

2014



ECOLOGY OTTAWA ANNUAL REPORT



2014 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 community action 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 is 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 Ottawa.

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

Our Supporters

In 2014, 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: Echo Foundation, Human Resource and Skills Development Canada (Canada Summer Jobs/Career Focus Program), Hydro Ottawa, iSolara Solar Power, Lush Charity Pot, McLean Foundation, the Ontario Ministry of Training, Colleges and Universities, the Ontario Trillium Foundation (Future Fund/Community Grants), Salamander Foundation, YMCA, Jamie Benedickson, The Harold Crabtree Foundation, Ken and Debbie Rubin Public Interest Advocacy Fund, the Sustainability Network, Mark's Choice, Tundra Tech, Promdemonium, Skyline Ottawa, Royal Bank of Canada, Ottawa Riverkeeper, Green Communities Canada, Metcalf Foundation, terra20, Windmill Developments, the Heart & Crown, Smarter Shift, the Ottawa Renewable Energy Cooperative, the Ottawa & District Labour Council, Stratos Inc., EnviroCentre, the Federation of Canadian Municipalities, Barbara Long (Royal LePage), Smartpreneur.ca, Beau's All Natural Brewing, the National Union of Public and

General Employees, City of Ottawa Community Environmental Projects Grant Program (CEPGP), the Government of Ontario's Great Lakes Guardian Community Fund, the Government of Ontario's Job Creation Program, Chez Lucien, the Community Foundation of Ottawa, the more than 100 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 candidates, leaders and neighbours, cleaned streams, planted trees, audited the safety of their streets, protested pipelines, advocated for action on climate change, conducted research, drafted and designed publications and raised funds.



THANKS FOR A STELLAR YEAR

Message from Ecology Ottawa's Executive Director

"The reality is that Ecology Ottawa is running one of the more interesting campaigns in this election race." That's what Joanne Chianello, the city affairs columnist for the Ottawa Citizen, said of Ecology Ottawa's work during the 2014 municipal elections.

With the Ottawa municipal election campaign as its rallying point, Ecology Ottawa made substantial progress on a number of critical issues in 2014, including access to clean water, protecting and planting trees, improving streets for pedestrians and cyclist, and tackling climate change. And, although much still needs to be done to make Ottawa the green capital of Canada, we need to acknowledge and celebrate a stellar year for Ecology Ottawa, its volunteers and supporters.

We have been working for years to get the City of Ottawa to follow through on its long-promised commitment to develop a new Water Environment Strategy and, in 2014, work on the strategy finally began. Ecology Ottawa helped rally hundreds of people to attend a Water Roundtable and continues to push for more green infrastructure in the City. The Water Environment Strategy, once implemented, will help reduce the amount of contaminated storm water that ends up in our rivers and will help protect our watersheds.

The City of Ottawa also officially joined our Tree Ottawa program in 2014. Tree Ottawa aims to rally individuals and organizations to plant a million trees in Ottawa as our collective gift to Canada for its 150th birthday in 2017. Millions of trees are dying as a result of the Emerald Ash Borer infestation and we need to rally to protect, plant and promote trees in this great city.

We also helped secure a new Air Quality and Climate Change Management Plan! The plan's aim is to reduce greenhouse gas emissions from burning oil, coal and gas used in transportation and in the heating and cooling of homes and offices. Now it's time to ensure that the plan is fully implemented and improved.

Ecology Ottawa continues to work with city council to make Ottawa streets safe and comfortable for people of all ages and abilities and for all modes of travel, including pedestrians, cyclists and transit users. Ecology Ottawa worked with community associations to conduct street audits. These audits identified obstacles to walking, cycling and wheelchair use. The results were published and broadly shared with city councillors and we are looking forward to the full implementation of the City's new Complete Streets policy.

And finally, we are taking action to stop the biggest tar sands pipeline in North America. TransCanada's proposed Energy East pipeline is a national project with environmental implications for any municipality it passes through. Ecology Ottawa, through a municipal election all-candidates questionnaire, found out that 87 per cent of candidates would oppose the pipeline if it posed a threat to Ottawa's environment, and 75 per cent wanted the City to intervene in the National Energy Board's review of the pipeline proposal to ensure that the interests of the people of Ottawa are well-represented.

And this is an issue that people in Ottawa care about. At the Great Glebe Garage sale, a one-day record for an Ecology Ottawa petition was set when 1,700 people signed a petition opposing the pipeline.

All of this bodes well for activism and results for the coming year. People are expressing their concerns. City council is listening. Ottawa is ready for positive change. In the year ahead, Ecology Ottawa will continue to work hard to help make that change happen.

None of this would be possible without the hundreds of volunteers and thousands of donors that make Ecology Ottawa what it is. Together we can make Ottawa the green capital of Canada.

Graham Saul



Executive Director
Ecology Ottawa

THE YEAR IN REVIEW

Building Sustainable Communities

Sustainable communities require two fundamental pillars to succeed: an informed and supportive political base, and an informed and active community base. Ecology Ottawa's work in 2014 built on these fundamental pillars and succeeded by both putting the environment on the political agenda and growing the number of local activists working to make Ottawa greener.

The 2014 municipal elections provided Ecology Ottawa and its supporters an opportunity to engage with candidates seeking office on the key issues affecting Ottawa's environment.

Ecology Ottawa's growing Community Network continued to provide space for concrete actions to take place in neighbourhoods and communities across Ottawa.



Thematic campaigns, on issues as diverse as the importance of urban trees, to healthy watersheds, to stopping the Energy East pipeline helped to educate and inform people, encourage action, and provide opportunities to act.

Ecology Ottawa's public visibility continued to grow through annual brand events:

- **The Great Glebe GREEN Garage Sale** raised close to \$7,000 and garnered a one-day record for an Ecology Ottawa petition 1,700 signatures opposing the proposed Energy East pipeline in a single day;
- **The annual Eco Gala dinner** in October attracted over 560 people for a harvest meal catered by the Green Door Restaurant and a keynote address by David Miller, former Toronto Mayor and current President and CEO of World Wildlife Fund (Canada).

Neither of these events would have been successful without the support of local community groups, non-profit organizations, businesses and, in the case of the Gala, farmers. Ecology Ottawa's Great Glebe Green Garage Sale had more than 50 sponsors, and the Eco Gala more than 65.

Ecology Ottawa Community Network

In the two years since it was launched, Ecology Ottawa's Community Network has become a "leadership engine" providing a framework for distributed leadership for the thousands of Ecology Ottawa supporters across the city. In 2014, the Community Network focused on the thematic of healthy watersheds, a healthy urban canopy and active transportation. Network members, through locally-determined actions in neighbourhoods, informed and engaged other community members on key environmental issues. The many local improvement initiatives undertaken by the Community Network are reflected within the campaigns outlined below.

Ecology Ottawa Campaigns

Ecology Ottawa campaigns continued to provide both information and opportunities for action in the community.

Tree Ottawa



The Tree Ottawa campaign took off in 2014 with an impressive number of partnerships formed to support Ecology Ottawa's aim to help the city plant one million trees in Ottawa as our collective gift to Canada as it celebrates its 150th anniversary in 2017. By the end of 2014, Ottawa had 13 financial supporters (including businesses, foundations, the City of Ottawa and others); 20 "collaborators" (up from six at the start of the year), who helped protect, plant and promote trees (and in some cases also supported Ecology Ottawa financially); more than 200 individual "ambassadors", who were committed to spreading the word about Tree Ottawa; and nine individual "champions", whose expertise and experience helped guide the Tree Ottawa initiative. Ecology Ottawa currently has active tree-planting and greening projects with nine community associations (up from three at the start of 2014) and with seven schools.

The acute threat to our urban tree canopy posed by the emerald ash borer attracted many volunteers to the Tree Ottawa campaign, particularly through Ecology Ottawa's Community Network initiative. Some examples of team and individual efforts in 2014 include:

- Blackburn Hamlet tree plantings in May and October led by the newly-formed Blackburn tree planting team. More than 20 people participated in the spring planting and more than 50 participated in the fall. In total, Blackburn planted over 130 trees and developed a long term vision for planting and naturalizing local parks.
- Alta Vista's Community Network organized a one-day tree planting event in Orlando Park where 40 people helped plant 200 trees.
- The Glebe Community Network team developed a four-page tree selection resource guide for the May issue of the Glebe Report. The resource guide helped to promote diversity and native species and gave information on the physical conditions and commercial availability of the different species. The guide was produced with the help of a group of tree experts and was co-sponsored by the Environment Committee of the Glebe Community Association.
- Community Network outreach to the Principal of Fisher Park Public School about adding greenery around the school led to meetings with the school council, enthusiastic endorsement by teachers and parents, and the city agreeing to include the Fisher Park School/Summit Alternative School site in its 2015 tree planting schedule.
- Ecology Ottawa's Community Network was also a proud supporter of the Glashan Schoolyard Greening Project, a parent and community initiative that raised hundreds of thousands of dollars to transform the bleak Glashan schoolyard into a greener, healthier recreational and learning environment for our children.



Climate Change

In 2014, Ottawa's City Council unanimously approved a new Air Quality and Climate Change Management Plan. The plan marked the first time since 2004 that the City of Ottawa prepared a strategy to reduce greenhouse gas emissions associated with burning oil, coal and gas. According to this new climate plan, almost 90 per cent of the City of Ottawa's greenhouse gas emissions come from transportation and how homes, offices and buildings are heated, cooled and electrified. Ecology Ottawa monitored and engaged the City during the development of this plan and will be equally active in following up on its implementation.

Making the Climate Change Issue Local

Climate change discussions can often rely on a dizzying amount of scientific facts and figures. In an effort to demonstrate the real and local impact of climate change, *The Future of Snow and Skiing in a Warming World* panel discussion was organized by Ecology Ottawa's volunteer Climate Change Coordinator. The event attracted 260 people, 60 per cent of whom had no prior record of interaction with Ecology Ottawa. Good media coverage was garnered from local radio, city and community newspapers.



Complete Streets

Ecology Ottawa is a leader in promoting a Complete Streets approach in Ottawa. Complete Streets are streets designed to provide safe and comfortable access for people of all ages and abilities and for all modes of travel, including pedestrians, cyclists, transit users and cars.

Community Network teams used active transportation audits as a way to highlight the improvements needed to Ottawa's streets. The audits brought together volunteers from different age groups and with different levels of physical ability and followed predetermined routes in their communities to identify obstacles

to walking, cycling and wheelchair use. Over the past two years, Centretown residents conducted three audits (Centretown East-Elgin, Bank Street and Centretown West); Lowertown residents conducted two audits, including one in January 2014 to address the challenges presented by snow and ice; and residents of the Glebe held one audit in November, in anticipation of the 2016 renewal of Bronson Avenue south of the Queensway. All of these audits were organized jointly by the Ecology Ottawa Community Network and the respective neighbourhood community association.

An exciting new partnership

In 2014, Ecology Ottawa helped the Council on Aging in Ottawa with three initial audits in October and November in Beaverbrook, Glebe and Hintonburg/Somerset, neighbourhoods with a concentration of seniors, seniors' homes or retirement residences. Two follow-up audits will take place in 2015. The audit results will be compiled into a report analyzing barriers to seniors' mobility and access to public transportation.

Spurred by the success of these audits and the 2013 inclusion of a Complete Streets policy in Ottawa's Master Transportation Plan, Ecology Ottawa organized a Complete Streets Forum in March to build further momentum. More than 75 people gathered for the forum, representing organizations, community associations and concerned citizens. Five councillors attended and spoke to their Complete Street objectives and the impact the new Transportation Master Plan might have on achieving some of our shared goals. A follow-up Complete Streets Strategy Session was held in May, when 70 participants came to hear the City's transportation department discuss implementation of the Complete Streets policy.

Tar Free 613



TransCanada's proposed Energy East pipeline is a national project with environmental implications for any municipality it passes through. Ecology Ottawa began work in mid-2013 raising awareness about the proposal to retrofit a natural gas pipeline to carry crude oil and highly volatile hydrocarbons (diluent

to ensure flow) through our region. In addition to the potential impact of any spill on Ottawa's local water supplies and to our health, Energy East would allow the Alberta tar sands to increase production by nearly 50 per cent, which, in environmental terms, would effectively undo the reductions in greenhouse gas emissions achieved by shutting down Ontario's coal plants.



April 13th, 2014 - At the Mayfair Theatre in Ottawa, around 250 people came out to attend a session informing people about the concerns over the proposed Energy East pipeline.

Concerned activists talked to neighbours, held community meetings, film screenings and demonstrations, went door to door and set up booths at events to collect signatures for a petition urging all levels of government to reject the proposed pipeline. Ecology Ottawa applauded the Ontario Government when the Ontario Energy Board set up its own review process due to the unsatisfactory and undemocratic nature of the National Energy Board. Ecology Ottawa supporters participated in the Ontario Energy Board hearings process and directly engaged local decision-makers.

The impact of our local efforts was highlighted when a TransCanada strategy to target pipeline opponents was leaked to the media. The strategy singled out Greenpeace, the David Suzuki Foundation, the Council of Canadians and Ecology Ottawa. The fact that a local organization like Ecology Ottawa was singled out by a multinational pipeline company and placed alongside some of the largest not-for-profit organizations in Canada is testament to the importance of our local organizing. Ecology Ottawa's work was referenced in papers around the world, including the New York Times and the Guardian newspaper.

Water

After years of work by organizations like Ecology Ottawa and the Ottawa Riverkeeper, along with a sustained effort by the City of Ottawa, the Province of Ontario finally agreed support the City's plan to stop the dumping of untreated sewage directly into the Ottawa River.

In 2014, the City of Ottawa also began the process of developing a new Water Environment Strategy to reduce the amount of stormwater that ends up in our rivers and to protect our watersheds. The responsibility to ensure adoption and implementation of this strategy will fall to the newly-elected City Council. Ecology Ottawa will be monitoring progress made on this plan in 2015.

At the neighbourhood level, the Hunt Club Community Network continued its work on a neglected segment of Sawmill Creek, one of several major streams in the Rideau River watershed. Ecology Ottawa, in cooperation with Green Communities Canada, also launched a pilot project called "Depave Paradise". The project turned a paved area into an asphalt-free, permeable surface with greenery. Mayor Jim Watson joined more than 40 volunteers on 15 June to lift asphalt from 100 square metres of tarmac at the Kitchissippi United Church. Follow-up planting took place on 15 September with more than 30 volunteers. Between these two events, dozens of volunteers from Ecology Ottawa, local businesses and the church community worked to move gravel, import soil, and select and purchase native plants for the site. Both events received good media coverage. A special feature article was included in the Ottawa Construction Association periodical, Construction Comment. This pilot project attracted two other proposals for "depave" sites in Ottawa.



Election 2014 and Beyond



Ecology Ottawa focused its attention during the 2014 municipal election campaign on letting voters know where candidates stood on five key issues with environmental implications for the city and region: clean water, healthy trees, improving streets for pedestrians and cyclists, climate change and the proposed Energy East pipeline. Ecology Ottawa encouraged supporters to pose questions on these issues to council and mayoral candidates during the course of the municipal election campaign.

An all-candidates survey was distributed and the results published in a series of topic-specific reports prior to election day. More than 80 percent of the candidates running for office in Ottawa (and more than 70 percent of those that were eventually elected) responded to the survey. The results from the survey were very positive and will help set the tone for Ecology Ottawa's engagement with the new City Council.

What did those candidates that responded to the survey say?

Climate Change: Survey results showed that over 80 per cent of candidates for City Council believed the City must do its part to reduce emissions of the greenhouse gases that cause climate change, and 75 per cent favoured new initiatives to surpass the City's emissions reduction target. More than 70 per cent of candidates favoured surpassing the Climate Change Plan's modest goal of reducing greenhouse gas emissions by 20 per cent per capita from 2012 levels by 2024. Nearly every candidate said that climate change was an urgent issue that needed to be addressed by all levels of government.

Tar Free 613: The results from the all-candidates survey indicated that 80 per cent of candidates for City Council wanted an independent environmental assessment of the proposed Energy East pipeline, while 87 per cent said they would oppose the pipeline if it posed a threat to Ottawa’s environment, and 75 per cent, also, wanted the City to intervene in the National Energy Board review of the pipeline proposal to ensure the interests of the people of Ottawa were well represented.

Water: Candidates surveyed for City Council showed nearly universal support for tackling Ottawa’s stormwater management: 97 per cent wanted to make the additional investments needed to protect communities from flooding and to ensure Ottawa rivers remain healthy and clean; more than 90 per cent wanted the City to promote green infrastructure to improve Ottawa’s water management; and 83 per cent called for an ambitious target for reducing water consumption. Candidates also favoured investments in infrastructure to reduce the impact of stormwater, such as parklands, wetlands, road-side trees, urban forests, natural channels, permeable surfaces and green roofs.

Trees: More than nine out of ten candidates running for city council supported an initiative to plant one million trees as our collective gift to Canada for its 150th anniversary of Confederation in 2017, and there was a similar level of support for a comprehensive plan to protect and preserve Ottawa’s forest cover.

Complete Streets: The survey showed that over three quarters of candidates would prioritize pedestrian, cycling and affordable public transit infrastructure over automobile infrastructure to meet future growth. A similar number of candidates pledged to ensure all street construction and renewal projects incorporate “Complete Street” principles to make streets accessible to all people, especially pedestrians, cyclists and users of public transit. Over three-quarters of all candidates also support accelerating the implementation of the city’s plans for more bicycle paths and bike lanes.

Together with several community organizations and health centres, Ecology Ottawa also organized an all-candidates debate on Active Transportation in Somerset Ward, an all candidates-debate on the environment in Rideau Ward, as well as a Mayoral all candidates-debate on the environment.

In an article focused on Ecology Ottawa’s municipal election work, Joanne Chianello, the city affairs columnist for the Ottawa Citizen, concluded: “The reality is that Ecology Ottawa is running one of the more interesting campaigns in this election race.”

FINANCIAL SUMMARY

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2014

2014

2013

ASSETS

Current Assets

Cash	\$ 224,071	\$ 159,721
Accounts Receivable	17,111	91,597
Prepaid Expenses	1,953	2,050
	<u>\$ 243,135</u>	<u>\$ 253,350</u>

LIABILITIES & NET ASSETS

Current Liabilities

Accounts Payable & Accrued Liabilities	\$ 20,068	\$ 7,141
Government remittances	5,304	-
Deferred Contributions	79,084	162,797
	<u>104,456</u>	<u>169,938</u>

Net Assets

Unrestricted Net Assets	<u>\$ 138,679</u>	<u>\$ 83,412</u>
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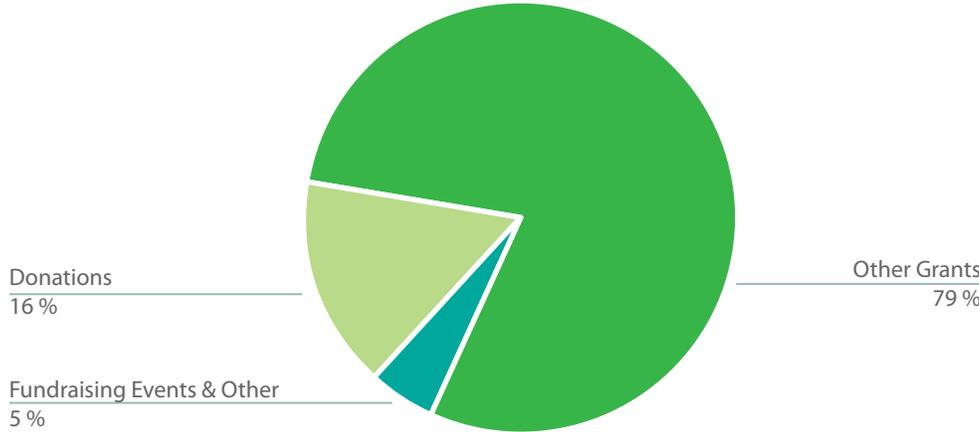
STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2014

REVENUE	2014	2013
Donations	88,759	60,780
Community Partnership Grants	-	41,375
Other Grants	427,190	239,918
Fundraising Events and Other	25,214	65,552
	<u>\$ 541,163</u>	<u>\$ 407,625</u>
EXPENDITURES		
Program Support	81,685	67,983
Community Partnership	45,640	43,337
Community Outreach	10,651	21,262
Events and Action	100,512	53,240
Staffing	247,408	189,269
	<u>\$485,896</u>	<u>\$375,091</u>
NET REVENUE FOR THE YEAR	<u>\$ 55,267</u>	<u>\$ 32,534</u>

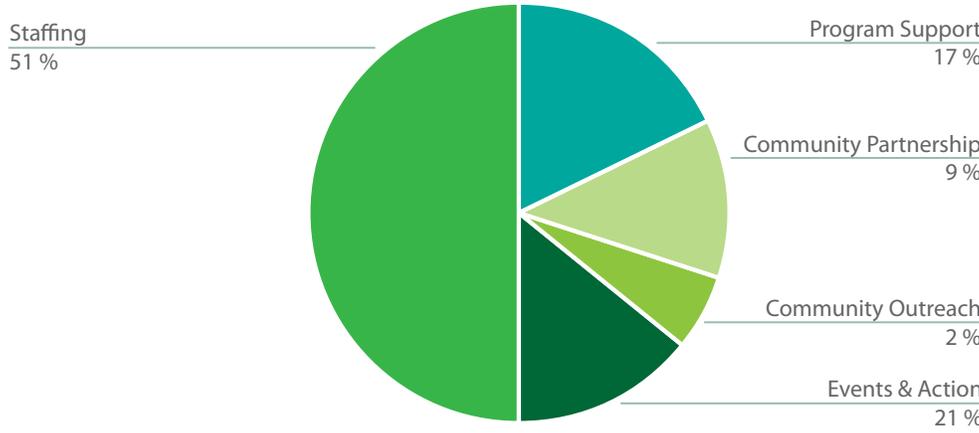
Andrea Poole, CPA, CA completed the 2014 Ecology Ottawa independent audit.

STATEMENT OF OPERATIONS

REVENUE



EXPENDITURES



WHO WE ARE

Steering Committee Members

Aija Auzina	Irène Kumar
Caitlyn Armstrong	Roger Peters
Jenn Auten	Stefan Reinecke*
Elizabeth Bernstein*	Graham Saul (ex-officio)
Pam Foster	Geoff Stiles
Katia Gianneschi	Lars Wessman
Paul Hannon	Gabrielle White
Charles Hodgson*	Jo Wood
Maureen Hollingworth	

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

Staff

Robb Barnes, Office Manager and Elections Organizer
Brigitte Boudreau-Cassidy, Volunteer Coordinator
Trevor Haché, Policy Coordinator
Karen Hawley, Community Network Coordinator
Derek Leahy, Municipal Election Organizer
Ben Powless, Community Organizer
Graham Saul, Executive Director
Justin Palmer, Communications & Data Management
Velta Tomsons, Tree Ottawa Organizer

Volunteer Leaders Who Worked from Our Office

Velta Tomsons, Claire O'Donnell, Vanessa Turpin, Yitian Hu, Tara Cater, Jenner Pratt, Judie Tu, Jesse Ranauta, Nico Muñoz, Gabriel Wainio-Théberge, Mariah Gillis, Landry Ntwari, Winston Gamache, Philip Scott, Madeleine S.L. Streich, Lieneke Bakker, Cassidie Baril, Candice Battig, Amanda Allnut, Erin McFarlane, Darby Iddins-Babin, Carla Sbert, Jose Dimayuga, Susan Miller, Fareha Muhammady, Shilin Fu, Julia, Lars Wessman, Kirsten Butler, Alison Sydney, Leah Shields, Kai Wong, Monica Wu, Chelsea Bland, Alina Chaudhari, Sheldon Hamilton, Gene Beuthien, Judy Burwell, Vesora Tjarera, Laxmi Karki, Qianying Mao, Wendy McPeake and Michele Villeneuve.

Outreach Canvass Team

Harry Pilfold, Shaine Macleod (outreach canvass team leaders)

Canvassers: Francella Fiallos, Charline Rohmer, Laura Diamond, Marion Ferrer, Hannah Hurst, Kent Hall, Kayla Pudden and Max Cronkite.

Volunteer Coordinators

The several hundred volunteers supporting Ecology Ottawa's work require significant oversight. The following individuals volunteered their time in 2014 to ensuring this core aspect of Ecology Ottawa's work ran smoothly:

Karen Hawley, Brigitte Boudreau Cassidy, Dominika Klosowska, Jessica Chang, John McLellan

Consulting Services

Julie Jenkins, Accounting

Taras Mankovski, Website

Alastair Warwick, Network & Server Technologist

Melissa Munro, Sponsorship Outreach

Nancy Ingram, Career Consulting

Maya Hum, Graphic Design

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://eepurl.com/cj4Zj>) 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.