



COUNCILWOMAN
JEANNINE PEARCE

R-35

Date: December 8, 2020

To: Honorable Mayor and Members of the City Council

From: Councilwoman Jeannine Pearce, District 2
Councilwoman Suzie Price, District 3
Councilmember Roberto Uranga, District 7
Councilmember Rex Richardson, District 9

Subject: A Giving Heart Tree Project Presentation

RECOMMENDATION:

Receive and file a presentation on the Giving Heart Tree Project, a gift from Council District 2 and from Councilwoman Pearce.

DISCUSSION

Councilwoman Pearce is launching the A Giving Heart Tree Project as a gift to the Second District, intended to help us be the best version of ourselves. There are 2,300 empty tree wells in the Second District. We know trees consume 50% of their weight in Carbon Dioxide (CO₂), the chemical associated with lung disease, asthma, and cancer. Trees clean our air, but they do so much more. Buddha found enlightenment beneath a bo tree, Newton discovered gravity when an apple fell from a tree, and Aristotle did his best thinking in the shade of majestic trees. The hope is the community comes together to support this project, to help each other strengthen the roots and support for a cleaner future for everyone.

Councilwoman Pearce launched the project with \$50,000 from the Second District's Divide by Nine funds. The City has set up a fund with Partners of Parks where donors can make a tax deductible donation to sponsor a tree or many trees. The City's website will provide information on how many trees each donation level supports, the number of jobs, and the estimated climate impact over the next 5 and 10 years. This is information that companies can include in their Corporate Social Responsibility (C.S.R) Plan. CSR's are becoming increasingly popular with Fortune 500 companies, as millennials overwhelmingly support organizations that focus on the 3 P's - People, Planet and Profit as a business model.

When all 2,300 trees have been planted, there will have been 6,000 work hours created. This project is about more than climate change and trees. It's about creating a sustainable community, with good living wage jobs. This project will deliver Sustainable, Ecological, Environmental Dedication (SEEDs) to the Second District of the City of Long Beach.



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The majority of the trees are located in neighborhoods and will reduce heat islands by creating much needed shade. Neighborhood associations are also being asked to commit to watering some of the trees based on how much the project raises.

These funds go towards the cost of trees, labor and maintenance. The goal is \$345,000.

Sponsorship Levels are:

\$50,000, Crown Achievement (333 Trees)

\$10,000, New Leaf (67 trees)

\$5,000, Branching Out (33 trees)

\$2,500, Supportive Stalk (16 Trees)

\$1,500, Community Roots (10 trees)

\$25 + Planting Seeds

FISCAL IMPACT

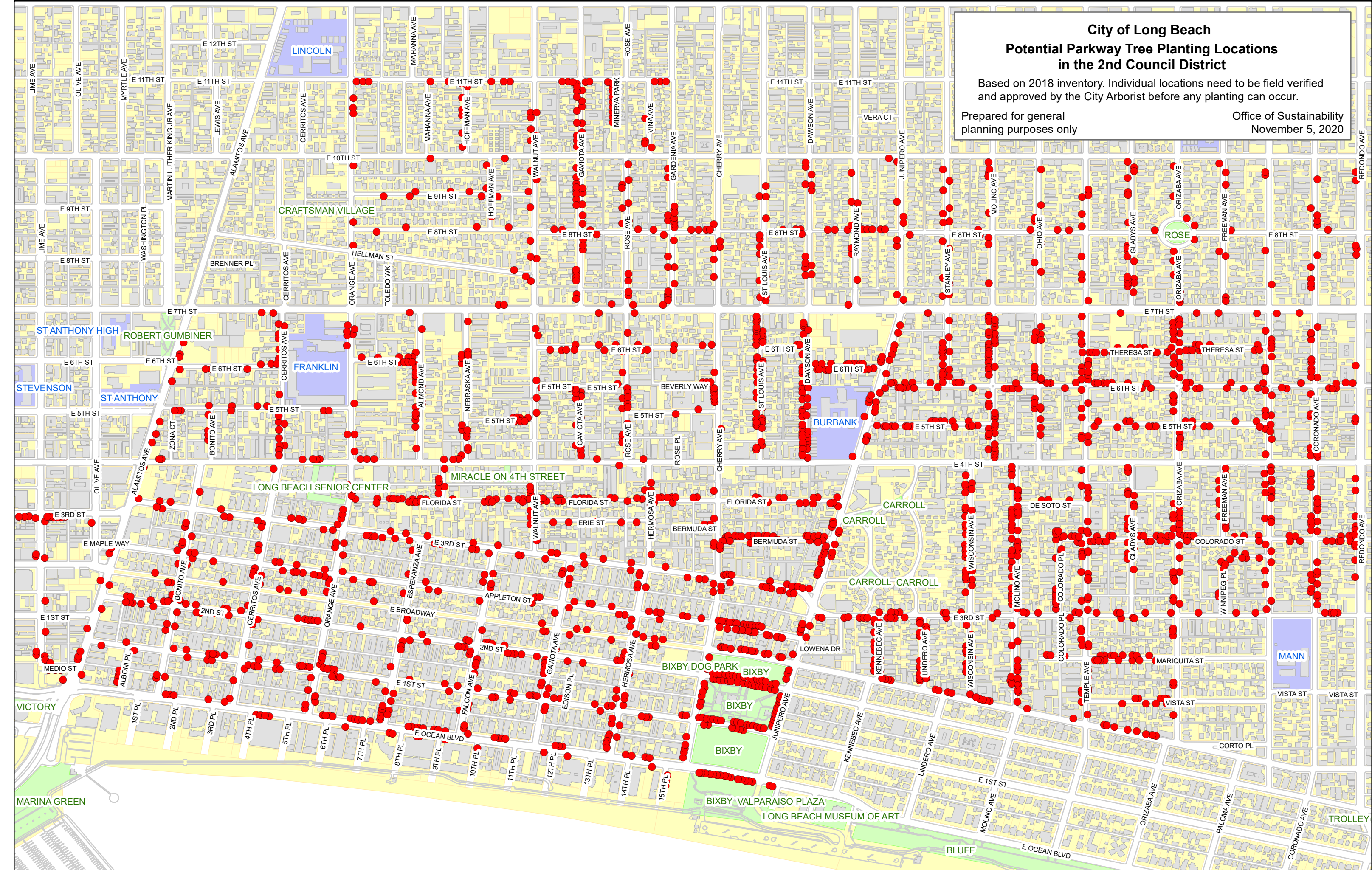
There is no fiscal impact associated with this action.

City of Long Beach Potential Parkway Tree Planting Locations in the 2nd Council District

Based on 2018 inventory. Individual locations need to be field verified and approved by the City Arborist before any planting can occur.

Prepared for general planning purposes only

Office of Sustainability
November 5, 2020



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