

CALGARY TREE DISASTER SUMMARY OF 2016 RECOVERY AND RESTORATION AND 2017 WORKPLAN

(As of 2017 January 13)

Recovery and Restoration Overview:

RECOVERY: Addressing immediate impacts of the storm.	2015 Completed Outcomes	2016 Completed Outcomes	2017 Planned Outcomes
Ensure public safety through effective asset management: Put in place an assessment and inventory process to lower liability risks and optimize future tree work and planning.	<ul style="list-style-type: none"> Created online map for citizens to track recovery work Assess and inventory trees by community 	<ul style="list-style-type: none"> Begin roll out of mobile technology Assess and inventory trees in 2016 ReTree communities 	<ul style="list-style-type: none"> Ongoing roll out of mobile technology Assess and inventory trees in 2017 ReTree communities (pg 4)
Address remaining storm impacts: Prune and/or remove all impacted public trees from 2014 Storm.	59,000 trees pruned 69,000 trees assessed	94,238 trees pruned 34,747 trees assessed	84,000 trees pruned 40,000 trees assessed

RESTORATION & RESILIENCY: Restore lost canopy, educate public on tree care, and create a more resilient forest and organization for future events.	2015 Completed Outcomes	2016 Completed Outcomes	2017 Planned Outcomes
Restore and enhance canopy cover: Replant all public trees which were removed due to the storm event. Plant additional trees in communities to offset canopy cover lost.	<ul style="list-style-type: none"> 5,254 Operational Plantings 719 NeighbourWoods 1,524 ReTree Plantings 7,488 Trees Planted 	<ul style="list-style-type: none"> 9,404 trees planted (4,404 more than average) 25 ReTree Communities planted 	<ul style="list-style-type: none"> 7,500 trees planted (2,500 more than average)
Develop public Urban Forestry stewardship: Develop and foster public tree stewardship through activities such as social marketing, educational programming, volunteering, and tree sponsorship opportunities.	<ul style="list-style-type: none"> Grew from a typical 10 to 29 NeighbourWoods Communities ReTree Public Events Online Educational Resources 	<ul style="list-style-type: none"> 71 ReTree Community Programs 52 ReTree Public Events Development of interactive online education modules Industry forums for ReTree partners 	<ul style="list-style-type: none"> ReTree Community Programs ReTree Events and Industry forums for ReTree partners (see page 4 for events to date)
Improve Calgary Parks services and processes: Organizational structure, tools/equipment, training, create benchmark for canopy cover, and create management plan.	<ul style="list-style-type: none"> Identify pre Flood 2013 canopy cover, pre September 2014 snow storm and post storm Realign organization to be more responsive 	<ul style="list-style-type: none"> Use canopy analysis to focus work Use mobile technologies to inventory and plan work 	<ul style="list-style-type: none"> Continue to improve inventories and focusing work on most critical areas
Build organizational capacity: Increase preparedness for future disaster events, create plan, put in place partnerships and agreements with municipalities and utilities.	<ul style="list-style-type: none"> Creation of an Urban Forestry Crisis Plan Purchase of City aerial units to increase response time and preparedness 	<ul style="list-style-type: none"> Trained staff on emergency response plans Continue to explore partnerships with industry to respond to future storms 	<ul style="list-style-type: none"> Continue building partnerships to improve resiliency
Program management: Manage and report on program progress ensuring transparency and fiscal responsibility.	<ul style="list-style-type: none"> Ongoing reports to Council, ALT, Calgary Parks management Monthly ReTree Steering committee 	<ul style="list-style-type: none"> Ongoing reports to Council, ALT, Calgary Parks management Quarterly meetings with ReTree Steering Committee 	<ul style="list-style-type: none"> Ongoing reports to Council, ALT, Calgary Parks management Quarterly meetings with ReTree Steering committee

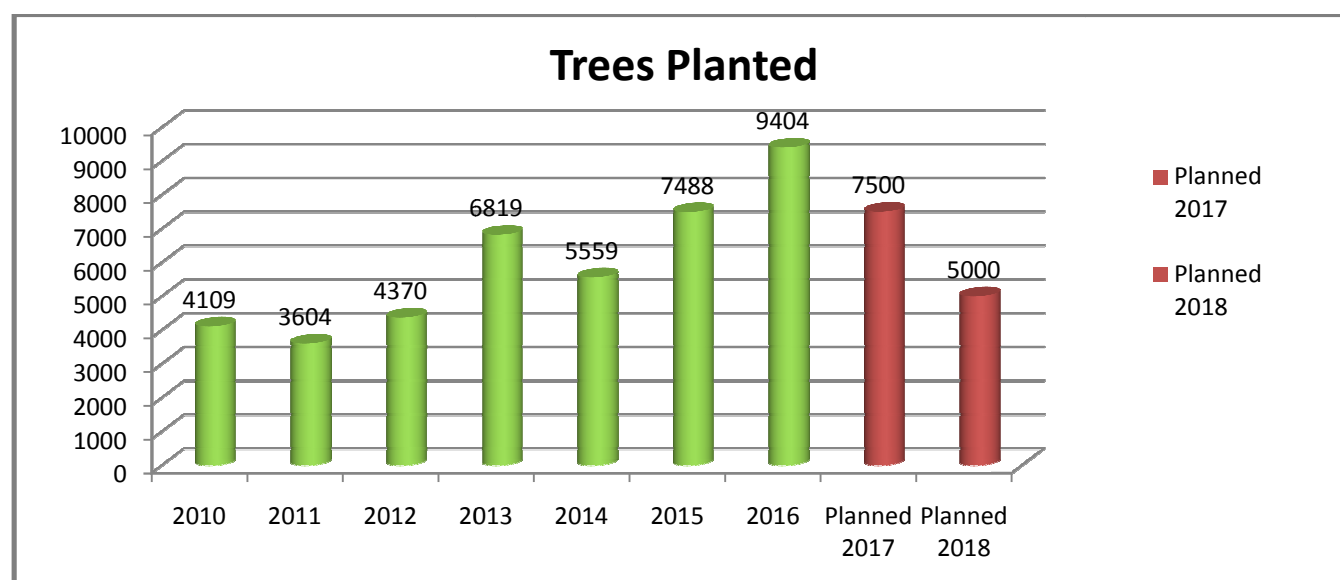
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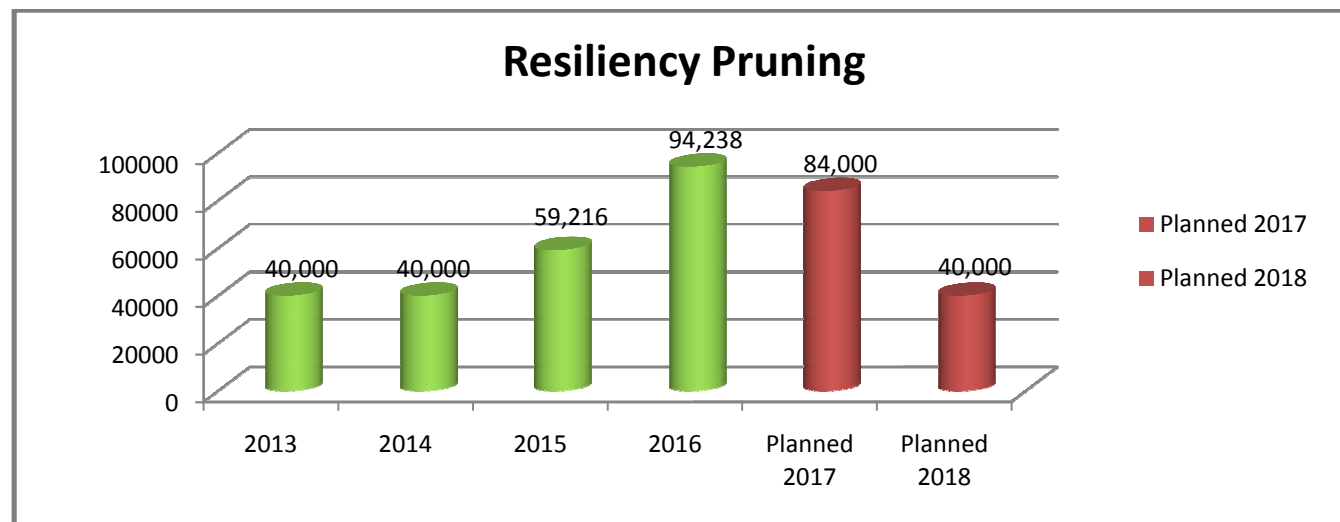
Tree Planting and Pruning Overview

- In 2017, Calgary Parks will plant approximately 100 per cent more trees than we do through operational funding in a typical, non-storm planting year
- In 2017, the ReTree YYC community program will be offered in 25 communities

Year	Trees Pruned	Trees Planted Street / Parks
2013	45,000	6,744
2014	59,000	5,795
2015	59,216	7,488
2016	94,238	9,404
2017	Planned 84,000	Planned 7,500
2018	Planned 40,000	Planned 5,000



- A gradual return to pre-storm planting levels in 2017
- A full return to pre-storm planting levels in 2018

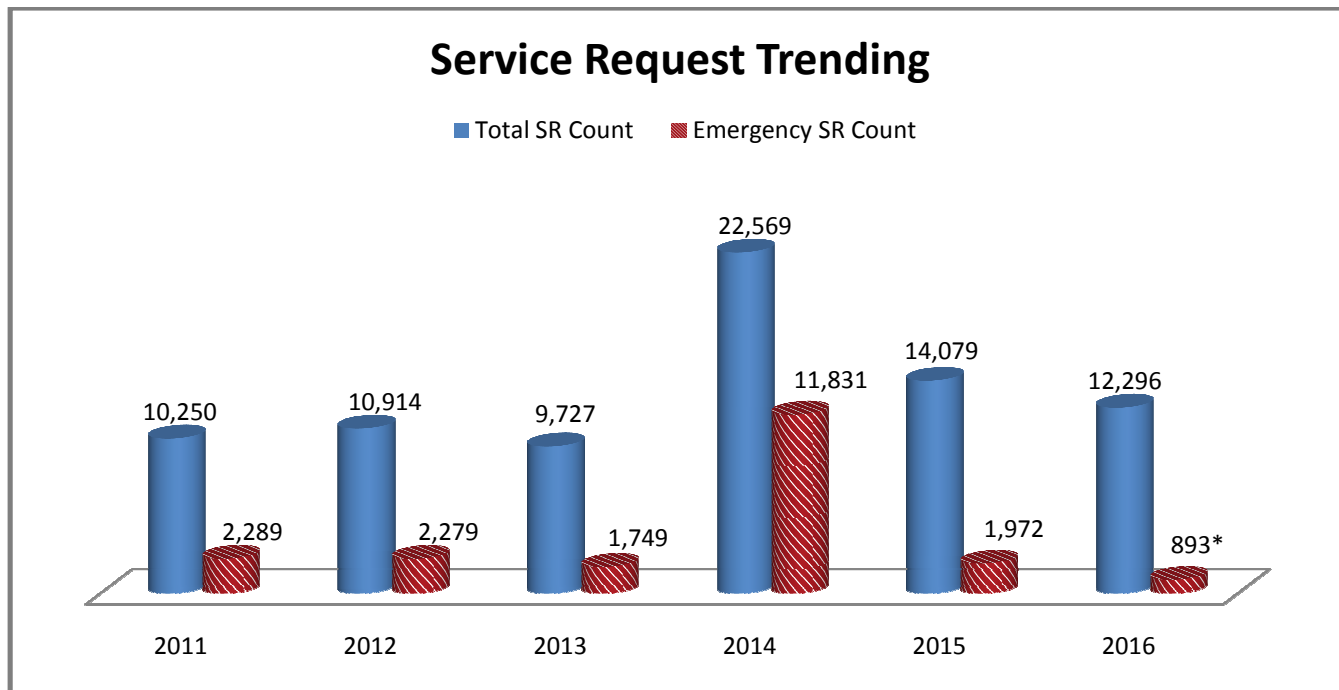


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Service Request Trending Overview



- *Resiliency pruning leads to a reduction in emergency service requests

Planned Communications and Events (2017)

The goal for 2017 communications is to engage, educate, and empower citizens to be aware of, care for and advocate for Calgary's urban forest. This strategy is focused on citizen empowerment; Calgarians learning tree-care tips and skills through the use of City learning and reference materials. We used the baseline of 2015 and 2016 IPSOS-REID survey results, past ReTree metrics, as well as the current economic climate of Calgary to develop our approach. A number of project objectives supported this goal:

- Create a culture of tree pride in Calgarians
- Enable Calgarians to care for the urban forest
- Provide opportunities to create a sustainable urban forest

Audience	Objectives
Property Owners	<ul style="list-style-type: none"> • Increase awareness tree benefits • Inspire residents to assess trees for damage and health • Encourage tree care knowledge to ensure future well-being of trees on private property
Renters/Condo/Apt. Dwellers/Citizens in general	<ul style="list-style-type: none"> • Increase awareness of the benefits that trees provide • Inspire all citizens to care for and prevent damage to public trees • Become advocates for a well-treed city
25 ReTree Communities	<ul style="list-style-type: none"> • Increase awareness of tree benefits • Inspire residents to assess trees for damage and health • Encourage tree care knowledge to ensure future well-being of trees on private property • Become advocates for a well-treed city
Industry partners	<ul style="list-style-type: none"> • Establish relationships with industry experts to leverage their knowledge and credibility and expand our message reach
Mayor and Council	<ul style="list-style-type: none"> • Maintain support for project through ongoing updates and conversations
City Employees	<ul style="list-style-type: none"> • Equip employees with ReTree messages to share with neighbours, friends and family

CALGARY TREE DISASTER

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- Tree Tuesday social media campaign: One of the most successful tactics from 2016 continues into 2017, with streamlined programming:
 - ReTree posts on relevant seasonal topics (diseases and pests, holiday lights, pruning etc)
 - Canada 150 - 12 "Showcase Tree Species" to support planting diversity within Calgary (posted in both English and French)
- Micro targeted marketing in ReTree 2017 Communities for Education Night programming allows us to spend less, accomplish more, and respond quickly based on need. Bold-signs, community newsletters and social media targeting create awareness as needed
- General ReTree 2017 marketing for engagement, education and empowerment of citizens; highlights include: Transit, Reports to Calgarians and Tim Horton's TV. All tactics are cost-effective, measurable and have high success rates of engagement/impressions
- 22 ReTree booth locations are planned for 2017. A summary is included below:

Date	Event	Location
2017 March 2	Calgary Home and Garden Show	BMO Centre
2017 April 29	Calgary Horticultural Society Garden Show	Spruce Meadows
2017 May 14	International Migratory Bird Day	Inglewood Bird Sanctuary
2017 June 4	Lilac Festival	4 th Street SW (Mission)
2017 June 18	Parks Fest	Ralph Klein Park
2017 August 5	Inglewood Sunfest	Inglewood Bird Sanctuary

- 2017 ReTree Communities:

Albert Park/Radisson Heights	Richmond/Knobhill
Britannia	Rosedale
Evergreen	Rosemont
Forest Heights	Shawnee Slopes
Glamorgan	Shawnessy
Highwood	Southview
Hillhurst	Spruce Cliff
Hounsfield Heights/Briar Hill	St. Andrews Heights
Inglewood	Sunnyside
Millrise	Thorncliffe
Mission	Varsity
Panorama Hills	Wildwood
Parkdale	

- As of January 13, 2016, 14 of the 25 ReTree communities for 2017 have booked a total of 41 educational programs