The 1 Million Trees Across Texas initiative started with an enthusiastic volunteer and an ambitious goal. Dripping Springs resident Bill Brock approached Scenic Texas in early 2020, wanting to plant 1 million trees across Texas along roadways, much like he did in his youth in the Peace Corp in Guatemala.

In December 2020, we held our inaugural tree planting event in San Marcos along the highly trafficked Interstate 35. Scenic Texas partnered with the San Marcos River Foundation and Lady Bird Johnson Wildflower Center for our very first event, planting more than 100 trees along the frontage road. See the article in San Marcos Daily Record here.

Currently, we are creating a long-term plan to accomplish our goal of planting 1 Million Trees Across Texas and are identifying areas most in need. Because we work with TxDOT’s Green Ribbon Program, we know millions of trees and shrubs have been planted in Texas for attainment. The Green Ribbon Program was created to improve air quality for high traffic, urban areas with new road construction projects. However, there are areas of Texas that don’t benefit from the Green Ribbon Program and need native landscaping and tree planting. This is where Scenic Texas hopes to fill some gaps.

We are seeking volunteers, donors, and partners from communities across Texas. Whether you’re a member of your local homeowners’ association or want to plan an outdoor philanthropic event with your company or organization, we want to hear from you!