

то:	CHAIR AND MEMBERS PLANNING & ENVIRONMENT COMMITTEE MEETING ON MARCH 23, 2015
FROM:	JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER
SUBJECT:	MILLION TREE CHALLENGE STATUS UPDATE

RECOMMENDATION

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.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

January 21, 2014 Million Tree Challenge Status Update to Planning and Environment Committee

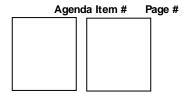
January 22, 2013 Million Tree Challenge Status Update to Planning and Environment Committee

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

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.

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.



MILLION TREE CHALLENGE ACCOMPLISHMENTS - 2014

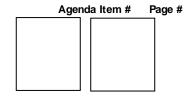
A formal partnership model and governing and implementation structure has been established that includes a Steering Committee, Volunteer Action Teams and ReForest London Resource Teams. The partnership model was selected to engage, motivate, and celebrate the accomplishments of all the partners in order 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.



- 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 glamourous job of tree maintenance demonstrates the Million Tree Challenge messaging of the importance of tree care post planting is effective.



Masonville tree sale



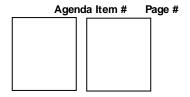
Veterans Memorial Parkway

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 150th 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.



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 \$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.

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

cc: ReForest London

cc: Trees and Forests Advisory Committee

Attachment: Full list of MTC Partners

Agend	Page #	

Million Tree Challenge Status Update

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 Un

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.

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 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

rtraction. 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 Londo 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 Scoutrees

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

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