



ECOLOGY OTTAWA

ANNUAL REPORT ²⁰₁₇



About Ecology Ottawa

Ecology Ottawa is working to **make Ottawa the green capital of Canada**. Individuals can make a difference in their neighbourhoods, communities and city. Ecology Ottawa, through its campaigns and volunteer networks, supports and encourages community-led action to make Ottawa a greener city.

Ecology Ottawa **monitors and engages with all levels of government** to ensure that the environment is on everyone's agenda.

Ecology Ottawa's **vision for Ottawa** is one where pedestrians, public transit and cyclists are favoured over cars, where renewable energy and conservation measures are promoted in planning and building, and where trees, green spaces, rivers and watersheds are protected and enjoyed by all

who live in our city.

Ecology Ottawa is registered in Ontario, Canada as a not-for-profit organization, #1715290.

SUPPORT ECOLOGY OTTAWA:

- **Volunteer with us:** ecologyottawa.ca/volunteer/
- **Support us:** ecologyottawa.ca/donate/
- **Join our mailing list:** ecologyottawa.net/consent
- **Contact us:** info@ecologyottawa.ca

Message from the Executive Director

In the rush of events - from knocking on doors, to watching what's happening at city hall, to keeping track of the environmental issues affecting our city - we sometimes don't take the time to step back and take it all in.

But look at how far we've come together. Ten years ago, Ecology Ottawa was founded in a living room by a small group of passionate and committed people. The goal was to put direct engagement and volunteers at the heart of our work - to get out from behind our desks, talk to people directly and get them involved.

Today, Ecology Ottawa is driven by thousands of supporters, including hundreds of volunteers and donors. These are people from every corner of our

city, committed to making positive change for their communities and their planet. I firmly believe the connections we have forged make us a powerful force for positive change in this city.



2017 was a landmark year in the history of the organization. And while we use this occasion to take stock of progress, more than anything else 2017 marks the start of the next chapter. Here's to many more years of working together to make Ottawa the green capital of Canada.

Thank you for being a vital part of the movement.

A handwritten signature in black ink that reads "Robb Barnes". The signature is fluid and cursive, with the first name "Robb" being more prominent than the last name "Barnes".

Robb Barnes

Our supporters

Ecology Ottawa thanks the **86,000 supporters**, **1,800 volunteers**, **8,000 donors** and the **250 members of our Protectors' Circle** for supporting our work.

We would also like to thank our **major donors** this year: Jaime Benidickson, Marilyn Blattel, Charles Hodgson and Marie-Laure Collet.



Finally, Ecology Ottawa thanks the following institutional donors for this year: Government of Canada's Employment and Social Development Canada (Canada Summer Jobs), City of Ottawa Community Environmental Projects Grant Program (CEPGP), Ottawa Community Foundation, Community Foundation Canada, Province of Ontario's Ministry of Tourism, Culture and Sport, City of Ottawa, Echo Foundation, Environmental Defence, Golf Canada, McLean Foundation, New Venture Fund, Red Bull, Salamander Foundation, TD Friends of the Environment Foundation, Ontario Trillium Foundation, Succession.



The year in review

Living City

Our tree giveaway, in support of Tree Ottawa's goal to plant 1 million trees across the city, continued throughout 2017 with Ottawa-area residents receiving over 11,000 trees at a variety of events, including the Great Glebe Garage Sale (below). It remains a key way to get our message out about the important contribution trees make to the quality of life in our city.

Securing a strong Urban Forest Management Plan

For years, we have pushed Ottawa to develop a strong Urban Forest Management Plan - a plan to better understand, replenish and protect Ottawa's

tree canopy. A draft plan released in the fall of 2016 was finalized in April 2017. In June, city staff presented the final version of the Urban Forest Management Plan to council's Environment and Climate Protection Committee; it was passed by City Council on 28 June.

Ecology Ottawa, as part of the Tree Task Force, developed eight key policy items for the plan to contain – especially in the light of climate change. These included the need to inventory city trees, monitor/manage trees over their lifetime, improve resilience through diversity, enforce tree bylaws, and engage and educate the public about the importance of our urban canopy.

Active City

In 2017, Ecology Ottawa continued to monitor the implementation of the complete streets concept in city infrastructure, both at the level of planning and execution.

Complete Streets: A work in progress

While the City of Ottawa now has a policy and framework for taking a 'complete streets' approach to street redevelopment, this does not mean our job is done. In 2017, we monitored pending projects and mobilized supporters to have their say on upcoming Elgin Street and Montreal Road work. Supporters submitted comments on the proposed design for Elgin Street; Ecology Ottawa's analysis of the process was covered in the Mainstreeter, an Old Ottawa East community paper.

Beyond Complete Streets

As always, Ecology Ottawa's priorities are focused

on actions that will make it safer and easier for pedestrians and cyclists to negotiate all city streets. Since 2013 we have undertaken, with community associations and other interest groups, active transportation audits of city sidewalks and streets to assess friendly and unfriendly aspects for people who are not in cars. The seven audit reports completed to date are proving useful tools for informing suggestions to the city about how to make transportation infrastructure safer and more accessible.

The expanded light rail network is another priority. Ecology Ottawa is part of a consultative body working with the city to proactively address pedestrian and cycling challenges citywide; we see this as a particularly useful means for addressing the ongoing issues of connectivity to LRT stations. Ultimately, the success of light rail hinges on how easily Ottawa residents can access stations by bus, bike or foot.

Renewable City

While awareness-raising on the potential local environmental consequences of the Energy East pipeline continued – until the project's official cancellation in October – Ecology Ottawa's main focus for 2017 was the City of Ottawa's much delayed clean energy strategy.

Calling for a real clean energy strategy

Ecology Ottawa mounted a campaign to press City Council to deliver on its 2014 promise of a renewable energy strategy, a detailed plan to guide Ottawa's full-scale energy and away from fossil fuels. While the 'plan' aspect is vitally important, we were also pushing for a proper budget with tangible elements of work. We were seeking a real clean energy strategy by the end of 2017.

As part of this campaign, we launched a petition

and organized "Clean Energy Days" from 24-29 April for concerned community members to meet with their councillors on the need for a real strategy with adequate funding and staff support. Our supporters met with 17 out of 23 councillors.

During the summer, our team knocked on 5000 doors in River Ward gathering support for this campaign.

In November 2017, the clean energy strategy was eventually released as Energy Evolution: Ottawa's Community Energy Transition Strategy – Phase 1. The budget for implementing this plan was only a disappointing third of the requested minimum for 2018, but the fight isn't over. We'll continue to press for better funding and staffing for the city's climate plans in future years. The 2018 municipal election will be another occasion to draw attention to this critical issue.

Events

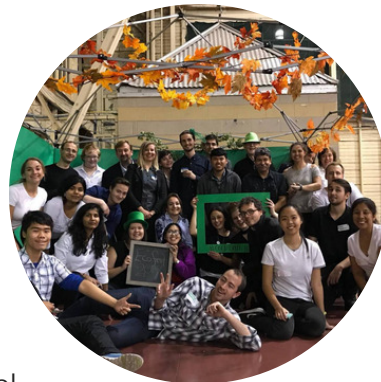
EcoFest

To mark Ecology Ottawa's 10th anniversary, we decided to celebrate in a different way — moving from the EcoGala sit-down fall dinner formal to a fall fair, celebrating the people, organizations and community groups in our community who are working for a sustainable future.

First, the venue was moved to the Aberdeen Pavilion at Lansdowne, a Victorian exhibition hall designed for markets and trade shows, which allowed for a significant increase in the number of booths featuring green-focused businesses and organizations; well over 40 organizations and businesses took the opportunity to share their goals and achievements. We also had over 100 donations to our ever popular silent auction; the

additional space made it easier for people to view and bid on cultural and social activities, artwork, goods and services.

Second, we had a moveable feast format that featured over 50 booths with vegetarian and vegan small plates and beverages from a variety of Ottawa and Ottawa Valley restaurants and companies. Communal tables were set up for people to gather at, eat and talk.



Great Glebe GREEN Garage Sale



After nine years of helping people recycle their unwanted items at the annual May Great Glebe Garage Sale, Ecology Ottawa decided to go a different shade of green this year – by distributing free tree saplings to shoppers and

Glebe residents. The tree giveaway was in support of our Tree Ottawa campaign, which aims to plant 1 million new trees across the city to help Ottawa's canopy recover from the Emerald Ash Borer crisis. By the end of the day, our volunteers had distributed more than 2,300 saplings to thousands of Ottawa residents.

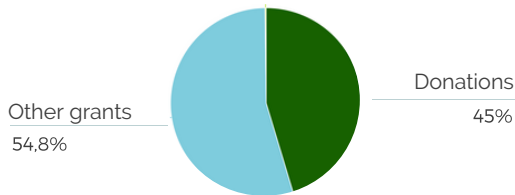
While this year saw a change in garage sale format, some key elements remain the same:

- **Building community connections:** Over the years close to 90 community partners, sponsors and supporters have been a major part of our success.
- **Making the day fun:** We had baked goods and veggie BBQ, drinks, a refillable water station, live music and activities for the kids – offering people a chance recharge before re-entering the shopping fray.
- **Making the day informative:** Outreach on local environmental issues remains an important part of the day. Ecology Ottawa is proud of our partnership with the Glebe Community Association, letting the neighbourhood know options for donating and recycling pot-sale remainders.
- **Raising \$\$\$:** To date Ecology Ottawa has raised over \$80,000 to support our work and that of the Food Bank.

Financial summary

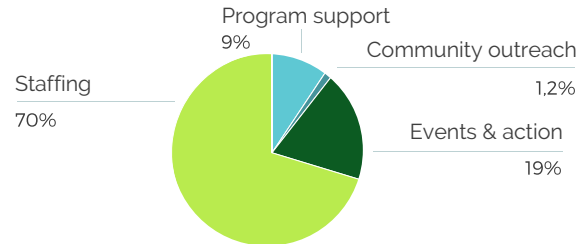
	2017	2016
ASSETS		
CURRENT		
Cash	\$ 288,105	\$ 279,610
Accounts receivable	40,880	-
Prepaid expenses	2,087	14,387
	\$ 331,072	\$ 293,997
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 9,536	\$ 10,444
Government remittances	428	59
Deferred contributions	27,777	29,928
	37,741	40,431
UNRESTRICTED NET ASSETS	293,331	253,566
	\$ 331,072	\$ 293,997

2017 REVENUES



	2017	2016
STATEMENT OF REVENUES & EXPENDITURES		
REVENUES		
Donations	\$ 216,976	\$ 147,677
Other grants	264,520	261,437
Other	878	557
	\$ 482,374	\$ 409,671
EXPENDITURES		
Program support	\$ 41,141	\$ 44,481
Community partnership	40	9,250
Community outreach	5,290	2,460
Events and action	84,743	54,408
Staffing	311,395	211,836
	\$ 442,609	322,435

2017 EXPENDITURES



Who we are

• STEERING COMMITTEE MEMBERS

Jen Auten, Elizabeth Bernstein*, Pam Foster, Katia Gianneschi, Charles Hodgson*, Maureen Hollingworth, Dale Marshall, Stefan Reinecke*.

* These members also serve on the Board of Directors of Ecology Ottawa.

• STAFF

- Robb Barnes, Managing Director and Acting Executive Director; Executive Director [as of December]
- Sampoorna Bhattacharya
- Vi Bui, Lead Organizer – Systems and Development

- Anthony Garoufalidis-Auger, Renewable City Organizer
- Stéphanie Gervais, Outreach Coordinator
- Maureen Forrester, Outreach Coordinator
- Brynley Hanson-Wright
- Alex Lomax, Event and Development Coordinator
- Stephanie Power
- Trevor Rollins
- Graham Saul, Executive Director [until April]
- Velta Tomsons, Living City Organizer
- Teagan Yaremchuk, Interim Living City Organizer
- Angel Wen, Outreach Coordinator
- Kaila Wong, Outreach Coordinator
- Michael Zheng, Outreach Coordinator

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