

Growing a city's forest: the power of collaboration in urban tree canopy development

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Join The Pennsylvania Horticultural Society (PHS) as they discuss PHS's Tree Programs and the implementation of the new Philly Tree Plan, Philadelphia's first comprehensive strategic plan to increase the city's urban forest over the next 10 years. PHS has nearly 40 years of history as a change agent to plant and care for the urban forest by raising money; organizing government, non-profit, and volunteers; leading execution of tree planting and stewardship activities and is building on that legacy as a co-leader with Philadelphia on creating and implementing the Philly Tree Plan. This presentation will delve into PHS's long-standing Tree Programs, the formation and goals of The Philly Tree Plan, and best practices and logistics of partnership formation between public and private entities to build urban tree canopy. PHS will share how The Philly Tree Plan offers a model that other cities can utilize when strategizing how to fund and build urban tree canopy in their own cities, while maximizing impact through working with partners.