

Item 4.1

Trees & Forestry Advisory Committee Recommendation to the City of London

February, 2020

Topic: Public education and outreach regarding proper tree mulching practices, inspiring people to water newly planted trees and to not travel with firewood.

History: Over the last few months, several conversations have happened regarding the above three topics. One outcome was the addition of several links to the Trees and Forests section of the City's website! Great news!!

This is a new page link ("Tree Planting and Watering") that has been added to the 'City Owned Trees' section of the Trees and Forests section of the City's website: <http://www.london.ca/residents/Environment/Trees-Forests/Pages/Tree-Planting.aspx>

This page has a lot of relevant information including sections entitled "Summertime Water Conservation Tips" and "Proper Mulching Techniques".

On the page 'Tree Resources' under the **FAQS – Other Tree Information** people will find this new link "[Can I take wood up to my cottage, or somewhere else, to burn as firewood?](#)" This opens up a small drop box with some bits of information on this subject and it also comes with a link to a Government of Canada website: <https://www.inspection.gc.ca/plant-health/forestry/don-t-move-firewood/firewood/eng/1330963478693/1330963579986>

A few other conversations have taken place, since this time, regarding further improvements to the locations of these links to make them easier to find for viewers of the City's website. Notes have been made, and over the next several months, as the City's website gets redeveloped, these notes will be considered.

Recommendations: Now that these 3 very important topics have been added to the City's website, it is important to promote this valuable information. TFAC recommends that the City of London prepares and executes the distribution of promotional material focused on these 3 topics, this coming planting and growing season (Spring and Summer). TFAC recommends the production of tri-folds, pamphlets, or simple page handouts for distribution through local landscaping businesses, property management companies and community 'green' events.

Other suggestions: TFAC also suggests that promotional material could be created in the form of bookmarks or magnets, etc. (for possible distribution through local libraries) and would like the City to consider, bus advertising, bus shelter advertising, local television and/or newspaper educational outreach stories, etc.

Relevance: TFAC has made note that all of these recommendations satisfy several objectives listed in the Urban Forest Strategy: UFS Action items 15.2, 17.5 and 17.6 as well as UFS Strategic Goals 15 and 17