

Brad Butt

Councillor, Ward 11
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Motion – September 25th, 2024

Moved by: Councillor Brad Butt

Seconded by: Councillor Joe Horneck

WHEREAS a recent report by the Metamorphosis Network found that residents of Peel receive less provincial funding for municipal and social services than the average resident of Ontario municipalities, receiving an average of \$578 less, annually, per person, than the average resident of Ontario municipalities receives;

AND WHEREAS that cumulative gap in funding amounts to over \$868 million in underfunding across Peel, on average each year, and almost half a billion dollars for Mississauga alone;

AND WHEREAS these funding shortfalls mean longer wait times and less equitable access to municipal and social services for Mississauga residents and communities;

AND WHEREAS efforts to meet the needs of Mississauga residents have meant increasing municipal contributions to municipal and social services from local revenue sources, such as property taxes and user fees, to cover provincial funding shortfalls;

AND WHEREAS the ability of the City of Mississauga to serve our residents is enhanced by supporting the efforts of the Metamorphosis Network in sharing information relating to the underfunding of municipal and social services with residents;

AND WHEREAS the City of Mississauga has MiWay advertising space that can provide an effective venue for information sharing with residents;

AND WHEREAS the cost of a broad advertising campaign posting information on 25% of MiWay buses and using 12% of MiWay shelter advertising time would cost slightly in excess of \$200,000;

THEREFORE BE IT RESOLVED THAT:

1. The City of Mississauga provide an in-kind contribution of up to \$250,000 worth of MiWay advertising space to the Metamorphosis Network; and
2. Staff be directed to assist and facilitate the Metamorphosis Network in posting advertising using MiWay advertising space, so as to better inform and educate Mississauga residents about concerns relating to the underfunding of municipal and social services.

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