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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 22, 2012</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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- 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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**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 is included in the attachment.

**Partnerships and Public Participation**

- **76 Partners and Growing.** Partners include major corporations, businesses, community groups and institutions. A full list of partners is included in the attachment.
- **\$6.20 leveraged for every \$1 spent.** This includes funding and in-kind support.
- **1,213 individuals and partners have registered their trees on the MTC website**
- **97,300 trees have been planted.** This has exceeded planting goal of 75,000 established for this time period.
- **5,757 seedlings have been given away at over 120 community events**
- **5,331 volunteers across the City have participated in events and plantings across the City**
- **9,084 Volunteer hours of labour have been provided by participants.**
- **MTC website is the Official Honouree of the 16th Annual Webby Awards.** This international award is the website industry's equivalent to the Oscar in the movie industry.

**Major events and initiatives**

- **123 events** including community outreach, tree sales, tree give-aways, tree planting projects in schools parks and businesses, post planting maintenance
- **3 Ward Challenges:** Ward 7 vs. Ward 5; Ward 1 vs. Ward 14; Ward 11 vs. Ward 6. The respective Councillors were Matt Brown, Joni Baechler, Bud Polhill, Sandy White, Denise Brown and Nancy Branscombe. **Winners were Ward 11, Ward 14, and Ward 7.**
- **1 Citywide Neighbourhood Challenge:** Facilitated through London's Strengthening Neighbourhoods Strategy. Winner was Westminster
- **Western Fair:** Provided exposure and direct messaging to tens of thousands residents over a 10 day period and over 200 volunteer hours
- **20,000 Million Tree Challenge tree tags:** Distributed through independent garden and nursery centres, Walmart, tree sales and tree give-aways.
- **National Forest Week and National Tree Day:** Various events and tree give-aways across the City

**GOING FORWARD FOR 2013**

The MTC will continue to engage more private sector partners and leverage funds and resources in order to expand the program for 2013 in order to reach the goal of planting 1 tree for every Londoner within 3 years. In addition to building on the successful initiatives of 2012, such as tree plantings, Western Fair, etc., new initiatives such as a volunteer "Street Captain" program to engage neighbourhoods and improve public awareness/education will be implemented.

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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 MTC has an effective governance and implementation structure that leveraged over \$6.20 for every dollar spent by the program and has resulted in 98,000 trees planted to date.

<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 and Powerpoint Presentation prepared by ReForest London

January 10, 2013  
/IL  
Million Tree Challenge Progress Report

Y:\Shared\Urban Forestry\PEC Reports\Final\Jan 22 2013 Million Tree Challenge Update Report.docx

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# Attachment 1

## Join our Growing List of Partners



**MILLION TREE CHALLENGE**

**Be One in a Million**

**Founding Partners:** City of London and ReForest London

### **Business/Industry**

A & M Garden Centre  
Amway Canada  
Baseline Nurseries and Garden Centre  
Big Viking Games  
Boler Mountain  
Boomerang Credit Union  
Brian Byrne, Re/Max Centre City Realty  
CLC Tree Services  
Clintar  
Cornerstone Architecture Incorporated  
Davey Tree  
Decade Group Inc.  
Deloitte  
ECHO Power Equipment Canada  
Form and Build Supply Inc.  
Goodwill Industries  
Harrison Pensa LLP  
Heeman Greenhouses & Strawberry Farm  
Heritage Country Gardens  
Horizon Leadership Institute Inc.  
Labatt Breweries  
Landscape Ontario  
Libro Financial Group  
London Chamber of Commerce  
London Community Foundation  
London Convention Centre  
London Development Institute  
London Home Builders Association  
London Hydro  
London Life  
London St. Thomas Association of REALTORS®  
McKenzie Lake Lawyers LLP  
Nicholson Sheffield Architects Inc.  
Nutri-Lawn  
Oak Trust Company  
Parkway Gardens  
rtraction  
Sifton Properties  
Springbank Garden Centre  
St. Williams Nursery and Ecology Centre  
SunTap Technologies  
The Achievement Centre International Inc.  
The Living Centre & Living Arts Institute  
TD Friends of the Environment Foundation  
Try Recycling  
Van Den Nest Nursery  
Van Horik's Greenhouses  
Van Luyk Greenhouses  
Walker Construction  
Western Research Park  
White Oaks Mall  
Wizards of Video

### **Community Organizations**

Argyle Community Association  
ecoLIVING London  
Emerging Leaders London Community Network  
Food Not Lawns  
Friends of the Coves  
Friends of the London Civic Garden Complex  
Garden Club of London  
Kettle Creek Conservation Authority  
Lambeth Community Association  
London Middlesex Master Gardeners  
London Public Library  
London Strengthening Neighbourhoods Strategy  
Nature London  
Old South Community Organization  
Pillar Nonprofit Network  
Scouts Canada – London Scouttrees  
Thames Talbot Land Trust  
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  
Western University