

**WESTERN NEWFOUNDLAND MODEL FOREST URBAN  
FOREST ECOLOGY WALKING TOURS**

**FINAL REPORT**

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## ABSTRACT

The Urban Forest Ecology Walking Tours were initiated by the Western Newfoundland Model Forest, and developed by the contractor. The purpose of the tours was to educate and involve the general public about issues involving forest ecosystems, forest management and anthropogenic influences. There was very little response to the tours in August despite vigorous advertising efforts, however both September and October saw a rise in participation and the number of participants exceed 700.

## 1.0. INTRODUCTION

The following is an final report on work completed by Contractor Jamie Buffett for the Western Newfoundland Model Forest (WNMF). It outlines the work carried out, an evaluation of the work, and recommendations for future consideration with regards to the development and implementation of urban forest ecology walking tours.

## 2.0. TOUR DEVELOPMENT / ADVERTISING

The contract to develop and implement urban forest ecology walking tours for the WNMF began on July 23rd, 2001. Work began immediately to develop promotional brochures for the walking tours in order to meet the August 1st start date of the tours. This work also included the development of posters for use in store windows and on bulletin boards. The design and layout of both the poster and brochure were designed by the contractor, and then brought to "CamPrint", a local printing company for professional printing. "CamPrint" was notified to the August 1st deadline, and was given 5 days to complete printing. However since the paper chosen for the brochures and posters was not in stock, it had to be ordered, and was late arriving. Had the contractor been aware that the paper was to be ordered, a different paper that was in stock would have been chosen in order to have brochures and posters ready for distribution on the 1st of August. This was not the case.

The brochures and posters were finally completed on August the 8th, one week after the deadline for the start of the tours. The total amount of advertising material for the walking tours included 1000 brochures and 100 posters. Once they (brochures and posters) were printed they were ready for distribution, which began immediately. A total of 50 posters and 700 brochures were distributed to tourist centres, stores, craft shops, restaurants, hotels, and other places of business in the Corner Brook area. Some of the promotional material was also distributed in the Deer Lake and Humber Valley area.

Early September saw the start of school in school district 3, and also the distribution of additional promotional material. Each of the 30 schools in district 3 was mailed a poster and 3 brochures about the walking tours. This was a total of 30 posters and almost 100 brochures. The remaining 20 posters and 200 brochures will be used to refill any area that has run out, and for use in reporting on work completed by the contractor for the WNMF. It should also be noted that a surplus of promotional material was printed rather than a deficit to reduce costs and avoid having to return to the printing company in need of more material.

In addition to promotional material of brochures and posters, newspaper ads were placed in the "Western Star." The cost of running these ads was covered by the WNMF, and not the independent contractor. The ads placed were the same as those placed in the previous year, with dates and other information changed to accommodate this year's tours. This was done since the ads were well written, and reduced the amount of work to be done both by the contractor and the "Western Star" staff. The newspaper ads were run the last two Wednesdays and Saturdays in

August. These two days were chosen since they tend to be the busiest days in sales for the paper.

In addition to promotional material, a dedicated phone line was set up to receive tour bookings. The phone line had a message manager in order to take messages from potential tourists. The costs of this phone line were covered by the WNMF, since it was in their office. The messages were checked at least three times daily, and messages were responded to immediately.

### 3.0. TOUR IMPLEMENTATION

Subscription to the urban forest ecology walking tours was poor in August despite the extensive advertising campaign. Only one tour was given in August, with only 4 people participating. September and October however were more promising. Once schools in district 3 received notification of the tours, many bookings were made. In total, 29 tours were given, two of which were given after the tour end date of October 12<sup>th</sup>. This was due to the re-booking of a cancellation, as well as the booking of a group not able to participate before October 12<sup>th</sup>. These 29 tours saw a total of 716 participants (see appendix 1). Of these 29 tours, 15 groups participated in phase 1 while 14 groups participated in phase 2. The phase 2 tours were especially popular with groups that had participated in tours from previous years. It is recommended that the phase 2 tour be implemented in the future since it offers many natural and man made features that cannot be seen on the other tour.

All but one of these tours were given by Jamie Buffett. The exception was when the help of a second tour guide was needed for a large group. This second tour guide was Kimberly Childs, a recent graduate of the University of New Brunswick Forestry program.

### 4.0. TOUR EVALUATION

Surveys were given to all participants of the tours, except in the case of younger school groups where only the teachers were given surveys. Two separate surveys were created, based on surveys given in previous years. Copies of these surveys can be seen in appendix 2. Although not all surveys were returned, a good response to the tours was found from the surveys that were.

#### 4.1) Adult Surveys

Of the adult surveys returned, 100% felt the tour was helpful in understanding the Western Newfoundland Forest Ecosystem. With regards to tour length, 37% thought the tour was too short, while 63% thought the tour was a good length. 18% of those surveyed enjoyed the Human Use / Management issues the most, while 80% enjoyed the ecosystem topics the most. Of those surveyed, 10% enjoyed the Human Use / Management issues the least, while another 10% enjoyed the ecosystem topics the least. The remaining 80% indicated that they enjoyed all aspects of the tour. 100% of those adults surveyed indicated that they would recommend the tour to others. Overall, 43% thought the tour was good, while 55% thought the tour was excellent. Some recommendations made for future tours were to talk more about identifying the various trees and shrubs, and especially small plants and ground vegetation.

#### 4.2) Teacher Surveys

Of the teacher surveys returned, 100% felt the tour was helpful for students in understanding the Western Newfoundland Forest Ecosystem. 100% of teachers thought the students enjoyed the ecosystem topics the most. Of the teachers surveys, 78% thought the tour was interactive enough, while 10% thought that it was not. 96% of those surveyed indicated that they would recommend the tour to others. Overall, 66% thought the tour was good, while 29% thought the tour was excellent. 3% of teachers thought the tour was fair. With regards to comments for future tours, some that were made suggested the use of activity sheets for younger kids, and more hands on activities for older kids.

### 5.0. RECOMMENDATIONS

Although the Forest Ecology Walking Tours were well received in 2001, there are aspects of the tours and the tour management where improvements and additions could be made. They are as follows:

#### 5.1. Cellular Phone.

It is recommended that since the tours take place in semi-remote areas throughout Corner Brook, a cellular telephone should be taken on the tours in case of emergency. Although the Tour Guide was trained in First Aid and CPR, the use of a cellular phone would greatly increase the response of medical treatment.

A cellular phone could also be used by the contractor for tour bookings. Since lack of office space in the Western Newfoundland Model Forest building forces the contractor to work from an alternate location, the use of a cellular phone would allow interested parties to talk directly to the contractor or Tour Guide instead of a message manager. The cellular phone could also be connected to a message manager for times when the contractor is unavailable.

This recommendation comes from the possible need of life threatening injuries, and the observation that many parties interested in the tours did not leave a message. Since these people did not talk to someone directly, they may have never booked a tour. The contractor for the 2001 tours was forced to use his home number, and numbers of any other place he could be reached. This could be avoided with the use of the one number of a cellular phone.

#### 5.2. Tour Name Changes

Two separate tours were given in the 2001 season. These tours were named Phase 1 and Phase 2. These tour names however, often caused confusion for tourists booking the tours. It is recommended that in the future if two separate tours are given, they be named "Participark trail" for Phase 1 and "Corner Stream Gorge Trail" for Phase 2. This change would cause less confusion for

those booking the tour and the tour guide for properly documenting which tour is to be taken by each party.

### 5.3. Television Advertising

The Western Newfoundland Model Forest Ecology Walking Tours were highlighted on a local cable television program "West at Main." This program highlighted what the tours did, why they were created, and how interested parties could get involved. The response to this television broadcast was good, as many parties commented that they viewed the broadcast. With this in mind, it is recommended that an effort be made to have the Western Newfoundland Model Forest as a guest on the program "West at Main." This would further increase advertising efforts for the Corner Brook area, and possibly the response to the tours from the public, and not solely school groups.

A further television advertising campaign that could be used would be to advertising on the local cable channel with Public Service announcements. It was not realised by the contractor that this was available, and since it is a free service for non-profit organizations, it is a viable option for the future.

### 5.4. Public Participation

School children participate in the forest ecology walking tours sometimes numerous times each year, and often in consecutive years, while the majority of the public do not participate. Due to this, a greater effort should be placed on increasing participation by the general public. Often it is those people who have developed habits that are negative to forest growth and conservation. These habits are often passed on to school children, which may contradict information covered in the tours. Changing these negative habits into positive ones, and a greater appreciation and respect for the forest would help in forest conservation.

Increasing public participation could be achieved through placing brochures and posters in workplace staff-rooms, or through distributing brochures earlier in the summer. This could be done before the contractor is hired to give advanced notice of the upcoming tours. The cost of these brochures would be covered by the Western Newfoundland Model Forest, however it would be recovered since it would not be a portion of the contract given to an outside contractor for the walking tours.

## 6.0. CONCLUSION

It can be seen that after set-backs in printing, and low tour subscription in August, the months of September and October proved to be busy. Overall, the tours were a success with over 700 people participating. Future years may consider focussing on attracting a larger number of people from the general public, and not solely school district 3. Any questions or comments can be directed to the contractor (Jamie Buffett) at 634-7696, or 634-7319.

**Appendix 1:**

**List of Tours Given**

<b>Date / Tour time</b>	<b>Tour Group</b>	<b>Tour Phase (1 or 2)</b>	<b># of participants</b>
Aug. 31 (pm)	Western Autism Society	1	4
Sept. 12 (am)	Georgina Ethridge (St. Gerards, Gr. 6)	1	32
Sept. 13 (am)	Joan Churchill (St. Gerards, Gr. 4)	1	25
Sept. 17 (am)	Seaborn Group	2	3
Sept. 20 (am)	Georgina Ethridge (St. Gerards, Gr. 6)	2	32
Sept. 21 (am)	Joan Churchill (St. Gerards, Gr. 4)	2	25
Sept. 24 (am)	Diane Keaton (St. Gerards, Gr. 3)	1	18
Sept. 26 (am and pm)	Helen Coleman (St. Peter's, Gr. 8)	2	31
Sept. 27 (am)	Liz Elder (C.C. Loughlin, Gr 1)	1	26
Sept. 27 (pm)	Employability Skills Group	1	16
Sept. 28 (am)	Debbie Mayo (Sacred Heart, Gr. 2)	2	21
Sept. 28 (pm)	Erica Flynn (Presentation, Gr. 7)	1	49
Oct. 1 (am)	Linda Vatcher (C.C. Loughlin, Gr. 1)	1	18
Oct. 2 (am)	Gerene O'dell (C.C. Loughlin, Gr. 1)	1	26
Oct. 2 (pm)	Employability Skills Group	2	11
Oct. 3 (am)	Donna King (Pasadena Academy, Level 2 and 3)	2	50
Oct. 3 (pm)	Brian McCormack (Presentation, Gr.7)	1	25
Oct. 4 (am)	Calista Burr ridge (Xavier, Gr. 8)	2	45
Oct. 9 (am)	St. Gerards (Gr. 2)	1	20
Oct. 9 (am)	Marie Horton	1	1
Oct. 10 (pm)	Erica Flynn (Presentation, Gr. 7)	2	40
Oct. 10 (evening)	Debbie Evans (Beaver Group)	1	28
Oct. 11 (am)	Brenda Buffett Group	2	3
Oct. 11 (pm)	Calista Burr ridge (Xavier, Gr. 8)	2	45
Oct. 11 (evening)	Anne Anstey (Cub Group)	2	27
Oct. 12 (am)	Gerene O'dell (C.C. Loughlin)	1	50
Oct. 12 (pm)	B. McCormack , E. Flynn (Pres., Gr. 7)	2	45
Oct. 20 (am)	Anita Pike (Girl Guides)	2	12
Oct. 25 (pm)	Marie Hatcher (St. Gerards, Gr. 3)	1	16

**Appendix 2:**

**Sample Adult Survey**

**Sample Teacher Survey**

# URBAN FOREST ECOLOGY WALKING TOUR SURVEY

**(Adult)**

1. Which tour did you take?      Phase 1 \_\_\_\_\_      Phase 2 \_\_\_\_\_

2. Did you think the tour was helpful in understanding the Western Newfoundland Forest Ecosystem?    Yes \_\_\_\_\_      No \_\_\_\_\_

3. Did you think the tour was:    Too short \_\_\_\_\_    Too Long \_\_\_\_\_    Good \_\_\_\_\_

4. Which aspect of the tour did you enjoy the most?

Pre-tour presentation \_\_\_\_\_    Human use / Management topics \_\_\_\_\_

Ecosystem topics \_\_\_\_\_

5. Which aspect of the tour did you enjoy the least?

Pre-tour presentation \_\_\_\_\_    Human use / Management topics \_\_\_\_\_

Tree / Soil / Wildlife topics \_\_\_\_\_

6. Would you recommend the tour to others?

Yes \_\_\_\_\_      No \_\_\_\_\_

7. Overall, how would you rate the tour?

Poor \_\_\_\_\_    Fair \_\_\_\_\_    Good \_\_\_\_\_    Excellent \_\_\_\_\_

8. Any other comments that may improve the tour for next year?

\* We will be giving away various draw prizes. Please write your mailing address and phone number here if you would like to be included.

# URBAN FOREST ECOLOGY WALKING TOUR SURVEY (TEACHERS)

1. Which tour did you take? Phase 1 \_\_\_\_\_ Phase 2 \_\_\_\_\_

2. How well do you think the students understood the different aspects of the tour?

Poor understanding \_\_\_\_\_ Fair understanding \_\_\_\_\_

Good understanding \_\_\_\_\_ Excellent understanding \_\_\_\_\_

3. Which aspect of the tour do you think the students enjoyed most?

Pre-tour presentation \_\_\_\_\_ Human use / Management topics \_\_\_\_\_

Ecosystem topics \_\_\_\_\_

4. Do you think the tour was interactive enough for students?

Yes \_\_\_\_\_ No \_\_\_\_\_

5. Would you recommend the tour to others?

Yes \_\_\_\_\_ No \_\_\_\_\_

6. Overall, how would you rate the tour?

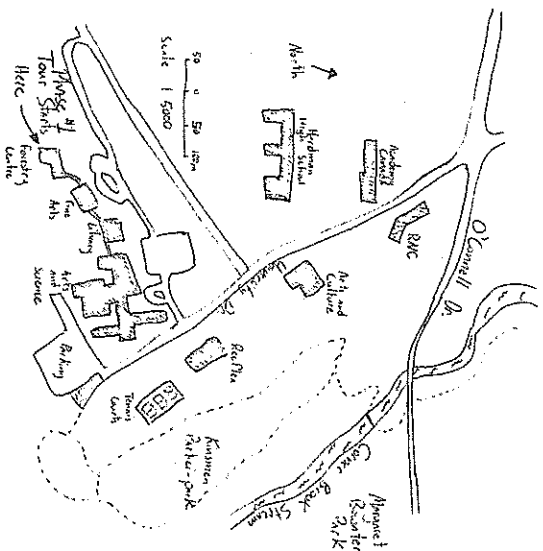
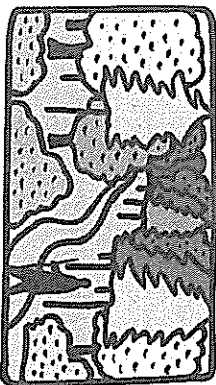
Poor \_\_\_\_\_ Fair \_\_\_\_\_ Good \_\_\_\_\_ Excellent \_\_\_\_\_

7. Any other comments that may improve the tour for next year?

- We will be giving away various draw prizes. Please write your mailing address and phone number here if you would like to be included.

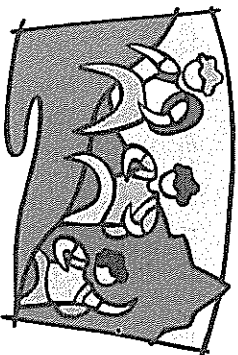
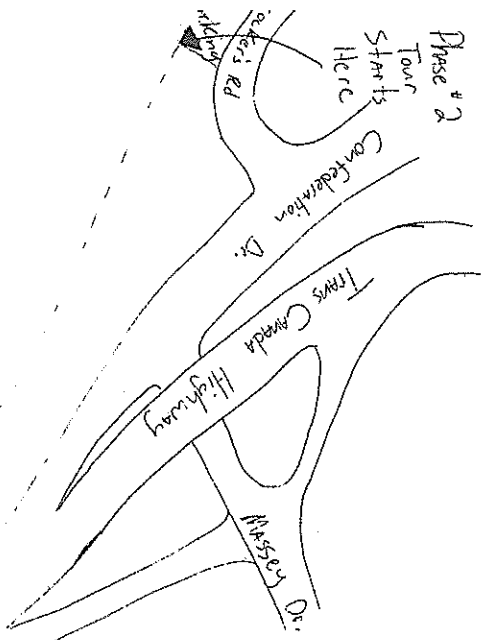
## PHASE I LOCATIONS

PHASE I tour is approximately 2.5 km in length, and takes place on easily walked roads and trails. Start location is the Forest Centre on University Drive.



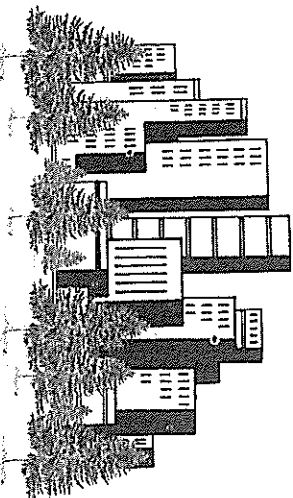
## PHASE II LOCATIONS

PHASE II tour is approximately 3 km in length, and takes place on gravel and hiking trails. Start location is the upper Corner Brook Stream trailhead, directly across from the bottom of Massey Drive.



## URBAN

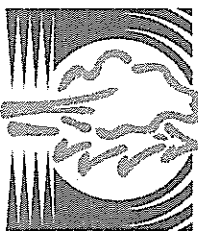
## Forest Ecology



## WALKING TOURS

Corner Brook, NF  
2001

WESTERN  
NEWFOUNDLAND



MODEL FOREST  
NETWORK

RÉSEAU DE  
FORÊTS MODÈLES

Western Newfoundland is an interesting place and has many interesting and unique features.

Did you know that it was once completely covered in glacial ice?

Did you know that some rocks in the area are covered in rust? Or that Western Newfoundland was once the site of colliding tectonic plates under the earth's surface?



Do you know what types of plants and animals inhabit the boreal forest, and what types of animals are native to Newfoundland?

Do you know the reasons for which the Beothuk Indians used the forest, or the reasons the forest is used today?

Do you know how large forestry companies are protecting the environment while using the forest resources?

All of these answers can be found on a guided urban ecology walking tour.

Since the Western Newfoundland Model Forest is interested in the sustainability of western Newfoundland's resources they are offering **FREE** guided walking tours of the Corner Brook's forests.

Two separate tours are available.

The PHASE I tour will look at:

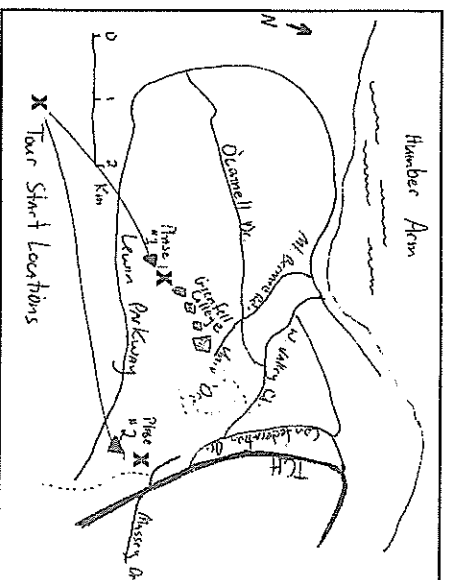
- ⌘ The wildlife and plant-life one would expect to find in the local boreal forest
- ⌘ How local residents use and have used the forest and its resources
- ⌘ How the local forest industry has shaped the area
- ⌘ How the Corner Brook Stream shapes the landscape

The PHASE II tour (a continuation of phase I) will look at:

- ⌘ The forest and its successional growth stages
- ⌘ How the Corner Brook stream has shaped the bedrock and formed caves
- ⌘ The effects of harvesting, silviculture and regeneration on the forest ecosystem
- ⌘ The Corner Brook water supply, and its effect on the landscape



## TOUR LOCATIONS (MAP OF CORNER BROOK)



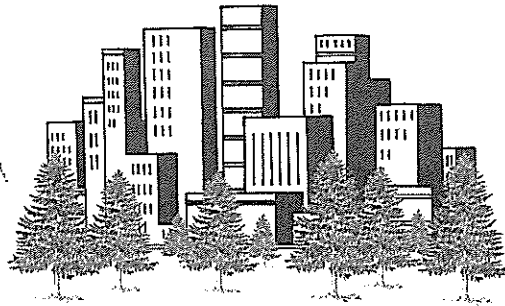
## TOUR DETAILS

Tours are designed for people of all ages and backgrounds. Start times for both tours are at 9:30 am and 1:00 pm by appointment only. Weekend and evening tours are available with advanced notice.

Tours begin August 1st and run until October 12th. To book a tour, or for more information, call 637-7301.



# URBAN Forest Ecology



## WALKING TOURS

Did you know that western Newfoundland was once completely covered in glacial ice?

Did you know that some rocks in the area are covered in rust? Or that western Newfoundland was once the site of colliding tectonic plates under the earth's surface?

These are just some of the interesting facts you can learn on an Urban Forest Ecology Walking Tour.

The tours are **FREE** of charge and offered twice daily by appointment only (Evenings and weekends with advanced notice) at 9:30am and 1:00pm. There are two separate tours to choose from.

Phase 1 tours begin at the Western Newfoundland Model Forest Office located in the Forest Centre on University Drive. They begin with a short presentation, then proceed to the Kinsmen Partici-park, where interpretation of the forest and hands on activities begin. The tour takes place on easily walked trails and runs for 2 - 2.5 hours.

Phase 2 tours begin at the upper Corner Brook Stream trailhead located directly across from the bottom of Massey Drive. The tour then follows the trail to the Corner Brook Stream gorge while addressing topics such as erosion, successional growth of forests, and how the forest can be used. This tour takes place on gravel and hiking trails, and runs for 2 - 2.5 hours

Tours begin August 1st and run until October 12th. They give a brief introduction to the soil, geography, flora and fauna of the boreal forest in a fun, informative manner.

WESTERN  
NEWFOUNDLAND



MODEL FOREST  
NETWORK  
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FORETS MODÈLES

To book a tour and learn more about what the forest has to offer please call 637-7301.

Tour Guide: Jamie Buffett