

1 Million Trees Campaign

Seattle Urban Forestry Commission
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A vertical strip on the left side of the slide shows a close-up of tree bark. The bark is dark brown and textured, with patches of light green and grey lichen growing on it.

Overview

- Introduction
- Context
- Project Description
- Partnership Opportunities
- Next Steps





www.kingcounty.gov/climate

SCAP Snapshot

- Overall goal:
Achieve 80% reduction in GHGs
by 2050
- Key themes:
 - Elevate partnerships
 - Address multiple benefits of
climate action
 - Integrate equity and social
justice



SCAP Goal Area 5: Forestry & Agriculture

*“Plant **one million native trees** between 2015 and 2020 and develop a sustainable 30-year plan to maintain and enhance tree cover countrywide that identifies specific approaches, including public and private partnerships, geographic focus areas, and number of trees.” p. 93*

A young evergreen tree, possibly a cedar or fir, is growing out of a moss-covered log in a forest. The background is a blurred forest scene with various trees and foliage.

Why 1 Million Trees?

- Carbon sequestration
- Resilient forests
- Clean air and water
- Public health
- Livable communities

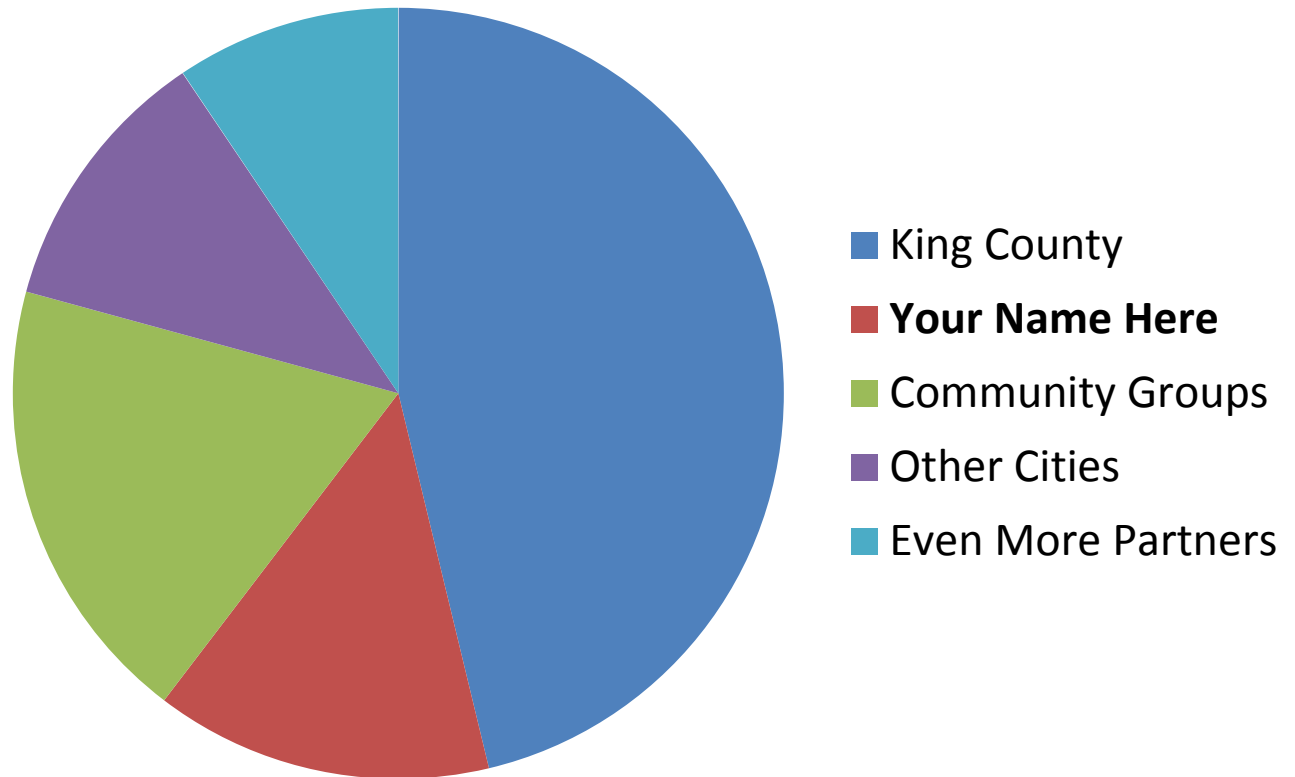


1 Million Trees Campaign

- Collaborate with public, civic, and private partners
- Amplify existing efforts
- Leverage resources
- Raise awareness
- Develop tools for reporting, monitoring, ongoing stewardship

A Collaborative Effort

1 Million Trees





Why Partner?

- Access additional resources
- Develop efficiencies
- Engage new audiences
- Diminish barriers

****Increase impact****

What Does It Mean to Partner?

- Shape the regional alliance
-ex: criteria, branding, tools, promotional activities
- Contribute expertise to urban forestry in King County
-ex: carbon accounting, urban forest science, tree/forest stewardship
- Participate in your community
-ex: track planting, organize activities, engage residents, cultivate new partners

One Goal, Many Places



Street trees

Forest Restoration

Public Parks &
Green Spaces

Green Stormwater
Infrastructure

New Development

Private Forestland

Backyards

One Goal, Many Actions



Volunteer
service days

Mini-grants to orgs

Social Media
Promotions

Green Cities
Partnership

Landscape Scale
Research

Shared Stewardship

Group Purchasing

Carbon Offsets

*Imagine where this could lead after
the first million ...*

Next Steps

- Cultivate partners and secure commitments
- Facilitate partnership committee
- Develop brand, public materials, tracking mechanisms
- Plan big hullabaloo to launch campaign (April is Earth Month!)
- Plant, plant, plant
- Rinse and repeat





QUESTIONS?

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THANK YOU!