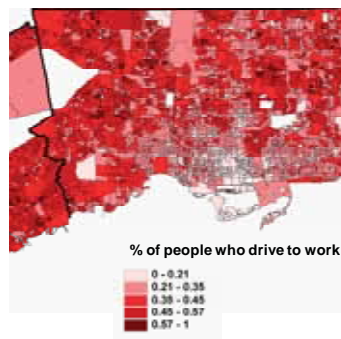


# 21st Century Conversation Mississauga

City of Mississauga, Ontario



**Client:**  
City of Mississauga

**Completion Date:**  
May 2008

**Services:**  
Public Engagement Strategy and Implementation, Strategic Planning Development, Project Management

Over 33 years, the City of Mississauga has grown rapidly to become Canada's sixth largest city, and the municipality is preparing to write a new Strategic Plan that will guide the city's maturation and intensification in the 21st Century. OU was retained to manage the public consultation and engagement process geared toward engaging Mississaugans in a conversation about the future they envision for their city - the most extensive public consultation undertaken in the City's history. Over a nine month process, the people of Mississauga were engaged in a public engagement strategy that involved capacity building presentations, workshops, charrettes, information sessions, stakeholder interviews, 'fresh eyes' tours, speaker presentations, newsletters, online surveys, and open houses. The conversation began with a Speaker Series, the objective of which was to excite Mississaugans, involve them in the process, and inspire them to 'think big' about their City. Prominent urbanists and inspirational speakers such as Dr. Roberta Bondar, Justin Trudeau, Stephen Lewis, Larry Beasley and Jan Gehl shared their ideas with over 4000 Mississaugans who, today, are continuing to participate in the conversation.

