



chewforguelph.ca

Official Campaign Field Notes

July 24, 2022

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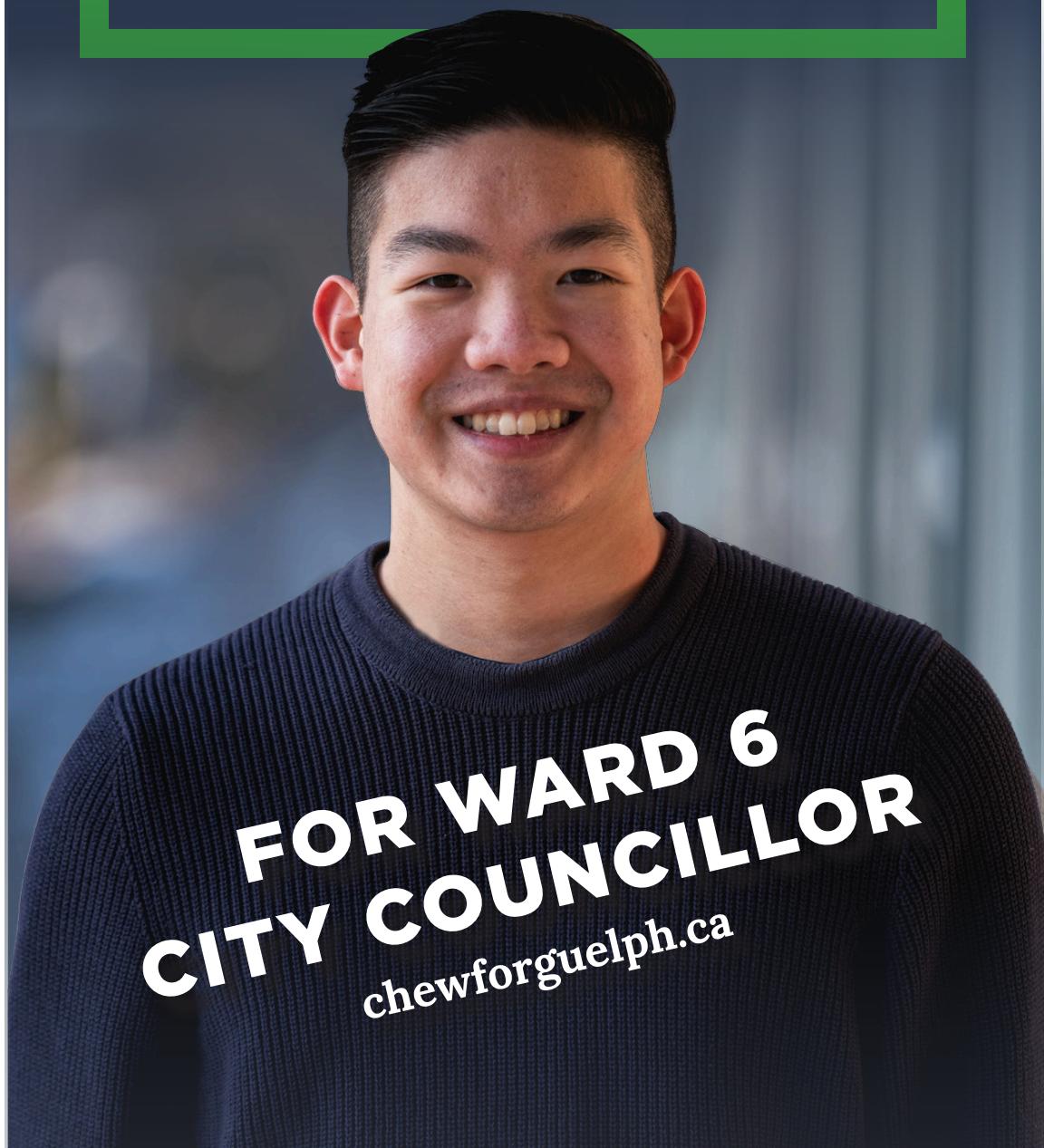
Meet Ken

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TEAM KEN YEE CHEW



Hi my name's Ken. These are our priorities for Ward 6:



City Transportation & Infrastructure



Safe Neighbourhoods & Urban Development



Environmental Protection & Quality of Life



Employment & Affordability

The Team Chew Vision

Guelph is a thriving City with untapped potential.

Ward 6 the centre for healthy communities and enhanced quality of life for all.

Team Chew is here to provide a powerful grassroots voice to Ward 6 and beyond.

Our Values

Humility

Integrity

Ingenuity

Excellence

Guiding Principles

Creativity
will break down barriers

Our Partnerships
will impact Ward 6 and beyond

Collaboration
will improve decisions

We have HOPE
in the future of Guelph

Our Approach

ADDRESSING
Current Community Concerns

STRONGER
Public Representation

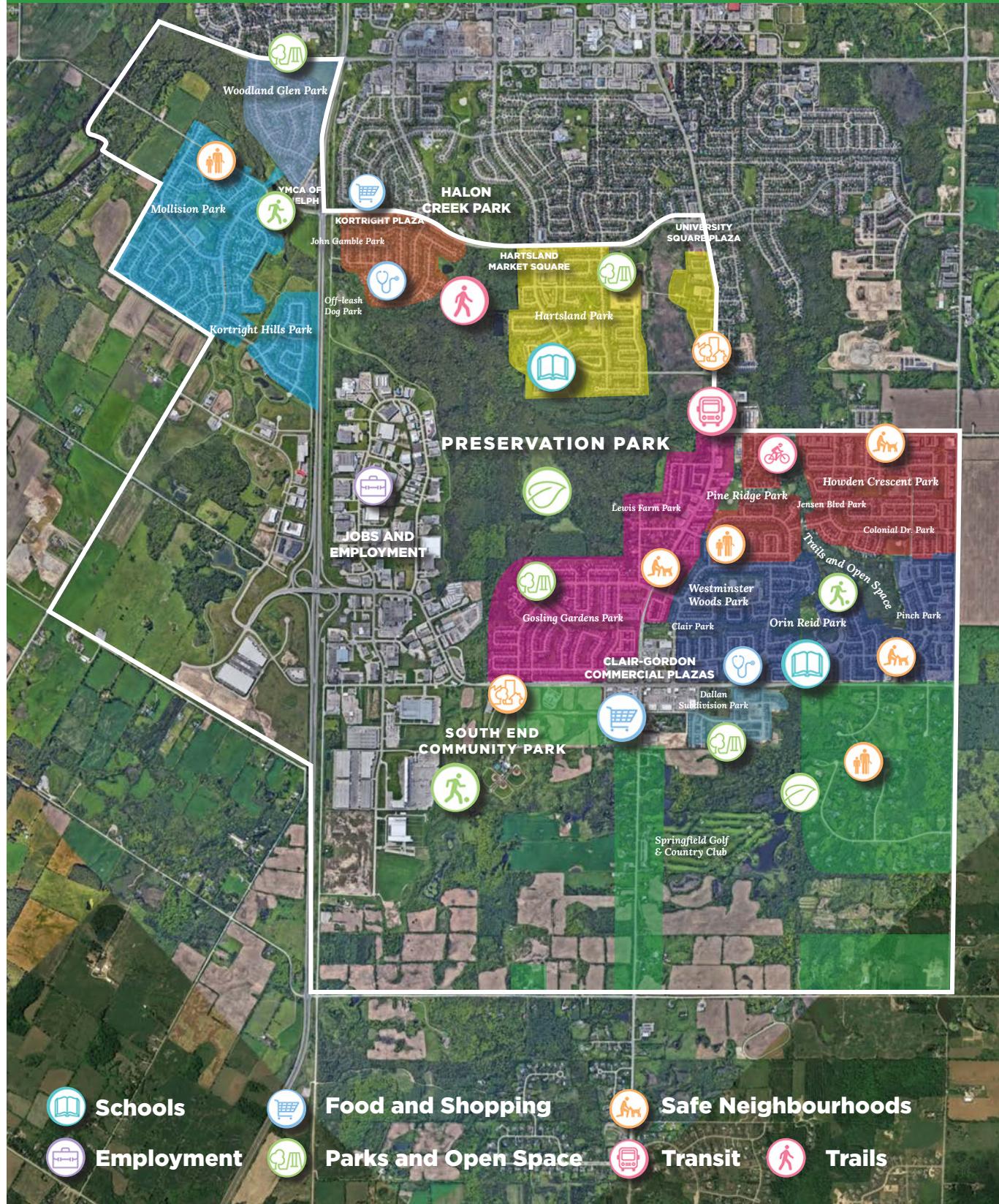
STRATEGIC
Economic Development

CREATIVE
City Planning and Design

Find out more about me and the team at chewforguelph.ca

Ward 6 is

a centre for enhanced quality of life and livability



Learn more at chewforguelph.ca for detailed policy platform

STRONGER PUBLIC REPRESENTATION

Reach out to the community FIRST

Regularly inform residents on development projects

Advocate for Strong Fiscal Responsibility

Integrate New Residents into the City

Support Healthcare Professionals, Parents and Educators

STRATEGIC ECONOMIC DEVELOPMENT

Coordinate community initiatives for a vibrant South End

Attract new businesses and direct existing businesses to resources

Build partnerships with co-ops and non-profit organizations for knowledge and skill sharing

Establish strong intergovernmental links to the community

CREATIVE CITY BUILDING AND DESIGN

Promote a clear vision for development and growth through the Official Plan

Actively engage neighbours and stakeholders early in the review process

Foster a culture of Responsible Stewardship of our Natural Heritage Systems

Introduce a Urban Design Review Panel pilot initiative to the City of Guelph

Support City Staff and Build Internal Capacity

Address the City's Issue with Parking Capacity

Ensure the new Community Benefits Charge is spent wisely

Raise awareness for the City's Asset Management Program

Vision Statements

We Believe that Guelph is a thriving City with untapped potential.

We Believe Ward 6 is the centre for healthy communities and enhanced quality of life for all.

Team Chew is here to move us ***forward on the issues*** with unity politics and strong concensus leadership.



**City Transportation
& Infrastructure**



**Safe Neighbourhoods
& Urban Development**



**Environmental Protection
& Quality of Life**



**Employment
& Affordability**

Rationale for Organization

Shaking up the Municipal Landscape

As the political landscape evolves, we are challenged with defining the role of local government, businesses and the community. Our vision for Ward 6 will challenge market assumptions, and ground-truth political arguments pertaining to new development, growth and quality of life. The issues we are examining have intergovernmental importance and will require a new creative lens to increase local citizen participation.

Creating a network beyond Ward 6

We want to strategically expand our core group to build capacity in the local community and advocate for improvements to the political and development culture at the City of Guelph. Through creative public engagement and building relationships, the Chew for Ward 6 exploratory committee and campaign will transition resources and organizational structure towards establishing a Community Non-Profit Network, as a way to effectively advocate for Ward 6 and greater Guelph community.



Timeline and Evolution

We are a grassroots group that exists to prioritize quality of life and livability in Guelph.

We here to use the upcoming election cycle to advocate for improvements and better dialogue on local issues.

March-May, 2022

Initial Neighbourhood Involvement
Recruiting Key Members Phase

**Vaughan/Revell
Neighborhood**



Vaughan Street Residents

Initial core group of local residents raising awareness and tabling constructive feedback in response to local development.

May - June, 2022

Strategic Outreach and Planning Phase



Chew 4 Ward 6 Exploratory Committee

Planning group centered on building the logistics and operations for the Chew 4 Ward 6 Campaign with a strategic outreach group focused on promoting business and community vibrancy in the South End.

July - November 2022

Official Public Campaign Phase



Chew for Ward 6 Campaign

The official public campaign for the 2022 Guelph Municipal Election cycle with the primary focus of promoting Ken Yee Chew for the Office of Ward 6 City Councillor.

November 2022

2022-2024 Term of Council

**KEN YEE CHEW
WARD 6**

The Office of Ward 6 City Councillor

Elected office will be used to create new committees, table debate and collaborate with city staff and elected officials at City Hall.

Established Organization



Initial Ward 6 Exploratory Committee

Core group centered on generating initial support and exploring the viability of mounting a campaign for Ward 6 Councillor.

Post-election network that works closely with the Office of Ward 6 City Councillor as a resource to promote local businesses, secures grants and engage the public.

*TBD. Name and logo subject to discussion and review

Our Values

Humility

We are here to listen, learn and apply unique perspectives to build authentic relationships. Trust is the hallmark of strong relationships, and through consensus leadership, we will establish common ground and move forward together.

Integrity

Elected office and grassroots engagement is a privilege not to be taken for granted. We are motivated by our love for the City and we will make every effort to broker trust and goodwill within the community.

Ingenuity

Creativity is the lifeblood to new solutions. Through a lending of expertises and experiences, we will apply our unique skill sets to build capacity in the community with our grassroots network and the Office of Ward 6 City Councillor.

Excellence

We are passionate, energetic and committed to producing quality in everything we do. We will represent Ward 6 with distinction and redefine the Office of Guelph City Councillor through new initiatives and grassroot participation.

Our Guiding Principles

Creativity will break down barriers

We will avoid groupthink by approaching issues with fresh critical thinking to address complex issues. We are actively seeking to communicate best municipal practices and market principles across Canada to tackle the issues in front of the next Term of Council.

Collaboration will improve decisions

We believe in the power of creative problem solving and citizen participation. We alone do not have the answers, so it is important that we build partnerships and community coalitions that leads to robust conversations, principled consensus and clear progress.

Our partnerships will impact Ward 6 and beyond

We recognize that we are here to represent Ward 6 and make City Hall accessible to all. We will offer a new perspective to everyday civic issues that empathizes with the lives and realities of everyday Guelphites and Ward 6 constituents.

We have hope for the future of Guelph

We believe in a more vibrant and prosperous Guelph by empowering the communities in Ward 6 and beyond. We will improve the public's trust in our institutions and make Guelph the best place to live, study and work in Southern Ontario.

Meet Ken

Why I'm Running for Ward 6

Hi my name is Ken, and this is my story

I am an urban designer and University of Guelph alumni. I have a passion for placemaking and how it affects people, relationships, and quality of life. Having lived and worked in both Canada and the United States, my professional and lived experiences have always been centred around communities.

There is a need for strong leadership, and unity amongst the people of Guelph and Ward 6. After living in Guelph for the last seven years, it is clear more than ever, we need compassion, perspective, and vision to bring consensus leadership to City Hall. I look forward to attracting new voters and building a big-tent grassroots coalition that will power our bold initiatives. It is an incredible honour and responsibility to be running for Council.

I hear your concerns and together we will mobilize the community to work as an equal partner in City Hall. I want us to move forward, rise above our current politics and see our city of untapped potential thrive. This October, vote for unity, confidence, and difference.

Thank you, Ward 6!


Ken Yee Chew



Official campaign headshot, 2022

Our Mission

Seeking Common Ground

In today's day and age we have increased access to information like never seen before. While this is great for democracy, we are finding ourselves more polarized and divided on the issues. As a result, fewer and fewer people are identifying with the politicians and institutions that represent them. Just refer to the record-low voter turn out in the recent 2022 Ontario Provincial Election.

While there are forces out there that seek to minimize citizen engagement, we must strengthen our institutions and make every effort to do so by embracing our love for democracy and public discourse. Our campaign is going to demonstrate how we can advance practical everyday issues through strong grassroots engagement and knowledge-based decision making.

We are to stay in Ward 6 and our team will bring a spotlight to the issues in City Hall like never seen before. We will also help facilitate new conversations and directly engage with those that do not identify with politics. Together in Ward 6, we will show Guelph how to do politics differently and we will be a leading example for cities across Ontario and Canada.

Join the Ward 6 movement
chewforguelph.ca

The Platform

The Vision

We Believe and Know



Ward 6 is

the largest and fastest growing ward in the city

Guelph Population

Guelph Total: 114,943 residents

Ward 6*: 30,315 residents

Growth: 31.6%



2006

*Statistics Canada Census Tract 001.01/02/04 (This covers areas in the Hanlon Creek that extend out of present day Ward 6)
This is the most accurate data that covers the Ward 6 area. Stats in the census numbers includes built-up communities north of Kortright to Stone Road and College Ave W. This represents nearly half of the population in the city (44%)

2022

Ward 6 is

the largest and fastest growing ward in the city

Guelph Population

Guelph Total: 143,740 residents

Ward 6*: 42,570 residents

Growth: 44.4%



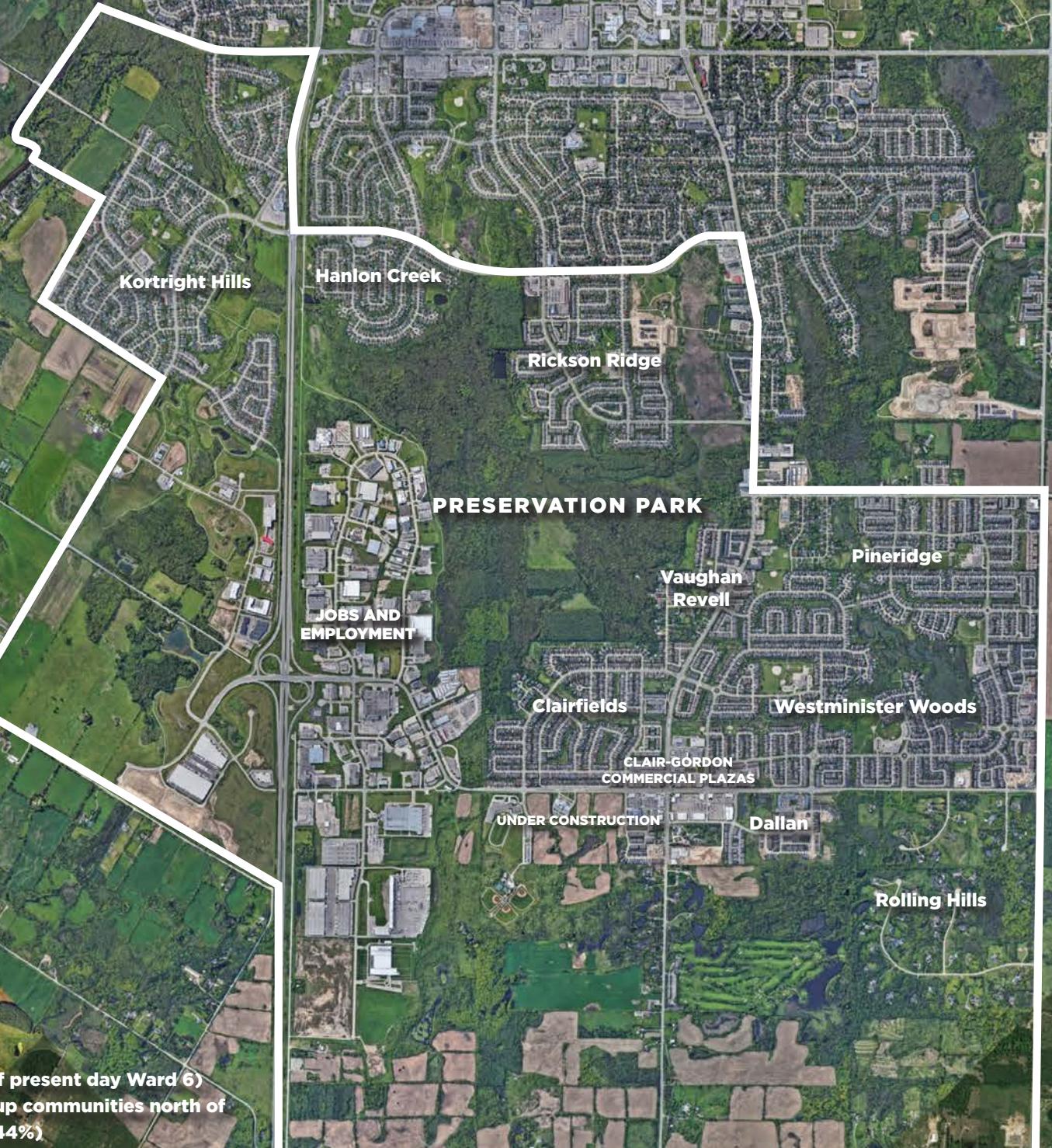
Total Growth from 1996-2021 (25 years)

Guelph Total: 47,919 increase at 2% growth/year

Ward 6 Total: 24,185 increase at 5.3% growth/year

*Statistics Canada Census Tract 001.01/02/04 (This covers areas in the Hanlon Creek that extend out of present day Ward 6)

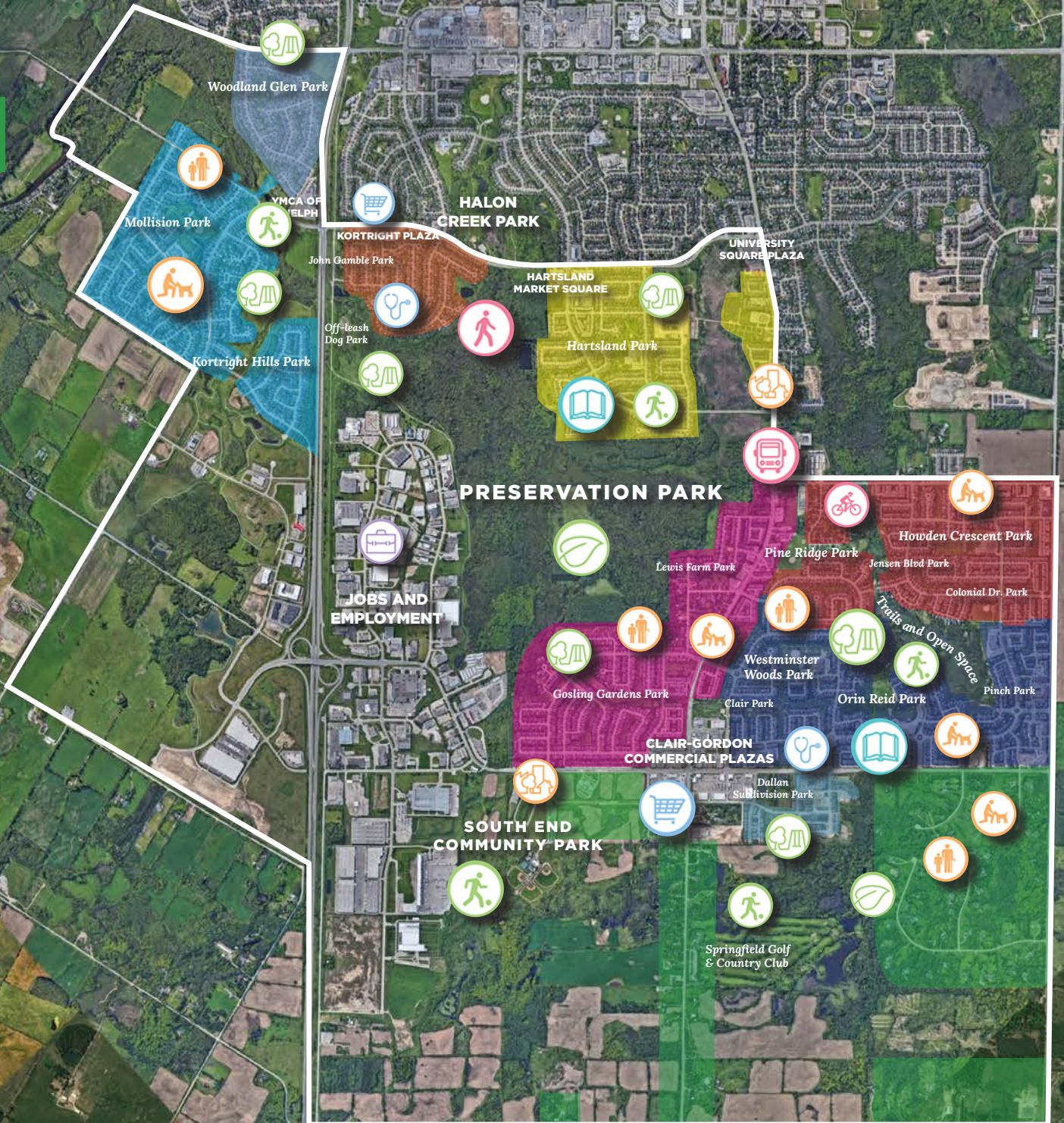
This is the most accurate data that covers the Ward 6 area. Stats in the census numbers includes built-up communities north of Korthright to Stone Road and College Ave W. This represents nearly half of the population in the city (44%)



Ward 6 is

a centre for enhanced quality of life and livability

-  Age Friendly Neighbourhoods
-  Safe Streets and Open Spaces
-  Housing Diversity
-  Local playground and parks
-  Sports and Recreation
-  Natural Heritage System
-  Health Facilities and Services
-  Education
-  Shopping Centres
-  Employment
-  Transit Corridor
-  Cyclist Network
-  Pedestrian Trail Network



Icons from <https://www.planning.vic.gov.au/policy-and-strategy/planning-for-melbourne/plan-melbourne/20-minute-neighbourhoods>

We want to address

short and long term priorities with unity politics and strong concensus leadership



**City Transportation
& Infrastructure**



**Safe Neighbourhoods
& Urban Development**



**Environmental Protection
& Quality of Life**



**Employment
& Affordability**

Addressing Current Priorities

Ken's campaign will provide a clear voice to current concerns Ward 6 constituents are seeking answers for. Ken understands that healthy public discourse starts with elected representatives modeling a willingness to listen, learn and provide next steps.

What we hear from you

Elected and public officials need to engage with residents first

I am concerned with new development and affordability

Our Ukrainian community needs support

The City and developers need to cooperate with residents on planning and development issues

Community non-profit groups and institutions need help directing resources to end-users in need

We need to protect and enhance our open spaces

Small businesses and local entrepreneurs need more startup support

The South End Community Centre is overbudget and keeps getting delayed

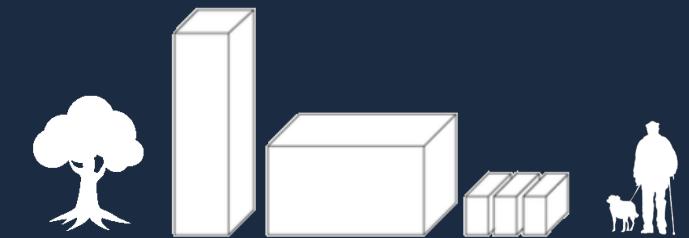
Our Approach



STRONGER
Public Representation



STRATEGIC
Economic Development



CREATIVE
City Planning and Design

Stronger Public Representation

In this new era of mass information and digital media, information needs to be easier to understand. Ken will work closely with City Staff and neighbourhood associations to promote initiatives in an effort to distill important issues that are being discussed at City Hall. This will be achieved by developing new, creative and innovative ways to engage the general public. Ken is committed to:

Guiding Principles

- Directly communicating the issues to constituents
- Make information simple, transparent and easy to understand
- Provide clarity on issues being addressed by the city
- Develop new creative ways to engage the public
- Build strong personal relationships with individual residents and neighbourhood associations

How we will lead →

How we will lead →

Reach out to the community FIRST

Regularly inform residents on development projects

Advocate for Strong Fiscal Responsibility

Integrate New Residents into the City

Support Healthcare Professionals, Parents and Educators

Learn more at chewforguelph.ca and email connect@chewforguelph.ca for detailed policy platform

Strategic Economic Development

Strategic economic development means finding creative ways to promote life and vibrancy in our healthy communities. Doing so requires us to actively seek intentional ways to foster commerce and social linkages within our neighbourhoods and commercial centres. In elected office, Ken is committed to working closely with residents, business associations and the City's Economic Development department to stage vibrant initiatives and attract unique businesses never seen before in Ward 6.

Guiding Principles

- **Promote businesses that generates community vibrancy**
- **Celebrate the free-market by reaching out and identifying opportunities for prospective businesses**
- **Strengthen the local business and community network in the City's employment areas**
- **Support emerging entrepreneurs with new tools and resources**
- **Utilize commercial grounds and public parks to stage vibrant community events**

How we will lead →

How we will lead

Coordinate community initiatives for a vibrant South End

Attract new businesses and direct existing businesses to resources

Build partnerships with co-ops and non-profit organizations for knowledge and skill sharing

Establish strong intergovernmental links to the community

Learn more at chewforguelph.ca and email connect@chewforguelph.ca for detailed policy platform

Creative City Building and Design

The City has an inherent duty to evolve its planning practices to sustain public and private confidence in planning decisions. The new Provincial Bill 109, More Homes for Everyone Act, has citizens in Ward 6 anxiously waiting for the City to respond to the choir of growing concerns regarding the influx of development activity taking place across the City. With Ken's experience as an urban designer, he is committed to providing strong council leadership towards planning matters. Ken recognizes that successful city building requires genuine consensus from all in order to build confidence towards a more prosperous Guelph and Ward 6.

Ken therefore is committed to:

Guiding Principles

- **Foster a strong culture of non-partisan partnerships and cooperation between businesses, neighbours and public officials**
- **Build public trust and confidence in the City through greater transparency and understanding of good governance**
- **Provide clear expectations by adhering to the City's Official Plan, the city's guidebook to the future**
- **Find common ground and unify competing interests with creative thinking, goodwill and intentional collaboration**
- **Build strong personal relationships with individual residents and neighbourhood associations**

How we will lead →

How we will lead

Promote a clear vision for development and growth through the Official Plan

Actively engage neighbours and stakeholders early in the review process

Foster a culture of Responsible Stewardship of our Natural Heritage Systems

Introduce a Urban Design Review Panel pilot initiative to the City of Guelph

Support City Staff and Build Internal Capacity

Address the City's Issue with Parking Capacity

Ensure the new Community Benefits Charge is spent wisely

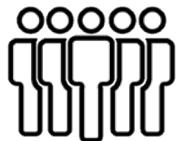
Raise awareness for the City's Asset Management Program

Learn more at chewforguelph.ca and email connect@chewforguelph.ca for detailed policy platform

Partner with Us

Our Community

The Team



We are a network of young working professionals, established residents and community leaders that are working to build confidence in the electorate of Ward 6 for this upcoming Municipal Election.

Partnerships for Ward 6



Under the Chew for Guelph Ward 6 Campaign, we are motivated by our love for Guelph and the desire to work towards a common vision. We have a growing team that is building organizational capacity to drive our bold initiatives and platform proposals beyond the scope and resources of a traditional Guelph City Councillor.

Right now we are engaging directly with businesses, residents and community institutions to create a strong resource network that will equip our neighbourhoods as partners to advance our platform priorities.

We will work together and by voting for Ken, you are not just checking off an option at the ballot box, but you are voting for a strong community-driven team ready to get the job done.

“No one cares how much you know, until they know how much you care.” - Theodore Roosevelt

Our Commitment

Post-election Commitment and Governance



We are here to seek a strong mandate from the people of Ward 6. Our mandate will send a strong signal to City Hall and ensure that healthy grassroots engagement is here to stay.

During our time in office, we will demonstrate what it takes to build trust, and healthy dialogue that will lay the foundation for more citizen participation in municipal affairs for years to come.

We are here to change the political culture and we will do so by building a strong network around the Office of Ward 6 City Councillor. We will always involve the grassroots in decision making and inform constituents throughout the process.

Stay tuned for further announcements.

Join Us A graphic of four stylized human figures, each with a small circle above their head representing a head or brain.

We are looking for strong community leaders and partners to be part of our network.

Contact connect@chewforguelph.ca or text (519) 831-1514 for more information.

Thank you!

**Join the Ward 6 movement
chewforguelph.ca**

More about Ken

The Early Years

I was born in Burnaby, British Columbia into a loving family with my mom, dad, and older sister. My parents are Chinese-Malaysian immigrants who came to Canada in the late eighties to work hard and start a family.

Back then - and even now - Canada is a prestigious country, open to ordinary hard-working people who want everything to do with the Canadian free enterprise and community spirit. As Canadians, we look after each other - that is just who we are.

Growing up, our family was part of a Hakka-Chinese Canadian church in the heart of Chinatown, Vancouver. Being part of this community gave me my first deep sense of belonging.

We then moved to neighbouring Richmond, BC where I spent my formative years growing up. Here I was part of a healthy neighbourhood with two reputable schools, surrounded by parks and safe civic destinations for kids to roam free.



Riding the Skytrain in Vancouver, British Columbia, 1999



My sister and I taking local Vancouver transit with our mom, 2001



Hakka-Chinese Canadian church in Chinatown, Vancouver, 1999



Riding a bike on a hot summer day in a Richmond neighbourhood, 2004



My sister and I playing in the snow outside the family home, 2005



Elementary school field trip and outing at the park, 2003



Grade one classroom Halloween party, 2003

Childhood Experiences

For the longest time, Richmond was home. Having grown up in beautiful British Columbia, I have been able to travel to many parts of the province and witness firsthand the differences between a place like Prince George, up in Northern BC to Klemtu, an unincorporated First Nations village along the Coast on Swindle Island.

As a family, we loved to explore places far and wide and we loved camping in the backcountry with our 2003 Ford F-150 King Ranch.

My family has always been very involved as grassroots leaders in the church, school, and small-business community. They demonstrated without coercion, what it looks like to build relationships, show hospitality, and serve others ahead of yourself.

My family's example is what continues to inspire me to follow in their footsteps.



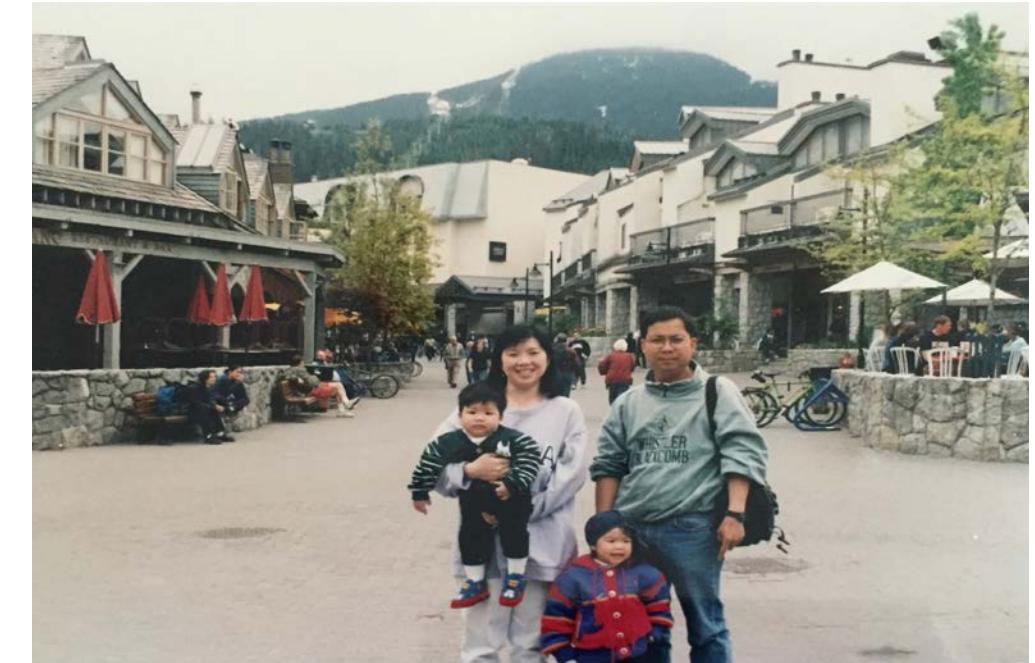
Sitting in the back of the family Ford F-150 King Ranch, 2004



In the backcountry overlooking the interior mountains of BC, 2001



Pit stop over the side of the highway overlooking the Okanagan Lake, 2000



My family in the town square at Whistler Village, 1998



Standing with a fishing net during a camping excursion, 2004

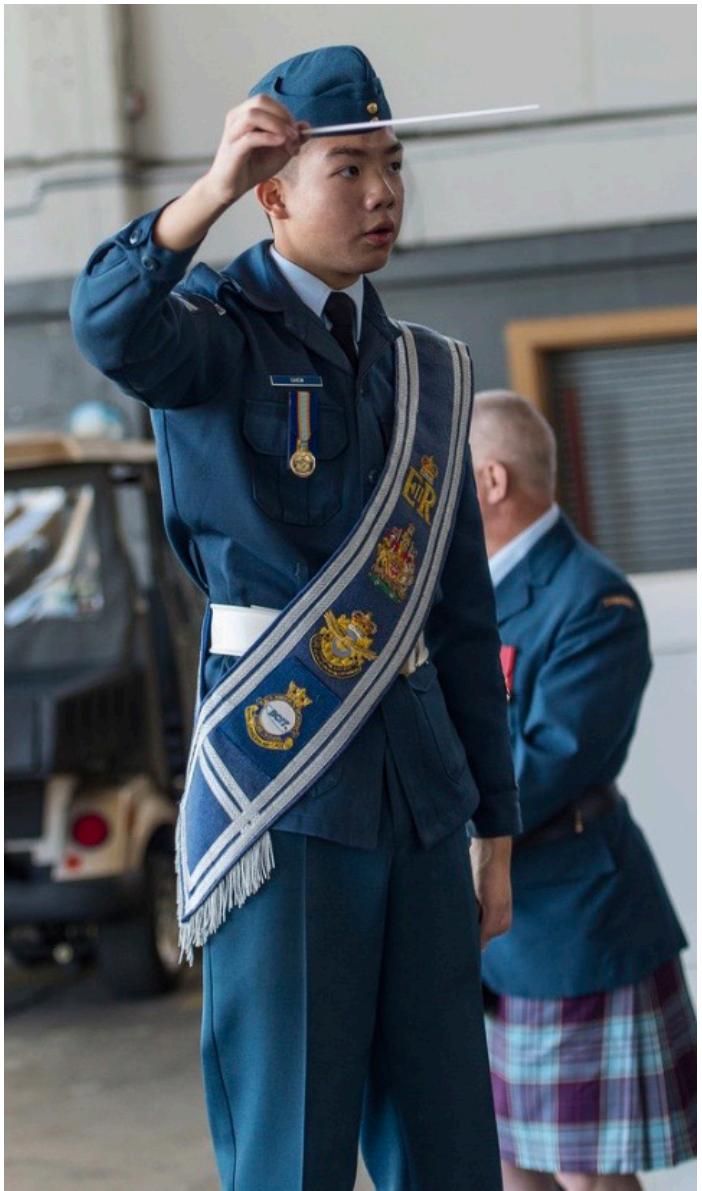


Interactions over breakfast and hot chocolate, 2001



My sister and I in front of a campfire in Manning Provincial Park in BC, 2001

High School and University Years



Conducting a 100+ mass band as the Director of Music, 2014

When I was in high school, I was heavily involved with student council and the Royal Canadian Air Cadet program. In grade eleven, I was appointed as the Drum Major of my local air cadet unit and soon after in my senior year, I was elected as the Student Council Vice President for my high school. These two opportunities taught me how to set goals, define a vision, mentor, and achieve results through consensus leadership and brokering unity amongst different people.

After high school, I had a strong desire to move out and live on my own. I got to travel abroad on volunteer efforts to build a classroom for a primary school in Sirkiar, Kenya and teach English at a senior high school in the mountainous countryside of Guangxi, China.

It has been eight years since I have been part of the Guelph community. I wanted to come to Guelph for two main reasons - the city has a strong community spirit and Guelph offered the best education and opportunities to explore Eastern Canada as a young adult.



Conducting the military band at a local community concert, 2014



Competing at the annual Lower Mainland military marching band competition, 2014



High school valedictory at the Chan Centre for the Performing Arts in UBC, 2015



Interacting with local kids in the countryside outside Longzhou, Guangxi, China, 2016



With senior high English students in Luocheng, Guangxi, China, 2015



Classroom construction for a primary school in Sirkiar, Kenya, 2014

Professional Life and Work Experiences

Upon graduating, I have worked in various design firms and witnessed the power of the free market. When private and public interests come together, it can truly produce meaningful results to the community. My most memorable projects have been working on commercial retail centres, a YMCA, and various elementary schools in Washington State. These experiences have taught me how to coordinate effectively with different stakeholders, preparing me well for my most recent years working in public service.

For the last three years, I have been working in the urban design section of the planning department at the City of Brampton. During my time in Brampton, I have had the privilege to play a key role in brokering cooperation amongst City Staff and departments. With tact and diplomacy, I have been able to forge strong working relationships with many of my colleagues and achieve results.

As a team we have advanced placemaking initiatives to help guide local decision making and together we have been able to secure wins, most notably an agreement for a joint school and community hub for the public as a direct beneficiary from development.



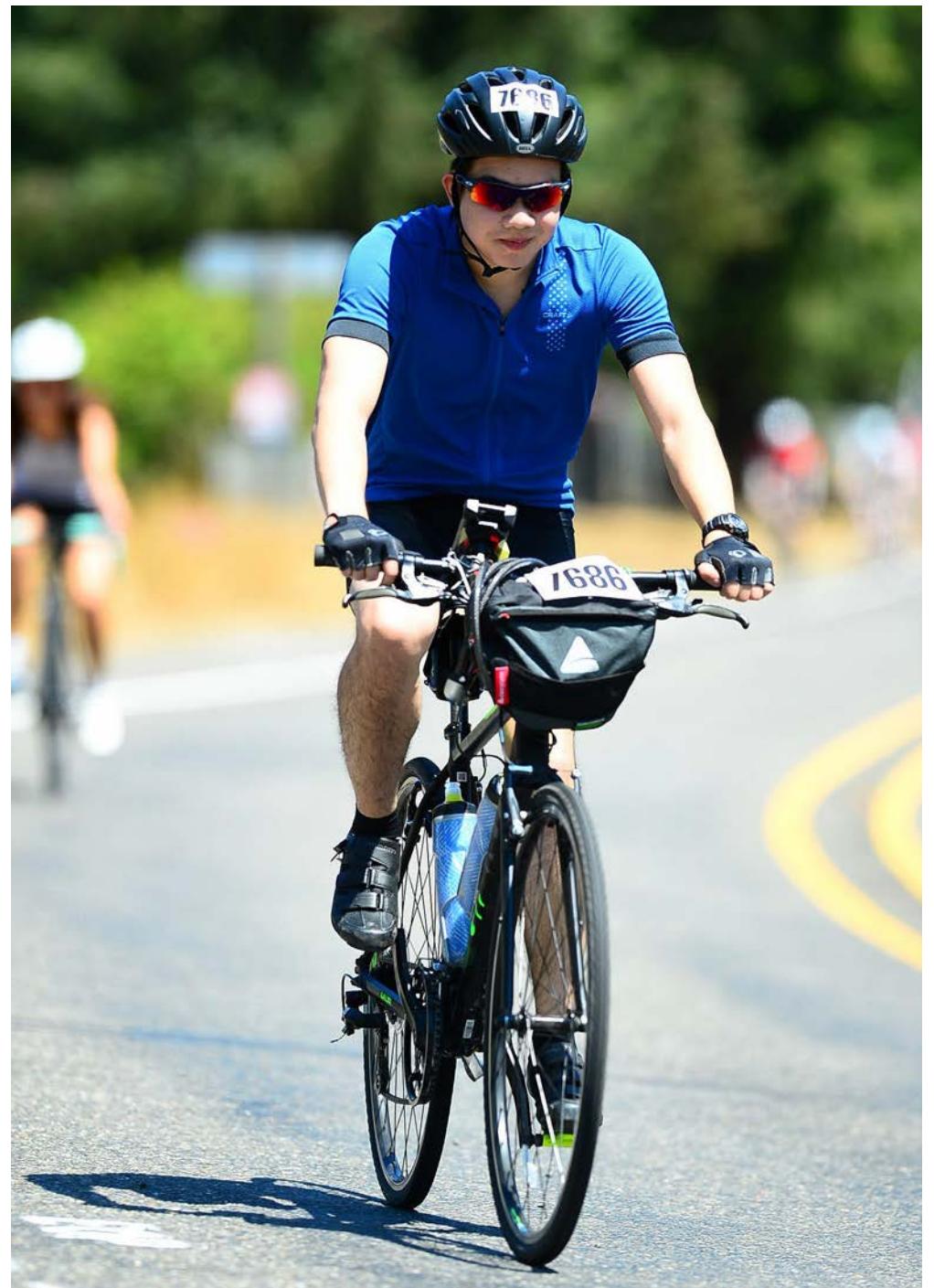
School groundbreaking ceremony in Washington State, 2018



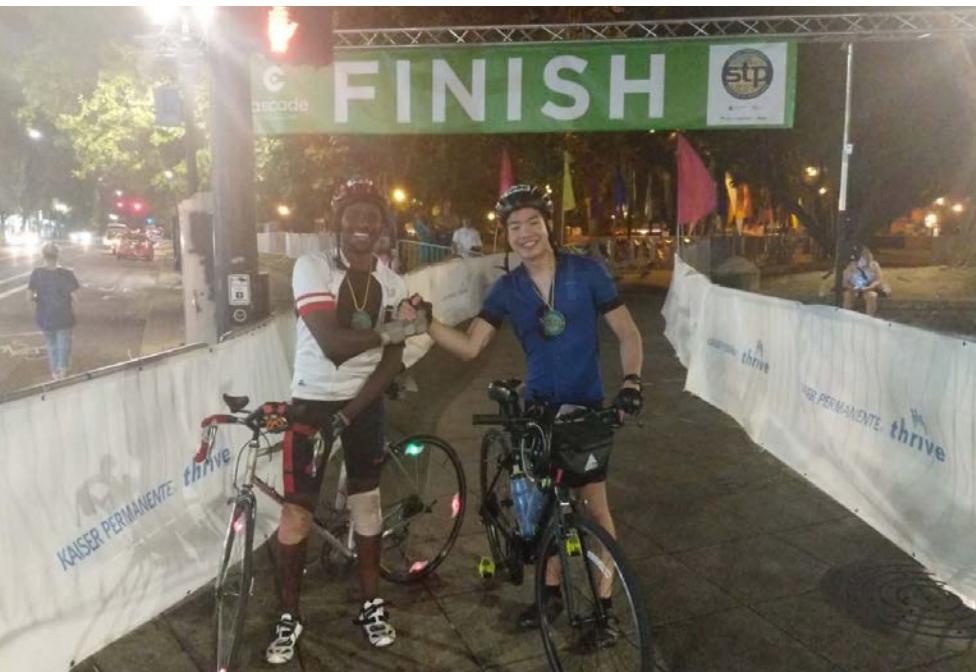
Designing Together slogan, BCRA Seattle Office, 2018



Urban design on display in Brampton City Hall, 2019



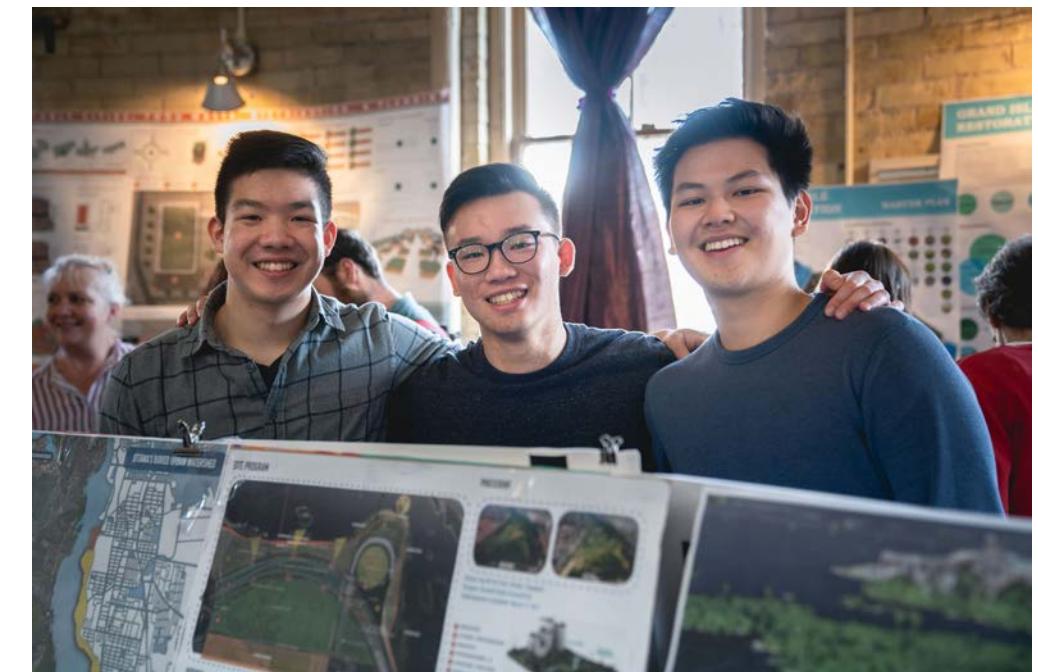
Riding from Seattle to Portland on a 330km day trip during my time in Seattle, 2018



Completed the STP with my friend Manasseh at the finish line 14 hours later, 2018



Picture in front of the Landscape Architecture building during convocation, 2019



At the UoG Bullring for a project exhibit with Lowes and Martin (left to right), 2019



My dad, mom, girlfriend Joey and sister (left to right), 2019

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**Join the Ward 6 movement
chewforguelph.ca**

Guelph is

located *uniquely outside the GTA and K-W urban centres*



Guelph is

located uniquely outside the GTA and K-W urban centres



Graphics are for Visualization Purposes Only
Designed in-house by the Chew 4 Ward 6 Campaign

Guelph is

a Thriving City with untapped potential



Graphics are for Visualization Purposes Only
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Ward 6 is

a vibrant community with healthy neighbourhoods

