



# NYC MillionTree Initiative

Parks

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ALLEY

ALLEY

ALLEY

147 ST

115 AV

149 ST

146 ST

ALLEY

115 AV

INWOOD ST

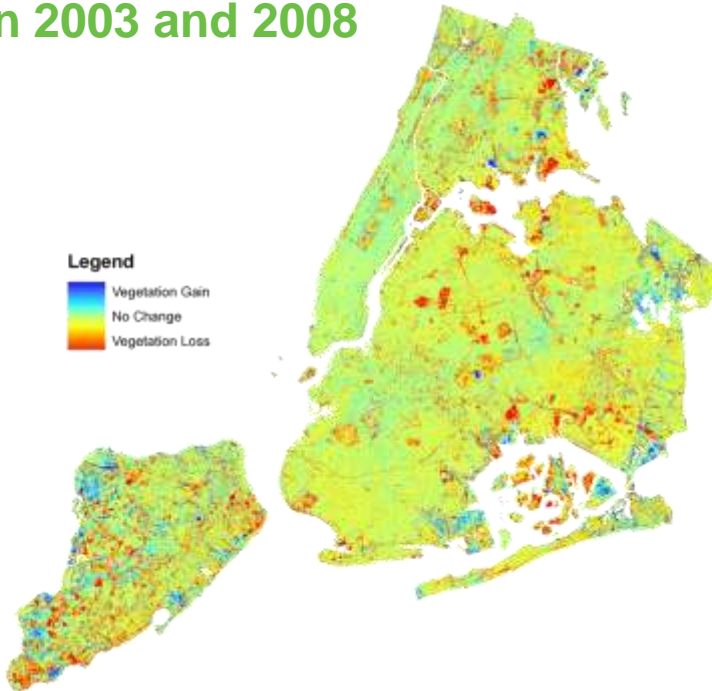
148 ST

143 ST

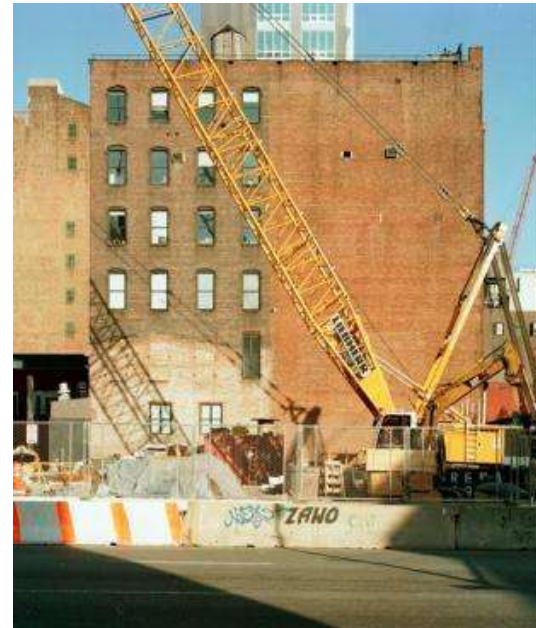
145 ST

# Tree Canopy Loss

- NYC lost 9,000 acres (4.5%) of vegetative cover between 1984 – 2002
- A Forest Service study found NYC lost 1.8% area of tree canopy between 2004 and 2009
- Charlotte lost 3% of tree canopy between 2003 and 2008



NYC Parks



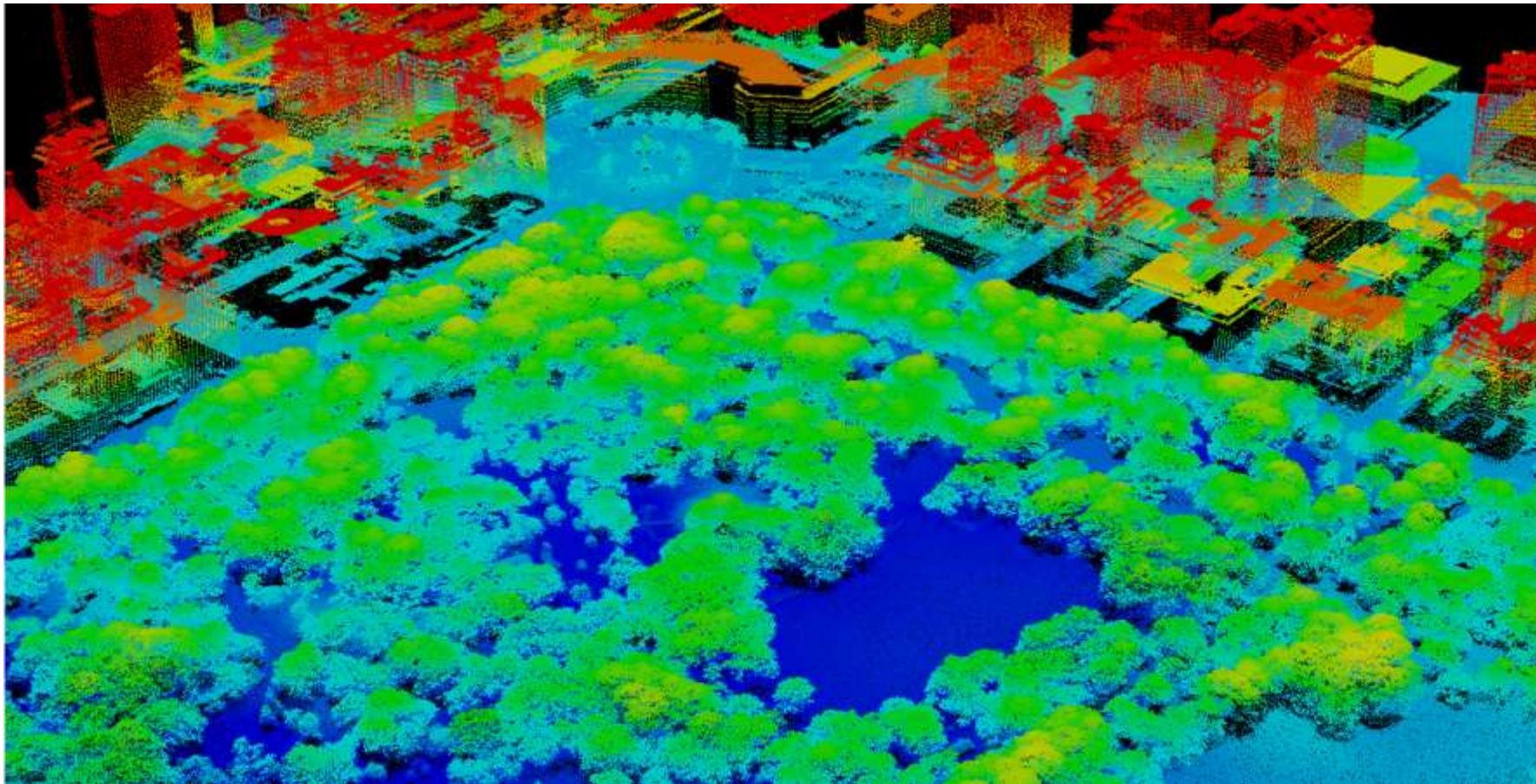




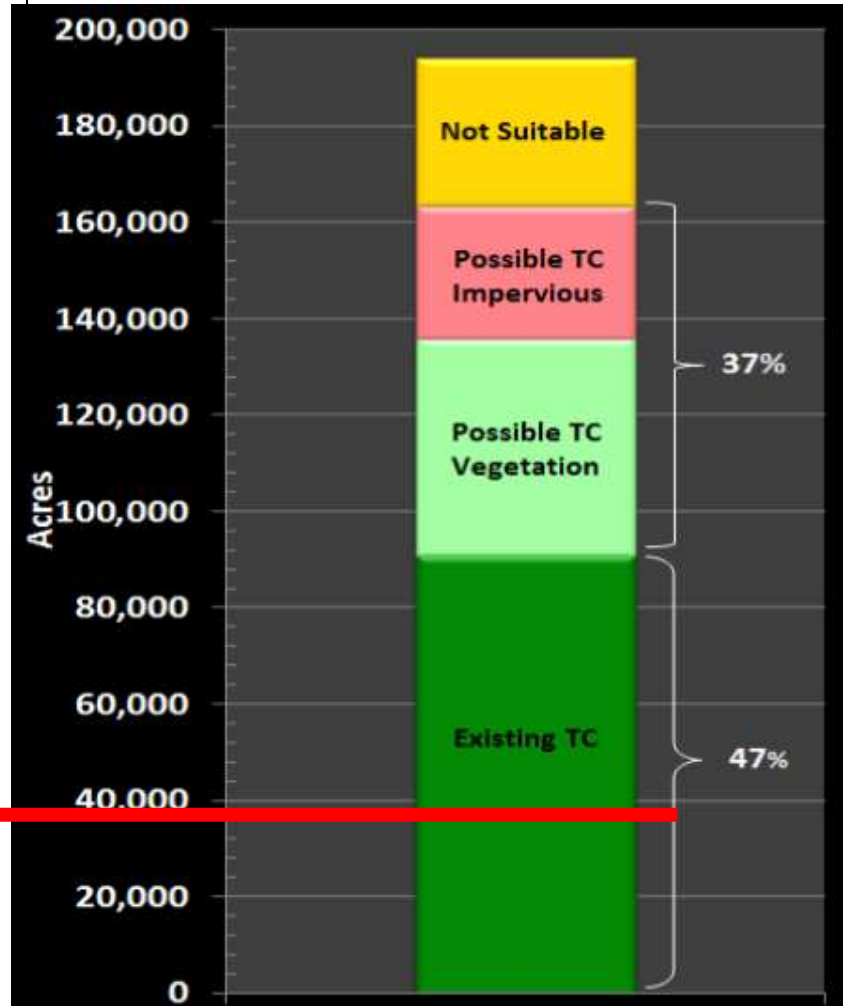
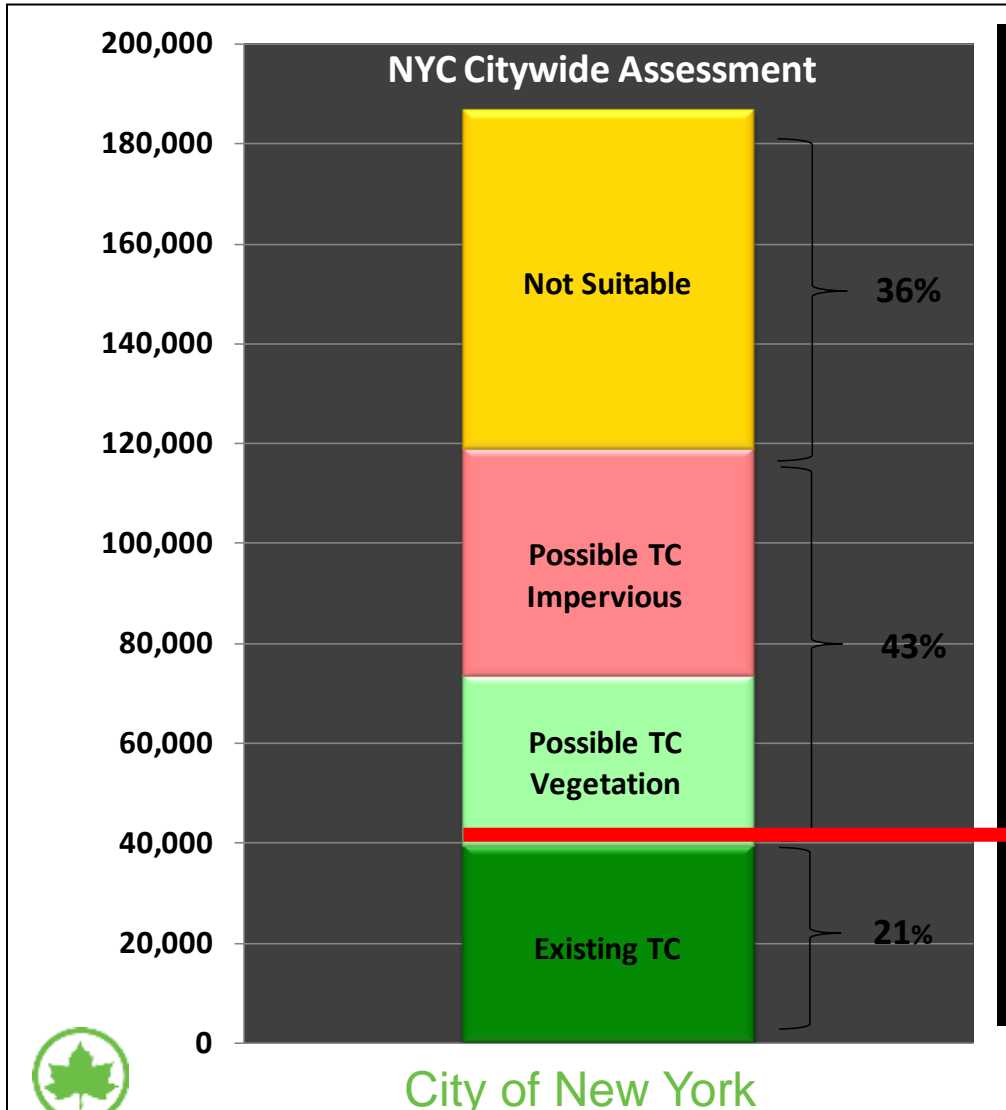
# Where is our tree canopy?



# LIDAR Derived Data



# GO CHARLOTTE!



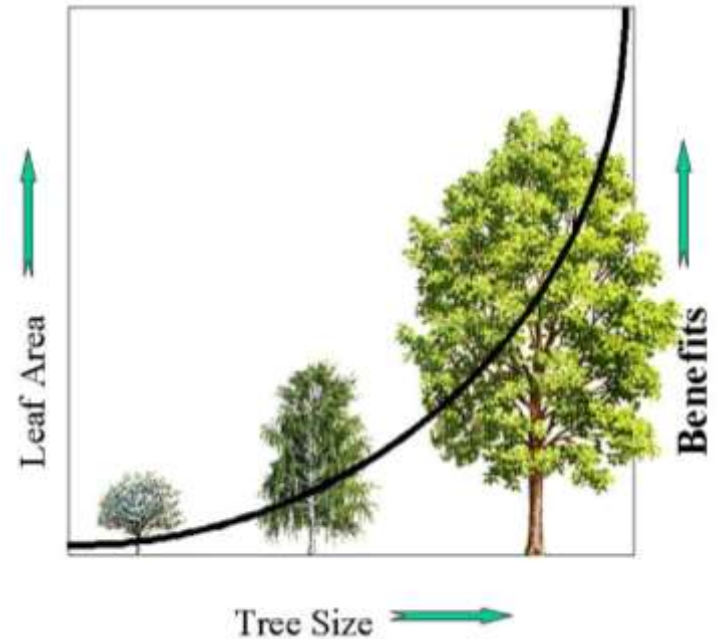
City of Charlotte





# Benefits of Trees

- Improve air quality
- Mitigate climate change
- Improve water systems
- Reduce energy costs
- Lower summer temperatures
- Attract customers to business districts
- Increase property values
- US Forest Service to quantify more benefits



Annual Benefits	Total (\$)	\$/tree	\$/capita
Aesthetic/Other	52,492,384	89.88	6.43
Stormwater	35,628,224	61.00	4.36
Energy	27,818,220	47.63	3.41
Air Quality	5,269,572	9.02	0.65
CO2	754,947	1.29	0.09
<b>Total</b>	<b>121,963,347</b>	<b>208.82</b>	<b>14.94</b>

# The Story of MillionTrees NYC

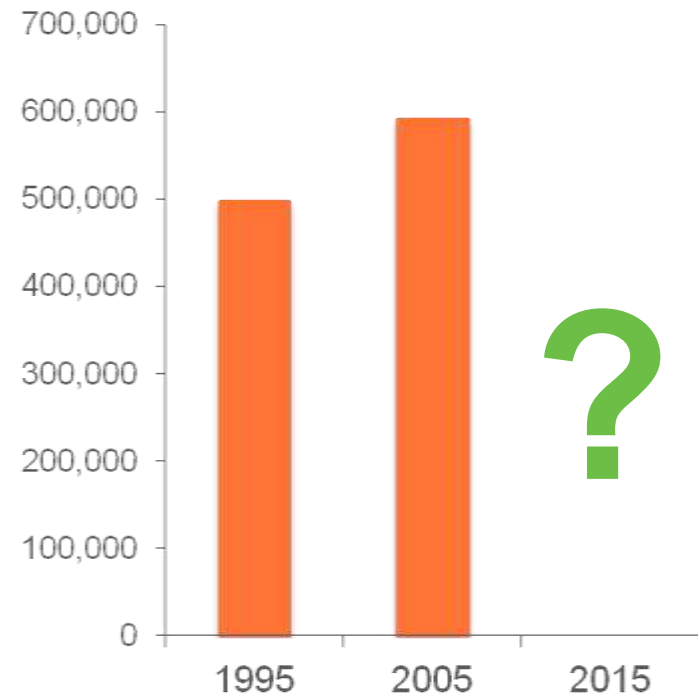
## 1995:

- 30-day dead tree removal customer service commitment
- Justification and funding for a block pruning maintenance program

## 2005:

- Quantified and valued ecological services – more than \$121 million annually
- Directly led to MillionTreesNYC and a massive expansion in the number of citizen tree stewards

Street Tree Population





# Getting to One Million Trees: Tree Planting Strategies

WHO—municipal and non-profit partnership

WHEN—initially 10-years (now 8 years)

WHERE—on public and private property

## 800,000 Trees (80%)

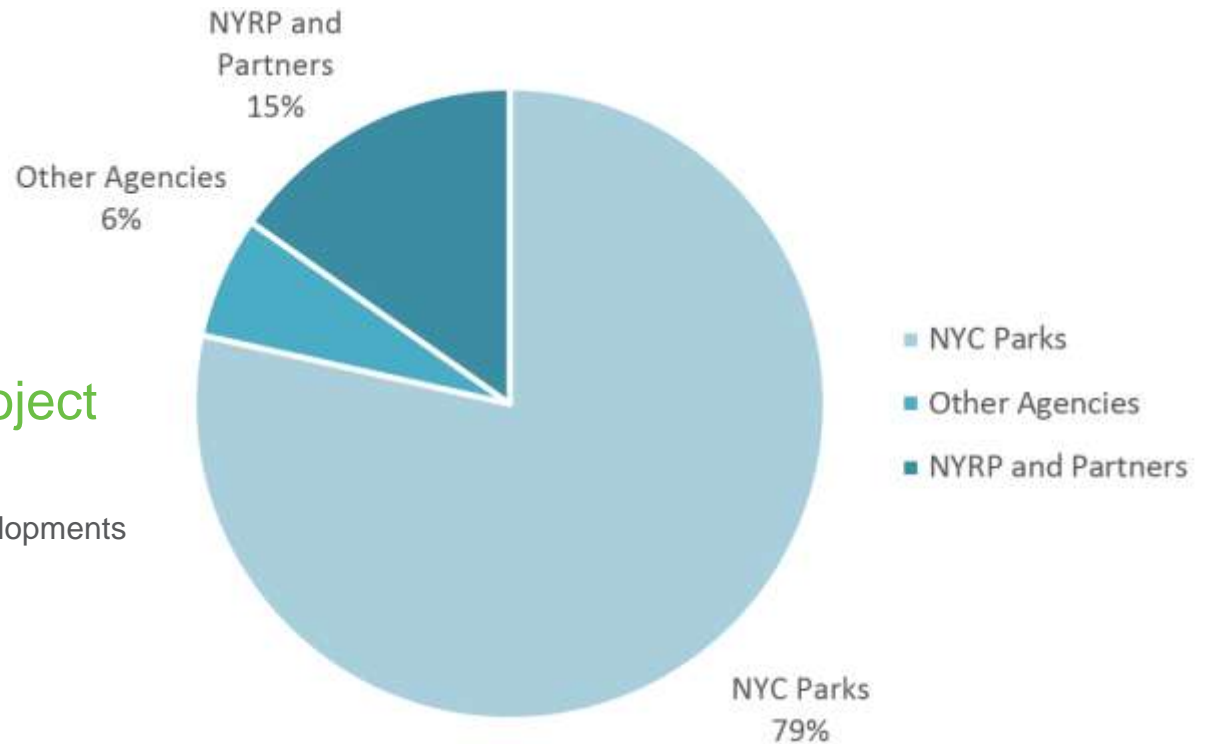
### NYC Parks

- Park reforestation
- Street trees
- Green infrastructure
- Publicly-managed land
- Other Agency Construction Projects

## 200,000 Trees (20%)

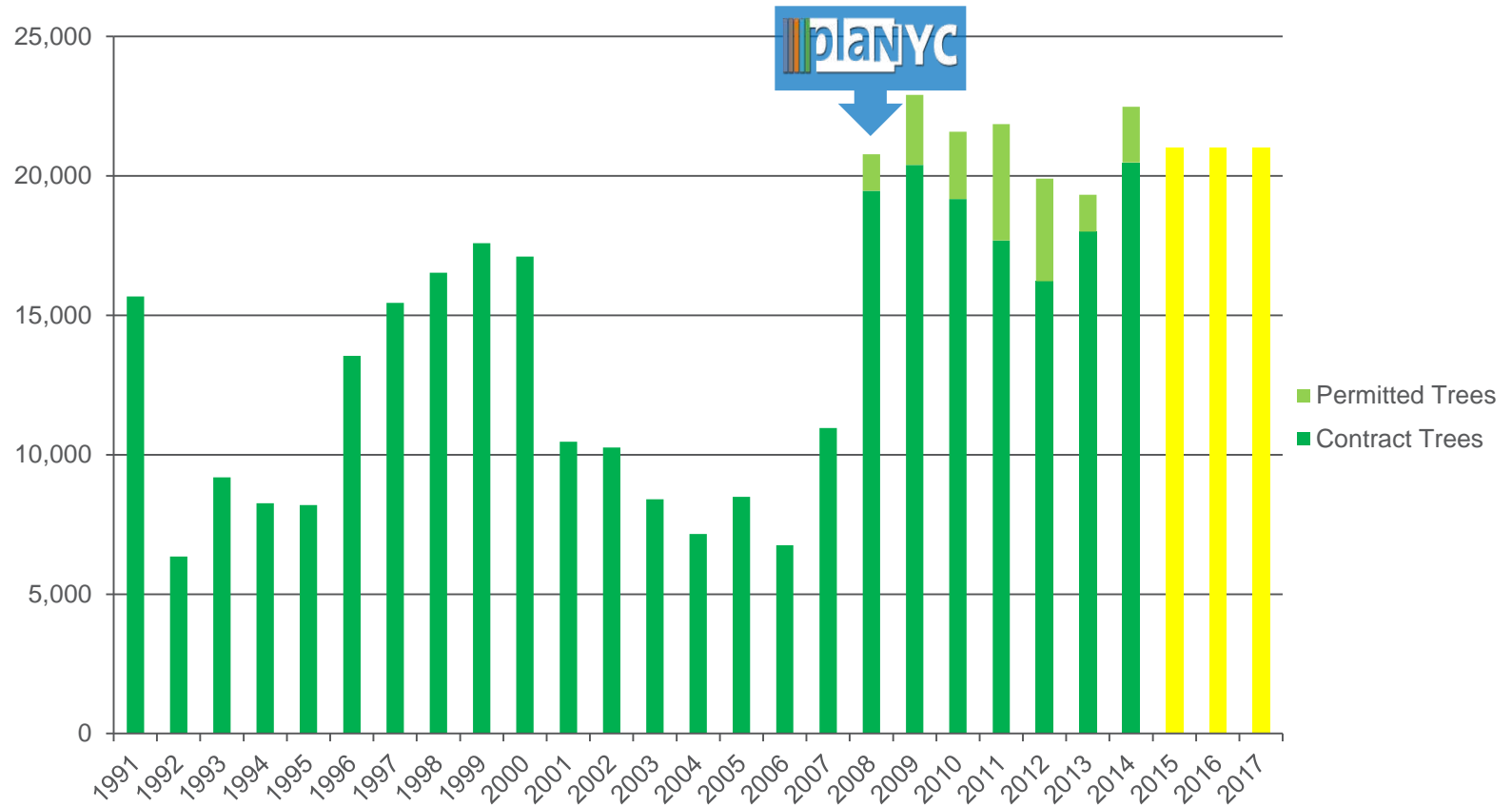
### New York Restoration Project

- Single family homes
- Co-ops, commercial and residential developments
- Schoolyards and universities
- Public housing campuses
- Libraries and museums
- Community and senior centers

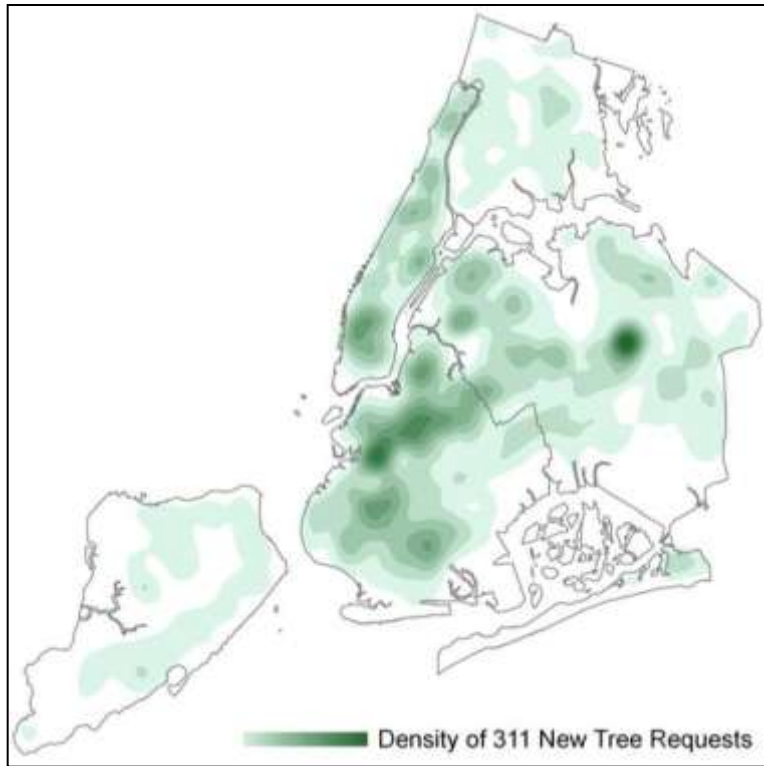


# Street Tree Planting

220,000 street trees over 10 years



# Street Tree Planting



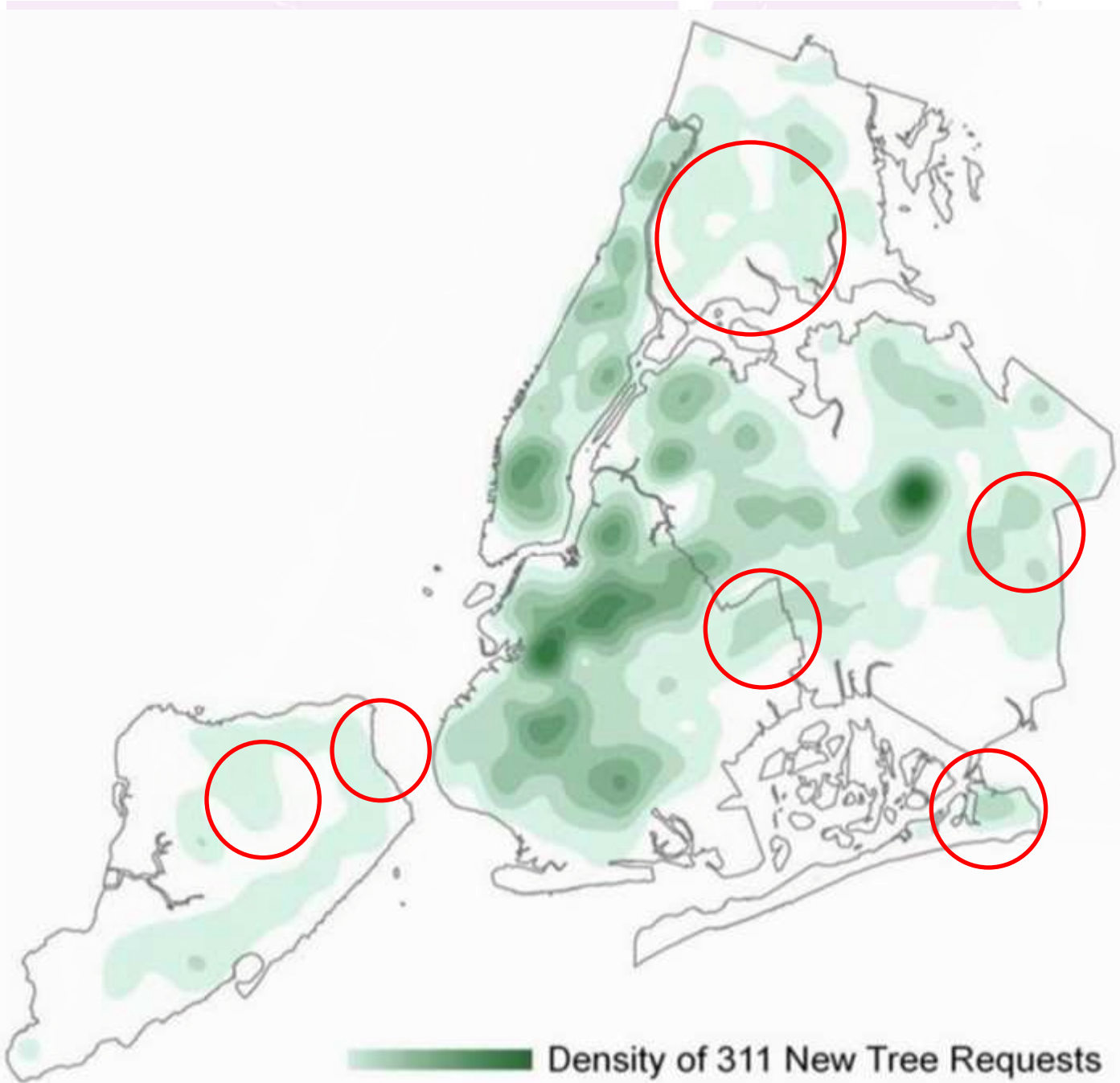
Traditional, request-based



Environmental need-based (block planting)



NYC Parks









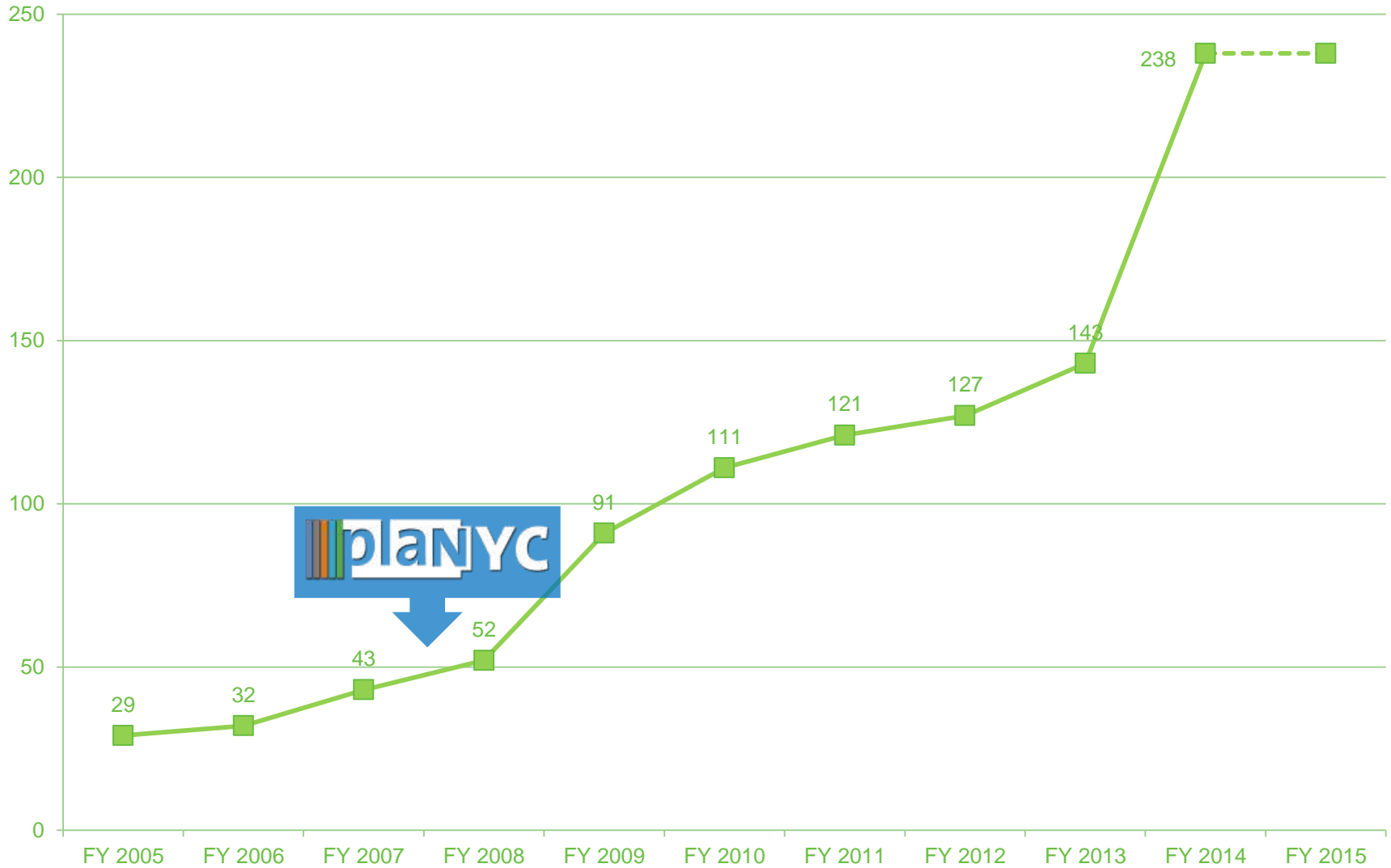
# Quality Standards

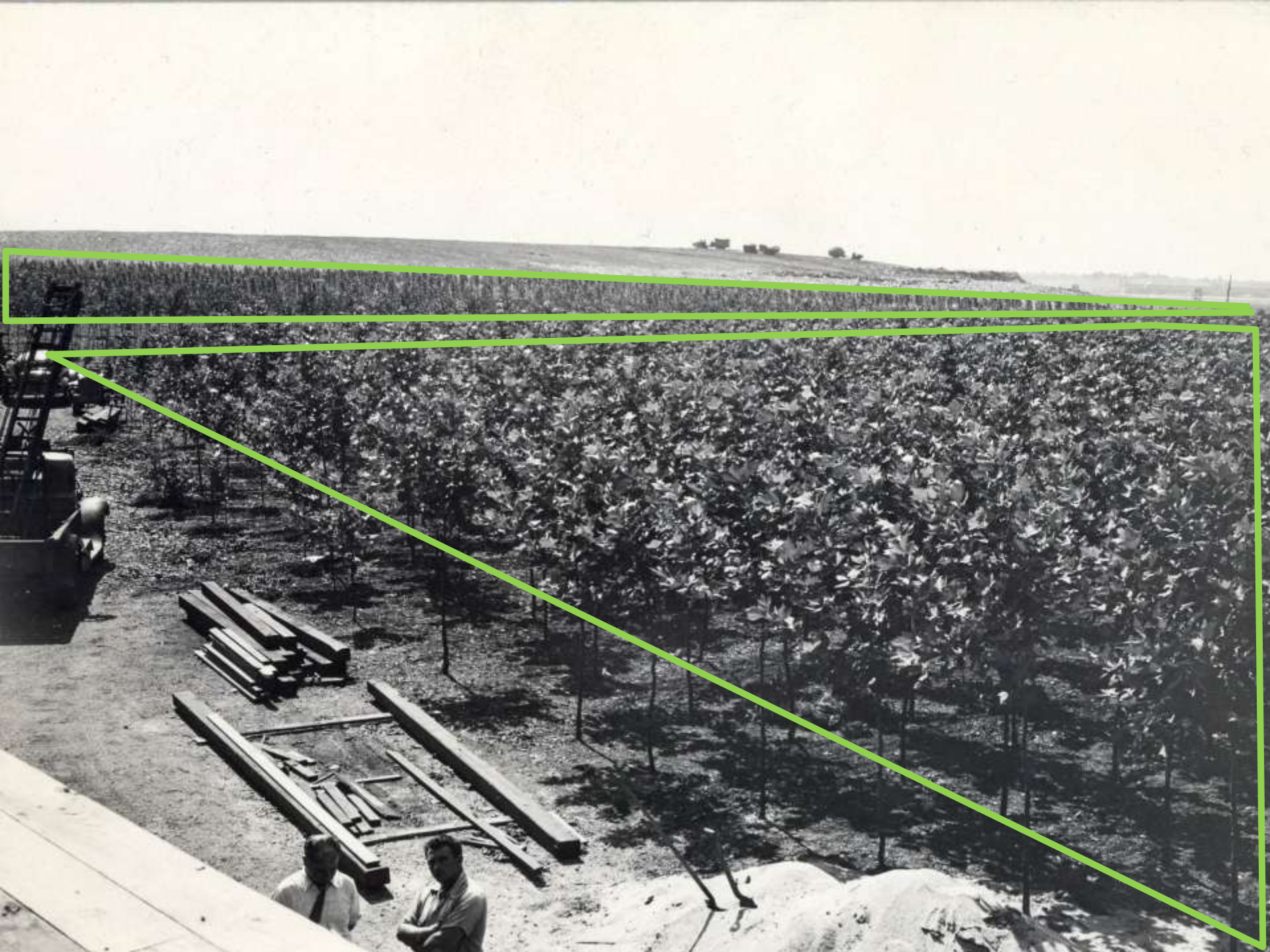


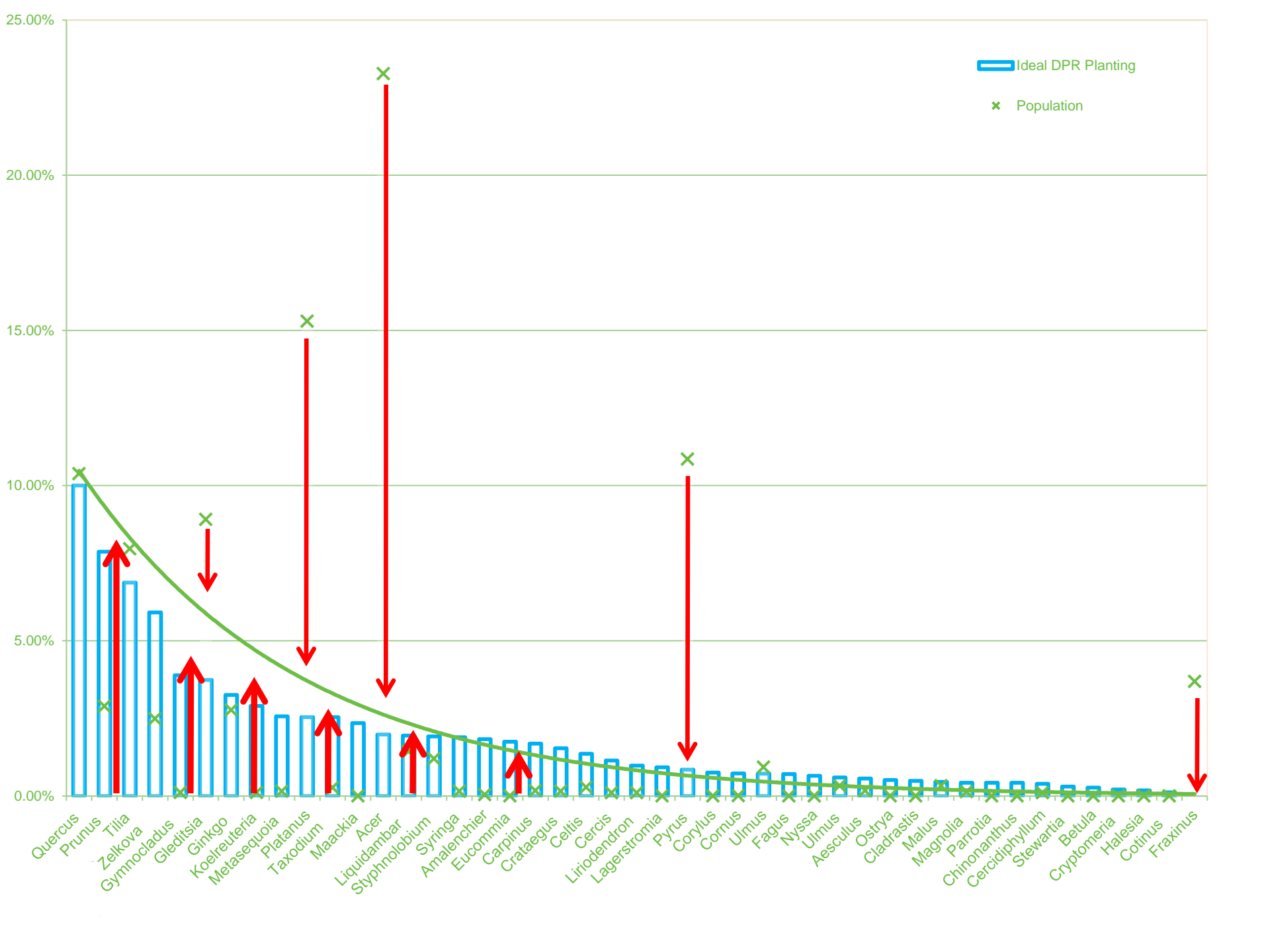
# Harvesting techniques



# Species Diversity of Street Trees Planted Per Fiscal Year







# Forest Restoration



# Forest Restoration





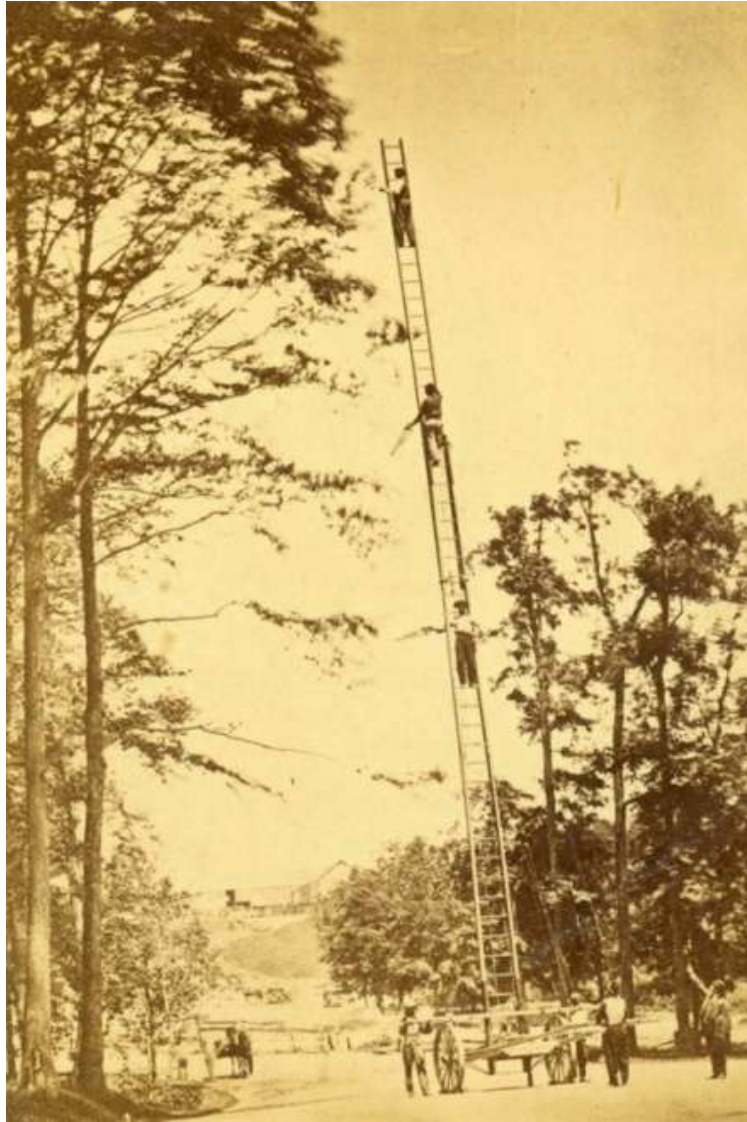
# Forest Restoration



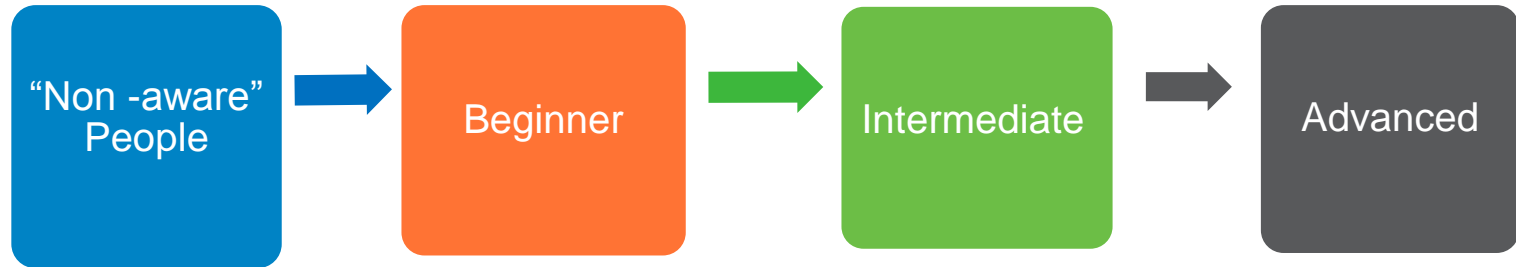
# Forest Restoration



# Tree Stewardship



# Tree Care Engagement Spectrum



• Don't yet have an awareness of the benefits of trees or the MTNYC campaign

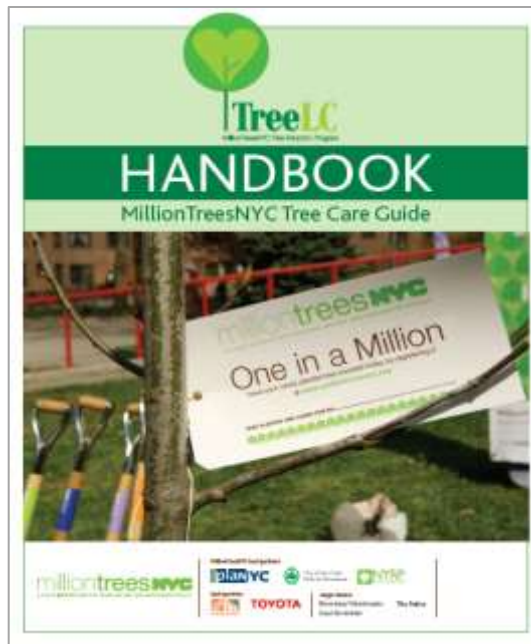
- Attend workshop and care for at least 1 tree
- Focus Neighborhood Outreach
- Identify as a Tree Steward
- Invite to annual tree stewardship summit
- Monthly newsletter

- Care Captain (Train the Trainer)
- Access to TreeLC Truck
- Hydrant Access
- Mini Grant Access
- Begin to network in neighborhood
- Educational seminars and mixers
- Track tree stewardship

- Lead own workshops
- Establish community work days & watering schedule
- Attend community organizing workshops
- Apply for neighborhood mini grant to expand capacity
- Included in Press events
- Involve in planning

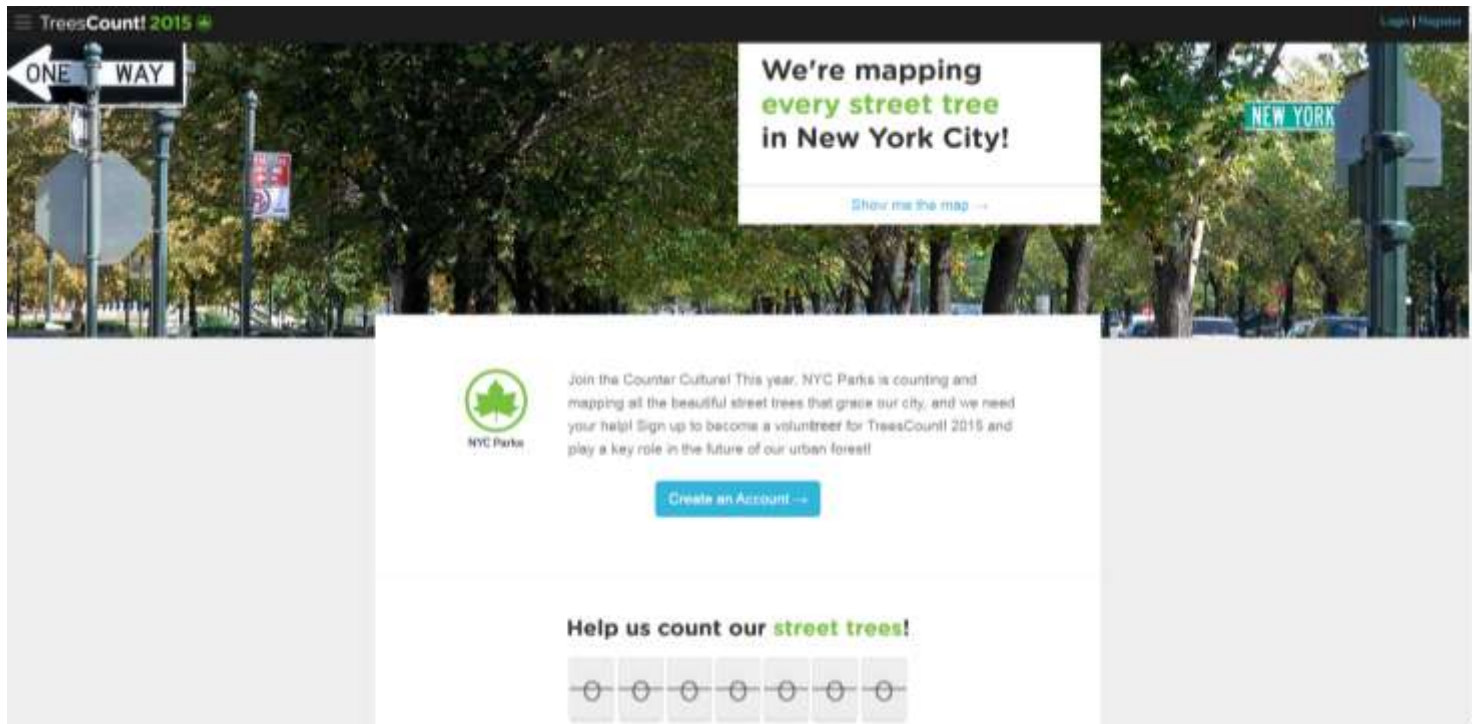
# EDUCATE: TreeLC Workshops

- Learn basic tree care techniques
- Learn about the MillionTreesNYC planting strategy
- Agree to care for at least one tree and report activities
- Free Toolkit and card
- TreeLC Tree Care Guide



# Big Ticket Events ~~(Goal of 4000 individuals annually)~~ Significantly More Than 4000 individuals!!!

- MULCHFEST
- MILLIONTREESNYC PLANTING EVENTS
- SPRING AND FALL STEWARDSHIP DAYS
- NYU FRESHMAN ORIENTATION & ALTERNATIVE BREAKS

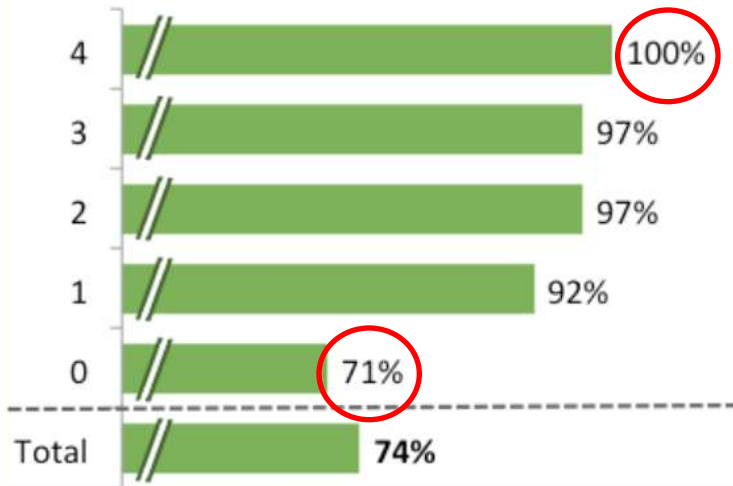


## TREESCOUN! 2015

# Stewardship Matters

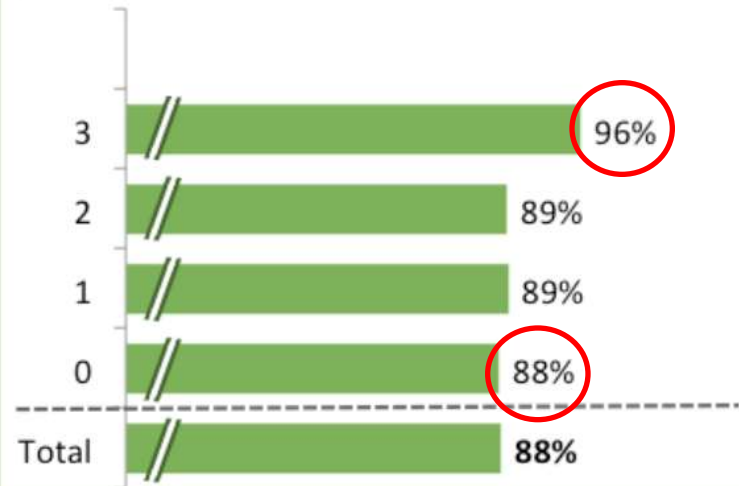
## Phase II

Number of signs of stewardship presence<sup>1</sup>  
% of alive trees; N=13,405



## Phase III

Number of signs of stewardship presence<sup>1</sup>  
% of alive trees; N=5,134



Stewardship signs include:

- Signage on or near the tree
- Plantings in street tree beds
- Mulch placed in bed
- Evidence of weeding







# I'M YOUR NEW TREE

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## TREE SPECIES

To learn more about your tree planting and tree care, visit [milliontreesnyc.org](http://milliontreesnyc.org), scan the code below or call 311.



NYC Parks

milliontrees**NYC**

## YOU CAN HELP BY

- Watering your tree with 15 to 20 gallons once a week between May and October
- Removing weeds, litter and dog waste from the tree bed
- Maintaining 3 inches of shredded bark mulch in the tree bed

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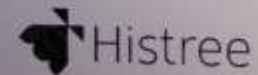
NYC Parks contractors will maintain this tree for the first two years after planting.

The code to the right is for their use.



20150100074

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# Questions?

I'll also be around after the  
summit for questions

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