



SOUTHERN URBAN FORESTRY
TECHNICAL SERVICE CENTER

Urban Forestry Update

S T A T E A C T I V I T I E S

Outreach Programs

September 1998

For this edition of the *Urban Forestry Update*, we gathered summaries of urban forestry outreach efforts in the Southern Region. Most of these programs and projects either received financial assistance from the Urban and Community Forestry Grant Program, technical assistance from the state forestry agencies, or a combination of the two. Through this update and our other information exchanges, we hope to spread knowledge, to enlighten, and to plant seeds for new, effective and more innovative ideas in the growing future of urban forestry.

Tree Planting and Care

Brinkley Convention Center Gets Trees (Brinkley, AR)

The citizens of Brinkley lined the drive of the new Brinkley Convention Center and the adjacent playground with newly planted trees. The tree planting was the kick-off event for a project aimed at revitalizing Brinkley and the surrounding communities. Also, the city agreed to match funds for the tree planting, doubling the number of trees planted. Contact Mayor Billy Clay at (870) 734-1382.

Town Celebrates Arbor Day with New Tree Ordinance (Junction City, AR)

Excitement about trees in Junction City is the fuel driving a new program designed to enhance aesthetics and improve community pride through citizen involvement. The community celebrated its first Arbor Day under this program with a proclamation of a tree ordinance and the formation of a tree committee. To kick-off this new program there will be a tree planting at the homes of low-income residents and the elderly. Contact Gene Summers at (870) 924-4922.

Downtown Mali Project (Pritchard, AL)

This project is designed to revitalize the retail district of Pritchard, a largely minority-populated city in Alabama. Tree plantings are planned for the rights-of-way sites and next to retail merchant stores. Contact Joyce Davis at (334) 452-7800.



Putting their stake in the project, neighborhood children help to plant a tree with Baton Rouge Green (Photo courtesy of Baton Rouge Green).

Neighbors Get a Tree for a Promise (Baton Rouge, LA)

Members of Baton Rouge Green, a non-profit organization, decided that the best way to "green up" a neighborhood would be to work with the residents. They took this idea to a low-income neighborhood, offering trees for the residents' front lawns in exchange for a promise to maintain the trees. The residents, who picked their own trees, worked with volunteers and the planting contractor to make this a success. Contact Lynn Morris at (504) 381-0037.

Revitalization through Arboresue Program (Fort Lauderdale, FL)

Riverside Renaissance, Incorporated, a

non-profit organization, is coordinating a project called Arborescue. Arborescue is a neighborhood revitalization effort in which donated trees and palms are moved and replanted at other locations. Contact Tom Andrews at (954) 462-4379.

Urban Forestry Pulls City Together (Marvell, AR)

Over 120 students, senior citizens, city employees and volunteers worked together on a project to enhance the beauty and pride of the Marvell community. Tree plantings and other urban forestry activities were the focus of this event. Contact Jana Coleman at (870) 829-2573.



4-H Clubs Promote Community Tree Programs (Oklahoma)

In cities and towns throughout Oklahoma, 4-H clubs developed projects to promote community tree programs. These projects are a tree care workshop, a slideshow on "How to Kill a Tree," a "Plant Trees for Tomorrow" activity, and other educational activities. Contact Julia Bays at (405) 327-2598.

Beautification of Highway Corridor (Conway, SC)

The city of Conway worked with Waccamaw Community Development Corporation and other groups to clean up and beautify minority neighborhoods in the Highway 378 corridor. They developed a tree-planting plan through community workshops and held their Arbor Day ceremony at a neighborhood school. Contact Jason Collins at (803) 248-1760.

Tree Awareness (Atlanta, GA)

Tree Awareness is a program that works with neighborhood associations and schools to plant trees in minority communities. The program also includes workshops and brochures on tree planting. Contact Tim Womick at (704) 743-3864.



Citizens, volunteers, and public officials lend a hand to the Tree Awareness program in Atlanta, Georgia (Photo courtesy of the Georgia Forestry Commission).

School Playgrounds Serve as City Parks (Houston, TX)

SPARK (School Park), a non-profit program in the Houston Mayor's office, coordinates the upgrading of school playgrounds that serve as city parks in primarily African American and Hispanic communities. School faculty, parents, businesses, and volunteer's work together to design a park that is both attractive and accessible to the community. Through this grant a planting coordinator was hired to manage volunteer tree planting projects at each SPARK park. Contact Kathleen Owenby at (713) 247-2909.

Benefits to Homeowners Help Boost Community Pride

(Little Rock, AR)

The Central High Neighborhood in Little Rock initiated a neighborhood pride project through hazard tree pruning. They prune trees to allow street lights to operate properly and remove hazardous and decayed trees. As new healthy trees are planted, the homeowners are trained to properly maintain them. Contact Cliff Riggs at (501) 372-1780.

Tree Program Leader on the Mayor's Beautification Committee

(Tampa, FL)

The Tampa Mayor's Beautification Committee now has a staff position for the coordination of tree planting programs in deprived areas of Tampa. This new position will promote programs such as Green It On 13th Street where 1,300 volunteers planted 37,000 plants. Contact Bonnie Moore at (813) 221-7214.

Residents of Housing Developments Hired

(Hammond, LA)

Residents of a housing development were hired to help with the planting and maintenance of 100 trees around the development. The project also included the installation of new playground equipment. Contact Ernie Useman at (504) 542-0408.

Sooner Haven Provides Jobs

(Oklahoma City, OK)

The Tree Bank Foundation of Oklahoma, a non-profit organization, developed a tree-planting program called Sooner Haven for inner city public housing residents. The program promotes tree planting and tree care and produces jobs for local youth that help maintain the trees. Contact Mary Caffrey at (405) 842-3320.



Keeping youth involved, children from the Sooner Haven community plant shrubs in the courtyard (Photo courtesy of the Tree Bank Foundation of Oklahoma).

Urban Forestry Creates Jobs

(Fort Worth, TX)

The Inside Riverside Neighborhood Association organized a revitalization tree-planting project in a historic African American neighborhood in Fort Worth. Organizers canvassed the neighborhood door-to-door to gain support and participation. Because of the success of this project, the city forester hired a coordinator to work with these groups specifically. Contact Sarah Walker at (817) 834-4367.

Add Tree Power to Your Home

(Key West, FL)

The Add Tree Power to Your Home program targeted homeowners by highlighting how "strategic planting" reduces energy costs. An Arbor Day celebratioc, a tree selection booklet on the right tree in the right place, and a tree 'giveaway were the approaches used to reach homeowners. Contact Lynne Tajeda at (305) 294-5272.

Police and Residents Plant Trees

(Asheville, NC)

Quality Forward, the affiliate of Keep America Beautiful in Buncombe County: coordinated a tree planting demonstration project and revitalization plan in Asheville's Magnolia Park. The park is located in a minority neighborhood and is the only common green space for local citizens. After residents and police officers planted trees, they enjoyed a cookout sponsored by the local police. Contact Virginia Russell at (919) 733-2162.

Master Plans

Tribal Community Develops Master Plan and Education Program

(Carawba, SC)

The Catawba Indian Nation is in the process of conducting a tree inventory, developing a master plan and creating a tribal education program. Contact Larry Long at (803) 366-3104.

GIS Helps Create Master Plan for Bacon Park Forest

(Savannah, GA)

The Savannah Tree Foundation is coordinating the development for Bacon Park Forest, a 33-acre urban park that serves the surrounding minority community. An ecological analysis of the site using Geographic Information System (GIS) software will be used in developing the master plan. Contact Kacey Ratteree at (913) 233-8733.



University Develops Urban Forestry Management Plan

(Jackson, MS)

The Campus Tree Board of Jackson State University, a historically black college and university, is developing a management plan for the University's trees. Contact Greg Begonia at (601) 973-3469.

Publications and Videos

Trees Cut Down Kilowatts (Nay Orleans, LA)

The Alliance for Affordable Energy developed a brochure on how trees can reduce energy costs for middle-to-lower income homeowners. These brochures were distributed at local educational meetings. Contact Gary Groesch at (504) 525-0778.

Project Develops Urban Forestry Publications (Oklahoma City, OK)

This project develops urban forestry publications such as *Urban Forestry Resource Directory* and *A Guide to Establishing Trees for Urban Wildlife* for the Oklahoma City area. Contact Margaret Ruff at (405) 524-7009.

Tree Care Directory (Cookeville, TN)

In an effort to share information with, and tailor conferences to tree care professionals; Tennessee Tech is developing a directory of tree care firms. Contact Douglas Airhart at (931) 372-3288.

University of Tennessee Develops an Urban Forestry Guidebook (Knoxville, TN)

The University of Tennessee is developing an urban forestry information notebook for foresters, agriculture agents and other professionals. Contact Wayne Clatterbuck at (423) 974-7346.

Cemetery Associations Need Tree Information (Columbia, TN)

In an effort to better care for older high-risk trees, Zion Cemetery is developing tree care information for distribution to other cemeteries in the state. Contact Paul Cross (931) 388-7727.

Elementary Students Produce Arbor Week Video

(Oklahoma City, OK)

Cleveland Elementary School students produced a video to promote Arbor Week. The video was distributed to local television stations. Contact Cleveland Elementary at (405) 945-1150.

Manual Focuses on Rio Grande Ecology (Roma, Tx)

Los Caminos del Rio, an organization that celebrates and preserves the natural and cultural heritage of communities on both sides of the Texas/Mexico border, developed the *Frontera Chica Education Manual* to teach youth about the unique ecology along the Rio Grande. Manuals will be produced in both English and Spanish. Contact Carlos Rugerio at (956) 849-0099.

Tree Protection Video and Manual (Auburn, AL)

Auburn University's School of Forestry developed a tree protection video and manual to assist developers and homebuilders. Contact Brenda Allen at (334) 844-1066.

Tree Selection Guide for Hispanic Readers (Harlingen, Tx)

Valley Proud Environmental Council developed a tree selection guide for the lower Rio Grande Valley. With the help of a 1993 grant, the guide was translated into Spanish. The guide, popular on both sides of the Rio Grande, is already in its second printing. Contact Elaine Lockhart at (956) 412-8004.

Marketing

Daily Dose of Tree Care

(Nashville, TN)

The Nashville Tree Foundation reaches out to different audiences by putting tree-related information in newspapers and in direct mailings to selected zip codes. Contact Joann Armour at (615) 269-4852.

Arbor Information in the Cookeville Chronicle

(Cookeville, TN)

The Cookeville Tree Board purchases space for tree related information in the local paper. Contact Guy Zimmerman at (931) 526-1574.

Media Blitz Promotes Arbor Day

(Harlingen, TX)

Valley Proud Environmental Council coordinated a media blitz throughout the lower Rio Grande Valley (USA and Mexico) for Valley Arbor Week. They purchased airtime on Spanish radio and television and leased billboards for Spanish advertisements. Valley Proud maximized limited resources by negotiating with local media to get two-for-one airtime. Contact Elaine Lockhart at (956) 412-8004.

Conferences and Workshops

Regional Urban Forestry Conference (Kingsport, TN)

Clean Kingsport, an affiliate of Keep America Beautiful in Kingsport, Tennessee, sponsors an annual conference called Trees and Things for northeastern Tennessee. Since the State urban forestry conference is always held in Nashville, the regional conference in Kingsport is a way to reach out to communities in a remote part of the state. Contact Judy Hagan at (423) 392-8814.

Reaching Builders and Developers with Seminars

(Nashville, TN)

The Nashville Tree Board is sponsoring a Building with Trees Seminar as a way to reach out to local builders and developers. Contact Shawn Bible at (615) 862-8418.

Key Citizens Receive Scholarships (VA)

A scholarship to the Urban Forest Institute was awarded to a member of The Chesapeake Bay Youth Conservation Corps. Two other scholarships were awarded to individuals from minority communities to attend the National Urban Forest Conference. Contact Don Marks at (757) 382-8185.

Youth Activities

Kids Love Tree Kiosk

(Clearwater, FL)

The Hillsborough County Cooperative Extension Service developed an interactive tree education display that is very popular with youth. The display provides learning experiences through hands-on interaction with a variety of forest products. Contact LaRue Robinson at (813) 588-8100.

Art Students Build a Tree

(Gilliland, OK)

High school art students designed and built "The Habitat Tree" to be used for classroom use. Contact Mary Beth Gilliland at (405) 282-5906.

Outdoor Classroom Planned

(Oglethorpe, GA)

The master plan for a new school on 34 acres incorporates the school grounds as an outdoor classroom. Contact Mickey George at (912) 473-8188.



Students Learn to Inventory with GIS (Pimy Woods, MS)

Students and teachers at the Piney Woods Country Life School are learning about urban forestry by working on a C-ITI-US tree inventory using GIS. Contact Barbara Ward at (610) 845-2214.

Beautiful Committee Works with Youth (Macon, GA)

The Keep Macon-Bibb Beautiful committee developed a project that serves a predominately minority neighborhood to inform youth about trees and how they improve our environment and our quality of life. Contact Carolyn Crayton at (912) 751-7427.

Clifton Elementary Develops Outdoor Classroom (Atlanta, GA)

Clifton Elementary, a school that serves primarily minority students, is developing an outdoor classroom with nature trails and wildlife habitat. Contact Debra Wishni-Hampton at (404) 241-1689.

Extracurricular Programs Use Trees as Teaching Tool

(Raleigh, NC)

Raleigh Neighborhoods, an outdoor classroom project, introduces after-school and summer-program participants to forest biodiversity by using trees and wood lots at neighborhood schools, parks and community centers. This program focuses on increasing the understanding of forestry in underprivileged and minority areas. Contact Virginia Russell at (919) 733-2162.

Urban Forestry Camp Uses Hands on Approach

(Birmingham, AL)

Sixty-five inner-city fifth graders will attend a weeklong urban forestry camp. The camp provides hands-on tree related activities that stress the importance of trees in the urban-rural interface and the basic principles of managing urban forests. Contact Marilyn Gibson at (205) 929-8165.

Tree Kids Makes a Profit

(Houston, Tx)

Tree Kids, a mentoring project of the "I Have a Dream" Organization, involves at-risk youth working with churches and the community to sell trees to homeowners. The youth work with the homeowner to select a tree and a planting site in the yard. For their efforts, the youth keep \$5.00 per tree planted. Contact Peggy Coyle at (713) 523-7326.



Fifth graders get a lesson for forest wildlife at the Jones State Forest near Houston, Texas (Photo courtesy of Texas Forest Service).

Exploring Houston's Backyard (Houston, Tx)

Coordinated by the Texas Forest Service, this project takes fifth grade students from the Houston area to the Jones State Forest for hands-on experience with forest ecology, wildlife and forest products. To extend the learning experience, teachers receive related materials for the classroom. In addition, Texas Forest Service foresters and the students plant a tree on school-grounds as a reminder of their visit to the forest. Contact John Ross at (409) 273-2261.

Conservation Corps Reaches Out to At-Risk Youth (Chesapeake, VA)

The Chesapeake Youth Conservation Corps coordinates a program for at-risk youth. Participants work on riparian and other environmental projects across the state. Contact Don Marks at (757) 382-8185.

Tree Scope Brings Forestry to the Inner City (Alexandria, LA)

Tree Scope is a weeklong summer camp for disadvantaged youth in inner city Alexandria. A goal of the camp is to develop a greater appreciation of forests, using urban and traditional forestry lessons. Contact Bettye Jones at (318) 442-6671.

Talking NatureTrail Used as Classroom (Cherokee, NC)

Oconaluftee Island Park, the western gateway to the Great Smoky Mountains, now has an interpretive "talking" nature trail. Push button recordings describe the natural local flora and fauna as told by Native Americans. Nearby Cherokee Elementary School also uses the site as an outdoor classroom. Contact Virginia Russell at (919) 733-2162.

Deaf and Blind Enjoy Sights and Sounds of the Forest

(Spartanburg, SC)

Through several partnerships, the South Carolina School for the Deaf and Blind developed a nature trail on their campus that includes Braille signage and other sensory stimulative experiences. Contact Lin Mackechnie at (864) 594-3212.

This bulletin is also available in an electronic format through State and Private Forestry on the Southern Region home page: <http://www.r8web.com/spfrban.htm>. Please call (706) 559-4225 for more information on the Urban Forestry Update Series.

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