



Memorandum

TO: Members of Regional Council
FROM: Erin Mahoney, Commissioner of Environmental Services
DATE: November 19, 2015
RE: **York Region Received Two Lake Simcoe Region Conservation Authority Awards**

This memo advises Regional Council that York Region was presented with two awards from the Lake Simcoe Region Conservation Authority (LSRCA) on October 15, 2015.

Each year, the LSRCA honours individuals, groups, and businesses that make a difference in the Lake Simcoe watershed. York Region received the following awards:

Media Recognition Award – York Region’s *Water Is* campaign won an award for public messaging around the value of water and encouraging engagement through education and social media. The *Water Is* campaign is a comprehensive, multi-media approach to increase public awareness about the importance and value of water, including the costs of providing clean safe drinking water, and the importance that water plays in our everyday life.

Pioneering Green Communities Award – York Region, in partnership with the Town of Georgina, the Ontario Water Centre, Park Lane Nurseries Ltd., Lake Simcoe Region Conservation Authority and Seneca College, received an award for the De La Salle Park Rain Garden Demonstration Project. Opened in August, 2014, the permanent demonstration garden teaches residents about the merits of low impact development and how these aesthetically appealing landscapes can be incorporated into their own properties. A link between low impact development projects and the health of Lake Simcoe is also messaged. Demonstration projects like the De La Salle Park Rain Garden are supported by York Region’s Long Term Water Conservation Strategy.

Erin Mahoney, Commissioner of Environmental Services