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BE

BRAD
BRADFORD
CITY COUNCILLOR
2020 COMMUNITY UPDATE

bradbradford.ca

IN THIS ISSUE—
A SPECIAL INSERT!



The road to recovery runs through our main streets. Local businesses don't just bring economic prosperity, but neighbourhood vitality. Supporting small businesses has been my top priority through COVID. The featured insert includes a full update on my work on the small business file.

» COUNCILLOR BRADFORD

MORE REASONS THAN EVER
TO SHOP LOCAL!

Here are some of the many locally-owned businesses offering special promotions! Find more through our three Business Improvement Areas: The Danny, Danforth Village, and The Beach Village.

Follow me on social media to get real-time community updates!

@BradMBradford

@BradMBradford

@bradfordgrams

bradbradford.ca



Dear Neighbours,

Despite the challenges 2020 presented, I can't help but feel optimism for our community at the end of the year. I'm inspired by all the ways we've found to come together while staying apart. Food banks have been inundated with donations, community groups overwhelmed with new volunteers, and together we rallied behind local businesses. The signs thanking our frontline workers in windows, the sidewalk art by local children sharing positive messages, and neighbours going out of their way to check-in on each other are just some of the ways I'm reminded of the hope that exists in our East End home.

Our collective efforts responding to this crisis, while inspiring and astonishing, are in no way surprising. These shared values run deep in the community. In this newsletter, you can see how the work of community-led change has continued with relentless energy over 2020 in light of the pandemic—and in spite of it.

Together, we improved road safety and gave local restaurants a crucial lifeline through Destination Danforth, we put in 26 major traffic calming measures on streets across the community, and started to make long overdue progress on confronting anti-Black racism.

As your representative at City Hall, the level of government closest to our daily lives, I'm working to represent you by building a more sustainable, safe, inclusive and affordable community. It takes local champions, volunteers and supporters like you to make it happen. Thank you for all the ways you contribute to this community!

Looking forward to even brighter and more hopeful days with you in 2021!

Brad Bradford, Toronto City Councillor
Beaches—East York | Ward 19

See Full Offer Details Online: bradbradford.ca/localoffers

*Certain conditions apply

\$16 SPECIAL

Beaches Brewing Co.
1953 Queen St. E
beachesbrewing.com

SAVE 10%

Cumin Kitchen
1820 Danforth Ave
cuminkitchen.com

SAVE 5%

J2 LED Flashlight
1346 Danforth Ave
j2ledflashlight.com

SPECIAL OFFERS!

Rapley & Company
2276 Queen St. E
rapleylaw.ca

\$350 VALUE

Beach Dental Care
1989 Queen St. E
torontobeachesdentists.com

SAVE 10%

Daydream Adventures
1803 Danforth Ave
daydreamtoronto.com

25% OFF

Level UP Kids
1767 Queen St. E
1-833-321-2633

FREE CONSULTATION

Remolino & Associates
1180 Danforth Ave
remolinoassociates.com

SAVE 10%

Beach Solar Laundromat
2240 Queen St. E
beachsolarlaundromat.ca

FREE ADD-ON

Freshii (The Beaches)
2032 Queen St. E
freshii.com

10% OFF

Manzer Hair Studio
1993 Danforth Ave
manzerhair.com

FREE ONLINE CLASSES

The SPACE
1324 Danforth Ave
the-space.ca

20% OFF

Beaches Legal
2204 Queen St. E
beachesjegal.com

10% BONUS

Hair Dynamix Salon & Spa
2090 Queen St. E
hairdynamix.ca

SAVE 10%

Posh Boutique
2016 Queen St. E
poshshop.ca

Pure + Simple
(The Beach)
2142 Queen St. E
416-551-7873

SPECIAL OFFERS!

The UPS Store #10
2255B Queen St. E
theupsstore.ca/10

50% OFF

Blossoming Minds Learning Centre
1530 Danforth Ave
blossoming.ca

15% OFF

Hogtown Smoke
1959 Queen St. E
hogtownsmoke.ca

\$100 OFF

Wardrobe For Men
948 Danforth Ave
wardrobeformen.com

01

Community Events

Although we've had to stay apart and physically distance, we found new ways to come together in 2020. Here's a small selection of highlights.



**TORONTO
HUSTLE**

In April, I teamed up with Michael Garron Hospital and Toronto Hustle to organize **CrushCOVID**—a 24-hour virtual cycling marathon to raise funds for our health care heroes. It was a gruelling 24 hours on my bike, but together with **39 teams, 418 riders,** and over **2,000 donors** we made it the full distance and raised more than \$200,000 for the hospital.



01—East Ender-tainment

The live music industry has been shut down since the start of the pandemic. Early on, I worked with some fantastic East End talent to host the East Ender-tainment music series. Our local artists generously shared their music to bring us together. Check out my Facebook videos to see these unique performances and discover a new artist.

02—Beach Pick-Me-Up

The beach was more popular than ever this summer, which led to problems with litter and a lack of physical distancing. In addition to increasing by-law officer patrols, litter-pick-up and number of bins, I worked with local celebrity designer and TV personality Tiffany Pratt to host the special Beach Pick-Me-Up event. Together with volunteers we gave the beach a well-deserved deep clean and highlighted the mental health benefits of giving back.

03—Leuty Lifeguard Station 100th Anniversary

The iconic Leuty Lifeguard Station turned 100 years old in 2020. We had a small, distanced celebration earlier this summer to mark the anniversary and unveil a plaque to honour this timeless landmark.

04—Balcony Bingo

This summer I had the wonderful opportunity to be the emcee for balcony bingo at Coatsworth Crescent seniors' residence! It was a fantastic way for the seniors to get some time outdoors and have some safe, social interaction.

05—Taking Community Festivals Online

With many in-person events cancelled, local community groups have shown incredible adaptability and creativity by taking our favourite events virtual. We were able to have our first ever online Easter Parade, East York Canada Day parade, and Beaches Jazz Festival among many other events. I'm looking forward to being back soon with our community favourites.

06—Family Skate Days

Before the pandemic took hold I hosted a couple of free family skate days for folks to come and get on the ice!

07—100th Anniversaries for St. Brigid Church & Beach Hebrew Institute

In 2020, both St. Brigid Church and Beach Hebrew Institute are celebrating their 100th anniversary! They have a long history of doing incredible work supporting inside their communities and serving outside—here's to 100 more years of resilience and giving!

08—Cure SPG50 Fundraising

Many of us have followed the inspiring journey of East York's Pirovlakis family. They're fighting for a better future for their son, Michael, who was diagnosed with SPG50, an ultra-rare genetic disorder that will take away his mobility and mental capacity. Their work continued tirelessly this year with support from around the world, they're closing in on the funds they need for a cure. If you can, support here: curespg50.org

09—Winter Stations

Winter Stations is always a highlight! The beautiful installations bring lightness and brightness during the darker months. This year's designs on the theme '*beyond the five senses*' were interactive and tactile, incorporating technology for the first time. We'll be back at Woodbine Beach in 2021!

10—Food Banks Spotlight

Food banks have been under incredible stress through the pandemic and it's been wonderful to see the tremendous support from our community. It would be impossible to acknowledge all groups, but special thanks to Grant AME Church, Community Centre 55, Neighbourhood Link, Teesdale Foodbank, The Daily Bread, Forward Baptist Church, Faith is Our Victory, and the Salvation Army for their rapid response.

11—Beach Fox Family

In May, we got some welcome news when a beautiful fox family came to call Woodbine Beach—home. The foxes got international attention with an outpouring of community volunteers to keep the family safe and daily patrols coordinated with Toronto Wildlife Centre, before the family moved west.

12—Virtual Observances

Observances from Passover to Ramadan, and Easter to Remembrance Day have all looked very different this year; but, the meaning and importance is not lost. Thank you for all the sacrifices you've made to protect yourselves and each other, and those you'll continue to make this holiday.

02

Community News

While many City services were suspended and staff redeployed, our work to keep building a more resilient, more inclusive and more affordable community continued through 2020.

COMMUNITY COVID INITIATIVES

The City moved at the equivalent of light-speed for the government to roll-out new COVID-relief programs and services to help us manage through the various stages of the pandemic.

TO Winter Plan » The City has a plan for winter recreation including doubling the number of park washrooms open, 60+ km of winter trails and more. Details: bradbradford.ca/winter2020

CaféTO » Indoor dining restrictions prompted CaféTO to give restaurants without patios a way to create revenue by waiving permit fees and opening up sidewalk space and closing traffic lanes.

ActiveTO » Throughout the summer, the City gave extra space to residents along major roads, including Lakeshore East, encouraging them to safely get fresh air and exercise.

BigArtTO » This program is bringing big works of public art to areas across the city. Back in October we had memorable projections on the walls of Don Summerville pool. The project was called *Life Preserver* by Alvin Luong.

03

City Hall Updates

Toronto Office of Recovery and Rebuild (TORR)

While we put so much energy into reacting to the pandemic, the City has also been looking at long-term recovery. In October, Council received a report from TORR which highlights the disproportionate impacts of the pandemic and includes 83 recommendations for the City to assist with our economic recovery. I supported the report's recommendations and also added my own recommended actions to help the small business recovery.

Woodbine Bike Lanes

Work continued to find an effective way to improve Woodbine's usability for everyone. In January 2021, we will have a new design proposal to reduce congestion concerns and negative impacts of cut-through traffic between Kingston Road and Gerrard Street.

Bike Share Expansion

Active transportation has seen a significant uptick over the pandemic, with local bike shops sold out of stock. Bike Share recently doubled its coverage by introducing 1,850 new bikes and 300 pedal assist e-bikes to help keep the city moving!

Toronto's Newest Monument

In November, we broke ground on the International Mother Language monument in Dentonia Park. Funded by community donations, it recognizes the struggle for language rights around the world.

Permit Parking Changes North of Danforth

This Fall, several fragmented permit zones north of Danforth Ave were combined into a new 9A zone to create more parking options and remove arbitrary boundaries that left residents unable to park on the other side of their streets. The new zone provides a bigger area to find space at busy times. The permit subscription rate for each street is still considered when new permits are issued, so the larger zone shouldn't create oversubscription on particular streets.

Electric Vehicle Charging

Increasing EV uptake is critical to meeting our climate goals. A lack of access to charging infrastructure is still a barrier. The City is piloting new on-street charging stations to help. Currently, there are two, Ward 19 pilot locations: Westlake Avenue near Oakcrest Avenue, and Bowmore Road near Eastwood Road.

DESTINATION DANFORTH

#EastEndLove



The Danforth was transformed this summer into a destination with patios, public art, 24-hour parking, increased pedestrian space and new bike lanes to help local businesses stay open and thrive. The transformation has been quite incredible bringing visitors from around the city, and giving struggling businesses an essential lifeline.

The changes to the Danforth were accelerated under the Danforth Study which is a City project to plan for the economic, transportation and urban planning future of the Danforth. That study is ongoing and the Destination Danforth changes, including the bike lanes, will be piloted until the end of 2021.

I WANT TO HEAR FROM YOU! Let me know your feedback on how we can work with the community and City staff to make the Danforth safe, accessible and open for all.

✓ Bus Priority Corridors

The TTC has been a lifeline for countless Torontonians throughout the pandemic. Surface transit routes are the TTC's busiest and essential to so many. As a member of the TTC Board I have been working on accelerating the roll-out of priority corridors for buses and other surface transit. This is an under-recognized and low-cost way to improve transit for hundreds of thousands of daily riders. The first RapidTO bus priority lanes were installed on Eglinton East this fall with four more priority routes to be implemented in the next three years.

✓ Missing Middle Housing

Affordable housing is a critical issue in Toronto. One major reason it remains a challenge is a lack of housing options due to Toronto's long-standing planning rules, which are important, but can be too strict and limit housing availability for medium-density housing opportunities.

As a member of the Planning & Housing Committee I am working to address these challenges with new policies, including calling for a pilot in Beaches-East York to engage our community on how we can meet these housing needs together. 2021 will see several reports and large-scale consultation on everything from coach houses to small-residential buildings near our main streets.

✓ Update on Parking Pads and EVs

After extensive negotiations we made major progress on supporting electric vehicle ownership. At November's City Council the ban on parking pad applications north of Danforth was lifted. We also started the work to add requirements for contributions to electric vehicle charging infrastructure for new parking pad approvals.

To be clear—environmental considerations have to come first and foremost, nothing has changed in the requirements for permeable paving and tree protection.



04

Top Local Priorities

“Moving the needle at City Hall takes relentless urgency and steady patience, both at the same time.”

ADVOCATING ROAD SAFETY

Road safety is my top local priority! Reach out and let me know where we can improve the safety of your neighbourhood.

In my first term as your City Councillor I have worked with neighbourhoods across Beaches-East York to introduce traffic calming measures like stop signs, speed humps, speed limit changes, or safety zones onto local streets. So far we’ve approved more than 50 new measures across the ward, but working together, we can deliver many more!

City by-laws require a community poll before new measures can be implemented. With large backlogs due to the COVID-19 pandemic, I’ve created an online system to run polls on road safety interventions so that we can keep moving forward on creating safer streets. Visit bradbradford.ca/petitions to see if your street is listed for new measures or to find out more on how you can get involved.

A lot of our 2020 road safety projects were delayed because of staff redeployment and closures. We’re still working to bring safety improvements to the Lakeshore and Woodbine intersection, the Gerrard-Norwood area and the Main Street intersection at Danforth, Stephenson and Gerrard. If you’d like to see a particular area prioritized or more traffic calming measures on your street, please don’t hesitate to get in touch!

BUILDING AFFORDABLE HOUSING

With our city’s affordability crisis deepening, we have an urgent need to build more affordable housing.

This summer, the City announced the second phase of Housing Now—Toronto’s flagship program to help reach its target of 40,000 new affordable homes by 2030. The program uses public lands to partner with private sector developers in order to build mixed-income communities. Two Housing Now sites are in Ward 19. One site is at Queen and Coxwell (1631 Queen St. E) and the other is part of the Danforth Garage/Coxwell TTC Barns site at Coxwell and Danforth.

These sites will go through a redevelopment process which will involve community consultation. The projects are also expected to bring other community benefits like new community space, public art and exemplary design. These two sites present an opportunity to bring investment and much needed affordable housing options right into our community. With limited public sites across Toronto, it’s critical that we come together behind a development proposal that generates the most affordable housing while still reflecting the appropriate planning and design principles for our community.

Follow me on social media for real-time updates on these, and other important projects.

CONFRONTING ANTI-BLACK RACISM

2020 challenged us all to think harder, understand better, and act differently to address systemic racism in our society.

This is something Toronto Council is working on tackling with a lot of energy and focus. At the July Council meeting I voted for both sets of motions up for debate—the defund motions from Councillor Matlow and the recommendations to bring long overdue reform from the Mayor.

I supported the defund motions because I believe Council had to make a clear commitment that it would make all of the changes necessary to remove systemic racism from City programs and services. I also share the view that for too long, the size and scope of policing has grown. On the average day, we expect police to be mental health crisis professionals, conflict negotiators, social workers, and marriage, addiction or grief counsellors. This is not what policing is for and it’s not leading to the outcomes any of us want. That’s why we must also move forward on reforms.

In September, Council implemented 10 of the 36 recommendations from July, including steps to stop a non-police response to mental health related 911 calls and giving Council more direct oversight of the police budget. Although the work ahead is extensive this is an issue that is too big to ignore.

OFFICE OF
BRAD BRADFORD
Beaches—East York | Ward 19

Stay Connected

Subscribe to our newsletter and receive updates on City Hall, community events, and ways to get involved.

SIGN-UP HERE:
bradbradford.ca/newsletter

What we can help with:

- + Animal Control
 - + Anniversary, Birthday, Special Event Scrolls
 - + By-law Enforcement
 - + Land Use Planning
 - + Local Public Transportation
 - + Local Roads
 - + Noise Complaints
- + Police and Fire Protection
 - + Property Taxes
 - + Parks and Recreation
 - + Snow Removal
 - + Subsidized Housing Issues
 - + Waste and Recycling Collection
 - + Water and Sewer Services

City Support:

- 311** Non-emergency services, programs and information available 24/7. For urgent matters, call or email: 311@toronto.ca
- 211** Community, social and health service questions or concerns.

Contact us:

Councillor_Bradford@toronto.ca

(416) 338-2755 **(416) 392-7233**

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