

“Hot Topics”

Government Relations

Port Lands Flood Protection

We continue strong outreach and advocacy for Port Lands Flood Protection with governments, working closely with the City and Mayor’s Office and provincial and federal governments both at the staff and political levels. We continue to press governments to translate their common agreement on the need to deliver this critical infrastructure project into a tri-government announcement this year that commits governments to tri-government funding of the project and the required review of project due diligence.

Operating Line of Credit

Senior staff for governments have agreed to establishing an operating line of credit of up to \$40M in order to facilitate the management of near term and future cash flows for WT 1.0 projects – projects approved in the Long Term Funding Plan. Management, along with secretariat staff, are currently finalizing the consent document with a view to have a final version within the next few weeks.

The Province of Ontario received Treasury Board and Cabinet approval to allow Waterfront Toronto to establish an Operating Line of Credit in January. The federal government has indicated that Treasury Board approval is not required and that the Minister has the delegated authority to sign off on the consent document. The City will consider the Line of Credit at the July meeting of Council as part of the City’s Strategic Review of Waterfront Toronto. Mayor Tory has been briefed on the item by Management. We believe we are on track to have an operating line of credit in place this September.

Queens Quay Revitalization Project

On the weekend of February 21, 2015, a City water main failed on Rees Street immediately north of Queens Quay. Based on the volumes of rushing water recorded during the event Management judged that the break may have undermined the newly constructed road and associated infrastructure. The water main break and visible damage to the road base was repaired by City of Toronto contractors on the night of February 24th. Toronto Water field supervisory crews advised that 15 m³ of unshrinkable fill was placed in the area of the repair to compensate for the voids created by the water flow under the road base slab.

Due to Management’s concerns regarding the structural integrity of the road and potential warranty issues, staff requested a coordination meeting with City Divisions (Engineering and Construction Services, Transportation, Toronto Water) to ascertain whether all parties were satisfied with the original repairs and remediation work undertaken on February 24th.

Waterfront Toronto and City staff have now met on several occasions to review this issue. Subsequent to the first meeting on April 7th, the City performed a video survey of the sanitary line under the Rees and Queens Quay intersection and have determined that a part of this sewer has collapsed due to the erosion of soil beneath the sewer.

Pursuant to the second meeting held on April 21st, it was agreed that the City will perform additional video surveys of other new and existing sewers in the area to determine if any further damage is evident. Concurrently Waterfront Toronto will conduct an investigation to attempt to determine the extent of undermining and voids under the Queens Quay road right-of way. Dependent on the results of these additional surveys a remediation and repair plan will be developed. Until the extent of damage and remedial work is determined it is not known whether the repairs can be completed in time for the Pan-Am Games or Redpath Waterfront Festival on June 19th. It is also not currently known whether the work can be deferred until after the games are over.

Management has notified and is coordinating with the Builder's Risk Insurer for the project and is keeping the adjuster informed. Additional verbal updates will be provided at the May 4th Board meeting in order to keep the Board apprised on the status of this issue as it continues to be assessed.

Gardiner East EA

Good Movement and Economic Competitiveness reports were completed and Stakeholder meetings were held in March 2015. A Stakeholder Advisory Committee meeting was held on April 13, 2015 and a Public Information Centre #4 on April 15, 2015 Downtown and April 20, 2015 in Scarborough engaging approximately 600 people. A media technical briefing was also held on April 15, 2015. The purpose of these meetings was to report back on the additional studies requested at the Public Works and Infrastructure Committee meeting in March 2014. This included: optimizing the Remove (Boulevard) alternative, developing and evaluating the Hybrid alternative and goods movement and economic competitiveness analysis. The results of the additional studies will be presented at the Board meeting.

Billy Bishop Airport EA

Waterfront Toronto has agreed to conduct a third-party peer review of the Billy Bishop Airport EA, at the request of Ports Toronto. Ports Toronto will pay all the costs associated with the completion of this peer review, which will review both the scope of the EA as well as the assessment itself, and its finding will be used to either verify that the EA was conducted following best practices or make recommendations for its enhancement. On April 20, 2015, Ports Toronto released its first draft of the EA scope for public review and comment and it is expected that the peer review team will review those comments as it conducts its review.

“Current Topics”

West Don Lands (WDL)

Urban Capital

Urban Capital continues to work with the City on their site plan approval application for their Phase 3 building.

Pan/Parapan American Games Athletes' Village

TO 2015 now has carriage of the Athletes' Village site until the fall. They are currently undertaking the necessary works, including installation of temporary facilities, to accommodate the Village uses.

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. The next meeting is scheduled for May 17, 2015.

519 Community Centre

Waterfront Toronto has been advised by City staff that the 519 Community Centre team has determined that the Foundry complex is not suitable for the purposes they proposed. They are now seeking an alternate site in another downtown location.

East Bayfront (EBF)

Bayside

Construction is proceeding well on Aqualina (first building of Bayside) by Tridel and Hines. Sales for Aquavista (second Bayside building) continue to be very strong and Tridel hopes to be able to commence construction in the fall. Tridel and Hines continue to pursue their municipal approvals for Aquavista.

Waterfront Toronto is working with Hines/Tridel on a ground breaking event in May.

Construction of the external infrastructure required to service the East Bayfront developments east of Sherbourne Common is ongoing. All but one of the temporary shafts required for the micro-tunneling operation are complete and tunneling work is underway with about 10% of the sanitary trunk sewer installed to date. Construction of the sewage pumping station at Cherry Street and Lake Shore Blvd. East has now progressed to the concrete forming stage.

Public Realm

A Request for Qualifications will go out at the end of April for the Bayside Phase II public realm design and construction administration. Construction will likely commence in spring, 2016. The dotted line on the map identifies the area within Phase II.



Internal Streets and Aitken Place Park (APP)

We have begun public consultations on preliminary designs for Aitken Place Park, the new waterfront park that will be at the heart of the Bayside development in East Bayfront. The 0.75-acre park will offer opportunities for play and recreation, as well as quiet places to relax and enjoy waterfront views. The online consultation package includes a YouTube video in which the park's design team, [Scott Torrance Landscape Architect Inc.](#) and [Thomas Balsley Associates](#), walk through early design concepts and programming for the park space. The early design was presented to the SAC, Hines/Tridel, and the Design Review Panel and was well received. Members of the public are invited to submit their feedback through an online survey. Feedback is due by Thursday, April 30, 2015. The presentation and online survey are posted on Waterfront Toronto's blog: <http://tiny.cc/Aitken>.

Parkside

On March 31, 2015 Great Gulf closed with the City and Waterfront Toronto and has taken title to the Parkside lands. The developer continues to work with the City and Waterfront Toronto on their Site Plan Approval and building permits with commencement of construction targeted for early spring.

On April 21, 2015, Great Gulf held a groundbreaking for their Monde residential development, which is designed by renowned Canadian architect Moshe Safdie – the architect's first residential design in Canada in 47 years. John Campbell spoke at the event and pointed to the tangible progress underway in EBF – of which Monde is one.

Launch of Daniels Waterfront

On March 26, 2015 Waterfront Toronto participated in the Daniels Corporation event to launch their mixed-use development on the old Government nightclub site in East Bayfront: Daniels Waterfront – City of the Arts. John Campbell spoke at the opening, as well as Mayor Tory – who praised Waterfront Toronto for its work in planning East Bayfront and creating an attractive public realm. The development is a mixed-use retail/office/institutional/residential complex –with employment and resident populations approximately equal. The development includes a public space called Sugar Beach North, which replicates the design and feel of Canada's Sugar Beach.

MIPIM

After a five-year hiatus, the City of Toronto along with Waterfront Toronto returned to MIPIM, (Le marché international des professionnels de l'immobilier), the world's major property development trade fair attracting more than 21,000 senior real estate executives. MIPIM provided the City and Waterfront Toronto the platform to showcase key real estate projects including Quayside, Villiers Island and the flood protection project with the objective of attracting investment interest.

The City of Toronto assembled a team of public-sector partners which included Waterfront Toronto, BUILD TORONTO, Invest Toronto, Toronto Port Lands Company and Tourism Toronto to participate at MIPIM. Industry partners that joined in the mission included Centennial College, First Gulf, and Ivanhoe Cambridge. Waterfront Toronto's participation included two senior management team members.

The City of Toronto hosted key investors and developers for a breakfast networking meeting which focused on Waterfront Toronto's revitalization initiatives. George Spezza of the City Economic Development Department provided remarks on behalf of the City of Toronto and Meg Davis as keynote speaker, outlined the recent developments along Toronto's waterfront and the organization's plans for the future.

She was also invited to participate in a panel discussion on Innovation Hubs: Boosting City Development, hosted by Helsinki. Also on the panel were representatives from the City of Helsinki, City of Torino, and the Glasgow Chamber of Commerce.

David Kusturin and Meg Davis made contacts with business leads, investors and developers from Belgium, Denmark, Finland, Germany, Switzerland, The Netherlands, UK, United Arab Emirates, the United States and others. Follow up activity has been initiated with these contacts.

The City of Toronto and other members of Team Toronto found MIPIM to be very beneficial. Waterfront Toronto will consider participation in MIPIM 2016 in the fall based on the development and construction opportunities on Waterfront Toronto projects at that time.

Central Waterfront (CWF)

Queens Quay Revitalization Project - Construction

On March 31, 2015, City Council adopted the new curbside and traffic bylaws needed to operate the reconfigured Queens Quay.

This month all Queens Quay roadway work has been completed with the exception of the final coat of asphalt in certain areas which will be completed once the weather improves and the asphalt plants reopen for the season.

New intersection signal controllers have been shipped and Waterfront Toronto crews continue the process of programming and testing the controllers in advance of installation. Programming and testing will take approximately two months and will be done in coordination with City of Toronto Transportation department and TTC. It is anticipated that intersections will be commissioned over a two week period at the end of May and early June.

Roadway work within the eight intersections along Queens Quay is now underway, including:

- Bay Street Intersection: Sidewalk and road pavers were completed on the south side of the intersection. On April 16, 2015 construction commenced on the north side of this intersection.
- York Street Intersection: Crews completed the sub-base preparations and the form and pour of the concrete base structures for the southwest corner of the York and Queens Quay intersection, directly north of the Pier 6 building.
- Queens Quay Terminal Driveway: Work in the Queens Quay terminal driveway commenced. This work will be undertaken in halves to maintain access to Queens Quay Terminal.
- Simcoe Street Intersection: Demolition of the south side of the intersection was completed and after the installation of a sanitary pipe the paver installation will commence.
- Robertson Crescent: On April 13, 2015 Waterfront Toronto crews closed the east leg of Robertson Crescent in order to undertake intersection works at the corner of Robertson Crescent and Queens Quay. This work is expected to take two weeks to complete.
- Rees/Queens Quay: Toronto Hydro crews completed the installation of the east/west crossing on the south side of the Rees and Queens Quay intersection and demobilized from Queens Quay in late March. Waterfront Toronto crews are now able to commence their activities at Rees/Queens Quay.

The landscape contractor has continued to work at several locations on the north and south sides of Queens Quay:

- Granite sidewalks on the north side are now complete from RBC Waterpark Place to the Rees Parkette, the Rees Street Parking Lot and the public sidewalks at 250-260-270 Queens Quay. Granite installation is now underway on the private sidewalks at 250-260-270 Queens Quay, 10 Bay Street, and 350 Queens Quay.
- The south side granite promenade is mostly completed between Bay and York Streets, and between Queens Quay Terminal driveway and Rees Street. Tents with winter heating have been installed at several locations and Granite installation is expected to continue into the spring 2015.
- Excavation and installation of soil cells for tree planting on the south side is complete.
- In December 2014 an area of completed soil cells between York Street and Queens Quay Terminal driveway was damaged by a tractor truck while attempting to access an adjacent work area. Restoration of the soil cells have been completed and the granite installation in this area is now underway.
- Furniture installation will commence including new signature light poles, benches, trash cans and bicycle rings. In addition, the nursery is expected to begin shipping trees for planting in mid to late May.

Interim Sidewalk and Martin Goodman Trail (MGT) Improvements from Jarvis to Parliament

Construction of the Interim Queens Quay improvements is nearly complete. The concrete sidewalk and MGT are complete between Dockside Drive and Lakeshore with the exception of the area between Sherbourne and Bonnycastle, which is currently on hold pending the completion of the municipal services on Bonnycastle. The MGT and public sidewalk will be open in mid-June, 2015.

Martin Goodman Trail West of Lower Spadina Avenue

This work is being funded by the City of Toronto Pedestrian and Cycling Department. Waterfront Toronto has executed its agreement with the City and has obtained a construction permit from the City of Toronto for the work.

Waterfront Toronto crews have mobilized and commenced demolition activities for the Martin Goodman trail west of Lower Spadina. The first phase of construction will include the shifting of the curbs and light poles and the construction of the sidewalk/MGT between YoYo Ma Lane and Dan Leckie Way.

This project will connect the MGT from the CWF Queens Quay Revitalization Project west to Coronation Park and the previously constructed MGT at Ontario Place and is scheduled to be completed in advance of the Pan Am Games.

Communications

Queens Quay Animated Fly-Through

Waterfront Toronto created a 60-second animated fly-through of the finished street. The fly-through was presented during the Town Hall this month. It was also provided to our partners as part of our Partners Marketing program and has been extensively shared and promoted on social media. Since its release on April 2, 2015 it has had nearly 10,000 views.

Jack Layton Ferry Terminal and Harbour Square Park Design Competition

On April 10, 2015 Waterfront Toronto, in partnership with the City of Toronto, announced the winning team of the Jack Layton Ferry Terminal and Harbour Square Park Innovative Design Competition. “Harbour Landing”, the submission from the team of KPMB, West 8 and Greenberg Consultants was selected by the Jury chaired by Donald Schmitt. This proposal was also highly supported by the Technical Advisory Committee, the Stakeholder Advisory Committee and the Public.

In March 2015 Waterfront Toronto used the competition to pilot a public consultation process using free online tools. In addition to an exhibition of proposals at Toronto’s City Hall, all five proposals were made available online. Members of the public submitted their feedback online or through physical comment cards at City Hall. The results collected in the online survey tool were exported to a spreadsheet and a detailed analysis of the 1,197 submissions – over 61,000 words – was conducted using a variety of computer-assisted analyses. The result was a public feedback report with quantifiable, data-backed results and only free and existing online tools were used to run an effective public feedback and consultation process. The key challenges encountered through the process related to ensuring that all consultation materials were presented in accessible formats, both for people who require accommodation for a disability and for people whose computers or devices are older or not connected to high-speed Internet.

The next steps include confirming the selection of the winning team with the Waterfront Toronto Board of Directors and Toronto City Council, responding to the Jury’s comments and working with the City and Port Authority staff to develop the winning scheme into a Master Plan that can be phased in over time as funding becomes available.

Park and Trail at Ontario Place

The final design of the park pavilion and washrooms was presented to the Waterfront Toronto Design Review Panel on March 11, 2015 and received a vote of support. The design team is currently finishing the 100% Construction Document set. Urbacon has begun mobilization on site. Site preparation including demolition, grubbing and clearing are underway. No date for the “Public Unveil” of the final Park and Trail Design has been set by the Premier’s office but it is still anticipated to be spring 2015. The final Stakeholder Advisory Committee meeting will take place on May 1, 2015. The Park will be open to the public in September 2016 and complete by late fall 2016.

Lake Ontario Park, Quick Starts

A Delivery Agreement has been executed between Waterfront Toronto and TRCA for interpretive signage, construction of the Outer Harbour Recreational Node, and Third party facilitator services.

Martin Goodman Trail and Pedestrian Trail Network

City Parks Forestry and Recreation staff has issued a Request for Proposals to begin work on designing the MGT and Pedestrian Trail network in the Baselands. Detailed costing has been completed by TRCA. City Parks Forestry and Recreation have combined their funding commitment with City Transportation Services, Cycling Infrastructure to allow both the MGT and Pedestrian Trail Network to be constructed. On April 28, 2015 Waterfront Toronto, the City of Toronto, and TRCA will be hosting a public meeting to collect feedback on the development of these trails, within the context of the Tommy Thompson Park trails master plan. Public comment will also be collected via a survey on the Waterfront Toronto and TRCA websites, as well as in the TTP Staff Booth during May, 2015. Detailed design for the trails will occur in June and July 2015, with the final plan presented to the public at an open house to be held on August 22, 2015 at the TTP Butterfly Festival. Implementation of the trail plan can begin on the MGT as early as August, 2015.

Outer Harbour Recreational Node

The Outer Harbour Recreational Node, funded by Waterfront Toronto and Environment Canada, and constructed by TRCA, is now complete. This project will formalize public access to the eastern basin of the Outer Harbour allowing for recreational fishing, birding and nature appreciation. It is one of thirteen “Quick Start” projects identified with a view to enhancing existing park conditions and improving the visitor experience, building on recent investments in the Lake Ontario Park and Tommy Thompson Park.

The official opening of the node took place on April 22, 2015 (Earth Day) and provided the platform to announce the partnership between Waterfront Toronto and the Toronto Parks and Trees Foundation (TPTF), through which the Baselands area will receive support from the provincial (Ministry of Natural Resources) “50 Million Trees Program”. The event included casting with fishing rods to open the pier and tree planting to acknowledge the partnership formed between Waterfront Toronto and the TPTF.

The TPTF was established in 2002 and is an independent, charitable foundation dedicated to creating and enhancing green spaces and recreational areas through land restoration and tree planting projects. TPTF strongly supports Waterfront Toronto’s ongoing efforts to develop a significant parks system along Toronto’s waterfront and we have been working over the past few years to develop an opportunity for connection between Waterfront Toronto projects and the Foundation’s fundraising efforts. Waterfront Toronto and TPTF are developing a partnership agreement to formalize a commitment to work together to realize this shared vision. TPTF would attract new sources of funding and would manage relationships with both individual and corporate funders who wish to direct their support toward both current and future projects being undertaken by Waterfront Toronto.

Park Maintenance

Waterfront Toronto is commencing discussions with the BIA about possible mechanisms for funding waterfront park maintenance that would reduce the burden on the City Park budget.

Health and Safety

There is one health and safety incident to report. On March 26, 2015 an existing watermain valve on the northeast corner of Queens Quay East and Bonnycastle that was shut off began to leak. The water flowed along the road from the chamber and eventually entered into the Bonnycastle excavation for the new sewers. The valve was repaired by Toronto Water on March 27th. Our Construction Manager noted that the water leak may have undermined the road around the chamber. 311 was called to assess the site conditions. No one was injured.

Port Lands Planning

Waterfront Toronto, the City of Toronto and the Toronto and Region Conservation Authority (TRCA) continue to work towards the implementation of Phase 2 of the Port Lands Acceleration Initiative (PLAI). Phase 2 includes the following components:

- The Environmental Assessment (EA) for the DMNP (approved January 28, 2015);
- The Port Lands Planning Framework/Transportation and Servicing Master Plan EA;
- The Villiers Island Precinct Plan; and
- The Film Studio Precinct Plan.

Port Lands Flood Protection Early Studies

In consultation with the City of Toronto, the TRCA, and the Toronto Port Lands Company (TPLC), Waterfront Toronto continues to undertake due diligence work to commence the Flood Protection Infrastructure and enabling works in 2015.

Procurement for components of early works is forecasted to commence in summer 2015 subject to the Capital Approval and receipt of funding approval in the form of a Contribution Agreement with the City of Toronto.

Waterfront Toronto continues to work with our government partners to move our funding request forward.

Port Lands Planning Framework/Transportation and Servicing Master Plan EA

Waterfront Toronto and the City of Toronto continue to work towards developing and completing a high-level Planning Framework for the Port Lands and the Transportation and Servicing Master Plan EA (TSMP EA) by the end of 2015. A Stakeholder Advisory Committee (SAC) meeting was held on March 31, 2015 to present the preliminary public street network and street character. As well, meetings with individual landowners to discuss the emerging street network has commenced. The Noise and Emission study for industrial users in the Port Lands has commenced and a Port Lands wide Community Services and Facilities study is well underway. Both studies will help inform the Port Lands Planning Framework, the Film Studio Precinct Plan and the Villiers Island Precinct Plan.

Villiers Island Precinct Plan

The Project Team, led by Waterfront Toronto, in consultation with the City, continues to revise the built form direction based on feedback. Carbon modelling has commenced while wind testing and transportation analysis are awaiting the revised built form model. Furthermore, the project team will continue to formulate an affordable housing strategy, a comprehensive public art plan for the Island, and sustainability guidelines.

Intelligent Communities

Implementation of the phase 2 New Blue Edge platform is currently underway with Element Blue. The Apps4TO Appathon in partnership with IBM, the City of Toronto, University of Toronto and others will launch at the end of March with a joint announcement with the City. Successful teams will be showcased at the IDEAS day at the ICF Summit on June 12, 2015. Training workshops will be held for developers in April to familiarize them with the tools they will have access to.

Planning is continuing for the ICF 2015 Summit & Awards program from June 8 through June 12, 2015 in Toronto. Broad support from the Toronto community has been secured to help make the program a success.

Environment and Innovation

Carbon Tool Transportation Modeling Update

Waterfront Toronto has been working with the University of Toronto Transportation Research Institute to update the Waterfront Toronto Carbon Tool with a more advanced transportation model. The new model improves predicting non-motorized modes of travel, specifically walking, cycling and transit.

The model is using actual data on travel behaviour that was gathered via an app downloaded to smartphones. The app recorded the trips that people made and how they made them, helping to develop a deeper understanding of when, where and how people move around the city to improve our carbon model for expected behavior of waterfront communities.

Energy Data Analysis Project

Waterfront Toronto is working with builder partners in the waterfront to conduct a study to understand actual operations and help improve the energy and water efficiency of buildings. The study will track actual electricity, gas, and water consumption in recently occupied residential and commercial buildings and learn lessons by comparing this to modelled data. The study is being funded by Independent Electricity System Operator (IESO). The lessons learned from this comparison will:

- 1) help inform future energy and water requirements for new waterfront buildings to ensure conservation is achieved and consumption is reduced;
- 2) allow occupants/owners to understand whether buildings are performing as expected and if not, why; and
- 3) offer strategies to help improve building and suite-level energy and water efficiency and create cost savings through lower utility bills.

The University of Ontario Institute of Technology (UOIT) is also partnered with Waterfront Toronto on this project. UOIT is offering student resources to assist in data collection as well as providing additional analysis and building comparisons to supplement study findings.

Corporate Social Responsibility and Sustainability Report

In 2013, Waterfront Toronto launched its first Corporate Social Responsibility and Sustainability Report (CSRSR). It was created to identify and communicate achievements, strengths and challenges, while sharing Waterfront Toronto's vision and strategy on sustainability development. Waterfront Toronto has been updating the micro-site periodically since its launch to incorporate new data and add new metrics. A larger and more comprehensive 2015 update and re-launch is currently underway to align with the completion of the Queens Quay Revitalization and the Pan Am Games. To continue to demonstrate leadership in corporate reporting, Waterfront Toronto will be using the latest version of the Global Reporting Initiative Framework, the G4.

Electric Vehicle Charging Station in George Brown College

Funded by the Ministry of Transportation, Waterfront Toronto is installing electric vehicle (EV) charging stations in the P1 level underground parking garage at the George Brown College Waterfront Campus. The three charging stations will have the ability to charge 5 electric vehicles concurrently. The value of providing charging stations along the waterfront is an important transformative step towards encouraging more sustainable modes of transportation. The EV charging stations will be used exclusively by the Pan Am electric vehicle fleet during the Games and will provide a legacy benefit for the public after the games. Waterfront Toronto will collect data, shared with the Ministry of Transportation, on public EV charging station usage and energy consumption for a period of three years following the games to inform rate of adoption. Users will pay a fee to charge their vehicles which will cover electricity costs - Management is currently working on a fee structure.

Envision

Waterfront Toronto is working to evaluate a new sustainability rating system for infrastructure projects. Students from the University of Western Ontario Masters in Environment and Sustainability have applied Envision to Waterfront Toronto's stormwater management infrastructure project providing an analysis on its value and feasibility. The Envision program provides a framework for evaluating the community, environmental and economic benefits of infrastructure projects. Upon finalization of the student report, Waterfront Toronto will be in a position to determine if pursuing certification is valuable.

Communications and Public Engagement

Waterfront Toronto Town Hall

On April 1, 2015 Waterfront Toronto held a Town Hall event at the Toronto Reference Library that was attended by approximately 400 people – both in person and through a live webcast. The event was designed as both a halfway-point report card to the community on waterfront revitalization and as an accountability session. John Campbell delivered a presentation that summarized Waterfront Toronto's history, mandate, revitalization approach, progress to date and future projects. The presentation included the use of a variety of video material. The Town Hall included an interactive poll for attendees and participants via webcast. The accountability session lasted for an hour and covered a broad range of issues.

Full-Year Social Media Report

Waterfront Toronto had strong growth in its social media audiences over the course of the 2014-2015 fiscal year. A more responsive and engaging approach to interacting with our online audiences has continued to pay dividends. The launch of our blog, *On the Waterfront*, in May 2014, enabled the corporation to inspire two-way conversations about waterfront revitalization, urbanism, city-building and other related topics. The blog provided branded content to feed our social media channels and has been an important tool in facilitating online conversations about Waterfront Toronto, its mandate and projects. Here are some selected social media performance metrics for the 2014-15 Fiscal Year:

Facebook: Strong year-over-year growth in base line key performance indicators for audience reach and engagement.

	Page Likes	Users Reached	Impressions	Users Engaged
<i>2013/14 Fiscal</i>	2,171	260,507	529,351	16,873
<i>2014/15 Fiscal</i>	4,840	841,431	1,505,641	36,957
<i>YOY +/- % Change</i>	+123%	+223%	+184%	+119%

Twitter: Continued strong growth in base line key performance indicators for audience reach and engagement. The total number of people engaged on Twitter for the fiscal year was 34,407.

	Followers	Annual Growth	Mentions	Retweets
<i>2013/14 Fiscal</i>	7,494	3,108	3,092	2,233
<i>2014/15 Fiscal</i>	11,638	4,144	6,612	4,355
<i>YOY +/- % Change</i>	+55%	+33%	+114%	+95%

YouTube: New videos and social media promotion drove growth in audience reach and engagement.

	Video Views	Total Minutes Watched	Likes	Comments	Subscribers
<i>2013/14 Fiscal</i>	32,686	57,157	88	20	118
<i>2014/15 Fiscal</i>	134,449	166,316	250	67	192
<i>YOY +/- % Change</i>	+311%	+191%	+184%	+235%	+63%

LinkedIn: Though much of the corporation’s focus in social media is directed toward Facebook and Twitter, our audience on LinkedIn is growing at between 3% and 5% every month.

	Followers	Annual Growth (Followers)
<i>2013/14 Fiscal</i>	997	N/A
<i>2014/15 Fiscal</i>	1,488	491
<i>YOY +/- % Change</i>	+49%	

Full-Year Earned Media Report

- Impressions (audience reach): 1,829,624,602 – an increase of 0.7 % over previous fiscal year
- Stories (pieces of coverage): 2,163 -- an increase of 14% over previous fiscal year
- 1,051 positive hits –an increase of 58% over previous fiscal year
- 1,029 neutral hits –a decrease of 15% over previous fiscal year
- 83 negative hits – an increase of 361% over previous fiscal year