



Street Tree Inventory Planning Workshop

March 12, 2016

Agenda

- 9:00 Welcome and Introductions
- 9:15 Project Overview and Timeline
- 10:00 Neighborhood Discussions and Worksheets
- 10:30 Break
- 10:45 Checklist, Expectations, and Responsibilities
- 11:15 Inventory Planning and Workshop Dates
- 11:30 Group work: Recruiting Volunteers and Advertising
- 11:50 Questions and Next Steps



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Example Inventory Report
2015 Street Tree Inventory Manual
2015 Workshop Menu
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Example Tree Plan



About Portland Parks & Recreation Urban Forestry

Urban Forestry is responsible for overall city-wide management and regulation of the City's forest infrastructure comprised of over 1.2 million parks trees, nearly 300,000 street trees and approximately 500,000 private property trees with duties including 24/7 response for tree emergencies in public rights-of-way and on Parks properties, non-emergency tree maintenance on city properties as requested by property managers, planning and assessment of forest health and tree canopy coverage, tree permitting in development and non-development situations, and outreach, education, and services to bureaus and the public on forest infrastructure and stewardship.

Urban Forestry works collaboratively with property owners and residents to care for trees. Some of our key engagement programs include:

- Street Tree Inventory – tree census conducted by volunteers
- Neighborhood Tree Stewards Program – training volunteers to organize and conduct stewardship projects in their communities
- Learning Landscapes - planting school arboretums with teachers and students
- Heritage Tree Program – protecting trees of significance
- Tree Care Workshops – teaching tree care and organizing neighbors to care for trees

PP&R Urban Forestry Contact Information

PP&R Urban Forestry

1900 SW 4th Ave. Suite 5000, Portland, OR 97201

503-823-TREE (8765) trees@portlandoregon.gov

www.portlandoregon.gov/trees

Tree Inventory Project Staff

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Jeremy Grotbo, GIS Coordinator Jeremy.grotbo@portlandoregon.gov, 503-307-1916





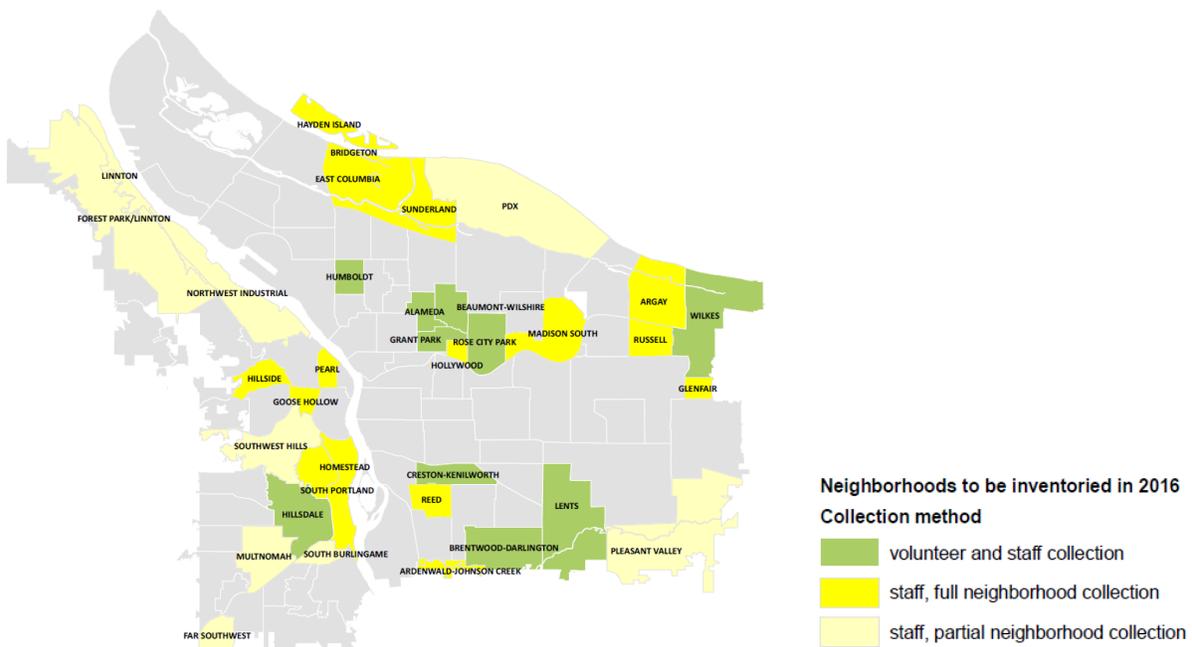
Street Tree Inventory

THE IMPORTANCE OF STREET TREES

Street trees are an important public asset in urban environments, serving as a buffer between our transportation corridors and our homes while enhancing the livability of our city. As integral components of a community's green infrastructure, street trees provide multiple economic, environmental, and social benefits such as cleaner air and water, cooler summer temperatures, safer streets, and increased property values.

Unlike traditional, "grey" infrastructure, which begins to deteriorate the moment it is installed, the benefits that street trees provide increase over the lifetime of the tree, making their planting and maintenance one of the best investments a city and its residents can make. Having adequate information about the street tree population allows a community to make informed decisions about species selection, planting, and maintenance priorities. Information on the location, condition, and diversity of the street tree population enables our communities to steward this resource and ensure its continued benefits into the future. Undertaking a street tree inventory is not only an investment in the current and future well-being of the trees, but in the community itself.

You can't manage what you don't know: inventory provides baseline information on our urban forest



THE INVENTORY PROCESS

Portland's Tree Inventory Project began with a pilot street tree inventory in 2010, and since then 46 neighborhoods have partnered with Urban Forestry to inventory street trees and create action-oriented Neighborhood Tree Plans. To date, volunteers have identified, measured, and mapped more than 150,000 street trees! 2016 will be the final year of the inventory, and 10 neighborhoods will be completing the project.

Neighborhood groups interested in trees begin by gathering volunteers to help conduct an inventory. Urban Forestry staff provides training, tools, and event organization and together information is collected on tree species, size, health, site conditions, and available planting spaces.

Urban Forestry staff analyzes data for each neighborhood and present findings to stakeholders at an annual Tree Summit in November. At the summit, neighborhood groups begin developing tree plans that set achievable strategies to improve existing trees, expand tree canopy, and connect the neighborhood with City and nonprofit resources. The resulting Neighborhood Tree Plan is based on the status and health of street trees and recommends specific actions to improve and expand this resource. Urban Forestry then partners with groups to organize stewardship events, including pruning, planting, and educational workshops.

The Tree Inventory Project supports Portland's Urban Forest Management Plan goals to manage the urban forest to maximize community benefits for all residents, to develop and maintain support for the urban forest, and to protect, preserve, restore, and expand Portland's urban forest.

Neighborhood tree teams and volunteers are the backbone of this inventory. This partnership between residents and government is key to successful management of street trees in Portland, where Urban Forestry regulates street tree removal, planting, and maintenance through a permitting process, and property owners are ultimately responsible for the care and maintenance of trees. Creating a healthy urban forest depends on the active engagement of residents to care for their street trees.



Volunteers geared up to inventory Kerns neighborhood in 2014.



Volunteer Roles and Descriptions

Inventory Organizer (and Tree Team Member)

Inventory Organizers coordinate tree inventories in their neighborhoods, including arranging for staging locations, recruiting volunteers, and attending inventory work days. After inventories are complete, they will also work with their communities to create neighborhood tree plans to steward the neighborhood's tree canopy.

Duties:

- Attend organizer training, team leader training, inventory work days, and the Tree Summit.
- Make arrangements for staging locations for inventory work days, including reservations, key pick up, set up, and clean up.
- Recruit "Tree Team Members" to help with the organizing effort. A successful Team has between 3-10 committed members.
- Recruit volunteers from the neighborhood to help with inventory. For each inventory day, the goal is 10 team leaders, 10 data collectors, and 2 arborists-on-call.
- Advertise the Tree Inventory in the neighborhood by talking to neighbors, using social media, posting flyers, sending in newsletter articles, etc.
- At inventory work days, kick off the event with an introduction to your team and why your group is completing a tree inventory.
- Encourage, motivate, and appreciate your volunteers.
- Attend November's Tree Summit to learn findings, receive reports and maps, and begin drafting a Tree Plan.
- Bring your findings and Tree Plan to the neighborhood Association.
- Continue to work with Urban Forestry in the year following the tree inventory to host stewardship events of interest to your community.

Team Leader

Team Leaders are responsible for data collection on inventory work days, acting as experts in tree identification, and leading volunteers on data collection routes. Team Leaders are also the public face of the Tree Inventory Project, educating the public about the program and the importance of street trees to our communities.

Duties

- Attend at least four inventory work days.
- Instruct novice volunteers in inventory protocol.
- Lead volunteers in data collection.
- Ensure that data collected is correct, legible, and complete.
- Answer questions of the public about the Tree Inventory Project.
- Understanding and promoting the community benefits of trees.

Data Collector

Data collectors are paired with Team Leaders during inventory work days and assist measuring trees, recording data on trees and the site, and mapping trees. No experience is necessary.

Duties:

- Attend inventory work day.
- Work with Team Leaders to collect inventory data.

GIS Data Entry Tech

GIS Data Entry Techs learn basic navigation in ArcGIS 10.2 and enter volunteer-collected data into the database. All data entry is completed at Urban Forestry headquarters in East Delta Park. Experience with Microsoft Windows operating systems is required, and familiarity with ArcGIS and ESRI software is strongly encouraged.

Duties:

- Attend a three hour GIS training.
- Commit to completing 30 hours of data entry between mid-July and early October. Shifts are available between 7 am and 3:30 pm Monday through Friday.
- Ensure that data entered is correct and complete.

Arborist-On-Call

Professionals with excellent tree identification skills serve as Arborists-on-Call during work days, helping inventory groups troubleshoot tricky trees and situations. The Arborist-on-Call is assigned to a group of volunteer teams and when teams have questions, they contact the Arborist-on-Call via cell phone. The Arborist-on-Call quickly arrives at the team's location and answers questions. The majority of questions are related to tree identification, although tree and site condition questions are also common.

Duties

- Bring transportation and a cell phone to inventory work days. Bicycles encouraged.
- Answer calls from assigned groups to troubleshoot questions.



Volunteers are the backbone of the Tree Inventory Project! With a variety of volunteer roles and commitment levels, there is a place for everyone to participate.



Inventory Timeline

Activity	Date	Completed?
Create your Tree Team (see "Creating a Tree Team" worksheet)	March	
Meet with your neighborhood association to gain their support and recognition	March – April	
Hold Tree Team meeting to continue pre-inventory discussion and to plan workshop logistics and volunteer recruitment (see "Street Tree Discussion" worksheet)	March - May	
Organize workshop dates and logistics (see "Workshop Planning" worksheet)	Logistics due April 29	
Attend Volunteer Recruitment Training (optional)	April 30 from 9 am – noon	
Determine any special needs to be addressed in the inventory for your neighborhood	May	
Recruit volunteers (see "Recruiting Volunteers and Advertising" worksheet)	Ongoing	
Attend Team Leader Training	June 4, 8, or 11 - choose morning or afternoon session	
Advertise inventory work days	Ongoing	
Conduct inventory work days	June – September	
Urban Forestry conducts analysis and prepares report and maps	October	
Attend Tree Summit to discuss findings and begin creating Tree Plan	November	
Present inventory results and Tree Plan to the neighborhood	Winter 2016-2017	
Partner with Urban Forestry to conduct stewardship events	Winter 2016 and beyond!	



Creating a Tree Team

Neighborhood Tree Team: *a group of community members who work together to conduct a tree inventory, create a tree plan, and carry out tree related activities in the neighborhood. Many Tree Teams are committees of the neighborhood association. All are passionate about improving the urban forest in their community!*

- Recruit 3-10 committed people interested in trees for your team

_____	_____
_____	_____
_____	_____
_____	_____

- Establish a regular meeting time and place

_____	_____
_____	_____
_____	_____

- Align yourself with your neighborhood association. Consider becoming an official committee of the neighborhood association, and ask for formal recognition.

_____	_____
_____	_____
_____	_____

- Create a name for your tree team. Examples include the “Kenton Tree Team,” “Sellwood Natural Amenities Committee,” and “Westside Tree Guild.”

_____	_____
_____	_____

- Create a way for neighbors to contact your tree team. This may involve having one person serve as the primary contact and setting up a special email account. Ask the neighborhood association to publish the Tree Team’s contact information.

_____	_____
_____	_____
_____	_____

- Create a website or blog for your Tree Team, and update it regularly. Ask for a page on the Neighborhood Association site, use Facebook, Next Door, other social media, or use a free site such as Google Sites or Wordpress.

_____	_____
_____	_____
_____	_____



Street Tree Discussion

What strengths does your neighborhood tree canopy have? Weaknesses?

What opportunities are trees in your neighborhood facing? What threats?

Strengths	Weaknesses
Opportunities	Threats



Resources Provided by Urban Forestry

Planning

- Access to project manager (Angie) and inventory coordinators (TBD, May through November)
- General publicity and recruitment on Parks website, blog, newsletters, and social media
- Volunteer recruitment and tree team building workshop April 30
- Team Leader Training workshop, which will cover tree identification and inventory protocol

On Inventory Work Days

- Workshop leader
- Short refresher training
- All supplies, including safety vests, maps, data sheets, tree id books, DBH tapes, bags for samples
- Coffee, tea, and light snacks
- Assistance collecting missing data

Inventory Data and Results

- Data entry and analysis
- Final report that includes summary, recommendations, and maps
- Poster sized inventory map
- All data in Excel and ArcGIS

Tree Plan

- Guidance creating a Tree Plan in November at an “Inventory Summit”
- Printed copies of the final Tree Plan
- Commitment to guidance and assistance on Tree Plan follow through activities (see “Workshop Menu” for ideas in the Products tab)

Staff Contact:

Carrie Black

Community Service Aide II, Forestry

Portland Parks & Recreation

10910 N. Denver Ave.

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971-337-7428

carrie.black@portlandoregon.gov or treeinventory@portlandoregon.gov

<http://portlandoregon.gov/parks/treeinventory>



Resources Provided by Tree Teams

Tree Team

- Organization of a volunteer group to carry out the project

Tree Inventory

- Volunteer recruitment for each inventory work day
 - 1 volunteer to help with setup and registration
 - 10 general volunteers per work day
 - 10 inventory Team Leaders per work day
 - 2 professional arborists or tree ID experts per work day (“Arborist-on-call”)
- Site logistics for inventory work days
 - Reserve sites for work days
 - Arrange for site logistics: key pick up, clean up, etc
- Publicity
 - Publicizing the project within the neighborhood
- Assistance collecting missing data

Tree Plan and Stewardship Activities

- Participation in “Inventory Summit” in November
- Sharing of inventory results and Tree Plan with the neighborhood
- Continued commitment on Tree Plan follow by partnering with UF to conduct stewardship activities



Workshop Dates for Street Tree Inventory

Neighborhood(s): _____ **Coordinator(s):** _____

Each neighborhood will be assigned around 3 Saturday work days and 1 Wednesday work day, depending on the size of the neighborhood. For Wednesdays, choose either an AM (8:30am-12pm) or PM (4:30-8pm) time. Saturday work days are held from 8:30am-12pm.

Circle your top 6 dates. Put a line through unavailable dates.

No work days are scheduled for weekends adjacent to 4th of July and Labor Day.

June

	Saturday June 18
Wednesday June 22 choose AM or PM	Saturday June 25
Wednesday June 29 choose AM or PM	

July

Wednesday July 6 choose AM or PM	Saturday July 9
Wednesday July 13 choose AM or PM	Saturday July 16
Wednesday July 20 choose AM or PM	Saturday July 23
Wednesday July 27 choose AM or PM	Saturday July 30

August

Wednesday August 3 choose AM or PM	Saturday August 6
Wednesday August 10 choose AM or PM	Saturday August 13
Wednesday August 17 choose AM or PM	Saturday August 20
Wednesday August 24 choose AM or PM	Saturday August 27
Wednesday August 31 choose AM or PM	

September

Wednesday September 7 choose AM or PM	Saturday September 10
Wednesday September 14 choose AM or PM	Saturday September 17
Wednesday September 21 choose AM or PM	Saturday September 24
Wednesday September 28 choose AM or PM	



Selecting Staging Locations

Staging location requirements:

- Reservable from 7:30 am – 1 pm (or 3:30 – 8:30 for evening events)
- Has restrooms
- Has tables
- Is willing to donate space without charging

Volunteer organizers are responsible for:

- Selecting staging locations and making arrangements
- Picking up keys
- Assisting with set up and clean up if needed
- Returning “Logistics” form with details on reservations to UF by April 29

Exception for Portland Parks and Community Centers

- UF staff will make arrangements for permits for PP&R facilities. Complete logistics form and note request for UF to make arrangements.

When selecting staging locations:

- Plan your work days throughout the neighborhood so that volunteers can walk to inventory sections from the staging locations.
- UF staff will work with groups to determine areas to avoid for volunteer data collection.
- Do not place staging locations near areas that would be deemed unfit for volunteers to work in.
- For neighborhoods with large areas of unimproved rights-of-way, we have designated which areas will be collected by volunteers. Please choose your staging locations within these areas.

For example:



A park with picnic tables and covered area



Indoor meeting area with tables and chairs



Inventory Day Logistics

Return one completed form per inventory day

Return no later than April 29 by email to treeinventory@portlandoregon.gov

Work day date and time:

Neighborhood:

Site name:

Site address:

Is this is a Portland Parks & Recreation site? yes no

If yes, Urban Forestry staff will assist with the reservation.

Site contact name and phone:

Inventory coordinator in charge (key pick up, rental coordination, cleanup):

Is the inventory coordinator available to assist with set up and registration? yes no

Inventory coordinator phone number:

Hours reserved (minimum 7:30 am to 1 pm):

Fee or deposit information:

Contract required?

Who is responsible for the fee and contract?

Does the site have:

Restrooms yes (required)

Lockable doors yes no

Chairs (25) yes no

Tables (4) yes no

Will the site need locked or attended to during the inventory? yes no

If the site needs attended in order for volunteers to access restrooms, please provide a volunteer to remain on site from 9 am – 11:30 am.

Additional information:



Pre-Inventory To Do List

- Submit preferred dates for work days (worksheet due today)
- Set a date for your next Tree Team get together: _____
- If interested in additional data collection, meet with Carrie by April 29 to discuss
- Take the project to the Neighborhood Association and ask for their support
- Organize staging locations for work days
 - Make reservations
 - Submit logistics forms by April 29 to treeinventory@portlandoregon.gov
- Organize your Tree Team
 - Determine name for Tree Team
 - Recruit members
 - Set regular meeting time and place; publicize meetings
 - Create a way to contact the Tree Team (website, email, Facebook, etc)
- Plan your volunteer recruitment strategy
 - Attend optional training on April 30
 - Recruit Tree Team members, Team Leaders, Arborists, general volunteers
 - Determine how and where you will advertise
- Attend Team Leader Training June 4, 8, or 11



Volunteer Recruitment

Volunteers are needed for the following roles:

- Tree team members** to help organize the project and assist where needed.
- Data Collection volunteers** to collect data and help setup during inventory work days. No training or prior experience required. *10 per work day*
- Team leaders** to collect data during inventory work days. Requires attendance at "Team Leader Training" on June 4, 8, or 11. Interest and knowledge in tree identification is helpful. *10 per work day*
- Arborists-on-Call** - tree identification experts to assist with tree identification during inventory work days. *2 per work day*

People to contact:

- Past volunteers

- Neighborhood Association and affiliates

- Local arborists, tree care companies, and garden supply stores

- Business associations

- Churches

- Neighboring communities

- Local schools and universities

turn over



Perfecting the Inventory Pitch

When recruiting volunteers and talking to neighborhood associations, be prepared to explain why the Tree Inventory Project is so awesome and they should lend their support! Sometimes it is useful to formulate a few compact sentences that can get your point across or a slightly longer talk. But most compelling is to speak from your own experience with the Inventory; why it is important to you and why you got involved.

Also, be prepared to address the concerns of your audience, such as: what is the time commitment? and what will we get?

The Tree Inventory Project can help folks:

- spend time outside in nature
- meet their neighbors and other tree enthusiasts
- learn more about their neighborhood and the trees in their neighborhood
- learn tree identification, how to access tree health and gather forestry data
- learn ArcGIS data entry

The following information is from the Tree Inventory Project website and may be useful in formulating your pitch: <http://portlandoregon.gov/parks/treeinventory>

Why Street Trees?

Street trees are those trees that grow in the right-of-way between the street and adjacent tax lot. They are an important public asset in urban environments, where they serve as a buffer between our transportation corridors and our homes. In this role, street trees filter stormwater, reduce the effects of car emissions, increase property values, calm traffic, and regulate summer temperatures, among other benefits.

Portland, street trees are managed in partnership between PP&R Urban Forestry and property owners. Urban Forestry regulates street tree removal, planting, and maintenance through a permitting process, and home owners are responsible for the care and maintenance of trees. A healthy urban forest depends on the active engagement of neighbors to care for street trees. Empowering neighborhood groups to care for their urban canopy is what the Tree Inventory Project is all about.

Whether you're an individual or a neighborhood group, there are many reasons to participate in the Tree Inventory Project.

Individuals

The Tree Inventory Project offers opportunities for individuals to volunteer and get involved in caring for Portland's street trees. The Tree Inventory Project can help you:

- Learn to identify trees!
- Learn to assess tree health and site condition

- Gain experience collecting forestry data
- Learn the basics of GIS data entry
- Meet other people who love trees

Neighborhood groups

Each tree inventory is customized to a neighborhood's needs and goals. Urban Forestry will help groups solidify goals early in the process to ensure that the appropriate data are collected, propose a practical timeline, and staff appropriately. The Tree Inventory Project can help neighborhood groups:

- **Learn more about neighborhood trees:**
The inventory maps the location, size, and health of all street trees in the neighborhood.
- **Find new places to plant trees:**
The inventory identifies possible planting locations, and maps them by priority.
- **Increase neighborhood awareness of trees:**
The inventory provides a powerful tool to educate neighbors about the important role of trees in their neighborhood.
- **Develop a Neighborhood Tree Plan:**
At the Tree Summit, neighborhoods identify short and long-term goals based on inventory data, as well as action steps to meet goals.
- **Build community:**
Inventory work days and tree teams offer a great opportunity to connect with neighbors who care about trees.
- **Engage neighbors to help care for and protect existing trees:**
As a volunteer-driven project, the inventory empowers neighborhoods to manage their street trees from the ground up.
- **Forge a partnership with Urban Forestry:**
Urban Forestry commits to provide tools, staff time, and expertise to help neighborhoods complete the inventory and meet their tree plan goals.

Specifically, neighborhood participants receive:

- Custom site maps and excel sheets illustrating inventory findings.
- Detailed analysis of inventory data and recommended next steps for tree care.

How neighborhoods are using the inventory results

Once an inventory of neighborhood street trees is complete, neighborhoods use the data to create a tree plan with concrete action items to improve neighborhood tree canopy. Urban Forestry helps neighborhoods implement the action items they choose to move forward with.

Some example action items are:

- Neighborhood pruning and young tree care workshops
- Neighborhood tree planting events
- Educational tree walks or tree bike tours
- Tree diversity workshops
- Tree pests and diseases workshops



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

My Pitch



Volunteer Recruitment Timeline

Week of	Tasks	Responsible Party
April 17		
April 24		
May 1		
May 8		
May 15		
May 22		
May 29 – Team Leader Training begins		
June 5 – Team Leader Training continues		
June 12 - Inventories begin		

Month of	Tasks	Responsible Party
June		
July		
August		
Sept <i>Final inventories</i>		
October		
November <i>Tree Summit</i>		



Volunteer Recruitment Tasks

Type	Print, PDF, Both?	Date to create	When, Where, Who? How many times?
Flyers			
Postcards			
Doorhangers			
Business Cards			
Buttons			
Press Release			
Neighborhood Newsletter Article			
Emails			

Type	Print, PDF, Both?	Date to create	When, Where, Who? How many times?
NextDoor Postings			
Personal Contact			
Phone Calls			
Emails			
Event Attendance			
Door Knocking			



Print request for Urban Forestry

If you want UF to prepare the file, **handwrite changes on the flyers and attach to this form.** If you will prepare the file, send by email to treeinventory@portlandoregon.gov

Pick up or mail? If mail, provide mailing address:

Item:

copies:

Date required:

Your community. Your trees.

VOLUNTEER TODAY!

Join _____ Tree Team and PP&R Urban Forestry to map, measure, and identify every street tree in our neighborhood!

No experience is necessary! You will be paired with a trained Team Leader who will teach you inventory protocol. Together you will measure trees, recording data on trees and the site. An inventory is the first step in expanding, diversifying, and protecting our street trees.

Saturday, June 28	8:30 am - noon	Location Information	tinyurl
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Team Leaders also needed! Join us for an advanced 4-hour training on June 4, 8, or 11.

More details and registration at <http://portlandoregon.gov/parks/treeinventory>.
Register by email at treeinventory@portlandoregon.gov

Questions? Contact your Neighborhood Tree Team:

Name
Phone
Email



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

Your community. Your trees. VOLUNTEER TODAY!

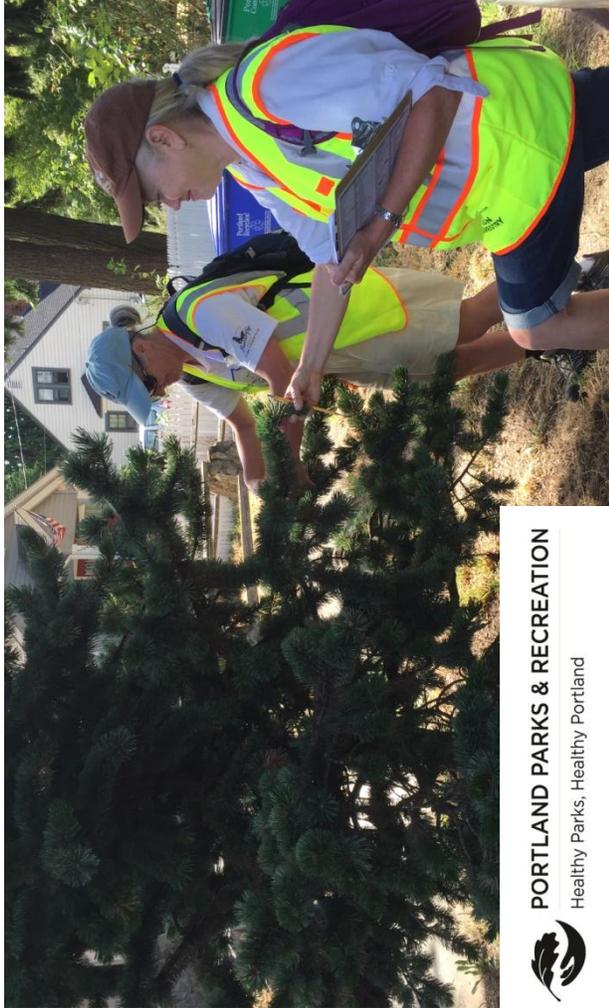
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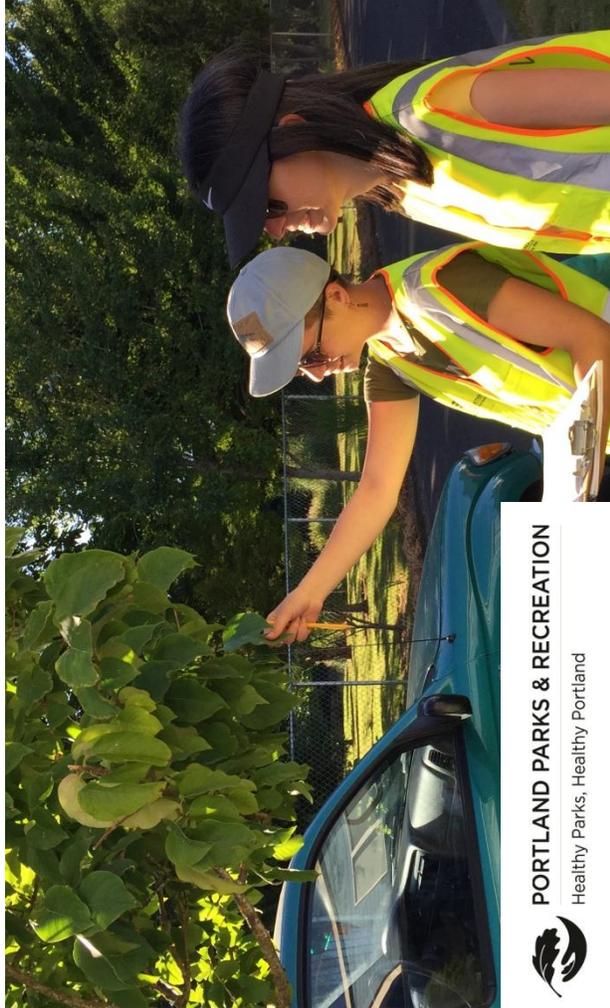
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Team Leaders also needed!

Join us for an advanced 4-hour training on June 4, 8, or 11.

More details and registration at <http://portlandoregon.gov/parks/treeinventory>. Register by phone at 503-823-2525. Questions? Contact your Neighborhood Tree Team:
Name, phone, email



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Join us for an advanced 4-hour training on June 6, 10, or 13.

More details and registration at <http://portlandoregon.gov/parks/treeinventory>. Register by phone at 503-823-2525. Questions? Contact your Neighborhood Tree Team:
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Tree by Tree, Block by Block: Join volunteers to inventory every street tree in North Tabor

Posted by Devlyn Keith on May 15, 2015 in Calendar, Community Projects, Events no comment

Type & press ente



Measuring street trees. Photo from portlandoregon.gov/parks/53181.

In summer of 2015, dozens of tree lovers will explore the North Tabor neighborhood on a mission to identify, map, measure, and assess every street tree. This inventory is the neighborhood's first and most comprehensive street tree inventory ever performed. The project is being organized by North Tabor Tree Team, a group of neighbors committed to improving their urban forest. A partnership with Portland Parks & Recreation, the inventory is the neighborhood's first step in expanding, diversifying, and protecting trees in our area.

NEIGHBORHOOD EVENTS

No events to display.

[Portland Comprehensive Plan 2015](#)

LANDMARKS

Shogren House Museum

NEIGHBORING US

Laurelhurst Neighborhood Association

Tree inventory data provides a baseline for tracking forest composition and changes over time. This has never been more important, as Portland’s urban trees face challenges such as a changing climate, development pressure, and invasive pests and pathogens.

Tree enthusiasts are needed, regardless of skill level, to volunteer with the project. On inventory days volunteers will be paired with a trained team leader to collect data. Together teams will walk the neighborhood and identify, map, measure and assess trees. Certified arborists and Parks staff will be on hand to help in this exploration of the community’s urban forest. Work days are scheduled for:

- Wednesday June 24, 4:30 – 8:00 pm @Community Church of Christ
- Saturday July 25, 8:30 am – noon @Emily House Providence
- Saturday August 8, 8:30 am – noon @New Heights Physical Therapy
- Wednesday September 2, 4:30 – 8:00 pm @Community Church of Christ

Volunteers looking to gain more experience with tree identification can become inventory Team Leaders and guide novice volunteers on data collection routes. Team Leaders attend a training session and commit to participate in at least three inventory work days. Becoming a Team Leader is an excellent opportunity to improve tree identification skills and learn more about assessing tree health and site conditions. **Team Leader training sessions are offered on June 6, 10 and 13** (see attached flyer below).

Register now for inventory work days and Team Leader training at: portlandoregon.gov/parks/treeinventory

For more information, contact our inventory organizer: Jeff Holiman 503-329-7912 jeff.holiman@gmail.com

Portland Parks & Recreation Urban Forestry
<http://portlandoregon.gov/parks/treeinventory>
Angie DiSalvo 503-823-4484 treeinventory@portlandoregon.gov

[edit 05/19/15] The attached flyer has been updated to adjust the date of data entry training

2015 volunteer opportunities flyer

Share this:

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Association
 Mount Tabor Neighborhood Association
 Rose City Park Neighborhood Association

PARKS

Frazer Park
 Laurelhurst Park
 Mount Tabor Park
 Normandale Park
 Rosemont Bluff Natural Area

SCHOOLS

Franklin High School
 Glencoe Elementary
 Grant High School
 Laurelhurst Elementary
 Mount Tabor Middle School

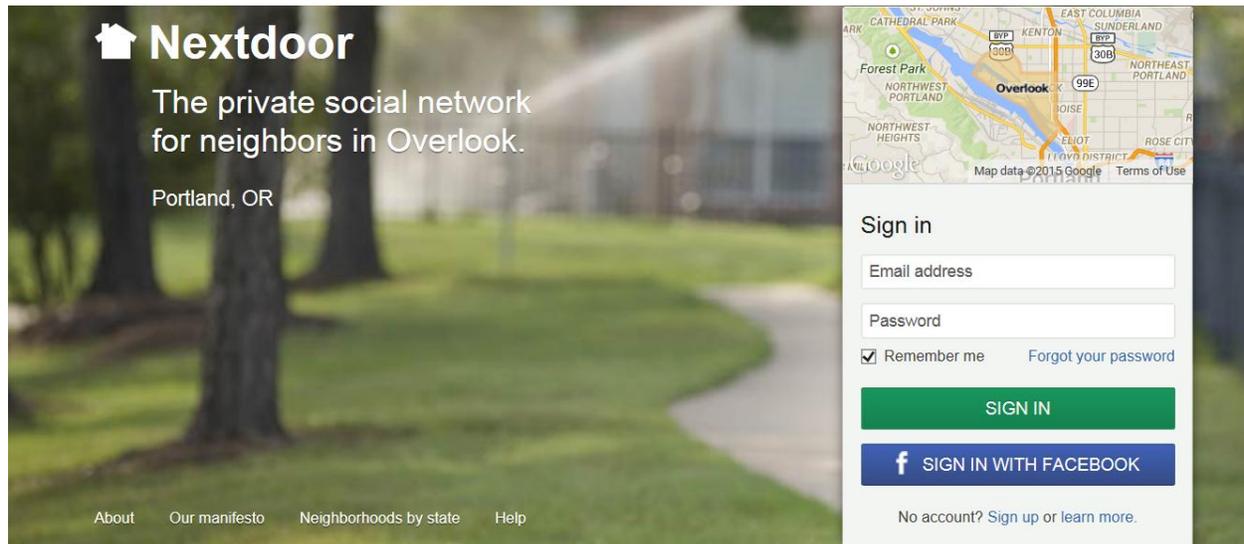
TRANSIT

#19 – Glisan
 #20 – Burnside
 #71 – 60th Ave
 Blue Line (Hillsboro-Gresham)
 Green Line (PSU-Clackamas)
 Red Line (Beaverton-Airport)

KEEP CURRENT

Join the list to be notified when posts are published (absolutely no ads).

Nextdoor.com – a great social media site for connecting with neighbors. Consider starting a Tree Team Group!



[Help Center](#) / [Using groups](#)

Using groups

What are groups?

Groups provide a way for people who share common interests to communicate in their own area of Nextdoor. Examples of groups might include neighborhood watch vo...

Joining an existing group

Any member of a Nextdoor neighborhood can join, or request to join the groups that have been created on that Nextdoor website. To join a group on a web browser...

Creating groups

To create a group on a web browser: Visit the Groups page. Click ADD NEW GROUP or ADD A GROUP (The add a new group form will pop up.). Enter the gro...

Adding members to a group

Group members may add other members to their group using Nextdoor on a web browser. To add a member to a group: Visit the Groups page. Click on the gr...

Adding a group moderator

If you are the moderator of a group, you can add additional moderators using Nextdoor on a web browser. To add a group moderator: Visit the Groups page. ...

Volunteer business cards available for recruiting!

Send text, edits, and # of cards to angie.disalvo@portlandoregon.gov



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

Street Tree Inventory Volunteers Needed

learn to identify, measure, and map street trees

Team leader training: 6/4, 6/8, and 6/11

Inventory work days: Saturdays and Wednesdays June - September

For more information contact Angie DiSalvo

angie.disalvo@portlandoregon.gov 503-823-4484

<http://portlandoregon.gov/parks/treeinventory>

PRESS RELEASE EXAMPLE

CONTACT: Carrie Black 971-337-7428
carrie.black@portlandoregon.gov

(Month, Day, 2016)
FOR IMMEDIATE RELEASE

Portland Street Tree Inventory Comes to (name of neighborhood) Volunteers Needed for Identifying, Measuring, and Mapping Trees

Portland, Oregon (Month, Day 2016) – Portland Parks & Recreation Urban Forestry and (Name of Neighborhood) are mapping street trees this summer and creating a tree plan. The project provides opportunities for community members to learn more about tree identification and health, meet neighbors and local tree experts, and partake in developing goals for ongoing tree management.

Urban Forestry began partnering with neighborhoods in 2010 to map Portland’s street trees with the ultimate goals of connecting better to community needs and improving management of our urban forest. City-neighborhood partnerships have resulted in mapping over 150,000 trees in forty-six Portland neighborhoods. This will be the final year of the inventory, as inventories are conducted in Alameda, Beaumont-Wilshire, Brentwood-Darlington, Creston- Kenilworth, Grant Park, Hillsdale, Humboldt, Lents, Rose City Park, and Wilkes neighborhoods.

Some of the goals determined by past neighborhoods include increasing tree diversity, locating new planting opportunities, and providing community education and outreach. Past participants have formed tree teams that meet regularly to tackle tree-related concerns and serve as a resource in their communities.

Rick Faber, a local arborist who has volunteered for the project the past three years as an arborist-on-call, says he, “Likes the concept, not just because the inventory provides useful planning data, but also the fact that it gets people out of their houses and seeing nature right where they live. Nature is not found only on Mount Hood or in parks. The Street Tree Inventory allows people to take time to appreciate the nature they live in. It’s also a good starting point for neighborhood conservation and sustainability as a whole.”

Susan Oliver, a volunteer with the Street Tree Inventory, described her experience with the program: “You really take care of your volunteers - you make it easy for us to succeed, from the materials used in the inventory, to the perfect organization, to the knowledgeable floating arborists. I typically went away from the experience with more energy than when I started.”

Volunteers play an integral role in bringing the project into fruition. Team leaders and data collectors are needed to help collect and lead others in street tree inventories. Team leaders attend a training session in plant identification and commit to participating in four inventory days. Trainings will be held Saturday, June 4th, Wednesday, June 8th, and Saturday, June 11th at Hinson Memorial Baptist Church (1137 SE 20th Ave, Portland, OR). Registration is free and required at <http://portlandoregon.gov/parks/treeinventory>.

Data collection volunteers can show up for any number of inventories and will be taught by team leaders how to identify and measure trees, determine health characteristics, and note conditions such as strip width and presence of overhead power lines. Training and materials will be provided.

The inventories will take place on ___ (#of inventories scheduled)___ Saturdays this summer in the ___(your neighborhood) ___ from 8:30-noon. _(date 1)_ at _(location 1), _(date 2)_ at _(location 2), and _(date 3)_ at _(location 3). All information and supplies are provided. Registration is available at the website.

About the project: <http://www.portlandoregon.gov/parks/treeinventory>
About (neighborhood name):

Why Inventory Street Trees?

From the street tree inventory website: <http://portlandoregon.gov/parks/treeinventory>

Why Street Trees?

Street trees are those trees that grow in the right-of-way between the street and adjacent tax lot. They are an important public asset in urban environments, where they serve as a buffer between our transportation corridors and our homes. In this role, street trees filter stormwater, reduce the effects of car emissions, increase property values, calm traffic, and regulate summer temperatures, among other benefits [benefits](#).

In Portland, street trees are managed in partnership between PP&R Urban Forestry and property owners. Urban Forestry regulates street tree removal, planting, and maintenance through a permitting process, and home owners are responsible for the care and maintenance of trees. A healthy urban forest depends on the active engagement of neighbors to care for street trees. Empowering neighborhood groups to care for their urban canopy is what the Tree Inventory Project is all about.

Why inventory?



"I learned to identify trees, I participated in an activity in my neighborhood that gave me increased connections both to the physical environment and people in my neighborhood, I enjoyed every minute, and I learned about resources in Portland that are related to parks, trees, and environmental improvement."

Whether you're an individual or a neighborhood group, there are many reasons to participate in the Tree Inventory Project.

Individuals

The Tree Inventory Project offers opportunities for individuals to [volunteer](#) and get involved in caring for Portland's street trees. The Tree Inventory Project can help you:

- Learn to [identify trees!](#)
- Learn to assess tree health and site condition
- Gain experience collecting forestry data
- Learn the basics of GIS data entry
- Meet other people who love trees

Neighborhood groups

Each tree inventory is customized to a neighborhood's needs and goals. Urban Forestry will help groups solidify goals early in the process to ensure that the appropriate data are collected, propose a practical timeline, and staff appropriately. The Tree Inventory Project can help neighborhood groups:

- **Learn more about neighborhood trees:**
The inventory maps the location, size, and health of all street trees in the neighborhood.
- **Find new places to plant trees:**
The inventory identifies possible planting locations, and maps them by priority.
- **Increase neighborhood awareness of trees:**
The inventory provides a powerful tool to educate neighbors about the important role of trees in their neighborhood.
- **Develop a Neighborhood Tree Plan:**
At the Tree Summit, neighborhoods identify short and long-term goals based on inventory data, as well as action steps to meet goals.
- **Build community:**
Inventory work days and tree teams offer a great opportunity to connect with neighbors who care about trees.
- **Engage neighbors to help care for and protect existing trees:**
As a volunteer-driven project, the inventory empowers neighborhoods to manage their street trees from the ground up.
- **Forge a partnership with Urban Forestry:**
Urban Forestry commits to provide tools, staff time, and expertise to help neighborhoods complete the inventory and meet their tree plan goals.

Specifically, neighborhood participants receive:

- Custom site maps and excel sheets illustrating inventory findings.
- Detailed analysis of inventory data and recommended next steps for tree care.
- Support implementing actions to reach Neighborhood Tree Plan goals.

How neighborhoods are using the inventory results

Once an inventory of neighborhood street trees is complete, neighborhoods use the data to create a management plan with concrete action items to improve neighborhood tree canopy. Urban Forestry helps neighborhoods implement the action items they choose to move forward with. A list of possible action items is [here](#).

Some example action items are:

- Neighborhood pruning and young tree care workshops
- Neighborhood tree planting events
- Educational tree walks or tree bike tours
- Tree diversity workshops
- Tree pests and diseases workshops

The value of street trees in Portland, Oregon

What are the benefits and costs of urban forestry?

Urban trees have often been overlooked or taken for granted in the past. However, urban sprawl and loss of open space have focused attention on the benefits of urban trees. By examining how trees affect house prices, we demonstrated that **the benefits of street trees in Portland far outweigh their costs.**

What are Portland's street trees worth?

Few previous studies have looked at the impact of street trees on the housing market, and those that did only examined the effect of number of trees. In this study, we tested whether a wide range of tree attributes such as species, basal area, and height influenced sales price. We found that only crown area within 100 feet of the house, and number of trees fronting the house were significant. When combined, these two variables add an average of \$7,020 to the price of a house, which is equivalent to adding 106 finished square feet to a house. Extrapolating our results to the entire city, the total value of Portland's street trees is \$1.1 billion, or \$45 million annually. For comparison, the City of Portland estimates that the annual maintenance of Portland's street trees costs \$4.6 million, of which \$3.3 million is borne by private landowners.

Main findings

- Benefits of street trees in Portland far outweigh their costs. Estimated benefits are \$45 million annually, compared to annual maintenance costs of \$4.6 million.
- Street trees also increase annual property tax revenues for the City of Portland by \$13 million.
- Benefits of street trees spill over to neighboring homes. Therefore, if left solely to homeowners, there will be too few trees from a community perspective.



Photo by Shuna Lydon

*The number of street trees fronting a property and the crown area within 100 feet of a house positively influence sales price. **Combined they add \$7,020 to the sales price of a house.***

What are the property tax benefits of street trees?

Assuming street trees also increase the assessed value of houses, they increase annual property tax revenues for the City of Portland by \$13 million.

Do street trees provide benefits to neighboring houses?

The answer is yes. For example, a tree with a canopy cover of 312 square feet (the average for our study) adds \$7,593 to the house it fronts. However, it also positively influences the prices of houses within 100 feet. On average, there are 7.6 houses within 100 feet of a street tree. Therefore, a tree with 312 feet of canopy cover adds, on average, \$9,241 to the value of neighboring houses.

What do these spillover benefits mean?

Currently Portland homeowners are responsible for the maintenance costs of the street trees outside their homes. Although these trees provide benefits to the homeowner, they also provide benefits to neighboring homes. As homeowners bear all the costs of street tree maintenance, but do not receive all the benefits, if the provision and maintenance of street trees is left to individual homeowners, there will be too few street trees in Portland from a community perspective. Therefore, the City of Portland should consider an increase in urban forestry investment, by subsidizing the cost of planting more trees, or perhaps providing homeowners with a property tax break depending on the number and size of trees they maintain.

In summary, our study indicates that the benefits of street trees in Portland far outweigh their costs. An increase in urban forestry investment in Portland is likely to yield substantial benefits.



Photo by Herb Hamilton

For more information
on this study,
contact:

Geof Donovan
USDA Forest Service
503.808.2043
gdonovan@fs.fed.us



Green Cities: Good Health website: <http://depts.washington.edu/hhwb/>

Great hub for resources and information on the benefits of trees!

Urban Forestry/Urban Greening Research

Green Cities: Good Health



INTRODUCTION RESOURCES FUTURE RESEARCH REFERENCES

Metro nature - including trees, parks, gardens, and natural areas - enhance quality of life in cities and towns. The experience of nature improves human health and well-being in many ways. Nearly 40 years of scientific studies tell us how. Here's the research ...



Livable Cities

Throughout time people have noted that nearby nature is an important part of places that are livable and have a high quality of life. Having gardens, parks, and trees in cities leads to life satisfaction and a positive outlook.

RESEARCH THEMES

- Livable Cities
- Social Strengths
- Local Economics
- Place Attachment & Meaning
- Crime & Public Safety
- Safe Streets
- Active Living
- Reduced Risk
- Wellness & Physiology
- Healing & Therapy
- Mental Health & Function
- Work & Learning
- Lifecycle & Gender

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An urban forest issue brief

Green Streets



Greener Streets are Safer Streets

Trees and landscape features are often perceived by transportation officials as a safety risk. However, evidence from national and local studies reveal that the inclusion of trees and other streetscape features may actually reduce crashes and injuries on roadways.

Tree-lined Streets...

- Are safer.
- Cost less to maintain.
- Reduce traffic congestion.
- Mitigate air and noise pollution.

Functioning
highways
need green
infrastructure.

Community benefits from roadside landscapes:

Calmer traffic. Research done in several states has shown that motorists benefit from vertical features such as trees and buildings to gauge their speed. Three-fourths of Americans believe that being smarter about development and improving public transportation are better long-term solutions for reducing traffic congestion than building new roads.¹

Less maintenance costs. All other factors equal, the condition of pavement on tree-shaded streets is better than on unshaded streets. In fact, shaded roads require significantly less maintenance and can save up to 60% of repaving costs over 30 years. That's a lot of savings considering the four million miles of roadways in this country (approximately 1% of the total area of the contiguous U.S.).²

Healthier residents. Human health effects from air pollution usually involve respiratory functions and can be quite severe. Studies show that trees and shrubs have the greatest impact at minimizing harmful automotive outputs. Not only are trees prettier to look at than asphalt and industrial areas, but also trees reduce noise pollution by acting as buffers. Let's turn all highways into greenways.³

Recommendations:

- Prioritize space and location for trees in the highway and streetscape design process.
- Incorporate stormwater management techniques like bioswales and infiltration planters.
- Update highway and streetscape standards to improve conditions for trees.
- Support H.R. 6435, the 'National Highway Chokepoint Congestion Relief Act,' specifically the provision that includes trees and green infrastructure as eligible capital improvements.
- Support an amendment to H.R. 1780 or H.R. 1329 to specifically includes tree planting as an eligible project for reducing greenhouse gas emissions from mobile sources.
- Support an amendment to S. 238- the 'Build America Bonds Act of 2009' - to specifically include nonprofit organizations working to improve our national transportation systems through the planting of trees and green infrastructure as qualified participants and projects.

Tree Benefit Facts

Serving Size 1 Million City Trees (2" caliper)
Recommended Servings Per City about 40%

Costs

Volunteer Service \$0 Trees \$250 million

Annual Value*

Energy Conservation 30% less usage

Cost Savings \$10 million

Stormwater 350 million gallons captured

Cost Savings \$3.5 million

Clean Air 1,000 tons less air pollutants

Cost Savings \$5 million

Public Revenue 11% more for goods

Cost Savings varies by city

Property Value 1-10% higher

Cost Savings varies by city

Lower Crime 50% less violent crime

Cost Savings priceless

Total Cost Savings \$18.5 million

ROI within 14 years not including public revenue, property, and crime benefits.

* Annual Values are based on studies from the Center for Urban Forest Research, Center for Urban Horticulture, Lawrence Berkeley Lab, and the Univ. of Washington, and vary by city. Approximate values are indicated where the differences vary less significantly by city.



References:

1. Bratton, N. J. and K. L. Wolf. 2005. Trees and Roadside Safety in U.S. Urban Settings, Paper 05-0946. Proceedings of the 84th Annual Meeting of the Transportation Research Board (January 9-13, 2005). Washington D.C.: National Academies of Science.

2. McPherson, G. and Muchnick, J. Effects of Street Tree Shade on Asphalt and Concrete Pavement. Journal of Arboiculture 31(6). November 2005. pp. 303-310.

3 National Oceanic and Atmospheric Administration.

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An urban forest issue brief

Energy Conservation through Trees



Shade Trees Conserve Energy

Trees lower temperatures through shade, the cooling effects of which can save millions of energy dollars. Even on a residential level, just 3-4 shade trees located strategically around a house can cut summer cooling costs by 30-50%. Complicating the problem, cities are 2-10° F warmer than their rural surroundings. This marked increase in city temperatures is known as urban heat island effect and it adversely affects health.

Energy security is tied to greening.

Energy benefits of trees:

Cleaner Air Cooler Cities. More U.S. deaths are attributed to high temperatures than to any other weather related event. However, heat island mitigation is also an effective air pollution control strategy, more than paying for itself. The cooling energy savings in the U.S., when fully implemented, is about \$5 billion per year (about \$100 per air-conditioned house). Another way to look at it, reducing air temperatures in Los Angeles by just 2-3 degrees would reduce urban smog exposure by roughly the same amount as removing all vehicle exhaust in the entire LA basin.¹

Healthier Utilities. Today, the utility sector is already the largest single source of greenhouse gas emissions in the United States, producing approximately one-third of the country's emissions. That's only predicted to get worse as the climate warms. A first step should be curbing urban heat island effect, which is responsible for 5-10% of peak electric demand and as much as 20% of population-weighted smog concentrations in urban areas due to air-conditioning use alone. Major energy conservation is as simple as planting trees.²

Energy Security. Heating and cooling homes accounts for nearly 60% of residential electricity usage in the United States. It is also estimated that warming trends will increase air-conditioning use by 3-8%, which is 20 million more barrels of oil at a cost of \$2 billion annually. Ironically, all of those fossil fuels that we burn to stay cooler are warming the atmosphere further... energy security is linked to the environment.³

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Recommendations:

- Integrate the environment into residential, commercial, and transportation energy designs.
- Support Sec. 205 of H.R.2454 or Sec. 167 of S. 1733, 'Tree Planting Program,' to create a DOE/EPA program to help utilities and nonprofits plant shade trees for energy efficiency.
- Support the conversion of all government buildings to include real green features such as shade trees and greenroofs. Studies suggest that if 10% of city roofs were greenroofs, that ambient temperatures would be lowered by 2-4° F.
- Increase your urban canopy by at least 1%. The US Forest Service has found that just a 1% would bring maximum midday city temperatures down .07-.36° F.

References:

1. McPherson, G. and Muchnick, J. Effects of Street Tree Shade on Asphalt and Concrete Pavement. Journal of Arboriculture 31(6). November 2005. pp. 303-310.
2. Akbari, Hasheem. Heat Island Group, Lawrence Berkeley National Laboratory. 2001.
3. American Council for an Energy Efficient Economy.





Urban Forest Values: Economic Benefits of Trees in Cities



Many important decisions in American cities are based on careful cost and benefit analysis of options. Yet the values of trees and plants in our urban centers are often overlooked. Urban forests are a significant and increasingly valuable asset of the urban environment. Scientists have measured the tremendous returns that trees provide for people in cities. A complete assessment of both benefits and costs is challenging. Nonetheless, full understanding of

this information is valuable if decision-makers wish to make cost effective policy and budget decisions. Investments in the planting and care of trees represent long term commitments of scarce dollars; improper plantings will increase costs and reduce benefits. Adequate resources for both planning and management of urban green is necessary if cities wish to optimize the values and benefits of the urban forest.

Environmental and Energy Savings

City-wide, the amount and quality of trees influence both biological and physical urban environments. Plants, if strategically placed and cared for, can become a "living technology," a key part of the urban infrastructure that contributes to more liveable urban places.

HEATING AND COOLING COSTS - A 25 foot tree reduces annual heating and cooling costs of a typical residence by 8 to 12 percent, producing an average \$10 savings per American household. Also, buildings and paving in city centers create a heat-island effect. A mature tree canopy reduces air temperatures by about 5 to 10° F, influencing the internal temperatures of nearby buildings.

AIR QUALITY AND CLEANSING - A typical person consumes about 386 lb of oxygen per year. A healthy tree, say a 32 ft tall ash tree, can produce about

260 lb of oxygen annually - two trees supply the oxygen needs of a person each year! Also, cooler air temperatures created by tree canopies reduce smog levels by up to 6%, producing savings in air clean-up campaigns. Finally, a mature tree absorbs from 120 to 240 lbs of the small particles and gases of air pollution. In Sacramento, CA, for instance, this represents a value of \$28.7 million.

IMPROVED WATER QUALITY - The canopy of a street tree absorbs rain, reducing the amount of water that will fall on pavement and then must be removed by a stormwater drainage system. In one study, 32 feet tall street trees intercepted rainfall, reducing stormwater runoff by 327 gallons. Savings are possible since cities can install surface water management systems that handle smaller amounts of runoff.

Retail and Commercial Environments

Businesses work hard to offer products and services that meet their customers' needs. The presentation or image of shops and business districts is also important. Trees help create a positive environment that attracts and welcomes consumers.

CONSUMER PATRONAGE - In a survey of one southern community, 74% of the public preferred to patronize commercial establishments whose structures and parking lots are beautified with trees and other landscaping.

COMMERCIAL LANDVALUES - Weyerhaeuser surveyed real estate appraisers and 86% of them agreed

that landscaping added to the dollar value of commercial real estate. 92% also agreed that landscaping enhances the sales appeal of commercial real estate.

BOOSTED OCCUPANCY RATES - One study looked at 30 variables - architecture and urban design - of potential importance in determining office occupancy rates. Results suggest that landscape amenities have the highest correlation with occupancy rates, higher even than direct access to arterial routes.

Residential Property Values

House prices are also influenced by the presence of trees. Developers can maximize profits by retaining existing trees or replanting an urban forest after construction is completed.

INCREASED HOME SALES PRICES - Several studies have analyzed the effects of trees on actual sales prices of residential properties. Homes with equivalent features - square footage, number of bathrooms, location - are evaluated. In one area a 6% increase in value was found to be associated with the presence of trees; an increase of 3.5 to 4.5% was reported in another study.

TREE SIZE AND VALUE - A team of researchers compared tree size and public valuations of homes. Tree size did not affect the judgments of price for low price

homes, but did affect values of more costly houses. For more expensive homes, small and medium-sized trees enhanced the public's perception of real estate value.

UNIMPROVED PROPERTY VALUES - Using a scale model of a land parcel, researchers found that there was a 30% difference in appraised value based on the amount and variation of tree cover. Taking into account the potential value of a house built on the site, the value increase would be close to 5%.

REFERENCES AND RESOURCES

- Bradley, G. 1995. *Urban Forest Landscapes: Integrating Multidisciplinary Perspectives*. Seattle: University of Washington Press.
- Western Center for Urban Forest Research and Education. c/o Department of Environmental Horticulture, Univ OF CA. Davis, CA 95616.
- Aesthetics and Commercial Districts. 1993. Volume 1, No. 6 of the Scenic America Technical Information Series.
- Dwyer, McPherson, Schroeder & Rowntree. 1992. Assessing the Benefits and Costs of the Urban Forest. *Journal of Arboriculture*, 18(5) 227-234.
- Orland, Vining & Ebreo. 1992. The Effect of Street Trees on Perceived Values of Residential Property. *Environment and Behavior*, 24(3)298-325.



For more information, contact...

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Trees in Business Districts: Positive Effects on Consumer Behavior!



District 1 - No trees or accessory vegetation



District 2 - With trees, no accessory vegetation



District 3 - With trees and accessory vegetation

Three Shopping Districts Consumer Cues and Messages?

Trees are good for business! A recent study confirms that consumers respond positively to shopping environments having a healthy urban forest. Across our nation, many revitalizing business districts are working hard to create vibrant, vital consumer environments. Why should trees be a part of an action plan? Healthy and well-maintained trees send positive messages about the appeal of a district, the quality of products there and what customer service a shopper can expect. They are an important component of any program to attract shoppers and visitors. Revitalizing districts must address urgent needs of security, sanitation, parking and marketing. Attention to trees is a necessary part of any improvements program. And having the positive environment created by trees may actually ease some of the other issues. American Forests, a national tree non-profit, suggests a goal of 15 percent tree canopy cover in business districts; most retail environments in the U.S. have 5 percent or less. Research results suggest that investing in trees is good for the business bottom line!

Research Project

The national study, conducted by the University of Washington, used survey questionnaires to investigate public perceptions about the role of trees in revitalizing business districts. Surveys were sent to selected districts in cities of the Pacific Northwest, Austin, Los Angeles, Chicago, Pittsburgh and Washington D.C. Business owners and managers were invited to participate, and their responses were compared to survey responses from nearby residents, their potential patrons and shoppers.

Our surroundings, both outdoor and indoor, affect the course of our daily lives. The physical features of a setting set up how we move and get around in any space. In addition, elements of an environment sends subtle cues that influence our attitudes and behavior within a place. This study evaluated how the character of a place influences how shoppers respond to a business district. People were asked a series of questions about their likes/dislikes and behavior within three hypothetical business districts (front page). Below are highlights of the research results.

Place Perceptions

Four categories of perceptions emerged from survey participants' ratings of the three business districts:

- Amenity and Comfort**
- Interaction with Merchants**
- Quality of Products**
- Maintenance and Upkeep**

Consumers' ratings on each of the categories was significantly higher for districts that had street trees and

other landscape improvements! For instance, Amenity and Comfort ratings were about 80% higher for a tree lined sidewalk compared to a non-shaded street. Also, Quality of Products ratings were 30% higher in districts having trees over those with barren sidewalks. Interaction with Merchants items included customer service issues; ratings were about 15% higher for districts with trees.

Patronage Behavior

Actions follow our impressions of a place. Respondents were asked to give opinions of their behavior within the three shopping districts, including **travel time, travel distance, duration of a visit, frequency of visits and willingness-to-pay for parking**. Again, trees make a difference! Considering ALL behaviors, higher

measures were reported in the districts having trees. For instance, respondents claimed they would be willing to pay more for parking in a well landscaped business district. This suggests greater revenues from shaded parking would offset the costs of parking space loss, a frequent objection to trees by merchants.

Pricing Patterns

Do trees influence how much people are willing to pay for goods? Contingent valuation methods were used to assess how amenity values relate to customers' price valuations. Survey respondents were asked to specify a price for each of 15 items in a "basket of goods" in the business districts. Three **categories of goods - convenience, shopping, specialty** - were included. The survey participants consistently priced goods significantly higher in landscaped districts! Prices were,

on average, about 11% higher for products in the landscaped compared to the no-tree district. This was true of low-price, impulse-buy convenience goods (e.g. lunch sandwich, flower bouquet), as well as bigger ticket, comparison-shopped items (e.g. sports shoes, new glasses). Given the low profit margins of most retail businesses, trees appear to provide a significant "amenity margin."



Acknowledgements:

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Phone: (206) 616-5758; Fax: (206) 685-2692



Urban Forestry Workshop Menu

For Tree Teams who have completed Street Tree Inventories

Completing a street tree inventory and Tree Plan gives Tree Teams special access to Urban Forestry resources to plan two workshops. Workshops can be both educational events and work parties. The purpose of the events is to meet goals and objectives of the neighborhood’s Tree Plan. Workshops occur from October 2015 through July 2016.

Organizing workshops is a collaborative effort. Urban Forestry will provide a speaker, tools and materials and help promote events - similar to inventory work days. Tree Teams help select locations, promote the event with the neighborhood, and help rally participants. Different formats are available with varying levels of time commitment – choose a format that best fits your group’s needs and availability. Early planning is helpful and Urban Forestry asks that you schedule at least 4-6 weeks ahead of time. To schedule, complete the sign up page and your Tree Plan Coordinator will contact you to finalize details.

Workshop Formats and Time Commitment		
Format	Description	Time Commitment
Walk and Talk	Outdoor 1.5 hour guided walk and discussion with an Urban Forestry expert	Low. Show up, bring interest, have fun!
Indoor Presentation	Indoor 1 hour presentation and discussion with an Urban Forestry expert	Low. Show up, bring interest, have fun!
Work Party	Outdoor 3 hour event to conduct tree care activity	Med-High. Requires work prior to the work party to identify and scope work locations, deliver notices, and secure property owner permission.
Long Term Projects and Custom Workshops	Tree Teams tackle a larger project. Urban Forestry provides guidance and resources but Tree Teams provide organization and ongoing project work.	Med-High. Custom workshops will require input from Tree Teams. Projects have the potential to continue and evolve over months to years.

TREE CARE

Tree Planting

Know of a tree-deficient community space? Plant 5-10 trees at a school, community center, church, or park with UF’s Learning Landscapes program. Staff will help guide you to create a planting and establishment plan and provide all trees and tools.

Street Tree Pruning

Use inventory data to locate young trees in need of structural pruning, and/or large trees that may be impeding pedestrian and street traffic. UF will provide tools, neighbor notices, permits, and a certified arborist to give instruction. Together, your team and volunteers will prune over 100 trees during this event! *Option: Prune by bike*

General Tree Care

Learn to care for your tree from planting through replacement. Topics covered include watering, mulching, pruning, and recognizing identifying hazards. Learn when to call a professional and how to evaluate potential tree care providers' credentials. *Options: Tree climbing demonstration, focus on young or mature trees.*

Pest and Pathogens

Learn to recognize common pests and diseases in your street trees and methods to mitigate their spread. Or, choose a specific pest or pathogen you would like to learn about in depth, including Dutch Elm Disease, Emerald Ash Borer, and Asian long horned beetle.



HERITAGE TREES AND HISTORY



Exploring Heritage Trees

Portland's Heritage Trees Program celebrates the largest, oldest, most historic, and unusual trees in the city. Visit Heritage Trees in your neighborhood and learn their stories. If your neighborhood does not have any Heritage Trees, use inventory data to find the largest and most unusual trees and visit them to determine if they should be nominated for the Heritage Tree Program.

Tree History in Your Neighborhood

Work with a historian to research and learn about the trees in your community and how past development shaped the community's urban forest. Understanding and valuing trees historically leaves us better equipped to make future decisions and avoid unexpected consequences inherited from our past. This workshop could include a walk and talk, presentation, and/or teach your group how to conduct to research at City archives.



TREE TEAM DEVELOPMENT



Tree Team Organization Retreat

Attend a facilitated organizational retreat to help your Tree Team set strategies for organizing, recruiting members, setting goals and connecting with resources. This half to full day event is tailored for the Tree Team's needs. *Option: Include a session to create promotional materials, such as buttons, signage, and flyers.*

Inventory Findings:

Community Presentation

Excited about your tree inventory findings and ready to share them with your neighborhood? Work with Urban Forestry to present your inventory results at a neighborhood association meeting, community gathering, or even pub trivia night. The more your neighbors know and understand the importance of street tree data, the more participation you are likely to see from your community!

CANOPY HEALTH

Invasive Trees - Wrong Tree, Wrong Place

What trees don't belong in your neighborhood? Fast-growing invasive tree species thrive in tight locations and may quickly damage habitat or existing structures. Learn which tree species are nuisances or invasive in Portland, how to identify them, and the best strategies for their control.

Selecting and Promoting Diverse Tree Species

What to plant? Flowers, fall color, fruits/nuts for wildlife, and winter interest are just a few characteristics to consider when choosing a tree. Explore interesting species and learn why tree diversity is important for a resilient forest. Part discussion, part discovery, this workshop will get community members excited about the various trees that can be grown in our region.

TREES 101

Spring & Summer Tree Identification

Your community's inventory is complete, but there are always more species to learn! Identify a practice location or focus area and an expert will teach your group how to use leaves, fruit, bark, and flowers to identify species, how to use a dichotomous key, and how to collect and preserve samples with a DIY plant press.

Winter Tree Identification

Take your tree identification skills to the next level! Learn how to identify trees without their leaves using buds, bud scars, twigs, bark, branching patterns, and other clues. Includes a manual and field session.

The Benefits of Trees

Trees provide numerous benefits in an urban setting. Select a prominent park or community location, and calculate the environmental and aesthetic benefits of prominent trees. Values will be displayed on trees using large tree "price tags." This eye-catching display is an excellent method for raising awareness about trees and recruiting participation in your Tree Team.

Decoding Portland's Tree Code

On January 2, 2015 Portland implemented a new citywide Tree Code. How does this updated code protect trees and impact property owners? Learn about the updated regulations behind tree planting, pruning, and removal, tree protection and planting requirements during development, and new resources available to residents.

CUSTOM WORKSHOPS AND LONG-TERM PROJECTS

Citizen Science Projects

Tree Teams interested in exploring in-depth questions around species survival, tree vandalism, pests and pathogens, the impact of invasive species, or other topics of interest may wish to develop a citizen scientist project. Teams will work with Urban Forestry to develop a data set, collect data, and analyze findings.

Create a Custom Workshop

Are you interested in a different tree-related workshop? The possibilities are endless. Additional ideas may include collaborating with other non-profits, conducting a fundraiser for Tree Team work, sponsoring a tree-themed photo contest, hosting a youth-focused tree event or a family tree walk. Partner with Urban Forestry staff to get your custom workshop off the ground.



Workshop Sign Up

Each Tree Team has access to two Tree Plan Workshops with Urban Forestry from October 2015 through July 2016. Most events are scheduled for Saturday mornings, but arrangements can be made for other days and times. No events will be scheduled for weekends adjacent to holidays. Availability is first come, first serve – we encourage you to select preferred dates as soon as possible! Allow at least 4-6 weeks prior to requested date for planning.

Instructions:

- Rank four workshops of interest on a scale of 1 to 4 with 1 indicating highest interest.
- Indicate the month(s) in which you want to schedule your workshops.
- Tree Plan Coordinators Patrick Key or Matthew Downs will be in touch to finalize details.
 - Patrick Key Patrick.Key@portlandoregon.gov (971) 334-0347
 - Matthew Downs Matthew.Downs@portlandoregon.gov (971) 334-0348

Neighborhood:		Phone:		
Tree Team Contact:		Email:		
Category	Workshop	Format: Walk and Talk, Indoor Presentation, Work Party, or Other (please describe)	Preferred Month or Date	Rank
Tree Care	Tree Planting			
	Street Tree Pruning			
	General Tree Care			
	Pest and Pathogens			
Heritage Trees and History	Exploring Heritage Trees			
	Tree History in Your Neighborhood			
Tree Team Development	Tree Team Organizational Retreat			
	Inventory Findings Community Presentation			
Canopy Health	Invasive Trees – Wrong Tree, Wrong Place			
	Selecting and Promoting Diverse Tree Species			
Trees 101	Winter Tree Identification			
	Spring & Summer Tree Identification			
	The Benefits of Trees			
	Decoding Portland’s Tree Code			
Custom Workshops / Long-term Projects	Citizen Science Projects			
	Custom Workshop			



Parks & Recreation

Healthy Parks, Healthy Portland

Phone: 503-823-PLAY (7529) Fax: 503-823-6007 1120 SW Fifth Ave., Suite 1302, Portland, Oregon 97204

Tree Team Replaces Dead and Dying Trees in Boise-Eliot

Written by Jim Gersbach, Urban Forestry Community Services Aide II

Aundrea Smith felt a big sense of relief when the old cherry tree in front of her house in the Boise-Eliot neighborhood fell to a chainsaw February 2nd. The tree had been dead since at least 2007, but with other bills to pay the Smith family could not afford to hire an arborist to remove it. With each passing year, Aundrea worried more and more about whether the tree would fall.

Her anxiety was put to rest when she was contacted by volunteers with the Albina Neighborhood Tree Team (ANTT). Jeff Ramsey and Kevin Pozzi, ANTT Leaders, submitted a proposal for \$2000 of funding through the new Urban Forestry Neighborhood Stewardship Program, to arrange for the removal of five dead or dangerous street trees and replacement with eight new trees for low-income homeowners in the Boise-Eliot neighborhood. Bids were obtained from private tree care companies; Treecology and Oregon Stump Grinding won the removal and grinding contracts, respectively. The non-profit group Friends of Trees generously agreed to donate the eight replacement trees.



Two of the dead cherry trees prior to removal

Data from Urban Forestry’s 2014 Street Tree Inventory of the Boise-Eliot neighborhood revealed that over 100 large diameter cherry and other street trees in this area were identified as either dead or dying, and due for removal. According to Jeff Ramsey, a Boise-Eliot resident and a volunteer Neighborhood Tree Steward with ANTT, removing the trees and replanting with a diverse mix of new trees emerged as a priority after the group studied the inventory results.

“We know that trees provide great benefits but at the end of their life their removal can be a financial burden,” notes Mr. Ramsey. “We didn’t want the cost to be a burden on low-income homeowners and a barrier preventing removal and replanting.”

ANTT members were pleased with the diversity of the eight replacements. They represent six genera in six distinct families. Three are summer-flowering Muskogee crape myrtles and one is a yellow-flowering magnolia that blooms in spring. There is a rare evergreen- a boxleaf azara from Chile, and a heat and drought-tolerant Chinese pistache. The last two are large shade trees - a native ponderosa pine and a Dutch elm disease-resistant Triumph elm, planted in yards where the planting strip wouldn't support trees of this size.

Like many other African-American families in northeast Portland, Aundrea Smith's roots in her neighborhood went back to the 1940s when her grandmother bought a modest one-story home there.

Aundrea now lives in that same house along with her father. He has fond childhood memories of playing in the cherry tree in the 1960s. The pink-flowering tree was most likely one of hundreds planted in the post-war years by African-American organizations interested in improving public amenities in the neighborhood. Cherry trees, however, need room for their large surface roots and big trunks. Boise-Eliot's narrow planting strips proved a poor match for the trees, many of which lifted sidewalks and pushed out curbs.

"I was real excited when I got the flyer about this project because I had no money to take down the old tree. I was so scared of a storm and the tree falling on someone," Aundrea says. "This removal project has been a blessing."



ANTT Tree Team Members Jeff Ramsey and Kevin Pozzi, and homeowner Aundrea Smith

She says she is looking forward to shade in her backyard from her new elm, and to the lavender flowers when her new crape myrtle blooms. Its well-behaved roots and more slender trunk should prove a better fit for her 3' wide planting strip. Both trees should provide decades of beauty and ecological benefits to the whole neighborhood.

To learn more about Urban Forestry's Stewardship Funding Program: <https://www.portlandoregon.gov/parks/article/478859> or contact: Nik.Desai@portlandoregon.gov

For information and results from the ongoing street tree inventory: www.portlandoregon.gov/treeinventory

Mt. Tabor Street Tree Inventory and Tree Plan

- Inventory findings
- Mt. Tabor Tree Plan
- Mt. Tabor Tree Team



Street Tree Inventory Findings

Why Trees?

Trees are a valuable asset to the community. Beyond aesthetic benefits, trees improve air and water quality, provide shade, increase property value, and contribute to the safety and livability of the neighborhood.

Mt. Tabor Tree Inventory and Tree Plan

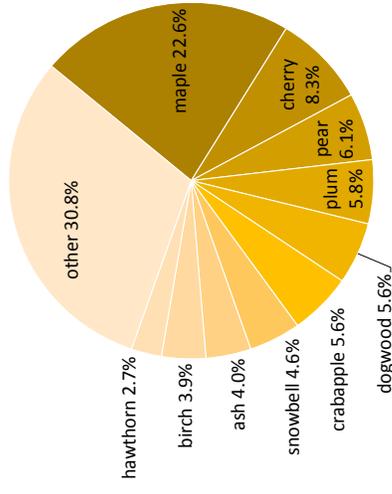
In 2015, the Mt. Tabor Tree Team worked with PP&R Urban Forestry to conduct an inventory of all street trees in our neighborhood. After analyzing the results, the Mt. Tabor Tree Team created a vision statement, set goals, and identified objectives that will improve the health of our neighborhood's urban forest. The Mt. Tabor Tree Plan will guide the stewardship activities of not only street trees, but yard trees as well.

The Mt. Tabor Tree Plan is part of a citywide effort to improve Portland's urban canopy. Together, the neighborhood plans will protect our existing trees and will create a resilient and thriving urban canopy.

Many thanks to the neighbors who have already helped shape the inventory and our neighborhood canopy.



Most Common Street Trees in Mt. Tabor



Inventory Findings

- Mt. Tabor has 4,319 street trees of 104 types.
- Mt. Tabor's street trees provide \$567,000 annually in environmental services and other benefits. The replacement cost of the street tree population is valued at \$14.2 million.
- 20% of street trees are large form varieties.
- 34% of the street trees are too small for their site, 22% are too big, and 44% are just right.
- Currently, 54% of all street tree planting spaces have a tree.
- There are 2,705 empty spaces that are available for planting.
- Small and medium sites represent 72% of street tree planting spaces.
- 22% of all trees are maples.



Mt. Tabor Tree Plan

VISION STATEMENT

Protect and enhance Mt. Tabor's trees and pursue opportunities to contribute to a resilient and diverse urban canopy.

GOALS

1. Assemble a committed team that works to enhance our neighborhood's canopy.
2. Foster an appreciation of a healthy and diverse urban canopy.
3. Increase our neighborhood canopy, both street and yard trees, to meet the Urban Forestry Management Plan's target of 47% canopy coverage for residential areas.

SHORT TERM OBJECTIVES

1. Plant street trees in available spaces. Focus on planting the right tree in the right place. Focus first on planting large species trees.
2. Conduct a workshop where Mt. Tabor residents can learn about the right tree for their yard.
3. Replace dead or poor quality street trees.
4. Create a recommended list of street trees for Mt. Tabor.
5. Photo-document our progress to increase canopy cover, e.g. take before and after photos.
6. Identify potential Heritage Trees and increase the number in Mt. Tabor.
7. Hold a tree pruning workshop.

LONG TERM OBJECTIVES

1. Encourage a greater diversity of species to meet Urban Forestry's 5-10-20 goal.
2. Increase the overall percent of large species trees.
3. Provide resources for all residents so they see their role in protecting and increasing the canopy.

How you can help

Join the Mt. Tabor Tree Team!

Take a leadership role and help us to achieve our goals, plan tree events and advocate for tree planting and maintenance in Mt. Tabor. Contact us for more information.

Plant

Call PP&R Urban Forestry for your free permit, and partner with Friends of Trees during its annual fall planting for the best deal. For details, visit www.friendsoftrees.org.

Water

Water your young trees. Newly planted trees need 15-20 gallons of water each week during the dry spring and summer months for three years after planting.

Mulch

Add mulch to the base of street trees each year. Apply a 3" depth in a 3' radius around the tree. Make sure to keep mulch and soil away from direct contact with the trunk, as it can result in disease and decay of the tree.

Maintain Trees Throughout Their Lifecycle

Trees need occasional pruning to remove dead wood, provide clearance for sidewalks and streets, and to promote good form. Not sure how to prune? Contact PP&R Urban Forestry for your free permit or the Tree Team for guidance.

Replace Your Dead or Dying Trees

Keep our urban forest growing by replacing dead trees with young healthy trees. Contact the Tree Team for help or questions.

Contacts

Mt. Tabor Tree Team

Mt. TaborTreeTeam@gmail.com

Portland Parks & Recreation Urban Forestry

www.portlandoregon.gov/parks/trees

503-823-TREE

Friends of Trees

www.friendsoftrees.org

503-282-8846

Treebate

<https://www.portlandoregon.gov/bes/51399>

Download the complete map and report

www.portlandoregon.gov/parks/treecoinventory



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