



Local Enhancement and Appreciation of Forests



1. Overview of LEAF
2. Backyard Planting Program
3. Expansion into York Region
4. Alternative Delivery Models



*As an organization that champions
the urban forest our mission is to:*

Raise public awareness

Foster a sense of ownership

Engage diverse communities

Provide educational tools and resources

Facilitate urban forest stewardship

improving city life
one tree at a time

Looking west on Finch from Yonge.



LEAF Programs

- ⇒ Backyard Tree Planting Program
- ⇒ Tree Tenders Training
- ⇒ Toronto Tree Tours
- ⇒ Special Events



- ⇒ Community Outreach at Public Events
- ⇒ Talks and workshops

BACKYARD TREE PLANTING PROGRAM



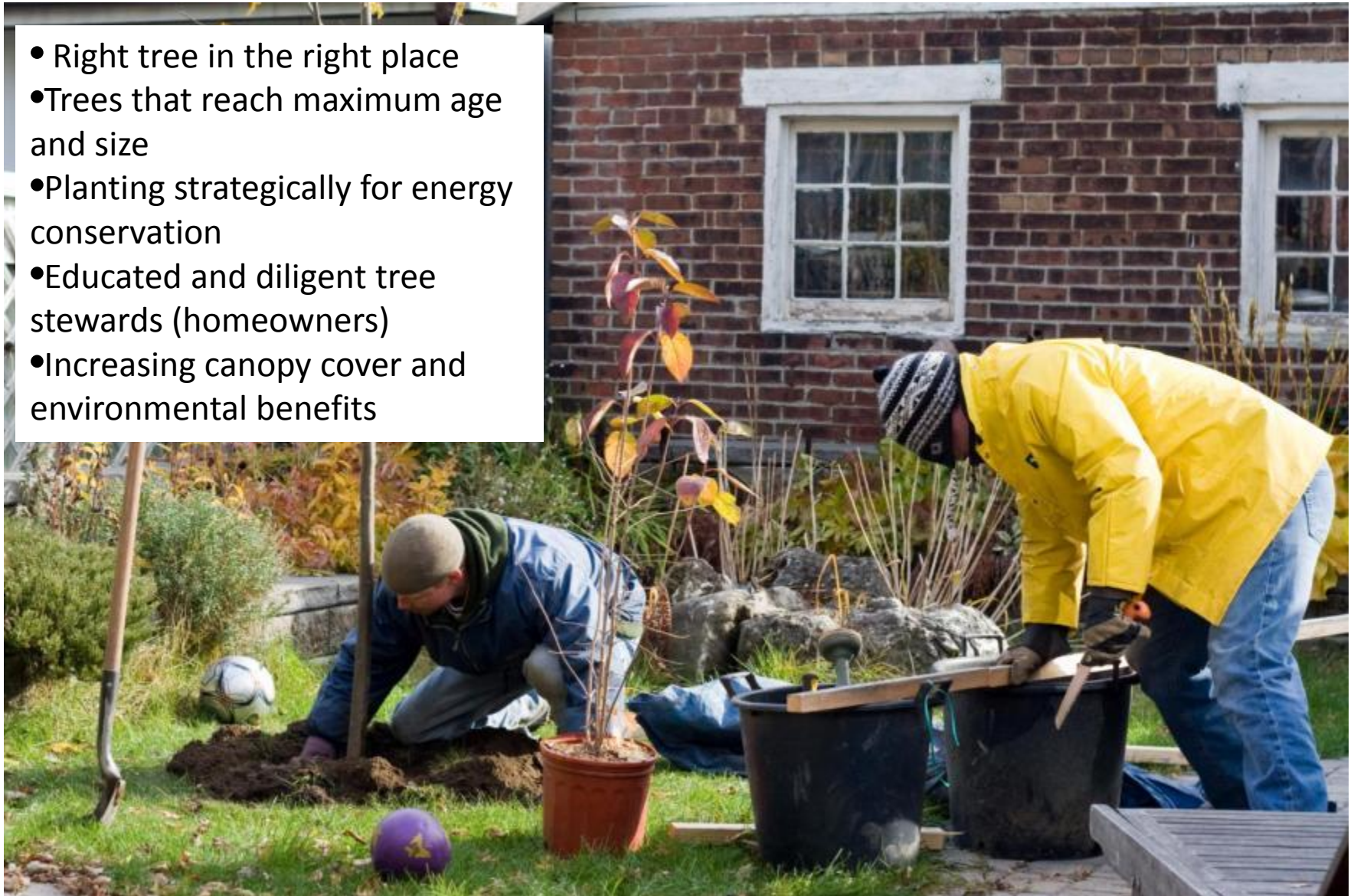
“This Program is fantastic! I am beautifying my property and helping the environment all at a great price.”

Sandy, Backyard
Tree Planting
Program Participant



BYTP Goals

- Right tree in the right place
- Trees that reach maximum age and size
- Planting strategically for energy conservation
- Educated and diligent tree stewards (homeowners)
- Increasing canopy cover and environmental benefits



What LEAF Provides

- Certified LEAF arborist conducts consultation with homeowner on site
- LEAF provides full planting service for all trees
- Tree care guide at time of planting
- Phone support and tree health follow up



Eliminates Obstacles

- What species?
- Where to plant?
- Where to get a high quality tree?
- How to get it home?
- How to plant it?
- How to take care of it?



Backyard Tree Planting Program



- Homeowners fill in a questionnaire about their interest in planting trees/shrubs
- Backyard visit with a certified arborist
- Cost to homeowner \$100 to \$180 per tree includes:
 - site consultation
 - 6 to 9 foot tall tree
 - Planting service
- Ongoing tree care support

Follow-Up and Support



- Questions-asked guarantee
- Tree care and health support for past clients
- On-the-ground pruning at a low cost (LEAF trees only)
- Follow-up visits – leave recommendations for homeowner
- Online resources

Toronto



- Since fall 1996, planted over 13000 trees and shrubs
- 2008/2009 – 968 participants; 976 trees and 1360 shrubs

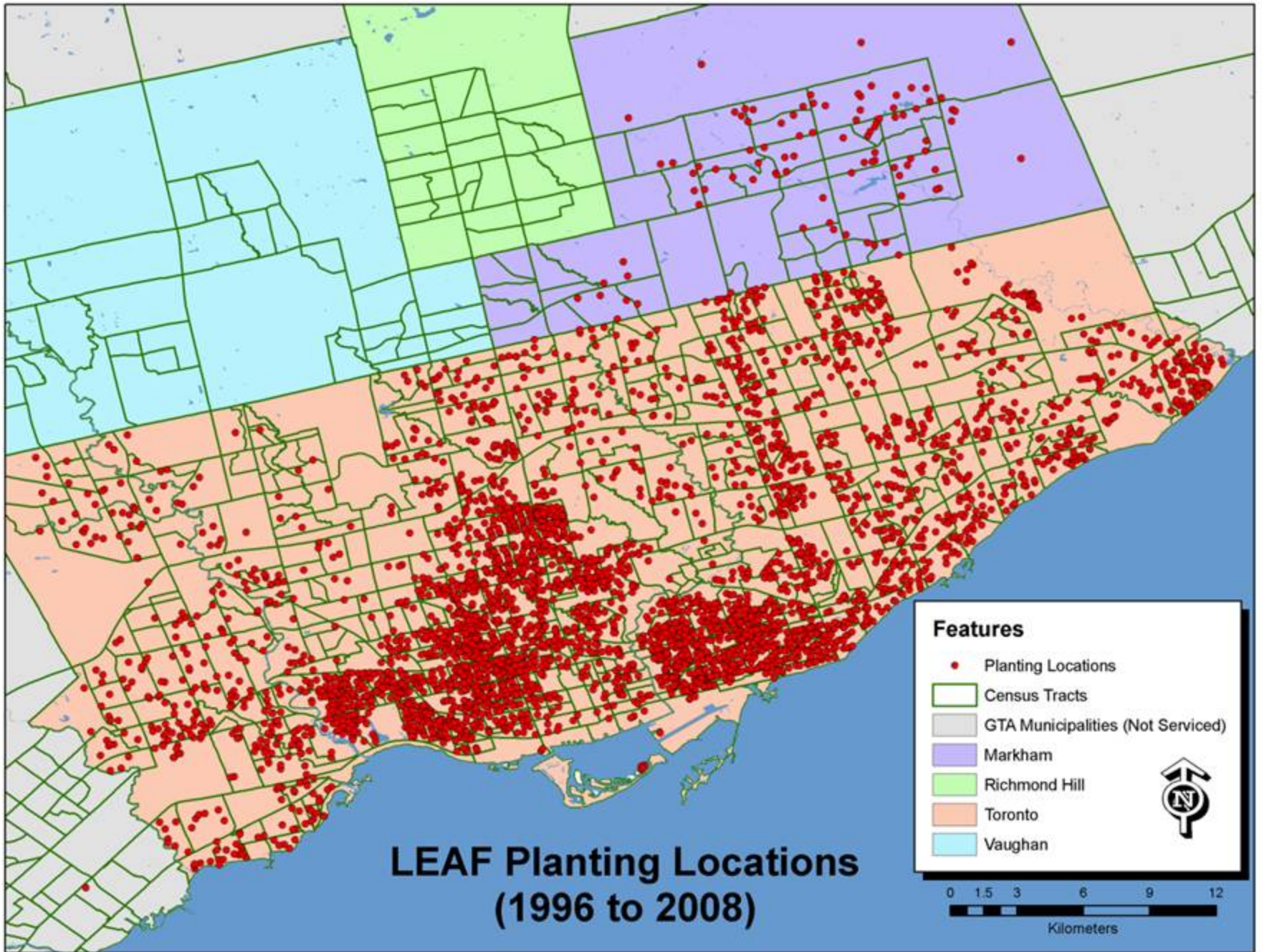
7 years after planting



Support from City of Toronto

- In-kind tree/shrub storage space each season since 1998
- Tree Canopy grant in 2008
- Live Green Toronto capital grant just approved





Expansion Into York Region

Conducted a feasibility study in 2008 with support from Region of York

- No existing programs that target **small residential private property** existed

Undertook pilot project in Markham in 2008

- 109 participants (much higher than our target number)
- Collected inquiries from Vaughan and Richmond Hill

LEAF program fits in with York Region's Greening Strategy

- Target of increasing canopy cover to 25%
- LEAF's programs also help meet strategy's goal of community education and stewardship

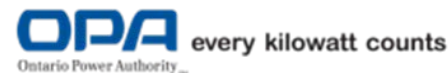


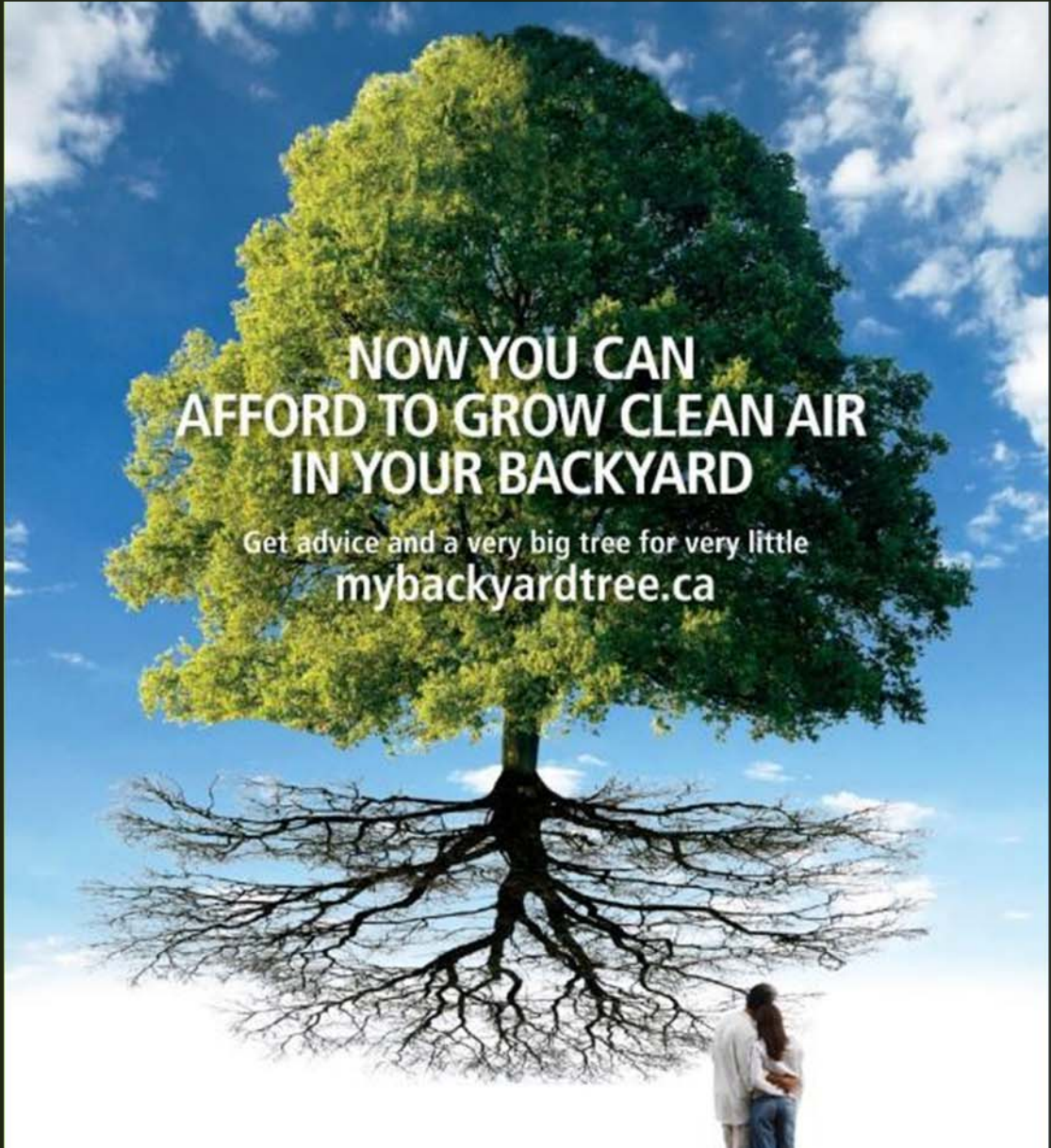


Program Support



- Program now offered in Markham, Richmond Hill and Vaughan
- Currently conducting follow up evaluations of trees planted in Markham to assess health and survival rates
- High level of participant satisfaction: 95% of 2008 Markham participants would recommend the program
- Funding for development and delivery
- Lending validity to the program through vocal support
- In-kind marketing support
- Spreading the word to achieve a common goal





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AFFORD TO GROW CLEAN AIR
IN YOUR BACKYARD**

Get advice and a very big tree for very little
mybackyardtree.ca



Successes and Challenges

- Over 230 participants in York Region since spring 2008
- 310 trees planted
- 251 shrubs planted
- Larger property sizes with greater plantable space
- Poor soil quality in new developments limits tree selection
- Building awareness and a reputation for LEAF
- Economic downturn in 2009



sugar maple, *Acer saccharum*

Planting In York Region





Expanding the Program

Challenges:

- Intensive method of delivery
- May not reach all market segments
- Perceptions of UF vary across the region

Need To:

- Work with municipalities and green groups
- Deliver same educational messages in creative ways



Testing Out A New Model

- Launched a pilot program in September in Kitchener-Guelph area with support from OPA
- Offered in-store rebate at retail nurseries as incentive
- Provided take-home guides of how to select, site, plant and care for trees and shrubs
- Working with municipalities, utility companies, nurseries and local urban forest organizations
- Conducting large-scale follow-up to assess program success





Cool Communities Retailer Model



- At retail outlets, participants use guides to select native tree and shrub species –store staff receive training from LEAF
- Fill out a short survey to receive rebates of \$20 on trees and \$5 on shrubs
- Plant their own trees and shrubs using planting and care guide
- Fill out a post-planting survey and may receive a follow-up visit from a LEAF arborist
- Tree care resources available for download on LEAF website



Testing Other Delivery Models

- May not be feasible to deliver intensive model in more remote areas
- Hybrid model will be tested in spring 2010, currently in development
- Intensive evaluation and comparison of models in 2011

Goals of Programs:

- Get the right tree in the right place
- Increased valuing and awareness of urban forest
- Create stewards who tend to their own trees
- Trees that survive and provide maximum energy savings and other benefits



LEAF