

## Urban Forestry Project Report

June 30, 2011

Project Sponsor: Goodman Community Center

Project Number: UF-1018-11    Interim Report   X            Final Report   \_\_\_

Project Scope: Tree Inventory & EAB Outreach

Information / Education / Outreach  
Tree Inventory

### Challenges and Achievements

#### **Outreach and Education**

Although we won't consider education and outreach (e/o) complete until our urban forest is secure and healthy, we're pleased to report that we have accomplished many of our e/o goals as stated in the grant proposal. We started with a host of excellent partners working with us to accomplish the sizable goals of the project and have gained the interest of individuals and groups ever since—some of whom have become key figures in planning, teaching, coordinating, and evaluation of the project. Our partners seem to have a natural ability to collaborate, build on each others' ideas and go the extra mile. Thanks to their hard work, we've completed and continue to build on the following activities.

#### **Achievements**

- **EAB Youth Video (final edition forthcoming).** This video was created in cooperation with our community television organization WYOU by local youth for outreach and education to youth and the youthfully minded Madison community. Participants filmed interviews with UW, city and county experts on urban forestry about the EAB. Sam Meier, after school science teacher, Lowell parent and UW Earth Science graduate was introduced to the youth early on and continued to work with them on EAB projects. Beginning with this video, these youth became our EAB ambassadors.
- **Super Science Saturday at O'Keeffe Middle School (A, see disc).** Maria Moreno worked tirelessly to organize this event and brought together parents, teachers and students as partners showcasing EAB within a multi-disciplinary science context. UW Madison students tabled interactive science displays alongside O'Keeffe Middle School students—each with a different topic. Meier and our EAB ambassadors presented on the EAB to many neighbors/visitors who came to this well attended event.
- **Lowell Family Science Night (see disc).** Lisa Kvistad, Lowell School principal and Sam Meier organized this event with Lowell teachers. Meier led his troupe of EAB ambassadors in preparing their exhibit and debuting the EAB educational video as guest presenters at the event. Meier's interest, initiative and love of

working with the students has been a huge asset to our outreach to the community.

- **Madison Children’s Museum Earth Day Event (see disc).** Meier and EAB ambassadors tabled this event with informative posters, interactive display, EAB information provided by the DNR and city forestry, and well rehearsed talking points for the wider Madison community.
- **Middle School Science Symposium with the Wisconsin Institute for Discovery (B, see disc).** Participants were required to “pick a research topic that is...useful to the greater Madison community furthering our understanding and [of] benefit [to] the whole.” EAB ambassadors presented EAB research, objectives and outcome of the grant followed by a question and answer forum.
- **Sustainable Atwood EAB presentation to the neighborhood (C).** Madison city forester, Marla Eddy and Sean Gere, Gere Tree Care, Inc. (GTC) gave a presentation about EAB as it relates to our urban forest, Madison’s approach on the issue, the inventory itself and its potential for strategic planning. While the bitter cold kept attendance low, several people signed up to participate on the project.
- **Winnebago-Atwood Business Association (WABA) (D).** WABA is being formed with the help of Sustainable Atwood (SA) to create partnerships for sustainability. Information and educational materials were dispersed at the May meeting to create awareness and foster stewardship early on in WABA’s development.
- **Arbor Day Tree Planting (E1,2, disc).** This was a quintuple header of an event. Madison forestry, SA, O’Keeffe Middle School teachers and students, Lowell School third grade teachers and classes, a neighborhood daycare, and neighbors from the surrounding area came together to plant a chinquapin and a bur oak in celebration of Arbor Day. The oaks were part of an earlier year-long collaboration between neighbors and city to replace trees removed because of Dutch elm disease. This event was the perfect setting for EAB e/o carried out by SA and city foresters.
- **Luther College Intern (Eastside News [ESN] Jan/Feb issue).** Our project was awarded an intern from Luther College, Decorah, IA—one of the further, but not furthest (see below) known recipients of our outreach efforts. The intern was skilled in social networking and contributed much needed organizing in the beginning of the project.
- **Neighborhood Council Meetings.** E/o is brought to council meetings on a regular basis. Neighborhood meetings are a confluence of people from within the project boundaries. This group has been reorganizing and improving its capacity to communicate with the neighborhood which has, in turn, improved our ability to network for the project.
- **Williamson Street Reconstruction—Meetings with neighborhood, city staff, and construction crews (F).** This may seem an unlikely place for EAB e/o, but this street reconstruction, the associated loss of trees combined with the high percentage of city owned ash trees within the reconstruction boundaries created a localized awareness for the potential magnitude of tree loss to our community. WABA’s streets are due for reconstruction in 2015. The challenge in efforts like

this one is volunteer's endurance and vigilance where city, contractors, residents and businesses alike need reminding about the impending tree loss. Volunteers need back up support when advocating for other tree varieties that can easily be destroyed in the construction process.

- **International Symposium on Society and Resource Management (ISSRM) (G, disc).** We were invited to conduct a tour of some of the sustainability initiatives in the Schenk-Atwood neighborhood and provide insight for visitors about things like the EAB urban forestry survey, the community garden, bike path and other local movements for sustainability. In particular, this group was curious about how to work with communities. This conference's theme was "Integrating Conservation and Sustainable Living" and was made up of social scientists, students and practitioners from places like the National Park Service, Forestry Department, and other areas. The group of 15 included participants from Japan and Switzerland. You can read more about the conference here: <http://www.issrm2011madison.iasnr.org/>
- **Social and printed media.** We print regular updates and articles in the Eastside News (circulation 10,000) **(H)**; make announcements and invitations on 4 neighborhood/multi-member list serves (approximately 700 altogether); post to our FB page (127 active friends); post to the SA website **(I)**; flyers have just been completed and printed by Madison Gas & Electric (MGE) for our pilot run on the inventory of private properties **(J)**. MGE will print the remaining flyers after we've made any necessary adjustments.
- **Addenda** Matthew Miller, a neighbor who came to the kickoff and later assisted the inventory taker in the field sent this kickoff review to me. At the time, we were still evaluating whether or not we would need a field assistant, so we didn't publish it in full, but did use parts of it for a "thanks for coming to the kickoff" post. The pictures and some of the remaining text will be uploaded to the website. Mr. Miller went on to help order the maps from engineering for the project **(disc)**.

## **Challenges**

The community has expressed interest in the project each time we've reported or presented on it and we have acquired a good list of volunteers, but timing and readiness for public participation has been a challenge. At our first meeting and presentation to SA in January, we came with a packed agenda and the expectation that people would be interested in helping with every facet of the project, including organizing and strategy, and that all of the components of the project would get underway at once. Instead, we found that the busy working public needed pick-up-and-go tasks, and that the inventory itself required intricate organizing before the general public could be involved.

Keeping the website up to date has also been a challenge. Websites are a niche and the few volunteers that know this area well are often maxed out on their volunteer

time to the community. The work is lined up now, and by the end of the project the website is expected to be robust with information.

This report can't go without saying that much of the community's attention and energy was understandably directed to events playing out at the state capital for much of the spring, including regrettable changes to our state protections of the urban and state forests.

Other than these challenges, the education and outreach components of the grant are proceeding well.

## **EAB Inventory**

### Challenges and Achievements

The achievements and challenges of the inventory have been one and the same with the excellent partners working on the project. Sean Gere of GTC and Phil Townsend of the University of Wisconsin Wildlife and Forest Ecology department are experienced, dedicated stewards of the urban forest and work on several professional and volunteer fronts, so coordinating schedules was tricky. Scheduling aside, their work has been vital for technical decisions, establishing qualifications and expectations for the intern, evaluation of the intern pool, posting the job description, interviewing candidates, providing equipment, making arrangements for irregular employees, estimating and updating time necessary to complete the inventory and oversight of the inventory data collection and entry.

City of Madison Engineering, Maps Division created maps including streets and addresses on black and white with an aerial underlay. The maps will be used to mark completed areas, match progress of inventory with movement of volunteers, and to provide a plotting instrument for the data collected.

After several months of preparation, the inventory was kicked off with a publicized event at the Yahara River Parkway June 13, 2011, 12:00 pm. The first tree located at the head of the parkway was a mature ash. As of June 29, 2011, the Yahara parkway, parks and bike path within the project area have been inventoried. We are preparing to inventory trees on private properties. To accomplish this, we are starting with a pilot run at the southwestern end of the area, matching volunteers to the streets they live on or nearby. Volunteers will talk to each household about the project and a time frame for the arrival of the GTC employee; give them our flyer and additional information if desired. Volunteers will soon be followed by GTC. After our pilot, we'll re-evaluate our approach, make corrections/additions to the flyers, MGE will print the remaining flyers and we'll proceed with the inventory throughout the neighborhood, section by section.

We are on schedule and even hopeful the inventory will be completed sooner than expected.

**Project expenses:** Do you expect to use all the grant funds you received this year?  
Yes  No

Estimate of funds spent year to date: 50%