



Engagement Strategy Etobicoke Creek

Prepared by:

Watershed Planning and Reporting

August 2020

Purpose:

This Engagement Strategy is designed to:

- Identify engagement methods that will be used throughout the watershed planning process
- Identify key periods within the process for engagement
- Identify stakeholders

Effective and meaningful engagement can lead to improved watershed planning outcomes by ensuring community buy-in, support from key landowners and stakeholders, political support and facilitate effective implementation by relevant partners.

Engagement Objectives:

To build partnerships with key stakeholders and landowners within the watershed to maximize opportunities to improve watershed conditions through strategic resource-sharing.

To build community awareness on the importance of watersheds and identify opportunities for improved community stewardship of the Etobicoke Creek Watershed.

Achieve broad based endorsement of watershed plan goals, objectives and management actions to increase the likelihood of effective implementation.

Engagement Methods:

Engagement will occur on a spectrum (see **Figure 1**), which will influence the methods used depending on the stage of the process and interest level of different audiences. Engagement methods will comply with the guidance of public health authorities.

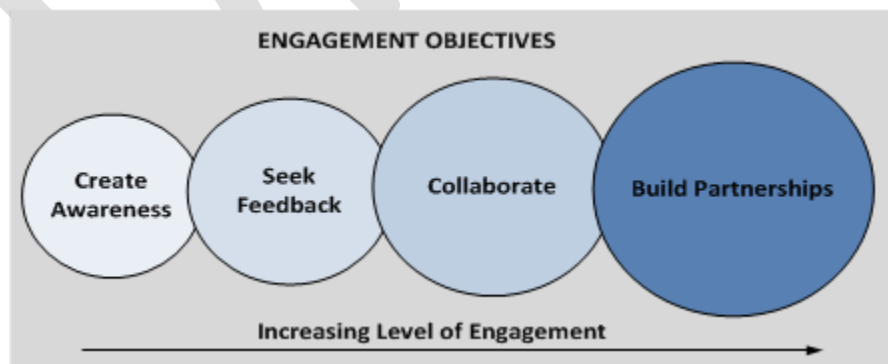


Figure 1 - Engagement Spectrum

Below is a selection of methods that may be used at different stages of the watershed planning process based on the engagement spectrum. Engagement activities will be decided in collaboration with the Steering

Committee. The collaborate and partnership end of the spectrum is achieved through the Steering Committee, as represented by key watershed management partners.

Awareness	Feedback	Collaborate	Partnerships
<ul style="list-style-type: none"> • Fact sheets • Letter / Email / Social Media notifications • Newsletters, bulletins • Website updates 	<ul style="list-style-type: none"> • Public comment periods • Open houses • Focus groups • Surveys • Meetings • Interviews 	<ul style="list-style-type: none"> • Consensus-building forums • Working groups • Pilot projects 	<ul style="list-style-type: none"> • Joint project planning (e.g. restoration activities) • Co-drafting of management actions • Shared governance (e.g. joint implementation agreements)

TRCA will produce engagement materials/notifications and distribute through its website and social media channels. Other Steering Committee members should also distribute notifications through their appropriate distribution processes to ensure maximum public exposure of information related to this watershed planning process (i.e. relevant Municipal Councillors).

Engagement Process:

The list of stakeholders and interested individuals will be regularly updated as the watershed planning process progresses. A subscribers list will be maintained by TRCA through a project website where individuals can subscribe to be kept notified about this process. A generic email address, etobicoke@trca.ca will be available for questions, comments and information requests. Any correspondence sent about this process will also identify a mechanism for individuals / organizations to be added to this subscribers list by responding to etobicoke@trca.ca. The subscriber list will be maintained as a MailChimp list within TRCA's databases and not be available for public release. Notifications or correspondence will be distributed by project management staff within Watershed Planning and Reporting (WPR), except where otherwise noted (e.g. Board members and municipal Councillors). The frequency of correspondence will vary throughout the watershed planning process, but follow these general guidelines:

- Notification of engagement events at least one month ahead of time, with a reminder the week of.
- Notification of public comment periods on technical reports and draft plans, including at least one reminder of comment deadline

At any meetings or open houses, attendees will be asked to sign in and whether they wish to receive correspondence from TRCA on this project. Personal information will be kept confidential and made only available to members of the Steering Committee. As part of engagement reporting, general information will be made publicly available, such as number of attendees/comments received, summaries of comments received, and responses provided (not attributed to any particular party) and engagement methods utilized.

Engagement by Watershed Planning Stage

Some of these activities may overlap as the stages of the watershed planning process shift from one stage to the next.

Stage / Activities	Engagement Methods
Stage 1: Preparation and Scoping <ul style="list-style-type: none"> Endorsement of Engagement Strategy by Steering Committee Establishment of project webpage (and subscriber form) 	<ul style="list-style-type: none"> Website updates (project webpage, subscriber submission function)
Stage 2: Watershed Characterization <ul style="list-style-type: none"> Identify issues of concern to stakeholders and members of the public within the watershed Engage on draft Vision for the watershed Engage on the outcomes of watershed characterization (i.e. draft Characterization Report) 	<ul style="list-style-type: none"> Survey about issues and key components of a watershed vision to subscribers list and social media channels Open house on outcomes of watershed characterization and draft management scenarios
Stage 3: Future Management Scenarios <ul style="list-style-type: none"> Seek feedback on draft management scenarios (in conjunction with review of draft Characterization Report) Engage on results of stage 3 (Scenario Analysis Report) 	<ul style="list-style-type: none"> Above noted open house Notifications to stakeholders list, social media channels on draft management scenarios
Stage 4: Implementation Planning & Stage 5: Monitoring and Evaluation Framework <ul style="list-style-type: none"> Engage on draft management framework 	<ul style="list-style-type: none"> Open house on draft management framework and results of scenario analysis
Draft Watershed Plan <ul style="list-style-type: none"> Engage on draft Watershed Plan 	<ul style="list-style-type: none"> Public comment period of draft plan with associated notifications

Engagement Record

TRCA will maintain a detailed engagement record throughout the watershed planning process that catalogues all correspondence distributed / received.

Indigenous Engagement

TRCA has included the Mississaugas of the Credit First Nation as partners on the Steering Committee as the treaty holding First Nation within the Etobicoke Creek watershed. As part of project engagement, TRCA will also engage directly with Indigenous groups that have traditional territories within the watershed. This includes Williams Treaties First Nations, the Huron-Wendat Nation, the Six Nations and the Métis Nation of Ontario. Notifications and correspondence to Indigenous groups to be sent out by project management staff within WPR.

Indigenous Group	Contact Information
Williams Treaties First Nations	
Beausoleil First Nation	Mike Smith, Environmental Specialist msmith@chimnissing.ca Dana Monague, Lands Compliance Officer danamonague@chimnissing.ca
Rama First Nation	General Consultation Email – consultation@ramafirstnation.ca Sharday James, Community Consultation Worker shardayj@ramafirstnation.ca
Chippewas of Georgina Island First Nation	Natasha Charles, Project Consultant Natasha.charles@georginaisland.com
Curve Lake First Nation	Julie Kapyrka, Lands Resource Consultation Liaison juliek@curvelake.ca Kaitlin Hill, Lands Resource Consultation Liaison kaitlinh@curvelake.ca
Mississaugas of Scugog Island First Nation	Monica Sanford, Community Consultation Administrative Assistant msanford@scugogfirstnation.com
Hiawatha First Nation	Tom Cowie, Lands Resource Consultation Liaison tcowie@hiawathafn.ca
Alderville First Nation	Dave Simpson, Councillor consultation@alderville.ca
Huron-Wendat Nation	Maxime Picard, Project Coordinator, Ontario Maxime.picard@cnhw.qc.ca
Six Nations of the Grand River	Lonny Bomberly, Lands and Resources Director lonnybomberly@sixnations.ca
Métis Nation of Ontario	consultations@metisnation.org

Municipal Councillors and TRCA Board Members

Engagement notifications and status updates on the development of the ECWP will be sent to relevant municipal Councillors and TRCA Board members via TRCA's clerks office. Project management staff within WPR will prepare the relevant correspondence for approval and distribution. The list below reflects the relevant elected members within the boundaries of the Etobicoke Creek watershed:

Representative	Contact Information
TRCA Board Members	
Toronto: Paul Ainslie, Jennifer Drake, Maria Kelleher, Basudeb Mukherjee, Connie Tang, Shelley Carroll, Paula Fletcher, Cynthia Lai, James Pasternak, Estair Van Wagner, Ronald Chopowick, Xiao Han, Mike Layton, Anthony Perruzza Region of Peel: Dipika Damerla, Michael Palleschi, Chris Fonseca, Rowena Santos, Jennifer Innis	To be sent out via TRCA's clerk office as prepared by Watershed Planning and Reporting project management staff.
City of Toronto Councillors	
Mark Grimes – Etobicoke Lakeshore (Ward 3) Stephen Holyday – Etobicoke Centre (Ward 2)	councillor_grimes@toronto.ca councillor_holyday@toronto.ca To be sent out via TRCA's clerk office as prepared by Watershed Planning and Reporting project management staff.
Region of Peel Councillors	
Johanna Downey – Town of Caledon (Ward 2) Paul Vicente – City of Brampton (Wards 1 and 5) Rowena Santos – City of Brampton (Wards 1 and 5) Martin Medeiros – City of Brampton (Wards 3 and 4) Michael Palleschi – City of Brampton (Wards 2 and 6) Pat Fortini – City of Brampton (Wards 7 and 8) Gurpreet Dhillon – City of Brampton (Wards 9 and 10) Stephen Dasko – City of Mississauga (Ward 1) Chris Fonesca – City of Mississauga (Ward 3)	johanna.downey@caledon.ca – most of Ward 2 is within the Etobicoke Creek watershed paul.vicente@brampton.ca – most of Ward 1 is within the Etobicoke Creek Watershed rowena.santos@brampton.ca – most of Ward 1 is within the Etobicoke Creek Watershed martin.medeiros@brampton.ca – Ward 3 is within the Etobicoke Creek watershed michael.palleschi@brampton.ca – Ward 2 is within the Etobicoke Creek watershed pat.fortini@brampton.ca – Ward 7 is within the Etobicoke Creek watershed gurpreet.dhillon@brampton.ca – Ward 9 is within the Etobicoke Creek watershed stephen.dasko@mississauga.ca – Ward 1 is within the Etobicoke Creek watershed chris.fonseca@mississauga.ca – Ward 3 is within the Etobicoke Creek watershed

Carolyn Parrish – City of Mississauga (Ward 5)	carolyn.parrish@mississauga.ca – Ward 5 is within the Etobicoke Creek watershed To be sent out via TRCA's clerk office as prepared by Watershed Planning and Reporting project management staff.
City of Mississauga Councillors (Only relevant Councillors that aren't also Regional Councillors)	
<i>Wards 1, 3 and 5 are all represented by Regional Councillors</i>	See above
City of Brampton Councillors (Only relevant Councillors that aren't also Regional Councillors)	
Doug Whillans – Wards 2 and 6 Jeff Bowman – Wards 3 and 4 Charmaine Williams – Wards 7 and 8 Harkirat Singh – Wards 9 and 10	Doug.whillans@brampton.ca – Ward 2 is within the Etobicoke Creek watershed Jeff.bowman@brampton.ca – Ward 3 is within the Etobicoke Creek watershed Charmaine.williams@brampton.ca – Ward 7 is within the Etobicoke Creek watershed Harkirat.singh@brampton.ca – Ward 9 is within the Etobicoke Creek watershed To be sent out via TRCA's clerk office as prepared by Watershed Planning and Reporting project management staff.
Town of Caledon (Only relevant Councillors that aren't also Regional Councillors)	
Christina Early – Town of Caledon Area Councillor (Ward 2)	christina.early@caledon.ca To be sent out via TRCA's clerk office as prepared by Watershed Planning and Reporting project management staff.

Stakeholder List

This list will be routinely updated as new parties or individuals are identified. Notifications and correspondence will be sent out by project management staff within WPR.

Note: for stakeholders that are members of [Partners in Project Green](#), TRCA will coordinate internally to engage with these stakeholders for this watershed planning process with other research related to initiatives through Partners in Project Green.

Stakeholder / Individual	Contact Information	Notes (If applicable)
Community Groups / Resident Associations		
Arsenal Lands area	Jim Judge – jjudge@sprayca.com	Arsenal lands are former industrial lands just west of Marie Curtis Park in Mississauga now owned by TRCA with the intent of turning into a waterfront park.

Stakeholder / Individual	Contact Information	Notes (If applicable)
Citizens Concerned About the Future of the Etobicoke Waterfront (CCFEW)	Barbara Keaveney – Barbara.keaveney@sympatico.ca	http://www.ccfew.org/
Dayle and David Laing / Bike Brampton	david@daylelaing.com	David is a Regional Watershed Alliance member
Friends of Marie Curtis Park	Ariadne Angulo – marie.curtis.park@gmail.com	https://parkpeople.ca/listings/groups/?n=friend-s-of-marie-curtis-park&id=943&tdgrant=true
Heart Lake residents group	Leo O'Brien – friendsofheartlake@rogers.com	Very large residential group via Facebook
Ontario Khalsa Darbar	7080 Dixie Rd, Mississauga 905-670-3311 ontariokhalsadarbar7@gmail.com	Derry Rd and Dixie Rd, abuts the creek, with lots of surface parking and underutilized lands http://ontariokhalsadarbar.org/ Major Sikh event facility
Residents Associations (TBD) (from south to north, just along main branch of creek): <ul style="list-style-type: none"> • Long Branch • Orchard Heights • Alderwood • Markland Wood • Rockwood Village • Peel Village • Armbrro Heights • Snelgrove 	Long Branch - info@lbna.com https://www.lbna.ca/ Markland Wood Homeowners Association - MWHAPresident@Marklandwood.org https://www.marklandwood.org/ Rockwood Village – contact form on website, http://www.rockwoodvillage.ca/ Facebook Groups: -Orchard Heights Homeowners Association (270 members) -Alderwood Residents Association (274 members) -Peel Village, Brampton - - Nearly Anything Goes! (1.4k members)	<i>Could not find information for Armbrro Heights or Snelgrove.</i> <i>Are there other neighbourhoods within the watershed that are missing?</i>

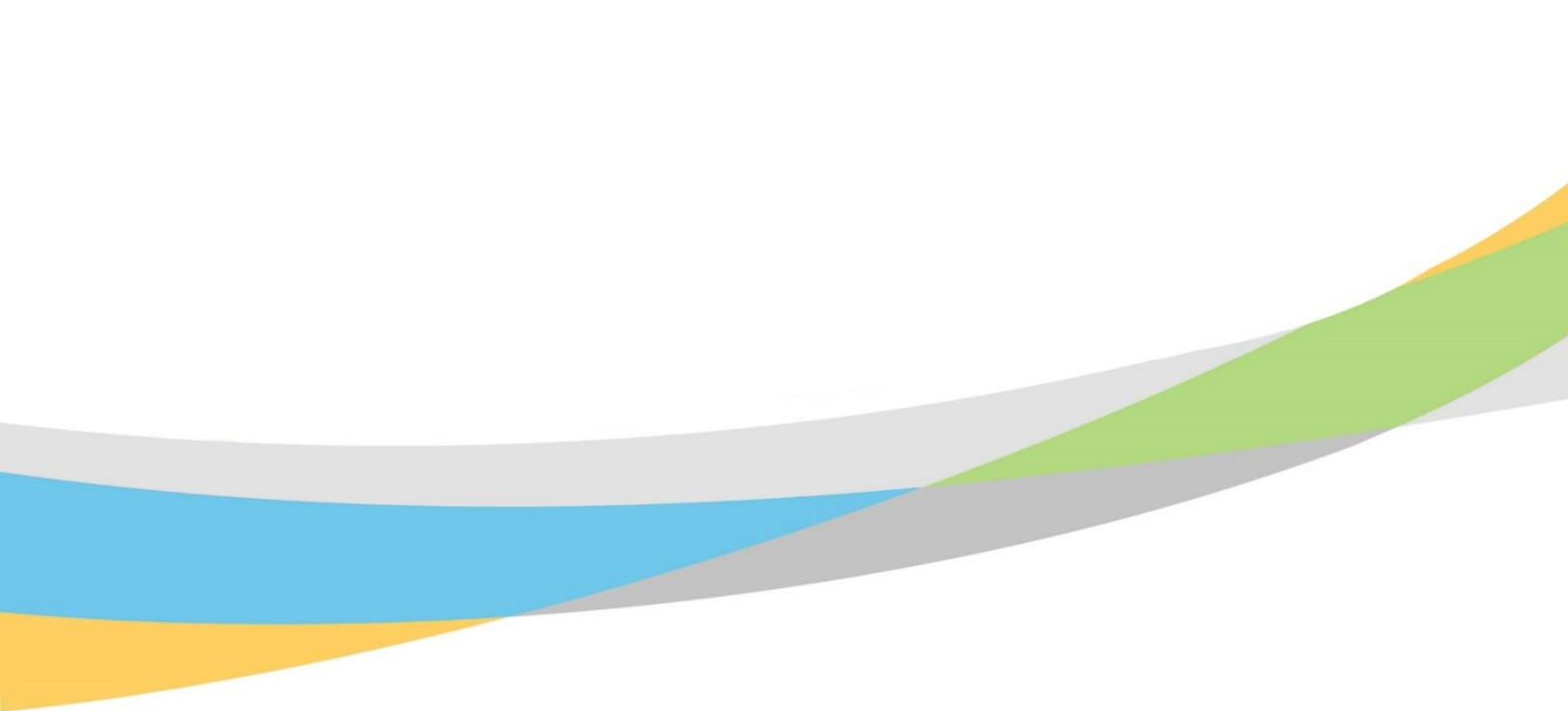
Stakeholder / Individual	Contact Information	Notes (If applicable)
Michael Harrison	mjharrison@teksavvy.com	Concerned individual involved in Lost Creeks of Etobicoke research
Council of Agencies Serving South Asians	samya@cassa.on.ca	Suggested addition by City of Toronto
Hispanic Development Council	Duberlisramos.hdc@gmail.com	Suggested addition by City of Toronto
Chinese Canadian National Council – Toronto Chapter	Executivedirector@ccnctoronto.ca	Suggested addition by City of Toronto
Golf Courses		
Brampton Golf Club	7700 Kennedy Road, Brampton info@bramptongolf.com Martin Kopp, Golf Course Superintendent 905-457-5700 x.233 mkopp@bramptongolf.com	North end of course abuts creek https://www.bramptongolf.com/
Centennial Park Golf Centre	550 Centennial Park Blvd., Toronto 416-620-1392 info@golfcpgc.com	https://www.golfcpgc.com/ On the east side of the creek just south of Eglinton
Markland Wood Golf Club	245 Markland Drive, Toronto Owen Russell – Master Superintendent 905-625-2062 Markland_owen@rogers.com Alfredo Colalillo – General Manager 416-621-2260 x 232 acolalillo@marklandwood.com	https://marklandwood.com/ Runs on both sides of creek between Dundas and Burnhamthorpe. Also certified as part of the Audubon Cooperative Sanctuary Program.
Peel Village Golf Course (Managed by City of Brampton)	TBD – with City of Brampton	https://www.brampton.ca/EN/residents/Recreation/Community-Centres/Pages/Peel-Village.aspx Beside the Brampton Golf Club
Toronto Golf Club	1305 Dixie Road, Mississauga Administration Contact: 905-278-5255	https://www.torontogolfclub.com/Home Abuts the Creek on the west side just north of Lakeshore Blvd.

Stakeholder / Individual	Contact Information	Notes (If applicable)
	kdaniels@torontogolfclub.com Grounds contact: 905-274-1767 greens@torontogolfclub.com	Certification from the Audubon Cooperative Sanctuary Program for Golf Courses Practices Integrated Pest Management
Major Private Landowners		
Bell (Corporate Office)	TBD	5115 Creekbank Rd, Mississauga Large corporate campus on west side of creek just north of Eglinton
CAA Centre – Sports and Entertainment Complex	Mike Hardcastle General Manager mhardcastle@caacentre.com 905-459-9340 ext. 106	7575 Kennedy Rd. S, Brampton Caacentre.com, large fields and sports complex bordered by creek, 407, 410 and Kennedy Rd.
Canada Bread	Member of Partners in Project Green	10 Four Seasons Place, Burnhamthorpe and East Mall
Coca-Cola Bottling Limited	Kathy Murphy kmurphy@cokecanada.com Members of Partners in Project Green	15 Westcreek Blvd, Brampton Major facility between 410 and 407, just north of creek.
Federal Express Canada Corporate Headquarters	TBD	5985 Explorer Drive and Matheson Blvd E, Mississauga East side of creek between 401 and Matheson Blvd. E
Hewlett Packard Enterprise	Frances Edmonds Frances.edmonds@hp.com Members of Partners in Project Green	5150 Spectrum Way, Mississauga Campus on east side of creek north of Eglinton.
Kingspoint Plaza	Marc Halbach, Leasing Manager mhalbach@smartcentres.com 905-760-6200 ext. 7824	370 Main St. N, Brampton https://www.smartcentres.com/property/brampton-kingspoint-plaza-on/ Abuts the creek, north of Vodden St and along Main St. N.
Menkes	Johanne Jacob Johanne.jacob@menkes.com Member of Partners in Project Green	5580 Explorer Drive, Mississauga. Just south of the 401 and east of the creek.
Metro Distribution Centre	TBD	170 The West Mall and Dundas Street. Large facility on east side of creek.

Stakeholder / Individual	Contact Information	Notes (If applicable)
Pratt and Whitney	Scott Hendershot Scott.hendershot@pwc.ca Member of Partners in Project Green	1801 Courtneypark Drive E. Just south of the creek and runway at Pearson, east of Dixie Road
Sherway Gardens	Patrick Murray, Property Manager Patrick.murray@cadillacfairview.com 416-621-1071 ext. 127022	Beside the Queensway Health Centre – large amount of surface parking
Shoppers World Brampton	Penny Karas, General Manager pkaras@riocan.com 905-459-1337 ext. 53820	499 Main Street S., Brampton West side of creek along Main St S and Steeles Ave, lots of surface parking https://shopswb.com/ Note: site is slated to be redeveloped into a dense urban neighbourhood. Currently in the zoning plan submission phase of the planning process. Leverage creek revitalization opportunities in collaboration with City of Brampton.
Sobeys Ontario (Corporate Office)	Neela Mistry Neela.mistry@sobeys.com Members of Partners in Project Green	4980 Tahoe Blvd. Beside the TD campus
Soda Stream	Jessica Musselwhite jmusselwhite@sodastream.com Member of Partners in Project Green	5450 Explorer Drive, Mississauga. Just south of 401 and east of creek.
TD Corporate Campus (Creekside Office)	TBD	1855 Buckhorn Gate, Mississauga Large corporate campus on west side of creek between Eglinton and hydro corridor. Underutilized land between Tahoe Blvd and creek.
Unilever	John Coyne John.coyne@unilever.com Member of Partners in Project Green	307 Orenda Drive, Brampton (<i>Eric said in Mississauga, need to confirm right address</i>). East side of Dixie, just north of 407.
Velcro Canada	Andrew Todd atodd@velcro.com	114 East Drive, Brampton

Stakeholder / Individual	Contact Information	Notes (If applicable)
	Member of Partners in Project Green	
Weston Forest Products	Steve Rhone srhone@westonforest.com Member of Partners in Project Green	7600 Torbram Road, Mississauga. North of Pearson and south of the 407.
NGO's		
Greenbelt Foundation	661 Yonge Street, Suite 500, Toronto 416-960-0001 ashortly@greenbelt.ca Research and Policy	https://www.greenbelt.ca/
Sierra Club Peel (Rosemary Keenan)	prmkeen@gmail.com	
Toronto Field Naturalists	action@torontofieldnaturalists.org	https://torontofieldnaturalists.org/about-tfn/contact-us/
Toronto Green Community	Contact form on website	http://www.torontogreen.ca/contact/
David Suzuki Foundation	msandu@davidsuzuki.org	Added in response to comments from Brampton
Miscellaneous		
Hydro One	Agnes.reid@hydroone.com Senior Real Estate Coordinator	Several hydro corridors cross the creek: 1. one just south of Eglinton that also runs through Centennial Park Golf Centre 2. another follows along the south side of the 407 3. Just south of the Queensway Contact suggested by Corey Wells in PMO.
Mayfield West development	Jason Afonso – jasona@gsai.ca	GSAI Planning is the main liaison for the developer's group. Mike Hensel from Croziers is the lead environmental project manager.
Other Developers: Fieldgate Homes Mattamy Homes Brookvalley Project Management The Conservatory Group	Mara Samardzic – mara@fieldgatedevelopments.com or Rich Mangotich – rickm@fieldgatedevelopments.com David.albanese@mattamycorp.com Frank Filippo – ffilippo@brookvalley.ca	Other major developers in the watershed.

Stakeholder / Individual	Contact Information	Notes (If applicable)
	Steve Gutfreund – s.gutfreund@conservatorygroup.com	
Peel Federation of Agriculture	peelfederationofagriculture@gmail.com	https://ofa.on.ca/federations/peel/ An affiliate of the Ontario Federation of Agriculture Region of Peel also has a Agricultural Advisory Working Group (PAAWG) , which acts at the approvals committee for funding applications under the Peel Rural Water Quality Program (PRWQP) – TRCA is involved in this – Nadine Abrams is staff contact at TRCA



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