



August 14, 2024

MEMO TO : Park Board Commissioners  
FROM : Director, Park Operations  
SUBJECT : **Adopt-a-Tree - Board Briefing Memo**

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Dear Commissioners,

This memo provides an overview of the newly minted Adopt-a-Tree program which Park Board's urban forestry team is launching later this week. The program is designed to engage the community and provide them an active role in helping establish young and newly planted trees and in being stewards of our urban forest. This initiative is a result of the ['Let's Talk Trees' motion](#) approved by Commissioners, which was followed by a second related [Council-approved motion](#).

Newly planted trees require extra watering and care while they establish. Established young trees are crucial for the long-term health and survival of our urban forest. Running from June to September, Adopt-a-Tree will engage residents in supporting Park Board efforts during the hot, dry summer months when young trees are most stressed. Further, the program will promote education and a sense of collective responsibility for our urban forest by putting the tools in their hands and encouraging residents to actively participate in its care.

### **How it works**

Residents sign up on the Adopt a City platform which hosts the City's various engagement programs like Adopt a Catch Basin. Participants can view an interactive map to select and adopt any street tree planted within the last three years. Each instance of watering their adopted tree can be logged by participants through the platform, ensuring accountability and tracking.

Participants will have access to how-to guides and support through the program webpage and dedicated program email. Watering bags will be available for pick-up at the following five (5) select community centers. Until the end of September, residents can show their welcome email to front desk staff at the following locations:

- Britannia Community Centre - 1661 Napier Street
- Hillcrest Aquatic Centre - 4575 Clancy Loranger Way
- Killarney Community Centre - 6260 Killarney Street
- Dunbar Community Centre - 4747 Dunbar Street
- Roundhouse Community Centre - 181 Roundhouse Mews

Urban Forestry staff have also scheduled three (3) pop-up events where residents can sign up and pick up their watering bags. Locations, dates and times are as follows:

- Britannia Community Centre – Wednesday, August 21, from 1 to 5pm
- Hillcrest Aquatic Centre – Saturday, August 24, from 9:30am to 1:30pm
- Killarney Community Centre – Sunday, August 25, from 9:30am to 1:30pm



### **Communications Strategy**

A media event hosted by staff and Commissioners on August 16 will officially kick off the program. The launch will be supported by a digital promotion strategy and additional promotion in our community centers. This year's efforts will concentrate on introducing the program and refining operational support. Next year, we plan to ramp up with a more extensive campaign that includes paid promotion.

Regards,

A handwritten signature in black ink, consisting of several fluid, overlapping strokes that form the name "Amit Gandha".

Amit Gandha  
Director, Park Operations – Vancouver Parks and Recreation

Copy to: Park Board Leadership Team, Park Board Communications