Toronto and Region Conservation Authority

Claireville Conservation Area
Public Use Activation Plan

February, 2021

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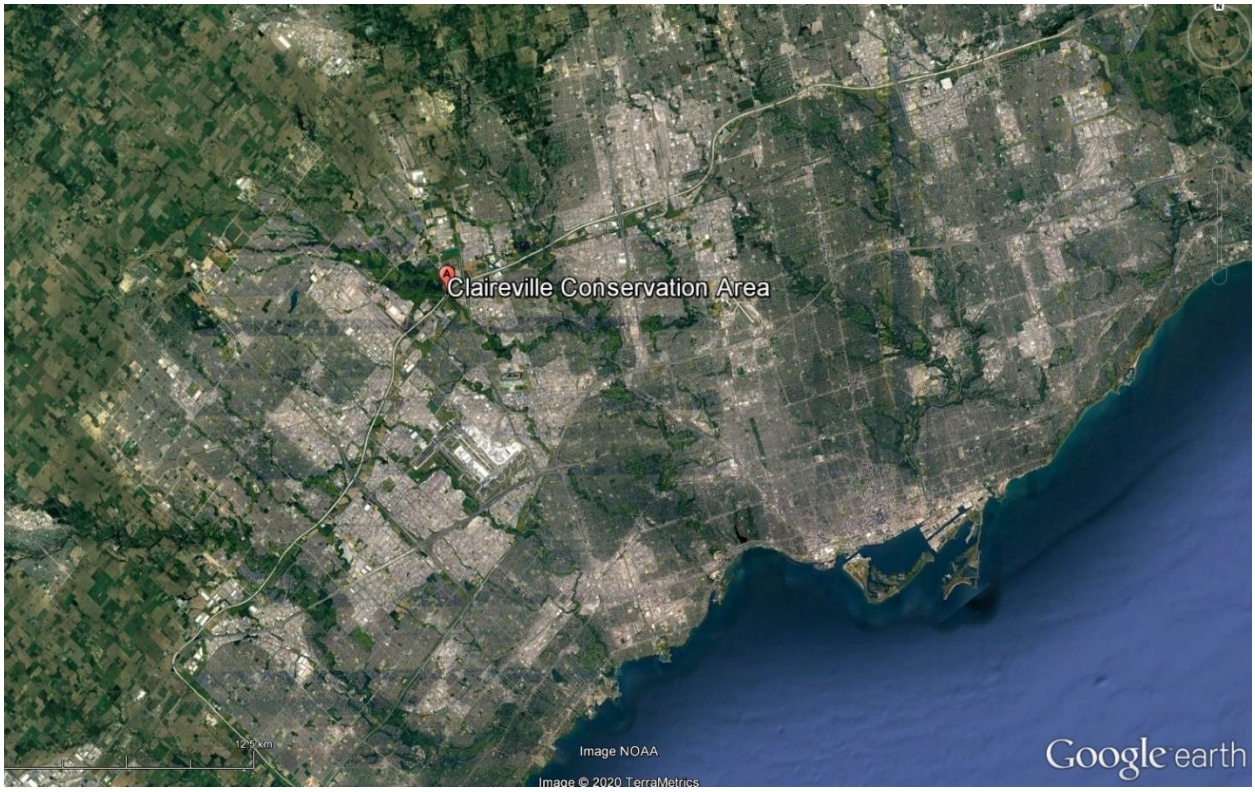
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SECTION 1. PROJECT PURPOSE AND JUSTIFICATION

Claireville Conservation Area ("Claireville") is a unique, valuable and desirable greenspace located within a highly urbanized setting. This 848-hectare park is located primarily in the City of Brampton, with a small portion (19 hectares) falling within the City of Toronto, and with both City of Mississauga and City of Vaughan immediately adjacent. Claireville is currently operating under a passive operating model, without regular staff, gate admissions, and supporting comfort services. Despite that "passive" model, the park offers a multitude of recreational opportunities and attracts both regular and intermittent users. In the past, Claireville was predominantly agricultural land, with limited development nearby. In recent decades however, significant industrial, commercial and residential development has occurred around Claireville, increasing the potential for public use of the site, as well as the importance of offering and properly utilizing a large greenspace in an urban area.



Public interest has spurred Toronto and Region Conservation Authority ("TRCA") efforts to explore how Claireville can be activated to better support the needs and desires of the community and current and potential users of Claireville, as well as fulfill TRCA's mandate. As a result, TRCA has developed the Claireville Public Use Activation Plan ("Activation Plan") to lay out the groundwork for activating Claireville. These efforts align with TRCA's *Building The Living City - Our 10-year Strategic Plan* through the following:

- As TRCA develops and carries out creative and innovative approaches to maximize the value of TRCA lands and greenspace, the desire exists to make more of Claireville a safe and welcoming greenspace accessible to the surrounding population and other visitors (item 3.1);
- Claireville's urban location offers the opportunity to introduce community members to TRCA lands, initiatives and values, as well as create opportunities to invest in, and update, existing onsite infrastructure (items 4.2, and 5.1);

- New and increased programming and infrastructure at Claireville could open the site to new business models with complementary partners and the community (items 7.1 and 7.3);
- These partnerships can ensure efficiencies in project/program delivery, as well as offer innovative programming that fits the needs of visitors and creates value and opportunities for the surrounding community (item 5.3, 6.1, and 6.3)

1.1 Project Goals

The intent of the Claireville Activation Plan is to increase and enhance public engagement and business opportunities surrounding Claireville, while building upon the existing *Claireville Conservation Area Management Plan Update (2012)* and respecting Claireville's current focus on ecological restoration and passive recreation. The Claireville Activation Plan will lay the groundwork to fulfill the following goals:

- Activate Claireville Conservation Area through improved public perception and use of the site;
- Improve the public's connection to, and use of, Claireville through new and existing partnerships and programs; and
- Align the activation of Claireville with TRCA's strategic priorities and the existing Claireville Conservation Area Management Plan

The term "activation" can be interpreted in multiple ways. To achieve activation, the recommendations in this plan seek to achieve that:

- Visitors feel that Claireville is an open, safe and welcoming site. The care that TRCA and relevant partners have for Claireville is evident, as is their efforts to both make the public comfortable and protect ecological values.
- The surrounding community becomes "active owners" of Claireville. This means that the community feels a sense of ownership of, and responsibility for, Claireville and is engaged in its care, management and programming.
- Existing and new programming is offered at Claireville. Programming fits the needs and desires of the local community and other visitors. Programming offered at Claireville aligns with TRCA's values and priorities.
- Programming, services and infrastructure can be offered by TRCA and/or other partners. Collaborating with partners should result in some, or all, of the following: innovative partnership structures; efficiency of resources; more appropriate or interesting programming and events; reduced burden on TRCA staff time and resources; and economic, cultural, social or environmental benefits to the community and surrounding neighbourhood.
- Appropriate facilities are available that complement the passive use focus of Claireville, while supporting visitors and programming
- It is acknowledged that activation involves both short- and long-term goals and actions

The Claireville Activation Plan will provide a ready foundation from which TRCA, partners and the community can begin implementing short- and long-term goals to activate Claireville and create a safe, open environment for visitors.

1.2 Background

TRCA staff completed the *Claireville Conservation Area Management Plan Update* ("Management Plan Update") in 2012, which lays out the most recent overarching priorities and direction for the management of Claireville. The Management Plan Update includes an emphasis on ecological restoration of the site and passive use. TRCA then endorsed the Claireville Conservation Area Land Management Implementation Plan ('the Implementation Plan") in

2015 to further direct priority implementation projects. The Activation Plan is intended to align with the direction and priorities laid out in the Management Plan Update and the Implementation Plan.

Several efforts have been made to activate Claireville in the past. In 1996 TRCA's Board of Directors, hosted a Claireville Technical Advisory Committee, which examined potential initiatives for Claireville and the development of a management plan for the conservation area. The former Humber Watershed Alliance, a multi-stakeholder advisory group was instrumental in working with TRCA and partners to implement the Humber Watershed Management Plan - Legacy: A Strategy for a Healthy Humber. In 2007, TRCA staff was directed to work with approximately 60 other interested agencies and organizations in the Claireville Leadership Adventure Conservation (CLAC) Partnership to explore programming partnerships. However, these efforts did not result in the desired activation of the site (a more detailed outline of previous activities and programs in Claireville can be found in Section 3 - Existing and Historical Programs, Physical Assets, and Partnerships). In September 2018, a delegation was made to the Regional Watershed Alliance (RWA Meeting #3/18) to request that TRCA staff and RWA members explore the activation of Claireville.

1.3 Business Objectives

The corporate direction of TRCA is guided by *Building The Living City - Our 10-year Strategic Plan* that establishes the framework for our programs. It provides twelve enabling and leadership strategies towards achieving our corporate vision of The Living City. The reactivation of Claireville ties into the strategies and associated commitments including:

- Achieving the most appropriate use of TRCA's inventory of lands and facilities while respecting natural and cultural heritage;
- Investing in aging infrastructure across TRCA's Conservation Areas;
- Restoring and providing more accessible greenspace;
- Offering open space opportunities as part of complete communities that benefit community members;
- More frequent engagement by community members in nature-based educational and recreational activities;
- Strong community leadership in, and ownership of, sustainability initiatives; and
- Reflection of the diversity of the Toronto region in TRCA programs.

SECTION 2. CONSERVATION AREA DESCRIPTION

2.1 Location and Site Features

Claireville Conservation Area is an 848-hectare (2100 acre) parcel of TRCA-owned land situated in the Humber River Watershed, where Salt Creek converges into the West Humber River. The land was secured in the 1950s. Included in this parcel is the Claireville Reservoir, Indian Line Campground, Wet'n Wild Water Park, a 98-hectare parcel of land formally known as the "Ebenezer Resource Management Tract" (located north of Regional Road 107 and bounded by McVean Drive and Goreway Drive to the east and west respectively), and the formal conservation area between Steeles Avenue and Peel Regional Road 107 (Queen St). The majority of Claireville is in Peel Region within the City of Brampton, with a small portion (19 Ha) within the City of Toronto. Both the City of Vaughan (York Region) and Mississauga (Region of Peel) are immediately adjacent to the conservation area.

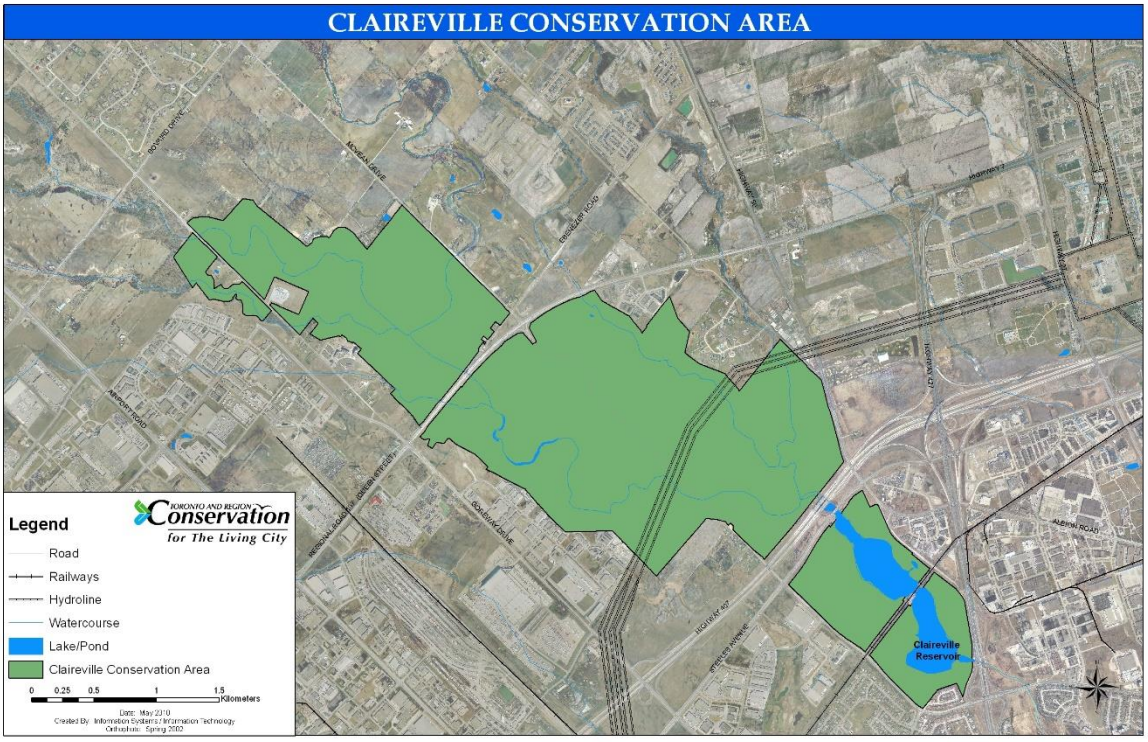


FIGURE 1: CLAIREVILLE CONSERVATION AREA MAP (MANAGEMENT PLAN UPDATE 2012)

2.2 Current and Historic Management Plans and Implementation Plans

Over the better part of the 20th century until present day, several management plans, project proposals, and strategies have been put into place to guide the management of the site. Previously, Claireville was identified as one of the most important destinations in the Greater Toronto Area for recreation and interpretive activities in the 1964 Claireville Master Plan, the 1980 MTRCA Watershed Plan, the 1989 MTRCA Greenspace Strategy for the Greater Toronto Area, and the 1996 Humber Watershed Strategy. The previous management plan (1997) was updated in 2012. This management plan still recognizes the important recreation opportunities offered by the conservation area and provides guidance for park management under an ecosystem approach that prioritizes ecological enhancement and preservation.

The management plan divides the conservation area into nine management zones. The division of these zones prioritizes habitat: 82% of the property is designated in one of three related categories: Nature Reserve, Natural Environment, or Primary Restoration. Recommendations focus on maintaining and improving the natural ecosystem health of the conservation area and continuing low to moderate public use. This focus, however, does not preclude new partnerships and public engagement opportunities but does provide scope for acceptable use.

Vision Statement of Current Claireville Management Plan (updated 2012)

Claireville Conservation Area is an oasis for wildlife and people—a healthy, diverse urban forest and one of the largest natural corridors in a major city region. It is a destination where the natural and cultural heritage resources are protected and restored through partnerships and community-based stewardship. Visitors enjoy year-round nature-based recreation and education experiences while respecting the unique environmental features.

-2012 Management Plan Update

2.3 Land Uses

The Humber River was designated a Canadian Heritage River due to its significant cultural history. While the West Humber River tributary was not formally recognized as part of this designation, there is still significant cultural history to be found in this area. Prior to European settlement, the Humber River was used as a route connecting Lake Ontario to the Lake Simcoe watershed and beyond. This route, known as the Carrying Place Trail, became a key route for trade between Indigenous groups, and later with European settlers. After European settlement, the land was used for agriculture. Since the acquisition of the property in the 1950s, TRCA has been working to restore the forest and meadow habitats that existed pre-contact.

In addition to restoration work, various public initiatives are offered at the site (see Section 3). Furthermore, Claireville currently hosts an urban farm, a horseback riding ranch, and a waterpark. Movie shoots frequently take place at the site and the park is utilized by trail users, dog walkers, and other members of the public. Claireville is also home to the historic Wiley bowstring bridge, the historic McVean Barn, and a dam and reservoir, all of which require restoration and improvements. The portion of Claireville north of Highway 407 and Steeles Ave is currently operating as a conservation greenspace and as such, facilities and services are limited.

2.4 Surrounding Community Needs and Interests

The following section provides an overview of the demographics of the area surrounding Claireville.

2.4.1 Demographics

The City of Brampton is one of the fastest growing communities in the GTA; since 2011, Brampton's population has increased by 13.3%.[1] It is also home to a relatively young population - the average age is 36.5 years (compared to Ontario's mean age of 41), with ages 0-14 comprising 20% of the population, ages 15-54 comprising 57% of the population and over 55 comprising 22% of the population.[2]

In 2019, Environics data was compiled for the postal codes immediately surrounding the conservation area. Within that area there are 965,098 individuals and 274,374 households. The average household income is $111,884 with

[1] City of Brampton. 2019. Population & Dwelling. Accessed from: https://geohub.brampton.ca/pages/profile-pop-dwelling

[2] City of Brampton. 2019. Age & Sex. Accessed from: https://geohub.brampton.ca/pages/profile-age-sex

74.4% of residents residing in detached houses. Cars are the main mode of transportation, with only 15% of residents citing they use public transit to go to work. The region is also home to a substantial portion of new Canadians, with 54% of the population identifying as immigrants, 5% citing no knowledge of English, and 73% belonging to a visible minority group (of that group, 42% are South Asian).

2.4.2 Needs and Interests of Surrounding Community

Table 1 represents the self-reported interest in a variety of activities among residents surrounding Claireville collected through Environics. A large proportion are interested in activities that are directly relevant to Claireville such as jogging and walking. This demographic data suggests that there are increasing needs in the surrounding community for programs and facilities that are diverse in language and culture, and that target growing families. There is an interest in outdoor activities (as suggested by the reporting in leisure and sport activities, Table 1) and as the community continues to grow, the demand for outdoor green space will increase. Claireville represents an opportunity to meet those needs.

Further needs and interests of the surrounding community were assessed via a survey (2019), the results of which are discussed in Section 4.

TABLE 1: LOCAL COMMUNITY INTERESTS FROM ENVIRONICS DATA (2019)

Activity Category	Activity	Proportion of Interested Population
Local Attractions & Destinations	Theme Parks	28.2%
	Indoor Amusement Centres	11.5%
	Zoo/Aquarium	28.2%
	Dancing/Night Club	8.5%
Professional Sports	Basketball	14.6%
	Hockey	21.4%
	Baseball	29.0%
	Soccer	9.7%
Concert & Theatre Venues	Casinos	13.2%
	Areas	33.7%
	Outdoor Stages	9.0%
	Theatre Other	7.2%
Individual Sports	Snowboarding	7.5%
	Billiards/Pool	31.1%
	Inline Skating	6.4%
	Racquet Sports	15.8%
Team Sports	Football	9.6%
	Soccer	19.3%

	Basketball	19.7%
	Baseball/Softball	19.3%
Activities	Ice Skating	33.5%
	Power Boating/Jet Skiing	10.0%
	Fishing/Hunting	**23.3%**
	Art/Crafts	40.2%
Fitness	Jogging	**33.5%**
	Home Exercise	60.1%
	Fitness Classes	33.1%
	Fitness Walking	**49.1%**

SECTION 3. EXISTING AND HISTORICAL PROGRAMMING, PHYSICAL ASSETS AND PARTNERSHIPS

3.1 Physical assets

There are numerous physical assets in Claireville, from habitat restoration sites to tenant properties, to recreational facilities. The following section provides an overview of all those assets and a summary of TRCA-led management of those assets from 2011 until 2019.

3.1.1 Land and Asset Management

Table 2 summarizes the work completed between 2011 and 2019 to manage the conservation area and tenant properties.

TABLE 2: LAND AND ASSET MANAGEMENT WORKS

Project/Initiative	Projects implemented 2011-2019
Site securement and protection	• Identified and removed encroachments throughout property • Installed 1030 metres of fence and 2 gates • Installed entrance gate from Gorewood Drive • Prepared for land inventory and audit report • Blocked vehicle access from Gorewood Drive • Installed a kiosk at Queen Street and Gorewood Drive parking lots • Removed garbage and repaired fencing • Developed parking area at the Regional Road 107 (Queen Street) trail head
Land management	• Constructed installed 49 post markers for wayfinding through property • Removed 192 hazardous trees along trails to eliminate hazards on existing authorized trail system • Prepared structural assessment report for the Claireville Barn

	• Completed initial rehabilitation of the McVean Barn with the construction of a water diversion channel and securement of the structure • Decommissioned three old wells • Constructed the trail head parking lot at Regional Road 107 access • Reconditioned, compacted, and filled Gorewood and Highway 50 parking lot • Repaired post and paddle fencing at Highway 50 parking lot • Removed structures at Claireville Ranch and portable classroom, and carried out site restoration and re-naturalization • Manure storage facility constructed • Removed almost 9500 kilograms of debris
McVean Farm	• Continued use of the farm site as an incubator farm. In 2011 a 110-acre parcel located at Ebenezer and McVean was added to accommodate more farm participants. • Completed barn improvements and securement, including downspout and siding repairs
Robinson house	• In 2017 the former Robinson House was leased under a commercial lease agreement.

3.1.2 Trails

There is a broad network of trails throughout the Claireville property. These trails include an interregional trail that connects Brampton trails into the City of Toronto, and secondary trails throughout the formal conservation area. Work on these trails is summarized in Table 3.

TABLE 3: TRAIL WORKS

Project/Initiative	Projects implemented 2011-2019
Interregional Trail	• Ongoing work to link trails between the City of Toronto and City of Brampton
Secondary trails	• Prepared secondary trail plan • Completed visitor monitoring and survey through online and in-person trail user surveys and an electronic trail counter program • Inventoried 50 kilometres of trails • Built 3.1 kilometres of trails and 360 metres of boardwalk • Installed 2 trail head kiosks and signs • Installed secondary wayfinding system at trail junctions. • Upgraded 8.5 kilometres of trail to an amended surface trail (natural parent soil mixed with gravel to make a better trail surface)

3.1.3 Recreational Facilities and Infrastructure

There are two public use areas actively managed by TRCA: the formal conservation area, and Indian Line Campground. The management plan prioritizes passive use by the public for the conservation area portion of the site. Table 4 summarizes the work, including infrastructure-related projects, complete to date for these two facilities.

TABLE 4: RECREATIONAL AREAS MAINTENANCE WORKS

Project/Initiative	Projects implemented 2011-2019
Claireville Conservation Area (Central Area between Hwy 50 entrance and Hwy 7/Queen entrance)	• Improved City of Toronto and City of Brampton day camp sites • Regraded and compacted 1.1 kilometres of road • Installed new property sign at Regional Road 107 entrance • Completed erosion control work on the roadway adjacent to Humber River • Installed 1 culvert • Undertook ongoing risk management mitigation • Completed property promotion/marketing for filming purposes (Ontario Media Development Corporation OMDC website) • Armour stone placement in and around Highway 50 parking lot to prevent vehicular access. • Boulder placement behind Gorewood entrance gate to prevent vehicular access. • Hazard tree removal and Ash tree removal. • Information kiosks at the Highway 50 and Gorewood entrances • Water line repairs throughout. • Installed new property sign at Highway 50.
Indian Line Campground (est. 1973)	• Carried out Crime Prevention Through Environmental Design (CPTED) Security Audit through Peel Region Police • Seeded 120 square metres • Installed 70 directional and campground signs • Retrofitted two buildings to improve accessibility, and installed energy efficient showers, sinks, washrooms and doorways • Installed 1700 square feet of metal roof at pool building • Improved 530 square metres of road • Replaced 20 building mounted and 25 streetlights, using LED and photocells • Installed 8 roof mounted solar panels • Installed 30 metre drainage naturalization project • New entrance gates to the facility. 2020 • New access gates to the work yard. 2020 • 12 new metal doors for the 3 washroom buildings. • The ramp to the camp store was replaced and was made to be accessible. • Waterproofing of the pool building foundation. • Replaced the existing concrete walkway on north side of the pool building and replaced a portion of the concrete pool deck after the waterproofing. Added a section of concrete walkway to the east side of the pool building. • Replaced the concrete walkway around the campground office. • Replaced the pool liner. • Replaced 8 washers and 8 driers in our laundry facility. • Replaced the transformers in the campground. Including the breaker panels in the 3 washroom buildings.

	• Replaced the woodchips in the playground. • Replaced the windows and doors in the campground office. • Installed a heat pump in the camp store. • Replaced the windows in the camp store. • Replaced the hot water tank in the office and Humber washroom. • Installed an outer cladding to the Humber and Poplar washroom buildings. • Replaced the ventilation fan units on the Humber and Poplar washroom buildings. • Installation of 6 security cameras, 1 in the office, 4 in the and around the camp store and 1 at the Dump Station.

3.1.4 Restoration

Restoration and management of Claireville's natural habitats, including forests, streams, wetlands, meadows as well as targeted fish and wildlife habitat has been an ongoing priority. Table 5 provides a summary of restoration activities carried out between 2011 and 2019.

TABLE 5: RESTORATION WORKS

Project/Initiative	Projects implemented 2011-2019
Ecological Restoration and Management	• Over 100 000 trees and shrubs planted • 45 hectares of forest habitat restored • 9 hectares of wetland habitat created or restored • 2919 metres and 7 hectares of riparian habitat restored • 9 hectares of meadow habitat restored • 1109 metres of stream restoration • 1 aquatic barrier mitigated • 9 hectares of forest management thinning • 125 hectares of forest management inventory • Strategic invasive species management
West Claireville buffer berm	• Completed topsoil placement project • Phased reforestation of the berm (Hwy 50 Entrance)
Community-Based Restoration Events	• Multiple community events are held throughout the year with the general public, schools, and corporate groups. These events include native tree and shrub plantings, invasive species management activities, litter clean-ups, and monitoring and maintaining restoration sites. Between 2011 and 2019 over 40 events have been held that engaged over 2100 participants who planted more than 4500 native trees and shrubs. • Earth Day planting events co-hosted with City of Brampton • Hwy 50 Meadow Planting with members of the Regional Watershed Alliance • Litter clean up events with the general public and local schools

3.1.5 Flood Risk Management

Maintenance of the Claireville Dam is an ongoing priority for TRCA. A Dam Safety Review of Claireville Dam was carried out in 2016 and identified the need for several improvements, including designing and rebuilding the spillway to pass extreme events, enlarging the spillway to prevent erosion, repairing the dam wingwall, rebuilding the gate system and undertaking corrosion repair work.

TABLE 6: FLOOD INFRASTRUCTURE WORKS

Project/Initiative	**Projects and programs implemented 2011-2019**
Dam Safety/Flood Risk Management	• Completed Dam Safety Review at Claireville Dam (2016). • Following a significant storm on July 13th 2013, the reservoir was drawn down to a lower level to accommodate the increased precipitation. In the fall of 2013, the decision was made to keep the reservoir at the lower level to maximize flood storage at the dam. This decision, made for safety reasons, means that the historic "recreational" water level of the dam can no longer be safely maintained without significant and costly work done to the dam structure.

3.2 TRCA Outreach, Engagement, and Education Programs

Claireville has always been an important site for recreation and engagement for both TRCA and the surrounding community. Table 7 provides a list of the current activities and programs that occur in the conservation area.

TABLE 7: OUTREACH EDUCATION AND COMMUNITY RESTORATION PROGRAMS

Project/Initiative	Projects and programs implemented 2011-2019
Seasonal Nature Hikes	• Multiple events are scheduled throughout the year, from guided walks, to interpretive education programs, and community planting events. • TreeCaching Trail program, a smartphone-based tree identification self-guided walk • Snowshoes and Snow-Clues, a program for the general public to learn how to snowshoe and about animal tracks and adaptations • Hoot and Howl, a program for the general public to learn about owls and coyotes. Activities include interactive games and an evening walk calling for these animals. • Park in the Dark hike, an evening walk learning about nocturnal animals with fun activities. • Farm tours of the McVean Farm for the general public to learn about the McVean Farm and the importance of local food and urban agriculture
Youth Opportunities	• Conservation Youth Corp program assists with trail restoration and phragmites removal • Nikibii Dawadinna Giligwag, the Indigenous youth program, helped invasive species mapping

	• Peel Planet Day, a stewardship and education event for 250 Region of Peel high school student • Drop-in programs for participants at Camp Claireville
Educational Events	• Crawling Crayfish, a program for the general public to collect the benthic invertebrates, learn what makes a healthy watershed and our connection with them.
Citizen Science Initiatives	• Frog Watch, a program for the public to learn about how to identify frogs by their unique calls. Observations are submitted to Frog Watch App. • All About Bats, a program for the general public to learn how these creatures navigate at night and listen for some flying above using a bat detector. That data is then shared with TRCA's monitoring team.
Farm Events	• Farm operators have hosted farm open houses and fundraisers for the farm during the farm season.

3.3 Previous and proposed uses and partnerships

Over the years there have been a multitude of attempted and successful partnerships between TRCA and different groups to undertake programming in Claireville. These different initiatives utilized partnerships between TRCA, the community, and other municipalities/agencies/organizations. Not all proposals that were brought forward (both by TRCA and by external groups) were implemented. Of those that were initiated, partnerships and initiatives linked to existing funding, whether through a granting body, or the securement of capital funds, were the most successful.

Claireville Subcommittee

West Humber Subcommittee (i.e., Claireville Subcommittee) of the Humber Watershed Alliance (a former TRCA citizen advisory group) was established to focus on assisting TRCA with implementing the watershed plan in the West Humber subwatershed. The Subcommittee was administered by TRCA and was comprised of members from:

- Architectural Conservancy of Ontario
- Elected officials from the Cities of Brampton, Mississauga, and Toronto
- Friends of Claireville
- Residents from Brampton, Caledon, Toronto and Vaughan
- West Humber Naturalists

The Subcommittee reviewed the 1997 Management Plan and made the primary suggestions to remove the "Commercial Management Zone" on Regional Road 107 (Queen Street) and avoid trail impacts on interior forest habitat. The Claireville Subcommittee was dissolved along with the Humber Watershed Alliance in 2015 as TRCA embarked on developing a new citizen governance model as part of TRCA's Community Engagement Strategy (2017).

Friends of Claireville

The Friends of Claireville (FOC) was a volunteer group formed in 1999, who sought to educate the public about environmental issues and to engage the community in environmental stewardship activities at Claireville Conservation Area. Joint initiatives included community plantings (over 20,000 trees planted to date), clean-ups,

guided hikes and other community events for families, seniors, youth and new Canadians. The FOC was also an active group on the Humber Watershed Alliance. The Friends of Claireville dissolved following the completion of the Claireville Community Stewardship Project in 2008.

Claireville Community Stewardship Project (CCSP)

In 2006, TRCA was granted $100,500 in financial support from the Ontario Trillium Foundation (OTF) to support the Claireville Community Stewardship Project (CCSP). The goal of the CCSP was to strengthen the organizational structure and capacity of the Friends of Claireville and to foster awareness, build community and restore the ecological health of the Claireville Conservation Area. The project included hands-on environmental stewardship programs that provided youth, adults, community and business leaders with the knowledge and tools required to help revitalize and care for the watershed's natural resources. As of June 30th, 2008, all workplans associated with the CCSP were completed as outlined in the Ontario Trillium Foundation Proposal and Funding Agreement.

Over the three-year project the CCSP:

- Organized and implemented 6 community planting events, planting over 3,500 native trees and shrubs.
- Delivered 14 habitat enhancement projects that included the installation of 75 songbird boxes, 8 Wood Duck nesting boxes, log fish cribs, removed invasive species and the planting of over 400 aquatic plants.
- Established tree monitoring plots to monitor tree health on newly and recently planted sites using established and accepted protocols.
- Delivered 8 community educational workshops /seminars.
- Organized and implemented 3 community shoreline clean -up events, removing over 2,500 Ibs of garbage.
- Developed and successfully launched the Claireville Stewards in the Field Program
- Developed communication and marketing materials for The CCSP and the Friends of Claireville including two displays, project Fact sheets, newsletters, event flyers, and portable signage.
- Organized and implemented a Fishing Festival at the Claireville Reservoir.
- Installed two Trailhead Kiosks at the Regional Road 107 and Highway 50 entrances
- Installed all- access fishing and canoe dock at the Claireville Reservoir

Core funding for the CCSP was provided by Ontario Trillium Foundation (OTF) in the amount of $100,500. The project also received funding from the Region of Peel in the amount of $100,000. Additional funding for this project was provided by:

- Shell Environmental Fund ($4,500);
- Community Fisheries/Wildlife Involvement Program ($3,000); and
- In -kind support from community volunteers ($56,000)

In total, the Claireville Community Stewardship Project raised over $264,000 and was completed in 2008.

Claireville Leadership Adventure Conservation (CLAC) Partnership

In 2005, a proposal was submitted to TRCA's Business Excellence Advisory Board (RES.#C57/05) to create a Claireville Leadership Adventure Conservation (CLAC) Partnership. The idea was proposed by staff from the City of Toronto Parks, Forestry and Recreation Department as an opportunity for external groups to develop, operate and generally benefit from each other's strengths and recreation programs at Claireville Conservation Area. The objective was to provide a coordinated approach amongst interested groups to use the site.

It was envisioned that the partnership arrangement would facilitate the cooperative sharing of collective natural and recreational resources between the groups. Cost sharing of some common needs, such as toilets, parking and storage

could also take place. This partnership would facilitate communication between the user groups to minimize conflicts and maximize opportunities for cross promotion. The values of the groups involved in the CLAC would include respect for other user groups and the environment. It was anticipated that spin-offs from this partnership could include potential community economic development opportunities, outreach to the surrounding new immigrant and low-income communities, and experiential learning opportunities for everyone.

After a preliminary meeting with some interested groups and TRCA senior staff, it was decided that a larger meeting was necessary to determine who would be interested in joining a federation of partners to carry this concept forward. An initial meeting was held in August 2004 where 90 individuals from over 60 organizations, representing a wide variety of outdoor recreation organizations including canoeing, fishing, archery, orienteering, camping, municipal parks and recreation, scouts, and others, were invited. Twenty-one individuals, representing external recreation providers, attended this initial meeting. Six meetings were held in total between August 2004 and April 2005.

A draft business plan and terms of reference was developed, which included timelines and possible recreational uses at Claireville by the partners.

Funding and staff capacity to support the business plan was not secured, and as a result the Claireville Leadership Adventure Partnership was never fully developed.

Yeoman Rugby Club

The former Peachy residence is one of the historic cultural features of Claireville. For many years it was not used and fell into disrepair. In 1996, the Yeoman Rugby Club renovated the residence and used it as their club house. Rugby fields were constructed on 1.2 Ha of former agricultural fields. The lease and agreement have since ended.

Chinguacousy (sometimes spelled “Chiquacousy”) Snowmobile Club

A 2.8 Ha parcel of land in the north west part of the Ebeneezer Tract was leased to the Chinguacousy Snowmobile Club. The lease ended prior to the development of the management plan update in 2012.

Historic Proposals and Documents for the CA

There have been numerous management plans, master plans, and land-use proposals for Claireville over the years. The preceding section has outlined some of the most recent documents. Prior to the most recent management plan, the following plans and proposals were developed:

- 1964 Claireville Master Plan
- 1982 Claireville Master Plan
- 1984 Water Park Master Plan
- 1985 Golf Course proposal (submitted to TRCA, was not implemented)
- 1988 Greenspace Concept Development Plan
- 1989 Golf Course proposal (submitted to TRCA, was not implemented)
- 1990 Master Planning Study
- 1990 Olympic Equestrian Centre Proposal (submitted by Horse Park Corporation, was not implemented)
- 1994 Claireville Trail Project
- 1996 Ontario Golf Association Course Proposal (submitted to TRCA, was not implemented)
- 1997 Claireville Conservation Area Management Plan
- 2007 Heritage Trail Proposal (submitted by Architectural Conservancy of Ontario, Brampton Branch)
- 2012 Management Plan Update

3.4 External programming, events, activities and agreements

In addition to the programs offered by TRCA, there are several partner-led initiatives held in Claireville.

3.4.1 Tenant Initiatives

Agricultural Properties

McVean Farm is Brampton's oldest farm and was once owned by early settler Alexander McVean. The double English Wheat Barn that McVean and his family built there in the 1840s still stands today and is designated a "Category A" heritage resource by the City of Brampton.

The McVean Incubator Farm began in 2008 as a pilot urban agriculture project with FarmStart as the operator. The historic McVean Farm site was leased to FarmStart from 2008 to 2016 to train and support new farmers. In 2017, TRCA took over operation of the farm site and administered individual lease agreements with participants of the Incubator Farm. In 2020 TRCA transitioned to a new farm operator who is responsible for operating the McVean Incubator Farm.

McVean Incubator Farm participants have access to land, shared infrastructure, water, and training opportunities. This site and incubator model provide an opportunity for new farmers from non-farming backgrounds, new Canadians and second career farmers to establish their farm enterprises. The site has capacity for up to 20 farm participants, depending on the scale of their operation, background and expertise. These participants are operating small-scale farm enterprises that provide local food to markets throughout the GTA.

TRCA is also in the process of developing an agreement with City of Brampton to provide land at McVean Farm for community gardens, with the intention that the City of Brampton will begin operations of the community gardens in 2021.

Claireville Ranch

This small facility, operated by a private company, opened to the public in 1984. It offers private instruction and public horseback riding through an extensive network of trails. The barn that existed on site before TRCA acquired the property is included in the lease. As well, TRCA constructed a saddle house for use by the Ranch. The Ranch is leased on an annual basis.

Residential Properties

Two residential properties continue to be leased to tenants.

Wet 'n' Wild (previously Wild Water Kingdom)

Wild Water Kingdom was built on 45 Ha of land adjacent to the former Claireville beach area, to the north of Indian Line Campground. The facility, constructed by a private company, opened in 1989 under the name "Sunshine Beach", later adopting the name "Wild Water Kingdom" in the early 1990s. Construction of the water park initially cost approximately $5 million. At the centre of the water park is a large wave pool, a lazy river ride and over seven water slides. There is also a children's water play area, waterfalls, ponds, hot tubs, showers, arcades, sports fields, miniature golf, refreshments and gift shops, and a large picnic area.

Wild Water Kingdom closed in 2014 and re-opened under new management with the name "Wet 'n' Wild" in 2017.

Etobicoke Field Centre

The original Education Centre used by the Toronto District School Board (TDSB) was located at the corner of Steeles Avenue and Gorewood Drive but was demolished when Highway 407 was built. In 1992 the new facility was built by TRCA using revenue generated through the sale of the Highway 407 land. The Field Centre is now located near the Highway 50 entrance to Claireville. Historically, a low maintenance group camping area located to the north east of the Education Centre was used by the Field Centre, but that site is no longer operational.

Until the 2019/2020 school year, the Field Centre ran programming for TDSB students throughout the school year, servicing a variety of ages. In the past, they also ran a summer Eco Leadership Camp for students in grades 3, 4 and 5, which incorporated ecological literacy into active outdoor learning to promote leadership and stewardship through Global Competencies, and included a variety of hands-on activities in the natural environment. The Field Centre was vacated by the TDSB for the 2019/2020 school year due to budget considerations. TRCA is currently exploring alternative uses for this site and will issue an Expression of Interest in 2021 in an effort to facilitate future partnership opportunities.

3.4.2 External Partnerships

Day Camps

The City of Toronto operates a summer day camp at Claireville. This camp includes activities for children aged 6 to 16, with a range of programming including crafts, hiking, archery, French immersion, babysitting certification, sports, drama, and horseback riding.

The Learning Enrichment Foundation extended their existing day camp program to include regular visits to Claireville during the summer of 2019. This program targeted children and youth from the City of Toronto who have limited opportunity to spend time outdoors.

In 2008 the City of Brampton explored a partnership with TRCA for a summer camp. The camp ran for two summers but was deemed no longer feasible and the partnership ended.

Filming Location

Like several other TRCA sites, the conservation area is used extensively for film productions. This is the most significant revenue generating activity in the park to date. Over recent years, eight to ten films or television shows per year are filmed at Claireville. Timing, duration, number of film productions and associated busy times vary widely. TRCA requires that filming locations are carefully selected so as not to permanently affect the site's ecology. TRCA also requires that production companies fully restore sites they use to pre-filming conditions. Furthermore, revenues generated from filming is used to support the continued maintenance and enhancement of the park and TRCA's work.

SECTION 4. INVESTIGATION OF CURRENT USES, NEEDS, AND OPPORTUNITIES

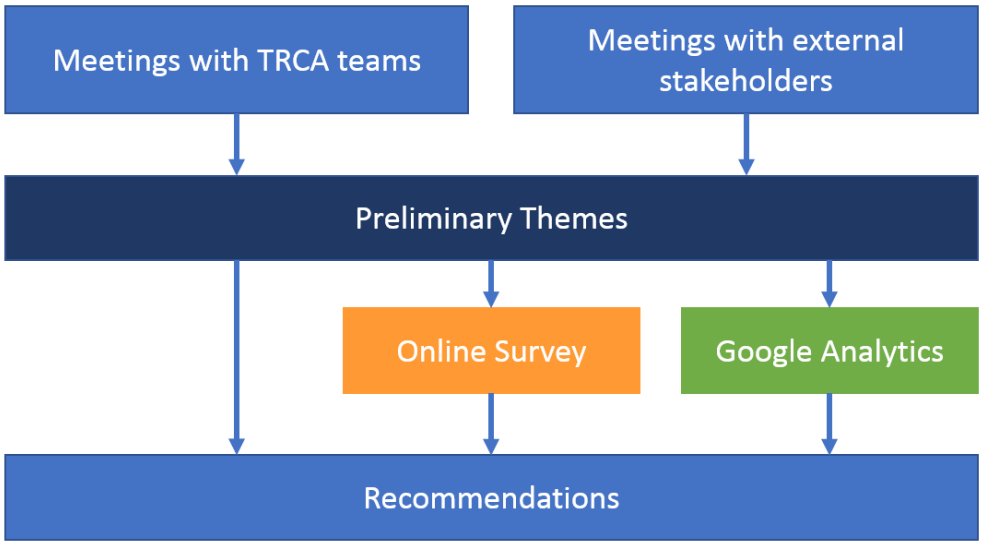
An investigation of current park uses, community needs, and both existing and future opportunities was undertaken to determine the most relevant recommendations for the Claireville Public Use Activation Plan. The following section summarizes this research process.

4.1 Research Questions

The following research questions were used to develop the activation plan:

1. Are stakeholders familiar with Claireville?
2. What are stakeholder perceptions of Claireville?
3. What public demands exist regarding greenspace that Claireville could satisfy?
4. What opportunities exist at Claireville, or can be developed, to increase use of the site?
5. What priorities or uses do stakeholders value Claireville for?

This research was carried out in two phases: (1) semi-structured interviews and meetings with key stakeholders; (2) utilizing the results of the consultation to develop and administer a quantitative survey to Claireville users and the surrounding community; and (3) conducting a review of online analytics and feedback associated with Claireville.



4.2 Method One: Semi-structured Interviews/Meetings

Meetings were carried out over the Spring of 2019. These initial meetings introduced the Claireville Public Use Activation Plan concept and initiated a discussion around each of the four research questions. Specific themes were identified from the data collected.

TABLE 8: STAKEHOLDERS INTERVIEWED

Internal to TRCA	External Stakeholders	Community Stakeholders
• Property and Risk Management	• City of Brampton • City of Toronto	• Boys and Girls Club of Peel

• Restoration and Infrastructure • Education and Training • Planning and Development • Parks and Culture	• City of Vaughan • Peel Region Police • Peel Region Health • Region of Peel Planning	• Bramalea Network • Springdale Network • Regional Watershed Alliance • Former CLAC members

4.3 Results One: Semi-structured Interviews/Meetings

Several common themes emerged from these discussions, which were categorized into four broad categories: Facilities, Infrastructure and Operations; Management Structure; Programming; and Market Analysis.

Facilities Infrastructure and Operations

Notable themes that emerged in this category include trails, accessibility, washrooms, parking, and safety. Specifically:

- There is desire among the groups consulted to improve public accessibility to Claireville, emphasizing the Inter-Regional Trail so that the different municipalities can be connected through active transportation routes.
- The opportunity for trail connections, including the opportunity to connect to the Riverstone Golf Course property, the sale of which is currently under negotiation with the City of Brampton.
- The issue of dogs off-leash was consistently brought up at every meeting, as well as the associated need for enforcement.
- Stakeholders have noted illegal activity taking place in the park. “More eyes” on the conservation areas are needed through increased community use, more active enforcement, and increased staff presence.

Management Structure

Themes that emerged in this category included tying programs and initiatives to policy, such as TRCA’s Strategic Plan and the City of Brampton’s 2040 Vision:

- Among municipal stakeholders there is a desire to tie the activation of Claireville to municipal goals, as this could also help to identify future funding opportunities.
- Among internal stakeholders, standard of care was discussed, as well as ensuring that activation was consistent with the existing Claireville Management Plan, and the 10-year Restoration Plan.

Programs

Existing and potential programs were discussed at all stakeholder meetings, with programming types and themes being identified according to three categories: General Programs; Programs Requiring Additional Infrastructure; and Revenue Generating Programs.

General Programs

Many of the discussions around programming praised the existing programs at Claireville, as well as the potential expansion of these programs. It should be noted that some of these programs could become

revenue generating but are not defined by their revenue generating capabilities. Stakeholders also noted that programming could be offered by TRCA staff or through external partnerships. Programming that was highlighted as a need or potential opportunity for Claireville included:

- After school programs
- Community-led programs
- Art-themed programs
- Workshops
- Citizen science
- Newcomer programs
- Themed activities: bird watching, camping, cycling
- Women only recreational programs
- Mental health walks
- Indigenous programs
- Day camps
- Programs for girls
- Community-based restoration

Programming Requiring Infrastructure

External stakeholders in particular highlighted the delivery of programming opportunities that require infrastructure not already present in Claireville. It should be noted that several of these programs would conflict with the Management Plan's emphasis on passive use and habitat preservation. Implementation of these items would need to be considered on a case-by-case basis, and through considerations made in the Management Plan. Needs identified by stakeholders included:

- Off-leash dog park
- Active use park areas, such as soccer fields
- Recreation facilities in the Gore-Meadows area
- Need for additional open space
- Additional camping opportunities
- Additional picnic space
- Indoor rec space
- Water sports
- Nature school
- Playground

Revenue Generating Programs

Finally, programs that could clearly generate revenue were also discussed. Again, not all suggestions were consistent with the current Management Plan and would need to be considered on a case by case basis. Needs that were discussed by stakeholders included:

- Paid league facilities (soccer, cricket, frisbee golf)
- Re-negotiation of the lease of the Field Centre, or expansion of use of the Field Centre
- Community garden leases
- Filming opportunities
- Permits for photographers (e.g., wedding photo shoots)

Market Analysis

The final category of themes that emerged from the consultations with internal and external stakeholders was the need to undertake market analysis, in order to understand the needs, perceptions and priorities of the local community and current park users as they relate to Claireville:

- A gap identified through consultation was a lack of local awareness of Claireville itself as a greenspace available to the public, as well as the activities that can be undertaken there.
- There is a perception that signage, both in the park and at entrance points, could be improved.
- There remains a lingering perception among some that the park is not open or welcoming to all, despite programs and park facilities that are open to the public. This suggests the negative perception stems from a lack of awareness of programs and facilities.

4.4 Method Two: Survey

Based on the results of the interviews and meetings with key stakeholders, a quantitative survey was developed. The goals of the survey were informed directly from those consultations and are discussed in the following section. The following goals guided survey questions (a more fulsome discussion of measures used to quantify survey goals can be found in Appendix 1). This survey sought to identify:

1. If the community is familiar with Claireville;
2. Perceptions of Claireville (i.e., safe, welcome, open to the public);
3. What activities park users undertake in Claireville;
4. What activities interest current and potential park users; and,
5. If the community values Claireville, both intrinsically and monetarily.

4.4.1 Delivery Method

The survey was published online via the TRCA website from October 1 until November 8th, 2019. Local residents received a mail-drop post card with the survey's URL (targeting the two postal codes adjacent to the CA). A series of geographically targeted Google and Facebook advertisements also issued a link to the survey on TRCA's Claireville webpage.

Current park users were also targeted by the installation of temporary signs that included a URL to the survey at key locations within the park.

4.5 Results Two: Survey

A total of 283 surveys were collected online. The response rate cannot be determined due to the three methods described above of accessing the survey.

Respondent Demographics

The demographics of the respondents was compared to Environics data to determine if the sample was indeed representative of the local population. Many demographic characteristics were similar, but there were some notable differences:

The average age of respondents was 46.6, but 66% of respondents were over the age of 50 (Figure 2).This is slightly older than the composition of the local neighbourhood where the median age is 51 (Environics Data).

47% of respondents identified as female and 49% male (with 4% selecting "prefer not to say").

Most respondents have children (Figure 3).This is consistent with Environics data, where 57% of households report children at home.

Most respondents spoke English at home, with only 11% indicating a language other than English. This is substantially different from Environics data, where 58% of residents reported to speak English at home. This is perhaps indicative that a survey in English is less likely to be completed by English-as-a-second language respondents.

1. **Goal: Find out if community is familiar with Claireville**

All respondents, except for two individuals, indicated they were familiar with Claireville (Table 9).[3] Over half of respondents visited Claireville at least once a month, and 21% visited the park weekly (Figure 4). 9% of respondents indicated that they never visit Claireville, despite their familiarity with the conservation area.

Most respondents found out about Claireville via road signs (52%), and over a third of respondents indicated they heard of the site through "other" means including word of mouth, the Claireville Ranch, school trips, or that they lived nearby.

TABLE 9: RESPONDENT FAMILIARITY WITH CLAIREVILLE

How familiar are you with Claireville Conservation Area?		
Row Labels	Count	Percentage
Never heard of it	2	1%
Somewhat familiar	96	34%
Very familiar	184	65%
Grand Total	282	100%

[3] This is not unexpected because it is more likely that someone who is interested in the site would take the time to respond to a survey. However, for that reason, no meaningful comparison can be made between park users and non-users.

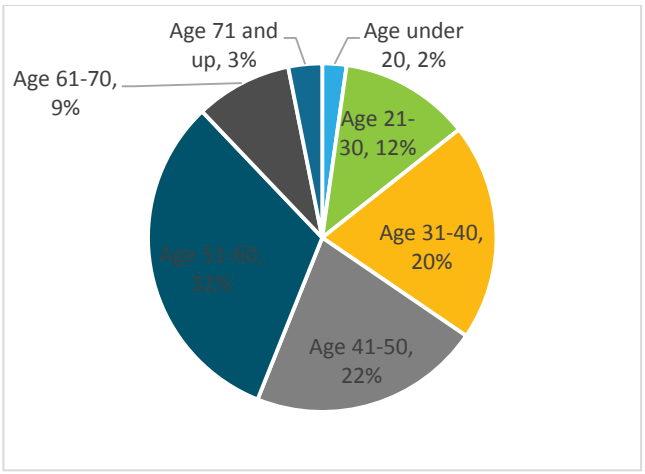


FIGURE 2: AGE DISTRIBUTION OF RESPONDENTS

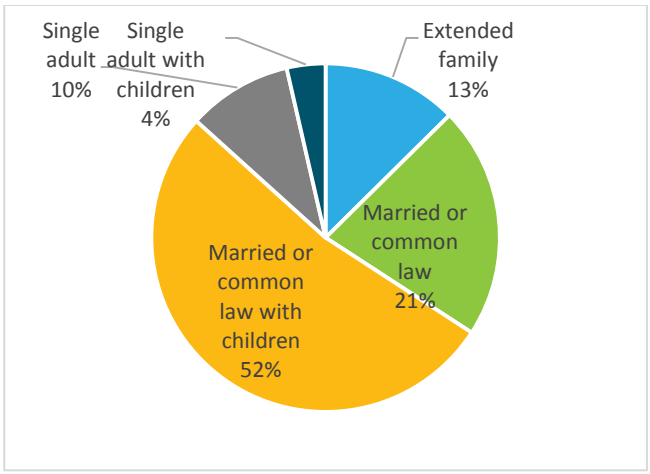


FIGURE 3: HOUSEHOLD STRUCTURE OF RESPONDENTS

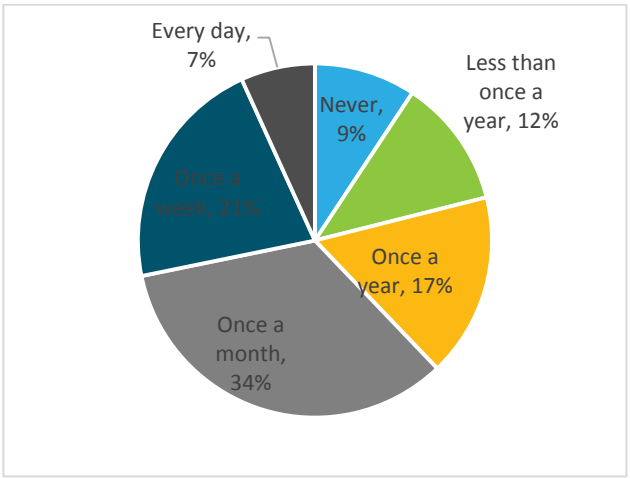


FIGURE 4: FREQUENCY OF RESPONDENT VISITS TO CLAIREVILLE

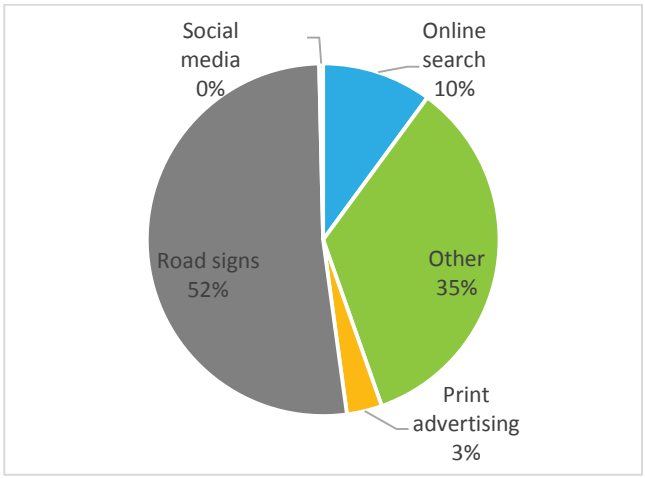


FIGURE 5: WHERE RESPONDENTS HEARD OF CLAIREVILLE

2. Goal: Find out perceptions of Claireville (i.e., safe, welcome, open to the public)

Respondents were asked to indicate their experience in Claireville on a scale of 0 to 10, with 0 being very negative and 10 being very positive. The average response was 7.8 out of 10. The distribution of responses reveals that over half of respondents had, at minimum, a moderately positive experience at Claireville, and a quarter of all respondents indicated a great experience at Claireville with a perfect rating (Figure 6).

Generally, respondents agreed with the statements "I feel safe in Claireville", "Claireville is accessible to everyone" and "I enjoy my experiences at Claireville" (Appendix 2: Figure 11). There were, however, some slight differences by demographic group:

- Non-English speakers were more likely to consider Claireville less accessible than English speakers (Appendix 2: Figure 12).
- The youngest respondents considered Claireville to be more accessible than older respondents (Appendix 2: Figure 13).
- Respondents with children agreed that they felt safe in the park, but indicated that they felt less safe than respondents with no children (Appendix 2: Figure 15).
- There were virtually no differences by gender (Appendix 2: Figure 14).

It is anticipated that perception of safety would impact a person's overall experience. This was supported by the data in which those who agreed with the statement "I feel safe in Claireville" provided a much higher score for their experience at Claireville (Figure 7). This builds a strong case for the development of strategies to improve the perception of safety in the Claireville, as a means to improve visitor experience.

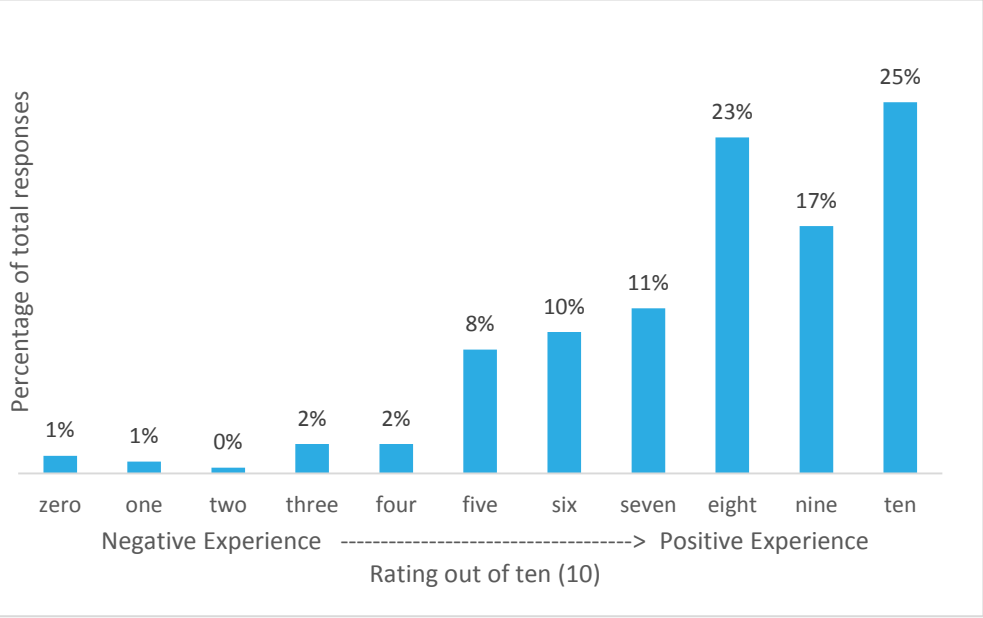


FIGURE 6: DISTRIBUTION OF RESPONSES OF RATING OF EXPERIENCE AT CLAIREVILLE

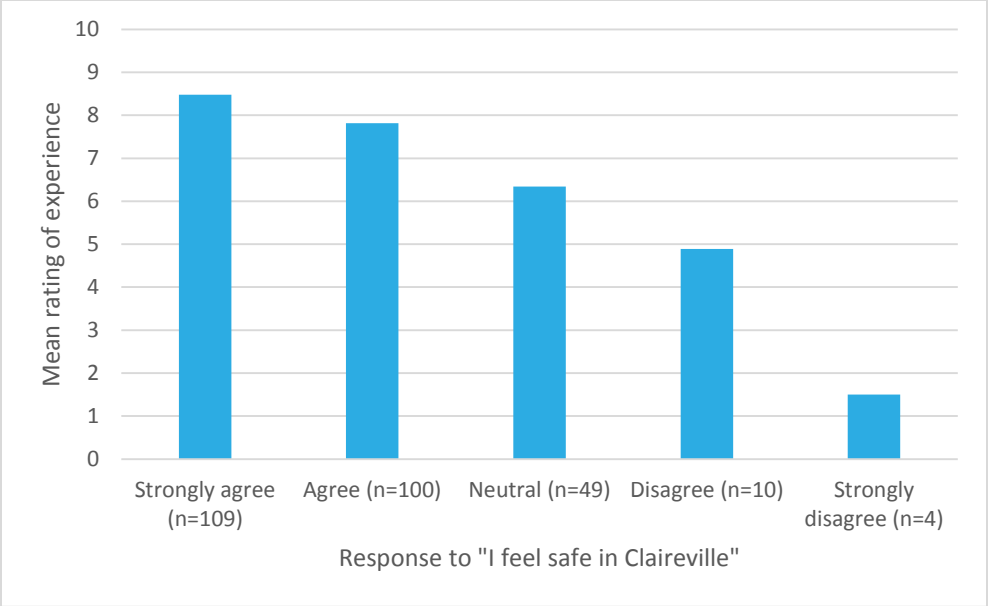


FIGURE 7: AVERAGE EXPERIENCE RATING BY RESPONSE TO "I FEEL SAFE IN CLAIREVILLE."

3. Goal: Find out what activities park users undertake in Claireville

Participants were asked to indicate what they did in Claireville via the open-ended question "What do you like to do in Claireville?". The most frequently cited activity was "walking", and many respondents added details to their responses that illustrated the importance and their interest in nature. Some examples of responses include:

- When visiting the Claireville Conservation Area I like walking down the trails and bird watching. I love looking around and trying to identify the different types of wildlife.
- Like to take a stroll in nature
- Hike, bird watching and walk my dog, spend time with family.
- The green space, nature, fresh air, an isolated small forest in a city.
- Think about life and appreciate nature
- Nature walk, listen and look for wildlife.
- Observe the few birds that remain.
- A bit of nature in an otherwise rapidly developing environment.
- Nature, birds, it's quiet.
- walk through the fields enjoy nature and quietness, we used to swim there when we were kids
- Opportunity to walk in a large unstructured, unspoiled space within the City

Many respondents also referred to the Claireville Ranch, dog walking, and cycling. Due to the variety of responses and with many respondents electing to skip the open-ended question, there was not enough data to look at quantitative differences by demographic. That said, there is valuable qualitative data that suggests that park users are happy to use the park in a manner that is consistent with the Management Plan (namely walking, horseback riding, etc.). There is also evidence to support the idea the respondents are interested in the ecological integrity of Claireville, as suggested by their interest in observing and enjoying nature.

Respondents were also asked to indicate their agreement with a series of statements regarding park facilities and uses. Looking at all responses, there was no strong agreement on any of the statements (Figure 8; respondents generally agreed with the following statements:

- Claireville is a good place to walk your dog.
- They would like to see more interpretive signs,
- It is easy to find your way around the park,
- There is adequate parking on site.
- There is not enough access to washrooms in the park.

Looking at the same responses by demographic revealed some differences between groups:

- The youngest respondents shared less agreement than the eldest respondents around adequate parking in the conservation area (Appendix 2: Figure 16).
- There were no differences of note between male and female respondents (Appendix 2: Figure 17).
- Respondents who did not have children were less likely to be interested in interpretive signs and were in more agreement that finding their way around Claireville was not difficult compared to other respondents (Appendix 2: Figure 18).

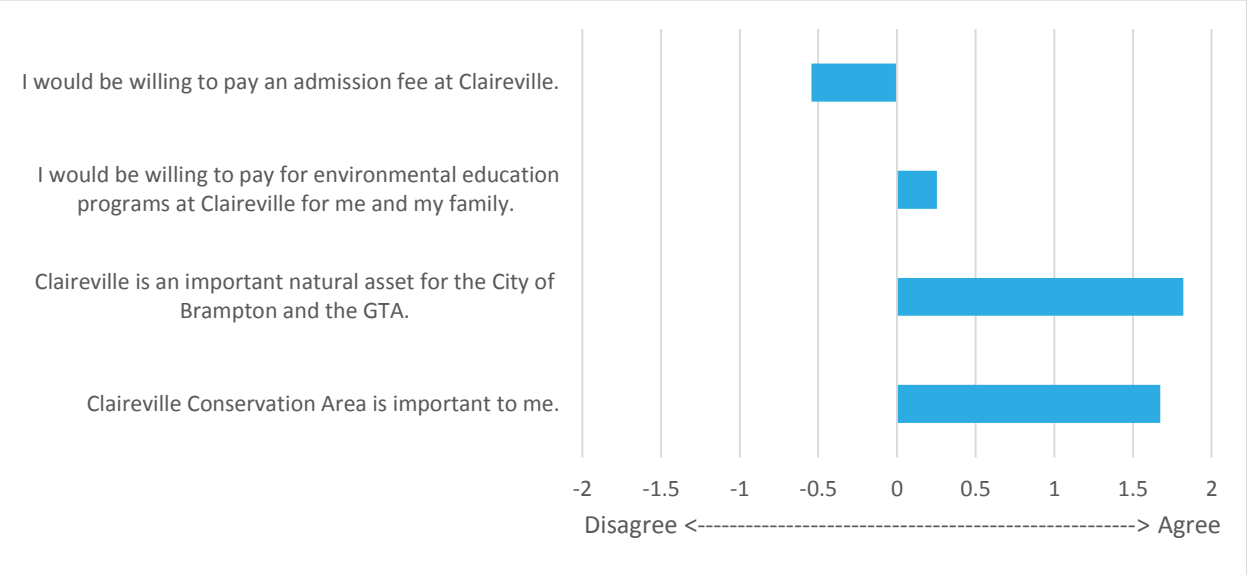


FIGURE 8: AGREEMENT WITH STATEMENTS REGARDING CLAIREVILLE FACILITIES.

4. Goal: Find out what interests current and potential park users

Respondents were asked to indicate their interest on a scale of "uninterested" to "very interested" in a list of programs. Some of the programs listed are already in operation at Claireville, and others came out of the suggestions made by stakeholders in the first phase of this investigation.

Respondents were most interested in:

- self-guided hiking;
- participating in an environmental club to improve Claireville;
- biking;
- photography; and
- bird watching

Respondents were the least interested in camping and summer camps (Figure 9). This lack of interest may potentially be explained by demographic differences; for example, summer camps will not be of interest to individuals who do not have children.

Looking at differences by age group (Appendix 2: Figure 19):

- Respondents over 60 are not as interested in camping, snowshoeing, geocaching, and summer camps. Younger respondents are more interested in special events.
- Community gardening was of interest to the youngest and oldest respondents.
- An environmental club to improve Claireville was popular amongst all age groups but was the most popular among the younger respondents.

Some interesting differences between English speakers and non-English speakers were noted:[4]

- Non-English speakers were particularly interested in photography, community gardening, an environmental club to improve Claireville, and self-guided hiking. Of those activities, English speakers were far less interested in photography and community gardening.
- English speakers were less interested in summer camps compared to non-English speakers.
- Non-English speakers are more interested in camping than English speakers.
- Non-English speakers were less interested in dog walking.

[4] It should be mentioned, however, that because there are fewer non-English speaking respondents it is possible that their results are more exaggerated than the English speakers. That aside, this data does provide some insight into the kinds of programming that could be developed specifically for the immigrant community.

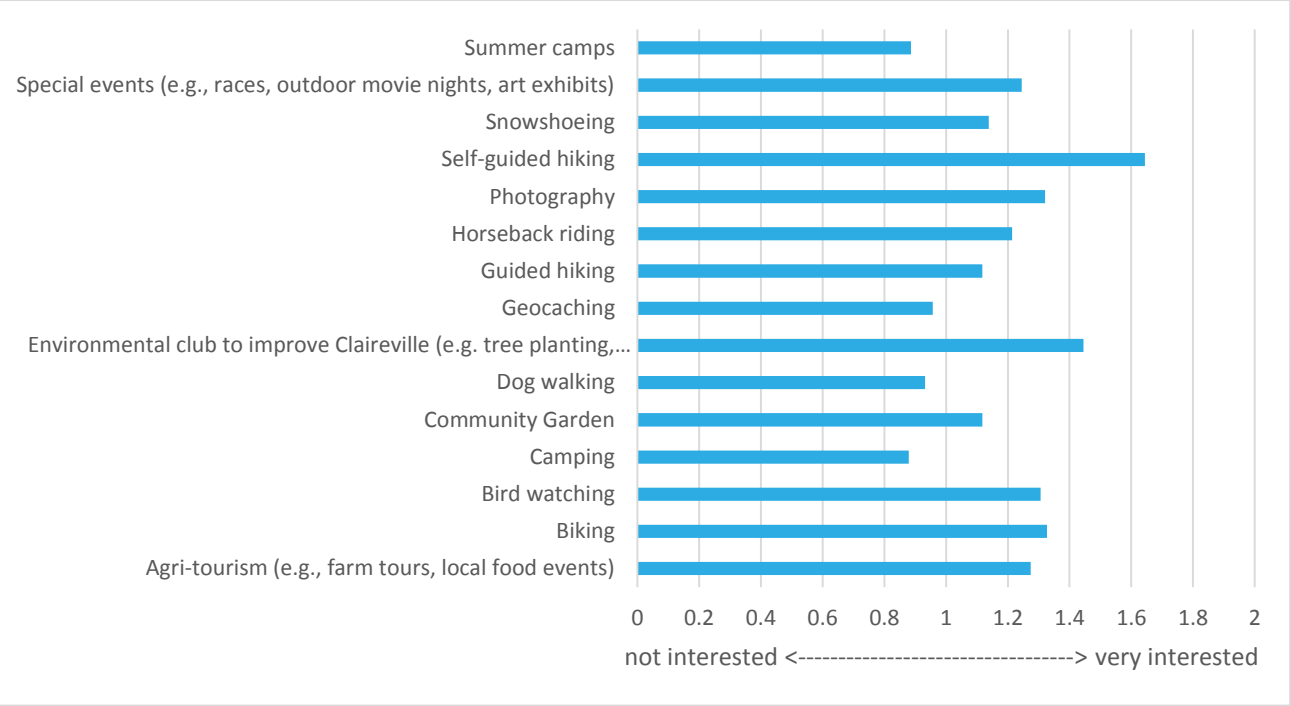


FIGURE 9: RESPONDENTS INTEREST IN LISTED ACTIVITIES

5. Goal: Find out if the community values Claireville

Respondents were asked to indicate their agreement or disagreement to a series of statements about how they value Claireville both intrinsically and monetarily:

- Respondents were generally in strong agreement that Claireville is an important natural asset for the City of Brampton and the GTA, and there was strong agreement that Claireville was an important place.
- Respondents were less likely to agree to pay for programming, though were generally not opposed to the idea (Figure 10).
- Respondents would be unwilling to pay an admission fee (Figure 10).

Looking at the same questions by demographic revealed some differences between groups:

- All age groups value Claireville as an important space, with the eldest respondents indicating the strongest agreement that Claireville is an important asset for the GTA.
- Respondents aged 31-40 were more willing to pay for programming (Appendix 2: Figure 23).
- Respondents under 30 were the most unwilling to pay an entry fee (Appendix 2: Figure 23).
- Respondents with children were more likely to agree to pay for programming, suggesting that paid programs for children would be better received than programming targeting adults (Appendix 2: Figure 25).

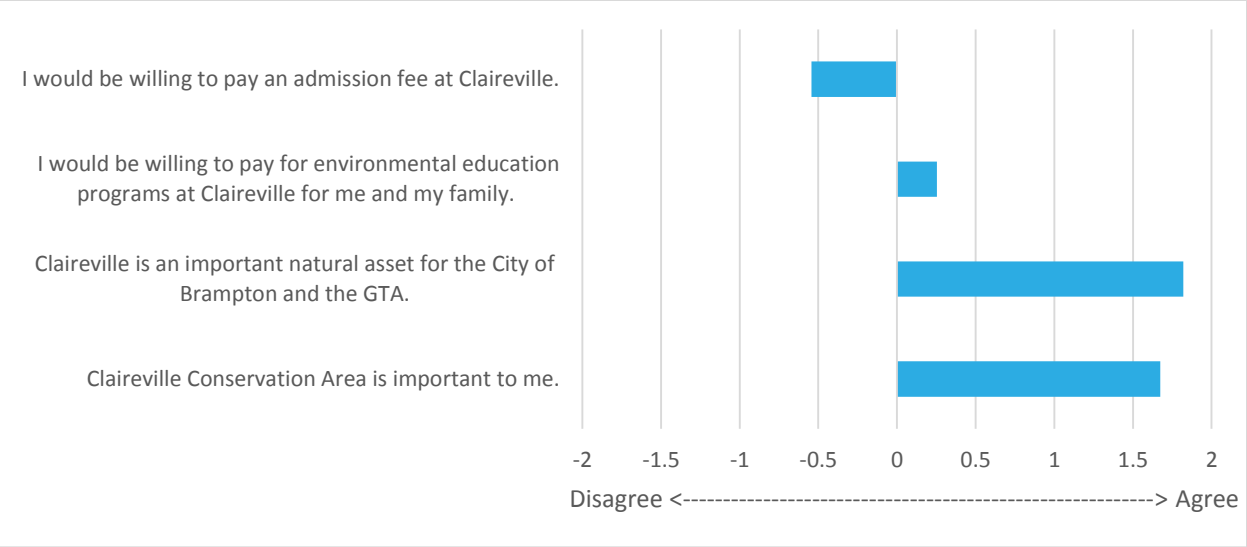


FIGURE 10: RESPONDENT VALUE OF CLAIREVILLE.

4.6 Method Three: Google Analytics

Through Google Business, it is possible to see how many people search for Claireville online and what queries they use. Looking at data from January to April 2020, Claireville is most frequently found through the search of "Attractions" (1875 users). Attractions are generated based on a geographical reference point on Google Maps. This suggests that there are many people looking for things to do in the local area. This is further supported as the second most frequently used query was "things to do near me" (1473 users), another geographically auto-generated response. The third and fourth most popular two queries are "Claireville conservation area, highway 50, Brampton on" (1093) and "Claireville conservation area" (1088) which represents users who specifically searched for the park's address. The fifth most popular query was "nature" (1050), which suggests that the public associates the concept of nature with Claireville.

In all, there were 2,108,406 searches for Claireville over January to April 2020, with the searches being broken down as follows:

- Direct (customers who find the listing searching for the business name or address): 73.9% (1,558,524)
- Discovery (customers who find the listing searching for a category, product or service): 22.9% (482,381)
- Branded (customers who find the listing searching for a brand related to the business): 3.2% (67,501)

4.6.1 Online Reviews

Google Maps also provides a means for users to leave reviews of Claireville. As of May 4, 2020, users had left 1,114 reviews. The average response was 4.5 stars out of a possible 5 stars. The lowest rating given was 1 star - this low review was only provided by 20 users out of all 1,114 reviews. Only 153 reviewers provided a review of 3 stars or lower, and few of those reviewers elected to leave a written review. While there are too many reviews to provide a summary of all of them. Some examples of reviews include the following (a more complete list of reviews can be found in Appendix 3):

Five Star

- Great place to escape from city life. Great hiking trails.

- Good hiking and biking trails Paradise in the city
- Great place to walk with the family. Biking trails picnic spots. No admission.

Four Star

- Very nice and Serene conservation area, beautiful place for bird sightings as well, free of cost
- Great for nature photography.
- Nice trails to walk. Has a couple of ravines and lots of flat hiking trails. Trail head has some space for parking. And parking is free. No facilities for restrooms or drinking water.

Three Star

- I have been many conservation areas. I think this one needs attention and tender loving care. The road is unpaved, and pot holes are everywhere. Although it has advantage that Humber River runs adjacent to the park, powerlines also run through the park. There is a small area for picnic next to the power tower.
- Nice place for a quick walk in the woods however some of the trails are overgrown with vegetation.

Two Star

- This area needs some attention. The parking area had a lot of trash. We saw a dumping area of garbage just a few feet in the trail. We just left and went to another area for our hike. It's got potential, but it wasn't a good stop for us today.
- A place from my past. Water looks high and dirty but level of reservoir looks much lower. All built up to the south with highway overpasses, where there used to be pasture land and farms. Not near as beautiful and inviting as it used to be.

One Star

- It was dirty, too wild, didn't look like a conservation area to me
- I didn't feel safe

4.6.2 Analysis

The reviews from Google Maps illustrate how much park users value Claireville as a nearby place to reconnect to nature. Again, hiking was the most frequently mentioned activity. Reviews with lower scores suggested that trail and road maintenance, garbage and litter, perceptions of safety, and proximity to major roads were factors that impacted experience. There were also several interesting comments from park visitors who used to visit Claireville during their childhood. This is of note because those childhood experience can help form a relationship with nature and a lifelong connection to Claireville, illustrating the importance of programs for youth. There were also some comments from past users who referenced a decline in the ecological health of the conservation area.

SECTION 5. RECOMMENDATIONS

Based on the results of the survey, interviews, and google analytics, recommendations have been compiled to better activate Claireville. These recommendations have been categorized by the overarching goals set out at the beginning of this investigation. The third goal of the action plan was to link activities to TRCA's strategic plan, those links have been added for each action item in the tables below.

GOAL #1: Activate Claireville Conservation Area through improved public perception and use of the site.

<table>
<tr><td colspan="2">Objective #1: Reduce user conflict</td></tr>
<tr><td rowspan="4">Recommendation #1a:

Investigate non-TRCA off-leash dog area in partnership with City of Brampton, in conjunction with increased enforcement at Claireville.</td><td>Rationale: Many user conflicts are the result of dogs off-leash. This was an issue that was repeatedly brought up in stakeholder meetings, on the survey, in the Google reviews and by TRCA staff more broadly.

One potential solution is to work with the City of Brampton to identify an off-leash area on a different, non-TRCA site near Claireville, as there are ecological concerns with the designation of off-leash areas, solutions would have to be carefully vetted, and will be in accordance with TRCA's Managing Domestic Animals policy.

Enforcement tactics should also target education rather than compliance. This includes both reinforcement of desireable behaviour (i.e., praising visitors who keep their dogs on leashes) and education around about the importance of keeping dogs leashed. This will help to reduce conflict between park users, and between park users and enforcement personnel. It can also help create a culture of keeping dogs on-leash among Claireville dog walkers. Furthermore, partnerships between TRCA's Enforcement team and local bylaw officers, animal control, and Peel Police will help to strengthen that education-first approach.</td></tr>
<tr><td>Potential Partners: TRCA, City of Brampton</td></tr>
<tr><td>Link to TRCA Strategic Plan:

3. Rethink greenspace to maximize its value</td></tr>
<tr><td>Actions:

Implement tracking of enforcement visits and positive interactions with visitors in 2021

Investigate partnerships with local bylaw and Peel Police.</td></tr>
<tr><td colspan="2">Objective#2: Improve visitor's perception of safety</td></tr>
</table>

Recommendation #2a: **Complete an Emergency Action Plan**	**Rationale:** Concerns about perceived and potential real dangers due to illegal activity in Claireville was brought up at stakeholder meetings, in the survey, and was mentioned in Google reviews. An Emergency Action Plan will help to identify areas where safety can be improved in Claireville as well as procedures for emergencies. One method of addressing safety concerns is to carry out an onsite assessment for crime prevention through environmental design (CPTED). Safety audits should be carried out by Peel Region Police at the various sections of Claireville (Indian Line Campground, main conservation area, farms, etc.) and recommendations implemented, where feasible. Emergency vehicle access was also mentioned as a concern for Peel Region Police. The locked gates prevent emergency vehicles from entering the park to respond to emergency calls or to carry out routine patrolling. A solution suggested by Peel Region Police was the installation of keypad gates. The keypad code would then be entered into the emergency services database, so that all Peel Region Police would have access to the code. Finally, the Emergency Action Plan's recommendations around enforcement and safety should have a focus on education and positive reinforcement, rather than focusing primarily on punishment for non-compliance. As mentioned in recommendation 1a, education can help to reduce conflict both among park users, and between park users and enforcement personnel.
	Potential Partners: TRCA, Peel Region Police, other first responders
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value
	Actions: Complete Emergency Action Plan by Q4 2021 Complete one safety audit annually over the next three years. (An audit of Indian Line Campground was completed in 2019) Install recommended keypad entry (or alternative) gates installed by end of 2022.
Recommendation #2b:	**Rationale**: An increased staff presence at Claireville can help deter individuals from carrying out unwanted activities. This staff presence should not be limited to enforcement but could also be in terms of

Investigate partnerships to increase staff and public presence.	maintenance or programming. The intent is to create a sense that there are more people watching and invested in the area.
	Potential Partners: TRCA, City of Brampton, Peel Region Police, other TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value 7. Build partnerships and new business models
	Action: Complete potential partnership analysis and discussions by end of 2021. Continue to investigate new partnerships as opportunities arise. Expand trail ambassador program to include Claireville.

Goal#2: Improve the public's connection to, and use of, Claireville through new and existing partnerships and programs.

Objective#3: Improve Claireville's recognition in the local community.	
Recommendation #3a: **Create an identity for Claireville Conservation Area.**	**Rationale**: Two major issues identified are that there is a lingering perception that Claireville is not accessible/welcoming to all users and that there is an overall lack of awareness of the extensive programming already being carried out in the park. One way of alleviating that public perception is to create a identity for Claireville. This would help to create a sense of place for park users and provide an umbrella under which programming could be housed. This investigation has revealed that people who love Claireville recognize the conservation park's importance as a natural oasis, which is consistent with the Management Plan. This should be the focus of the promotion.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value 5. Foster sustainable citizenship 6. Tell the story of the Toronto region
	Actions: Complete marketing and communications plan by end of 2021.

	Investigate effectiveness of current road signs and identify opportunities for improvement.
Recommendation #3b: **Review and install clear wayfinding signage where needed.**	**Rationale**: Naming the trail routes in Claireville (e.g., Carolinian Trail, Meadow Trail, etc.) may help to alleviate some of the wayfinding issues highlighted by some park user and would contribute to the creation of an overall sense of place. Consider a trail naming contest where the public is asked to submit names and to vote on a curated list of possible names. TRCA could also consider names of significance to cultural groups residing in the Claireville area and partner with relevant community organizations to launch the new trail names. These approaches will not only help connect the community to Claireville but will have the added benefit of promotion through the partner groups engaged in this process. All of the above would be structured to align with TRCA naming policy.
	Potential Partners: TRCA, TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value 5. Foster sustainable citizenship 6. Tell the story of the Toronto region
	Actions: Complete trail naming proposal by end of 2022. Review existing signage for clarity.
Recommendation #3c: **Link existing education and engagement programs to marketing and communications strategy**	**Rationale:** This investigation has summarized the many different programs that are carried out at Claireville. That programming, however, is not familiar to some of TRCA's stakeholders and local community. If there was a brand created for Claireville, existing programming could be grouped together under that marketing and communications strategy and would help to highlight the many different activities that take place year-round at the conservation park. For example, existing Education and Training programs or Community-Based Restoration activities could be advertised together on a single hand bill for activities in Claireville, or upcoming events in Claireville could be highlighted on the Claireville Conservation Area website.
	Potential Partners: TRCA
	Link to TRCA Strategic Plan: 5. Foster sustainable citizenship 6. Tell the story of the Toronto region

	Actions: Align all programs with new brand within one year of brand being implemented.
Recommendation #3d: **Investigate options for a volunteer group or network to help/steward Claireville**	**Rationale**: There was strong support across demographics for the development of a volunteer group to help Claireville. There have been similar groups developed in the past; however with changes to funding and the completion of work related to grant funding, those groups have since been dissolved. Taking those lessons learned from past groups, it is therefore imperative that considerations for funding and staff capacity be assessed prior to the development of any new group. The City of Brampton's Vision 2040 does provide a potential opportunity for co-leadership of a "Friends of" group. This includes the goal to develop Friends of Brampton Eco-Park, with Claireville falling within the network of Brampton eco-parks. By potentially co-leading a "Friends –of" group for Claireville this may have provide Brampton with a means of reaching 2040 goals, and would help TRCA increase the public's ownership of Claireville. Alternatives to a formal group should also be considered. For example, an annual "Friends of Claireville Days" where stewardship opportunities are provided would give returning volunteers a chance to help Claireville, without the ongoing administration of a formal group. Furthermore, TRCA is developing an Invasive Species Management Plan for Claireville in 2021, which will include actions related to community engagement in managing invasives species on the site. The development of a volunteer group associated with improving Claireville could be tied into this plan. When the public is more invested in the conservation area it will have the added benefit of continued stewardship and increased user presence. This will in turn provide the spin-off benefit of increasing presence in Claireville which can deter illegal or undesirable behaviour (i.e., more eyes on the property see action item 2c). Formal and informal structures for this group will be investigated based on staff capacity, funding, and City of Brampton interest.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value

	5. Foster sustainable citizenship 6. Tell the story of the Toronto region 7. Build partnerships and new business models
	Actions: Host two stakeholder and partner workshops or meetings to investigate potential for a volunteer group at Claireville in 2021.
Objective #4: Improve Public Access at Claireville	
Recommendation #4a: **Investigate washroom options**	**Rationale**: While not a top concern among all park users surveyed, the need for washrooms has appeared as a top concern among respondents on previous surveys administered by TRCA. That need will increase if additional programming and visitors increase. Currently, the Paul Flood Memorial building is opened irregularly, based on client demand. Partnerships may be explored to increase TRCA's staff capacity to maintain the washroom building. Furthermore, alternative washroom facilities could be explored for key locations throughout the park (e.g., trail heads, picnic area etc.). These could be low maintenance options such as portolets (via contractor).These options would not require the infrastructure (i.e., water, wastewater, and electricity) needed by a more permanent facility. The addition of consistently available washroom facilities will also make Claireville more accessible for people who need more frequent access to washrooms or who wish to remain at Claireville for an extended period of time.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value
	Actions: Complete a washroom feasibility study for Claireville by end of 2022.
Recommendation #4b: Investigate opportunities for the Field Centre	**Rationale**: The Field Centre is currently not in use and could be used to support a wide variety of programs. One gap identified in the stakeholder outreach was the absence of an indoor facility for programming, or to help support the work of tv and film crews. An indoor space would provide additional opportunities for revenue generation, and for programming throughout the year.

	An EOI and RFP process for the field centre could help to identify new potential partnerships that could help to support community action in Claireville.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 5. Foster sustainable citizenship 7. Build partnerships and new business models
	Actions: Complete EOI and RFP to identify new potential uses for the Field Centre by end of 2023.
Recommendation #4c: Complete inter-regional trail connecting the City of Brampton to the City of Toronto trail network.	**Rationale:** TRCA has already identified the need to connect the trails in Claireville to the regional trails in Peel and Toronto as part of TRCA's Trail Strategy for the Greater Toronto Region. It is important that these connections are completed to facilitate active transportation routes that connect these communities to Claireville.
	Potential Partners: TRCA, Peel Region, City of Brampton, City of Mississauga, City of Toronto
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value 4. Create complete communities that integrate nature and the built environment. 5. Foster sustainable citizenship 6. Tell the story of the Toronto region
	Actions: Complete construction of inter-regional trail network by 2025.
Objective #5: Investigate new, and supplement existing, programs at Claireville	
Recommendation #5a: **Consider programs for newcomers**	**Rationale**: Non-English speakers were particularly interested in photography, community gardening, an environmental club to improve Claireville, and self-guided hiking.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 5. Foster sustainable citizenship 6. Tell the story of the Toronto region
	Actions: Host one newcomer focused initiative annually. Identify methods for multi-lingual interpretive and/or wayfinding.

Recommendation #5b: **Explore opportunities for urban agriculture, including the lease of community gardens.**	**Rationale**: There was strong interest among respondents to have community gardens. Community garden plots could be leased to community groups, or to individuals. Potential partnerships should be investigated for the administration and operation of a community garden, which is something that TRCA already has experience in facilitating. In addition, the community garden plots there is an opportunity for new and diverse urban agriculture models and partnership at the McVean and Ebenezer sites. This could be achieved through novel partnerships with different community groups or municipal partners.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value 5. Foster sustainable citizenship 7. Build partnerships and new business models
	Action: Continue to facilitate and identify partnerships and land opportunities for community gardens by 2021**.**
Recommendation #5c: **Investigate revenue generating opportunities**	**Rationale**: Desired activities and programs identified by stakeholders included some potential revenue generating programs. These opportunities would have to be evaluated to ensure consistency with the Management Plan, but could potentially provide a means to help support TRCA's work in Claireville. For example, wedding photography has been identified as a potential revenue generating business opportunity in Claireville. The conservation area is already a popular destination among photographers, there may be an opportunity to coordinate wedding photo shoots and collect fees to help support work in Claireville. One of the most successful revenue-generating streams at Claireville is the use of the lands for filming. Currently the fees collected as part of the filming agreement are used to support TRCA's work broadly. There may be an opportunity to reserve a portion of those funds to support work/programs in Claireville specifically.
	Potential Partners: TRCA, TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value

	Actions: Evaluate options for wedding photography as a revenue generation stream. Update filming agreements to include fees set aside to support Claireville. Evaluate other revenue generating opportunities as they arise.
Recommendation #5d: **Continue to investigate festivals**	**Rationale**: In the Management Plan, the implementation plan recommends exploring festivals and events at Claireville. Based on the results from the survey, festivals for families would likely be popular with the local community. Considerations for events would include the identification of appropriate sites for different types of events, and the exploration of partnerships with other organizations for Claireville to be a venue for appropriate events.
	Potential Partners: TRCA, City of Brampton, other TBD
	Link to TRCA Strategic Plan: 3. Rethink greenspace to maximize its value 5. Foster sustainable citizenship 6. Tell the story of the Toronto region 7. Build partnerships and new business models
	Actions: Complete event feasibility study by end of 2021.

SECTION 6. CONCLUSION

Claireville Conservation Area is TRCA's largest property and is a vitally important area for habitat, greenspace and recreation. The conservation area has a long history of associated management plans, proposed uses, and past partnerships. Today, Claireville boasts a large - and expanding - trail network, and continues to host a wide variety of stewardship and educational events. Furthermore, the conservation area provides TRCA with revenue through the use of its facilities by tenants and external groups. The current management plan emphasizes the importance of the ecological value of the conservation area and balances the importance of ecological function with public use. Despite this long list of initiatives, ecological work, and programs, as well as its use by both local and regional visitors, there is a perception that Claireville is not inviting to the public. This action plan investigates the current public perception of Claireville and identifies means to improve both user perception and experience. All of these recommendations, however, recognize the ecological importance of the conservation area and are thus framed within the provisions laid out in the Management Plan and Implementation Plan. By undergoing work to improve public perception of Claireville, it will provide the local community and a wider range of visitors with a deeper connection to that space, fostering a sense of pride and ownership that will hopefully inspire the community to continue to protect and steward Clareville for generations to come.

APPENDIX 1: SURVEY INSTRUMENTS AND ADDITIONAL INFORMATION ON SURVEY GOALS

1. **Goal: Find out if community is familiar with Claireville**

Consultation with external stakeholders has identified a need for better visibility for, and branding of, Claireville. Some external stakeholders, despite awareness of the conservation area, cited concerns around familiarity with entrance points while other community members lacked knowledge of the CA completely.

The survey attempted to measure the demographics of current park users to better understand who is currently using Claireville and how they learned about the Conservation Area. By measuring the different responses by demographic group (age, families, cultural) we can see where there are gaps in current and potential park users.

2. **Goal: Find out perceptions of Claireville (i.e., safe, welcome, open to the public)**

Some stakeholders have expressed the opinion that Claireville CA is not open or welcoming to the public. While technically not the case, it is valuable for TRCA to better understand what the current public perception or opinion of the CA is. There is also a benefit to understanding the difference in this perception across demographics. For example, is the perception of Claireville more positive or negative for families or for retired people?

Perceptions of Claireville were measured through the indicated agreement or disagreement of respondents to a series of statements. These statements were selected based on feedback from our stakeholder consultations (both internal and external).

3. **Goal: Find out what park users do in Claireville**

Based on stakeholder consultations we know that Claireville is frequently used by dog walkers, commercial photographers and hikers. That said, we have limited data to substantiate these assumptions; thus it would be helpful for TRCA to better understand actual park uses. This will help to determine what activities TRCA may want to further facilitate, potential or ongoing user conflicts, and adapt strategies to mitigate those conflicts. Furthermore, it will also allow TRCA to determine if the public's current use of the CA is in line with the park's management plan.

Current public use was be measured in two ways by an open-ended question of "What do you do at Claireville Conservation Area?". The rationale for an open-ended question is two-fold: If respondents were only provided with a list of options, it is possible that not all park uses will be captured by the survey. Furthermore, users are also asked to identify their interests in a follow-up question and the similarity between the two questions could result in some confusion.

4. **Goal: Find out what interests current and potential park users**

One of the key goals of the Activation Plan is to investigate public needs and interests with respect to programming and infrastructure at Claireville CA. This includes current and potential programs and partnerships, as well as tenant programs and businesses. To measure interest, a list of current and potential programs (that are consistent with the current management plan) were provided, and respondents were asked to indicate their interest on a Likert-scale of "not at all interested" to "very interested." These items were based on consultations with both internal and external stakeholders. An open-ended question was not included to prevent respondents from suggesting activities or programs that are too far outside the scope of the current park management plan.

5. **Goal: Find out if the community values (intrinsically and monetarily) Claireville**

There is a strong link between how a people value greenspace and their willingness to protect and nurture that space. It is beneficial to TRCA to better understand how the community values Claireville, and by proxy, their willingness to maintain and steward that space. By having quantitative data that links community values of the CA, TRCA could build a strong case for potential funders for park programs, restoration and infrastructure. These data will also provide TRCA with a better understanding of the demographic make-up of the community that most values Claireville.

Furthermore, there is interest in better understanding park users' willingness to pay for fee for service-based programs. Thus, respondents are asked to indicate their willingness to pay for educational programming, or their willingness to pay for other items, such as park entrance fees.

APPENDIX 2: CHARTS AND TABLES

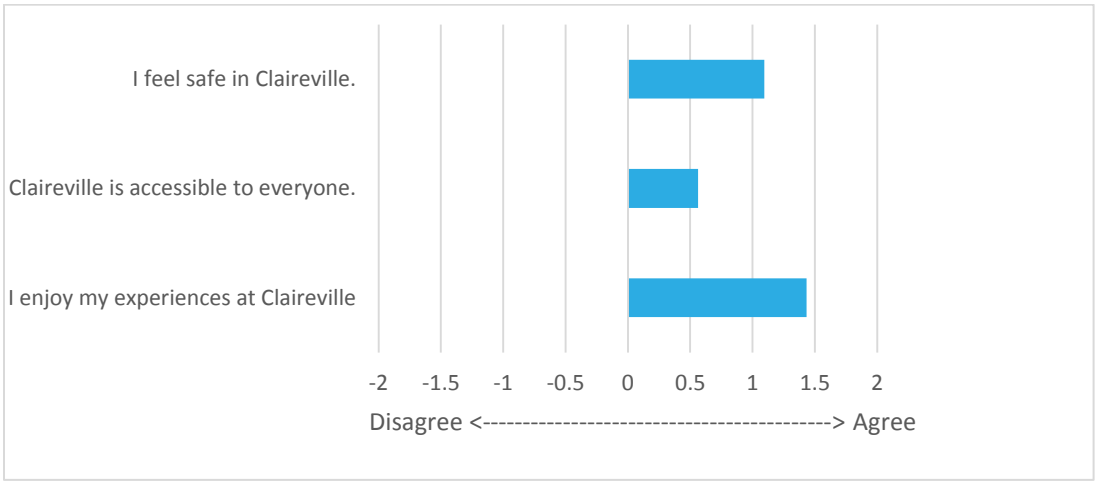


FIGURE 11: AVERAGE OF ALL RESPONDENT AGREEMENT TO STATEMENTS. A LARGER NUMBER INDICATES MORE AGREEMENT, WHILE A NEGATIVE NUMBER INDICATES MORE DISAGREEMENT.

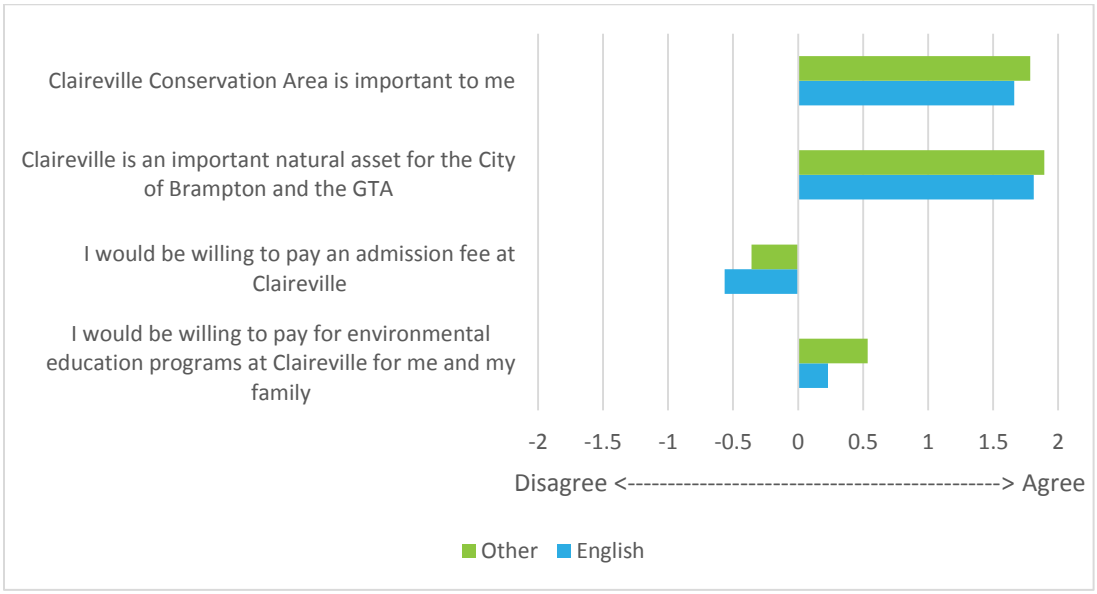


FIGURE 12: AVERAGE AGREEMENT TO STATEMENTS BY LANGUAGE SPOKEN AT HOME.

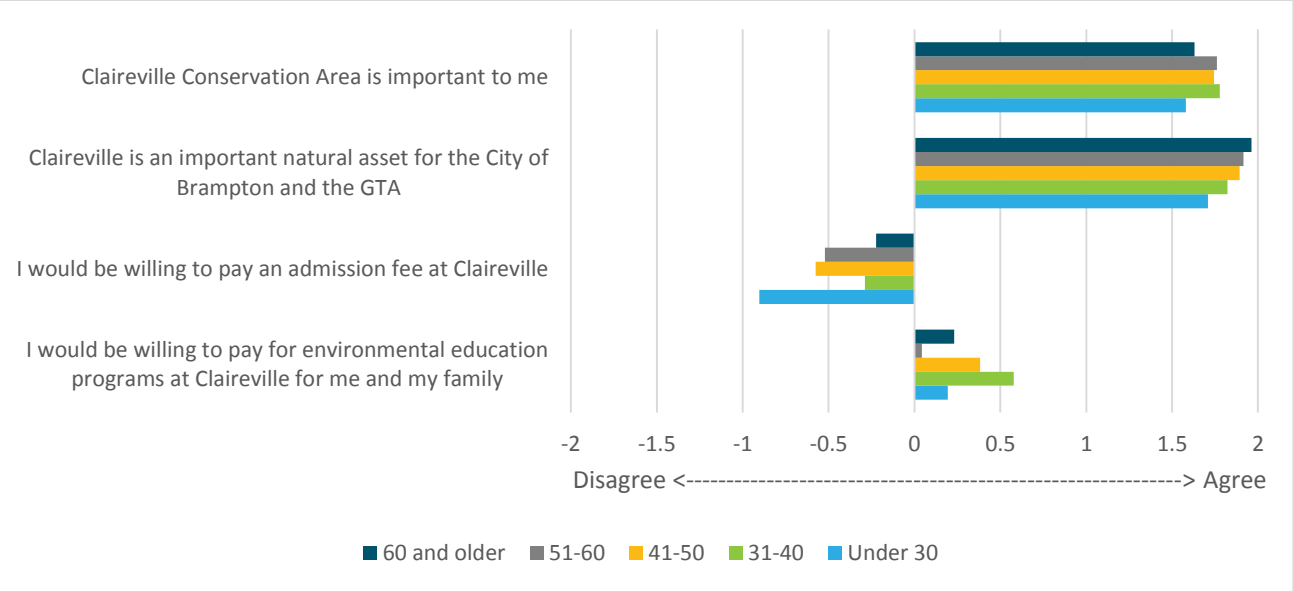


FIGURE 13: AVERAGE AGREEMENT TO STATEMENTS BY AGE GROUP.

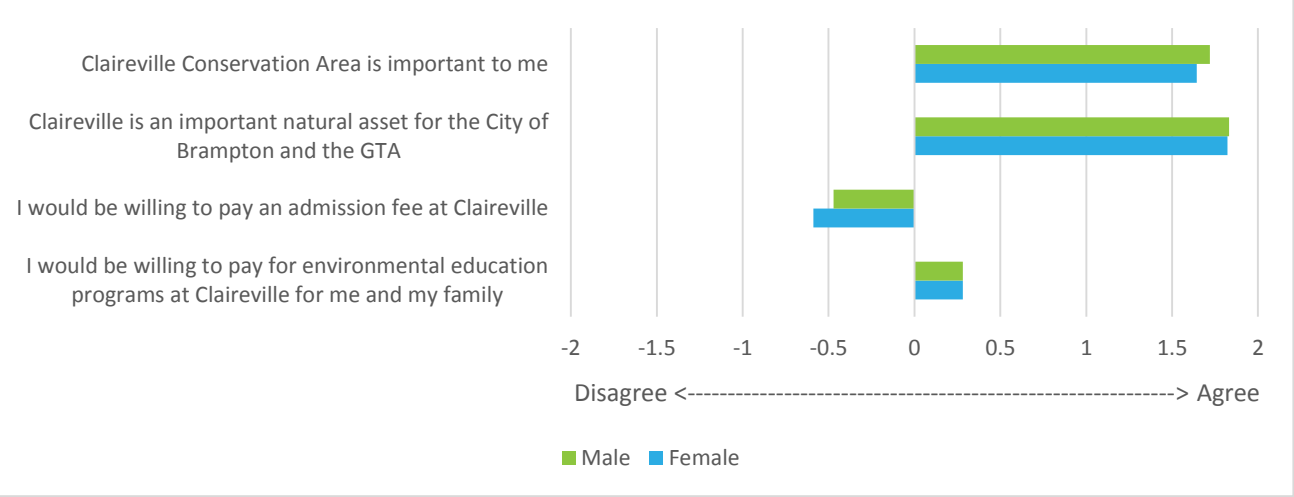


FIGURE 14: AVERAGE AGREEMENT TO STATEMENTS BY GENDER.

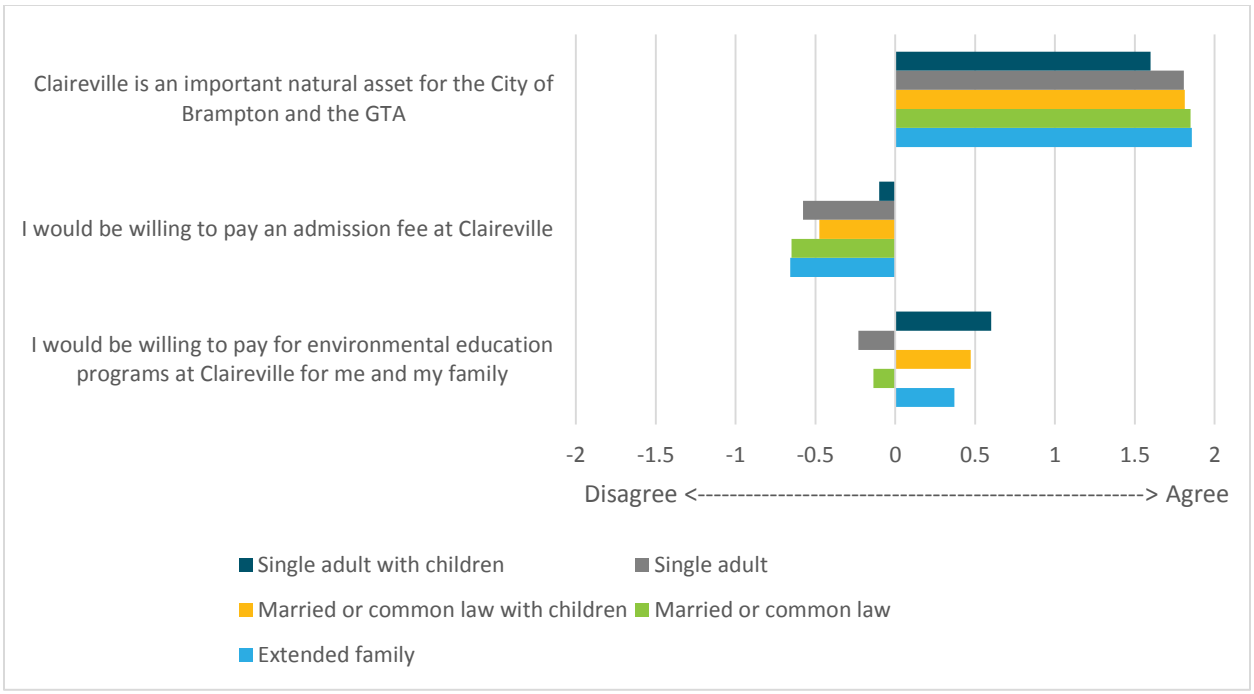


FIGURE 15: AVERAGE AGREEMENT TO STATEMENTS BY HOUSEHOLD STRUCTURE.

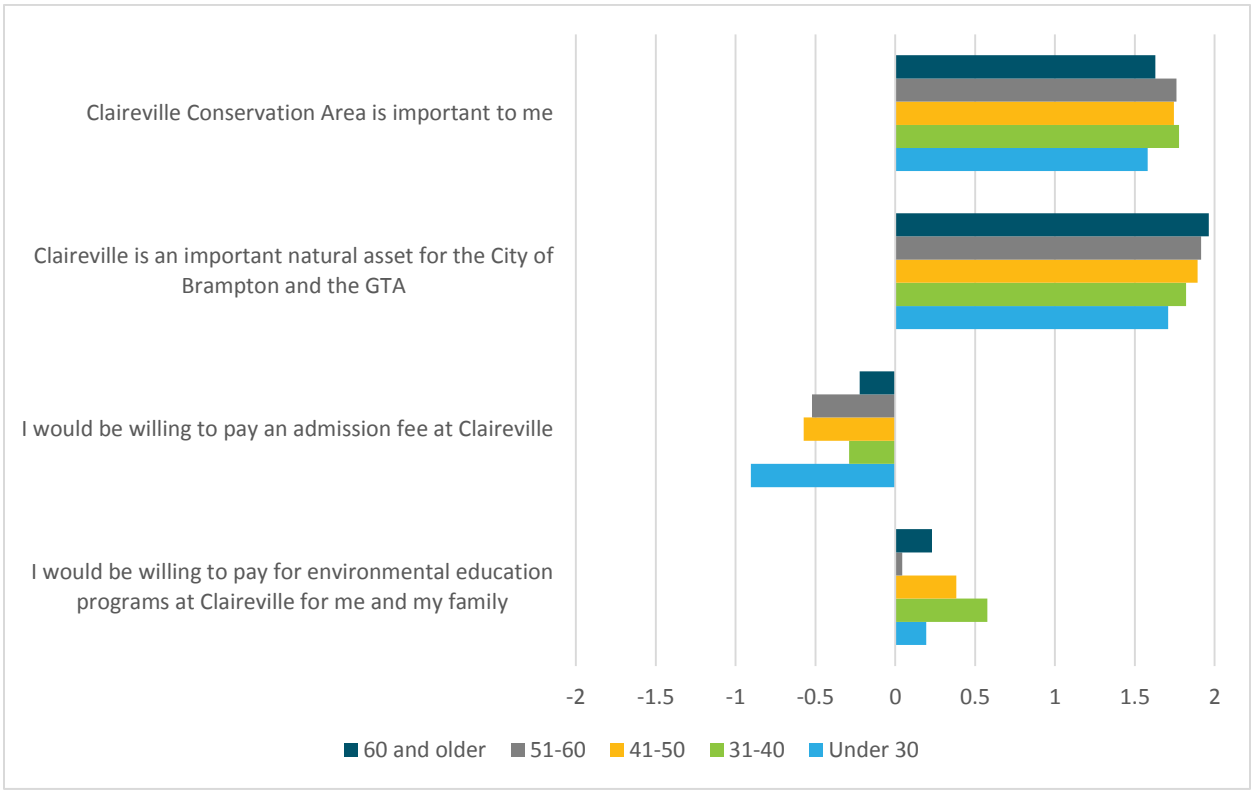


FIGURE 16: CLAIREVILLE FACILITIES BY AGE GROUP.

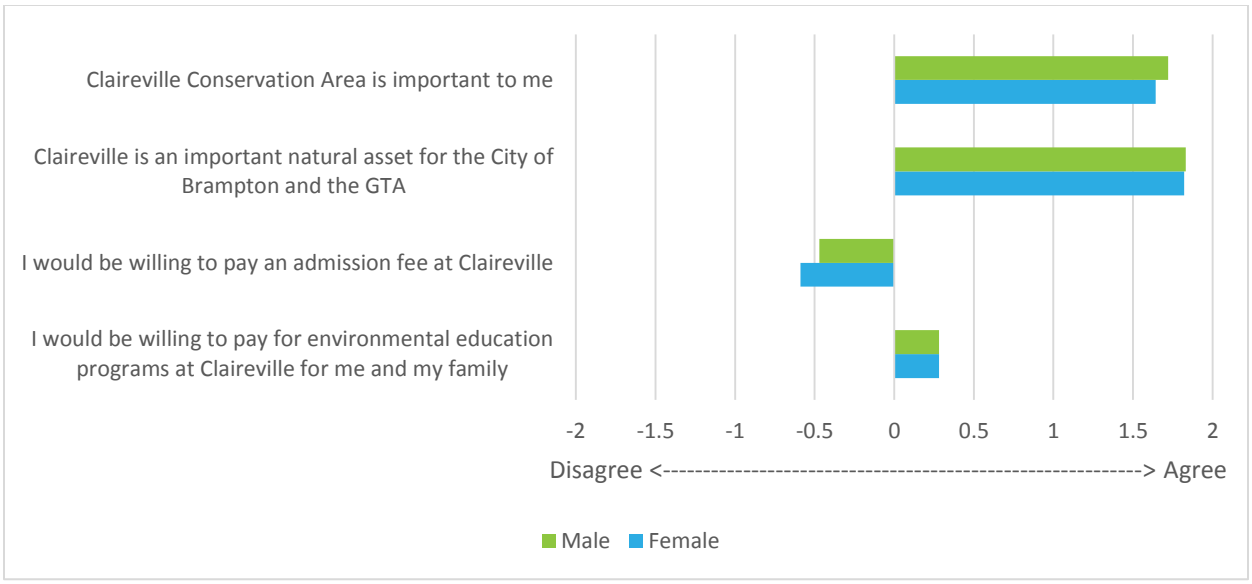


FIGURE 17: CLAIREVILLE FACILITIES BY GENDER.

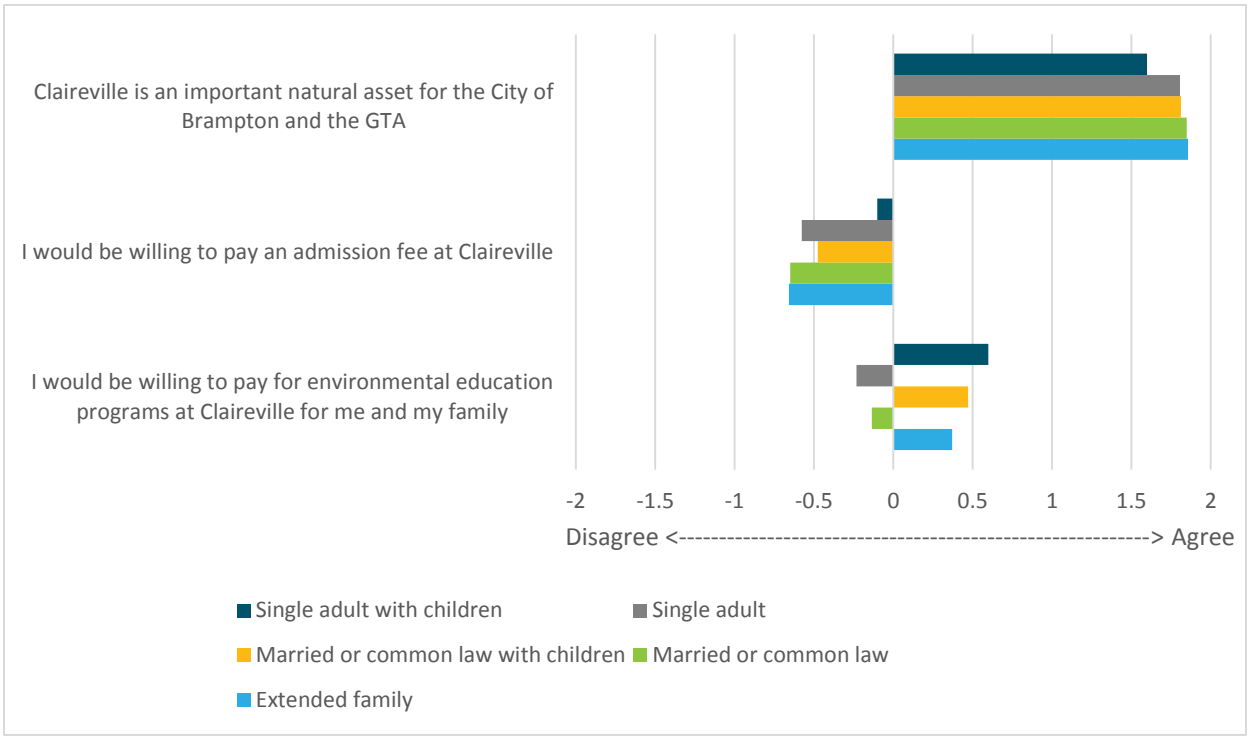


FIGURE 18: CLAIREVILLE FACILITIES BY FAMILY COMPOSITION.

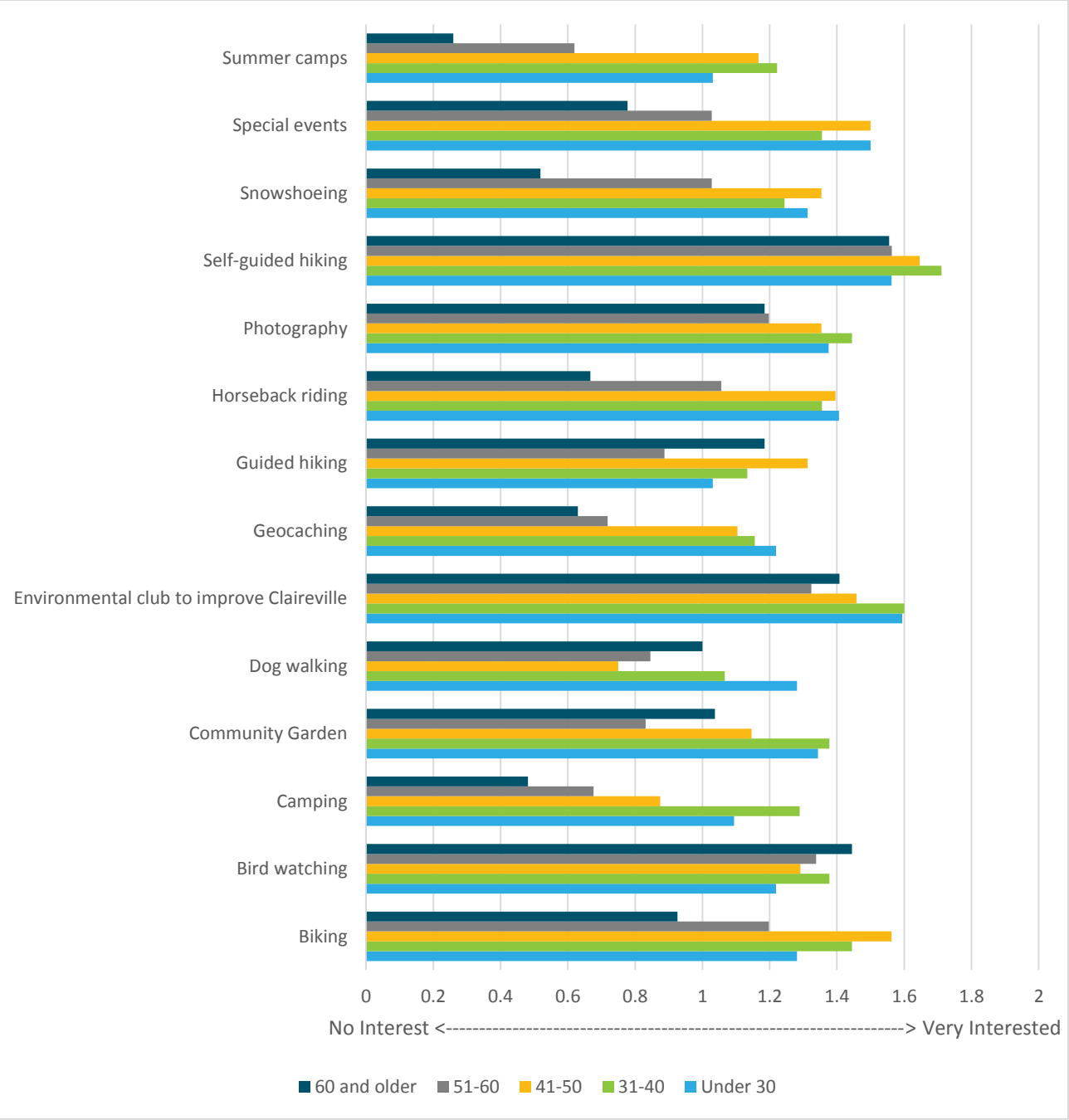


FIGURE 19: INTEREST IN ACTIVITIES BY AGE GROUP.

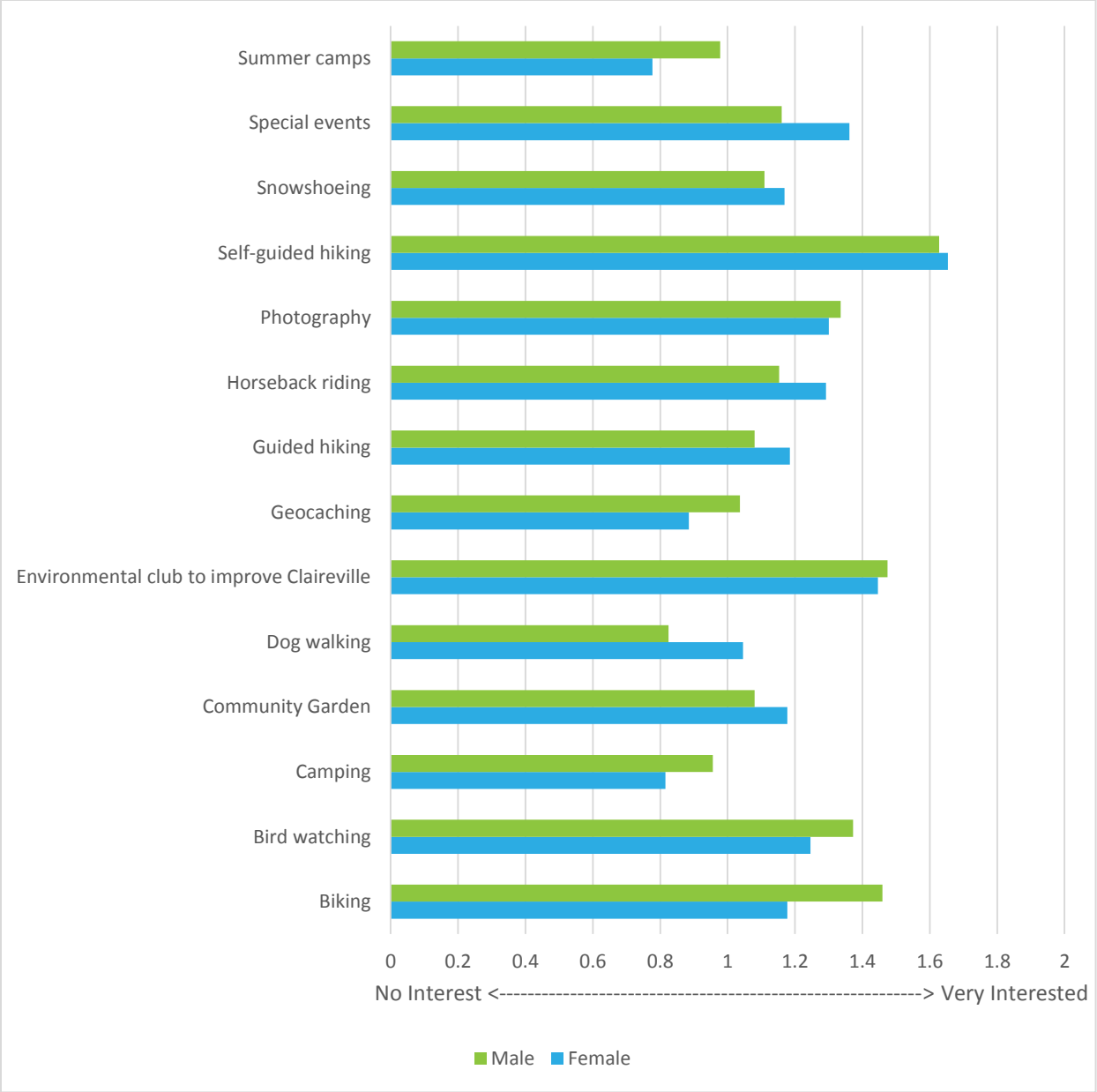


FIGURE 20: INTEREST IN ACTIVITIES BY GENDER.

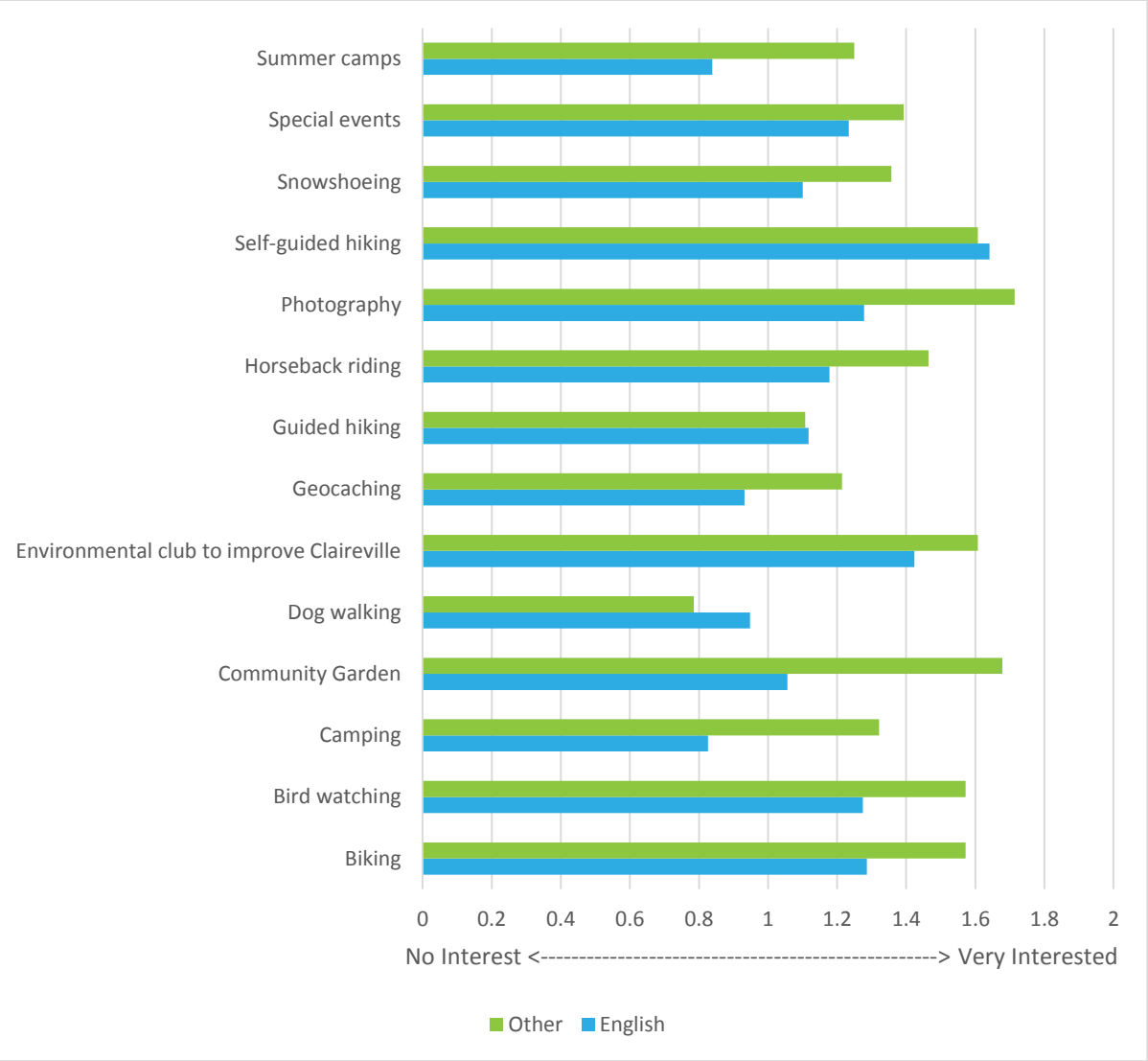


FIGURE 21: INTEREST IN ACTIVITIES BY LANGUAGE SPOKEN AT HOME.

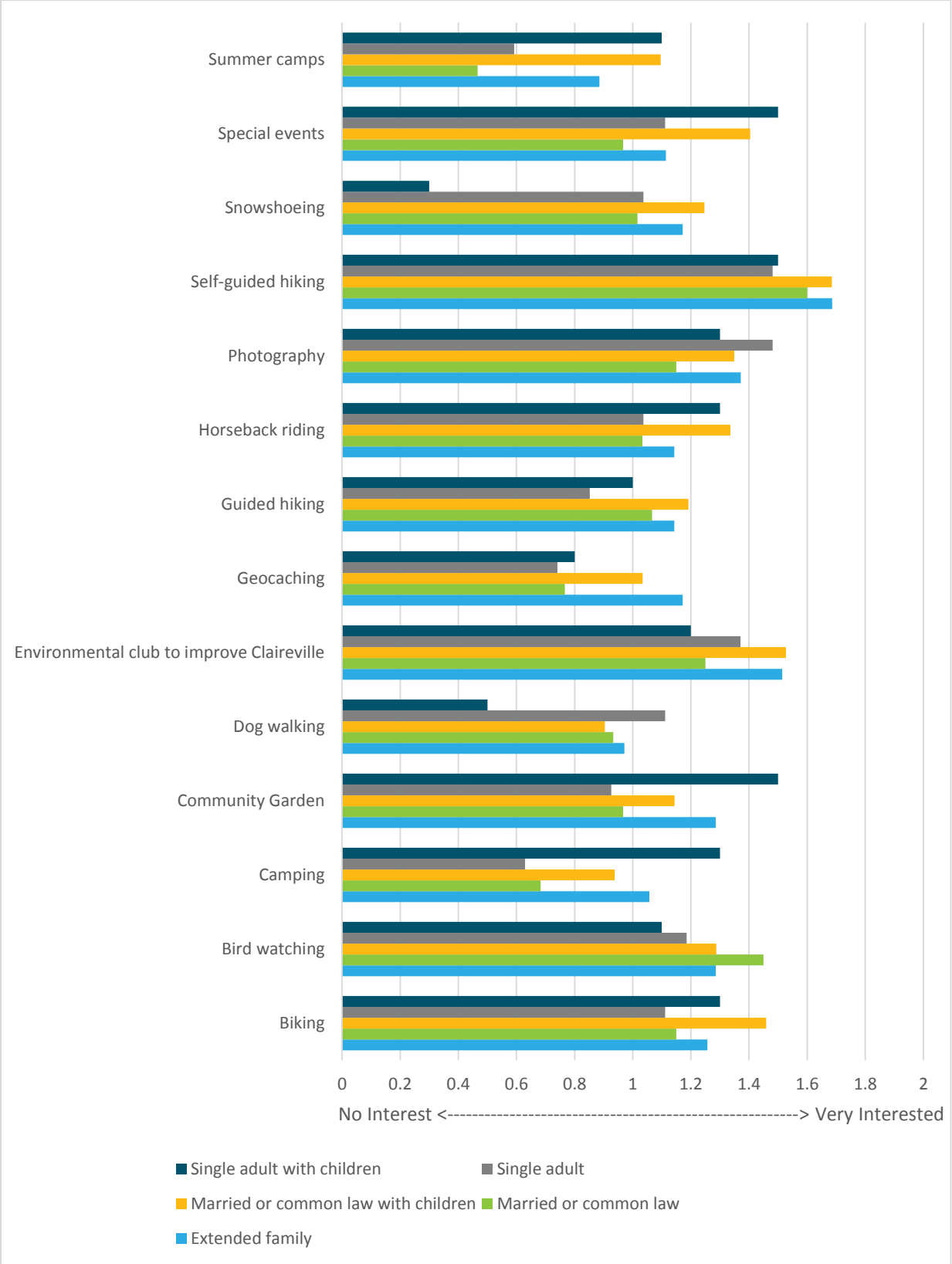


FIGURE 22: INTEREST IN ACTIVITIES BY HOUSEHOLD COMPOSITION.

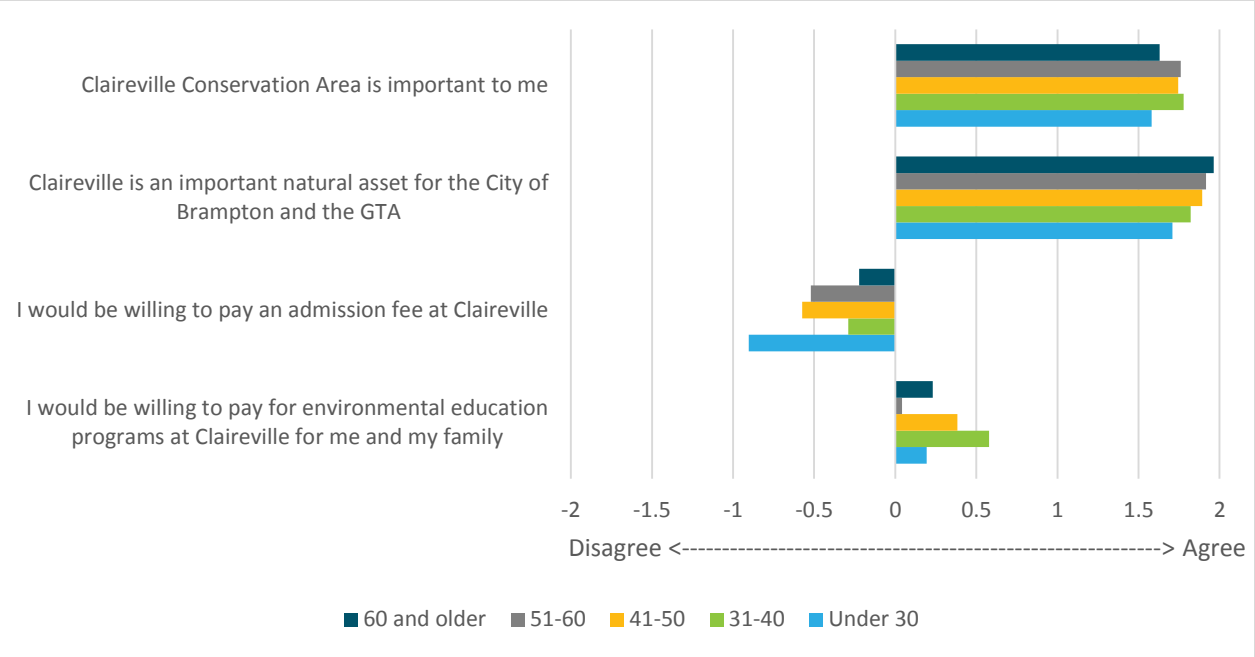


FIGURE 23: VALUE OF CLAIREVILLE BY AGE GROUP.

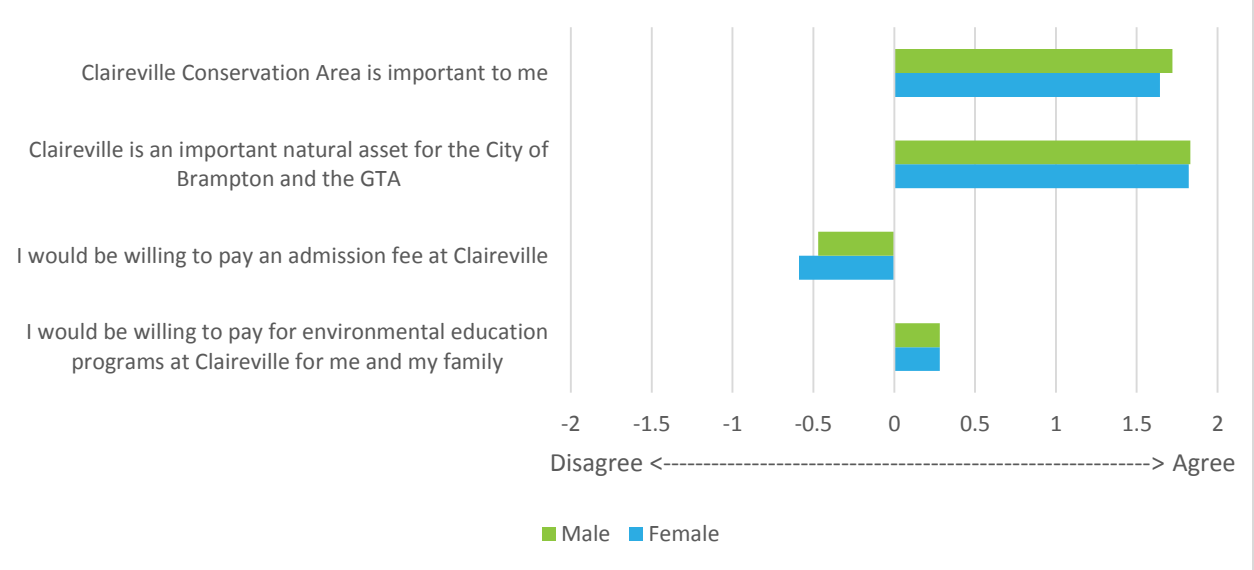


FIGURE 24: VALUE OF CLAIREVILLE BY GENDER.

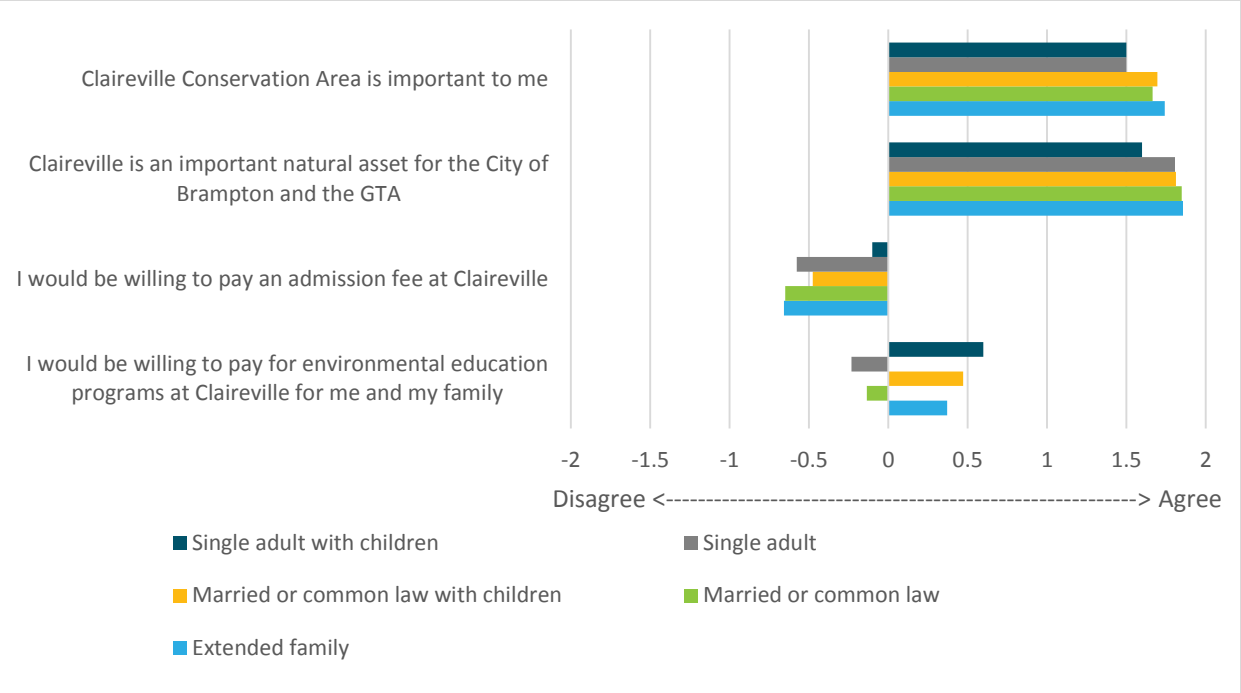


FIGURE 25: VALUE OF CLAIREVILLE BY HOUSEHOLD COMPOSITION.

APPENDIX 3: GOOGLE REVIEWS

The following is a summary of the most recent Google Reviews as if May 2020 (review collection began in 2015).

Five Stars:

Good for long walk

What's better than the Nature

Great day for a hike.

Great place to clear your mind! So glad we have these.

A beautiful place to enjoy a quiet day

great spot for a quick hike with many trail points. convenient location considering its distance from downtown core or nearby areas. perfect for doggo walks.

Nice green forest. Usually very little people.

I really like this park there's a lot of good spots a lot of walkways and pretty wild forest . I would definitely recommend this place to visit

Place where you can hike

It's a place with nature and its beauty. Feel your self in lap of nature.

Love this place so much I used to come as a child and I went back to the ranch this year and it was as if nothing changed and I loved the horses and the trails

Beautiful place.

Heaven on earth.

Natural beauty place must visit

A prefect natural oasis

Beautiful scenes, great landscape. A must go!

Great park to wander in

Beautiful area for a hike.

The mtb trails were great here!

Great place to walk your dog.

Great outdoors. Hike.walk.fresh air.

Nice place for fresh air

Such a nice place for summer.

Hate Toronto but this place was great to take my dog for a walk while stranded there in the truck

Definitely good place for hicking with relatively long trails mixed forest and plain fields. It has a public washrooms and sevarl large parking areas. Also I sow couple of picnic tables so I guess you can do that too. We were able to thrive in the park which is kind of unusual and it was free ;)

Great place great colors very quiet

Good experience

It's huge lovely area

Beautiful park if you're thinking about taking pictures among the trees or next to the ravine... Really colourful this time of year.

Great place to walk enjoying the view and see nature up close.

Green Serene and peace

Nice little getaway from the city in the city

A good place to visit.....a must go

Live right beside this. A good place to go to clear your head. Even in winter.

Peaceful blissful

Very nice place to go.

Filming location for a hand maids tale

Great place to visit with family

Awesome, peaceful place

Really beautiful large trails, easy to walk.

Nice place to get lost. (I use this place when Im told to get lost, just dont use the maps)

Excellent place to go for hikes, there is a ranch. Many beautiful trials and peaceful environment away from the city.

I'm surprised I was today-years-old when I discovered this beautiful park, only 5 minutes from home. The trail to the left is about 30 mins. from the lot to the meadow (which is beside 407, which kind of throws you off), and then back

to the lot. But you might be able to spot deer in the clearing! If you go straight, about 15 mins. into the dirt road are more trails, away from the loud traffic. There's trails along the creek, or further down, a tree spotting trail. Didn't get to do it all today but will definitely return! (Bring a charged phone with QR scanner to do the tree caching.) Important to note: There's no fee to enter or park your car. I was wondering this myself before we went. And I highly recommend bringing insect repellant. On a side note: The trail closest to the lot is littered with random trash! Please pick up your trash, people. It's not like there's garbage bins at the entrance or anything... 😒)

Its improved recently. Good place for hiking and biking. You can bring your kids. Its a very safe place

Beautiful place! Perfect spot for proposals ☺ staff was super friendly and the horses were so beautiful! Thank you for an unforgettable memory and working with my fiancee and family to make it perfect for me. Thank you!

Four Stars

Nice place

Beautiful place for a nice long hike

Very nice 👍 and beautiful

I like the ambiance. Place is very good.

Very nice area for easy hiking. Quite solitaire when we visited early in the morning. If you are going to the side trail, wear mosquito repellent or you will regret it :-)

Nice place for observing nature

Calm in the middle of hectic Toronto

Beautiful, beautiful land!!! On long weekend we went for a "little walk", what came out 5.5km in total. What a gem, not too far from the city. The gate was open, some cars were passing, don't think they had the same experience as we had by walking! We tried to venture into the forest at once, but didnt find the signing very clear, or very easy to follow...and at one point we run into a bridge construction, so was no other way, just to turn back. Weater was gorgeous, this huge land is cut by a dirt road, only sad part, that there is no side roads going down to the field, wouldn't mind to walk in that big open area as well. This time we didn't visit the Ranch, it was closer to closing time, but we will have to arrange a day for horse riding as well. At the starting point is two ways to go, so when we came back from the big walk, took a look at the other (smaller) loop, but got very disappointed by the untamed entrance, where more than likely under the trees kids had some wild party. Bottles, plastic drinking cups, straws, big box of baby diaper (?how did it get there?) were scattered all over...maybe a garbage bin to be placed at the side of the map would help? (because practically there is NOWHERE can be found any!!!) Besides this a bit of turn off I'm sure we will be back again!

Reminds me of my childhood visiting with school

Go bike riding here all the time. Amazing work out, close to home. Have had a few small issues: cars actually driving IN the conservation-called the cops, people putting loose plywood over bridges on trails without nailing them down...🤦 almost flew off into the pond on my bike...lol

The newly constructed groomed trails are quite soft and spongy, poor drainage. I'm sure there's better ground materials to allow for improved drainage. One section was even washed away. Park is great otherwise.

At first I thought this place wasn't very nice at all, the forest section was riddled with fallen trees everywhere. So much so that you couldn't even walk on the path! I made it through the forest only to find a swampy area that's path came to and end mid way through. I was half way up to my knees in mud and then a deer literally jumped in front of

me! This made up for everything thus far and I even snapped a photo I will add later from my DSLR. It was the wide open area that he jumped towards and once you are on top you have a pretty good view all around.

Whiles bridge ,this may be the wrong spelling....I always pronounced it "Wilies"... holds many happy memories,1970 - 1987. I swam regularly in the river at the bridge and at the beach before the water park was built. A great area for a mini portage. Many times my friends and I would take a case of beer and our guitars and just enjoy the sunset and jump in the river off the bridge. The police were always cool with us. The park authority didn't bother us as we always respected the place. It is not as secluded as it used to be, but still an excellent place just to get back to nature and balance your soul. I recommend at the very least, you put one afternoon aside to visit and enjoy.

Three stars

It's ok... Not the best place to hike. Very plain. Rather go elsewhere to be honest. At least it was free...

Really nice trails. Bring a GPS... This is a big park. They have a problem with too many dogs not wearing a leash. I've been chased through here by dogs more than once. There are signs that dogs must be on a leash but it doesn't seem to be enforced...as with so many of the parks I've been to.

Great to get lost in nature. Spend your time with family or loved on. Go for hike and may be bonfire if you find safe spots to do that in night. Good meditation place.

Good trail markers. Needs more trees. Lots of dog walkers. Needs to put trail map on website. You can hear the roar of the 427 throughout.

It's an important place to have in the city but it was kind of boring and traffic noise was annoying. But I'm glad I went.

Lack of guidance, did not find the trails, conservation area under high voltage line

(Translated by Google) I liked it although the place is very neglected, it is in recovery so I hope better for the next occasion. It's something little. (Original) Me gustó aunque está muy descuidado el lugar, está en recuperación así es que espero mejores para la siguiente ocasión. Es algo pequeño.

Its a good place. But people go there to smoke weed.

I went here to Geocache. You shouldn't drive down this road because it will close without notice, but there is 2 parking lots, one at each end. Mosquitos are plenty, and if you come in mid summer, the weeds will be up to your arm pits. There are some kept trails.

Two stars

This place is undergoing a major growth in Meadows. Leaving it bare. My dog still loved running in the dirt though. There is a trial but there's a fallen log blocking the pathway, so it's currently not accessible for everyone.

Noise pollution due to the proximity of highways.

Great area to walk or hike in Brampton, however, it's incredibly polluted. There's so much garbage! Tires, blankets, car parts... No "no dumping" signage anywhere and no one wants to address this issue.

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