Attachment 1: Humber River Watershed Plan Engagement Strategy



Draft Engagement Strategy Humber River

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Watershed Planning and Reporting

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Purpose:

This Engagement Strategy is designed to:

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

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

Engagement Objectives:

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

To build community awareness on the importance of watersheds and identify opportunities for improved community stewardship of the Humber River Watershed Plan (HRWP).

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

Engagement Methods:

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

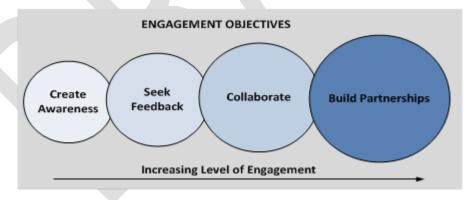


Figure 1 - Engagement Spectrum

Below is a selection of methods that may be used at different stages of the watershed planning process based on the engagement spectrum. Engagement activities will be decided in collaboration with the Steering Committee. The collaborate and partnership end of the spectrum is achieved through the Steering Committee, as represented by key watershed management partners.

Table 1 - Engagement Methods

Awareness	Feedback	Collaborate	Partnerships
 Fact sheets Letter / Email / Social Media notifications Newsletters, bulletins Website updates 	 Public comment periods Open houses / webinars Focus groups Surveys Meetings Interviews 	 Consensus-building forums Working groups Pilot projects 	 Joint project planning (e.g. restoration activities) Co-drafting of management actions Shared governance (e.g. joint implementation agreements)

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

Engagement Process:

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

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

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

Engagement by Watershed Planning Stage

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

Table 2 - Engagement Methods by Watershed Planning Stage

Stage / Activities	Engagement Methods
 Stage 1: Preparation and Scoping Endorsement of Engagement Strategy by Steering Committee Establishment of project webpage (and subscriber form) 	 Website updates (project webpage, subscriber submission function)
 Stage 2: Watershed Characterization Identify issues of concern to stakeholders and members of the public within the watershed Engage on draft Vision for the watershed Engage on the outcomes of watershed characterization (i.e. draft Characterization Report) 	 Survey about issues and key components of a watershed vision to subscribers list, stakeholders list and social media channels Open house on outcomes of watershed characterization and draft management scenarios
 Stage 3: Future Management Scenarios Seek feedback on draft management scenarios (in conjunction with review of draft Characterization Report) Engage on results of stage 3 (Scenario Analysis Report) 	 Above noted open house Notifications to subscribers list, stakeholders list, social media channels on draft management scenarios
Stage 4: Implementation Planning & Stage 5: Monitoring and Evaluation Framework • Engage on draft management framework	 Open house on draft management framework and results of scenario analysis
Draft Watershed PlanEngage on draft Watershed Plan	 Public comment period of draft plan with associated notifications

Engagement Record

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

Indigenous Engagement

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

Table 3 - Contact Information for Indigenous Groups

Indigenous Group	Contact Information	
Williams Treaties First Nations		
Beausoleil First Nation	Susan Copegog, Consultation Worker	
	consultations@chimnissing.ca	
	Joanne Sandy, Chief	
	bfnchief@chimnissing.ca	
Chippewas of Rama First Nation	Sharday James, Community Consultation Worker	
	shardayj@ramafirstnation.ca	
Chippewas of Georgina Island First	Natasha Charles, Project Consultant	
Nation	natasha.charles@georginaisland.com	
Curve Lake First Nation	Julie Kapyrka, Lands Resource Consultation Liaison	
	juliek@curvelake.ca	
	Kaitlin Hill, Lands Resource Consultation Liaison	
	kaitlinh@curvelake.ca	
	Gary Pritchard, Principal Consultant, 4 Directions of Conservation	
	gpritchard@4directionsconservation.com	
Mississaugas of Scugog Island First	MSIFN Consultation Email: consultation@scugogfirstnation.com	
Nation	Monica Sanford, Community Consultation Administrative Assistant	
	msanford@scugogfirstnation.com	
	Colleen Kennedy, First Nation Manager	
	ckennedy@scugogfirstnation.com	
	Waverley Birch, Regulatory Consultant	
	wbirch@ibabraiding.com	
	Don Richardson, Regulatory Consultant	
	Don@ibabraiding.com	
Hiawatha First Nation	Tom Cowie, Lands Resource Consultation Liaison	
	tcowie@hiawathafn.ca	
Alderville First Nation	Dave Simpson, Councillor	
	consultation@alderville.ca	
Huron-Wendat Nation	Mario Groslouis, Project Coordinator - Ontario	
	mario.groslouis@wendake.ca	
	Lori-Jeanne Bolduc, Project Coordinator – Ontario	
	lori-jeanne.bolduc@wendake.ca	
Six Nations of the Grand River	Lonny Bomberry, Lands and Resources Director	

	<u>Ionnybomberry@sixnations.ca</u>	
	Bethany Kuntz Wakefield, Wildlife Manager	
	wildlife@sixnations.ca	
	Robin Vanstone, Consultation Supervisor	
	rvanstone@sixnations.ca	
Métis Nation of Ontario	consultations@metisnation.org	

Municipal Councillors and TRCA Board Members

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

Table 4 - Contact Information for Board Members and Councillors

Representative	Contact Information
TRCA Board Members	
Toronto: Paul Ainslie, Jennifer Drake, Maria Kelleher, Basudeb Mukherjee, Connie Tang, Shelley Carroll, Paula Fletcher, Josh Matlow, James Pasternak, Estair Van Wagner, Ronald Chopowick, Xiao Han, Mike Layton, Anthony Perruzza Region of Peel: Dipika Damerla, Michael Palleschi, Chris Fonseca, Rowena Santos, Jennifer Innis	Clerks Office will have contact for relevant Board members listed in left column.
Region of York: Joe DiPaola, Jack Heath, Linda Jackson, Steve Pellegrini, Gino Rosati	
Dufferin County / Simcoe County:	
Don Sinclair	
City of Toronto Councillors	
Mark Grimes – Etobicoke Lakeshore	councillor_grimes@toronto.ca
Gord Perks – Parkdale – High Park	councillor_perks@toronto.ca
Stephen Holyday – Etobicoke Centre	councillor holyday@toronto.ca
Frances Nunziata – York South-Weston	councillor_nunziata@toronto.ca
Mike Colle – Eglinton-Lawrence	councillor_colle8@toronto.ca

es Pasternak – York Centre – TRCA			
	ouncillor_pasternak@toronto.ca		
d Member	ouncillor perruzza@toronto.ca		
ony Perruzza – Humber River –	ouncillor_mford@toronto.ca		
ael Ford – Etobicoke North			
on of Peel Councillors			
inclair – Town of Caledon (Ward 1) ia	an.sinclair@caledon.ca		
nna Downey – Town of Caledon jo	ohanna.downey@caledon.ca		
rd 2)	ennifer.innis@caledon.ca		
ifor Innia Town of Colodon (Mond	nnette.groves@caledon.ca		
4) – TRCA Board Chair	urpreet.dhillon@brampton.ca		
ette Groves – Town of Caledon	at.fortini@brampton.ca		
·d 5)	arolyn.parrish@mississauga.ca		
reet Dhillon – City of Brampton rds 9 and 10)			
fortini – City of Brampton (Ward 8)			
lyn Parrish – City of Mississauga rd 5)			
of Mississauga Councillors (Only releva	ant Councillors that aren't also Regional Councillors)		
d 5 is represented by Regional Se	ee above		
of Brampton Councillors (Only relevan	t Councillors that aren't also Regional Councillors)		
maine Williams – Ward 8	harmaine.williams@brampton.ca		
irat Singh – Wards 9 and 10	larkirat.singh@brampton.ca		
n of Caledon (Only relevant Councillors	s that aren't also Regional Councillors)		
Kiernan – Ward 1	nn.kiernan@caledon.ca		
ctina Early – Ward 2	hristina.early@caledon.ca		
DeBoer – Ward 3 and 4 <u>ni</u>	ick.deboer@caledon.ca		
Rosa – Ward 5	ony.rosa@caledon.ca		
Region of York Councillors			
	vayne.emmerson@york.ca		
icillor/Chair/CEO	oe.dipaola@richmondhill.ca		
<u>Ca</u>	armine.perrelli@richmondhill.ca		

Representative	Contact Information	
Joe DiPaola, Regional Councillor and	maurizio.bevilacqua@vaughan.ca	
Acting Mayor (Richmond Hill) – TRCA	mario.ferri@vaughan.ca	
Board Member	linda.jackson@vaughan.ca	
Carmine Perrelli – Regional Councillor (Richmond Hill)	gino.rosati@vaughan.ca	
Maurizio Bevilacqua – Mayor Vaughan	mayor@townofws.ca	
Mario Ferri – Regional Councillor	spellegrini@king.ca	
(Vaughan)	tmrakas@aurora.ca	
Linda Jackson – Regional Councillor		
(Vaughan) – TRCA Board Member		
Gino Rosati – Regional Councillor		
(Vaughan) – TRCA Board Member	Note: York Regional Councillors are representative of lower tier	
lain Lovatt – Mayor (Whitchurch- Stouffville)	municipalities and not of their wards	
Steve Pellegrini – Mayor (King) – TRCA		
Board Member		
Tom Mrakas – Mayor (Aurora)		
City of Vaughan (Only relevant Councillo	ors that aren't also Regional Councillors)	
Marilyn Iafrate – Ward 1	marilyn.iafrate@vaughan.ca	
Tony Carella –Ward 2	tony.carella@vaughan.ca	
Rosanna DeFrancesca –Ward 3	rosanna.defrancesca@vaughan.ca	
Sandra Yeung Racco – Ward 4	sandra.racco@vaughan.ca	
Township of King (Only relevant Council	lors that aren't also Regional Councillors)	
Jordan Cescolini – Ward 1	jcescolini@king.ca	
David Boyd – Ward 2	dboyd@king.ca	
Jakob Schneider – Ward 3	jschneider@king.ca	
Debbie Schaefer – Ward 5	dschaefer@king.ca	
City of Richmond Hill (Only relevant Councillors that aren't also Regional Councillors)		
Greg Beros – Ward 1	greg@gregberos.com	
Town of Aurora (Only relevant Councillors that aren't also Regional Councillors)		
	Aurora is switching to a ward system in 2022 – it will be ward 4 that has the small portion of the Humber.	
Dufferin County		

Representative	Contact Information
John Creelman – Mayor Mono	jcreelman@dufferincounty.ca
Fred Nix – Deputy Mayor Mono	fred.nix@townofmono.com
Town of Mono	
See right column	There is no ward system in Mono so they are all Councillors at large. Mayor and Deputy Mayor from above should be contacted at minimum.
Laura Ryan – Mayor Mono	laura.ryan@townofmono.com
John Creelman – Deputy Mayor Mono	john.creelman@townofmono.com
Simcoe County	
Floyd Pinto – Mayor Adjala-Tosorontio	fpinto@adjtos.ca
Bob Meadows – Mayor Adjala-	bmeadows@adjtos.ca
Tosorontio	
Township of Adjala-Tosorontio	
Annette Bays – Ward 1	abays@adjtos.ca

Stakeholder List

Notifications and correspondence will be sent out by project management staff within WPR.

Table 5 - Stakeholder List

Stakeholder / Individual	Municipality	Contact Information	Notes (If applicable)
Development Industry			
Building Industry and Land Development (BILD) Association	Toronto	Danielle Chin Director, Policy and Advocacy dchin@bildgta.ca	https://bildgta.ca/
Canadian Heritage Rivers Syst	em		
Jason Travers – A/Director of Ontario Parks	N/A	Jason.Travers@ontario.ca Joslyn.Spurgeon@ontario.ca	Ontario representatives for CHRS, both at Ministry of
Joslyn Spurgeon – Park Planner			the Environment, Conservation and Parks
Community Groups / Residen	t Associations		
McVean Farm	Brampton	TRCA -property	
Black Youth Community Farm	Brampton	TRCA -property	
Albion Hills Community Farm	Caledon	TRCA -property	
Concerned Citizens of King Township (CCKT)	King	N/A – website has generic contact form	https://cckt.ca/
Peel Agricultural Advisory Working Group	Peel	Mark Head – to connect	
Peel Federation of Agriculture	Peel		https://ofa.on.ca/federations/peel/
Richmond Hill Rotary Club	Richmond Hill	Rajasri Sriskandarajah - President General contact form on website	https://richmondhillrotary.
Humber Bay Shores Condominium Association	Toronto		https://hbsca.ca/ Also has a Facebook group
Swansea Area Ratepayers' Association	Toronto	N/A – website has generic contact form	http://swansearatepayers.c
Kingsway Park Ratepayers Inc.	Toronto	N/A – website has generic contact form	http://kingswayparkratepa yers.com/
Warren Park Ratepayers	Toronto		N/A
Rockcliffe – Smythe Community	Toronto		https://rockcliffesmythe.w ordpress.com/ Also has a Facebook group

Stakeholder / Individual	Municipality	Contact Information	Notes (If applicable)
Bloor West Village Residents Association	Toronto		https://bwvra.ca/
Mount Dennis Community Association	Toronto		https://www.mountdennis.
Société d'Histoire de Toronto	Toronto	Lisette Mallet – Présidente (RWA member)	https://sht.ca/
Black Creek Community Farm	Toronto	TRCA -property	
Foodshare	Toronto	Katie German, Director of Advocacy and Programs	https://foodshare.net/
Jane and Finch Community Centre	Toronto	Community Development	https://www.janefinchcent re.org/
Toronto Environmental Alliance	Toronto	TEA@torontoenvironment.org	https://www.torontoenvironment.org/
Kleinburg & Area Ratepayers Association	Vaughan	Kathryn Angus, President	http://www.kara-inc.ca/
Millwood Woodend Ratepayers Association	Vaughan	Tim Sorochinsky Chair, Millwood-Woodend RatePayers Association	N/A
Mackenzie Ridge Ratepayers Association—only northern portion is in the Humber	Vaughan	Robert A. Kenedy, President	https://www.facebook.com /MacKenzieRidgeRatepayer sAssociation/
Carrying Place & Sonoma Heights Ratepayers Association	Vaughan	Tony Zuccaro, President	https://carryingplace.weebl y.com
Greater Woodbridge Ratepayers Association	Vaughan		http://www.gwra.ca/ - currently under construction https://www.facebook.com /greaterwoodbridgeratepa yers/
West Woodbridge Homeowners Association	Vaughan	Nick Pinto, President	http://wwha.ca/
Village of Woodbridge Ratepayers Association	Vaughan	Maria Verna, President	https://villageofwoodbridg e.ca/
Vaughanwood Ratepayers' Association (Vaughan)	Vaughan	Mary Mauti, Secretary	N/A
Pinewood Estates Ratepayers' Association (Vaughan)	Vaughan	Pia Famiglietti, Secretary/Treasurer	https://m.facebook.com/pi newoodra/

Stakeholder / Individual	Municipality	Contact Information	Notes (If applicable)
National Estates Ratepayers' Association (Vaughan)	Vaughan	Anthony La Regina, President	N/A
Weston Downs Ratepayers' Association	Vaughan	Victor Lacaria, Co-President Nadia Magarelli, Co-President Rose Savage, Co-President	https://westondownsra.ca/
Sustainable Vaughan	Vaughan	sustainablevaughan@gmail.com	https://sustainable- vaughan.com/
Kortright Community Farm	Vaughan	TRCA -property	
Historic Wallace House	Vaughan		http://www.wallacehouse.ca/
York Federation of Agriculture	York		https://ofa.on.ca/federations/york/
York Region Agricultural Advisory Committee	York	York Region Committee	www.york.ca/agrifood
York Region Food Network	York		https://yrfn.ca/about/cont act-us/
Oak Ridges Friends of the Environment	York	May not be active anymore	
York Region Environmental Alliance	York		http://yrea.org/
McVean Farm	Brampton	TRCA -property	
Golf Courses			
Lambton Golf and Country Club	Toronto	Peter Holt – General Manager / COO - pholt@lambtongolf.com	https://www.lambtongolf.com/
Weston Golf and Country Club	Toronto	Rob Ackermann – Superintendent - rackermann@westongolfcc.com	https://www.westongolfcc. com/Home
Oakdale Golf and Country Club	Toronto	Patrick Greenman – Director of Property - pgreenman@oakdalegolf.com	https://oakdalegolf.com/
National Golf Club of Canada	Vaughan	Jermaine Brissett – General Manager - Jermaine@nationalgolf.ca	https://nationalgolf.ca/
Copper Creek Golf Club	Vaughan	John Young – General Manager - jyoung@coppercreek.ca	https://www.coppercreek.c
Nobleton Lakes Golf Club	King	Jason Bindi – Superintendent - superintendent@nobletonlakes golf.com	https://www.nobletonlakes golf.com/

Stakeholder / Individual	Municipality	Contact Information	Notes (If applicable)			
Maple Downs Golf and Country Club	Vaughan	Ryan Bradshaw – General Manager - rbradshaw@mapledowns.com	https://www.mapledowns. com/			
Major Landowners and/or Ins	Major Landowners and/or Institutions					
Humber College	Toronto	Andrew Leopold – Director of Communications andrew.leopold@humber.ca	https://humber.ca/			
		Deborah Green – Director Office of the President and Board of Governors - deborah.green@humber.ca				
		Arboretum – Lynn Short, Environmental Stewardship Coordinator -				
Seneca College	Toronto		https://www.senecacollege .ca/home.html			
York University	Toronto	Community Engagement				
		City Institute				
		TD Community Engagement Centre				
Niagara University in Ontario	Vaughan		https://niagarau.ca/			
Casino Woodbine	Toronto	Chuck Keeling – Executive Vice President - ckeeling@gcgaming.com	https://casinowoodbine.co m/			
Wet n Wild Toronto	Brampton	Steve Mayer – General Manager - info@wetnwildtoronto.com	https://www.wetnwildtoro nto.com/			
Canada's Wonderland	Vaughan	Grace Peacock – Director of Communications - grace.peacock@canadaswonder land.com	https://www.canadaswond erland.com/			
NGO's						
Greenbelt Foundation	Toronto	Communications and Engagement - pndebele@greenbelt.ca	https://www.greenbelt.ca/			
Oak Ridges Moraine Land Trust	York	landtrust@oakridgesmoraine.or g	https://www.oakridgesmoraine.org/			
WWF - Canada	Toronto		https://wwf.ca/			
Miscellaneous						

Stakeholder / Individual	Municipality	Contact Information	Notes (If applicable)
Toronto Humber Yacht Club	Toronto	info@torontohumberyachtclub. com	https://www.torontohumb eryachtclub.com/
Humber Valley Heritage Trail Association – Bolton Chapter	Caledon	hvtrail@gmail.com	http://www.humbertrail.org/
Humber Valley Heritage Trail Association – Kleinburg Chapter	Vaughan	hvhtak@gmail.com	https://hvhta.ca/
McMichael Gallery	Vaughan	info@mcmichael.com	https://mcmichael.com/
Oak Ridges Trail Association	York	info@oakridgestrail.org	https://www.oakridgestrail. org/
Black Creek Conservation Project of Toronto **may not be active anymore	Toronto	BCCP@rogers.com	https://www.blackcreekpro ject.ca/

Appendix A: Communications Protocols

The Humber River Watershed Plan project webpage will be regularly updated as reports are developed, as new information is available and engagement events are planned in collaboration with the TRCA Marketing and Events team. A link to the webpage will be provided here when available.

Correspondence via emails and social media posts will alert stakeholders identified in this Engagement Strategy to project status updates.

As mentioned, in the Engagement Strategy, notifications will be sent to the following groups:

- Board Members and Councillors, Regional Watershed Alliance via Clerks Office with Director approval
- Indigenous Groups via WPR Project Management staff
- Stakeholders and Subscribers via WPR Project Management staff (including via Mailchimp)
- Education and Training (including SNAP) Stakeholders via WPR Project Management staff in collaboration with Education and Training staff
- Urban Agricultural Tenants via TRCA property staff

Email notifications will be general in nature referring each group to updated information on the project webpage. The table below outlines expected communication points during each stage of the watershed planning process:

Table 6 - Tentative Communications Protocol Timeline

Timeline	Nature of Communication	
Stage 2: Watershed Characterization		
May / June 2022	Email notifications to each group and social media posts (Facebook, Instagram, Twitter) about:	
	 the watershed planning process initial engagement survey (on watershed vision and key issues of concern) 	
Early 2023	Email notifications to each group and social media posts about:	
	 open house / public meeting(s): Outcomes of initial engagement survey Findings from Characterization Report. Report will be added to project webpage. (Could end up being a virtual webinar) Feedback on draft future management scenarios for Stage 3 	
Summer 2023	Email notifications about:	
	 Watershed tour with Board Members, Councillors and Steering Committee members 	
	Email notifications to each group and social media posts about:	
	 Watershed hike / clean-up with Indigenous history presentation from Mississaugas of Credit First Nation. Could involve a few different days in different locations. 	

Timeline	Nature of Communication	
Stage 3: Future Management Scenarios		
Mid-2024	Email notifications to each group and social media posts about:	
	 Results of Stage 3, involving webpage updates 	
Stage 4: Implementation Planning		
Late 2024	Email notifications to each group and social media posts about:	
	 Open house / public meeting(s): Draft Management Framework (goals, objectives, indicators, actions) 	
Final Watershed Plan		
Early to mid-2025	Email notifications to each group and social media posts about:	
	Public review of draft Watershed Plan (minimum 60 days)	
Late 2025	Email notifications to each group and social media posts about:	
	Release of final Watershed Plan	

