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## 2015 OPERATING BUDGET BRIEFING NOTE

### Close the Housing Gap Campaign 2015

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#### Issue:

- During Budget Committee consideration on February 4, 2015 (BU4.4), Briefing Notes were requested on:

The feasibility and cost to continue the housing (Closing the Housing Gap) and child care (Parent Forums) advocacy campaigns, including any possible one-time sources for funding.

- A separate briefing note entitled "Children's Services: "Let's Talk Child Care" Campaign" has been prepared by Children's Services for the Child Care Parent Forums "Let's Talk Child Care" advocacy campaign.

#### Background:

- The Council-endorsed *Close the Housing Gap* campaign, launched in 2013, is a two-year initiative to persuade the federal and provincial governments to each fund one-third of Toronto Community Housing's \$2.6 billion in capital repairs over 10 years.
- The City has committed to provide its one-third share of \$864 million over 10 years.
- Campaign activities to date have included bus shelter posters in Toronto and Ottawa, advocacy days at Queen's Park and on Parliament Hill, advertising, public engagement events and petitions.

#### Key Points:

- Since the campaign began 18 months ago, some \$30,000 has been spent on public engagement and advocacy efforts such as: bus shelter posters in Toronto and Ottawa, advertising, public events and campaign materials such as buttons, brochures, postcards and window posters.
- Funding of \$20,000 came from the City Manager's Office, as directed by Council, and the remainder from the Affordable Housing Office.
- The 2015 budget is estimated at \$10,000 and will support activities as described above. This funding can be provided from the Recommended Operating Budget for the Affordable Housing Office.

- Activities in 2015 are particularly crucial with a federal election scheduled for October and federal/provincial budgets to be released.

**Questions & Answers:**

Q1/ What have been the results of the campaign to date?

A1/ More than 40 national, provincial and local organizations have endorsed the campaign while more than 1,000 people have signed petitions or postcards. As well, support from the Federation of Canadian Municipalities has given *Close the Housing Gap* a national reach.

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**Further information:** As above

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