



KEEP Santa Fe BEAUTIFUL 

Keep Santa Fe Beautiful and City of Santa Fe Launch “Neighborhoods” Pilot Project to Increase Tree Canopy



SANTA FE, May 4, 2022 – The City of Santa Fe’s non-profit partner, Keep Santa Fe Beautiful (KSFB), has launched the Neighborhoods pilot project to increase Santa Fe’s tree canopy. The Friday, April 29, launch date coincided with the City’s celebrations of the 150th anniversary of Arbor Day and the 1-year anniversary of the TreeSmart Santa Fe Initiative.



Using grant funding from the New Mexico Tourism Department, KSFB partnered with the City’s Water Conservation Office and the Environmental Services Division (ESD) to design a pilot project with the goal of increasing the tree canopy in residential areas while also promoting water conservation practices. The project team identified three neighborhood associations where additional tree canopy is needed for the pilot. Within these neighborhoods, participants applied and were selected to receive a tree and a

rain barrel, as well as tree planting and care information. The participants have agreed to allow the health and water usage of these new trees to be monitored and documented over the course of the pilot. The data will be used for determining appropriate, waterwise trees to help create a healthy and sustainable urban forest for Santa Fe, and to inform the design of expanded Neighborwoods programs in the future.

“The most impactful way to increase our urban forest is in residential neighborhoods,” said Carol Branch, KSFB’s Executive Director. “This project will increase tree canopy cover, providing community benefits for years to come, and provide education about the selection and maintenance of our trees.”

The trees were purchased from local nurseries and distributed to participants on Arbor Day with the help of volunteers from the SFPS Master’s Program as well as Water Conservation and ESD staff.

The launch of the Neighborwoods pilot contributes to the goals set out by the [Tree Smart Santa Fe Initiative](#), and its sister program [The Bees, Trees, and Water Campaign](#); as well as the City’s Bee City, USA and Tree City, USA designations. It also supports the goals outlined in the [Sustainable Santa Fe 25-year plan](#) passed in 2018.

About KSFB: [Keep Santa Fe Beautiful](#) is a 501(c)3 non-profit that partners with the City of Santa Fe’s Environmental Services Division on environmental education, litter prevention, beautification projects and more.