Minute No. 531
Report – Standing Policy Committee on Protection, Community Services and Parks – June 7, 2021

Item No. 2 Winnipeg One Million Tree Challenge Annual Report

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Protection, Community Services and Parks and adopted the following:

1. That, subject to Council approval of sufficient budget in the 2022 Capital Budget, that a grant of $140,000.00 for Trees Winnipeg be approved from the 2022 Urban Forest Enhancement Program.

2. That, subject to Council approval of sufficient budget in the 2022 Capital Budget, that a seasonal position (0.75 FTE) and related expenses worth a total of $59,000.00 be approved from the 2022 Urban Forest Enhancement Program.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Protection, Community Services and Parks – June 7, 2021

DECISION MAKING HISTORY:

Moved by Councillor Rollins,

That the recommendation of the Standing Policy Committee on Protection, Community Services and Parks be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On June 16, 2021, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection, Community Services and Parks and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On June 7, 2021, the Standing Policy Committee on Protection, Community Services and Parks concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

Kamila Konieczny, Project Manager, Million Tree Challenge, submitted a presentation titled One Million Tree Challenge, in support of the matter.

ADMINISTRATIVE REPORT

Title: Winnipeg One Million Tree Challenge Annual Report

Critical Path: Standing Policy Committee on Protection, Community Services and Parks – Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
D. Domke	J. Berezowsky	C. Kloepfer	M. Ruta, Interim CAO

EXECUTIVE SUMMARY

In September 2019, Mayor Brian Bowman shared a vision to protect and expand our City's immense tree canopy and named it the One Million Tree Challenge (Million Tree Challenge). The Challenge aims to promote tree planting and make it so Winnipeggers collectively plant one million trees by the time our City's population reaches one million people. On February 27, 2020, City Council approved a report to grant $140,000.00 to Trees Winnipeg to lead and coordinate the challenge.

In November 2020, Trees Winnipeg hired a Program Manager to develop and design the Million Tree Challenge program, and to develop and implement a comprehensive marketing and communications strategy to promote the program. By December 2020, approximately 9,150 trees were planted for the Million Tree Challenge; to date, almost $2.4 million has been raised towards the challenge. Tree Canada continues to work with Economic Development Winnipeg on developing new corporate donations toward the Million Tree Challenge. Together, all partners have committed to collectively facilitate the planting of 20,000 trees in 2021.

To support this goal and help ensure the long-term viability of the program Trees Winnipeg is requesting another $140,000.00 grant for 2022. This funding will continue to develop the public education campaign and outreach program, organize and support tree planting events in 2022 and investigate/work towards developing an internal tree planting program. Additionally, to this grant, the public service is requesting $59,000.00 to support an internal seasonal position (0.75 FTE) to coordinate tree planting efforts towards the Million Tree Challenge on public property. Funding for the Trees Winnipeg grant and the seasonal coordinator position is to be charged to the 2022 Urban Forestry Enhancement Capital Budget.

RECOMMENDATIONS

1. That, subject to Council approval of sufficient budget in the 2022 Capital Budget, that a grant of $140,000.00 for Trees Winnipeg be approved from the 2022 Urban Forest Enhancement Program.

2. That, subject to Council approval of sufficient budget in the 2022 Capital Budget, that a seasonal position (0.75 FTE) and related expenses worth a total of $59,000.00 be approved from the 2022 Urban Forest Enhancement Program.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

On February 27, 2020, City Council approved that subject to the approval of Recommendation 1, the Public Service submit an annual report on the One Million Tree Challenge to Council in the second quarter of each year, beginning in 2021.

IMPLICATIONS OF THE RECOMMENDATIONS

Additional public investment is required to fund Trees Winnipeg and the Million Tree Challenge while it develops the capacity to operate on its own. The opportunity for the public funding to leverage private funding is important to increase the number of trees planted toward the Million Tree Challenge. Coordination of City-related Million Tree Challenge projects will require a seasonal staff member to develop and coordinate projects with internal staff.

HISTORY/DISCUSSION

In September 2019, Mayor Brian Bowman shared a vision to protect and expand our City's immense tree canopy and named it the One Million Tree Challenge (Million Tree Challenge). The Challenge aims to promote tree planting and make it so Winnipeggers collectively plant one million trees by the time our City's population reaches one million people. This will result in a net expansion and growth in our tree canopy beyond replacing existing trees lost to age or disease. The program challenges individual residents, not-for-profit agencies, as well as private businesses to help plant the new trees.

On February 27, 2020, City Council approved a report to grant $140,000.00 to Trees Winnipeg to lead and coordinate the challenge. In a subsequent recommendation, Council approved that the Public Service generate an annual report on the challenge in the second quarter of each year.

In 2020, over 9,150 trees were planted toward the Million Tree Challenge. These include:

- Natural Area Trees Planting and Regeneration 5,055
- Boulevard and Park Tree Plantings 1,753

- Private Trees Planted 2,345

These are net new trees added to Winnipeg's tree canopy. In other words, these counts do not reflect trees replaced on public property from Dutch Elm Disease, Cottony Ash Psyllid, Emerald Ash Borer and natural mortality.

COVID-19 continues to be one of the greatest challenges with the Million Tree Challenge as volunteer tree plantings and events are limited by Provincial Health Orders. The following provides updates on the Million Tree Challenge from Trees Winnipeg, Tree Canada and other financial support, and future development.

Trees Winnipeg

In November 2020, Trees Winnipeg hired a Program Manager to develop and design the Million Tree Challenge program, and develop and implement a comprehensive marketing and communications strategy. The following components are part of this program development.

- **Website:** A program website launched in late April 2020. The site includes a tree counter and map illustrating planting sites, information on how to participate, a program partner recognition page, and a new tree registration form.
- **Public Education Campaign:** A robust public education campaign launched in early May 2021. The campaign includes a digital media campaign and marketing materials (program brochure, bookmarks, tree tags, posters, and decals), which were officially launched at a virtual media event (that included a press release, newsletter, and social media campaigns) held in the first week of May.
- **Video:** Trees Winnipeg is currently developing a promotional video to be included in the digital advertising campaign.
- **Outreach Programs:** Trees Winnipeg is working with local tree nurseries and garden centres to educate them about the program, so they can help promote it to their customers. In addition, they have started and will continue reaching out to community groups, schools, religious institutions, and other not-for-profit groups and organizations to encourage them to participate and become a Million Tree Challenge partner.
- **Science Rendezvous Event:** Trees Winnipeg has partnered with the University of Manitoba for a school tree giveaway event and contest. The event is currently underway with over 5,500 tree seedlings being dropped off at participating elementary schools in Winnipeg, who are encouraged to plant the trees and register them online.

Trees Winnipeg reports numerous groups wanting to become involved in the initiative by way of volunteer tree planting and donations.

Tree Canada and Other Financial Support

Tree Canada continues to work with Economic Development Winnipeg on developing new corporate donations toward the Million Tree Challenge. Canadian National (CN) continues to support the Million Tree Challenge and has committed $1 million to Tree Canada to support planting efforts in Winnipeg over the next few years. Similarly, Telpay has committed

$250,000.00 to Tree Canada to support these tree planting efforts over the next few years. Private donations continue to be collected on Tree Canada's web site. Recently, the Winnipeg Foundation committed $1 million to support tree planting for the Million Tree Challenge. Similarly, the Mayor's office committed another $50,000.00 from the Civic Initiatives Fund to support tree planting on City property.

Future Development

Trees Winnipeg has made significant progress from 2020 to 2021, and they continue to be the lead organization for the Million Tree Challenge. The goal for tree planting in 2021 is 20,000 trees with an estimated 10,000 trees planted on public property and 10,000 trees planted on private property.

The Public Service has discussed the future of the Million Tree Challenge program with Trees Winnipeg, and they are requesting another $140,000.00 grant for 2022. This estimate includes the continuance of the Project Manager who will continue to develop the public education campaign and outreach program. In addition, the position will continue to organize and support tree planting events in 2022. At the same time, Trees Winnipeg may consider hiring staff for tree planting on both private and public property. Tree Canada may also be expanding the planting trees on public and private property in 2022.

The $140,000.00 in funding for the Trees Winnipeg grant is proposed to come from the 2022 Urban Forest Enhancement Capital Program. Over the next few years, it is expected this grant will be reduced or eliminated as the capacity for Trees Winnipeg increases and donations play a greater role in support of the organization.

In support of Trees Winnipeg and Tree Canada potentially undertaking and expanding tree planting efforts on both public and private property, the Public Service has also identified the need for a seasonal coordinator to work with Tree Canada and/or Trees Winnipeg for the 2022 season.

The City representative will coordinate projects on public property by working with Park Superintendents, Landscape Architects and Urban Forestry officials to find locations to plant trees with proper species diversity and maintenance. This position is a temporary position that is estimated to cost $59,000.00 including salary, vehicle, and materials. The position is proposed to be funded through the 2022 Urban Forest Enhancement Capital Program.

FINANCIAL IMPACT

Financial Impact Statement **Date:** May 18, 2021

Project Name: **First Year of Program** **2022**

Winnipeg One Million Tree Challenge

	2022	2023	2024	2025	2026
Capital					
Capital Expenditures Required	$ 210,260	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	210,260	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	11,260	-	-	-	-
Net Cost/(Benefit)	$ (11,260)	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	(11,260)	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: The capital expenditures required represent the proposed grant ($140,000) to Trees Winnipeg for leading and coordinating the One Million Tree Challenge (MTC) in 2022. The capital costs also include an internal seasonal position required (0.75 FTE - $59,000) to coordinate tree planting efforts towards the MTC on public property. Recoveries represent the Department Parks Administration, Corporate Interest and Administrative overheads.

The payment of this grant is subject to the approval of the grant, and associated budget through the 2022 Capital budget process. The Existing Budget Cost represent the required budget for the above costs which were included in the 2022 Preliminary Urban Forest Enhancement Capital Budget in the 2021 Adopted Capital Budget.

"signed by J. Ruby, CPA, CA"
J. Ruby, CPA, CA
Manager of Finance & Administration

CONSULTATION

This report has been prepared in consultation with:

N/A

OURWINNIPEG POLICY ALIGNMENT

The report is in accordance with the OurWinnipeg Policy, 02-2 Environment:

- Recognize and preserve Winnipeg's parks, green spaces and riverbanks as green oases in our urban setting.
- Enable the protection of ecologically significant lands.
- Protect and Enhance the Urban Forest.

Direction strategies of 'A Sustainable Winnipeg':

- 09 Continue to respect and value our natural and built environment.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

The report is in accordance with Strategic Opportunity #7:

- 7.2 Increase and Preserve Tree Canopy (Primary Responsibility: Public Works Department).
- 7.3 Preserve and Manage Parks and Natural Areas to Support Climate Change Mitigation (Primary Responsibility: Public Works - Parks).

SUBMITTED BY

Department: Public Works
Division: Parks and Open Space
Prepared by: David A. Domke, Manager, Parks and Open Space
Date: May 18, 2021