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TO:	CHAIR AND MEMBERS COMMUNITY SERVICES COMMITTEE MEETING ON May 14, 2012
FROM:	J. M. FLEMING DIRECTOR OF LAND USE PLANNING AND CITY PLANNER
SUBJECT:	COMMUNITY-LED PARKS PROJECTS – 2011 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 2011.

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 naturalizations, community gardens, playground projects and commemorative donations. This report is intended to give an update on the success of these community projects in 2011.

PROGRAM OVERVIEW

Summary

This past year 65 park projects were successfully completed due to outstanding community support. The total value of cash donations, in-kind donations and volunteer time was \$851,513.00. These projects were coordinated by the Community Projects Coordinator and external partners with assistance from other City staff throughout all Departments. The City's capital investment in these projects for 2011 was approximately \$305,800 resulting in approximately a 3:1 leveraging benefit.

The cash donations made by our major partners and sub-partners totalled \$413,688.00 and in-kind donations totalled \$320,435.00. Volunteer participation was outstanding, with 3533 people coming out to plant trees and shrubs, remove invasive species, plant community gardens, and participate in many other parks projects. Volunteer participation for 2011 is valued at \$117,390.00. 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. community gardens, 3. other park projects, 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 41 planting and stewardship projects in parks completed in 2011, 37 of which were led by our contributors - ReForest London, Scoutrees, and the Upper Thames River Conservation Authority.
- A total of 8551 native trees and shrubs were planted on City-owned land. 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): The newly formed VMPCP worked with the Scoutrees program and local businesses such as 3M, Trojan and Starlim, to plant a total of 204 large-sized trees and shrubs in the fall of 2011. Planting was completed from Gore Road to Trafalgar Street. Plans for 2012 include planting

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approximately 1000 trees from the river to Dundas.

Community Gardens

- The program review is completed and at the end of 2011 an RFP was posted for a coordinating agency to begin running the program in 2012, and to incorporate the recommendations that came from the review.
- The London Community Resource Centre worked with 10 community partners and the City of London to manage and maintain the 21 existing community gardens and their 600+ individual plots.

Other Projects

- The London Home Builders Association (LHBA) continued construction of the Cancer Survivors Garden in McKillop Park at Wonderland Rd. N. and Riverside Dr.. The value of the LHBA and their partners' contribution to this project in 2011 was \$279,000. The addition of a new pathway is planned for 2012 to connect the garden to the rest of McKillop Park.
- The City worked with the London Professional Firefighters Association to complete the Firefighters Memorial project at the corner of Horton St. and Colborne St..
- A public art installation was completed at Ivey Park to recognize labourers and commemorate the Tolpuddle Martyrs. This project involved many partners including the City's Culture Office, Parks Planning and Design, The Arts Council and the London and District Labour Council. The project entitled "Good Hands" was produced and installed in-part by volunteer labour.
- In 2011 the London District Freemasons became the first group to participate in the City's new Adopt-a-Road program. They adopted the section of the VMP between Dundas Street to Trafalgar Road and plan to clean it up approximately three times per year.

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 16 benches installed, 19 trees planted and four Memory Wall engravings completed. The benches and trees are located throughout 12 City parks
- The total value of commemorative donations in 2011 was \$53,600.00.

2012 MAJOR PROJECT PREVIEW

VMP Commemorative Features

There are one to two additional commemorative features planned for installation this year, being donated by Landscape Ontario. As a major partner in all of the VMP Community Projects and housing the Executive Director position, Landscape Ontario has taken it upon themselves to lead the business sector in being the first contributor of a major commemorative feature. The community planting projects will also continue thanks to partners of the VMPCP. These projects will further the vision of the VMP Landscape Plan and continue to beautify the highway.

Adopt-a-Park and Adopt-a-Road

This year we are going to introduce a new logo and more actively promote the Adopt-a-Park and Adopt-a-Road programs. Old Oak Properties plans to adopt both Sugarcreek Park and Sugarcreek Trail and will be the first developer to participate in both of these programs within their subdivision.

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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 3:1 return on all capital investment in 2011.

PREPARED BY:	SUBMITTED BY:
V. KINSLEY COMMUNITY PROJECTS COORDINATOR	A. MACPHERSON MANAGER – PARKS PLANNING AND DESIGN
RECOMMENDED BY:	
J. M. FLEMING DIRECTOR OF LANDUSE PLANNING	

April 26, 2012

Vk/vk

Attach
 Appendix A: Community Projects Annual Report 2011
 Appendix B: Community Partners Information – 2011

APPENDIX A

**COMMUNITY PROJECTS
Annual Report 2011**

NAME	PROJECT CASH FUNDING	VOLUNTEER IN-KIND*	IN-KIND FUNDING**	TOTAL FUNDING	# OF PROJECTS	TYPES OF PROJECTS	TREES PLANTED	SHRUBS PLANTED	VOLUNTEERS
UTRCA	\$36,048.00	\$26,670.00	\$38,100.00	\$100,818.00	9	Naturalization	1480	1265	889
ReForest London	\$76,153.00	\$32,520.00	\$2,000.00	\$110,673.00	19	Naturalization, stewardship	2486	1551	1084
Friends of the Coves	\$33,237.00	\$6,000.00	\$3,600.00	\$42,837.00	9	Naturalization, stewardship, clean-up	305	290	200
VMP Community Program	\$60,000.00	\$4,200.00	\$20,000.00	\$84,200.00	2	Caliper tree planting	167	37	140
LCRC ¹	\$3,250.00	\$13,800.00 ²	\$73,500.00	\$90,550.00	21	Community gardens	0	0	80
Scouts Canada	\$20,000.00	\$30,000.00	\$0.00	\$50,000.00	2	Naturalization	503	150	1000
LHBA ³	\$115,000.00	\$4,200.00	\$160,000.00	\$279,200.00	1	Cancer Survivors Garden	0	0	140
LIUNA ⁴	\$70,000.00	\$0.00	\$15,000.00	\$85,000.00	1	Public Art	0	0	0
LPPFA ⁵			\$8,235.00	\$8,235.00		Fire Fighters memorial			
TOTAL	\$413,688.00	\$117,390.00	\$320,435.00	\$851,513.00	64		4941	3293	3533
			<i>FUNDING TOTAL</i>	\$851,513.00		TOTAL PLANTS		8234	
			<i>(IN-KIND + CASH)</i>						

* - All volunteer in-kind work time is calculated based on 3 hours of work per volunteer at \$10.00 per hour except:
 2 - Community garden volunteers work is valued at \$15.00/hour. A total of 80 volunteers worked during the season for a total of 920 volunteer hours.
 ** - This amount is for all other in-kind donations over and above volunteer time. For example - project materials, professional work hours, etc.

LCRC¹ = London Community Resource Centre
² = London Home Builders' Association
³ = Labourers' International Union of North America
⁴ = London Professional Fire Fighters Association



APPENDIX B

COMMUNITY PARTNERS INFORMATION - 2010

LEAD PARTNER INFO	SUB-PARTNER	
UTRCA 1424 Clarke Road London , ON N5V 5B9 519-451-2800	TD Friends of the Environment Foundation Earth Day Canada Logan and Evans Funeral Home London and Area Scouts Brownies Blessed Kateri Catholic School Sir Arthur Carty School Stoney Creek Public School Friends of Stoney Creek	TD employees Suncor Energy Foundation Metro's Green Apple Program Girl Guides Starbucks staff Thamesford Public School Ecole Secondaire Monseigneur Bruyere Medway Valley Ratepayers Association Private citizens
ReForest London PO Box 1852, Station B London, ON N6A 5H9 519-936-9548	Price Waterhouse Coopers Urban League of London Ivey School of Business Siskinds Muslim Students' Association (UWO) KPMG Consulting Jewish National Fund Western Serves (UWO) St. Mary Choir and Orchestra School Car Free Festival	TD Friends of the Environment Foundation Scoutrees Graham Family London Public Library Latin Community/Caliente Festival London Life Private Citizens London Christian Academy Old East Village Community Association
Friends of the Coves 111 Elmwood Ave. East London, ON N6C 1J4 519-640-5397	Upper Thames River Conservation Authority Thames River Clean-Up Girl Guides Landan Branch of the London Public Library TD Friends of the Environment Foundation	Western Serves Program ReForest London Kensal Park School Evergreen-Fido HRDC Canada
VMP Community Program 740 Hyde Park Road London, ON N6H 5E1 519-494-1053	Clintar Landscape management Escapes Outdoor Living Designs Rural Roots Landscape and Design Starlim Employees Argyle Community Association	Eden Gardenworks Inc. Haven Landscapes Trojan UV 3M Canada Scouts Canada
London Community Resource Centre 652 Elizabeth Street London, ON N5Y 6L3 519-432-1801	London Compost Partners Brescia University College Friends of the Civic Garden Complex St. Lawrence Presbyterian Church White Oaks United Church	Century 21 Church of Christ East London Anglican Ministries Westview Baptist Church ESAM Group
Labourers' International Union of North America 56 Firestone Blvd. London, ON N5W 5L4 519-455-8083 ext.221	London District Labour Council London Arts Council	City of London Culture Office
London Home Builders Association 571 Wharncliffe Road South London, ON N6J 2N6 519-686-0343	Sifton Family Foundation Covington Group Duo Building Canadian Cancer Society	Strik, Baldinelli and Associates Melchers Construction Limited Roestenberg Welding