

Neighbourhood-Based Strategies that Reduce Poverty

Parkdale Community Economic Development (PCED)
Toward decent work, shared wealth
and equitable development in Parkdale



Deepening Community
RE-IMAGINING CITIES | RE-ENGAGING CITIZENS



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**Parkdale Community Economic Development (PCED)
Toward decent work, shared wealth
and equitable development in Parkdale**



Deepening Community
RE-IMAGINING CITIES | RE-ENGAGING CITIZENS



Our Webinar Speakers



Victor Willis
Executive Director
Parkdale Activity – Recreation
Centre



Nancy Henderson
Clinic Director
Parkdale Community Legal
Services

Outline

- 1. The genesis of PCED Planning project**
- 2. Participatory planning process**
- 3. Highlights of key outcomes**
- 4. Enabling conditions**
- 5. Q&A**

I. The PCED Planning project

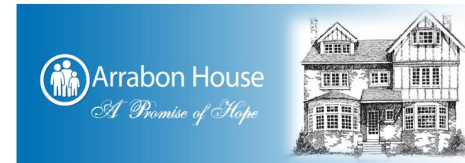
- **The PCED Planning project** is an 18-month neighbourhood wide planning initiative (from January 2015 – June 2016)
- The goal is to develop a **Parkdale Neighbourhood Plan**
- A comprehensive and alternative approach to **community economic development**



Formerly St. Christopher House



Making Room
Community Arts



Atkinson Foundation Decent Work Fund

ATKINSON AWARDS

ATKINSON DECENT WORK FUND



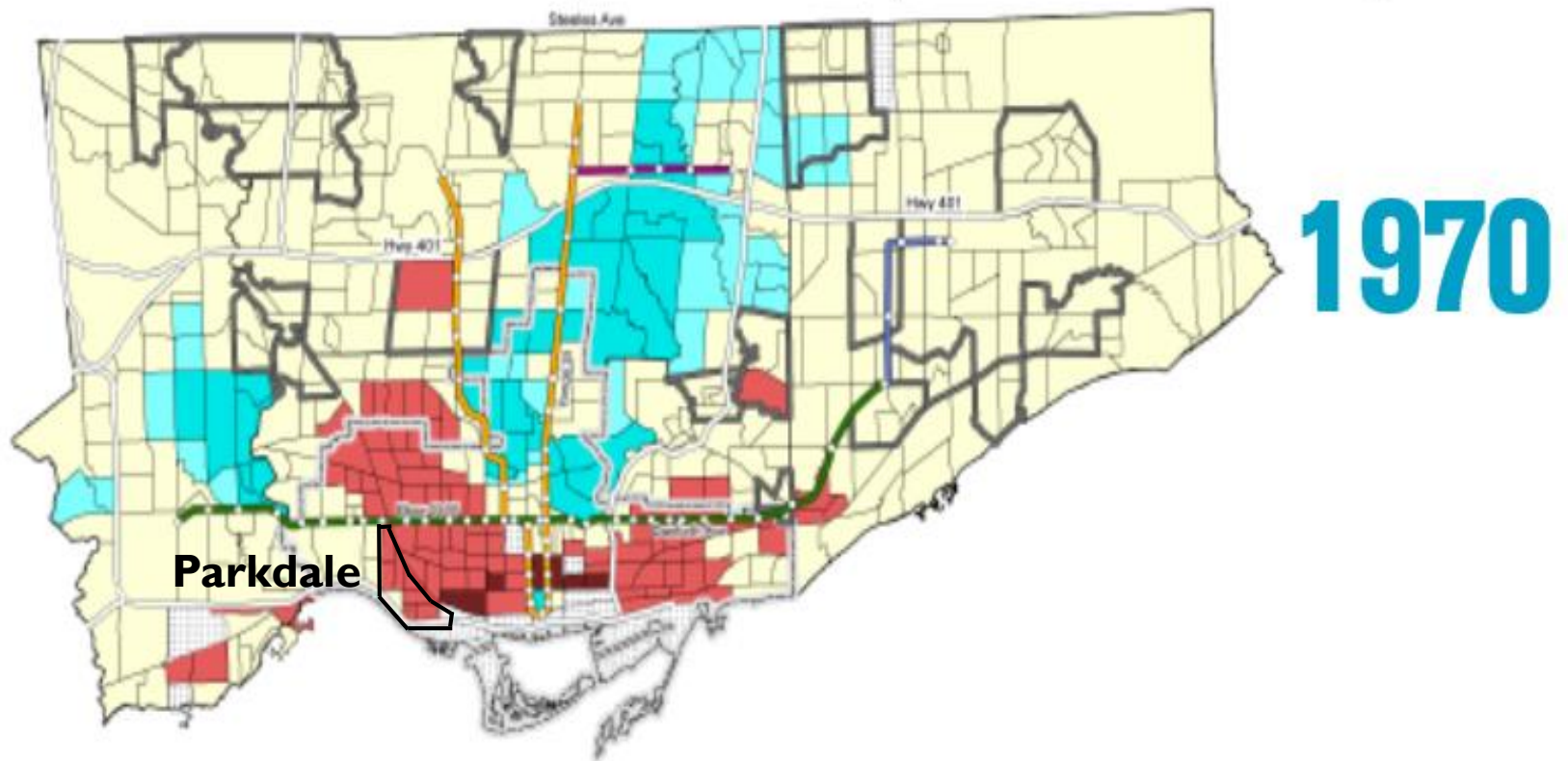
How are you creating an economy that works for the 100%?

The Atkinson Decent Work Fund is our newest tool for promoting social and economic justice in Ontario. It's a grants program aimed at creating work, wealth and wellbeing for people and communities cut off from the well-traveled routes to prosperity. It's about removing roadblocks, building bridges and taking detours until we get to an economy that works for the 100% and the planet too.

2. The genesis of PCED Planning project

a. Parkdale is changing.

MAP 2: AVERAGE INDIVIDUAL INCOME, CITY OF TORONTO, Relative to the Toronto CMA, 1970



Census Tract Average Individual Income Relative to the Toronto CMA Average of \$30,800* (estimated to 2001 census boundaries)



Very High

More than 40% Above
36 Tracts, 7% of City
Average = \$54,700*



High

20% to 40% Above
41 Tracts, 8% of City
Average = \$39,000*



Middle Income

20% Below to 20% Above
341 Tracts, 66% of City
Average = \$29,800*



Low

20% to 40% Below
91 Tracts, 18% of City
Average = \$22,300*



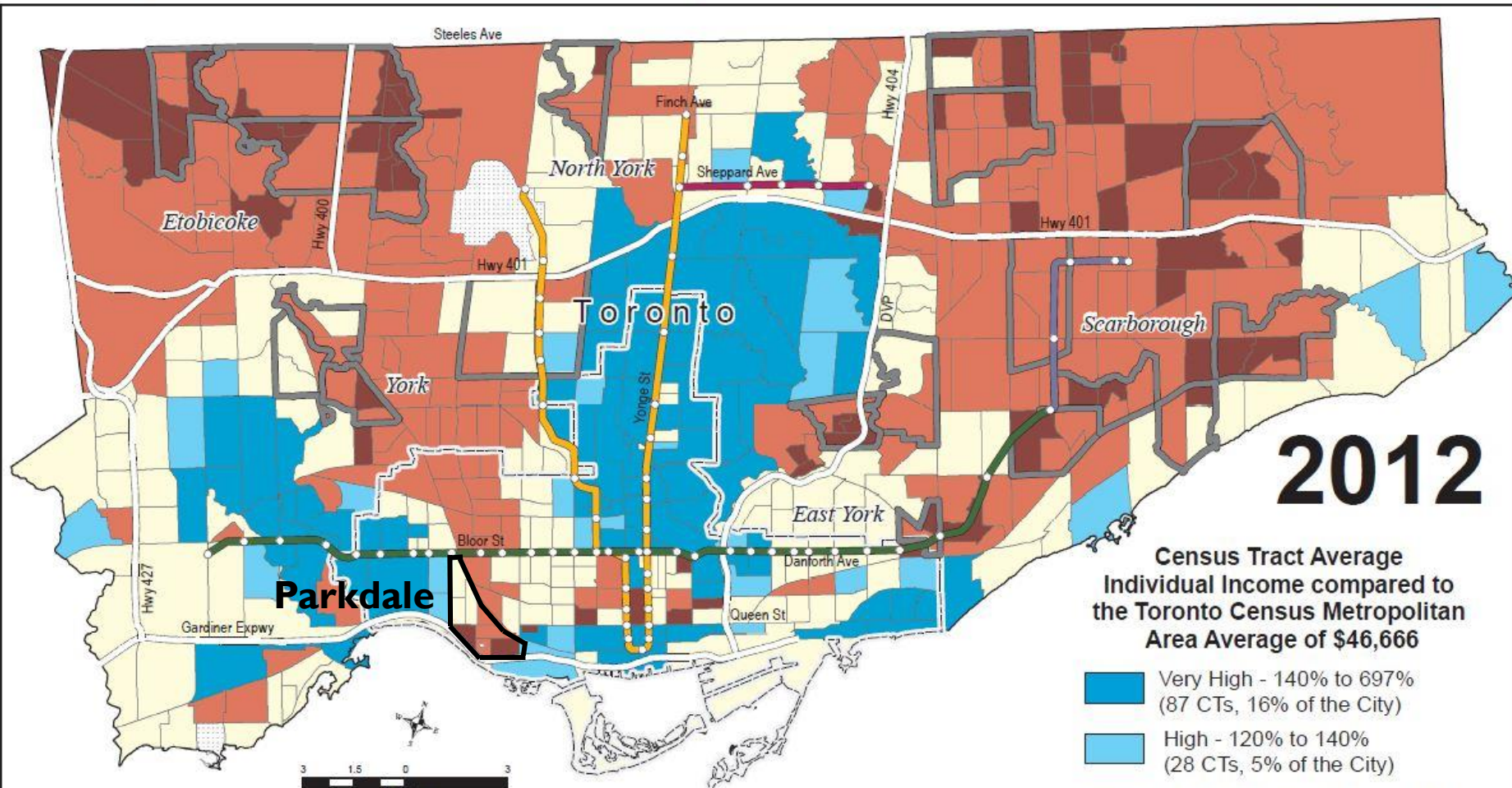
Very Low

More than 40% Below
6 Tracts, 1% of City
Average = \$17,000*

* Average incomes in
constant 2005 dollars

(Source: Hulchanski 2010)

Average Individual Income, City of Toronto, 2012



2012

Census Tract Average Individual Income compared to the Toronto Census Metropolitan Area Average of \$46,666

- Very High - 140% to 697% (87 CTs, 16% of the City)
- High - 120% to 140% (28 CTs, 5% of the City)
- Middle Income - 80% to 120% (162 CTs, 30% of the City)
- Low - 60% to 80% (192 CTs, 36% of the City)
- Very Low - 36% to 60% (72 CTs, 13% of the City)
- Not Available



Source: Canada Revenue Agency, T1FF Taxfiler Data, 2012

Notes: (1) Census tract and municipal boundaries are for 2011.

(2) Average Individual Income is based on all taxfilers and includes income from all sources, before-tax.

- North York Former Municipality (1996)
- Former City of Toronto (1996)
- City of Toronto Priority Neighbourhoods (2005)
- Bloor-Danforth subway (2011)
- Sheppard East subway (2011)
- Scarborough RT (2011)
- Yonge-University-Spadina subway (2011)
- Highways (2011)

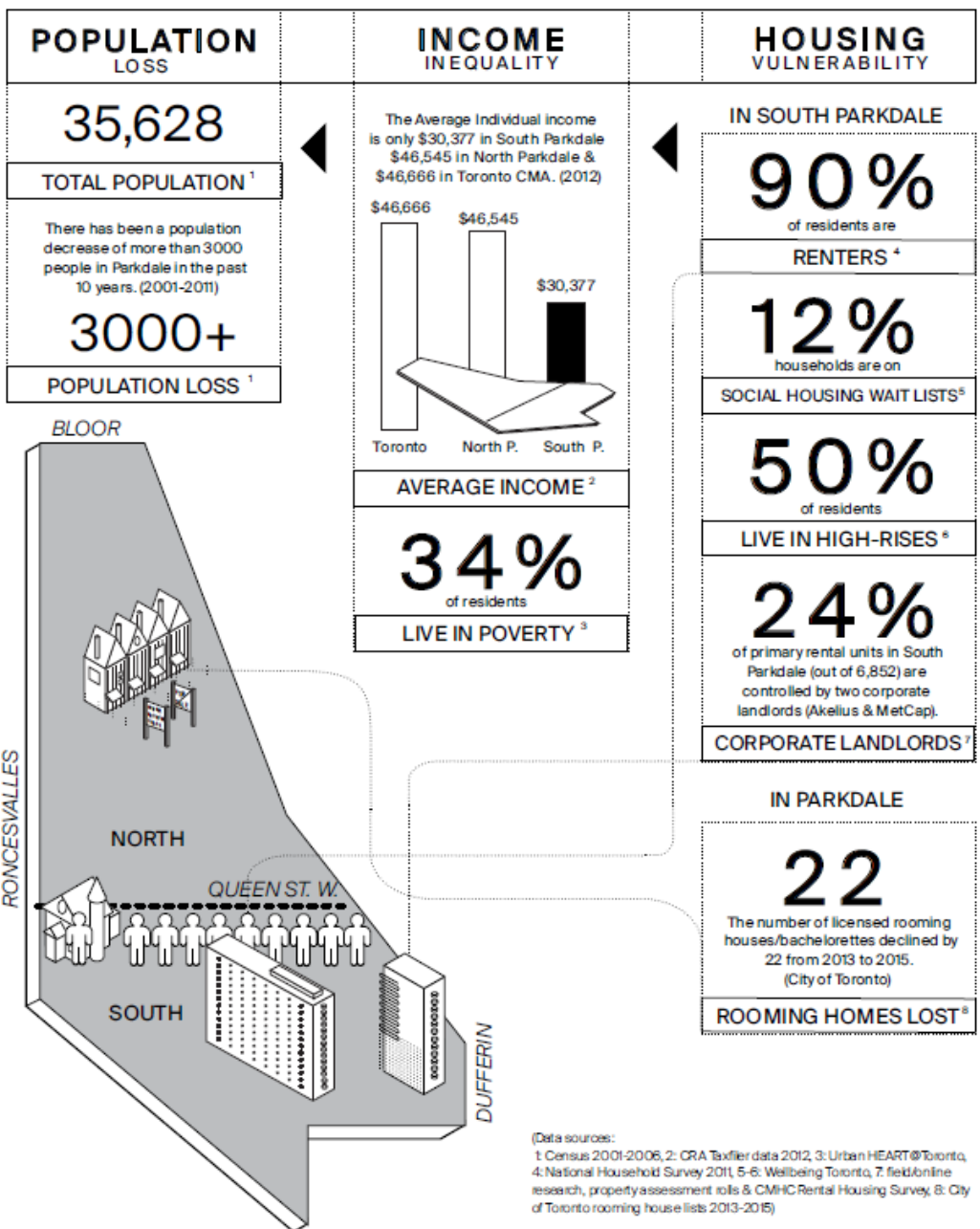




The pace & degree of gentrification and displacement in Parkdale



PARKDALE TODAY: A SNAPSHOT



(Data sources:
 1: Census 2001-2006, 2: CRA Taxfiler data 2012, 3: Urban HEART@Toronto,
 4: National Household Survey 2011, 5-6: Wellbeing Toronto, 7: field/online
 research, property assessment rolls & CMHC Rental Housing Survey, 8: City
 of Toronto rooming house lists 2013-2015)

b. Possibilities for forging equitable local economy



Beyond Bread and Butter

Toward food security in a changing Parkdale

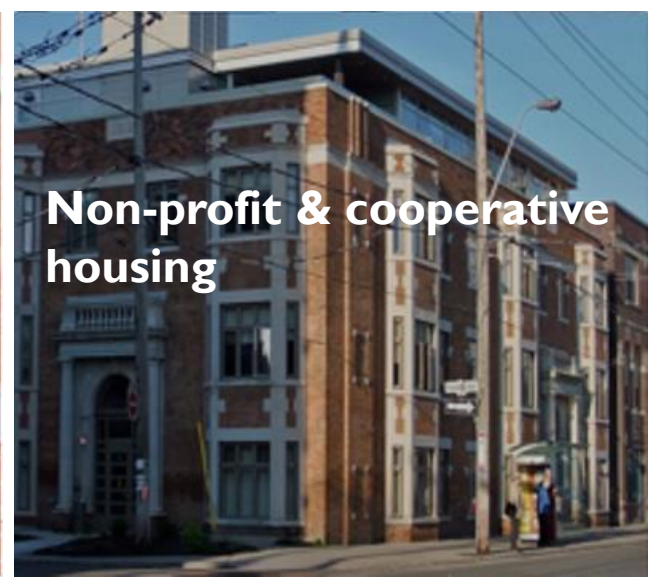
Prepared for Victor Willis, Executive Director of the Parkdale-Activity Recreation Centre

Prepared by: Chloe Richer, Sheila Htoo, Kunitomo Kamizaki, Mary Mallin,
Brendon Goodmurphy, Aderonke Akande, Aadila Molale

December 17, 2010



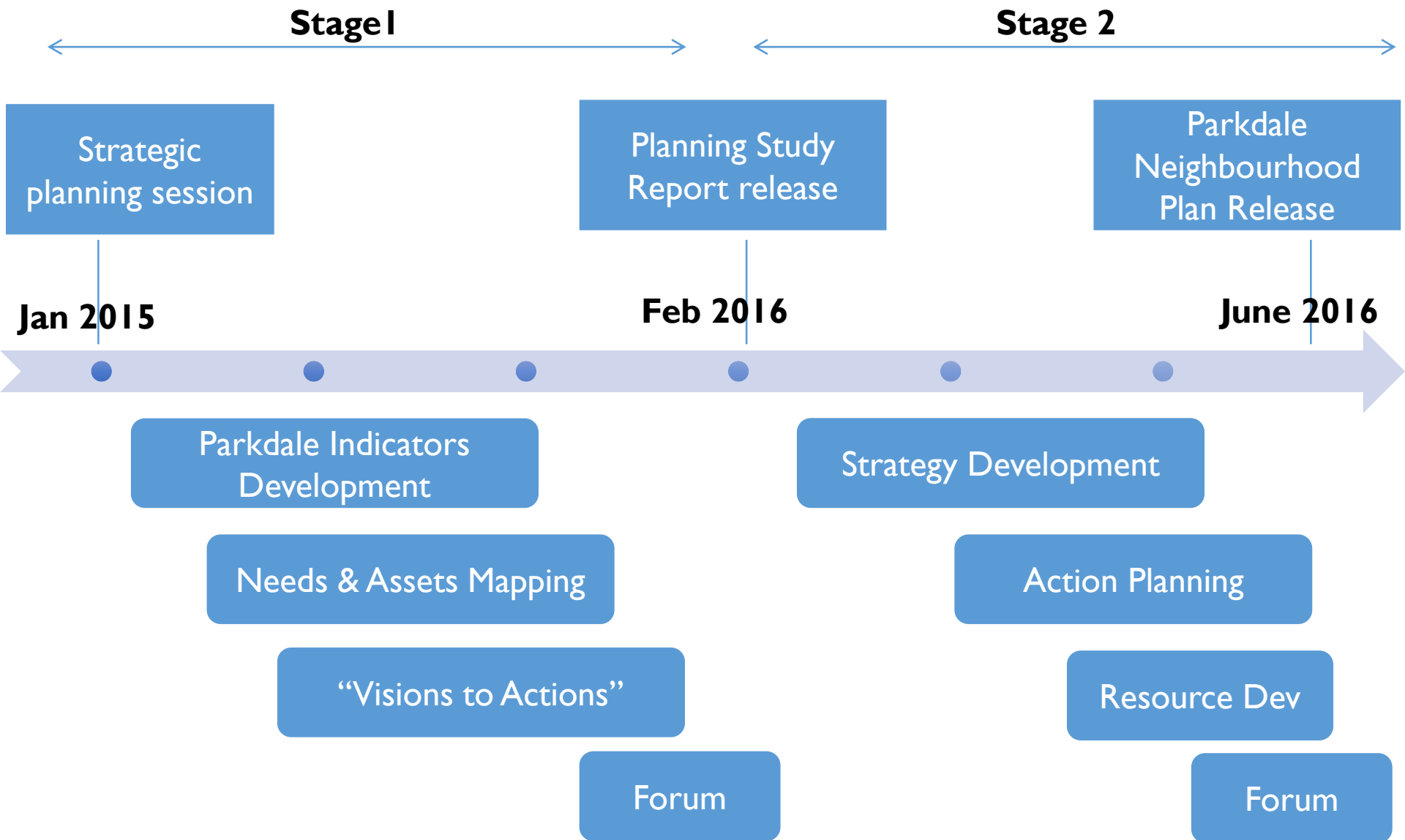
Existing diverse economic alternatives



How can we marshal existing assets and economic alternatives **as an integrated neighbourhood strategy**, not only to promote “**development without displacement**”, but also to proactively build a more **equitable local economy**?

3. PCED Participatory Planning Process

Project Timeline



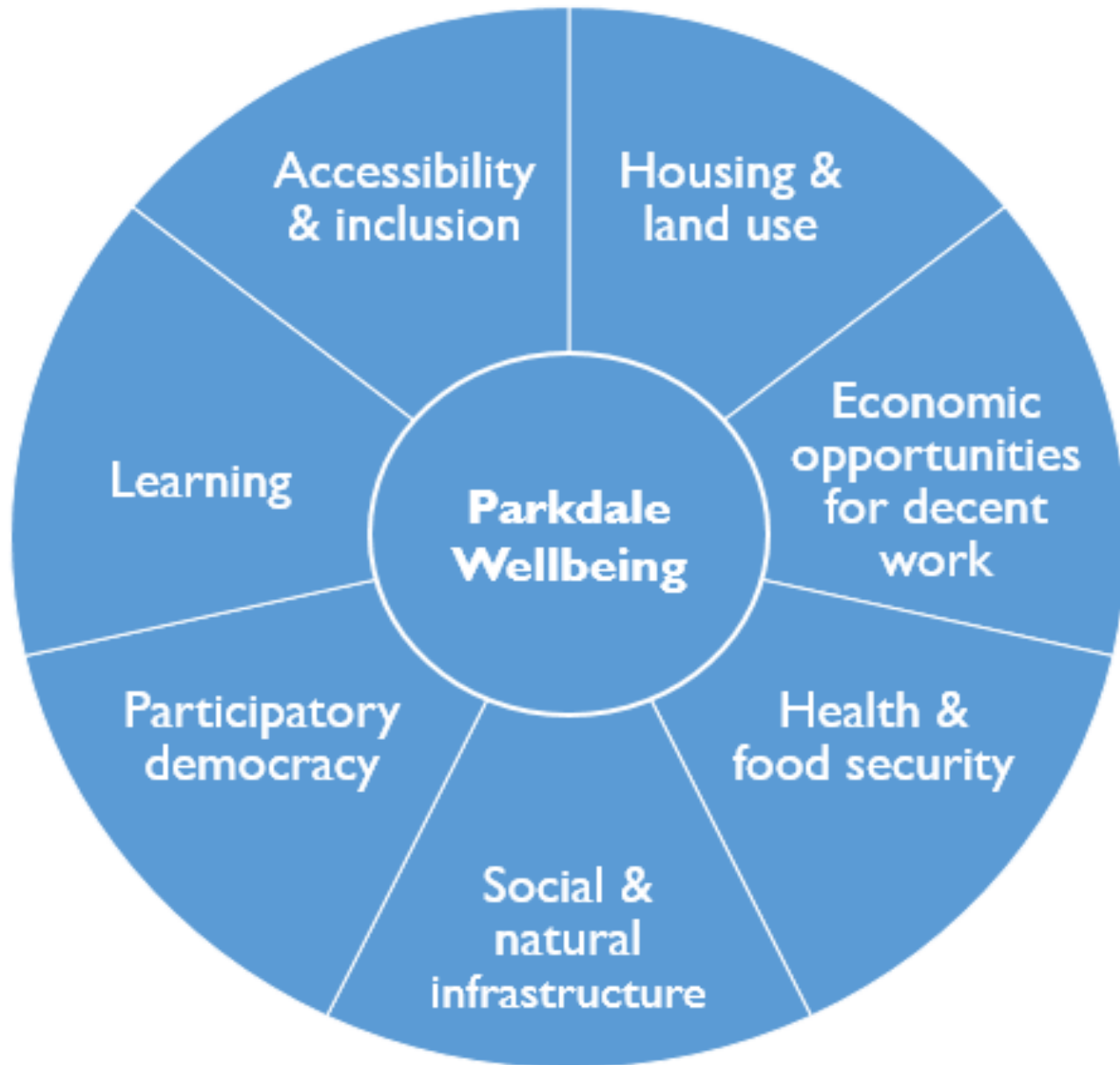
Parkdale Wellbeing Indicators (May – June)



What do we value about Parkdale?

What matters to wellbeing of Parkdale?

- 7 workshops with 97 participants
- Consulted with different groups:
(Tenants, Residents, Newcomers, Immigrants, Agency staff, Coop members, PARC members, steering committee members)



Local Economic Opportunities for Decent Work

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Diversity of Local Businesses	Local businesses providing non-entertainment and low Independent (non-chain) Businesses	Longitudinal		BIA	Property	Annual	unknown
	Immigrant-owned Businesses	Longitudinal		BIA	Property	Annual	unknown
	Average Commercial Rent or Assessment	Longitudinal		Business Survey*	Property		none
	Business Tenure (Owner vs Renter)	Longitudinal		BIA/Business Survey*	Property	Annual	unknown
	BIA Budget	Longitudinal		Business Survey*	Property		none
Economic Control	Local hiring by non-profit sector	City & long.		BIA	BIA	Annual	unknown
	Local procurement of goods & services in non-profit sector	Longitudinal		Non-profit Survey*	Property		none
	Bank fees paid by non-profit sector	Longitudinal		Non-profit Survey*	Property		none
Cooperative and supportive work environments	Peer/member-based employment opportunities	Longitudinal		Non-profit Survey*	Property		none
	Total revenue of non-profit agencies	Longitudinal		Canada Revenue Agency	Property	Annual	2011-2014
Economic Equity	Average Income	City & long.	QOLRS, CIW	Community Data	Census tract	Annual	2010-2013
	LIM-AT	City & long.	QOLRS, CIW, UH	Census/NHS	Census tract	5 years	2011
	Ratio of top to bottom income quintiles	City & long.	QOLRS, CIW	Census/NHS, Community D	Census tract	5 years	2001-2011
	Social assistance recipients	City & long.	QOLRS, CIW	Wellbeing TO	Neighbourhood	3 years	2008, 2011
	Working poor	City & long.	QOLRS	Community Data	Census tract	5 years	2006, 2011
	Unemployment rate	City & long.	CIW, UH	Census/NHS, Wellbeing TO	Census tract, Neigh	3 years	2001-2014
	Youth unemployment rate	City & long.	CIW	Census/NHS, Wellbeing TO	Census tract, Neigh	3 years	2001-2014
	Labour force participation rate	City & long.	QOLRS, CIW, UH	Census/NHS	Census tract	5 years	2001-2011
	Part-time vs Full-time work	City & long.		Census/NHS	Census tract	5 years	2001-2011
	Jobs based in Parkdale	Longitudinal		Community Data Cons.	Census tract	semi-annual	2007-2015
	Job creation	Longitudinal		TESS	TESS area	Annual	unknown
	Child care spaces	Longitudinal	CIW	Open Data Toronto	Property	Current period	Monthly
	Access to child care subsidy	Longitudinal		Wellbeing TO	Property	unknown	2008
Time	Commute times	City & long.	QOLRS, CIW	Census/NHS	Census tract	5 years	2011
	Work-life balance	Longitudinal		Community survey			none

Needs & Assets Mapping (July –Oct)



What are key issues in Parkdale?

What strengths does Parkdale have?

- 9 workshops with +90 participants
- Consulted with different groups:
(Tenants, Residents, Newcomers, Immigrants, Agency staff, Coop members, PARC members; Youth; Parent Network)

**Health &
Food
Security**

**Housing &
Land Use**

**Decent
Work &
Economic
Opportunities**

**Social
infrastructure**

**Cultural
Development**

**Participatory
Local
Democracy**

**Community
Financing**

“Visions to Actions” Planning (Nov)



How can we realize community visions?

What community action can we take to achieve them?

- 3 workshops with 74 participants
- Mixed group setting to encourage mutual learning

PARKDALE COMMUNITY
ECONOMIC DEVELOPMENT (PCED)
PLANNING PROJECT

PARKDALE PLANNING STUDY

BUILDING A FOUNDATION
FOR DECENT WORK, SHARED
WEALTH BUILDING AND
EQUITABLE DEVELOPMENT IN
PARKDALE

SUMMARY OF REPORT

FEB 2016

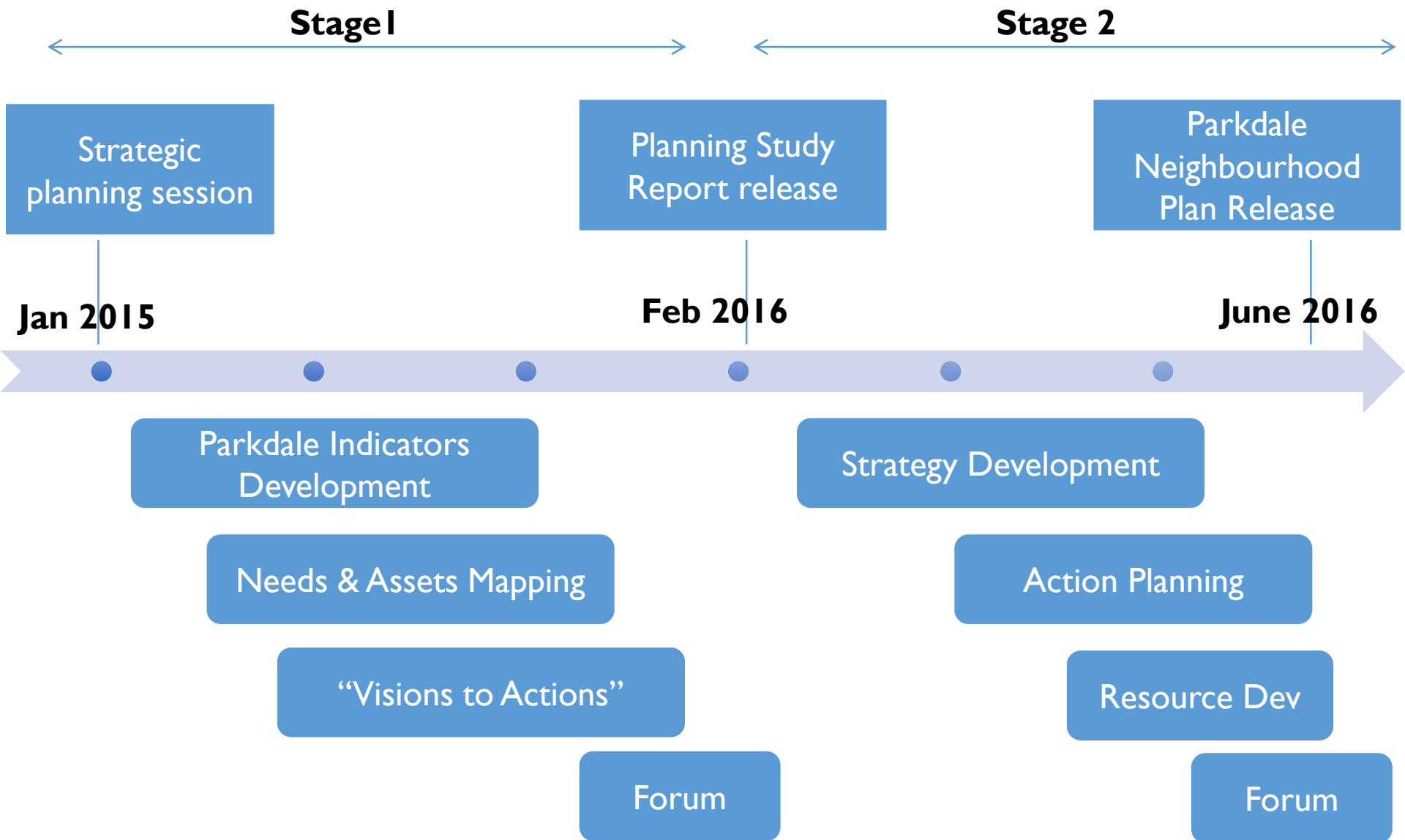
Parkdale Community Forum

February 27 Sat 1:30–4:00 pm at Parkdale Public Library

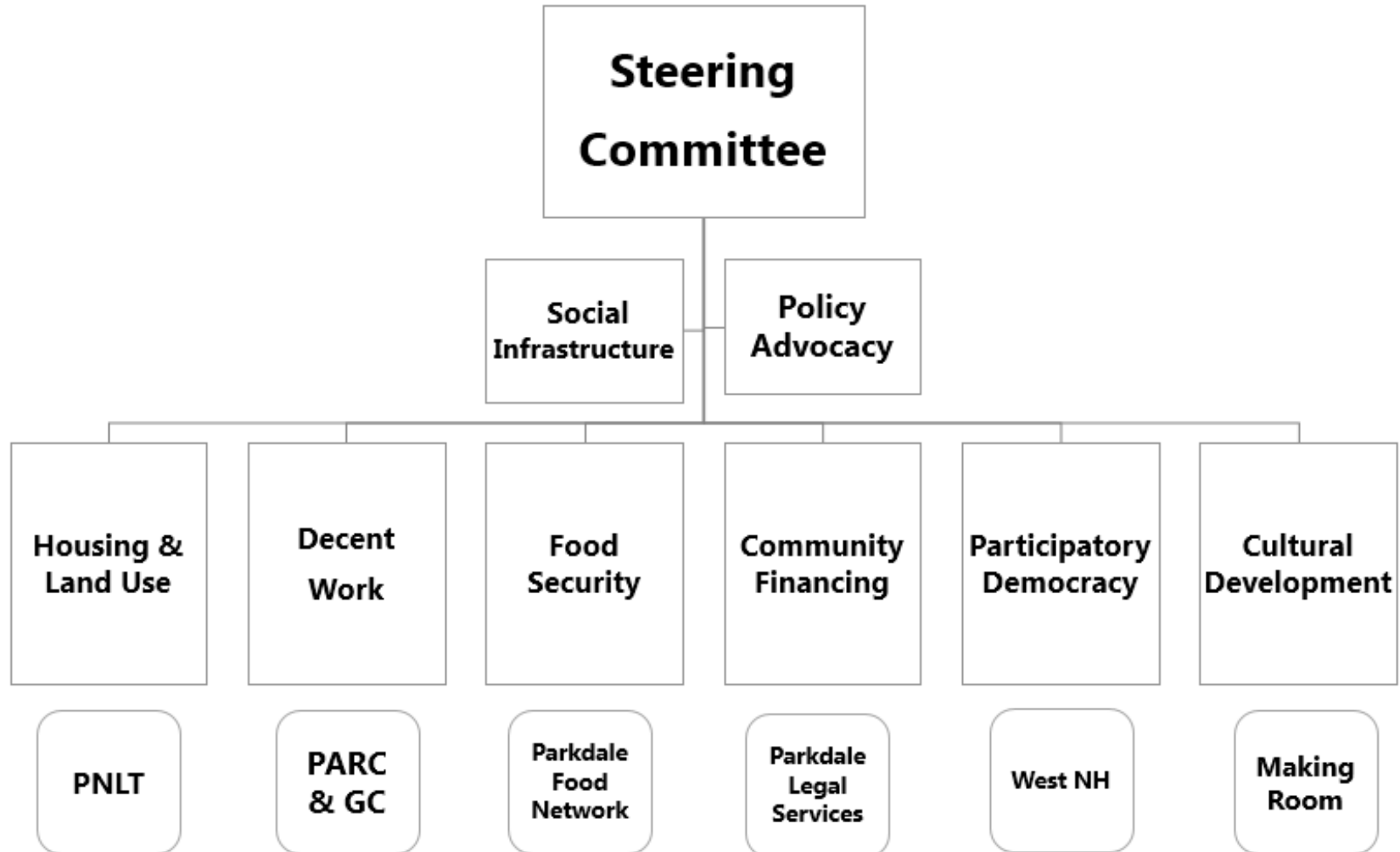
Report Launch: over 120 residents and community stakeholders got together to learn outcomes and findings from the one-year participatory planning and community visioning for the future of Parkdale.



Project Timeline



Neighbourhood plan development & further organizing



3. Highlights of key outcomes



PARKDALE COMMUNITY
ECONOMIC DEVELOPMENT (PCED)
PLANNING PROJECT

PARKDALE PLANNING STUDY

BUILDING A FOUNDATION
FOR DECENT WORK, SHARED
WEALTH BUILDING AND
EQUITABLE DEVELOPMENT IN
PARKDALE

SUMMARY OF REPORT

FEB 2016

- **Identified 37 promising directions for Parkdale**
- **Creating a Parkdale Plan with City's Toronto Strong Neighbourhood Strategy**

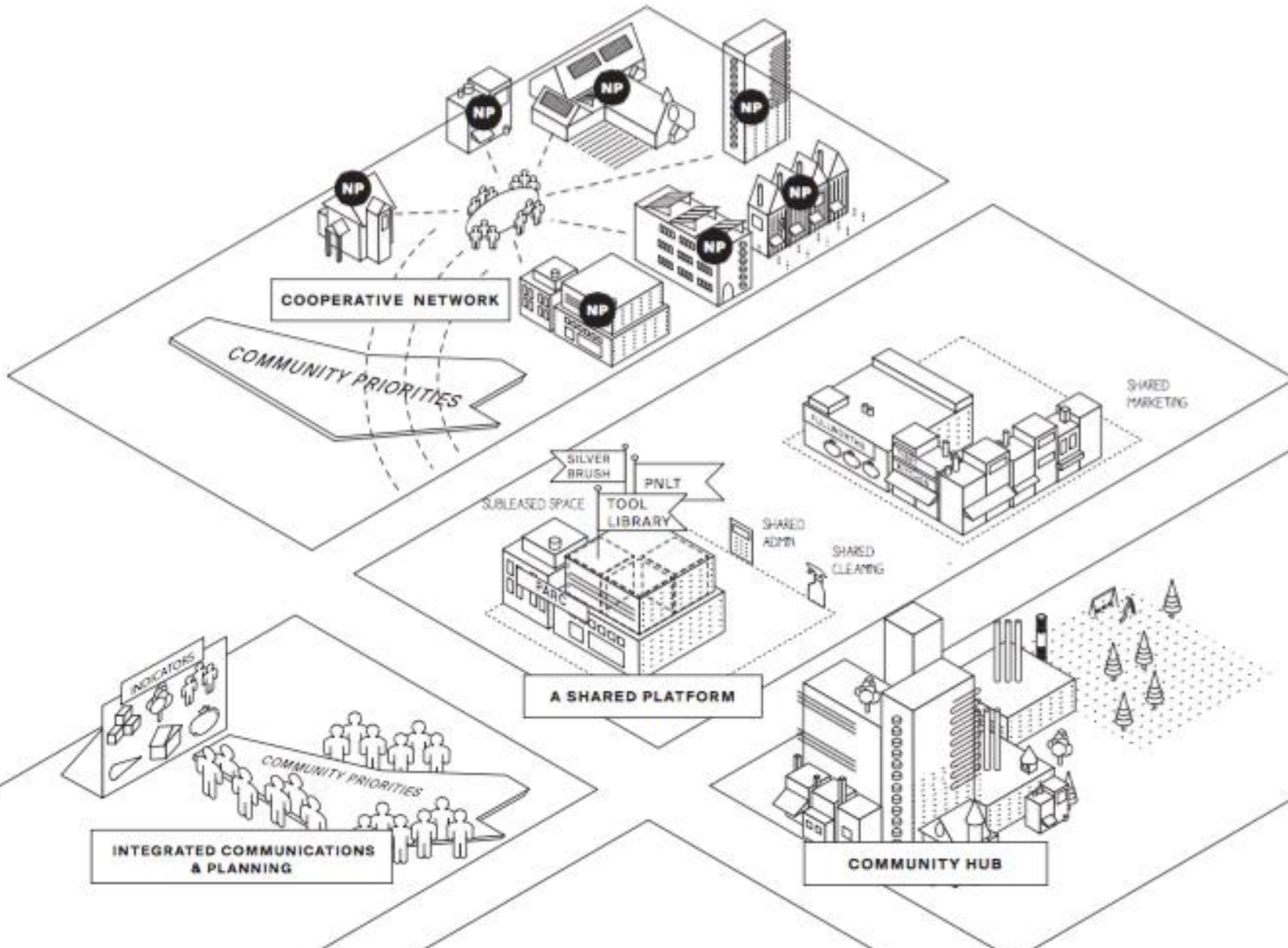
(3) Decent Work and inclusive economic opportunities

Vision: Increase community influence and ownership over economic resources to create decent work, establish pathways to inclusive economic opportunities, and keep money flowing back into the community.

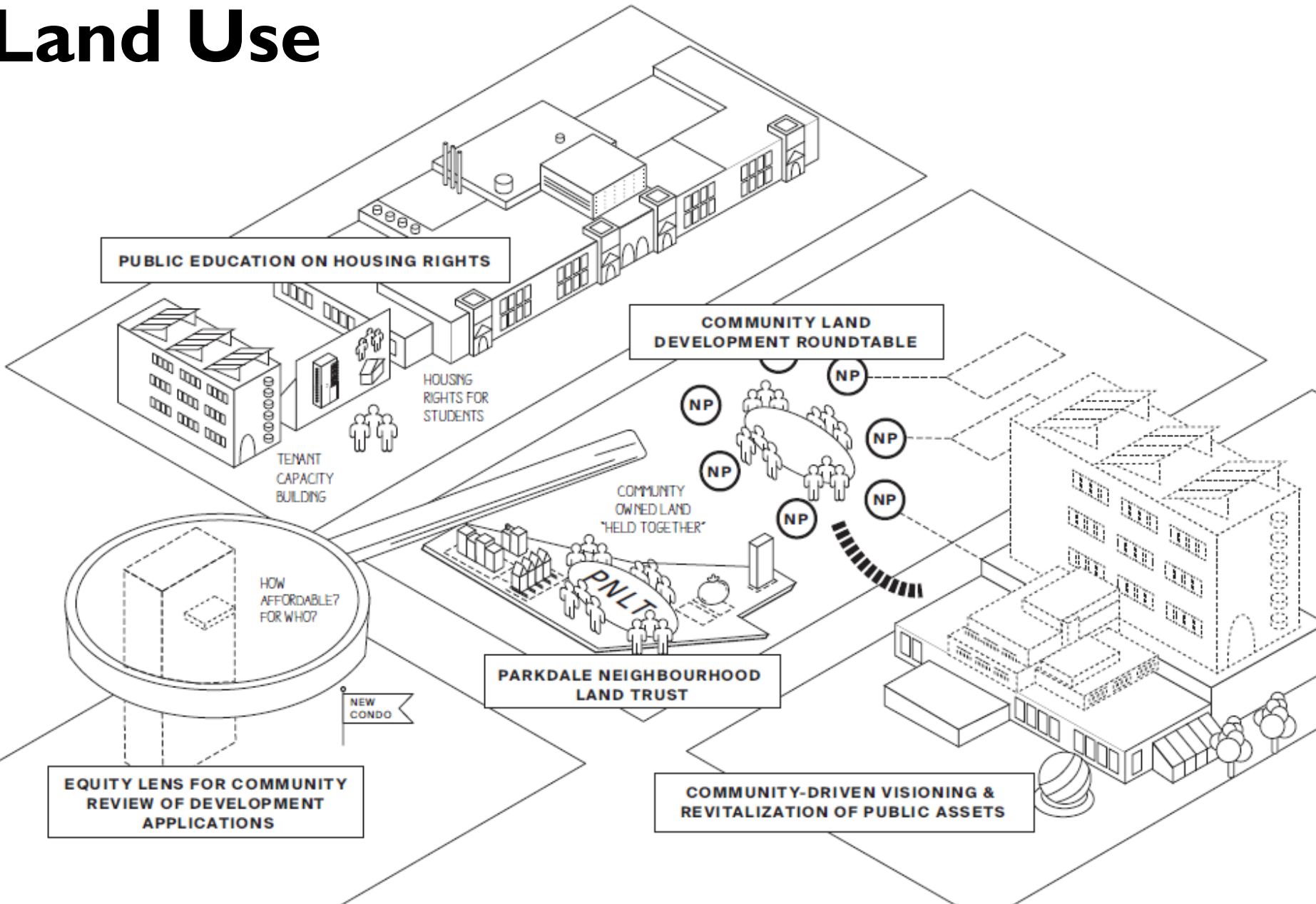
Lead organizations: PARC (<http://parc.on.ca/>) and Greenest City (<http://greenestcity.ca/>) through the Co-op Cred program (<http://www.coopcred.org/>)

#	Direction	Timeframe	Priority	Who	Governments	Resource
1	Develop a community skills inventory as a neighbourhood-based portal to match community members' skills and work aspirations with local work needs, training and mentorship opportunities	Mid-term	Medium	PARC, PCLS, PCIC, BIAs, employment agencies, Working for Change, residents association	TESS, Parkdale library	Wellesley Institute; Catherine Donnelly Foundation; TESS Job Incentive Program; Aviva Community Foundation
2	Integrate the equity lens into the priorities and practices of the Parkdale Village BIA	Short-term	High	BIAs; Community Engagement committee; local businesses, PCLS	Economic Development, SDFA	In-kind, OTF Seed Grant
3	Protect affordable commercial spaces to achieve a commercial mix built on socio-economic and cultural diversity	Mid/long-term	Low	PNLT, BIAs, Artscape	City Planning, Tower Renewal, TCH	
4	Define community benefits and local-serving in commercial development to prioritize equitable interventions and business support	Long-term	Low	PNLT, PCED Steering Committee, Interim CPB	Economic Development, City Planning, MPAC	Atkinson (through a broader exploration of Community Benefits framework)
5	Create a technical assistance program and information for enterprise development and self-employment	Mid-term	Low	BIAs, WNH, local businesses, social enterprises	TESS	
6	Link housing development and management with decent work	Short/Mid-term	Medium	PNLT, WFC, Silver Brush, housing organizations	SDFA, Ministry of Environment, MMAH; AHO	Rooming House Retrofit fund (AHO); MoE Energy Retrofits; CMHC
7	Explore partnerships with local anchor institutions to leverage their procurement and hiring capacity for decent work and community benefits	Long-term	High	PCED Steering Committee, Anchor institutions, Atkinson Foundation,	SDFA	Atkinson Foundation
8	Parkdale workforce development strategy that emphasizes supportive transition and learning	Long-term	High	PARC, PCHC, WNH, PIA, PCIC, PCLS, etc	TESS, SDFA, ODSP office,	Atkinson Foundation, Metcalf Foundation, Toronto Enterprise Fund, Cooperators Foundation

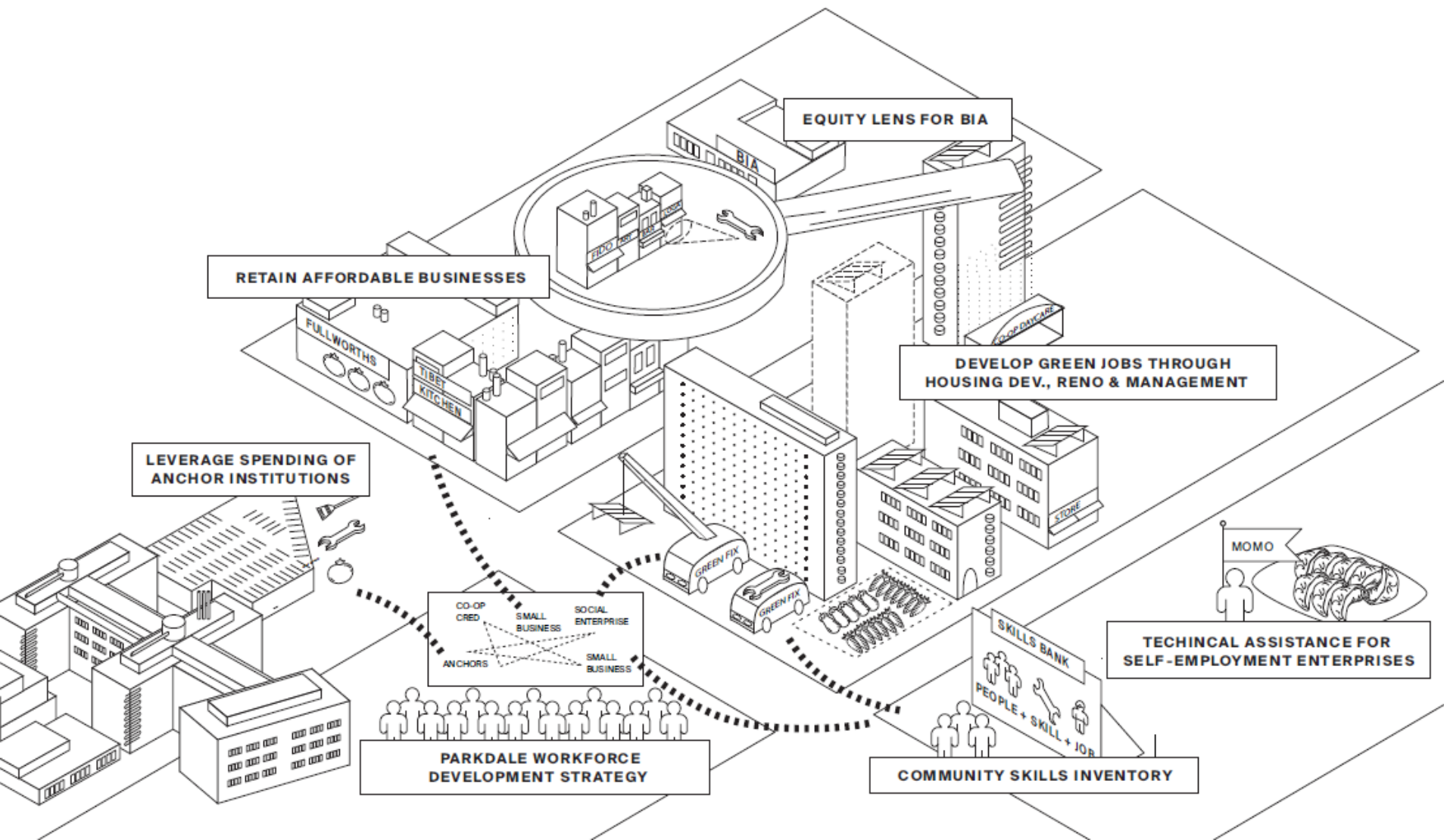
Directions for Social Infrastructure



Directions for Affordable Housing & Land Use



Directions for Decent Work & Inclusive Economic Opportunities



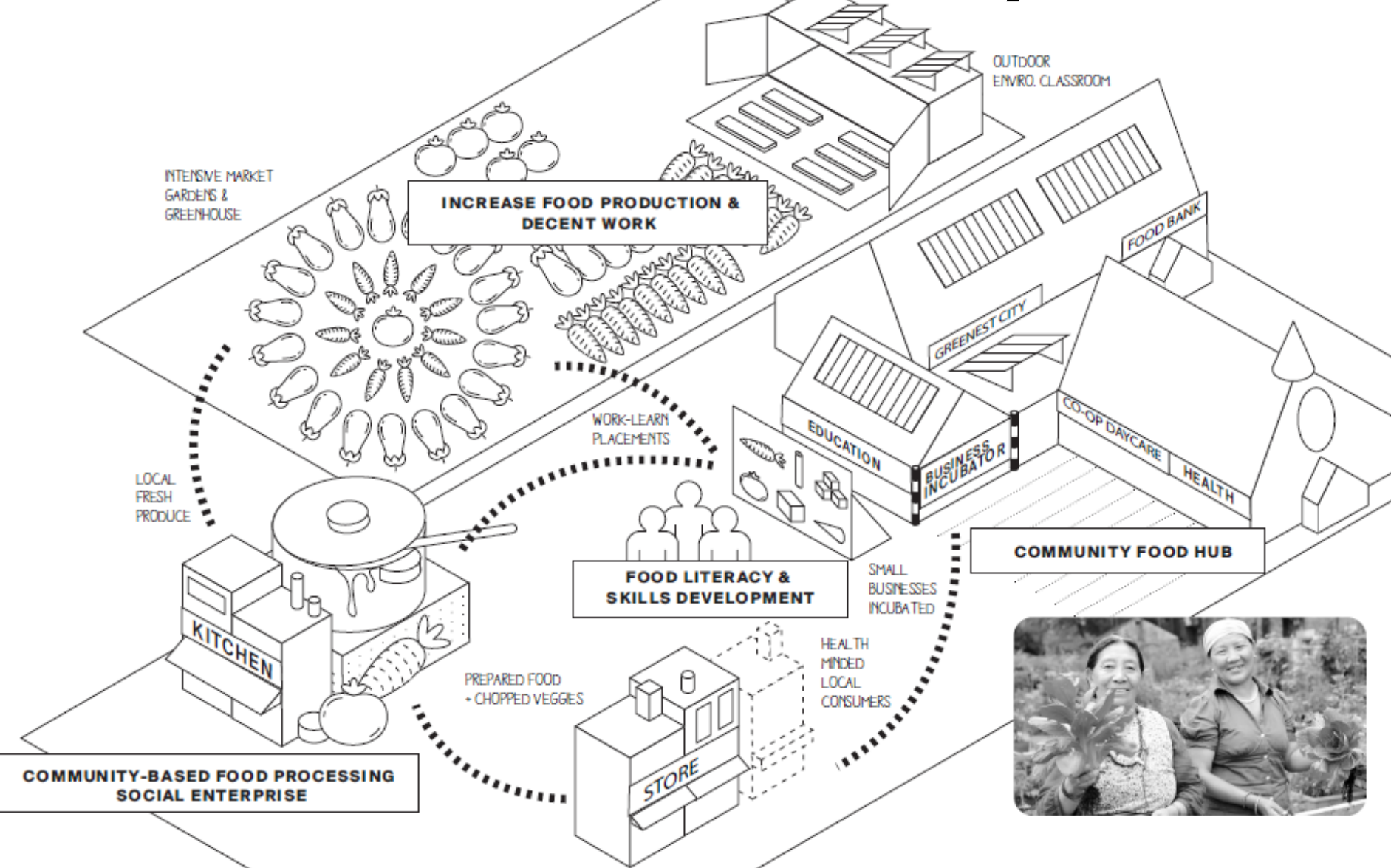


Possibilities of harnessing anchor institutions

2011

NO SMOKING

Directions for Food Security



A proposed community food hub site



First acquisition by Parkdale Neighbourhood Land Trust, the Toronto's first Community Land Trust



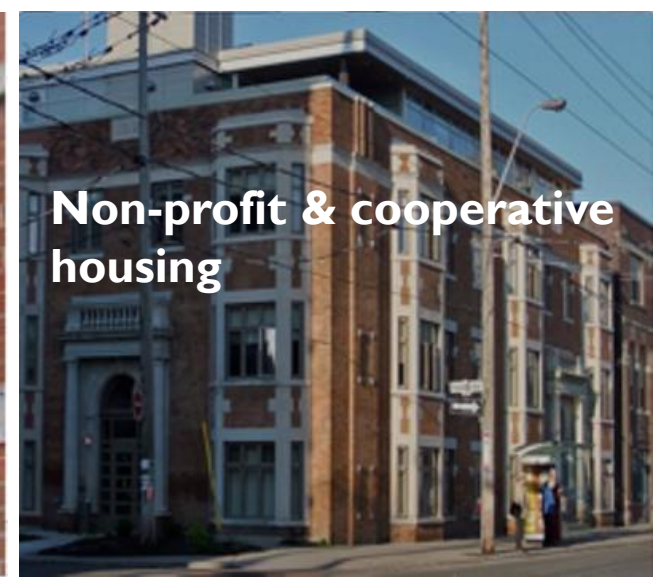
4. Enabling conditions

Parkdale's culture of collaboration





Existing diverse economic alternatives that push the limits of what's possible



Engaged research for organizing



- **Combine with participatory planning process**
- **Foreground collective learning process to inform collective action**
- **Name particular political opportunities to seize for action**

The Parkdale People's Economy Project

*About innovative community initiatives
in Parkdale, Toronto*



[Home](#) [About PPE](#) [Planning & Shared Wealth](#) [Co-op Cred](#) [Community Land Trust](#) [Food Flow](#) [Food Network](#) [Reports](#) [Contact Us](#)

Planning & Shared Wealth

The Parkdale Community Economic Development (PCED) Planning Project is an 18-month neighbourhood-wide planning initiative for Parkdale. Supported by the Atkinson Foundation, the PCED project is led by Parkdale Activity-Recreation Centre (PARC), with extensive collaboration among over 25 organizations working in Parkdale. The project combines community action research, stakeholder engagement, and participatory planning to develop future visions of Parkdale, and community strategies to realize them. The project goal is to create a Parkdale Neighbourhood Plan for decent work, shared wealth building, and equitable development.

Categories

- [Co-op Cred](#)
- [Community Food Flow](#)
- [Community Land Trust](#)
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- Led by the Tamarack Institute
- Pan-Canadian learning community and collective impact movement focused on place-based poverty reduction
- Network of 50+ members nationwide who reduce poverty at municipal, provincial, and federal levels

“We want less poor not better poor”

- Paul Born, Founder, Tamarack Institute

Deepening Community

RE-IMAGINING CITIES | RE-ENGAGING CITIZENS



Deepening Community– Re-Imagining Cities | Re-Engaging Citizens

- Led by the Tamarack Institute
- Explores programs, policies and practices that strengthen communities and neighbourhoods and mobilizes citizen leadership to enhance social capital
- A network of people who are partnering with Tamarack to explore the unique role that neighbours, neighbourhoods and communities play in creating positive futures.

Upcoming Webinar

Neighbourhood-Based Strategies for Poverty Reduction: The 1,000 Families Initiative

Thursday, November 10, 2016 | 12:00 - 1:00 p.m. EST

United Way of the Alberta Capital Region has declared an audacious goal of raising 1,000 families out of poverty. How are they going to make it happen?

1. By focusing on five core neighbourhoods
2. By building on existing assets - the gifts, talents and resources in the community
3. By bringing more community capacity to the table
4. By committing to and investing in this goal in a big way, no matter how hard or complex
5. By organizing ourselves to grow and sustain the effort over the long haul

Join the webinar with Anne Smith, CEO of United Way of the Capital Alberta Region, and Anna Bubel, Consultant and Researcher on Community Development Corporation models, to explore the origins and evolution of the 1000 Families Initiative: naming the people, paradigms, programs, and partners that will make it happen...

Register Here:

http://events.tamarackcommunity.ca/neighbourhood_based_strategies_reduce_poverty_1000_families



Upcoming Webinar

Neighbourhood-Based Strategies for Poverty Reduction: Baltimore's Promise Neighbourhood Approach

Thursday, December xx, 2016 | 12:00 - 1:00 p.m. EST

The purpose of Promise Neighborhoods is to significantly improve the educational and developmental outcomes of children and youth in our most distressed communities, and to transform those communities by identifying and increasing the capacity of eligible entities that are focused on achieving results for children and youth throughout an entire neighborhood."

In conversation with Michael McAfee and Stacey B. Stephens, we will address how Baltimore is successfully working at the neighbourhood level and discuss how this approach engages low-income families and empowers them to take leadership on decision-making. We will explore the key ingredients to Baltimore's success, and the case for a neighbourhood approach to poverty reduction.



Register Here: events.tamarackcommunity.ca/neighbourhood_based_strategies_reduce_poverty_Baltimore



Evaluating Community Impact

CAPTURING AND MAKING SENSE OF
COMMUNITY OUTCOMES

November 15-17, 2016 | Hamilton ON

Evaluating Community Impact is a three-day workshop intended to provide those who are funding, planning and implementing community change initiatives with an opportunity to learn the latest and most practical evaluation ideas and practices.

Learn more and register for this event:

http://events.tamarackcommunity.ca/eci_hamilton

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Thank You!

Please send questions, comments, and feedback about this webinar to:

devon@tamarackcommunity.ca

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