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**Million Tree Challenge Status Update  
Ivan Listar**

<b>TO:</b>	<b>CHAIR AND MEMBERS – PLANNING &amp; ENVIRONMENT COMMITTEE</b>
<b>FROM:</b>	<b>JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>
<b>SUBJECT:</b>	<b>MILLION TREE CHALLENGE STATUS UPDATE MEETING ON JANUARY 21, 2014</b>

<b>RECOMMENDATION</b>
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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.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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- Million Tree Challenge Status Update to Planning and Environment Committee, January 22, 2013
- ReForest London Business Case for the Million Tree Challenge
- 1<sup>st</sup> Report of the Services Review Committee, December 14, 2011
- Council Minutes January, 10, 2012
- 4<sup>th</sup> 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
- 5<sup>th</sup> 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

<b>BACKGROUND</b>
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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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<b>MILLION TREE CHALLENGE ACCOMPLISHMENTS</b>
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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

<b>GOING FORWARD FOR 2014</b>
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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.

<b>SUMMARY</b>
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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.

<b>SUBMITTED BY:</b>	<b>RECOMMENDED BY :</b>
<b>IVAN LISTAR, R.P.F. MANAGER, URBAN FORESTRY</b>	<b>JOHN M. FLEMING, MCIP, RPP DIRECTOR OF LAND USE PLANNING AND CITY PLANNER</b>

cc: ReForest London  
cc: TFAC

Attachment: Full list of MTC Partners

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**Attachment: Full List of Million Tree Challenge Partners**

**Join our Growing List of Partners - 141**

**MILLION TREE CHALLENGE**

**Be One in a Million**

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  
 Ingredient Canada Inc.  
 Joe Kool’s Restaurant  
 Key Contact  
 KPMG LLP  
 Labatt Breweries  
 Landscape Native  
 Landscape Ontario  
 Lanktree Tree Services  
 Lashbrook Marketing & PR  
 Leaf Landscaping Solutions  
 Lerner’s 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 Life  
 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  
 Rtraction  
 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  
 ecoLIVING 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 Scoutreels  
 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 Londoner  
 BOB FM 102.3