

Strengthening the Jane-Finch Business Landscape

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About the Client:



Green Change at the Jane-Finch Centre

The Jane-Finch Community and Family Centre is a community based, multi-service charity with a focus on poverty reduction through resident engagement, capacity building and advocacy. Since 1976, they have grown to become a leading agency in early childhood education, youth-led services, financial literacy, newcomer settlement, community development and environmental programming. Green Change is a satellite location of the Jane-Finch Centre that connects people, place and nature to realize new possibilities for more equitable and sustainable communities. From parks to affordable housing, Green Change works to ensure that people have a direct impact on the shape of their neighbourhood and local environment.

About the Project:

Project Scope:

The project included policy research into community benefit agreements, business improvement areas and social procurement strategies in the Canadian context, with a focus on the ongoing negotiations between the Jane-Finch community and Metrolinx and construction of the Finch LRT. Green Change was interested in determining how the aforementioned policy instruments could be implemented to best support residents and businesses economically, both during and after construction. Emphasis was placed on evaluating how the Jane-Finch community could maximize benefits through business improvement areas, social procurement and community benefit agreements.

Project Rationale:

Green Change considers jobs as a key to addressing larger societal issues within the Jane-Finch community and within the City of Toronto as a whole. Continuing to learn from projects that have been successful in other neighbourhoods and organizations will help to inform implementation strategies in the Jane-Finch context. PGI consultant's research will be integrated into the organization's larger research project.

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Methodology:

- **Phase 1** – Analysis of potential policy interventions to boost economic outcomes in the Jane-Finch area
 - Took part in research collision meetings to learn more about the Jane-Finch area and eliminate research biases.
 - Analyzed Green Change’s existing research and interim results of their larger ongoing research project.
 - Analyzed the applicability of various policy tools.
- **Phase 3** – Development of Literature Review
 - Collected and analyzed research on the Jane-Finch area.
 - Synthesized economic data from Statistics Canada to gather summary statistics on Jane-Finch.
 - Conducted a jurisdictional scan to determine successful practices.
- **Phase 3** – Development of Academic Poster and Presentation
 - Synthesized research and findings into poster report and presentation.
 - Provided further research into how policy tools could be best applied to Jane-Finch and to community benefits negotiations with Metrolinx.

RESULTS & DELIVERABLES

- Literature Review providing an economic context of the Jane-Finch area and analysis of community benefit agreements, business improvement areas and social procurement practices
- Academic poster synthesizing information on each of the above topics, along with recommendations for the Jane-Finch community moving forward

PROJECT IMPACT

- Contributes to a larger understanding of the organization’s work
- Research will inform strategies moving forward
- Techniques covered in final deliverable will inform ongoing negotiations with Metrolinx

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