

Sustainable Cities – Green Streets



Canadian Environmental Auditing Association (CEAA) Technical Conference
& Annual General Meeting October 8 to 10th, 2003

Ottawa, Ont.

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History of TCF

- Founded in 1992 as a not-for-profit, charitable organization to, “... provide leadership and promote public awareness, education and community action for the planting and caring of trees across the country...to help reduce the harmful effects of carbon dioxide emissions...”



Tree Canada's 8 Key Programs

- Green Streets Canada (key municipal program)
- Greening Canada's Schoolgrounds (very popular)
- Corporate Sponsorship Program (growing)
- Climate Change Program (increasing in relevancy)
- Special Programs - Saguenay, Ice Storm, SaskUFDP
- Canadian Urban Forest Conference (Vancouver, 2004)
- Urban Forestry (first time in National Forest Strategy)
- Awards



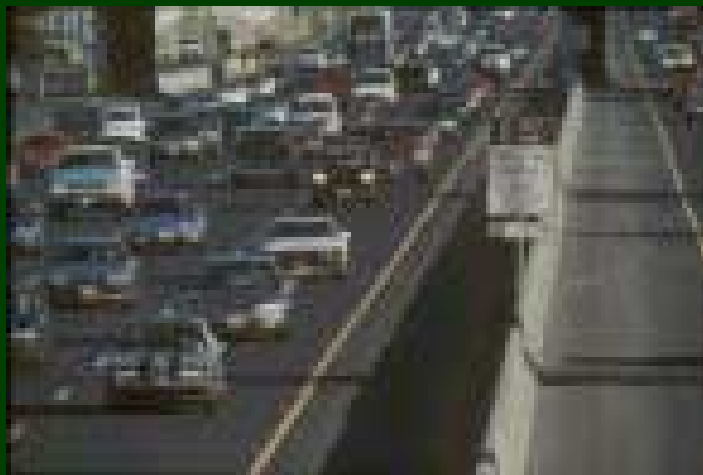
Green Streets Canada

- 50/50 funding for municipal tree planting, education, maintenance and inventory
- 260 municipalities assisted throughout Canada since 1993



Climate Change Program

- Original emphasis of the Foundation
- 4 parts:
- Awareness (What Trees Can Do...)
- Carbon Credits for Planting
- Encourage carbon neutrality
- Encourage tree planting programs...



Urban Forests Are Important

- 78% of Canadians live in urban centres
- wilderness associated with neighbourhood woodlot than provincial park or cottage
- 84% of Ontario urbanites felt trees and woodlands were “extremely important” to them
- since 1960’s growth in arbor industry, tree committees, foresters, tree bylaws, inventory, systems, agencies etc.



Benefits of Urban Forests

- Sequestering of gaseous air pollutants and particulates – (counter env. illnesses)
- Energy conservation through cooling, shade and wind reduction
- stormwater attenuation
- noise buffering
- wildlife habitat
- increased property values
- improved aesthetics
- psychological well-being



Economic Value Enormous

- Toronto: canopy cover = 21% (avg. for e.N.A.) = 1 tree/person
- based on CTLAppraisers of \$700/tree = \$16 billion
- replacement value of municipal trees = \$3 billion
- City green estimates in Washington, D.C. trees provide US\$4.9 billion in stormwater retention services and US\$49 million in air pollution abatement



Economic Diversification = More Urban Forests = Better Communities

- Real estate & property values
(more value= more tax)
- Public Cost Reduction (safety, health and social services)
- Corporate Relocation/Retention (local business)
- Tourism and Ecotourism
- Retail Redevelopment (creating consumer environment)



Shopping District Scenarios

Shopping District Scenarios verbal attitude scales



District 1:
No trees or
accessory
vegetation



District 3: With trees
and accessory
vegetation

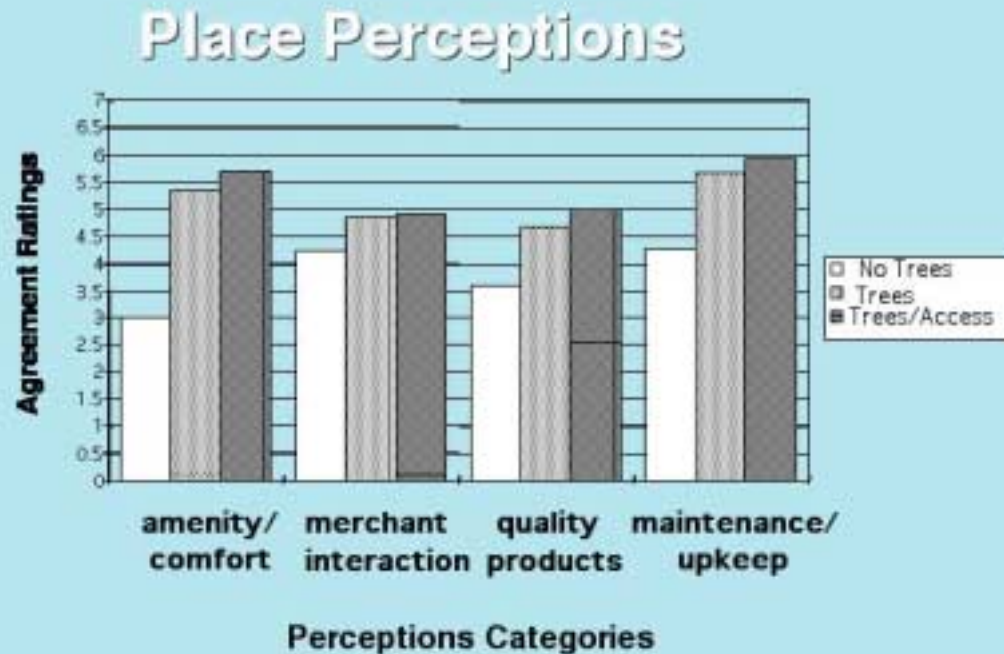


District 2:
With trees,
no accessory
vegetation



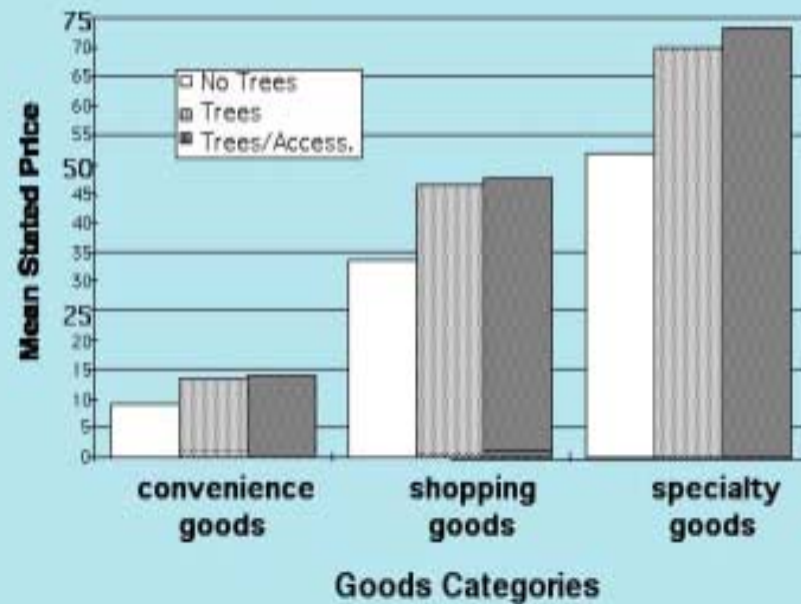
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Shopping District Scenarios



Shopping District Scenarios

Product Pricing



Shopping District Scenarios



Results Summary

- **Preferences** -
consumers visually prefer retail settings with trees
- **Patronage** -
consumer behavior influenced by trees
 - travel farther, spend more time, visit more often
- **Pricing** -
trees influence willingness-to-pay, up to 12% more



Threats to Urban Forests

- Urbanization of natural wooded areas
- Loss of topsoil/nutrients in new developments
- Exotic pest, disease and invasive species
- Expansion of urban infrastructure
- Use of trees and plants of unknown provenance
- Climate change, salt pollution and air pollution
- Lack of credible leadership at provincial, federal and academic levels
- Cost of tree planting and maintenance



Results of 5th CUFC - Markham

- Promoting cost/benefit analyses of urban forests in Canada
- Reexamining taxation and incentive programs to promote urban forestry
- A fully funded national body as a catalyst
- Need to raise awareness of urban forest issues
- Good science to support decision making
- Articulating a consistent vision, with goals and monitoring of progress
- Actively planning for sustainable urban forests
- Achieving parity with other infrastructure (roads, lights, etc.)
- Providing leadership for community action
- Optimizing tree selection for urban and peri-urban areas
- Developing linkages between urban forestry groups



National Forest Strategy 2003-2008

- Establishes a clear and widely based commitment to the pursuit of a sustainable forest - articulated by a diverse coalition of industry, academics, NGO's, governments and First Nations
- Theme #6 is, "The Urban Forest and Public Engagement in Sustainability" which includes 7 Action Items:
 - To develop a national urban forestry strategy
 - To develop guidelines and support tools to help municipalities
 - To develop guidelines and support tools to protect the surrounding forest
 - Establish research priorities for urban forestry in Canada
 - Develop and implement a communications strategy on how the forest contributes to their quality of life
 - Develop educational initiatives
 - Identify unique and threatened habitats in and near municipalities with conservation strategies



The Challenge for Municipalities

- Build on your urban forest successes by increasing your efforts
- Support the National Forest Strategy's Urban Forest section
- See the enhancement of your urban forest as a resource which can work in your favor (\$, health etc.)
- Advocate on behalf of municipalities, the Tree Canada Foundation and others, the relevancy of federal (and provincial) involvement and support to urban forestry programs

