

STAFF REPORT: Engineering & Public Works Department

REPORT TO: Infrastructure and Recreation
MEETING DATE: December 13, 2011
REPORT NO.: EPW.11.108
SUBJECT: TD Green Streets Grant Application
PREPARED BY: Adam McMullin, Environmental Initiatives
 Coordinator

A. Recommendation

THAT Council receive Report EPW.11.108 entitled “TD Green Streets Grant Application”; and,

THAT Council support the Town’s TD Green Streets Grant Application; and,

THAT Council, should the grant application succeed, authorize the CAO and Clerk to execute an Agreement with Tree Canada.

B. Background

Tree Canada, a not-for-profit charitable organization, offers annual grants under the TD Green Streets program to enhance urban forestry.

The grant is open to Canadian Municipalities and is awarded based on an urban forest initiative that demonstrates innovation, community involvement, community partnerships, technical expertise, event publicity and evaluation.

In 2010 the Town was successful in obtaining a grant from TD Green Streets. As part of the grant the following activities were completed:

- Trees were planted along the Highway #26 corridor (Home Hardware, The Cidery, Hester Street Parking Lot)
- Trees were planted with the help of the Beaver Valley Kinsmen Club along the newly formed Beaver River trail in Lions Park
- Trees were planted at the Beaver Valley Community School that included an engaging lesson with students
- A resident tree lottery was established and awarded 100 prizes to local residents. The prizes were \$50 gift certificates to the Grey Sauble Conservation Authority to purchase a tree
- Fifty-seven trees were planted in total

The program was successful in engaging the public and enhancing the urban forestry within the community. Due to this success Staff proposes submitting an application to TD Green Streets for 2012 that includes the following elements:

1) Re-launch the ‘Blue Mountains Lottree’ residential tree lottery.

This program was enthusiastically received by residents, as over 200 residents participated in the lottery. The lottery winners (100 in total) were very pleased with the initiative.

For the 2012 program, the Town will partner with the Grey Sauble Conservation Authority (GSCA) and provide gift certificates to the lottery winners. The gift certificate will be redeemable at the GSCA tree nursery and include educational material on proper tree care and planting. This approach - requiring the winners to select and plant their tree - promotes tree stewardship as residents are required to take an active role in caring for the tree. Leveraging the work of local residents significantly increases the number of trees planted.

2) Moreau Park Revitalization

Moreau Park houses the local skate park and three baseball diamonds. The park has limited shade and tree coverage. The park is centrally located and is bordered by well travelled streets. Moreau Park revitalization will act as the primary tree-planting focus for the 2012 program. Trees will be proposed along the streetscape roadway and lining the baseball diamonds. The TD Green Streets signage will be erected in the park.

3) The Blue Mountains Library Tree Planting

The library will serve as the location of the TD Green Streets event launch in conjunction with the Town’s annually Green Fair. Trees will be planted at the L.E Shore Memorial library facility along the roadway.

4) Cemetery Expansion Forestation

The Thornbury cemetery is expanding and adding a laneway that snakes through the grounds. Lining the road with shade tree will enhance the urban canopy of the cemetery and act as a windbreak for the grounds.

5) Urban Tree Mapping Initiative

Working with the Town GIS coordinator, a mapping layer depicting the location of all of the planted trees (and the previous planted Green Streets trees in 2010) will be created and linked to a database that will compile data on the trees. This initiative will allow Staff to monitor the planted trees and enhance the Town’s tree management while building a platform from which to launch inventory and management of all Town owned trees. The program will be integrated with a maintenance schedule that will reduce tree related hazards and potential carbon offsetting associated with the Town’s greenhouse gas reduction plan.

Plan Implementation

The initiative will commence with the resident tree lottery in June 2012 followed by the launch event as part of the Town’s annual Green Fair. Volunteer support from local service clubs such as the Lions Club and the Beaver Valley Kinsmen Club will assist in tree planting. At the launch, the tree-lottery winners will be announced.

Roles & Responsibilities

The Town will be taking a lead role in the project, coordinating the logistics of the planting events and will pay for the expenses related to planting, materials (trees, mulch, soil, etc), delivery, advertising and promotion. The participating community partners will contribute through in-kind service, assisting in planting activities, providing equipment and expertise.

Staff recommend Council support the Town’s TD Green Streets Application and should the application succeed, authorize the CAO and Clerk to execute an Agreement with Tree Canada.

C. The Blue Mountains’ Strategic Plan

Enhancing the urban tree canopy furthers the Town’s Strategic Goal #3 “Undertake a GREEN strategy to proactively protect air, water and land features and sites.”

D. Environmental Impacts

Enhancing the urban canopy reduces the urban heat island effect and when planted effectively can reduce cooling cost for buildings. Trees help improve water quality and reduce storm water runoff. Trees improve air quality by mitigating air pollution and greenhouse gases.

E. Financial Impact

Funding Mechanism

The TD Tree Canada grant offers up to \$15,000 per project and requires that a minimum of 50% matching funding from the applicant. Up to 50% of the matching funding can be in-kind services.

The total cost of the project is \$30,000.

Project Budget Sources	Cost
TD Grant	\$15,000
Municipal	\$7,500
In-Kind Services (Town/volunteers)	\$7,500
Total:	\$30,000

The required \$7,500 Municipal cash contribution will be funded in part from the proposed ‘Tree Planting’ environmental initiatives 2012 capital budget of \$5,000 and working with the Recreation Department to secure an additional \$2,500, possibly from a parks reserve fund. The Town is not obligated to spend the full allotment; however, for every dollar invested the Town receives two in return.

F. Consultation With

The report has been reviewed by the Director of Recreation.

G. Attached

None.

Respectfully submitted,

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