

# Appendices

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The  
**Rotary**  
Clubs in Scarborough



## **THE ROTARY CLUBS IN SCARBOROUGH 2014 COMMUNITY RENEWAL CAMPAIGN**

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### **WHO ARE THE ROTARY CLUBS IN SCARBOROUGH?**

We are comprised of 200 business owners and professionals who either live in or are affiliated with the former City of Scarborough in the City of Toronto. We come together as community leaders through Rotary to build a better community locally and globally.

### **ROTARY'S MOTIVES**

- We see a trend toward increasingly negative indicators of community well-being in Scarborough that needs to be reversed.
- We have taken on the responsibility of supporting, nurturing and enhancing what we believe is a unique and special multi-cultural community.
- We want to engage the business community, agencies, educational institutions, community associations and governments to work with us. More importantly, we want to engage Scarborough's multi-cultural community in community renewal.
- As we build support for community renewal in Scarborough, we will also strengthen membership and support for Rotary.
- Our successes and failures may serve as a model for building interest in Rotary across District 7070.

### **VISION**

We see a unique vibrant, well educated, multi-cultural community working together to support its youth, lift people out of poverty, achieve safety and a high quality of life for all residents. We see Scarborough businesses as locally and globally connected entrepreneurs who are innovative and economically strong. Also, Scarborough has educational institutions that have a positive world-wide reputation.

### **CAMPAIGN GOALS**

- Raise the profile of the need for renewal in Scarborough, given the increase of poverty and lack of economic and social development.
- Create space for open dialogue among community members, business professionals and political leaders.
- Foster greater interaction, cooperation and leadership among the business professional community, academic community and others.
- Seek to identify specific actions to implement renewal, including building new infrastructure for arts and culture, enhancing spaces for recreation, leisure and entertainment and creating public commercial avenues, promenades and waterfront areas for social interaction.
- Build a strong economy by attracting head offices and jobs.

## **LONG-TERM CAMPAIGN OBJECTIVES**

At this early stage, campaign objectives are ideas to seed discussion. Each will be expanded upon and researched further:

- Develop a long term vision and plan for social, cultural and economic development. The current Official Plan is not working for Scarborough residents. Scarborough's 'brand' needs work.
- Enhance the profile of the Scarborough U of T campus and Centennial College. One untested idea would be to create a Multi-Cultural Studies Centre supported by Centennial College and the University of Toronto Scarborough campus dedicated to the study of how to strengthen religious and multi-cultural cooperation globally. (or other academic and research priorities to be discussed with the institutions).
- To foster greater interaction, cooperation and leadership among the business community in Scarborough. Initiate a Scarborough specific Economic Development Corporation to facilitate economic investment.
- To enhance all modes of rapid transit, particular, subway transit linkages. Promote density around transit modes so as to fund transit and community amenities.
- To significantly enhance support for Scarborough's priority communities through a social development plan and the resources to implement it.
- To develop Scarborough's reputation for educational excellence through the enhancement of its high schools and higher level educational institutions.
- To create public commercial avenues, promenades and waterfront areas which deliver a socially and culturally rich recreation, leisure and entertainment environment.
- To have the Scarborough Town Centre Area as the 'head office' location of several Provincial agencies (Metrolinx and/or Ministry of Finance/ other) and a major, global private sector firm.
- To be the 'arts and music' hub of the Greater Toronto Area through a new infrastructure housing symphony halls for Scarborough's two existing symphony orchestra's, a Canadian Rock and Roll Hall of Fame (or something similar), art galleries and playhouses. The Mississauga Living Arts Centre and North York's Arts Centre serve as examples.
- To create a private sector investment climate such as a Scarborough Tax Free Zone where businesses work together to leverage Scarborough's multi-cultural and international entrepreneurs in a way that attracts international investment.
- To encourage the City of Toronto to significantly improve urban planning and economic development activities in Scarborough. Locate the Planning Commissioner and planning staff at the Scarborough Town Centre.

## WHERE ARE WE NOW?

2011 Population<sup>i</sup> of:

- Winnipeg, MB, 753,555
- New Brunswick, 755,455
- Quebec City, QC, 754,358
- **Scarborough, 593,297<sup>ii</sup>**
- Newfoundland and Labrador, 510,578
- Kitchener, Cambridge, Waterloo 492,390
- Halifax, NS, 403,188
- Victoria, BC, 358,054
- Saskatoon, SK, 265,269
- Regina, SK, 215,138
- Prince Edward Island, 145,855

See:

- Map produced by Dr. Hulchanski, U of T showing areas of increasing poverty in Scarborough <http://globalnews.ca/news/690882/scarborough-income-map/>

*“University of Toronto professor of social work David Hulchanski has spent years studying what he calls an increasingly divided city – one whose middle class is hollowing out, replaced with extremes on either end of the income spectrum. “People call themselves middle class but they’re not middle-income any longer. They’re either very high income or they’re low or very low income right now,” Hulchanski said.”*

- City of Toronto Ward data Table showing languages and new immigrants
- 2011 Statistics Canada map showing new immigrants are locating in Scarborough.

## **WHAT ARE THE ISSUES WE NEED TO ADDRESS? WHAT ARE THE GAPS?**

As North America's fourth largest city, Toronto has developed differently than its American counterparts. In Toronto, while there are exceptions, new immigrants, the working poor, people with lower educational achievement and people with social needs live in suburban areas. Wealthy people with higher education levels live in the urban core.<sup>iii</sup> Real estate values are higher in the core and lower in the suburban areas<sup>iv</sup>. This is opposite the model of other large North American cities.

What are the needs of residents of communities outside of the urban core?

The Danzig Street shootings of July 2012 sent a chill through many Scarborough residents. We asked ourselves, what sort of a community are we becoming? We also found ourselves the subject of the political infighting led by City of Toronto politicians from very wealthy Wards who sought to deny transit for many Scarborough transit dependent riders who represent our multi-cultural community and the working poor.<sup>v</sup>

We asked ourselves, how do others see us and who is making decisions on our behalf? Seeing construction cranes, new cultural facilities and private and public sector investment elsewhere in the City and the GTA, we asked, why isn't this renewal happening here?

As a result of the trend in declining indicators of community well-being, numerous community groups have developed to support Scarborough residents and speak out on important issues. We see these groups coming together in a coalition to continue to provide support and raise awareness, thus being a catalyst for renewal.

## **HOW DO WE ACHIEVE THIS VISION?**

As Rotarians, we will lead the creation of a vision for the renewal in collaboration with Scarborough community members:

1. We will show that Rotary is relevant and doing something of great value in the community.
2. We will muster the involvement of Scarborough's multi-cultural residents and businesses.
3. We will develop partnerships with Scarborough's business community.
4. We will develop partnerships with students, schools, colleges and universities.
5. We will achieve political and financial support.

### **1. WE WILL SHOW OUR COMMUNITY THAT ROTARIANS ARE RELEVANT**

We will:

- Engage the community. Each Rotary Club will sponsor evening community discussion groups across Scarborough to obtain feedback on the goals and objectives of the Scarborough Community Renewal Objectives. We will make changes to the Objectives based on the input received. We will ask:
  - What do you love about Scarborough?
  - What do we desire as our long term future?
  - What do we need to achieve (on the ground) to make this future a reality?
- Encourage people to vote, particularly younger adults and those people making up our multi-cultural community allowed to vote on the basis of citizenship.
- Leverage local and city-wide media as campaign partners to give profile to our actions as Rotarians and their actions and the outcomes we are able to achieve.

### **2. WE WILL MUSTER THE INVOLVEMENT OF SCARBOROUGH'S MULTI-CULTURAL COMMUNITY**

We will:

- Convene meetings geared to each cultural group
- Invite Counsel General's associated with our multi-cultural community to provide support
- Place advertisements in specific multi-cultural newspapers and other media inviting people to participate in the Community Renewal Campaign.
- Have Rotarians representing each multi-cultural group to speak for Rotary
- Ask Rotarians from each cultural group to reach out using their networks.

### 3. WE WILL DEVELOP PARTNERSHIPS WITH SCARBOROUGH’S BUSINESS COMMUNITY

We will:

#### **Engage Corporate Partners**

- Businesses representing the multi-cultural community in Scarborough
- Medium to larger business
  - Thomson Reuters News
  - Telus
  - State Farm
  - Atlantic Packaging
  - A.J. Simpson
  - Bell/ Yellow pages

We will convene a telephone town hall meeting inviting business leaders across Scarborough. Town Hall Question: ***“How can we work together to build and enhance a strong and viable business community in Scarborough?”***

#### **Engage Media Partners**

We will meet with the editorial Boards of each media outlet and encourage them to be co-partners in renewal.

- Global News
- CTV
- Caribbean Camera
- Metroland Newspaper Group
- Fairfield News
- Epoch Times
- Independent news

### 4. WE WILL ACHIEVE POLITICAL AND FINANCIAL SUPPORT FOR COMMUNITY RENEWAL

#### **Engage Academic Partners**

We will meet with the Deans/ Principals and work with them to understand their vision and how we can help them to achieve their vision.

- Centennial College
- High schools
- University of Toronto (Scarborough Campus)

We will convene a telephone town hall meeting inviting students, high school teachers and administrators, college administrators and staff and professors from U of T. Town Hall Question: ***“If Scarborough was to develop as a centre for academic excellence and research around the world, what would be the primary focus?”***

## 5. WE WILL ACHIEVE POLITICAL AND FINANCIAL SUPPORT FOR COMMUNITY RENEWAL

We will:

- Host a Provincial Election Forum on April 23<sup>rd</sup> at Scarborough Golf Club
  - ✓ Three political party candidates for premier (or Political Party Representatives)
- Host a Mayoral Election Forum on September 17<sup>th</sup> 2014 at Scarborough Golf Club
  - ✓ Five of the most likely candidates for Mayor (as there may be dozens of serious and non-serious candidates)
- Conduct a telephone based town hall dialogue involving all Scarborough business.
- Conduct a telephone based town hall dialogue session involving Scarborough teachers, students, professors.
- Sponsor a campaign to encourage people to vote
  - ✓ For both Provincial and Municipal elections

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<sup>i</sup> <http://www.statcan.gc.ca/pub/12-581-x/2012000/pop-eng.htm>

<sup>ii</sup> 2013 Estimates

<sup>iii</sup> Statistics Canada map of new immigration

<sup>iv</sup> MLS map of house prices

<sup>v</sup> *Toronto's Chattering Elite and Scarborough's Transit Victims*, <http://hardystevensoninsights.com/>