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FOR IMMEDIATE RELEASE:

Earlier this year, Cupertino was officially designated as a Tree City USA. This fall the city of Cupertino will continue to expand its commitment to greener neighborhoods and a greener future with an innovative four-year tree planting program. A kickoff event will be held on XXXX, at XXXXX. For more information visit, www.cupertino.org/streettrees.

The tree planting program is the result of the Cupertino Forestry Work plan adopted and funded by the Cupertino City Council in June 2012. Cupertino currently has 14,477 trees in city parks and in the public right-of-way.

For the next four years, Cupertino will plant 1,578 new street trees throughout the city. Planting this year will begin with 417 new trees in the Rancho Rinconada area south of Stevens Creek Blvd and east of Calabazas Creek. In 2013, 357 trees will be planted in the neighborhoods east of De Anza and north of Bollinger; in 2014, 368 trees will be planted west of De Anza, and north of Bollinger and Regnart Road; in 2015, 436 trees will be planted west of De Anza, and south of Bollinger and Regnart Road.

> **Commented [CU1]:** A map or graphic is needed.

As an important part of this effort, the City will be tagging all new and existing city trees. Placed at a height of four feet on the trunk, each tree tag will have a QR code. Residents wanting to know more about their tree or desiring to request service may scan the tag with their GPS enabled smart phone. The resident is then immediately provided information about that specific tree from the City's website. Information includes species, size and maintenance history. From the initial page, the user can follow a link to make a service request on the tree or to "adopt" the tree.

Adopting the tree allows the resident to get automatic updates on the tree program as well as be notified about upcoming maintenance in their neighborhood.
For more information visit www.cupertino.org/streettrees, or call Cupertino Public Works at 408-777-3410.

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