

Operations Department 2012 Community Engagement Update General Committee November 19, 2012



2012 Activity Overview

- **Environmental Focus**
 - Trees for Tomorrow
 - Adopt-a-Park
 - Community Cleanups
 - ‘One-of’ Volunteer Events
 - Watershed Stewardship
- **Local Park Programs**
 - Volunteer Ice Rinks
 - Dog Off-Leash Program
 - Parks Ambassadors Program
- **Contributory Value**
 - Volunteer Time – Cumulative
 - Qualitative Benefits

Trees for Tomorrow

Building Community Engagement:

- Five Community Tree Planting & Eight Stewardship Events
- Outreach and Education – Two LEAF Tree Tours; Tree Tenders Workshop; NGO Plantings and interpretive tours



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Adopt - a - Park

73 Adopt-a-Park Groups (up from 56 over the last 5 years)
Projects: invasive species management, restoration planting
and woodlot rehabilitation
Staff actively promoting program to both school boards

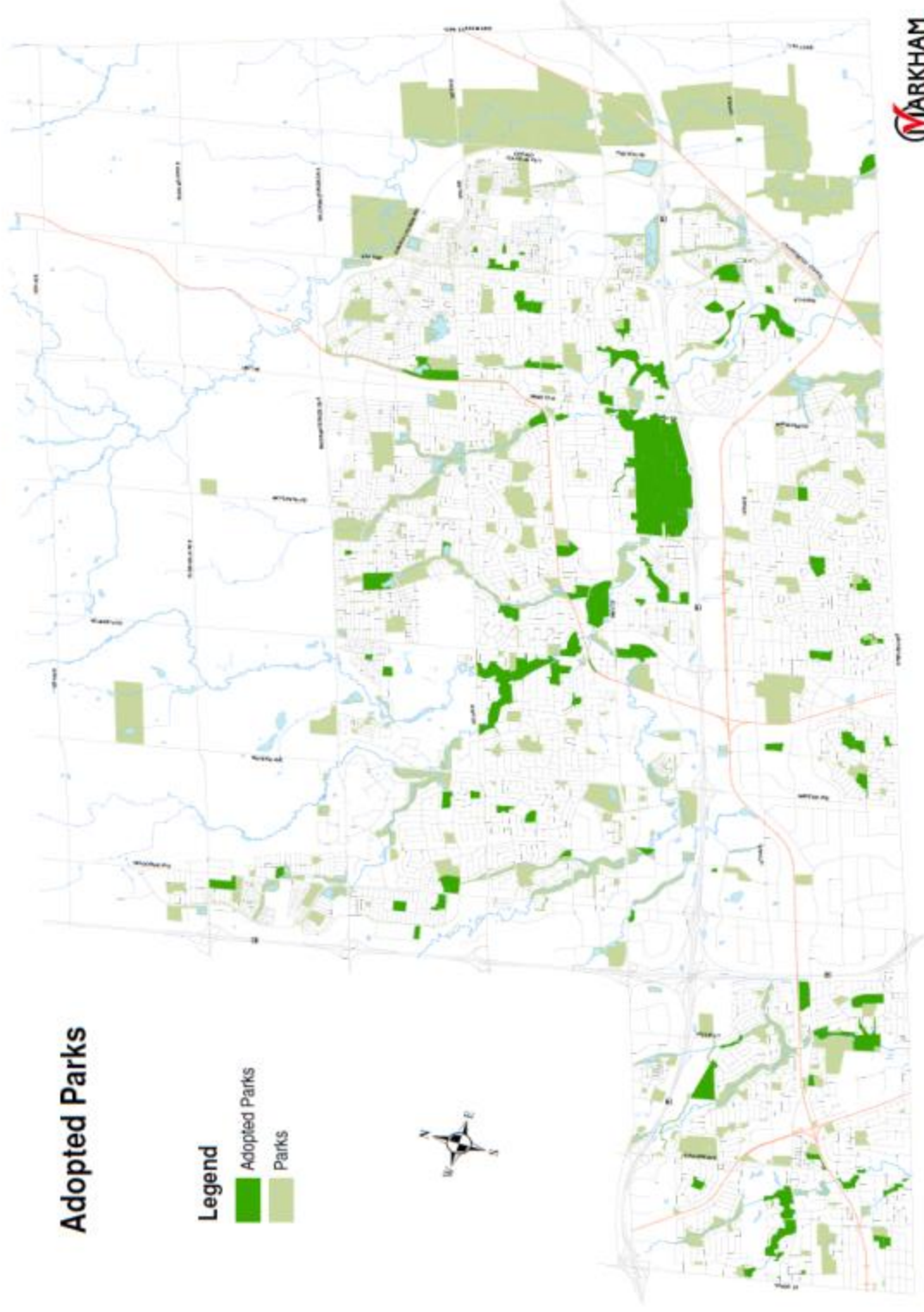


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Distribution

Adopted Parks



Adopted Parks as of December 2011



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Community Cleanups

- 1000 + participants annually
- Significant volunteer time commitment
- Fosters pride and social cohesion that shapes neighbourhood identity



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‘One-of’ Volunteer Events

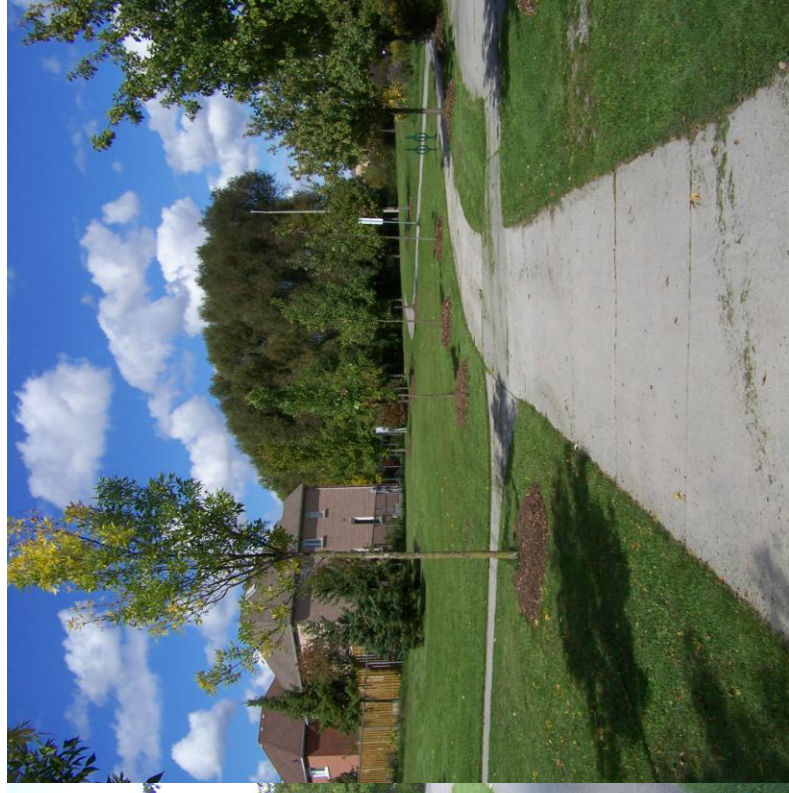
- 25 + separate events with 900+ volunteers
- Environmental Stewardship: tree maintenance, invasive species removal and park cleanups
- Volunteers highly motivated and productive



'One-of' Events – cont'd

Stewardship focus: tree mulching and invasive species removal

- Common Buckthorn, Garlic Mustard, Dog-strangling vine
- Approximately 242 cubic yards of mulch applied



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Watershed Stewardship

Adopt-a-Stream

- Ontario Streams Program – 6 Groups by year end
- Hawgtown Bassmasters
- Toogood Pond – Aquatic plant project



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Local Park Programs

- Winter Programming: Volunteer Ice Rinks
- Dog Off-Leash Program
- New: Parks Ambassadors Program



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Volunteer Ice Rink Program

- Warm winter effectively suspended program
- One successful rink
- Heightened interest for upcoming season



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Dog Off-Leash Program

- New Off-Leash Area in Huntington a great success
- Both Miller Ave. and Huntington operate seamlessly
- Volunteer help limits degree of Operations support
- Working towards area to serve demand in East Markham



Parks Ambassadors Program

- Public safety focus
- Program led by By-laws Enforcement and Licensing
- 7 Volunteers currently active and monitoring 9 Parks
- Contact Centre monitoring – 20 calls generated by program to date
- 3 New recruits in line for next orientation session

Recognition Event

Plan to hold event before Earth Day (April 22, 2013)

- Added benefit to promote programs and increase participation rates by outreach
- Potential to use Teamwork Day model with booth displays highlighting notable volunteer projects, etc.

Contributory Value

Volunteer Time Commitment

- 2,000 + Volunteers
- Average 3.5 hours / volunteer time
- ~7,000 hours

Qualitative Benefits

Community Engagement:

- Enhances ecological health, aesthetic appeal & community pride
- Public space contributes to local identity and affirms sense of community

Thank you

Questions?



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