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NIGHT ECONOMY CHAMPION, CITY OF TORONTO

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For Immediate Release

Deputy Mayor Paul Ainslie Endorses Regional Transformation Action Plan

Toronto, ON – Deputy Mayor Paul W. Ainslie, who also serves as Chair of the Toronto and Region Conservation Authority's (TRCA) Board of Directors, has endorsed the Great Lakes and St. Lawrence Cities Initiative: Economic Transformation Action Plan (ETAP). The ten-year blueprint was launched by mayors and municipal leaders across the Great Lakes and St. Lawrence region to grow the economy, create sustainable jobs, and protect our shared freshwater resources.

On September 24, leaders from Canadian and U.S. cities, along with Indigenous partners, unveiled ETAP and introduced the vision of a Fresh Coast Economic Corridor. The initiative sets the stage for global competitiveness rooted in environmental stewardship and innovation.

As Chair of TRCA's Board of Directors, Ainslie underscored the critical role of waterfront and watershed protection in achieving these goals. TRCA leads major projects such as the Port Lands Flood Protection, revitalization of Toronto's eastern waterfront, shoreline stabilization along Scarborough, and restoration work on the Toronto Islands. These initiatives protect communities from flooding, restore natural habitats, and create new opportunities for parks and recreation.

A Vision for 2035: Ambitious Goals for Prosperity and Sustainability

- ETAP sets forth 17 strategy pillars and 76 targeted actions supported by 12 program concepts. Together, they aim to:
- Attract 500,000 new sustainable businesses
- Create 18 million jobs across the region
- Prevent any increase in consumptive water loss
- Raise water quality ratings from “fair” to “good”
- Reduce carbon emissions by 300 million metric tons

Through revitalized infrastructure, a modernized clean energy grid, enhanced waterfronts, and cross-border collaboration, the plan provides a framework for growth aligned with resilience.

Deputy Mayor Paul Ainslie stated:

“As Deputy Mayor for the City of Toronto and Chair of TRCA's Board, I see firsthand the importance of protecting our waterfronts and watersheds. These efforts are not only about environmental health, they are also about economic opportunity, climate resilience, and quality of life for future generations. By endorsing ETAP, I am proud to support a regional vision that links prosperity with environmental integrity.”

Next Steps and Call to Action

Municipalities, Indigenous governments, and regional partners will now work to align local priorities with ETAP's goals. Areas of implementation include:

Infrastructure funding and financing

- Water systems modernization
- Clean energy deployment
- Workforce training in green sectors
- Shoreline and waterfront restoration

For more information on the Economic Transformation Action Plan and to view the full strategy, visit gslcities.org/etap

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