

Green Advocacy Initiative Project

Back in 2018, TOC put together this initiative called the “Green Advocacy” Initiative, with the intent to send it to developers, realtors, other business leaders in several phases, asking for their financial support for a multi-year project to green Honolulu by increasing the tree canopy significantly. We only got as far as sending it to several developers of condos in Honolulu, from whom we received 2 positive responses (we received \$10,000), and one rejection (they said they were already spending money on greening their own properties).

The actual ‘packet’ sent to these individuals included (among other things) the following, which is included in the meeting packet for your review)

- A Power Point presentation of TOCs Legacy of Planting for the Future
- A Power point presentation describing the “Green Advocacy” Initiative”
- A Case statement for the “Green Advocacy” Initiative

I’d like the committee to consider reviving something like this, and possibly reaching out to developers of subdivisions, where we could make a significant impact, realtors, developers along the rail, etc. This could fold into our Shade Tree Commission 2.0 ideas.

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