

On October 24th, re-elect **BERRY** for **VRBANOVIC** mayor



Strong Leadership • Proven Experience • Thoughtful Progress



Berry joins Chandrika Anjaria, members of India Canada Association and community leaders at the 2022 Mela in Downtown Kitchener.



Working with community partners like Explore WR and the Concordia Club, Berry was pleased to welcome Amazing Race Canada and its host Jon Montgomery to our community.



Berry joins members of our local Ethiopian community at Ethiopian New Year celebrations.

A Message from Berry Vrbanovic

Dear Friends,

Elections Matter. Your Vote Matters.

Serving you as your Mayor over the past eight years has been the greatest honour of my life. On October 24, I am asking you to put your continued trust in me by voting Berry Vrbanovic for Kitchener Mayor once again.

Since 2014, we have built stronger neighbourhoods, grown into being one of Canada's top growth economies, and together, have worked towards building a better Kitchener that is a more inclusive and equitable city for everyone.

We have invested in our neighbourhoods with new and upgraded parks, trails and recreational amenities including RBJ Schlegel Park Phase 1, an expansion at the Doon-Pioneer Park Community Centre, and construction of the new Huron Community Centre.

We have taken a leadership role locally on housing with investments through our Housing for All strategy built on housing as a human right, and created an office of Equity, Anti-Racism and Indigenous Initiatives.

We also approved a new Economic Development strategy consisting of investments in pandemic recovery initiatives, affordable housing and jobs of the future like health innovation and creative industries. We did all this while keeping our taxes amongst the lowest in the province, while also investing in the services and infrastructure our community needs both today, and tomorrow.

As we look ahead over the next four years, my plan for our city embraces what I have heard from you - an affordable and inclusive Kitchener, a healthy & sustainable Kitchener and growing our Kitchener and regional economy. It's a plan that looks to build a caring community where everyone belongs. And once again, we will accomplish this by committing to keeping household affordability top-of-mind with any adjustments at or below the rate of inflation.

I love our community. I care deeply about our residents. I have the proven experience and strong and steady leadership our City needs to seize the opportunities and tackle the challenges which will be in front of us - protecting the gains we have made, and making sure Kitchener and its residents come back stronger than ever.

On October 24, I am asking for your support by voting to re-elect Berry Vrbanovic for Mayor so together, we can continue to build a better Kitchener for everyone.

With appreciation and gratitude,

VOTING DAY

Mon. October 24, 2022
10:00am - 8:00pm

When are the Advance Polls?

Wednesday, October 12, 11:00am - 7:00pm

Thursday, October 13, 11:00am - 7:00pm

Friday, October 14, 11:00am - 7:00pm

Saturday, October 15, 11:00am - 7:00pm

Where are the Advance Polls?

Breithaupt Centre

350 Margaret Avenue

Country Hills Community Centre

100 Rittenhouse Rd.

Doon Pioneer Park Community Centre

150 Pioneer Dr.

Forest Heights Community Centre

1700 Queens Blvd.

Stanley Park Community Centre

505 Franklin St. North

We'd love to hear from you!

Please contact election headquarters for:

- Election day information
- A ride to the polls
- A lawn sign
- To help with the campaign

📞 519-574-7800

✉ voteberry@berryonline.ca

📘 www.facebook.com/berry.vrbanovic

🐦 @berryonline



Berry joins Sheena Merling, founder of the Every Child Matters Honourary Crosswalk tribute and others to open the new crosswalk in Victoria Park.



Berry joins members of KW Glee Term 22 at the Conrad Centre for the Performing Arts to celebrate their first live concert since before the pandemic.



Berry joins members of the Canadian Arab Womens' Association organizing committee for the 1st annual Arab Women's Festival in Downtown Kitchener.

berryvrbanovic.ca

What We've Accomplished Together...

Stronger Neighbourhoods

- ✓ Opened RBJ Schlegel Park Phase 1 including soccer fields, a cricket pitch and splash pad and approved the new Aquatic Facility and Indoor Sportsfields for Phase 2.
- ✓ Opened the new Huron Community Centre and the expansion of the Doon Pioneer Park Community Centre.
- ✓ Continued to grow the award-winning "Love My Hood" program by tripling the matching grant funding to \$1.5 million over 10 years, supporting more community gardens and expanded our neighbourhood development office to assist resident-led project volunteers.
- ✓ Approved budget and in various stages of planning for the new Rosenberg Community Centre, the Southwest branch of the Kitchener Public Library and expansions to the Mill-Courtland and Forest Heights Community Centres.
- ✓ Began a Comprehensive review of City property assets to see how those lands can be used to implement strategic community objectives (In progress).
- ✓ Developing Places and Spaces - a new parks strategic plan with an equity lens (In progress).



Whether we're talking hockey, soccer or more recently cricket, providing recreation opportunities for kids has always been a priority such as with the new cricket pitch at RBJ Schlegel Park.



Investing in community recreational facilities like the expanded Doon-Pioneer Park Community Centre has been a priority for Berry as Mayor, together with City Council.

Safe & Active Transportation

- ✓ Adopted a new Complete Streets approach to street design.
- ✓ Joined the Vision Zero global movement focused on reducing traffic fatalities and serious injuries.
- ✓ Completed our Cycling and Trails Master Plan in 2020.
- ✓ Implementing a Protected Cycling Network in the Downtown and throughout the City, in partnership with the region.

- ✓ Built or improved over 56.4 km kilometres of city trails and cycling facilities, plus 25+ km of regional multi-use trails which also improve pedestrian connections to LRT and bus stops.
- ✓ Have completed or commenced rehabilitations of 17 parks throughout the City of Kitchener and 7 are in the community engagement stage.
- ✓ Continue to advocate with the province for completion of public transportation improvements along the Toronto-Waterloo Region Innovation Corridor, including 2-way, All-day GO Train service and completion of Highway 7 between Kitchener and Guelph.
- ✓ Implementing a 40km/h neighbourhood street speed limit based on community input.
- ✓ Initiated a Pedestrian-first street pilot on Gaukel Street and in the market district.
- ✓ Development of a regional bikeshare program with area municipalities (In progress).



Investing in trails and protected cycling infrastructure throughout the City including the Downtown Cycling grid has been a priority for our Council responding to community need and the desire to build a greener future.

Thoughtful Development

- ✓ Adopted a new urban design manual in 2019 to guide development in the City.
- ✓ Completed a comprehensive review of Kitchener's Zoning Bylaw – the first full-review since 1985 and adopted a new Regional Official Plan to guide development for Kitchener and throughout the region over the next 30 years, including preservation of our valuable farmland.
- ✓ Completed a development services review to make improvements for both residents and the development industry in terms of the project approval process.
- ✓ Adopted a new community climate action plan – Transform WR, in collaboration with Climate Action WR and its many community partners. This is our community's long-term strategy to achieve an 80% local greenhouse gas emission (GHG) reduction target (based on 2010 levels), and identifies local action needed to reduce our emissions by 30% by the year 2030 and to work locally to exceed these targets and do our part in achieving the Paris Agreement objectives.
- ✓ Adopted a new corporate climate action plan focused on the City's goals and actions as the largest city that is part of Transform WR.



At the United Nations with Ontario Lieutenant-Governor Elizabeth Dowdeswell in 2019 bringing Canadian voices to progress on the 17 UN Sustainable Development Goals.

- ✓ Adopted and began to implement Kitchener's new Sustainable Urban Forest strategy and tree canopy targets.
- ✓ Created an Energy Efficiency Reserve Fund in 2022.

Growing Our Local and Regional Economy

- ✓ Adopted and began to implement the Make It Kitchener 2.0 Economic Development strategy, a new \$110 million fund to create jobs and grow our local economy.
- ✓ Partnered with University of Waterloo to approve a new Health Innovation Arena in Downtown Kitchener that will help grow UW Velocity and support up to 125 companies and 800+ employees.
- ✓ Announced a new partnership with Conestoga College with a commitment upto \$15 million to fund a new Creative Industries campus in Downtown Kitchener.
- ✓ Opened our new film, music and creative media office, headed up by Bob Egan, former member of Canada's beloved bands – Blue Rodeo.
- ✓ Undertaking a vision update for Downtown Kitchener including master plans for our Innovation District (former Bramm Street lands) and the Civic District (in progress).
- ✓ Building out the 44 Gaukel incubator, accelerator and co-working space.
- ✓ Conducting a city-owned property review to see how city's land assets could be used to help advance strategic goals ranging from affordable housing to job creation.



Supporting small family-owned businesses like the Loncar family's 271 West in Downtown Kitchener is a big part of the Make It Kitchener strategy and is important to Berry and City Council. Supporting small family-owned businesses like the Loncar family's 271 West in Downtown Kitchener is a big part of the Make It Kitchener strategy and is important to Berry and City Council.

A City for Everyone

- ✓ Approved and began to implement the Housing For All strategy on affordable housing including:
 - Approving \$15 million for affordable housing initiatives.
 - Partnering with the federal government, the region and the YWCA under the Rapid Housing initiative with \$2.57 million in land to build over 41 units of supportive housing and 8 units of affordable housing for single mothers.
 - Removing development charges and fees for not-for-profit housing projects.
 - Creating a new role in the Planning Department to fast-track affordable housing planning approvals.
- ✓ Worked with and provided support to A Better Tent City alternative housing initiative since its inception.
- ✓ Created the Mayor's Task Force on Equity, Diversity and Inclusion and developed a strategy and an action plan for the City.

DID YOU KNOW? Nearly 8 in 10 Kitchener residents told Environics in a recent survey, that they were satisfied with the performance of their local government.



Moving forward with the Mayor's Task Force on Equity, Diversity and Inclusion was a priority for Berry in 2018 and something City Council embraced early in their current term of Council.

- ✓ Created a new Office of Equity, Anti-Racism and Indigenous Initiatives with staffing resources.
- ✓ Created an Equity and Anti-Racism Advisory Committee for Council.
- ✓ Initiated a new compulsory EDI training program for both staff and City Council.
- ✓ Launched the new BE U Swim program for trans and non-binary individuals, as well as their friends and family members to use our pools in a safe, welcoming and inclusive environment.
- ✓ Completed a report on the state of youth mental health and wellbeing with a grad student funded by Bloomberg Philanthropies.
- ✓ Supported the region opening a Safe Consumption and Treatment Services facility in Kitchener.

A Well Managed City

- ✓ Kept our taxes amongst the lowest in the province, while also investing in the services and infrastructure our community needs both today, and tomorrow.
- ✓ Implemented Multi-language interpretation support in over 200 languages to serve Kitchener residents.
- ✓ Introduced the My Kitchener online customer service portal to give Kitchener residents the information and services they need, when they need them.

- ✓ Mayor Vrbanovic was one of 40 mayors selected from around the world as part of the Harvard Bloomberg City Leadership Initiative Class of 2021-2022. This has provided world-class training for both him, members of staff and some members of City Council.
- ✓ Kitchener is one of 22 cities from Central, North and South America selected for the inaugural class of the Bloomberg Philanthropies City Data Initiative program in 2022-2023.
- ✓ Welcomed the donation from Penny and Manfred Conrad and the Conrad Family Foundation of the Conrad Centre for the Performing Arts.
- ✓ Have begun a comprehensive update of the City's Arts & Culture Plan to guide us in this important area impacting both our local economy and our quality of life.



Berry was one of 40 Mayors from around the world selected to be part of the 2021-22 Bloomberg Harvard City Leadership initiative, providing growth opportunities for him, senior city leaders and others. The city was also selected as part of the 2022-23 inaugural class for the City Data Initiative.

A Better Kitchener for Everyone

Affordable and Inclusive Kitchener

- ✓ Bring together relevant stakeholders focused on best practices in making city lands available for affordable non-profit projects, continued improvements in planning processes, and advocating for policy changes and funding from provincial and federal governments.
- ✓ Review existing grant programs like Tier 1 and 2 grants and Leisure Access programs to ensure they meet current needs of our growing community and increase budgets as required. Also increase RISE grant and make it permanent.
- ✓ Together with area municipal and regional partners, increase our co-ordinated advocacy efforts in Toronto and Ottawa to ensure we are attaining a fair share of funding for local priorities as the 10th largest CMA in Canada.
- ✓ Support region and other government partners to tackle root causes of mental health, addictions and homelessness and ensure key investments are prioritized.
- ✓ Support new public transit program pilots at region to support free access to transit for Children under 12 and seniors.



From meeting with national and provincial leaders like Deputy PM Freeland when she was in Kitchener to organizing Waterloo Region advocacy days in Queen's Park and on Parliament Hill, Berry will always be one of the strongest advocates for our City.

Healthy & Sustainable Kitchener

- ✓ Create a new Green Kitchener Community Sustainability Fund, leveraging existing budgets to maximize community benefit and achieve COP21 Paris climate change commitments.
- ✓ Prioritize implementation of Places and Spaces and Urban Forest strategies in next four years, including approval and investment in a long-awaited park area along the Grand River.
- ✓ Commit to aggressively pursuing targets within our Corporate Climate Action plan including converting city fleet to electric vehicles over next 4 years, where possible.
- ✓ Ensure planned and needed recreational amenities throughout City of Kitchener are built as planned including new aquatic centre and indoor sportsfields, new and expanded community centres, a new library and a new Rockway Seniors Centre.
- ✓ Work with community partners in the development of a community well-being strategy for Kitchener, focused on upstream investments, mental health, physical well-being and community safety. Increase programs like free skating, swimming and swimming lessons with help of community sponsors.



Investing in recreational amenities such as parks and trails, including a long discussed Grand River Park is a priority for Berry to improve the quality of life for Kitchener residents of all ages.

Growing Our Kitchener and Regional Economy

- ✓ Continue to lead in economic growth and support the work of Waterloo Region Economic Development Corporation towards building a diverse local economy together with key community, provincial and national partners.
- ✓ Further develop the successes of the Toronto-Waterloo Innovation corridor with a mix of small business, start-ups and scale-ups and the continued growth of global companies like ApplyBoard, BlackBerry, D2L, Google, Miovision, OpenText, Vidyad and others.
- ✓ Work with Conestoga College on the development and opening of a creative industries campus and with University of Waterloo on the development of their Health Innovation Arena and UW Velocity expansion – both in Downtown Kitchener.
- ✓ Grow our health services sector including moving forward with the construction of a new world-class hospital in the norther part of our region and supporting the overall health innovation ecosystem locally.
- ✓ Focus on the growth and development of small businesses as identified in our Make It Kitchener 2.0 strategy including opening of the new SDG Incubator to especially support small businesses in the sustainability and social enterprise spaces.



Economic Development has been a priority for Berry throughout his time as our Mayor. The Make It Kitchener 2.0 strategy will guide him and City Council to make sure we remain one of the strongest cities for economic growth in the province and in the country.

On October 24th, re-elect

BERRY for mayor VRBANOVIC

Working Hard for You

Over the past eight years, Berry has served tirelessly as Mayor of Kitchener. He has demonstrated that he has the ideas to move our city forward, as well as the skills, knowledge and qualifications to get the job done for you and your neighbours.



Earlier this year Berry joined Conestoga College President John Tibbits and officials from the college and the City to announce a new Creative Industries campus in Downtown Kitchener.



Community festivals are a big part of what makes Kitchener special. In 2019, Berry was honoured to tap the keg at KW Oktoberfest opening ceremonies.



Berry has been a long-time supporter of food trucks like Irie Myrie's Caribbean Food Company and the role they play in celebrating the diversity of our local hospitality and small business ecosystem.

About Berry

- Elected Mayor in 2014. Previously served as City Councillor for Ward 2 (Chicopee/Stanley Park) for six consecutive terms.
- Member of Waterloo Region Council in 1997, and again since 2014.
- Past-President of the Federation of Canadian Municipalities (FCM) (2011-12). Currently a member of FCM's Big City Mayors' Caucus (BCMC) and former member of the Green Municipal Fund Council.
- Treasurer of United Cities and Local Governments. As a member of the Presidency of the global network of local governments, he brings Kitchener's and Canada's voice to the UN and other global forums.
- Have served on multiple community boards including Kitchener Public Library, Kitchener-Wilmot Hydro, St. Mary's Hospital, Wilfrid Laurier University, University of Waterloo, Centre in the Square, Kitchener-Waterloo Multicultural Centre, and Kitchener-Waterloo Oktoberfest.
- Awarded a Queen's Diamond Jubilee Medal in 2012 and the WLU Alumni Award in 1989.
- Immigrated to Canada in 1969, raised in Kitchener, attended Smithson Public School, St. Daniel Catholic Elementary School, St. Jerome's High School, and Wilfrid Laurier University.
- Long-time resident of Stanley Park.



The diversity of our community and our country is a strength that makes Canada stronger as a nation. Joining various communities like our Muslim community at this Eid celebration has always been a priority for Berry.

Kitchener – Some Interesting Facts

- ✓ Infrastructure Improvements (2019-2022)
 - Sidewalks – 53km
 - Watermains – 26 km
 - Stormwater mains – 23 km
 - Sanitary Sewer mains – 24 km
 - Roads – 41 km
 - Gas mains – 18.5 km
- ✓ New Parks opened in 2019-2022 – 14
- ✓ Rehabilitated Parks in 2019-2022 – 12
- ✓ Parks Currently Under Construction in 2022 – 5
- ✓ Park Projects in Community Engagement in 2022 – 7
- ✓ Cycling facilities constructed – 42.6km
- ✓ New trails & upgrades constructed – 13.8km
- ✓ Regional Boulevard Multi-use Trail Maintenance – 60km



Berry believes in investing in our emergency services like the Kitchener Fire Department, and recently supported a new Station #8 for our growing City. Here he joins the team in supporting their Boot Drive fundraiser for Muscular Dystrophy.



Berry joins MPP Mike Harris Jr, as he makes one of numerous announcements for funding for our hospitals and older adult care facilities in Kitchener.



In 2022, Berry joined community leaders in welcoming the Multicultural Festival back to Victoria Park as they celebrated their 50th anniversary in our community.



Representing the City of Kitchener on the provincial, federal and global stage has always been a priority for Berry. Whether joining Ontario Big City Mayors and Regional Chairs for a meeting, in his meetings as a past-President of the Federation of Canadian Municipalities, or in a session as Governing President earlier this year of United Cities and Local Governments at the World Urban Forum with UN-Habitat Executive Director, Maimunah Mohd Sharif - Berry represents the City of Kitchener with knowledge and professionalism



Supporting various communities within Kitchener has always been a priority for Berry as it was here when he joined the Ukrainian-Canadian community calling for the Russians to end their illegal war against Ukraine.