



2009-2013 PLATFORM

WITH UNION MONTREAL,
MONTREAL is on the move!



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MONTRÉAL IS ON THE MOVE

BUILDING OUR NEIGHBOURHOODS TOGETHER

BUILDING OUR CITY TOGETHER

The City of Montréal has come a long way since it was created in 2002. This path was characterized by many long debates on municipal structures. However, this period is over and we must now focus on the future.

Today, Montréal is a creative, innovative, dynamic and forward-thinking city. Our municipal administration is at the centre of all this action and as such, contributes to a vitality that other cities work so hard to achieve.

Our team is proposing an action plan. Not a plan about structures. Not a makeshift plan. An action plan that applies to your street, to your neighbourhood and to our city.

By pooling our most important assets, our creators, our niches of excellence and our desire to succeed, we know that we can be both realistic and ambitious; Montrealers have shown this to be true many times over.

We must all band together if Montréal is to fully play its role as Québec's economic engine and shine both here and elsewhere. Every one must do their part, because this is about more than just improving our neighbourhoods, it's about building on and investing in our success factors such as our hospitals, educational institutions, and knowledge.

We must not hold back this momentum. On the contrary, our team wants to give it further impetus so that Montréal can become a city where people choose to live and stay because of its exceptional living environment and cultural and economic vitality.

Union Montreal wants to make Montréal a benchmark city in the world. Our initiatives in the spheres of design, environment and transportation such as the Quartier international de Montréal, the Quartier des spectacles, the Centre environnemental Saint-Michel and the BIXI have created a buzz in the world. Montréal is gaining ground; we have to keep going so that everyone here can benefit.

Our pledge: to create an environment where each and every citizen can realize all their ambitions.

This is the challenge we plan to successfully take up.



Gérald Tremblay

1. CREATING, INNOVATING AND WORKING TOGETHER... TO MAKE MONTRÉAL A CITY WITH ONE OF THE BEST QUALITIES OF LIFE IN NORTH AMERICA

A city is a place where you belong and interact with others. It defines our way of life, just like citizens define their city. The municipal administration is at the very centre of this constant movement to which it contributes in various ways, for example, by influencing the way we travel, where we live, and how we live.

Building a city also involves building its neighbourhoods to make them vibrant and safe so as to attract and keep young families in Montréal.

In the last few years, Union Montreal has launched major transportation, infrastructure and housing initiatives. The creation of 15,000 affordable, social and community housing, and unprecedented investments to rehabilitate roads and underground infrastructures are just a few examples of what can be accomplished when you combine leadership, rigour and determination.

In order to make Montréal a city where people want to live and realize their ambitions, we want to continue working to create living environments that are even more vibrant and safe.

“My home” – Facilitating access to housing

Our Opération 15,000 logements, our healthy housing action plan and social and affordable housing inclusion strategy for new residential projects are major initiatives that put an end to the dramatic situation where hundreds of families would find themselves without housing on July 1. But we will not stop here.

Today, many families are choosing to have more than one child; we have to take this new dynamic into account and stem the exodus of young households to the suburbs as well as attract new families. We have to make sure that we can offer more housing, more space and continue supporting families who want to become owners. As such, new projects will strive for mixed housing and seek to create quality living environments.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Continuing to implement, over the next four years, Opération 15,000 logements, including 5,000 social and community housing, by paying special attention to families. The city will invest \$150 million over the next four years in this program, which includes the following commitments below, except for healthy housing and those of the OMH;
- Continuing the program to promote home ownership, including a \$10,000 subsidy for households with children;
- Encouraging, through subsidies to developers, the construction of multi-room housing in private residential projects;

- Continuing the residential renovation support program in cooperation with the Québec government;
- Continuing the city's proactive efforts as regards healthy housing; an annual budget of \$1 million;
- Making sure, within our social and community housing programs, to meet the needs of single parent families while supporting housing projects that include specific services such as daycares and collective kitchens;
- Stepping up, in collaboration with the Québec government, the major work on the housing stock of the Office municipal d'habitation de Montréal (OMHM) (an annual investment of \$4.8 million over four years);
- Working to improve the living environment in OMHM buildings, be it in terms of direct services offered to tenants such as janitorial services or complementary services such as homework help, greening or support with community projects.

"My street" - making it safer

Montréal is one of the safest cities in North America. The willingness of Montrealers to "live together" is part of the reason as well as the administration's concerted efforts to control street gangs, ensure observance of road safety rules and increase security in the métro.

Last year, Montréal recorded its lowest number of homicides in over 40 years. This statistic is in large part due to the initiatives we launched to reduce the presence of street gangs and to prevent people from joining them, as well as to the 133 police officers assigned to métro safety.

We also created a unit of 133 traffic police officers. Over the next few years, we will intensify our efforts, in accordance with the Transportation Plan, to ensure better sharing of public space so as to encourage pedestrians, cyclists and other methods of active transportation.

A safe living environment also means an ever more efficient fire department, which is also something we're working on.

As well, in December 2009, we will finish implementing the city's first responder service: over 1,000 firefighters have been trained to provide citizens with basic emergency care. To date, this program has cut response time by 2.2 minutes for priority 1 emergency calls in the Montréal CMA.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Reducing the speed limit from 50km/h to 40km/h on all residential streets by the end of 2010;
- Multiplying the traffic calming measures in the boroughs, notably by setting up "green neighbourhoods:" for instance, starting in 2010, "green neighbourhood" pilot projects will be carried out in the boroughs of Mercier-Hochelaga-Maisonneuve and Ville-Marie as part of traffic calming measures for Notre-Dame Street. Others will follow in Parc-Extension and Mercier-East. These measures include adding pedestrian crosswalks, narrowing the road or installing speed bumps;

- Ensuring increased police presence in school zones to enforce observance of traffic calming measures and speed limits, along with awareness campaigns;
- Implementing Phase II of the program to upgrade 1,200 traffic lights and bring them up to standards, including installing digital traffic lights. An investment of \$2 million;
- Redesigning at least 50 intersections to make them safer each year. An investment of \$10 million per year;
- Finalizing the fire safety plan involving, among other things, the purchase of trucks and equipment, and the renovation of firehouses to improve response time across the territory;
- Supporting organizations that help in the fight against street gangs. Continuing to work on prevention, communication, rapprochement with communities and to search for innovative solutions and ways to eliminate street gangs. An annual investment of \$750,000.

“My street” – Continuing our unprecedented efforts to modernize our infrastructures

With the support of Montrealers, the city has undertaken the biggest infrastructure project in its history, a project made necessary by chronic underinvestment that has taken a heavy toll on our road and underground infrastructures.

Fortunately, we are now on the right track and will continue, during our next mandate, to continually improve the quality and appearance of our living environment.

During our last mandate, we invested a record \$603 million to repair our streets.

MONTREAL WILL CONTINUE TO BE ON THE MOVE BY:

- Maintaining the pace of investments in the road rehabilitation program aimed at upgrading our collector lanes, thoroughfares and local streets to the tune of \$150 million per year, which includes an annual budget of \$10 million for pothole repairs;
- Redeveloping Remembrance Road along Mont Royal (\$10 million);
- Extending Maurice-Duplessis Boulevard in Rivière-des-Prairies–Pointe-aux-Trembles (\$12 million);
- Investing, with the help of the Québec and Canadian governments, over the next three years, in an ozonation program to disinfect wastewater at the Jean-R Marcotte treatment plant. This \$150 million project will considerably improve the river water quality, particularly in the east end of Montréal, which will allow us to open three new beaches on the Island of Montréal; including one in eastern Montréal (offering access to the water and banks at the Beaudoin marina);
- Continuing the program to rehabilitate water and sewer infrastructures, mainly those downtown, for an average investment of \$170 million per year;
- Upgrading the Pierrefonds drinking water plant to meet the new standards of the Ministère de l’environnement (\$14 million).

My neighbourhood – even more vibrant

Neighbourhood life takes various forms depending on its location and history. A number of factors contribute to its vitality: embellishment of parks and green space, commercial arteries, community and recreational activities.

A few years ago we began working on protecting our natural environments and are now close to our objective to protect 6% of our land and 2% of our riverbanks. Our city is also greener thanks to the planting of trees and activities stemming from our partnership with Soverdi.

MONTREAL WILL CONTINUE TO BE ON THE MOVE BY:

Implementing a plan to embellish our parks and green spaces and to protect our natural spaces

- Creating a program to improve the equipment in our major and neighbourhood parks. This plan will take into account the needs of families and will entail an investment of about \$21 million per year. This budget will be used for our natural environments and create a leverage effect for borough investments in neighbourhood parks, as well as be used embellish and improve our major parks;
- Installing hot spots in public places (indoor and outdoor) and parks to provide citizens and visitors alike with access to a wireless network. This will bring us one step closer to becoming a “wireless city,” an investment of close to \$1 million;
- Helping establish, consolidate and acquire green space, notably through green donations, and ensure that real estate developers respect the natural environment in their projects, like the project in west Pierrefonds;
- Rallying the population and businesses around a vast city greening campaign by planting trees and flowers;
- Backing and continuing the efforts of our partners, Notre-Dame-des-Neiges Cemetery and Université de Montréal to build a park on the third peak of Mont Royal.

Improving the sports and recreation offer

The city plays a major role in the well-being of its citizens through the wide variety of activities offered by its libraries or sports facilities. Indeed, the unprecedented focus now placed on adopting and maintaining healthy lifestyles is giving a whole new dimension to sports and recreational activities.

- Modernizing and renovating sports facilities in the 19 boroughs with the help, once again, of a program to support sports facilities, i.e. a budget of \$12 million for 2010-2011;
- Renovating, in a first phase, 12 Montréal arenas by 2012, an investment of \$60 million;
- Building a synthetic exterior soccer field in the sports complex planned in the Centre environnemental St-Michel, a total investment of \$2.7 million;
- Supporting the development of “unconventional” sports activities, which are growing in popularity among young Montrealers, beginning with the construction of an outdoor BMX track in 2010, an investment of \$200,000;

- Launching, by fall 2010, an online service on the city's Internet portal whereby citizens from all the boroughs can register for sports and recreational activities or reserve sports facilities such as skating rinks, a \$660,000 investment. At the present time, people can only consult the sports and recreational activities offered.

For a strong local economy

- Although it is expected to end on December 31 of this year, we promise to extend the PR@M-Industry program for at least another year, until December 31, 2010. This program offers owners a five-year general property tax rebate on the increase in property value resulting from a building improvement project.
- Spend each dollar of the \$22.6 million PR@M-Commerce program, which gives merchants a direct contribution for embellishing the façade and improving the general visual appearance of their business. Forty commercial arteries have qualified for this program, meaning hundreds of merchants will receive direct assistance from the city;
- Give a big push to decontaminate a good portion of the Sud-Ouest, eastern Montréal, Lachine and other areas on the Island of Montréal by creating a PR@M-Decontamination program based on the same structure as PR@M-Industry i.e. a developer will be reimbursed a portion of the decontamination costs out of his property taxes. This program will complement the one offered by the Québec government.

Strengthening the local economy also means being attuned to merchants. As such, we have created a Bureau des artères commerciales [Office of commercial arteries].

- Making sure Stationnement Montréal parking meters offer four hours of parking at all times;
- Providing greater support to commercial arteries by increasing funding by \$500,000. This amount, which will come from parking revenues, will be given to the Bureau des artères commerciales, which in turn will use the funds for projects aimed at promoting and marketing commercial arteries;
- As a result of a partnership forged with social economy stakeholders, the city will contribute funding for certain priority projects (planned budget of \$600,000 over 4 years) and we pledge to spend about 4% of our annual advertising budget in the social economy media.
- Implementing a revitalization program developed especially for Sainte-Catherine Street, one of Montréal's main commercial arteries, through a boosted PR@M-Commerce program, to the tune of \$3 million during the next mandate to help businesses renovate. Funds will also be allocated to, among other things, greening, street furniture and the development of a marketing plan.

My city is accessible, human, at the service of and attuned to its citizens

The last few years have been marked by upheavals in the city's structure. Union Montreal has decided to give citizens the power over services in their boroughs and a place to be heard when it comes to addressing concerns about their streets, neighbourhood and boroughs. In fact, Montrealers have expressed, in various surveys, their general satisfaction with the services offered by the city and its boroughs.

This model is constantly changing and as such, there is always room for improvement. For instance, we made certain adjustments for downtown, now under the responsibility of the Mayor of Montréal and also with regards to strategic issues that now fall within City Council's jurisdiction. While maintaining neighbourhood services, we plan to strengthen our urban planning and development initiatives by creating a unit of urban planners in the central city that will be responsible for major projects. Other projects will be dealt with in the boroughs since they involve neighbourhood services.

An accessible, human city

We are always working to make sure that Montréal remains a human city where each and every one of us can find our place. This is our goal when we support the integration of new arrivals. In this regard, Montréal welcomes three-quarters of the immigrants that arrive in Québec each year. Our challenge: to make sure they participate fully in the city's development.

This goal also drives us when we work to improve living conditions, fight poverty and ensure universal accessibility.

MONTRÉAL IS MOVING AHEAD BY:

- Obtaining government support that is commensurate with the number of immigrants and new arrivals the city welcomes in order to better meet their needs;
- Increasing the number of employees from cultural communities and visible minorities in the Montréal civil service. Continuing to offer professional mentoring internship programs, earmarking \$2 million to this end;
- Educating the city's partners on the importance of participating in the integration of Montrealers from cultural communities;
- Increasing, going forward, programs to support cultural initiatives proposed by promoters or artists from cultural communities;
- Increasing cooperation with immigrant professional groups and business people, notably by informing young entrepreneurs of business opportunities in Montréal;
- Working more closely with partners to reduce the ticketing of homeless people and continue lobbying the government of Québec for more funding for agencies working with homeless people;
- Increasing from 8 to 11, the number of urban revitalization areas targeted for special efforts to combat poverty by setting aside an additional \$625,000;
- Applying the principles of universal accessibility in all new city construction, notably the new Planetarium. Continuing accessibility work on municipal buildings, with an annual budget of \$2 million;
- Offering free parking to people with reduced mobility in reserved parking spaces;
- Continuing the STM's accessibility plan in métro stations and adding elevators in the Henri-Bourassa and Côte-Vertu stations by 2011;

- Increasing, as of 2010, the number of people with access to the recreation accompaniment program;

In order to improve our services, stay attuned to and interact with Montrealers, we pledge to:

- Add a youth section to the city's Web portal;
- Continually improve the city portal as a source of information and transactions to increase and facilitate its use;

Cleanliness

In terms of services offered to the population, our city is now cleaner. Much cleaner. The combined efforts of the city administration and its residents have resulted in a remarkable change, contributing to a sense of safety in our neighbourhoods and making our city more attractive.

To ensure lasting change, we must stay on track and continue our efforts in this regard.

MONTREAL WILL CONTINUE TO BE ON THE MOVE BY:

- Investing \$10.3 million per year in the cleanliness action plan, which includes, among other things:
 - \$4.875 million granted to the boroughs, in addition to their annual budget, to increase local activities associated with cleanliness;
 - An additional \$1 million for activities by the downtown boroughs: Ville-Marie, Plateau-Mont-Royal, Sud-Ouest and Côte-des-Neiges–Notre-Dame-de-Grâce;
 - \$2.3 million for the 200-member cleanliness brigade;
 - \$1 million to remove graffiti, especially in the downtown boroughs: Plateau-Mont-Royal, Ville-Marie, Sud-Ouest and Côte-des-Neiges–Notre-Dame-de-Grâce;
 - \$100,000 for preventive action, more specifically, the creation of murals and mural art workshops for young people and budding mural artists;
 - \$75,000 to support agencies working with young graffiti artists;
 - \$150,000 for our awareness and communication program "Ménage ton voisinage;"
 - \$300,000 to offer free kits to citizen groups and companies via the city's Web site, kits that contain brooms, rakes, garbage bags and gloves.
- Increase clean-up bees across the city from 78 a year to 100 by 2011.

Snow removal

Snow removal is a complex operation that requires the mobilization of hundreds of people. We have set up a cleanliness and snow removal unit in order to improve coordination and by extension, service. In the interest of improving the effectiveness and speed of snow removal operations, we offered 5,000 free parking spaces last year.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Invest an additional \$27 million during the next mandate to upgrade and expand the city's network of snow dumps in order to reduce the turnaround time for snow removal vehicles and by extension, the time required to remove the snow;
- Invest \$40 million, at an annual rhythm of \$10 million, to purchase and replace the entire vehicle fleet. Already, \$2.5 million were invested in the fall to purchase 12 additional specialized pieces of equipment for sidewalk snow removal and maintenance in downtown. Our goal: clean downtown sidewalks in 12 instead of 24 hours;
- Over the next few years, extend coordination of snow removal operations from the current 14 routes to the entire network;
- Make 5,800 free parking spaces available to facilitate and speed up snow pick-up in downtown streets;

All these measures will allow us to improve our efficiency of our snow removal operations for the entire territory by cutting snow removal, pick-up and elimination delays nearly in half.

2. CREATING, INNOVATING AND WORKING TOGETHER... FOR MONTRÉAL, QUÉBEC'S ECONOMIC ENGINE, KNOWLEDGE CITY AND CULTURAL METROPOLIS

Montréal, Québec's economic engine

Montréal is contending with a fiercely competitive business environment, where every city is trying to attract and hold on to businesses, investments, talent and creators. As such, we must focus more on our niches of excellence in order to stand apart.

Moreover, our partners' projects for Montréal must quickly get off the ground, for example, the Bassins du Nouveau Havre, Phase 2 of the Lachine Canal revitalization, and the Old Port development plan, all of which would have a structuring effect, particularly on our tourism offer, and more generally, on the economy of Montréal and Québec as a whole. Other important projects include the Quartier des spectacles, which showcases our creativity and innovation, the vast Havre revitalization which will once again give Montrealers access to the river, and the development of Jean-Drapeau Park and the Nature Museums, the centrepieces of our tourism offer.

Building our city means ensuring a vibrant downtown core where culture and business converge.

Building our city also means establishing clear rules and acquiring financial tools that give us all the leeway we need to help it achieve its full potential and create wealth. We have already taken steps to clarify the rules, particularly as regards urban development, and City Council now has jurisdiction where certain strategic issues are concerned. We will also set up a unit of urban developers in the central city that will be responsible for major projects.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Renewing the \$180 million investment fund, which, together with other tools, will help finance the city's portion of such projects as the Quartier des spectacles, Phase 1 of the Havre project, and Montréal Technopole;
- Launching Phase 1 of the Havre project in 2010, which entails:
 - rebuilding the Bonaventure expressway as a ground-level urban boulevard;
 - investing in infrastructures, urban developments, parks for the Bassins du Nouveau Havre projects, and the revitalization of Griffintown;
- Helping implement the major development project for eastern Montréal called for in the Museum Nature's Business Plan/Life Plan in order to bolster this group of scientific and cultural institutions;
- Further developing Jean-Drapeau Park;
- Supporting the creation of a new cluster in the financial sector, which provides some 100,000 jobs in Montréal;
- Continuing to provide financial support to the industrial clusters in our niches of excellence, namely, aerospace, life sciences, information technology, green technologies, and the film industry;
- Defining a development and growth plan specifically for the downtown core and improving the city's economic development strategy as of 2010;

Montréal, a knowledge city

The most economically successful cities of the twenty-first century will be those with the most educated citizens. In this regard, Montréal is facing a number of challenges; most notably, too many high school dropouts and underfunded universities.

Although education does not fall under municipal jurisdiction, school success is a matter of concern to the Montréal administration because it affects our city's future. This is a collective challenge that calls for a joint effort where children are concerned if Montréal is to remain an innovative, attractive wealth-creating city.

In recent months, observations have been made and possible solutions put forth to make sure Montréal has what it needs to ensure its growth. Together, we must work non-stop to further Montréal's reputation as a knowledge city. We will do what it takes to mobilize all the stakeholders to help Montréal realize its full potential. A knowledge city does not only mean developing projects for educational institutions; it also includes our libraries, which play a vital role in school readiness.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Participating in the large Montréal Technopole project, which will give a solid boost to our universities' development projects and to the megahospital project:
 - a new campus for Université de Montréal on the site of the Outremont railroad yard;
 - new buildings and public places in Quartier Concordia;
 - expansion of the École de technologie supérieure (ÉTS) campus and construction of student housing;
 - the three megahospitals (CHUM, CSUM, Sainte-Justine)

Knowledge is also developed and cultivated through our library network.

- Gradually building a virtual library network, a \$4.3 million investment, which includes:
 - access to the Nelligan catalogue for the entire library network by December 2010;
 - new library acquisitions of documents and best sellers will be announced online;
 - creation of an online newsletter on new and existing activities in each borough or by theme, personalized according to members' interests;
 - by the end of 2010, members will have remote access to their records as well as to reference documents in all the libraries and be able to quickly carry out operations such as reserving a document online before going to pick it up at the library of their choice.

Consequently, all citizens will have free access to more than 3.7 million documents regardless of where the books, CDs or DVDs are located and to all other reference document formats regardless of where they live and the library they frequent.

- We will also set up a virtual reference service that will give users remote access to a librarian for help with homework.
- By January 2010, we will launch a "youth portal" centered on youths' needs and habits as regards documentation and information.
- We will initiate at least three new projects, including the Benny library in N.D.G., as well as carry out the four projects already announced (Rosemont–La Petite-Patrie, Saint-Laurent, Pierrefonds-Roxboro and Lachine).
- We will expand the municipal collection by at least 300,000 new documents, bringing it to over four million. We will earmark \$15 million for audiovisual and digital material, for collections that specialize in school readiness, that help improve academic performance and that facilitate immigrants' integration, as well as economic and business publications.

- We will improve the quality of services offered to members by implementing new document technology (microchips) that will simplify and speed up lending, returns and inventory keeping and cut down the time spent processing documents. Ultimately, librarians will have more time to provide help, guidance and reference services to citizens. An investment of \$2 million per year over the next four years will be made.

Mindful of the growing issues of francization, interculturalism, literacy and school success, we pledge to:

- Improve our current vocational training, animation and mediation programs and to gradually make them available across the entire territory and to more people, especially families. An investment of \$2 million.

In order to position Montréal as a knowledge city, Union Montreal promises to:

- Offer more Montréal students internships with the City of Montréal through the Valorisation Jeunesse – Place à la Relève program, under which private business, the Government of Québec and the city offered jobs to 600 youths in 2009;
- Create partnerships between the Fondation du maire de Montréal and the city's institutions of higher learning to encourage entrepreneurship and networking with companies supported by the Fondation and university R&D centres;
- Work with the ministère de l'Éducation du Québec and school boards on a school campaign to encourage students to stay in school;
- Actively participate with the partners, including the Réussite Montréal network, in the action plan to fight the dropout problem;

Montréal, a cultural city and a city of creators whose ambitions know no boundaries

Montréal is a cultural city focused on creation.

Montréal has an exceptional pool of local talent. A city open to the world that values freedom and daring, Montréal welcomes citizens from around the world, including many creators.

After adopting a cultural development policy in 2005 and organizing Rendez-vous Montréal, métropole culturelle in 2007, after implementing, four years ago, its cultural policy by making major investments in its libraries and in the Quartier des spectacles, an administration run by Union Montréal will be moving forward to:

Quartier des spectacles – going all the way!

- Complete, by the end of 2012, Phases 2, 3 and 4 of the Quartier des spectacles, i.e. the promenade des Artistes and Le Parterre, and the redevelopment of St. Catherine Street and the Clark Street block, including a public art project for each phase;
- Connect the Place des Arts and Quartier latin hubs through quality facilities (e.g. work of public art, green space, street furniture);

- Better advertise the city's shows and exhibitions by investing in La Vitrine Culturelle, i.e. \$300,000 per year between 2009 and 2011;
- Contribute to the Quartier des spectacles Partnership; \$13 million from 2009 to 2011 in order to ensure a diverse, quality program year round.

A diversified cultural offer in all the boroughs

- Complete our Accès-Culture cultural dissemination network, boosting funding so that artists can be better paid, so we can diversify the clientele and encourage budding artists. Two million dollars will be allocated in this regard;
- Improve the cultural offer by defining a strategy that will see to the development, during the next mandate, of cultural districts across the entire territory following the example of the new circus arts hub in the Verdun borough.

Support creation

- Increase Montréal's leadership in arts and culture funding by gradually upping the Conseil des arts budget to \$12.5 million within four years with a view to intensifying its mandate to uncover creativity in Montréal;
- Step up the city's efforts in public art by earmarking an additional \$1 million to:
 - increase resources devoted to the maintenance and restoration of current works;
 - encourage temporary art displays in public places;
 - integrate public art into all the city's major development projects by investing 1% of the project's cost to this end;
 - adopt a bylaw requiring that art be integrated into the architecture of any new municipal construction, i.e. 1% of the total project cost;
 - encourage businesses and foundations to include public art in their projects;
- Bolster the actions of the "Building Montréal UNESCO City of Design" project by making it the norm to hold design and architecture competitions when planning urban projects and by holding the five shuko creativity contests, which involve, among other things, designing a new bus shelter and a visual signature for Montréal taxis;
- Invest in the restoration and development of our public spaces by completing the work on Dorchester Square and Place du Canada and by starting work on Place d'Armes, Champ de Mars, and the west part of de la Commune Street;
- Back the development of artists and artisan workshops, following the example of the Chat des artistes project, in collaboration with social economy organizations;
- Define, with input from our partners, a Montréal festival and event development plan, injecting an additional \$1 million during the next mandate;

- Consolidate Montréal's position as a leader in digital creativity, be it in film, audiovisual productions, digital arts or video games and encourage the showcasing of our know-how through, among other things, organizations such as the Society for Arts and Technology.

3. CREATING, INNOVATING AND WORKING TOGETHER... FOR MONTRÉAL, CITY OF THE FUTURE DECISIVELY TURNED TOWARDS PUBLIC TRANSIT

To successfully build an attractive city of the future, we need to focus on boosting our economic competitiveness as well as on our citizens' quality of life. That's why public transit and active transportation are at the heart of our strategy. In 2008, we adopted a unifying and ambitious transit plan aimed at reducing our dependence on automobiles in order to improve air quality and reduce the economic impact of traffic congestion.

Our achievements: the addition of 160 km of bicycle paths, the BIXI deployment; investments of close to \$324 million in 2008 to improve métro and bus service, resulting in an unprecedented 4.1% increase in ridership in just one year. Several large projects such as the métro extension, the tramway and the train shuttle are under study with a view to rapid implementation.

Our goals: to cut the number of solo drivers by 15% over the next decade and increase public transit ridership by 8% by 2012. We will have to get our partners on board to ensure that the municipal contribution to these structuring projects, which should be part of a coherent and structured regional strategy, is funded by new revenue sources, such as tolls.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Launching the promising project of extending the métro, first to the east (blue line) to Anjou, and then to the west (orange line) to Saint Laurent;
- Ensuring Montréal has a strategic infrastructure for its economy by beginning work on the train shuttle between downtown and Montréal-Trudeau Airport;
- Making Montréal a city of the future by building a tramway system downtown;
- Modernizing the bus fleet (giving preference to clean technology) by buying 200 articulated buses by 2011 and 400 buses over the next four years;
- Starting to replace all the métro cars and add new trains in order to, among other things, increase frequency;
- Setting up a rapid transit line on Pie-IX Boulevard in 2010;
- Encouraging carpooling, car sharing and the implementation of preferential measures for buses on over 240 km of roads over the next four years (a \$60 million investment);
- Achieving our goal of 800 km of bicycle paths by 2013 by adding an average of 60 kilometres per year (an annual budget of \$5 million);
- Continuing the deployment of the BIXI system;

- Setting up a tram-train line from Lachine to downtown to relieve traffic congestion on local streets during work on the Turcot Interchange;
- Continuing the steps taken by the city and discussions with the Québec government to build an urban boulevard in the right-of-way of autoroute 440 and the extension of Jacques-Bizard Blvd. to the Highway 40 access in order to support the West Island's development (a total investment of about \$65 million).

4. CREATING, INNOVATING AND WORKING TOGETHER... TO MAKE MONTRÉAL A GREEN CITY

Building a city of the future means thinking about the legacy left to future generations. It also means respecting resources and being responsible in terms of consumption and environmental stewardship.

Montréal has been a leader—indeed a pioneer—in sustainable development, as in the case of our sustainable development strategic plan, which mobilized 170 partners.

Since 2002, Montréal has taken an unprecedented step forward on the issue of waste management. We recycle and reuse more than ever. In the coming years, the city will continue to innovate in order to achieve its goal of recovering at least 60% of recyclable materials.

Moreover, by making a part of our territory unusable, the contaminated soil not only pollutes the environment but hinders the development of the metropolis. This is a problem we want to address.

Aside from the measures we want to take with regards to public transit, parks and green space, an administration run by Union Montreal will definitely take steps towards sustainable development.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Setting up table scraps collection (putrescible materials) within five years everywhere in Montréal, thus replacing one weekly "conventional" trash collection;
- Building four composting centres over the next few years for large-scale composting; a total investment of \$104 million;
- Making it easier to dispose of hazardous or bulky materials by creating 8 new ecocentres over the next decade, a \$25.6 million investment;
- Drafting a new sustainable development plan for 2010 to 2015 in order to continue the work and commitments of the city and its partners in this matter;
- Backing the project of Maison de développement durable, a municipal contribution of \$1.5 million;
- Adopting an action plan to cut consumption at the source, mainly by launching a campaign to encourage citizens to offer show tickets rather than objects as gifts, by encouraging contractors to recover the materials left behind by renovations or demolitions, and by reviewing practices to ensure that all city-organized events are environmentally responsible.

The quality of the air we breathe has a direct impact on our health. Some groups are more at risk than others: children, the elderly and those suffering from pulmonary diseases. We plan to actively continue working to improve air quality and reduce the number of smog episodes.

MONTRÉAL WILL CONTINUE TO BE ON THE MOVE BY:

- Gradually outfitting the entire City of Montréal vehicle fleet with a device that shuts off the engine when the vehicle is not moving, beginning with the vehicles of Montréal's police force, and continuing the shift to hybrid vehicles or vehicles powered by biofuel;
- Decreasing the amount of greenhouse gases emitted by our municipal buildings by obtaining LEED gold certification for all new significant buildings and by renovating existing buildings according to the LEED silver standard;
- Negotiating with the Québec government to set up an incentive program for the replacement of wood stoves over the next five year so as to significantly reduce the fine particle emissions in winter.

CONCLUSION

Montréal is a creative, innovative, dynamic city that gets things done. More than ever, our proposed initiatives fit in with this description. All our proposals will move Montréal forward to a future that is very bright indeed because no effort will be spared as we work together to build our neighbourhoods and city. And it is these very efforts that will allow us to proudly celebrate Montréal's 375th anniversary in 2017. Until then, we have the chance to build on Montréal's strategic advantages, boost its competitive position and enhance the role it plays and will play in this new century.

Over the next few years, we want to see Montréal become a benchmark city for creativity, quality of life and sustainable development. This is a genuinely realistic and achievable goal.

The eight years between now and 2017 are crucial. We firmly believe that the pledges we are making to Montréal's citizens will make our city even more competitive and attractive – a city that can't be ignored.

With Gérald Tremblay and the Union Montreal team, Montréal is moving forward!

With the **TREMBLAY-UNION MONTRÉAL** team,

MONTRÉAL
is on the move!

