



## • FACT SHEET •

### WHAT

Friends of Trees has been contracted by the City of Portland Bureau of Environmental Services to spearhead the city's tree planting effort and has been charged with planting a total of 16,000 street trees throughout East Portland neighborhoods over the next three years.

In an effort to bring awareness to the need for street and yard trees, Friends of Trees has developed a campaign titled Plant It Portland!, working with Portland advertising agency Frank Creative. Through whimsical graphics and grassroots efforts - including yard signs, door hangers and community outreach - the Plant It Portland! campaign imparts to homeowners a sense of civic duty and encourages action during the tree-planting season.

The Plant It Portland! campaign highlights four key benefits that "grow" on trees: Better Health, Energy Conservation, A Safer Community and Money.

### WHY

Trees are an integral part of living in the Pacific Northwest. They shape our identity and provide the backdrop to our history. Trees dampen city noise, increase home values, and reduce heating and cooling costs. Friends of Trees is the local authority on tree planting to help improve our community's air, water and quality of life, all while bringing communities together for the greater good.

Most important to the City of Portland, trees reduce stormwater runoff, which occurs when impervious surfaces like driveways, sidewalks and streets prevent stormwater runoff from naturally soaking into the ground. The runoff can pick up debris, chemicals, dirt and other pollutants and flow into a storm sewer system or directly into a body of water. Trees act as mini-reservoirs, intercepting and holding rain on leaves, branches and bark, increasing infiltration and storage of rainwater through the tree's root system, and reducing soil erosion by slowing rainfall before it strikes the soil.

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Friends of Trees makes getting a tree easy and affordable. For \$35 to \$75 (70% less than you would pay through a contractor), you get a permit, tree, delivery, hole digging, planting assistance, stakes and follow-up maintenance checks. Perhaps most important, the organization makes sure you plant the right tree in the right place. All of the plantings are carried out as neighborhood events, which builds community.

## **WHO**

Friends of Trees, City of Portland Bureau of Environmental Services, and Frank Creative.

## **WHERE**

The Plant It Portland! campaign targets all of Portland's eastside neighborhoods, with a specific push in four epicenters: NE Portland/MLK-Alberta; NE Portland/Parkrose; SE Portland/Hawthorne; and SE Portland/Sellwood.

## **WHEN**

Trees are on sale now, and planting will begin December 4. Tree plantings take place on select Saturdays through the end of March according to each neighborhood's planting date.

## **HOW**

To learn more about the Plant It Portland! campaign or Friends of Trees, visit [FriendsofTrees.org](http://FriendsofTrees.org) or call 503-282-8846.

