

An Evaluation of the Impacts of the *Greening the Gateway Cities* Tree Planting Program

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Urban Environmental Problems

Problem:
High Air Pollution

Implications

- Respiratory Inflammations
- Lung Problems
- Coughing
- Chest Pain




Urban Environmental Problems

Problem: Stormwater Runoff

Implications

- Flooding- Damage to Private and Public Property
- Contamination of Waterbodies
- Impairment of Aquatic Life
- Impaired Recreational Uses

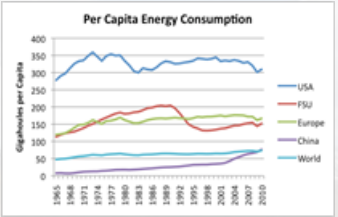


Urban Economic and Environmental Problems

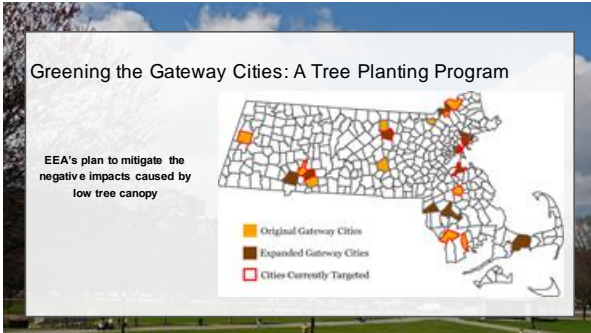
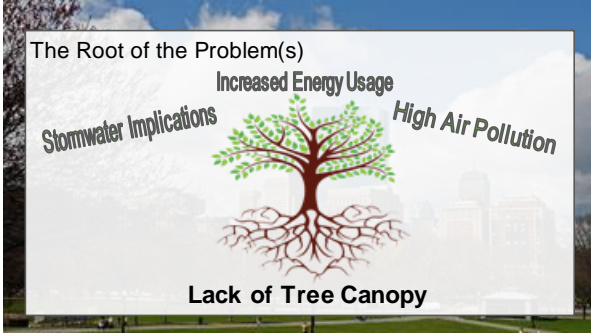
Problem:
Increased Energy Consumption

Implications:

- High Energy Costs
- Pollution
 - Air Quality
 - Greenhouse gases



Year	USA	FSU	Europe	China	World
1965	~250	~100	~100	~50	~50
1968	~250	~100	~100	~50	~50
1974	~250	~100	~100	~50	~50
1977	~250	~100	~100	~50	~50
1980	~250	~100	~100	~50	~50
1983	~250	~100	~100	~50	~50
1986	~250	~100	~100	~50	~50
1989	~250	~100	~100	~50	~50
1992	~250	~100	~100	~50	~50
1995	~250	~100	~100	~50	~50
1998	~250	~100	~100	~50	~50
2001	~250	~100	~100	~50	~50
2004	~250	~100	~100	~50	~50
2007	~250	~100	~100	~50	~50
2010	~250	~100	~100	~50	~50




Project Goal

Evaluated the GTGC tree planting program and its impacts on residents as well as the environment and Provided recommendations for future improvements.

Objective 1

Identified various factors that stakeholders in Greening the Gateway Cities may use to assess success of the program



How Stakeholders Assess Success

Stakeholders	Indication of Success	Outcome
EEA	Tree canopy	- Residents are satisfied with their trees and would recommend the program
	Energy usage	
	Tree survival rate	
Local Partners	Tree survival rate	- Residents are satisfied with their trees and would recommend the program - Educates residents - Improves community outlook - Creates jobs - Gets residents involved in community
	Energy usage	
	Residents' Community Involvement	
Residents	Tree survival	- Decrease in energy usage - Increase in property value
	Community outlook	
	Stress	
	Quality of Life	

Objective 2

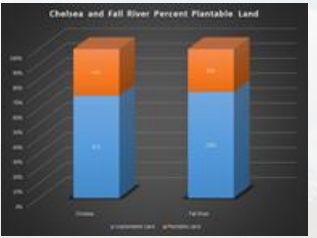
Assessed whether participating Gateway Cities have met the EEA's standards of success.

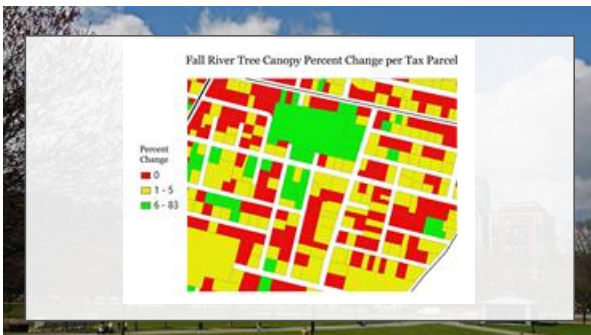
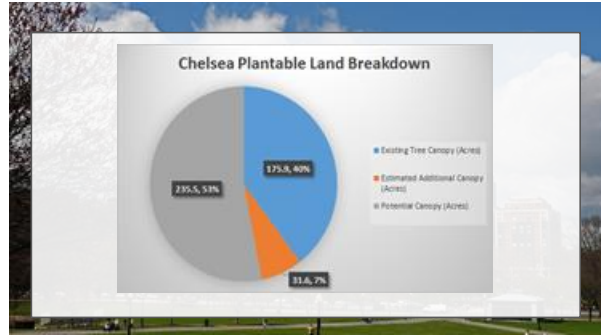
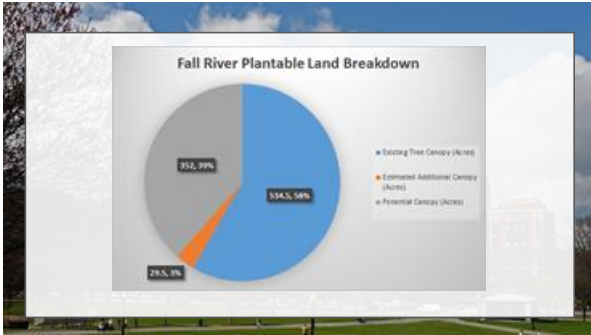
Existing canopy
Canopy increase
Maximum potential increase
Actual Increase




Pilot City Plantability

Chelsea: 45.6% Plantable
Fall River: 40.5% Plantable





Evaluating the GTGC Program

Contributors to Success

- Local partners serving as community network
- Resident connection w/ foresters, staff
- Seeing the program being implemented
- Additional resources for tree care

Challenges to Success

- Rental properties
- Inefficient communication
- Water restrictions from drought

Objective 3

Determined how the Greening the Gateway Cities program has impacted urban residents to recommend possible program improvements.



Interviews

Individuals

- State Foresters
"A definite yes as an overall successful program."
- Residents in Chelsea and Fall River
"I hope they do continue the grant."

Local Partners

- Fall River Tree Planting Nonprofit
"Citizens were extremely receptive [of the program]."
- Chelsea Collaborative/Green Roots
"[The program] brings benefits to low income communities."

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Comments Surveys

"Absolutely, I'm extremely glad that they had a program like this. You don't see very many programs like this anymore, where they put funding into things like this."

"A lot of people in the neighborhood didn't know about the program." But for those that did, she said that the trees have given her neighborhood a better look and provide a "bonding piece" or "conversation starter" for neighbors.

Chelsea Residents - Broadway Street

Fall River Neighborhood Meeting

- Heard of program, got tree
- Heard of program, did not get tree
- Did not hear about program

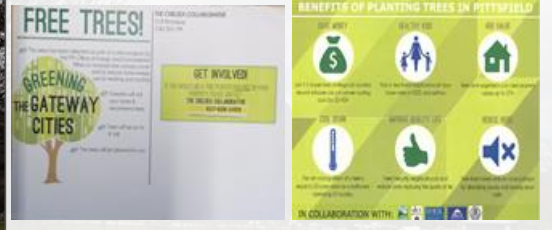
Outreach and Advertising

Use of posters, site visits, local news media and newspapers, booklets, and word of mouth to supplement door fliers to raise awareness

Make use of students and youth groups to facilitate increased awareness of the program



Program Flyer



Program Communication



- Ensure effective and regular communication between program staff and city officials
- Provide additional support to local partners

Tree Maintenance and Planting



- Regularly check in with city officials on tree maintenance during the first year
- Consider not confining tree plantings to only set quadrants

Resident Survey

Key Topics to Address

1. Awareness of Program
 - a. How did you hear about the program?
 - i. Flyer on door
 - ii. Advertisement in water bill
 - iii. Local newspaper
 - iv. Other: _____
2. Program/Agency Support Post-Planting
 - a. In what ways do you think that the agency can better support you and your tree(s)?
 - i. Help line- general care questions
 - ii. Local support group
 - iii. Other: _____
 - iv. I don't need additional support from the agency/program

Resident Survey

3. Reasons for Participation
 - a. Why did you choose to have a tree(s) planted in your yard?
 - i. Looks, I like trees
 - ii. Shade and privacy
 - iii. Other: _____
 - iv. I don't know

Acknowledgements

<p>Sponsor Robert O'Connor, EEA GTGC Team, EEA</p> <ul style="list-style-type: none"> - Mat Cahill, - Hilary Dimino, - Julie Coop, - Emmanuel Owusu <p>Dominique Pahlavan</p>	<p>Advisors</p> <p>Seth Tuler Melissa Belz Melissa Butler</p> <p>Fall River Contacts Mary Ann Wordell</p> <p>Chelsea Contacts Maria Belen Power Andy DeSantis</p>
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