

# Cornerstone Association of REALTORS®

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City of Mississauga  
300 City Centre Drive  
Mississauga, ON L5B 3C1

Attn: Mayor and Members of Council, City of Mississauga

## **Support for Partners in Homebuilding: Mayor's Taskforce Report.**

Dear Mayor Parrish, Council Members, City Staff, and Members of the Mayor's Housing Task Force,

I am writing to extend our admiration and support for your report, *Partners in Homebuilding: Mayor's Taskforce Report*. The recommendations outlined in the report are a testament to the exceptional work of the Housing Task Force and a remarkable effort given the short turnaround time.

We are pleased by the steps presented in the report. The combination of practicality, creativity, and a commitment to long-term sustainability elevates this strategy above those taken by many other municipalities. These recommendations have the potential to create a solid foundation for housing in Mississauga for generations to come.

If we may offer one additional consideration, it would be to explore proactive strategies for combating NIMBYism (Not In My Backyard) as part of the next phase of your housing development efforts. One example of such a strategy is a pro-intensification speaker's series. Something similar has been successfully employed by the City of Burlington's Mayor Meed Ward. This series provides an opportunity for residents to understand the individual and community benefits of intensification, including the positive impact on local amenities, the environment, and economic growth. It also helps foster a more open-minded attitude toward development and growth.

We would be keen to partner with the City of Mississauga to support such efforts, potentially through sponsorships or by presenting to community groups the merits of responsible growth, development, and affordable housing. We believe these initiatives could play a key role in shifting public perceptions, reducing opposition, and building stronger community buy-in for future housing projects.

In closing, we want to express our deepest thanks for the leadership demonstrated in this report. Your efforts to address one of our city's most pressing challenges are appreciated, and we look forward to supporting the continued success of this important work. Please know that we are eager to contribute in any way we can to help further the city's housing goals.

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Thank you again, bravo and we look forward to the opportunity to collaborate.

Warm regards,

Helen Goljak

Spokesperson, Cornerstone Association of REALTORS®