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**Million Tree Challenge Status Update  
Ivan Listar**

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| <b>TO:</b>      | <b>CHAIR AND MEMBERS<br/>PLANNING &amp; ENVIRONMENT COMMITTEE<br/>MEETING ON MARCH 23, 2015</b> |
| <b>FROM:</b>    | <b>JOHN M. FLEMING<br/>MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>                         |
| <b>SUBJECT:</b> | <b>MILLION TREE CHALLENGE STATUS UPDATE</b>   |

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| <b>RECOMMENDATION</b> |
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That, on the recommendation of the Managing Director, Planning and City Planner, this information report **BE RECEIVED** by Planning and Environment Committee as a fulfilment of the yearly update for the Million Tree Challenge.

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| <b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b> |
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January 21, 2014 Million Tree Challenge Status Update to Planning and Environment Committee

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

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

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| <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.

Most of the land within the city is privately owned, so inspiring Londoners to plant trees at their homes, businesses, children's schools and places of worship is key to growing a robust urban forest and achieving our million tree objective. The program seeks partners from the private business sector and the public to plant the trees. The initiative addresses key City strategic priorities of building a sustainable city and strengthening our communities.

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| <b>MILLION TREE CHALLENGE ACCOMPLISHMENTS - 2014</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 the limited resources of any one organization or individuals. Additional information on the model and structure has been previously reported.

**Partnerships and Public Participation**

- **Leveraged \$744,337** in 2014 through raised funds, donations of time, services, goods and media appearances. This represents a **7.4:1 leverage ratio** for every dollar of the \$100,000 funded by the City.
- **177 Partners and growing.** The number of partners increased substantially in the last year from the 141 in 2014. A full list of partners is included in the attachment.
- **72 Community events** in 2014 including tree plantings, sales and giveaways. Five of these community planting events were organized by the City because of the City’s ability to support and promote smaller group plantings in public park space. Our ability to provide leadership and accommodation to organizations like Girl Guides and the Bereaved Families provides them an opportunity to participate in tree planting activities in a small, local group setting instead of larger planting projects hosted by one our partners.
- **Over 6,500 Volunteer hours** of labour have been provided by participants in 2014.
- **2,519 Individuals and organizations** are registered with the Million Tree Challenge

**Major Events and Initiatives**

- **National Forest Week and National Tree Day (September 22-29):** Million Tree Challenge Partners gave away over 1,900 trees at 37 locations on one day alone. The City of London gave away 300 one-gallon saplings at five locations across the city. Sixteen other partners participated in the week’s celebrations through various community planting events.
- **Sovereign Woods restoration:** Approximately 1,800 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, Thames Valley District School Board and Saunders Secondary School students.
- The **Neighbourhood Tree Captains program**, has 39 volunteer Captains working year-round 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. They delivered over 1,000 trees to residents in 2014. One Neighbourhood Tree Captain also rallied the members of a condominium corporation to adopt City land on Old Riverside Drive which, through collaboration with the City, was transformed into a well-treed neighbourhood pocket park.
- **Western Fair:** A Million Tree Challenge booth was staffed for the full 10 days of the Fair. Approximately 2,500 native seedlings were given new homes and almost 10,000 people received information on the importance of urban trees.

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- **The Veterans Memorial Parkway:** Over 500 large trees were planted by over 500 volunteers along the Parkway. Another 221 were planted by ReForest London in the Oxford/Crumlin area as a joint venture. Additionally, 300 trees were given away by the City to participants and residents. The Veterans Memorial Parkway initiative also won the prestigious national Green For Life Community Award from the Canadian Nursery Landscape Association.
- **Growing Trees:** In partnership, high schools and other facilities that have greenhouses produced 1,756 seedlings, many of which were distributed directly into the community by participating schools.
- **Native Tree Sales and Giveaways:** Altogether there were 11 tree sales and dozens of tree giveaways that distributed almost 11, 000 trees across London. In addition to the already mentioned initiatives, some of other notable venues included the joint Upper Thames River Conservation Authority/London Hydro tree sale partnership in the spring, Forest City Road Races and the Labatt World Environment Day Forum.
- **Aftercare:** Naturalization projects in parks and planting projects in school yards require some care in the years after planting. In 2014, over 400 volunteers contributed almost 1,000 volunteer hours to perform maintenance, invasive species removal and other care to 20 planting projects. The volunteers are increasingly made up of companies and other groups looking to have a community action day for their employees or members. The willingness of these groups to do the less glamorous job of tree maintenance demonstrates the Million Tree Challenge messaging of the importance of tree care post planting is effective.



Masonville tree sale



Veterans Memorial Parkway

**GOING FORWARD FOR 2015**

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 2015, the main areas of focus will be on increasing the program’s capacity to deliver the program, attracting more industrial and institutional participation and increasing our private land tree planting. Additional emphasis will be on working with schools and interested partners to increase the number of trees planted in school yards and their local neighbourhoods. We will also be working more closely with our Conservation Authorities to facilitate planting programs in rural areas.

The MTC is also looking forward to Canada’s 150<sup>th</sup> birthday in 2017 and will be exploring opportunities and partnerships this year that may lead to a very significant increase in the number of new trees to be planted in the Forest City in 2017.

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| <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 \$7.44 for every dollar spent by the program in 2014 and has resulted in 236,314 trees registered to date.

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

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

cc: ReForest London  
cc: Trees and Forests Advisory Committee

Attachment: Full list of MTC Partners

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



**Join our Growing List of Partners - 177**

**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  
 Bowen Works in London  
 Brian Byrne, Re/Max Centre City Realty  
 Browns Enterprises  
 Bucky Publications  
 Bumble Bee Gardens  
 CLC Tree Services  
 Clean Green  
 Clintar  
 Coralia E. Tudor Paralegal Office  
 Cornerstone Architecture Incorporated  
 Davey Tree  
 Davis Martindale LLP  
 Decade Group Inc.  
 Deloitte  
 Disher's Landscaping  
 Eastforest Homes  
 ECHO Power Equipment Canada  
 Flandscape  
 Foresters  
 Form and Build Supply Inc.  
 Golder Associates  
 Goodlines: decor for earth & home  
 Goodwill Industries  
 Greenbelt Farm  
 Green Side Up  
 Greg Monforton & Partners  
 Harris Home Hardware  
 Harrison Pensa LLP  
 Heeman Greenhouses & Strawberry Farm  
 Heirloom Greens and Gardens  
 Heritage Garden Gallery  
 Home Hardware – London East  
 Horizon Leadership Institute Inc.  
 Horta-Craft Ltd.  
 Hummingbird Homestead  
 Industree Outfitters  
 Ingredion Canada Inc.  
 Joe Kool's Restaurant  
 John Zubick Ltd.  
 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 Bridge Child Care Services

London Baby 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 Mechanical Plumbing & Heating  
 London St. Thomas Association of REALTORS®  
 Madcap Animation  
 McFarlane & Roberts Funeral Home  
 McKenzie Lake Lawyers LLP  
 Microcad Computer Corporation  
 Mountain Equipment Co-op  
 MPH Hardscapes  
 Nicholson Sheffield Architects Inc.  
 NPT RicePoint  
 Norm's Tree Service  
 Nutri-Lawn  
 Oak Trust Company  
 Old Castle Renovations  
 Parkway Gardens  
 Peaceful Ponds Water Gardens  
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 sagecomm  
 Scotiabank  
 Sifton Properties Limited  
 Springbank Garden Centre  
 St. Williams Nursery and Ecology Centre  
 StarTech.com  
 SunTap Technologies  
 TD Friends of the Environment Foundation  
 Textbook Forest  
 The Achievement Centre International Inc.  
 The Community Fundraiser  
 The Living Centre & Living Arts Institute  
 The Tea Haus  
 TLC Landscaping  
 Tree Canada  
 Trojan Technologies  
 Try Recycling  
 TYDAN Landscape Design Inc.  
 Union Gas Limited  
 Van Den Nest Nursery  
 Van Horik's Greenhouses and Garden Centre  
 Van Luyk Greenhouses and Garden Centre  
 Vanderley Landscaping  
 Walker Construction  
 WARPAINT Media  
 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  
 Woodland Cemetery  
 Yoga Shack

**Community Organizations**

Argyle Community Association  
 Art of Living Foundation– London Chapter  
 Art on a Limb Studio  
 Arthur Ford Nature Park  
 Bereaved Families of Ontario Southwest Region  
 Boys' and Girls' Club  
 Byron Community Organization  
 Canadian Cancer Society-Elgin-Middlesex Unit  
 Cross Cultural Learner Centre  
 ecoLIVING London  
 Emerging Leaders London Community Network  
 Food Not Lawns  
 Forest City Road Races  
 Friends of Meadowlily Woods  
 Friends of the Coves  
 Friends of the London Civic Garden Complex  
 Garden Club of London  
 Lambeth Community Association  
 Latino Canadian Community Corporation  
 London Fanshawe Horticultural Society  
 Lambeth Horticultural Society  
 London Middlesex Master Gardeners  
 London Pacers Running Club  
 London Public Library  
 London Strengthening Neighbourhoods Strategy  
 Montessori Academy  
 Nature London  
 Nokee Kwe  
 Old East Village Community Association  
 Old South Community Organization  
 Optimist Club of Summerside  
 Pillar Nonprofit Network  
 Scouts Canada – London Scoutreets  
 SOHO Community Association  
 Sustainable Joes  
 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  
 JACK FM 102.3  
 The London Free Press  
 Rogers TV London  
 Scene Magazine  
 Magazine Latino!