

Attachment 1: Notable TRCA Media Coverage: January - March 2019

During the first quarter of 2019 TRCA media coverage focused on the following: (select examples of media coverage follow)

Flood risk management

Climate change and severe weather are increasingly popular news topics. Media responded to TRCA watershed statements with interest in learning about the potential for flooding. A common point of media inquiry was whether climate change is the cause for flooding, and what TRCA is doing to address flooding concerns within its jurisdiction. Media coverage included:

- **CTV News Toronto** – On February 5, 2019 a TRCA staff member was interviewed live on the air and gave an update on a flood message that had been issued. The interview also addressed why the DVP is more susceptible to flooding.
- **Caledon Citizen** – A TRCA staff member was interviewed regarding TRCA's response to the Bolton flood. The piece ran on March 20, 2019.
- **CP24** – On February 5, 2019, a TRCA staff member was interviewed regarding a flood message that had been issued and gave an update on the situation
- **CityNews Toronto** – On February 11, 2019 a TRCA staff member was interviewed regarding ice jams in the jurisdiction and safety information the public should know.

The environmental impacts of road salt

This winter, interest in the ecological impacts of road salt was higher than in recent years. Several media outlets reached out to TRCA for comment about the ecological impacts and possible solutions for minimizing road salt damage. Media coverage included:

- **CBC What On Earth** – TRCA staff members were interviewed for a piece on the environmental impacts of road salts. The piece ran on January 18, 2019.
- **CityTV News** – TRCA staff members were interviewed about the environmental impacts of road salts and how TRCA is addressing these issues. This interview ran on February 14, 2019.
- **CBC Here and Now** – A TRCA staff member was interviewed live on air about the impacts of road salts and over salting on February 20, 2019

Sugarbush Maple Syrup Festival

The Sugarbush Maple Syrup Festival is a family-oriented event that provides media with their first opportunity to report on an outdoor, early springtime story. The goal of TRCA media relations efforts for the festival is to promote the event and maximize public attendance. Media coverage included:

- **Breakfast Television** – They broadcasted five live hits from Kortright Centre throughout their March 4, 2019 show. The live segments promoted the festival and highlighted festival activities.
- **CP24 Breakfast** – The outlet broadcasted four live hits from Kortright Centre throughout the March 8, 2019 show promoting the festival and highlighting festival activities.
- **Global Morning** – Global recorded a segment on the festival at Kortright Centre which aired on their March 5, 2019 show.
- **CBC News** – CBC recorded a segment at Kortright Centre highlighting the festival and the weather conditions required to produce maple syrup. The segment aired on March 19, 2019.
- **TVO Kids** – TV Ontario recorded four segments from Kortright Centre highlighting the festival and showcasing how maple syrup is produced. The segments aired on March 25, 2019.
- **The Weather Network** – They recorded several segments for use on their website and on TV, highlighting the festival and the weather conditions required for maple syrup to flow.

Additional notable media coverage

Media expressed interest in a number of other TRCA projects and activities during this quarter, with TRCA staff completing interviews on a wide range of initiatives. Additional media coverage TRCA received includes:

- **NRU Publishing** – TRCA staff completed interviews on budgeting, Toronto's biodiversity strategy and Humber Bay Park, which ran on February 8, March 8 and March 22.
- **CTV News** – They broadcasted five live hits from Albion Hills Conservation Area on March 1. Weather reporter Anwar Knight visited the conservation area for live segments of him snowshoeing, cross country skiing and interviewing a TRCA staff member.
- **Toronto.com** – A TRCA staff member was interviewed regarding the land transfer and visitor's centre at Rouge National Urban Park. The piece ran on March 13, 2019.
- **Toronto Star** – Published a story on February 11 about the election of Jennifer Innis as the new Chair of TRCA's Board of Directors.

Media Activity in Response to the Bolton Flood Event

On March 15 and 16, 2019, a flood occurred on the Humber River between Humber Lea Road and King Street in Bolton. During the week prior to the flood event, TRCA Flood Risk Management staff conducted the following media interviews regarding general spring water safety, and how warming weather and higher water flows create the potential for ice jams:

- March 11, 2019 – Interview with **CP24**
- March 13, 2019 – Interview with **680 News**
- March 14, 2019 – Interviews with **CTV News Toronto** and **CBC Radio Toronto**

When the flood occurred on the evening of March 15, 2019, TRCA communications staff coordinated with communications staff at the Town of Caledon and determined that the Town of Caledon would take the lead responding to media inquiries. All media requests were triaged and scheduled through Caledon's communications staff with regular press conferences held by Mayor Allan Thompson as the primary spokesperson for communicating updates. At the press conference held on March 16th, 2019 at 1 pm and throughout the day, TRCA CEO John MacKenzie and Flood Risk Management spokesperson Rebecca Elliott were on hand to provide support if required.

Following the flood event, TRCA Flood Risk Management staff gave an interview to the **Caledon Enterprise** outlining TRCA's specific role during the flood, the flood monitoring that TRCA does and how flooding from ice jams can be prevented.

Other notable developments communicated via TRCA channels:

- Annual General Meeting and election of Chair <https://trca.ca/news/jennifer-innis-elected-board-chair/>
- Hon. Michael A. Tibollo, Minister of Tourism, Culture and Sport visits the Sugarbush Maple Syrup Festival <https://trca.ca/news/minister-tibollo-sugarbush-maple-syrup-festival-kortright/>
- Hon. Michael A. Tibollo, Minister of Tourism, Culture and Sport updates Government of Ontario's Made-In-Ontario Environment Plan at Kortright Centre <https://trca.ca/news/minister-tibollo-tours-kortright-centre/>
- Release of TRCA's Five-Year Update to its Strategic Plan <https://trca.ca/about/governance-reports/strategic-plan/>
- Posting of TRCA's new Mission, Vision and Core Values <https://trca.ca/about/>
- Updated customer service standards (internal communication to staff)
- TRCA organizational changes <https://trca.ca/news/organizational-structure-changes/>

Select TRCA Media Coverage: January – March 2019

CTV News Toronto, February 5, 2019

Full video and article: <https://toronto.ctvnews.ca/freezing-rain-in-the-forecast-for-toronto-after-a-stint-of-unusually-warm-weather-1.4282966>



Freezing rain in the forecast for Toronto after a stint of unusually warm weather



The break from the turbulent winter weather is nearing its end for Toronto.

A special weather statement is in effect for the city ahead of Wednesday, when a bout of freezing rain is expected to last throughout the day.

Environment Canada expects the precipitation to start in the morning "as ice pellets" before changing to freezing rain midday.

"The Wednesday evening commute will likely be affected due to the potential for untreated surfaces to become icy," the national weather agency wrote.

It won't be until the overnight hours when temperatures take a turn.

Caledon Enterprise, March 20, 2019

Full article: <https://www.caledonenterprise.com/news-story/9227586-ice-jams-like-those-that-caused-bolton-flooding-extremely-difficult-to-predict-trca/>



Ice jams like those that caused Bolton flooding 'extremely difficult to predict': TRCA

NEWS Mar 20, 2019 by [Robyn Wilkinson](#) Caledon Enterprise



The channel was flowing on Friday, March 15 at 9:45 a.m., the last time TRCA River Watch staff inspected the Humber River that winds through Bolton.

By 7 p.m., ice jams forced the river to spill its banks, sending water into the streets and into the basements of mostly older homes in a quiet neighbourhood built in downtown Bolton's flood plain.

"It's never happened as long as I've lived here and that's been 13 or 14 years," said Tracey Lehman, who has been able to return to her James Street home. Her insurance provider indicated they may not cover the flood damage.

CBC What On Earth, January 18, 2019

Full article: <https://www.cbc.ca/news/technology/what-on-earth-newsletter-road-salt-environment-1.4982353>



For the good of the planet, can we curb our addiction to road salt?

CBC News · Posted: Jan 18, 2019 4:00 AM ET | Last Updated: January 18



We're all afraid of slipping and falling, especially in winter, so it's not uncommon to see carpets of salt on Canadian sidewalks and roads this time of year.

But what's the effect on the environment?

Our bodies need salt, but there is a difference between the stuff we sprinkle in food and what we put on the roads. They're both sodium chloride, but table salt includes healthy additives like iodine, which deters goiters.

The problem with rock salt (a.k.a. road salt) is that it contains chloride ions, which can have negative effects on ecosystems because once these ions seep into our environment, there's no way to dilute them and they continue to build up.

Breakfast Television, March 4, 2019

Full video: <https://www.bttoronto.ca/videos/frank-live-at-sugarbush-maple-syrup-festival-1-of-2/>



VIDEOS CONTEST



Live Eye

Frank LIVE at Sugarbush Maple Syrup Festival (1 of 2)

Frank is live at the Sugarbush Maple Syrup Festival at Kortright Centre for Conservation learning how to cook the syrup.

March 5, 2019 10:03

FACEBOOK TWITTER E-MAIL

Toronto.com, March 13, 2019

Full article: <https://www.toronto.com/news-story/9217327-rouge-park-welcome-centre-will-be-in-park-not-toronto-zoo-parking-lot/>

toronto.com

Rouge Park Welcome Centre will be in park, not Toronto Zoo parking lot

Conservationists praise Parks Canada for rethinking location

NEWS MAR 13, 2019 BY [MIKE ADLER](#) TORONTO.COM



Parks Canada has decided to build a new interpretive centre for the [Rouge National Urban Park](#) in the park instead of in the Toronto Zoo's main parking lot. The federal agency reconsidered an earlier choice to combine its spot for welcoming park visitors in Scarborough with one serving a similar function for the zoo.

Conservationists and members of the Toronto and Region Conservation Authority (TRCA) board said the new location east of Meadowvale Road is a big improvement.

Putting the building, also intended as a showcase for the national park system, in the 1,000-space main lot "was just a mistake on so many levels," TRCA board member Glenn De Baeremaeker told the authority's Feb. 22 meeting.

"You would look out at a vista of a sea of automobiles," instead of the park's natural scenery, said De Baeremaeker, a former Scarborough councillor, adding park visitors would compete in summer for parking with zoo visitors.

NOVÆ RES URBIS TORONTO

FRIDAY,
FEBRUARY 8, 2019
Vol. 23
No. 6

3 OFFICE
PRESERVATION
Condominium
Dominion

5 FACTORIES, CONDOS
AND EASEMENTS
Preserving
heritage

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FUNDING CONSERVATION

BUDGETARY CONSTRAINTS

Rachael Williams

As the City of Toronto continues to experience severe flooding and extreme weather events, the **Toronto and Region Conservation Authority** is requesting additional funding to help mitigate the impacts of climate change.

In a report presented to Toronto's budget committee, TRCA is requesting a 3.6 per cent increase in its 2019 operating budget to support its service levels. This would put the city's support of TRCA's operating budget at \$8.9-million and its capital funding at \$21.6-million.

Primarily funded by municipal governments, TRCA receives operating levies from the regions of Durham, Peel, York, the City of Toronto, as well as the Town of Mono and Adjala-Tosorontio. The exact value is determined based on a Current Value Assessment (CVA) formula that uses property assessments to calculate the distribution of

the levy, which requires Toronto to pay 64.3 per cent of the total CVA levy.

The problem is that due to budgetary constraints, the City of Toronto has failed to increase its payments in proportion to the other partner municipalities in recent years. Since 2011, this amount has grown from \$21,700 to \$643,164, funded by the regions of Durham, Peel and York. TRCA calls this the non-CVA levy.

"Every year that Toronto holds budgetary growth at 0 per cent, the non-CVA levy increases, due to the essence of the funding calculation," said TRCA's chief financial and operating officer **Michael Tolensky**. "As a priority action, we continue to work with City (of Toronto) staff and council to increase support of operational funding, to help improve our service capacity."

In 2018, operating contributions included \$539,120 (3.7 per cent) from

Durham, \$1.85-million (12.9 per cent) from Peel, \$3.3-million (23.2 per cent) from York and \$8.6-million (60 per cent) from the City of Toronto. The TRCA also receives funding from the provincial and federal governments through the development approvals process and educational programming.

"In a given year, Toronto may hold us at 0 per cent, Durham at 2 per cent, York at 1 per cent and Peel at 3 per cent, which doesn't lend itself

easily to the CVA formula" he said. "As our largest municipality, we are working with the City (of Toronto) to try and leverage additional CVA levy funding between our partner municipalities."

But according to the budget report, there is \$187.67-million in state-of-good-repair maintenance needed to maintain assets, including waterfront erosion control structures, environmental rehabilitation,

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77 Clarendon Avenue's proposal for 77 Clarendon Avenue in Toronto. See Toronto & East York Community Council agenda on page 11.

ARCHITECT/SOURCE: RICHARD WENGLE



BUDGETARY CONSTRAINTS

■ CONTINUED FROM PAGE 1

watershed monitoring and management, and facilities retrofit.

TRCA also has an unmet needs list valued at over \$343-million, which includes \$172-million for the Scarborough Waterfront project. This project would create a system of greenspaces along the Lake Ontario shoreline between Bluffer's Park and East Point Park / Highland Creek while mitigating the risk of slope failure at the Scarborough Bluffs.

"We are waiting on the approvals from province. What I'd like to see is that we have a funding plan in place so as soon as the approval comes, we can release the funds and get started," said Ward 25 Scarborough-Rouge Park councillor **Jennifer McKelvie**.

McKelvie acknowledged the city's fiscal constraints, which includes a prediction from former city manager **Peter Wallace** that the city would be facing a \$1.42-billion budget gap by 2023. City council has also committed to funding bold initiatives like the Poverty Reduction Strategy, Youth Equity Strategy and TransformTO, but continues to fall short on its commitments.

"I really do believe that people are part of the environment and we need to

find the right balance between funding for initiatives like the poverty reduction strategy and the youth equity strategy," noted McKelvie. "I just think this is a good time for the City of Toronto to show leadership in environmental protection and action on climate change."

Strategic communications coordinator **Jane Arbour** referred NRU to departmental reports which outline the city's commitment to funding climate change initiatives. This includes advancing low-carbon and renewable thermal energy networks, expanding energy retrofits in three city-owned buildings, greening the city fleets and implementation of the Port Lands net-zero energy plan.

Toronto Environmental Alliance campaigns director **Heather Marshall** credited the city with moving forward on these files and reducing its greenhouse gas emissions by 33 per cent since 2016. But she said the city needs to explore alternative financing models in order to follow-through with its long-term environmental commitments.

"Whether you're looking at TRCA funding or whether you're looking at funding for forestry, or you're looking at funding for the waste strategy or climate strategy, one thing

that's a common trend in our city is that the City of Toronto clearly needs to find new ways to finance strategies," said Marshall.

Speaking specifically about TransformTO, Marshall said the city has fallen short on its commitments, dedicating a total of \$5.4-million instead of the anticipated \$7.8-million that council approved in July 2017.

"So essentially by the end of 2020, they were supposed to cumulatively have spent almost \$24-million on TransformTO implementation. Now, they're on a trajectory where they're only going to spend about \$15.5-million by the end of 2020."

Marshall recommended the city place small surcharges on billion-dollar businesses to be used for climate change initiatives, a strategy used in Portland, Oregon. She also said the city should revisit a stormwater charge to incent property owners to invest in low impact development stormwater management planning, such as rainwater harvesting and collection or green roofs.

"There are lots of really exciting opportunities out there for sites to tackle stormwater and wastewater but if we

don't send cost signals about the true cost of cleaning up and managing those types of water pollution and waste water, we can't really expect anything but business as usual," she said.

The city budget is expected to be approved March 7. 🌱

I just think this is a good time for the City of Toronto to show leadership in environmental protection and action on climate change.

- Jennifer McKelvie