

"A City That Works for All of Us"

Toronto Mayor Barbara Hall
Address to the Canadian Club
October 14, 1997

Good afternoon. I'd like to thank Nalini Stewart and the Canadian Club for providing a forum to discuss the challenges facing the new City of Toronto as we approach the millennium.

We have an exceptional group here today. But I'd particularly like to acknowledge my campaign Co-Chairs, Libby Burnham, Senator Keith Davey, and Michael Lewis.

Your support gives me confidence for November 10th.

On January 1, 1998 the new City of Toronto will be the 4th largest city in North America.

Only New York, Los Angeles and Chicago will be bigger -- not exactly great role models.

With 2.3 million citizens, 55,000 civic employees and a budget of \$6.4 billion, this government will be the 5th largest in Canada.

This is an extremely critical moment in our history.

Frankly, I'm concerned about the future of our city, and that's why I'm running for mayor.

Our new Toronto is going to need a mayor we can trust -- trust to preserve our neighbourhoods.

We're going to need a mayor who will provide leadership to the new council, a concensus builder, a mayor who can work with all 56 councillors, a mayor who can build a team.

We're going to need a mayor who will treat all parts of the city equally.

We're going to need a mayor we can be proud of. Clearly there's a lot at stake.

In the early 1990's Toronto went through one of the worst recessions in this century. Unemployment soared, commercial development virtually stopped, and poverty increased.

Since I've been mayor our city has been recovering: We have thousands of new jobs, and cranes are once again visible on our skyline.

Prosperity is slowly but surely coming back. But the recovery is not complete.

Thousands of our friends and neighbours live under incredible stress, and there is a growing gulf between the haves and the have-nots. We have homeless people, and too much crime. We have children, children and babies, living in poverty.

These are complex problems that won't disappear just because you don't "see" them. Nor can they be exported across the city line.

Those are the kind of complex challenges that I have faced as mayor of Toronto and those are the kind of challenges that will land on the desk of the new mayor.

Let's face it, the current provincial government is the most anti-urban provincial government in generations.

This is a government that has attacked the programs and institutions that have helped to make our cities work.

Community hospitals, rent control, affordable housing, social programs, are all on the way out.

The Harris - Lastman answer is simple: downloading.

The Harris answer: make Toronto pay.
and the Lastman answer - make it go away.

Harris/Lastman -Tweedledum Tweedledee

I don't think our problems are that simple.

We need a mayor for the new Toronto who understands the way this urban area works. Who can work with, not fight with, the mayors of the entire region.

We need a mayor for the new Toronto who has a vision of the city's future. We need a mayor who has the energy and commitment to the job to handle the sheer volume of work that will come her way.

We need a mayor who will be a leader - not someone who waits to be asked.

The new mayor can't run a one-man show.

I will involve everyone: Councillors, communities, business people and most importantly, citizens.

I want to be your Mayor. Here's why:

I have a strong record – a record I am proud of:

- I've made city government more efficient.
- I've encouraged major new development.
- I've continued to provide essential services despite revenue cuts.

– And I haven't raised taxes in five years.

I work with people. I believe in the potential of our new city.

I'm determined to make it work – for all of us.

That's what you can expect from Barbara Hall.

As Mayor of Toronto I had three goals: to manage the city better, to restore economic vitality and to preserve the quality of life that makes us all want to live here.

In spite of significant reductions in funding from the province, we maintained essential public services, while holding the line on taxes *for 5 years*.

Meanwhile, I led a reorganization of City government - the most significant in forty years - that saved money and cut red tape.

Instead of thirteen fractious departments, we now have a tight 4 person management team, a greatly reduced number of senior managers and stronger service levels. – Not a bad lesson for the new City.

Since becoming mayor I have spent a lot of time working to keep Toronto business thriving and to bring new business to the city. The evidence shows, it has paid off.

Clearly that most significant new development in the GTA is the \$1 billion Railway Lands Development approved unanimously by council last week, This will create an entire new residential neighbourhoods of 5500 units – with the community infrastructure paid for – a good size city on the edge of downtown.

Another, of my most successful initiatives - the Kings Revitalization - reduced red tape and made development and conversion easier.

I'm proud to report that in King Spadina \$54 million is being invested in new construction and \$17.7 million at King/Parliament. And more projects are in the works

This has restored new life to old neighbourhoods and created a lot of good jobs in the process.

That's the kind of redevelopment and initiative that I want to see happen all across the new City.

We've made new projects happen. From the rejuvenation of Yonge Street to the stockyards, to the Raptors' new Stadium,

It's contagious.

The value of building permits issued is up by 34% since 1995.

New buildings mean new jobs: unemployment is coming down.

Industrial and commercial investment is almost one hundred million dollars - compared to just twenty million dollars in 1994 when I became mayor.

Office vacancies are down, tourism is skyrocketing - over 23 million people visited us this year. Our film and television industry is booming - 19% growth each year for the last 5 years. Arts and culture is expanding.

I'm very proud of those numbers - and I don't want to see that growth end in our new city.

Over the past three years I haven't ignored social and safety issues.

From setting up the Survival Fund to help those most hurt by the province's social spending cuts, to initiatives designed to make our streets safer 24 hours a day, the record of the last three years is one I am proud of.

We've developed housing for the homeless.

We formed a law enforcement committee to ensure a rapid response to neighbourhood safety problems like after hours clubs and crack houses.

I worked with Alan Rock for gun control, While my opponent's backer, Mike Harris, is currently in court fighting gun control law implementation.

Facing our social challenges, not ignoring them must be how our new City works.

I'd like to talk now about what I see as some of the advantages of our new City.

Toronto is the economic engine of Canada and the combined strength of six municipalities will make this new city a more significant economic force internationally.

Toronto is uniquely positioned in the international marketplace. No other city has a multi-lingual skilled workforce.

Our diversity is a major edge in international competitiveness and can help us attract new foreign investment and trading partners.

Whether you're seeking markets in Peru or Punjab, Toronto has a "sales force" to show the way.

Building on our strengths in this area, we need to help Toronto businesses – particularly small and medium sized businesses – to reach international markets.

This is where a city government can and should help. We can use Toronto's name on the international stage to open doors and provide businesses with support and assistance.

That is something that I have done during my term as Mayor – helping to sell banking services and insurance in China, design and construction in Taiwan, and Skydome technology in Germany.

That's going to be an even more important role for the Mayor of our new City.

The Mayor of the new City is not only going to have to make this an even better place to do business, but *she* will also have to advocate for this city on the international stage.

As Mayor, I have worked with Mayors from around the globe. With the mayors of Santiago, Chile and Dublin, Ireland I worked on reducing CO2 emissions. I have opened up new tourism opportunities with the Mayors of Amsterdam and Chicago and I have helped to sell exports to the mayor of Frankfurt and Taipei.

International business is not a forum where a backroom-style or a quick sell will do. It requires a highly sophisticated grasp of local, national and international protocol and business issues.

The new City is going to make Toronto a bigger player, to have a bigger voice internationally – but the Mayor must be able to step into this bigger role - to play in the big leagues.

It's going to be a complex and challenging job but I've done it and I want to continue to do it. My city of Toronto will be the best city in the world to do business and prosper.

The new city must find the balance between the suburbs and the core and it must protect the individual neighbourhoods we all love.

The new city of Toronto must NOT be like big American cities. I've lived in Cleveland, and I will not let our City become that.

Already, too many people feel insecure.

I want people to feel safe when they come to Yonge Street to celebrate the World Series, or to see a play on King street, or when they want to take a stroll through Bluffer's Park in Scarborough. In every neighbourhood throughout this city, people must feel protected. Our police services must be strengthened and brought closer to the people they serve.

I want the new city of Toronto to continue to be a safe and welcoming place for people from all backgrounds, from all parts of the world. It's part of what makes this city such a great place to live. I believe diversity is our City's greatest strength.

The new City must also support economic development, bring new business to the City and create jobs. To achieve this we need stable government, reasonable taxes - fair taxes, and quality services.

My opponent claims we are very different on this point. We are not.

We have both kept the line on taxes and we both want to avoid any tax increase.

But that's where the similarity ends. I (and every other mayor in the province of Ontario) am still not certain of the implications of provincial downloading – especially on Toronto.

I have not pushed through a bunch of cosmetic changes to our civic square, nor have I pushed for \$27 million in unlawful expenditures from capital reserves.

Nor have I advocated \$20 million worth of photo radar cameras at intersections.

If every one of the seven municipal governments did the same - the new city would be bankrupt on day one.

Who's really the tax and spend mayor?

Perhaps it's the lawyer in me that prevents me from making promises I can't keep. Our new government must be fiscally responsible *and* efficient in order to hold the line on taxes.

Finally, and perhaps most importantly, the new City will be a place where child poverty is not tolerated.

That doesn't mean that we'll download poor children to some other level of government, or to some other city. I will make child poverty programs a key priority. I fully support the appointment of a Children's Advocate (as the Transition Team recommended).

If I am faced with a choice between shoveling every driveway in the city, or helping to feed hungry children of our city, the answer is easy: Children come first.

I love Toronto – and that means every corner of the new City.

Our new City can be greater than the sum of its 6 parts - as long as it belongs to all of us.

We can take the best from each community and build a better city – together.

Not many good things happen because of just one person working alone. It takes a team and It takes a consensus builder.

One of my first coalition building efforts in the new city has been my campaign. People from all parties and people from no parties and people from all over the new city are involved.

We have 6 campaign offices one in Toronto, Scarborough, Etobicoke, East York, York and North York. I invite each of you to get involved.

I need *your* help to ensure that Toronto remains a caring, safe, diverse and exciting place to live.

I would like the endorsement of the people who really make this city work: you.

On November 10th, I will be asking for your vote.

And on January 1, I will ask you to join me in building the world's newest and greatest city - a city for all the people!

Thank you.