

Communication is Key - The Chicago Regional Trees Initiative

The Morton Arboretum's Chicago Regional Trees Initiative (CRTI) is dedicated to creating a tree canopy that is more diverse, abundant, and equitable for all communities in the Chicago region. Acknowledging that communication is key to making meaningful impacts, CRTI emphasizes the importance of connecting with communities and stakeholders across various sectors of the green industry.

At the community level, CRTI recognizes the need to engage with populations that are often hardest to reach, including those facing language barriers or juggling demanding work schedules. By prioritizing these connections, CRTI works to ensure that all residents have a voice in urban greening efforts, ultimately leading to a more inclusive approach to tree planting and maintenance.



Within the green industry, effective communication is essential for linking those who produce trees with those who plant and maintain them. CRTI facilitates conversations among nurseries, planting contractors, and workforce development organizations, helping to create a collaborative network. This communication can lead to discoveries that optimize planting efforts, such as identifying the best tree stock type and size to engage community volunteers effectively.

Furthermore, maintaining an open dialogue with growers is crucial for aligning their production schedules with CRTI's planting plans. By keeping growers informed about upcoming projects, CRTI allows them to provide valuable feedback, which can lead to improved practices and outcomes. These ongoing communications serve as the foundation for more formal agreements, such as contract growing, ensuring that the initiative can source the right trees for community needs.

Interested in learning more? See a full presentation on this project using this QR Code!

