

WE ARE PARKDALE!

PARKDALE LIVING. PARKDALE ORGANIZING.

Whether it's Akelius, Wilstar or MetCap it's the same story; they let our homes fall apart, raise our rent and push us out. We can call the city. We can maybe get a lawyer for the tribunal. Maybe a politician will listen to us. But it usually ends up the same way: more money comes out of our pockets, more roaches behind our fridges, more mattresses on the curb, and more neighbours disappear at the end of the month.

Meanwhile our landlords are laughing all the way to the bank. Well, you know what we say to that: We are Parkdale and we have to get organized. MetCap doesn't want us organized. They want us on our own. They don't want us to tell everyone what "MetCap Living" is really like. They don't want us demanding repairs. They don't want us fighting rent increases.

They don't want us talking about rent strikes. All MetCap wants from us is to shut up and pay whatever they tell us to pay or get out. Well, you know what we say to that? We don't care what MetCap wants.

We WILL organize. We WILL get our repairs. We WILL fight against rent increases. We WILL go on rent strike. We won't let them scare us. We won't let them trick us. We won't buy their lies. We know what we love about this neighbourhood. We won't forget what Parkdale means to us. We'll look out for each other. We'll support each other. We'll organize together. Fight together. And win together.

And there's nothing MetCap can do to stop us.

**PARKDALE: ORGANIZE! FOR NEIGHBOURHOOD POWER. READY TO ORGANIZE?
GET IN TOUCH WITH YOUR NEIGHBOURHOOD ORGANIZATION: 647-874-8793**



**PARKDALE
ORGANIZE!**

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This is

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PARKDALE

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PARKDALE vs. METCAP

87 JAMESON ORGANIZING AGAINST RENT INCREASE AND DISREPAIR

On a morning in early February, the day of their rent increase hearing, our neighbours from 87 Jameson rallied at the Landlord Tenant Tribunal. They were there to demand that their landlord, MetCap, drop the massive rent increase they seek - 9% above the guideline over 3 years. The 87 Jameson tenants were joined by their neighbours, including members of Parkdale Organize.

Outside the Tribunal, Diane, a long-time resident of 87 Jameson and Parkdale tenant organizer, rallied us together. "MetCap don't deserve this increase. They don't keep up the building. They don't do nothing for us. That's why we're here on rent strike and we gonna keep fighting!"

Aliza, who has lived at the building for 4 years, had this to say about her neighbourhood: "Parkdale is more than a bunch of streets leading to the Gardiner and the Lake - it's us, and we're a community. We won't let landlords like MetCap push us out."

Before the hearing started we packed the Tribunal. Despite the dirty looks we got from landlords and their lawyers, and the orders barked at us by the Toronto Police Services officers there to guard them, our contingent from Parkdale was not intimidated. While their side kept us waiting and



played their roles along with the Tribunal, we kept busy and did our thing. We made plans, discussed future actions, and spoke to supporters and members of the media about the fight against landlords in our neighbourhood.

As the hours passed it became clear that MetCap was not in the mood to talk and the 87 Jameson rent increase hearing was put off to another day. Nothing has been decided, yet. Whether our neighbours succeed in beating the rent increase will depend on how big the fight against MetCap will grow.

By organizing and standing firm at the Tribunal our neighbours at 87 Jameson are showing the way for all of us. They got organized at their building. They got the word out about their struggle in the newspaper and the TV news.

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The tenants of 87 Jameson put rent strikes back on the agenda as a tactic tenants can use to fight rent increases. Most importantly, they are giving all of us the confidence we need to get serious about defending our homes and our neighbourhood.

A public meeting for all MetCap tenants is being held on Wednesday, February 22, 2017 to discuss how to stop MetCap's rent increases and get repairs done.



J-AVE

Dear siblings of mine, that share this darling street,
Where kings and queens due cross and meet.
Sporadic merchants and peddlers sell their wares,
The speeding motorcycles raises every dog's hairs.

A place to gather, a scrap of brown grass,
I pray for rent control at Sunday's mass.
So that I may flourish with my cherished road,
And not end up outside while my rental unit is showed.

The languages spoken echo brick to brick,
My lovely Jameson, it's you that I pick.
Rich in culture and seeping with history,
Why I love you so is not at all a mystery.

My sweet Jameson, with a shore to the south,
A street where disenfranchised and cheated
give a cumulative shout.
From the north motor vehicles come steadily down,
Leaving the bustle of royal Queen, the best street in town.

Commuters speed by with tunnel vision on,
Self-indulgent suburbanites, their moral compass gone.
But Jameson dwellers shall we not judge,
With our sense of community, we need not hold a grudge.

Birds fly east and west without care,
The vibrant coloured flags wave with the great lake's air.
The beats from the boom boxes blast through the night.
At least we can't hear Porter's airlines in flight.

What can we do to make our street superior still?
Make sure homes exists for all should be our will?
Preserve the sweet road that ties us all,
Reach a hand out to a neighbour so that nobody will fall.

Parkdale Poetry
Poetry by Parkdale Tenants

METCAP LIVING, HUH?



The MetCap Living Approach

At MetCap Living our vision, set by founder Michael O'Gallagher, is clear:

Our Mission is equally clear:

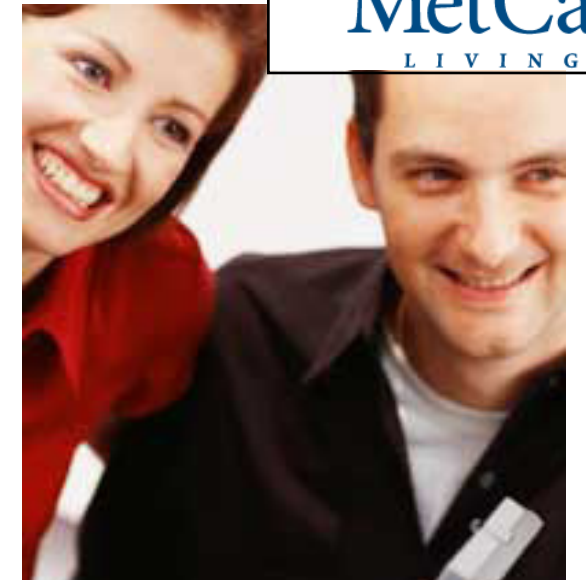
WE MAKE NO SMALL PLANS

We bring our Mission to life by:

PROVIDE GREAT LIVING EXPERIENCES IN FRIENDLY NEIGHBOURHOODS

We bring our Mission to life by:

- exceeding our residents' expectations;
- establishing standards that are the envy of our peers;
- promoting employee integrity, sharing and reward;
- building a lasting foundation for those who follow.



Everyday, we remind ourselves that our business involves much more than bricks and mortar. It's our people - the MetCap living family, taking care of your family everyday! Our approach to business makes us more than different. ***It makes us better!***

Parkdale knows what MetCap Living means.

See that nice little sales pitch from the MetCap website? What a joke. They say MetCap Living is about great standards that exceed tenants' expectations. But we know what living in a MetCap building really means.

It means getting stuck in broken down elevators. It means living in a construction site for a year just so they can raise the rent. It means no water and no heat with no notice. It means roaches. It means mice. It means bedbugs. It means fake eviction notices.

It means either being ignored - or being harassed.

It means being treated like a freeloader in your own home. It means holes in the walls and leaks in the ceiling. It means waiting months for a fridge or stove.

To MetCap we aren't living breathing people. To MetCap we're nothing more than 12 cheques a year. For thousands of people in Parkdale MetCap Living is no kind of life at all.