

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 22, 2012

### **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

ReForest London Business Case for the Million Tree Challenge

1st 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

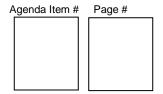
5<sup>th</sup> Report of the Strategic Priorities and Policy Committee

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

### **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 is included in the attachment.

### Partnerships and Public Participation

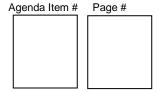
- **76 Partners and Growing.** Partners include major corporations, businesses, community groups and institutions. A full list of partners is included in the attachment.
- \$6.20 leveraged for every \$1 spent. This includes funding and in-kind support.
- 1,213 individuals and partners have registered 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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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 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.

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

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

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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** 

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 Scoutrees

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