



Mississauga Matters

PROVINCIAL ELECTION 2018

WHY AFFORDABLE MIDDLE-INCOME HOUSING MATTERS IN MISSISSAUGA

BUILDING MISSISSAUGA INTO A WORLD-CLASS CITY

Mississauga is becoming a world-class city, a place where the world comes to work and where people choose to be.

Our City is a great place to live, but the reality is, it is becoming harder to both live and work in Mississauga.

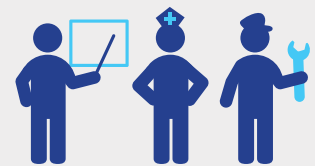
The demand to live in our city means that more and more middle-income individuals and families are being priced out of the market.

Securing and maintaining a place to call home, that is affordable, is important to one's mental and physical well-being. It provides individuals with a sense of security and creates the conditions needed for residents to connect and develop a sense of belonging in our community.



Middle income households

typically earn between \$55,000 and \$100,000 a year



Middle income earners

include nurses, teachers, social workers and other service workers

We want families to have the choice to live close to each other; for grandkids to be closer to their grandparents and for our youth to have the opportunity to live and work in their hometown.

THE SOLUTION

The City of Mississauga is taking meaningful action to address the challenges our residents face to find suitable, affordable housing in our city.

In 2017, Mississauga took the lead in developing a made-in-Mississauga plan to address housing affordability and increase the supply of housing that is affordable to a broader range of incomes. The goal of "Making Room for the Middle" is to make 35% of new housing in Mississauga affordable (\$270,000 - \$400,000 ownership/\$1,200 per month rental) for middle-income earners (\$55,000 - \$100,000 household income).

In order to do this we need proper funding, we simply



35%
270k - 400k
or \$1,200 month

cannot do this alone. We need a committed and engaged provincial government partner to make housing affordability a reality in our City.

Six of the 40 recommendations made in our strategy require provincial support or legislative changes to give the City the ability to incentivize the building of affordable, housing for middle-income households.

Small changes to provincial legislation would make it easier for us to get developers to build housing that is more affordable, more often:



Create enduring and sustainable funding programs that realize developer timeframes and financial needs



Provide affordable home ownership assistance to individuals



Expand municipal revenue tools



Consider taxation policies that incent affordable housing



Explore tax credits and exemptions for affordable housing



Provide standardized local housing data and consistent methodologies to measure housing affordability



For more information about our housing strategy

Making Room for the Middle

mississauga.ca/affordablehousing/housingplan

HOW YOU CAN HELP?

Get engaged, informed, and most importantly don't forget to vote on **June 7, 2018**. When you do, take the time to vote for a candidate who understands why middle-income housing matters to Mississauga.



You can also get involved in the conversation online by tweeting or mentioning your local candidate using the **#MississaugaMatters** or visiting **MississaugaMatters.org**



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