



Annual Mayor's State of the City Address

Culture

Adoption of the customer as a focal point of all decisions related to delivering services and experiences that create satisfaction, loyalty and advocacy within the community.

- To proactively respond to our changing environment, the City's corporate organization and administrative structure was modified to be more strategic and customer centric, with goals of fostering a culture of innovation, collaboration, accountability and fiscal responsibility to deliver an exceptional customer experience.
- Examples such as our new CityView land management software offers a more customer centric approach, providing residents and businesses with the opportunity to seamlessly engage.



Change

The positive advancement of our community and the process by which an organization encourages behaviors and attitudes that are consistent with values and goals.

- Oshawa's population is growing rapidly, with of 187,813 residents; an increase of over 28,000 since 2016.
- Major demographic shift. Canadian newcomers and young families within our Province choosing Oshawa.
- Development is happening at an unprecedented pace, with the highest ever recorded building permit values on record at \$901 million.
- Many new companies and thousands of new jobs are coming to Oshawa.



Innovation

A novel idea, method, or approach that works to incrementally solve a challenge or improve a process.

- Oshawa has earned a global reputation for engineering excellence, aerodynamic testing and thermal management of new products in the automotive realm and beyond. Automakers and parts suppliers from around the world are taking notice.
- Pipeline of 30,000 students at three renowned post-secondary institutions with over 120,000 global alumni.
- A top market in Canada for tech talent growth.
- TeachingCity Oshawa has brought together 1,711 students and 135 faculty to tackle unique projects and challenges facing our city.



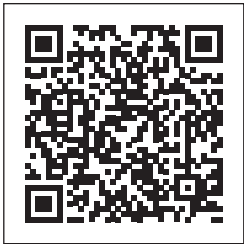
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