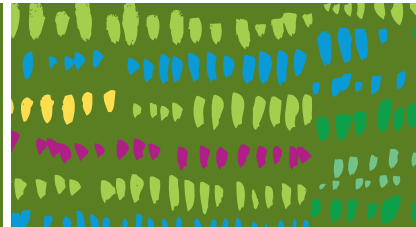




Phase 2 Summary Report
2023-2025



A program of:



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Project Overview & Progress Summary

It began in 2012 with an idea: Why not rethink the under-utilized space beneath a hydro corridor and repurpose the turf grass into a thriving meadow?

Executive Summary

Between 2023 and 2025, Toronto and Region Conservation Authority (TRCA) made substantial progress in advancing The Meadowway's vision as a connected, naturalized corridor linking communities, parks, and destinations across Scarborough. Supported by the Weston Family Foundation's continued investment, the project advanced through Phase 2 across core areas of restoration, trail development, community engagement, research, governance, and long-term sustainability planning.

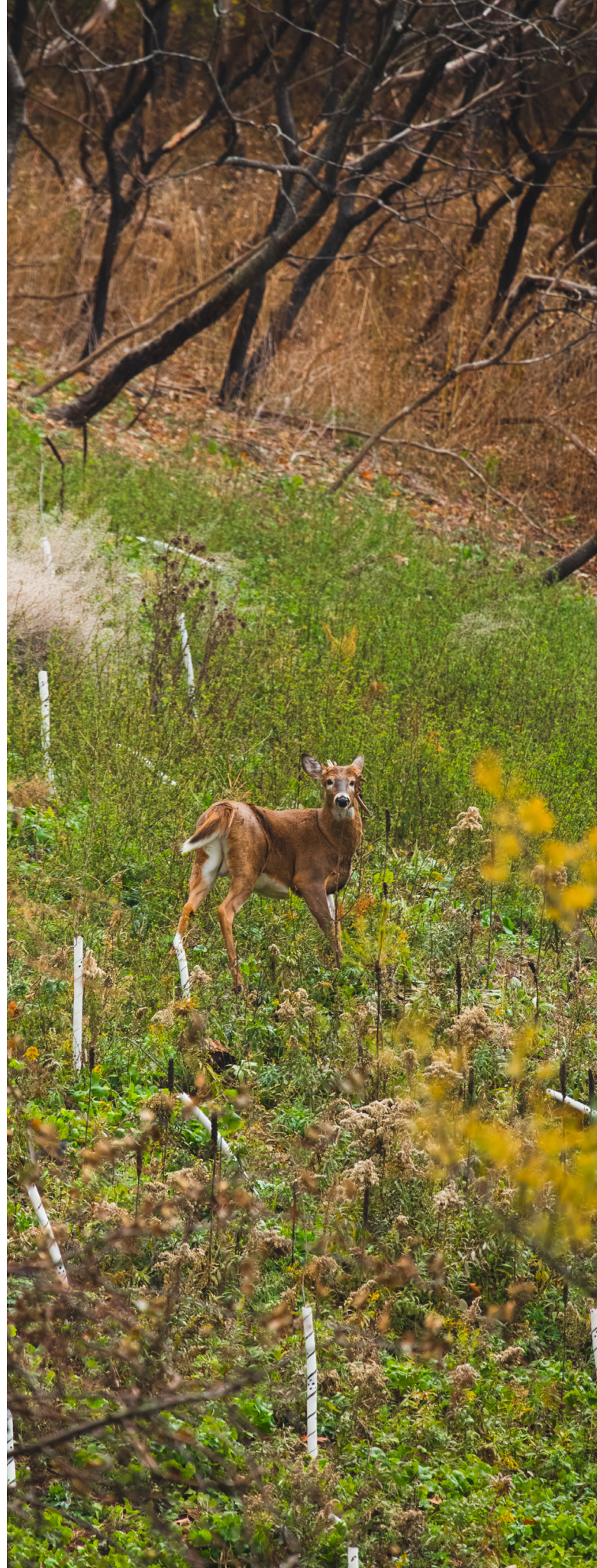
Ecological restoration remained a primary focus throughout this period. By 2023, restoration of nearly the full 16 km corridor was completed, with adaptive management expanding year over year to support meadow establishment and resilience. In 2024 and 2025, restoration efforts emphasized invasive species management, biodiversity enhancement, and ecological monitoring across more than 101 hectares. Collaborative research partnerships with academic institutions deepened understanding of meadow habitats and informed best practices, culminating in the updated [Restoration Manual: A Blueprint for Naturalizing Infrastructure Corridors](#), released in fall 2025.

Significant progress was also made in expanding active transportation infrastructure. Major trail gaps were closed across multiple sections, including the completion of new segments in Sections 5 and 6 in 2023 and 2024, improving connections to regional trail networks. Substantial advancement of the new 1 km multi-use trail in Section 3 from Marcos Boulevard to Arsandco Park was achieved through 2025, with construction completion anticipated for spring 2026. Design development of signage and wayfinding prototypes were finalized through this phase of work, and design and implementation of public realm amenities and seating nodes were piloted in Section 5 enhancing safety, accessibility, and user experience, with further improvements planned beyond 2025.

Community engagement and education expanded steadily across all three years. Curriculum-linked school programs consistently engaged more than 1,000 students and teachers annually, while tailored programming supported newcomers and English as a Second Language (ESL) learners. Community events, volunteer initiatives, and the launch and growth of the Meadowway Ambassador Program strengthened local stewardship and fostered a sense of shared ownership of the corridor.

Communications and outreach matured alongside project delivery. Website and social media engagement grew year over year, supported by consistent digital strategies, increased media coverage, and award-winning engagement tools. In parallel, TRCA advanced a comprehensive sponsorship strategy in 2025, positioning The Meadoway for long-term financial sustainability.

Through Phase 2, The Meadoway project continued to transition from vision into a well-established, community powered greenspace, building strong momentum to continue implementation, stewardship, and partnership-support in the years ahead.







Project Status

The following items have been advanced between January 1, 2023 to December 31, 2025 in support of the overall project.

Project Coordination and Governance

Coordination Meetings Undertaken (2023-2025)

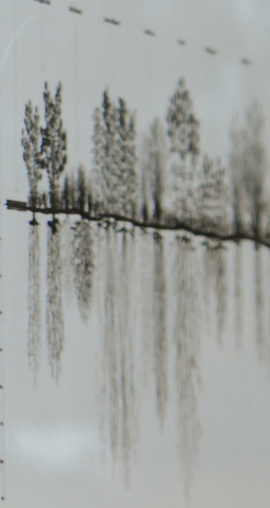
- Hydro One Network Inc. (HONI) – Regular bimonthly meetings;
- TRCA Senior Leadership Team – Updates provided at key milestones;
- TRCA Project Management Team – Working sessions and regular coordination touchpoints with representatives from trail implementation, education and community learning, and restoration teams on key topics and coordination of activities;
- Weston Family Foundation – Regular monthly meetings as needed;
- Meadoway Ambassadors – Regular bi-monthly meetings;
- University of Toronto, Scarborough Campus – Regular monthly meetings to discuss planning and design of The Meadoway Section 6 Phase 2 from Pan Am Drive to Conlins Road;
- TRCA’s Meadow Restoration Team and Watershed Planning and Research Science Team – Monthly research meetings with University of Waterloo, Trent University and University of Toronto focusing on The Meadoway’s current and future research projects.
- City of Toronto – Regular touchpoints with the Transportation Services, Parks and Recreation, and Rapid Transit teams; and
- City of Toronto Client and Business Services – regular meetings to advance the Master Service Agreement. The draft Master Service Agreement between TRCA and the City of Toronto was refined throughout 2025 and targeted to be executed in February 2026. The agreement provides a clear delineation of roles and responsibilities in the corridor for long-term maintenance and management. At a high level, TRCA is responsible for the ongoing adaptive management of meadow habitat and the City of Toronto for all other maintenance including the multi-use trail and associated assets. The agreement also includes a commitment to establish a Meadoway Liaison Committee with key City and TRCA staff, and a requirement for TRCA to be made aware of any activities contemplated in The Meadoway that have the potential to impact habitat.



The Meadowway
COMMUNITY POWERED GREEN SPACES

MEADOW RESTORATION

This area has been planted with native wildflowers and grasses. Patience is critical for the success of any meadow. You can expect to see beautiful wildflowers in the summer and fall each year. Meadows are a vital component of our natural landscape as they provide food and shelter particularly for birds and butterflies. Maintenance mowing will occur every 3-4 years.



Scan Me
to find out more!

www.themeadowway.ca

Site Visits Undertaken

Between 2023 and 2025, more than 40 organized site visits, tours, and events were hosted along The Meadoway, in addition to regular bi-weekly technical site walks tied to active construction and implementation. These visits generally fell into four categories: professional and inter-agency tours (including TRCA divisions, City of Toronto staff, Infrastructure Ontario, Hydro One, federal agencies, planners, architects, and conservation organizations); peer-exchange and sector networks (such as the High Line Network, Urban Land Institute, OPPI, and Park People); community, education, and stewardship groups (including Toronto Field Naturalists, Master Gardeners, youth councils, colleges, and public BioBlitz and photo walk events); and media, funder, and leadership visits (including the Weston Family Foundation, Globe and Mail, and project milestone events such as the Section 5 Grand Opening). Collectively, these site visits supported knowledge sharing, stakeholder coordination, public engagement, and project visibility across all phases of implementation.

Presentations

Between 2023 and 2025, a wide range of presentations and events were delivered related to The Meadoway, focusing on meadow and native habitat restoration, biodiversity, pollinator conservation, groundwater research, and ecological corridors. These included university lectures, community and naturalist group talks, workshops, and professional conferences both locally (e.g., Toronto Master Gardeners, TRCA Regional Watershed Alliance, Toronto Field Naturalists) and internationally (e.g., Aalborg University, High Line Network, World Trails Conference). Engagement also covered knowledge exchange with organizations on urban greenways, connections to transit projects, fundraising strategies, and participation in policy and ecological restoration labs. Overall, the activities demonstrate a mix of educational, scientific, community, and professional outreach efforts.

High Line Network

The Meadoway continued active participation in the High Line Network through bi-monthly workshops and calls, strengthening relationships with peer infrastructure reuse projects, particularly those advancing meadow habitat. Engagement through the Network supported knowledge exchange, including a site visit from the Western New York Land Conservancy, collaboration-building with The Bentway, and participation in the High Line Symposium through a presentation and panel discussion. Connections made through these activities are informing development of the Corporate Sponsorship Strategy, with additional input gathered through a Network workshop and Meadoway tours hosted for members.



Phase 2 Leveraged Funding

Stakeholder relations continue to be a critical factor for securing funding to advance implementation of The Meadoway. The funds secured in Phase 2 were achieved through building partnerships with key agencies and collaborative approaches to project delivery. From 2023 to 2025, a total of **\$13,267,000** has been leveraged as contributions:

Grant/Funding Securement – \$6,917,000

- \$5,600,000 Natural Infrastructure Fund, through the City of Toronto: Agreement executed and work underway (2023-2025)
- \$1,050,000 Parks Canada (RNUP): Agreement executed and work underway (2023-2025)
- \$231,000 Nature Based Climate Solutions grant (2023)
- \$25,000 Canada Summer Jobs Grant (2024)
- \$11,000 Canada Summer Jobs Grant (2025)

Contributing Leveraged Funding – \$6,350,000

- \$170,000 Wayfinding planning and piloted implementation for Section 5 (2023- 2026)
- \$150,000 The Meadoway (Section 3) Signalized At-Grade Crossing at Midland Avenue (2023-2025)
- \$200,000 The Meadoway (Section 2) Taylor Massey Creek Trail Resurfacing (2024)
- \$785,000 The Meadoway (Section 1) Bermondsey – Western Gateway Connection (2023- 2026)
- \$45,000 Garden Club of Toronto: Meadoway Entrance Garden (Section 1.4) maintenance (2025)
- \$5,000,000 capital funding from City of Toronto for Meadoway improvements (2025)

Financial Report Summary: Weston Family Foundation Funds

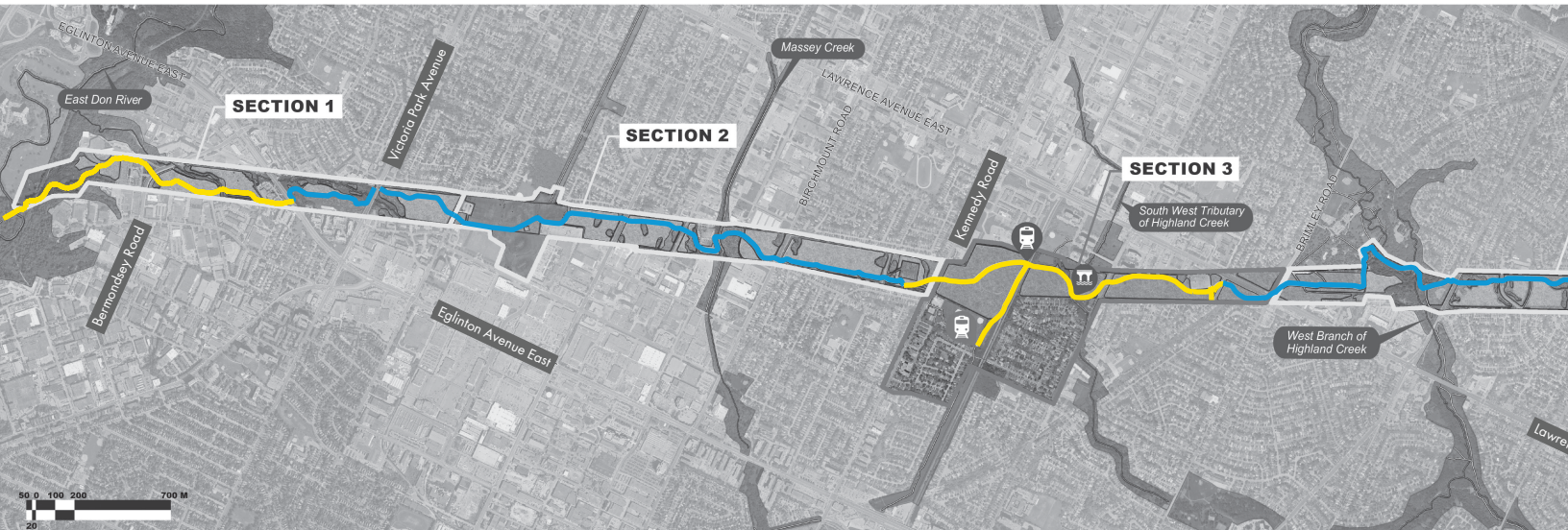
- \$6,331,963 total grant amount awarded in Phase 2
- \$6,331,963 total funds received to date
- \$6,131,963 total expenditures to date
- \$200,000 carry over to Phase 3 in support of fundraising outreach







Highlights by Section



1

Bermondsey-Western Gateway

East Don Trail to Pharmacy Avenue

Restoration

- 11.5 ha of established meadow

Active Transportation

- East Don Trail to Eglinton: City of Toronto delivering in 2026

2

Massey Wilds

Pharmacy Avenue to Kennedy Road

Restoration

- 21 ha of established meadow

Active Transportation

- Trail complete

3

Lawrence Avenue Community Hub

Kennedy Road to Thomson Memorial Park

Restoration

- 11 ha of newly established meadow

Active Transportation

- Trail construction underway

4

Scarborough Butterfly Trail

Thomson Memorial Park to Scarborough Gateway

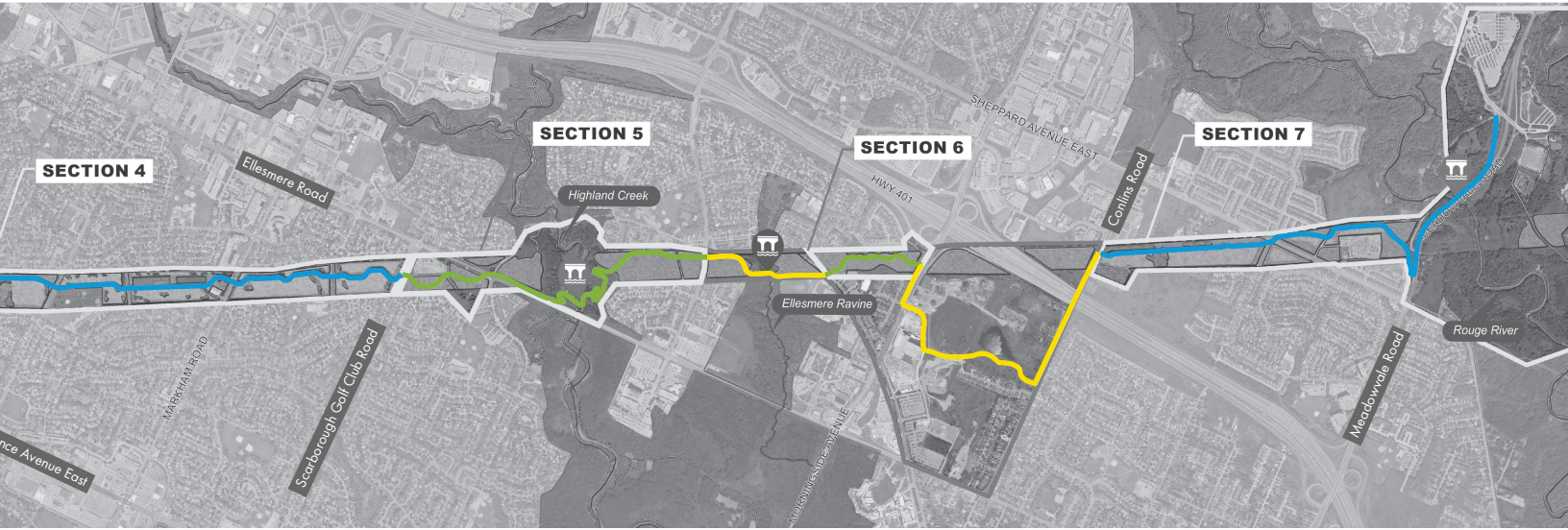
Restoration

- 24 ha of established meadow

Active Transportation

- Trail complete

- older trail section, prior to EA approval in 2020
- new trail section, post EA approval
- future trail implementation



4
Centre
 Memorial Park to
 Golf Club Road

of established
 w

Restoration
 complete

5
The Ravines
 Scarborough Golf Club Road
 to Neilson Road

- Restoration**
- 15 ha of newly established meadow

- Active Transportation**
- Trail complete
 - Public realm improvements complete

6
Eastern Entrance
 Neilson Road to Collins Road

- Restoration**
- 8 ha of newly established meadow

- Active Transportation**
- Phase 1 :Trail complete
 - Phase 2: conceptual design and data collection underway
 - Phase 3: Design and Construction in City Capital Budget (2026-2028)

7
The Rouge Gateway
 Collins Road to Rouge Park

- Restoration**
- 9 ha of established meadow

- Active Transportation**
- Trail complete

Section 1

Restoration and meadow management activities in Section 1 focused on maintaining meadow health, addressing invasive species, and enhancing native plant communities. Works included ongoing debris and garbage removal, repeated buffer mowing and trimming along meadow and fence lines, pruning of adjacent trees and shrubs, and continuous invasive species management. Native species overseeding and enhancement were carried out, supported by site preparation trials using a range of treatment methods, including herbicide application and tilling. Additional activities included maintenance mowing across approximately five hectares, and native seed collection to support weaker areas. Terrestrial monitoring plots, along with bird and butterfly transects, were conducted to track ecological outcomes.

Looking ahead, the City of Toronto Transportation Services Division will lead the implementation of approximately 900 metres of multi-use trail. This work has been delayed as the City worked with Metrolinx to design a controlled crossing over the Eglinton LRT. With construction anticipated to begin in 2026, this connection will link the East Don Trail with The Meadoway.



meadow:

- 17 ha total area, inclusive of buffers
- 11.5 ha established meadow footprint
- implemented in 2020
- restoration 100% complete

multi-use trail:

- 2.5 km length
- 1 km / 40% implemented

BEFORE



AFTER



Section 2

Restoration and meadow management activities in Section 2 focused on maintaining meadow health, improving growing conditions, and supporting ecological monitoring. Works included ongoing debris and yard waste removal, maintenance mowing to increase sunlight penetration, and repeated buffer mowing and trimming along meadow and fence lines. Continuous management of herbaceous and woody invasive species was carried out using both manual and targeted chemical methods, alongside pruning of adjacent trees and shrubs. Seed collection was undertaken to supplement weaker meadow areas, and no mow informational signage was maintained. Ecological monitoring activities included terrestrial monitoring plots, bird and butterfly transects, and a University of Toronto research program focused on pollinators.

Home to The Meadoway Entrance Garden opened in 2024, Section 2 features 3.5 kilometres of multi-use trail with multiple connections to the broader Toronto trail network. This stretch of trail will continue to support the community by providing accessible, welcoming spaces for everyday recreation, connection, and enjoyment.



meadow:

- 28 ha total area, inclusive of buffers
- 21 ha established meadow footprint
- implemented in 2020
- restoration 100% complete

multi-use trail:

- 2.8 km length
- 100% implemented

BEFORE



AFTER



Section 3

Restoration and meadow establishment activities in Section 3 focused on site preparation and early meadow development. Works included delineation of the work area, utility locates, and extensive debris and garbage removal. Tree trimming, stump removal, and buffer pruning were completed to reduce hazards and limit invasive species spread, alongside multiple rounds of site preparation and adaptive invasive species management. Shrub node areas were prepared for infill planting, and native and cover crop seeding was completed. Ongoing maintenance mowing, buffer mowing, and installation of informational signage supported improved light conditions and successful meadow establishment.

Construction and project management activities advanced between 2023 and 2025. In 2023, detailed design was completed for approximately 1.1 km of multi-use trail, a pedestrian and cycling bridge, and a signalized mid-block pedestrian crossing at Midland Avenue, along with completion of permitting, tree removals, and a soil characterization program to support excess soils management. Procurement activities were a focus through 2024 with supplier pre-qualification and issuance of the Request for Tender. In 2025, the construction contract was awarded and key works were completed, including implementation of the pedestrian and cycling bridge, installation of resting node areas, and completion of the multi-use trail link from Marcos Boulevard to Midland Avenue. The remaining trail segment south of Arsandco Park, along with the signalized pedestrian crossing, will be completed in spring 2026.

As the current scope of work approaches completion, TRCA will implement public realm enhancements to provide trail users with places to rest and enjoy the

natural surroundings. In 2026, custom benches will be installed at the rest nodes implemented in Section 3 during the construction of the multi-use trail to further implement the family of custom site furnishings piloted in Section 5.



meadow:

- 25 ha total area, inclusive of buffers
- 11 ha established meadow footprint
- implemented in 2023
- restoration 85% complete

multi-use trail:

- 2.1 km length
- 1 km / 45% implemented



Section 4

Restoration and meadow management activities in Section 4 focused on site enhancement, invasive species control, and applied research to inform future restoration efforts. Works included a planting event involving approximately 1,500 native plants, ongoing debris and garbage removal, repeated buffer mowing and trimming, and adaptive invasive species management. Site preparation trials in this section tested the effectiveness of herbicide treatments, plowing, disking, and direct seeding into turfgrass areas. Native seed collection was also undertaken to support future restoration, alongside terrestrial monitoring plots, bird and butterfly transects, and field work supporting University of Toronto research on pollinators and thistle management.

Looking ahead to 2026, TRCA will also implement public realm enhancements at Section 4, where custom benches will be installed to provide trail users with comfortable resting points, aligned with key destinations and landmarks in the surrounding context, such as school connections.



meadow:

- 41 ha total area, inclusive of buffers
- 24 ha established meadow footprint
- implemented in 2015
- restoration 100% complete

multi-use trail:

- 4 km length
- 100% implemented

BEFORE



AFTER



Section 5

Restoration and meadow establishment activities in Section 5 focused on maintaining and strengthening newly established meadow areas. Works included ongoing debris and garbage removal, maintenance mowing to improve light conditions and stimulate growth, and overseeding with native meadow species and nurse crops. Turfgrass buffer pruning, site preparation trials, and adaptive invasive species management were carried out to support meadow maturation. Terrestrial monitoring plots, along with bird and butterfly transects, were also undertaken to track ecological outcomes as native species became established.

Construction works, completed in 2023, advanced the multi-use trail along the east slope switchback and upper tablelands east of Neilson Road. Key elements included construction of a new trail entrance at Neilson Road, an armourstone retaining wall, and completion of the connection to the elevated boardwalk implemented with the earlier trail work in 2022. Approximately one kilometre of multi-use trail was delivered, including trail paving, safety features, and associated site restoration.

To enhance the overall trail experience, the same design consultant that authored the award-winning Visualization Toolkit was retained to develop custom furnishings and rest nodes that reflect the unique character of The Meadoway captured in earlier illustrations. Following completion of design, a Request for Tender was issued, and a construction contract was awarded. Implementation of the custom furnishings and rest nodes reached substantial completion, with the remaining works anticipated to be completed in spring 2026.

Work on the Signage and Wayfinding Program during this phase focused on advancing planning, approvals, and interpretive content for future implementation across all sections of The Meadoway. Section 5 has

been identified as the first area for implementation, with installation planned for spring 2026 by the City of Toronto.

Leveraging remaining funds in the Parks Canada grant, additional benches will be installed in 2026 in pre-planned rest areas along the trail.



meadow:

- 20 ha total area, inclusive of buffers
- 15 ha established meadow footprint
- implemented in 2022
- restoration 100% complete

multi-use trail:

- 2.2 km length
- 100% implemented



Section 6

Between 2023 and 2025, work in Section 6 included restoration, construction, and planning for future trail connections. Restoration and meadow establishment activities focused on site preparation, invasive species management, seeding, maintenance mowing, pruning of adjacent trees and shrubs, signage installation, and ongoing site maintenance to support meadow establishment and public access.

Construction and project management activities included procurement and tendering for the first phase of new multi-use trail, award of the construction contract, and completion of a soil characterization program to support excess soils management. Construction of Phase 6.1 (Military Trail to Morningside Avenue) was completed in 2024, delivering approximately 650 metres of multi-use trail with associated paving, resting nodes, armourstone retaining walls, and concrete curbs.

In 2025, work shifted to advancing future trail connections, including development of a draft Request for Proposal (RFP) for the detailed design of the trail connection between Morningside Avenue and Conlins Road (Phase 6.2), and baseline data collection and geotechnical investigations to inform the design of the trail connection between Neilson Road and Military Trail (Phase 6.3), including a proposed pedestrian and cycling bridge crossing the Ellesmere Ravine.

Looking ahead, installation of the Meadoway branded benches in designated seating areas within Phase 6.1 is planned in spring 2026. TRCA will also advance the RFP issued for Phase 6.2 to the detailed design stage in 2026, with construction expected to follow in 2027. Additionally, TRCA will launch a design

competition for the multi-use trail and pedestrian and cycling bridge at Ellesmere Ravine in Phase 6.3. Following the selection of the winning design team in 2026, detailed design is anticipated to begin the following year. The City of Toronto has committed funds to support the implementation of the bridge.



meadow:

- 13 ha total area, inclusive of buffers
- 8 ha established meadow footprint
- implemented in 2028
- restoration 100% complete

multi-use trail:

- 1.8 km length
- 0.6 km / 34% implemented



Section 7

Restoration and meadow management activities in Section 7 focused on maintaining health of the mature meadow and supporting ecological monitoring. Works included ongoing debris and garbage removal, repeated buffer mowing and trimming along meadow and fence lines and pruning of adjacent trees and shrubs. Adaptive invasive species management was carried out across the site, along with seed collection to support future restoration efforts. A site preparation trial was also completed in a dedicated plot, involving multiple treatment rounds followed by seeding with a custom native seed mix. Terrestrial monitoring plots, as well as bird and butterfly transects, were conducted to track ecological outcomes.

In August 2025 TRCA was informed by a local resident that parking for an event had occurred in The Meadoway near Dean Park Road and Sheppard Avenue East. Approximately 5.2 hectares containing native plants established since 2016, and in full bloom supporting large numbers of pollinators was mown to the ground during drought conditions. TRCA worked with key stakeholders to try to determine how the incident occurred and the means for compensation to allow for habitat to be reinstated. Several steps have been taken to ensure that something like this does not occur again in The Meadoway including provision in the draft Master Service Agreement with the City of Toronto and TRCA that states all contemplated activities in the corridor must be flagged to TRCA should there be a potential for impact on meadow habitat. Hydro One Network Inc. provided funding for one third of the reinstatement cost and the City of Toronto continues to seek funds through their insurance to contribute to restoration costs. TRCA will begin restoration efforts in spring of 2026.

The approximately 3-kilometre multi-use trail in Section 7 provides an important connection to Rouge National Urban Park. During Phase 2, line painting was implemented to ensure consistency with The Meadoway's branding.



meadow:

- 18 ha total area, inclusive of buffers
- 9 ha established meadow footprint
- implemented in 2016
- restoration 100% complete

multi-use trail:

- 3 km length
- 100% implemented

BEFORE



AFTER



Monitoring and Research

The Meadowway restoration team continued its learning by monitoring, testing, and striving to improve meadow restoration techniques and methods, using The Meadowway as a living laboratory. Onsite research included daily and weekly inspections and management, annual terrestrial monitoring for vegetation, birds, and pollinators, and collaboration with research institutions.

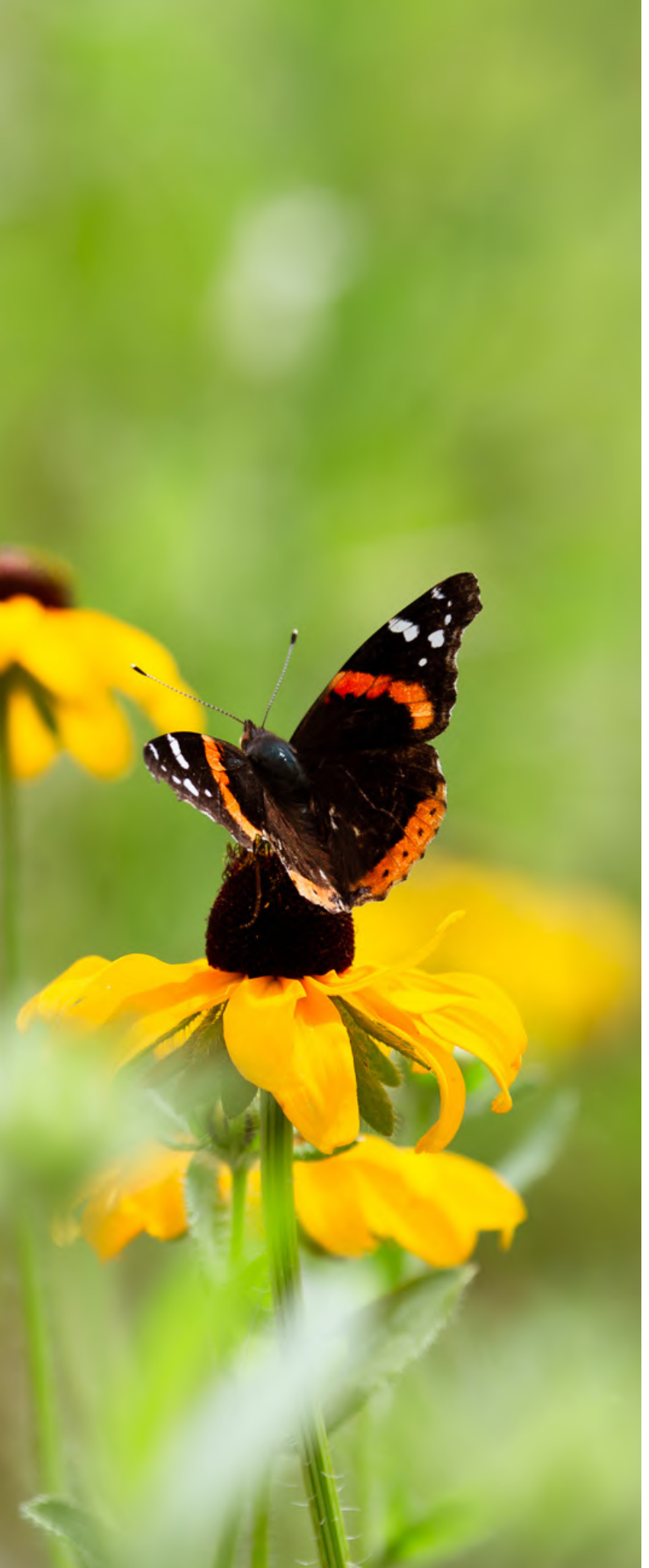
Birds

Bird monitoring continued in Phase 2, with new stations added in 2024. A total of 16 stations were established along The Meadowway, in Sections 1, 2, 4, 5, and 7. The data collected provided critical information to track avian biodiversity and habitat use over time.

Butterflies

In 2024, a new section of butterfly transects was added between Kennedy Road (east of the railway) and Brimley Road. As of 2025, 32 distinct transect sections have been established, totaling almost 9.1 km of meadow habitat undergoing butterfly monitoring. Each year, the most frequently encountered species was the non-native European common blue, a trend that has dated back to 2019. Overall, apart from the European common blue, no growth for the diverse population of resident butterflies has been observed. This trend is likely attributed to the dynamic nature of vegetation management in The Meadowway, which includes tilling, cutting, mowing, and spraying. It is anticipated that native butterfly species will have an improved ability to establish breeding populations within the corridor once management activities are reduced.





Research

From 2023 to 2025, ongoing collaborative research has been significantly helpful for improving best management practices in meadow restoration and for establishing key performance indicators to highlight success. In Phase 2, the restoration team conducted research with academic partners across multiple Ontario universities to examine how urban meadow restoration practices influence biodiversity, ecosystem function, and human experience, with a focus on The Meadoway and comparable urban greenspaces.

In 2023, TRCA partnered with University of Toronto to research the ecological impacts of invasive plant management and maintenance practices in urban conservation areas. Studies assessed how invasive species removal, mowing regimes, and cutting of invasive thistle affect plant–pollinator interactions, arthropod communities, seed banks, and meadow establishment. This year also introduced drone-based mapping to improve detection and monitoring of invasive species across restoration sites.

In 2024, collaborative efforts expanded to ecosystem processes and restoration outcomes. University of Waterloo researchers quantified carbon stocks and fluxes across turfgrass, recently restored meadow, and mature meadow systems, while also comparing plant and butterfly diversity between unrestored and restored areas. Trent University evaluated site preparation techniques for meadow restoration by measuring their effectiveness in depleting invasive seed banks through vegetation surveys and soil seedbank assays. At the University of Toronto Scarborough, researchers examined microhabitat temperature variation and its effects on pollinator brood success, linking restoration design to reproductive outcomes.

In 2025, research integrated structural, climatic, and ecological data to assess how vegetation heterogeneity influences microclimate regulation, vegetation health, pollinator activity, and human comfort in restored urban meadows. Ongoing collaborations among the University of Toronto, Trent University, and the University of Waterloo continued to address remaining knowledge gaps, with the goal of scaling turfgrass-to-meadow restoration strategies to under-utilized urban greenspaces across Canada.

Vegetation

TRCA restoration staff commenced vegetation monitoring across various sections of The Meadoway in 2023 to inform best practices for meadow creation in highly urbanized environments. Over the course of Phase 2, small and large monitoring plots, measuring 1 m x 1 m and 20 m x 20 m respectively, were used to collect data on the success of various treatment methods. The findings have provided valuable insights into the restoration process and have been captured in the updated Restoration Manual.

Phase 3 will see a maturing meadow supported by an adaptive management phase by The Meadoway restoration team. To measure success, the team will develop key performance indicators to help determine management needs and control for future challenges. The team's activities will largely consist of adaptive management practices, with particular focus on older meadows which are currently dominated by tall goldenrod.

In the fall of 2026, the restoration team will conduct a goat and sheep grazing trial as a means of adaptive management. Additionally, ongoing research with academic partners will inform best practices and procedures for site preparation and invasive species management. Native seed production will be an important goal for The Meadoway as the meadows reach maturity, and the team will prioritize expansion of the seed nursery to increase seed collection and efficiency, while honing their skills in sustainable harvesting and cleaning methods.



Corporate Sponsorships

With continued support from the Weston Family Foundation, TRCA advanced its fundraising strategy in Phase 2. Efforts focused on developing a comprehensive revenue-generation strategy and refining sponsorship offerings, with the goal of establishing a sustainable corporate sponsorship program for The Meadoway. A Strategic Impact Business Case was created to guide the program's launch in late 2025, outlining a tiered partnership model, final ready-to-pitch sponsorship assets, financial projections, revenue targets for 2026, and key performance indicators.

To validate the strategy, interviews were conducted with external stakeholders such as The Bentway and Dentsu Inc. to ensure alignment with current sponsorship market conditions. In addition, seven prospective corporate partners were engaged at the executive level to assess interest, asset appeal, and budget availability. Strong leads emerged with TD Bank, Intact Insurance, and Enbridge, all of whom expressed interest in entering sponsorship negotiations. These discussions indicated potential cash contributions ranging from \$10,000 to \$100,000 for single-year agreements and \$300,000 to \$500,000 for multi-year partnerships, with additional in-kind and contra support opportunities. Other prospects demonstrated interest and will remain engaged as the program evolves.

To support implementation readiness, TRCA staff and senior leadership participated in a comprehensive sponsorship training workshop to strengthen capacity in sponsorship strategy, business development, and account management. Supporting governance structures, policies, and procedures were developed to ensure ethical practices, transparency, risk management, and alignment with TRCA's mission and values. To support long-term execution, a customized "TRCA Sponsorship Fundamentals" toolkit was created, providing templates and resources to guide the full sponsorship lifecycle, from prospecting to stewardship and reporting.

Looking ahead to Phase 3, TRCA will bring on a full time staff member to continue to implement the fundraising strategy and pursue the prospects identified through Phase 2 work.



The Meadoway

COMMUNITY POWERED GREEN SPACES



To learn more about
The Meadoway scan QR
or visit themedoway.ca

United Region
Conservation
Authority

United Region
Conservation
Authority

United Region
Conservation
Authority

Activity station on a table with a white and green patterned cloth. Items include:

- A magnifying glass with a yellow handle.
- A wooden tray containing soil and small insects.
- Several small red plastic cups.
- A grid of small images, possibly seed packets or insect photos.
- Two black boxes containing colorful seeds or beads.
- A pair of purple-handled tweezers.
- A small potted plant.

Communication

During Phase 2, The Meadowway continued to strengthen community connections and keep stakeholders informed through a range of engagement tools grounded in transparency, education, and public participation. Over the past three years, the team expanded its outreach to share project milestones and updates, fostering a sense of shared ownership and community pride.

The Meadowway website remained a key communication platform, offering new project information and videos, a public access map, educational resources, and opportunities for community involvement. Throughout Phase 2, regular improvements were made to enhance accessibility, organization, and navigation, ensuring information could be accessed efficiently by a diverse audience. An online tour request form was added in Phase 2, alongside the delivery of 29 guided tours at The Meadowway. In 2024 and 2025, the website attracted more than 18,700 unique users and 25,696 sessions, demonstrating its effectiveness as a community resource.

The Meadowway Visualization Toolkit received the 2023 PlanON Public Education Award from the Ontario Professional Planners Institute, recognizing its innovation in public engagement. Newsletter outreach evolved from four Meadowway-specific issues in 2023 to integrated contributions within TRCA's newsletter, significantly expanding reach. In 2025, five contributions reached an average of 63,000 subscribers per issue, exceeding the annual target.

The Meadowway maintained an active online presence through Instagram, Facebook, and X (formerly Twitter), sharing trail progress, community events, restoration education, and project updates. Additionally, in 2025, TRCA introduced LinkedIn posts for newsworthy content, including acknowledgments to The Meadowway. On Instagram and Facebook, annual social media plans guided consistent content delivery in 2024 and 2025, supported by a Highlight campaign that improved access to key information. This approach increased reach, engagement, and follower growth across platforms, and the strategy will continue to evolve using data analytics to reflect audience interests. Outside of social media, The Meadowway was featured in 42 digital publications over the course of Phase 2, demonstrating its enduring recognition by the community.

Building on Phase 1 work, the Meadowway Restoration Manual, A Blueprint for Naturalizing Infrastructure Corridors, continued to support practitioners, academics, and the public. During Phase 2, expanded research partnerships advanced understanding of meadow ecology and informed an updated edition of the manual, released in fall 2025. This resource provides a strong foundation for ecological progress in Phase 3.

Looking ahead, The Meadowway will continue to strengthen relationships with the public and stakeholders, refine communications across platforms, and pursue sustainable funding to support the project's long-term success.



BRINGING NATURE BACK INTO CITY LIVING

The Meadowway is transforming a hydro corridor in Scarborough into a vibrant 16 km stretch of urban greenspace and meadowlands that will become one of Canada's largest linear urban parks.



A GROUND-BREAKING INITIATIVE

The Meadowway will connect 7 river and ravine systems, 15 parks, 16 kms of trail, 13 neighbourhoods, over 200 hectares of meadow, and more than 1,000 diverse species of flora and fauna.

[EXPLORE THE PROJECT](#)

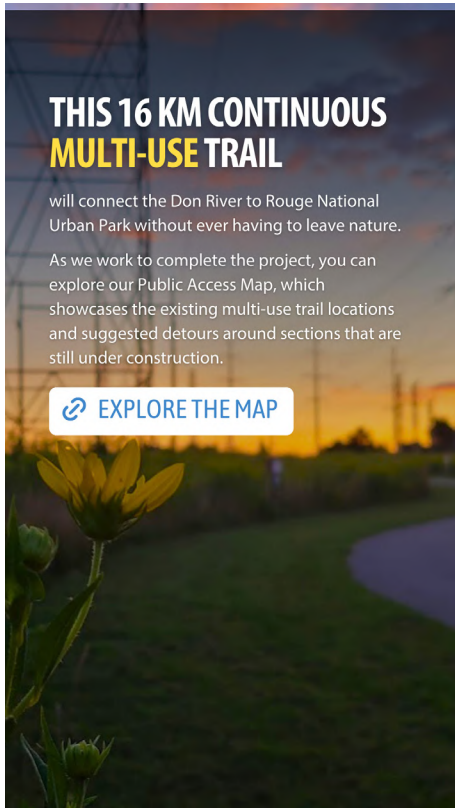
Ask us a question!

Where can I park my car to access The Meadowway?

ANSWER

Parking is available on neighbouring streets to the trail. Per the City of Toronto's parking regulations, a three-hour parking limit applies on Toronto streets unless otherwise indicated by signage (e.g., one-hour or 15-minute parking). For more details, check out our Public Access Map!

[PUBLIC ACCESS MAP](#)

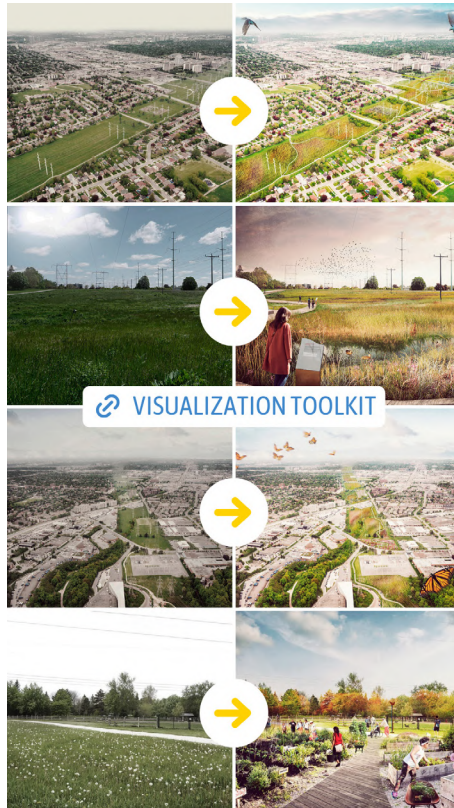


THIS 16 KM CONTINUOUS MULTI-USE TRAIL

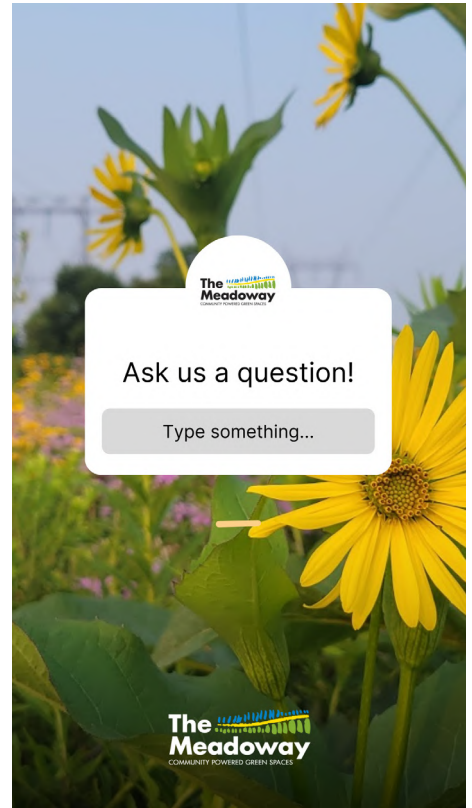
will connect the Don River to Rouge National Urban Park without ever having to leave nature.

As we work to complete the project, you can explore our Public Access Map, which showcases the existing multi-use trail locations and suggested detours around sections that are still under construction.

[EXPLORE THE MAP](#)



[VISUALIZATION TOOLKIT](#)



The Meadowway
COMMUNITY POWERED GREEN SPACES

Ask us a question!

Type something...

The Meadowway
COMMUNITY POWERED GREEN SPACES

Sample posts from the 2024 highlight campaign

Community Outreach And Education

Throughout Phase 2, The Meadoway strengthened its role as a community-powered greenspace by engaging students, residents, and newcomers through education programs led by TRCA’s Community and Outreach Team. Participation continued to grow year over year through immersive school programs, tailored learning for English as a Second Language (ESL) learners, and inclusive public events. These initiatives fostered meaningful connections to the local environment and promoted environmental stewardship through hands-on learning, reinforcing The Meadoway as a hub for education and community engagement.

The Meadoway School Program engaged more than 1,000 students and teachers annually between April and December through curriculum-linked activities. A blend of classroom learning, immersive field experiences, and hands-on conservation work helped participants build ecological knowledge while developing a sense of responsibility for the natural environment.

Targeted programming for ESL learners and newcomers supported more than 320 participants during Phase 2. Developed in collaboration with educators and newcomer-serving organizations, the

program was designed for communities living near The Meadoway and focused on building environmental literacy, confidence, and connection to local greenspaces. Programming was delivered through a variety of formats, including classroom sessions, guided interpretive walks, and planting activities, encouraging active participation in stewardship and community initiatives.

Public engagement was further expanded through a diverse range of seasonal community outreach events. In addition to scheduled programming, TRCA facilitated custom school visits, private community events, and festival booths to increase awareness and accessibility for a wide range of audiences. Launched in 2023, The Meadoway Ambassador Program grew from 11 to 33 volunteers and became a key component of community engagement. Ambassadors supported events such as guided walks, cleanups, and educational outreach, while contributing local insight to event planning. Their contributions were recognized through a dedicated celebration in 2025.

Looking ahead to Phase 3, The Meadoway will continue to build on this foundation by enhancing school programming, expanding seasonal events, and deepening partnerships to support ongoing community stewardship and engagement.

2023	2024	2025
Let’s Clean Up The Meadoway: Earth Day	Let’s Clean Up The Meadoway: Earth Day	Let’s Clean Up The Meadoway: Earth Day
Bumblebee Watch: Citizen Scientists in The Meadoway	Get into The Meadoway: Saving Seeds	Meadoway Entrance Garden Community Planting
Fall In Love With The Meadoway! Fall Colours and Planting	Community Fall Planting in The Meadoway	Ride the Meadoway!
Halloween Howl in The Meadoway	Unveil the Trail: A Celebration in The Meadoway	Saving Seeds in The Meadoway
	Winter hiking and birding	









The Meadoway





For more information visit
www.themeadoway.ca

The Meadoway
COMMUNITY POWERED GREEN SPACES

A program of:

 **Toronto and Region
Conservation
Authority**