

**MillionTreesNYC Strategic Plan
Tree Planting**

Program Goals

- Strategically select and plant one million trees throughout NYC to maximize survivability
- Maximize tree planting opportunities and programs for multiple stakeholders
- Introduce public/non-profit/private tree planting strategy in targeted communities
- Introduce innovations in neighborhood landscape, tree box and tree guard design
- Catalog public and private tree plantings

PROGRAM	DESCRIPTION	STATUS & SEASON COMPLETED	STRATEGIC PARTNERS & SPONSORS	
COMPLETED?		<i>Completed/Ongoing/On Hold (with corresponding season and year)</i>		
1 Citywide Tree Planting	Plant one million trees citywide		Parks, NYRP	
a	Plant 220,000 street trees	Install trees wherever possible on the public right-of-way based on block planting prioritization and individual request	Ongoing	Parks
b	Reforest 2,000 acres of park land with 400,000 trees	Install trees in natural areas of city parks through staff, volunteers, and contractor	Ongoing	Parks
c	Plant 100,000 trees through Parks Capital and Boroughs division	Install trees on Parks property per capital projects and internal borough and park Administrator planting	Ongoing	Parks
d	Plant 300,000 trees in other public property, institutional, and private property	Install trees on other public and private properties	Ongoing	NYRP
2 Neighborhood Tree Planting	Plant trees in targeted neighborhood:		NYRP, Parks, USFS	
a	Plant street trees in Parks' six Trees for Public Health neighborhood	Prioritize street tree planting in six neighborhoods chosen for low tree canopy cover and high rates of respiratory illness	Ongoing; Five out of six TPH neighborhoods fully stocked as of spring 2011	Parks
b	Engage in comprehensive neighborhood tree stocking	Develop a coordinated neighborhood planting strategy to incorporate greenstreets, landscaped parks, other public institutional and private property, and backyards	Ongoing; Working on various neighborhoods -- Greening Western Queens, Bronx River green infrastructure plans, etc.	Parks, NYRP, USFS
3 Tree Stock and Purchasing	Pursue opportunities to lower the cost of planting trees/guarantee future supply of tree		Parks, NYRP	
a	Procure trees for Street and Reforestation planting directly from nurseries	Develop and implement new contract mechanism for Parks to purchase trees directly from nurseries and locking in tree inventories for the next ten years	Completed for both Central Forestry and NRG, 2008	Parks
b	Develop recommended tree species lists	Develop lists of recommended tree species for planting in various types of locations: street trees, forest trees, landscape trees	Completed for Parks (Street Tree Planting Guidelines) but should be integrated with Street Tree Best Practices document (#5)	Parks, NYRP
c	Develop program with local nurseries to encourage tree purchases, education and recording of trees planted and to incentivize retail discounts	Incentivize tree purchasing at local nurseries and retail stores and capture planting information	Completed, spring 2009; NYRP developed coupon pilot program with nurseries in 2009; potential partnership with Home Depot to promote planting and include trees sold through retail locations	NYRP
d	Promote quality and species selection by retail consumer	Educate consumers as to quality specimen selection	Ongoing; FAQs about planting on MTNYC website	NYRP
5 Tree Planting and Care Standards	Maximize survivability through appropriate planting technique		Parks	
a	Identify and recommend appropriate tree stock size for trees for backyard, school, street, and reforestation projects	Based on best practices, ensure selection of appropriate tree stock size for planting in each location	Completed, 2008	Parks, NYRP
b	Develop siting standards to maximize energy conservation and other environmental benefit		ON HOLD; Follow-up with Greg McPherson at UC-Davis	Parks
c	Develop and pilot stormwater capture tree pit innovation	Research and expand tree pit stormwater capture infrastructure wherever possible	Ongoing; Central Forestry partnering with DEP to pilot stormwater capture sites	Parks, DEP
d	Create clearinghouse for tree planting standards and specifications including excavation techniques, drainage, soil type, and soil volume	Develop a comprehensive, lay-person guide to best practices in planting, species and size selection, and maintenance for street trees, forest trees, and landscape trees; Make these documents available to the general public	Ongoing; Finalizing standards for three planting types: landscape, street trees, forest trees ; perhaps separate comprehensive reforestation guide??	Parks, NYRP, NYBG

	6 Tree Availability Facilitation	Facilitate the availability of trees through discounting and give-away program targeting backyard plantin		NYRP, Parks
	a	Identify new venues for tree sales, e.g. parks and greenmarkets	Identify new locations and community organizations as partners to promote tree sales and giveaways	Completed, 2010; NYRP has expanded tree giveaway outreach to include dozens of local organizations; Application available for organizations to host tree giveaway events NYRP, Parks, (Various Community Partners)
	b	Develop a corporate sponsored tree giveaway program	Partner with local organizations to provide free trees for individuals and organizations throughout the city; develop a contract to ensure these trees are planted and cared for; follow up with recipients to ensure trees are looked after	Completed; tree giveaways conducted during the spring and fall since 2008; NYRP piloting program to follow up with recipients NYRP
	7 Home Depot Community Grant Program	Introduce community grant program to engage neighborhood, community garden and block associations in the planting and caring of tree		NYRP, Parks
	a	Grant requirements and scope	Establish working group to develop grant criteria and goals	Completed, 2008 NYRP, Parks
	b	Write grant criteria and application - develop online application process	Draft RFP and application materials	Completed, 2009 NYRP
	c	Announce grant and solicit applications	Post Grant on MTNYC website and promote through e-blast and various other means	Completed, 2009 NYRP
	d	Review grant applications	Compile and review submissions	Completed, 2009 NYRP
	e	Make awards	Award grants to outstanding applicant	Completed, 2009 NYRP
	f	Facilitate grants	Provide technical assistance during implementation	Completed, 2009 NYRP
	8 Influenced Tree Planting Strategy	Develop a strategy to spur interest in planting among private individuals and organizations; record data regarding these plantings		NYRP, Parks
	a	Identify various external organizations that engage in tree planting in NYC	Perform outreach to non-profit and community organizations to solicit data on tree planting; work with Dept. of Cultural Affairs, Partnerships for Parks, etc. to establish contacts at these organizations	Completed, fall 2010 NYRP, Parks
	b	Solicit tree planting data from external organizations	Establish reporting template for external organizations to easily report trees; establish reporting contacts at organizations; follow-up to receive comprehensive data	Ongoing NYRP
	c	Allow residents and organizations to report information on trees planted on their own property	Establish 'Report a Tree' mechanism on MTNYC website; compile submissions; review data and omit duplicate or inappropriate entries	Completed, updated spring 2010 NYRP, Parks
	d	Solicit tree planting data from ASLA, building developers and managers, other large landowner	Perform outreach to landscape architects and property owners/managers to solicit data on trees planted through projects or properties on which they're working	ON HOLD NYRP
	e	Incentivize influenced tree planting among organizations and individual	Spur increased tree planting and reporting among resident	ON HOLD NYRP
	WISH LIST	DESCRIPTION	STATUS	NEEDED RESOURCES

Abbreviations

Parks
NYRP
PFP
NYTT
TNY
UPR
USFS

NYC Department of Parks & Recreation
New York Restoration Project
Partnerships for Parks
New York Tree Trust
Trees New York
Urban Park Rangers
US Forest Service