

Application Form

For Office Use Only - Project No.:

Group Information

Name	LEAF – Local Enhancement and Appreciation of Forests		
Address	Artscape Wychwood Barns, 601 Christie St, Suite 253, Toronto, ON M6G 4C7		
Phone	416-413-9244	Fax	416-413-1073
Email	info@leaftoronto.org	Website Address	www.leaftoronto.org
Charitable/Non Profit Organization registration # (if applicable) 86953 6805 RT0001	Our Group has a bank account in the name of our organization Yes _____		

Briefly describe what your group does:

LEAF is a not-for-profit organization dedicated to the protection and improvement of our urban forest. We are looking to expand our programs and services outside Toronto to Markham and other municipalities within York Region. "We envision a city that is healthier because every citizen CARES for the urban forest." To accomplish this, we have set a mission to raise public awareness, foster a sense of ownership, engage diverse communities, provide educational tools and resources, and facilitate urban forest stewardship. LEAF's key programs include the following:

Subsidized Backyard Tree Planting Program – This program provides hands-on assistance to residents who want to plant a tree in their backyard. LEAF helps property owners select appropriate native species and planting locations. We also provide extensive education and tree care information in order to encourage proper stewardship. Species selection and planting location are decided upon together with property owners during a site consultation, and are based on site conditions (soil, light, moisture), available space, energy conservation (shade and windbreak), present conflicts (other trees, buildings, play areas, etc.) and potential future conflicts (construction or renovation). This approach helps ensure that trees will reach their maximum size and age, thereby producing maximum environmental benefits. Program participants pay a portion of the cost (approximately \$80-\$200 per tree). This includes a 45 minute on-site consultation with a certified arborist, a 5 to 10 foot tall tree and full planting service. Property owners agree to provide tree care as instructed. A wide selection of native shrubs are also available in order to enhance wildlife habitat.

Education and Outreach at Community Events - LEAF attends approximately 30 community events each year with our display in order to reach out to various communities. These events range from things like "Car Free Day", to City Councillor Environment Days, the Canadian National Exhibition and local community festivals. Our "Ask the Arborist" booth is particularly popular feature at these events.

Workshops and Presentations - LEAF provides sessions which are customized to the needs and interests of each audience. Topics vary, but central themes include: the state of our urban forest, urban tree stresses and how to alleviate them, tree biology and how trees function, planting and care of young trees, mature tree care, urban trees and gardening, and the benefits of urban forests. Some sessions are indoor presentations; others are outdoors hands-on, while some are a combination of both. We have worked with a diversity of groups, including: at-risk youth, youth in correctional programs, women's' groups, tenant groups, residents associations and school groups.

Project Manager		Additional Contact	
Name	Janet McKay	Name	Michelle Bourdeau
Title	Executive Director	Title	Office Coordinator
Phone (work)	416-413-9244 x17	Phone (work)	416-413-9244 x0
Phone (home)	416-769-0423	Phone (home)	416-898-1681
Email	janet@leaftoronto.org	Email	info@leaftoronto.org

Project Summary

Title	Backyard Planting Program		
Location of Project	Town of Markham – residential properties		
Name of Registered Owner of the Lands	Various		
Address of Registered Owner of the Lands			
Contact Name for Registered Owner of the Lands			
Phone # Registered Owner of the Lands		Duration (months, maximum 12 months)	12 months
Request for	Spring Funding ____	Fall Funding ____	Either ____
Start Date of Project	March 2009	End Date	December 2009

Please provide a detailed description of your project in the following space. Please attach additional pages if necessary to fully explain your project. This description should include:

Please see attached

Please also provide a cost summary including (please use attached budget forms on pages 4 and 5 to this application to provide details of the costs)

Total Project Cost	\$97500	Amount requested from the MTTF	\$30000
Amount from other sources	\$62000	In- Kind support hours	\$5500

BUDGET FORM – See attached

APPLICANT'S SIGNATURE

Town Website ____	Newspaper advertisement ____	Word of mouth <u>Yes</u>	Other ____
<p>Upon completion of this Project please submit your project report, as well as original invoices, photos and records to Parks Planner, Operations, Town of Markham, 101 Town Centre Boulevard, Markham, Ontario, L3R 9W3. Telephone 905-477-700 ext.3226 Fax 905-940-1550. Photos may be posted on the Town's website.</p>			

Applicant's Signature

I hereby make application for funding from the Markham Trees for Tomorrow Fund, declaring that all information contained herein is true and correct and acknowledging that the Town of Markham will assess this application based upon the information contained in this application.

If approved for funding I further acknowledge and agree:

1. to comply with all relevant policies and secure all permits required for this project and acknowledge that the Town bears no responsibility or has any liability in any manner with respect to this project.
2. that the Town reserves the right to review communications and communication materials to be presented to the public to ensure compliance with Town policies, including the Town's Communication Standards.
3. to promote the Markham Trees for Tomorrow Fund on any communication materials, or signage associated with this project and will provide a detailed report on the project outlining how the funds were used to support the project upon completion of the project and no later than 1 year from receipt of the funding.
4. to allow the Town of Markham to use the project name and any images associated with the project to promote the Markham Trees for Tomorrow Program.
5. to return all unspent funds to the Town of Markham upon completion of the project.
6. that there shall be no personal benefit directly, or indirectly, from this funding and I will notify the Town of any conflict of interest situation should it arise in carrying out of the project.
7. permit the Town of Markham to claim ownership of all carbon credits and other measurable ecological services resulting from the project.

Signature

Title

Printed Name

Date

In the event the Registered Owner of the lands is an entity other than the Town of Markham, a letter must accompany the application stating that: the Owner consents to this application; acknowledges that the proposed project complies to all its applicable policies and requirements; and, that the writer has the authority to give its consent.

Submission of this application form does not guarantee approval of your application.

Personal information contained herein is subject to the Municipal Freedom of Information Act and the Personal Protection and Electronic Documents Act. The information collected may be used for promotional purposes. Completion of this form constitutes consent by the applicant to these terms and uses.

OFFICE USE ONLY				
Date Application Received			New Applicant?	Yes No
Approved/Not Approved	Yes	No		
Acknowledgement Letter Sent?	Yes	No	Date Sent	
Letter of Approval or Rejection Sent?	Yes	No	Date Sent	
Final Report Received?	Yes	No	Date Received	
Photos Received?	Yes	No	Date Received	
Consent for Photographs received	Yes	No	Photos posted on website?	Yes No

Markham Trees for Tomorrow Fund

Photo Consent and Release Form

I, _____Janet E. McKay _____hereby permit and authorize the *(Print in full – first, middle initial & last name)* Town of Markham (the "Town") to take my photograph/image.

I acknowledge and agree that the Town may publish or use the image for any Town purposes by any means whatsoever including, but not limited to electronic or digital means. I acknowledge that the Town may not be able to control the distribution or use of the image by other than Town representatives.

I agree that this Consent and Release is given in perpetuity and for no consideration, credit, acknowledgment or financial recompense, now and in the future.

I hereby hold the Town harmless for any claims, actions, debts, damages, injuries or losses that may arise or be incurred as a result of the taking, use, publication or distribution of the image and I agree to indemnify the Town against any third party claims, actions, damages, injuries or losses brought or assessed against or incurred by the Town for the use of the image(s).

Contact Information					
Signature		Date	February 12, 2009		
Address	437 Pacific Ave				
Town	Toronto	Province	On	Postal Code	M6P 2R3
Telephone	416-769-0423		Email	janet@leaftoronto.org	
Town of Markham:					
Town Representative		Date			

Description of the Project Team

LEAF Team

Janet McKay, Executive Director – Overall project coordination and supervision
Michelle Bourdeau, Office Coordinator- Client communications, scheduling and project administration
Sarah Lamon, ISA Certified Arborist – Site consultations and planting supervisor
Matt Smith, ISA Certified Arborist - Site consultations and planting supervisor
Lawrence McKeon – Seasonal planting crew leader
Robin Sutherland, Marketing and communications

Ryerson Team – Undertaking evaluation, monitoring and verification (EM&V) for the project
Dr. Andrew Millward – Development of research parameters and supervision of EM&V
Chris Greene, Masters student – implementation and analysis of EM&V

Project overview and detailed project plan (include workplan with timelines; detailed site and planting plans; monitoring and follow up maintenance schedules)

This program will provide hands-on assistance to Markham residents who want to plant a tree and shrubs in their yard. LEAF helps property owners select appropriate native species and planting locations through a 45 minute site consultation with a certified arborist. We also provide extensive education and tree care information in order to encourage proper stewardship. Species selection and planting location are decided upon together with property owners during the site consultation, and are based on site conditions (soil, light, moisture), available space, energy conservation (shade and windbreak), present conflicts (other trees, buildings, play areas, etc.) and potential future conflicts (construction or renovation). This approach helps ensure that trees will reach their maximum size and age, thereby producing maximum environmental benefits. Program participants pay a portion of the cost (\$90-\$200 per tree) and agree to provide tree care as instructed. Native shrubs and perennials are also available in order to enhance wildlife habitat.

In 2008, with financial support from York Region and the Town of Markham, LEAF conducted a pilot project to help assess the feasibility of delivering our Backyard Tree Planting Program in York Region. The pilot was intended to serve 20 Markham households in spring 2008. Demand was significantly higher than anticipated so the pilot was expanded to include the fall planting season. We served a total of 65 households, planting 104 trees and 102 shrubs. Feedback from participants was overwhelmingly positive, with 80% of participants who responded to the survey rating LEAF's service as excellent and 14% rating the service as good (based on responses from 35 individuals - 54% of participants). 89% of respondents considered the site consultations as helpful, and 89% said that they would recommend the program to others.

Based on these pilot results we believe that there is a significant demand for LEAF services in Markham, and that residents will be satisfied with our service and recommend it to others.

This project will achieve the following:

- **Involve 165 households**
- **Conduct 165 yard consultations to determine "right tree for the right place"**
- **Deliver educational messages to 165 households on importance of proper tree care and the environmental benefits of the urban forest**
- **Plant 280 native trees**
- **Plant 230 native shrubs**
- **Provide a tree care guide to all participating households**
- **Provide addresses and species for all trees/shrubs planted**
- **Provide testimonials, photographs and other information as needed to promote the project**

Proposed Timeline 2009

Feb-Mar	project planning, secure tree/shrub orders with nurseries, project promotion
March through October	respond to program inquiries, complete pre-visit questionnaires and scheduling, carry out site consultations in yards with homeowners, process orders
April - May	devise efficient planting routes, make notification calls, carry out delivery/planting
October-November	devise efficient planting routes, make notification calls, carry out delivery/planting
November	Send out participant feedback surveys
Throughout	Project promotion; evaluation, monitoring and verification

Identify and where possible quantify the environmental benefits associated with the project

This project will offer Markham residents professional support for getting the right tree in the right place at an affordable cost. Many people are interested in planting trees and shrubs on their property, but do not go ahead because they are unsure of what to plant. LEAF provides on site advice from qualified staff, as well as delivery and planting of the trees. In addition, the affordable price offered by LEAF makes this program accessible. The cost of having professional landscaping or planting services is often prohibitive for many people. The LEAF program will help property owners overcome some of these barriers and make real progress toward naturalizing their yards. This project will result in the planting of xxx native trees and xxx native shrubs in Markham yards.

Trees planted in dense urban areas provide the greatest environmental benefits. Urban trees live and 'work' in the areas of greatest need – our cities. The environmental benefits provided by an urban tree include those provided by non-urban trees such as carbon sequestration and wildlife habitat, but also provide additional benefits such as household energy conservation and reduced storm water run-off.

Urban trees reduce household energy needs. A study by Friends of the Earth showed that three strategically placed shade trees can reduce household energy demands for air-conditioning in Toronto homes by up to 40%. Heating demands were shown to be reduced by up to 10% through strategic windbreak plantings.

Urban trees improve air quality. In addition to reducing emissions from coal-fired generating stations, urban trees intercept particulate matter and trap and absorb air pollutants.

Urban trees reduce the heat-island effect. By shading dark surfaces that would otherwise act as heat sinks, and by cooling surrounding air temperatures through evaporation of water from leaf surfaces, trees significantly reduce air temperatures. Not only does this create a more pleasant and comfortable environment, it also reduces the production of harmful ground level ozone (which is produced at high temperatures).

Backyards offer the best growing spaces. In dense residential areas where trees are needed most, backyards present the best opportunity for success. These protected areas provide more space for both roots and spreading canopies, less risk of damage from salt, vandalism, and passing vehicles (overhanging branches, air pollution, etc.), and fewer conflicts with overhead and underground utilities. These conditions not only result in larger, healthier and longer-lived trees, they also give us the opportunity to establish important native species

that may be more sensitive to urban stress. Often along our streets, we are limited to small, ornamental species. These trees can often withstand harsh urban conditions, but may grow to only 15 or 20 feet in height. These trees can never provide the same level of environmental benefits that large trees can. Environmental benefits increase exponentially as the leaf surface area of a tree rises – and large, healthy trees have the greatest leaf surface areas.

Our criteria ensure the right tree in the right place. Much care and consideration goes into species selection and placement in the yard. We take the homeowner through a process of considering appropriate size of tree, above and below ground utilities, soil type, light conditions, current uses of the yard, existing trees, buildings, property lines and hard surfaces such as pavement or interlocking brick, and potential future conflicts. We also encourage homeowners to talk to neighbours and consider their input. All of these factors, together with homeowner preferences (size, colour, flowers, etc) must be considered in order to determine the best species and location.

A name people trust. LEAF has built an excellent reputation over our 13 years of operation within Toronto. Word of mouth is now the second most common way that people learn about our program (second only to the Toronto Hydro bill notice). Participant satisfaction is high and we are constantly striving to improve our program. We bring an established program which has proven successful, both in terms of tree establishment and customer satisfaction.

A healthier environment is our motive. We're in business to plant native trees in suitable locations and to ensure they have the best possible chance to thrive. The profit motive that exists for the private sector is non-existent for LEAF. Of course we must generate enough revenue to function, but we measure our success in terms of number of program participants, number of people educated about tree care, number of trees planted, survival rates, tree health indicators and participant satisfaction. Our non-profit status allows us to work in special partnerships with municipalities, utility companies and other partners, and to access and leverage resources that are not available to for-profit ventures. It also gives participants a level of comfort knowing that our motive is not simply to sell them something. They trust that we will give impartial advice and that a healthy urban forest is our number one priority.

We compliment existing programs. There are many other groups in the GTA that plant trees on public lands. Most of these efforts are linked to ravine restoration or other public spaces (such as those of the Friends of the Rouge, TRCA). LEAF compliments these efforts by focusing on private property and in residential neighbourhoods.

Who will maintain and monitor the project after completion? (please provide contact information)

Property owners pay a portion of the cost and provide all tree care and maintenance.

This demonstrates a long-term commitment and vested interest in the success of the tree on the part of the property owner. They act as the stewards of the tree; an extremely important role in ensuring trees reach maturity in an urban environment.

Preventative tree care is prioritized. We strive to ensure that each participant becomes a diligent tree steward, with the understanding and tools to nurture their tree to maturity. One-on-one education about proper tree care occurs at several stages of the program. A package of printed material is provided during the site consultation, as well as a tree care booklet at the time of planting. These include the "do's and don'ts" on watering, mulching, staking, fertilizing and pruning. This differs from plantings on public lands, such as ravines, parks and city streets, where non-existent or inadequate maintenance funding, and a lack of trained eyes monitoring the trees, often results in higher mortality rates.

Ongoing support is provided for participants. LEAF staff are always available for questions and support. Homeowners are shown what to watch for as signs of early stress and are encouraged to contact us as early as possible for advice. We try to assist over the phone and often send fact sheets and resources. We will perform a special site visit if necessary. In addition, LEAF regularly offers workshops and events related to tree care.

Trees are healthy and survival rates are very high. We perform evaluations on as many trees planted as possible. These evaluations demonstrate not only survival rates, but condition of trees using indicators of health developed by Dr. Andy Kenney, University of Toronto. There is ongoing monitoring, evaluation and improvement of the program. Homeowners are involved in the process of evaluating both the quality of service they receive and the health and survival rates of trees. We are constantly evaluating our programs and services to ensure that we are meeting the needs our participants. For example, we now offer a consultation-only service for those people who want advice but are not committed to ordering a tree. Homeowners pay the full cost of this service.

How will you promote the MTF fund with this project?

LEAF is committed to ensuring a mutually beneficial relationship between itself and its partners. We will provide the opportunity for recognition of all supporting partners in publications and communication materials. We will also seek media coverage of the project, recognizing Markham's contribution to the success of the program.

Specific recognition will include:

Acknowledgement in LEAF newsletter and annual report

Recognition on LEAF web site

Recognition on LEAF print material distributed at all events, workshops and to backyard participants

Recognition in press interviews whenever possible

Invitation to special LEAF events

Recognition at LEAF annual general meeting

Use of LEAF name and logo in the Town of Markham promotional/educational materials (terms and conditions to be negotiated)

Articles and other written/photographic content as requested by the Town Markham (terms and conditions to be negotiated)

Describe other funding sources/in kind support

Other funding sources include:

York Region - \$15000

Ontario Power Authority - \$10000

Project Revenue (program participant fees) - \$37000

In-kind - \$5500

See attached budget for details.

Will there be an educational sign component? If so, please describe

We may consider the possibility of lawn signs that would identify program participants and help promote the program, however we still need to assess the cost benefit of this.

Proposed Budget - LEAF's Backyard Tree Planting Program - Markham 2009

Item	MTFT	York Region	OPA	Client Fees (project revenue)	Total Cash	In-kind
Project Management - hiring, training and management of staff, project planning, partnership development, communications, promotions, media, financial management, progress reports to LEAF Board and funders		4900	4900		9800	
Office coordination (responding to inquiries, registration, consultation bookings, route planning, order and payment processing, planting notification calls, planting scheduling, ongoing client communication, database management, record keeping and status reports)	6000	5400	600		12000	
Yard consultations with property owners	6500	4700		1800	13000	
Planting	6700			6700	13400	
Follow-up/data collection, analysis and reporting			2500		2500	
IT systems and web improvements			1000	1500	2500	
Communications/printing/advertising			1000	3000	4000	
Equipment costs				800	800	
Plant materials (with taxes, delivery)	8300			8400	16700	
Transportation (site consultations)	1000			1000	2000	
Transportation (planting)	1500			2000	3500	
Tree storage space (in kind)						4000
Educational materials				2200	2200	
Promotions (in kind from partners)						1500
Office rent						
Insurance				4800	4800	
Bookkeeping				1200	1200	
Office expenses (phones, printer cartridges, etc)				3000	3000	
				600	600	
Totals	30000	15000	10000	37000	92000	5500

\$328 - average per-tree cost to deliver program
 \$196 - per tree subsidy
 \$132 - average per tree cost to homeowners
 280 trees
 165 homes
 average 1.7 trees and 1.4 shrubs per home