

# Engagement summary

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## One Canopy tree planting strategy

### Summary of feedback

This engagement summary describes the engagement tactics and subsequent results carried out for the tree planting strategy as planned for in the One Canopy – Tree Planting Strategy Communications and Engagement Plan. Engagement included two preliminary discussions, Indigenous sharing circle, letters to Indigenous Treaty partners, two public workshops, individual external and internal stakeholder meetings or consultation, as well as an online survey and interactive tools.

### What we did

**Preliminary engagement** for the One Canopy strategy included conversations with the Natural Heritage Advisory Committee on November 25<sup>th</sup>, 2021, and with the City's Urban Forest Working Group on December 10<sup>th</sup>, 2021, around project goals and objectives, framework, and scope.

In February 2022, community engagement included two **virtual workshops** held on February 16<sup>th</sup> for special interest groups and the public, and 17<sup>th</sup> for businesses and associations. Workshop themes included:

- Benefits of trees
- Tree planting incentives
- Tree planting resource needs
- Ways the City can encourage tree planting
- Barriers of tree planting on private property
- Ways to increase tree canopy

An **online survey and interactive tools** were also available for those members of the community that were unable to attend workshops and office hours. The survey and tools were available on the City's online community engagement site, Have Your Say Guelph, from February 1, 2022, to February 22, 2022. There were 254 participants who contributed through the engagement forum. The link for the online survey and tools were also emailed directly to over 100 key stakeholders including city council and executive team, City of Guelph staff, developers, consultants, green industry contractors, members of the building community, forestry and arboriculture professionals, landscapers, non-profit organizations, and environmental interest groups.

The purpose of the survey was to gain insight about the community's:

- Current planting efforts privately or with the City
- Role in planting efforts on public and private land
- Opinions on barriers to equitable canopy cover

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Other engagement tools included mapping tools and ideas board where ideas could be shared about what the City can do to inspire and promote tree planting around Guelph, and a map where a virtual pin could be placed on a location where tree planting events have happened in the past, and what City lands the community would like to see tree planting events happen on in the future.

The City's interdepartmental **Tree Team**, comprised of City staff from various departments, met on March 8<sup>th</sup>, 2022. The purpose of the meeting was to collect input regarding the challenges or opportunities related to increasing canopy cover from the perspective of their respective departments/fields.

The Grand River Conservation Authority (GRCA) was consulted in March 2022.

## **Indigenous relations**

An **Indigenous sharing circle** took place on January 19<sup>th</sup>, 2022. The focus of the sharing circle was to build relationships, talk about experiences and hopes for Guelph's future generations, centering the conversation on the lands and natural resources and the role of the City as a steward of the land.

**Letters to Treaty partners** were sent via email on March 2<sup>nd</sup>, 2022, to The Haudenosaunee Confederacy, Mississaugas of the Credit First Nation, and Six Nations of the Grand River Elected Council. The letter included information about the project and an invitation to engage with the City regarding any comments or concerns.

## **What we heard**

The results of the engagement suggest that overall, the respondents/participants are supportive of the goals and objectives of the One Canopy Tree Planting Strategy. Most recognize that there are challenges, mostly related to providing space to plant and grow trees on both City-owned and non-City-owned lands. Incentives, education, and resources were the most common opportunities identified to increase planting on non-City-owned lands, while resources and soil volumes/growing space were priority for City-owned lands.

## **Summary of feedback by theme**

Engagement feedback has been summarized by topic areas or themes including benefits (ecological, social, and economic), climate, policy, standards and guidelines, canopy cover quality, canopy cover distribution, engagement, stewardship, and partnerships, Incentives and funding, information, and education, and barriers (physical, financial, and social). This information provides an overview of what was heard. Comments received are listed in [Appendix A](#).

### **Benefits of trees: ecological, social, and economic**

We heard there is a need for more information, education, and awareness of the benefits of the urban forest canopy. Specifically, information that explains the links between planting trees and carbon off-sets, and other environmental, ecological, or social benefits. Some feel

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that the tree planting strategy should illustrate how short- and long-term benefits will be achieved.

Through the online survey we heard that the top three benefits of trees in order of importance were improved physical health and emotional well-being, reducing air pollution, and maintaining our natural heritage (natural spaces).

Workshop participants listed, in no particular order, the following as their favorite benefits of trees:

- Clean air/filter pollution
- Cool air/shade
- Wildlife habitat
- Carbon sequestration
- Support for pollinators
- Supporting livable spaces
- Privacy
- Support of ecological systems
- Support of water management
- Human health and wellness
- Connecting community to affect positive change

## **Climate**

We heard that the tree planting strategy should have an emphasis on climate change, particularly carbon sequestration and that there is concern that Guelph does not yet have a climate change strategy. Some would like to see tree planting empower the community to have a say and act for climate change. We heard that the City should address concerns about flooding and stormwater run-off that is the result of tree or canopy loss. We also heard that planning for climate change may mean reconsidering the types of trees we plant.

## **Policy, standards, and guidelines**

Many comments spoke to the need for City policy to protect and maintain existing trees/canopy and in particular mature trees and policies and to support the establishment of new canopy, not only replacement. We heard that an invasive species strategy should be developed and implemented to preserve and enhance the ecological health and resilience of the urban forest canopy. We were asked to consider alternative tree establishment methods and practices. We were also asked to reconsider how City spaces such as parks, open spaces, and boulevards could create new (currently unavailable) opportunities for tree canopy.

We heard that collaboration and cooperation is needed – interdepartmental, community-wide, and regional– to incorporate more trees into the landscape. Most importantly, City objectives and priorities should align to prioritize green infrastructure, green spaces, and sustainable development.

## **Canopy cover quality**

Generally, most people support the planting and use of a diversity of native tree species, whereas some felt that non-native, non-invasive species also have a place in the landscape.

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Some felt that there should be restriction on the use or sale of invasive plant species to protect our natural areas from ecological degradation. We were asked to increase the use of coniferous trees to provide more winter tree cover.

Many felt that more should be done for the long-term health of trees through improved maintenance programs and forest management practices on both City and private property.

### **Canopy cover distribution**

We heard that regular measuring, monitoring, and reporting on tree canopy should take place including tracking tree planting efforts. Many suggested increasing canopy cover downtown, in areas with low canopy cover, and in parks.

The approach to the tree planting prioritization based on the 2019 Urban Forest Study was supported, with the caveat that some opportunities may present themselves out of priority order due to resource (e.g., volunteers, grants) availability. It was suggested that, where appropriate, we consider increasing tree planting density.

### **Engagement, stewardship, and partnerships**

The most feedback received was about the need for increased engagement and partnerships. Also, many comments were received regarding the need for more programs, tools, and resources to support and empower the community, including students, organizations, corporations, property owners, non-property owners etc., to get involved and undertake community-led tree planting and care initiatives on both City and private property. Some would like to see more community-led solutions, such as “food forests” to address local food insecurity.

We heard concerns that there was a lack of Indigenous and cultural voices in urban forest management. We also heard that the City should recognize and celebrate those that are leading by example and for projects that are innovative and contribute to the City’s urban forest/sustainability goals. It was suggested that the City develop a “Tree Stewards” program.

We heard that partnerships are important to achieving our canopy goals. Partners could include local organizations, not-for-profit groups, businesses, or national programs.

### **Incentives and funding**

Education programs focused on tree care and planting was ranked the highest of the programs and incentives that would convince someone to plant a tree if they had access to private property, ahead of (in order of ranking highest to lowest) neighbourhood planting events, a low-cost City subsidized non-profit organization tree planting service, and a one-time rebate or cost sharing for planting their own tree. We also heard that financial incentives such as rebates and subsidies are key to incentivising tree planting on private property. The City should pursue federal and provincial grants. Eighty percent of the survey respondents are willing to pay a maximum cost per tree ranging from \$75 to \$500.

### **Information and education**

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We heard that people would like educational materials and programs related to trees, with topics such as tree species, tree planting and care for property owners and students. Many would like information about the benefits of trees, tree planting events, where to buy trees, tree health, and tree inventory. Some noted that connection to others in the community involved in tree planting and related environmental initiatives is needed through a centralized tool or source.

### **Barriers: physical, financial, and social**

We heard that it is important to address and reduce or remove physical, economic, and social barriers of tree planting. We heard that the installation and long-term retention of trees in development and construction should be a priority by reducing or eliminating utility or use conflicts to give room for large trees. There is concern that not enough space is designated for trees in landscapes such as streets, parks, or front yards.

Space and existing landscaping or tree cover was rated as the most significant barrier, other than financial, that prevents property owners from planting trees on their property. Only 55 percent of the survey participants are likely to plant a tree on their property in the next year and 64 percent would be interested in the City planting a tree for free on City property in front of their home.

There was concern that lack of property ownership was a barrier to tree planting on private property.

## **What we are doing**

The feedback provides a better understanding of:

- Community needs
- Gaps in our current programs and resources
- Where improvement is needed
- Challenges and opportunities related to increasing the canopy cover
- Barriers to tree planting, establishment and long-term survival on both City-owned land, other public land, and private property

This information will be used to prioritize actions over a period to help us achieve the goals of the tree planting strategy. Actions may include but are not limited to setting canopy targets, new stewardship programs, partnerships, outreach to unengaged members of the community, new or revised development standards or guidelines, monitoring programs, and acquiring additional resources.

## **What we are not doing**

The scope of the tree planting strategy includes actions and initiatives related to the establishment, maintenance and monitoring of new trees/canopy. Protection and maintenance of existing tree canopy is not part of this project so any feedback about the protection and maintenance of existing trees that was received is out of scope for this project. This feedback will not be used to update or review tree protection bylaws or policies or develop new maintenance policies or standards through the Tree Planting Strategy. However, feedback that

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is out of scope will be considered for the future projects such as the Tree Bylaw review, Tree Risk Management Strategy, and tree maintenance protocols review.

## **Next Steps**

The feedback received from the Community will be used to inform the Tree Planting Strategy. It is anticipated that a staff report, and the strategy will be brought to Council in July of 2022.

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## Appendix A: What we heard by theme

The following provides the feedback received from all the engagement activities.

### Benefits

- Make a link between carbon offsets and planting a tree
- Strategy with emphasis on education and awareness, focusing on ecological and social benefits of trees
- Unrelatable benefits
- Benefits of trees: health benefits for humans, wildlife, erosion, carbon off-set, etc.
- Publish estimates or examples of financial benefits from trees: savings on air conditioning in the summer, increased property value, etc.
- Share the ecological benefits of planting local tree species to encourage public engagement
- Short and long-term benefits that will be seen directly

### Climate

- Strategy with emphasis on climate change and carbon sequestration
- Create a tangible goal; something people can personally do for climate change
- Lack of climate change strategy
- Planning for climate change means selecting reconsidering the type and diversity of tree species we plant. Explore options for species migration

### Canopy cover distribution

- Plant trees and gardens on unused boulevards on city property that are currently mowed
- Planting canopy trees in new subdivisions
- Mark potential planting sites and create a memorial tree planting program
- Lack of property ownership in low-income neighborhoods resulting in lower engagement
- Plant fruit and nut trees, and berry bushes to help address food security and access while achieving the other goals of increased canopy
- Increase canopy in specific places near downtown
- Replace downtown trees in front of stores - those that appear struggling or dead
- Include shrubs when assessing canopy cover as they are important along with trees
- Let us know how our tree canopy is changing year by year
- Utilize incremental targets more frequently over the strategy timeline to measure progress, allow for budgeting corrections and to celebrate success over a long project timeline.
- Measure tree planting efforts on an on-going basis
- Use the number of trees planted as a metric to accompany canopy cover percentages like the Mississauga's One Million Trees campaign
- Need better understanding of mortality rates of newly planted trees
- Survivorship monitoring with specifications
- Consider 785 York Rd as potential for a regional landmark public park in our city to support increased urban forest canopy cover. This would be a fine place to showcase environmental stewardship and outdoor education and recreation in our future Parkland
- Reduce grass in children's parks. Kids want to play in the trees as well
- Tree planting around playground

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- I cannot help but wonder if the City should add a program to increase planting in their very own properties? Hard for businesses and private landowners to jump on the bandwagon so to speak when many of the City's parks are 'grass deserts'. Take a look at our own parkland/open space and how many properties do not even have street trees along the street, let alone plantings between sports fields or buffer zones of flowering shrubs, wildlife corridors etc.
  - Develop a standard canopy target for new parks, assessed at 20 years projected growth (or other future canopy target); needs to balance other programmed uses
  - Develop a standard canopy target for new trails, assessed at 20 years projected growth, integrate into trail standards
  - Include short term, measurable goals, at intervals of 5-10 years, to benchmark progress and success, and encourage community engagement over time

## **Canopy cover quality**

- Replace invasive plants (Buckthorn) with desired native tree/shrub species on public land areas
- Plant more coniferous trees so Guelph doesn't look like a barren desert every winter
- Ban the sale of invasive ornamentals
- Appropriate seed source for plant stock
- Ensure tree planting programs have tree species available that are preferred by property owners
- Suggest long term procurement of stock or explore custom growers

## **Engagement, stewardship, and partnerships**

- Celebration and gratitude for projects undertaken
- Celebrate successes
- Pursue a regional approach through cooperation with Conservation Authorities and neighbouring jurisdictions
- Encourage "food forests" and/or fruit tree guilds instead of or as well as vegetable gardens
- Survey residents and business owners on what trees they have or intend to plant to get a better idea of tree diversity in the city
- Education and engagement opportunities
- Resources and supports that help facilitate community-led stewardship
- Empower residents to water street trees so that City staff can focus on watering trees in areas not accessible by property owners
- Develop a "Tree Stewards" program like some cities have that is both education first and then a resource
- Designate places where people can plant trees they may have grown, or "extra" trees. (being clear where and what species)
- Provide a way to move trees from inappropriate places to appropriate places
- Allow for spontaneous volunteer planting in clearly identified areas
- Grassroots community engagement, offer real leadership opportunities for folks and companies that are interested in stewardship, support their growth and extension
- Provide information to encourage residents to get engaged with tree planting when front yard trees are removed
- Engage private property owners
- Give several access points to understanding why engagement is important, depending on the audience



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- Work with churches to expand canopy cover on church lawns
  - Suggested a higher goal such as “doubling our canopy” and approach as a community wide campaign/initiative
  - Limited Indigenous voices
  - The idea of reaching out to various ethnic groups is a terrific one
  - A Ward based tree planting competition to encourage tree planting in private rear-yards and by neighbourhood groups and organizations
  - Engage neighbourhood groups, for example the Junction Neighbourhood Group at Goldie Park
  - Celebrate small communities in Guelph that are engaged in planting or restoration efforts and offer ways to connect them
  - Even if a private property or business doesn't want to plant on their own property, some companies are paying agencies to arrange staff volunteer days to do things like tree planting on conservation lands
  - Get ethnic communities helping us through their organizations
  - Offer something fun for people who participate: a sticker, a button, a barbecue, a plant, or tree seedling to take home
  - Share information from past tree-planting events to get people excited about future ones
  - Available community partners, regular engagement with potential partners and locations
  - Focus on scalable and equitable planting programs
  - I see one of the biggest challenges is a big budget for maintenance of planted sites. Southern Ontario is littered with tree planting projects that were never properly maintained or watered and where all the trees died
  - Employees enjoy planting on the company properties
  - The City should integrate traditional forest management techniques to help our forest become more resilient
  - Examples of successes in parts of the city to be made public, so these examples may be replicated or adapted
  - A mechanism to get neighbours together around a park
  - Collaborate on tree planting/landscaping by bringing City staff and the community together for design charettes for parks and open spaces
  - Hi folks, I am a volunteer for Trees For Guelph (TFG), and quite enjoyed the 2 sessions concerning the Tree Planting Strategy. I would just like to add that I feel our group, TFG, are well-connected with the communities: Tree Stewards programs; website promotion of Arbor Day/Week and National Forest Week; community planting events with volunteers and city staff; School ground greening projects; and delivery agency for City of Guelph/Forests Ontario “Take Roots” project. Through the TFG website, we could promote volunteer opportunities for tree planting events as well. The concern of company's wanting to plant trees, but have little or no space or suitable sites, could be solved with company planting days, on sites chosen by the city. I have had experience with these groups in my previous career, and the experience was terrific for all involved
  - Partner with others to fund new tree plantings (federal government climate change initiatives; tree Canada national greening program, others?)
  - Connecting with Tree Trust as a group that encourages individual offsetting of carbon emissions through supporting tree care, one tree at a time
  - Coordinate with other groups and programs: e.g., contact birding groups to see how/if the trees have affected wildlife in the area
  - Show off the businesses that are engaging in the project

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- Developers get designated as “tree friendly” because they make sure there is an appropriate space and soil, and they can put a logo on the listing. New buyer gets an appointment to help them select a tree to plant
  - Planting resources available through the Guelph Tool Library
  - Tree watering resources
  - Encourage stewardship of public spaces
  - Provide seeds or saplings to elementary school students to plant at home. I did this as a kid and my tree is still in my parents yard and is huge now! It was fun to watch it grow every year
  - Develop an engaging strategy that both the public and business can get behind, then it makes it much harder for a counterproductive council to scrap the whole thing
  - Cooperation with the GRCA and their nursery
  - Utilize local nurseries to start tree growth and transplant trees when they mature like how City of Toronto works with Forests Ontario and partner nurseries
  - Build trust
  - Tree angel program
  - Increased numbers of volunteers needed to ramp up tree planting on City and private property
  - Engage local environmental groups, for example Nature Guelph

## **Incentives and funding**

- Backyard tree planting programs are important. Prioritize areas based on equity and access to urban environments, and for environmental benefits
- Limited or no funding for new trees in capital road reconstruction projects
- There are several grants and opportunities available to community groups around this, but they need to be able to plan and move quickly, which will involve City support
- Make the tree compensation fund an internal grant system, where internal staff can apply for funding on capital work where new trees are being installed/established standards are being exceeded
- Financial incentives possibly via Forest Ontario 50 Million trees
- Include programs and grants to encourage tree planting on private property and in rear yards
- Consider financial incentives for canopy targeted specifically on commercial or retail land uses
- Highlight return on investments using tools such as i-Tree
- Highlight risks of not investing
- Consider tax benefits
- Financial or tax incentives
- Property tax rebate
- Include rebate programs to encourage long-term buy-in for private tree maintenance
- Lack of capacity to ramp up Forestry operations tree planting
- Include monitoring of City subsidized programs, as feasible, if they are implemented
- Subsidized/affordable tree maintenance
- Grant subsidies to citizens to buy trees
- Backyard tree planting programs
- Support subsidies for tree planting on private property. To achieve 40% tree canopy, private tree planting will be critical
- Financial incentives (e.g., covering costs of trees, tax breaks, etc.)

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## Information and education

- City should provide education and awareness about economic values specifically property values and financial benefits
- Use species are particularly needed/beneficial
- Carbon sequestration calculators for different tree species
- Negative issues feelings or experiences around trees
- Not everyone wants trees replaced after removed for construction
- Get people excited about trees. Public trees could have signs on them explaining the species and why it is so important to energy savings, pollinators etc.
- Need better understanding of why we need to keep trees
- Really publicize tree planting events; make sure people know about it
- Awareness of water bylaw exemptions
- Select one native species, educated about it, including where it should be planted, and provide this species for a reduced price or free through bulk buying
- How to look at your land; invasive species and potential escapees; the different values offered by different trees
- Teach people proper maintenance of trees, so that they are not scared that trees will fall on their house. Proper pruning is critical for urban trees
- Offer training opportunities and resources/tools to do the work on their own time
- Provide resource list with existing tools, including list of tree and vegetation identification applications/tools
- The City's top ten species list
- Tree recommendations
- Increase investment in communication for tree planting - mainly proactive (fact sheets, picklist for trees with pictures, resident notifications)
- Education with focus on the right tree in the right place
- Online tool where you can insert your soil, sun exposure, and other info. The tool could then suggest specific species, planting recommendations, and maintenance requirements
- Providing advice on tree planting species, site analysis and stock procurement
- Information on habitat and care requirements
- Self-determination - give a list of tree options that could work on the site and why they might be valuable then give freedom of choice
- Involvement of students in environmental education
- York lands Green Hub has a "Foodster" program in a school where students identify trees by leaves and identify top trees within 2 blocks of their homes. It teaches them to notice trees along the streets and understanding the needs for diverse species
- Offer educational materials/programs to encourage tree plantings in schoolyards
- Trees for Guelph has an active program for school plantings; 15-25 schools per year
- Work to educate children in school like we did for garbage
- Tree health troubleshooting
- Information on where to buy native species
- Educate people that leaves are so important. Don't rake them up. Educate homeowners that trees don't cause more work for them
- Assumption that street trees are City owned and maintained

## Policy, standards, and guidelines

- Develop and implement green infrastructure asset planning policies

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- Discourage large, unnecessary lawns on commercial lots. Encourage planting of trees, shrubs, sedges, and/or wildflowers instead
  - Site plan trees are often planted to check a box for site plan and not always planned out well
  - Rain garden, tree plantation (i.e., Miyawaki method), community garden, pollinator/naturalized etc.
  - Plant Miyawaki Forest plots
  - Change narratives of what a space is so that trees are part of the narrative
  - Ad hoc planting, lack of planting targets or strategies
  - City standards can get in the way of plantings, i.e., roots obstructing pipes, overhead line clearances, etc.
  - Provide adequate green space to support the physical and mental health of our citizens
  - Develop standardized tree offsets from park amenities to improve consistent growth over time and reduce the risk of moving trees/cutting down trees after planting etc.
  - Keep green areas in front yards of lower density development, instead of 'parking lots'
  - Limited City land available in street cross-sections along house frontages, both depth and width
  - Updated road cross sections with space for trees
  - Develop green development standards with related recognitions such as urban design awards
  - City needs to review and clean up its Plantation policies, including the definition of plantations to allow for proper management and maintaining health of plantations that are not used for removal or wood resources
  - Incorporate urban canopy/ecology requirements (e.g., protection, enhancement) in development standards (i.e., Toronto Green Standards)
  - Opportunities in City right-of-way, specifically to provide more shade over road itself (i.e., between curb and sidewalk – recognize constraints)
  - Incorporate trees into development and construction projects
  - Work at addressing the challenge in your 2019 Urban Forest Report, pg. 90 where "the lack of regulatory tools or incentives to require the integration of canopy cover in new and infill development"
  - Set up clear standards for developer obligations
  - Standardized setbacks for trees so they can be planned for and located in a way that they will not be negatively impacted by future works
  - Development requirements to replace trees; no net loss of tree
  - A clear policy on how people are engaged
  - Inadequate care during establishment period
  - Low survivorship, too many replants
  - Ensuring that maintenance periods are funded where necessary – i.e., in contracts these need to be clear, and a line item associated with them
  - Intensify and diversify street and park plantings
  - Increase minimum establishment period (currently 2 years)
  - Consider working with private landowners and developers to do something similar so plantations that remain on the land though the development process are healthy and are not fire hazards
  - Increase successional plantings
  - Modeling pro-environmental behaviors
  - Lack of maintenance for new trees

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- Ensuring that maintenance standards are clearly understood, integrated and enforceable into agreements/contracts
  - Update maintenance protocols
  - Consider community-led tree planting in parks and open spaces
  - Create a programmed use for plantation in new parks i.e., we have designated space for passive use, rinks, play equipment etc. Create an area designated for plantations, and potentially create a list of items for engagement i.e.:
  - Protect existing woodlots
  - Maintain older trees rather than cutting them to clear sites
  - Protect trees on private property
  - Protect mature trees
  - Lack of tree retention of mature trees
  - Finally, there should be a stronger emphasis on existing tree protection/preservation on development sites, where this is part the City's Tree Bylaw and Planning Dept concern
  - Consider a bylaw or stricter policies for monitoring and assuring soil quality and volume
  - Soil quantity and quality issues
  - Reduce mowing areas
  - Suggested focusing on medium and large trees and the need for space and soil volumes
  - Policies on species (e.g., should ash trees be avoided due to emerald ash borer)
  - Mixed messaging from the city respecting the overall objective for a tree canopy goal for the city, i.e., 40% tree canopy is too high? A longer time horizon to achieve the target. Set realistic phased objectives that can be measured over time, e.g., 2% increase over 10 years
  - Securities needed for tree planting contracts
  - Support funding of purchasing parkland
  - Protect existing tree canopy in new development plans. If trees not kept, require compensation to the 'canopy value' lost (carbon capture)
  - Opportunities to integrate proposed trees that are included into capital works into the memorial program ahead of time (i.e., identify candidate trees that are being implemented for memorial backlogs, because these trees are also being installed close to amenities)

## **Removing barriers: Physical, economic, and social**

- Remove government barriers to give room for trees to be planted, i.e., bury overhead wires along roadways and create new space for large-canopied trees
- Future maintenance conflicts and related costs
- Servicing conflicts with utilities
- Lack of maintenance of private trees
- Preserving and caring for older/mature trees in our urban forest canopy is important
- Need better understand of barriers to planting in parks and open space
- Keep planting efforts scalable

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## Appendix B: Online survey and interactive tools summary

Results of the online survey and interactive tools:

- 442 people visited the project page or a tool page
- 265 people were engaged through the survey (240 people) or other tools (15)
- Survey participants (owners of residential property) (200 people):
  - Value benefits of trees in order of importance (top 3): Improved physical health and emotional well-being, reducing air pollution, and maintaining our natural heritage (natural spaces)
  - 50 percent described their tree planting knowledge as general or basic
  - 74 percent own a single family detached home
  - 97 percent have at least one tree on their property
  - 55 percent are likely to plant a tree on their property in the next year
  - 80 percent are willing to pay a maximum cost per tree of \$75 to \$500.
  - Space and existing landscaping tree cover was rated as the most significant barrier, other than financial, that prevents them from planting trees on their property
  - 50 percent have a “street tree” in front of their home
  - 64 percent would be interested in the City planting a tree for free on City property in front of their home
  - The top 3 reasons for planting a tree are to help the environment, to help wildlife thrive in the City, and to create shade
  - 75 percent would prefer to pay for a larger tree that is partially subsidized versus a free tree that is small
  - Education programs on tree care and planting was ranked the highest of the programs and incentives that would convince someone to plant a tree if they had access to private property, ahead of (in order of ranking highest to lowest) neighbourhood planting events, a low-cost City subsidized non-profit organization tree planting service, and a one-time rebate or cost sharing for planting their own tree
  - People are willing to regularly water, mulch, and prune trees on their property but not as willing to hire an Arborist or landscaper to maintain trees
  - People might plant native trees of all sizes, but few would plant non-native trees or ornamental or exotic trees
  - Notably the survey was completed overwhelmingly by people that describe their ethnic or racial identity as North American or European.
- Survey participants (owners of business and non-residential property) (40):
  - 82 percent own, manage or make decisions for a non-residential property in Guelph
  - The top 3 reasons for planting trees are to help the environment, to help wildlife thrive in the City, and to create shade

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- Education programs on tree care and planting was ranked the highest of the programs and incentives that would convince someone to plant a tree if they had access to private property, ahead of (in order of ranking highest to lowest) neighbourhood planting events, a low-cost City subsidized non-profit organization tree planting service, and a one-time rebate or cost sharing for planting their own tree
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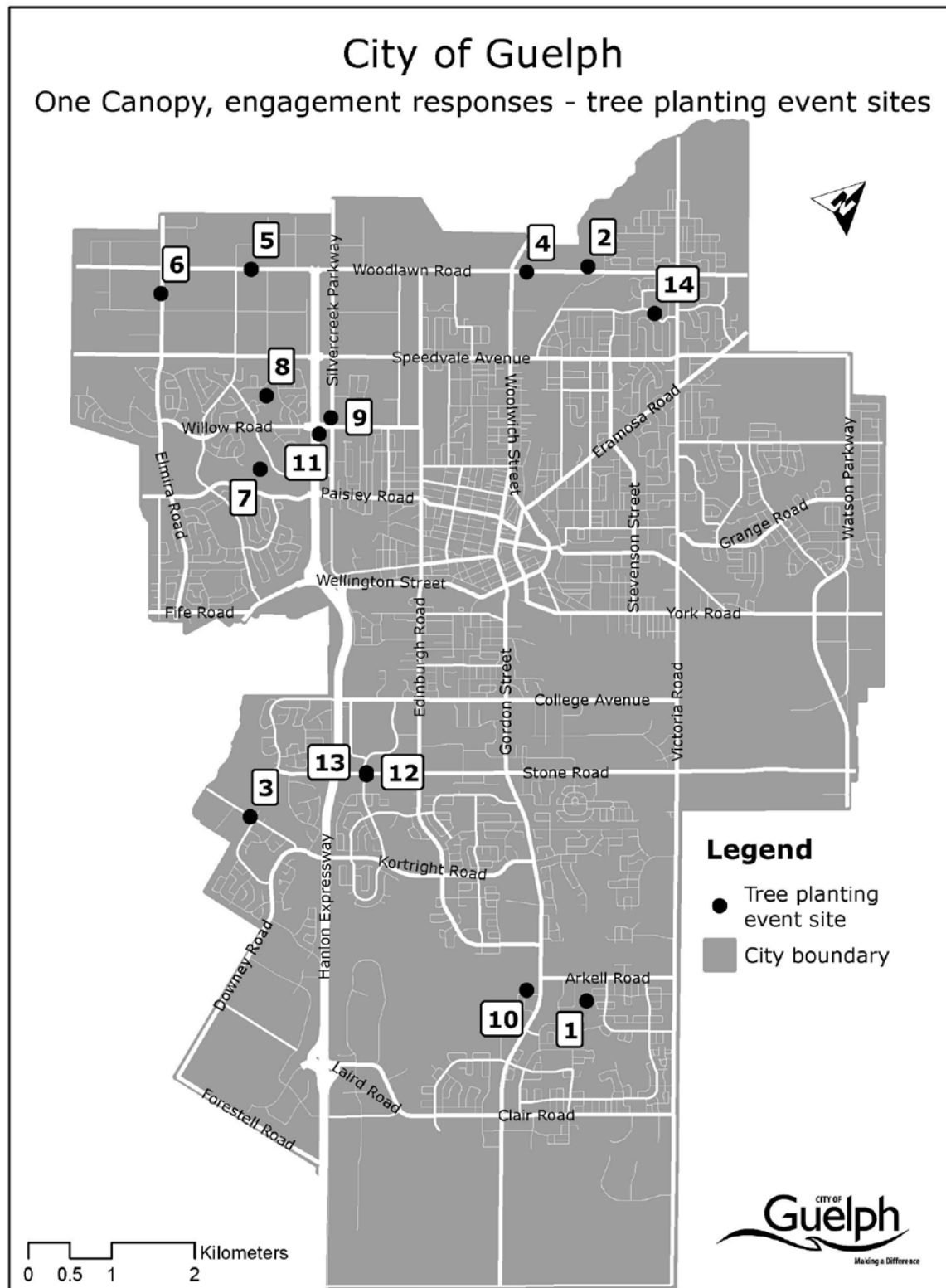


Figure 1: Have your say mapping tool



Table 1: Mapping tool results

Map identification number	Address	Comment
1	67 Amsterdam Crescent, Guelph, Ontario N1L 0G2, Canada	Would love to see some trees planted along the walkway of this park.
2	100 Woodlawn Road East, Guelph, Ontario N1E 1B7, Canada	A lot of trees along the roadway and within River Ridge Condo complex are dying. Need replacement and there is room for more.
3	178 Niska Road, Guelph, Ontario N1C 1B8, Canada	No comment
4	14 Woodlawn Road East, Guelph, Ontario N1H 7B1, Canada	No comment
5	409 Woodlawn Road West, Guelph, Ontario N1H 7M2, Canada	Got disoriented and dropped my first pin in the wrong spot.
6	491 Elmira Road North, Guelph, Ontario N1K 1C2, Canada	No comment
7	150 Westwood Road, Guelph, Ontario N1H 7H7, Canada	No comment
8	146 Marksam Road, Guelph,	No comment

	Ontario N1H 6T6, Canada	
9	130 Silvercreek Pkwy N, Guelph, Ontario N1H 7P7, Canada	No comment
10	1391 Gordon Street, Guelph, Ontario N1G 0B3, Canada	Add trees to enhance adjacent natural area and buffer high rise development along Gordon.
11	Hanlon Expressway, Guelph, Ontario N1H 7B4, Canada	Plant trees/vines/shrubs to obscure unsightly graffiti on wall. Vegetation up and down the Hanlon will buffer noise and fumes from the highway.
12	374 Stone Road West, Guelph, Ontario N1G 2Z8, Canada	I would love to see the Stone Road Mall and plaza corridor more treed. I live in the Priory Park neighbourhood and walk this route a lot - it's hot in summer and windy in winter and this could look so beautiful if it had a row of century maples.
13	374 Stone Road West, Guelph, Ontario N1G 3E1, Canada	On either side of the street, both sides of the sidewalks. I noticed the current inventory shows only privately owned trees on the non-street side of the sidewalks - these could be added to.
14	152 Waverley Drive, Guelph, Ontario N1E 1H2, Canada	Trees along the trail at entrance, at locations along the trail through the park and around the perimeter of the park.