



HERO FORESTS PROGRAM QUESTIONS ANSWERED

How does a municipality create a Hero Forest?

- Municipalities are responsible for locating space within their jurisdictions and delivering from 25 to 75% of the cost of the project.
- Trees for Life will coordinate with its funding partners to provide the remaining % of the funding.
- We hope that each Councillor can find space 1 to 5 Hectares within their jurisdiction. It might be a parkette, part of a park, a right of way, or any suitable space.

What does Trees for Life do to help create a Hero Forest?

- Trees for Life is the aggregator for the program and we can facilitate in several ways:
 - providing ideas to help with fundraising
 - concept development
 - source planting partners and contractors and professional design services
 - tree sourcing
 - connect promotional channels to support community engagement
 - coordinate Hero Forest signage
 - host and manage the website for the national network of Hero Forests - the virtual gathering place for honourees

How much land is needed to host a Hero Forest?

- Anywhere from 1-5 hectares.

What is the cost per hectare to plant trees?

- The cost per hectare is approx. \$20,000-\$30,000 based on a planting density of 400 trees/hectare + any additional costs for elements such as permanent signage, hardscaping, pollinators, and other plants as desired. The cost or value of aftercare and maintenance should also be considered.

How many trees will be planted per hectare and who will source them?

- Approximately 400/600 trees per hectare, site dependant.
- Trees will be sourced by the municipality, Trees for Life, or a collaboration between us.

What sizes and types of trees will be planted?

- Only native species will be considered with a goal to enhance biodiversity and to ensure the right tree is in the right place, all species and plans are unique to the identified site.
- We have found that 2 to 3-gallon container plants are ideal for larger urban and suburban plantings. Seedlings are too small. In some cases caliper size trees may be more suitable, however they are more costly.

How will the trees be priced?

- In \$50, \$75, and \$150 price points corresponding to tree size.

Who will plant the trees?

- Tree-planting coordination can include volunteer planting, corporate employee engagement days, private contractors, municipality parks staff and conservation authority staff. Each community site may be different depending on interest and resources.

Once the trees are planted, who maintains them, and for how long?

- Maintenance is the responsibility of the municipality, conservation authority, or other entity currently responsible for maintaining the chosen site. Weed control and watering are crucial to success. Maintenance should be for 3 years.

There are many tree-planting agencies in my area. What is different about this program?

- The heart of the Hero Forest concept is that trees are planted to celebrate and recognize local heroes. The term “Heroes” is broadly defined and may include healthcare heroes, first responders, family members, employees, teachers, or coaches to name a few.
- People unite around a desire to honour others who are meaningful to them. In addition, we envision a network of “Hero Forests” all over Canada, connected by a website that will permanently recognize community heroes.
- Trees for Life is a facilitator and funding aggregator for the 2 Billion Trees Program along with the FCM. Trees for Life can direct 2BTP funding towards eligible projects in southern Ontario and for those outside of this region, we can help work with municipalities to advise on the best practices to access fundraising via FCM.
- It’s an opportunity to join with other municipalities to create a green network that fosters engagement and community.
- The concept is based on sound fiscal evidence:
 - Every \$1 invested in green infrastructure delivers \$8 in additional benefits to the community – an 8x return on investment. (Halifax Dept of Forestry study 2018)

How can municipalities find or raise funds to create Hero Forests?

- Plants purchased by the public honoring, recognizing, or celebrating their heroes.
- Community fundraising drives.
- Federation of Canadian Municipalities (FCM) 2 Billion Trees fund. The fund will cover up to 50% of the costs for eligible projects.
- City park and forestry budgets.
- Local business and corporate sponsorships.
- Through community service organizations like Rotary and Lions Clubs.

Who will administer the funds raised?

- This can be done by the municipality or Trees for Life, as needed and it’s flexible.

How is this program related to the 2 Billion Trees Grant Program?

- Trees for Life is a facilitator and funding aggregator for the 2 Billion Trees Program along with the FCM. Trees for Life can direct 2BTP funding towards eligible projects in southern Ontario and for those outside of this region, we can help work with municipalities to advise on the best practices to access fundraising via FCM.

How will the public know about the Hero Forests Program?

- Trees for Life has a national ad campaign to create broad awareness and will support local efforts as developed by each municipality.



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