2020-2025 City of Mississauga Economic Development Strategy

Workshop 4: Place
Agenda

Three Topics Today

1. General Themes For Mississauga’s Economic Future (15 Mins)
2. Specific Priorities To Make Mississauga A Better Place To Live & Work (45 Mins)
Setting The Scene
Your Important Role

+ Guidance, advice, leadership & insight
+ Independent voice of challenge & creativity
+ Refine priorities, goals, policies & metrics
+ Champion & advocate
Process & Goal

- A Vision: 10 Years
- Strategic Objectives: 5 Years
- Indicative Actions: 5 Years
- Delivery Plan: 1 Year
Strategic Choices

- Incremental / Disruptive
- Sectors / Conditions
- Contained / Porous
- Productivity / Jobs
- Local Clusters / Regional Networks
- Made Here / Based Here
- Global Excellence / Inclusive Growth
- Productivity / Jobs
1: General Themes for Mississauga’s Economic Future
Growth Factors & Barriers

How would you describe Mississauga as a place to
+ Work
+ Set up a business
+ Live
+ Learn?

What is holding Mississauga back?
2: Specific Place Priorities ....

.... some evidence
An Economy Punching Above Its Weight

+ In 2015, Mississauga generated $55bn\(^1\) of economic output
  + around 8% of Ontario’s total from 5% of the provincial population.
  + local productivity is $77k per person, compared to $53k for the province.

\(^1\)Statistics Canada, CANSIM Table 379-0030. City of Mississauga, Economic Development Office analysis

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High Quality Of Place

+ 95% of residents think quality of life in Mississauga is excellent or good
+ Residents are drawn to the city’s proximity to amenities (28%), infrastructure and planning (27%) and availability of parks and green space (15%).
+ Problems facing Mississauga residents include traffic and road congestion (28%), inadequate public transit (22%) and affordable housing (10%).

Source: Mississauga Citizen Satisfaction Survey (2018)
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Stalling Population Growth

In 2016, 748,000¹ people lived in Mississauga, making it Canada’s sixth largest city.

Over 2011-16, Mississauga saw the lowest growth of all comparator areas, 4% lower than the Canadian average.

Source: Census 2011, 2016. ONS, mid year population estimates
¹ figure adjusted for the census undercount
A Young, But Ageing Population

- Increase in the median age from 38 to 40 between 2011-16, but still lower than national average
- Higher representation of older population and fewer young people

Proportion of Total, 2016

Source: Statistics Canada, 2016 Census of Population
More people come into Mississauga for work than leave to work elsewhere

+ Mississauga is a net importer of 98,000 employees (2016)

### Top Locations For Mississauga

#### Residents To Work

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Toronto</td>
<td>77,085</td>
</tr>
<tr>
<td>2</td>
<td>Brampton</td>
<td>18,810</td>
</tr>
<tr>
<td>3</td>
<td>Oakville</td>
<td>13,760</td>
</tr>
<tr>
<td>4</td>
<td>Vaughan</td>
<td>7,175</td>
</tr>
<tr>
<td>5</td>
<td>Burlington</td>
<td>3,200</td>
</tr>
<tr>
<td>6</td>
<td>Milton</td>
<td>2,890</td>
</tr>
<tr>
<td>7</td>
<td>Markham</td>
<td>2,195</td>
</tr>
<tr>
<td>8</td>
<td>Hamilton</td>
<td>2,035</td>
</tr>
<tr>
<td>9</td>
<td>Halton Hills</td>
<td>1,255</td>
</tr>
<tr>
<td>10</td>
<td>Caledon</td>
<td>955</td>
</tr>
</tbody>
</table>

#### Employees to Live

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brampton</td>
<td>69,315</td>
</tr>
<tr>
<td>2</td>
<td>Toronto</td>
<td>62,875</td>
</tr>
<tr>
<td>3</td>
<td>Oakville</td>
<td>16,700</td>
</tr>
<tr>
<td>4</td>
<td>Milton</td>
<td>12,995</td>
</tr>
<tr>
<td>5</td>
<td>Burlington</td>
<td>9,100</td>
</tr>
<tr>
<td>6</td>
<td>Vaughan</td>
<td>8,270</td>
</tr>
<tr>
<td>7</td>
<td>Hamilton</td>
<td>8,260</td>
</tr>
<tr>
<td>8</td>
<td>Halton Hills</td>
<td>6,235</td>
</tr>
<tr>
<td>9</td>
<td>Caledon</td>
<td>5,035</td>
</tr>
<tr>
<td>10</td>
<td>Markham</td>
<td>4,050</td>
</tr>
</tbody>
</table>

Local Commuting Reflect National Patterns

- Driving to work accounts for over 2/3 of journeys.
- The proportion of people driving to work has decreased by 3% since 2011 and the use of public transit is up by 2.1%.
- 56% residents take between one quarter and three quarters of an hour to travel to work.

Growth Scenarios & Implications for Commuting

- Mississauga has 428k people working locally
  - estd to grow to 527k (+100k)
- Mississauga has committed to 38,000 new houses
  - estd 40,000 additional local workers
- Mississauga has 743Ha of designated vacant employment land
  - estd 300,000 additional workers

<table>
<thead>
<tr>
<th>Growth Scenarios</th>
<th>Estimated Additional Jobs/Workers</th>
<th>Consequent Additional In Commuters</th>
<th>Uplift in Commuting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Develop Vacant Designated Employment Land</td>
<td>300,000</td>
<td>260,000</td>
<td>193%</td>
</tr>
<tr>
<td>2: Match Employment Projection</td>
<td>100,000</td>
<td>60,000</td>
<td>44%</td>
</tr>
</tbody>
</table>
Localities
<table>
<thead>
<tr>
<th>Region</th>
<th>Land Area (km²)</th>
<th>Occupied Household Count*</th>
<th>Residential Density* (households/km²)</th>
<th>Commercial Density** (business/km²)</th>
<th>Worker Count**</th>
<th>Employee Density** (employee/km²)</th>
<th>Median Value of Dwelling* ($)</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>28</td>
<td>57,835</td>
<td>2,044</td>
<td>71</td>
<td>33,942</td>
<td>1,200</td>
<td>434,625</td>
<td>Dense residential and employment</td>
</tr>
<tr>
<td>Airport</td>
<td>102</td>
<td>45,205</td>
<td>442</td>
<td>81</td>
<td>179,801</td>
<td>1,759</td>
<td>550,312</td>
<td>Half of the city’s jobs</td>
</tr>
<tr>
<td>Meadowvale</td>
<td>82</td>
<td>80,300</td>
<td>977</td>
<td>33</td>
<td>82,928</td>
<td>732</td>
<td>629,899</td>
<td>Lower density jobs and employment</td>
</tr>
<tr>
<td>Lakeview</td>
<td>79</td>
<td>57,595</td>
<td>725</td>
<td>42</td>
<td>65,100</td>
<td>597</td>
<td>682,288</td>
<td>Higher value residential low density employment</td>
</tr>
</tbody>
</table>
Median income

+ Median income is highest at the extremities i.e. Lakeview and Meadowvale and towards the Oakville border.

+ Lower incomes are in the centre around Downtown
Developing a vision for places
Initial Place Visions

City Centre
Welcoming the next generation of global growth
Activity - Facilitate; Develop
Precedent - Atlanta Downtown

Meadowvale
Diversification, knowledge and talent to power growth
Activity - Make; Develop; Make
Precedent - North Carolina Tangle

Airport
A globally significant integrated logistics and manufacturing hub.
Activity - Make; Move
Precedent Amsterdam Schiphol

Port Credit/Lakeside
An ideas-led, agile, supportive and liveable innovation district
Activity - Make; Develop; Facilitate
Precedent - Boston Seaport

Greater Toronto
Boston Seaport

- Focus upon the lifestyle of the entrepreneur
- District Hall, the world’s first freestanding public innovation building. It is a place for entrepreneurs to gather, work, and attend events dedicated to networking and learning
- Specific role within Boston and the 128 Innovation Corridor
Atlanta, Global Gateway

- Targeting emerging markets – footloose offer – The location for companies looking for a first US base
- Expanded aftercare
- Development of innovation district downtown
- Practical guide for FoEs
- Cultural exchange and celebration
Amsterdam Schiphol Airport Zone

- 3rd busiest cargo airport in Europe
- Focus upon innovation in logistics and delivery of manufacturing and corporate spaces
- Park 2020 – Worlds first Cradle to Cradle Industrial Park
- Focus upon medical logistics

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North Carolina Triangle

• Focus on knowledge and workspace
• Specialism in medical technology
• Increasing need for housing to safeguard future growth
• Lobbied for own transport authority
Initial Place Visions

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Welcoming the next generation of global growth
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A globally significant integrated logistics and manufacturing hub.
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North West
Diversification, knowledge and talent to power growth
Activity - Make; Develop; Make
Precedent - North Carolina Tangle

Port Credit/Lakeside
An ideas-led, agile, supportive and liveable innovation district
Activity - Make; Develop; Facilitate
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Towards an overarching Vision...

... initial thoughts....
Our Tentative Vision

- Mississauga will secure balanced growth by
  - supporting globally minded business
  - developing engaging places
  - engaging talented people
  - and delivering durable infrastructure

- In its next phase of growth, the City will
  - strengthen its role in the Greater Toronto economy
  - and sustain its businesses and residents as they adapt to change.
Further questions/comments

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