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October 19, 2021

Joint Board Matter with Supervisors Gross and Storck
Plant NOVA Trees Campaign

Members of the Board,

Plant NOVA Trees is a new and focused drive by the Plant NOVA Natives campaign to increase the native tree canopy in Northern Virginia. This initiative launched in September 2021, will continue through the Fall of 2026, and is supported by the Northern Virginia Regional Commission.

“A native tree is one that evolved within a given local ecosystem and therefore participates fully in its intricate plant/animal/fungal interactions.” With the growth in our region, we have also witnessed the decline of the local tree canopy. Expanding and replanting our tree canopy in developed areas has many benefits, including reducing the urban heat island effect, improving water quality, and making the land more hospitable to wildlife by providing food and shelter.

There are numerous ways that we can help get the word out about native trees and the importance of planting them, and I hope we embrace this campaign as our own. If our County is to meet its stormwater and climate goals, everyone needs to work together on this as on other issues. The campaign’s success rests on the action of the millions of individuals who make up our Northern Virginia community. Additional information can be accessed directly at: www.PlantNOVATrees.org.

Therefore, we move that the Office of Public Affairs help support the outreach efforts of the Plant NOVA Trees campaign and develop a communications strategy to include social media, the sharing of Plant NOVA Trees information and content, and encourage all residents to consider participating by planting native trees.

