

Recognizing Dates and Events

Presentation to DIAC
May 11, 2022



Background

- Dates and events recognized by the City are important
- Recognition of dates and events outside of “traditional events” category is somewhat ad hoc,
- Need to develop greater coordination and consistency across the corporation
- Set a criteria for all divisions to follow to recognize events and dates
- Provide proper resourcing (i.e. creative, coordination, communication)
- Mississauga Council passed Resolution 207 in June 2022 to combat anti-Black and Indigenous systemic racism

Process

- Engaged every division that does programming or communications to recognize dates and events
- Undertook a jurisdictional scan of 9 of Canada's big cities – almost all are working on this issue and developing a policy

Recommendations

- Develop a criteria, guiding principles, and exclusions for events and dates
- Annual review of dates and events, involving all divisions
- Develop annual public calendar of events and dates for better coordination
- Add the following to “traditional events”:
 - IWD, Black History Month, Pride Month, National Indigenous Peoples Day, National Day for Truth and Reconciliation, and Indigenous History Month
- Current list of traditional events: New Year’s Day; Mayor’s New Year’s Levee; Canada Day; Remembrance Day; Light up the Square; Spring Civic Recognition
- Partner with the community where appropriate
- Set a new policy for MiWay to only have route information as part of the destination signage

MiWay Destination Signage

Two recommendations:

1. Beginning July 1, 2022, the destination signage on all MiWay transit vehicles display only route and destination information and mark those events on the Traditional Events list; and
2. That as a division, MiWay engage in celebrations of the events on the traditional list, including those recently added (i.e. Black History Month, National Day for Truth and Reconciliation, etc.,) through programming and communications activities.

Principles

- **Transparent:** program with goals focused on building understanding; raising awareness; educating the public and showing support
- **Flexible:** program that is revised annually to continue to evolve, recognize and be responsive to emerging global trends and events being discussed by communities
- **Inclusive:** All City programmed activities to be considered corporate, depending on which line of business is best suited to recognize the date in a meaningful and respectful way
- **Equitable:** program that is responsive to community sensibilities and makes an effort to avoid a tiered system of programming

Criteria

- **Demonstrates** Council's commitment to the Strategic Plan
- **Enhances** the image of the City of Mississauga
- **Promotes** public awareness and enhances the health, welfare, safety and cultural diversity of the community
- **Dates** recognized by other orders of government consistent with City of Mississauga criteria/principles

Exclusions

- Discrimination or hateful views
- Conflict with City's core values
- Conflict with law
- Advance a political agenda
- Potential to incite bullying, violence or hatred
- Present demeaning or derogatory portrayal of individuals or groups
- Propose a matter of political controversy, ideological, or religious beliefs or conviction
- Promote for-profit

Next Steps

- Receive comments and feedback from DIAC
- Present to General Committee in June

Thank you