One National Voice: Policy Framework 2019

FROM THE NATIONAL NETWORK OF IDA CANADA

PRIORITIES	COMMUNITY WELL-BEING	COMMUNITY VITALITY	URBAN MOBILITY	INFRASTRUCTURE	ENTREPRENEURSHIP
PREMISE	For any community to thrive, it must ensure a healthy, stable inclusive environment for residents and for businesses, co-existing in social and economic balance. This comes in the form of affordable housing, employment opportunities, food security, personal safety & security, and appropriate, sustainable & balanced taxes.	Communities at their core are shaped by people and defined by a sense of place based on a vibrant public realm, historic character, arts and culture, and unique, street-level and neighbourhood-serving businesses.	With the renewed strength of our urban centres – in which individuals are increasingly conscious of environmental impacts – innovative and well-designed transportation networks and affordable transit are key to the ongoing viability of communities.	An efficient community is comprised of infrastructure which is kept in top condition; buildings which are well-designed and maintained; and in which environmental innovations are encouraged and supported.	To support and sustain entrepreneurship, our communities need to provide start-up business support, create incubation incentives, and develop urban cluster strategies, all in the context of heightened sustainability objectives.
GOAL	To ensure Canada is comprised of healthy, happy & inclusive communities in which there is respect, equal opportunities, affordable & accessible housing, appropriate services to support community wellness and employment. The Federal Government has an opportunity to work with Canadians to re-establish and strengthen social housing & community wellness programs, to develop new ways of working together to achieve social harmony, educating and training individuals, and utilizing the skills of all people in our country. This provides the basis for a stable environment in which our urban core business communities can thrive.	To revitalize – without displacement – city and town core areas and the public realm and socio-economic fabric which comprise them. This investment will help create employment and business opportunities and kindle a new-found pride of community. BIAs and SDCs are ready to work with the federal government as visionaries and catalysts to renew investment in community cores. These areas are key to the health and prosperity of our communities. Forward-thinking and innovative initiatives must be developed to strengthen them through the creation of multi-stakeholder partnerships.	To create transportation frameworks designed to decrease dependence on individual vehicles while intensifying multi-modal transportation networks. We urge the Federal Government to devote more resources into re-thinking and re-working our intra-urban & inter-urban transportation systems and to strengthen rail connections between urban & rural communities, while removing dependence on fossil fuels.	To strengthen the physical, social, economic, and cultural role of city & town centres and traditional commercial areas through innovative federal investment programs designed to replace or create new infrastructure. Significant tri-level government investment opportunities can be created by redefining relationships and transforming programs.	To continue kindling the innovative and entrepreneurial spirit of Canadians by developing and expanding creativity hubs in urban cores by ensuring close working relationships with the private sector and the business improvement area associations which represent them.

PRIORITIES	COMMUNITY WELL-BEING	COMMUNITY VITALITY	URBAN MOBILITY	INFRASTRUCTURE	ENTREPRENEURSHIP
PROGRAM PROPOSALS	1. Provide funding to research and track the health, well-being, and prosperity of Canada's downtowns and commercial centres and create an annual report to share this information (*The Value of Investing in Canada's Downtowns* (www.downtown.org/ida-canada). 2. Provide increased funding for the National Housing Strategy to effectively and sustainably support a spectrum of social housing options, including non-profit, co-housing, secondary suites, laneway homes, and 'tiny homes', etc. 3. Commission a National Strategy on Mental Health. This commission should draw on the experiences of service providers, municipal councils & staff, business improvement associations, police, and the judiciary to formulate conclusions and co-ordinated five-year strategies which will result in increased, targetted funding. 4. Establish a National Task Force on the national and growing opioid crisis. The Task Force should focus on creating co-ordinated funding and solutions to mitigate the causes and effects of addiction. 5. Empower Canada Lands Corporation to sell land at less than market value, for affordable housing and neighbourhood development, including complementary commercial opportunities.	1. Create innovative, multi-faceted Urban Development Agreements with the three levels of government and the private sector, focused on a holistic revitalization of city and town centres. 2. Increase funding for arts and culture, with heightened emphasis in developing 'creative cores' and providing broader eligibility for groups which focus on community collaborations. 3. Partner with BIAs & SDCs to renew 'Main Street' programs for the commercial streets and downtowns of smaller communities, focusing on strengthening local commercial storefronts, street level enhancements, and intensified upper floor uses. 4. Prioritize placing federal offices in the urban core, town centres, and traditional commercial areas.	1. Provide funding to municipalities for the creation of complete streets, designed to safely include pedestrians, transit, bikes, and cars, all in the context of improving accessibility as well as civic sustainability standards and enhancing street amenities. 2. Accelerate the implementation and articulate the specifics of the Pan-Canadian Framework on Clean Growth & Climate Change to support an increasingly efficient and low-carbon transportation system. 3. Commission specific research into curb management (involving alternate forms of transportation, such as scooters) for urban centres in partnership with BIAs & SDCs. 4. Support, but carefully regulate, the proposed use of connected and automated vehicles as well as other new transportation alternatives. 5. Partner with all BIAs & SDCs to provide funding for plug-ins for electric vehicles.	1. Partner with provinces, municipalities, and BIAs & SDCs to identify strategic priorities and create funding for downtown & traditional commercial area infrastructure projects which focus on innovation, accessibility, place-making, and the changing environment in which equal consideration is given to pedestrian and alternate means of transportation. 2. Partner with BIAs & SDCs to facilitate a new vision for our core communities as catalysts in re-defining identities and establishing a stronger physical presence, a re-awakened cultural richness and social stability. 3. Prioritize the redevelopment of federally-owned urban lands for mixed-use development which complement adjacent areas and surrounding neighbourhoods.	1. Provide incentive funding for BIAs & SDCs to create local innovation and tech hubs in city & town centres. 2. Develop a culture of entrepreneurship through micro loans and location grants to commercial enterprise located in downtowns, main streets, and traditional commercial areas. 3. Provide grant funding to BIAs & SDCs to create local specific sector training programs – as part of a workforce development initiative – in partnership with local colleges, universities, and the private sector. 4. Develop a micro loan or loan guarantee program for the crafts & maker community. 5. Partner with BIAs & SDCs to create capacity-building incubation centres for retail innovation in downtowns and main streets.

PRIORITIES	COMMUNITY WELL-BEING	COMMUNITY VITALITY	URBAN MOBILITY	INFRASTRUCTURE	ENTREPRENEURSHIP
RELEVANT FEDERAL DEPARTMENT	Families, Children & Social Development Public Safety & Emergency Preparedness Employment, Workforce Development & Labour	Canadian Heritage & Multiculturalism Treasury Board	Transport	Infrastructure & Communities	Innovation, Science & Economic Development Small Business & Export Promotion
POTENTIAL PARTNERS	Federation of Canadian Municipalities Big City Mayors Caucus Urban Development Institute Canadian Global Cities Council Canadian Chamber of Commerce Canadian Housing & Renewal Association Canadian Real Estate Assoc. National Poverty Advocates Canadian Home Builders Assoc. Canadian Non-Profit Housing Association Co-Operative Housing Federation of Canada Homeless Hub – Canadian Observatory on Homelessness Canadian Alliance to End Homelessness Canadian Housing & Renewal Association National Housing Collaborative Housing Partnership Canada Canadian Mental Health Assoc Assembly of First Nations	Federation of Canadian Municipalities Big City Mayors Caucus Canadian Institute of Planners Canadian Urban Institute Centre for Urban Research & Land Development, Ryerson U Council for Canadian Urbanism The City Institute, York U Institute of Urban Studies, U of Manitoba	Federation of Canadian Municipalities Big City Mayors Caucus Transportation Association of Canada Canadian Urban Transit Association Canadian Institute of Transportation Engineers Freight Management Association of Canada Canadian Autoworkers	Federation of Canadian Municipalities Big City Mayors Caucus Pembina Institute Canadian Labour Congress Also, see column one	Federation of Canadian Municipalities Big City Mayors Caucus Canadian Federation of Independent Business Start Up Canada Centre for the Study of Commercial Activity, Ryerson U Canadian Urban Institute

FOR MORE INFORMATION, PLEASE VISIT WWW.DOWNTOWN.ORG/IDA-CANADA

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IDA Canada, a national coalition of the International Downtown Association, represents organizations across the country that manage Canada's business districts, making them vital places in the nation's identity and key centres of economic wealth. The National Canadian Network Knowledge Centre is designed to give you access to Canadian specific electronic resources, toolkits, and best practices.

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management.