



million **trees** NYC™

A PLANYC INITIATIVE WITH NYC PARKS AND NEW YORK RESTORATION PROJECT





Thank You

- **Alliance for Community Trees**
- **National Arbor Day Foundation**
- **U.S. Forest Service**
- **Mayor Michael Bloomberg and PlaNYC**
- **New York City Department of Parks & Recreation**

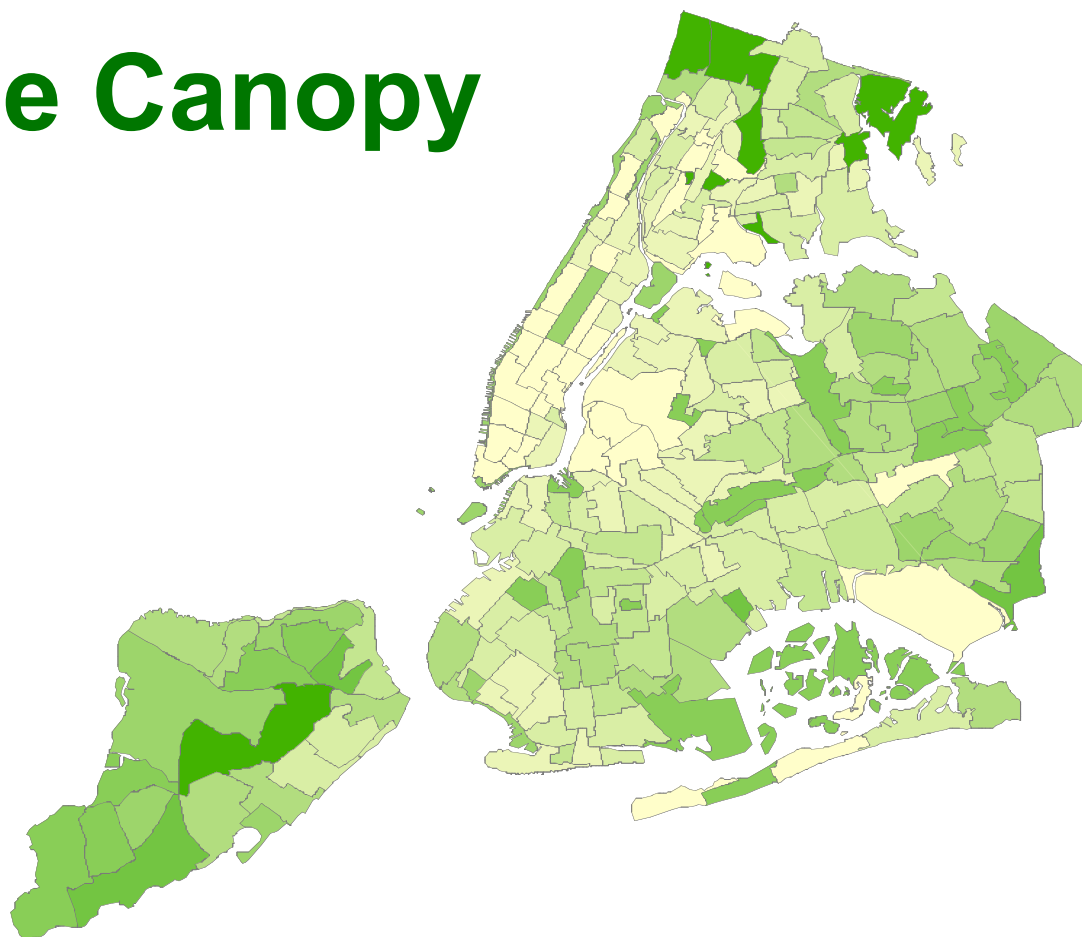
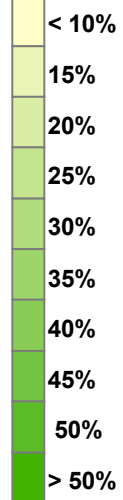






NYC Tree Canopy

Relative Area



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NYC Urban Forest Challenges

- **Low tree canopy – Brooklyn (20%) and Manhattan (13%)**
- **Loss of public funding and focus in 80's and 90's**
- **Urban elements – pollution, vandalism and neglect**
- **Accelerated commercial and residential development**
- **Asian Long Beetle infestation**
- **Absence of public policy that promotes/mandates tree planting**





MillionTreesNYC Overview

- **MillionTreesNYC is a bold initiative to plant one million new trees in New York City's public and private spaces over the next ten years**
 - Innovative partnership of NYC Department of Parks & Recreation and New York Restoration Project (NYRP)
 - MillionTreesNYC Advisory Committee established – over 50 non-profit and government agencies actively participating
 - Core initiative elements include stewardship, education, community outreach, marketing and public relations, public policy and advocacy, and research and evaluation



Growing MillionTreesNYC

- Bette Midler announced “million tree” vision at 2006 NYRP Spring Picnic
- NYRP conducted series of brainstorming sessions with over 40 NYC-based organizations and government agencies
- Reviewed literature and research – including USDA-funded studies on NYC’s urban forest
- Researched existing municipality, corporate and international tree planting and greening initiatives



Growing MillionTreesNYC

- Bette's vision intersected with Mayor Bloomberg's PlaNYC initiative
- Conducted series of strategy and planning meetings with NYC Parks Department
- Developed formal partnership with NYC Parks
- Established Advisory Committee and topical subcommittees
- Launched MillionTreesNYC on October 9, 2007 in The Bronx



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October 9, 2007 Press Launch



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What do we want to achieve?

- **Plant one million new trees throughout NYC's five boroughs**
- **Engage a network of stewards to care for NYC's existing and newly planted trees**
- **Raise public awareness about the environmental, health, societal and economic benefits associated with trees and our urban forest**
- **Instill a greater understanding and sense of respect for NYC's trees with the city's 8.5 million residents**
- **Advance public policy that encourages public and private tree planting and maintenance, as well as funding for municipal tree planting and care**
- **Get every New Yorker involved in the initiative**



Key Elements of MillionTreesNYC

- Urban Forest Management
- Outreach and Education
- Public Policy
- Research and Evaluation
- Fundraising





Urban Forest Management

Goals:

- Introduce targeted strategy for planting one million trees
- Cultivate citywide stewardship network
- Educate New Yorkers about preferred tree planting and care practices
- Catalog public and private trees planted

Considerations:

- Coordinating with many partners
- Lowering costs associated with tree acquisition and planting
- Diversification of tree species and site selection
- Identifying volunteer planting opportunities to reflect demand
- Incorporating tree pit and guard innovations
- Effectively counting trees planted



Target Neighborhoods

- Crotona Park
- East Harlem
- East New York
- Far Rockaway
- Morrisani
- Stapleton





Tree Planting Strategy

- **Mayor Bloomberg is providing the NYC Parks Department with over \$400 million over the next ten years to:**
 - Plant 220,000 new street trees
 - Reforest 2,000 acres of parkland and public right-of-way
 - Create 800 new Greenstreets
- **NYRP will leverage private donations to purchase and plant trees on school yards, public housing campuses, libraries, community health centers and senior centers.**
- **NYRP will also plant trees in neighborhoods that surround the organization's 57 community gardens and plant 3,001 cherry trees along the Harlem River.**





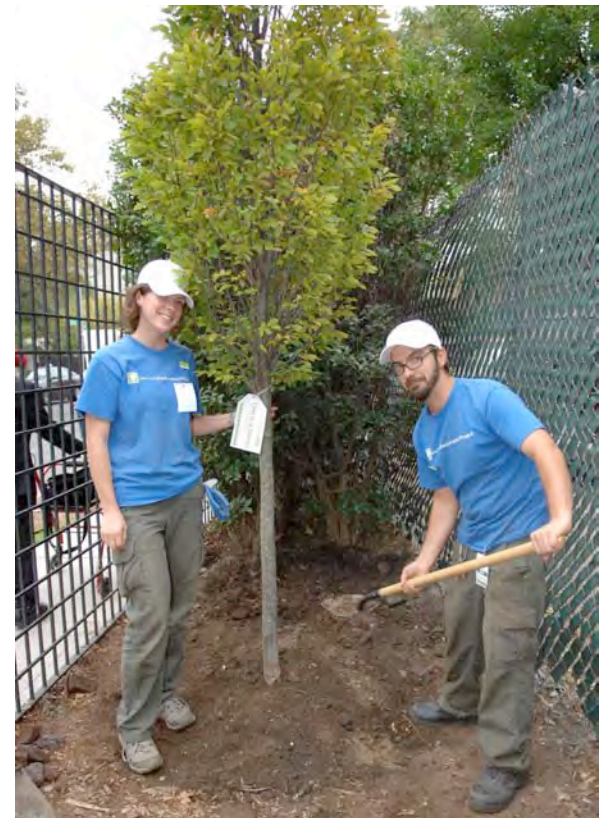
NYRP Tree Planting Strategy

- **Identify blocks in target neighborhoods**
 - NYCHA properties
 - Public schools
 - NYRP community gardens
- **Audit neighborhood tree planting opportunities**
- **Develop comprehensive tree planting strategy and goals for neighborhood in collaboration with community representatives and NYC Parks**
- **Coordinate and/or implement institutional tree plantings**



NYRP Tree Planting Strategy

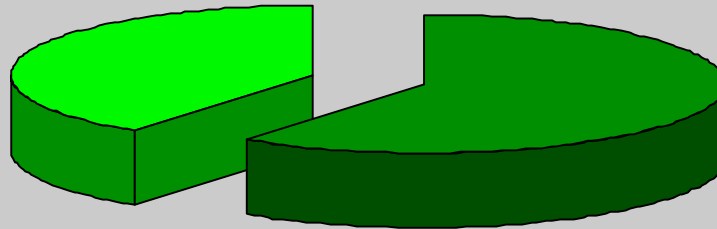
- Educate homeowners, block associations and merchant associations
- Meet with commercial and residential developers and large landowners/managers
- Introduce MillionTreesNYC Community Grant Program
- Sponsor volunteer planting and tree care days
- Establish stewardship program – engaging renters



Public, Non-profit and Private Tree Planting

400,000 Trees / 40%

Single family homes; NYC schoolyards and universities; public housing campuses; libraries and museums; community and senior centers; co-ops, condos and rental buildings; commercial and residential developments; and corporations and small businesses



600,000 Trees / 60%

Street trees, Greenstreets, and public parks (NYC Parks) and other publicly-managed land (City, State and Federal agencies)





BEFORE



AFTER



BEFORE



AFTER



Outreach and Education

Goals:

- Introduce targeted marketing and public relations campaigns
- Educate individual homeowners, renters, and NYC-based corporations and small businesses about MillionTreesNYC, tree planting and care
- Encourage land owners, developers and landscape architects to adopt aggressive tree planting strategies
- Introduce youth education programs that include volunteerism

Considerations:

- Maintaining public interest in decade-long initiative
- Involving nurseries and retailers
- Engaging developers and landowners
- Reinventing NYC's Arbor Day





Public Policy

Goals:

- Educate City, State and Federal policy-makers about MillionTreesNYC
- Research and advance urban forestry and green ordinances, legislation and regulations
- Support and advance public policies and funding that advance MillionTreesNYC goals

Considerations:

- Absence of strong NYC urban forestry advocate
- Policy-makers have competing priorities
- Better coordination between NYC agencies
- NYC facing new budget challenges
- Bloomberg Administration ends December 2009





Research and Evaluation

Goals:

- Leverage latest urban forestry research and data to advance initiative goals
- Partner with education, foundation and government-based institutions to support research on NYC's urban forest
- Solicit community and stakeholder feedback on initiative programs
- Establish program evaluation and measurements

Considerations:

- Effectively communicating research and data to stakeholders and public
- Absence of up-to-date urban forestry research bibliography and list of experts
- Prioritizing research needs





Fundraising

Goals:

- Solicit individual donations to support tree planting
- Seek the financial and in-kind support of corporations and foundations to support all aspects of MillionTreesNYC
- Secure City, State and Federal funding to support the initiative

Considerations:

- Leveraging strong interest in green issues and the environment
- Adapting fundraising outreach to meet donor needs
- Coordinating fundraising outreach with The Mayor's Fund
- Providing resources to partner organizations





Tree Campaign Essentials

- Engage partners from the beginning
- Make initiative a priority for the Mayor, key agencies and City Council
- Craft strategic plan – assess needs, opportunities and resources
- Share implementation responsibilities with partners
- Have a budget
- Be creative, engaging and innovative



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Tree Campaign Challenges

- Addressing the fact that many people do not want trees
- Organizing public and institutional tree plantings
- Meeting growing volunteer demand
- Coordinating with city agencies
- Managing the involvement of so many partners
- Having staff and operational resources necessary to implement large-scale initiative



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Tree Campaign Opportunities

- Introduces integrated approach to neighborhood tree planting – produces dramatic results
- Empowers neighborhood and block associations, community gardeners, merchant associations and BIDs
- Fosters greater public appreciation for trees and city’s urban forest
- Makes urban forestry a priority for policy-makers and stakeholders
- Builds important, long-term partnerships and relationships
- Realizes environmental, health, societal and economic benefits associated with a growing, healthy urban forest





For More Information

www.milliontreesnyc.org

Darin Johnson
Vice President for Strategic Initiatives and Marketing
New York Restoration Project
212-333-2552 office
646-369-0288 mobile
djohnson@nyrp.org

Susan Donoghue
PlaNYC Project Manager
New York City Department of Parks & Recreation
212-360-1395 office
susan.donoghue@parks.nyc.gov



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