

Million Tree Challenge Status Update Ivan Listar

то:	CHAIR AND MEMBERS – PLANNING & ENVIRONMENT COMMITTEE	
FROM:	JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER	
SUBJECT:	MILLION TREE CHALLENGE STATUS UPDATE MEETING ON JANUARY 21, 2014	

RECOMMENDATION

That, on the recommendation of the Managing Director, Planning and City Planner, this information report and attachment **BE RECEIVED** by Planning Committee as a fulfilment of the reporting requirements of the Million Tree Challenge.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Million Tree Challenge Status Update to Planning and Environment Committee, January 22, 2013

ReForest London Business Case for the Million Tree Challenge

1st Report of the Services Review Committee, December 14, 2011

Council Minutes January, 10, 2012

4th Report of the Strategic Priorities and Policy Committee, January 17, 2012

Staff Report to Strategic Priorities and Policy Committee on February 9, 2012 regarding Impact of Services Review Committee 2012 Funding Recommendations on Implementation of the Emerald Ash Borer Strategy and Million Tree Challenge

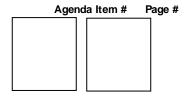
5th Report of the Strategic Priorities and Policy Committee

Council Minutes honouring the Million Tree Challenge website as the Official Honouree of the 16th Annual Webby Awards

BACKGROUND

The Million Tree Challenge (MTC) is an initiative to engage Londoners to plant one million trees in the City over the next ten years. It was launched in June 2011 with ReForest London and the City as founding partners. The short term objective is to plant one tree for every Londoner in the first three years of the program.

The program seeks partners from the private business sector and the public and plant trees on private and public property. The initiative addresses key City Strategic priorities of Environmental Leadership, Community Vitality, Economic Prosperity and Infrastructure Renewal.



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MILLION TREE CHALLENGE ACCOMPLISHMENTS

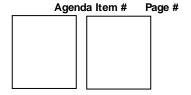
A formal partnership model and governing and implementation structure has been established that includes a Steering Committee, Volunteer Action Teams and ReForest London Resource Teams. The partnership model was selected to engage, motivate, and celebrate the accomplishments of all the partners in order to provide community involvement and to leverage limited resources of any organization or individuals. Additional information on the model and structure has been previously reported.

Partnerships and Public Participation

- 156,000 trees have been planted to date.
- Leveraged \$856,000 in 2013 through raised funds, donations of time, services, goods and media appearances. This represents an \$8.56:1 leverage ratio for every dollar of the \$100,000 funded by the City. It is an increase of \$2.36:1 over the 2012 leverage ratio.
- **141 Partners and Growing.** The number of partners increased substantially in the last year from the 76 in 2012. A full list of partners is included in the attachment.
- **145 Community events** in 2013 including tree plantings, sales and giveaways. Additionally there were tree aftercare and other outreach activities provided for residents.
- Over 7,008 Volunteer hours of labour have been provided by participants in 2013.
- The Million Tree Challenge was a finalist for the Pillar Award for Community Collaboration in November 2013

Major Events and Initiatives

- National Forest Week and National Tree Day (September 22-29): Million Tree Challenge
 Partners gave away over 2,700 trees in one day alone. The City of London gave away 750
 one-gallon saplings at five locations across the city. Twenty other partners participated in
 the week's celebrations through various community planting events.
- City of London Corporate tree planting event: This was the first organized by City staff that brought out over 80 staff and their family members who planted 300 trees at the North London Athletic Fields.
- Sovereign Woods restoration: Approximately 3,000 trees and whips were planted to reforest lands recently rezoned as open space from industrial. Major partners with the City included Upper Thames River Conservation Authority and the Western University Master of Environmental Sciences students.
- The **Tree Captains program**, initiated in 2013, has 47 Captains working throughout the City. They raise awareness of trees in their neighbourhoods and assist with acquiring trees for private property, tree sales and local planting projects.
- **Schoolyard greening projects:** Over 432 trees and shrubs in 8 schoolyard projects across the city.
- The Veterans Memorial Parkway: Over 400 trees were planted.
- Tree sales and giveaways: There were 8 tree sales held throughout London, selling over 1,200 trees. Over 6,600 trees were provided to residents for free throughout the year at various public events such as Western Fair.



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City of London Corporate Tree Planting Event, October 2013. Before and After

GOING FORWARD FOR 2014

The Million Tree Challenge program will continue to engage more private sector partners and leverage funds and resources in order to expand the program and to reach the goal of planting one million trees within 10 years. The program will continue building on the successful, established and new partner relationships and initiatives, such as the volunteer "Tree Captain" program.

For 2014, the focus will be on increasing the program's capacity to deliver the program and attracting more industrial and institutional participation to increase the program.

SUMMARY

The Million Tree Challenge is an on-going, successful initiative that has increased the awareness of the importance of trees as well as mobilized commercial, industrial, educational and institutional partners and individuals from across the City to plant trees. The Million Tree Challenge has an effective governance and implementation structure that leveraged over \$8.56 for every dollar spent by the program and has resulted in 156,000 trees planted to date.

I would like to acknowledge ReForest London for their contributions in the preparation of this report.

RECOMMENDED BY:	
JOHN M. FLEMING, MCIP, RPP	
DIRECTOR OF LAND USE PLANNING AND CITY PLANNER	

cc: ReForest London

cc: TFAC

Attachment: Full list of MTC Partners

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Million Tree Challenge Status Update

Attachment: Full List of Million Tree Challenge Partners

Join our Growing List of Partners - 141

MILLION TREE CHALLENGE

Founding Partners: City of London and ReForest London



Business/Industry

A & M Garden Centre Alchemy Operation Amway Canada

Arthur Lierman Landscape Architecture Baseline Nurseries and Garden Centre

Big Viking Games Bloomers at the Market **Boler Mountain**

Boomerang Credit Union

Brian Byrne, Re/Max Centre City Realty

Bumble Bee Gardens Bowen Works in London **CLC Tree Services** Clintar

Cornerstone Architecture Incorporated

Davey Tree Davis Martindale LLP Decade Group Inc. Deloitte

ECHO Power Equipment Canada Eastforest Homes

Escapes Outdoor Living **Executive Campers** Foresters

Form and Build Supply Inc. Goodwill Industries Green Side Up Greenwash Retail Harrison Pensa LLP

Heeman Greenhouses & Strawberry Farm Heirloom Greens and Gardens

Heritage Garden Gallery Home Hardware – London East Horizon Leadership Institute Inc. Hummingbird Homestead Ingredion Canada Inc. Joe Kool's Restaurant **Kev Contact** KPMG LLP Labatt Breweries Landscape Native Landscape Ontario Lanktree Tree Services Lashbrook Marketing & PR

Leaf Landscaping Solutions Lerners LLP

Libro Financial Group Little Creek Tree Farm

London Bump, Baby & Toddler Expo London Chamber of Commerce London Community Foundation London Convention Centre

London Development Institute London Economic Development Corporation London Home Builders Association

London Hydro

London St. Thomas Association of REALTORS® McFarlane & Roberts Funeral Home

McKenzie Lake Lawyers LLP Microcad Computer Corporation Mountain Equipment Co-op MPH Hardscapes

Nicholson Sheffield Architects Inc.

Nutri-Lawn Oak Trust Company Old Castle Renovations Parkway Gardens sagecomm Scotiabank

Sifton Properties Limited Springbank Garden Centre

St. Williams Nursery and Ecology Centre

SunTap Technologies **Textbook Forest**

The Achievement Centre International Inc.

The Community Fundraiser

The Living Centre & Living Arts Institute

The Tea Haus

TD Friends of the Environment Foundation TLC Landscaping

Tree Canada Trojan Technologies Try Recycling Union Gas Limited Van Den Nest Nursery Vanderley Landscaping

Van Horik's Greenhouses and Garden Centre Van Luyk Greenhouses and Garden Centre

Walker Construction Wastell Homes Waste Solutions Canada web.isod.es Western Fair District Western Research Park White Oaks Mall Wild Craft Permaculture WINMAR London

Wizards of Video

Community Organizations

Argyle Community Association Art of Living Foundation – London Chapter Art on a Limb Studio

Arthur Ford Nature Park ecol IVING London

Emerging Leaders London Community Network

Food Not Lawns Forest City Road Races Friends of the Coves Friends of the London Civic Garden Complex

Friends of Meadowlily Woods Garden Club of London Lambeth Community Association Latino Canadian Community

Corporation

London Fanshawe Horticultural Society Lambeth Horticultural Society London Middlesex Master Gardeners

London Public Library

London Strengthening Neighbourhoods

Strategy Montessori Academy

Nature London Old East Village Community Association Old South Community Organization

Optimist Club of Summerside Pillar Nonprofit Network Scouts Canada - London Scoutrees Thames Talbot Land Trust The Arthritis Society, Southwest Region

Trees and Forest Advisory Committee

Urban League of London Veterans Memorial Parkway Community Program

Institutions

Fanshawe College London Health Sciences Centre Middlesex London Health Unit St. Joseph's Health Care, London Victoria Public School Western University

Media Partners

CTV London The Londone **BOB FM 102.3**