TO: CHAIR AND MEMBERS
COMMUNITY AND PROTECTIVE SERVICES COMMITTEE
MEETING ON APRIL 7, 2014

FROM: J. M. FLEMING
MANAGING DIRECTOR, PLANNING AND CITY PLANNER

SUBJECT: COMMUNITY-LED PARKS PROJECTS – 2013 YEARLY UPDATE

RECOMMENDATION

That, on the recommendation of the Director of Land Use Planning and City Planner, the following information BE RECEIVED regarding the success of Community-led Parks Projects in 2013.

BACKGROUND

The City of London partners with various organizations, businesses and individuals to develop and implement community-initiated projects on municipal parkland every year. These community projects include naturalization plantings, Adopt-a-Park activities, community gardens, playground projects, park upgrades and commemorative donations. This report is intended to give an update on the success of these community projects in 2013.

PROGRAM OVERVIEW

Summary

This past year 119 park projects were successfully completed due to outstanding community support. The total value of cash donations, in-kind donations and volunteer time was approximately $800,000. These projects were coordinated by Environmental and Parks Planning’s Community Projects Coordinator and external partners, with assistance from other City staff from within the areas of Urban Forestry; Parks and Recreation; Neighbourhood, Children and Fire Services; and Environmental Operations and Solid Waste. Community partnerships help to enhance our parks and natural areas and work toward a common “best-practice” strategy for our public spaces, and allows the City to leverage our funding to provide additional services for Londoners. The City’s capital investment in these projects for 2013 was approximately $75,000, resulting in more than a 10:1 leveraging benefit.

Monetary project contributions made by our major partners and sub-partners totalled $435,426 and in-kind donations totalled $141,649. Volunteer participation was fantastic, with 5414 people coming out to plant trees and shrubs, remove invasive species, plant community gardens, clean-up our parks, and participate in many other parks projects. Volunteer participation for 2013 is valued at $219,012. For a more detailed account of specific projects and their associated values, see “Appendix A”. For a complete list of all project partners, see “Appendix B”. Community projects in parks are categorized into four main focus areas: 1. community forestry and stewardship, 2. Adopt-a- programs, 3. other park projects (including community gardens), and 4. commemorative programs. For this report, data on the first three areas has been grouped together, and data on commemorative programs has been compiled separately.

Community Forestry and Stewardship

- There were a total of 75 planting, invasive species removal and stewardship projects in parks completed in 2013, 49 of which were led by our largest planting partners - ReForest London, Scoutrees, and the Upper Thames River Conservation Authority.
- A total of 10,641 native trees and shrubs were planted on City-owned land through community projects. In addition, approximately 500 native wildflowers and grasses were
also planted by volunteers. About 5400 volunteers from all over the City came to plant and make a difference by providing habitat for wildlife, increasing forest cover and improving air quality.

- Veteran’s Memorial Parkway Community Program (VMPCP): This past year the program partnered with local businesses along the VMP and forged new partnerships with General Dynamics, Talbot Promotions, Triple H Construction, Sun Light Foundation, Lambeth Lions Club, Polish Combatants, Startech.com, Girl Guides, Lawson Foundation, Hyde Park Lions Club, and Parkwood Hospital. They completed 7 planting projects and one commemorative feature, and 414 calliper-sized trees were planted. Significant support for tree planting and site maintenance was provided through Landscape Ontario and other partner businesses.

**Adopt-a-Programs**

- The Adopt-an-ESA program was launched, and 2 areas within Medway ESA and Meadowlily ESA were adopted.
- In 2013 16 more parks were adopted, bringing the total number to 32.
- All of these groups worked hard to clean up their parks, plant trees and remove invasive species during about 60 community events.
- Interest in an Adopt-a-Street program has been growing and 2014 will see the launch of this new program.
- The first Adopt-a-Park recognition ceremony will take place during a celebration event to take place in June 2014. This will also be an opportunity for Londoners to learn more about the Adopt-a programs and sign-up.

**Other Projects**

- The Fanshawe Optimists partnered on a park improvement project this past year, contributing $75,000 to new amenities in Constitution Park. The project was a great success.
- The London Homebuilders Association continued to support the Cancer Survivors Garden project and provided all of the maintenance within the garden in 2013 through their funding and in-kind support.
- Each year sport fields in City parks are supported by a number of organizations and donations are made toward enhanced field improvements. The total amount donated by our sport supporters was approximately $50,000 in 2013.
- The Carolinian Food Forest completed Phase two of their project and engaged 150 volunteers to plant more edible native plants and also two new fruit tree guilds in South Branch Park.
- There were 384 garden plots rented in 2013 within the 13 community gardens on City-owned land. The program continued to be a popular option for many Londoners to grow their own fresh vegetables and the program is set to grow in the near future following the completion of the Community Gardens Strategy.

**Commemorative Programs**

The City of London’s Commemorative Program is a way to honour a special memory, person or event. We offer Londoners the opportunity to donate towards a naturalization planting, a Carolinian tree, a Memory Wall engraving, a park bench, or towards a large-scale park feature.

- There were 8 benches installed, 12 trees planted and four Memory Wall engravings completed. The benches and trees are located throughout several City parks.
- The total value of commemorative donations in 2013 was $33,178.
2014 MAJOR PROJECT PREVIEW

Adopt-a-Street

This year will see the launch of the new Adopt-a-Street program. The program will run in a similar fashion to the Adopt-a-Park program, however will require a minimum commitment of four clean-ups per year as opposed to two per year. This program will also provide groups with the opportunity to care for street trees and identify locations for more tree planting, and to plant flowers and shrubs in the boulevards where appropriate.

VMP Community Program

The VMP landscape enhancement plan continues to grow and flourish, with eight planting projects and two commemorative features planned for 2014. There are consistently new business partners coming on board and the program promises to impress again with the number of planting and commemorative projects they plan to complete.

Sovereign Road- Creation of a New Woodland Park

Last year over 2000 trees and shrubs were planted on this site alone, with help from our planting partners. In 2014 we plan to hold a four day series of plantings with elementary students from the Thames Valley District School Board (TVDSB), where approximately 1800 trees and shrubs will be planted by about 800 students. This will be completed in partnership with the TVDSB as well as the Upper Thames River Conservation Authority, who will assist in providing planting leadership and event planning expertise as well. Part of this project will also include a wet meadow, which will be planted with wildflowers and grasses grown by a grade 12 class at Saunders Secondary School, making this a very unique initiative in London.

CONCLUSION

Community partners continue to support enhancements to City parkland that provide new or expanded amenities for the benefit of all Londoners. Lead by the Community Projects Coordinator and supported by many other City staff, the program resulted in at least a 10:1 return on all capital investment in 2013, the highest ratio in the last five years of reporting. The number of projects (119) is also more than any of the past five years.

PREPARED BY: SUBMITTED BY:

V. KINSLEY A. MACPHERSON
COMMUNITY PROJECTS COORDINATOR MANAGER – ENVIRONMENTAL AND PARKS PLANNING

RECOMMENDED BY:

J. M. FLEMING
MANAGING DIRECTOR, PLANNING AND CITY PLANNER

April 1, 2014Vk/vk
Appendix A: Community Projects Annual Report 2013
Appendix B: Community Partners Information – 2013

Y:\Shared\parksplanning\Community Planting\Community Projects Annual Report\report 2013
## COMMUNITY PROJECTS
### Annual Report 2013

<table>
<thead>
<tr>
<th>NAME</th>
<th>PROJECT CASH FUNDING</th>
<th>VOLUNTEER IN-KIND*</th>
<th>IN-KIND FUNDING**</th>
<th>TOTAL FUNDING</th>
<th># OF PROJECTS</th>
<th>TYPES OF PROJECTS</th>
<th>TREES PLANTED</th>
<th>SHRUBS PLANTED</th>
<th>VOLUNTEERS</th>
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<tr>
<td>UTRCA</td>
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<td>$30,580.00</td>
<td>$128,796.75</td>
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<td>Planting</td>
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<td>1120</td>
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<td>ReForest London</td>
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<td>$40,190.25</td>
<td>$44,412.00</td>
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<td>1679</td>
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<td>Scouts Canada</td>
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<td>VMCP*</td>
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<td>$64,800.00</td>
<td>$33,462.00</td>
<td>$252,065.24</td>
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<td>Adopt-a-Park partners</td>
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<td>$24,600.00</td>
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<td>30</td>
<td>Clean-up/planting events</td>
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<td>600</td>
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<td>LCRC1</td>
<td>$29,000.00</td>
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<td>Fanshawe Optimists</td>
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<td>Carolinian Food Forest</td>
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<td>Cancer Survivors Garden</td>
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<td>$22,792.00</td>
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<td>Commemorative programs</td>
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<td>$33,178.00</td>
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<td>18</td>
<td>Trees, benches, Memory Wall</td>
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<td></td>
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**Total**                      | $435,425.74          | $219,012.00        | $141,649.00      | $796,086.74   | 119           |                                      | 7472          | 3169          | 5414       |

* FUNDING TOTAL (IN-KIND + CASH) 10641

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* - All volunteer in-kind work time is calculated based on 3 hours of work per volunteer at $10.25 per hour except below

** - This amount is for all other in-kind donations over and above volunteer time. For example - project materials, professional work hours, etc.

1. LCRC = London Community Resource Centre

2. Community garden volunteers work is valued at $15.00/hour.

3. LHBA = London Home Builders' Association

4. Donation made and feature to be built when construction of park commences.

5. VMCP = Veterans Memorial Parkway Community Program

VMCP volunteers include tree planters, professionals, equipment operators and board members. The total value has been calculated based on their hourly wage equivalent and provided by the organization. Adopt-a-Park volunteer value is based on an average of 20 volunteers per group, working for two hours each for two days of clean-up activity, at a value of $10.25/hour.
<table>
<thead>
<tr>
<th>LEAD PARTNER INFO</th>
<th>SUB-PARTNER</th>
<th>SUB-PARTNER</th>
<th>SUB-PARTNER</th>
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<td>UTRCA</td>
<td>BBC Bluewater Program</td>
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<td>Cargill</td>
<td>Evans and Logan Funeral Home</td>
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<td>TD Friends of the Environmental Foundation</td>
<td>Friends of Stoney Creek</td>
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<td>Zuhick Recycling</td>
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<td>Nature London</td>
<td>London and Strathroy Scouts</td>
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<td>Ryerson Public School</td>
<td>Woodland Heights Public School</td>
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<td>Holy Cross Separate School</td>
<td>Lester B. Pearson School for the Arts</td>
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<td></td>
<td>Golder Associates</td>
<td>Home Hardware Stores London East</td>
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<p>| ReForest London   | 66th Brownies | Ivey Business School | St. James Westminster Anglican Church |
|                   | 73rd Scouts   | JDLS Youth Leadership | St. Luke the Evangelist - Broughtdale |
|                   | Al Mahdi Islamic Community Centre | Junior Achievement | Stantech |
|                   | Anglican Church of St. Jude | Lanktree | StarTech.com |
|                   | Art of Living | London Central S.S. Environmental Club | TD Friends of the Environment Foundation |
|                   | CISV         | London International Academy | Temple Israel of London |
|                   | Citi Cards   | London Muslim Mosque | Thames Regional Ecological Association |
|                   | City of London | Maria Luisa Moreno International Foundation | Trinity United Church Community Centre |
|                   | Congregation Or Shalom | McCormick Canada | TW Johnstone |
|                   | Dave Craven  | Muslim Association of Canada | Union Gas |
|                   | Deoitt      | Peace Bus | Western University sororities and fraternities |
|                   | Eden Reshef | Pinpoint Publishing | Western Serves |
|                   | Environment Canada | PriceWaterhouseCoopers | Western University Alumni |
|                   | Fanshawe Rotaract | Richards Memorial United Church |              |
|                   | First St. Andrews United Church | Scotia Bank |              |
|                   | Forsters     | Scotia McLeod |              |
|                   | Intact Insurance | Siskinds |              |</p>
<table>
<thead>
<tr>
<th><strong>COMMUNITY PARTNERS INFORMATION - 2013</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEAD PARTNER INFO</strong></td>
</tr>
</tbody>
</table>
| Scouts Canada  
531 Windermere Rd.  
London, ON N5X 2T1  
519-632-2928 | TD Friends of the Environment Foundation  
Patcom  
Veterans Memorial Parkway Comm. Program | Little Creek Tree Farm  
Scoutrees |  |
| London Community Resource Centre  
652 Elizabeth Street  
London, ON N6Y 6L3  
519-632-1801 | London Compost  
Brescia University College  
Food not Lawns  
Crouch Neighbourhood Resource Centre | London Middlesex Master Gardeners  
Covenant Garden Market  
Plant a Row Grow a Row  
North Park Youth Group |  |
| Friends of the Coves  
111 Elmwood Ave. East  
London, ON N6C 1J4  
519-648-5397 | Intact Insurance  
Union Gas | Victoria Public School  
Arthur Ford Nature Park Foundation |  |
| VMPCP  
740 Hyde Park Road  
P.O. Box 28065  
London, ON N6H 5E1 | General Dynamics Land Systems Canada  
Talbot Promotions  
London Scouts  
Trojan Technologies  
3M Canada  
Sun Light Foundation  
Lambeth Lions Club  
Polish Combatants | Kellogg Canada  
Girl Guides  
Landscape Ontario  
Triple H Construction  
TD Friends of the Environment Foundation  
Startins North America  
Startech.com  
Lawson Foundation | Hyde Park Lions Club  
Echo Power Equipment  
Parwood Hospital  
The Original Cakery |
| Carolinian Food Forest Project  
c/o Crouch Neighbourhood Resource Centre  
550 Hamilton Road  
London, ON  
N2J 1W4 | TD Friends of the Environment Foundation  
Girl Guides  
Wild Craft Permaculture  
Fanshawe Culinary College  
Girl Guides | Lester B. Pearson School for the Arts  
Food not Lawns  
Boys and Girls Club of London  
Nature London |  |