

Section I – Items for Authority Action

TO: Chair and Members of the Authority
Meeting #2/18, Wednesday, September 19, 2018

FROM: Ryan Ness, Watershed Specialist, Humber Watershed

RE: **20TH ANNIVERSARY CELEBRATION OF DESIGNATION OF THE HUMBER RIVER AS A CANADIAN HERITAGE RIVER**

KEY ISSUE

Year 2019, marks the designation of the Humber River as a Canadian Heritage River becoming part of the Canadian Heritage River System (CHRS), which creates an opportunity to promote and celebrate the Humber's legacy as a Heritage River, and acknowledge the accomplishments of Toronto and Region Conservation Authority (TRCA), its partners and stakeholders.

RECOMMENDATION

THAT staff report on the 20th anniversary celebration plan of the designation of Humber River as a Canadian Heritage River be received for input of RWA members;

THAT the RWA Watershed Forum Working Group consider adopting the Humber Heritage Theme as a priority for 2019 and acting as the 20th Anniversary Planning Committee;

THAT FURTHER THAT other interested RWA members consider participating in the 20th Anniversary Planning Activities as appropriate.

BACKGROUND

In 1999, the Humber River was officially designated as a Canadian Heritage River and included in the Canadian Heritage Rivers System (CHRS), Canada's national river conservation program. The CHRS program is a federal-provincial-territorial managed program which works with river managers across Canada to conserve and promote the natural, human and recreational values of designated rivers. The Humber has been formally recognized for its historic human heritage and its fundamental contributions to the development of Canada, in addition to its recreational values. The Humber River was used as an ancient transportation route known as the Carrying Place Trail by Indigenous peoples and early European settlers, many of whom also built homes and industries along the banks of the Humber River.

TRCA, over the past nineteen years has worked with watershed residents, community partners and Indigenous communities on several CHRS initiatives that protect, restore and celebrate the Humber River. Some of the accomplishments include:

- Watershed Plan for Humber River watershed;
- Humber River Watershed Report Cards;
- Humber River Heritage Bridge Inventory;
- The Shared Path Program;
- CHRS Heritage Plaques Program;

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- Designation of heritage buildings and structures such as the Wiley Bridge and McVean Barn in the Claireville Conservation Area within the City of Brampton; and
- Signature watershed events such as Humber by Canoe.
- Support of community-lead heritage events.

Development of the 20th Anniversary Celebration Plan to date has considered ongoing watershed programs and activities of TRCA and its partners. In addition, staff have researched and compiled a scan of activities undertaken by other Heritage Rivers across the country celebrating designation anniversaries and have incorporated some of these ideas into this draft Celebration Plan as well.

Some of the proposed activities being considered are:

- **Anniversary Theme** – create a visual theme for the 20th anniversary. The visual theme will be incorporated into TRCA's website, annual report and meeting, newsletters, social media accounts (i.e., Twitter, Facebook, LinkedIn, etc.), email signatures and promotional materials.
- **Anniversary Video** – will include accomplishments over the past 20 years, including, TRCA, partner and stakeholder testimonials.
- **Social Media Strategy** – create a social media strategy for TRCA social media accounts to create awareness for the Humber's 20th Anniversary.
- **Mobile Display** – to be showcased at TRCA and partner events and facilities within the Humber watershed.
- **Indigenous Engagement** – support Indigenous groups to host their own heritage celebration events for the Humber River either through in-kind or financial support.
- **Signature Event** – TRCA to host its annual Humber by Canoe Anniversary Event.
- **Watershed Community Events** – TRCA to support and participate in community events throughout the Humber watershed through materials, displays and activities that celebrate the Humber's 20th anniversary.
- **Municipal Heritage Departments, Museums and Archives** – TRCA and partners will reach out to various municipal departments and cultural institutions to explore potential partnership and promotion opportunities.
- **Recognition of Humber Heritage Committee** – TRCA to recognize members of the original Humber Heritage Committee who championed the Humber River's CHRS designation alongside TRCA in the 1990s. Recognition could be given at the Humber by Canoe Event, TRCA Board Meeting, TRCA website, etc.
- **Launch of CHRS Digital Story Map** – in partnership with Parks Canada, launch the CHRS story map for the Humber River.
- **CHRS Forum** – A by invitation forum to develop a strategic action plan for the next 20 years to maintain, promote and celebrate the Humber's CHRS designation.
- **CHRS Plaques**– develop a plan for maintaining and restoring the 12 existing CHRS Plaques, including the installation of new CHRS Plaques.
- **CHRS 10 – Year Monitoring Report** – Preparation of the 10-Year Monitoring Report to CHRS.

Participation of RWA members in the Humber 20th Anniversary Planning Activities

Staff will seek RWA member participation via the newly established Watershed Forum Working Group which will act as the 20th Anniversary Planning Committee. The committee will also engage ENGO's, community groups, watershed residents and Indigenous communities in the 20th

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Anniversary planning and celebrations as appropriate. It is suggested that the 20th Anniversary be leveraged as an opportunity for the 2019 Watershed Forum to raise the profile, natural and cultural heritage value of TRCA rivers and the Humber River in particular.

The Working Group/Planning Committee will meet once a month from October 2018 – September 2019. Administrative support will be provided by TRCA staff.

RATIONALE

The 20th Anniversary of the Humber River as a Canadian Heritage River poses an excellent opportunity to celebrate this nationally significant river within TRCA's jurisdiction and promote its heritage values. It also provides a platform to communicate accomplishments of TRCA and its partners in protecting and restoring the Humber River watershed as well as the other watersheds in its jurisdiction. The 20th Anniversary celebrations will engage TRCA's partners, stakeholders and the communities with the Humber watershed and beyond.

FINANCIAL DETAILS

Detailed cost estimates to be developed as part of the 20th Anniversary Celebration Plan. Depending on the scope of activities, staff and the Planning Committee may need to secure external sponsors and pursue fundraising opportunities.

DETAILS OF WORK TO BE DONE

TRCA Staff to work with the RWA, partners and stakeholders to begin planning and developing the tasks required to complete the 20th Anniversary Celebration Plan and initiate implementation of the 20th Anniversary Celebration activities in 2019.

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