation is purchased, including the price paid, the value of goods provided or services rendered, or other consideration accepted by the provider in return for the Accommodation provided, but does not include the goods and services tax imposed by the Government of Canada or by the Province of Ontario.

"**Municipal Accommodation Tax**" or "MAT" means the tax imposed under this By-law;

APPLICATION

2. A Purchaser shall, at the time of purchasing Accommodation, pay the Municipal Accommodation Tax in the amount of four (4) per cent of the Purchase Price of Accommodation provided for a continuous period of less than 30 days provided in a hotel, motel, motor hotel, lodge, inn, bed and breakfast, dwelling unit or any place in which Accommodation is provided.

- (a) For greater certainty, the continuous period referred above is not disrupted by the purchase of different rooms, suites, beds or other lodging in the same Establishment in the course of the continuous period.

EXEMPTIONS

3. The Municipal Accommodation Tax imposed under this By-law does not apply to:
- (a) The Crown, every agency of the Crown in right of Ontario and every authority, board, commission, corporation, office, or organization of persons a majority of whose directors, members or officers are appointed or chosen by or under the authority of the Lieutenant Governor in Council or a member of the Executive Council;
 - (b) Every board as defined in subsection 1(1) of the *Education Act*;
 - (c) The purchase of transient Accommodation at a university or a college of applied arts and technology or post-secondary institution whether or not affiliated with a university, the enrolments of which are counted for purposes of calculating operating grants entitlements from the Crown;
 - (d) Every hospital referred to in the list of hospitals and their grades and classifications maintained by the minister of Health and Long-Term Care under the *Public Hospitals Act* and every private hospital operated under the authority of a license issued under the *Private Hospitals Act*;
 - (e) Every long-term care home as defined in subsection 2(1) of the *Long-Term Care Homes Act, 2007* and hospices;
 - (f) Accommodations provided as shelter;
 - (g) Accommodations provided by treatment center that receives provincial aid under the *Ministry of Community and Social Services Act*;
 - (h) Accommodations provided by house of refuge, or lodging for the reformation of offenders;
 - (i) Accommodations provided by charitable, non-profit philanthropic corporation organized as shelters for the relief of the poor or for emergency;
 - (j) Accommodations provided by tent or trailer sites supplied by a campground, tourist camp or trailer park;
 - (k) Accommodations supplied by employers to their employees in premises operated by the employer; and
 - (l) Accommodations provided by hospitality room in an establishment that may or may not contain a bed and is used for displaying merchandise, holding meetings, or entertaining.

TAX COLLECTED AND STATEMENT SUBMITTED

- 4. A Provider shall collect the MAT from the Purchaser at the time the Accommodation is purchased.
- 5. The amount of the MAT shall be identified as a separate item or charge on a bill, receipt, invoice or similar document issued by the Provider in respect of the Accommodation on which the tax is imposed and the item shall be identified as "Municipal Accommodation Tax".
- 6. A Provider shall, on or before the last day of every month, remit to the City for the amount of the MAT collected for the previous month and submit the monthly statements in the form required by the City detailing the number of the Accommodation sold, the purchase price of each Accommodation, the MAT amount collected and any other information as required by the City for the purposes of administering and enforcing this By-law.

DELEGATION OF AUTHORITY

- 7. The Commissioner of Corporate Services, or designate, is hereby delegated the authority to enter into agreements, including all necessary documents ancillary thereto, with another person or entity as agent for the City, providing for the implementation and collection of the Municipal Accommodation Tax, all in a form satisfactory to Legal Services.

8. The Commissioner of Community Services, or designate, is hereby delegated the authority to enter into agreements, including all necessary documents ancillary thereto, with the eligible tourism entity that receives an amount under the revenue generated under this By-law respecting reasonable financial accountability matters in order to ensure that amount paid to the entity is used for the exclusive purpose of promoting tourism, and the agreements may provide for other matters, all in a form satisfactory to Legal Services.
9. The Commissioner of Corporate Services or designate, shall be responsible for the administration of this By-law, including but not limited to approvals, appeals, enforcement, collection, and for instructing Legal Services to take such legal action as may be considered appropriate.

INTEREST PENALTIES

10. That a percentage charge of 1.25 per cent of the amount of the MAT due and unpaid be imposed as a penalty for the non-payment of taxes on the first day of default based on the full occupancy of the Establishment unless the actual amount of the MAT owing can be determined by the City, in that case, the percentage charge of 1.25 per cent of the actual amount of the MAT will be imposed.
11. That an interest charge of 1.25 per cent each month of the amount of the MAT due and unpaid, be imposed for the non-payment of taxes on the first day of each month and subsequent months following the first day of default.

LIENS

12. All MAT penalties and interest that are past due shall be deemed to be in arrears, and may be added to the tax roll for any real property in the City of Mississauga registered in the name of the Provider to be collected in like manner as property taxes and shall constitute a lien upon the lands.

AUDIT AND INSPECTION

13. The Provider shall keep books of account, records, and documents sufficient to furnish the City or its agent with the necessary particulars of sales of Accommodations, amount of MAT collected and remittance.
14. The City or its agent may inspect and audit all books, documents, transactions and accounts of the Providers and require the Providers to produce copies of any documents or records required for the purposes of administering and enforcing this by-law, as required.

OTHER PENALTIES

15. Every Person who contravenes any provision of this By-law is guilty of an offence and, in addition to being liable for payment of the penalty imposed by section 10-11, is liable to a fine and such other penalties as provided for in the *Provincial Offences Act*, R.S.O. 1990, c. P. 33 and the *Municipal Act*, 2001 S.O. 2001 c. 25, each as amended:
 - (a) A person who is convicted of an offence under this by-law is liable, for each day or part of a day that the offence continues, to a minimum fine of \$500.00 and a maximum fine of \$10,000.00, and the total of all daily fines for the offence is not limited to \$100,000.00 as provided for in subsection 429(3)2 of the *Municipal Act*, 2001.
 - (b) When a person has been convicted of an offence under this by-law, the Superior Court of Justice or any court of competent jurisdiction thereafter may, in addition to any penalty imposed on the person convicted, issue an order:
 - (i) prohibiting the continuation or repetition of the offence by the person convicted; and
 - (ii) requiring the person convicted to correct the contravention in the manner and within the period that the court considers appropriate.
16. Without limiting the foregoing, Council may establish and use other dispute resolution mechanisms and other enforcement measures as it considers appropriate.

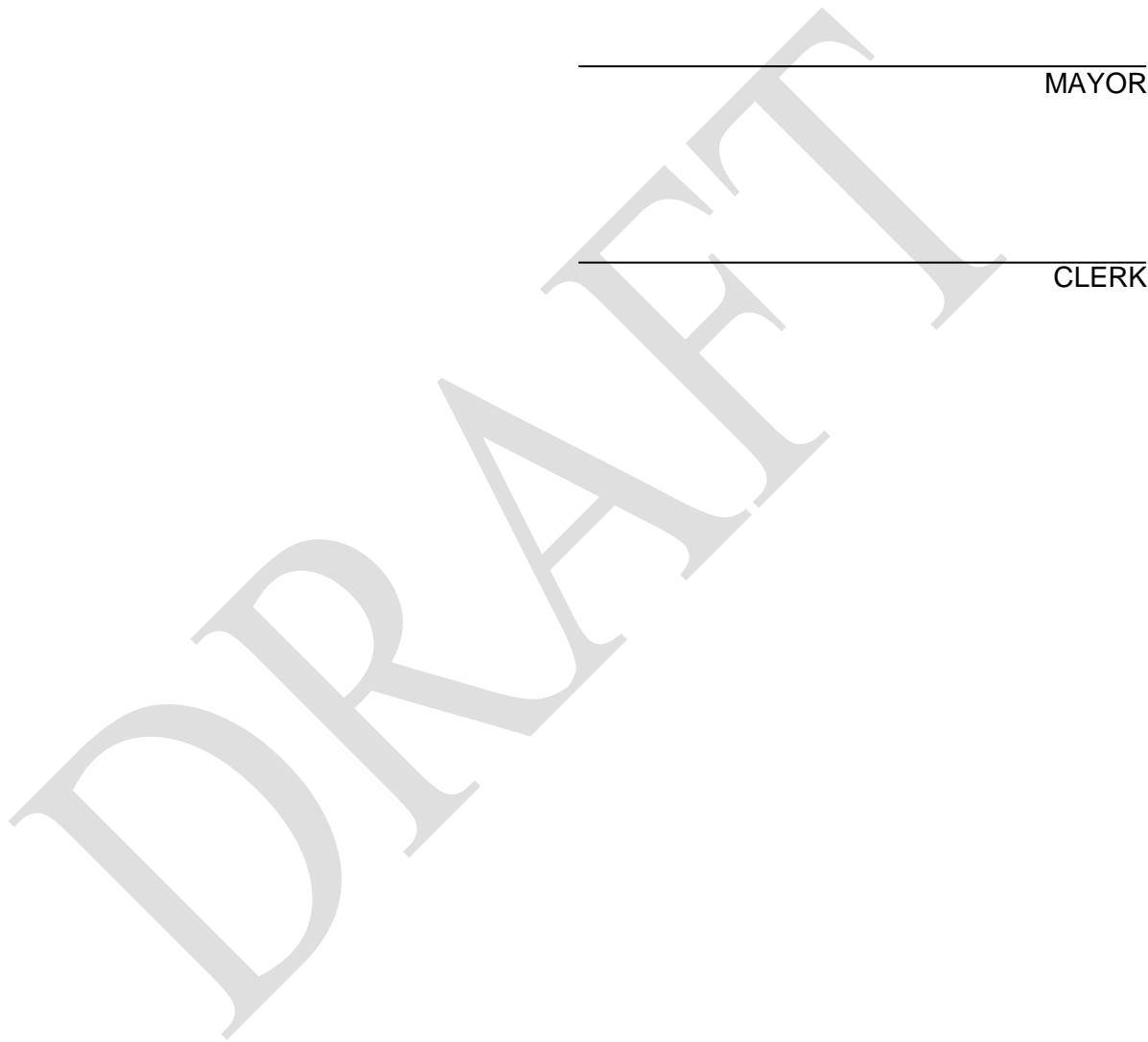
GENERAL

- 17. This By-law shall come into effect on April 1st, 2018.
- 18. If any section or portion of this By-law is found by a court of competent jurisdiction to be invalid, it is the intent of Council for the City that all remaining sections and portions of this By-law continue in force and effect.
- 19. This By-law may be referred to as “the Municipal Accommodation Tax By-law”.

ENACTED and PASSED this _____ day of January , 2018.

MAYOR

CLERK



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:

2018/01/17

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.

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.



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: 2017/12/04

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
 2018/01/17

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.

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.

Attachments

Appendix 1: 2018 Interim Tax Rates

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

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:
 2018/01/17

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.

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.



Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Louise Cooke, Manager, Revenue & Taxation

City of Mississauga
Corporate Report



Date: 2018/01/03

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
 2018/01/17

Subject

Province of Ontario - Dedicated Gas Tax Funds for Public Transportation Program (2017/2018)

Recommendation

That a by-law be enacted to authorize the Mayor and the Commissioner of Corporate Services and Chief Financial Officer to execute, on behalf of the Corporation of the City of Mississauga, the letter of agreement with Her Majesty the Queen in right of the Province of Ontario, represented by the Minister of Transportation for the Province of Ontario, under the Dedicated Gas Tax Funds for Public Transportation Program (2017/2018), which agreement as attached as Appendix 1 to the corporate report dated January 3, 2018 from the Commissioner of Corporate Services and Chief Financial Officer.

Background

On June 13, 2013, provincial gas tax funding was made permanent when the *Dedicated Funding for Public Transportation Act, 2013* received Royal Assent. Annually, the Minister of Transportation advises each municipality of the amount of gas tax funds it is eligible to receive.

Comments

Provincial gas tax funding may only be used for operating and capital expenditures for transit services, unchanged from the previous year's program.

Provincially, total available funding for the year is calculated based on a sharing formula of \$0.02 per litre and will be approximately \$357.2 million for 2017/18. The program allocation formula remains unchanged and is based on 70% ridership and 30% population; these figures are updated annually.

The City of Mississauga's 2017/2018 annual allocation is \$18.1 million and will be deposited into the Provincial Gas Tax Reserve Fund. MiWay's 2018 operating budget includes an allocation of approximately \$16.7 million from the Provincial Gas Tax Reserve Fund to cover the costs of service expansion and improvements.

To secure the City's share of funding from this program, the Ministry of Transportation must receive a signed letter of agreement. The agreement must be accompanied by a municipal by-law permitting the municipality to enter into the letter of agreement. A copy of the agreement is attached as Appendix 1.

Financial Impact

Total provincial gas tax funding from the province for 2017/2018 will be \$18,071,334. The Ministry of Transportation will process a payment of \$13,553,501 when they receive the authorizing municipal by-law and signed agreement. This amount represents 75% of the City's annual allocation. The remaining 25% will be paid at a later date.

Conclusion

A municipal by-law permitting the municipality to enter into the letter of agreement needs to be completed and forwarded to the Ministry of Transportation by January 31, 2018. This action will secure the City's share of provincial gas tax funding.

Although the province has indicated that provincial gas tax funding will be increasing beginning in 2019/2020, no formal announcement has been made to date.

Attachments

Appendix 1 : Letter of Agreement



—
Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Marcello Gaudio, Financial Analyst

Ministry of
Transportation

Ministère des
Transports

Office of the Minister

Bureau du ministre

Ferguson Block, 3rd Floor
77 Wellesley St. West
Toronto, Ontario
M7A 1Z8
416-327-9200
www.ontario.ca/transportation

Édifice Ferguson, 3^e étage
77, rue Wellesley ouest
Toronto (Ontario)
M7A 1Z8
416-327-9200
www.ontario.ca/transports



December 19, 2017

Her Worship Bonnie Crombie
Mayor
City of Mississauga
300 City Centre Drive
Mississauga, ON L5B 3C1

Dear Mayor Crombie:

RE: Letter of Agreement between Her Majesty the Queen in right of the Province of Ontario, represented by the Minister of Transportation for the Province of Ontario (the "Ministry") and the City of Mississauga (the "Municipality") Related to Funding Provided by the Province of Ontario (the "Province") to the Municipality under the Dedicated Gas Tax Funds for Public Transportation Program (this "Letter of Agreement")

This Letter of Agreement sets out the terms and conditions for the use of dedicated gas tax funds by municipalities for public transportation.

As the Province desires to increase public transportation ridership to support the development of strong communities, the Ministry maintains a Dedicated Gas Tax Funds for Public Transportation Program (the "Program"), under which two cents of the existing provincial gas tax is provided to municipalities for public transportation expenditures.

Following the passage of the *Dedicated Funding for Public Transportation Act, 2013* (the "DFPTA"), a portion of the tax that is paid to Ontario under the *Gasoline Tax Act* in each fiscal year is dedicated to the provision of grants, including those pursuant to the Program, to municipalities for public transportation.

Any funding to the Municipality by the Ministry will be provided in accordance with the terms and conditions set out in this Letter of Agreement and the enclosed Dedicated Gas Tax Funds for Public Transportation Program 2017/18 Guidelines and Requirements (the "guidelines and requirements").

In consideration of the mutual covenants and agreements contained in this Letter of Agreement and the guidelines and requirements, which the Municipality has reviewed and understands and are hereby incorporated by reference, and other good and valuable consideration, the receipt and sufficiency of which are expressly acknowledged, the Ministry and the Municipality agree as follows:

1. To support increased public transportation ridership in the Municipality, and in recognition of the Municipality's need for predictable and sustainable funding to support investments in the renewal and expansion of public transportation systems, the Ministry agrees to provide funding to the Municipality under the Program to a maximum amount up to **\$18,071,334** in accordance with, and subject to, the terms set out in this Letter of Agreement and, for greater clarity, the guidelines and requirements, with **\$13,553,501** payable on receipt of this signed Letter of Agreement and related authorizing municipal by-law(s) and, if applicable, resolution(s), and any remaining payment(s) payable thereafter.
2. Despite Section 1, the Municipality understands and agrees that any amount payable under this Letter of Agreement may be subject, at the Ministry's sole discretion, to adjustment to reflect final gas tax receipts and any other adjustments as set out in the guidelines and requirements.
3. If the Municipality receives dedicated gas tax funds on behalf of any other municipality, and the other municipality has agreed to the Municipality collecting the dedicated gas tax funds on its behalf, the Municipality shall provide, upon request and in compliance with the requirements set out in the guidelines and requirements, any applicable municipal by-law(s) and legal agreement(s) between the Municipality and the other municipality providing for such arrangement to the Ministry prior to the payment of any dedicated gas tax funds by the Ministry under this Letter of Agreement.
4. The Municipality shall deposit the funds received under this Letter of Agreement in a dedicated gas tax funds reserve account, and use such funds and any related interest only in accordance with the guidelines and requirements.
5. The Municipality shall adhere to the reporting and accountability measures set out in the guidelines and requirements, and shall provide all requested documents to the Ministry.
6. The Municipality understands and agrees that the funding provided under this Letter of Agreement represents the full extent of the Ministry's and Province's financial contribution under the Program, and that no additional funds will be provided by either the Ministry or the Province for such purposes to the Municipality for the 2017/18 Program year.

7. The Ministry may terminate this Letter of Agreement at any time, without liability, penalty or costs upon giving at least thirty (30) days written notice to the Municipality. If the Ministry terminates this Letter of Agreement upon notice, the Ministry may take one or more of the following actions: (a) cancel all further payments of dedicated gas tax funds; (b) demand from the Municipality the payment of any dedicated gas tax funds remaining in the possession or under the control of the Municipality; and (c) determine the reasonable costs for the Municipality to terminate any binding agreement(s) for the acquisition of eligible public transportation services acquired, or to be acquired, with dedicated gas tax funds provided under this Letter of Agreement, and do either or both of the following: (i) permit the Municipality to offset such costs against the amount the Municipality owes pursuant to paragraph 7(b); and (ii) subject to section 1, provide the Municipality with funding to cover, in whole or in part, such costs.

The funding may be provided only if there is an appropriation for this purpose, and in no event will the funding result in the maximum funding under this Letter of Agreement exceeding the amount specified under Section 1.


8. Any provisions which by their nature are intended to survive the termination or expiration of this Letter of Agreement including, without limitation, those related to disposition, accountability, records, audit, inspection, reporting, communication, liability, indemnity, and rights and remedies will survive its termination or expiration.
9. This Letter of Agreement may only be amended by a written agreement duly executed by the Ministry and the Municipality.
10. The Municipality agrees that it will not assign any of its rights or obligations under this Letter of Agreement.
11. The invalidity or unenforceability of any provision of the Letter of Agreement will not affect the validity or enforceability of any other provision of the Letter of Agreement. Any invalid or unenforceable provision will be deemed to be severed.
12. The term of this Letter of Agreement will commence on the date of the last signature of this Letter of Agreement.
13. The Municipality hereby consents to the execution by the Ministry of this Letter of Agreement by means of an electronic signature.

If the Municipality is satisfied with and accepts the terms and conditions of this Letter of Agreement, please secure the required signatures for the four enclosed copies of this Letter of Agreement and return two fully signed copies to:

Ministry of Transportation
Division Services and Program Management Office
27th Floor, Suite #2702
777 Bay Street,
Toronto, Ontario
M7A 2J8

Once the Ministry has received the copies of this Letter of Agreement signed by the Municipality and authorizing municipal by-law(s) and, if applicable resolution(s), the Ministry will make arrangements for the payment of the dedicated gas tax funds to the Municipality.

Yours sincerely,



Steven Del Duca
Minister of Transportation

I have read and understand the terms of this Letter of Agreement, as set out above, and, by signing below, I am signifying the Municipality's consent to be bound by these terms.

City of Mississauga

Per: _____
Mayor

Date: _____

Per: _____
Chief Financial Officer/Treasurer

Date: _____

City of Mississauga
Corporate Report



Date: 2017/11/13

To: Chair and Members of General Committee

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

Originator's files:

Meeting date:
 2018/01/17

Subject

Inter-municipal Court Services Agreement between the City of Mississauga and the City of Burlington

Recommendation

That a by-law be enacted authorizing the Commissioner of Corporate Services and Chief Financial Officer and the City Clerk to enter into an inter-municipal court services agreement on behalf of the City of Mississauga with the City of Burlington formalizing the terms and conditions under which the Mississauga Provincial Offences Court will perform *Provincial Offences Act* (POA) functions for Ontario Provincial Police (OPP) charges originating in the Town of Milton and Town of Halton Hills Court Service Areas.

Background

The Mississauga Provincial Offences Court provides court administration and court support in the Mississauga Court Services Area pursuant to the Memorandum of Understanding and Local Side Agreement (together the Transfer Agreement) with Her Majesty the Queen in Right of the Province of Ontario as represented by the Attorney General. Currently, the Mississauga Provincial Offences Court has been processing and collecting fines related to charges filed by the OPP for offences occurring in the Town of Milton and Town of Halton Hills as part of an arrangement with Halton Court Services for which the City of Burlington is the normally the primary court service provider. To date, an inter-municipal court services agreement has not been entered into between the City of Mississauga and the City of Burlington outlining the roles and responsibilities of the two parties.

Comments

In order to provide efficient and effective provincial court operations, agreements have been reached between municipalities and agencies to coordinate the operation and administration of POA court facilities on a number of occasions where charges are filed, court proceedings are conducted and fines are collected and forwarded by one municipality or municipal partner on behalf of another municipality and/or agency. Mississauga has agreements with among others,

the City of Brampton, GO Transit and the Ministry of the Environment where Mississauga processes charges and collects fines on their behalf and returns fine-related revenues to the originating municipality and/or agency.

Currently, for some POA offences that occur in the Town of Milton and Town of Halton Hills (both part of the Halton Court Services Area) the OPP may file the charges in the Mississauga Provincial Offences Court. The Mississauga Provincial Offences Court carries out court administration for these charges on behalf of Halton Court Services in accordance with the POA and the Transfer Agreement with the Province. An inter-municipal court services agreement has been drafted with the cooperation of Halton Court Services, represented by the City of Burlington, which outlines the roles and responsibilities of both Mississauga and Burlington. The agreement proposes that Mississauga be entitled to a fee of 10% of net funds from the Milton and Halton Hills OPP charges filed in Mississauga in exchange for carrying out POA court administration for these charges.

Financial Impact

The revenue generated from the fees for services provided are estimated to be less than \$10,000 annually. On a quarterly basis the City of Mississauga will remit payments to the City of Burlington.

Conclusion

To formalize the current arrangement where the Mississauga Provincial Offences Court carries out POA court functions for some OPP charges that occur in the Town of Milton and Town of Halton Hills, an inter-municipal court services agreement is recommended to be entered into between the City of Mississauga and the City of Burlington to outline the roles and responsibilities of each municipality as it relates to the provincial court services being provided.



Gary Kent, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Diana Rusnov, Director, Legislative Services and City Clerk

REPORT 9 - 2017

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Environmental Action Committee presents its ninth report for 2017 and recommends:

EAC-0054-2017

That the deputation and associated presentation by Jon Joyce, MBTW Group with respect to the Paul Coffey Park Master Plan be received.

(EAC-0054-2017)

EAC-0055-2017

That the deputation and associated presentation by Jayne Wilkinson, Assistant Curator, Blackwood Gallery at UTM with respect to the Blackwood Gallery at UTM/Temporary Public Art and Climate Change Project entitled "The Work of Wind: Air, Land, Sea" be received.

(EAC-0055-2017)

EAC-0056-2017

That the deputation and associated presentation by Diana Suzuki-Bracewell, Environmental Outreach Coordinator with respect to the 2017 Environment Outreach Wrap-up be received.

(EAC-0056-2017)

EAC-0057-2017

That the Environmental Action Committee Work Plan be approved as discussed at the December 5, 2017 meeting of the Environmental Action Committee.

(EAC-0057-2017)

EAC-0058-2017

That the EAC Environmental Actions Summary be approved as discussed at the December 5, 2017 meeting of the Environmental Action Committee.

(EAC-0058-2017)

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)

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 1-2018

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

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

HAC-0001-2018

That the Power Point Presentation with respect to the Waterfront Parks Strategy Refresh from Jane Darragh, Planner, Parks Planning, and Eha Naylor, Partner, Dillon Consulting Ltd., to the Heritage Advisory Committee at its meeting held on January 9, 2018, be received for information.

(HAC-0001-2018)

HAC-0002-2018

1. That the PowerPoint Review from Mansoor Kazerouni, IBI Group, and Adam Simkin, Edenshaw, be received.
2. That the Memorandum dated December 5, 2017 from Paul Damaso, Director, Culture Division, with respect to Vimi Park located at 29 Stavebank Road, be received for information.

(HAC-0002-2018)

HAC-0003-2018

That the proposed alteration to 41 Bay Street, as per the Corporate Report from the Commissioner of Community Services, dated December 7, 2017 be approved.

(HAC-0003-2018)

HAC-0004-2018

That the request to alter the property at 1155 Willow Lane as per the Corporate Report from the Commissioner of Community Services dated December 7, 2017, be approved.

(HAC-0004-2018)

HAC-0005-2018

1. That the existing sliding glass doors at the rear of the property at 1066 Old Derry Road be permitted to remain.
2. That the request to revise the garage door design at the property at 1066 Old Derry Road be refused.
3. That the landscaping be completed as soon as possible and, in the meantime, steps be taken to place a barrier to prevent parking on the grassed area in the front of the dwelling.
4. That a gravel drive way be recommended instead of the originally approved interlocking stone drive way.

(HAC-0005-2018)

HAC-0006-2018

That the request to install a concrete deck at the rear of the property at 1059 Old Derry Road as per the Corporate Report from the Commissioner of Community Services dated December 7, 2017, be approved.

(HAC-0006-2018)

HAC-0007-2018

That the request to install an asphalt driveway at the property at 1036 Old Derry Road as per the Corporate Report from the Commissioner of Community Services dated December 7, 2017, be approved.

(HAC-0007-2018)

HAC-0008-2018

That the property at 36-46 Main Street, which is listed on the City's Heritage Register, is not worthy of heritage designation, and consequently, that the owner's request to demolish proceed through the applicable process as outlined in the Corporate Report dated December 7, 2017 from the Commissioner of Community Services.

(HAC-0008-2018)

HAC-0009-2018

That the property at 7177 Lancaster Avenue, which is listed on the City's Heritage Register, is not worthy of heritage designation, and consequently, that the owner's request to demolish proceed through the applicable process as outlined in the Corporate Report dated December 7, 2017.

(HAC-0009-2018)

HAC-0010-2018

That the property at 1775 Thorny Brae Place, which is listed on the City's Heritage Register, is not worthy of heritage designation, and consequently, that the owner's request to demolish proceed through the applicable process as outlined in the Corporate Report dated December 7, 2017.

(HAC-0010-2018)

HAC-0011-2018

That the Memorandum dated November 23, 2017 from Paul Damaso, Director, Culture Division, with respect to the Credit River Lakeshore Railway Bridge, be received for information, and that the feasibility of designation under the Ontario Heritage Act be directed to staff for investigation.

(HAC-0011-2018)

HAC-0012-2018

That the Memorandum dated November 23, 2017 from Paul Damaso, Director, Culture Division, with respect to alterations to a Heritage Listed Property located at 1576 Dundas Street West, be received for information.

(HAC-0012-2018)

HAC-0013-2018

That the Memorandum dated November 23, 2017 from Paul Damaso, Director, Culture Division, with respect to the designated property known as Robert Cotton House located at 1234 Old River Road, be received for information.

(HAC-0013-2018)

HAC-0014-2018

That Recommendations MVHCD-0005-2017 to MVHCD-0009-2017 inclusive contained in the Meadowvale Village Heritage Conservation District Advisory Sub-Committee Report 4-2017 dated November 28, 2017, be approved.

(HAC-0014-2018)

HAC-0015-2018

1. That the letter dated December 29, 2017 from Community Heritage Ontario seeking support for Federal action on the conservation of heritage properties, be received.
2. That the Heritage Advisory Committee recommends that Mississauga City Council consider a Resolution to support the Federal House of Commons Standing Committee on Environment and Sustainable Development recommendations contained in its Report entitled "*Preserving Canada's Heritage: The Foundation for Tomorrow*", dated December 2017.
3. That Council's expression of support be sent, in writing, by the Mayor to the Federal Minister of Environment with copies to the Minister of Finance and Mississauga's Members of Parliament.

HAC-0015-2018

HAC-0016-2018

That the verbal report from Cameron McCuaig to the Heritage Advisory Committee at its meeting held on January 9, 2018, with respect to building a net zero carbon city, while creating future heritage for residents, businesses and visitors to improve where they live, work, play, be received.

HAC-0016-2018

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)