A Cultural Map of Pickering

Background Information

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This document incorporates the findings of the cultural mapping and community consultation exercises launched in support of the Pickering Cultural Strategic Plan. Pickering staff first gathered information from statistics, historical documents, and other sources to help define Pickering’s cultural make-up, as well as its cultural and heritage assets.

The public consultation component of the study included:

- **Online surveys** for community cultural organizations, businesses, and individuals
- **A telephone survey** to collect ideas from a random sample of Pickering residents
- **Interviews** to gain insight from all members of Council, the Chief Administrative Officer, and all department heads
- **Focus group sessions** with youth and seniors in Pickering
- **Regular meetings of a Community Stakeholders Committee** representing the heritage, arts, ethno-cultural, business, education, and environment sectors in Pickering

This document contains only a fraction of the wealth of information available on City assets and initiatives. Further information on the environment, governance, cultural institutions, and Journey to Sustainability can be found on the City’s website (pickering.ca).
1 Community Profile

1.1 Geography and Environment

The City of Pickering is situated east of the City of Toronto and the City of Markham. Pickering is one of the eight local municipalities within the Regional Municipality of Durham (Durham Region). Pickering is approximately a 30-minute drive from Downtown Toronto.

Pickering is bordered by Lake Ontario to the south; the City of Toronto, the City of Markham, and the Town of Whitchurch-Stouffville to the west; the Township of Uxbridge to the north; and the Town of Ajax, the Town of Whitby, and the Township of Scugog to the east.

The City of Pickering has a land area of 231.59 square kilometres, which makes it the fifth largest municipality in Durham Region.
Figure 1: Map of Pickering

Pickering’s landscape was created approximately 12,500 years ago by two separate ice sheets, one covering Lake Ontario, and the other what is now the Oak Ridges Moraine, which includes the Rouge, Petticoat, Frenchman’s Bay, Duffins, Carruther’s, and Lynde watersheds. Over time, as the southern ice sheet retreated, Lake Iroquois formed in the Lake Ontario Basin. The edge of the lake crossed through Central Pickering. Once the ice jam in the St. Lawrence River was cleared, Lake Iroquois began to retreat into what is now known as Lake Ontario.1

Pickering’s environmental heritage includes the waterfront on Lake Ontario, the nationally renowned Rouge Park, and the provincially significant Oak Ridges Moraine. Within its boundaries are 79 parks and four conservation areas. These areas support recreational opportunities such as paddling along the shores of Frenchman’s Bay, walking the West Duffins Trail and Seaton Trail systems, cycling the Waterfront Trail, hiking through Altona Forest, and swimming in Ontario’s largest outdoor pool at Petticoat Creek Conservation Area.

Pickering’s land and waterways are situated within five watersheds: Petticoat Creek, Frenchman’s Bay, Duffins Creek, Carruthers Creek, and Lynde Creek. Watershed plans have been or are in the process of being completed for each of these areas.

1.1.1 Petticoat Creek Watershed

The Petticoat Creek watershed drains 27 square kilometres in the City of Pickering, the Town of Markham, and the City of Toronto. Petticoat Creek flows southwards for 13 km through farmland, newly developed and expanding residential developments, residential and commercial areas, and finally to the shores of Lake Ontario. The headwaters are in agricultural land and are protected under the provincial Greenbelt designation. The southern portion is primarily urban, with the exception of Altona Forest, a 53-hectare environmentally significant mature woodlot, and the Petticoat Creek Conservation Area along the waterfront.2

The Altona Forest is one of Pickering’s special features. The Forest was initially slated for development, but the community fought to preserve it. The Toronto and Region Conservation Authority (TRCA) now owns Altona Forest; a significant additional piece called the Ecological Reserve was later donated to TRCA by the late Dr. Murray Speirs. The Altona Forest Stewardship Committee (AFSC) draws its membership from TRCA, the City of Pickering, the Ministry of Natural Resources, Pickering Naturalists, and residents. Since 1998, this committed group has worked to maintain the natural environment, rehabilitate degraded areas, and make the Forest accessible for public use, enjoyment, and education. A key component of the AFSC’s work has been to involve children in restoration efforts. Families, schoolchildren, Boy Scouts, and Girl Guides have all contributed. The Forest is also used as a living classroom. Each year hundreds of children have the opportunity to explore, study, and learn about our natural environment within this unique place.

1.1.2 Frenchman’s Bay Watershed

The Frenchman’s Bay watershed covers approximately 22.6 square kilometres. The majority of the watershed is urbanized, housing 63% of Pickering’s population. This area comprises several natural features including creeks, an open-water bay, a barrier beach, open meadows, remnant woodlots, and several wetland areas. The bay is a shallow lagoon on the north shore of Lake Ontario, separated from the lake by a dramatic natural sand and gravel barrier beach, with a maintained navigational channel connecting to the lake. Four main tributaries (Amberlea, Dunbarton, Pine, and Krosno Creeks) feed the bay. Two areas in the watershed (Frenchman’s Bay and Hydro Marsh) have been deemed provincially significant wetlands.

These wetland areas are critical, since more than two-thirds of coastal wetlands in southern Ontario have been lost to development, dredging for harbours and marinas, or isolation from creeks and valley lands.3 Coastal wetlands provide important natural linkages, breeding habitat and food for migrating birds, fish, and other wildlife. These wetlands also provide communities like Pickering with a wealth of natural and recreational resources that contribute to the overall health of the community.

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2 Environment Canada. on.ec.gc.ca/wildlife/factsheets
The Frenchman’s Bay area is one of the most attractive and well-used areas of the waterfront in the eastern part of the GTA. This area is heavily urbanized, with 75% of the area occupied by residential and non-residential development and by utility and transportation uses. This multi-use area has local parks, beach areas, playgrounds, marinas, restaurants, spas and the Waterfront Trail, and therefore is very popular for all ages. However, urbanization has also negatively impacted the area. The natural ecosystem of Frenchman’s Bay and its contributing watershed have been in decline over many years. The wetlands have been reduced in area and quality, as has the diversity of fauna and flora.4

Since 1972, channelization or culverts have modified more than 50% of the creeks within the Frenchman’s Bay watershed. Other natural areas affected by urbanization show signs of degradation with the establishment of invasive species, poor water quality, limited plant and wildlife diversity, erosion, and soil compaction.

In 1997 a Mayor’s Task Force was formed to examine how Pickering’s waterfront could be enhanced in an environmentally sustainable manner. The Mayor’s Task Force produced the Pickering Waterfront 2001 final report in June 1998. Since then, the City has established a Waterfront Coordinating Committee to assist the community in reaching its goals. In 2005, the stakeholders of Frenchman’s Bay met to discuss future actions that should be taken to improve the Bay. From this, a Five-Year Implementation Plan was developed. This plan identified the following four priorities: Harbour Entrance Improvements; Waterfront Trail and Signage Project; Outreach, Education and Awareness; and a Stormwater Management Master Plan.5 The goal of the Stormwater Management Master Plan is to control the quality and quantity of storm runoff into local creeks and the Bay in order to improve the quality of the Frenchman’s Bay environment.

The Frenchman’s Bay Watershed Rehabilitation Project (FBWRP) was established in 1998 to foster environmental change. FBWRP was a partnership of the TRCA, the City of Pickering, Ontario Power Generation (OPG), Pickering East Shore Community Association, and various financial sponsors. The FBWRP later became a model for other TRCA stewardship programs. In fact, OPG was recognized by the International Wildlife Habitat Council for its work in this area. FBWRP played an important part in delivering hands-on environmental opportunities for the community of Pickering while enhancing the natural features found within the Frenchman’s Bay watershed. Over the course of nine years, the FBWRP has provided many events through four programs: Hands on the Earth Program (HOEP), Natural Alternative Program, Volunteer Environmental Watch (VEW), and West Shore Habitat Initiative. They engaged 13,000 volunteers in over 450 events, planted 24,000 native plants, installed 500 wildlife habitat structures, distributed 300 rain barrels, and collected hundreds of bags of litter. The FBWRP has now evolved into Environmental Stewardship Pickering.

### 1.1.3 Duffins Creek and Carruthers Creek Watershed

The Duffins Creek and Carruthers Creek watersheds are among the healthiest in the GTA. The headwaters of Duffins Creek are on Oak Ridges Moraine. This area is very rich in species diversity and includes large tracts of natural forests and wetland habitats. The middle section of the watershed is predominately rural yet this is rapidly changing to country residential and suburban land uses with pockets of commercial development. From Taunton Road in Pickering to the Duffins Creek Marshland to Lake Ontario, the southern reaches of the watershed are urbanized, consisting of mixed uses and commercial corridors.6

The headwaters of Carruthers Creek are found near the community of Mount Zion. While the upper portion is agricultural, similar to Duffins Creek encroachment from suburban areas is beginning to impact this landscape.7

Various stewardship programs have taken place to further support the health of this area including education initiatives in the Claremont Field Centre, Watershed on Wheels, family nature events, tree planting and the five-year Atlantic Salmon Release program.

### 1.1.4 Lynde Creek Watershed

Lynde Creek’s headwaters are in the Oak Ridges Moraine and the creek drains into Lake Ontario through Lynde Creek Marsh. At this time, the landscape of the Lynde watershed in Pickering is dominated by farmlands south of the Oak Ridges Moraine. The hamlet of Kinsale is within this watershed.8

### 1.1.5 Community Environmental and Sustainability Initiatives

The City of Pickering is committed to an environmentally, economically, and socially sustainable community. The Sustainable Pickering section of the municipal website (http://www.pickering.ca/en/sustainablepickering.asp) contains information on the City’s environmental initiatives and an indicators documents, issued periodically, to report on progress towards the City’s sustainability goals.

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5 Central Lake Conservation Authority. Lynde Creek Watershed Existing Conditions Report, June 2008.
6 Toronto and Region Conservation Authority, Duffins Creek State of the Watershed Report, June 2002.
7 Toronto and Region Conservation Authority, Duffins Creek State of the Watershed Report, June 2002.
Pickering’s efforts to promote sustainability include initiatives to

- improve air and water quality in the City
- encourage community beautification and clean-up efforts
- divert waste from landfills
- conserve energy and water

We know that the activities of the City of Pickering and all of those who live, work, and play in this community have an impact on our local, regional, and global environment. These positive and negative impacts, in turn affect us, our children, and future generations. Whether the issue is local or global, ultimately, doing nothing has never been an option for Pickering’s Council, staff, partners, or residents. Our community showcases itself through its commitment to volunteer, advocate, learn, and teach others that part of Pickering’s culture is connected to our desire to leave a positive legacy.

1.2 Pickering’s Settlement Areas

1.2.1 Downtown and Urban Pickering

Pickering’s Downtown has been designated an “Urban Growth Centre” through the Province of Ontario’s “Places to Grow Plan.” This designation recognizes Downtown Pickering’s current function as a hub for employment, shopping, living, recreation, and entertainment. The Places to Grow Plan encourages significant intensification of Growth Centres in the future, targeting a minimum of 200 residents and jobs combined per hectare.

Downtown Pickering today is anchored by the Pickering Civic Precinct (City Hall, Main Central Library, Esplanade Park, and the Pickering Recreation Complex), and the Pickering Town Centre (an approximate 1 million square foot regional shopping centre supporting over 200 stores and services). Approximately 5,000 people live in the Downtown today, and 5,000 people are currently employed here.

The City of Pickering is leading the visioning and intensification of Downtown Pickering by employing the principles of “Sustainable Placemaking” – creating “people-places” through strong urban design, community collaboration, and public programming to create a downtown that:

- embraces sustainable development practices and technologies
- celebrates our past, diversity, and unique local talents
- serves the needs and desires of our residents and visitors
- attracts investment to ensure local employment opportunities and a prosperous future

It is expected that an additional 10,000 residents and 10,000 jobs will be accommodated in our Downtown over the next 20 years. Among other things, Downtown Pickering will serve as our City’s cultural centre, hosting major attractions, events, festivals, and displays.
Downtown Pickering is easily accessed by Highway 401 and Kingston Road, and is home to the Pickering GO Station. The new enclosed pedestrian bridge linking that Station to the Pickering Town Centre will enhance mobility throughout our Downtown, and attract additional visitors to our City Centre. That is why Metrolinx/GO Transit has identified an “Anchor Mobility Hub” in Downtown Pickering in its Regional Transportation Plan.

1.2.2 Rural Pickering

Pickering’s rural area is bordered by Canadian Pacific Railway right-of-way (Belleville line) between Finch Avenue and Taunton Road (to the south), the Uxbridge-Pickering Townline Road (to the north), the Scarborough-Pickering Townline/York-South Durham Line (to the west), and Lakeridge Road and Sideline 16 (to the east). Pickering’s rural area covers about two-thirds (15,200 hectares) of Pickering’s land mass.

In 1996, residents of Pickering’s rural area made up approximately 6% (or 4,500) of the City’s population. By 2016, it is anticipated that Pickering’s rural community will accommodate an additional 1,000 to 1,500 people (for a total population between 5,500 and 6,000 people).

Pickering’s rural area contains settlement areas such as: rural hamlets, rural clusters, and country residential. Such settlement areas have distinctive land use characteristics, which are all culturally unique.

Rural Hamlets: Rural Hamlets are generally perceived as the economic “driving force” for rural communities in Pickering. Hamlets have historic roots and significance and are seen as the primary areas for new growth and development in the rural area. Communities within the Oak Ridges Moraine Rural Hamlets, share the same commonalities as communities situated within a “Rural Hamlet,” however their growth potential is limited to redevelopment and infill projects. Many Rural Hamlets in the City of Pickering are governed under Provincial Zoning Regulations (known as Minister’s Zoning Orders) or Provincial Policies such as the Greenbelt Plan or the Oak Ridges Moraine Plan. These three policies regulate development to protect the proposed Federal Airport lands, curb urban sprawl, and safeguard groundwater, respectively.

Rural Clusters: Rural Clusters are non-farm-related residential lots usually along or beside an existing road, with some additional community, cultural, or recreation uses. Expansions to existing clusters are minimal and limited to the existing cluster boundary.

Country Residential: These areas are typically large-lot residential subdivisions on an internal road. These areas are not intended for growth outside the registered subdivision boundary. Areas affected by the Greenbelt Plan and the Oak Ridges Moraine Plan may not add any new developments of this type. Even though settlement areas such as Barclay Estates, Birchwood Estates, and Forest Creek Estates are situated within the Greenbelt, their applications to develop residential subdivisions have been “grandfathered” since the applications were completed before the Greenbelt Act was passed in 2005.
The following 13 distinct settlement areas in the City of Pickering are listed by type of settlement area, location, and population:

### Table 1: Settlements within Pickering

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Location</th>
<th>Population 1996</th>
<th>Projected Population 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balsam</td>
<td>Rural Hamlet</td>
<td>Sideline 4 (Balsam Road) &amp; Durham Regional Road 5</td>
<td>50</td>
<td>60</td>
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<tr>
<td>Barclay Estates</td>
<td>Country Residential</td>
<td>Sideline 4, south of Highway 7</td>
<td>0</td>
<td>75</td>
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<td>Birchwood Estates</td>
<td>Country Residential</td>
<td>Sideline 4 &amp; Fifth Concession Road</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Brougham</td>
<td>Rural Hamlet</td>
<td>Brock Road &amp; Highway 7</td>
<td>270</td>
<td>315</td>
</tr>
<tr>
<td>Cherrywood and Area</td>
<td>Rural Hamlet (Central)</td>
<td>West – Altona Road &amp; Third Concession Road</td>
<td>350</td>
<td>375</td>
</tr>
<tr>
<td></td>
<td>Rural Clusters (West &amp; East)</td>
<td>Central – Rosebank Road &amp; Third Concession Road East – Fairport Road &amp; Third Concession Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Claremont</td>
<td>Rural Hamlet &amp; Oak Ridges Moraine Rural Hamlets</td>
<td>Brock Road (Claremont) &amp; Durham Regional Road 5</td>
<td>935</td>
<td>1,015</td>
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<tr>
<td>Forest Creek Estates</td>
<td>Country Residential</td>
<td>Audley Road &amp; Fifth Concession Road</td>
<td>0</td>
<td>30</td>
</tr>
<tr>
<td>Green River</td>
<td>Rural Hamlet</td>
<td>York-South Durham Line &amp; Highway 7</td>
<td>125</td>
<td>135</td>
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<tr>
<td>Greenwood and Area</td>
<td>Rural Hamlet</td>
<td>Westney Road &amp; Sixth Concession Road</td>
<td>330</td>
<td>345</td>
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<td></td>
<td>Rural Clusters (along portions of Greenwood Road)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kinsale</td>
<td>Rural Hamlet</td>
<td>Audley Road &amp; Highway 7</td>
<td>85</td>
<td>125</td>
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<tr>
<td>Spring Creek</td>
<td>Country Residential</td>
<td>Westney Road, south of Durham Regional Road 5</td>
<td>0</td>
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<td>Staxton Glen</td>
<td>Country Residential</td>
<td>Salem Road &amp; Fifth Concession Road</td>
<td>100</td>
<td>125</td>
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<td>Whitevale</td>
<td>Rural Hamlet</td>
<td>Whitvale Road &amp; Altona Road</td>
<td>240</td>
<td>255</td>
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</table>
Cherrywood: Early settler John McCreight settled here (1834) and named the area. Designated buildings include the John Petty house and blacksmith shop. The brick kiln manufactured bricks and tiles. Evidence of the blacksmith’s shop remains at the southwest corner of the Third Concession Road and Rosebank Road and is a designated heritage property. The former place of worship on the north side of the Third Concession Road west of Rosebank Road is made of bricks from the original brick yard. In Cherrywood, a general store remains; buildings associated with the former place of worship remain but are closed and a newer school building has been converted to a place of worship.

Claremont: Settled in the 1820s, Claremont was originally called Noble’s Corners after early worship remain but are closed and a newer school building has been converted to a place of worship.

Green River: C.L. Burton grew up in Green River. His father ran the general store in Green River (now a used book store). Settled in the 1840s and known then as “Smithville” after the owner of the mill, the village was busy with community facilities by the late 1880s. The town is located at the beginning of the Seaton Hiking Trail.

Greenwood: First called Norwood, the village became Greenwood after Fred Green bought and operated a mill there. Frederick (Squire) Green then added another mill, a creamery, and was a justice of the peace. Early township meetings for Pickering and Whitby were held in Greenwood in 1801. The earliest settlers came mostly from Yorkshire and Northern Ireland. John Diefenbaker attended school at Greenwood when his father was the school master at S.S. # 9.

Kinsale: The earliest settler in this hamlet was Wing Rogers. His home still stands on Highway 7, but may be demolished for the expansion of Highway 407. Wing Rogers was related to Timothy Rogers who was a first settler in Pickering Township with his large group of Quakers. Kinsale School still stands, but has been transformed into a large daycare centre.

Whitevale: This is a Heritage Conservation District. John Major settled and built the first mill here in the 1820s. The community was first called Majorville. Donald McPhee opened a hotel in 1855. T.P. White later built a grist mill, and further developed the community. The first post office was called Whitevale. The old mill pond, located north of the Hamlet, is now a regionally significant wetland. Former mill buildings remain along Whitevale Road.

By the early 1960s, new and “fully planned” communities such as Bay Ridges and West Shore started to appear throughout South Pickering. These communities were mainly centred on the needs of the automobile. These residential developments (which resembled those found in suburban Toronto) appeared throughout South Pickering until the 1990s, at which time Pickering’s population surpassed 75,000.14 Pressures from the new development contributed to environmental impacts and displaced agricultural communities.

Pickering’s Journey to Sustainability began in part as a response to the impacts of late 20th century development. Today, the approach to urbanization is changing, and the proposed Seaton Community is intended to demonstrate a new vision of development.
1.4 Demographic Profile

The City of Pickering records a population of approximately 94,000.\textsuperscript{15}

Between 2006 and 2011, Pickering’s population increased by only 1%.\textsuperscript{16} Pickering is expected to grow to approximately 145,000 people by 2021. Of the projected 145,000, 45,000 people (approximately 30%) and 22,500 jobs are proposed for the Seaton Community.

Between 2006 and 2011, Pickering’s population aged, as children who were teenagers in 2006 are now attending postsecondary institutions and many are living away from home, while members of the “Baby Boom” generation are becoming “empty nesters” and are still living in Pickering. The majority of Pickering’s population is between the ages of 45 and 59.\textsuperscript{17} In 2011, the average household size in Pickering was 3.1.

Currently, Pickering ranks second throughout Durham Region at 54% (37,795) of the population from 15 years of age and older having obtained a postsecondary certificate, diploma, or degree.

In 2011, more than 35% of Pickering’s population belonged to a visible minority. Pickering’s visible minority is made up of a multitude of nationalities; according to Statistics Canada, the top 5 include:

- Black 11.4%
- South Asian 11%
- Filipino 3.3%
- Chinese 2.3%
- Arab 0.9%

Pickering’s population also includes approximately 850 people who identify themselves as part of the Aboriginal population.

Although 74.6% of Pickering’s population has English as a mother tongue, Pickering is becoming more diverse, with residents using other languages in their home. More than 24% of Pickering’s population speaks a language other than English or French at home.

Between 1991 and 2011, more than 21% of new immigrants within Durham Region have called Pickering home. The City of Pickering ranked second in Durham Region with approximately 10,000 people (or 11.3%) of Pickering’s population having obtained immigrant status within the City of Pickering.
### 1.5 Economy and Education

In addition to competitive tax rates and a multi-talented and well-educated labour force, Pickering offers the lowest employment land costs of any municipality bordering Toronto. The City is recognized as one of the top 10 places in Canada to start and grow a business and is home to more than 3,000 businesses that employ about 31,000 people. The City’s commitment to helping businesses succeed is reflected in the number of firms that have chosen to call Pickering home. In the last 10 years, approximately 2 million square feet of new industrial and commercial space has been constructed.

Pickering is a leading centre for energy in Ontario. Its core business sectors include Energy, Environment, and Engineering (EN3 Cluster). It is home to Ontario Power Generation (OPG), the City’s largest employer and one of the largest electricity producers in North America, Eco-Tec, Black & McDonald, Tetra Tech, Trench Canada Ltd., Aeon, and Intellimeter.

Other important industries and sectors include advanced manufacturing, logistics, pharmaceuticals, electronics, and consulting.

The wind turbine located on Pickering’s waterfront is the largest in North America. It is an example of OPG and the City’s commitment to green energy alternatives.

The University of Ontario Institute of Technology (UOIT), Ontario’s first “laptop university,” is located in Durham Region. Its Energy Systems Engineering program focuses on tomorrow’s energy systems and is the first of its kind in Canada. Together with Durham College, UOIT is committed to enhancing the skills of our local business community.

In partnership with Centennial College, Durham College opened the Pickering Learning Site in 2012.

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### Table 2: Ethno Clusters (Based on 2006 Census)

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<tr>
<th>CENSUS TRACTS</th>
<th>803.02</th>
<th>803.03</th>
<th>803.04</th>
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<td>Total visible minority population</td>
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<td>1,900</td>
<td>2,540</td>
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<td>1,935</td>
<td>1,725</td>
<td>970</td>
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<td>South Asian</td>
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<td>2,935</td>
<td>3,635</td>
<td>3,575</td>
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</table>

Overall, Pickering’s largest visible minority is Black Canadian, followed closely by South Asian. There is a significant gap between these two groups and the next largest minorities which are Filipino and Chinese.

In terms of geographic clustering, tract #804.09 seems to comprise the largest percentage of ethnic groups. In fact, in this tract, as well as tract 804.11, visible minorities together form the majority of the population. Both tracts represent the Village East/Brock Ridge Duffin Heights Neighbourhoods of the City of Pickering. Tracts 803.05 and .06 have the next highest concentrations of ethnic minorities. These are east central tracts (Woodlands and Amberlea Neighbourhood).

North and South Pickering tracts have not been included here, as these represent a significantly lower proportion of ethnic minorities.
1.6 Natural, Recreational, Cultural, and Tourism Assets in Pickering

Pickering has a range of natural, recreational, heritage, arts, and cultural attractions for residents and visitors.

- **Frenchman’s Bay** is a shallow coastal lagoon on the Lake Ontario shoreline, protected by a barrier beach that is well used by residents and visitors for walking, boating and fishing.

- **The Waterfront Trail**: Pickering’s Waterfront Trail is a scenic haven for cycling, in-line skating, and leisurely strolls.

- **Altona Forest** is an environmentally significant area that provides essential habitat for many plants and animals and is used for hiking, bird watching, wildlife photography, and educational interpretative walks.

- **The Seaton Trail** is located along the West Duffins Creek and follows historic hunting and fishing routes on the creek. The trail passes heritage buildings from Pickering’s pioneer days, such as the grist mill at Whitevale.

- **Petticoat Creek Conservation Area** on the shores of Lake Ontario offers spectacular views of the coastal bluffs, and opportunities to see wildlife and enjoy picnics and walks in a 70-hectare park. The 35-year-old swimming pool, one of Petticoat Creek’s main attractions, was recently reconstructed to a new aquatic entertainment facility. The new facility includes a 3,200 square metre wading pool, a 750 person capacity swimming area, and a splash pad with interactive water features.

- **Greenwood Conservation Area** on Duffins Creek is managed by the Toronto and Region Conservation Authority and open to the public for hiking, cross-country skiing, fishing, and bird watching.

- **Claremont Field Centre** is located on the banks of the Duffins Creek East and Mitchell Creek and is on the Trans Canada Trail. The Centre is managed by the Toronto and Region Conservation Authority. Outdoor education programs are offered for school, Scouts, Guides, and other groups.

- **Diana Princess of Wales Park** is a well-used park near downtown Pickering that offers a ball hockey rink, basketball court, mini soccer pitch, skateboard park, soccer football field, tot equipment, and volley ball court.

- **Millennium Square** is a large public square at the southern tip of Liverpool Road, on the shores of Lake Ontario. From the Square visitors can access the Waterfront Trail system, or picnic at the adjacent Beachfront Park. Events such as concerts are often held here in summer.

- **Beachfront Park**, south of Hydro Marsh, offers an elevated beachfront boardwalk, beautiful views across Lake Ontario, generous seating and picnicking areas. In addition to the beach, children can enjoy the recently constructed splash pad play area, modern accessible play structures, swings, and beach volleyball.

- **Alex Robertson Park**, home to the popular art installation “Homeplace,” and the newly created Butterfly Garden. Alex Robertson Park includes hiking and running trails and is popular with cricketers, dog walkers, cyclists, and hikers on the Waterfront Trail.

- **Homeplace**, located on the north side of Alex Robertson Park, is a structural design by Canadian artist, Dorsey James, which was installed in 2001. The different designs of the structure symbolize a variety of periods, cultures, and beliefs. The most recognizable is the hydro pole arrangement atop the hill. The poles grow in height toward the centre, acknowledging individual growth as well as the growth, evolution, and prosperity of the community.

- **The Nautical Village** is a community of residences, shops, services, and marinas, including live/work opportunities, on the edge of Lake Ontario, near Millennium Square.

- **Frenchman’s Bay Marina** was established on the north shore of Lake Ontario in Frenchman’s Bay during the summer of 1972. The Marina is one of the largest in Ontario and serves several hundred boating customers.

- **The Wind Turbine**: This 117-metre turbine (measured from the ground to the highest blade tip) can produce enough emission-free energy to supply the annual electricity needs of about 600 average Ontario homes.

- **Pickering Museum Village** is located on the banks of Duffins Creek in historic Greenwood. The largest living history museum in the Durham Region, this award-winning site has 19 restored heritage buildings dating from as far back as 1810, including a blacksmith and woodworking shop, a general store, a schoolhouse, houses, barns, and churches. Tours at PMV re-create the daily life of Pickering Township’s settlers from the early pioneer days onward.
• **Whitevale Village Conservation District** contains more than 50 buildings dating from the 19th century, which are listed on a heritage inventory. The district is located on West Duffins Creek and retains traces of its past as an important rural centre and mill site.

• **Heritage properties** listed on Pickering’s Cultural Directory range from Victorian schoolhouses to unique modernist properties to historic cemeteries.

• **The Pickering Town Centre Farmers’ Market** was started in 2011, and was designed to be a comprehensive community event to feature local farmers and food producers, support local food banks, and showcase local artisans, craft workers, and musicians.

• **Pickering Recreation Complex**, a nationally accredited fitness centre in the heart of Pickering, offers world-class training to athletes such as Olympian Perdita Felicien. The Complex will celebrate its 30th anniversary in 2013. It offers more than a quarter-of-a-million square feet of facility space and top-of-the-line cardio and fitness equipment, twin ice pads, and programs for all ages and abilities, including fitness, aquatics, tennis, squash, and racquetball.

• **Durham West Arts Centre** in the Pickering Recreation Complex showcases local, national, and international talents, ranging from visual to performing arts.

• **Pickering Public Library**: Pickering has one central public library and three branches. A Central Library Expansion and Renovation Study was completed with stakeholder and community input in 2012. The Library’s current Strategic Plan is moving services away from a more traditional model of providing physical materials to providing access to technology and training to produce creative and intellectual products.

• **Shopping and Dining**: The Pickering Town Centre offers more than 200 stores, restaurants, and services. Pickering is also home to a SmartCentre, the shops at Pineridge, the Pickering Markets, and many stand-alone shops and restaurants.

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1.7 **Pickering’s Cultural Organizations**

Pickering’s Culture & Recreation Department offers thousands of programs each year, promoted through the **City of Pickering Leisure Guide**. Programs include culinary arts, visual arts, performing arts, language, and heritage programs (offered by the Pickering Museum Village). The Division coordinates many free events, including Theatre in the Park, Waterfront Concert Series, Treble in the Park, Heritage Day, Artfest, Spirit Walk, Steam Up & Opening, The Settler Trail, and Christmas in the Village.

The stakeholder survey completed for this plan identified 79 other cultural organizations in Pickering, listed in Section 2.2. These include schools, churches, ethnocultural groups, businesses focused on the arts, recreational organizations, and environmental groups.
2 Summary of Research Findings and Public Input

2.1 Community Telephone Survey

The City of Pickering retained Monteith Brown Planning Consultants to conduct two components of the larger community consultation program: (1) a household survey conducted by telephone; and (2) a stakeholder survey available in both digital and hard copy format.

The household telephone survey was designed to capture a true picture of the current culture needs and preferences of the general public, as well as assessing current participation in various cultural activities.

The goals of the stakeholder survey were to provide a “snapshot” of the range of activities and participation levels currently being experienced within Pickering, to identify issues that are of concern to various stakeholder groups, and to help build a database of cultural providers in the area. The following analysis has been gathered and completed by Monteith Brown Planning Consultants, in consultation with City of Pickering staff.
2.1.1 Household Survey Analysis

A household telephone survey of a statistically significant sample of Pickering residents was conducted in January and February 2010. The survey is considered to be representative of the population. The survey did not specifically target those who participate in cultural activities.

A total of 450 surveys were completed.¹⁸ To qualify, respondents were required to be 16 years of age or older and reside in the City of Pickering. In most cases, the respondents were answering for their entire household, which is the unit of analysis for this survey. These 450 households represent approximately 1,400 Pickering residents. Although this accounts for only 1.5% of the City’s population, the survey response level is similar to those frequently used to report on regional or provincial research polls.

The survey collected information on the attitudes of respondents towards participation, attendance, spending, importance, satisfaction, and awareness related to heritage, arts, and culture facilities, programs, activities, and events in Pickering. This section summarizes the principal findings of the household survey and correlates them based upon a variety of factors including household composition, income levels, and geographic distribution. This report notes where the differences between these variables are considered significant.

The survey also gathered the following information about respondents:

- The average number of people per household was 3.2, which is consistent with the 2006 Census.
- The average age of respondents was 50 years (average year of birth was 1959).
- 73% of respondents have lived in Pickering for at least 10 years, 16% for between 5 and 10 years, 9% for between 1 and 5 years, and 1% have made Pickering their home for less than one year.
- 53% of respondents live between Highway 401 and Finch Avenue, 27% live south of Highway 401, and 20% live north of Finch Avenue. This closely mirrors current householder counts provided by Canada Post.
- 41% of respondents were university graduates, 23% of respondents had achieved a college or technical school diploma; 17% had completed some college, university, or technical school; 14% were high school graduates; and 5% had completed some high school.

- Of the 450 respondents, 61% chose to provide their household’s annual income – 39% of those who answered had a household income over $100,000, followed by those with incomes between $60,000 and $80,000 (18%), between $80,000 and $100,000 (16%), between $40,000 and $60,000 (14%), and under $40,000 (14%). The median reported income was just above $80,000.
- Households between Highway 401 and Finch Avenue were more likely to report an annual household income over $100,000 than households south of Highway 401.
- 58% of respondents were female and 42% were male.

2.1.2 Household Participation in Heritage, Arts, and Culture Activities

Respondents were asked to indicate whether their households, in the past 12 months, had participated in particular types of heritage, arts, and culture activities. Participation means that a member of the household actively took part, and did not simply attend an event or watch others.

The most popular activity was singing or playing music (33%), followed by painting, drawing, crafts, sculpture, pottery, or other visual arts (27%), and multi-cultural activities (19%). The top two activities can generally be undertaken in an unstructured and unscheduled manner, which is becoming increasingly important as free time becomes less abundant.

The following figure displays the most popular heritage, arts, and culture activities in Pickering.

Figure 2: Household Participation in Various Heritage, Arts, and Culture Activities, past 12 months

¹⁸ This represents a confidence interval of ±4.6% (i.e., the survey provides for an accuracy of ±4.6% 19 times out of 20). In other words, statistical modelling proves that this is a significant figure and it would take thousands more completed surveys to improve survey confidence (and only marginally at that).
Household composition often has an impact upon participation patterns. For example, households with children were more likely to have participated in singing or playing music and painting, drawing, crafts, sculpture, pottery, or other visual arts and more likely to attend community events (e.g., Canada Day, Santa Claus Parade, RibFest, etc.) than households without children.

Households reporting an annual income over $80,000 were more likely to have participated in heritage activities, such as classes or workshops at a museum or historic site than households reporting annual income under $80,000.

2.1.3 Participation Location

If respondents stated that their households had participated in a specific type of activity, they were then asked whether participation occurred most often in Pickering or outside Pickering. The predominant response for all eight activities was "in Pickering." The top three responses for activities undertaken outside Pickering were: multicultural activities (45%); acting or theatrical performance (36%); and heritage activities, such as classes or workshops at a museum or historic site (35%).

If respondents participated more often outside Pickering, they were asked to provide reasons. The top three responses were: facility/program not available in the area (29% of those participating outside Pickering); connected to the other community/used to live there (18%); and special events/variety (16%).

Households with children were more likely to have participated in singing or playing music in Pickering than households without children. Although households with children were more likely to participate in dancing or ballet, creative writing, and acting or theatrical performance, households without children were more likely to have participated in these activities outside of Pickering.

Households reporting annual income under $80,000 were more likely to have participated in acting or theatrical performance in Pickering than households reporting annual income over $80,000.

Some geographical differences were seen as well, including the finding that households south of Highway 401 were more likely to have participated in multicultural activities in Pickering; households north of Finch Avenue were more likely to have participated in multi-cultural activities outside Pickering.

Households south of Highway 401 were more likely to have participated in media arts, such as photography and film production outside Pickering than households north of Finch Avenue.

Households north of Finch Avenue were more likely to have participated in multi-cultural activities outside Pickering; households between Highway 401 and Finch Avenue were more likely to have participated in multicultural activities in Pickering.

Households north of Finch Avenue were more likely to have participated in acting or theatrical performance outside Pickering than households between Highway 401 and Finch Avenue, which were more likely to have participated in media arts, such as photography and film production outside Pickering.

Households south of Highway 401 were more likely to participate in dancing or ballet and acting or theatrical performance outside Pickering; households between Highway 401 and Finch Avenue were more likely to participate in dancing or ballet in Pickering.

Households south of Highway 401 were more likely to participate in a literary event or educational lecture that was not part of one's school requirements in Pickering; households between Highway 401 and Finch Avenue were more likely to participate outside Pickering.

2.1.4 Household Attendance at Heritage, Arts, and Culture Activities

Respondents were asked whether they attended or visited any of a number of facilities, events, or performances in the past 12 months. This includes performances for which someone in the household was in the audience or facilities that someone visited, but does not include events in which any member of the household actively participated. The following figure illustrates the responses.

Figure 3: Households Attending or Visiting Facilities, Events or Performances, past 12 months
The top three most-attended facilities, events, or performances were: **community events** (e.g., Canada Day, Santa Claus Parade, RibFest, etc.) (65%); a musical performance, such as a concert or opera (57%); and a dance performance, such as a recital (54%).

### 2.1.5 Attendance Location

To better understand why residents travel outside Pickering for these activities, respondents were asked which activities they or members of their household visit/attend outside of the City and why. Five of the eight activities had higher attendance levels outside Pickering than in Pickering, suggesting that while people prefer to participate close to home, they are more willing to travel for events they attend.

The most frequent responses were: a theatrical performance, such as a play but excluding movies (72%); a musical performance, such as a concert or opera (70%); an art gallery or art exhibit (64%); and a museum or historic site (62%). The most common reasons given for attending these facilities, events, or performances outside Pickering were: facility/program not available in the area (34% of those going outside Pickering); quality of facility/program is superior (17%); and special events/variety (16%). Many of these activities would appear to be special events (e.g., plays, concerts, exhibits, etc.) that have limited engagements in Toronto and surrounding areas, most of which are not commonly provided in a community the size of Pickering.

Households with children were more likely to attend community events (e.g., Canada Day, Santa Claus Parade, RibFest, etc.) and a dance performance, such as a recital, than households without children.

- Households reporting annual income over $80,000 were more likely to have visited a museum or historic site or an art gallery or art exhibit in Pickering than households reporting annual income under $80,000, but households reporting the higher income were more likely to attend these cultural facilities outside Pickering.
- Households north of Finch Avenue were more likely to have attended a dance performance, such as a recital or a literary event or educational lecture that was not part of one’s school requirements in Pickering while households between Highway 401 and Finch Avenue were more likely to participate in these activities outside Pickering.

### 2.1.6 Desired Programs and Activities

To assess latent demand for programs not offered in Pickering, respondents were asked whether there were any heritage, arts, and culture programs or activities that would be of interest to their households. **20% of respondents identified potential gaps** in heritage, arts, and culture programming and events; the most common requests were concerts/musical performances, theatre/plays, art exhibits/displays & galleries, educational programs, and ethnic/multi-cultural festivals and events.

Households that spent $50 or more per month on heritage, arts, and culture were more likely to state that there are programs or activities they would like to see offered that are not currently available in Pickering (top four responses were: concerts/musical performances; theatre/plays; art exhibits/displays & galleries; and educational programs) compared with households that spent less than $50 per month.

### 2.1.7 Awareness

When asked the **best way for the City to inform households** about heritage, arts, and culture programs and activities in Pickering, the most common responses were: newspaper (42% of all households); mail (21%); email (13%); newsletter/magazines (12%); and bulletin boards/posters/flyers (12%). Other responses (each receiving 9% or less of the total responses) included radio/television, City’s leisure guide, school notices, word of mouth, library, telephone, at events, and booklets.

### 2.1.8 Barriers to Participation

Respondents were asked about whether they were able to participate in heritage, arts, and culture activities as often as they would like. **61% of respondents stated that they were able to participate as often as they would like**, while **37% stated that they were not**.

The most common reason given for not participating as often as they would like was lack of personal time or too busy (59%), followed by health problems or disability and age (16%), and lack of desired facilities or programs (8%). In the following chart, all percentages refer to the subset that could not participate as often as they would like.
2.1.9 Household Spending on Heritage, Arts, and Culture

Respondents were asked how much money their entire household spends on heritage, arts, and culture in a typical month. This spending includes subscriptions, tickets, donations, program fees, and materials, but excludes movies. 54% of respondents spent $0–$50 per month, followed by 15% each for those that spend $50–$99 per month and $100–$199 per month. Only 8% of households spent more than $200 per month on heritage, arts, and culture.

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<th>Amount Spent</th>
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<tr>
<td>Less than $50</td>
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<td>0%*</td>
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<tr>
<td>$500 or more</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Note: “Don’t know/No opinion” responses have been removed from this dataset.

2.1.10 Satisfaction with and Importance of Current Heritage, Arts, and Culture Opportunities

To gauge the impressions of service levels to residents of different ages, respondents were asked to rate their level of satisfaction with leisure opportunities for the following age groups: children (0–12 years), teens (13–18 years), adults (19–54 years), and seniors (55+ years). Overall satisfaction (total of “satisfied,” and “very satisfied”) with opportunities for seniors ranked the highest (30%), followed closely by children and adults (28% each). Opportunities for teens received the poorest rating, with an equal percentage being satisfied and unsatisfied (16%).

Figure 5: Satisfaction with Heritage, Arts, and Culture Opportunities by Age Group

- Households with children were more likely to be satisfied with the heritage, arts, and culture opportunities in Pickering for children (0-12 years) than households without children.
- Households south of Highway 401 were more likely to be very satisfied with heritage, arts, and culture opportunities in Pickering for seniors (55 years and over) than households between Highway 401 and Finch Avenue.
Respondents, on average, gave a higher rating to importance than to satisfaction for both facilities and events. This evaluation was made by totalling the satisfied and very satisfied responses and comparing them with the total of important and very important responses. The finding indicates that residents are looking for more in terms of the quality or quantity of local offerings.

2.1.11 Additional Spending of Public Funds

To identify areas where respondents felt municipal resources should be allocated, they were asked which heritage, arts, and culture facilities should receive additional public funding. Respondents were asked to answer on a scale of 1 to 5, where 1 meant “don’t spend” and 5 meant “definitely spend.”

The facility type thought to be most in need of additional public spending was parkland for festivals and special events (66%), followed by a performing arts centre for theatrical and musical performances (55%), museum or heritage sites (43%), rehearsal spaces for dance, theatre or music (43%), art galleries and exhibition space (31%), and art studios for creating visual arts, crafts, and other works (31%).

Figure 8: Percent that Support Additional Public Spending on Various Facilities
2.1.12 Awareness and Roles of the City, Community, and Private Businesses

Respondents were asked about their level of agreement with specific statements relating to their household’s awareness of opportunities in Pickering, as well as the roles that the City, the community, and private businesses should play in the delivery of heritage, arts, and culture opportunities. Respondents were read five statements, to which they were asked to respond on a scale of 1 to 5, where 1 was strongly disagree and 5 was strongly agree. The percentage of respondents that answered that they agree or strongly agree with each statement is illustrated in the figures below (those who answered “Don’t know” have been excluded from the calculation). The level of agreement to 4 of the 5 statements was fairly consistent (ranging from 51% to 58%) with the exception of the statement, “your household is generally aware of the heritage, arts, and culture activities that are available in Pickering,” which garnered only 38% agreement (37% disagreed and 25% were neutral or did not offer an opinion).

Households with children were more likely to feel that their household is generally aware of the heritage, arts, and culture opportunities that are available in Pickering than households without children.

Figure 9: Level of Agreement with Statements About Heritage, arts, and culture in Pickering (cont’d)

More should be done to publicize and promote heritage, arts and culture activities and events.

- Strongly disagree: 26%
- Disagree: 7%
- Somewhat agree: 23%
- Agree: 34%
- Strongly agree: 11%

Your household is generally aware of the heritage, arts and culture activities that are available in Pickering.

- Strongly disagree: 27%
- Disagree: 21%
- Somewhat agree: 23%
- Agree: 17%
2.2 Stakeholder Group Survey

A stakeholder group survey was created to gather information from community groups regarding:

- Organization type, mandate, and roles
- Participation trends, membership, and programming
- Facility usage, ownership, and collections
- Requirements, needed supports, and future roles
- Human resources, volunteers, and partnerships
- Expenditures, revenues, and funding
- Challenges, barriers, and potential solutions
- Personal reflections

The intent of the survey was to assist with the development of the City of Pickering’s Cultural Strategic Plan, as well as a cultural mapping initiative. Groups that were sent the survey were known to provide or use services in the following areas:

- Cultural assets (e.g., art galleries, archives, libraries, museums, performing arts centre, places of worship, etc.)
- Not-for-profit organizations (e.g., historical societies, visual arts groups, multi-cultural groups, Arts Councils, etc.)
- Creative industry and cultural business (e.g., architects, bookstores, commercial galleries, designers, dinner theatres, film production, performing arts schools/studios, etc.)
Stakeholder groups (including individual artisans) were identified by City staff and the Project Team using several databases, supplemented by the diverse experience of the Project Team. Several hundred groups were sent an introduction letter and instructions to complete the survey, which was available online, by email, and in hard copy. To ensure a wide distribution, groups were also encouraged to pass the survey on to others involved in the heritage, arts, and cultural sector. The City made repeated attempts to encourage groups to complete the survey.

A total of 79 organizations completed the surveys between January and March 2010. The survey contained 34 primary questions (some containing multiple queries), but not all were applicable to every group; therefore, the responses show a degree of non-participation for several questions.

The wide range of organizations and their associated responses, combined with the non-random and self-administered nature of the survey, means that the analysis is not statistically-significant. As a result, the survey cannot be analyzed in the same manner as the household survey; rather a high level summary is provided on the following pages. The summary is divided into six parts to coincide with the structure of the survey.

In interpreting the results, it is important to note that the activities of some organizations are entirely within the heritage, arts, and cultural sector, while some organizations have a wider mandate.

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**Table 4: List of Organizations Completing the Survey**

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altona Forest Stewardship Committee</td>
<td>Muslim Youth &amp; Community Centre for Pickering/Durham (MYCC)</td>
</tr>
<tr>
<td>Artists and Poets Ltd.</td>
<td>One twin design</td>
</tr>
<tr>
<td>Backwoods Players</td>
<td>PAC 4 Teens</td>
</tr>
<tr>
<td>Bayview Heights Public School</td>
<td>Pickering Ajax Italian Social Club</td>
</tr>
<tr>
<td>Blooms &amp; Britches Heritage Gardeners, Pickering Museum Village</td>
<td>Pickering Community Concert Band</td>
</tr>
<tr>
<td>Canadian Multicultural Forum</td>
<td>Pickering Gas &amp; Steam Club</td>
</tr>
<tr>
<td>Canadian Progress Club - Durham South</td>
<td>Pickering Horticultural Society</td>
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<td>Central Lake Ontario Conservation</td>
<td>Pickering Italian senior Association</td>
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<td>City of Pickering - Culture &amp; Recreation</td>
<td>Pickering Museum Village</td>
</tr>
<tr>
<td>City of Pickering - Engineering Services Division</td>
<td>Pickering Museum Village Advisory Committee</td>
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<td>City of Pickering - Municipal Operations</td>
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<td>City of Pickering - Operations &amp; Facilities</td>
<td>Pickering Potters Studio</td>
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<td>Claremont District and Community Association</td>
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<td>Community Development Council Durham</td>
<td>Pine Ridge Arts Council</td>
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<tr>
<td>Conseil Scolaire Distinct Catholique Centre Sud - French Catholic School Board</td>
<td>Pine Ridge Secondary School</td>
</tr>
<tr>
<td>D. James Sculptor</td>
<td>PMV/Woodwrights Guild</td>
</tr>
<tr>
<td>Dalebrook Neighbourhood Association</td>
<td>RAI Architect Inc.</td>
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<tr>
<td>Dunbarton High School</td>
<td>Rosebank Road Public school</td>
</tr>
<tr>
<td>Dunbarton-Fairport United Church</td>
<td>Rouge Valley Chapter IODE</td>
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<tr>
<td>Durham College</td>
<td>Royal Scottish Country Dance Society</td>
</tr>
<tr>
<td>Durham Mountain Biking Association</td>
<td>Sir John A. Macdonald Public School</td>
</tr>
<tr>
<td>Durham Radio Inc.</td>
<td>St. Isaac Jogues Parish – Roman Catholic Church</td>
</tr>
<tr>
<td>Durham Region Branch Ontario Genealogical Society</td>
<td>St. John Ambulance</td>
</tr>
<tr>
<td>Durham West Arts Centre Foundation</td>
<td>St. Monica Catholic School</td>
</tr>
<tr>
<td>Entertainment Unlimited</td>
<td>St. Nedela Macedonian Orthodox Church</td>
</tr>
<tr>
<td>Fusion Art</td>
<td>Sunshine Publishing</td>
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<tr>
<td>Ganabaltemagon Public School</td>
<td>The Arms of Jesus Children’s Mission Inc.</td>
</tr>
<tr>
<td>Girls Incorporated of Durham</td>
<td>The Conservation Foundation of Greater Toronto</td>
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<tr>
<td>Glengrove Public School</td>
<td>The County Town Singers</td>
</tr>
<tr>
<td>Great Walls of Art</td>
<td>The Driftwood Theatre Group</td>
</tr>
<tr>
<td>Heritage Pickering</td>
<td>The Woodwrights’ Guild</td>
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<tr>
<td>Hispanic-Canadian Alliance of Ontario</td>
<td>Toronto and Region Conservation Authority</td>
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<tr>
<td>Hurst Communications</td>
<td>Toronto Scottish Country Dance Association</td>
</tr>
<tr>
<td>Indo-Canadian Cultural Association of Durham</td>
<td>UOIT – University of Ontario Institute of Technology</td>
</tr>
<tr>
<td>Jehovah’s Witnesses</td>
<td>Vaughan Willard Public School</td>
</tr>
<tr>
<td>L’Amicale du Centre Communautaire Francophone de Durham(ACCFD)</td>
<td>Vintage Victuals</td>
</tr>
<tr>
<td>Legend Music Enterprises Corp.</td>
<td>Westrueck Public School</td>
</tr>
<tr>
<td>Managhan Design Solutions Inc.</td>
<td>Young Singers</td>
</tr>
<tr>
<td>Mary Cook Photography</td>
<td>Zahra’s School of Middle Eastern Dance</td>
</tr>
<tr>
<td>Muse on Design</td>
<td></td>
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</tbody>
</table>
2.2.1 Baseline Information

Baseline data on each organization was requested to assist the City with its Cultural Resource Mapping initiative, which will identify the heritage, arts, and cultural assets in Pickering.

2.2.1.1 Type of Organization

Of those organizations completing the survey, 22% were incorporated not-for-profit, followed by not incorporated not-for-profit (19%), other (16%), for profit (15%), school/educational institution (15%), government (9%), and church/place of worship (4%).

2.2.1.2 Primary Discipline(s)

The most common primary discipline of the organizations represented by respondents was cultural heritage (39%), followed by community events (37%) and other (34%), such as: education; ethnocultural groups; photography; and environment. Groups were permitted to select more than one discipline. The full list of disciplines is shown in the following graph.

2.2.1.3 Purpose or Mandate

As the wide variety of groups that completed stakeholder surveys represented a number of different areas of heritage, arts, and culture in Pickering, their mandates are diverse. The main areas of interest included:

- Events (e.g., fundraising, awareness, etc.)
- Environmental initiatives
- Promotion of heritage and ethnocultural traditions
- Acquisition/practice of skills and information regarding photography, drama, writing, singing, safety, religion, education, visual arts, dance, gardening, etc.
- Private business
- Youth initiatives
- Neighbourhood and community development

2.2.1.4 Key Role(s) of Organizations

In addition to providing their purpose or mandate, respondents were asked what they felt their organization’s key role(s) to be in the provision of heritage, arts, and culture programs, activities and services. The main roles mentioned were:

- Marketing
- Delivering events and activities
- Providing lessons
• Exposing young people to culture
• Partnering with the City
• Education
• Offering settlement services
• Providing access to heritage resources
• Caring for the environment

2.2.1.5 Activities

As part of a Cultural Resource Mapping initiative, the City was interested in cataloguing the volume of heritage, arts, and culture activity in the community, including events, performances, exhibits, and programs. This information will also assist the City in identifying key areas of success and areas where the community may be under-served.

2.2.1.6 Key Activities

Respondents provided a broad range of activities, user groups, frequency of activities, and percentage of participants from Pickering. Full results can be found in Appendix B.

2.2.1.7 Membership

Over 64,000 people were identified as members of the 34 groups that provided membership data on the stakeholder survey. This number includes the Pickering Public Library’s 50,000 active library card holders, the 1,200 students in the School of Media Art and Design at Durham College, approximately 7,000 parishioners at St. Isaac Jogues Parish of the Roman Catholic Church, and 1,850 students at Pine Ridge Secondary School. The average group size was 1,892 members and the median was 90 members.

2.2.1.8 Change in Participation

Of the 67% of the sample that provided feedback, 44 respondents reported an increase in their organization’s participation, attendance, or membership over the past five years, 25% had no change, and 8% experienced decreases.

Figure 12: Change in participation over the 5 years prior to the survey

*Note: excludes “not applicable” and non-responses.

A variety of reasons were given as to why participation rates changed, including:

• Awareness (increased for some groups, lacking for others)
• Engaging new members
• Poor economy
• Changing demographics
• New facilities

2.2.1.9 Plans to Expand or Reduce Scope

Of the 65 organizations (82%) that responded to the question of plans to expand or reduce their organization’s scope over the next 5 years, 57% (70% of the total) planned to expand, 25% (or 30% of the total) expected no change, and none planned to reduce their scope.
Examples of plans provided by respondents for accommodating additional interest included:

- Renovations/redevelopment of existing facilities
- Sufficiency of existing space
- Use of larger facilities/parks
- Modification of existing programs
- Increasing the size of the volunteer base
- Outreach initiatives
- Support/sponsorship
- Increased use of technology

### 2.2.2 Assets

Information was requested on the facilities, sites, and assets owned or used by each organization. This data will help with the City’s Cultural Resource Mapping initiative and also develop an understanding of the suitability of existing infrastructure.

#### 2.2.2.1 Facility Ownership and Use

Of the 62 respondents (79%) that answered the question of whether their organization owned or leased any sites or buildings, 35% stated yes, 60% stated no, and 5% were unsure.

Only 20 organizations (25%) provided information regarding the sites they utilize, 23 distinct facilities were used by these 20 organizations, including Pickering Museum Village (which is home to an additional 16 buildings; counted as one facility for this analysis). In addition, several groups make use of City parks.

#### 2.2.2.2 Adequacy of City Parks for Heritage, Arts, and Culture

30 groups (38% of all respondents) provided feedback regarding City parks. Of the 46 ratings given, 17 were excellent (37%), 24 were good (52%), 1 was adequate, and 1 was rated poor for the organization’s specific purposes. Detailed comments regarding facilities used and potential improvements can be found in Appendix B.

#### 2.2.2.3 Significant Collections

39 organizations (49%) reported owning or managing significant collections or other physical heritage, arts, and culture resources. Examples included:

- Costumes
- Instruments
- Stage equipment
- Historical artifacts
- Music libraries
- Tools/equipment
- Public art installations (e.g., sculptures)
- Heritage buildings
- Archaeological sites
- Archival materials
- Books

#### 2.2.2.4 Additional Access to Facilities

13% of respondents stated that their organization would require additional access to existing facilities, and 37% stated that their organization would require access to new cultural or community facilities in the next 5-10 years. Of the eight organizations that would like additional access to existing facilities, those preferred included the public library, Millennium Square, and heritage properties on federal/provincial lands.
In the next 5-10 years, the 22 organizations that foresee requiring additional facilities mentioned the following:

- Indoor hall
- Performing arts building
- Additional parking and storage at Pickering Museum Village
- Dance, music and culinary arts spaces
- Meeting space
- Gymnasium
- Swimming pool
- Galleries
- Practice space
- Office space
- Auditorium

2.2.3 Human and Financial Resources

Questions pertaining to staff and budgets related to heritage, arts, and culture services were posed in order to develop an estimate of the economic impact of heritage, arts, and culture in Pickering.

2.2.3.1 Human Resources and Volunteers

25 organizations (32%) either stated they are entirely volunteer-driven or that they do not have any full-time employees (FTE). The average number of FTE equivalents was 22 per organization, the median was 2, and the highest number was 400 (University of Ontario Institute of Technology). 54 groups answered this question.

The total number of hours volunteered by the 46 organizations that provided responses was 128,346 in 2009. This number does not account for the six groups that stated the number of volunteer hours was varied, too many to count, or uncalculated. The average number of hours volunteered for each of the 46 organizations was 2,790; and the median was 720 hours.

2.2.3.2 Operating Expenditures and Earned Revenue

A total of 25 organizations had overall operating expenditures of $6,137,730 relating to heritage, arts, and culture services in 2009, for an average of $245,509 per organization and a median of $8,353. In addition, the Toronto and Region Conservation Authority (TRCA) had total expenditures of $79,185,965 in 2009. Seventeen organizations provided their earned revenue for 2009, totalling $1,132,984, for an average of $66,646 per organization and a median of $10,010. Again, excluding the TRCA’s total earned revenue ($33,487,513), the highest reported revenue was that of Pickering Public Library at $450,000.

2.2.4 Organizational Matters

This section was designed to capture opinions on matters relating to organizational support and future directions for heritage, arts, and culture services in the City of Pickering.

2.2.4.1 Government Support

Twenty-three organizations (29%) stated that they had received government funding from federal, provincial, and/or municipal sources in 2009. The funding sources mentioned were:

- Healthy Communities Fund for Friendly PEERsuasion Program
- Ministry of Culture
- Municipal levy
- YMCA grant
- Community Museums Operating Grant
- Toronto Arts Council Theatre Projects Grant
- Ontario Trillium Foundation
- Building Canada Grant
- Recreational Infrastructure Canada (RInC)
- Ontario Arts Council Touring Grant
- School Community Council
- City of Pickering
- Human Resources and Skills Development Canada (HRSDC)
- Ministry of Tourism – Celebrate Ontario
- Transfer payments
- Service Canada – Summer Jobs
- Young Canada Works
The total amount of funding received by the 23 organizations was $50,615,876, for an average of $2,200,690 per organization. The highest funding received was by the TRCA – a total of $44,260,447. Excluding the TRCA’s total, the other 22 organizations received a total of $6,355,429, for an average of $288,883 ($32,000 median) per organization in federal, provincial, and/or municipal funding.

2.2.4.2 Additional Support

Of the 62 respondents who provided feedback regarding this question, 48% stated that their organization required additional support from the City of Pickering relative to heritage, arts, and culture. 35% said no, and 16% were unsure.

Of the 30 organizations that said yes, 29 offered an explanation as to how the City can better support their organization. The key areas mentioned included:

- Promotion and increased awareness
- Facility upgrades/expansion
- Financial assistance/lower fees
- More cultural staff at the City
- Partnership for marketing and sponsorship
- Grants
- Expanded programming
- Long-term planning

Figure 13: Percentage of Organizations Requiring Additional City Support

2.2.4.3 Partnerships

Of the 60 organizations that responded to this question, 55 would be willing to consider partnerships with the City or other agencies for the development or delivery of heritage, arts, and culture services or facilities; 13% were not willing; and 32% were unsure.

Figure 14: Percentage of Organizations Willing to Consider Partnerships

Twenty-seven organizations went on to provide explanations as to potential partnership or collaboration areas that could be explored further, including:

- In-kind sponsorship
- Equipment use agreements
- Tourism and economic development
- Volunteer labour
- School use
- Expertise/knowledge sharing
- Marketing
- Space
- Programming
2.2.4.4 Greatest Challenges

Respondents were provided a list of eight options and asked to select the three greatest challenges facing their organization relative to heritage, arts, and culture. Lack of community awareness and promotion (56% of all organizations) was the primary challenge, followed by shortage of facility space (42%), level of funding (40%), and staff or volunteer resources (36%).

Figure 15: Challenges Faced by Organizations Regarding Heritage, arts, and culture (multiple responses accepted)

Other challenges mentioned included: lack of community participation; limited available hours; political support; and vandalism.

2.2.4.5 Future Roles and Areas of Focus

Respondents were asked to rank a series of roles proposed for community groups, the City of Pickering, and the private sector from 1 to 5, with 1 being most preferred and 5 being least preferred for each provider/supporter. To facilitate analysis, the rankings were weighted and averaged, with the averages listed in the table below; lower numbers represent higher preference for a role to be fulfilled by a specific sector.

Table 4: Preferred Roles for Community Groups, the City of Pickering, and the Private Sector

<table>
<thead>
<tr>
<th>Role</th>
<th>Community groups</th>
<th>City of Pickering</th>
<th>Private sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy development and planning support</td>
<td>2.77</td>
<td>1.80</td>
<td>3.39</td>
</tr>
<tr>
<td>Coordination and delivery of activities and events</td>
<td>2.09</td>
<td>2.37</td>
<td>2.93</td>
</tr>
<tr>
<td>Marketing and promoting activities and events</td>
<td>2.34</td>
<td>2.18</td>
<td>2.31</td>
</tr>
<tr>
<td>Funding for new or modernized facilities</td>
<td>3.07</td>
<td>1.98</td>
<td>1.98</td>
</tr>
<tr>
<td>Funding of activities and events</td>
<td>2.64</td>
<td>2.20</td>
<td>1.93</td>
</tr>
</tbody>
</table>

Respondents most often felt that the City of Pickering should be responsible for policy development and planning support, community groups for coordination and delivery of activities and events, and the private sector for funding of activities and events. In addition, although opinions were more split and may suggest the preference for multiple partners to play these roles, respondents felt that marketing and promoting activities and events should be the role of the City of Pickering and that funding for new or modernized facilities should be the role of the private sector and the City.

2.2.4.6 Gaps and Barriers

40 groups (51%) provided feedback regarding gaps or barriers that may be keeping Pickering’s heritage, arts, and culture sector from reaching its true potential. These gaps and barriers included:

- Arts not seen as a government priority
- Lack of a dedicated arts facility
- Lack of promotion and awareness
- Need for more information sharing
- Lack of communication
- Lack of funding
- Need for partnerships with the private sector
- Language
- Transportation issues
- Lack of media coverage
- Lack of cohesion
As a follow-up question, respondents were asked how best gaps and barriers can be mitigated; examples included:

- Provision of new facilities
- Increased government interest in the arts
- Increased heritage, arts, and culture-specific staffing
- Partnerships (formal, informal, in-kind, etc.)
- Strategic Plan as the first step
- Community participation in goal-setting and planning
- More media promotion
- Development charges and tax relief for heritage maintenance and protection efforts
- Website improvements
- Stronger link between schools and the community
- Increased marketing

### 2.2.5 Personal Reflections

Respondents were asked to provide any images, short stories, traditions, quotes, unique points of view or additional comments that define their experiences in the heritage, arts, and culture sector. 31 respondents (39%) provided feedback. Full responses are available in Appendix A.

### 2.3 Interviews

In May and June 2011, interviews were conducted with individual members of Pickering Council and senior management staff with the City of Pickering. The interview questions were designed to identify their perspective on the value of cultural planning, the strengths, and opportunities to be explored in Pickering’s cultural plan, the role the municipality must play to develop and implement a cultural plan, and the resources that must be assigned in order to achieve its goals.

#### 2.3.1 Pickering Council

All participating council members felt that Cultural Strategic Planning is very important to the City of Pickering. Members felt that cultural planning will identify and support Pickering’s unique character and can be recognized and celebrated by residents and visitors alike. Some members felt that a better balance must be found between Pickering’s recreational opportunities and cultural pursuits – more was needed on the cultural side to bring the two into a better balance. Others felt that cultural planning will position Pickering as a destination of choice for newcomers, which will positively contribute to the community.

All members agreed that the completion of a Cultural Plan will allow council, staff, and the community to have a voice and contribute to the development of a common vision and to identify objectives with timeframe and budget and assign responsibility so programs can be developed and measured. Many members of council felt that a cultural plan will allow the municipality to provide a clear vision to those building in our community.
When asked to identify the strengths of Pickering’s current cultural community, the most common response was Pickering’s diversity. Members felt that the municipality’s diverse demographic make-up was a strength that should be developed and nurtured. Some members also felt that Pickering has rich cultural history and a strong arts presence. In all cases, members felt that Pickering has a lot of support and engagement from community organizations and residents which should be built upon within the cultural strategic plan.

Pickering Council members identified a variety of opportunities that should be included in the Cultural Strategic Plan. The most commonly reported opportunity was Pickering’s Downtown and the need for more commercial and residential development there. This mix will bring people together and develop a sense of a community. The downtown core must offer a range of activities and amenities and be supported by infrastructure (such as the new pedestrian bridge and improved transit) to facilitate interaction.

Council members felt that Pickering’s downtown must include its own cultural assets, because there is a perceived divide between the cultural features available in the north and those available in the south. In order to better link the two, one member of council recommended that a Pickering Museum Village Visitors’ Centre be developed to attract visitors to learn about Pickering’s history. Another recommendation was to develop heritage tours to make the heritage sites more accessible and celebrated.

Many members of council felt that a gap in the current delivery of cultural services and facilities was Art Facilities (performing arts, visual arts, art studios, meeting spaces, etc.). Pickering’s downtown core was identified as the ideal location for an Arts Centre and so a strategic use of municipal and provincial lands in the downtown core must be considered.

Members felt that the City must have a clear direction on what facilities are needed and how lands will be used in order to accommodate those needs. Seaton development will move ahead and the City must decide if Seaton will become new downtown, or if downtown will remain in its current location, and allocate funding and facilities accordingly. The Seaton development must provide connectivity among neighbourhoods, walkways, pathways, roads.

The widening of 407 will allow the commercial and industrial development of lands. The municipality must once again determine allocation of municipal lands and exercise policies accordingly. In this way, the cultural strategic planning exercise will allow for decisions to be made for long-term sustainable growth and development.

All members of Council felt that culture should be a high priority of the City of Pickering, but recognize it is not, as is evident in current budgets, facilities, and staff allocations. Many felt that active recreation holds a greater priority compared with the heritage, arts, and culture. But members also acknowledge that as diversity continues to grow, the cultural services will become increasingly important.

Partnerships were identified as an important part of cultural planning and growth. Many felt that working with private business can provide support for facilities. The community should also be engaged to provide services. The municipality should avoid duplicating services offered at the regional level and should work with the Region of Durham on cultural matters.

Some members of council suggested that 2% of total tax base be assigned to the delivery of cultural services. A cultural strategic plan with contributions from residents, council, and staff was recommended as a way to ensure the objectives of the strategic plan are met.

2.3.2 City of Pickering Senior Managers

Seven City of Pickering senior managers participated in the interviews: the CAO; Director, Office of Sustainability; Director, Community Services; Director, Planning & Development; Director, Corporate Services & Treasurer; CEO, Pickering Public Library; and Division Head, Culture & Recreation.

Once again, all participants identified that cultural strategic planning is very important to the City of Pickering. Staff felt that culture is an important part of the fabric of every community. Pickering’s cultural identity is what is going to make this community unique and special. Cultural vibrancy will attract members of the creative class, who have come to expect community vitality.

Staff felt the exercise of identifying our cultural assets and assigning resources to specific objectives is a worthwhile project that will contribute to our sustainable growth. Staff all agree that the plan will need to tie into the City’s corporate priorities, ensure sustainable placemaking, and make connections between our built and natural cultural assets. Staff also felt it is an important exercise so they can agree on culture as a priority and understand everyone’s role and responsibility to execute the plan. In this way, staff roles are assigned, funding sources are determined, timelines are identified, and outcomes are measured. Similarly, in this way, residents, groups, and businesses can readily see the City’s position and help people participate in the process.

The diversity of its people was once again recognized as a strength of Pickering’s cultural community. Staff also recognize and value the engagement of our residents and community organizations as a major strength. The plan needs to capture this spirit of community engagement and harness this volunteer enthusiasm. Also recognized as a strength is Pickering’s unique cultural assets, such as the waterfront and the Pickering Museum Village.
Many staff felt that the development and support of the arts was a critical gap and opportunity for the City of Pickering to address in this plan. Dedicated space is needed for proper artifact storage and archives, as well as for visual and performing arts programs and services. Other opportunities identified by staff are the engagement of cultural community members, the development and promotion of Pickering’s natural heritage (trail maps, sites), better historical connections, bridging the urban and rural split within the community, and funding for artistic placemaking.

The Seaton and 407 developments also elicited some opinions from staff. For some, culture should be part of the planning and assessments so that residential and commercial developers are required to consider Pickering’s cultural priorities in their planning. Staff understand that growth and development in these areas will bring investment that can be spent on cultural development. Pickering is in a unique position to set the standards now when it counts.

Staff also recognized the importance of working more closely together on cultural initiatives so the approach is more corporate-wide. More resources are required to be allocated at the senior level if culture is a true priority. In the same way, partnerships with community groups, residents, and business are seen as an opportunity for sustained cultural development.

2.4 Committee of Council Questionnaires

In June 2011, Pickering staff invited various committees of Council to participate in a questionnaire related to the cultural plan. The committees included Heritage Pickering, Pickering Museum Village Advisory Committee, and the Accessibility Advisory Committee. Four completed surveys were returned to staff.

The questionnaire was similar to that used for Pickering Council and Pickering staff. The questions were designed to determine the respondents perspective on the value of cultural planning, the strengths and opportunities to be explored in Pickering’s plan, the role the municipality must play to develop and implement a cultural plan; and the resources that must be assigned in order to achieve its goals.

Respondents listed several benefits to completing a cultural strategic plan that includes the breakdown of silos and collaboration within the municipality and other organizations, the forward thinking of a municipality to develop strategies to achieve a vision and not become reactionary to issues coming up along the way. This also reduces the stress in making decisions and ensures the vision and strategic direction are always considered. Other respondents felt that residents and visitors can remain in Pickering to participate in culture rather than travelling outside the City which would result in a greater economic return to the municipality.

In terms of Pickering’s cultural strengths, respondents indicated that Pickering’s diverse community, parks, waterfront, museum, and library are all invaluable. Respondents suggest that more be done to promote and support these pillars of the community. This includes better access to the waterfront, more programs at the Recreation Centre, increased park safety, and development of the arts through an arts centre, better collaboration and communication among like-minded groups (i.e., Heritage Pickering, Pickering Museum Village, Pickering Historical Society, Library) and the creation of an economic plan to support tourism. One respondent also recommend increased support and funding for Pickering heritage so that a specific staff is responsible for heritage matters.
Respondents also suggested that the cultural plan address the need to include northern Pickering in activities that take place in downtown and the waterfront; and the need to include advisory committee participation in the planning of cultural services; and the need to assign new staff positions who can facilitate cultural development. Also, that housing developments support residents through their lifespan and do not segregate seniors but integrates them in the community.

The majority of respondents do not feel the City of Pickering has policies, programs, and services to support cultural planning. According to the responses, there needs to be a connection between economic development, heritage and culture and not such a singular focus on business development. Integrating all three can help the City sell a lifestyle to newcomers and new business.

Respondents all agree that the municipality should work with community organizations, the Region of Durham, and private businesses to ensure that Pickering is a cultural community. Some suggestions include the sharing of social media opportunities, solicitation of funds, connection on websites, etc.

In the same way, all respondents stated that advisory committees should act as an advisory group and provide feedback, input and support to the municipal when needed.

2.5 Focus Group Sessions

2.5.1 Youth

In September 2011, youth from Pickering Activity Council for teens (PAC4Teens) and Pickering’s youth programs were invited to participate in a focus group session led by Pickering staff. Youth were asked a series of questions to determine their awareness of, participation in, and interest in cultural services in Pickering. Seventeen young people participated in the session.

Many reported participating in the following cultural activities during their free time: dancing, drawing, painting, playing music, writing, visiting historic sites, and attending multicultural events. Youth most often participated in these cultural activities at home, at a friend’s house, at a City facility and to a lesser extent, at school. Focus group members said that they participated in these activities whenever they had the time, some of them seven days a week, others twice a week.

Eight young people reported participating in these activities outside Pickering either because their activity of choice is offered elsewhere and they like to participate as much as possible, or because they are visiting a friend or family member in another city. It does not appear that youth are searching for these activities and leaving Pickering to participate. Rather it appears that they supplement their existing level of participation by finding experiences in other municipalities.

The most common reason for not participating in cultural activities is homework. Other reasons include lack of money, lack of time, and lack of transportation. When asked if there were cultural activities they would like to do in their leisure time but do not do, all said no except two. Those two respondents wanted to participate in ballroom dance and Zumba, but do not see these activities offered for their age at the Pickering Recreation Complex. Youth also recommended that the City of Pickering offer cultural activities in accessible locations and at affordable prices.
In terms of partnerships, youth did not have many ideas on how schools, churches, community groups, and businesses can help them participate in cultural activities. But some ideas included having businesses sponsor outdoor events and concerts and providing volunteer opportunities and experience to youth.

Participants in the focus group reported becoming aware of cultural programs and services through their friends, schools, parents, the leisure guide, and newspapers. They also recommend that the City promote programs and services to them through their schools, and through Facebook and Twitter.

When asked what cultural activities they think should be offered, the responses included dances (for those older than pre-teens), breakdancing, ballroom dancing, and a new facility for art classes. The vast majority of teens who participated in the survey indicated that the municipality is responsible to provide these cultural activities and facilities. To a lesser extent, community groups, schools, and churches also bear some responsibility.

### 2.5.2 Seniors

In June 2012, seniors from the South Pickering Seniors Executive Committee were invited to participate in a focus group session led by Pickering staff. Seniors were asked questions to determine their awareness of, participation in, and requirements for cultural services in Pickering. The Executive Membership was asked to consider their own needs and interests and those of their members. Eight executive members attended, representing a South Pickering Seniors membership of approximately 850.

The seniors reported the following cultural activities as important to them: crafts, heritage activities which include Scottish and Irish events (Robbie Burns Supper, St. Patrick’s Day Celebration), Pickering Concert Band performances, dancing, and music playing, computer courses (which include assistance with photos), graphics, “honour” library (a library where books are available to borrow without signing them out), and theatrical performances. These activities are most often offered weekdays at the South Pickering Seniors Centre with the exception of events offered on Saturday evenings. The South Pickering Seniors Club organizes theatre trips at least six times each year, but members have to travel to CasinoRama, Herongate Theatre, Class Act, St. Jacobs, Stage West, and Stratford, because nothing is offered more locally for their enjoyment.

Seniors Club Executive Membership did not feel particularly restricted from participating in cultural activities. They feel that they have the support and resources to offer their membership cultural activities of interest. They also appreciate the programs the City of Pickering offers and are often invited by other agencies to attend specific activities or events.

Many organizations were identified as helping South Pickering Seniors Club membership participate in cultural activities. Pine Ridge Secondary School invites seniors to their school once each year for a dinner and show. This is very well received. Pickering Caribbean Cultural Association invites seniors to attend their annual tea for free, which provides a nice meal and entertainment. In addition, Ontario Power Generation invites seniors to their annual holiday events. These types of activities and invitations are welcomed by the membership and allow them to connect with the others in their community while enjoying cultural performances.

The South Pickering Seniors Executive noted many City of Pickering programs that are of particular interest and enjoyment to their membership. These programs include line dancing, swimming, fitness classes, belly dancing, and lawn bowling.

Some members do not participate in certain City of Pickering programs because the complement of free programs offered by the South Pickering Seniors Club already meets their needs or because the cost and schedule of the City of Pickering programs are not suitable to them. When asked what City programs could be offered to seniors but currently are not, some members suggested line dancing (club-led), Zumba, Tai Chi, clog dancing, art classes, and a pole-walking club (inside during winter).

When asked what cultural facilities should be offered to seniors, participants recommended a theatre in Pickering featuring an accessible location, with weekday and weekend matinee show times. Members also wanted a dance hall that would be accessible and large enough for big events.

The seniors also expressed an interest in being involved in municipal cultural planning by providing input on City of Pickering cultural programs offered throughout the municipality. And in order to encourage seniors input, the membership recommended online surveys (as some seniors are web savvy) and focus group sessions with tea/coffee and cookies provided.

The South Pickering Seniors Club executive membership felt that the City of Pickering was on the right track with the provision of cultural planning and programming and appreciated the reduced rates afforded to their membership, which encourages participation.
Appendix A: Personal Reflections from Survey Participants

Indo-Canadian Cultural Association of Durham

The City of sunshine, The City of Pickering provides a strong, inclusive and vibrant community for everyone to live, play and work. We have found that the Arts in its all form are a useful tool to get people involved in the community and that is why we urge our members from whatever religion or culture that they may come from to support community initiatives. We recognize that in order for art and culture to survive and prosper we need a healthy community where everyone feels at home and that's exactly what our members have, a sense of belonging. The ICCAD’s proposed to rename the Esplanade Park to Peace Park has been endorsed by the City council. The ICCAD was proud to announce that by naming the park as the Peace Park and honouring the contributions of our great leaders as proposed, the residents of Pickering, are honouring their own City’s commitment to peace, non-violence and reconciliation. Ours is a City of diversity where the lessons our great leaders Lester B. Pearson, Mahatma Gandhi, Nelson Mandela, Martin Luther King, and may others who worked hard towards Peace and whose accomplishments changed the lives of Canadians forever.

Backwoods Players

Albert Camus said “Without culture, and the relative freedom it implies, society, even when perfect, is but a jungle. This is why any authentic creation is a gift to the future.” And “If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him” (John F. Kennedy). Backwoods Players is one of many arts groups in Pickering, each contributing in its own way to enhancing the daily lives of Pickering residents. Our focus on history and our commitment to the Pickering Museum Village are two strands in the tapestry of Pickering’s cultural community.

Young Singers

Over the past 18 years, Young Singers has worked with over 700 talented young children enriching their lives through the power of music. These young people have taken great pride in their hard work, and have gained musical skills, confidence in singing and the pleasure of performing as they share their talents. They have also acquired an appreciation for the arts, and developed life skills which will serve them in their future as upstanding and caring leaders of our community. A strong alumni reinforces the strong sense of community which is an integral part of the Young Singer organization, and a wonderful tribute to our mission statement.

Pickering Museum Village

The museum village has a wonderful team of volunteers that support the museum village from all aspects. Without this team of volunteers there would be so much less that the museum could accomplish. In the last year we welcomed over 40 new volunteers to the team. They were children, youth, young adults, adults and seniors. They all come from a variety of backgrounds and have a variety of skills that they bring to the museum. They also bring with them a willingness to learn and much dedication. They help to recruit new volunteers as well as bringing friends and family to join them in their volunteer activities. The volunteers bring the museum and history to life for the visitors and the community. To meet the needs of the public and the museum, the museum has created many volunteer clubs or societies, and increased the number of volunteer from approx. 55 active volunteers in 1998 to over 300 in 2009/10. This program’s success is based on word-of-mouth; a strong and positive volunteer sector breeds success and sustainability from within. It is a warm and welcoming environment with many areas of focus and interest for the public. One of these areas that has helped to reach new museum audiences more than any other volunteer “club” at the museum village is the Backwoods Players theatre company. This group has a volunteer board of directors, and a membership that goes beyond the volunteer pool. They have won awards, and have been invited to partner with many organizations in Durham Region and Toronto. They write original work based on historical research. Comments from the public after viewing the ‘flagship’ on-site production about the Rebellion of 1837: “fascinating journey into our past,” “we loved it, learned more about our past,” “a wonderfully performed educational event, thank you.” Regarding our on-site education tours, comments from teachers run like the following: “parents were impressed with the organization of activities,” or “The students had a fabulous time. Everything about the experience was great. It
was probably my favourite trip that I’ve ever taken students on.” “Felt like we were part of a pioneer community, not just observing items in a museum!” “The kids felt they had travelled back in time, especially in the school house. I love the program you present! Keep up the great work.” “The instructors are always so well informed. I always learn something new.” I don’t think anything says more than the value of the volunteer in-kind donation that supported this museum’s operation in 2009. $585,000 dollars of time is not insignificant; 305 volunteers believe this facility is worth investing in, and we could not receive the awards, the accolades, or offer the public programs without those volunteers and their commitment.

*number of volunteer hours multiplied by the wage average of $20/hour (a commonly accepted value placed on volunteer time).

**Pickering Gas & Steam Club**

Many people recognize that PMV is a unique jewel within the City of Pickering. It has capabilities and potential far beyond its present scope but what it requires is a larger site that would enable community and private sector groups to facilitate its success. There is a very broad base of capable volunteers across a broad range of heritage and cultural groups that would willingly volunteer their efforts to enable growth in this sector but investment in the basic infrastructure is a necessary starting point. The timing is right in that there have never been more people with the right skills and right energy to support such an endeavour. Such a plan would be welcome by educators, arts and culture advocates and industry but it needs leadership from the City to get started.

**Pickering Museum Village Advisory Committee**

Opportunities to become an inclusive community for all ages, genders, and ethnic origins - we are a proud cultural member of Pickering and want to continue to grow our facilities, staff, and opportunities to share the talents of all our volunteers - particularly from Pickering.

**Toronto and Region Conservation Authority**

A few testimonials from Boyd Field School students... “I couldn’t possibly begin to say what I experienced here at Boyd. It transcends written word. A lot of the chance I experienced was personal and I enjoyed learning more about my (Aboriginal) culture. John Hodgson’s ceremonies touched me the most. It showed me what my life could be like if I wanted it to; and I think I do.” - R.R. "This course was amazing. It gave me so much knowledge about archaeology as well as the physical experience of excavating a site. The guest speakers are very knowledgeable and provided good learning activities to teach different techniques and theories about cultures. Boyd is a great field school; it is fun and educational at the same time.” - K.R. Also, the feedback from the Clairemont Archaeology Festival was extremely supportive, such as “When can I come back and do it again!”

### Muslim Youth & Community Centre for Pickering/Durham (MYCC)

I propose to establish a big enough place in which Jewish, Christians, Muslims, Hindus, Sikhs may be allowed to one day teach in order to offer their heritage, arts, and culture events and participated by community and City officials who would like to participate.

### The Woodwrights Guild

Woodworking was a major activity in 19th century rural society. The Woodwrights have completed 53 on-site projects since inception in 2007. This doesn’t include the many hours involved in constructing the new Woodwrights shop. These are outstanding accomplishments from a small group of volunteers. The quality of our work has been noted by all those who remember "how it was like."

### Durham College

A strong heritage, arts, and culture sector is important for ensuring a healthy and vibrant community as a whole. Having opportunities within these sectors is important for many of our students, both during their time on campus and after they graduate and are living in Pickering and other neighbouring communities. Further, a community that offers opportunities to live, work and engage makes for an ideal destination for many families and a strong heritage, arts, and culture sector plays a key role in achieving that balance.

### Pine Ridge Secondary School

Pickering’s place in Canada as a cultural centre will be measured by its ability to promote artistic expression. We can achieve cultural prominence through the funding of public places where artistic performance can occur.

### Pickering Community Concert Band

There should be a cultural event at least once every month to celebrate in the town, especially during holidays. There should be lots of variety offered often enough at affordable prices that promotes community so that people know they don’t have to travel downtown Toronto to get the experience they’re looking for. The Olympic Torch moving through Pickering at 8:30am on a morning did not lend itself well to involving most of the community. Was it not possible to vie for a better time / day? Your City’s band should have been playing when that torch came through. We should know that every summer, there will be weekly park activities to attend, that starting Sept., there will be a winter series we can buy seasons tickets to an arts centre that features local musical & drama, dance, artistic talent (there’s lots of local talent!).
Artists and Poets Ltd.

Working out of Pickering since I began over 15 years ago, I have seen the effect technology has had on a musician’s ability to stay in the town he or she loves with their families and still have the opportunity to have a global impact with their work. Just 15 years ago, there were no MP3 downloads, and largely no websites, so networking was really difficult with a small budget. Cassettes or CDs had to be manufactured, and shipped all over the world. With no email, each contact required an expensive long-distance phone call, which sometimes required waking up at 3am to call parts of Europe and Asia. The advent of all of these new tools has made global marketing more affordable and in many cases possible where it was almost impossible back then. Also, the ability for a skilled person to produce high-quality sound recordings has come down drastically from the days of having to rent a recording studio and pay an engineer. With these advances, artists who are world-class, and often come from towns just like Pickering, no longer have to relocate to larger cities to have their music be made and heard, and that’s a relief, because I never wanted to do that.

Hispanic-Canadian Alliance of Ontario

Spanish is the official language in 21 countries. It is the most spoken language in the whole world, after English and Mandarin. Currently, there are more than 400 million Spanish-speaking people in the entire world. Experts have predicted that by 2050, more than 530 million people in the world will speak Spanish. As Spanish-speaking immigrants, we share a common language, culture, food, music and the challenge to learn a new language and integrate into our new homeland: Canada.

Bloomers & Britches Heritage Gardeners, Pickering Museum Village

I have been involved with the Pickering Museum Village as staff and volunteer for 20 years. It always surprises me that at each event there I run into someone who is attending the site for the first time, and “never knew” that Pickering had a museum; has lived in Pickering for years and paid taxes to help support the museum (unknowingly) and has now discovered what a wonderful, enjoyable, educational experience the museum is! And, of course, now that this place is found... they will be back. This happens repeatedly. This must happen in other culturally groups also. Are we missing and opportunity of communication or promotion here?

Heritage Pickering

“As Pickering evolves over the next twenty years, it is important that people maintain a sense of continuity with the past. People in making decisions and undertaking actions, should recognize, respect and nurture Pickering’s cultural heritage” (Pickering Official Plan). “Schools like this one represent something in our history that time and events cannot replace or destroy. This type of school, not as modern as the ones we have today, helped build the character of the pioneer citizens of this country and made Canada what it is today” (R.H. John Diefenbaker, Prime Minister of Canada, June 1957 regarding the re-dedication of the Greenwood Schoolhouse). Without the maintenance of our history we are a community without a past. It is critical for Pickering to ensure the further development of the Museum, and the maintenance of the significant Heritage homes, landscapes, cemeteries, archaeological sites and artefacts, stories and descriptions of who we were and what made us as a community.

Pickering Museum Village Singers

At the Town Centre for Heritage Day, I was stopped many times by people asking me to take a photo of me in my beautiful 19th century dress. Our group attracted a lot of attention because of our costumes. At the Whitevale Festival last year we tried to keep straight faces as we sang Temperance songs right next to the beer tent... Singers come from as far away as Markham and Oshawa on Saturday mornings to rehearse. I think that says a lot.

Pickering Horticultural Society

An image: a cheerful streetscape inducing people to smile, bring them together, make them feel part of the community, people sitting on park benches enjoying each other's company, concerts in the park, children playing unstructured games. Wishes: parks & public gardens, gathering places, bicycle trails, theatres, upgraded outdoor sports facilities.

Dunbarton-Fairport United Church

Even in this age of multiculturalism, the heritage of Pickering must include the fact of the churches’ foundational presence in Pickering and its binding together of the community.
D. James, Sculptor

Creating with Power is more than just learning how to use the tools. The students learn about themselves through the expression of their own ideas and the telling of their own stories. They also learn patience, empathy for others, and how to focus. Our youth today have become accustomed to instant gratification. This has contributed to the rise in classroom outbursts and the need for anger management. Using high-speed grinders to create wood carvings speeds the carving process up enough to make projects like this possible within the time allotted by the school curriculum but, as well, slows them down enough to teach the value of taking one’s time to achieve a finer finished product. It is soon realized that this is also applicable to homework and to work in other classes. Taking one’s time to achieve a finer final product results in higher marks and positive recognition. This same patience, when shown in the home, also produces rewards, as parents take too long to say what they have to say. Ultimately, the youth begins to feel better about himself or herself, which results in better citizenry for our community.

Girls Incorporated of Durham

Strong heritage, arts, and culture sector means capturing everyone’s voice. It is about respect and advocacy. Seeing how we fit in and a part of a strong community. The importance of capturing the future and preserving the past in an integrated way. Keeping the facade of old buildings and trying to recreate a sense of community for all groups. Many people today are feeling disconnected and looking for their spiritual or cultural connections to help connect them to like-minded people, but [this] often further disconnects them from other groups. As we create silos, we only see our perspective and lose sight of the commonalities. Culture defines people, communities, and neighbourhoods through creative expression, traditions, and specific viewpoints. To fully utilize community facilities they should also become hubs for cultural and art program delivery, a place of opportunity and creative development for children and youth. To offer a range of leisure and entertainment opportunities that enable authentic cultural celebration and appreciation. The economic spin-offs of this investment are evident in tourism activity, entertainment, local employment, and the attraction of major employers and new residents seeking a community with cultural vitality. Girls Rights Week is an opportunity to showcase activities that encourage the development and understanding of each of the rights. Having the right to resist gender stereotypes, take pride in success, appreciate my body, have confidence in myself and be safe in the world, have the right to prepare for interesting work and economic independence. People see how they can be part of the solution. How together we can envision girls living in an equitable society.

Zahra’s School of Middle Eastern Dance

I really enjoy this event. Thanks for allowing us to participate!

Pickering Public Library

When I visited Chicago this summer, I was so impressed by the power of the physical space to inspire. Everywhere I went in the downtown area, I saw images that provoked and engaged me – buildings of such creativity and variety, a parkette for children that was textured in coloured rubber and filled with imaginative structures and statues, a central park that housed a sculpture that looked like a blob of mercury and reflected the surrounding city and its visitors. All around me were activities that encouraged engagement – a tent in central park filled with blocks where parents could take a break from the heat and “play” with their kids, a central library equipped with recording studio and green room where disadvantaged kids could record their songs or make a film then share them with the world. And there was a sense of shared purpose in this creative endeavour. The natural history museum was hosting a “pirates” exhibition and pirates were everywhere – the local Macy’s added pirate hats to their mannequins and pirates in many storefronts. The streets looked like treasure maps... There was a sense that this environment could make you better, more creative.... not just yourself, but the whole community together. This type of vision takes strong leadership to get community alignment. I believe that the City of Chicago has a strong mayor who has embraced the concept of Chicago as a cultural cornerstone. I hope that the Cultural Strategic Plan can provide this vision. As a community leader, I would do whatever I could to support such vision.
**Altona Forest Stewardship Committee**

Working with the AFSC members and its partners, who are dedicated to the environment and keeping Altona Forest a natural habitat in the middle of an urban environment, is very rewarding. Learning from the various participants who have expertise in so many areas allows me and all the members to expand our abilities and minds in the area of natural heritage upkeep, rehabilitation and improvement of the forest. Leading hikes of interested students or adults into the forest to study plants, animals, or natural features such as ponds, is extremely enjoyable, especially when seeing the enthusiasm and appreciation of the environment of young people who will be stewards of our environment in the future.

**Central Lake Ontario Conservation**

Make regional connections to recreational resources through trail improvements to enhance the natural heritage experience of Pickering residents and visitors.