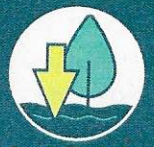
ABOUT US

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.

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.

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

www.soulnola.org/littlewoods



SOUL

MORE SHADE COMING SOON!

Little Woods Community Tree Planting Project

SOUL (Sustaining Our Urban Landscape) is bringing free trees to Little Woods — and your property may be on the list. Starting in 2026, we will plant native trees in the public right-of-way (the strip of land between your sidewalk and the street) at no cost to you. No sign-up needed. **If your address is selected, you'll receive a letter with your tree species and planting date, and a chance to opt out if you prefer.**

More trees =

- LESS FLOODING
- CLEANER & COOLER AIR
- BEAUTY & SHADE
- LOWER ENERGY BILLS

Project Funded By

The City of New Orleans through the Department of Parks & Parkways through their Urban and Community Forestry Program.
These institutions are equal opportunity employers & providers.

www.soulnola.org/littlewoods

SOUL

HOW IT WORKS

Little Woods is getting greener — and your address is part of the plan. If your property has a qualifying right-of-way, we will select a tree for your address and mail you a letter before planting. That letter will include your tree species, your scheduled planting date, and a deadline to opt out if you'd rather not have a tree planted.

Want to opt out now, or have questions before then? Reach out — we're happy to talk it through.

Questions? Want to opt out? Interested in a tree for your yard or backyard? We'd love to hear from you.

Call or text (504) 233-4639
Email trees@soulnola.org
Mon–Fri, 9am–4pm

Love the idea? Come plant with us! Volunteer planting days run October through March and are open to all community members. Sign up at **soulnola.org/volunteer-opportunities**

Visit our website or scan QR code for more information:
soulnola.org/littlewoods

Support Our Work

Follow us on social

@soul_nola @SOULNola

Donate at www.soulnola.org/donate