

# Ecology Ottawa

## Annual Report

2016



ECOLOGY  
OTTAWA



ÉCOLOGIE  
OTTAWA





# 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.

We monitor and engage with all levels of government to ensure that the environment is on everyone's agenda.

Our vision for Ottawa is one where pedestrians, public transit and cyclists are favoured over cars, where renewable energy and conservation are favoured over pipelines and the use of fossil fuels, 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 as a not-for-profit organization, #1715290.

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Us**



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# Our supporters

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To the countless **individuals** and **organizations**, and the **institutional donors** who supported Ecology Ottawa's work in 2016, we offer sincere thanks. **Your contributions helped make our environmental vision for this city possible.**

**Our financial supporters include:** Barbara Long (Royal LePage), Beau's All Natural Brewing, Chez Lucien, Community Foundation of Ottawa, Echo Foundation, Employment and Social Development Canada (Canada Summer Jobs Program), EnviroCentre, Green Communities Canada, Heart & Crown, Hydro Ottawa, iSolara Solar Power, Jamie Benidickson, Ken and Debbie Rubin Public Interest Advocacy Fund, McLean Foundation, Metcalf Foundation, National Union of Public and General Employees, Ontario Ministry of Training, Colleges and Universities, Ontario Trillium Foundation, Ottawa & District Labour Council, Ottawa Renewable Energy Cooperative, Salamander Foundation, SmartNet Alliance, Smartpreneur.ca, Smarter Shift, Sustainability Network, Stratos Inc., terra20, To Do Done Handyman Services, Windmill Developments, YMCA, the more than 200 members of our Protector's Circle and the thousands of individuals that made a financial donation.

**Our many volunteers** supplied impressive skills and donated innumerable hours in support of Ecology Ottawa's community outreach. They engaged local leaders and their neighbours by distributing and planting trees, by undertaking walkability audits to improve the safety of their neighbourhoods, and by participating in public consultations and taking action on climate change. They were also, as always, the backbone of our many public and fundraising events.

***To the partner organizations who shared in campaigns and activities, and the individuals who contributed to our events, our sincere thanks and appreciation.***



# The year in review

In 2015, Ecology Ottawa developed a strategic plan to continue the movement towards a greener Ottawa, framing our work for 2016–2019 under three pillars that capture and build on the theme and campaign areas we have been engaged in with our community networks and volunteer base across the city:

## ***The Living City***

- ... integrates nature into the very fabric of urban planning
- ... defends trees, plants, animals, rivers and greenspace
- ... solves challenges by working with – not against – nature



**Living City**

## ***The Active City***

- ... builds safe streets for all users, ages and abilities
- ... focuses on moving people, not just cars
- ... connects communities with world class public transportation



**Active City**

## ***The Renewable City***

- ... knows that 100% renewable energy is 100% possible
- ... says “no” to new fossil fuel infrastructure
- ... creates clean energy jobs



**Renewable City**

# Living City

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*Our Living City program looks at the environmental, social, health and political aspects of maintaining and improving a healthy tree canopy, water sources, water management practices, parks and common lands for the benefit of local nature and the entire community.*

## **ENGAGING DECISION MAKERS**

### **Ottawa's Urban Forest Management Plan**

The Draft Urban Forest Management Plan was released in October. For Ecology Ottawa, it represents the kind of thoughtful, long-term and holistic approach to the issue that our city really needs. However the plan itself is broken up into five periods of four years each, and the first period does not seem to have any major built-in investments. So in the short term there will be little or no difference in our neighbourhoods,

The three external stakeholder group consultations went well in November following the release of the plan, but it was clear that strong leadership and community integration is needed (and currently lacking) in the draft plan. All organizations that participated made this very clear in their feedback input to the City.

The Living City's next big community outreach push in the coming year will be to locate and recruit engaged residents from as many wards as possible to contact their local councillor about the need to prioritize trees.



# Living City



## Creating a living monument for 2017

To plan for 2017, Ecology Ottawa approached the provincial and federal governments asking each to donate 150,000 trees to Ottawa to help us achieve our goal of 1 million trees planted. Ottawa's mayor agreed to sending a letter of endorsement for this support. Responses from both the provincial government and the National Capital Commission have been positive.

At the community level, discussions were held with the Glebe Community Association to explore their idea to locate spots in their community in order to plant 150 new trees to celebrate Canada's 150th birthday in 2017. Ecology Ottawa agreed to start petitioning in the Glebe for locations. The Centretown Community Association expressed interest in a similar initiative.

### Local social enterprise supports Tree Ottawa

Maker House, a Hintonburg-based store that features local artisans and sustainable principles, is in addition a social enterprise that supports community initiatives. Tree Ottawa was chosen to be the recipient of its #CraftChange program, donating 2% of July-September sales to Ecology Ottawa. We received a cheque for over \$2,700 on October 22nd at a Maker House event which featured a musician playing a tree-esque set, the launch of Maker House's Trees of Ontario print and Split Tree Cocktail Co. samples. We also gave away over 50 trees.



*Maker House presents Ecology Ottawa with a cheque as part of its #CraftChange program.*





## WORKING WITH COMMUNITIES

### Community outreach and education: *Continuing to take root*

Beginning in April, our petition helped promote the message about the importance of trees in the city at ‘boothing’ events through the weather-friendly months. Some significant successes included:

- At Ecology Ottawa’s Great Glebe GREEN Garage Sale in May, the tree petition calling for a strong new urban forestry strategy in Ottawa garnered almost 2,000 signatures, which broke all previous records for this one-day event.
- At the Dragon Boat Festival in June, where we had a booth for the second year in a row, close to 2,000 signatures were obtained over the weekend.
- By November, our petition had reached over 11,300 signatures.

Ecology Ottawa partnered with Zibi for its April Earth Day event; 2,000 trees were given away and many people signed up for our online tree map.

Beyond the Edge Gardens did a callout for 200 trees for an art installment. Tree Ottawa helped find and deliver the trees to the landscape artist. The installation, Achilles Shadow, had its “opening” at the Experimental Farm in June.

Our inaugural HallowGREEN in October was very successful for a first event. The main focus – beyond loot bags – was a group walk where we talked about the natural features around us.





# Living City



## **Community action: *Adding to our greenscape***

One of the original communities where Tree Ottawa first organized, Blackburn Hamlet, became interested in park remediation. The Blackburn Hamlet Ba'hai Children's Class reached out to Ecology Ottawa to ask if there were any activities their community could help with, which led to discussions with the City of Ottawa about possibilities. First the group had to officially adopt the park. The Ba'hai Children's Class held its initial event on Sept 11th, which was a great success. More will be planned in the future.

In June, Ecology Ottawa had a tree planting in Beauclair park in Orleans; this was the 3rd tree planting in this community since we started to mobilize in Convent Glen/Orleans Wood. In October we had two tree planting events; 100 trees were planted Oct 1st in Cardinal Creek and 14 on Oct 15th at the closing day of the second annual TreeFest Ottawa.

Ecology Ottawa will be working with St. Bernard school in Hunt Club to help depave an area and transform it into an outdoor classroom. More depaving activities are planned in the city as funds are secured.

### **Tree giveaway: A fitting tribute to an environmental leader**

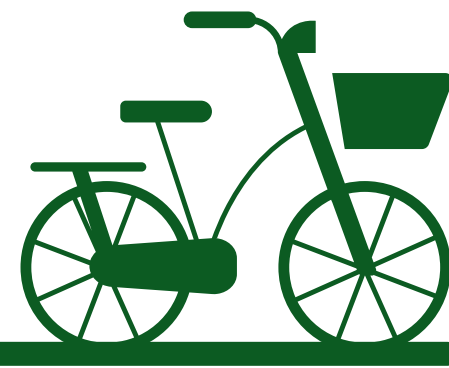
Jim MacNeill, an international public servant, environmentalist, and chief architect and principal author of Our Common Future, which established the concept of sustainable development, died in March. His family decided to commemorate his life by making a donation to Ecology Ottawa to allow for the distribution of 1,500 trees. The Jim MacNeill memorial tree giveaway was launched on National Tree Day (September 22nd). With the help of key partner Maker House, the first 500 trees ordered were all given away by October. A further 100 trees were given away at Ecology Ottawa's EcoGala in November. We will also be planting a commemorative tree with the City of Ottawa in Jim MacNeill's name in 2017.



*Jim MacNeill, Cathy Hodgins*



# Active City



*Our Active City program includes initiatives that embed sustainable transportation into the fabric of our city, and make streets, sidewalks and pathways safe and accessible for all.*

## **Engaging in policy and planning**

Ecology Ottawa was an early promoter of complete streets, and has been working to ensure that the City of Ottawa's Complete Streets Implementation Framework, adopted in 2015, is being applied. To that end, we have been calling on federal and provincial funding for the municipal cycling infrastructure and pedestrian infrastructure plans, in order to accelerate their implementation.

Taking the opportunity presented by LRT expansion (and less reliance on buses in future), Ecology Ottawa engaged in a series of meetings, including with the Chair and Vice-Chair of the Transportation Committee, to promote consideration of cycling-transit connectivity and pedestrian access more broadly in the case of the Scott/Albert/LeBreton transportation corridor. Ecology Ottawa is urging the city to replace the two current dedicated bus lanes with walking and cycling facilities.

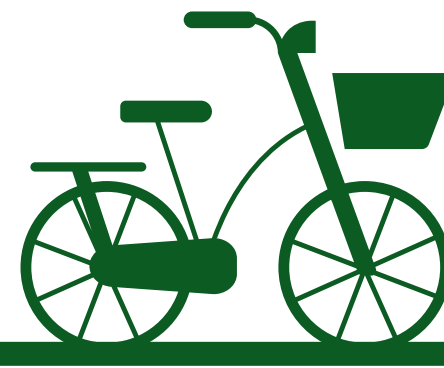


*The mayor and councillors provide an update on active transportation funding*



# Active City

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## Tools to support Complete Streets implementation

- A Complete Streets Map was developed during the year identifying 10-15 streets in areas around the city that are substantial and slated for rebuilding, and then researching the status of those streets with the City with the aim of activating people who care about the issue and who live nearby.
- A Street Restoration Map has been developed and posted on Ecology Ottawa's website showing planned street restoration projects – some with a street restoration profile and others without. A street restoration profile is an initial analysis of the current street design and condition and includes opportunities for improvements (e.g. walkability, speeding issues). Ecology Ottawa will provide a guide for those who want to create a street restoration profile in the early stages of planning.

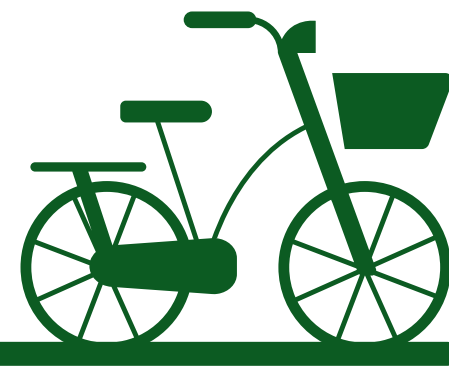
## Active transportation audits

“Safe Streets for Seniors and Other Valuable People in Ottawa” was released on February 25th, a report that summarizes a two-year project carried out by the Council on Aging's Pedestrian Safety Committee involving walkability and pedestrian safety audits in three Ottawa communities – Hintonburg, Glebe and Kanata-Beaverbrook – in the winter, spring and fall of 2014-15. The committee worked with Ecology Ottawa and the city's public works department to develop a sidewalk hazard form and a walkability audit checklist for exploring broader safety and accessibility issues. Residents aged 2 to 85 carried out the walkability audits in sunny, rainy and snowy weather, which provided the basis for the report.

Work continued on the Sherbourne Road audit with the Carlingwood and McKellar Park community associations. As well, Ecology Ottawa worked with the Hintonburg Community Association on a strategy for Scott Street complete streets work including mobilizing support for a petition and a street audit.



# Active City

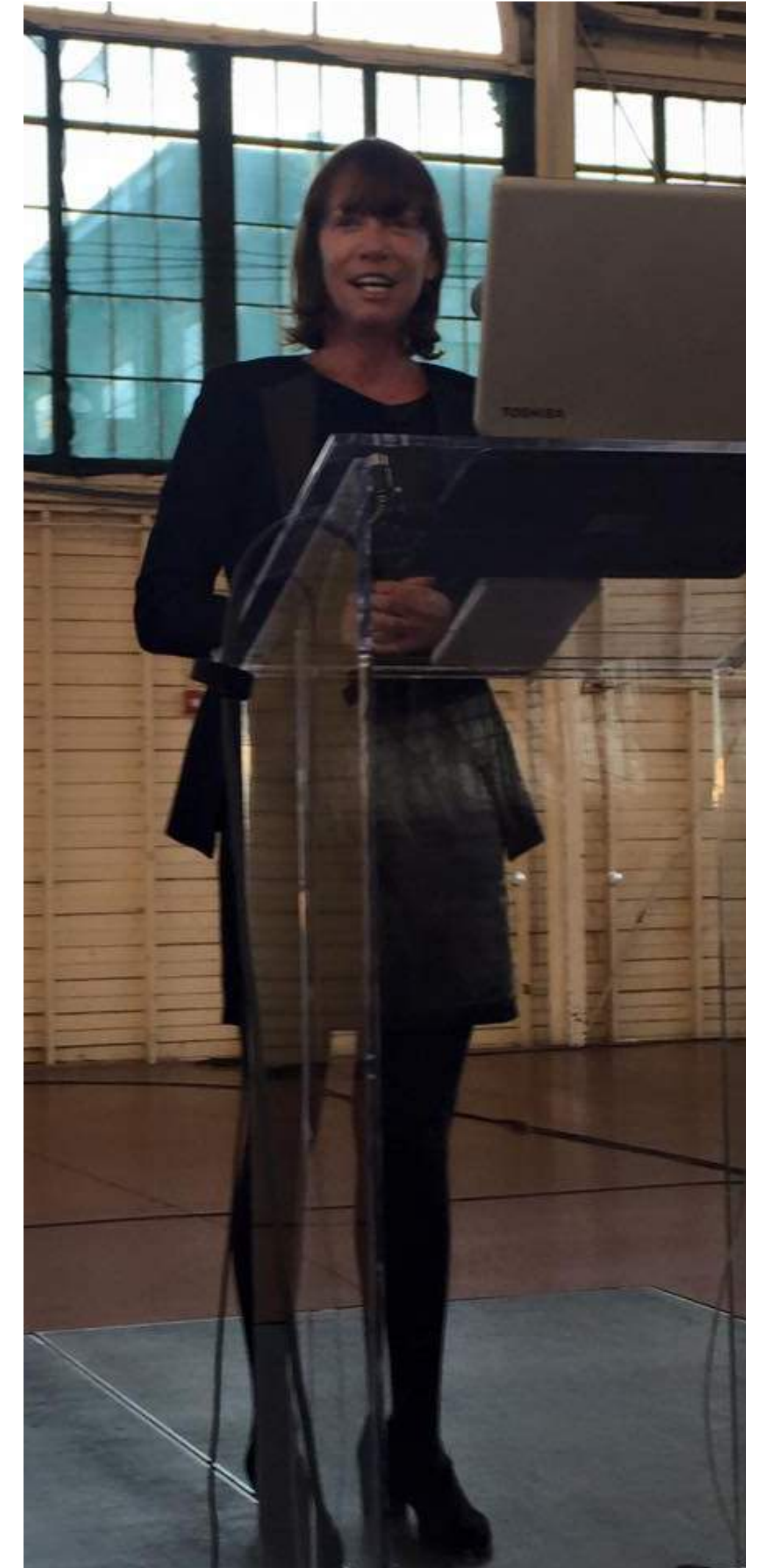


## **Janette Sadik-Khan: *Bringing an urban transportation revolution to Ottawa***

Ecology Ottawa invited former Transportation Commissioner for New York City, Janette Sadik-Khan, to Ottawa in April to share her story of implementing a plan for people-focused streets in New York, which included building nearly 400 miles of bike lanes and creating more than 60 plazas citywide, including the transformation of Times Square. Her work as commissioner is captured in *Streetfight: Handbook for an Urban Revolution*, which she co-authored; Streetfight was launched on April 27th at the Aberdeen Pavilion at the end of a day-long series of events.

Sadik-Khan's visit included a bike tour with community groups, a press conference and walkabout in the Byward market with city officials, and a keynote address and book signing for the general public. Prior to her evening presentation there was a "Streetfight Fair" featuring booths and information tables by local organizations and the City of Ottawa. Based on the RSVPs, the venue for the evening keynote presentation was changed to the Aberdeen Pavilion in Lansdowne Park; an estimated 1,100 people attended and there were 749 sign-ins.

The day was an unprecedented success. Sadik-Khan's visit earned significant English and French media coverage: Ottawa Citizen, Metro News, CFRA, CBC (radio and TV), CTV, Radio Canada and Unique FM.



### **On transforming Times Square**

Sadik-Khan created a six-month pilot project in 2009 to close Times Square to cars to give businesses and the public time to see if and how it would work.

*"Cars don't shop, people do. When you prioritize pedestrians and make it easy for them to walk in and out of stores, it's much better for the bottom line of businesses."*

- Janette Sadik-Khan, Ottawa, 27 April 2016



# Renewable City



*Our Renewable City program promotes increased renewable and clean energy options and actions. It is the program whose initiatives most directly focus on what is needed to address the climate crisis, driving change at all levels of government affecting Ottawa.*

## **AT A GLANCE**

The federal election and the UN climate change summit provided a focus for people and groups in 2015 to be engaged in high-profile events on climate change and clean energy issues. Ecology Ottawa's work in 2016 invested in continuing to build and nurture a base of interest and awareness in our community for promoting 100% renewable energy.



*Environment Minister Catherine McKenna in discussion with an Ecology Ottawa supporter*



# Renewable City

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## Climate change consultations

In 2016, the federal government decided to set up a public consultation process across the country regarding climate change and what needs to be done, declaring it would use these consultations to elaborate a national climate action plan. From April to July, town hall consultations were held across the country, beginning in Catherine McKenna's Ottawa Centre riding.

Seven consultations happened in the City of Ottawa out of eight possible ridings (MP Pierre Poilievre's riding did not participate). Ottawa boasted the highest concentration of consultations in the entire country (we were told that less than 60 consultations happened in total). We are justly proud of our engaged citizens in this region.

Two of the consultations, in Ottawa South and Ottawa Vanier, were entirely organized by Ecology Ottawa volunteers. Our volunteers and supporters participated in all seven consultations voicing their concerns about climate change and the pending Energy East pipeline.



*Ottawa South MP David McGuinty in discussion with an Ecology Ottawa supporter*



# Renewable City

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## **The Loonie Campaign: *Getting our message out that oil and water do not mix***

The Loonie Campaign – using our everyday currency as a way to get the message out about the potential danger to community waterways of the Energy East pipeline – was launched last November. It grew from 60,000 stick-on decals distributed by 15 businesses by the end of 2015 to over 150,000 distributed by more than 125 business partners by the time it wrapped up in May (in terms of active outreach for the campaign). Partners ranged from individual businesses in downtown neighbourhoods to 30 merchants at a farmers market. Distribution occurred through direct outreach by our volunteers and online orders. From July to December, regular online orders were still coming in with one notable September order of 1,000 decals from a University of Ottawa student society.

The campaign had its first real media hit in Metro News in February, resulting in a sharp increase in web traffic and loonie decal orders over the last week of that month (40 orders for over 2,100 stickers). In June, the campaign had a boost from a TV interview, resulting in nearly 300 mailouts of over 21,000 decals.

The Loonie Campaign combined a number of key factors that led to its success: the image of the loon on black water against the bronze coin was eye-catching; the loon on water speaks to our idealized image of the Canadian environment; it provided a snapshot of our key message on pipeline use; and it was easy to obtain and apply.



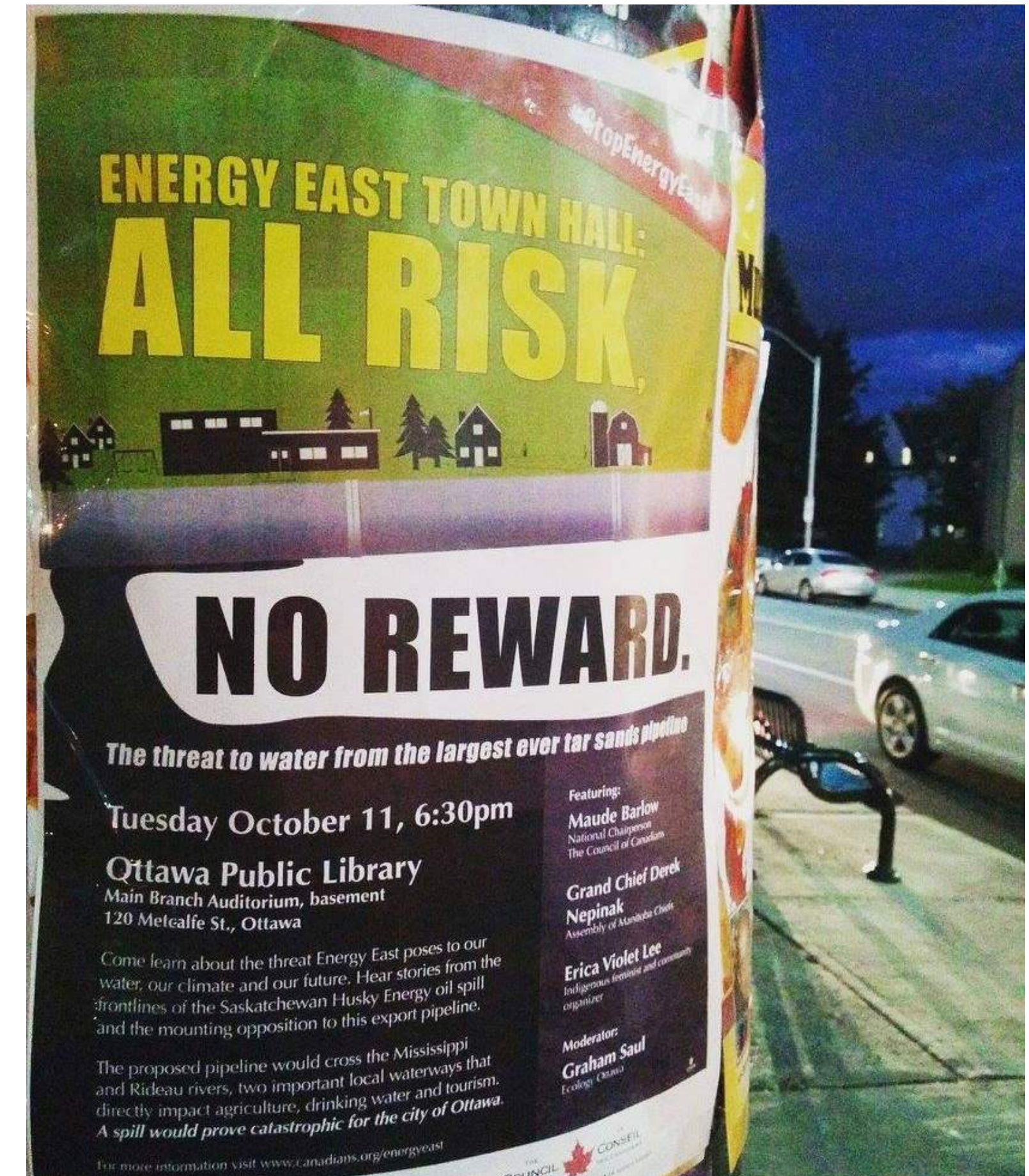
# Renewable City



## Energy East pipeline and local water issues: *Our rivers and communities at risk*

On October 5th, *TransCanada Energy East Pipeline: Spill impacts on the territory of Ottawa region*, a report by the independent Montreal-based technical firm Savaria Experts-Conseils Inc. commissioned jointly by Ecology Ottawa and Council of Canadians, was released. It clearly shows that a spill from the proposed Energy East pipeline could have catastrophic impacts on the Rideau, Mississippi and Ottawa rivers, and put the whole region's drinking water at risk.

Following the release of the report, on October 11th Ecology Ottawa and the Council of Canadians organized an Energy East Town Hall at the Ottawa Public Library. Four panelists served as resources on this issue: Verna McGregor, Algonquin from Kitigan Zibi; Erica Violet Lee, Indigenous feminist and community organizer; Maude Barlow, National Chairperson, Council of Canadians; and Daniel Cayley-Daoust, Energy and Climate Justice Campaigner, Council of Canadians.





# Renewable City



## Green Eggs'N'Protest

In March, Ecology Ottawa started engaging in an action against the Ottawa Chamber of Commerce for proposing to host TransCanada executive Stefan Baranski at its “Eggs'N'Icons” breakfast series on April 21st, the eve of Earth Day. The chamber did not back down and over 75 people came to the Sheraton Hotel at 6:30 in the morning for our Green Eggs'N'Protest event. Media coverage was good.

## Looking Ahead: *Tools to support 100% Renewable Energy*

At the beginning of December, Ecology Ottawa decided to work in partnership with the City of Ottawa on a “catalyst and inventory” project. We will be working on two inventories profiling stakeholders in the city who are working toward 100% Renewable Energy: one with information in each category pre-established in the Climate Action Plan of Energy Evolution (i.e. New Buildings, Existing Buildings, Transportation, Energy Supply and Community Engagement); and a second streamlined for the general public with more graphics and basic information on the stakeholders. The catalyst part of the project will involve the City funding “catalyst projects” on renewable energies.





# Working in Partnership

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*Ecology Ottawa has worked since the beginning on building a network of local leaders, key supporters and committed volunteers who share the organization's vision of what a truly green Ottawa can be. Part of this 'network' is structured, most notably in our neighbourhood-based and -led community networks. Part comes together for specific issues, actions and events. All are needed stakeholders as we move forward with this vision. Here are a few examples from 2016 of Ecology Ottawa working in partnership.*





# Working in Partnership

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## **Great Glebe Green Garage Sale: *So much more than bargains***

The Great Glebe Green Garage Sale exemplifies Ecology Ottawa's investment in building collaborative community action. We have participated in this one-day, neighbourhood-wide annual event for nine years and to date have raised nearly \$75,000 for Ecology Ottawa and the Ottawa Food Bank.

Over this time we have built a local network of partners and supporters whose financial and in-kind contributions have helped make each year's GGGGS a huge success. In 2016 we had nine major partners and 43 supporters from the retail, service and financial sectors – the majority of which were based in the Glebe.

Each year, Ecology Ottawa has relied on individual donations of unwanted items to fill the site and on well over 100 volunteers to collect, sort, sell, clean up and redistribute remainders at the end. We have never been disappointed in the response.

We have done our best to “walk the talk” environmentally on reusing and recycling, ensuring that our leftover items go to more than a dozen incredible community organizations working to help those most in need across the city, including children, the elderly, the homeless and newly-arriving refugees.

We have also deepened our partnership with the Glebe Community Association, whose environment committee expanded their community-wide stewardship program, helping residents throughout the Glebe make sure their leftover items (like books, household goods and e-waste) are donated and recycled responsibly. Collectively, we have diverted countless tonnes of useful items from the landfill to new homes.





# Working in Partnership

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## Organizing a high-profile event

High-profile education and outreach events like Janette Sadik-Khan's visit to Ottawa provide another example of the value of collaborative efforts. Overall, Ecology Ottawa had 30 event partners – including various community groups and associations, businesses, the United States Embassy and the offices of city councillors McKenney, Fleury, Chernushenko, Leiper and Nussbaum – to help make this one-day visit a success.



*A full house for Janette Sadik-Khan's visit to Ottawa*

For the day's activities, the bike tour was coordinated by Citizens for Safe Cycling – Bike Ottawa and Sandy Hill Community Health Centre; the press conference and Byward Market walkabout by Ecology Ottawa, Lowertown Community Association and Green Communities Canada; and Ecology Ottawa handled the evening event and book signing, with the help of 35 onsite volunteers.

## Organizing an action

The Green Eggs'N'Protest action against the Chamber of Commerce for what we perceived as an inappropriate event around Earth Day in April gave us an opportunity to get media attention for the Tar Free 613 (Energy East pipeline) campaign. For this action, Ecology Ottawa organized and worked in partnership with national and local groups from across the Ottawa-Gatineau region: Council of Canadians, 350.org Ottawa, Greenpeace Ottawa, FossilFree University of Ottawa, Groupe D'Action Équiterre en Outaouais, Outaouais pour la Justice Climatique et Sociale and Carleton Food Collective.



# Financial Summary

	2015	2016		2015	2016
ASSETS			REVENUES & EXPENDITURES		
CURRENT			REVENUES		
Cash	\$ 201,359	\$ 279,610	Donations	\$ 153,457	\$ 147,677
Accounts receivable	20,853		Community Grants	2,133	
Prepaid expenses	1,982	14,387	Other Grants	362,973	261,437
	\$ 224,194	\$ 293,997	Fundraising, Events + Other	17,603	557
				\$ 536,166	\$ 409,671
LIABILITIES & NET ASSETS					
CURRENT LIABILITIES	\$ 11,987	\$ 10,444	EXPENDITURES		
Accounts payable & accruals	5,053	59	Program support	\$ 68,960	\$ 44,481
Deferred contributions	40,825	29,928	Community Partnership	1,000	9,250
	\$ 57,865	\$ 40,431	Community Outreach	15,338	2,460
			Events and Action	103,035	54,408
UNRESTRICTED NET ASSETS	\$ 166,329	\$ 253,566	Staffing	320,183	211,836
	\$ 224,194	\$ 293,997		\$ 508,516	\$ 322,435





## Steering Committee members

Jen Auten  
Elizabeth Bernstein\*  
Pam Foster  
Katia Gianneschi  
Charles Hodgson\*  
Maureen Hollingworth  
Irène Kumar  
Dale Marshall  
Stefan Reinecke\*  
Graham Saul (ex-officio)

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

## Staff

Robb Barnes, Managing Director  
Avery Dawes, Outreach Coordinator  
Tamsin Fitzgerald, Development Officer  
Laura McLean, Communications and Digital Skills Coordinator  
Sarah Reed, Outreach Coordinator  
Graham Saul, Executive Director  
Cora Sinclair, Outreach Coordinator  
Alex Tétreault, Outreach Organizer & Renewable City Organizer  
Velta Tomsons, Tree Ottawa Organizer  
Kaila Wong, Outreach Coordinator

Ecology Ottawa's day-to-day operations and programs were supported and enhanced by **volunteer leaders** who worked out of our office and an **outreach canvass team** whose members went door-to-door in city neighbourhoods providing information and answering questions about our work.





# Get involved

**Get involved with Ecology Ottawa and help make our city the green capital of Canada.**

More information about the work of Ecology Ottawa can be found at [www.ecologyottawa.ca](http://www.ecologyottawa.ca).

**Sign up for Updates** (<http://ecologyottawa.net/consent/>) Ottawa's electronic newsletter (no more than two updates sent per month) and find out about upcoming local events and actions you can take to help protect Ottawa's environment.

**Check out our Calendar of Events** ([www.ecologyottawa.ca/calendar](http://www.ecologyottawa.ca/calendar)) and stay informed about outdoor activities, film screenings, workshops, public meetings and other opportunities to get engaged locally on environmental issues.

**Volunteer your time** with Ecology Ottawa. To find out more, e-mail [volunteer@ecologyottawa.ca](mailto:volunteer@ecologyottawa.ca), phone 613-860-5353 or visit [www.ecologyottawa.ca/volunteer](http://www.ecologyottawa.ca/volunteer).

**Make a donation.** Ecology Ottawa is a legally registered, not-for-profit organization that relies on the financial support of people like you. Please make cheques out to Ecology Ottawa and mail to the address below, or visit [www.ecologyottawa.ca/donate](http://www.ecologyottawa.ca/donate).



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**Ecology Ottawa is registered in Ontario,  
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#1715290**

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