

## **Attachment 1: Notable TRCA Media Coverage: July – September 2019**

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

### **Media Activity in response to a letter sent to TRCA by Minister Yurek regarding amendments to the Conservation Authorities Act**

On Friday, August 16<sup>th</sup>, 2019, the Honourable Jeff Yurek, Minister of the Environment, Conservation and Parks, circulated a letter to all conservation authorities and partner municipalities. The letter indicated that legislative changes will require conservation authorities to refocus their efforts on the delivery of programs and services related to their core mandate and to begin preparations and planning to wind down those activities that fall outside the scope of their core mandate.

Following this letter from Minister Yurek, several media outlets reached out to TRCA for reaction and further information.

In response, TRCA staff prepared a statement for media and sent it to the following outlets that reached out requesting comment:

- CBC Metro Morning
- CBC Here and Now
- Caledon Enterprise
- Metroland News
- Radio-Canada Toronto
- Toronto Star

The following media coverage mentioning TRCA ran on this topic:

- Toronto Star wrote two articles mentioning TRCA related to the email from Minister Yurek. They were published on August 22 and 23, 2019. The article published on August 23, 2019 included an interview with Jennifer Innis, Chair of TRCA's Board of Directors. The articles were also published on Toronto.com.
- Simcoe.com (Metroland News) published a piece on Minister Yurek's email, which included the statement TRCA communications staff sent to the outlet.

### **Funding Announcements**

In the third quarter of 2019, TRCA staff participated in a number of Federal funding announcements. Below is a summary of the funding announcements that took place and the media coverage received in response to these announcements.

### Environment Canada Great Lakes Protection Initiative funding announcement

On August 7, 2019, Environment Canada hosted a press conference to announce funding for projects under its Great Lakes Protection Initiative. The announcement confirmed TRCA will be awarded funding for its *Enhancing and Protecting Coastal Wetlands and Sheltered Embayments in Tommy Thompson Park* and *Waterfront Revive* projects. TRCA CEO John MacKenzie spoke at the press conference, and communications staff contributed to Environment Canada's press release. The following coverage ran in support of the announcement:

- On August 7, CBC News published a piece about the press conference and the announcement, which included a quote from John MacKenzie's speech at the event.
- TRCA also received coverage from Hamilton News, Chatham Daily News and iPolitics.

### Infrastructure Canada Toronto tree canopy and waterfront shoreline project funding announcement

On August 19, 2019, the City of Toronto and Infrastructure Canada hosted a press conference to announce funding for the City's tree canopy and waterfront shoreline project. TRCA CEO John MacKenzie spoke at the announcement, and TRCA staff contributed to the preparation of Infrastructure Canada's news release. The following media coverage ran in support of the announcement:

- CP24 aired live coverage of the event on August 19, 2019, including sections of John MacKenzie's speech.
- Global News ran a piece on the announcement on August 19, 2019, including a quote from John MacKenzie.
- CTV News ran a piece on the announcement on August 19, 2019, which included a quote from John MacKenzie.
- BlogTO ran an article on August 19, 2019, which included the details of the announcement.

### Toronto Waterfront Erosion Hazard Mitigation Project

On September 4, 2019, TRCA and Infrastructure Canada hosted a press conference to announce funding by Infrastructure Canada and the City of Toronto for TRCA's Toronto Waterfront Erosion Hazard Mitigation Project. The announcement was planned and coordinated by TRCA communications and events staff in conjunction with Infrastructure Canada, with TRCA contributing to communications materials, and event planning and logistics. Jennifer Innis, Chair of TRCA's Board of Directors, spoke at the event. TRCA received the following media coverage of the announcement:

- Beach Metro Community News attended the press conference and ran a piece that included the details of the announcement on September 4, 2019.

#### Natural Resources Canada funding announcement for new TRCA head office

On August 9, 2019, TRCA hosted a press conference with Natural Resources Canada to announce \$2 million in funding for Toronto and Region Conservation Authority's (TRCA) new administrative office building. The announcement was planned and coordinated by TRCA communications and events staff in conjunction with Natural Resources Canada, with TRCA contributing to communications materials, and event planning and logistics. Both John MacKenzie, CEO of TRCA and Jennifer Innis, Chair of TRCA's Board of Directors, spoke at the event. The following is a list of media coverage of the announcement:

- On August 10, 2019, Yorkregion.com published a story detailing the press conference and announcement that Natural Resources Canada contributed \$2M to TRCA's new office building.
- Daily Hive, Construction Canada, Canadian Consulting Engineer and Canadian Forest Industries published articles announcing the funding and the details of the project.

#### **Black Creek Pioneer Village – Harvest Festival and Fall Fair**

On September 21 and 22, 2019, Black Creek Pioneer Village hosted two events. The Harvest Festival featured harvest-themed activities, and traditional Mennonite and Pennsylvania-German food, and the Fall Fair celebrated the harvest season with traditional activities including a pie-eating contest, carnival games, live entertainment, and more. The following media coverage ran to promote the events:

- CTV News –Weather anchor Anwar Knight came to Black Creek Pioneer Village on September 20, 2019, in advance of the events, to broadcast five live segments from the village to promote festival activities.
- Fairchild TV – The media outlet came to Black Creek Pioneer Village during the Harvest Festival and interviewed costumed interpreters about the event. Coverage of the festival aired on October 4, 2019.
- Toronto4Kids.com – On September 15, 2019, the website published an advance piece on the Harvest Festival and Fall Fair at Black Creek Pioneer Village to promote the festival and inform readers of the festival's activities.

#### **Humber By Canoe**

Humber By Canoe took place on September 8, 2019, offering the public the opportunity to paddle the Humber River and enjoy family-friendly activities, including live entertainment,

heritage walks, and more in a natural setting. The following media coverage ran to promote and support the event:

- Fairchild TV – The media outlet attended Humber By Canoe and paddled during the event as part of their coverage. They also interviewed a TRCA spokesperson, and their coverage aired on September 8, 2019.
- Daily Hive – On August 26, 2019, Daily Hive published an advance online piece about Humber by Canoe and how individuals could participate in the event.

### **Additional media coverage**

The media expressed interest in many 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:

- NRU Publishing - A piece on the Bramalea Mobility Hub Land Use Study was published on September 21, 2019, featuring an interview with Adam Miller, Senior Planner, Development Planning and Permits.
- Radio-Canada L'heure de pointe Toronto – On August 28, 2019, a journalist from the Radio-Canada show L'heure de pointe Toronto broadcast live hits from Black Creek Pioneer Village throughout the show to share information and promote programming at the village.
- Caledon Enterprise – On September 23, 2019, Caledon Enterprise published an online piece regarding the new Discovery Garden at Bolton Camp. The outlet interviewed Nancy McGee, Senior Manager, Education and Training.
- CBC Metro Morning – On August 23, 2019, Rehana Rajabali, Senior Manager, Flood Risk Management, was interviewed about the cancellation of the Shoreline Hazard Warning and what occurred during this year's high Lake Ontario water level event.
- CBC News Toronto – On August 20, CBC Toronto published a piece on erosion damage on private property in Etobicoke and interviewed Moranne McDonnell, Director, Restoration and Infrastructure to explain TRCA's role in erosion management.

### **Notable developments communicated via TRCA channels:**

- Environment Canada announces funding for TRCA projects to restore and protect Lake Ontario <https://trca.ca/news/government-canada-invests-trca-projects-restore-protect-lake-ontario/>
- Natural Resources Canada makes \$2 million contribution to TRCA's new head office building <https://trca.ca/news/natural-resources-canada-funding-mass-timber-head-office/>

- Environment Canada and The City of Toronto invest to protect waterfront shoreline  
<https://trca.ca/news/investment-protect-toronto-waterfront-shoreline/>
- World Rivers Day – Three ways TRCA is making a difference in the rivers of the Toronto Region  
<https://trca.ca/news/world-rivers-day-three-ways-trca-is-making-a-difference-in-the-rivers-of-the-toronto-region/>

## Select TRCA Media Coverage: July – September 2019

### CBC News Toronto, September 22, 2019

Lisa Turnbull was interviewed in support of the Experience The Meadoway event.



CBC player TV KIDS RADIO NEWS SPORTS

A video player interface showing a news segment. The video frame shows Lisa Turnbull, a woman with long brown hair, wearing a dark blue polo shirt with the "Toronto and Region Conservation Authority" logo. She is speaking into a red microphone with the CBC logo. The background is an outdoor setting with green grass, trees, and white event tents. A lower-third graphic identifies her as "LISA TURNBULL" and "Toronto and Region Conservation Authority". The video player includes a progress bar at the bottom, showing the video is at 12:05 / 29:56.

**LATE NIGHT news**

**LISA TURNBULL**  
Toronto and Region Conservation Authority

12:05 / 29:56

CBC Toronto News September 22, 2019  
News Toronto (Late Night)

September 22, 2019 | 29:56

Keep up-to-date on developing stories in the Greater Toronto region weeknights immediately following The National.



## CTV News Toronto, September 20, 2019

Anwar Knight promoted Black Creek Pioneer Village's Harvest Festival and Fall Fair with five live segments on CTV News.



ELECTION 2019: BREAKING NEWS, FEATURES AND DAILY POLL RESULTS

FULL COVERAGE



CTV TORONTO... A PART OF THE CTV NEWS VIDEO NETWORK



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Clip link:

<https://toronto.ctvnews.ca/video?clipId=1777985&binId=1.3378525&playlistPage1>

BROWSE VIDEO

**Daily Hive, August 26, 2019**

Full article: <https://dailyhive.com/toronto/humber-river-canoe-september-2019>

DAILYHIVE

**You can paddle along the Humber River for  
free next month**

Aug 26 2019, 11:16 am



With summer sadly drawing to a close, there's no better time to head outside and enjoy the last remaining days of sunshine.

And it just so happens the Toronto and Region Conservation Authority is hosting a free full-day event this September that will let you enjoy nature during the final days of the season.

You can celebrate the rich cultural history of the Humber River by paddling with boating equipment and safety professionals on-site, at the Humber by Canoe event on Sunday, September 8.



**Caledon Enterprise, August 23, 2019**

Full article: <https://www.caledonenterprise.com/community-story/9564102-furniture-growing-out-of-the-earth-a-part-of-the-bolton-camp-discovery-garden/>



## **Furniture growing out of the Earth a part of the Bolton Camp Discovery Garden**

It's a unique approach to heal but also lend space for play, culture and wonder

COMMUNITY Aug 23, 2019 by [Matthew Strader](#) Caledon Enterprise



The Girls Can Too program at TRCA's Bolton Camp is busy constructing materials for the upcoming Discovery Garden, a fascinating mixture of ideas that will highlight the repurposed area. - TRCA photo

It will have couches and lounge chairs growing out of the soil and grass.

They will burst from the earth like a living room in a Disney cartoon.

But they aren't for display. They're going to be for you and your family to sit on, enjoy and appreciate the natural wonders surrounding you.



**CBC News, August 7, 2019**

Full article: <https://www.cbc.ca/news/canada/hamilton/mckenna-announces-one-million-dollars-funding-great-lakes-1.5238777>



Climate change minister announces \$1M in funding for 10 Great Lakes projects

[Christine Rankin](#) · CBC News · Posted: Aug 07, 2019 3:28 PM ET



Ten projects dedicated to protecting the Great Lakes will see just over \$1 million in funding over the next three years, says federal Minister of Environment and Climate Change Catherine McKenna.

Speaking at a Burlington, Ont. news conference, McKenna said that this "new money" would be in addition to the \$44.84 million already invested in the Great Lakes Protection Initiative announced back in 2017.

**Toronto Star, August 23, 2019**

Full article: [https://www.thestar.com/news/city\\_hall/2019/08/23/doug-ford-says-black-creek-pioneer-village-wont-be-shut-down.html](https://www.thestar.com/news/city_hall/2019/08/23/doug-ford-says-black-creek-pioneer-village-wont-be-shut-down.html)

### **Doug Ford says Black Creek Pioneer Village won't be shut down**



By [Francine Kopun](#) City Hall Bureau  
Fri., Aug. 23, 2019 timer3 min. read

Black Creek Pioneer Village will continue to operate, Ontario Premier Doug Ford said Friday, but other programs and services run by the Toronto and Region Conservation Authority remain at risk of being shut down.

“We don’t plan on getting rid of Pioneer Village. It’s iconic. I remember going there when I was 7 years old, 8 years old,” said Ford, responding to questions at a news conference.

“We don’t mind educational programs ... I think they’re very healthy.”

YorkRegion.com, August 10, 2019

Full article: <https://www.yorkregion.com/news-story/9543409-trca-gets-2m-to-build-environmentally-friendly-mass-timber-office/>



**TRCA gets \$2M to build environmentally-friendly mass timber office**  
**The project is also to push growth of Canada's wood market globally**

NEWS Aug 10, 2019 by [Dina Al-Shibeeb](#) Vaughan Citizen



From left to right: Marianne Berube, Executive Director, Wood WORKS! Ontario; John MacKenzie, Chief Executive Officer of TRCA; Judy Sgro, Member of Parliament for Humber River—Black Creek; Jennifer Innis, Peel Regional Councillor and Chair of the TRCA Board of Directors; and Tom Rakocovic, MPP for Humber River—Black Creek. (Photo courtesy of TRCA)

Judy Sgro, MP for Humber River—Black Creek, announced on Friday, Aug. 9 an investment of \$2 million over three years to the Toronto and Region Conservation Authority (TRCA) for the construction of a four-storey, mass timber office building in Toronto.

"This incredible project will demonstrate the benefits of using timber in the construction of commercial buildings," said Sgro during the announcement at the Vaughan-based TRCA. "It will help make Toronto a more sustainable and liveable community while supporting the development of new markets for Canada's forest industry."



Global News, August 19, 2019

Full article: <https://globalnews.ca/news/5783046/toronto-federal-government-invest-shorline-erosion/>



**City, federal government to invest \$30M to protect Toronto shoreline erosion**

**BY [ORIANA VUONG](#) GLOBAL NEWS**

Posted August 19, 2019 12:48 pm



Mayor [John Tory](#) and federal officials have announced a joint investment of \$30 million to protect [Toronto](#) shorelines from future flooding and erosion.

Tory said on Monday that the federal government will be backing almost \$12 million into projects, while the city will provide an additional \$18 million.

There will be about 35 different projects funded and set to start as early as next year. Tory said the projects will protect the waterfront from Humber Bay Park to the Scarborough Bluffs.