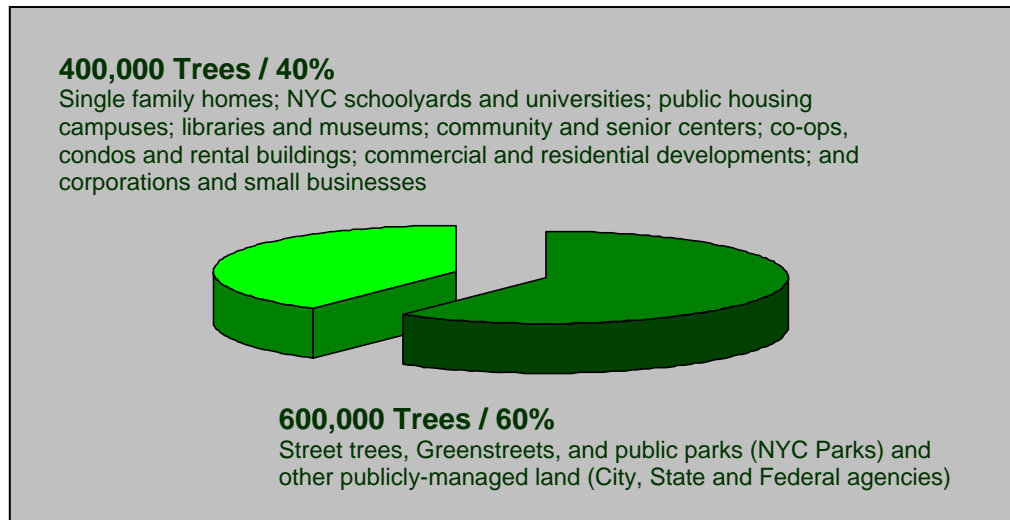


# milliontreesNYC™

A PLANYC INITIATIVE WITH NYC PARKS AND NEW YORK RESTORATION PROJECT

## Public and Private Tree Planting Strategy



To help reach PlaNYC's goal of planting one million trees in New York City, Mayor Michael Bloomberg is providing the New York City Department of Parks & Recreation with over \$400 million over the next 10 years to plant 220,000 street trees, create 800 new Greenstreets and reforest 2,000 acres of existing parkland. In total, the Parks Department is expecting to plant 600,000 public trees over the next to years – focusing its tree planting in the neighborhoods identified as having high incidents of asthma (also known as Trees for Public Health communities) and low tree canopy.

To compliment the Parks Department's expanded street and park tree planting program, New York Restoration Project (NYRP) and non-profit partners will engage a community-based tree planting strategy. In each targeted neighborhood, the Parks Department and NYRP will begin by working with urban forestry data and community partners to identify every tree planting opportunity on both public and private properties. A comprehensive landscape design will then be created that identifies tree planting locations, recommended species, and tree size and variety in relationship to the neighborhood's buildings and infrastructure.

As the Parks Department begins planting street trees, NYRP and other non-profit organizations will leverage individual and corporate donations to purchase and plant trees on other public lands such as schoolyards, public housing campuses, libraries, community health centers and senior centers. To ensure these public trees are properly watered and cared for, the Parks Department and NYRP will partner with community groups and block associations to oversee the care and stewardship of the newly planted trees.

In tandem with public tree planting activities, NYRP will identify commercial and residential developments being planned for targeted neighborhoods, and meet with their developers, architects and landscape architects to set aggressive tree planting goals for each development. NYRP will also encourage the neighborhood's largest landowners and business districts to plant trees, as well as develop long-term tree planting and greening plans.

To successfully reach single family homeowners, the Parks Department and NYRP will introduce public education campaigns that highlight the economic and health benefits associated with trees – such as increased property value – and as a result, will encourage homeowners to plant trees in their front and backyards. As part of homeowner outreach, neighborhood residents will be invited to participate in tree planting workshops, join community-based stewardship networks, participate in volunteer tree planting days, and most important, register their newly planted trees online.

As a result of this new comprehensive tree planting and greening approach, entire neighborhoods throughout New York City will see their streets, parks and public spaces, business districts and front yards transformed into beautiful green spaces – providing New York City families with the positive benefits associated with urban trees.