

“Tree by Tree – The Mile High Million”

In his 2006 annual State of the City address, Mayor John Hickenlooper announced an ambitious tree planting program, with a goal of adding one million new trees in the metropolitan Denver area by the year 2025. The effort is called “The Mile High Million” and is a highly participatory component of Greenprint Denver.

While many areas of the Greenprint Denver, a program to build a sustainable city is focused on city operations and public policy, this program brings the Greenprint vision directly to our neighborhoods and public spaces, aiming to foster community stewardship among individuals, neighborhood associations, schools, nonprofits and businesses by planting trees.

Numerous studies have shown that trees help reduce greenhouse gases that cause global warming, control erosion, prevent water runoff, and provide natural cooling to buildings and pavement. Trees also yield economic benefits such as lower energy bills, reduced noise, and increased property values; along with social benefits such as higher test scores, and faster hospital recovery times. But most visibly, they add beauty to our neighborhoods.

We can each make an investment in - and a commitment to - the future. Every tree planted will contribute to the success of “The Mile High Million” and assist in improving the overall environment-of the entire-metropolitan area.

The public is encouraged to participate in this campaign by planting trees, informing “The Mile High Million” program of tree plantings, and volunteering time to tree planting organizations.

For more information on Greenprint Denver and “The Mile High Million” visit: www.GreenPrintDenver.org





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By the numbers

- 65,356 trees planted throughout the metro region
- 67 tree planting events have been hosted or facilitated by Tree by Tree
- 3,357 volunteers have given the Initiative over 14,400 hours of their time.
- 30 Denver metropolitan municipalities participated in “7,000 Trees in 7 Days” kick off events
- 1 City Council Proclamation and 1 Mayoral Proclamation
- 2,000 hours of City of Denver staff work time contributed toward the Initiative
- \$15,000 worth of tools and volunteer equipment contributed by City of Denver
- 22 mentions on all 5 local network television stations
- 1 Award of Excellence for the “7000 trees in 7 Days” Campaign to PR firm Schenkein from Colorado Chapter of the Public Relations Society of America
- 20 newspaper articles published
- 170 average monthly referrals to Tree Registration Form on Greenprintdenver.org
- 1 of the top 10 most visited pages of Greenprintdenver.org
- 35 volunteers trained in fall Community Forester workshop
- 55 Master Gardeners volunteered for Tree by Tree’s street tree inventory project
- 16 garden centers agreed to give discount on Tree by Tree “Coupon for Cooling”
- 70,000 subscribers of *the Denver Post* and *Rocky Mountain News* received a “Coupon for Cooling”
- \$24,500 worth of in kind time contributed by Education Committee members
- 1 digital multi-faceted education resource packet produced for mass distribution
- 14 Denver Public Schools have trees planted with fourth grade classes
- 7 Project Learning Tree educator workshops held for 73 area educators
- 2 DPS student interns contributed more than 360 hours of work