

Our Vision

Peel will be a healthy, vibrant, and safe community that values its diversity and quality of life.

Our Mission

The Region of Peel will serve its changing community through leadership, partnership, commitment and excellence.

Our Goals

1. Improve the community's health, social well-being and safety
2. Assess and manage all aspects of growth that affect Peel services to ensure a more liveable region
3. Preserve, protect and enhance Peel's natural environment and resources
4. Contribute to a strong regional economy
5. Be a citizen-focused Regional government



Goal 1: Improve the community's health, social well-being and safety

- Coordinated a number of public forums, open houses and workshops including, 2004 Public Health Council Forum to assist Peel Health to close the gap in service shortfalls
- Completed a survey of over 7,000 children in 56 schools which was the first collection of health information for youth ever completed in Peel
- Produced and distributed five Health Status Reports all of which provide information to support community-wide programs and services
- Reduced prevalence of virus in mosquito pools and declared no cases of West Nile virus in humans in 2004 (compared to 10 in 2003 and 112 in 2002)
- Opened a new Peel Public Health Clinic in Meadowvale in November 2004 to provide "one stop" access to public health services

- Initiated a Physician Outreach Program to further enhance relationships with local physicians
- Developed a service delivery model to address needs of families experiencing Postpartum Depression as a participating member of the Success by Six initiative
- Coordinated multiple departmental emergency responses to Severe Acute Respiratory Syndrome (SARS), blackout, outbreaks and fires
- Developed and launched a Mentoring Program for newcomers to Peel
- Opened Tall Pines and Malton Village Long Term Care Centres, including an Adult Day Program at Malton Village
- Completed the Davis Centre dining room expansion, and received approval for the Redevelopment Program at Sheridan Villa Long Term Care Centre
- Established Family Councils and Family Education Nights at each long-term care centre to obtain feedback and offer support to residents' family members
- Implemented an early childhood program for children who are living in shelters and entered into a collaboration with Rotary Club of Mississauga Lakeshore in building a family resource centre at Peel Family Shelter
- Provided Parenting Programs in collaboration with Family Education Centre with a focus on Discipline and Self Esteem
- Developed and implemented a comprehensive Homelessness Service Strategy Business Plan that is serving as a model for other municipalities in their efforts to address homelessness
- Hosted a second Homeless Forum with participation from Human Services, Finance and Planning departments
- Constructed and held the grand opening of the Peel Youth Village — a landmark facility and approach to addressing shelter for youth
- Raised an unprecedented total of \$196,787 during the Regional Employee United Way campaign, and together with the Peel Regional Police campaign had the strongest public sector campaign of all donors with a combined total of \$283,457
- Consistently met the Ministry of the Environment's stringent requirements for water distribution and water treatment in accordance with the Safe Drinking Water Act and the Sewage Systems Act

- Licensed staff according to the Ministry of the Environment water requirements
- Initiated the purchase of the largest ultra filtration, state of the art membrane system equipment for water treatment
- Completed essential level requirements of the Provincial Emergency Management Framework for Communities
- Achieved unanimous Council support to provide and enhance direct delivery of ambulance services
- Added 35,040 annualized ambulance service hours
- Completed Ministry of Health and Long Term Care Service Review for Ambulance which resulted in provisional certification
- Organized the first ever joint art exhibition with the Art Gallery of Mississauga and hosted a major historic exhibition on Group of Seven
- Reached over 13,000 children through art, culture and heritage education programs at the Peel Heritage Complex



Goal 2: Assess and manage all aspects of growth that affect Peel services to ensure a more liveable region

- Completed most components of the Regional Official Plan Strategic Update (ROPSU) including various amendments, such as population and employment forecasts, Oak Ridges Moraine, environmental mapping and Human Services
- Successfully defended, before the Ontario Municipal Board (OMB), the Region's Development Charges By-Law to protect growth related revenue
- Regional Official Plan Amendment (ROPA) 11 adopted to address human service issues facing Peel region — most significant human service amendments ever made to an Official Plan
- Developed a Liveable Peel Service Strategy Business Plan with the intent to better manage growth and growth related issues facing Peel region
- Constructed the York–Peel Feedermain, which is a 2100 mm diameter feedermain between Beckett-Sproule and the new reservoir on Airport Rd (E3)

- Established and awarded a \$32.3 million design/build project for the Northeast Brampton Feedermain and York Peel Feedermain
- Established contracts for a total of \$30 million for the balance of the feedermain from the Beckett Sproule pumping station
- Established twenty out of twenty one contracts in the South Peel Water and Wastewater Capital program committing \$502 million
- Assessed implications of transportation trends on Peel Region (Transportation Tomorrow Survey, Cordon Count)
- Completed a traffic signal network optimization program
- Established a road optimization opportunity between the Town of Caledon and the Region of Peel which includes the maintenance of Heart Lake Road, Colerain Road and Albion Hills Town Line for the Town
- Achieved Dufferin South Arterial Road Agreement with the Towns of Orangeville and Caledon
- Established a Goods Movement Partnership with Peel businesses, transportation companies and senior levels of governments
- Completed four major long-range transportation planning studies: Transportation Demand Management, Transportation for Persons with Disabilities, Goods Movement Study, and Caledon Transportation Study
- Initiated the Smart Commute Program resulting in two Transportation Management Associations in Peel: Mississauga and Brampton/Caledon
- Completed the Hwy 401/Mississauga Road project, joint with Ministry of Transportation (MTO), and received recognition by OPWA as “Project of the Year” Transportation Category over \$10 million
- Played a significant role in preparing the GTA Agricultural Symposium / Action Plan



Goal 3: Preserve, protect and enhance Peel's natural environment and resources

- Commissioned an Air Emission Credit Training Initiative which was presented Region-wide
- Purchased hybrid/gasoline electric vehicles as part of the air quality/anti-smog initiatives for Peel
- Implemented a Vehicle and Equipment Idling Policy stipulating a one minute idle time for all Region of Peel vehicles and equipment
- Introduced advocacy and education initiatives in the areas of Energy Matters including, Standby Generator Workshop and Commercial Building Incentive Program (CBIP) Workshop
- Developed an Energy Retrofit Pilot Plan for Regional assets
- Drafted a Clean Air Plan, which includes a number of internally focused initiatives that will contribute to improving air quality
- Adopted Oak Ridges Moraine policies (OPA 7) within a tight provincial deadline
- Assisted Credit Valley Conservation Authority in the purchase of the “Luna” and “Safari” properties
- Established a protocol on land securement to facilitate securing land with important environmental values
- Developed and launched the Peel Water Story which is a school curriculum that highlights the connections between human and natural water systems
- Established Peel Rural Water Quality Program
- Launched the Region of Peel's Water Efficiency Program, “Water Smart Peel.”
- Established and awarded a contract document for the design and construction of the Peel Integrated Waste Management Facility (PIWMF) including, a single stream Material Recovery Facility (MRF) and transfer station
- Completed the opening of the Battleford Community Recycling Centre in June 2004
- Approved expansion of food waste collection to all single family households in Peel

- Established a landmark 10 year waste collection and 20 year waste disposal contract, which supports Regional Council's philosophy for an in-Ontario waste disposal solution
- Diverted ash from incinerated waste to be used in landfill cover and asphalt
- Diverted 45.2% of Peel's waste from landfills



Goal 4: Contribute to a strong regional economy

- Continue to receive a Triple-A Credit Rating, maintain competitive water/wastewater rates and exceed investment market rate returns
- Initiated development of asset and reserve management strategies that will inform future financial decision-making
- Received Ministry of Health and Long-Term Care expansion dollars for Peel Manor's Adult Day Program
- Finalized and secured additional funding under the Affordable Housing Program
- Received three successful Joint Emergency Preparedness Projects (JEPP) grants
- Achieved or exceeded funding level targets and were successful in generating additional Provincial and Federal revenues, and successfully advocated for the Children's Aid Society (CAS) to increase their contribution toward funding for CAS clients
- Negotiated the sale of ambulance business with the two operators and completed the transition to provide direct delivery of Ambulance Services without any loss of staff
- Improved cost recovery by implementing a new drop-off fee structure at the Community Recycling Centres
- Continue to develop strategies and work with the provincial government to address the use of Peel Regional tax and revenues for programs and services for which Council is accountable
- Tendered capital works projects (including road, watermain and sanitary sewer works) for a combined total of \$103 million
- Evaluated the Corporate Planning Process to determine improvements that will strengthen the connection to the financial planning processes



Goal 5: Be a citizen-focused Regional government

- Developed a comprehensive Citizen-Focused Service Strategy Business Plan to support access, service delivery and citizen involvement objectives
- Implemented a single point of access for Preschool Special Needs referral system in Peel
- Amalgamated Peel Non-Profit Housing Corporation (Peel Living) with Peel Housing Corporation in partnership with the Housing Department
- Implemented Routine Universal Comprehensive Screening protocol at two formal points — all 48 hour telephone contacts and all first face-to-face contacts in Healthy Babies Healthy Children Program
- Initiated a process to streamline call centres in an effort to create a primary access point for Peel citizens
- Continue to assess and manage employee commitment and implement actions to address issues
- Implemented new job structure and job evaluation process that better reflects current market
- Established a “Meeting Well” program to address some of the workload and decision-making challenges faced by employees
- Created a Talent Development Program to support succession management and professional development
- Held a successful Corporate Volunteer Recognition event for 400 plus volunteers in 2004
- Conducted assessment of the Public Health Volunteer Program, which will serve as input into the development of a corporate-wide volunteer strategy
- Introduced the Region’s first E-newsletter and electronic media clippings
- Approved, and in the process of implementing *Making Way*, the Region’s accessibility plan under the *Ontario Disabilities Act (ODA)*
- Implemented, in partnership with Halton Region, an Automated Vehicle Location system for Ambulance and Emergency Programs in one week

- Developed a partnership between Ontario Works in Peel, (OWIP) and two private consultants, to deliver a component of the provincial Advanced Caseworker and Management Support Program training, resulting in Peel's Ontario Works trainers providing caseworker training across the province
- Entered a partnership with Sheridan College to build a new child care centre and a High Scope Training Centre on the Davis Campus
- Established relationships with Area Municipal staff to further significant initiatives, including the Strategic Plan and the Regional Official Plan Strategic Update
- Engaged Peel Regional Police and OPP in Ontario Municipal Benchmarking Initiative (OMBI)
- Established CIO Role, including Business Case framework and approval process for information and technology initiatives
- Implemented "easier-to-use" Geographic Information System (GIS) solutions for Children's Services and the Child Development Resource Centre of Peel
- Connected 200th site to the Public Sector Network (PSN)
- Established the Peel Data Centre including a consortium for the acquisition and dissemination of Canadian Social Data Strategy information
- Implemented improvements to financial reporting databases which included incorporating staffing, cash flow and purchase order/vendor contract linkages to the databases
- Established a partnership between Public Works and the Ambulance and Emergency Programs to bring the ambulance fleet maintenance service in-house
- Developed and piloted the Service Improvement approach which assesses and manages process and customer data
- Implemented 19 out of 21 best practices for the Roads Program identified by Ontario Municipal Benchmarking Initiative's (OMBI) Road's Expert Panel
- Established CAO Measures within the Ontario Municipal Benchmarking Initiative (OMBI)