



NEIGHBORHOOD INFORMATION

Neighborhood Environmental Project Case Study Form

Neighborhood/Community Name Maple Leaf Golf and Country Club

Project Coordinator: Bill McGee

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PROJECT INFORMATION: *Track 3 Education - Produce, Assemble and Distribute a 2018 Community Tree Calendar.*

Please provide an overview of the project. Why did you choose it? What were the conditions like before and after implementing the project?

Maple Leaf Golf and Country Club is a seniors' community with over 2200 residents. Our 272 acres of property hosts over 5000 trees and palms. The compilation of a 2018 tree calendar was undertaken by Natural Resource Committee (NRC) member and photographer Bill McGee as an Audubon GN educational initiative. The project was chosen due to the success of a previous calendar featuring "birds of the park". The 2018 calendar is a reference guide for residents that describes a variety of park trees and palms along with their locations. The calendar complements the 2017-18 dendrology project which counted and identified all trees and palms in our park.

Such activities promote community awareness of our environmental surroundings and increases resident interest through direct involvement, asking questions and taking pictures.

Prior to the NRC projects on trees/palms residents had little idea about the number or variety of trees in their community. The calendar project initiated a fact checking process prior to publication. Committee members were astonished to learn they had miss-identified one tree. This furthered other investigations that revealed we had quite a few different species not previously identified. Unfortunately, most were identified as "invasive".

Please list your goals for this project:

- Create a 2018 calendar featuring trees and palms of the park.
- Highlight our park's natural biodiversity
- Stimulate resident interest using pictures and descriptive monologue
- Utilize a NRC Audubon communication strategy
- Advertise our Audubon commitment and involvement
- Personal enjoyment and satisfaction

What specific steps did you take to implement your project? What kind of ongoing maintenance will it require? (Please give sufficient detail so that someone interested in duplicating this project could do so.)

- Obtain photographs of trees and palms
- Identify trees and palms (requires help of experienced individuals)
- Prepare calendar outline using commercial software
- Enclose descriptive inserts (some with humor)
- Provide finished product to Corporate office for publication and sale
- Advertise calendar on park newsletter and internal TV channel.
- Collect modest revenue in support of Corporate beautification funding

There is no further maintenance or costs associated with this project after completion.

Describe the results you achieved. What were the environmental benefits? Please be as specific as possible about any tangible results (*i.e.*, numbers of acres naturalized, new species observed, or number of fledglings).

Over 250 calendars were sold, creating awareness on the diversity of tree species in our community. The revenue received from calendar sales was budgeted towards environmental improvements.

How did people respond to the project? How did you communicate your actions and results?

Many compliments were received.

What, if anything, would you do differently if you were to do the project again? What would you recommend to others implementing this project?

Recognized experts in species identification should be employed as early as possible to ensure correct identification and reduce duplication.

How much did it cost to implement this project?

It cost about \$30 to implement – largely printer ink and paper – plain and photo. The cost of reproduction was largely recovered by selling the calendars at a modest price.

What are your anticipated or actual financial savings?

Undetermined.