

# BRANCHING Out

## TREESCHARLOTTE NEIGHBORWOODS PROGRAM

**K**eeep Charlotte the City of Trees and beautify your neighborhood by partnering with TreesCharlotte and help fulfill its mission to plant 500,000 trees by 2050.

Through the NeighborWoods program, TreesCharlotte, in partnership with Charlotte's Neighborhood and Business Services, works with neighborhood groups in Charlotte to plant trees, educate residents about proper tree care and maintenance, and replenish the urban tree canopy. All NeighborWoods trees are purchased by TreesCharlotte with donations.

Typically held on Saturdays during tree planting season (from early October through mid-April), NeighborWoods planting events provide trees to Charlotte residents to plant in their own yard and in neighborhood common areas. Five to 10 different species are offered, including small, medium and large maturing varieties that are 7-gallon containerized trees, about 6 to 10 feet tall at planting.

The NeighborWoods program provides the trees, mulch, tools and a team of tree experts to help with proper tree planting and maintenance. At the event, residents participate in a 10-minute clinic with a designated TreeMaster to learn about choosing the right tree and proper planting and tree care techniques. All residents sign a pledge to care for the trees after planting.

Successful NeighborWoods events involve strong participation by residents. TreesCharlotte generally limits eligibility to communities in which at least 150 trees can be given away and planted.

TreesCharlotte staff and partners work with volunteers to select the best trees for the project, schedule and manage planting events, develop educational training programs, and offer support for ongoing care and preservation.

## NeighborWoods projects help neighborhoods by:



**Improving property values:** Studies show that property values of homes with trees are 5% to 20% higher than similar properties without trees. *Source: Arbor Day Foundation*



**Beautification:** Trees provided through NeighborWoods are 6 to 10 feet tall, providing instant beautification and inspiration for additional curb appeal improvements.



**Cooling urban areas:** Shade provided by trees has a direct cooling effect on the air temperature for nearby sidewalks, roads, houses and parks.



**Improving air quality:** High temperatures escalate the production of smog and other pollutants. Trees help by reducing the air temperature through shading and carbon monoxide absorption.



**Reducing traffic speeds:** Tree-lined roads provide a sense of enclosure, which causes motorists to drive more slowly and carefully.



**Energy conservation:** By producing shade, trees help conserve energy as they intercept radiant heat.



**Noise reduction:** Trees and shrubs are effective buffers in screening out urban noise.



**Wildlife habitat:** Trees provide critical habitats for birds and diverse wildlife in the urban area.

# HOW TO Apply

IN ORDER TO PARTICIPATE IN THE NEIGHBORHOODS PROGRAM, NEIGHBORHOODS MUST:



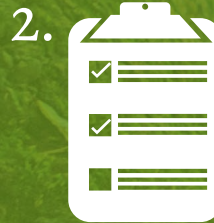
## REVIEW PROGRAM ELIGIBILITY

TreesCharlotte's NeighborWoods program is open to all neighborhood-based organizations within the City of Charlotte. Neighborhoods within Charlotte's Neighborhood Matching Grant (NMG) eligible geography can receive trees at no cost.\* Neighborhoods outside of the NMG geography can still participate in the NeighborWoods program through the Tree It Forward option.

## TREE IT FORWARD

Protecting and enhancing our tree canopy is a shared goal and a community priority. TreesCharlotte's NeighborWoods program depends on corporate and individual donations to fund canopy improvements. Tree It Forward neighborhood participants are requested to contribute a portion of the costs of trees and the event. The requested contribution helps to offset expenses. (See [TreesCharlotte.org/NeighborWoods](http://TreesCharlotte.org/NeighborWoods) for details.)

\*NMG eligibility can be determined by visiting <http://vc.charmeck.org> and selecting the NMG eligibility layer under neighborhood or by calling 704-336-4594.



## ATTEND A NEIGHBORHOODS PRE-APPLICATION WORKSHOP

Workshops are held in February and March; for a complete list of dates and locations, visit [TreesCharlotte.org/neighborhoods](http://TreesCharlotte.org/neighborhoods). At the workshop, you'll learn about TreesCharlotte, review program requirements and receive step-by-step instructions for how to apply.

If you're unable to attend the scheduled workshops, you can request a meeting by emailing [dave@treescharlotte.org](mailto:dave@treescharlotte.org) or calling 704-577-2004.

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## 3. COMPLETE THE APPLICATION



Applications are available online at [TreesCharlotte.org/neighborhoods](http://TreesCharlotte.org/neighborhoods). If you don't have computer access, an application can be provided to you by calling 704-577-2004. The application deadline is May 1 in order to be considered for the next planting season (October to April). Selected neighborhoods will be notified by July 1.

# GETTING Started

Once selected, your neighborhood will be required to participate in the following activities. TreesCharlotte supports the community efforts with flyer templates and proven systems for reaching the community.

## Establish the Team

One person should be identified as a primary contact for each role, though roles may be shared on a project team.

### PROGRAM MANAGER

- Serve as liaison between the neighborhood, the City, TreesCharlotte and other partners
- Recruit Tree Steward(s) and Community Correspondent(s)
- Coordinate the NeighborWoods workshop and TreeStore event
- Encourage adequate resident participation through sign-up and registration

### TREE STEWARD

- Create a sense of ownership for the tree canopy among neighborhood participants and provide for its continued maintenance
- Serve as a liaison between TreesCharlotte and residents for communicating tree care messages
- Help ensure trees are watered consistently
- Remind residents how to care for their new trees
- Coordinate future tree health monitoring

### COMMUNITY CORRESPONDENT

- Responsible for publicizing tree canopy initiatives and soliciting community support and participation by organizing door-to-door campaigns and community meetings
- Utilizing social media, websites and/or print media to inform neighbors and encourage participation

## Sign the Pledge

Residents receiving trees through NeighborWoods must sign a pledge committing their best efforts to water and care for their trees. Pledge forms are distributed at the NeighborWoods planting event.

## Host the Event

The neighborhood must host one NeighborWoods Workshop to engage residents, provide planting day information and encourage participation.



For more information about the NeighborWoods program, visit [TreesCharlotte.org/neighborwoods](https://TreesCharlotte.org/neighborwoods).

# ABOUT

## TreesCharlotte

Established in 2012, TreesCharlotte is a nonprofit partnering with the City of Charlotte dedicated to expanding Charlotte's urban forest with the goal of attaining 50 percent tree canopy by 2050. Achieving this goal calls for planting 500,000 trees and seedlings over the coming decades.

In addition to planting trees, TreesCharlotte serves as stewards of the land, protecting trees from disease and informing the public about tree care. From our NeighborWoods events to school plantings to stewardship, we engage with communities across Charlotte to enhance the city's urban forest.

### CONNECT WITH US

[www.facebook.com/treescharlotte](http://www.facebook.com/treescharlotte)

Twitter: [@TreesCharlotte](https://twitter.com/TreesCharlotte)

Instagram: [@TreesCLT](https://www.instagram.com/TreesCLT)

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Charlotte, NC 28208

[www.TreesCharlotte.org](http://www.TreesCharlotte.org)

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