

## Progress Report May-September 2012

It has been a very busy few months and the Heritage Tree Program is in full swing. With the assistance of enthusiastic volunteers, staff and a dedicated steering committee we have made a number of successful steps forward in the promotion of the Treasured Tree Hunt, as well as advancing many other areas of the program as well. I have attempted to report our achievements chronologically but many aspects of the program have been occurring simultaneously.

Development of heritage tree program/tree criteria for the Peterborough region:

- June 2012 - Co-ordinator attended Heritage Tree workshop in Ottawa and received Heritage Tree Inspector Field Certification through the Ontario Urban Forest Council
- A Heritage Tree Committee has been formed to assist in recommendations to City Council for heritage tree protection
- The committee has met three times to date and is in the early stages of creating policy recommendations

Treasured Tree Hunt Steering Committee

- Members continue to meet approximately every three weeks, or as need arises
- Involved in decision making related to promotional items, contest rules, and prizes
- Committee members have shown a great effort toward making the program a success

Promotion of Tree Hunt

- Website planned, created, and tested - website features the ability for online contest entry and the ability for the co-ordinator to change content and update as required
- Ecology Park annual plant sale (May 24 weekend) - display table set up to advertise the contest and promote the overall concept of heritage trees
- Brochures & posters produced and printed - after a great deal of effort from all involved, and a large number of revisions, we had 2500 brochures and 250 posters professionally printed. The brochures have been distributed throughout the city and we continue to poster downtown areas. Currently the brochure supply is almost completely consumed and a poster blitz is planned for the second week of September.
- Official launch of Treasured Tree Hunt (June 12) - well attended media event at Jackson Park – in print and television
- CHEX TV spot in late August highlighting the contest and volunteer participation
- CHEX TV spot is slated to air in late September
- School Information Packages have been developed and hand delivered to all schools within Peterborough promoting the Treasured Tree Hunt contest and providing curriculum links to Teachers
- Contacted numerous Peterborough 'celebrities' to request a picture and story to promote the contest on the website – to date there have been very few responses

#### Validating Entries

- Validating entries as received, as time permits
- Creating a searchable data base with details of entry

#### Prizes

- Prizes for the contest are being secured and will continue until November.
- Currently a dozen sponsors have donated prizes and there are many other sponsors who have shown interest in supporting the contest

#### Volunteer based scan of city trees

- Streets scans began in July utilizing experienced Urban Forest volunteers who have been scanning sections of the City looking for trees of heritage status (size/rarity)
- Scans are also being performed in several large park areas within the city
- Progress has been slightly slower than expected due to the extreme summer temperatures
- Validating/confirming volunteer data sets as received

#### Documentation of Tree related stories and historical information

- Reviewed as entries received

#### Review of data collected in previous urban forest efforts

- Collated all data from past urban forest inventories to identify potential heritage trees

#### Assistance in establishment of seed collection program from selected heritage trees

- Seed collection from potential heritage trees has begun and with any luck we may have some heritage tree offspring next summer