

City of Mississauga Corporate Report



<p>Date: February 7, 2025</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Geoff Wright, P.Eng, MBA, City Manager and Chief Administrative Officer</p>	<p>Meeting date: March 5, 2025</p>

Subject

One Mississauga Campaign

Recommendation

That the launch of an anti-discrimination and hatred public campaign as outlined in the Corporate Report entitled "One Mississauga Campaign" dated February 7, 2025 from the City Manager and Chief Administrative Officer, be approved.

Executive Summary

- In February 2024, Council approved the development of a public communication campaign to combat hate and discrimination in our community, in conjunction with the Peel Region Police Countering Hate Committee.
- At its May 2024 meeting, the Combatting Racism, Hatred and Discrimination Advisory Committee (CRDHAC) received a deputation from Peel Police about hate crimes in Mississauga, which noted that in 2023, there was a 130% increase in hate crimes motivated by religion, 88% motivated by sexual orientation, and 46% driven by race and or nationality.
- In September 2024, the CRDHAC struck a working group to develop a public messaging campaign. The recommendations from the subcommittee were to establish a One Mississauga brand to house the City's public communication efforts to combat racism and discrimination, and to engage in a public advocacy campaign on this topic. These recommendations were accepted by the CRDHAC.
- In February 2025, the CRDHAC approved final design concept for the public advocacy campaign, with the recommendation that Council approve the One Mississauga brand and associated communications campaign.
- Staff recommend proceeding with the One Mississauga campaign and associated creative messages. The results of the communications and marketing campaign will be evaluated in real time and a report brought to a future CRDHAC meeting for review and recalibration where necessary.

Background

In February 2024, Council approved a recommendation to proceed with the development of an anti-racism and discrimination public campaign, in conjunction with the Peel Police Countering Hate Committee. In the intervening months, staff have worked closely with the Countering Hate Committee as members, to finalize the curriculum and role it out in the community and here at the City of Mississauga. The curriculum helps community members to understand hate-motivated crimes and incidents, how and where to report them, and how to organize to prevent these from occurring.

In May 2024, Peel Police attended the CRDHAC meeting to provide an update on hate crime statistics in Peel Region, revealing a notable rise in reported hate-motivated offenses. Compared to 2022, there was a 130% increase in hate crimes motivated by religion, an 88% increase in those motivated by sexual orientation, and 46% of all reported hate crimes were driven by race or nationality.

In September 2024, the Combatting Racism, Discrimination and Hatred Advisory Committee (CRDHAC) passed a resolution requesting staff to develop an anti-racism and discrimination public relations campaign to draw attention to the issue of racism and discrimination and deliver a message of unity. The CRDHAC members formed a subcommittee and developed an ad campaign. The initial draft was approved by the CRDHAC on December 4, 2024 and the final version at its meeting on February 12, 2025.

This report seeks Council endorsement of proposed public relations campaign and ad concepts (Appendix 1).

Present Status

One Mississauga

The CRDHAC and its subcommittee endorsed “One Mississauga: Embracing and Celebrating our Diversity” as the name of the city’s public relations efforts on the topic of countering racism and discrimination in the community. The committee stated that the City’s work in this regard must go beyond tolerance and strive for unity. As noted by the committee, “we are one Mississauga community.”

The city has secured the domain www.OneMississauga.ca and with Council’s approval, will launch the site and the public relations campaign in March 2025. One Mississauga will be the home of the City’s external anti-racism, hatred and discrimination work. It will be a place where residents can find resources, including those from the Peel Police Countering Hate Committee. The Countering Hate Committee has expressed strong interest in partnering with the City on this campaign.

Public Relations Campaign

Working with the City's in-house Creative Services Team, a series of initial advertisements were developed. Appendix 1 provides a look at the creative look and feel of the first set of advertisements. They are meant to be edgy and to attract attention, as well as to encourage conversation and self-reflection. The goal of this campaign is to have people confront these difficult topics and understand that discrimination, racism, and even hatred, are not acceptable. This seeks approval to move forward with production and dissemination of this set of advertisements.

Appendix 2 shows the potential for future advertisements. These would be developed in partnership with faith and cultural communities, to ensure they are appropriate, sensitive, and meet the needs of those most affected. This codesign approach was taken in the City of Toronto with their campaign, "Toronto for All." As in the first set of ads in Appendix 1, these too will be tested in focus groups and brought to the CRDHAC before they are issued.

Public Relations Roll Out

The campaign will use the City's existing communications channels to disseminate the One Mississauga campaign. These include the City's website, social media channels, bus shelters (in kind space) and digital screen network throughout the city. The campaign will also purchase digital advertisements with a budget of \$5,000, funded from existing city budgets in Strategic Communications and Initiatives.

Peel Police Countering Hate Committee

The Countering Hate Committee was formed in 2023. It is a partnership between Peel Regional Police/Safe City and over 20 community groups (including City of Mississauga).

The Committee's mandate is to develop a community-led resource that will be instrumental in understanding and countering hate. Through this collaboration, the CHC seeks to empower every member of our community to recognize hate-driven acts and to respond with courage and conviction.

To date the CHC has developed a robust curriculum to build awareness and capacity of all communities in Peel Region against hate. The resources include:

- A one-hour module for general audiences
- A one-hour module for youth-specific audiences (e.g. youth, teachers, parents)
- A give away Mini Guide with key information on recognizing hate incident/crime, key statistics and multiple channels for reporting
- A Train-the-Trainer module for those who wish to continue the knowledge building work in their communities/teams etc.

Financial Impact

The initial budget for this campaign is \$5,000, which will be funded from the Strategic Communications and Initiatives budget within cost centre 22338 (SCMI – City Strategic Marketing).

Conclusion

As hate motivated incidents and hate crimes are on the rise in Mississauga and Peel Region, the City of Mississauga has a role to play in bringing the community together and combatting racism, discrimination and hatred. The One Mississauga campaign will deliver a message of embracing diversity and unity, as well as partner with the Peel Police Countering Hate Committee to deliver resources to the community about hate crimes, hate-motivated incidents and how to report both. Resources will also include access to the hate crime module developed by the Countering Hate Committee. Through these efforts, the City will aim to address hatred, racism and discrimination directly.

Attachments

Appendix 1: Recommended first set of advertisements

Appendix 2: Sample of second set of advertisements



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