

Attachment 1: Notable TRCA Media Coverage: October – December 2019

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

Scarborough Waterfront Project EA Approval

On November 14, 2019, TRCA issued a media release announcing that the Scarborough Waterfront Project's Environmental Assessment received final approval from the Ministry of Environment, Conservation and Parks. The media release also included details about the project, timelines and more. The following media coverage ran in support of the announcement:

- The media release was picked up by the following media outlets: Toronto.com, Daily Hive, Narcity, blogTO and Water Canada and several local community newsletters (e.g. Bluffs Monitor, etc.).
- CityNews – Government and Community Relations Specialist Nancy Gaffney completed a phone interview with the media outlet regarding the announcement and what it means for the project. The interview aired on November 19, 2019.

blogTO

BlogTO, November 14, 2019

Full article: <https://www.blogto.com/city/2019/11/scarborough-bluffs-about-get-makeover/>

The Scarborough Bluffs are about to get a big makeover

Toronto's favourite natural wonder to explore — [and get trapped on](#) — is getting a huge facelift soon.

City council and the Minister of the Environment, Conservation and Parks have just approved a proposal to make the Scarborough Bluffs greener and more accessible.



The project — which is helmed by the Toronto and Region Conservation Authority — will see the addition of a lot more public park space in the area, along with new measures to protect the bluffs' shoreline, [prevent landslides](#) and [manage public safety](#).

Sections of the Lake Ontario Waterfront Trail that runs through or past the [11 parks](#) along the bluffs will also be completed and seriously updated.

toronto.com

Toronto.com, November 20, 2019

Full article: <https://www.toronto.com/news-story/9708191-ontario-government-gives-scarborough-waterfront-project-final-approval/>

*Ontario government gives Scarborough Waterfront Project final approval
First phase of \$170-million corridor set to begin in 2020*



Five years after it was put under study, a plan to build a set of public parks under the Scarborough Bluffs is ready for construction.

Ontario Environment Minister Jeff Yurek announced final approval for the [Scarborough Waterfront Project](#) on Nov. 14. It comes with an estimated \$170-million price but, when completed perhaps a decade from now, the 11-kilometre trail will let people walk or cycle from Bluffers Park to East Point Park. Combined with an existing trail at Port Union, it will open the Lake Ontario waterfront from Pickering as far west as Brimley Road.

John MacKenzie, CEO of the Toronto and Region Conservation Authority (TRCA) responsible for the waterfront, called the project a legacy for generations to come.

“For the citizens of Scarborough and the Greater Toronto Area, the Scarborough Bluffs represent a strikingly beautiful natural green space where they can gather with friends and family and enjoy nature,” he said in a release.

Black Creek Pioneer Village – Holiday programming

Throughout the fourth quarter of 2019, Black Creek Pioneer Village hosted a number of Halloween events such as Howling Hootenany and Haunted Walks, and Christmas events such as Family Christmas Weekends, Christmas by Lamplight and more. The following media coverage ran to promote and support the events:

- CTV News – The media outlet came to Black Creek Pioneer Village to tape a segment on the Village's ghost stories. Their coverage ran on October 25, 2019 and promoted the Village's Haunted Walks programming.
- The Marilyn Denis Show – The television talk show came to Black Creek Pioneer Village with a paranormal investigative team ahead of Halloween to tape segments on ghost hunting in the Village. The segments ran during the show's October 30 episode, and promoted the Village's Haunted Walks programming.
- Radio-Canada – The French-language media outlet came to Black Creek Pioneer Village to tape segments in support of the Village's Christmas programming. Since a French-speaking spokesperson was not available, Village staff provided the reporter with information for her to record French-language segments about the programming. The coverage aired on November 28, 2019.
- Breakfast Television – On December 3, 2019, Breakfast Television came to Black Creek Pioneer Village and broadcast five live segments in support of the Village's Christmas programming. Interpreters were interviewed and took the host through a variety of activities including making Christmas ornaments in the tinsmith shop, learning about the first Christmas card in the printing shop and learning about the history of Christmas presents.
- Fairchild TV – The media outlet came to Black Creek Pioneer Village to capture the Christmas by Lamplight event and interview interpreters about the programming. The outlet's coverage aired on December 9, 2019.
- CTV News – On December 16, 2019, CTV News at Noon Weather Anchor Anwar Knight came to Black Creek Village to broadcast five live segments in support of the Village's Christmas programming. Interpreters were interviewed and took him through activities such as traditional dances done around the holidays, learning about a traditional Christmas feast and more.
- Salt and Light Television – The media outlet came to Black Creek Pioneer Village to tape live segments in support of the Village's Christmas programming. Interpreters were interviewed about Christmas traditions in the 1860s, and segments included making Christmas prints, making ornaments and learning about the history of Christmas presents. The outlet's coverage aired in short clips between scheduled programming from late November into December.



The Marilyn Denis Show, October 30, 2019

The television talk show came to Black Creek Pioneer Village with a paranormal investigative team ahead of Halloween to tape segments on ghost hunting in the Village that promoted the Village's Haunted Walks programming.



Breakfast Television, December 3, 2019

Black Creek Pioneer Village interpreters were interviewed throughout five live segments promoting the Village's Christmas programming.



[Live Eye](#)

Nicole LIVE at Black Creek Pioneer Village (4 of 5)

Black Creek Pioneer Village explains how ornaments and presents became an annual Christmas tradition thanks to Victorian tradition!



CTV News Toronto, December 16, 2019

Anwar Knight promoted Black Creek Pioneer Village's Christmas programming with 5 live segments on CTV News.



Additional 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:

- CP24 – On October 1, 2019, Rehana Rajabali, Senior Manager, Flood Risk Management, taped a TV interview with the media outlet concerning the flood outlook message that was distributed that day.
- Global News – On October 11, 2019, Global News ran a piece on the salmon migration in Toronto. Rick Portiss, Senior Manager, Environmental Monitoring Projects, was interviewed for the story. The piece also highlighted the environmental monitoring work that TRCA is involved with.
- 900CHML – On October 15, 2019, Rehana Rajabali, Senior Manager, Flood Risk Management, was interviewed about hurricane hazel on the 65th anniversary of the event. She also highlighted TRCA's flood risk management work during the interview.
- Caledon Enterprise – On November 1, 2019, the outlet ran a piece about the road ecology surveying that TRCA staff were doing in Caledon. Namrata Shrestha, Senior Research Scientist, Ecology, was interviewed for the piece.

- Toronto Star – On December 3, 2019, Toronto Star ran a piece on work TRCA was doing to remedy erosion in Riverdale Park, on a popular tobogganing hill. TRCA staff provided the writer with information of the work being undertaken and the plans for the hill.
- Caledon Enterprise – On December 12, 2019, the outlet ran a piece on TRCA withdrawing from Caledon East subdivision development appeal. TRCA staff informed the reporter that they have no further objections to the proposed draft plan of subdivision as the applicant completed work on a stormwater management pond to TRCA's satisfaction.
- Global News – On December 18, 2019, Global News came to Black Creek Pioneer Village to tape a piece on the Village's apprenticeship program. They interviewed an interpreter for the piece and demonstrated some of the apprenticeships, including weaving, tinsmithing, printing and more.



Global News, October 11, 2019

Full article: <https://globalnews.ca/news/6022143/salmon-spawning-migration-toronto-rivers/>

It's peak season for salmon migrating through Toronto-area rivers



For those heading out to enjoy fall colours near [Toronto's](#) major rivers, look a little closer at the water and you'll likely see large Chinook [salmon](#) heading north as part of the annual spawning process.

Throughout the months of September and October, thousands of salmon migrate north from Lake Ontario — with a percentage of those fish making it as far as the Caledon and York Region areas — to release millions of eggs before the mature salmon die. And the annual process is definitely not an easy one.

During a site visit at [Raymore Park](#), just southeast of Scarlett Road and Lawrence Avenue West, Rick Portiss of [the Toronto and Region Conservation Authority \(TRCA\)](#) showed off one of the Toronto-area fish ladders built to allow the salmon to climb up to an elevated portion of the river.

Full article: <https://www.caledonenterprise.com/community-story/9671095-you-asked-why-did-the-conservation-authority-help-the-wildlife-cross-the-road-/>

YOU ASKED: Why did the conservation authority help the wildlife cross the road?



There have been people with orange vests walking on the sides of several Caledon roads this fall — including Mountainview Road in Caledon East — with their eyes trained to the ground.

Lindsay S asked: *What are they doing at the side of the road?*

Toronto Region Conservation Authority (TRCA) answers: *Namrata Shrestha, senior research scientist of ecology, told us that the people in orange vests are members of their team collecting data on all dead and alive animals on and or near the road.*

Wait, why are they doing that?

It's part of a road ecology survey to monitor road mortality of various wildlife.

Full article: https://www.thestar.com/yourtoronto/the_fixer/2019/12/03/good-news-tobogganers-riverdale-park-is-set-to-reopen.html

Good news, tobogganers: Riverdale Park is set to reopen



A snow-covered hill is a terrible thing to waste, especially when kids and their toboggans are looking for a wild ride.

After the Sunday storm that dumped 10 centimetres of snow, children start thinking about how to turn it into fun. Their youthful gaze will soon fall upon toboggans and sleds forgotten since last winter.

Kids who live near Riverdale Park East will be eager to trudge over to Broadview Avenue with their sleds — even a sheet of cardboard can be used, but it's brutal on an icy surface — and go for a slide down one of the better tobogganing hills in Toronto.

Status: TRCA confirmed in an email that “fence around the restored area is scheduled to be removed this week (first week of December) to accommodate for the upcoming tobogganing season. TRCA construction services staff will be completing site cleanup this week as well as assisting with the fence removal.”

Full article: <https://www.caledonenterprise.com/news-story/9773211-trca-withdraws-from-caledon-east-subdivision-development-appeal/>

Asked why the environmental watchdog withdrew its concerns, Adam Miller, senior planner, development planning and permits at the TRCA, said the body's involvement had to do with work not done on a stormwater management pond that the applicant had now completed to their satisfaction.

To satisfy the TRCA, Miller said the applicant submitted an environmental impact study (EIS) that outlined a mitigation strategy for SWM impacts.

The strategy included additional tableland beyond the applicable buffer requirement being incorporated into the natural heritage system (NHS), an extensive enhancement planting plan for the buffer and additional tableland area, as well as enhancements to the receiving valley corridor east of the proposed SWM pond — specifically a proposed wetland feature.

It also included grading operations to facilitate wetland construction that will increase the size of the valley corridor profile, remediating existing erosion concerns associated with the receiving valley corridor east of the proposed SWM pond by constructing the wetland feature and reconstructing the channel incorporating a natural channel design and significant restoration within the valley corridor.

"Based on the above noted framework, we agree with the applicant that the ecological impacts have been adequately mitigated and the proposed mitigation strategy provides an ecological net gain," Miller said. "As such, there is no negative impact."

 Global News, December 18, 2019

Full article: <https://globalnews.ca/news/6022143/salmon-spawning-migration-toronto-rivers/>

How TRCA is making tinsmithing, blacksmithing and other heritage trades accessible.



At the [Toronto and Region Conservation Authority](#)'s Black Creek Pioneer Village, staff are working to keep centuries-old traditions alive.

In addition to educating visitors at their museum, a series of personalized workshops promises to keep the heritage trades thriving as we head into the next decade.

"This is a way to basically be hands-on. This is at a time where we're not having machines or deliveries or anything like that," Nathan Smith, a historical educator at Black Creek Pioneer Village, told Global News.

Notable developments communicated via TRCA channels:

- Toronto and Region Conservation Foundation Honours Environmental Leaders at 2019 Living City Environmental Dinner
<https://trca.ca/news/toronto-region-conservation-foundation-honours-environmental-leaders-2019/>
- Scarborough Waterfront Project Environmental Assessment Receives Approval
<https://trca.ca/news/scarborough-waterfront-project-ea-approval/>
- Chair of Toronto and Region Conservation Foundation Board of Directors Appointed to Ontario's Advisory Panel on Climate Change
<https://trca.ca/news/chair-foundation-appointed-ontario-advisory-panel-climate-change/>
- TRCA Pleased with Recommendations in Report From Ontario's Specialist Advisor on Flooding
<https://trca.ca/news/recommendations-report-ontarios-special-advisor-flooding/>