

**CALGARY TREE DISASTER,
SUMMARY OF 2015 RECOVERY AND RESTORATION
(As of 2015 December 31)**

Tree planting and pruning

- In 2015, Calgary Parks planted nearly 1,700 more trees than in 2014.
- In 2015, the number of NeighbourWoods communities increased from 10 to 30.

	Trees Assessed and/or Pruned	Trees and Street / Parks Trees Planted	NeighbourWoods trees (front yards) planted
2013	45,000	6,510 trees	234
2014	59,000	5,453 trees	342
	- 45,000 regular operations		
	- 14,000 priority 1 trees from storm damage		
2015	128,385	6,769 trees	719
	- 59,216 trees pruned	- 5,245 operational trees planted	
	- 69,169 trees assessed	- 1,524 trees replaced from storm	

Service Requests (SRs) comparison between 2014 and 2015

Measure	2015	2014	Comments
3-1-1 Tree SRs total	14,144	23,010	Total includes tree maintenance, developments, NeighbourWoods and symbolic tree
3-1-1 Tree Pruning SRs	3,176	2,952	
3-1-1 Tree Planting SRs Total	2,067	1,160	Total includes NeighbourWoods and symbolic tree
NeighbourWoods	1,014	549	
3-1-1 Tree Removal / Stump Removal SRs	2,265	1,343	
3-1-1 Tree Ownership SRs	1000	867	
3-1-1 Tree Emergencies	1,972	12,183	
3-1-1 Tree SRs Closed	14,142	23,010	

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Proactive communications and events in 2015

- Updated calgary.ca/trees web page which resulted in a 174 per cent increase in visits compared to the previous year;
- Completed 12 blog posts, which had an average of 2,277 views per blog;
- Produced two Report to Calgarians videos that achieved over 235,000 views between them;
- Produced one animated video encouraging citizens to report tree concerns via the 3-1-1 app that received 54,120 views;
- Produced seven Global television segments for “Your Calgary Garden” that had an average viewership of 36,200 viewers;
- Conducted 28 media interviews plus a media scrum at the Snowtember anniversary event which generated approximately \$30,000 in free media advertising; and
- Held or attended 129 events/meetings where we spoke with nearly 10,000 Calgarians. At these events and other community events we also handed out over 1,277,814 kilograms of mulch to Calgarians and over 700 free trees.

Other events and communications in 2015

Date	Event/Communication Plan	Result
April 27 to May 3	Report to Calgarians - Update citizens on progress	Report highlighted spring tree care and had 101,192 impressions on social media.
April 28	Spot a tree concern? - Video, blog, social media	Video received 54,120 views on Facebook.
April 29	Devonian Dialogue presentation	Urban Forestry technician led an interactive presentation about the 2014 September snowstorm.
Through April and May	Attend Main Streets engagement sessions	Working toward a “One-City, One-Voice” approach, this provided another opportunity to share tree information with Calgarians.
Starting 1st week of May and through the spring	Media campaign - Promoting events and ways for citizens to access information on how to care for their trees	Directly related to this campaign: <ul style="list-style-type: none"> • There were 2,277 views per blog post. • The 3-1-1 video received 54,120 views. • The two Report to Calgarians TV segments achieved 101,192 and 137,904 impressions respectively. • And there was a 174 per cent increase in web traffic in 2015 over 2014.

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Date	Event/Communication Plan	Result
1st week of May	Launched a new interactive map that allows citizens to access up to date info on what work is planned, including details on where and when.	GeoAlberta recognized The City with the 2015 Best Interactive Map award for our Tree Schedule map. The map was also recognized as a finalist in the national App of the month by ESRI Canada. To date, there have been nearly 20,000 views of this map.
May 5	Arbour Day	840 attendees.
May 9	Disaster Alley	Almost 9,000 attendees at city-wide event.
May 17	ReTree Resource Fair – South Glenmore Park	500 attendees.
June 20 and 21	Arbour Day educational program	690 Arbour Day school students attended a forestry-based field trip to Bowness Park that was hosted by Calgary Parks.
June 24	ReTree Resource Fair – Prairie Winds Park	250 attendees.
June 28	ReTree Resource Fair – Bowness Park	650 attendees.
June 23	Live Chat – ReTree YYC Online Fair	Online chat aired for 1.5 hours. Participant numbers ranged from 100 to 150 active users. The webpage received 2,437 page views and there were 858 link clicks on the page.
Sept. 10	“Snowtember” anniversary event	Kicked off a year of tree education at St. Jerome Elementary (2016 Arbor Day school) on the anniversary of “Snowtember”.
Sept. 10	Report to Calgarians – The “Snowtember”: anniversary	This Report to Calgarians received 137,904 impressions.
Sept. 19	ReTree Resource Fair – Confederation Park	850 attendees.
September	Tree inventory pilot project	Worked with the Cliff-Bungalow community to develop a tree life-cycling and inventory program. Work will continue in spring of 2016.