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<b>TO:</b>	<b>CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON APRIL 7, 2014</b>
<b>FROM:</b>	<b>J. M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>
<b>SUBJECT:</b>	<b>COMMUNITY-LED PARKS PROJECTS – 2013 YEARLY UPDATE</b>

<b>RECOMMENDATION</b>
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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.

<b>BACKGROUND</b>
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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.

<b>PROGRAM OVERVIEW</b>
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**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

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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.

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<b>2014 MAJOR PROJECT PREVIEW</b>
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**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.

<b>CONCLUSION</b>
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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.

<b>PREPARED BY:</b>	<b>SUBMITTED BY:</b>
<b>V. KINSLEY COMMUNITY PROJECTS COORDINATOR</b>	<b>A. MACPHERSON MANAGER – ENVIRONMENTAL AND PARKS PLANNING</b>
<b>RECOMMENDED BY:</b>	
<b>J. M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>	

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

**COMMUNITY PROJECTS  
Annual Report 2013**

NAME	PROJECT CASH FUNDING	VOLUNTEER IN-KIND*	IN-KIND FUNDING**	TOTAL FUNDING	# OF PROJECTS	TYPES OF PROJECTS	TREES PLANTED	SHRUBS PLANTED	VOLUNTEERS
UTRCA	\$35,825.00	\$62,391.75	\$30,580.00	\$128,796.75	13	Planting	3125	1120	2029
ReForest London	\$69,007.50	\$40,190.25	\$44,412.00	\$153,609.75	31	Planting, aftercare, maintenance	2951	1679	1307
Scouts Canada	\$10,800.00	\$16,912.50	\$2,500.00	\$30,212.50	5	Planting	731	271	550
Friends of the Coves		\$2,152.50	\$1,000.00	\$3,152.50	4	Planting, buckthorn removal	150	50	70
VMPCP <sup>5</sup>	\$153,823.24	\$64,800.00	\$33,462.00	\$252,085.24	8	Tree planting, stone feature	414		666
Adopt-a-Park partners		\$24,600.00		\$24,600.00	30	Clean-up/planting events	50		600
LCRC <sup>1</sup>	\$29,000.00	\$1,890.00	\$16,125.00	\$47,015.00	14	Community gardens			42
Fanshawe Optimists	\$75,000.00			\$75,000.00	1	Playground			0
Carolinian Food Forest	\$4,500.00	\$3,075.00	\$13,570.00	\$21,145.00	12	Planting, invasive removal	33	29	150
Cancer Survivors Garden	\$1,500.00	\$3,000.00		\$4,500.00	1	maintenance, weeding			
Adopt-a-Street partners	\$22,792.00			\$22,792.00	2	planting and maintenance	6	20	
Commemorative programs	\$33,178.00			\$33,178.00	18	Trees, benches, Memory Wall	12		
<b>TOTAL</b>	<b>\$435,425.74</b>	<b>\$219,012.00</b>	<b>\$141,649.00</b>	<b>\$796,086.74</b>	<b>119</b>		<b>7472</b>	<b>3169</b>	<b>5414</b>
			<b>FUNDING TOTAL</b>			<b>TOTAL PLANTS</b>			
			<b>(IN-KIND + CASH)</b>						

\* - 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.

<sup>1</sup> LCRC = London Community Resource Centre

<sup>2</sup> - Community garden volunteers work is valued at \$15.00/hour.

<sup>3</sup> LHBA = London Home Builders' Association

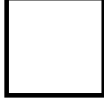
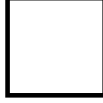
<sup>4</sup> Donation made and feature to be built when construction of park commences.

<sup>5</sup> VMPCP=Veterans Memorial Parkway Community Program

VMPCP 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

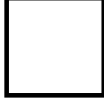
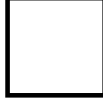


**APPENDIX "A"**



**APPENDIX "B"**

COMMUNITY PARTNERS INFORMATION - 2013		
LEAD PARTNER INFO	SUB-PARTNER	SUB-PARTNER
<p><b>UTRCA</b> 1424 Clarke Road London , ON N5V 5B9 519-451-2800</p>	<p>RBC Bluewater Program Cargill TD Friends of the Environmental Foundation Sobey's Dillon Consulting Nature London Ryerson Public School Holy Cross Separate School Golder Associates</p>	<p>Trees Ontario Evans and Logan Funeral Home Friends of Stoney Creek Zubick Recycling Rotary Club of London West London and Strathroy Scouts Woodland Heights Public School Lester B. Pearson School for the Arts Home Hardware Stores London East</p>
<p><b>ReForest London</b> PO Box 1852, Station B London, ON N6A 5H9 519-936-9548</p>	<p>66th Brownies 73rd Scouts Al Mahdi Islamic Community Centre Anglican Church of St. Jude Art of Living CISV Citi Cards City of London Congregation Or Shalom Dave Craven Deloitte Eden Reshef Environment Canada Fanshawe Rotaract First St. Andrews United Church Foresters Intact Insurance</p>	<p>Ivey Business School JDLS Youth Leadership Junior Achievement Lanktree London Central S.S. Environmental Club London International Academy London Muslim Mosque Maria Luisa Moreno International Foundation McCormick Canada Muslim Association of Canada Peace Bus Pinpoint Publishing PriceWaterhouseCoopers Richards Memorial United Church Scotia Bank ScotiaMcLeod Siskinds</p>
		<p>St. James Westminster Anglican Church St. Luke the Evangelist - Broughdale Stantech Startech.com TD Friends of the Environment Foundation Temple Israel of London Thames Regional Ecological Association Trinity United Church Community Centre TW Johnstone Union Gas Western University sororities and fraternities Western Serves Western University Alumni</p>



COMMUNITY PARTNERS INFORMATION - 2013			
LEAD PARTNER INFO	SUB-PARTNER	SUB-PARTNER	SUB-PARTNER
<b>Scouts Canada</b> 531 Windermere Rd. London, ON N5X 2T1 519-432-2928	TD Friends of the Environment Foundation Patcom Veterans Memorial Parkway Comm. Program	Little Creek Tree Farm Scouttrees	
<b>London Community Resource Centre</b> 652 Elizabeth Street London, ON N5Y 6L3 519-432-1801	London Compost Brescia University College Food not Lawns Crouch Neighbourhood Resource Centre	London Middlesex Master Gardeners Covent Garden Market Plant a Row Grow a Row North Park Youth Group	
<b>Friends of the Coves</b> 111 Elmwood Ave. East London, ON N6C 1J4 519-640-5397	Intact Insurance Union Gas	Victoria Public School Arthur Ford Nature Park Foundation	
<b>VMPCP</b> 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 Starlim North America Startech.com Lawson Foundation	Hyde Park Lions Club Echo Power Equipment Parkwood Hospital The Original Cakery
<b>Carolinian Food Forest Project</b> c/o Crouch Neighbourhood Resource Centre 550 Hamilton Road London, ON 5Z 1S4	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	