

**JOSH MORGAN**  
FOR MAYOR

QUESTIONS?

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A man in a dark suit and patterned tie is pointing directly at the camera. He is standing behind a podium that has a sign on it with the name 'MORGAN' in a stylized font. The background is a bright, out-of-focus window with greenery outside. A dark blue semi-transparent banner is overlaid at the bottom of the image, containing the text 'OUR PLATFORM' in white, bold, uppercase letters.

**OUR PLATFORM**

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Our Platform

# INTRODUCTION

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Over the past three months, my team and I have been engaging with Londoners across the city. We have heard about the stark challenges our city faces: challenges with housing affordability, mental health and addictions, homelessness, and the state of downtown. We have also heard how much Londoners value our public spaces, our recreational programming, and the public services the city of London provides. Finally, we heard about the tremendous opportunities we need to seize to take London to the next level and grow a better quality of life for all who live here.

My diverse and talented core campaign team has been working to pull this feedback together and develop tangible and achievable actions. This was a genuine collaborative process and each of them has helped craft and shape this document for the better.

*To Londoners:* This document is a culmination of your input, your feedback, your perspectives, and it is our collective vision for the city of London.

This plan is ambitious, it will require the full effort of Council and numerous partner organizations. As the Deputy Mayor, a former Budget Chair, and a Board member of the Federation of Canadian Municipalities, I have the experience to start this work on Day 1.

I know how the city works, I have the relationships with our Provincial and Federal partners, and I have a track record of bringing people together and getting results.

*Let's get started!*



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CAMPAIGN  
**PILLARS**

Economic  
Prosperity



Climate Change —  
*A Greener London*



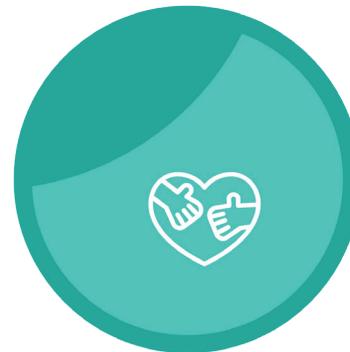
Housing  
& Affordability



Mental Health  
& Addictions



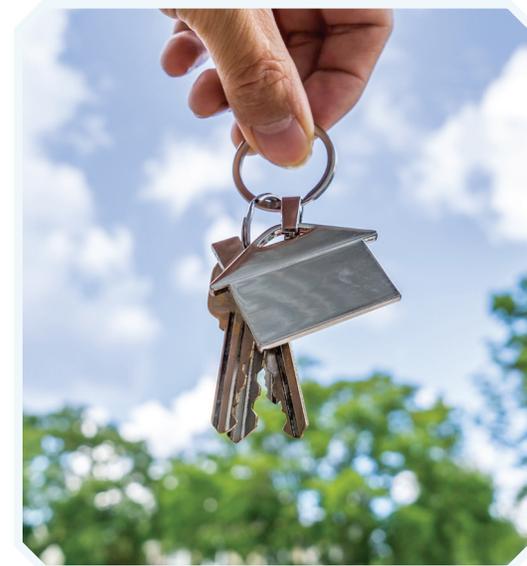
Inclusive City  
& Safe, Vibrant  
Neighbourhoods



CAMPAIGN PILLAR PLEDGES

# HOUSING & AFFORDABILITY

- Target building 50,000 new homes in a decade; 10,000 in the core.
- Absorb inflationary pressures as a municipality to ensure Londoners continue to pay some of the lowest property taxes in Ontario.
- Support London and Middlesex Community Housing's redevelopment and expansion.
- Pursue federal funding to pilot "senior friendly living" communities, empowering seniors to transition to senior-friendly homes thereby creating downstream openings for young families looking to move into existing neighbourhoods.
- Develop a Rent-to-Own program under the Federal Government's Affordable Housing Innovation Fund.



## CAMPAIGN PILLAR PLEDGES

# MENTAL HEALTH & ADDICTIONS

- Call for an emergency meeting with the Province of Ontario on mental health, addictions, and the state of urban downtowns.
- As the former three-time Chair of FCM's Community Safety and Crime Prevention Committee, advocate to the provincial and federal governments with 'one voice' by establishing a committee of representatives from the city of London, front-line agencies, local hospitals, the London Police Service, Canadian Mental Health Association, Middlesex-London Paramedics, the County of Middlesex:
  - Allow alternate drop-off locations for land ambulance and police (*e.g. stabilization spaces, mental health agencies*).
  - Formalize a treat-and-release program that will allow paramedics to treat and release patients when suitable.
  - Build a local paramedic dispatch to properly direct resources.
  - Establish Community Paramedics.
  - Support the call for a dedicated mental health emergency centre and much needed new mental health facilities/spaces.
  - Permanently fund and support the expansion of London's COAST team. (*Community Outreach and Support Team*)
- Support the most vulnerable in our city by focusing on a continuum of care model with at least 200 new housing spaces with comprehensive wrap-around services and increased stabilization space capacity.



## CAMPAIGN PILLAR PLEDGES

# INCLUSIVE CITY & SAFE, VIBRANT NEIGHBOURHOODS

### Vibrant, Inclusive Neighbourhoods

- Make unprecedented investments in building London's parks, community spaces, and recreational facilities.
- Partner with the city's visual arts and music community (e.g. Fanshawe College, Western University, London Arts Council, independent art organizations) to find canvas opportunities around the city.
- Continue to implement recommendations put forward in the city of London's Community Diversity and Inclusion Strategy.
- Support the continued implementation of Truth & Reconciliation calls to action at the municipal government level.

### Community Safety and Downtown London

- Invest resources into needed public safety measures, and support new investments in the London Police Service operations.
- Work with London's downtown community to update the Core Area Action Plan's list of priorities, and rapidly implement recovery and growth strategies.
- Ensure "Creating a Safe London for Women & Girls" remains a stand-alone pillar in Council's forthcoming Strategic Plan.
- Establish a partnership with Tourism London to build on the successes of Sunfest, Ribfest, International Food Festival, etc. to attract and enable cultural and art communities to organize more events in the city's core.



## HOW WE GET THERE

# CLIMATE CHANGE—A GREENER LONDON

- Implement the city of London's Climate Emergency Action Plan.
- Implement and complete the rollout of the Green Bin program.
- Finalize the Master Mobility Plan within the first year of taking office.
- Support the transition to electric vehicles.
- Direct staff to identify public lands suitable for tree planting and the creation of community gardens, providing residents in high-density neighbourhoods with green space and access to urban agricultural opportunities.



## CAMPAIGN PILLAR PLEDGES

# ECONOMIC PROSPERITY

- Direct the London Economic Development Corporation to focus on attracting employers interested in filling London's affordable, central commercial office space that currently sits vacant.
- Support London's vision to be a Regional Transportation Hub that connects people in our region to employment, entertainment, and economic opportunities.
- Continue to update and modernize regulations that will support small business recovery efforts.
- Develop and approve a comprehensive strategy to fully embrace and reflect both London's UNESCO designation as Canada's only City of Music and London's newly created Film Office.
- Secure a seat for the Mayor on the Board of Tourism London to ensure the Mayor plays an active role in building external relationships and attracting major events and talent from around the world.



## HOW WE GET THERE

# HOUSING & AFFORDABILITY

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### 1. Target building 50,000 new homes in a decade; 10,000 in the core.

- Incentivize high density development by creating a new development charges waiver Community Improvement Plan (CIPs) in the transit villages.
- Leverage provincial and federal programs to expedite the process of building more homes.
- Allow for “as of right” conversion of under-utilized or redundant commercial properties to residential or mixed residential and commercial use.
- Pursue the development of a new CIP, specifically related to affordable housing, to incentivize and create more below market rent units.
- Establish a working group, formed with significant landowners in the downtown area, to review the opportunities for redevelopment with a mandate to develop programs and consider new incentives to drive residential growth in downtown.
- Bring forward recommendations for consideration from London: A Place to Call Home to streamline processes and expedite residential development.



## HOW WE GET THERE

# HOUSING & AFFORDABILITY

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### **2. Absorb inflationary pressures as a municipality to ensure Londoners continue to pay some of the lowest property taxes in Ontario.**

- Support city Council's Multi-Year Budget and Service Review process which has generated a net base-budget reduction of over \$24-million and a total savings of over \$70-million for taxpayers.

### **3. Support London and Middlesex Community Housing's redevelopment and expansion.**

- Partner with London's development community to assist with the regeneration of housing stock.
- With the redevelopment of buildings, work with LMCH and community partners to integrate new spaces with comprehensive wrap-around services supports on LMCH buildings.
- Investigate allowing partner-organizations (not-for profits) to build new units with wrap around services on LMCH land.



HOW WE GET THERE

# HOUSING & AFFORDABILITY

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**4. Pursue federal funding to pilot “senior friendly living” communities, empowering seniors to transition to senior-friendly homes thereby creating downstream openings for young families looking to move into existing neighbourhoods.**

- This would effectively drive young families to neighbourhoods that house schools experiencing low enrollment, and reduce the need for additional school constructions.

**5. Develop a Rent-to-Own program under the Federal Government’s Affordable Housing Innovation Fund.**

- Develop an application for submission under this federally-funded program to pilot new pathways from renting to home ownership.



## HOW WE GET THERE

# MENTAL HEALTH & ADDICTIONS

### 1. Call for an emergency meeting with the Province of Ontario on mental health, addictions, and the state of urban downtowns.

- Join with the Ontario Big City Mayors (*OBCM*) to call for a meeting between the Province of Ontario and its urban municipalities on the mental health and addictions crisis and its impact on urban downtown centres.

### 2. As the former three-time Chair of FCM's Community Safety and Crime Prevention Committee, advocate to the provincial and federal governments with 'one voice', by establishing a committee of representatives from the city of London, front-line agencies, local hospitals, the London Police Service, Canadian Mental Health Association, Middlesex-London Paramedics, the County of Middlesex, etc. Asks may include:

- Allow alternate drop-off locations for land ambulance and police (*e.g. stabilization spaces, mental health agencies*).
- Formalize a treat-and-release program that will allow paramedics to treat and release patients when suitable.
- Build a local paramedic dispatch to properly direct resources.
- Establish Community Paramedics.

*(Continued)*



## HOW WE GET THERE

# MENTAL HEALTH & ADDICTIONS

### 2. *(Continued)*

- Support the call for a dedicated mental health emergency centre and much needed new mental health facilities/spaces.
- Permanently fund and support the expansion of London's COAST team.  
*(officers with embedded Canadian Mental Health Association [CMHA] staff)*

### 3. **Support the most vulnerable in our city by focusing on a continuum of care model with at least 200 new housing spaces with comprehensive wrap-around services and increased stabilization space capacity.**

- Increase the number of stabilization spaces and secure funding from the provincial government on a per-capita basis, considering London has become a regional care centre for those experiencing mental health and addictions challenges.
- Connect stabilization spaces to wrap-around services, eliminating existing gaps in the continuum of care.
- Identify and eliminate gaps that exist within the city's current continuum of care model, to ensure that those receiving care have sufficient support and resources to initiate their recovery journey.
- Support embedding social service supports in the Special Justice Centre.



## HOW WE GET THERE

# VIBRANT & INCLUSIVE NEIGHBOURHOODS

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### 1. Make unprecedented investments in London's parks, community spaces, and recreational facilities.

- Make a \$4 million capital investment in London's neighbourhood parks and recreational facilities/services.
  - This money will be used to accelerate the Parks and Recreation Master Plan. We will also include relevant unfunded projects from Neighbourhood Decision Making (NDM) in the Master plan for funding, specifically targeting neighbourhoods that have not yet had a winning NDM project.
  - Funding Source: Unallocated balances in the Economic Development Reserve Fund and Community Investment Reserve Fund.
- Double the investment in the Neighbourhood Decision Making (*London's Participatory Budgeting Program*) in the next Multi-Year Budget.
- Expedite the construction of the Southeast Community Centre.



HOW WE GET THERE

# VIBRANT & INCLUSIVE NEIGHBOURHOODS

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- 2. Partner with the city's visual arts and music community (e.g. Fanshawe College, Western University, London Arts Council, independent art organizations) to find canvas opportunities around the city.**
  - Animate areas around the city with new murals, artwork, and live performances.
- 3. Implement recommendations put forward in the city of London's Community Diversity and Inclusions Strategy.**
  - Support London's Director of Anti-Racism and Anti-Oppression to continue to engage with Black, Indigenous, People of Colour, and LGBTQ2+ communities, so all Londoners feel supported and represented by their city.



## HOW WE GET THERE

# VIBRANT & INCLUSIVE NEIGHBOURHOODS

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#### **4. Support the continued implementation of Truth & Reconciliation calls to action at the municipal government level.**

- Advocate to the Federal Government for London to receive an 'Indigenous Community' designation under 'Reaching Home: Canada's Homelessness Strategy' to increase supports for the urban Indigenous population experiencing homelessness.
- Commit to meeting regularly with the Chiefs of area Indigenous communities with a focus on listening, fostering deeper relationships, and meaningful outcomes.
- Establish regular meetings with local agencies and organizations that serve the urban Indigenous population in London.



HOW WE GET THERE

# COMMUNITY SAFETY & DOWNTOWN LONDON

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**5. Invest resources into needed public safety measures and support new investments in the London Police Service operations.**

- In consultation with the London Police Service, empower and increase the number of bylaw officers tasked with responding to non-violent disturbances taking place within the core.
- Support the expansion of the COAST program (*officers with embedded Canadian Mental Health Association [CMHA] staff*), by adding two more COAST teams.
- Support the re-establishment of the LPS' Community Oriented Response (*COR*) Unit.
- Support LPS expansion via the Downtown Foot Patrol Office.
- Support the LPS Board's request for 50+ new front-line police officers.

**6. Work with London's downtown community to update the Core Area Action Plan's list of priorities, and rapidly implement recovery and growth strategies.**

- With the mental health, addictions and homelessness challenges downtown, the Core Area Action Plan will be updated to help address these issues.



## HOW WE GET THERE

# COMMUNITY SAFETY & DOWNTOWN LONDON

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### **7. Ensure “Creating a Safe London for Women & Girls” remains a stand-alone pillar in Council’s forthcoming Strategic Plan.**

- Support the implementation of the Safe Cities London action plan.
- Recognize London as a sex trafficking hub, and take action to work collaboratively towards solutions.
- Support community-based initiatives and organizations committed to ending male violence against women.

### **8. Establish a partnership with Tourism London to build on the successes of Sunfest, Ribfest, International Food Festival, etc. to attract and enable cultural and art communities to organize more events in the city’s core.**

- Work with Tourism London to showcase and expand London’s successful festivals and streamline municipal processes to attract more events to the city’s core area.



## HOW WE GET THERE

# CLIMATE CHANGE—A GREENER LONDON

### 1. Implement the city of London's Climate Emergency Action Plan.

- Set a timeline for regular progress reporting and prepare any necessary adjustments to the plan to ensure we meet our targets.

### 2. Implement and complete the rollout of the Green Bin program.

- Achieve a fully operational Green Bin program as soon as possible and address any further vehicle-related supply chain issues by rolling out the plan in phases *(if necessary)*.

### 3. Finalize the Master Mobility Plan within the first year of taking office. Within the plan's development I will advocate for:

- The completion of unfinished cycle lane loops and the development of new North-South and East-West protected cycle lane corridors.
- The development of higher-order transit options to support our new ambitious housing targets to meet increased housing demand while keeping people moving efficiently.

*(Continued)*



## HOW WE GET THERE

# CLIMATE CHANGE—A GREENER LONDON

### 3. *(Continued)*

- Building new turning / stacking lanes at strategic locations on major arterial roads to improve flow and reduce congestion.
- Expand the Intelligent Traffic Signal program to additional intersections.

### 4. **Support the transition to electric vehicles.**

- Actively support the electrification of London's transit fleet.
- Partner with London Hydro to install electric vehicle charging stations and e-bike charging stations across the city.

### 5. **Direct staff to identify public lands suitable for tree planting and the creation of community gardens, providing residents in high-density neighbourhoods with green space and access to urban agricultural opportunities.**

- Partner with the Federal Government on their plan to plant 2 billion trees by accelerating London's Million Trees Challenge program.



## HOW WE GET THERE

# ECONOMIC PROSPERITY

**1. Direct the London Economic Development Corporation to focus on attracting employers interested in filling London's affordable, central commercial office space that currently sits vacant.**

- Support the LEDC's Explore the Core program, and ensure regular progress updates to Council.
- Aggressively pursue attracting talent and investment from the United States by showcasing London as an inclusive community that champions human rights, and celebrates diversity.

**2. Support London's vision to be a Regional Transportation Hub that connects people in our region to employment, entertainment, and economic opportunities.**

- Ensure provincial and federal governments hold firm to commitments and timelines to improve GO and Via Rail transportation services to and from London.
- Work with the LTC, private sector representatives, and third party operators to develop affordable transit options to and from Industrial lands in the east and south ends.
- Work with London International Airport to support new aviation industry investments and partnership, and grow the number of direct flight options in and out of London.



## HOW WE GET THERE

# ECONOMIC PROSPERITY

### 3. Continue to update and modernize regulations that will support small business recovery efforts.

- Partner with and strengthen our city's Business Improvement Associations (*BIA*) and work with the Small Business Centre to bring programs and innovations developed by BIAs to other small business in other parts of the city.
- Create a cross-department working group within City Hall to support new Londoners and foreign-trained employees in navigating pathways to accreditation, assist with entrepreneurship challenges, and building and licensing businesses. Direct this team to also work with existing organizations that offer support services to Londoners looking to join the labour force.

### 4. Develop and approve a comprehensive strategy to fully embrace and reflect both London's UNESCO designation as Canada's only City of Music and London's newly created Film Office.

- Support the development of a local network of stages that can be made available to participating artists.

*(Continued)*



## HOW WE GET THERE

# ECONOMIC PROSPERITY

### 4. *(Continued)*

- Engage celebrity residents to raise the profile of London and its status as Canada's City of Music and showcase London as a prime shooting location for the film industry.
- Support the organization of smaller music festivals (*e.g. specific genres*) to highlight and connect various local venues and artists.
- Advocate that the province sponsor London's City of Music designation in the same way that Toronto and Montreal receive provincial support.

### 5. **Secure a seat for the Mayor on the Board of Tourism London to ensure the Mayor plays an active role in building external relationships and attracting major events and talent from around the world.**

- With the Mayor sitting on both Tourism London and the London Economic Development Corporation, we will be well positioned to attract major events to the city and ramp up economic development activities.



# JOSH MORGAN FOR MAYOR

Questions?

## CONTACT US

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THANK YOU LONDON

*Authorized by the Josh Morgan for Mayor Campaign*