



Toronto and Region Conservation Authority

Board of Directors Meeting Revised Agenda

The meeting will be conducted via a video conference
Members of the public may view the livestream at the following link:
<https://video.isilive.ca/trca/live.htm>

October 25, 2024
9:30 A.M.

Pages

1. CALL TO ORDER
2. ACKNOWLEDGEMENT OF INDIGENOUS TERRITORY
3. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF
4. MINUTES OF THE TRCA BOARD OF DIRECTORS MEETING #7/24, HELD ON SEPTEMBER 27, 2024
[Minutes Link](#)
5. DELEGATIONS
6. PRESENTATIONS
7. CORRESPONDENCE
8. SECTION I - ITEMS FOR BOARD OF DIRECTORS ACTION

8.1	AWARD OF REQUEST FOR TENDER FOR CRAWLEY PARK (I-133 to I-137) INFRASTRUCTURE PROTECTION PROJECT, CITY OF BRAMPTON	6
	Award of Request for Tender (RFT) No. 10041459 to R & M Construction for the supply of all labour, equipment and materials necessary to implement erosion control, bank stabilization and infrastructure protection for the Crawley Park (I-133 to I-137) Infrastructure Protection Project, City of Brampton.	
8.2	DISPOSITION TO THE MINISTRY OF THE ENVIRONMENT, CONSERVATION AND PARKS FOR CREATION OF UXBRIDGE URBAN PROVINCIAL PARK	11
	Receipt of a request from the Ministry of Environment, Conservation and Parks (MECP) for conveyance of Toronto and Region Conservation Authority (TRCA) owned lands located in the Township of Uxbridge, Regional Municipality of Durham, required for the creation of the Uxbridge Urban Provincial Park (UUPP), Duffins Creek Watershed (CFN 71328).	
8.3	DISPOSITION TO PARKS CANADA AGENCY FOR EXPANSION OF ROUGE NATIONAL URBAN PARK	20
	Request from Parks Canada Agency for the conveyance of Toronto and Region Conservation Authority (TRCA) owned lands located in the vicinity of the Rouge National Urban Park (RNUP), in the City of Pickering, Regional Municipality of Durham, required for the expansion of the RNUP, Petticoat Creek Watershed & Duffins Creek Watershed (CFN 46156).	
8.4	ENDORSEMENT OF THE NATURAL SCIENCE AND EDUCATION COMMITTEE ADVOCACY AGENDA AND OUTREACH MATERIALS	29
	Seeking Toronto and Region Conservation Authority's (TRCA) Board of Directors endorsement of an Advocacy Program designed to raise awareness of the need for improved funding and access for out-of-classroom learning related to natural science, conservation and the environment.	
8.5	2025 ANNUAL FEE ADJUSTMENTS REPORT	38
	Recommended fee changes for Toronto and Region Conservation Authority (TRCA) public facilities and programming. These fees are reviewed and amended annually as stated in the background of this report.	

9. SECTION III - ITEMS FOR THE INFORMATION OF THE BOARD

9.1 UPDATE ON AVAILABLE OPTIONS FOR ENHANCED FLOOD FORECASTING AND WARNING NOTIFICATIONS AND COMMUNICATIONS STRATEGIES

To provide an update on Toronto and Region Conservation Authority's (TRCA) efforts to improve flood notification messaging.

10. MATERIAL FROM EXECUTIVE COMMITTEE MEETING HELD ON OCTOBER 11, 2024

Executive Committee Minutes

10.1 SECTION I - ITEMS FOR BOARD OF DIRECTORS ACTION

10.1.1 ENGINEERING SERVICES FOR THE EAST DON TRAIL PHASE 1 DESIGN

Contract Extension for Proposal (RFP) No. 10021137 for contract administration support for the construction of a pedestrian tunnel and bridge within the Metrolinx Bala Subdivision Railway Corridor located in the City of Toronto.

(Link to report excluding appendices: Executive Committee RES.#B 63/24)

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10.2 SECTION II - ITEMS FOR EXECUTIVE COMMITTEE ACTION

10.2.1 VOR FOR HERITAGE BUILDING SPECIALISTS FOR THE VILLAGE AT BLACK CREEK

Extension of Contract No. 10033027 for a Vendor of Record (VOR) arrangement for Heritage Building Specialists - The Village at Black Creek from March 1, 2024 to March 1, 2026.

(Link to report excluding appendices: Executive Committee RES.#B 64/24)

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10.2.2 AWARD OF REQUEST FOR TENDER FOR CENTENNIAL PARK TRAIL PROTECTION PROJECT (E22-ESA1) - RFT No. 10041810

Award of Request for Tender (RFT) No. 10041810 to Hohol Enterprises One Limited for the supply of all labour, equipment and materials necessary to implement erosion control, bank stabilization and trail protection for the Centennial Park Trail Protection Project (E22-ESA1), City of Brampton.

(Link to report excluding appendices: Executive Committee RES.#B 65/24)

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10.2.3 APPLICATIONS FOR PERMITS PURSUANT TO SECTION 28.1.2 OF THE CONSERVATION AUTHORITIES ACT (MINISTER'S ZONING ORDER, ONTARIO REGULATION 644/20)

Issuance of permits pursuant to Section 28.1.2 of the Conservation Authorities Act (CA Act) for lands subject to a Minister's Zoning Order (MZO) under the Planning Act to undertake works within a TRCA Regulated Area to permit topsoil stripping, rough grading and the construction of temporary sediment ponds at 11031 Pine Valley Drive and 4330 Teston Road, City of Vaughan, Region of York.

(Link to report excluding appendices: [Executive Committee RES.#B 66/24](#))

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10.3 SECTION III - ITEMS FOR THE INFORMATION OF THE BOARD

10.4 SECTION IV - PERMITS UNDER SECTION 28.1 OF THE CONSERVATION AUTHORITIES ACT

10.4.1 STANDARD DELEGATED PERMITS FOR RECEIPT - STAFF APPROVED AND ISSUED - SEPTEMBER 13, 2024

STANDARD DELEGATED PERMITS FOR RECEIPT - STAFF APPROVED AND ISSUED (PAGE 39)

PERMISSION FOR ROUTINE INFRASTRUCTURE WORKS FOR RECEIPT - STAFF APPROVED AND ISSUED (PAGE 117)

PERMITS AFTER THE FACT/RESOLUTION OF VIOLATIONS FOR RECEIPT - STAFF APPROVED AND ISSUED (PAGE 160)

(Link to report excluding appendices: [Executive Committee RES.#B 67/24](#))

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10.4.2 STANDARD DELEGATED PERMITS FOR RECEIPT - STAFF APPROVED AND ISSUED - OCTOBER 11, 2024

STANDARD DELEGATED PERMITS FOR RECEIPT - STAFF APPROVED AND ISSUED (PAGE 168)

PERMISSION FOR ROUTINE INFRASTRUCTURE WORKS FOR RECEIPT - STAFF APPROVED AND ISSUED (PAGE 224)

PERMITS AFTER THE FACT/RESOLUTION OF VIOLATIONS FOR RECEIPT - STAFF APPROVED AND ISSUED (PAGE 239)

(Link to report excluding appendices: [Executive Committee RES.#B 68/24](#))

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11. CLOSED SESSION

11.1 TRCA'S NEW ADMINISTRATIVE BUILDING PROJECT UPDATE AND ADDITIONAL ITEMS FOR APPROVAL PRIOR TO OCCUPANCY

A position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of TRCA.

12. NEW BUSINESS

NEXT MEETING OF THE BOARD OF DIRECTORS #9/24, TO BE HELD ON NOVEMBER 22, 2024 AT TIME VIA VIDEOCONFERENCE

John MacKenzie, Chief Executive Officer

/jh

13. ADJOURNMENT

Section I – Items for Board of Directors Action

TO: Chair and Members of the Board of Directors
Friday, October 25, 2024 Meeting

FROM: Anil Wijesooriya, Director, Restoration and Infrastructure

**RE: AWARD OF REQUEST FOR TENDER FOR CRAWLEY PARK
(I-133 to I-137) INFRASTRUCTURE PROTECTION
PROJECT, CITY OF BRAMPTON
RFT No. 10041459**

KEY ISSUE

Award of Request for Tender (RFT) No. 10041459 to R & M Construction for the supply of all labour, equipment and materials necessary to implement erosion control, bank stabilization and infrastructure protection for the Crawley Park (I-133 to I-137) Infrastructure Protection Project, City of Brampton.

RECOMMENDATION:

WHEREAS Toronto and Region Conservation Authority (TRCA) is engaged in a project that requires a general contractor to supply all labour, equipment and materials necessary to implement erosion control, bank stabilization and infrastructure protection for the Crawley Park (I-133 to I-137) Infrastructure Protection Project, City of Brampton;

AND WHEREAS TRCA solicited tenders through a publicly advertised process;

THEREFORE, BE RESOLVED THAT RFT No. 10041459 for the Crawley Park (I-133 to I-137) Infrastructure Protection Project, City of Brampton be awarded to R & M Construction at a total cost not to exceed \$637,622.54, plus applicable taxes, to be expended as authorized by Toronto and Region Conservation Authority (TRCA) staff;

THAT TRCA staff be authorized to approve additional expenditures to a maximum of \$64,000.00 (approximately 10% of the project cost), plus applicable taxes, in excess of the contract cost as a contingency allowance if deemed necessary;

THAT should TRCA staff be unable to negotiate a contract with the

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above-mentioned proponent, staff be authorized to enter into and conclude contract negotiations with other Proponents that submitted quotations, beginning with the next lowest bid meeting TRCA specifications;

AND FURTHER THAT authorized TRCA officials be directed to take whatever action may be required to implement the contract, including the obtaining of necessary approvals and the signing and execution of any documents.

BACKGROUND

The Crawley Park site I-133 to I-137 consisting of five (5) locations was initially inspected by TRCA's Erosion Hazard Monitoring Team in 2018, 2020 and 2021 as part of TRCA's Infrastructure Hazard Monitoring Program (IHMP) with the Region of Peel. A Region of Peel sanitary main measuring 1.05 m in diameter runs parallel to a tributary of Etobicoke Creek beneath the Crawley Park right bank, approximately 700 m in length from Clark Boulevard to Balmoral Drive. High/Medium priority was assigned to the Project area as the sanitary main is in close proximity to the bank erosion scour.

In 2023, TRCA retained KGS Group to provide a comprehensive geomorphic, hydraulic, geotechnical and ecological assessments to confirm the full extent of risk to the watercourse and sanitary main. The results of the assessments informed the conceptual and detailed designs for long term infrastructure protection and stabilization of the right bank, proposed as a stone revetment treatment to each of the identified erosion hazard sites.

In 2024, TRCA determined that the Project would be tendered out for construction due to the extent of the work area and capacity of internal construction forces. Implementation is scheduled for Fall-Winter 2024 in abidance with the timing window for in-water construction works and bird breeding nest window.

RATIONALE

A Request for Tender for general contractors was publicly advertised on the public procurement website Bids & Tenders on May 17, 2024. The following twelve (12) general contractors were in attendance of the

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mandatory meeting and site tour held on May 28, 2024:

- Avion Construction Group
- Blackstone Paving
- Bronte Construction
- Buildscapes Construction
- Dynex Construction
- Greenspace Group
- Hawkins Contracting
- Hohol Enterprise ONE United
- Lyncon Construction
- Maxx North America Group
- North America Demolition
- R&M Construction

Following bid closing on June 19, 2024, the Procurement Opening Committee determined that the Request for Tender contractor scope and subsequent pricing could be reduced by removing the CCTV inspection and restoration planning works, which can be conducted by Regional or Internal TRCA forces respectively. As such, the Tender was re-issued on June 28, 2024 with the revised scope of work to the selected six (6) contractors which provided bid submissions.

Two (2) addendums were issued on July 3, 2024 and July 4, 2024 to respond to questions received and the tender closed on July 5, 2024. The Procurement Opening Committee opened the final Tenders on July 5, 2024 at 4:00 p.m. with the following results:

Proponent	Fee (Excluding HST)
R & M Construction	\$637,622.54
North America Demolition	\$725,210.00
Dynex Construction Inc.	\$844,765.00
Bronte Construction	\$1,234,165.55
Hawkins Contracting	\$1,615,000.00
Maxx North America Group	\$1,638,950.00

Staff reviewed the bid received from R & M Construction against its own cost estimate and has determined that the bid is of reasonable value and meets the requirements as outlined in the RFT documents. Therefore, it is recommended that contract No. 10041459 be awarded to R & M

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Construction at a total cost not exceeding \$637,622.54, plus 10% contingency, plus applicable taxes, it being the lowest bid meeting TRCA's specifications.

Relationship to TRCA's 2023-2034 Strategic Plan

This report supports the following Pillar and Outcome set forth in TRCA's 2023-2034 Strategic Plan:

Pillar 1 Environmental Protection and Hazard Management:

- 1.1 Deliver provincially mandated services pertaining to flood and erosion hazards

FINANCIAL DETAILS

Funds for the contract are identified in the Region of Peel capital budget within Account #129-35.

Report prepared by: Rudra Bissoon, Senior Project Manager

Email: rudra.bissoon@trca.ca

For Information contact: Rudra Bissoon, (647) 208-7839

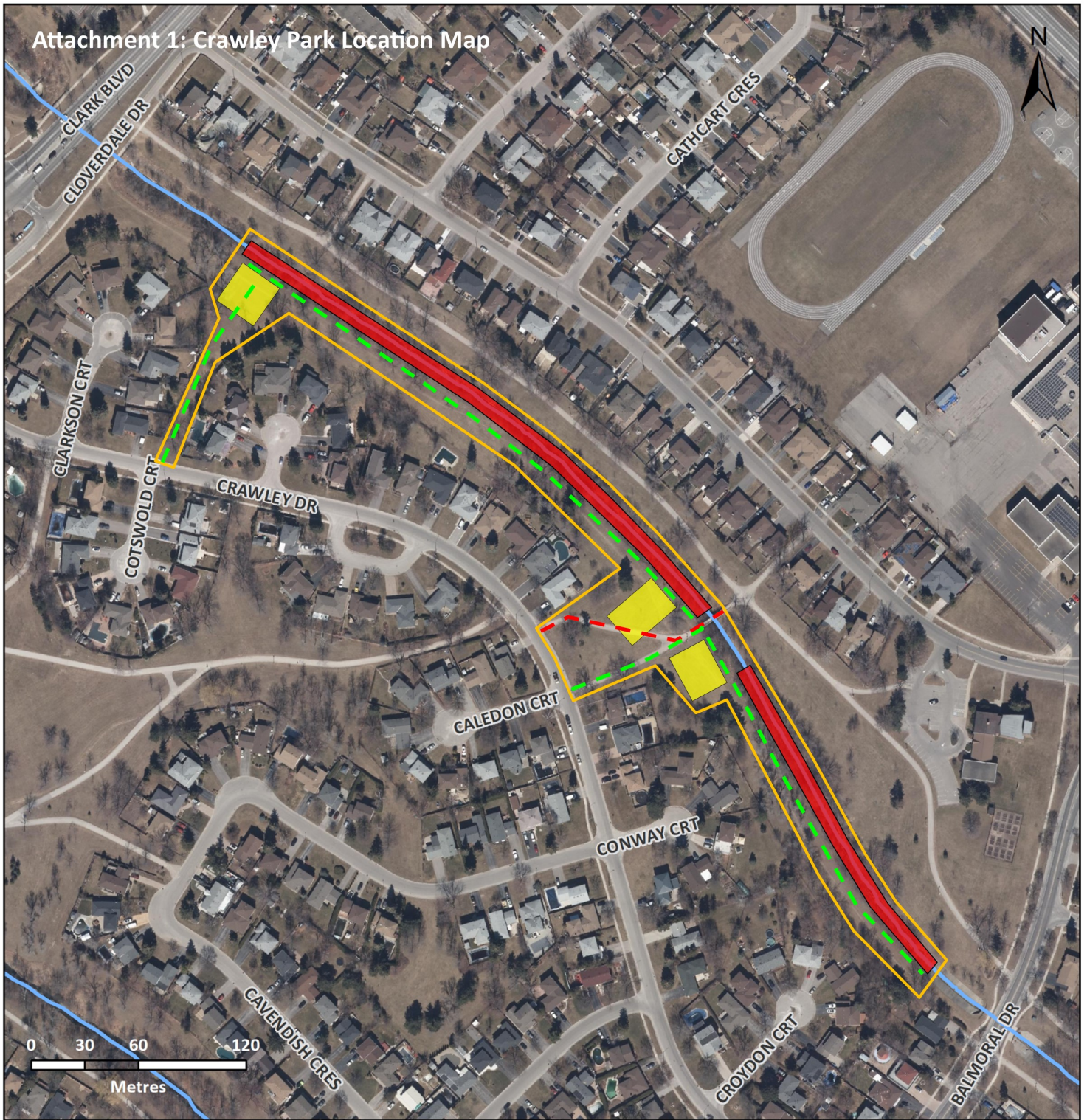
Email: rudra.bissoon@trca.ca

Date: July 23, 2024

Attachments: 1

Attachment 1: Crawley Park Location Map

Attachment 1: Crawley Park Location Map



Crawley Park Sanitary Infrastructure Protection Project

Crawley Drive [East of Dixie Road and Queen Street], Brampton

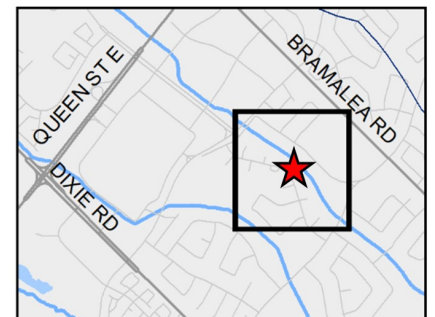
- ★ Location
- Closed
- Work Access
- Staging Area
- Work Area
- Project Limits
- ~ Watercourse

Date: 7/23/2024

Created by: Erosion Risk Management

Orthophoto: First Base Solutions, 2018.

Disclaimer: The data used to create this map was compiled from a variety of sources & dates. The TRCA takes no responsibility for errors or omissions in the data and retains the right to make changes & corrections at anytime without notice. For further information about the data on this map, please contact the TRCA Restoration and Infrastructure Division. (416) 661-6600.



Section I – Items for Board of Directors Action

TO: Chair and Members of the Board of Directors
Friday, October 25, 2024 Meeting

FROM: Kathryn Lockyer, Director, Legislative and Property Services

**RE: DISPOSITION TO THE MINISTRY OF THE ENVIRONMENT,
CONSERVATION AND PARKS FOR CREATION OF
UXBRIDGE URBAN PROVINCIAL PARK**
Request from Ministry of the Environment, Conservation and
Parks for Conveyance of Toronto and Region Conservation
Authority-owned Lands Required for the creation of Uxbridge
Urban Provincial Park, Township of Uxbridge, Regional
Municipality of Durham, Duffins Creek Watershed (CFN 71328)

KEY ISSUE

Receipt of a request from the Ministry of Environment, Conservation and Parks (MECP) for conveyance of Toronto and Region Conservation Authority (TRCA) owned lands located in the Township of Uxbridge, Regional Municipality of Durham, required for the creation of the Uxbridge Urban Provincial Park (UUPP), Duffins Creek Watershed (CFN 71328).

RECOMMENDATION:

WHEREAS TRCA is in receipt of a request from MECP for the conveyance of TRCA-owned lands located in the Township of Uxbridge, Regional Municipality of Durham, required for the creation of UUPP, Duffins Creek watershed;

AND WHEREAS it is in the best interest of TRCA in furthering its objectives as set out in Section 20 of the Conservation Authorities Act to cooperate with MECP in this instance;

THEREFORE LET IT BE RESOLVED THAT 39 parcels of TRCA-owned land containing 1545.66 hectares (3819.41 acres), more or less, of vacant land that will contribute to the expansion of the UUPP park boundary, as identified in Attachment #2 and Attachment #3, in the Township of Uxbridge, Regional Municipality of Durham, be conveyed to the MECP, subject to the following conditions;

Item 8.2

THAT land transferred to the MECP must achieve a net ecological and community benefit, including additional investment and sustained maintenance by the Provincial government as part of the UUPP;

THAT consideration be the nominal sum of \$2.00 and that all legal, survey and other costs to be paid by MECP;

THAT the MECP is to fully indemnify TRCA from any and all claims from injuries, damages or costs of any nature resulting in any way, either directly or indirectly, from this conveyance;

THAT MECP accept any additional reasonable terms and conditions as deemed appropriate by TRCA staff or its solicitor;

THAT should the Region of Durham or the Township of Uxbridge request lands and/or easement for municipal infrastructure projects, TRCA work to fulfill such requests subject to MECP concurrence;

AND THAT said conveyance is exempt from public consultation with the exception that notification to the Minister of the Environment, Conservation and Parks is required 90 days prior to the disposition in accordance with the requirements of Section 21 (2) of the Conservation Authorities Act, R.S.O. 1990, Chapter 27, as amended;

AND FURTHER THAT authorized TRCA officials be directed to take the necessary action to finalize the transaction, including obtaining any necessary approvals and the signing and execution of documents.

BACKGROUND

MECP has requested conveyance of TRCA-owned lands located in the Township of Uxbridge, Regional Municipality of Durham, required for the creation of UUPP, Duffins Creek Watershed.

At Board of Directors Meeting #8/23 held on October 20, 2023, Resolution #A169/23 was approved. This resolution directed staff to liaise with MECP staff regarding the UUPP. Further to RES #A169/23, since this direction was received, TRCA Property and Conservation Lands staff liaised with MECP, Parks Canada, Region of Durham, and Township of Uxbridge during several land assembly meetings to ensure consensus on the appropriate lands to be included in the creation of the UUPP.

RATIONALE

As of July 1, 2024, UUPP is Ontario's newest year-round day use provincial park to be established under the [Provincial Parks and Conservation Reserves Act, 2006](#).

At the request of MECP and in consultation with municipal officials, TRCA is evaluating the opportunity to contribute to the boundary expansion of Ontario's first urban Provincial Park. TRCA and other levels of government currently have land holdings adjacent to or nearby the existing UUPP boundary which are ecologically important and which, if knit together to combine ownership and/or management, will leave a significant legacy in Ontario's Provincial Park system.

The various parcels of lands, operated as a Provincial Park with sufficient tax supported funds for operations and management, would provide and support ecological and trail connectivity, environmental education, and natural stewardship objectives. Being identified as part of a Provincial Park boundary under the [Provincial Parks and Conservation Reserves Act](#) will better protect these landholdings in the context of large-scale growth and development pressures facing the Greater Toronto Area and surrounding regions.

The park boundary expansion of the UUPP with TRCA lands in the Township of Uxbridge has the ability to sustain and increase the amount of ecologically important habitat that is placed into permanent conservation protection under the [Provincial Parks and Conservation Reserves Act](#) as well as provide trail and green space corridors and linkages across the local area which are critical to support fragile ecosystems and wildlife. The expansion also enables opportunities to connect trails and recreation systems across York, Durham, and Peel Regions, including Oak Ridges Moraine and river valley portions of the Greenbelt from the Trent River to the Niagara Escarpment, and north into the Kawartha and Haliburton area. The expansion will also compliment efforts of Parks Canada to connect the Rouge National Urban Park to important ecological and trail systems including those outlined for Durham Region in the TRCA Board of Directors endorsed Trail Strategy for the Greater Toronto Region. An expansion of the UUPP park boundary also provides a variety of sustainable and appropriate outdoor recreational opportunities for residents and park visitors and supports local tourism and regional economic growth.

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Transfer of the TRCA lands will also alleviate operating pressures on TRCA, as all property and land management will become the responsibility of the MECP once the lands are conveyed to the Province.

Consistent with the previous TRCA conveyances to and from the Province, TRCA may be requested to grant certain easements or nominal conveyance for infrastructure to municipalities prior to transfer of lands to MECP. Municipal parties may also identify several road improvements (road widening, daylight triangles, turning radius) which may be required in respect of municipal roads and other infrastructure within the vicinity of lands that may be conveyed. Prior to disposal of the parcels, the lands will be circulated internally through TRCA staff as well as externally with our Durham Region and Township of Uxbridge municipal partners to obtain any pertinent information and comments to inform the proposed transfer of lands.

Once all Board of Directors approvals, circulations, Ministerial notifications, and any other due diligence required by MECP has been completed, TRCA will be able to convey the lands as per the recommendations above and enable the expansion of the UUPP park boundary.

Relationship to TRCA's 2023-2034 Strategic Plan

This report supports the following Pillars and Outcomes set forth in TRCA's 2023-2034 Strategic Plan:

Pillar 1 Environmental Protection and Hazard Management:

1.2 Leadership in greenspace conservation

Pillar 1 Environmental Protection and Hazard Management:

1.3 Maintain healthy and resilient watershed ecosystems in the face of a changing climate

Pillar 3 Community Prosperity:

3.1 Connect communities to nature and greenspace

FINANCIAL DETAILS

MECP will be responsible for all survey, legal and other costs associated with the completion of any land transfers.

Report prepared by: Brandon Hester, Senior Property Agent
Email: brandon.hester@trca.ca

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For Information contact: Alexander Schuler, (437) 880-1950

Email: alexander.schuler@trca.ca

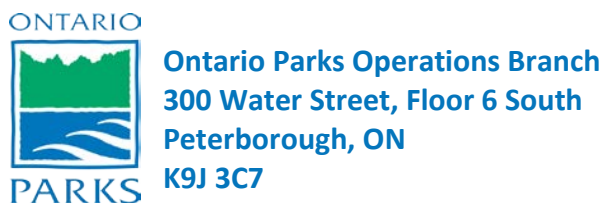
Date: September 3, 2024

Attachments: 3

Attachment 1: Correspondence from Ministry of Environment, Conservation and Parks

Attachment 2: Sketch illustrating the location of the subject lands

Attachment 3: Orthophoto illustrating the location of the subject lands



August 29, 2024

Dear John MacKenzie,

On July 1, 2024, the Ministry of the Environment, Conservation and Parks (MECP) established Uxbridge Urban Provincial Park, Ontario's first urban provincial park, in the Township of Uxbridge. Over the past 18 months, we have been so pleased to have been working very closely with the Uxbridge Partners Network, including the Toronto and Region Conservation Authority (TRCA), to identify the full recreational and protection potential of a provincial park in the Uxbridge area and lands that could be proposed to be added to expand the park boundary in the future.

I would like to thank you and TRCA staff for the hard work and dedication between TRCA staff and Ontario Parks staff that has gone into this proposal since Spring 2023. Without this ongoing collaboration, we would not have been able to achieve as much as we have in just over a year. We are very excited to continue to work on this project with TRCA and look forward to working with you and your staff as conservation partners for many more years to come.

As a follow up to the September 20, 2023, letter from TRCA Board of Directors Chair to MECP, I am writing to you today to express interest in the further consideration of 39 specific parcels of land owned by the TRCA (Attachment). We have worked very closely with TRCA staff to review TRCA owned parcels and to identify those lands that would fit nicely with the vision of the newly established Uxbridge Urban Provincial Park to create natural trail connections in the Township of Uxbridge and for recommending for permanent protection under the *Provincial Parks and Conservation Reserves Act*.

If concurrence is provided by the TRCA Board of Directors, we will work with the Ministry of Infrastructure (MOI) and Infrastructure Ontario (IO) to complete due diligence work on behalf of the Crown and come to an agreement on the proposed acquisition details and associated acquisition costs that will be covered by MECP.

I would like to thank the TRCA for the continued support in the creation of Uxbridge Urban Provincial Park and the contributions and involvement on the Uxbridge Partners Network helping the Ontario government in protecting natural areas, promoting the importance of

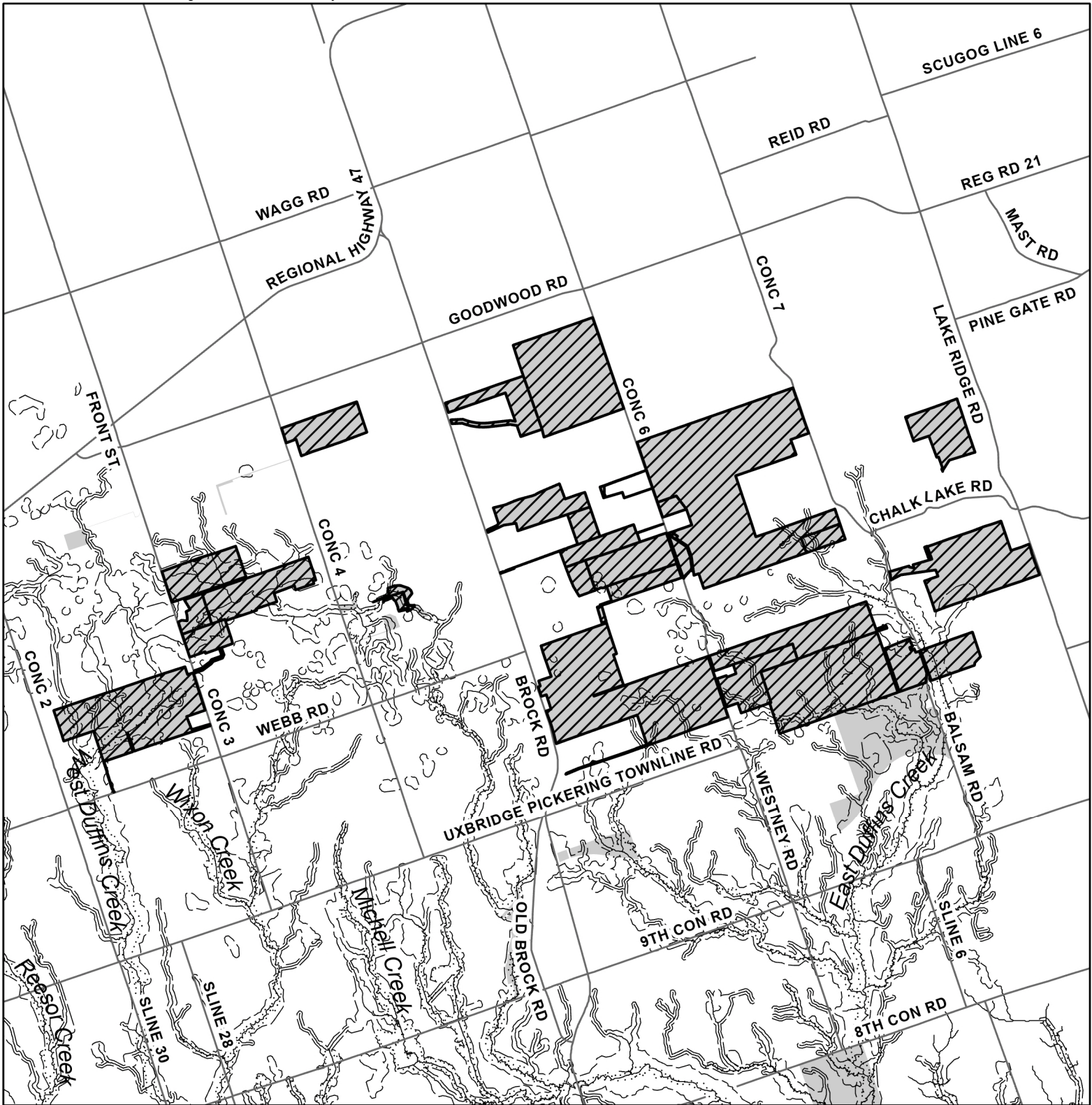
healthy, green spaces and increasing sustainable outdoor recreational opportunities for future generations to use and enjoy.






Yours truly,





Jason Travers
Director, Ontario Parks Operations Branch
Ministry of the Environment, Conservation and Parks


Cc Jason Yakelashek, Park Superintendent, Ontario Parks Operations Branch
Richard Ubbens, Director, Conservation Parks and Lands, TRCA
Alexander Schuler, Associate Director, Property & Asset Management, Legislative and Property Services, TRCA
Brandon Hester, Senior Property Agent, Property Services, Legislative and Property Services, TRCA
Deanna Cheriton, Manager, Conservation Lands, TRCA



-  Watercourse
-  TRCA Property
-  Floodline
-  Regulated Area 2023
-  Possible TRCA Lands for the Uxbridge Urban Provincial Park






Toronto and Region Conservation Authority







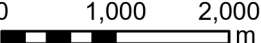




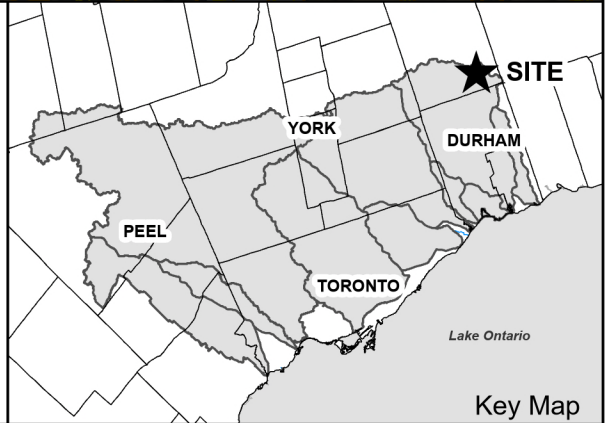
-  Floodline
-  TRCA Property
-  Regulated Area 2023
-  Possible TRCA Lands for the Uxbridge Urban Provincial Park


Toronto and Region Conservation Authority





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Section I – Items for Board of Directors Action

TO: Chair and Members of the Executive Committee
Friday, October 25, 2024 Meeting

FROM: Kathryn Lockyer, Director, Legislative and Property Services

RE: **DISPOSITION TO PARKS CANADA AGENCY FOR EXPANSION OF ROUGE NATIONAL URBAN PARK**
Request from Parks Canada Agency for Conveyance of Toronto and Region Conservation Authority-owned Lands Required for the expansion of Rouge National Urban Park, City of Pickering, Regional Municipality of Durham, Petticoat Creek Watershed & Duffins Creek Watershed (CFN 46156)

KEY ISSUE

Request from Parks Canada Agency for the conveyance of Toronto and Region Conservation Authority (TRCA) owned lands located in the vicinity of the Rouge National Urban Park (RNUP), in the City of Pickering, Regional Municipality of Durham, required for the expansion of the RNUP, Petticoat Creek Watershed & Duffins Creek Watershed (CFN 46156).

RECOMMENDATION:

THAT WHEREAS TRCA is in receipt of a request from Parks Canada Agency (PCA) for the conveyance of TRCA-owned lands located in the vicinity of RNUP, in the City of Pickering, Regional Municipality of Durham, required for the expansion of the RNUP, Petticoat Creek Watershed & Duffins Creek watershed;

AND WHEREAS TRCA has conveyed over 2,200 hectares of land to PCA for the RNUP since 2014 and has identified additional TRCA-owned lands with the potential to support future expansion to the RNUP and local and regional trail connections;

AND WHEREAS it is in the best interest of TRCA in furthering its objectives as set out in Section 20 of the Conservation Authorities Act to cooperate with PCA in this instance;

THEREFORE LET IT BE RESOLVED THAT 16 parcels of TRCA-owned land containing 119.23 hectares (294.62 acres), more or less, of vacant land in the vicinity of and required for the expansion of the RNUP, as identified in Attachment #3 and Attachment #4 in the City of

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Pickering, Regional Municipality of Durham, be conveyed to the PCA, subject to the following conditions;

THAT land transferred to PCA must achieve a net ecological and community benefit, including additional investment and sustained maintenance by the Federal government;

THAT consideration be the nominal sum of \$2.00 and that all legal, survey and other costs to be paid by the PCA;

THAT the PCA is to fully indemnify TRCA from any and all claims from injuries, damages or costs of any nature resulting in any way, either directly or indirectly, from this conveyance;

THAT PCA accept any additional reasonable terms and conditions as deemed appropriate by TRCA staff or its solicitor;

THAT if the Region of Durham or the City of Pickering request lands and or easements for municipal infrastructure projects, TRCA will work to fulfill such reasonable requests subject to PCA concurrence;

AND THAT where the Minister has made a grant under section 39 in respect of said conveyance, where applicable, that such land be subject to Section 21(2) 90 days notification to the Minister and Section 21(4) and (5) 45-day consultation period of the Conservation Authorities Act;

AND FURTHER THAT authorized TRCA officials be directed to take the necessary action to finalize the transaction, including obtaining any necessary approvals and the signing and execution of documents.

BACKGROUND

PCA has requested the conveyance of TRCA-owned lands located in the City of Pickering, required for the expansion of the RNUP.

At Executive Meeting #11/13 held on January 17, 2014, Resolution #A239/13 was approved, allowing TRCA to transfer 2,266 hectares (5,600 acres), to PCA for the Rouge National Urban Park.

In June 2019, TRCA completed the transfer of lands (save a few parcels in the vicinity of the Toronto Zoo) to PCA pursuant to the original conveyances approved in 2014. Realizing the vision for, and importance of,

Item 8.3

this National Park, and as a valued partner of PCA, TRCA has conveyed land to PCA for inclusion in the RNUP over the years for nominal consideration.

At Board of Directors Meeting #3/23 held on March 24, 2023, Resolution #A169/23 was approved. This resolution directed staff to liaise with Parks Canada staff and Provincial MECP staff in the context of the Uxbridge Urban Provincial Park (UUPP) initiative to ensure consensus on the appropriate lands to be included in the expansion of the RNUP. Further to the above,

through the on-going working relationship with PCA, the conveyance of additional lands by TRCA has been identified. TRCA is also in receipt of correspondence from municipal officials to PCA and Transport Canada officials indicating their support for the expansion of the RNUP.

The identified TRCA lands are located in the Duffins Rouge Agricultural Preserve (DRAP) and in the Rouge Park Neighbourhood of the City of Pickering and are proximate to the RNUP and connected to the Park via terrestrial and aquatic linkages via the Rouge Duffins Wildlife Corridor and Petticoat Creek. The lands are also connected to other TRCA and PCA holdings with significant ecological features and functions including the Townline Swamp and Amos Pond Provincially Significant Wetland complexes and the Altona Forest Area Environmentally Sensitive Area. TRCA has been working with landowners to strategically acquire parcels of land in the Rouge Park Neighbourhood of the City of Pickering through the development process. In addition, TRCA, with investments from the Federal government, involvement of the City of Pickering and Durham and through partnerships with organizations including Waterfront Regeneration Trust and Friends of Altona Forest, has been upgrading trails and conducting stewardship work for these assets. The Region of Durham with advice from TRCA is currently advancing The Meadoway East project within the Gatineau Hydro Corridor within this part of Pickering.

TRCA land holdings in Uxbridge being considered for inclusion in the RNUP had included the Goodwood Resource Management Tract, Second Forest and Wildlife Area and Clubine Forest, which connect the RNUP to the Durham Regional Forest and Provincially owned lands in Uxbridge via the Oak Ridges Moraine Trail and Trans Canada Trail. However, after TRCA staff facilitated discussions regarding future ownership amongst the parties, it was recognized by all parties that the Ontario MECP would be

Item 8.3

the preferred steward of these lands as this would assist the Province with the park boundary expansion of the UUPP and provide an integral connection between the RNUP and UUPP.

RATIONALE

The subject TRCA-owned landholdings adjacent to or in close proximity to RNUP were not part of the original 2014 approved conveyance, and therefore require further Board of Directors approval prior to conveyance. The identified lands have significant ecological value, are important for water conveyance and flood mitigation, and offer nature-based recreational activities along their trail networks.

At the request of PCA and in consultation with municipal officials, TRCA is seeking to contribute to the expansion of this world-renowned legacy park for future generations of Canadians. TRCA and other levels of government currently have land holdings which are ecologically important and which, if knit together to combine ownership and/or management, will leave a significant legacy in Canada's National Park system.

The various parcels of lands, operated as a National Park with sufficient tax supported funds for operations and management, will provide and support ecological and trail connectivity, environmental education, and natural stewardship objectives, as well as better protect these landholdings in the context of large-scale growth and development pressures facing the Greater Toronto Area and surrounding regions.

Municipal parties may also identify several road improvements (ex/ road widening, daylight triangles, turning radius') which may be required in respect of municipal roads and other infrastructure within the vicinity of lands that may have to be conveyed. Prior to disposing of the parcels, the lands will be circulated internally through TRCA staff as well as externally with our Regional and Municipal partners to obtain any pertinent information and comments. In addition, consistent with the previous TRCA conveyances to PCA, TRCA may be requested to grant certain easements or to approve nominal conveyances of land for infrastructure purposes to municipalities prior to transfer of lands to PCA.

Once all Board of Directors approvals, circulations, public consultations, Ministerial notifications, and any other due diligence required by PCA has been completed, in accordance with provincial requirements TRCA will be able to convey the lands enabling for the expansion of the RNUP.

Relationship to TRCA's 2023-2034 Strategic Plan

This report supports the following Pillars and Outcomes set forth in TRCA's 2023-2034 Strategic Plan:

Pillar 1 Environmental Protection and Hazard Management:

1.2 Leadership in greenspace conservation

Pillar 1 Environmental Protection and Hazard Management:

1.3 Maintain healthy and resilient watershed ecosystems in the face of a changing climate

Pillar 3 Community Prosperity:

3.1 Connect communities to nature and greenspace

FINANCIAL DETAILS

PCA will be responsible for all survey, legal and other costs associated with the contemplation and completion of any land transfers.

Report prepared by: Brandon Hester, Senior Property Agent

Email: brandon.hester@trca.ca

For Information contact: Alexander Schuler, (437) 880-1950

Email: alexander.schuler@trca.ca

Date: October 25, 2024

Attachments: 4

Attachment 1: Correspondence from Parks Canada Agency

Attachment 2: TRCA Additional Lands for Expansion of the RNUP

Attachment 3: Sketch Illustrating the Location of the Subject Lands

Attachment 4: Orthophoto Illustrating the Location of the Subject Lands

August 20, 2024

John MacKenzie
Chief Executive Officer
Toronto & Region Conservation Authority

RE: Potential transfer of TRCA land parcels to Parks Canada for Rouge National Urban Park

Dear Mr. MacKenzie,

Thank you for your note and I hope that this letter finds you well.

I would like to express my sincere thanks and appreciation to you and your team at the Toronto and Region Conservation Authority (TRCA) for working collaboratively with the Parks Canada team at Rouge National Urban Park (RNUP) to explore the possibility of including additional TRCA lands in the park.

Based on the map of TRCA lands prepared in April 2024 (attached), Parks Canada is interested in further exploring the following parcels for inclusion in RNUP:

3. *Petticoat Creek*
4. *Major Creek to West Duffins Creek*
5. *Duffins Rouge Agricultural Preserve Parcel*

Parks Canada is also interested in the two parcels north of the park (*1. Goodwood Resource Management Tract, 2. Secord Forest*), unless Ontario Parks requests to acquire them for Uxbridge Urban Provincial Park. Parks Canada's Executive Director for Ontario and Waterways has already reached out to Jason Travers, Managing Director at Ontario Parks, on Aug. 1, 2024, to express this same sentiment about those two specific parcels.

Should Ontario Parks be interested in those two parcels, Parks Canada's Executive Director for Ontario and Waterways has expressed to the Province of Ontario, via his counterpart at Ontario Parks, that Parks Canada would like to acquire the lands identified on the map as "Provincial Lands" (in orange) in lieu of those two additional TRCA parcels. Originally, the Province offered these lands to Parks Canada for RNUP as part of the *Memorandum of Agreement Respecting the Establishment of the Proposed Rouge National Urban Park* signed by both parties in 2013. We would sincerely appreciate TRCA's support and assistance in helping to secure these additional Ontario lands from the Province for RNUP.

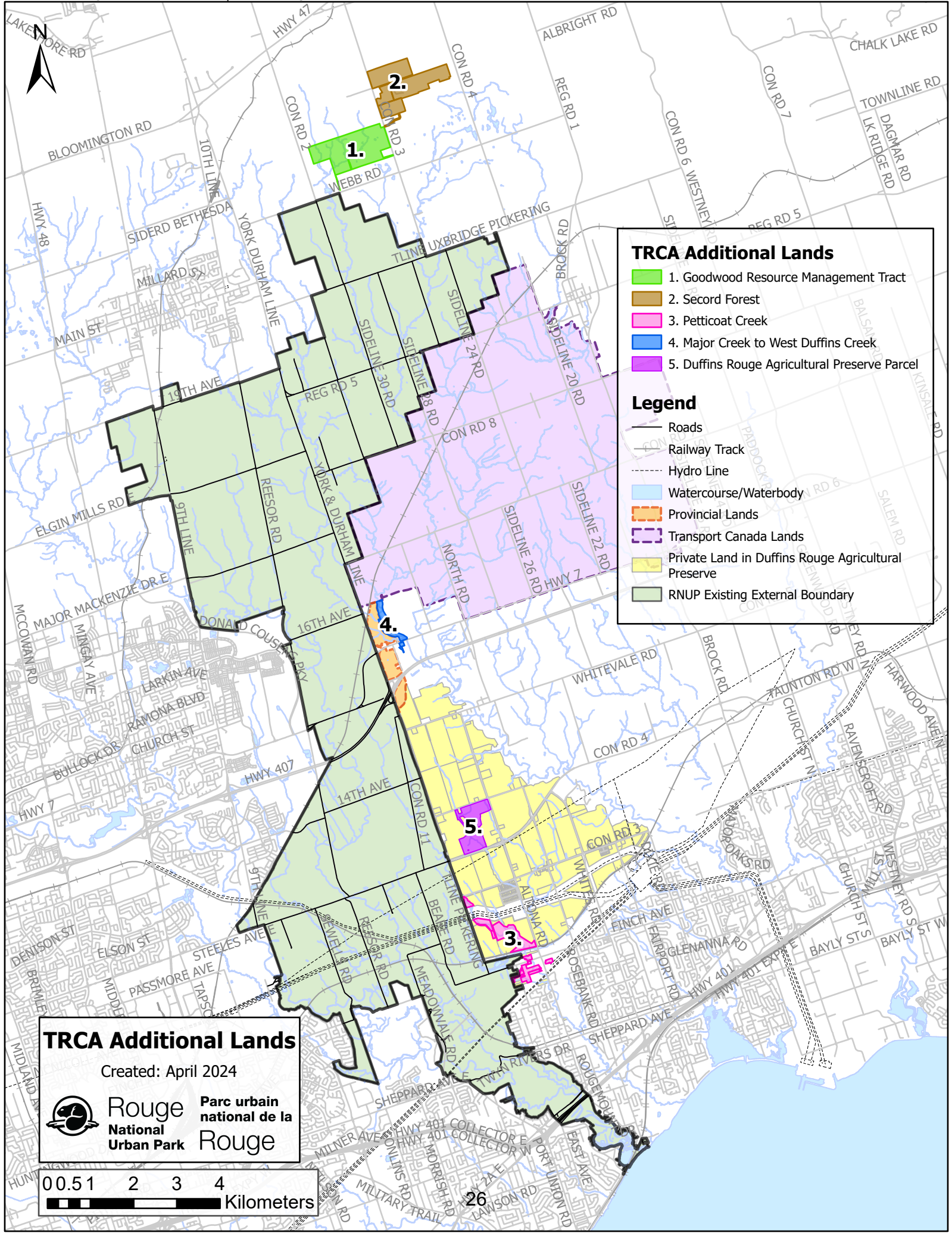
Sincerely,



Andrew Campbell
Senior Vice President Operations, Parks Canada

Attachment:

- **MAP:** *TRCA Additional Lands Overview – April 2024*



TRCA Additional Lands

- 1. Goodwood Resource Management Tract
- 2. Secord Forest
- 3. Petticoat Creek
- 4. Major Creek to West Duffins Creek
- 5. Duffins Rouge Agricultural Preserve Parcel

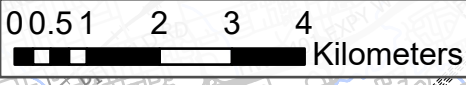
Legend

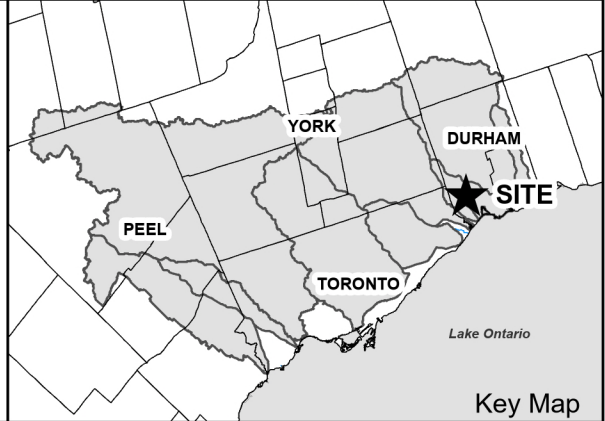
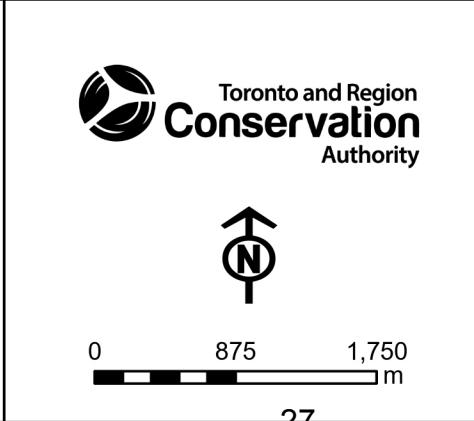
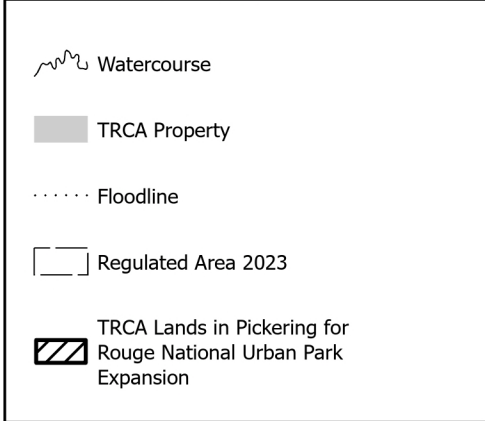
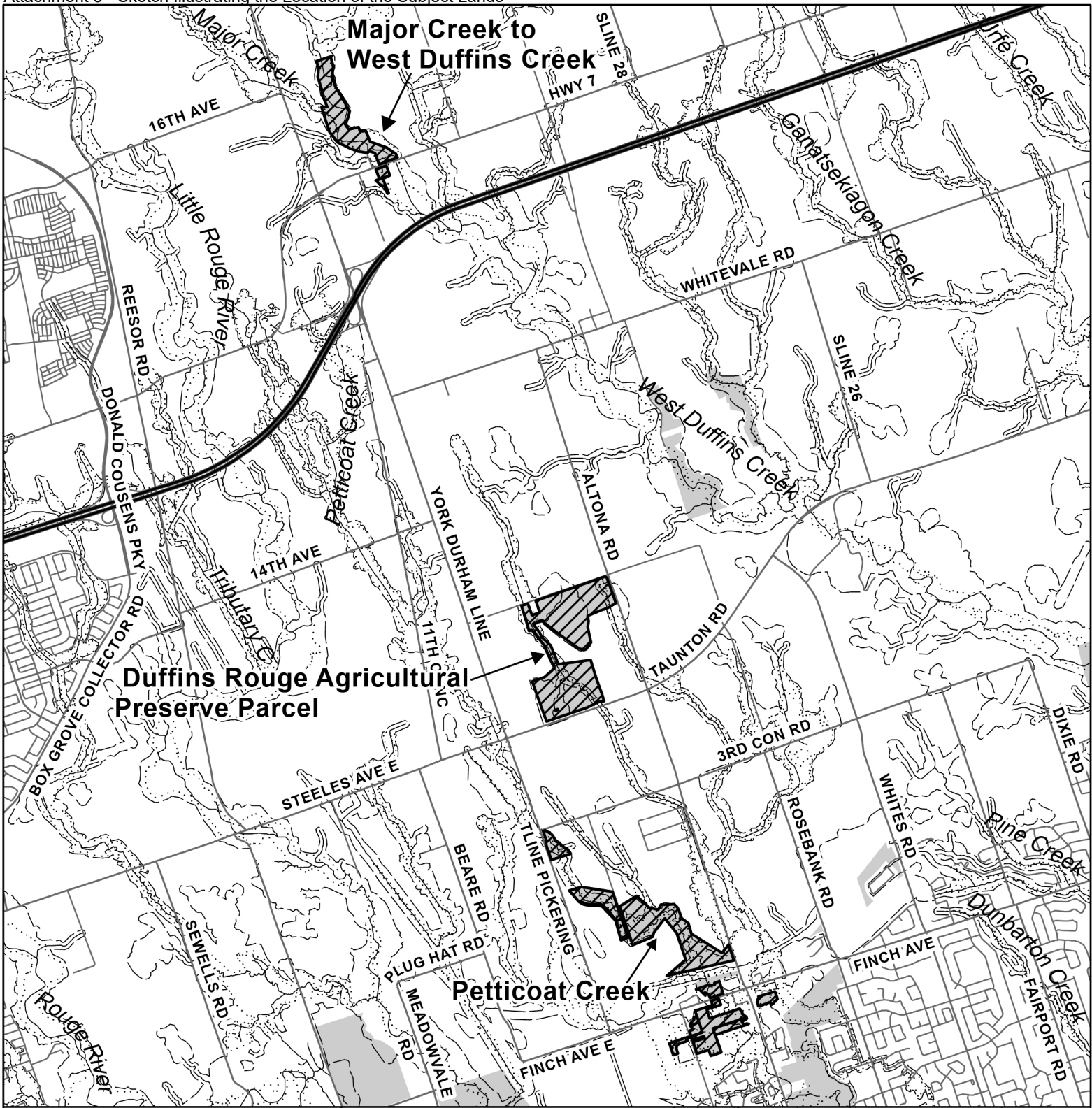
- Roads
- Railway Track
- Hydro Line
- Watercourse/Waterbody
- Provincial Lands
- Transport Canada Lands
- Private Land in Duffins Rouge Agricultural Preserve
- RNUP Existing External Boundary

TRCA Additional Lands

Created: April 2024


Rouge National Urban Park Parc urbain national de la Rouge






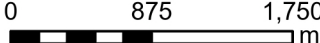


-  Floodline
-  TRCA Property
-  Regulated Area 2023
-  TRCA Lands in Pickering for Rouge National Urban Park Expansion

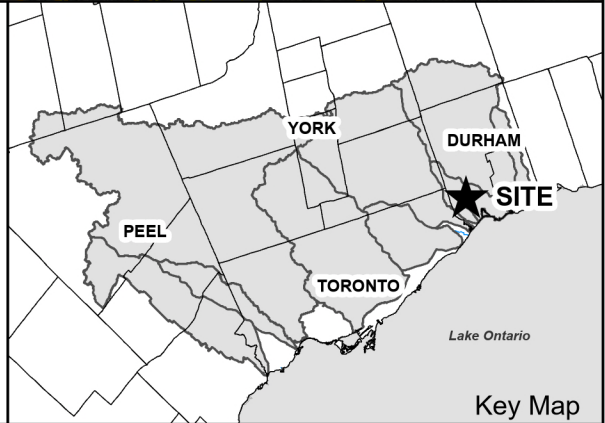


Toronto and Region Conservation Authority





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Section I - Items for Board of Directors Action

TO: Chair and Members of the Board of Directors
Friday, October 25, 2024 Meeting

FROM: Darryl Gray, Director, Education and Training

**RE: ENDORSEMENT OF THE NATURAL SCIENCE AND
EDUCATION COMMITTEE ADVOCACY PROGRAM AND
OUTREACH MATERIALS**

KEY ISSUE

Seeking Toronto and Region Conservation Authority's (TRCA) Board of Directors endorsement of an Advocacy Program designed to raise awareness of the need for improved funding and access for out-of-classroom learning related to natural science, conservation and the environment.

RECOMMENDATION:

WHEREAS the Natural Science and Education Committee (NSEC), as an advisory committee of TRCA's Board of Directors comprised of school board trustees and members of TRCA's Board of Directors, has a mandate to study and make recommendations related to the long-term provision of out-of-classroom learning related to natural science, conservation and the environment;

AND WHEREAS at Meeting #2/24 held on September 23, 2024 NSEC endorsed an advocacy agenda seeking an increase to \$80M in annual Ministry of Education budget allocation to enable student access to out-of-classroom learning related to natural science, conservation and the environment, including \$32M for students of boards of education in Toronto, York, Durham and Peel;

THEREFORE LET IT BE RESOLVED THAT the advocacy program seeking equitable, sustained Ministry of Education funding for student access to out-of-classroom learning system related to natural science, conservation and the environment be endorsed;

AND FURTHER THAT TRCA and NSEC Members continue to work with the Government of Ontario, including Ministries of Education, Environment, Conservation and Parks, and Natural Resources, area Boards of Trustees, Conservation Ontario and other key stakeholders to advocate for, and realize, appropriate funding for student access to out-of-classroom learning related to natural science, conservation and the environment.

BACKGROUND

At Meeting #6/18 on July 20, 2018, TRCA Board of Directors approved the establishment of an Outdoor Education Task Force (Task Force) with an eighteen (18) month mandate to study, develop, and recommend strategic future directions related to out-of-classroom learning related to natural science, conservation, and the environment in the Greater Toronto Area (GTA), specifically including Peel, York and Durham Regions and the City of Toronto.

Comprised of School Board Trustees and TRCA Board Members, the Task Force brought forward a series of recommendations intended to strengthen the overall out-of-classroom learning system. At Meeting #2/21 held on February 26, 2021, TRCA's Board of Directors endorsed the Final Report and Recommendations of the Task Force,

Recommendation #1: Establish Shared Governance Model – Natural Science and Education Committee as a Subcommittee of Toronto and Region Conservation Authority's Board of Directors

Recommendation #2: Establish Consistent Access and Curricular Standards Across TRCA and School Boards

Recommendation #3: Establish a Unified Performance Measurement System

Recommendation #4: Advance Shared-Ownership and Access Models That Enhance and Sustain an Overall Out-Of-Classroom Learning System

Item 8.4

Recommendation #5: Develop a Long-Term Equitable Access Financial Plan

Central to the Task Force recommendations was the establishment of the NSEC as a standing committee of TRCA's Board of Directors to provide a shared governance framework that advances the recommendations of the Task Force. TRCA has historically brought key stakeholders together as necessary for important discussions related to the segment of the formal education system that relates to natural science, conservation, and the environment, most recently through the Task Force. The convening of NSEC was seen as an essential component of TRCA's work as a leader in this field by members of the Task Force.

At Meeting #3/22 held on June 6, 2022, NSEC endorsed a series of minimum standards for student access to out-of-classroom learning related to natural science, conservation and the environment. These minimum standards are intended to form the basis for a cohesive sequential framework for student access to out-of-classroom learning experiences in nature. Subsequently, at Meeting #2/23 held on October 11, 2023, NSEC further received a staff update on the costing model for implementation of the aforesaid minimum standards and endorsed the following resolutions:

THEREFORE LET IT BE RESOLVED THAT the information report on costing for implementation of minimum standards for access to out-of-classroom learning be received;

THAT TRCA prepare, in consultation with participating school boards, appropriate material to support enhanced advocacy efforts related to long-term funding for out-of-classroom learning in the areas of natural science, conservation and the environment;

AND FURTHER THAT Members of the Natural Science and Education Committee continue to advocate for sustained and ongoing funding for out-of-classroom learning related to natural science, conservation, and the environment.

In order to sustain and ensure the future provision of out-of-classroom learning for students related to natural science, conservation and the environment, the Task Force recognized the importance of stable, long-

Item 8.4

term funding. This was emphasized in the Final Report of the Task Force, specifically in Recommendation #5: Develop a Long-Term Equitable Access Financial Plan.

A key activity of the workplan for NSEC has been to develop a costing of the implementation of the Minimum Standards for Student Access, as endorsed at Meeting #3/22 held on June 6, 2022. The following is a budget framework for each grade covered under the Minimum Standards:

GTA PROGRAM	Grade 2	Grade 4	Grade 7	Grade 9	Totals
Number of Students	55,020	58,330	59,040	62,160	234,550
Estimated Cost per Student w/ Busing	\$ 60.00	\$ 60.00	\$ 350.00	\$ 75.00	
Total Student Contribution	\$ -	\$ -	\$ -	\$ -	\$ -
Ministry Allocation (GTA Only)	\$ 3,301,200	\$ 3,499,800	\$ 20,664,000	\$ 4,662,000	\$ 32,127,000

Based on enrolment numbers in each of the target grades of participating school boards, and estimated budget costs to deliver day and overnight visits, to implement the Minimum Standards for Student Access across the GTA, providing learning experiences for 234,550 students a year, would require a budget allocation of approximately \$32.1 million. This would translate into an investment of \$545 per student over their learning career for the purposes of, as per the Ministry of Education’s Funding Technical Paper 2023-24, “providing meaningful and engaging opportunities and supporting students’ education and career/life planning”.

Recognizing that all students and schools in Ontario would benefit from improved access to out-of-classroom learning in this area, a high-level budget based on GTA values has been prepared to provide estimated costs to scale the Minimum Standards across the Province. Recognizing that variables exist in busing, delivery and other costs, based on GTA numbers, a provincial program that ensures that all students in Grades 2, 4, 7 and 9 have access to out-of-classroom learning related to natural science, conservation and the environment would require an investment through the Ministry of Education of approximately \$79.7M.

ONTARIO PROGRAM	Grade 2	Grade 4	Grade 7	Grade 9	Totals
Number of Students	139,000	143,000	147,000	152,000	581,000
Estimated Cost per Student w/ Busing	\$ 60.00	\$ 60.00	\$ 350.00	\$ 75.00	
Cost per Grade	\$ 8,340,000	\$ 8,580,000	\$ 51,450,000	\$ 11,400,000	\$ 79,770,000
Ministry Allocation	\$ 8,340,000	\$ 8,580,000	\$ 51,450,000	\$ 11,400,000	\$ 79,770,000

RATIONALE

In order to realize the strategic and shared goals of NSEC specific to ensuring equitable access to out-of-classroom learning for students related to natural science, conservation and the environment, advocacy efforts are required. The enclosed advocacy agenda is intended to be used by school board officials and TRCA to raise awareness of both the gaps and opportunities to strengthen the overall system of out-of-classroom learning related to natural science, conservation and the environment.

In order to focus efforts related to advocacy, key messages have been developed that will support Trustees, TRCA Board Members and others working in this regard. The advocacy program is intended to highlight key messages in support of shared goals of area school boards and TRCA and was endorsed by NSEC at Meeting #2/24 held on September 23, 2024.

The following are the key messages and outcomes of NSEC'S Advocacy Program:

Main and Sub-Messages:

Main Message:

Students in a highly urbanized Greater Toronto Area, and other urbanized areas of Ontario, experience significant inequity as it relates to both learning in, for and about nature, as well as regular access to nature.

Sub-Message 1:

Student experiences in nature improve learning outcomes related to natural science, conservation and the environment, as well as providing mental health and wellness benefits.

Sub-Message 2:

An investment in nature-based out-of-classroom student learning is an investment in the future appreciation and conservation of the unique and unparalleled natural resources of Ontario.

Outcomes:

Recognition within Ministry of Education Policy that every student in Grades 2, 4, 7 and 9 is to receive out-of-classroom learning related to natural science, conservation and the environment.

Benefit 581,000 students across Ontario through the allocation of \$79M (\$32M for Toronto and Region Boards) in annual funding for students in Grades 2, 4, 7 and 9 to access out-of-classroom learning related to natural science, conservation and the environment (colloquially known as outdoor education experiences).

Dramatically improved out-of-classroom learning opportunities for students in the Province, including improved learning outcomes in target curriculum areas related to natural science, conservation and the environment.

The above Messages and Outcomes inform the enclosed Advocacy Agenda, which as noted previously, is intended for use by Trustees, TRCA Board Members and other key allies in raising awareness of the importance of sustained, directed funding for out-of-classroom learning related to natural science, conservation and the environment.

Relationship to TRCA's 2023-2034 Strategic Plan

This report supports the following Pillars and Outcomes set forth in TRCA's 2023-2034 Strategic Plan:

Pillar 2 Knowledge Economy:

2.3 Advocacy and adaptability in the face of policy pressures

Pillar 3 Community Prosperity:

3.1 Connect communities to nature and greenspace

Pillar 3 Community Prosperity:

3.3 Informed citizens are conservation champions

Pillar 3 Community Prosperity:

3.4 Inspired communities take environmental action

FINANCIAL DETAILS

There are currently no financial implications or costs associated with this report. As additional advocacy materials and campaigns are developed further costs may be incurred or resources required. These will be funded through TRCA's Education and Training Operating Budget.

DETAILS OF WORK TO BE DONE

Pending approval by TRCA's Board of Directors, TRCA staff will work with the Natural Science and Education Committee, including Trustee and TRCA Board Members, to undertake advocacy efforts as outlined, including targeted outreach initiatives with the Minister of Education and other key Ministry and sector stakeholders. Regular reporting of progress will be provided to TRCA's Board of Directors and NSEC.

Report prepared by: Darryl Gray, Director, Education and Training

Email: darryl.gray@trca.ca

For Information contact: Darryl Gray, (416) 791-0327

Email: darryl.gray@trca.ca

Date: October 1, 2024

Attachments: 1

Attachment 1: Advocacy Agenda – Natural Science and Education Committee Minimum Standards Funding

NATURE-BASED LEARNING FOR ALL ONTARIO STUDENTS



The Power of Nature-Based Learning...

- **Enhanced Student Learning:** Boosts learning capacity, self-discipline, and physical/emotional wellness.
- **Environmental Stewardship:** Instills appreciation for nature, fostering future stewards of Ontario's natural resources.

That Only a Few Students Can Access

- **Inequity in Access:** While some school boards provide robust nature-based education, many students in the GTA and across Ontario lack regular access to nature-based field trips and out-of-classroom learning.
- **Financial Barriers:** Costs, logistics, and limited resources prevent equal opportunities for all students.



Existing Infrastructure: Strong...

Ontario has benefited from over 60 years of nature-based education through school boards and conservation authorities, with 30 learning centres in the GTA alone situated in or near biodiverse greenspaces for students to explore.

Yet Incomplete:

- Significant gaps in the system.
- No policies in place to ensure equitable access.
- Financial barriers still limit student participation.

The Path Forward: Addressing Key Challenges

Recognizing the urgency of the situation, eight Toronto area Public and Catholic school boards, along with the Toronto and Region Conservation Authority, have come together to ensure long-term, equitable access to nature-based learning.

GOALS:

To provide stable, equitable, and consistent experiential education, linked to Ontario's elementary and secondary curriculum by:

1. Developing minimum standards for curriculum-linked, nature-based learning.
2. Addressing affordability barriers for families and schools.

Joint Recommendation

Understanding that ecological literacy is a critical competency for 21st century students, building on current Ministry of Education investments in outdoor education, and leveraging existing public assets, greenspace and expertise, we recommend the development of a province-wide program to provide sustained, curriculum-linked out-of-classroom learning programs for all students in Ontario in grades 2, 4, 7 and 9 through a **\$72M** investment. This investment would benefit over **581,000** students a year across Ontario, providing them with enriched learning experiences that will contribute to their overall development and well-being.

INVESTMENT OUTCOMES:

With long-term, stable funding from the Ministry of Education, we can ensure that all students in **Ontario have equitable access to nature-based learning experiences** in world-class centres that integrate sustainability and environmental design principles.

Such an investment would not only enhance educational outcomes but also foster a generation of environmentally conscious individuals committed to conserving Ontario's natural resources!



For more information please contact

Darryl.Gray@trca.ca

437-880-2280



Toronto and Region
Conservation
Authority

Section I – Items for Board of Directors Action

TO: Chair and Members of the Board of Directors
Friday, October 25, 2024 Meeting

FROM: Richard Ubbens, Director, Conservation Parks and Lands
Darryl Gray, Director, Education and Training

RE: **2025 ANNUAL FEE ADJUSTMENTS REPORT**

KEY ISSUE

Recommended fee changes for Toronto and Region Conservation Authority (TRCA) public facilities and programming. These fees are reviewed and amended annually as stated in the background of this report.

RECOMMENDATION:

THAT the 2025 Annual Fee Adjustments as set out in Attachment 1, effective January 1, 2025, be approved.

BACKGROUND

The Conservation Authorities Act requires a conservation authority to administer the charging of fees in a transparent and accountable manner by adopting and publishing a written fee policy, which includes a fee schedule that lists the programs and services for which an authority charges a fee and the amount to be charged. Annually, staff conduct a review of TRCA’s Fee Schedule for Public Facilities and Programming and recommend changes for TRCA Board of Directors approval as required. This review considers the value provided to visitors and participants through TRCA programs and facilities, service delivery costs, current market conditions and comparable fees imposed by other public authorities such as local municipalities, school boards, the Province of Ontario at provincial parks, and other Conservation Authorities. Any fee disputes are reviewed at the park or program level with site staff who resolve them or escalate them to senior management, if necessary.

As with all other public and private sector organizations, inflation and other external factors continue to have a significant impact on overall operational and delivery costs. While municipal and senior government grants have been secured in support of capital projects at certain education facilities, it

is important to note that unlike other government agency educational or cultural institutions or organizations, TRCA receives no direct, dedicated municipal, provincial or federal support to subsidize or sustain parks, family or educational programming or school-based out-of-classroom learning at TRCA's eight (8) major education facilities, parks or attractions (The Village at Black Creek, Kortright Centre for Conservation, Bruce's Mill Nature Centre, Claremont Nature Centre, Claireville Nature Centre, Lake St. George Field Centre, Tommy Thompson Park Nature Centre and Albion Hills Field Centre). As a result, programming at TRCA education facilities is almost entirely dependent on self-generated revenue, which continues to necessitate increased user fees in 2025 in order to balance operating budgets for these facilities without major reductions in services or offerings.

RATIONALE

For the 2025 calendar year, TRCA staff are primarily proposing increases in fees ranging from 0% to 5%, with a smaller number of fees seeing larger increases due to significant program changes and enhancements or other factors. Fee increases are driven by multiple factors including inflation, the transition to point of sale/customer resource management software, maintenance and level of service requirements and market forces. The proposed fee adjustments, including comparisons to 2024 fees, are provided in Attachment #1.

As noted in Attachment #2 of this report, TRCA provides a range of financial mechanisms to remove, reduce or mitigate economic barriers to access programs, services, and facilities. However, demand and requests for free or low-cost access continues to grow. With no dedicated ongoing government funding support for programs, programming, or school-based learning at TRCA education facilities, including The Village at Black Creek, the Kortright Centre for Conservation or TRCA's other Nature Centres and Field Centres, social equity and equity of access programs will continue to be constrained as these facilities rely almost exclusively on user fees to sustain programming and operations.

Fees for access to parks and programs provide the funds required to operate and maintain conservation parks and assets, as well as provide community programming and natural-science and cultural heritage education for area schools and school boards. Ensuring that TRCA parks, facilities and programs are accessible and safe for public enjoyment is of

great importance to the millions of people who live near and visit TRCA greenspaces.

Conservation Parks and Lands Fees

As communities around TRCA managed greenspace systems continue to grow, the demand for access to natural spaces, and park use also increases, particularly for walking, picnicking, and other passive park activities. Increased use, more frequent severe weather events, and aging infrastructure result in increased operating costs for conservation parks, lands, and facilities. As landowners and managers of conservation areas, TRCA is obligated to ensure a standard of care for our lands. Providing clean and safe environments for all visitors is an integral part of why we need to collect fees.

Proposed fee increases include inflation costs and, in some cases, minor over inflation adjustments to ensure that increasing costs do not negatively affect maintenance and our ability to keep parks and amenities safe, clean, and inviting for public enjoyment. The proposed fee changes will assist TRCA in covering costs to provide accessible and enjoyable greenspace and programs for public enjoyment. With the above in mind, TRCA commissioned a feasibility study of paid parking at TRCA managed Conservation Lands in 2023. TRCA evaluated the results of the study to inform options for expanding paid permit parking to other TRCA managed trail heads. A new parking fee category has been added to the fee schedule and will be applied once the system is operational. Advance notice for users would also need to be provided through signage and other means prior to implementation. The proposed fees are consistent with the trailhead parking permit rates being applied in the Township of Uxbridge. Any associated revenue from parking at sites beyond Uxbridge is proposed to be allocated for trail and trailhead maintenance within close proximity to areas where such fees would be applied.

School and Family Programs Fees

The proposed fee adjustments for school and family programs mitigate rising inflation costs and provide funds required to operate education centres and programs safely while ensuring fees remain competitive within the sector.

Staff have developed fee ranges for program offerings to provide both flexibility and accountability in covering program delivery costs while also

reflecting market trends and the value of the program to our participants. Fee ranges allow staff to dynamically adjust program and event fees per year, based on demand and market conditions, thereby ensuring TRCA can continue to respond to the growing interest in programs and services within the communities we serve.

Commercial Filming and Special Event Fees

Commercial and Special Event fees are dependent on various factors such as the location, scale of production or event, unique requirements or authorizations, timing and length of the event, and associated staff time, including but not limited to filming, photography, outreach programs, and third-party event/vendor fees.

Relationship to TRCA's 2023-2034 Strategic Plan

This report supports the following Pillar and Outcome set forth in TRCA's 2023-2034 Strategic Plan:

Pillar 3 Community Prosperity:

3.1 Connect communities to nature and greenspace

FINANCIAL DETAILS

The anticipated revenues generated by the proposed increase in fees are estimated at \$500,000.00 which will be used to offset financial pressures associated with operating parks, programs, and facilities.

DETAILS OF WORK TO BE DONE

Following Board of Directors consideration and approval, TRCA will implement the 2025 Fee Schedule, and the updated fee schedule will be utilized for finalizing the 2025 budgets.

Conservation Parks and Lands together with Education and Training staff will work with internal Corporate Services partners, including Marketing and Communications and ITRM, to ensure all required updates to the 2025 Fee Schedule are adopted in updated publications and materials on the TRCA public website and online booking and reservation systems. If new fees are proposed to be applied to trailhead parking areas or parking at TRCA facilities advance notice in terms of signage and web page updates will be provided.

Report prepared by: Ally Pettit, Administrative Coordinator

Email: ally.pettit@trca.ca

**For Information contact: Richard Ubbens, (437) 230-7216; Darry Gray
(416) 791-0327**

Emails: richard.ubbens@trca.ca; darryl.gray@trca.ca

Date: September 19, 2023

Attachments: 2

Attachment 1: 2025 Annual Fee Adjustments

Attachment 2: Access to TRCA Public Facilities

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
1	General admission at Conservation Parks, per day;			
1.1	Albion Hills, Bruce's Mill, Glen Haffy, Indian Line Campground, Kortright Centre, child	5.05	5%	5.30
1.2	Albion Hills, Bruce's Mill, Glen Haffy, Indian Line Campground, Kortright Centre, adult	7.60	5%	8.00
1.3	Albion Hills, Bruce's Mill, Glen Haffy, Indian Line Campground, Kortright Centre, senior/student	6.45	5%	6.75
1.4	Boyd, Heart Lake, and Petticoat, Passenger vehicle parking fee, per vehicle	21.85 - 24.00	5%	22.95 - 25.20
1.5	Boyd, Heart Lake, Petticoat, large van/Sprinter van vehicle parking fee	43.70	5%	45.90
1.6	Boyd, Heart Lake, Petticoat, bus/non-passenger vehicle parking fee	312.00	5%	327.60
2	Fishing at Glen Haffy per day, exclusive of general admission;			
2.1	child angling fee	3.90	5%	4.10
2.2	adult/senior/student angling fee	6.85	5%	7.20
3	Permit to occupy an un-serviced campsite, inclusive of general admission;			
3.1	Albion Hills, per night	44.25	5%	46.45
3.2	Albion Hills, per month (28 nights)	885.35	5%	929.60
3.3	Indian Line, per night	49.60	5%	52.10
3.4	Indian Line, per month (28 nights)	991.60	5%	1,041.20
4	Permit to occupy a serviced campsite, with water and 15/30 amp hydro hook-ups, inclusive of general admission;			
4.1	Albion Hills, per night	50.75	5%	53.30
4.2	Albion Hills, per month (28 nights)	1,015.20	5%	1,065.95
4.3	Albion Hills, per season	3,725.85	5%	3,912.15
4.4	Indian Line, per night	56.65	5%	59.50
4.5	Indian Line, per month (28 nights)	1,133.25	5%	1,189.90
4.6	Indian Line, per season	4,321.15	5%	4,537.20

Attachment 1 - 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
5	Permit to occupy a serviced campsite, with water and 50 amp hydro hook-ups, inclusive of general admission;			
5.1	Indian Line, per night	62.55	5%	65.70
5.2	Indian Line, per month (28 nights)	1,250.35	5%	1,312.85
5.3	Indian Line, per season	4,771.25	5%	5,009.80
6	Permit to occupy a serviced campsite with water, hydro, and sewage hook-up inclusive of general admission;			
6.1	Indian Line, with 30 amp hydro service, per night	62.55	5%	65.70
6.2	Indian Line, with 30 amp hydro service, per month (28 nights)	1,250.35	5%	1,312.85
6.3	Indian Line, with 30 amp hydro service, per season	4,771.25	5%	5,009.80
6.4	Indian Line, with 50 amp hydro service, per night	67.85	5%	71.25
6.5	Indian Line, with 50 amp hydro service, per month (28 nights)	1,357.50	5%	1,425.40
6.6	Indian Line, with 50 amp hydro service, per season	5,176.35	5%	5,435.15
7	Permit to occupy a serviced Cabin, with water and 15/30 amp hydro hook-ups, inclusive of general admission;			
7.1	Albion Hills, Cabins with 15 and 30 amp hydro service, per night	150.00	New - 5%	126.00 - 157.50
8	Additional camping fees;			
8.1	permit to park an additional vehicle, per night	14.20	5%	14.90
8.2	permit to park an additional vehicle, per season	88.55	5%	93.00
8.3	each additional person occupying a campsite over and above the campground's specified site limit, per night	11.80	0%	11.80
8.4	on a statutory holiday or other designated date, in addition to the basic permit fees	3.55	5%	3.75
8.5	site cleanup fee, per campsite	231.45	5%	243.00
8.6	winter personal equipment storage fee (trailer/RV)	333.85	5%	350.55
8.7	winter vehicle storage, per vehicle	333.85	5%	350.55
8.8	late payment fee (10% /month), seasonal contracts	33.40 - 517.60	10% /month of amount owing	
8.9	reservation fee, per reservation made through call centre or at the park	12.55	5%	13.20
8.10	reservation fee, per reservation made online	11.45	0%	11.45

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
8.11	cancellation fee, per reservation cancelled through call centre or at the park	14.65	0%	14.65
8.12	cancellation fee, per reservation cancelled online	12.55	5%	13.20
8.13	change fee, per reservation changed through call centre or at the park	8.30	5%	8.70
8.14	change fee, per reservation changed online	7.30	5%	7.65
9	Permit to occupy a group campsite, exclusive of general admission.	236.10 - 649.25	5%	247.90 - 681.70
10	Permit for use of a group picnic site, exclusive of general admission;			
10.1	Weekend group picnic site	183.00 - 649.25	5%	192.15 - 681.70
10.2	Weekday group picnic site	52.00	5%	54.60
11	Aquatic facilities admission, exclusive of general admission, per day;			
11.1	Albion Hills, ages 2 and over	3.90	5%	4.10
11.2	Heart Lake, ages 2 and over	4.85	5%	5.10
12	Use of cross-country ski trails at Albion Hills, inclusive of general admission, per day;			
12.1	child	10.70	5%	11.25
12.2	adult	18.05	5%	18.95
12.3	senior/student	14.65	5%	15.40
12.4	family living in the same household, with no more than two adults, and their children	46.95	5%	49.30
13	Rental of a cross-country ski equipment;			
13.1	package consisting of skis, boots and poles, child	14.65	5%	15.40
13.2	package consisting of skis, boots and poles, adult/senior/student	21.95	5%	23.05
13.3	package consisting of skis, boots and poles, child, in a group with a reservation, including trail fees, subject to a minimum group size of twenty participants	15.70	5%	16.50
13.4	package consisting of skis, boots and poles, adult/senior/student, in a group with a reservation, including trail fees, subject to a minimum group size of twenty participants	31.35	5%	32.90
13.5	skis, child	7.95	5%	8.35

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
13.6	skis, adult/senior/student	9.70	5%	10.20
13.7	boots, child	6.75	5%	7.10
13.8	boots, adult/senior/student	7.95	5%	8.35
13.9	poles, child	5.60	5%	5.90
13.10	poles, adult/senior/student	6.75	5%	7.10
13.11	helmet, child	2.35	5%	2.45
13.12	helmet, adult/senior/student	2.35	5%	2.45
14	Use of cross-country ski trails and rental of cross country ski equipment, for organized groups, weekdays only;			
14.1	group trail fee only, child	8.30	5%	8.70
14.2	group trail fee only, adult	15.70	5%	16.50
14.3	group trail fee and ski equipment package, child	15.70	5%	16.50
14.4	group trail fee and ski equipment package, adult	31.35	5%	32.90
15	Golfing green fees at Bathurst Glen Golf Course;			
15.1	weekday, 18 holes, open - 1:00 pm	40.20	5%	42.20
15.2	weekday, 18 holes, 1:00 pm - twilight	33.20	5%	34.85
15.3	weekday, 18 holes, twilight - close	28.20	5%	29.60
15.4	weekday, 9 holes, any time of day	25.10	5%	26.35
15.5	weekend, 18 holes, open - 1:00 pm	44.40	5%	46.60
15.6	weekend, 18 holes, 1:00 pm - twilight	40.45	5%	42.45
15.7	weekend, 18 holes, twilight - close	30.35	5%	31.85
16	Golf equipment rentals at Bathurst Glen Golf Course;			
16.1	18 holes power cart (single rider)	21.20	5%	22.25
16.2	9 holes power cart (single rider)	17.45	5%	18.30
16.3	18 holes power cart (2 riders)	31.55	5%	33.15

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
16.4	9 holes power cart (2 riders)	23.65	5%	24.85
16.5	pull cart	7.95	5%	8.35
16.6	club set	24.60	5%	25.85
17	Driving range fees at Bathurst Glen Golf Course and Bruce's Mill driving range;			
17.1	small bucket	13.15	5%	13.80
17.2	large bucket	16.15	5%	16.95
17.3	jumbo bucket	30.35	5%	31.85
18	Golf tournaments at Bathurst Glen Golf Course, per person.	39.85 - 120.00	5%	41.85 - 126.00
19	Frequent player passes at Golf Facilities;			
19.1	Bathurst Glen Golf Course, Frequent Player Unlimited Pass	1,995.00	5%	2,094.75
19.2	Bathurst Glen Golf Course, Weekday Pass	1,258.95	5%	1,321.90
19.3	Bathurst Glen Golf Course, Youth Pass	590.40	5%	619.90
19.4	Bathurst Glen Golf Course, Junior Pass	340.85	5%	357.90
19.5	Bathurst Glen Golf Course and Bruce's Mill, Driving Range Pass	838.95	5%	880.90
20	General admission to The Village at Black Creek, per day;			
20.1	child	13.20 - 14.25	5%	13.85 - 14.95
20.2	adult	18.00 - 19.50	5%	18.90 - 20.50
20.3	senior	14.40 - 15.60	5%	15.10 - 16.40
20.4	student	14.40 - 15.60	5%	15.10 - 16.40
21	Participation in educational programs at the Village at Black Creek;			
21.1	half day educational program	273.80 - 372.45	5%	287.50 - 391.05
21.2	full day educational program	343.20 - 480.70	5%	360.35 - 504.75
21.3	Virtual education program	173.15 - 294.50	5%	181.80 - 309.25

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
21.4	for the Homeschool Day Program and Workshops, ages 4+	16.80 - 22.40	5%	17.65 - 23.50
22	Specialized programs and workshops at The Village at Black Creek;			
22.1	Corporate programs, per participant, for a minimum of 20-30 participants	19.80 - 60.00	5%	20.80 - 63.00
22.2	Virtual Group Programs, per group	99.45 - 348.10	5%	104.40 - 365.50
22.3	TRCA Led Day Camper, for a week of summer camp, per camper	251.35 - 426.35	14.5% - 5%	288.00 - 447.65
22.4	Ticketed Special Programs	18.35 - 42.25	5%	19.25 - 44.35
22.5	Public Programs, per individual	16.00 - 33.00	5%	16.80 - 34.65
22.6	Guided Public Programs, as part of a tour group with a reservation	273.80 - 480.70	5%	287.50 - 504.75
23	Parking at The Village at Black Creek, exclusive of special events;			
23.1	Black Creek Pioneer Village visitor parking, per vehicle, per day, exclusive of general admission	8.20	0%	8.20
23.2	non-visitor parking, per non-commercial vehicle, per day	9.30	0%	9.30
23.3	non-visitor monthly parking pass, per non-commercial vehicle, per month	85.70	0%	85.70
24	For participation in a weekend or evening public program at Kortright Centre;			
24.1	child	8.10	0%	8.10
24.2	adult	15.40	0%	15.40
24.3	senior	8.20	0%	8.20
25	Participation in camps, programs, workshops, or parties, at Kortright Centre, Claireville Outdoor Education Centre;			
25.1	TRCA Led Day Camper, for a week of summer camp	249.50 - 370.45	5% - 21.5%	262.00 - 450.00
25.2	half day education program, to a maximum number of thirty participants	231.00 - 370.45	6% - 5%	245.00 - 388.95
25.3	full day education program, to a maximum of thirty participants	433.15 - 542.40	1.5% - 5%	440.00 - 569.50
25.4	same day bookings for groups using facility for self-guided activities, during non-programming time, to a maximum of thirty participants	60.50	5%	63.55
25.5	adult courses, per participant	185.90 - 607.25	5%	195.20 - 637.60
25.6	adult workshops, per participant	11.55 - 104.50	4% - 5%	12.00 - 109.75

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
25.7	children's birthday parties, to maximum of fifteen children and three adults	330.75 - 347.30	5%	347.30 - 364.65
25.8	Nature School Program, per participant	69.30 - 3,704.40	Revised Item - 5%	195.00 - 3,889.60
25.9	Homeschool Program and Little Saplings Parent and Tot Program, per participant	80.85 - 185.20	5%	85.00 - 194.45
25.10	Growing with Nature Program, per participant	50.00	5%	52.50
25.11	corporate programs, per participant, for a minimum of 20-30 participants	13.20 - 42.00	50.5% - 5%	20.00 - 44.10
25.12	Winter Holiday camp (74-83.15/day per person)	69.30 - 79.20	6.5% - 5%	74.00 - 83.15
25.13	March Break Camp (76.20/day or 331.40/wk)	72.60 - 315.60	5%	76.20 - 331.40
25.14	PA day programs		New	74.00 - 81.60
26	School programs at Bruce's Mill Nature Centre;			
26.1	half day education program, to a maximum number of thirty participants	210.00 - 390.00	0% - 3%	210.00 - 401.70
26.2	adult workshops, per participant	40.00 - 80.00	0% - 3%	40.00 - 82.40
27	For participation in a weekend or evening public program at Bruce's Mill Nature Centre;			
27.1	child	8.00 - 15.00	0% - 3%	8.00 - 15.45
27.2	adult	14.00 - 20.00	0% - 3%	14.00 - 20.60
27.3	senior	10.00 - 17.00	0% - 3%	10.00 - 17.50
28	Magical Christmas Forest at Kortright Centre;			
28.1	child - ages 3 and over	32.10	0%	32.10
28.2	adult/senior/student	38.80	0%	38.80
29	Outdoor Family Experiences Program, at TRCA Facilities.	77.00 - 232.30	0% - 3%	77.00 - 239.25
30	Virtual Programs;			
30.1	Virtual education program	153.00 - 281.15	0% - 3%	153.00 - 289.60
30.2	Virtual Specialist High School Major Certification program, per local or international participant	76.50 - 131.05	0% - 3%	76.50 - 135.00
30.3	Virtual Group Programs, per group	76.50 - 281.15	0% - 3%	76.50 - 289.60

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
30.4	Virtual Family Program	20.40 - 45.00	0% - 3%	20.40 - 46.35
31	Maple Syrup Festival at Bruce's Mill and Kortright Centre;			
31.1	child	7.45	5%	7.80
31.2	adult	11.50	5%	12.10
31.3	senior	9.50	5%	10.00
31.4	guided tour, as part of a tour group up to a maximum of thirty participants	261.65 - 331.80	5%	275.00 - 348.40
31.5	daily parking, per vehicle, exclusive of admission fees	4.80	25%	6.00
32	Each TRCA Led Day Camper, at a Conservation Field Centre or The Nature Centre at Bruce's Mill;			
32.1	per participant, per day, when available	51.50 - 66.85	0% - 35%	51.50 - 90.00
32.2	per participant, per week	260.00 - 330.00	0% - 36.5%	260.00 - 450.00
32.3	Lake St. George Field Centre, per week (includes canoeing)	324.80 - 408.00	0% - 10.5%	324.80 - 450.00
33	Each TRCA Led Overnight Camper, at a Conservation Field Centre;			
33.1	per participant, per week	720.00 - 905.30	0% - 3%	720.00 - 932.15
34	Overnight Weekend Program Participant, at a Conservation Field Centre;			
34.1	child, Friday to Sunday	150.00 - 200.00	0%	150.00 - 200.00
34.2	adult, Friday to Sunday	160.00 - 210.00	0%	160.00 - 210.00
34.3	adult 1 night	140.00	0%	140.00
34.4	child 1 night	130.00	0%	130.00
35	Overnight School Group Program Participant at a Conservation Field Centre, per participant, effective September 1, 2025;			
35.1	Elementary student, per day	84.10 - 105.25	3%	86.60 - 108.40
35.2	Secondary student, per day	89.90 - 108.80	3%	92.60 - 112.05
35.3	Elementary / Secondary Special Requests	226.60	2%	231.15

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
36	Each participant in a public program at Conservation Field Centre, per day.	12.60 - 43.40	0% - 72.5%	12.60 - 75.00
37	TRCA led Specialist High Skills Major Certification programs, at Kortright Centre, The Village at Black Creek, Tommy Thompson Park and Conservation Field Centres;			
37.1	per participant, full day, with meals	84.00 - 94.10	0% - 3%	84.00 - 96.90
37.2	per participant, full day, without meals	72.80 - 82.30	1% - 3%	73.50 - 84.75
37.3	per participant, half day, with meals	50.40 - 58.80	0% - 3%	50.40 - 60.55
37.4	per participant, half day, without meals	39.20 - 47.05	7% - 3%	42.00 - 48.45
37.5	per participant, overnight, with meals	162.00 - 175.50	0% - 3%	162.00 - 180.00
38	TRCA Parks and Attractions Membership Pass Program, valid for general admission to all TRCA and CVC conservation parks, Black Creek Pioneer Village and Kortright Centre, inclusive of parking fees;			
38.1	individual membership pass	81.10	5%	85.15
38.2	senior membership pass (discounted individual membership)	64.90	5%	68.15
38.3	family membership pass (admission for up to six)	150.25	5%	157.75
39	Participation in camps, education programs, and workshops led by Community Outreach & Education (Toronto, York, Peel);			
39.1	TRCA led regular day camper, for a week of summer camp	219.30 - 300.90	3%	225.90 - 309.95
39.2	TRCA led specialty day camper, for one week of specialty camp	494.70 - 525.30	3%	509.55 - 541.05
39.3	half day education program, to a maximum number of thirty	260.10 - 459.00	3%	267.90 - 472.75
39.4	full day education program, to a maximum of thirty participants	428.40 - 918.00	3%	441.25 - 945.55
39.5	adult workshops, per participant	10.20 - 122.40	3%	10.50 - 126.05
39.6	corporate programs, per participant, for a minimum of 20-30 participants	35.70 - 60.00	3%	36.75 - 61.80
39.7	group program, for a minimum of 20 participants	255.00 - 920.00	3%	262.65 - 947.60
39.8	children's birthday parties, to maximum of fifteen children and three adults		New	340.00 - 357.70
40	Quadcycle rentals at Tommy Thompson Park;			
40.1	Single bench quadcycle rental per hour	24.00 - 35.00	5%	25.20 - 36.75

Attachment 1: 2024 to 2025 Annual Fee Adjustments

Item	Description	2024 Base Fee	2025 % Base Increase	2025 Base Fee (rounded to nearest \$0.05)
40.2	Double bench quadcycle rental per hour	38.00 - 50.00	5%	39.90 - 52.50
41	Virtual webinars delivered by TRCA's Community Outreach and Education team;			
41.1	Existing webinar delivered virtually to a group for 1 - 2 hours	450.00 - 550.00	5%	472.50 - 577.50
41.2	Custom webinar developed, coordinated and delivered virtually to a group for 1 - 2 hours	720.00 - 850.00	5%	756.00 - 892.50
42	Young Conservation Professionals participant fee.	830.00 - 1,555.00	2.5% - 13%	850.00 - 1,757.15
43	Change Fee for Checkfront bookings.	20.00	0% - Revised Item	20.00 - 30.00
44	Conservation Lands Trail Head Parking Fee;			
44.1	Daily parking fee at TRCA trail heads, per vehicle		New	6.00
44.2	Annual parking fee at TRCA trail heads, per vehicle		New	75.00

Attachment 2: Access to TRCA Public Facilities

BACKGROUND

Toronto and Region Conservation Authority (TRCA) recognizes and promotes the full participation of all residents in educational, cultural, and recreational programs and services, as per TRCA's Admittance Policy. Through a variety of offerings, TRCA's public-use facilities engage diverse user groups including persons with disabilities, financially challenged individuals and groups, children, and Active Transportation users.

TRCA continually strives to promote inclusion and access for all. The following outlines several programs that TRCA has implemented to help alleviate barriers to participation and encourage greater access to nature-based cultural and recreational experiences.

Programs with regional public libraries

TRCA's library pass programs, in partnership with CVC, provide City of Brampton, City of Vaughan and Town of Caledon Public Library members access to Conservation Parks. Our partner's Memberships are available for "checkout" at public libraries and offer users free access to TRCA and CVC parks and attractions, promoting inclusivity, encouraging nature-based experiences, supporting healthy communities and increasing awareness of parks.

The Village at Black Creek (VBC) participates in Toronto Public Library's tpl:map pass program along with similar programs with Vaughan and Richmond Hill Public Libraries; each library pass program provides free access to museums and cultural attractions. Individuals may borrow a pass from participating library branches which provides them with free general admission.

Active Transportation Policy

TRCA continues to work with municipal and industry partners to formalize additional trail access points to Conservation Areas and to expand trail connections. This encourages more people to enjoy nature-based recreation more often and helps people to stay active.

Free & Discounted Admission Programs

At all TRCA public-use facilities, free general admission is offered to toddler ages 0-3. Through the Ontario Teacher's College membership, teachers receive free admission at all facilities. Participants in Vaughan Culture Days receive free admission to both KCC and VBC, while VBC also provides free admission during Doors Open Toronto. In October, the KCC also offers a Family Adventure Walk in the Forest where families can participate free of charge and children are encouraged to participate in "forest school inspired" activities.

TRCA also waives admission fees for support persons accompanying visitors with disabilities to alleviate barriers to experiencing culture and nature-based outdoor recreation.

TRCA continues to explore new opportunities that help people engage with nature. Inclusivity and accessibility are priorities at our facilities. Staff are committed to expanding current initiatives and providing diverse communities with even more opportunities in years to come.

VBC also provides free admission to newcomers in TRCA's Professional Access into Employment (PAIE) and Newcomer Youth Green Economy Project (NYGEP) programs and through the Canoo program for newcomers in partnership with the Institute for Canadian Citizenship. Presto Pass holders receive a discounted admission to VBC, promoting public transportation use while making access to the site accessible for a wider range of people.

Community Learning Activities

TRCA provides community learning activities in local greenspaces and neighbourhoods to support local engagement in nature-based activities. These programs are focused on improving opportunities for residents and families to participate in free activities that help improve local knowledge about ecosystems

Attachment 2: Access to TRCA Public Facilities

and watersheds while contributing to ecological health. These programs are supported through municipal funding and government and private grants and are free to the end user. Information on Community Learning events and activities is available on TRCA's events webpage.

Environmental Leaders of Tomorrow

TRCA works with local schools to provide integrated learning experiences for students from eligible schools to access the Environmental Leaders of Tomorrow program at one of TRCA's three overnight centres. Focused on improving student knowledge, understanding and action related to the environment, the Environmental Leaders of Tomorrow program provides subsidized experiences for classes from schools in priority areas of TRCA's watersheds. This program is supported through municipal funding and private grants. TRCA works closely with area school boards to identify schools that would benefit from this program.

Section III – Items for the Information of the Board

TO: Chair and Members of the Board of Directors
Friday, October 25, 2024 Meeting

FROM: Sameer Dhalla, Director, Development and Engineering Services

RE: UPDATE ON AVAILABLE OPTIONS FOR ENHANCED FLOOD FORECASTING AND WARNING NOTIFICATIONS AND COMMUNICATIONS STRATEGIES

KEY ISSUE

To provide an update on Toronto and Region Conservation Authority's (TRCA) efforts to improve flood notification messaging.

RECOMMENDATION:

IT IS RECOMMENDED THAT Development and Engineering Services (DES) work with Communications, Marketing, and Events (CME) Staff and municipal partners and public officials, starting with areas affected by the 2024 floods, to undertake an enhanced public outreach campaign in order to increase awareness of, and subscription to TRCA's flood message notification;

AND THAT DES work with Information Technology and Records Management (ITRM) to expand TRCA's flood message notification system to include SMS Text Message capability;

AND THAT on behalf of the Board of Directors, staff reach out to TRCA municipal partners and request that TRCA flood messaging be included on Municipal websites by the end of 2024;

AND THAT in collaboration with the City of Mississauga, staff pursue the use of the national alerting system for local flood messaging;

AND THAT a Flood Risk Awareness Outreach Program be developed in collaboration with municipal partners for implementation in 2026 or sooner depending on available partner funding;

AND THAT staff report back in Q4 2025 with an update on the efforts identified in this report.

BACKGROUND

At Board of Directors Meeting held on September 27, 2024, Resolution #A 115/24 was approved as follows:

THAT staff, in consultation with municipal and agency partners, be directed to report back at the next available meeting on available options and associated funding estimates for enhanced and updated weather alert notification applications and communication strategies;

AND THAT staff be directed to report back at the next available meeting with a report on what actions can be taken in the immediate term, short term and long term for Flood Vulnerable Areas impacted by the July 16, August 17, and August 18, 2024 storm events.

TRCA's existing Flood Forecasting and Warning (FFW) program operates in accordance with Ontario Regulation 686/21: Mandatory Programs and Services and is guided by the Ministry of Natural Resources (MNR) Provincial Flood Forecasting and Warning Guideline. The FFW program also supports municipalities in meeting their obligations under the Emergency Management and Civil Protection Act (EMCPA).

More specifically, the TRCA Flood Forecasting and Warning (FFW) program:

- Monitors weather and watershed conditions daily;
- Maintains a local rainfall and watercourse flow and level data collection network;
- Identifies when weather and watershed conditions are likely to result in flooding conditions;
- Issues flood messages to municipalities, applicable agencies, media and the public, to advise of potential flooding;
- Operates TRCA dams and flood control structures to reduce the effects of flooding;
- Communicates directly with municipalities and the MNR during flood events;
- Supports the development of municipal emergency response plans during non-emergency times; and
- Undertakes public outreach activities to enhance flood risk awareness.

RATIONALE

Awareness is the best tool in minimizing flood impacts, including protection of life and property. The extreme storms of 2024 have identified the need to increase the number of people receiving flood messaging and to broaden the avenues through which communications can be received.

Public communication effectiveness can be increased by employing a variety of communication methods to reach the largest audience possible. TRCA's existing flood forecasting and warning communications exceeds provincial requirements and while communication methods with emergency services providers during the storms of 2024 were effective, messaging penetration amongst the public remains low. This report aims to achieve increased message penetration by both enhancing the messaging tools used by TRCA, and through more effective advertising and outreach involving municipal and senior government partners including elected officials.

The following sections review TRCA's flood messaging responsibilities and existing flood messaging approach. Following which, improvement options are presented and reviewed culminating in discussion of recommendations and next steps.

This report responds to the first part of the resolution on September 27, 2024 on available options and associated funding estimates for enhanced and updated weather alert notification applications and communication strategies. Some of the costs outlined in the report are being discussed with TRCA staff and municipal partners and may be refined in future reports. It is not intended to respond to the second part of the resolution from September 27, 2024.

A subsequent staff report is under preparation to report for the next available Board of Directors meeting on the actions that can be taken in the immediate term, short term and long term for Flood Vulnerable Areas (FVA) impacted by the July 16, August 17, and August 18, 2024 storm events. This report has benefited from meetings with Councillors and municipal and agency staff, input received at recent public meetings on flooding in Mississauga FVA.

Roles and Responsibilities

The responsibility for flood contingency planning has been established by the province of Ontario and is shared by municipalities, Conservation Authorities (CAs), and MNR with each party playing a distinct role. Municipalities have the primary responsibility for the welfare of residents and are required to include flood emergency response into municipal emergency planning. CAs, such as TRCA, are responsible for operating a Flood Forecasting and Warning (FFW) Program. MNR provides FFW functions in areas where CAs don't exist, provides emergency services for municipalities in certain circumstances, and sets technical guidelines that CAs are required to follow.

Conservation Authority Flood Forecasting and Warning Responsibilities:

Under the Conservation Authorities Act, CAs are required to provide programs and services related to the risk of natural hazards that are prescribed in regulation (O. Reg. 686/21 'Mandatory Programs and Services'). This regulation is made under the Act and prescribes the programs and services that CAs are required to carry out in relation to FFW in their respective jurisdictions. The following details the specifics of conservation authority responsibilities regarding FFW functions.

As taken from the MNR's FFW technical guidance, CAs are expected to:

- Assist the MNR in the delivery of the FFW program in areas within their jurisdiction;
- Undertake Monitoring, including:
 - Monitoring weather forecast information, water levels and flows within their jurisdiction;
 - Maintaining a local monitoring network, data collection and flood warning systems; and
 - Monitoring, operating and maintaining water control structures such as dams, channels, dikes and erosion control structures;
- Analyzing and assessing, including:
 - Being able to forecast local watershed and river conditions and flood potential within their jurisdiction;
- Communicating, including:
 - Maintaining communication with the MNR Surface Water Monitoring Center (SWMC);

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- Issuing flood messages to municipalities and media within their jurisdiction;
- Provide flooding response advice to their member municipalities.
- Maintaining awareness provincial activities during a flood emergency by consulting with the MNR District Emergency Response Coordinator; and
- Advising the MNR District Emergency Response Coordinator when a flood emergency ceases to exist.

While the focus in this guidance is on providing notifications, support, and advice to municipal emergency service providers, several CAs have expanded their notifications to also include direct messaging with the public. This approach is in accordance with Reg. 686/21 which permits a conservation authority to inform persons and bodies that the authority considers advisable of the potential or actual impact of flood events, which facilitates expanded risk awareness that can lead to reduced impacts through informed decision making. With storm events often crossing municipal boundaries, issuing flood notifications at a watershed scale also offers economies of scale and message consistency across political boundaries.

Municipal Responsibilities:

Ontario Regulation 380/04 identifies that municipalities have the primary responsibility and authority for response to flooding and flood emergencies, and for the welfare of residents and protection of property.

More specifically, municipalities are required to have a valid emergency response plan and procedures in place so that when a flood message is issued by CA, the affected municipalities can quickly relay the flood message to relevant stakeholders, initiate emergency services actions, and provide directions to residents and businesses (e.g. the closing of an inundated road). Municipalities can employ a variety of methods in communicating with their residents, including using media tools, public address/access systems, and/or door to door contact by emergency services personnel, municipal services staff and/or volunteers. Having updated and robust emergency plans and procedures in place ahead of emergencies works to ensure coordinated and consistent communication with the public during and leading up to an event.

TRCA Existing System for Flood Warning Message Notifications

Ontario employs standardized flood message notification terminology across the province, and this terminology is defined by the MNR Provincial FFW Guidelines. TRCA employs the same common flood message language as other CAs in accordance with provincial guidance. The following summarizes the available flood messaging notifications used by TRCA. These are also included in the format they appear on TRCA's website in **Attachment 1**.

Watershed Conditions Statements (Yellow Category):

- Watershed Conditions Statements provide a general notice that potential conditions exist that pose a risk to personal safety, or which have the early potential to lead to flooding. Such statements are intended to encourage public awareness of increased risks near riverine systems.

- Two variations of this flood message exist, and they are listed as follows:
 - Watershed Conditions Statement – Water Safety
 - This notification can be issued when high flows, unsafe banks, melting ice or other factors could be dangerous for recreational users such as anglers, canoeists, hikers, children, pets, etc.; and
 - When such a notice is issued, flooding is not expected.
 - Watershed Conditions Statement – Flood Outlook
 - This notification can be issued as an early notice of the potential for flooding based on weather forecasts calling for heavy rain, snow melt, high wind or other conditions, that could lead to high runoff, cause ice jams, shoreline flooding or erosion.

Flood Watch (Orange Category)

- A Flood Watch identifies that flooding is possible within specific watercourses or municipalities and is meant to engage municipalities, emergency services and individual landowners in flood-prone areas to prepare and be ready to respond to flooding conditions; and
- A Flood Watch may be updated depending upon weather and runoff conditions and will be followed by a notice of cancellation once the potential for flooding has passed.

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Flood Warning (Red Category)

- A Flood Warning identifies that flooding is imminent or already occurring in specific watercourses or municipalities. Once such a notification is issued municipalities and individuals should take action to deal with flood conditions; and
- Flood Warnings may be updated depending on weather and runoff conditions and will be followed by a notice of cancellation once the potential for flooding has passed.

Lake Ontario Shoreline

- Shoreline flood messages are similar in category to river flood messages but are only applicable to shoreline areas. These types of messages also have the three colour categories (yellow, orange and red) and are issued when critical high-water levels and waves on Lake Ontario, are either possible or occurring, which could result in shoreline flooding and/or erosion.

Regarding TRCA flood messaging, the following additional key points are provided.

- CA Public Messaging Approaches Vary: While not all CA's issue flood message notifications directly to individuals, the majority that do provide such a service, use a system that requires subscription for messaging through one or more forms (e.g. corporate website or digital newsletters, third party software applications, and social media applications). TRCA's flood message notification system for specific members of the public was introduced in 2016. TRCA was the first conservation authority to offer a self-subscription notification system, and messages can be received via email. TRCA was also the first to use social media platforms, such as X in 2013, to post flood messages for public followers. The flood message self-subscribe option can be accessed via TRCA's corporate website (trca.ca/floodmessages), social media (https://x.com/TRCA_Flood), and newsletter platforms.
- Jurisdiction wide messaging: TRCA issues flood messages for its entire jurisdiction, which includes nine different watersheds, six upper-tier and 15 lower-tier municipalities, with some of those municipalities overlapping with adjacent conservation authorities, as shown in the map in **Attachment 2**. Localizing flooding risks to specific watersheds may or not be possible depending on weather forecasting accuracy and lead times. When localization of risks is

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possible, messages are still issued jurisdiction wide but will contain descriptions within the messaging to identify higher risk areas.

- Flood Message Criteria: TRCA staff follow a prescribed protocol to determine when to issue flood messaging. Key factors include the expected amount and intensity of rainfall, the reliability of weather forecasting, rates of change in weather and river conditions that are observed within TRCA's and external hydrometric monitoring networks, and consultations with municipal emergency services providers. Watershed conditions, and correspondingly, flood risk determinations, can change quickly and considerable staff training is required to minimize response times during weather events.
- Short Lead Times: Thunderstorms, which present the most common flood risk within TRCA's jurisdiction, can form and result in flooding very quickly. Even with staff continuously available to monitor changing weather, the lead time between the formation of a thunderstorm and flooding occurring can be less than 1 hour. This short lead time further emphasizes the importance of staff training and of having a notification process and tools that can enable staff to issue notifications as quickly as possible. The fewer the number of parties and the fewer software systems that are involved in issuing a message, the faster a message can be issued.
- Flood Messaging may not be issued sequentially: Flood messages are not required to be issued in any specific order. Some weather systems allow considerable advance warning (e.g. hurricanes), while other weather systems can change rapidly and offer very little warning (e.g. thunderstorms). During quickly changing conditions, messaging with emergency service providers becomes the primary responsibility of staff. As a result, TRCA messaging with the public can appear to lag real world conditions.
- Flood Message Uptake: Of the existing modes of communication with the public, social media appears to be the most utilized format with an estimated 2,300 followers of TRCA flood messaging on X, 11,200 followers of TRCA's primary account on X, versus approximately 1,000 members of the public who have subscribed to receive flood messaging via email.

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- Weather Alerts: TRCA encourages the public who are at increased risk of flooding to subscribe for both weather and flood notifications. For weather notifications, TRCA recommends Environment Canada's weather alert "EC Alert Me" program, which is a self-subscription service for receiving severe weather alert notifications for specific locations via email. These notifications are also available on many mobile weather applications, such as Environment Canada's WeatherCAN app, the Weather Network and The Weather Channel, to name a few. While the TRCA encourages the public to subscribe for weather notifications, it is important to note that many weather notifications don't result in flooding events. It is therefore also important to receive flood message notifications, which are based upon scenario modelling tools and experienced interpretation of weather alerts.
- Board Members: Board Members are automatically subscribed to receive flood notifications as part of the onboarding process that follows their appointment involving TRCA's Clerk and the Government and Community Relations team.
- Flood Message Format (API): TRCA flood messages are published and available in web-based Application Programming Interface (API) which is a computer language that can be used to integrate flood message information on other websites, such as municipal websites.
- Flood Message Formats (CAP): TRCA flood messages are also available in the Common Alerting Protocol (CAP) format, which is the international standard format for emergency alerting and public warning systems that uses XML-based data format for exchanging public warning and emergencies between alerting technologies. These computer language formats can be captured automatically by existing public alerting services, such as Google Alerts and similar platforms.
- Awareness of risk matters more than notification of risk: Phone notifications are easy to turn off regardless of the system employed by a CA. If several summers have passed without a significant flooding event, flood message notification penetration would be expected to decline. Investment in flood risk awareness, where homeowners make different choices during home renovations, or even where they choose to store irreplaceable belongings due to

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their awareness of an increased potential for loss, may yield greater flood risk results than an improved notification system can achieve.

Reducing Impacts through Improved Public Communication and Outreach

Ontario's Flooding Strategy recognizes the role of property owners in mitigating the impacts of flooding and that this can be achieved when the public understands flood risks so they can both make informed decisions regarding their properties and so they can respond appropriately during flooding events.

Ontario's Flooding Strategy also recognizes the role of CAs in flood risk management. TRCA has been fulfilling its role in flood risk management in a variety of ways, including the identification and publication of natural hazard flood risks (e.g. publicly accessible floodplain mapping), advocating for infrastructure improvements to convey flood flows more effectively, regulating land development within flood prone areas, public outreach activities, and providing a variety of services during flood events (e.g. flood monitoring and flood message notifications).

While many improvements have been implemented since the July 8, 2013, storm to municipal and TRCA systems and practices, the significant storm events of 2024 revealed both a low awareness of floodplain knowledge and of flood message notification systems. This awareness points to the recommendation to increase advertising and outreach efforts to achieve Ontario's Flooding Strategy goal of making sure property owners are as informed as they can be.

As described in more detail later in the report, TRCA is recommending a multi-phased jurisdiction-wide marketing campaign to increase awareness of local flood risks and to encourage residents to subscribe to and utilize flood message notifications. While marketing could be primarily targeted at those people living in floodplain and spill areas, many people who did not reside in flood vulnerable areas were also impacted in 2024 (e.g. cars being flooded as they drove into flooded areas). A multi-phased approach indicates that the marketing campaign will need to be repeated more in future years, and that more than one specific avenue of marketing will be needed to broaden the audiences receiving the marketing.

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Reducing Impacts through Enhanced Flood Message Distribution

Increasing flood message notification penetration can lead to quicker and more informed decision making, which should lead to lower risk of death and injury, and a lower risk of financial damages during storm events. While it isn't a tool that can offer risk elimination, better messaging can increase the odds of the public moving out of harm's way. The low subscription rate for TRCA's flood message notification system is an important opportunity for improvement. As directed, TRCA staff have identified the following enhancement options.

1. Expand TRCA's current notification system to include SMS Text Message capability;
2. Procure a third-party application to add an additional channel (e.g. in addition to TRCA's current system) for flood notification messaging (e.g. Alertable);
3. Post TRCA's notifications on municipal websites; and
4. Pursue the use of a non-subscription push notification system (e.g. the national alerting system known Alert Ready).

Each option presents opportunities, timelines, and costs that are important to consider. Please note that costs are preliminary and will be further refined in discussions with partners and potential service providers. The following table provides a comparison of the options (i.e. Table 1: TRCA Flood Message Enhancement Options).

Option and description	Estimated Budget	Timeline
<p>1) Expand TRCA's existing subscription system.</p> <p>This includes adding SMS Text Message functionality so members of the public who subscribe can receive either or both email and text message-based flood notifications.</p> <p>This requires an update to TRCA's website.</p>	<p>\$20,000 – One-time cost to update systems including staff time.</p> <p>\$6,000 – Annual estimated cost for issuance of text messages at an estimated cost of 1 cent per subscriber based on average</p>	<p>Website Update – 2 months (initiate by January 2025).</p> <p>System testing and verification – April 2025.</p>

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	number of flood messages per year.	
<p>2) Procure a new third-party notification subscription system (e.g. Alertable).</p> <p>Switching subscriptions systems would only be beneficial if increased message penetration can be achieved at a reasonable cost.</p> <p>Both TRCA's system and third-party systems can allow messages to be received on cellphones.</p> <p>Third party providers offer a potential benefit of reaching users who are subscribing to notifications for reasons other than flooding. Without research it is difficult to speculate on how much more effective this approach would be. Regardless of the tool chosen, it is believed that marketing and advertising are key in increasing the number of users accessing messaging.</p> <p>The procurement of external services would require additional lead time, so TRCA procurement policies can be followed.</p> <p>TRCA existing approach offers access to user contact information which can allow for future message targeting. Using a third-party service would limit TRCA access to subscriber specifics.</p>	<p>Annual subscription fee - \$15,000/yr.</p> <p>First year start-up costs - \$20,000 (includes website changes, and staff time for non-FFW TRCA staff for system testing).</p>	<p>A third-party system could be procured starting in Q4 2024 and be completed in Q1 2025.</p> <p>System testing would be through Q2 & Q3 of 2025.</p> <p>System could be fully operational Q4 2025.</p>

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<p>3) Display TRCA flood message notifications on municipal websites</p> <p>Use existing TRCA flood message API technology to integrate with municipal or agency websites and display active TRCA flood messages for municipal website visitors.</p> <p>Would involve formal requests to municipalities to adjust municipal websites.</p> <p>Each municipality will have their own preferences for messaging and this task would likely result in municipality specific messaging. It may also result in message distribution on social media platforms that are not directly used by the TRCA.</p>	<p>No additional TRCA cost.</p> <p>Additional cost for municipal partners to be determined.</p>	<p>Requests to municipalities to be issued Q4 2024.</p>
<p>4) Pursue flood message notifications on the national alerting system, Alert Ready.</p> <p>Of the options available, this is the only true push notification system (i.e. a message can be sent to a resident without them first asking/agreeing to receive a notification).</p> <p>This option involves engaging with municipalities, the Province of Ontario, and Environment and Climate Change Canada as they are the only existing bodies who can broadcast a message using Alert</p>	<p>\$15,000 - TRCA staff time for the consultations with other levels of government.</p> <p>Additional municipal budget for this may not be required but other floodplain mapping/floodplain outreach activities would be nominally slowed to pursue this effort as</p>	<p>0-2 years dependent upon response of senior levels of government to this request.</p>

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<p>Ready. It is not expected that CAs will be able to obtain direct publishing permission on this system.</p> <p>Research is needed to determine if a message can be reviewed and published using Alert Ready quickly enough during Thunderstorms to still provide advance warning for flooding in FVA.</p>	<p>it will involve the same personnel.</p>	
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Consideration of the above options reveals that the quickest and most cost-effective enhancement option is to proceed with **Option 1: Expand TRCA’s existing subscription system**. It is quicker as it leverages an existing notification system. This approach further supports an operational need to ensure flood messages are distributed as quickly as possible, and as it does not rely on a 3rd party to distribute the messages to the intended audience.

It is also TRCA’s recommendation to proceed with the implementation of **Option 3: Display TRCA flood message notifications on municipal websites** and **Option 4: Pursue flood message notifications on the national alerting system, Alert Ready** as doing so would add to TRCA’s multi-layered notification strategy at a minimal cost.

Relationship to TRCA’s 2023-2034 Strategic Plan

This report supports the following Pillars and Outcomes set forth in TRCA’s 2023-2034 Strategic Plan:

Pillar 1 Environmental Protection and Hazard Management:

- 1.1 Deliver provincially mandated services pertaining to flood and erosion hazards

Pillar 4 Service Excellence:

- 4.3 Responsive relationships and a trusted brand with a reputation for excellence

FINANCIAL DETAILS

Funds for updates to TRCA’s current flood notification system to include SMS Text messages for the public is available in capital account 107-02

(Flood Protection and Remedial Capital Works). Funds for the initial phase of Communications and Public Outreach are also available in capital account 107-02 (Flood Protection and Remedial Capital Works) with supporting funds from operating account 115-62 (Flood Risk Management and Communications). Additional funding, if required, will be requested as part of the municipal budget process.

DETAILS OF WORK TO BE DONE

Communications and Public Outreach

Immediate Strategic Rollout

Encouraging residents to sign up for flood messages and increasing their awareness and receptiveness to TRCA's flood communications will be the focus of a digital-first campaign utilizing social media and targeted online advertisements. This approach aims to reach a broad audience in flood-vulnerable areas by engaging them where they are already active online.

The strategy will be supplemented through stakeholder communications with elected officials. By sharing campaign content through elected officials' newsletters and social media platforms, TRCA aims to further increase the campaign's visibility and engagement, especially within communities at higher risk of flooding. This collaborative approach will help extend the reach and impact of the campaign in flood-prone neighbourhoods.

Digital Media Campaign to promote sign-up

A paid digital media campaign consisting of two key tactics aimed at increasing resident sign-ups for TRCA flood messages:

1. Search Advertising (Google Ads):

- Launch a targeted search advertising campaign on Google to capture residents actively searching for information related to flood preparedness and emergency notifications.

2. Social Media Advertising (Facebook, Instagram, Twitter/X):

- The social media strategy will utilize paid ads across popular platforms to increase visibility and engagement with residents in flood-prone areas.
- TRCA will use geotargeting to reach specific flood-prone regions and refine the audience based on postal codes to properties in the affected area.

Elected Official Partnerships and Outreach

TRCA will focus on expanding visibility through strategic partnerships with MPs, MPPS, local councilors and community leaders, using their communication channels to increase sign-ups for TRCA flood messages.

1. Partnerships with elected officials to promote and increase subscription to TRCA's flood messages:

- TRCA will collaborate with Elected Officials representing flood-prone neighbourhoods to help share campaign messaging. By leveraging their established communication networks, TRCA can amplify the campaign's reach and credibility.
- TRCA will provide pre-written social media posts and newsletter content that Elected Officials and partners can easily share to promote flood message sign-ups. These posts will be adaptable for different platforms and will include direct sign-up links.

Publish Flood Messages on Municipal Websites

TRCA's Flood Risk Management team is working to enhance flood risk communication by incorporating TRCA Flood Messages directly into municipal websites. This initiative seeks to expand the reach of critical flood information, thereby improving community safety and preparedness.

1. Collaborating with Municipalities for Website Integration

- Partner with municipal marketing and web development teams to embed the TRCA flood message API (<https://trca.ca/wp-json/trca/v1/flood-messaging>) on their websites.
- The integration will provide real-time updates on flood risks and messaging, ensuring this important information is prominently displayed for residents.

Timelines

This section of the report provides additional detail on the work that needs to be done in relation to the TRCA recommendations presented earlier in the report. Specifically, details on the expanded outreach plan and details on the enhanced flood message notification systems are provided as follows.

Expanded Outreach Activities

This method of outreach is proposed to rely on three primary methods, including that of digital advertising, in person outreach, and leveraging existing communication channels. While digital advertising will be targeted for the entire TRCA jurisdiction, other methods are expected to be geographic specific, with a focus on reaching out to flood vulnerable communities. The two primary objectives of an expanded outreach program are to increase property owner flood risk awareness and public utilization of flood message notifications. Additional details are provided as follows.

Digital Advertising:

- Create and publish google and social media ads to reach residents, with costs dependent on ad frequency, platform choice, and audience size.
 - Additional estimated annual costs range from \$10,000 to \$30,000, depending on the scope of the campaigns.
- Regular production of new content (e.g., videos, infographics, social media posts) to keep messaging current and engaging.
 - This would involve procurement of external contractors for design and video production, with costs estimated at \$5,000 to \$15,000 per year.
- The initial campaign would involve an advertising campaign at an estimated cost of \$10,000 with advertising to be published by the end of 2024. The frequency of advertising could increase these costs significantly. The creation of new content would not be included within this campaign and existing 2024 budgets would be utilized for this effort.
- Sustained annual budgeting for advertising would require additional future years funding. The extent of this funding is dependent on the success rate of the initial advertising, which would be determined through increased subscriptions for flood notifications. A relationship

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exists between the level of advertising investment and public response that requires additional research to quantify. A sustained annual increase in advertising would be required to achieve a sustained increase in public awareness.

- Scheduling of activities and timelines are identified below:
 - November 2024: Set initial goals, prepare content, engage with the communications consultant;
 - December 2024: Launch search and social media ads and begin tracking performance; and
 - January 2025: Optimize targeting and content based on early results by conducting a mid-campaign review and continue refining strategies for higher conversions.

In-Person Outreach:

In-person outreach will involve a combination of attendance at public meetings planned by others and flood specific public information meetings. As flood risk specific public information meetings often have low attendance, the primary objective will be to attend suitable meetings that achieve more than one purpose to capitalize on larger audiences. TRCA staff will monitor planned public meetings across the TRCA jurisdiction and request an opportunity to participate, targeting attendance at an additional 2-4 meetings each year, as this is achievable with existing staffing resourcing. Content at these meetings would include floodplain mapping awareness and flood notification system awareness, but also could be tailored to present on other TRCA initiatives as requested.

This effort would entail a number of costs including staff time for attending events, the printing of materials, and related disbursements that would result in increased budget needs in future budget years, estimated at an additional 5-10 k per year depending on requests, and volume of effort per year.

Leveraged Outreach:

Leveraged outreach involves identifying existing communication avenues and utilizing them to expand flood risk awareness. These activities could include partnering with elected officials (e.g. information in newsletters or ward specific town hall meetings etc.). This activity would also include formally requesting municipalities to host flood messaging on their websites. Scheduling of activities is as follows:

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- **Elected Official Outreach**
 - November 2024: Begin preparing content;
 - January 2025: Distribute content packages to Elected Officials;
 - February 2025: Gather feedback and adjust tactics as needed;
 - March 2025: Wrap up the campaign, evaluate impact; and create an updated strategy document and plan for use in subsequent years.

- **Flood Messages on Municipal Websites**
 - November 2024: Informal outreach and planning;
 - January 2025: Formal request for message hosting; and
 - April 2025: Follow-up, review, and internal TRCA reporting on results.

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Date: October 25, 2024

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Attachment 1: TRCA Flood Message Category Types

Attachment 2: Conservation Authorities Map of the Greater Toronto Area

ATTACHMENT 1 – TRCA Flood Message Category Types

CA Flood Message Types



High flows, unsafe banks, melting ice or other factors that could be dangerous for recreational users such as anglers, canoeists, hikers, children, pets, etc. Flooding is not expected.



Early notice of the potential for flooding based on weather forecasts calling for heavy rain, snow melt, high wind or other conditions that could lead to high runoff, cause ice jams, lakeshore flooding or erosion.



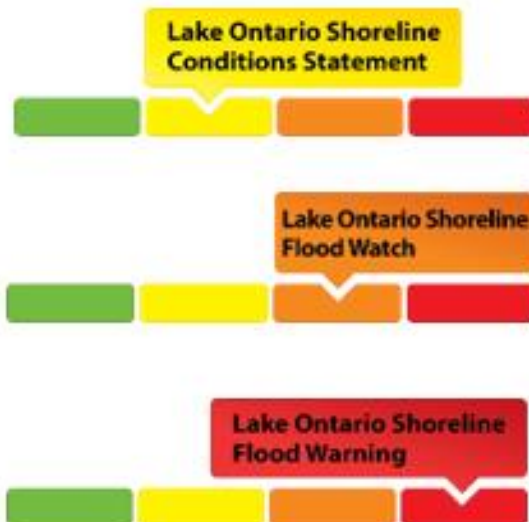
Flooding is possible in specific watercourses or municipalities. Municipalities, emergency services and individual landowners in flood-prone areas should prepare.



Flooding is imminent or already occurring in specific watercourses or municipalities.

Lake Ontario Shoreline Flood Messages

Lake Ontario Shoreline messages are similar in category to the riverine flood messages, however, are only applicable to the Lake Ontario shoreline within TRCA's jurisdiction. They are issued when critical high-water levels and waves are forecasted, imminent or occurring on Lake Ontario, which could result in shoreline flooding and/or erosion. These types of messages are issued to municipalities and emergency services, regardless of whether or not they reside or operate along the Lake Ontario shoreline.



ATTACHMENT 2 – Conservation Authorities Map of the Greater Toronto Area

