

May 2021: TFAC Educational Initiatives and Outreach Subcommittee: A Few Suggestions and Comments on the City of London Website

Upon taking a brief look at the information on trees and forests on the City of London website, the Education and Outreach Subcommittee has a few suggestions for improvements.

1) Privately Owned Trees Page: Modify introductory blurb about private tree bylaw

Current Introductory Text:

“The City of London Municipal Council approved the new City of London Tree Protection By-law C.P.-1555-252 at its November 24, 2020 meeting with it going into effect March 1, 2021. Residents, industry experts, prior users of the permitting system and the Trees & Forests Advisory Committee were consulted as part of the crafting of the by-law.

If you have any questions, please email treeprotection@london.ca”

Suggestions:

- Unclear what types of trees the Tree Protection By-law protects (e.g., Distinctive Trees & Tree Protection Areas) – there needs to be a clearer intro for residents focused on what it does, rather than on who was consulted. Currently, it reads more like a description of the work staff have accomplished, rather than a communications piece aimed at the general public.
- Removed excess background information on the history of the By-law
- Briefly explain what the by-law does
- Define “Distinctive Tree”

e.g., *“The new City of London Tree Protection By-law C.P.-1555-252 went into effect March 1, 2021.*

This by-law protects Distinctive Trees, which includes all trees with a diameter of at least 50 cm located within the Urban Growth Boundary, as well as all trees located within Tree Protection Areas. Injury and destruction of these trees may be permitted with a permit in some circumstances.

If you have any questions, please email treeprotection@london.ca”

2) Privately Owned Trees Page: Provide more information on Tree Protection Areas, Urban Growth boundary

Suggestions:

- Tree Protection Areas:
 - What is a Tree Protection Area?
 - Make it easy to find out if you’re in a Tree Protection Area
 - Add direct link to Schedule B of the bylaw under “Tree Protection Area Information”
 - Currently, you have to find the link to the bylaw at the top of the page → Open the bylaw page → click link to “Schedule B Index Map” → click link to “Files: Schedule B Index Map”
- Urban Growth Boundary:
 - Add explanation: What is the Urban Growth Boundary?
 - Make it easy to find out if you are in a Tree Protection Area

3) Main Trees and Forests Page and Community Funding Page: Make it easier to find information about TreeMe

- Currently, TreeMe is very hard to find!
- Currently only located under “Community Funding” but there is no direct link to it from the community funding page (Figure 1, <https://london.ca/living-london/community-services/community-funding>)
 - The only link is the left bottom side panel after selecting a different program (e.g., “Neighbourhood Small Events Fund”) marked in Figure 2 (<https://london.ca/living-london/community-services/community-funding>)
- There is no mention nor link to TreeMe from the “Trees” page. It is neither under “Private Trees” (<https://london.ca/living-london/water-environment/trees/privately-owned-trees>) nor under “Tree Planting” (<https://london.ca/living-london/water-environment/trees/tree-planting-watering>)

Suggestions:

- Add a button/link to the Trees and Forests main page
 - Caption could read: “TreeMe Program: Learn how the City can help you get trees for your yard, school, workplace or community space”
- Create a button/link on the “Community Funding” page where the 3 other programs are (e.g., to appear similar to the “Neighbourhood Small Events Fund” or “Neighbourhood Decision Making”)

4) Main Trees and Forests Page: Add information on trees during the development process

Suggestions:

- Add a button/link on the main Trees and Forests page, “Trees and the development process”
 - This seems to be a topic many citizens care a lot about, but there is currently no information on the city’s website about it
- Explain how trees are protected throughout the development process from start to finish to help citizens understand the process
- Information on how to engage when they have a concern.

5) Main Trees & Forests Page: Add section on Community Partnerships & the Million Tree Challenge

- As a co-founder on the Million Tree Challenge, it would help to have London promoting the initiative and letting folks know how to register their trees
 - This could be a good opportunity to highlight other types of partnerships the City engages in as well to support the urban forest, such as the Adopt a Park & Adopt an ESA programs
 - Could also be an opportunity to promote volunteering

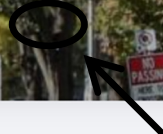
Suggestions:

- A button/link on the main Trees & Forests page called “Community Partnerships” with caption “Learn about the many ways community partnerships contribute to the growth of our urban forest, as well as our citywide Million Tree Challenge”



Community funding

Learn about the London Community Grants Program and the Neighbourhood Small Events Fund



Living In London > Community services > Community funding



Neighbourhood Small Events Fund

LEARN MORE



London Community Grants Program

LEARN MORE



Neighbourhood Decision Making

LEARN MORE



300 Dufferin Avenue

519-661-CITY (2489)

3-1-1 (within London)

Living In London

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Figure 1: The Community Funding page from the City of London’s website (<https://london.ca/living-london/community-services/community-funding>). Note that while TreeMe falls under “Community Funding”, here is no link here to it. It is suggested to add a button here, similar to the other 3 to the page (“Neighbourhood Small Events Fund”, “London Community Grants Program”, and “Neighbourhood Decision Making”)



CONTACT INFORMATION

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COMMUNITY FUNDING

- London Community Grants Program
- Neighbourhood Decision Making
- Neighbourhood Small Events Fund

TreeMe

Neighbourhood Small Events Fund

As part of our ongoing efforts to slow the spread of COVID-19, the City of London pausing the Neighbourhood Small Events Fund until further notice. Visit the COVID-19 webpage for full details on City of London services.

The Neighbourhood Small Events Fund provides a one-time grant of up to \$500 per year to community/neighbourhood groups. Funds are available January 1st of each year until the funds are exhausted.

The Fund supports local community/neighbourhood events that align with the Strategic Plan for the City of London: "Strengthening our Community".

London based grassroots neighbourhood or community groups holding a small event on public property, which is accessible, open to the public, and free of charge can apply for up to \$500 to assist with event expenses such as: venue rental, First Aid Station, portable washrooms, mobile storage, BBQ, tent rentals, and assist with the cost of insurance for the event.

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Figure 2: The link to TreeMe on the City of London’s website. As noted under Figure 1, there is no direct link to TreeMe from the Community Funding Page, which is shown in Figure 1. If you click on one of the other, unrelated funding programs such as the “Neighbourhood Small Events Fund” (shown here, <https://london.ca/living-london/community-services/community-funding/neighbourhood-small-events-fund>), the only link to TreeMe is found on the lower left (as marked).