HOW IT WORKS

BEFORE PLANTING BEGINS:

NEIGHBORHOOD SELECTION / OUTREACH

Engagement with community members and neighborhood association begins. Activities involve canvassing, distributing flyers, tabling, and speaking at meetings.



PLANTING LOCATION SELECTION

Field staff mark tree locations at each corresponding address. Locations are marked with a white X and tic marks on sidewalk and street. We complete the permitting process through the Department of Parks & Parkways for trees in the public right-of-way.



BEFORE PLANTING BEGINS:

TREE SELECTION

*SOUL will pre-select a native tree for your home based on **available planting space, mature size, and root characteristics.** Attention is paid to power lines and distance from homes, parking, utilities, and driveways, following best practices and Parks and Parkways' guidelines.*

Small trees are selected when the right-of-way is smaller than 4 feet wide, and/or if there are power lines overhead.



Dahoon Holly
12'h x 10'w



Little Gem Magnolia
20'h x 15'w



Savannah Holly
25'h x 10'w



Sweetbay Magnolia
20'h x 15'w

Medium to large trees are selected when the right-of-way is larger than 4 feet wide, and there are NO power lines overhead.



Nuttall Oak
40'h x 25'w



Swamp Red Maple
60'h x 30'w



Bald Cypress
50'h x 20'w



Live Oak
60'h x 60'w

YARD & FRUIT TREES ARE ALSO AVAILABLE!
Give us a call or sign up on our website:
https://soulnola.org/littlewoods/

BEFORE PLANTING BEGINS:

MAILERS

Residents receive a letter and door hanger with information about their tree species and planting date. **Residents may "opt-out" or decline a tree at any point during the process**, and we work to answer any questions or concerns before the planting takes place.

DURING PLANTING

PLANTING

Planting lasts from October through March. We source our trees 1-2 weeks in advance of each planting date. Trees are planted with volunteers and our contractor, Audubon Tree Care. Saturday planting days are open to all community members. Our contractor, Audubon Tree Care handles planting during the weekdays.

AFTER PLANTING

WATERING & MAINTENANCE

SOUL's Contractor, Audubon Tree Care, waters trees in the public right-of-way once a week for a year after planting. SOUL will conduct regular maintenance on trees for up to two years after planting.

ABOUT US

SOUL (Sustaining Our Urban Landscape) is driving a resilient and environmentally equitable New Orleans by reforesting our urban landscape. Since 2016, SOUL has planted over 13,000 native trees throughout Orleans Parish utilizing a community-led approach. Neighborhoods we've successfully partnered with include the **Lower Ninth Ward, Pontchartrain Park, Hollygrove, Broadmoor, Gentilly Woods, and Whitney, Algiers.**

WHY TREES?

Trees are an effective form of green infrastructure helping our communities be healthier in the face of climate change.

More trees =



Less Flooding



Cleaner & Cooler Air



Beauty & Shade



Lower Energy Bills

CONTACT US

Questions? Want to opt out? Want a tree for your yard or back yard? We are committed to working with community members to address any questions or concerns before planting takes place. Give us a call!

Contact 1:

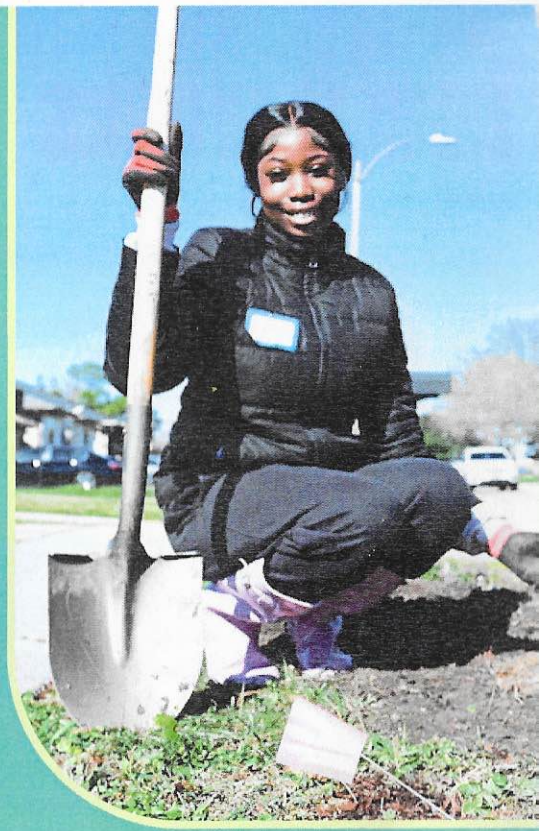
Logan Landry, Data & Outreach Coordinator
Call/Text: (504) 233-2274 (M-T from 9am-4pm)
Email: outreach@soulnola.org

Contact 2:

Molly Powell, Program & Field Coordinator
Call/Text: (504) 233-4639 (M-T from 9am-4pm)
Email trees@soulnola.org

Visit our website
www.soulnola.org

Follow us on social media
Instagram: @soulnola
Facebook: @SOULNola



SOUL

KINGSWOOD TREE PLANTING

Learn more about FREE TREES coming to your neighborhood.

Native trees planted

SMALL TREES

Planted in areas that are less than 4 feet wide or if there are power lines overhead



Dahoon Holly
Ilex cassine



Savannah Holly
Ilex opaca x *attenuata* 'Savannah'



Sweetbay Magnolia
Magnolia virginiana



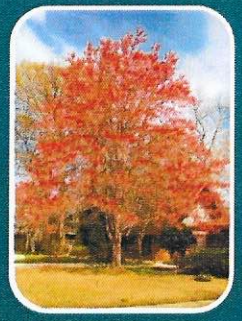
Little Gem Magnolia
Magnolia grandiflora 'Little Gem'

MEDIUM TO LARGE TREES

Planted in areas that are wider than 4 feet and have no power lines overhead or utilities within 10 feet of tree



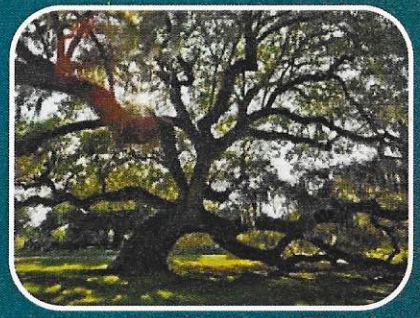
Nuttall Oak
Quercus nuttallii



Drummond Red Maple
Acer rubrum var. drummondii



Bald Cypress
Taxodium distichum



Southern Live Oak
Quercus virginiana