



MillionTreesNYC Overview

To address the needs of New York City's growing population, New York City Mayor Michael Bloomberg announced on Earth Day 2007 that community greening and urban tree planting would be a major priority of PlaNYC – the city's long-term sustainability initiative. Recognizing the benefits trees provide New York City's residents, neighborhoods and environment, PlaNYC established the ambitious goal of planting one million new trees throughout the city's five boroughs over the next decade.

To help reach the million trees goal, Mayor Bloomberg is providing the New York City Department of Parks & Recreation with over \$400 million over the next 10 years to plant 220,000 new street trees, create 800 new Greenstreets and reforest 2,000 acres of existing parkland. And in an effort to get every New Yorker involved in this momentous tree planting effort, MillionTreesNYC – a citywide tree planting, stewardship and public awareness campaign that was launched by Mayor Bloomberg and Bette Midler on October 9, 2007.

MillionTreesNYC is a partnership between Mayor Bloomberg's PlaNYC initiative, the New York City Department of Parks & Recreation and New York Restoration Project (NYRP), as well as community, non-profit, government and corporate partners throughout the city.

A core element of MillionTreesNYC will be a community-based tree planting strategy that compliments the New York City Parks Department's expanding public tree planting programs over the next 10 years. In identified neighborhoods, the Parks Department and NYRP will work with community partners as it assesses tree planting opportunities on schoolyards, public housing campuses, health care facilities, business districts, commercial and residential developments, front yards and other private lands.

In addition to outsourced and volunteer tree planting, the Parks Department and NYRP will invite community members at every level to get involved in tree planting and stewardship. As a result, neighborhoods throughout New York City will see their streets, parks, and public and private spaces transformed into greenscapes – providing citizens and families with the increased environmental, health and economic benefits associated with trees. Additionally, creating a greener New York City through a comprehensive, community-based planting strategy will serve as a model for other urban communities across the country and throughout the world.

MillionTreesNYC will also introduce private homeowners to public education campaigns that highlight the economic and health benefits associated with urban. The city's land owners and managers and residential and commercial developers will be asked to establish greening strategies and set aggressive tree planting goals for their properties. The Parks Department and NYRP will also work with educators to develop innovative community and school-based education programs that highlight urban tree planting and stewardship.

MillionTreesNYC will serve as a catalyst for educating City, State and Federal policymakers on legislative, regulatory and appropriations issues affecting NYC's urban forest. Through the initiative, NYRP and its coalition partners will research and support City ordinances and State and Federal legislation that promote tree planting and maintenance, landscape restoration and urban forestry.

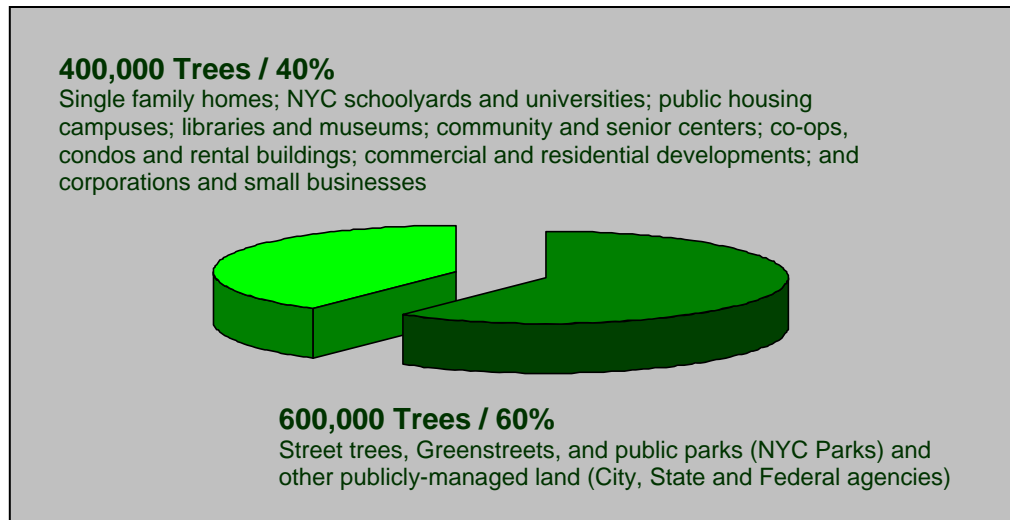
As the nation's largest urban tree planting campaign, NYRP and its partnering organizations will seek the financial and in-kind support of individuals, corporations and foundations allowing the ambitious goals of MillionTreesNYC to be realized.



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.