



*PHS Tree Tenders
University Initiative*

2016

PHS Mission



The Pennsylvania Horticultural Society connects people with horticulture, and together we create beautiful, healthy and sustainable communities.

Philadelphia Flower Show



- **\$61 million** impact on Greater Philadelphia region
- Provides work equivalent of **637 full-time jobs**
- **\$8 million** in tax revenue
- **25,000** hotel room nights regionally

What is PHS?

PHS is...

- America's first and largest horticultural society
- Founded in 1827
- Dedicated to building beauty every day
- With close to **27,000** members around the world
- Working with 5,000 volunteers annually

Funding comes from...

- PHS Philadelphia Flower Show
- Foundations
- Corporate sponsors
- Government agencies
- Individuals



PHS Programs



Green City Teachers



City Harvest



Garden Tenders

PHS Programs



Plant One Million



Philadelphia Landcare



Public Landscapes

PHS Programs



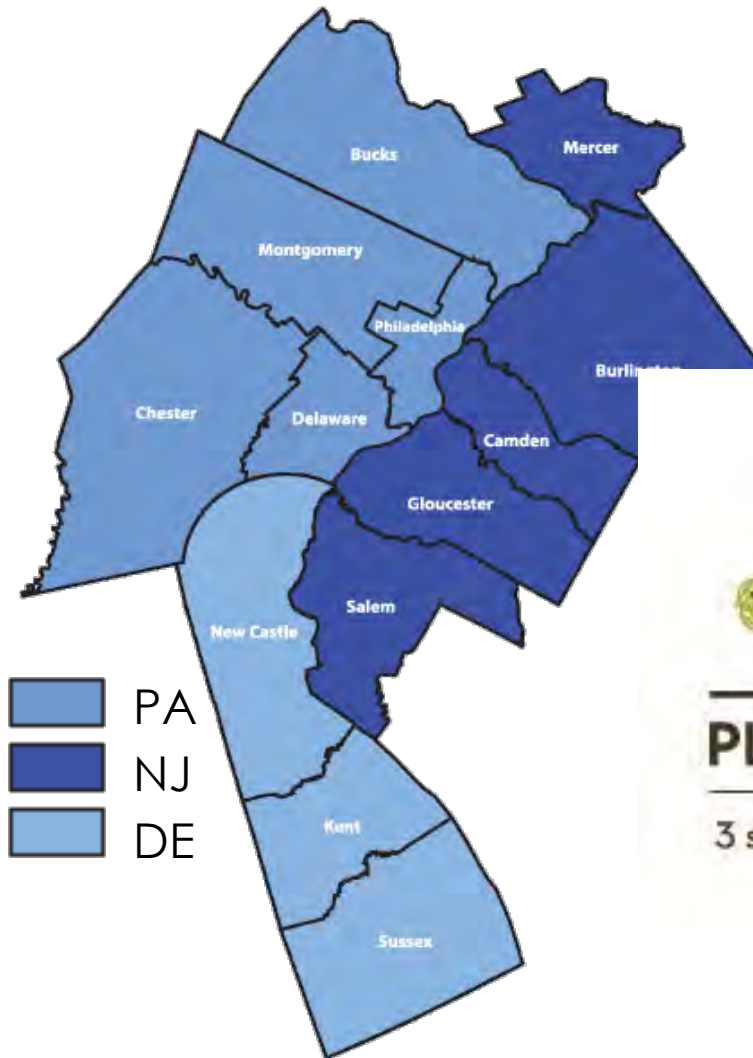
Tree Tenders

Developed in 1993

- **Goals:** Educate citizens to plant and care for trees increasing neighborhood greening capacity
- Region's non-profit partner towards 30% tree cover goal
- Plant One Million Partner
- Over **4,300 Tree Tenders** trained from over 250 S.E. Pennsylvania neighborhoods and over **3,000 trees planted each year**



Plant One Million



PLANT ONE MILLION

3 states. 13 counties. 1 tree at a time.

- Largest multi-state tree planting initiative

People Love Trees!



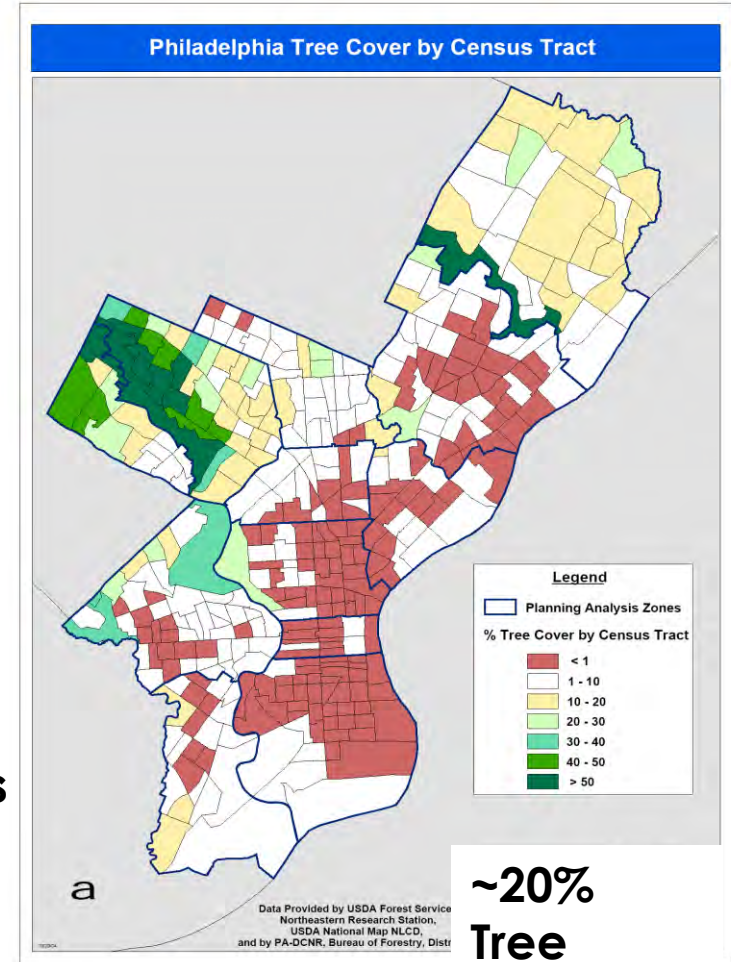
Our Emotional, Physical and Economic Health Depends on Trees



And Yet... We have a TREE PROBLEM



- US cities have lost 25% of tree cover in the past 10 years (*American Forests*)
- The 5 county Philadelphia region has lost 5 million trees over the past 15 years (*USDA Forest Service*)



**~20%
Tree
Canopy!**

The IMPACTS

- 
- **Dirtier air**
 - **Hotter cities/increased energy costs**
 - **Increased stormwater run-off**
 - **Less desirable neighborhoods (socially and economically)**
 - **\$234 billion in environmental and health problem costs**

American Forests

Trees are

HEROES



...to Kids with Asthma and the Elderly



...to Families Concerned about their Children

Obesity Epidemic

- 17% of US children are overweight.
- Trees encourage outdoor play & exercise...

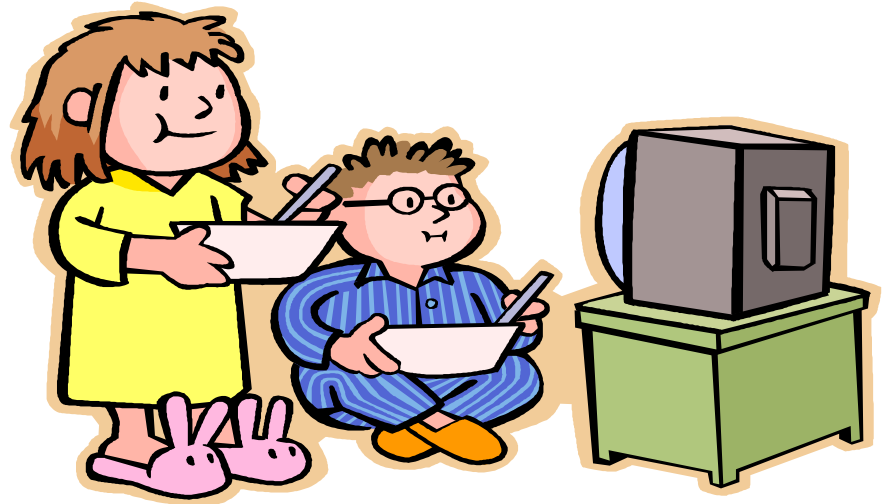
--Will Oremus, *Oakland Tribune*
11/2007

ADHD

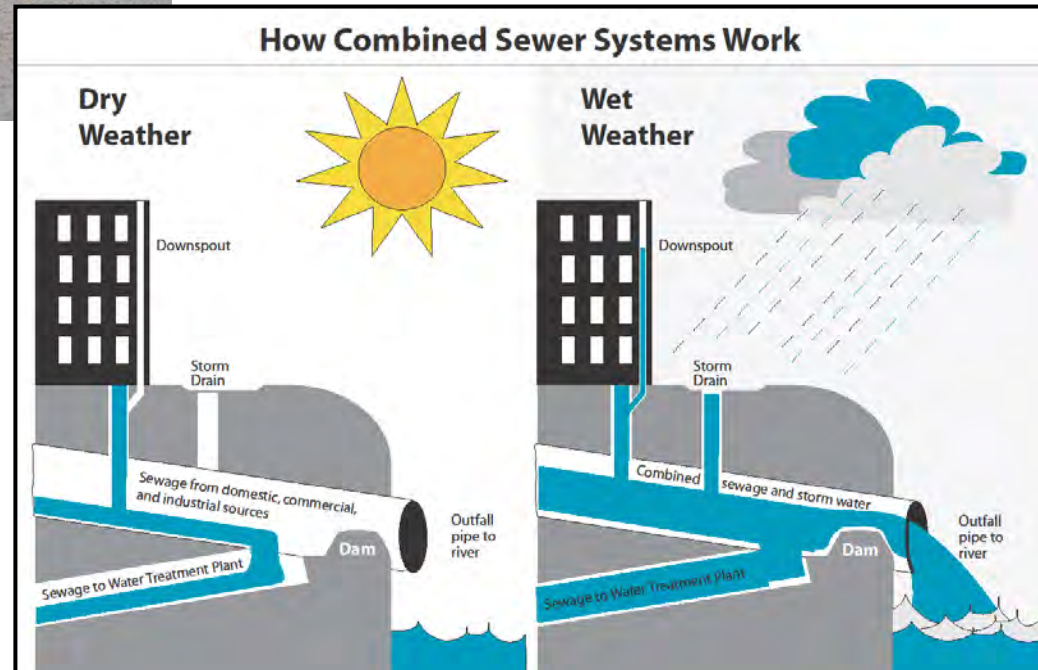
After activities in nature:

- Better focus
- Better concentration
- Better attention

Sullivan and Kuo, University of
Chicago at Urbana



...to Those Concerned with Wise Water Policy...



Effects of Greening on Home Values in Philadelphia

<u>Variable</u>	<u>Value</u>
Adjacent to Derelict Vacant Lot	-20%
Adjacent to Vacant Lot Transformed into a Clean & Green Lot	+37%
<= 50 feet of New Tree	+9%



... and to Those Fighting Urban Flight



Trees are Defenders of Wildlife!



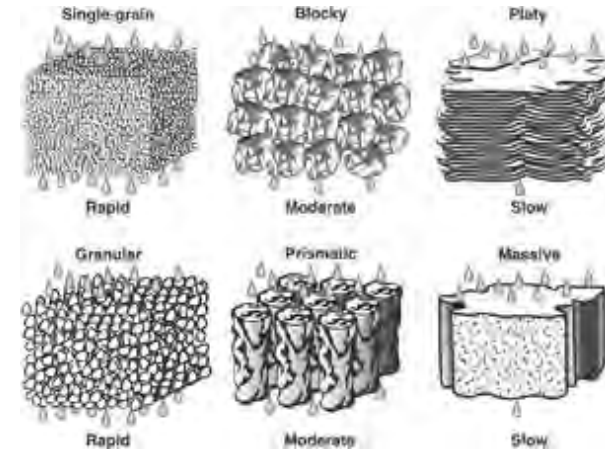
Another problem caused by deforestation

Tree Tenders...

- 3- part, 9- hour training
- Increasing the green canopy
- Building neighborhood capacity
- Reversing Urban Flight
- Making Green space a political issue



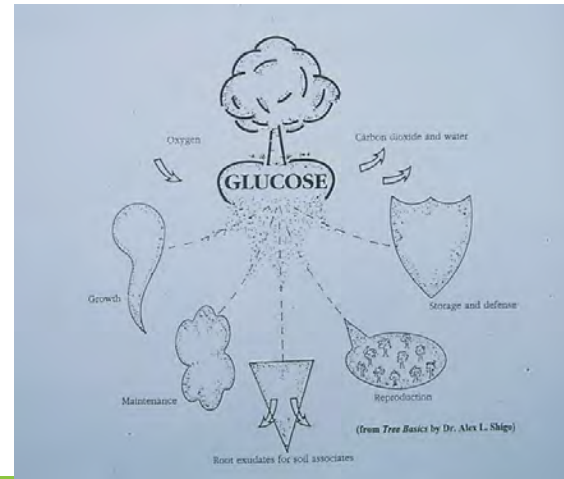
Heroes to the Heroes



Soil Structure

Fertilizer = Rx, *not* food ↑

How trees use their energy



PHS

...AND the Art of Trees



PHSONline.org

Our Recipe for Building Capacity

- 3-parts Tree Knowledge
- 1 part Volunteer Management
- 1-part Partnership Development
- A spoonful of Politics
- A dash of Media Savvy



We Teach: The Impact of Greening

- Physical
- Social
- Environmental
- Economic

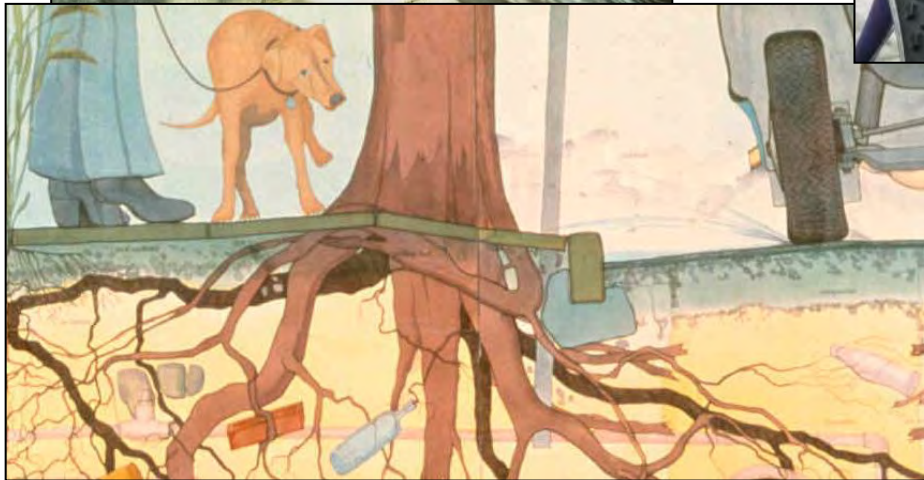


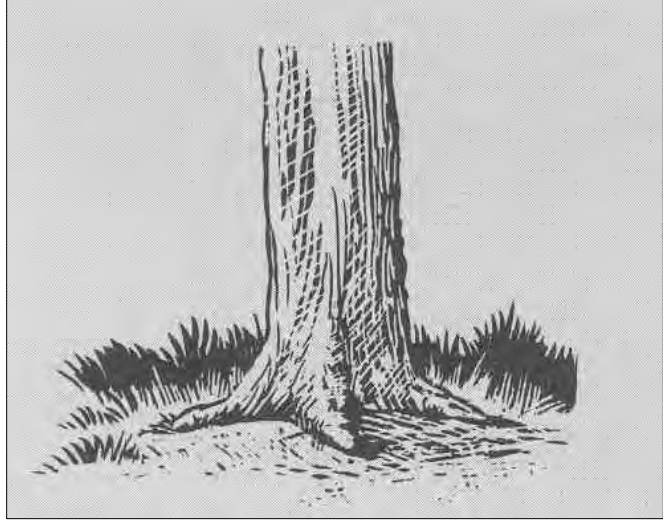
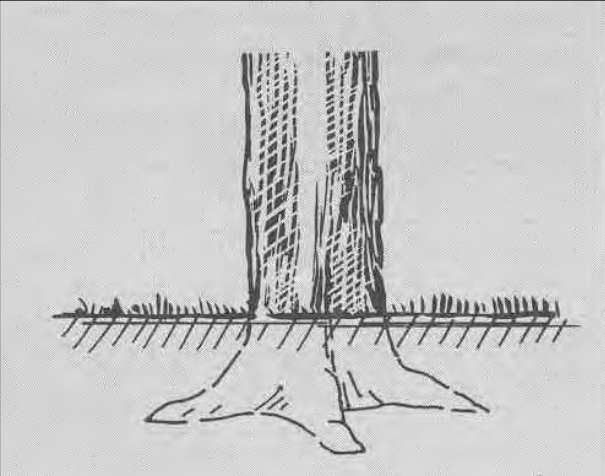
We Teach: How Trees Help Build Strong Communities

- Create solid neighborhoods
- Deter crime by increasing surveillance on city streets
- Increase sense of safety
- Reduce stress
- Elevate mood
- Decrease domestic violence

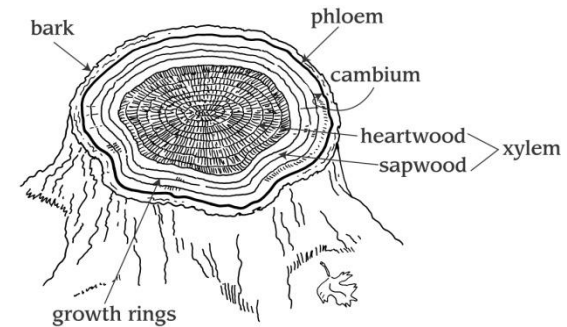


We Teach: Urban Stresses on Trees





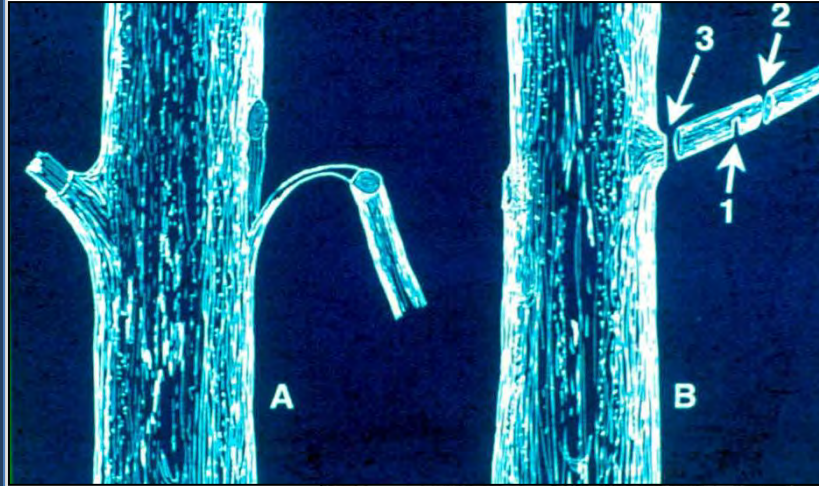
We Teach: Tree Health Evaluation



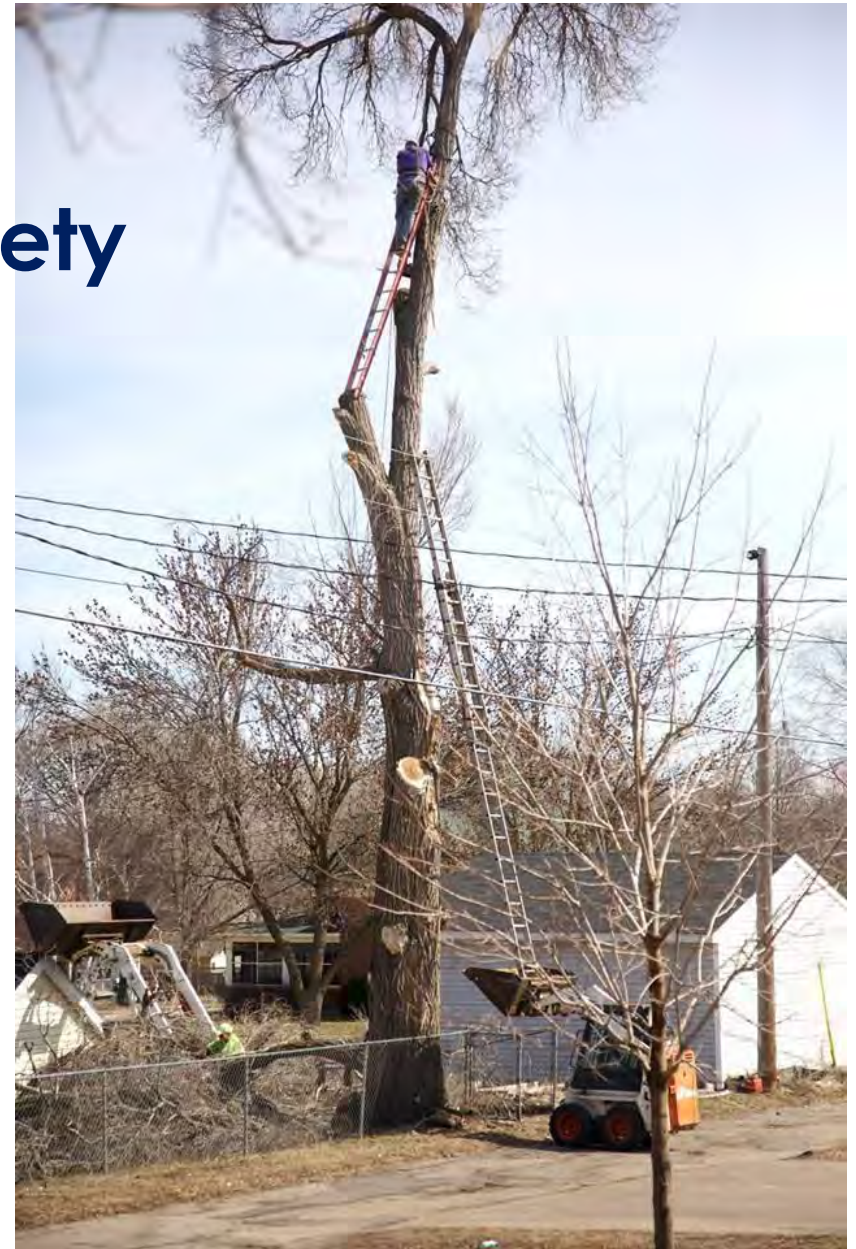
We Teach: Care & Appreciation



We Teach: Hands On...



We Teach: Safety



We Teach: How to Plant ...



- Bare Root
- Container
- Balled & Burlapped
- Political

Trees

We Teach: About Trees and Watersheds



PHS

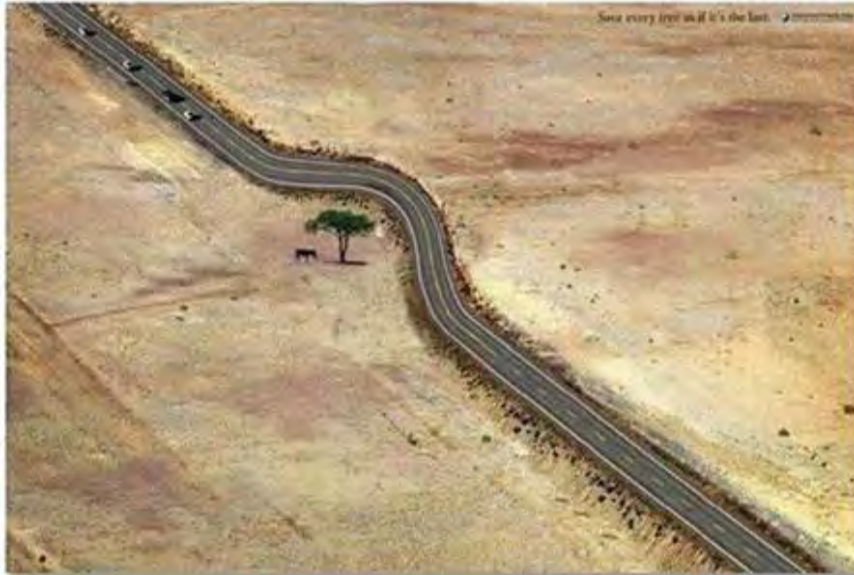
We Teach: How to Organize a Community Tree Planting



PHSonline.org

Pennsylvania Horticultural Society Tree
Tenders

We Teach: Advocacy for:



- Parks & open space
- Better funding
- Citizen activism



Our Recipe for Success

- Decentralization of Program
 - Accomplishing more with less
 - Larger Benefits
- Support for continued involvement
 - Group Tree Buys
 - Tool Libraries
 - Tree Checkers
 - Leadership and Continuing Ed. training
- Partnerships
- University Tree Tenders
- Technology

Community Projects

- Neighborhood tree care days
- Arbor Day programs with schools
- Street tree inventories
- Street tree plantings



Pruning Clubs



Tool Libraries



Check-up Notes for Homeowners



Hello, I'm a volunteer Tree Checker with

Thank you for helping to improve our city's environment by requesting a tree. Did you know that by carefully tending your newly planted tree, you are investing in decades of tree benefits? The care a tree receives during its first year in the ground determines its chances for long-term survival. Thank you!

Here are some basic tree-care guidelines and notes from a friendly "tree check-up."

WEED AND CLEAN

- Thank you for keeping your tree pit weed and trash free!
- Please take the time to weed and clean your tree pit. Weeds and trash can prevent water from reaching your tree's roots. Substances like motor oil, de-icing salt, detergent, and urine can kill your tree.

WATER

- Thank you for adequately watering your newly planted tree!
- Please give your tree 15-20 gallons of water per week applied slowly and gently, (for example, with a trickling hose), to maximize healthy root growth. **Water from mid-March through November.** Water is crucial for your tree's survival, especially during the first year after planting.

MULCH

- Thank you for mulching your newly planted tree!
- Please add mulch around your newly planted tree. **Make sure mulch does not touch the trunk of the tree.** Mulch helps conserve water, controls weeds, keeps roots cooler in the summer and warmer in the winter, prevents lawn mower damage, and prevents soil compaction. Always remember to weed and cultivate the soil before mulching.

(over)

Overall Health and Comments



Please visit
PlantOneMillion.org

- For more information on proper tree care
- If you have questions about the health of your tree
- To get involved with Tree Tenders
- To help plant more trees

Contact your local Tree Tenders group at

The Pennsylvania Horticultural Society and partners launched Plant One Million in spring 2011.

As the nation's largest multi-state tree campaign, the project aims to replenish the tree population of 13 counties in the Greater Philadelphia Region, including southern New Jersey and Delaware.

Results....

- ✓ **Over 4,300 Tree Tenders in 250 S.E. Pennsylvania neighborhoods**
- ✓ **Over 22,000 trees planted:** Savings of >\$3 million in contractor services (\$150 per tree - just for installation)
- ✓ **Thousands of trees tended:** Trees planted by volunteers tend to get best aftercare



Success: Community Stories



“...Thanks for providing the catalyst to get my civic association moving again...as a result of the Tree Tenders program the neighbors were energized to reorganize!”

**Isabel Pilling
Philadelphia**

Success: Community Stories

“...One of the things I like about planting trees is that it makes me feel like I belong somewhere.”
-10 year old in North Philly



In Andrew's Words



PHS Together our plan is to turn this...



PHS

...into this...

Everywhere!



PHSonline.org



PHS

Tree Tenders University Initiative

Improving Town/Gown Relationships
with Trees



TT University Initiative...

...brings colleges and universities and their neighboring communities together to plant and care for trees.



Partnerships with a Catalyst

University

+

Community

+

Tree Tenders

↓

TREES
& their Benefits



Cabrini students plant the last tree of the day in Norristown.

Classroom Extensions: Each Unique



*Philadelphia University –
Environmental Science class
studies soils*



*Ursinus College –
Capstone students plant riparian buffer*

Student Organizations



*Widener's Presidential Service Corps – Education for
Chester's elementary schools*

Service: Integral to the College Experience



Cabrini's "EARTH Living & Learning Community"

Linking Theory to Practice



Cabrini freshmen –“Engagements in the Common Good” in Norristown



LaSalle students help with Oak Lane Tree Tenders planting

With – Not For



Students work hand-in-hand with neighborhood residents

Institutional Buy-In: An Important Lesson

*Support of key decision-makers.



“We have experienced some obstacles that mostly have to do with human resources and priority-setting.”

Esperanza College

Buy-In from...

1. University



2. Community



Planning



Starting small & simple = success

Gathering Resources



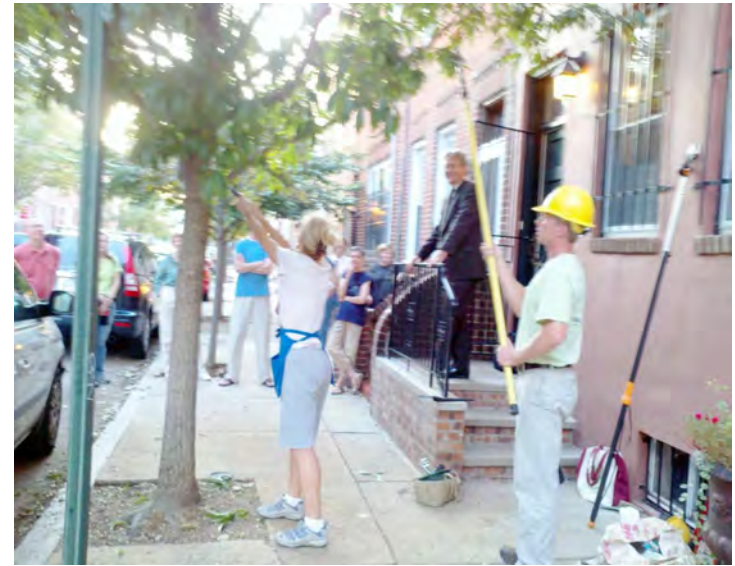
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Planting

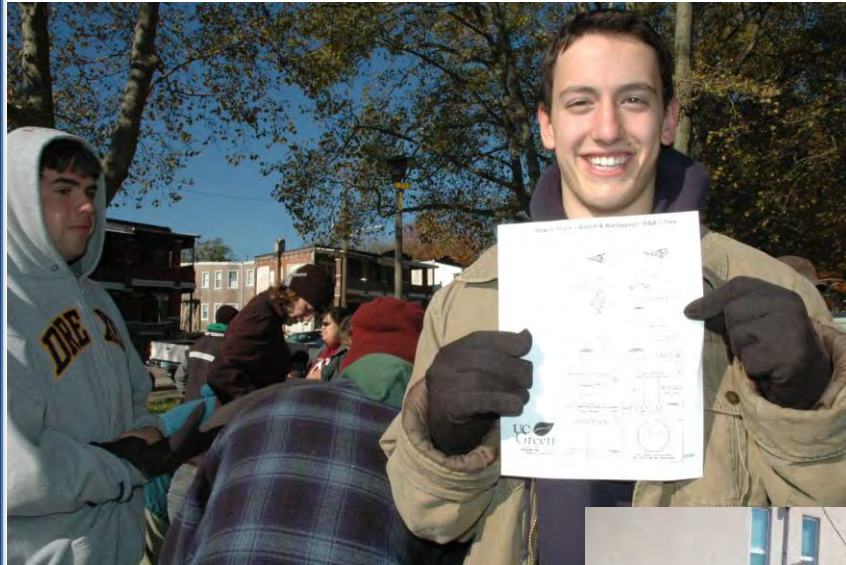


“Beautification of the city will encourage people to visit, to study here at the University, and to live here full-time.”

Follow-up Care



Celebrating... then Continuing



Questions about University Tree Tenders or Tree Planting?

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Thanks for Caring!



Mindy Maslin
Barley Van Clief
PHS Tree Tenders
The Pennsylvania Horticultural Society