

Kate Sessions Commitment: Toolkit for Trees

Draft April 14, 2020

yellow shading = planning group needs to add or revise text, blue shading = Certified Arborist expectations, green shading = information from specific organizations or individuals

I. Kate Sessions Commitment campaign

Introduction and overview, executive summary

A. Outcomes

- 100 trees planted in each of five communities, on or about Kate Sessions' birthday, November 8, 2020
- 95% of trees are healthy and alive, one year later (and 90% after three years)
- 100 trees planted each year in each community, for the next ten years
- Enhanced leadership capacity for community organizing, neighborhood improvement, and climate action

B. Schedule

Months in advance	Estimated date	Actions
6	By May 1	Identify team of 4-6 individuals in a community or organization who are committed to providing leadership and action to plant 100 trees on (or about) November 8
5	By May 1	Create community-specific promotional materials to launch campaign
5	By May 15	Consult maps and identify priority planting areas
5	By June 1	Schedule and offer one-hour educational sessions
4	By June 15	Schedule and complete arborist consultations for specific planting sites
3	By August 1	Get agreements for tree planting and watering
2	By October 1	Inspect trees at nurseries and outline logistics for tree-planting day
1	By October 15	Buy materials, contract for digging holes, and sign up volunteers
1	By November 1	Finalize schedule and logistics and run through a practice tree-planting day
	By December 15	plant trees and celebrate!

C. Objectives of Trees Toolkit

1. Meet the information needs of community leaders, property owners and managers, and certified arborists.
2. Identify steps and schedule for planting trees in fall 2020, considering the uncertainty of Covid19 spread, and other local conditions
3. Identify responsibilities and requirements for tree maintenance and monitoring
4. Provide media, education and training materials
5. Produce detailed instructions for tree planting, watering, mulching and removing stakes
6. Outline expectations for arborist and tree owner to ensure planted trees become healthy trees

D. Interim organization

The San Diego Regional Urban Forests Council has convened the meetings in 2019 and early 2020. They are primarily urban foresters and arborists in agencies, businesses and non-profits that promote the benefits and care of trees. They encourage strong partnerships to offer urban forestry awareness, advocacy, sustainability, public education, and professional training and development.

A steering group will be established, consisting of the leaders of those communities pledging to plant 100 trees, key experts (certified arborists, educators, _____), representatives from organizations committing to advice and _____, and business leaders.

II. Education and training materials

A. Media materials

Media materials on this project, that all can adapt for newsletters, eblasts, social media and other communications.

Kate Sessions' commitment to planting shade trees in San Diego invites community-based tree planting for local climate action. Based on an arrangement that Kate Sessions developed with city leaders to plant 100 trees per year in Balboa Park in the early 1900s, the Kate Sessions Commitment focuses on planting 100 trees in various communities each year in the 2020s.

Each community in the Kate Sessions Commitment will plant 100 trees per year through a community engagement program that includes education of Kate Sessions' legacy and selection of key neighborhood areas where trees and tree canopy are most desirable. By taking action, community members will learn the fundamentals of planting trees, environmental stewardship, and commit to ongoing maintenance.

Trees are affordable and amazing ways to cool neighborhoods, implement Climate Action Plans, provide wildlife habitat, reduce water and air pollution and other ecosystem services, and offer many co-benefits. More healthy trees are needed in street rights-of-way, parks, parking lots, schoolyards, routes to school, backyards, places of workshop, and businesses.

Trees simply need to be selected, planted, irrigated, and structural pruned correctly from the beginning. If communities invest a reasonable amount of time and resources in the early stages of the tree's life, their trees will live longer, provide more benefits, look more attractive, and require less resources to maintain.

Logo needs to be created and adopted by the steering committee.

B. Available materials

1. A family of handouts has been developed, for the benefits of trees, <http://investfromthegroundup.org/resources/#Tools> , and some are provided in the collection of handouts.
2. Resources will be uploaded as a "library" at <http://sdrufc.com/katesessions/> or another webpage
3. Presentations on tree benefits, planting, and tree care have been developed with local applicability and are posted at <http://sdrufc.com/presentations> , that all can adapt for community education

C. Community inventory

Community outreach starts with identification of local resources, interested groups, businesses, and ways to communicate with these stakeholders.

Community contacts are generally identified in a group effort that involves following suggestions, online searches, and referrals from other contacts. Name, organization, position, phone, email, location, social media, and other comments can be recorded on a shared contact list.

These contacts can be assessed for their personal or organization interests, their contribution or participation, and how to reach them. See Table 1: Community Resources for Kate Sessions Commitment.

D. Community priorities

Priority will be placed on bringing trees and tree care into communities with few trees, limited economic resources, higher pollution exposure, greater urban heat, and greater health risks. Community groups can view data and maps—and then identify areas with lowest tree canopy and highest needs (Appendix 1).

1. Read an overview from the Environmental Health Coalition (EHC)
2. Look at the population and pollution data assembled for each census tract, in CalEnviroScreen3.0.
3. Once information is viewed and discussed, specific tree planting locations can best be identified by walking the neighborhood streets, and also these areas in the “satellite” view of GoogleMaps.

E. Financial resources

The planting and care for trees is not free, but it is not expensive. Trees can be grown from seeds and cuttings by community members, then planted one or two years later. Trees can be grown in nurseries and paid labor used to plant trees in 15-gallon containers, an option that may make more sense for a business, school, church, or property owner who wants to plant a larger tree.

Certified arborists can be paid or can contribute their time, and other professionals may have the experience and skills to provide this advice. Materials can be purchased, donated, or sometimes made from recycled materials.

At the June 19, 2019 meeting, the following sources were identified:

- Business districts, town councils, Maintenance Assessment Districts (3)
- Businesses, retail stores (4)
- City budgets (2)
- Civic organizations, community foundations (5)
- Cost sharing with property owner (pay only for tree, or tree+arborist, or tree+arborist+planting)
- Development fees, mitigation project fees or offsets (3)
- Fundraising, Go Fund Me, Donor’s Choose (schools) campaigns (4)
- Gas tax funds, Carbon tax, Sales tax, Parcel tax (1 each)
- Grants from community and corporate foundations, State of California (7)
- Parent-teacher associations, or other school groups (2)
- Plant trees in memory of loved one, trees instead of benches, adopt-a-tree (3)
- Private donations-philanthropy (2)
- Property owners, Homeowners’ Associations (3)
- Public-private partnerships, including nurseries, arborists, etc. to provide visibility and advertisement (3)
- San Diego Gas & Electric (1)

With “essential services” halted during the Covid-19 response, nurseries may be increasing inventory of 15-gallon trees, and they could be approached to reduce prices or donate these trees

Direct costs of planting trees are reduced if smaller trees are planted, and if trees are grown by community volunteers from cuttings and seeds. See section x in this toolkit.

F. Promotions and celebrations

Examples of promotions and celebrations, and steps to report accomplishments-successes.

III. Agreement and Advice

Healthy trees will live longer, look more attractive, and require less resources to maintain. They simply need to be selected, planted, irrigated, and structural pruned correctly from the beginning. If communities invest a reasonable amount of time and resources in the early stages of the tree's life, they can realize more benefits over the course of its life.

Communities, organizations, and property owners need to be well prepared to succeed in planting and growing healthy trees for Kate Sessions Commitment. This section outlines these preparations as checklists and minimum requirements.

A. Checklist for communities and organizations to pledge

1. Name of lead contact, for starting the community effort or organizational contributions
2. Invite and confirm team to lead the collective effort, preferably 5-8 members that represent various perspectives (master gardener, youth, businesses, certified arborist)
3. Convene meeting to talk through, understand the commitment, and agree to pledge

B. Checklist for “readiness” of communities to get started

1. Confirm names of team members and designated leader, for community or organization
2. Match the potential locations with the community resources, and think outside the box!
3. Start community profiles by viewing information in CalEnviroScreen3.0 to identify census tracts with greatest “need” for trees and in GoogleMaps satellite views (Appendix 1)
4. Identify community resources, with information in the Community Inventory (Appendix 2)
5. Start developing strategies, structure and schedule to meet the pledge, including outreach strategy, community education, volunteer recruitment plan, and leadership development
6. Estimate financial and contribute resources available for trees, materials, and arborist advice
7. Get organizational commitment (or fiscal agent) to accept, disperse and manage funds for certified arborist consultation, purchase of nursery trees and materials, and other expenses.

C. Checklist for “readiness” of organizations to get started

1. Confirm the relevancy of the mission, benefits to the organization, availability of volunteers and staff, and educational materials to contribute to Kate Sessions Commitment.
2. Start developing strategies, structure and schedules to meet the pledge
3. Offer resources to directly support communities who pledge to plant 100 trees.

D. Checklist for “readiness” of organizations to formally pledge to Kate Sessions Commitment project

1. Meet regularly with team members and leader
2. Confirm criteria for locations, based on priorities identified from maps and community priorities
3. Work with community members to collaboratively assess locations for 100 trees
4. Finalize map with priority areas for tree planting, and list of potential property owners
5. Provide contact name, to schedule onsite certified arborist consultations in the area
6. Prepare the following information for each property, before arborist consultation

- a. Site map (drawn from GoogleMaps) and measurements of buildings, pavement, landscaping, trees, and uses for the open areas
 - b. Certification of functioning irrigation to the areas likely to be planted with trees
 - c. Known utilities, confirmed with 1-800 Dig Alert
 - d. Identify desired traits of trees (deciduous, evergreen, fruit, native, large small)
7. Define maintenance agreements for tree care, adapted to each community
 8. For organizations, consistently provide education, technical advice, and other resources to community groups

E. Checklist for “readiness” for property owners to plant and care for trees

1. Confirm that expectations and obligations for planting tree(s) are fully understood by approving official or owner (from class or materials)
2. Provide name of approving official or owner, who has agreed to plant and care for ten (10) or more trees on the property and adjacent street parkways
3. Commit to tree watering and sign watering agreement
 - a. Certify functioning irrigation to the areas likely to be planted with trees (or not) OR
 - b. Identify group willing to water trees weekly with buckets (if there is no irrigation)
4. Confirm available funds or equivalent donations, up to \$200 per tree to purchase trees, materials and certified arborist advice

F. Certified arborist advice for site and species selection

1. Conduct initial site consultation: Assess the site and suitable planting areas.
2. Recommend species appropriate for the location, that meet property owners’ objectives
3. Confirm availability of onsite irrigation and determine supplemental water program
4. Confirm that utility clearances are covered met in the public right of way

G. Watering agreements

Signed agreements from property owners to water and care for trees. (Appendix 4)

H. Street tree planting

“No-fee permit” for trees planted on adjacent street parkways, for City of San Diego, <https://www.sandiego.gov/sites/default/files/legacy/ced/pdf/streettreepermitapplication.pdf>

IV. Tree Planting

A. Selection of tree species and nursery stock

1. Trees suitable for areas of San Diego County. [insert text]
2. Fruit trees [insert paragraphs from Robin Rivet]
3. Native trees [insert paragraphs from California Native Plant Society]

4. Nursery quality. Nurseries have sold trees for decades that meet quality standards, and trees that don't meet standards. Generally the inferior trees are sold by nurseries when contract language has outdated or insufficient specifications in contract language, and/or when City or contract staff do not reject the trees that do not meet standards. Generally, a certified arborist will inspect and mark the trees at the nursery that meet standards, and then check again (and reject, if appropriate) when trees are delivered to the planting site. Nursery specifications are clearly described and illustrated in this report, http://actrees.org/files/Research/calreleaf_nursery_quality_specifications.pdf
5. Size and cost of nursery stock. Smaller containerized nursery tree generally establishes more quickly, penetrates more lateral roots into the soil, and grows into a healthier tree, than larger nursery stock. A tree in a 5-gallon container will catch up with a tree in a larger, 15-gallon container, within a year or two. Similarly, a tree planted from a 15-gallon container will adapt to the site much more quickly than a tree grown in a 24-inch box. Larger trees are often planted because they initially look more like trees and are less likely to be damaged or mowed over. The California Department of Forestry and Fire Protection (CalFire) requires that 15-gallon trees be planted, when they provide tree-planting grants.

6. Fruit trees [insert paragraphs from Robin Rivet]

7. Native trees [insert paragraphs from California Native Plant Society]

B. Detailed instructions for planting trees

1. TreePeople (Los Angeles) has detailed instructions, for their Citizen Forester program, and they gave permission to use these pages in an educational "tree steward" program in 2014. In early March, one of their staff gave verbal but not official agreement to use those pages, and contact will be made again when staff return to work.
2. **Ask Tree San Diego** if they have some detailed tree planting instructions that could be shared.
3. Additional guidance is needed for when stakes are needed, and when they need to be removed. Often they are installed to protect the trees from accidental and intentional damage by humans.
4. "Dig-alert" must be called within a month of all tree planting.

C. Detailed instructions for tree-planting events

1. **Ask Tree San Diego** if they have some detailed tree planting day outlines that could be shared.
2. West Coast Arborists organized tree planting and Arbor Day events, in the Cool Parks program in 2019, funded by CalFire. **Ask West Coast Arborists** if they have some detailed outlines that could be shared.

D. Certified arborist advice for tree planting

1. Evaluate nursery stock. Select containerized trees that meet state nursery stock guidelines and specifications for this project.
2. Inspect trees at nursery or on site prior to delivery, and reject or return trees that do not meet specifications..
3. Oversee planting site preparation. Ensure that irrigation or watering system is in place.
4. Oversee tree planting crew and volunteers to verify trees are being planted correctly. Advise and assist with root pruning.
5. Confirm that trees are planted at proper height, that tree stakes are installed properly (if needed), that watering berm is made, that tree is fully soaked, and mulch is filled at the proper height.

V. Tree Care

A. Young tree care

1. Detailed instructions for watering, mulch replacement, and young tree care
2. Video links for watering young trees
3. Periodic volunteer tree care events throughout the establishment period (about five years), to support tree owners and communities
4. **Ask Tree San Diego** if they have some detailed tree planting day outlines that could be shared.

B. Monitoring young tree health

1. If trees die, determine the likely reasons, fix those and then replant, these all require monitoring.
2. **Ask Balboa Park Conservancy** about their instructions and data management, for monitoring and doing minor tree care activities.

C. Certified arborist advice for young tree care and monitoring

1. Clearly communicate site-specific tree maintenance requirements
2. Confirm onsite irrigation and determine water program by landowner and/or landscape contractor
3. Confirm that trees are watered properly, and prune young trees (if needed).

VI. Possible partners

Appendix 3 has a list of organizations that could pledge and contribute resources for communities planting 100 trees in November (listed alphabetically)

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Appendix 1: Steps to assess community priorities

1. Read an overview from the Environmental Health Coalition (EHC) report that addresses climate action plan and equity, <https://www.environmentalhealth.org/images/FINAL-Full-Doc---Web---An-EJ-Assessment-of-the-CAP.pdf> , especially pages 9 through 15.
2. Population and pollution data has been assembled for each census tract, in CalEnviroScreen3.0. Methods, maps and results at <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>
3. Compare census tracts. Census tract number can be identified in parcel look-up tool at <https://sdgis.sandag.org/>, check Census Boundaries and Zip Codes.
4. Census tracts with a high score for Disadvantaged Community are colored orange, at <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>
5. Population and pollution data for each census tract in the City of San Diego was pulled from the statewide database and is available at http://sdrufc.com/wp-content/uploads/2020/03/CalEnviroScreen3.0_Results_SanDiegoCo_2018.xlsx
6. Tree canopy cover and CalEnviroScreen attributes for census tracts in the City of San Diego is posted at http://sdrufc.com/wp-content/uploads/2020/02/CitySD_CensusTracts_LandCover_CalEnviroScr_frUSD_1-14-20.xlsx
7. Example of this analysis for nine census tracts in Bay Terraces and Paradise Hills, at http://sdrufc.com/wp-content/uploads/2020/02/HealthyTrees_Paradise_BayTerraces_maps_21jan20.pdf .

Once information is viewed and discussed, specific tree planting locations can best be identified by walking the neighborhood streets, and also these areas in the “satellite” view of GoogleMaps.

Appendix 2. Community resources for Kate Sessions Commitment

Who are the audiences, what are their interests, and how do we reach them?

Who are the “audiences” or user groups?	Local groups	What are their interests?	How can they participate? What is “the ask?”	How do they seek and receive information?
Residents	HOA	Shade Property value	Plant and care for a tree	Email to property manager
Local businesses	Banks Bicycle shops Breweries Restaurants		Water existing trees Donate materials	
Business groups				
Public community resources	Libraries Community centers Comm. councils	Public participation	Distribute info Host meetings Promote Kate	Emails
Schools, parents, teachers and administrators	PTA, school foundations			THESE ARE EXAMPLES
Youth	Girl Scouts After school YMCA			Each community needs to complete these
Churches				
Media				
Nonprofits				
City resources	Park rangers City Forester			
Local representatives	City Council Members	Reelection Community improvement		
Other				

Appendix 3: List of partners

Sentence, listed alphabetically, types of partners

1. A Growing Passion (Nan Sterman), <https://agrowingpassion.com/>
2. Balboa Park Conservancy, with trained Tree Stewards who are monitoring and maintaining young trees planted in the park, <https://balboaparkconservancy.org/>
3. City of San Diego's "free tree program," 18-month wait list, <https://www.sandiego.gov/blog/free-tree-sd>
4. Climate Action Campaign, <https://www.climateactioncampaign.org/> and SanDiego350.org, <https://sandiego350.org/>
5. Community planning groups, City of San Diego, <https://www.sandiego.gov/planning/community/cpg/>, also in other cities
6. El Cajon Boulevard Business Improvement District, <https://theboulevard.org/> , also other Business Improvement Districts, <https://www.sandiego.gov/economic-development/about/bids>
7. Faith-based organizations, including One Earth and Jubilee, <https://oneearthjubilee.com/jubilee-circles/>, Catholic Diocese of San Diego, <https://catholicclimatecovenant.org/cct/diocese-san-diego-ca-creation-care-teams> , and other churches
8. Master Gardeners, who could educate about tree planting and care, and about starting trees from seeds and cuttings, <http://www.mastergardenersd.org/>
9. San Diego Rare Fruit Growers, <https://californiararefruitgrowerssandiegochapter.wildapricot.org/>
10. San Diego Gas & Electric
11. San Diego Parks Foundation, with an initiative to plant trees in the City of San Diego's parks and recreation centers, based on the City's priorities, <https://www.sandiegoparksfoundation.org/major-projects/city-wide-tree-planting-project>
12. San Diego Regional Urban Forests Council (website w/ info), <http://sdrufc.com/healthy-trees/>
13. Tree San Diego, working with the public and private sector to plant trees, <https://www.treesandiego.org/>
14. TreeLife Consulting, <http://treelifeconsulting.com/>, Board Certified Master Arborists, for site consultations
15. Trees 1000 Foundation, <https://trees1000.org/>
16. Urban Corps, who plant trees for many municipalities and organizations, and recently are focusing more on inspecting and ensuring quality of nursery stock and on workforce development, <https://www.urbancorpssd.org/>

Separate document (.pdf):

Appendix 4: Flyers about tree benefits (4 pages)

Appendix 5: Watering agreement and flyer about tree watering during drought

Appendix 6: Pages from Citizen Forester materials, TreePeople for tree planting and maintenance (3 pages, request pending for permission to use these materials again)

How trees make our lives better

GROWING TREES MAKE GREAT NEIGHBORHOODS

Trees make the places we live feel like home

Trees provide privacy and more comfortable settings.

TREES SLOW TRAFFIC.



TREES REDUCE NOISE.

Trees help reduce crime.¹



Trees are beautiful.



Trees clean the air and the water

Trees absorb odors and filter pollution out of the air by trapping them in their leaves and bark.

Trees help reduce carbon that builds up in the air. This carbon build up increases temperatures and leads to changes in our climate.

TREES RENEW OUR AIR SUPPLY.

Trees absorb carbon dioxide and produce oxygen.



Tree foliage absorbs & filters rainwater helping slow down stormwater runoff during rainstorms.



Trees help your family be healthy



Research shows views of trees improves recovery from stress within 5 minutes as indicated by changes in blood pressure and muscle tension.²



Creating natural places with views of trees supports outdoor activities reducing stress and violence, and positively affecting behavior which helps combat obesity.³



Kids living in areas with more street trees have less asthma.⁴

Trees help kids do better in school



“CHILDREN IN CLASSROOMS WITH VIEWS OF TREES SCORED SIGNIFICANTLY BETTER ON TESTS that measured how well they could pay attention. They also scored significantly better on the speed at which they recovered from a stressful event in the classroom. Kids who can pay attention better and who are less stressed are ready to learn – views to trees improve test scores.”⁵

Trees help us save and earn money

TREES PLANTED IN THE RIGHT PLACES ON YOUR PROPERTY CAN HELP YOU TO SAVE 20–50% ON YOUR GAS & ELECTRIC BILL.⁶

For summer savings: the cooling effect of a young, healthy tree can be as much as that of 10 room-size air conditioners operating 20 hours a day.⁶

For winter savings: trees that are planted as windbreaks can reduce heating costs by 10–25%.⁶ Trees planted near exterior walls can help insulate your home from the cold.



Simply having trees on your street can make your home more valuable.⁶



Landscaping on your property, especially if it includes trees, can increase its value by up to 20%.⁷



TREES CREATE JOBS

at many skill levels and incomes. From growing trees, to landscaping or design, & keeping trees healthy. Other tree jobs include working for a city or county as an arborist.



SOURCES

1. Kuo, F.E., and W.C. Sullivan. 2001. Environment & Crime in the Inner City: Does Vegetation Reduce Crime? *Environment & Behavior* 33, 3:343-367. “Residents living in greener surroundings report lower levels of fear, fewer incivilities and less violent behavior. The study also found that the greener a building’s surrounding, the fewer reported crimes.”
2. Dr. Ulrich, R.S. *Texas A&M University*.
3. Fielding, J.E. M.D., *Increasing Physical Activity: A Report on Recommendations of the Task Force on Community Preventive Services, Centers for Disease Control and Prevention*, October 26, 2011, p.1.
4. Schellenbaum Lovasi, G., Quinn, J.W., Neckerman, K.M., Perzanowski, M.S., & Rundle, A. Columbia University. 2007
5. Sullivan, W.C. *Landscape Architecture Department, University of Illinois*.
6. *U.S. Department of Agriculture Forest Service*
7. *Management Information Services/ICMA*



invest from the ground up



Local Government Commission



GROWING TREES MAKE GREAT NEIGHBORHOODS



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VISIT US: www.CaUFC.org and www.InvestFromTheGroundUp.org

INCREASE THE VALUE OF YOUR HOME AND IMPROVE YOUR COMMUNITY

\$8,870

Simply having trees on your street can increase property values by an average of \$8,870.¹

Landscaping on your property, especially if it includes trees, can increase its value by up to twenty percent.²

20%

GREAT NEIGHBORHOODS ARE MADE UP OF MORE THAN NICE HOUSES AND GOOD SCHOOLS.



TREES MAKE THE PLACES WE LIVE FEEL LIKE HOME

SAVE MONEY ON YOUR ENERGY BILLS

Correctly planted trees can save 20-50% in energy used.¹



For summer savings:
The net cooling effect of a young, healthy tree is equivalent to 10 room-size air conditioners operating 20 hours a day.³

For winter savings:
Trees planted as windbreaks can reduce heating costs by 10-25%.¹

IMPROVE YOUR MENTAL AND PHYSICAL HEALTH.

Access to nature can improve mental health and reduce symptoms of conditions like ADHD. Conversely, lack of access can worsen mental health, resulting in depression and anxiety.⁴



TREES REDUCE POLLUTION IN THE AIR AND WATER.



Sources:

1. USDA Forest Service
2. Management Information Services/ICMA
3. U.S. Department of Agriculture
4. Journal of Epidemiology and Community Health



GROWING TREES MAKE GREAT NEIGHBORHOODS



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INCREASE THE VALUE OF YOUR BUSINESS AND YOUR REVENUE STREAM



Businesses on tree-lined streets show twenty percent higher income streams.¹

20%

More profitable businesses produce more jobs and leave fewer storefronts vacant, which helps the entire community thrive.²

TREES MEAN BUSINESS

TREES ATTRACT MORE VALUABLE AND LOYAL CUSTOMERS



CUSTOMERS STAY LONGER, PAY MORE

The presence of trees encourages consumers to shop more often, stay in stores longer and pay more for goods.³

Stores in shopping districts with trees can charge, on average, nine percent higher prices, than those districts without trees.³

9%

SHOPPING IN TREE-SCAPED AREAS, LEAVES CUSTOMERS MORE SATISFIED WITH THE QUALITY OF YOUR GOOD AND SERVICES



Customers are 30% more satisfied with products that they purchase in shopping districts with trees.³

Customers are also 15% more satisfied with the customer service experience in those stores located in shopping districts with trees.³



FIRST IMPRESSIONS ABOUT A BUSINESS START AT THE CURB AND SIDEWALK.



Sources:

1. Dan Burden, Walkable and Livable Communities Institute
2. Kelly Caffarelli, Home Depot Foundation
3. Dr. Kathleen Wolf, University of Washington



THE CITY OF SAN DIEGO

TREE WATERING AGREEMENT

Dear Property Owner/Residence:

Congratulations! You have been selected to receive a **FREE TREE** provided by the city of San Diego and to be planted with support of City Contractors. In order to receive a free tree for your parkway, (the space in between the sidewalk and street curb) you must agree to water the tree as needed to assure its survival. The City's Contractor will begin the process to plant the trees only when the City has receive this watering agreement from you and after the removal of concrete sites (where applicable), and final evaluation and approval based on satisfaction of conditions (removal of concrete from the sites as identified, and final site approvals). The sites are on Reo Drive, San Diego 92139, street numbers , _____, _____, _____, and _____.

Following is the recommended watering schedule:

FIRST YEAR: Water the tree twice a week with approximately 5-10 gallons of water.

SECOND YEAR: Water the tree twice a month with approximately 10 to 15 gallons of water.

THIRD YEAR: Water the tree at least once a month with approximately 10 to 15 gallons of water.

In return for receiving a free tree, each person named as following, agree to water the tree according to the schedule as outlined above over the next three years.

NAME: Carlos
ADDRESS: 2362 Zip- _____
PHONE NUMBER: 619

NAME: Clarissa
ADDRESS: _____ Zip _____
PHONE NUMBER: 619

NAME: Mike
ADDRESS: _____ Zip _____
PHONE NUMBER: 619

Each as the owner or occupant of the subject properties have joined **Paradise Hills Foundation Project** to beautify Reo Drive, San Diego, and acknowledge our responsibility to provide watering for street tree(s) per City Council Policy 200-5.

Paradise Hills Foundation Project will be responsible for the removal of concrete pavement at requested sites.

SIGNATURE: _____ (Carlos)

SIGNATURE: _____ (Clarissa)

SIGNATURE: _____ (Mike)

SIGNATURE: _____ (Chair of Paradise Hills Foundation Project, _____)

See attached statement from **Paradise Hills Foundation** about its history and mission.

A size and space appropriate tree species will be chosen by the City Horticulturist. If you agree to the watering schedule and want a tree, please fill out the above agreement and fax to us as soon as possible. **Please obtain an approval courteously from the property owner for planting free tree if you are not the owner.**

Correspondence or questions please scan and email to Sarias@sanidiego.gov and/or CStontz@sanidiego.gov
Please note: The location of the tree planted is limited by required distances from driveways, street corners, fire hydrants, underground utilities etc...

HELP YOUR TREES SURVIVE THE DROUGHT



BE WATER-WISE. IT'S EASY. HERE'S HOW.

Trees and water are both precious resources. Trees make our houses feel like home—they also improve property values, clean our water & air, and even make our streets safer & quieter. When we water wisely and maintain our trees carefully, we enjoy a wide range of benefits at a low cost and with little effort.

YOUNG TREES

The roots of younger trees are less established & need easier access to water to establish deep root systems.

MATURE TREES

Mature trees require MORE water when growing near heat traps such as driveways & foundations.

EXPOSED TREES

Water loss is greater where trees are exposed to hot afternoon sun & strong or constant wind.

DECIDUOUS TREES

The critical time for water is during later winter/early spring when new buds and leaves are forming.



THE RIGHT AMOUNT

Water young trees twice per week (about 5 gallons) & mature trees once per week in several places (the equivalent of 1 to 1.5 inches of rain).

IN THE RIGHT PLACE

Water the “drip zone,” area directly beneath the foliage & shaded by the tree. Also, add mulch to lower soil temperatures & reduce water evaporation.

CONSERVE & RECYCLE WATER

Inside: Place buckets in the shower to collect warm up water. Recycle water from the dehumidifier, collect air conditioning condensation, & “save a flush” to conserve. Outside: Convert irrigation systems to drip, low-flow or micro spray & fix leaks.

THE RIGHT TIME

Water early in the morning or after the sun has set, as this is when trees replace the water they’ve lost during the day. Also less water is lost to evaporation at these times. Mulching your tree will also keep soils warmer in winter & cooler in summer.

DON'T WASTE WATER

Water should soak into the ground rather than running off into the drain.

THE RIGHT WAY

During drought, water directly with a hose or 5-gallon bucket.

THE RIGHT DEPTH

Deep watering helps deep root growth & healthier trees.

THE RIGHT CHOICE

Plant native or drought resistant tree species that require less water. Choose trees over lawn, as trees are a long-term investment.



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Proper Tree Planting

Properly planting a tree gives it the foundation to grow and live a healthy life.

Installing a 15-Gallon Tree

1. Clear the area

- If planting in dirt, clearing the area of weeds ensures that weed seeds do not end up in your hole, and provides a clean area to place dirt.
- If planting in a grass area, remove the sod in sections and set it aside, for use when building a berm.

2. Dig a hole

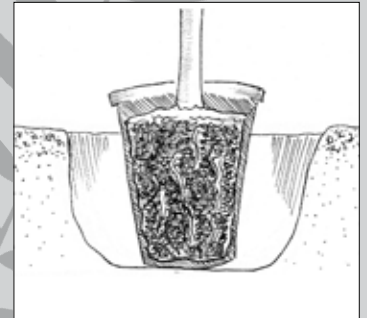
- Measure the height of the root ball and dig a hole as deep as the height of the root ball, and two to three times the width.

3. Remove the container from the tree and place it in the hole

- Set the container next to the hole, lean the tree away from the hole and hit the sides of the container to loosen the root ball from the sides of the container.
- With the tree on its side, pull the container off.
 - Remember, this step is about taking the container off of the tree, not pulling the tree out of the container.
 - Do not leave the root ball exposed to sun and air for too long, or the roots will dry out.
- Place the tree into the hole.
 - It may take more than one person to help cradle the root ball if it starts to fall apart.
 - Turn it so that it is oriented and centered.
 - Consider which way branches will grow, and if this will interfere with buildings, crosswalks, or streets.
 - If the tree is standing crooked in the hole, tilt the root ball and add soil underneath so that the tree will level out.
- The top of the root ball should be 1” above ground at this time.

4. Massage the root ball

- Massage the root ball on all sides, including the bottom, so roots are loose and ready to grow out horizontally.
- If circling roots are left in place, they will continue to enlarge in that pattern after the tree has been planted, and over time can cause severe issues.
 - Prune circling roots back to the point at which they turn. Or if they are flexible, pull them straight and pack soil around them as you backfill.



Creating A Community Tree Planting Event

One of the most important aspects of your project is community support and outreach. A community is a group of people with the same interests. Your community encompasses many of these interested people, from school clubs, neighbors, community programs, sports activities, local businesses, civic clubs, to neighborhood associations, religious groups, and students. All of these people will be affected by your greening project, and many of these people will love to take part in the entire process!

Trees in your community (school, streets or parks) enhance the entire neighborhood. Local businesses can benefit by receiving publicity from donations and even generate more customers by supporting their local school, park and neighborhood. It never hurts to ask. More often than not, people say, "I would have loved to help, but I was never asked!"

Volunteer Recruitment

The volunteer coordinator should work closely with the publicity coordinator to ensure a sufficient number of volunteers for your planting day.

Where can you find volunteers to help you plant trees? All around you! Most people like being involved in positive community activities and tree planting is easy to sell. Not only do volunteers get to be outside, beautify their surroundings and nurture a living thing, but there will also be good company, good food and sometimes good entertainment!

When recruiting, keep in mind that you need some strong diggers (about 3 - 4 for each tree, so they can trade off), a staking team and a watering team, but not everyone has to dig or do heavy physical work. There are lots of other things that people of all ages and abilities can help with.

Listed here are some volunteer sources. Please add your own as you think of them. Don't be shy – you have a great project! This is a great way to get to know your community and to get your community involved. Remember, the number one reason people offer for not volunteering is that they weren't asked!

Determine the number of volunteers needed using the chart below:

Volunteers	1-Gallon	15-Gallon	24" Box
Trees per Planting Supervisor	4-8	1-3	1-2
Adult volunteers per tree	2	3-5	4-6
Children per adult	4 maximum	3 maximum	3 maximum

Volunteer Sources

- Neighbors
- Local businesses
- School groups
- Boy Scouts/Girl Scouts
- Friends
- Family members
- Fraternities/Sororities
- Service clubs
- Churches/Synagogues
- Local public centers
- Local library
- Chambers of Commerce
- Civic groups
- High School clubs
- Neighborhood Watch
- Police and Firemen
- Local organizations
- TreePeople

Step 4: Maintain

Maintain the health of your trees

Once you have completed the tree planting event, it is important to create and maintain a tree care maintenance plan for the next five years. This will ensure the health of the trees and help them reach their full potential.

Review Maintenance Tasks

When creating a Maintenance Plan, use the map and consider the following:

1. People and trees

- What are the numbers of trees that need care?
 - Are there enough people to care for the trees?
 - More trees need more people to care for them.

2. Water

Improper watering is the main reason young trees fail in an urban environment. The most important part of a maintenance schedule is a properly planned and implemented watering schedule.

- Trees need periodic deep watering.
- Trees need more water in hot summer months.
- If the soil is wet, don't water.
- In year 1 – check once a week for water needs.
 - After a year, use the following as a guideline:
 - Year 2 – twice a month
 - Year 3 – monthly to every other month
 - Year 4 – every other month
 - Year 5 – every 3-4 months

3. Weeds and grass

- Which trees need weeds and grass removed?
- Weeds and grass compete for the vital nutrients and water the tree's roots need.
- They should always be removed from within 3 – 4 feet from the base of the trunk.

4. Berms

- Rebuild the berm if it is damaged.
 - Make the berm larger as tree grows larger.