

## ***“Hot Topics”***

### **Intelligent Communities**

#### Intelligent Community of the Year

On June 5, 2014, the Intelligent Community Forum announced the City of Toronto as its 2014 Intelligent Community of the Year. The ICF highlighted the efforts of Waterfront Toronto as a key factor contributing to the success of the bid. The Toronto delegation to New York was comprised of 25 representatives from both the public and private sectors, and was underwritten by IBM, Element Blue, Beanfield Metroconnect and 1GO Media. Cultural Ambassadors the Sultans of String, Maryem Tollar and Jayne Brown performed as a showcase of the City’s vibrant multicultural tapestry. A communications strategy is being prepared in concert with the City and INVEST Toronto and will focus significantly on the economic impact of Intelligent Communities.

#### Intelligent Community Forum (“ICF”) Board Meeting

Waterfront Toronto provided research and a draft set of sustainability metrics to the ICF to consider adding this criteria for cities entering the process for Intelligent Community of the Year. This criteria and the proposed work was presented and discussed at their board meeting on June 3, 2014 and the expectation is that this additional criteria will become a voluntary pilot for the next year. Waterfront Toronto was pleased to provide this expertise as support for the ICF’s decision making.

### **Billy Bishop Toronto City Airport (“BBTCA”)**

Waterfront Toronto has been asked by the Toronto Port Authority (“TPA”) to assist in the selection of a consultant to undertake the Environmental Assessment (“EA”) for TPA’s airport expansion proposal. The relevant communication is attached. Waterfront Toronto has agreed to provide the benefit of its experience to the TPA in order to help facilitate an EA process which is transparent, addresses all the potential impacts of the proposed expansion on the broader waterfront and includes robust public consultations. The City of Toronto and the Toronto and Region Conservation Authority (“TRCA”) are also participating in the evaluation process.

## ***“Current Topics”***

### **West Don Lands (“WDL”)**

#### Urban Capital

Urban Capital is still on track to commence occupancy of their Phase 2 building in February, 2015.

Urban Capital is currently preparing for municipal approvals applications for the Phase 3 Building. They launched this phase with an event on May 29, 2014 which was very well attended.

## Toronto Community Housing (“TCH”)

TCH has applied for an Occupancy Permit for the Seniors building on King Street. Once obtained, residents will begin to move in, which is expected to take place this summer. The family buildings are nearing completion but will not be occupied until later this year.

## Woonerf Construction

Construction of the final stages of the Urban Capital woonerf will be completed this fall. The private woonerf through the TCH site is under construction with completion anticipated in summer 2014.

## Construction Liaison Committee (“CLC”)

The WDL CLC continues to meet on a 6-week schedule. The meeting gives the community an ongoing opportunity to meet with Waterfront Toronto’s developer and construction partners, allowing Waterfront Toronto to resolve any issues in a coordinated fashion. No issues of significance were raised at the last meeting and the next meeting is scheduled for July 15, 2014.

## Pan/Parapan American Games Athletes’ Village

Construction continues on track and Dundee Kilmer continues to work towards site turn-over to TO2015 in early 2015. The Village is approximately 85% complete. Waterfront Toronto continues to work with TO2015, TRCA and governments as necessary regarding TO2015’s planning efforts.

## Communications

On July 10, 2014 Waterfront Toronto will be holding an event to celebrate our newest waterfront park: Corktown Common. The celebration will take place in two parts - an official ribbon cutting with our government partners to acknowledge and thank them, followed by a community event later in the evening.

Waterfront Toronto continues to conduct tours to showcase revitalization of the WDL. Tours were conducted for the Ontario Ministry of the Environment Senior Toronto Region Staff, Toronto Life to support an upcoming feature in the magazine, and a journalist from Azure in preparation for a piece that will run in an upcoming Design Lines.

## **East Bayfront (“EBF”)**

### Bayside

The Section 37 Agreement for Phase 1 of Bayside was executed May 6, 2014. This agreement sets out Waterfront Toronto’s obligations with respect to, among other things, public art, affordable rental housing and infrastructure provision for Bayside Phase 1.

Tridel and Hines continue to process their municipal approvals for Aqualina (first building of Bayside) and are targeting a summer construction start.

City Council approved the affordable rental housing pilot project in the second building (R3R4) of Bayside. The pilot will contain approximately 80 units of affordable rental housing to be retained by the City. Waterfront Toronto, the City and Hines/Tridel participated in a Request for Proposals (“RFP”) to secure an affordable housing provider for the project.

Artscape was the successful proponent and was approved by City Council June 10, 2014. Waterfront Toronto, the City and the Developer will be finalizing all the necessary agreements to implement the project. Tridel has been designing the building for some time and is planning to launch their marketing for this project in July, 2014.

Construction of the local municipal services continues on site.

The online/social media street naming campaign for the Bayside Toronto was tremendously successful. The final names were approved by Council on June 10, 2014:

- Merchants' Wharf Way for the main public street through the site and along the water's edge;
- Edgewater Drive for the internal street; and
- Kanadario Way (from the Iroquois word meaning "sparkling" or "beautiful" water) for the small laneway beside Aitken Place Park.

These were reviewed by Toronto EMS and Surveys and Mapping prior to Council approval.

### Dockside

Waterfront Toronto is working with proponents on the RFP for the Waterfront Innovation Centre on Blocks 1 and 2 of the Dockside district which are due in late summer.

### Parkside

Great Gulf continues to work with the City and Waterfront Toronto on their Site Plan Approval and is targeting to submit for Building Permit in June, 2014. The anticipated start of construction is March 2015.

## **Central Waterfront**

### Queens Quay Design and Construction

We are currently on schedule for overall completion of the project for June 2015. With site services and TTC work nearing completion, the focus over the next few months will be to complete roadwork and as much landscape before winter.

Varcon (site services contractor) completed work associated with storm line between Rees and Peter Slip Bridge, and is completing the installation of remaining manholes and catch basins.

Caisson and footing installation for TTC poles, traffic signalization poles and light poles continued at various locations along Queens Quay and at the Spadina Loop. Pole foundations and installation of TTC poles to be completed by end of June, 2014.

Excavation and concrete pours for the TTC track rebuild continued at several locations along the main tangent between York and Peter Slip Bridge. Approximately 80% of the track has been installed at Spadina loop and along Queens Quay. Track work and concrete between Spadina to Bay to be completed by end of June 2014.

Excavation for new roadway is underway between York to Simcoe, and between York to Bay for the service lane south of TTC corridor. Asphalt base has been placed at Simcoe Intersection. Both York and Rees Intersections are underway. The forecast is to have roadwork completed by Fall 2014.

The landscape contractor has continued to work at several locations on the north side and south side of Queens Quay. Granite curb installation continues west of Simcoe in advance of the roadway work. Excavation for the Martin Goodman Trail (“MGT”) has commenced just west of Bay.

Toronto Hydro will schedule the installation of two chambers, between Rees and HTO Park south of the TTC corridor in the fall. Work to be coordinated with the Eastern installation of the MGT.

### Communications

The new Queens Quay infrastructure video has been well received since it was launched last month. Waterfront Toronto’s Facebook post promoting the video reached over 18,000 people and the video has been shared broadly by partners, neighbourhood associations and community groups via Twitter. We will continue to use the video to help answer questions and promote the project as construction progresses.

Waterfront Toronto worked in collaboration with the City of Toronto to publicize several intersection closures (Simcoe, York and Rees) required for the TTC rebuild in May and June 2014. City-wide news releases were issued prior to each intersection closure and we used the opportunity to remind media that despite the project’s complexity, the revitalization of Queens Quay is on schedule for 2015.

Waterfront Toronto continues extensive public outreach efforts during construction. To help communicate construction progress, Waterfront Toronto presented a detailed Queens Quay construction update to three community associations during their public meetings this spring. We met with the York Quay Neighbourhood Association and the WDL Committee in May and the Bathurst Quay Neighbourhood Association in June. Waterfront Toronto also continues to meet and conduct site tours regularly with the Waterfront Business Improvement Area (“BIA”) to ensure we are addressing their needs.

Waterfront Toronto is once again working with the Waterfront BIA and the Redpath Waterfront Festival to ensure a successful event despite construction in the area. The Festival is programming both Sherbourne Common and Sugar Beach this year and expects to draw 250,000 people to the waterfront over a 3-day period.

### Canada’s Sugar Beach

Canada’s Sugar Beach received a 2014 Great Places Award from the Environmental Design Research Association. Waterfront Toronto promoted the award on our newsroom and via our blog and other social media channels.

### **Health and Safety**

There have been three incidents on the Queens Quay project since the previous report as reported below, however none have resulted in lost time.

On May 15, 2014 two workers had an altercation over a health and safety violation. The offending worker was dismissed from the site.

On June 3, 2014 a fibre optic line and coaxial cable feeding Queens Quay Terminal was damaged during road excavation. Repairs were completed on the lines and no complaints of interrupted service were received.

On June 5, 2014 a pedestrian attempted to cross Queens Quay West at Rees Street. At the time, the intersection was closed and the pedestrian walked through an opening in the safety fence and fell onto the streetcar right of way base slab concrete. The fence was open to allow for the delivery of rails and this work was underway at the time under the supervision of the construction manager, TTC and paid duty police officers. The pedestrian suffered minor injuries and was treated on site by EMS personnel. He declined transportation to the hospital.

### **Don Mouth Naturalization and Port Lands Flood Protection Project (“DMNP”) & Lower Don Lands (“LDL”) Environmental Assessments (“EAs”)**

Waterfront Toronto, the City of Toronto and the TRCA continue to work towards the implementation of Phase 2 of the Port Lands Acceleration Initiative (“PLAI”).

The TRCA, on behalf of and in cooperation with Waterfront Toronto and the City of Toronto, has completed the EA for the DMNP. TRCA is currently in the process of responding to all comments that were received as part of the formal review period that closed on April 21, 2014.

The draft LDL Infrastructure Master Plan EA amendment is being updated based on comments received by the project team before submission to the MOE.

### **Port Lands Planning Framework/Transportation and Servicing Master Plan EA**

Waterfront Toronto and the City of Toronto continue to work towards developing a high-level Planning Framework for the Port Lands. A PLAI Phase 2 Progress Report will go before the Planning and Growth Management Committee on June 19, 2014 and to City Council on July 8 and 9, 2014. The report outlines the progress achieved to date on PLAI with respect to flood protection, area planning, infrastructure costs estimation and funding. Appended to the report is the Port Lands Planning Framework: Land use Direction report which recommends the preferred land use direction. As part of the Planning Framework study, the City commissioned Hemson Consulting Ltd. to provide an economic analysis of planned Port Lands development with a focus on the Film Studio District. Hemson confirmed that the regional economy of the GTA will continue to grow, attracting significant population and employment growth. Further, in order to create demand for office space in the Port Lands, in addition to transit improvements, significant evidence in the broader vicinity of development, such as new residential and mixed-use projects on the quays, would need to be seen. In respect of the Film Studio Precinct, Hemson concluded that there is good overall development potential however in terms of significant office development, it would be highly dependent on substantial transit improvements and dictated by what happens on the Unilever (First Gulf) site. Furthermore, although the film industry is highly dependent upon externalities, there remains some potential for additional Film studios and related industries.

Once Council endorses the preferred land use direction, the City and their consultant Dillon, with assistance from Waterfront Toronto, can commence analysis of the alternatives for the Transportation and Servicing Master Plan EA (“TSMP EA”) project.

### **Communications**

A Joint SAC/LUAC meeting to present and receive feedback on the proposed Port Lands Framework Plan Land Use Direction was held on May 20, 2014 at Metro Hall. Another joint SAC/LUAC meeting will be held at Waterfront Toronto Offices to present and obtain feedback on the built form options for the Villiers Island (formerly Cousins Quay) Precinct Plan.

## Film Studio Precinct Plan

The Project Team, led by the City in consultation with Waterfront Toronto, continues to work through constraints within the Film Studio Precinct Planning area and once City Council provides direction on the proposed land use direction, the project team can proceed with the streets and block plan options.

## Villiers Island (formerly Cousins Quay) Precinct Plan

The results of the PLAI revised Don Mouth Naturalization transformed Cousins Quay into a new urban Island and Waterfront Toronto expanded the boundaries of the Cousins Quay precinct plan to encapsulate the entire island. The Project Team determined that a more reflective name was warranted, thus the creation of 'Villiers Island'.

The Project Team, led by Waterfront Toronto, over the course of the past few months met with various stakeholders, landowners and city divisions to obtain feedback on the proposed three streets and blocks plan options including a SAC/LUAC meeting and community consultation meeting. The team will continue to work with stakeholders and the City to pare down the options to create one preferred streets and blocks plan and commence built form analysis. A joint SAC/LUAC meeting to discuss built form options will be held at Waterfront Toronto in the near future. The Precinct Plan will be presented to the Waterfront Toronto Board in the Fall of 2014 once we have a streets and blocks plan and built form direction.

## **Environment and Innovation**

### Earth Week Events

During Earth Week Waterfront Toronto participated in two awareness events. The first involved collecting waste in the Central Waterfront and East Bayfront precincts by organizing participants into two teams, each led by a member of our Executive Team. In total, 28 staff members participated and the teams collected 1.28 m<sup>3</sup> of recycling and .36 m<sup>3</sup> of garbage waste. The second event focused on lunch room waste diversion, to help improve waste separation and engage staff. Token awards were handed out to the winning team of both events and staff reported finding both events educational and enjoyable.

Waterfront Toronto was proud to have a team participate in the CN Tower Climb on May 1, 2014 in support of the World Wildlife Fund. Six staff members climbed and raised \$3,052.00 (150% above last year's target). Sporting Waterfront Toronto t-shirts, the team was proud to contribute to this great event, which raised over \$1 million in total.

### Sustainability-focused Tours of the Waterfront

In May and early June, 2014 Waterfront Toronto provided several key tours of project progress. This included a delegation from Holcim International and the Canadian Green Building Council National Conference. Other visitors included planning staff from Eindhoven, Netherlands and a grade 8 class from Mt. Zion Junior High School.

### Government Leadership in Sustainability Award

Waterfront Toronto received an award from the Canadian Society for Civil Engineering, Government Leadership in Sustainability, for the infrastructure work in WDL. The award was presented at the end of May. R.V Anderson accepted the award on Waterfront Toronto's behalf.

## **Intelligent Communities**

Work is ongoing on the procurement process for the Innovation Centre, along with continued efforts to identify solutions to include on the intelligent community platform. Element Blue is also working on a framework to incorporate the City of Toronto Open Data within the platform to help accelerate smart city pilot opportunities. An “Apps competition” is being considered in partnership with IBM, the DMZ and MaRS for a Fall 2014 launch.

Planning is also underway for the next New Blue Edge speaker series event which will occur in September. Exploratory discussions are also occurring regarding the creation of an ICF Institute which could leverage the Waterfront revitalization as a living lab environment for industry partners and academics who are engaged in smart city-related research and development.

## **Government Relations**

As part of Waterfront Toronto’s proactive engagement with the office of the new Minister of Finance, federal board members and I met with Minister Oliver on May 8, 2014 and provided a foundation briefing on waterfront revitalization. The Minister indicated his desire to see continuity of the federal government’s engagement in revitalization and continued high visibility for the federal role and investment. To that end, we have confirmed the Minister’s participation July 10, 2014 at an official tri-government ribbon cutting for Corktown Common where our government partners will be acknowledged and thanked for their investment and continued support of our waterfront revitalization efforts. Minister Oliver’s new Director of Regional Affairs was also provided with a detailed briefing and tour of the waterfront on June 5, 2014.

On July 15, 2014, a briefing and tour has been arranged for the federal GTA Caucus members and GTA Senators.

## **Communications and Marketing**

### Marketing Initiatives

As part of Waterfront Toronto’s 2.0 marketing efforts, a 60 second video is being produced with the objective of creating excitement and anticipation for waterfront revitalization. This video will be visually compelling, inspiring and flexible in nature to allow multiple opportunities for distribution. We are currently finalizing a marketing and distribution plan and are looking into a variety of opportunities, including showing the video in public venues as a public service announcement with waterfront partners such as Corus Entertainment and development partners as well as exploring private venues. We are aiming to have the video complete by early July.

### Earned Media

Toronto Life magazine will be doing a piece on Waterfront Toronto in the coming months, likely to be a two-page map/graphic spread that will highlight specific projects. The reporter has been taken on a tour around the WDL and EBF areas to introduce him to specific features of these areas and to explain Waterfront Toronto’s approach to planning.

Business Elite magazine, a Toronto-based publication, completed an interview with John Campbell on sustainable communities – with publication of the story expected in the summer.

## On the Waterfront: Waterfront Toronto's Blog Launched

Based on recommendations from our recent social media audit, we have developed a “content hub” blog where we share the corporation’s views and approach to waterfront revitalization. Since launching on May 20, 2014, the blog has engaged 451 unique users through a variety of blog posts about public art, cycling, urban design, sustainability and innovation. User engagement is strong with the average user reading four posts and spending approximately six minutes during a visit to the site.

As we continue to build out content for the blog, we will increase Waterfront Toronto’s profile and thought leadership by featuring the voices and perspectives of our staff and many partners. Blog posts are designed to encourage conversations and sharing on social media – fueling the continued growth of our influence on Facebook, Twitter, LinkedIn and Google+.

*Featured blog posts include:*

- Building (Award-Winning!) Great Places on the Waterfront;
- Toronto Named Intelligent Community of the Year;
- Leave the Car at Home: How Employers Can Lead the Charge Towards a More Sustainable Commute; and
- Data is Now Starting to Drive the Decisions We Make About Green Buildings.

## Social Media

Waterfront Toronto’s social media strategy continues to pay dividends in expanding our audience reach and impact.

### *Facebook*

- Likes on the Waterfront Toronto fan page have increased to 2,320, up 69% from 1,366 since the beginning of 2013.
- The first week of June was a particularly strong one, with posts about Intelligent Communities and from our blog reaching 28,700 people on Facebook. Our strongest week yet.

### *Twitter*

Our number of followers has increased to 8,197, up 110% from 3,902 since the beginning of 2013. Our participation in public discussions about parks, public spaces and cycling infrastructure has helped to fuel continued growth in our Twitter followership – including adding nearly 322 new followers in the month of May.

### *LinkedIn*

Our LinkedIn followers have increased to 1050, up 63% from 641 on September 1, 2013.

## **Lower Yonge Precinct**

Waterfront Toronto and the City of Toronto are holding a Stakeholder Advisory Committee meeting in late June to provide an update on the Lower Yonge Precinct Plan work to date including the Urban Design recommendations for the area. The stakeholder meeting will be held in advance of the City’s planned update to Toronto East York Community Council in August.

## **Ontario Place Park**

On May 8, 2014, the Ministry of Tourism, Culture and Sport (“MTCS”) asked that all work be halted during the Provincial Election - putting the Park and Trail project on hold. With the election of a Majority Liberal Government, MTCS is anticipating a start-up date of August 1<sup>st</sup>, 2014. The revised schedule anticipates an August 2016 completion date. Next steps include issuing the RFP for the Phase 1 (sub-surface works), and completing the 100% Design Development Drawings. Discussions are currently being held to decide on the type and timing of a public “unveil” of the final design.

## **Jack Layton Ferry Terminal Design Competition**

Waterfront Toronto, working with Parks Forestry and Recreation staff and Councilor McConnell’s office has been preparing the competition brief for the Jack Layton Ferry Terminal and Harbour Square Park Innovative Design Competition. The Pre-qualification document will be issued at the end of July, 2014, with shortlisted candidates selected by the end of September 2014. The brief will be presented to the Jack Layton Ferry Terminal Working Group on June 13th.

## **Canada’s Anti-Spam Law (“CASL”)**

The new federal CASL became law on January 1, 2014 with a staggered implementation schedule. Effective July 1, 2014, with certain exceptions, the law prohibits the transmission of “commercial electronic messages” (“CEMs”) without the consent of recipients. A CEM is an electronic message of a type where it is reasonable to conclude that one of the purposes of the message would be to encourage participation in a commercial activity, whether or not the activity is carried out in the expectation of profit. Management has reviewed the types of communications that Waterfront Toronto sends to its stakeholders with external counsel who have advised that in their opinion the communications that the corporation sends are not CEMs and that consents are therefore not required from recipients.