

2015



ECOLOGY OTTAWA ANNUAL REPORT



2015 Annual Report

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 their 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 the agenda. Ecology Ottawa's 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, Canada as a not-for-profit organization, #1715290.

Our Supporters



In 2015, thanks to the commitment and support of countless individuals and organizations, Ecology Ottawa continued in its work to make Ottawa a more environmentally responsible city.

Our financial supporters include: Barbara Long (Royal LePage), Beau's All Natural Brewing, Chez Lucien, City of Ottawa Community Environmental Projects Grant Program (CEPGP), Community Foundation of Ottawa, Echo Foundation, Employment and Social Development Canada (Canada Summer Jobs Program), EnviroCentre, Federation of Canadian Municipalities, Green Communities Canada, The Harold Crabtree Foundation, Heart & Crown, Hydro Ottawa, iSolara Solar Power, Jamie Benedickson, Ken and Debbie Rubin Public Interest Advocacy Fund, Mark's Choice, 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, Royal Bank of Canada, 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 and public events. They engaged leaders and neighbours, depaved local schools and churches, planted trees, audited the safety of their streets, advocated for action on climate change, conducted research, drafted and designed publications, organized events, entered data and raised funds.

THE YEAR IN REVIEW

Over the last three years, Ecology Ottawa's work has focused on building and expanding our community base across the city through community networks and issue-based campaigns. The results for 2015 demonstrate the validity of our approach to encourage as many people as possible to think and act for a greener Ottawa.

Our signature annual outreach events demonstrate the strength of the community working for a more sustainable city and planet, with emphasis on action at the local level.

- In its 8th year, the **Great Glebe GREEN Garage Sale** in May raised over \$12,600 for Ecology Ottawa and the Ottawa Food Bank, an 81% increase over 2014. Unwanted items were collected from at least 175 donors across the city, by far the most ever for the event. Afterwards we diverted more 'stuff' from landfills than ever before, including by supporting more than a dozen community organizations and their clients with useable goods. Ecology Ottawa also distributed an information flyer in the Glebe about how people could dispose of specific items for reuse or recycling. Of course, our success would not have been possible without the more than 125 volunteers who contributed countless hours during the pre-sale, sale and post-sale periods. What a team!



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- The annual **Eco Gala dinner** was a resounding success, providing more than 550 people and many local organizations with an interest in environmental issues an opportunity to get together for an evening to eat a harvest dinner featuring locally raised food prepared by the Green Door Restaurant and to bid on donated items at our silent auction. We were pleased to have Kevin Page, former Parliamentary Budget Officer of Canada, as our keynote speaker. Over \$17,600 was raised.



SPOTLIGHT ON CAMPAIGNS

Ecology Ottawa's investment in meaningful community engagement was highlighted by our campaign work during the year.

DECISION 2015

During the 2014 municipal election campaign, Ecology Ottawa helped ensure that local environmental issues were highlighted, and that the views of candidates were researched and shared with the public. In 2015, Ecology Ottawa once again kicked into election mode — this time to promote environmental leadership in the context of the federal election. Our focus was on outreach in two ridings — Orléans and Ottawa West-Nepean. Ecology Ottawa kept track of the public's concerns and interest in environment issues by phoning and speaking to thousands of residents of the two ridings. We worked hard to let all voters know where the major parties stood on climate change, and what local polling showed as we approached election day.

The early election call helped make this a very effective campaign, both in terms of securing volunteers and reaching local voters. The Orléans team knocked on its 10,000th door by mid-August. By the second half of September, the focus switched back to a phone campaign to "get out the vote." Two "Storm the Riding" events took place on September 26th and October 10th for a final volunteer door-to-door blitz in west Ottawa. Ecology Ottawa's outreach efforts were well received, made easier by the fact that people were already highly engaged in the election.

Climate Change and TAR FREE 613



2015 was a key year for people working on climate change and clean energy issues leading up to the federal election in October and the UN climate change summit in Paris in December. For Ecology Ottawa, our climate and energy campaigns saw many opportunities to get people engaged in issues that have local, national and international impacts.

Collaborative action

Marches and rallies were a significant part of 2015:

- Ecology Ottawa, Council of Canadians, 350 Ottawa, Climate Reality Canada and Greenpeace Ottawa organized buses to Quebec to participate in the *Act on Climate March* on April 11th, scheduled in advance of a meeting by Canadian premiers to discuss climate change issues in the lead-up to the Paris summit.
- Ecology Ottawa supported 350 Ottawa in arranging a bus for people to participate in the *March for Jobs, Justice and the Climate* in Toronto. The march preceded the Climate Summit of the Americas, a pan-American dialogue on long-term climate action hosted by the Province of Ontario in July. This march attracted 10,000 participants.
- Ecology Ottawa was one of the lead local organizing groups for the *100% Possible March*. This significant mobilization effort resulted in 25,000 people marching to Parliament Hill on November 29th to deliver a message to the new federal government that the move to 100% renewable energy is 100% possible. The march, scheduled to precede the Paris climate summit, ended up being the largest climate rally in the history of Ottawa.

We also gave input on local and provincial policies and priorities:

- In February, urban-focused environmental groups Ecology Ottawa, Environment Hamilton and the Toronto Environmental Alliance responded to a proposal for climate change consultations by Ontario Minister of Environment and Climate Change Glen Murray. The message was clear — ensure municipalities have the resources they need to get Ontario's cities ready to fight climate change.
- In June, in response to a lacklustre commitment in the City of Ottawa's proposed Term of Council Priorities to a number of climate-related promises, 27 groups — twenty of them community associations — joined Ecology Ottawa in signing a letter to Mayor Jim Watson urging action on climate change. Ecology Ottawa also collaborated with Cool it for the Kids to produce a video to be shown to city councillors during their June 16th Environment Committee meeting, which was considering Ottawa's environmental priorities over the next four years.

Getting the message out

In January, Ecology Ottawa released three new reports on the proposed Energy East pipeline in advance of the Ontario Energy Board hearings on Energy East:



- *Guide to Energy East* provides information on the pipeline, our major concerns and our campaign;
- *Why the City of Ottawa Can — and Should — Take Action on the Proposed Energy East Pipeline* addresses a common response from City Council that it has no jurisdiction to act on Energy East. Ecology Ottawa points out that dozens of cities across Canada have taken action on pipelines, and that the City of Ottawa has the responsibility to look out for our interests and address our concerns.
- *The Top 9 Reasons Why Energy East is Bad for the Climate* focuses on why tar sands oil needs to stay in the ground, and not be shipped across our land and waterways for export to foreign markets.

The move to green cities and the challenge of achieving 100% renewable energy were the topics of discussion as an overflow crowd came to City Hall on September 16th to hear Andrea Reimer, Deputy Mayor of Vancouver, and Councillor David Chernushenko, Chair of Ottawa's Environment Committee. Reimer is the lead for Vancouver's award-winning Greenest City Action Plan, with a goal of the city being powered by 100% renewable energy by 2050. Chernushenko has campaigned to move Ottawa towards a 100% renewable energy target in the same period. Ecology Ottawa's Executive Director Graham Saul introduced the event.

The Loonie Campaign, using our everyday currency as a way to get the message out about the Energy East pipeline, was launched in late fall with a rollout at Ecology Ottawa's Eco Gala. The campaign involves affixing a clear, plastic, easily-removable decal to the \$1 coin. The decal has an eye-catching visual of the bird

on the coin floating on black water and a link to our pipeline website. The idea is to generate public interest and discussion, inspiring people to check out the website and learn more about the risks of Energy East. By the end of the year, well over 60,000 decals had been distributed, with nearly 15 businesses involved in ongoing distribution and volunteer outreach in the Glebe, Hintonburg, Chinatown, Westboro, Centretown, Lowertown and Wakefield (Quebec).

TREE OTTAWA

Trees are an issue that the people of Ottawa have enthusiastically embraced. Tree Ottawa was officially launched in October 2014 with a goal of planting one million trees for Canada's 150th anniversary in 2017. By the end of 2015, the campaign had knocked on thousands of doors, obtained over 4,000 signatures for our Urban Forest Management Strategy petition, worked with over 50 collaborator organizations and businesses, and developed relationships with community associations across the city. Our website includes a Great Ecology Ottawa Tree Map and Trees-We-Cherish page to track trees planted and profile existing trees that have special meaning for individuals.

It has been a very busy year for this outreach and action campaign. Here is a brief sample of how Tree Ottawa works and what we accomplished during 2015.

Getting the word out: Protect, plant and promote

In late January and early February, Tree Ottawa and RBC hosted a series of well-attended workshops in different parts of the city aimed at discussing the challenges facing our trees and how residents can get involved with Tree Ottawa to protect them. RBC branches in CentrepoinTE (Nepean), Hazeldean (Kanata) and Convent Glen (Orléans) played host to the evening events, which featured presentations from community associations, local tree experts, Ecology Ottawa, Tree Ottawa and the City of Ottawa. RBC has been an important sponsor for Tree Ottawa's work, recognizing the importance that trees have in creating healthy watersheds — the primary focus of RBC's Blue Water Project. Launched in 2007, the RBC Blue Water Project is a 10-year global charitable commitment of \$50 million to help provide access to drinkable, swimmable, fishable water now and for future generations.

A Tree Ottawa Earth Day Workshop was held on April 22nd on Sparks Street, featuring Ontario's best-known gardener, CBC Radio's Ed Lawrence.

Tree Ottawa collaborated with Farm Boy to share information with Saturday shoppers at its Train Yard location in mid-August. People who stopped at our booth could

also donate to receive a native tree seedling grown at the Ferguson Forest Centre.

In September during Nuit Blanche, an annual fall event showcasing local artists in downtown locations, artist Gwen Frankton donated her work to help Tree Ottawa. Gwen was moved by the devastation of the Emerald Ash Borer, and donated hundreds of miniature tree paintings, 25% of which depicted dead ash trees marked with an X. Sales from the paintings went towards the Tree Ottawa campaign.



Getting your hands dirty

In May, the Montessorri Académie de la Capitale, an early supporter of Tree Ottawa, held a tree planting event in Morrison Park in Nepean. The park is very accessible to the school, so the students can see their trees mature and grow over the years. Each grade agreed to plant two trees for a total of 15 trees planted in 2015. Also in May, Tree Ottawa, Scouts Canada and FIFA organized the one-day planting of 1,000 trees in South Nepean Park.

In October, the real estate firm Avison Young planted 325 trees on its company's "Day of Giving" at Chapman Mills. The trees were planted on land owned by the Rideau Valley Conservation Authority that was cleared out by the Emerald Ash Borer. Tree Ottawa also organized a one-day planting of 800 trees in Mystery Park in Orléans, sponsored by Patterson Outdoor Advertising.

Looking ahead: Urban Forest Management Plan



On November 24th, the City of Ottawa held an Urban Forest Management Plan workshop. The plan will take stock, monitor and manage Ottawa's trees, which will help mitigate the impacts of climate change, infill development and invasive species in the future. Our input to this first public consultation on the upcoming plan was provided by the Tree Task Force, consisting of Ecology Ottawa, Tree Ottawa, Hidden Harvest, various community associations and Greenspace Alliance. It made suggestions to the city on process, timelines and policies that should be reflected in the plan. Ecology Ottawa will continue to monitor its development in 2016.

COMPLETE STREETS

Active transportation audits: Encouraging citizen engagement

Ecology Ottawa, using active transportation audits as planning tools to be shared with decision-makers, continued to promote community engagement on the complete streets concept for making our streets safer and more accessible for all.

- During February, two winter audits were conducted on Bronson Avenue in the Glebe (with the Glebe Community Association) and in Beaverbrook in Kanata North (with the Council on Aging of Ottawa). Both areas had previous non-winter audits conducted in 2014. The *Bronson Avenue Reconstruction and Revisioning Report* was launched in September, reflecting audit participants' observations and recommendations. The Beaverbrook winter audit was part of a series of seasonal walkability audits in key areas for seniors around the city. Data from all the audits is being compiled into a final report.

- Ecology Ottawa partnered with the McKeller Park Community Association and Carlingwood Community Association to bring complete streets thinking and planning to the scheduled 2018 - 20 re-build of Sherbourne Road. Petitioning started in the area in July and an active transportation audit was conducted by over 55 walkers or cyclists in September.
- In November, representatives from Ecology Ottawa, Walk Ottawa and the Bel-Air & Copeland Park Community Association joined volunteers of the Multiple Sclerosis (MS) Society for a wheelchair audit on streets around the MS Society building in Copeland Park.

City of Ottawa action on complete streets



Ecology Ottawa was one of the early advocates in Ottawa for embracing complete streets in urban planning. Four years ago, an Ecology Ottawa staff member raised the campaign concept for complete streets. Since then, we have worked to bring the city on board. When the City of Ottawa agreed to adopt a complete streets policy in its 2013 Transportation Master Plan, it was a significant achievement. In May of 2015, it shared its Complete Streets Implementation Framework proposal with many stakeholders, including Ecology Ottawa, in advance of the vote at the October Transportation Committee meeting. The new Implementation Framework could catapult Ottawa into a position as a North American leader on complete streets. The plan was adopted unanimously by committee members, which will ensure pedestrians, cyclists, public transit and motorists will be factored in to all traffic engineer designs in future road projects. This was another milestone and a proud moment for Ecology Ottawa as we look back at all the collective work that helped make this happen.

HEALTHY WATERSHEDS

Depaving Ottawa

Two central Ottawa schools partnered with Ecology Ottawa to hold depaving events in 2015.

- In April, St. Anthony Catholic School, a primary school in West Centretown, marked Earth Day and its goal of depaving up to 10,000 square feet of its schoolyard by planting a tree.
- Glashan Public School, a junior high school located by the Ottawa Bus Station and Queensway in Centretown, hosted a “Greening Launch” party in June to mark the culmination of two years’ planning and fundraising for the greening of its schoolyard. Glashan completed Phase I of its re-greening plan over the summer and is looking ahead to future phases.

On June 20th, Ecology Ottawa kicked off “2015 Depave Paradise Ottawa” in partnership with St. Anthony’s, with the objective of depaving up to 100m² of asphalt at the school. A team of volunteers from Ecology Ottawa and Carleton University then spent an August day spreading soil and mulch on the depaved area in preparation for the next month. In September, students of St. Anthony each planted one of 150 native plants and flowers in the ground. In December, the school’s ongoing greening project received the Aviva Community Fund’s grand prize of \$100,000.

Stormwater management and city council priorities

Ecology Ottawa has long called on the city to help restore our rivers and protect our homes from flooding with a new strategy that focuses on green infrastructure, also called low-impact development. Green infrastructure uses vegetation, soils and natural processes to manage water, create permeable surfaces and create a healthier urban environment. Although the Term of Council Priorities released by City Hall in May included a commitment to develop a new Water Environment Strategy, there was no mention of green infrastructure or low-impact development. Multiple delegations — organized by Ecology Ottawa — spoke at the June 16th Environment Committee meeting about the importance of strong urban water management. Ecology Ottawa continues to advocate for the city’s water-related studies and strategies to include a strong emphasis on green infrastructure.

FINANCIAL SUMMARY

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2015

2015

2014

ASSETS

Current Assets

Cash	\$ 201,359	\$ 224,071
Accounts Receivable	20,853	17,111
Prepaid Expenses	1,982	1,953
	<u>\$ 224,194</u>	<u>\$ 243,135</u>

LIABILITIES & NET ASSETS

Current Liabilities

Accounts Payable & Accrued Liabilities	\$ 11,987	\$ 20,068
Government remittances	5,053	5,304
Deferred Contributions	40,825	79,084
	<u>57,856</u>	<u>104,456</u>

Net Assets

Unrestricted Net Assets	<u>\$ 166,329</u>	<u>\$ 138,679</u>
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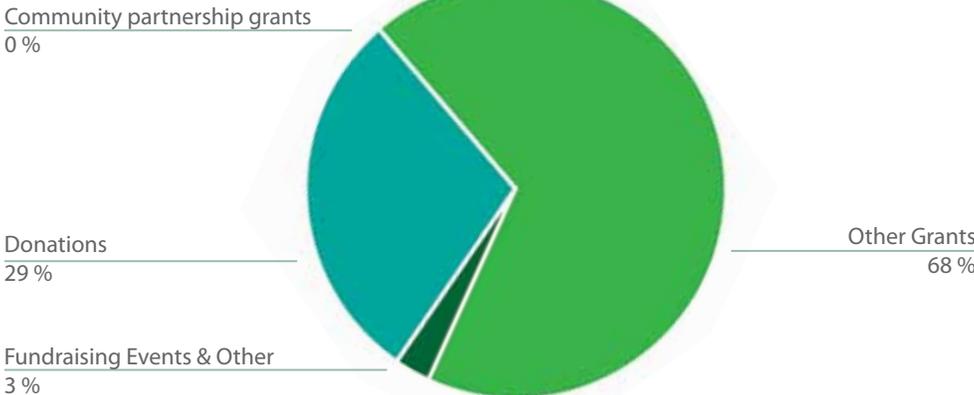
STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2015

REVENUE	2015	2014
Donations	153,457	688,759
Community Partnership Grants	2,133	-
Other Grants	362,973	427,190
Fundraising Events and Other	17,603	25,214
	<u>\$ 536,166</u>	<u>\$ 541,163</u>
EXPENDITURES		
Program Support	68,960	81,685
Community Partnership	1,000	45,640
Community Outreach	15,338	10,651
Events and Action	103,035	100,512
Staffing	320,183	247,408
	<u>\$508,516</u>	<u>\$485,896</u>
NET REVENUE FOR THE YEAR	<u>\$ 27,650</u>	<u>\$ 55,267</u>

Andrea Poole, CPA, CA completed the 2015 Ecology Ottawa independent audit.

STATEMENT OF OPERATIONS

REVENUE



EXPENDITURES



WHO WE ARE

Steering Committee Members

Jen Auten	Irène Kumar
Aija Auzina (until May 2015)	Dale Marshall
Elizabeth Bernstein*	Stefan Reinecke*
Pam Foster	Graham Saul (ex-officio)
Katia Gianneschi	Gabrielle White
Charles Hodgson*	Jo Wood
Maureen Hollingworth	

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

Staff

Abdala Naseh, Outreach Agent
Aija Auzina, Complete Streets and Community Network Organizer (from June 2015)
Alex Tétreault, Outreach Organizer, Renewable City Organizer
Ben Powless, Community Organizer
Gabrielle Arkett, Outreach Organizer
Graham Saul, Executive Director
Julie Cook, Outreach Organizer
Justin Palmer, Digital Communications Intern
Kanwar Brar, Outreach Organizer
Karen Hawley, Community Network Coordinator (until May 2015)
Laura Salisbury, Outreach Agent
Nandita Bijur, Program Associate
Neil Kabesh, Outreach Agent
Robb Barnes, Managing Director
Taylor Howarth, Outreach Organizer
Trina Loken, Outreach Organizer
Vanessa Turpin, Digital Communications Intern
Velta Tomsons, Tree Ottawa Organizer

Volunteer Leaders Who Worked from Our Office

Amparo Ardura, Andrea Kowalski, Anik Beaudin, Arthur du Colombier, Carla Sbert, Dana Taylor, Estelle Morin, Eva Berringer, François Bélanger, Gene Beuthien, Harleen Girn, Heather Duncan, John Litster, Judy Burwell, Julia Petyova Peneva, Karyn Hill, Katherine Maziec, Laxmi Karki, Meredith Kost, Mike Fletcher, Nancy Biggs, Neil Kabesh, Pierre-André Dumas, Qianying Mao, Rocio Lopez, Rosemary Petyova Peneva, Sheldon Hamilton, Shilin Fu, Stéphanie Haubert, Stu Campana, Tiffany Sandhu, Trina Loken, Vesora Tjarera

Outreach Canvass Team

Harry Pilfold, Shaine Macleod (outreach canvass team leaders)

Canvassers: Aiden Gunter-Woods, Anik Lauziere, Cassandra Triska, Dana Taylor, Karen Hawley, Mackenzie Macdonald, Max Cronkite, Mitchell House, Sarah Mitchell, Stephanie Hale, Vivien Lee

Consulting Services

Alastair Warwick, Network & Server Technologist

Andrea Poole, Auditor

Julie Jenkins, Accounting

Maya Hum, Graphic Design

Melissa Munro, Sponsorship Outreach

Nancy Ingram, Career Consulting

ECOLOGY OTTAWA



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.

Sign up for Updates (<http://ecologyottawa.net/consent/>) Ecology 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) 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, phone 613-860-5353 or visit 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

For any inquiries or feedback, please contact:

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This annual report was designed by Maya Hum and printed and bound in Canada on 100% post-consumer recycled paper.