

Attachment 1: Notable TRCA Media Coverage: April – June 2019

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

Media Activity in Response to High Lake Ontario Water Level Event

On April 30, 2019, TRCA Flood Risk Management staff issued a Shoreline Hazard Warning as the Lake Ontario water level at Fisheries and Oceans Canada's tidal observation station in Toronto approached 75.5 metres. The water level continued to rise above normal levels, until it peaked on May 30 and then began to recede throughout June and beyond. During this high Lake Ontario water level event, TRCA Flood Risk Management spokesperson Rehana Rajabali and TRCA Government and Community Relations Specialist, Nancy Gaffney, gave over 40 interviews regarding the Shoreline Hazard Warning and how TRCA staff were assisting the City of Toronto Island with flood protection on Toronto Island and along Toronto's waterfront shoreline.

Throughout the event, TRCA media relations staff liaised with City of Toronto strategic communications staff to coordinate and assign media requests. It was decided that TRCA would speak to water levels, flood conditions and how it was working with the City of Toronto, while City of Toronto staff took media interviews about what the City was doing on the ground to address flooding.

The following is a list of selected highlights of media interviews completed during the high Lake Ontario water level event:

- CBC Metro Morning – On April 29, 2019, Rehana Rajabali, Senior Manager, Flood Risk Management, was interviewed live on the air about the rising Lake Ontario water levels.
- CityNews Toronto – On April 30, 2019, Rehana Rajabali was interviewed by CityNews Toronto TV about the rising Lake Ontario water levels.
- CBC.ca – On May 26, 2019, Rehana Rajabali was interviewed regarding the shoreline hazard warning and the lake level compared to 2017.
- Multiple media outlets – On May 24, 2019, Nancy Gaffney represented TRCA at the City of Toronto's press conference regarding flooding on Toronto Island. She answered select questions the lake level and how TRCA worked with the City of Toronto to address flooding on the island.
- Multiple media outlets – On May 29, 2019, Rehana Rajabali represented TRCA at the City of Toronto's press conference concerning flooding on Toronto Island. She answered select questions regarding the lake level and how TRCA worked with the City of Toronto to address flooding on the island.

Flood Risk Management

Severe weather and flooding continued to be popular news topics. Media responded to TRCA watershed statements (outside of the shoreline hazard warning) with interest in learning about the potential for flooding. TRCA staff gave interviews about watershed statements as well as larger interviews regarding TRCA's overall flood risk management work and flood mitigation recommendations for Toronto Island. Media coverage included:

- Toronto Life – The magazine's June cover story focused on flooding in Toronto and heavily featured information gathered from TRCA and interviews with Rehana Rajabali.
- Toronto Star – A major feature story on flooding in Toronto ran on May 21, 2019 and prominently featured information gathered from TRCA and interviews with Rehana Rajabali.
- Multiple outlets – On April 19, 2019, Rehana Rajabali was interviewed by CP24, CTV News Toronto and Global News Toronto regarding the flood outlook that was in effect.
- Multiple outlets – On June 20 and June 21, 2019, Rehana Rajabali was interviewed by Toronto Star and CityNews Toronto regarding the Toronto Island Flood Mitigation Report that had been presented to the TRCA Board of Directors.

Manulife Paddle The Don

Manulife Paddle The Don is an event that brings together conservationists, business people and recreationists to traverse and celebrate one of Toronto's most important watersheds, the Don River. The goal of TRCA media relations efforts for the festival was to increase awareness of the event and the work that TRCA is doing in the watershed. Media coverage included:

- Toronto.com – The website published an advance overview piece on the event on May 1, 2019.
- DailyHive.com – The website published an advance overview piece on the event on April 9, 2019.
- Global News – Global News reporters paddled the river as part of the event. Coverage of their experience aired that day.
- CP24 – CP24 attended the event on May 5 and aired coverage from the event that day.
- Fairchild TV – Fairchild TV reporters paddled the river as part of the event. Coverage of their experience aired that day.
- CBC News Toronto – CBC attended the event on May 5 and aired coverage from the event that day.

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. Highlights of additional media coverage TRCA received included:

- **CBC News** – On April 10, 2019, CBC News Toronto attended a Public Information Centre for The Meadoway, and interviewed project lead, Lisa Turnbull, about the initiative and the public consultation being done by TRCA. The segment aired that evening, and clips from the interview also ran on CBC Metro Morning on April 11. An online news article was also written about the project based on the interview and ran on April 11.
- **Breakfast Television** – On April 29, 2019, Breakfast Television broadcasted four live hits from Black Creek Pioneer Village. The live hits promoted programming at Black Creek Pioneer Village and featured interviews with staff members and demonstrations of historic trades, Victorian fashion, feeding farmyard animals and more.
- **CTV News** – On June 11, CTV News Toronto broadcasted five live hits from Heart Lake Conservation Park in support of TRCA's Learn to Fish Program. The segments featured interviews and fishing demonstrations with TRCA staff and promoted the program and the conservation park.
- **CTV News** – On May 2, 2019, CTV News Toronto broadcasted five live hits from Kortright Centre for Conservation in support of the Four Winds Kite Festival. The segments featured the host interviewing staff and flying kites to promote the festival.
- **Global News Toronto** – On June 27, 2019, Global News broadcasted a piece on the history and importance of the Leslie Spit and Tommy Thompson Park as part of its "YYZ Why" series. The piece featured an interview with Andrea Chreston, Project Manager at Tommy Thompson Park, and promoted the property and the activities available there.
- **NRU Publishing** – On May 1, 2019, NRU Publishing published a piece on TRCA's ecosystem compensation guidelines, and interviewed Noah Gaetz, Senior Manager, Research and Knowledge Management for the article.
- **Brampton Guardian** – On April 3, 2019, TRCA and Infrastructure Canada hosted an announcement at Professor's Lake Recreation Centre in Brampton. The event was to announce that Infrastructure Canada was contributing \$22.31 million to the Toronto Region Ravine Erosion Management and Hazard Mitigation Project through its Disaster Mitigation and Adaptation Fund. Brampton Guardian came out to cover the event and posted an article about the announcement on April 12, 2019.

Other notable developments communicated via TRCA channels:

- Infrastructure Canada announces it will provide \$22.31 million to the Toronto Region Ravine Erosion Management and Hazard Mitigation Project. <https://trca.ca/news/erosion-protection-toronto-york-peel/>
- Lieutenant Governor Helps TRCA Launch Humber River Celebration. <https://trca.ca/news/lieutenant-governor-humber-river-celebration/>
- TRCA hosts groundbreaking ceremony for new head office. <https://trca.ca/news/new-trca-head-office-sustainable-design/>
- TRCA transfers land to Parks Canada for Rouge National Urban Park. <https://trca.ca/news/land-transfer-rouge-national-urban-park/>

Select TRCA Media Coverage: April – June 2019

CityNews Toronto, April 30, 2019

Full video and article: <https://toronto.citynews.ca/2019/04/30/shoreline-hazard-warning-in-effect-for-lake-ontario-as-water-levels-rise/>

CityNews

Shoreline hazard warning in effect for Lake Ontario as water levels rise

BY NEWS STAFF, THE CANADIAN PRESS



The Toronto and Region Conservation Authority (TRCA) has issued a [shoreline hazard warning](#) for areas along Lake Ontario as water levels are projected to continue rising until late May or early June.

When the Toronto Islands flooded in 2017, water levels in Lake Ontario reached a peak of 75.93 metres, the TRCA said. The current water level is approaching 75.5 metres.

Making matters worse, high wind gusts of up to 60 km/h are expected to produce offshore waves reaching two metres on Wednesday.

The rising water levels could contribute to erosion along the Lake Ontario shorelines and waterfront communities could experience flooding.

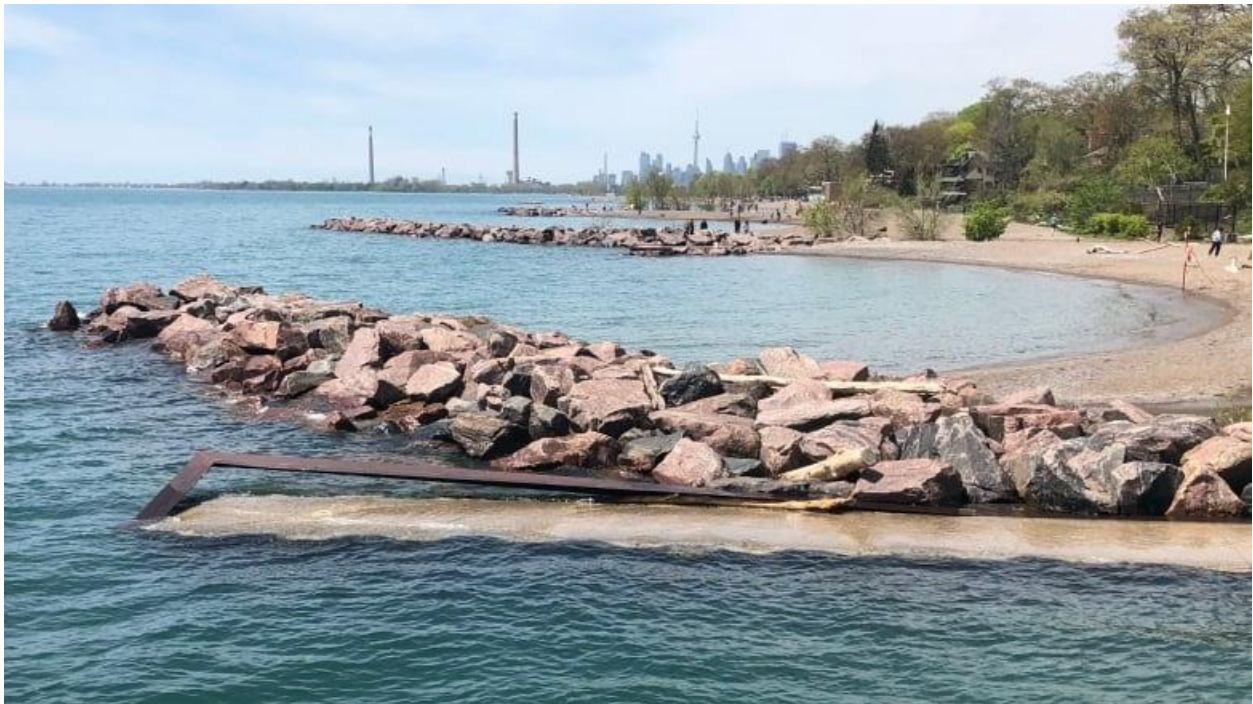
CBC News Toronto, May 26, 2019

Full article: <https://www.cbc.ca/news/canada/toronto/toronto-shoreline-warning-continues-water-levels-1.5150472>



Toronto under shoreline hazard warning as lake water edges closer to 2017 levels

[Muriel Draaisma](#) · CBC News · Posted: May 26, 2019 3:49 PM ET | Last Updated: May 26



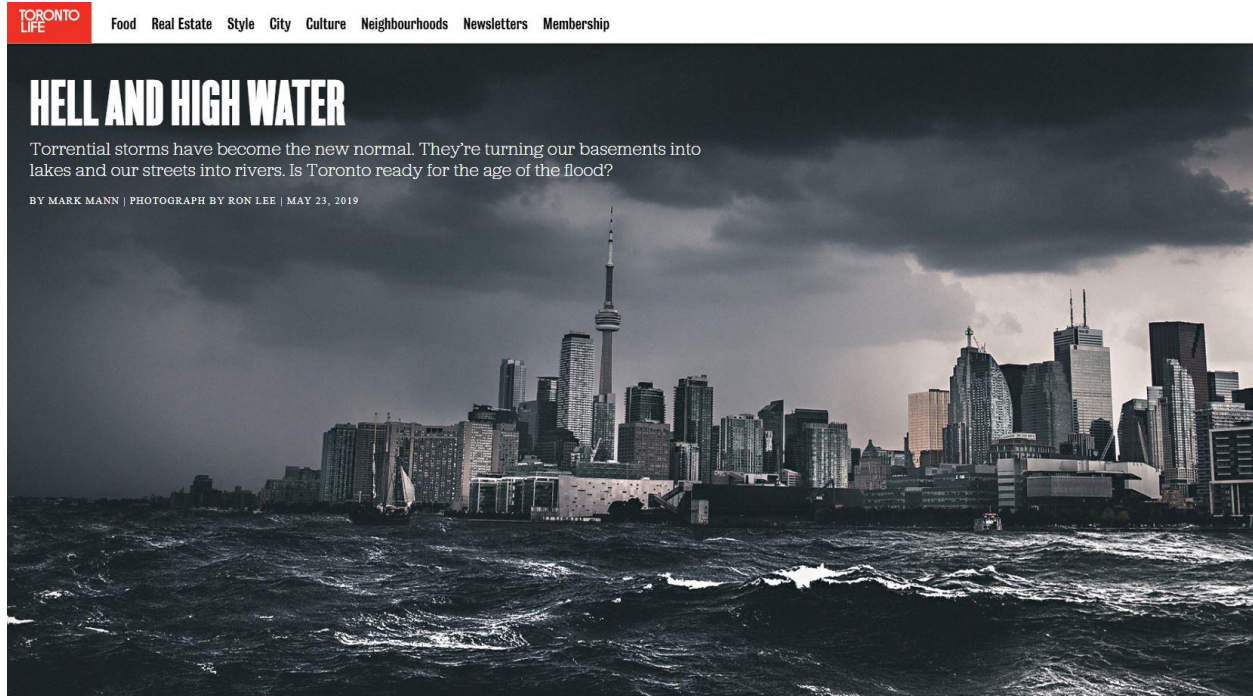
Toronto remains under a shoreline hazard warning as water levels in Lake Ontario edge closer to a historic high reached two years ago.

The Toronto and Region Conservation Authority says Lake Ontario's current average water level is 75.86 metres above sea level, about 7 centimetres below the maximum level reached in 2017, when water levels were record high.

Rehana Rajabali, senior manager of flood risk management for the conservation authority, reminded residents that the shoreline continues to pose a risk, especially when winds and waves are strong.

Toronto Life, May 23, 2019

Full article: <https://torontolife.com/city/the-age-of-the-flood/>



HELL AND HIGH WATER

Torrential storms have become the new normal. They're turning our basements into lakes and our streets into rivers. Is Toronto ready for the age of the flood?

BY MARK MANN | PHOTOGRAPH BY RON LEE | MAY 23, 2019

On the evening of August 7, 2018, Gavin Odho and his girlfriend, Manuela De Medeiros, had just gone to bed when a neighbour called the house. “Check your basement,” he said. “The street is flooding.” Odho, who’s 29 and works as a home renovator, had bought his bungalow on Hildale Road near Weston Road and St. Clair two years earlier.

He jumped out of bed and raced down to the basement, where he found a pool of murky brown water, six inches deep and rising. Water was spurting around the edge of the door leading to the street, trying to get in. Immediately, Odho and De Medeiros started to hoist their belongings up the stairs: tools, music equipment, a bed. Odho was turning back for more when he heard De Medeiros scream. The sheer force of the water had pushed open the door and the basement was filling rapidly. He slammed the door shut again and locked the deadbolt. They turned to see if there was anything they could save, but a wall of water broke through the deadbolt and the door burst open with a bang. Within seconds, the water had risen to their chests. Stunned, Odho turned off the power so they wouldn’t get electrocuted. Then they half-swam, half-walked to the stairwell and climbed up to the ground floor to dry out and figure out what to do next.

The small but powerful storm had slipped past rain sensors from the Toronto and Region Conservation Authority, the agency responsible for warning residents about floods. It started north of the 401 and inflicted massive damage in Odho’s neighbourhood, Rockcliffe-Smythe, just east of the Humber.

CBC News Toronto, May 5, 2019

Full video and article: <https://www.cbc.ca/news/canada/toronto/don-river-toronto-fundraiser-mock-funeral-1.5123870>



A funeral was held for the Don River 50 years ago — but now people are celebrating its progress

Julia Knope · Posted: May 05, 2019 7:11 PM ET | Last Updated: May 5



Paddlers head out on their canoes at an annual event for the Don River, a watercourse which flows through the city and empties in Lake Ontario at Toronto Harbour. (Talia Ricci/CBC)

It seems as though the tides have turned for this Toronto landmark.

In an environmental demonstration organized by the group Pollution Probe back in 1969, dozens gathered in black attire to mourn the state of the Don River with a funeral.

CBC News Toronto, April 24, 2019

Full article: <https://www.cbc.ca/news/canada/toronto/meadoway-scarborough-toronto-park-1.5110164>



Toronto gets sneak peek at 16-km urban park that will connect downtown to Scarborough

The Meadowway will transform hydro corridor into 'amazing meadow full of all kinds of insects and butterflies'

CBC News · Posted: Apr 24, 2019 10:59 PM ET | Last Updated: April 25



The Meadowway will transform a hydro corridor into an 'amazing meadow full of all kinds of insects and butterflies,' say organizers. (TRCA)

Dozens of Torontonians turned out to get a sneak peek of the first plans for a 16-kilometre long stretch of green space that would see pedestrians and cyclists be able to make their way from the downtown core up to Scarborough without ever leaving the park.

Breakfast Television, May 29, 2019

Full video and article: <https://www.bttoronto.ca/videos/nicole-live-at-black-creek-pioneer-village-1-of-4/>

CitytvCitytvCityline

**BREAKFAST TELEVISION**VIDEOS

LIVE



**BLACK CREEK PIONEER VILLAGE**
1000 MURRAY ROSS PKWY, NORTH YORK

EASTBOUND GARDINER
427
NOW 25min
NORMAL 12min

WED 17° THU 21° FRI 20° SAT 19° SUN 20°

LAST 7 GAMES 2:25 / 3:40 KEVIN DURANT AND THE GOLDEN STATE WARRIORS ARRIVE IN TORONTO DON VALLEY PKWY

Live Eye

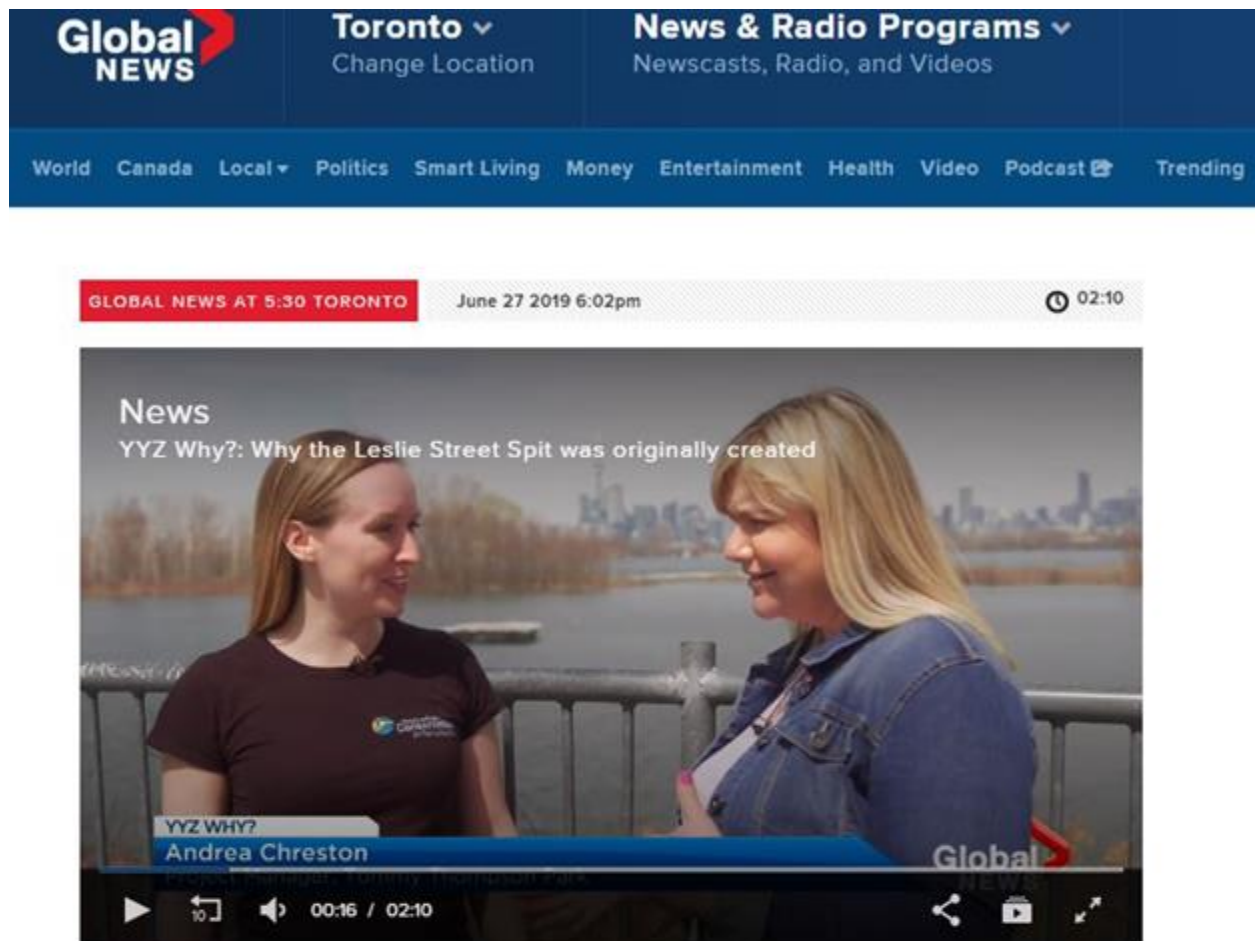
Nicole LIVE at Black Creek Pioneer Village (1 of 4)

Nicole learns about Victorian fashion trends and gets a home tour at Black Creek Pioneer Village.

May 29, 2019 08:10

Global News Toronto, June 27, 2019

Full video and article: <https://globalnews.ca/video/5440248/yyz-why-why-the-leslie-street-spit-was-originally-created>



YYZ Why?: Why the Leslie Street Spit was originally created

In this week's installment of YYZ Why? – It's an "accidental wilderness" just minutes from downtown Toronto. Global's Melanie Zettler visited Tommy Thompson Park at the height of bird migration to find out why and how this land formation was created.

- [YYZ Why?: Why the Leslie Street Spit was originally created](#)

■ ECOSYSTEM COMPENSATION

OFFSETTING GROWTH



Rachael Williams

As urbanization and infrastructure expansion results in losses to the province's natural heritage system, the **City of Pickering** is implementing ecosystem compensation guidelines in its planning policies.

Pickering's planning and development committee approved a staff report recommending that council implement the **Toronto and Region Conservation Authority's** guidelines for determining ecosystem compensation due to development impacts. The guidelines were adopted by the TRCA executive committee in June 2018 to ensure any damage to environmentally-sensitive areas was offset by a standardized compensation formula that would provide clarity to both the conservation authority, municipality and developer.

Pickering will be the first municipality to take those guidelines and use them as the basis for an official plan amendment that addresses ecosystem loss and compensation due to development impacts.

Ecosystem compensation has typically occurred when the natural features within a

municipality are not protected by federal, provincial or municipal policy, or when draft approvals to remove features are grandfathered from previous policy regimes.

"Sometimes, in these discussions with developers, it would take a long time to negotiate things. Part of the problem was that there wasn't an understanding of how compensation was determined or how sites are selected.... who makes the decisions, who collects the money, how will that money be spent. The guidelines will make that process as transparent as possible," said Pickering's principle policy planner **Déan Jacobs**.

Developed as part of the

2014 TRCA Living City policies, the ecosystem compensation guidelines provide a consistent and streamlined approach for assessing the loss of environmentally-significant features by determining the total amount of compensation required to replace lost or altered ecosystems. For example, if a marsh wetland is destroyed as a result of a development or infrastructure project, the developer would be responsible for replacing that wetland with a similar natural heritage feature. The project planning would include sediment and erosion control, site preparation, berm construction, wetland topography contouring and grading, habitat structure

installation, planting and seed application.

Design details are further broken down into specific water depths, number of habitat structures, terrestrial tree and shrub plantings as well as a requirement that 50 per cent of the aquatic area is planted. The guidelines also suggest plant species based on specific site conditions and existing vegetation. Budget items are broken down into construction, terrestrial planting, aquatic planting and project planning, along with a 10 per cent contingency fee, all of which are subject to market price changes.

"I think it's one of the first attempts within Ontario to put a scientific approach to determining compensation requirements," said TRCA research and knowledge senior

CONTINUED PAGE 4 ■



Aerial photograph of Altona Forest, which the TRCA has identified as an environmentally significant area in the midst of a sprawling urban centre.

SOURCE: TORONTO AND REGION CONSERVATION AUTHORITY



Aerial photograph of Duffins Creek, one of the healthiest water streams that drains into the north shore of Lake Ontario and connects communities across Durham Region and York Region.

SOURCE: TORONTO AND REGION CONSERVATION AUTHORITY

OFFSETTING GROWTH

■ CONTINUED FROM PAGE 3

manager **Noah Gaetz**.

The guidelines state compensation should only be considered if it is determined that the ecological damage cannot be avoided, minimized or mitigated first. The compensation agreement must also include the transfer of funds to a public agency, timeline for implementation to ensure the new ecosystem is replaced, ideally before the impact occurs, built in warranty periods and the opportunity for TRCA to intervene if the work is not being

completed accordingly.

Pickering's policy and geomatics manager **Jeff Brooks** told *NRU*, in Pickering there is a need for rigid environmental protections in the Altona Forest, Rouge Park, the Wildlife Corridor in south Pickering and in the Seaton lands, where there is a defined natural heritage area.

"Where you may have small remnants or small parts of a natural feature, it really is difficult to protect, whether that's a result of infrastructure or other element that may be required to

ensure that you have a complete community," he said.

Pickering mayor **Dave Ryan** also identified a small site on the Kingston Road corridor that has a tributary running through it that has been the subject of a potential redevelopment for years.

"That's an area that has long been argued that it's going to have to be piped as opposed to being left an open, natural space," he said, adding it runs adjacent to Highway 2 and is surrounded on all four sides by residential and commercial development.

Although the official plan contains policies on compensation, Jacobs said they only apply to a few urban areas and certain

natural heritage features, as well as major infrastructure projects and do not adequately address ecosystem loss and compensation on a city-wide basis.

"We realize there is a policy void and we need to broaden our policies to address all of Pickering," he said.

The city will be looking at creating a more complete policy framework on ecosystem loss and compensation to level the playing field and create a greater degree of consistency for all development proposals across the city. Staff will begin crafting enabling policies for the official plan. Brooks predicts that exercise will be completed in the fall. 🌱

1600 TESTON ROAD, VAUGHAN

RESIDENTIAL

DEVELOPMENT OPPORTUNITY

PREMIUM LOTS LOCATED IN THE NORTH OF VAUGHAN

ABOUT THE PROPERTY:

SIZE: 33.89 ac;

OFFICIAL PLAN (AS AMENDED): Natural Areas, Low-Rise Residential

ZONING (AS AMENDED): RD1, RD2, RD3 (H), OS1, OS2 (H), OS5

ABOUT THE DEVELOPMENT:

STATUS: City Council approved settlement agreement. LPAT to approve on June 26th, 2019.

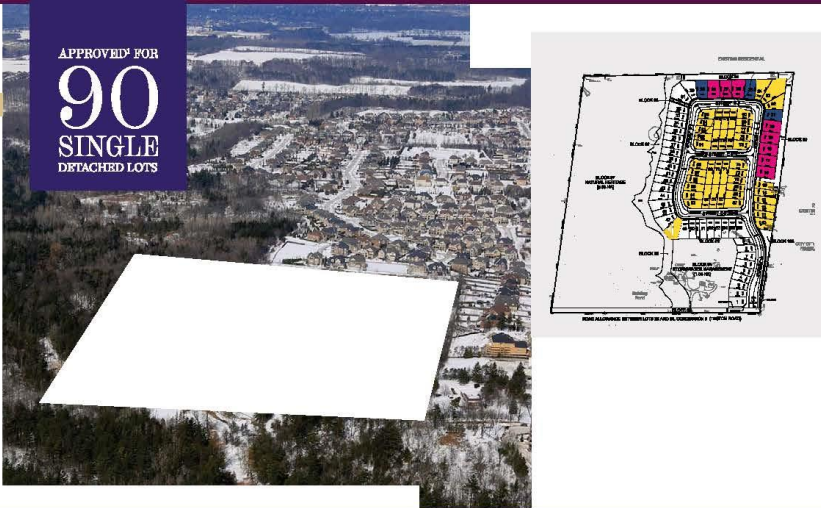
TOTAL LOTS: 90

LOT FRONTAGES: ±40 ft. to 65 ft.

APPROVED FOR

90

SINGLE DETACHED LOTS



OFFER SUBMISSIONS DUE: WEDNESDAY, MAY 8TH, 2019 BY 4:00 PM EST

LAND SERVICES GROUP

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WEDNESDAY, MAY 1, 2019

NOVÆ RES URBIS GREATER TORONTO & HAMILTON AREA 4

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