

# The TORONTO PARTY

## LEADING THE WAY

### TTP UPDATE SEPTEMBER 2009

This is the official newsletter of The Toronto Party.

#### Party Update

#### POLICY DEVELOPMENT

Our last newsletter produced a number of responses with respect to changes that people want to see at City Hall. We are grateful for all of the responses that we received as we continue to prepare for the 2010 election.

Our party has taken a clear stance on transportation issues, taxation and the need for City Hall to reduce wasteful spending. And with the responses we received from our last request, we will fine tune our ideas and create a policy platform that responds to the wants and desires of Toronto residents, not the wants and desires of special interest groups.

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### PROTEST YES

#### *But Not This Way*

They sprouted like dandelions on lawns around the city. Bright yellow signs declaring that 'David Miller is an Idiot'. Whatever the Mayor's list of faults, being a few crayons shy of a box of Crayola's is not one of them.

The Toronto Party was quickly drawn into the campaign. Home-owners who refused to provide their names said they were members of our organization, leaving the media to draw its own conclusions.

There is no shortage of issues on which to attack the Mayor without resorting to personal attacks. Indeed, engaging in name calling plays into the hands of our opponents who are eager to paint our fledgling organization as an unsophisticated protest group. It also undercuts our central platform, which is to introduce party politics on a local level.

But the reaction to the campaign was telling. The Toronto Party website was flooded with requests for information, memberships and even donations.

Small wonder. Polls show an eye popping 79 per cent of Toronto voters – almost four out of five – want David Miller replaced. City Council fares little better at 75 per cent, although a puzzling 45 per cent of respondents

approve of their local councillor. Evidence that name recognition is still important on the local level and that candidates running under a single banner with a uniform set of policies will be the best strategy to overcome this built-in advantage.

Approve or not, a whopping 88 per cent believe City Council is wasting tax dollars and not delivering value for money.

This is good news for The Toronto Party, and it is a bit disingenuous for the Mayor to claim that this latest poll is the result of his mishandling (our word, not his) of the civic workers strike. His polling numbers have been plummeting from a 69 per cent approval rate all year.

There is a vein of anger out there that The Toronto Party needs to tap into. Not by slinging mud, but through smart policies and public awareness campaigns that will draw public support.

Monday November 9 would have been election day in Toronto if Premier Dalton McGuinty had not extended the term of Toronto City Council from three years to four, despite opposition and with no public consultation. This is a good time to start. Ideas are welcome.