
REPORT TITLE: Region of Peel's 2022 Provincial Election Strategy

FROM: Gary Kent, CPA, CGA, ICD.D, Chief Financial Officer and Commissioner
of Corporate Services

RECOMMENDATION

That the approach outlined in the report of the Chief Financial Officer and Commissioner of Corporate Services, listed on the March 3, 2022 Government Relations Committee agenda titled "Region of Peel's 2022 Provincial Election Strategy", be approved.

REPORT HIGHLIGHTS

- The next provincial election will take place on June 2, 2022.
 - This report provides a high-level overview of the Region's 2022 Provincial Election Strategy which includes tactics aimed to raise awareness of Region of Peel priorities leading up to the election
 - This report also proposes advocacy themes and related council endorsed advocacy positions to be advanced through the Region's 2022 Provincial Election Strategy
 - Similar to the approach taken with recent advocacy efforts, the strategy will highlight policy opportunities and solutions for the next provincial government to work with the Region to address immediate and long-term priorities.
 - If approved, staff will move forward in implementing the strategy and tactics as outlined.
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DISCUSSION

1. Background

The next provincial election is scheduled for June 2, 2022. Elections provide valuable opportunities to highlight the need for strong partnerships between municipal and senior orders of government. As with previous elections, the Region of Peel has developed an election strategy intended to influence policy development and political discourse. The strategy seeks to inform key government stakeholders, primarily political parties, Peel MPP candidates, and the broader community about Peel's priorities.

This report provides a high-level overview of the Region's 2022 Provincial Election Strategy. If approved, staff will implement the strategy and the proposed tactics outlined.

a) Region of Peel 2022 Provincial Election Priorities

As part of the Region's 2022 Provincial Election Strategy, staff will develop an advocacy document to highlight Region of Peel policy priorities, highlighting the key needs of Peel's residents and businesses, based on council-endorsed advocacy positions. Similar to the approach taken with recent advocacy efforts, the document will also provide policy

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opportunities and solutions for the next provincial government to work with the Region to address immediate and long-term priorities. Staff are proposing the following three overarching advocacy themes and related seven priorities be the focus of this year's Provincial Election Strategy:

i. **Economic Recovery**

1. *Pandemic response*

- Sustainable and continued provincial funding for COVID-19 infection control and vaccination as well as additional funding to offset the substantial incremental costs and loss of revenue associated with the COVID-19 pandemic are required

2. *Invest in child care as an economic catalyst*

- Work closely with Service System Managers on a provincial recruitment and retainment strategy for Registered Early Childhood Educators
- Ensure the child care sector remains viable through financial supports in 2022 and beyond
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ii. **Partner with Municipalities**

3. *Focus on affordable housing solutions*

- Contribute at least \$319.6 million in capital funding for initial implementation of Peel's Housing Master Plan
- Provide legislative and policy changes to increase local autonomy and improve housing affordability outcomes

4. *Support Peel's community growth*

- Provide funding for provincially mandated services that keeps pace with inflation and population growth
- Review provincial-municipal service responsibilities to modernize the planning, regulating, funding, and delivering of those services

5. *Enhancing the transportation network*

- Invest in strategic transit projects in Peel and enact legislation to allow the use of an Administrative Monetary Penalties System

iii. **Community for Life**

6. *Safeguard quality of life for seniors*

- Seniors are the fastest growing age group in Peel, which will require improving system capacity related to dementia and other complex care needs, enhanced, integrated services and emotion-based supports

7. *Prioritize investment in mental health*

- Address chronic under-investment in mental health services in Peel by increasing availability and improving access
- Provide targeted and sustainable investments in Peel to address the chronic and complex care mental health and addiction needs of residents

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b) Region of Peel's 2022 Provincial Election Strategy and Proposed Tactics

Using the Region's provincial election priorities document as a central information piece, Regional staff will promote key advocacy positions by:

- Circulating hardcopies and/or electronic copies of the Region's priorities document to:
 - Major political party leaders (Green, Liberal, Progressive Conservative, New Democratic)
 - Peel MPP candidates
 - Regional and Local Councillors
 - Association of Municipalities of Ontario;
 - Greater Toronto Airports Authority;
 - Local Boards of Trade/Chamber of Commerce;
 - United Way of Peel; and,
 - Relevant sector associations
- Leveraging traditional communications channels, including, but not limited to News Releases and posting to the Advocating for Peel webpage
- Using social media tools available to the Region of Peel (including those of Regional Councillors) to advance advocacy priorities content.
- Organizing meetings with Peel candidates via their party caucuses to discuss the platform and provide general information about the Region of Peel.

While distribution of the policy priorities document will occur in late March or early April, most other election activities will be strategically initiated closer to the June 2nd election date.

2. Alignment with Major Provincial Party Election Platforms

At the time this report was finalized, the policy platforms for all major provincial parties have not been released. Staff will provide key highlights of the provincial election results from a Region of Peel perspective as well as an analysis of the party platforms in relation to the Region's policy priorities at the June 16th GRC meeting.

CONCLUSION

The purpose of the Region of Peel's election strategy is to raise awareness of the Region's priorities to political party leaders, decision-makers, local candidates, stakeholders and the community. It also highlights how the Region will work with the next provincial government to address the needs of Peel's businesses and residents. If approved, staff will implement the strategy and tactics highlighted in this report leading up to the June 2022 provincial election.

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