



Toronto City Summit Alliance

Overview

The Toronto City Summit Alliance is a coalition of civic leaders from the private, labour, voluntary and public sectors in the Toronto region, as well as a network of hundreds of volunteers. Formed in November 2002, TCSA strives to address the challenges that may adversely affect the region's economic prosperity and quality of life.

Regional Priorities

Since its creation two years ago, the TCSA has developed a broad regional agenda for the Greater Toronto Area (GTA) that is focused on the following issues:

- Economic Development
- Social and Physical Infrastructure
- Municipal Strength and Finance
- Immigration
- Arts and Culture
- Affordable Housing

One of the coalition's first major accomplishments was the release of a well publicized and influential report entitled, *Enough Talk: An Action Plan for the Toronto Region*. This report was groundbreaking because it clearly defined the GTA's challenges and provided bold solutions for them. For example, the TCSA urged the Ontario Provincial and Federal Governments to create a new fiscal deal for Toronto and other major cities. A 'new deal for cities,' the TCSA argued would require the federal and provincial governments to provide Canada's major cities with more tax revenue and relieve the municipalities from taxes imposed by senior levels of government, such as the provincial and government sales taxes. The report also recommended that the Province of Ontario, in consultation with the City of Toronto and regional municipalities establish a Regional Transportation Authority, increase funding for physical infrastructure and work formally with an emergent alliance of regional research centers to attract new business, build research capacity and increase commercialization.

Since the release of the *Enough Talk* report, the TCSA has worked hard to demonstrate widespread support for its recommendations

ORGANIZATIONAL SNAPSHOT

Type of Organization

Multi-sector: Led by clear partnership of business, government, civic and/or community leaders

Unit of Membership

Individual - as organizational and sectoral representatives

Number of Members

2003: 52
1998: N/A

Membership by Company Size

(Many not-for-profit organizations)
Small Companies: 85%
Mid-sized Companies: 8%
Large Companies: 7%

Dues Determined by

No dues or fees; asks for ad hoc donations from member or non-member organizations. The largest donation received was \$60,000; the average donation is \$10,000.

Annual Operating Budget

2003: Less than \$500,000
1998: N/A

Staff Members (FTE)

2003: 2.5
1998: N/A

Board Members

2003: 8

Regional Priorities

New Fiscal Deal for Cities; Physical and Social Infrastructure; Tourism; R&D; Education; Arts and Culture; Immigration

STRONG NEIGHBOURHOODS TASK FORCE

In May, The Toronto City Summit Alliance launched the Strong Neighbourhoods Task Force in partnership with United Way of Greater Toronto and the City of Toronto. The Task Force will bring together private and community sector leaders, representatives from the City of Toronto, and the Governments of Ontario and Canada.

The Task Force will work to solve the challenges facing Toronto's highest need neighbourhoods. Much of the Task Force's work will be focused on issues such as poverty and income inequality, demographic changes, integration of newcomers, and the declining capacity or lack of neighbourhood-based community services.

Task Force members will analyze research findings on Toronto's highest-need neighbourhoods, set priorities for neighbourhood-based community service investment, and develop recommendations and strategies for implementation of a tri-partite agreement.

Source: TCSA Strong Neighbourhoods Task Force "Draft Terms of Reference," November 2003.

to senior government officials. For example, the coalition was able to get 216 top leaders from the business, local government and the nonprofit sectors to sign a letter of support urging the prime minister and premier of Ontario to endorse the TCSA recommendations contained in *Enough Talk*.

In addition to publishing their report and partnering on smaller initiatives, the TCSA has been able to take several of the organization's ideas and spin them off into larger initiatives and projects. For instance, one of the TCSA's priorities is to better integrate immigrants into the social and economic fabric of the GTA. As a result, it helped launch the Toronto Region Immigrant Employment Council (TRIEC). Started in September 2003, TRIEC is a multi-stakeholder council that works to improve access to employment for immigrants in the Toronto region so that they are better able to use the skills, education, and experience they bring with them. According to the TCSA, TRIEC has been able to move ahead with several initiatives such as internship and mentorship programs — thanks to enthusiastic participation from private and public sector employers, colleges and universities, community organizations, assessment service providers, organized labour, occupational regulatory bodies, foundations, and all three levels of government: federal, provincial and regional/municipal.

Another priority of the TCSA is to strengthen the regional economy by increasing the level of research and innovation, as well as the rate of commercialisation of all research. In an effort to facilitate this, the TCSA created the Toronto Region Research Alliance (TRRA). Founded in 2003, TRRA's mission is to make the Toronto region a world-leading center for research and research-driven industry. TRRA consists

TORONT03 ALLIANCE

The world outbreak of Severe Acute Respiratory Syndrome (SARS) had a devastating effect on the City of Toronto's economy. SARS reduced tourism to the city, costing it hundreds of millions of dollars in lost revenue.

In hopes of building up Toronto's tourism industry again, TCSA created the Toront03 Alliance, a public-private partnership focused on generating tourism to Toronto through strategic marketing and communications, branding and public relations. T03's efforts were funded by a \$10 million contribution from the federal government and \$1.22 million in donations from the private sector, including \$200 thousand from each of the five major banks. T03 estimates that its investment generated roughly \$70 million in visitor spending.

Source: Toront03 Alliance

of members from the public and private sectors involved with research and the commercialization of research from the following sectors:

- Universities
- Colleges
- Teaching hospitals
- Private research institutes
- Leading companies
- Financial institutions
- Venture capital firms
- Municipal, provincial and federal governments

One of the first activities of TRRA (with pro bono research assistance from The Boston Consulting Group) was to analyze the Toronto region's performance in the areas of research capacity, commercialization, and marketing of the region's research and development capacity. It is currently working to formalize and institutionalize its own structure and to set regional priorities with its stakeholders.

More recently, TCSA has established the Affordable Housing Coalition. The coalition consists of representatives of social agencies, private sector builders and rental housing owners, financial institutions, supportive care agencies and representatives from across the GTA. The goal of the Affordable Housing Coalition is to assist the government in promoting affordable housing solutions in Toronto. In February of 2004, along with the City of Toronto, it launched the "Make Housing Happen" campaign, which consisted of posters in bus shelters and on public recycling bins, along with buttons and a website. The goal of this campaign was to raise awareness of the issue of affordable housing with the public and to draw attention to the TCSA's recommendations in *Enough Talk*.

The most recent initiative of the TCSA was the Task Force on Modernizing Income Security for Working Age Adults (MISWAA). The Task Force was struck by the overwhelming evidence that current policies and programs related to income security

do little to realize and sometimes run contrary to their objective of supporting adults in gaining economic independence and a stable attachment to the labour market. The Task Force will create a roadmap for change and put forward a set of policy recommendations that would transform the income security system into an effective one for working age adults. Armed with its roadmap for change, the Task Force will dedicate itself to seeing that it's implemented.

Organizational Structure

Remarkably, TCSA has only two and a half full-time staff members, an annual operating budget of approximately \$300,000 and a volunteer advisory board. Therefore, much of TCSA's work has been accomplished through convening, volunteerism and in-kind contributions by partner organizations (i.e., cash, office space, resources, etc.). The coalition is in the process of raising more money for its efforts and is constantly working hard to maintain a flexible organizational structure that allows it to be effective at implementing its goals.