



## Butterflyway Project

Report to HCCA Board of Directors

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Over the past month, substantive progress has been made to promote and raise awareness about the Butterflyway Project, articulate the vision, recruit volunteers and get the project to the planting-ready stage.

The following activities were undertaken to increase the visibility and generate interest in this project:

- Enhanced the content of the [project web page](#) by adding practical references, videos, and samples of pollinator garden plans
- Launched a “mini-series” about wildflowers on Twitter
- Provided information and added the project into the NATIONAL POLLINATOR PROJECT DATABASE (May 22) - maintained by David Suzuki Foundation
- Facilitated content for a newsroom article - [Butterfly Puddling Station](#), by Katarina Zelenika (May 23)
- Shared information about the first pollinator patch in Hunt Club on the national and local Butterfly Rangers Facebook groups (May 28)
- Wrote a Newsletter article - [Hunt Club’s Butterflyway Project](#) (May 31)

To provide focus and help guide the efforts in a meaningful way, we articulated the vision for the Butterflyway Project – it is for Hunt Club to become the leading community in Ottawa in providing healthy habitats for pollinators. Success indicators: Hunt Club has the largest number of pollinator patches in public and private spaces; and, half of these are certified by the Canadian Wildlife Federation as the wild-life friendly habitat.

Nineteen people have responded to the call for volunteers on this project. Of those, 14 attended the first meeting which took place on May 26. Following the introductions, the meeting focussed on sharing information and the vision for the project, and proceeded with discussion about the logistics and timing for the upcoming planting.

Thanks to the championing efforts of Councillor Riley Brockington, the city has installed a pollinator patch in front of the Hunt Club-Riverside Park Community Centre (May 27). In addition, two smaller-size patches were planted in private yards (on Uplands and on Archer). Over the next two to three weeks, volunteers will be establishing pollinator patches at the Community Garden, Archer berm, on two school grounds (Holy Family Catholic School, Bayview Public School), as well as in private yards and gardens.

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Zivana Pavic, Project Lead

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