

## AMO launches public campaign in advance of potential provincial election

January 19, 2025 – Today, as elected officials from across Ontario gather at the 2025 Rural Ontario Municipal Association conference, the Association of Municipalities of Ontario held a news conference to launch a public campaign in advance of a potential provincial election, calling for clear commitments from all provincial parties to enhance the quality of life in our communities.

AMO's campaign, **Vote like your quality of life depends on it**, seeks to ensure that voters know what provincial support municipalities need to deliver the quality of life they expect. It also seeks to ensure that provincial parties know what commitments are needed to appeal to people who live, work, and invest in Ontario's communities.

The non-partisan campaign focuses on three areas where provincial partnership can improve quality of life and community well-being:

- curbing reliance on municipal property taxes to fund provincial responsibilities;
- investing in local infrastructure to build housing; and,
- tackling homelessness.

### ***Please help spread the word***

These are province-wide challenges, and sharing the message locally will demonstrate that all municipalities are speaking with a strong, united voice, and the municipal sector can get the attention of all provincial party leaders before the upcoming election.

AMO is providing a communications toolkit to help you share the campaign priorities, with opportunities to localize for your community. It includes:

- [A template news release](#)
- [Key messages on the three priorities](#)
- [Suggested social media posts, including visuals provided as image files](#)

You can also follow and reshare content from AMO's [LinkedIn](#) account.

### *Questions?*

For information or questions regarding communications materials, please contact Farah Tayabali, [tayabali@redbrick.ca](mailto:tayabali@redbrick.ca), 416-570-8413.

Thank you for your support!

## NEWS RELEASE TEMPLATE

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### **Municipalities draw attention to key community priorities in advance of potential provincial election**

With a potential provincial election in 2025, [MUNICIPALITY] joins municipal governments across Ontario in calling for provincial action and partnership to help them deliver a high quality of life to all Ontarians.

The Association of Municipalities of Ontario (AMO) has launched a non-partisan awareness campaign to ensure that voters and provincial parties alike understand three key areas where provincial partnership and action can improve Ontario's quality of life:

- tackling the homelessness crisis,
- curbing reliance on municipal property taxes to fund provincial responsibilities, and,
- investing in local infrastructure to build housing.

Homelessness has been growing rapidly across all of Ontario, including in [MUNICIPALITY]. This is taking a toll on people, community well-being and safety. AMO, which advocates for Ontario's local governments, is calling for significant provincial investments to address the root causes of the crisis. Investments needed in social and supportive housing, mental health and addictions support and income support are far less than the incalculable human and financial costs of homelessness.

Across Ontario, about \$5 billion in property taxes annually is used to cover shortfalls in provincial funding for social services, healthcare and housing. In other Canadian provinces, these are solely provincial jurisdiction. Shouldering these costs can increase property taxes and make it harder to deliver core municipal services that make communities safer, more livable, and more affordable.

Similarly, property taxpayers cannot bear the immense costs of expanding municipal infrastructure needed to support growth. The Ontario Government's goal to build 1.5 million homes by 2031 means more pipes, roads and services. Increasing property taxes to fund the expansion only makes housing more costly.

"Municipalities are the foundation of Ontario's economic prosperity and quality of life," said AMO President Robin Jones. "But the funding arrangements that municipal governments rely on to deliver services and infrastructure are broken. Ontarians should demand that all provincial parties commit to the necessary actions to keep our communities safe, affordable, and prosperous."

**[INSERT LOCAL QUOTE]**

With strong provincial-municipal partnerships, Ontario can build opportunity and deliver the quality of life its residents deserve. Take action for your community and urge your provincial representatives and candidates to take action. Then, vote like your quality of life depends on it. Learn more at **[VoteONqualityoflife.ca](http://VoteONqualityoflife.ca)**.

## KEY MESSAGES

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### **Positioning: Vote like your quality of life depends on it.**

The Association of Municipalities of Ontario (AMO) is urging provincial action and partnership to improve Ontarians' quality of life.

#### *Campaign*

- The Association of Municipalities of Ontario (AMO) wants voters and all political parties to put quality of life at the centre of the next provincial election, whether it comes early or as scheduled in June 2026,
- To that end, AMO has launched an advertising campaign to make sure voters and policymakers understand what municipalities need to deliver a high quality of life to our communities.
- It will focus on three areas where provincial action would improve quality of life and community well-being:
  - Investing in local infrastructure to build more homes
  - Tackling the growing homelessness crisis, and
  - Ensuring property tax dollars go toward core municipal services instead of subsidizing underfunded provincial programs.
- The scope of the ad campaign is unprecedented for AMO. It will involve advertisements across Ontario's print and digital channels, such as newspapers, online media and social media, to amplify the urgency of these issues.
- Stronger provincial partnerships are key to making our communities more resilient and safer.

#### *Key focus areas*

### **The homelessness crisis continues to spiral across communities**

- More than 80,000 Ontarians were homeless last year, with nearly 1,400 encampments in parks and public spaces.
- These numbers come from a groundbreaking report by AMO focused on the scale of investment needed for long-term, stable housing. Investments in social housing, transitional housing and supportive housing can end chronic homelessness and move people from encampments into stable housing.
- In addition to deeply affordable housing support, provincial parties need to commit to tackling the root causes of homelessness – including improving income security and investing in a continuum of accessible community mental health and addictions supports.

## **Provincial programs draw funding away from municipal services**

- \$5 billion in property taxes is spent on responsibilities that fall under provincial jurisdiction in other provinces, such as social services, health care, and housing support.
- Ontario municipalities are unique across the country in having legislative responsibility for funding and operating long-term care homes, land ambulance services plus social housing.
- No where else in Canada are municipal property tax bases asked to fund these core services.
- On top of these added responsibilities, municipalities are also regularly topping-up insufficient provincial funding for things like long-term care operating costs and public health to ensure we're providing quality care and services to our residents.
- In addition, municipalities are now increasingly providing other funding to respond to issues like the opioid crisis and physician recruitment.
- Municipalities must be able to focus their own revenues on core areas of municipal responsibility.

## **Infrastructure, housing and the economy**

- If Ontario is going to build 1.5 million homes by 2031 while also dealing with aging assets and the impacts of climate change, huge investments in infrastructure are needed.
- The province has been investing – and municipalities deeply appreciate it. But even with recent provincial investments, municipalities are funding more than 70 percent of municipal infrastructure.
- Ongoing debate around development charges highlights the need for a shared understanding of how Ontario will fund growth.
- Municipalities need long-term, stable and predictable infrastructure funding.

## SOCIAL MEDIA TEMPLATE POSTS

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Decades of provincial policies have led to a homelessness crisis in communities across Ontario – with more than 80,000 people experiencing homeless in the province last year and 1,400 encampments in public parks.

Learn more:

<https://www.voteonqualityoflife.ca>

[a](#)



**Restoring provincial investment in social housing, mental health and addiction services, and basic income support can solve homelessness and let you feel safe again in your community.**



Billions of property tax dollars are diverted each year to pay for provincial programs, putting more pressure on municipal services and taxpayers.

Learn more:

<https://www.voteonqualityoflife.ca>

[a](#)



**Ontario must fund its own programs so municipalities can keep your communities safe, affordable, and prosperous.**

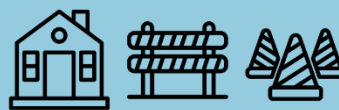


Housing won't be more affordable housing if municipal taxpayers must bear the immense costs of expanding roads, water and sewer systems and other key infrastructure to support new homes. Builders and municipal governments cannot do it alone.

Learn more:

<https://www.voteonqualityoflife.ca>

[a](#)



**Ontario must invest in municipal infrastructure to make housing more affordable. Municipalities and home builders can no longer do it alone.**

