

# TreesLouisville Strategic Plan — 1 January 2018

**VISION**

A more livable and healthy community for Louisville’s current and future generations through a robust community tree canopy.

**MISSION**

To raise the public awareness of the value of the community forest and Louisville’s tree canopy deficit and to fund tree planting in areas of greatest need.

**GOALS**

To ensure that the public and private investment in increasing the community tree canopy is done strategically and collaboratively and to provide a framework for supporting and coordinating existing tree planting organizations and efforts.



**FUND PROJECTS**

**EDUCATE**

**ENGAGE/ADVOCATE**

**COLLABORATE**

**STRATEGIC INITIATIVES**

- Develop diverse donor base
- Become membership organization
- Fee-in-lieu
- Utilize Urban Tree Canopy, Urban Heat Island data

- Create apprenticeship program
- Expand school programs/projects
- Develop Community Forest Management Plan

- Continue rebate program
- Media campaigns
- Develop Community Forest Master Plan

- Develop collaborative models and Best Management Practices
- Engage large property owners
- Revise Land Development Code
- Track number of trees planted, losses

**PROGRESS INDICATORS**

- 100% Board participation
- Increased number of corporate, business and industry donors
- Increased number of trees planted
- Raise \$5Million

- Develop ‘Louisville’s Greatest Trees’ project
- Gold Spade Award
- Improved web presence

- 100% participation of Metro Council
- Incentivize tree preservation
- Improve green infrastructure

- Increased number of organizations involved
- Involve healthcare advocates
- Involve economic advocates / GLI-BIA
- Improved data collection