










# METRICS MATTER

A key component of the City's Strategic Plan are the performance indicators. City leaders and professional staff look to these indicators to aid in decision making and planning for the future.

## INDICATOR: PARKWAY TREES PLANTED

2016	2017	2018	2019	2020
60	100	90	86	106

The City's tree canopy provides numerous benefits and enriches our quality of life. To ensure Geneva continues to benefit from a healthy and well-managed tree canopy, our community needs to proactively plant and replace its parkway trees. A parkway tree is typically installed by the City and found between the sidewalk and the street. Aside from aesthetics, a healthy parkway tree can:

-  Save energy & reduce roadway surface temperatures
-  Add value to homes and properties
-  Store carbon dioxide & reduce air pollution
-  Bring people together
-  Soak up stormwater and help reduce flooding
-  Support wildlife
-  Reduce noise pollution



Geneva's urban tree canopy covers 26% of the community, with plenty of space to grow!

There are 1,976 open locations for new parkway trees in Geneva. Despite best efforts to fill spots, the City continues to lose trees to damage and disease. Through the City's parkway tree replacement program, you can help your neighborhood rebuild the tree canopy for only \$150, which is less than half the normal cost. Feeling green but no space for a parkway tree? Consider volunteering or donating to the City's Natural Resources Committee.



Parkway trees are a critical component of neighborhoods, our Tree City USA status, & environmental stewardship commitment. We pay close attention to this important indicator and hopes you will too. Indicators are key to transforming vision to action.



#### DID YOU KNOW?

The City's "My Place" map is available to the public and allows you to see information about your home - including available parkway tree locations.

