Changing a Community...

one tree at a time

David V. Bloniarz
USDA Forest Service
Northern Research Station
Thank you for today’s invitation

Urban Trees:
Preserving the Growing Investment in Fall River and Beyond…
3rd Annual Urban Forestry Workshop

This FREE AM Program will feature updates from local forestry specialists and will highlight tree preservation and restoration strategies in the built environment that may be applicable to YOUR community.
Regreening a City: Springfield, MA

Today’s Presentation

- A brief look at the city
- A call to action – 2011 tornado
- Establishing a non-profit framework
- Developing relationships
- Regreening success stories
- A look toward tomorrow
Regreening a City: Springfield, MA

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Springfield, MA
Mayor Domenic J. Sarno

- 4th Largest City in New England
- Population 153,000 +/-
- 33 Square Miles
- Density 4,768/sq mi
- 570 Miles +/- of Roads
- 61,706 Housing Units
- 26.8% < Poverty Level
Land Use Character
17 Neighborhoods
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Tornado Affected Area

Map of the affected area showing the main tornado path and the affected area.
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Addressing Post Tornado Needs
Tree Care, Removal, Pruning & Replanting

The Challenge:

- How to get timely information to residents
- Accurate, in sync with city, state and federal info
- Simple and straightforward
- Flexible and robust
- Focused on homeowners and neighborhoods
Life and Property were covered by federal, state and local teams.
However, residents needed information on tree related issues
Neighborhoods also wanted to take action to regreen ASAP
Addressing Post Tornado Needs

Tree Care, Removal, Pruning & Replanting

The Challenge:

• How to get timely information
• Accurate, in sync with city, state, and federal info
• Simple and straightforward
• Flexible and robust
• Focused on homeowners and neighborhoods
• Needs to have been done yesterday
ReGreen Springfield

Developing a Framework for Implementation

- City of Springfield
- US Forest Service
- Neighborhood Advocates
- Univ. of Massachusetts

Non-Profit Educational Organization Formed to Bring Info to Residents
Non-Non-Profit Educational Organization
Formed to Bring Info to Residents

- Brought online within 4 days of event
- Registered a web domain
- Developed informational framework & web layout
- Linked from City tornado webpage
- Distributed by City Forestry team and others
- Non-profit corporation filing
Initial Step - Website Development

- Information Delivery
- Tree Planting Requests
- Neighborhood Focused
- How To Help
- Donation Conduit
- Links to Resources
- Partner Links
- Facebook & Twitter Feeds
ReGreen Springfield

Facebook & Twitter
Next Steps

- Community Residents
- NGO Partners
- Neighborhood Organizations
- Business Cooperators
- Educational Partners

Non-Profit Educational Organization Formed to Bring Info to Residents
• Identify Additional Cooperators
• Develop Strategic Vision
• Draft Bylaws
• Non-Profit 501(c)3 Filing
• Board Development
• Short and Long-Term Goals

Education, Outreach, Planting, and Regreening Initiatives
• Ready for the next steps
• Established a critical mass
• Recognized entity
• Motivated Board
• Committed vision
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Partnerships: The Key Component

- Key to the sustainability of Regreen Springfield
- Key to it’s relevancy
- Key to it’s effectiveness
- Key to it’s impact on the city
Partnerships Toward Success

- City of Springfield
- Forestry Division
- Mayor’s Office
- Springfield Public Schools
- MA DCR
- US Forest Service
- University of Massachusetts
Partnerships Toward Success

- Peoples Bank
- TD Bank
- Smith and Wesson
- NASCAR
- Federated Garden Club of MA
- Springfield Garden Club
Partnerships Toward Success

- Sixteen Acres Garden Center
- Pride Convenience Stores
- Paperboard Packaging Council
- Home Depot
- Big Y Supermarkets
Partnerships Toward Success

- Congressman Richard Neal
- Sodexo Food Services
- Northern Tree Service
- Mt. Tom Box Company
Partnerships Toward Success

- Community Organizations
- Neighborhood Councils
- Gardening the Community
- American Red Cross
- Greater Springfield Chamber of Commerce
- Farmers Market at Forest Park
Partnerships Toward Success
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The Start: one step at a time

- **Tornado Recovery Plantings**
  City cooperative effort

- **Garden Club South Branch Park**
  City cooperative effort

- **Energy Savings Tree Initiative**
  City cooperative effort

- **Forest Park Street Tree Planting**
  City cooperative effort
Initial Replanting Efforts
Garden Club
South Branch Park Planting
ReGreen Springfield
Energy Saving Trees

USDA Forest Service

City of Springfield

MA Dept of Conservation & Recreation

MA Dept of Energy Resources
Get a Free Tree, and Cool Down This Summer!

Save Energy!
Reduce Air Conditioning Costs by up to 20%!
Help Clean the Air!

Join ReGreen Springfield, in partnership with the City of Springfield, the Massachusetts Department of Conservation & Recreation, the Massachusetts Office of Energy Resources and the Massachusetts Clean Energy Center, in planting energy saving trees in your yard. This free program is open to all Springfield properties that were impacted by the June 2011 Tornado. Just call 413/285-3056, or visit www.regreenspringfield.org, to join in the effort to ReGreen Springfield...One tree at a time.
Cool Down!
“Trees properly placed around buildings can reduce air conditioning needs by 30 percent and can save 20–50 percent in energy used for heating.” — USDA Forest Service

Save Energy!
“The net cooling effect of a young, healthy tree is equivalent to ten room-size air conditioners operating 20 hours a day.” — U.S. Department of Agriculture

Clean the Air!
“One acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen. This is enough to meet the annual needs of 18 people.” — U.S. Department of Agriculture

This FREE program is open to all Springfield properties that were impacted by the June 2011 Tornado. Just call 413/285-3056, or visit www.regreenspringfield.org to join in the effort to ReGreen Springfield...One tree at a time. Your new trees will be planted at no cost to you.

Get a free tree planted in your yard ...this summer
Call 413/285-3056 or visit www.regreenspringfield.org
Project Objectives

1. Plant Trees to Promote Energy Efficiency
2. Outreach and Education on the Value of Trees
3. Long-term enhancement of Springfield’s Canopy Cover within the Tornado Zone
Marketing and Outreach

- Direct Mailings to 5,000 homes
- Retail marketing Campaign
  - Grocery Stores, Convenience Stores, Banks, and Farmer’s Market
- Door to Door Neighborhood Canvassing with door hangers and informational materials
- Website
After Care Information

Tree Owner’s Manual
for the
Northeastern and
Midwestern
United States
www.treeownersmanual.info
Forest Park Neighborhood Planting
The start: one step at a time

Backyard Planting Day
• Students

TD Green Streets
• City cooperative effort
• Volunteers

Farmers Market & Outreach
• Volunteers

TD Tree Days
• Volunteers and cooperative
Backyard Tree Plantings
CELEBRATING INNOVATION IN URBAN FORESTRY

TD Bank and the Arbor Day Foundation proudly present the city of Springfield, MA with a 2013 TD Green Streets Grant

TD Bank
America's Most Convenient Bank®

ReGreen Springfield
TD Bank Green Streets

Springfield Urban Orchards
Growing Healthier Neighborhoods

Berkshire Orchard
At Kennedy Farm

ReGreen Springfield

TD Streets

Springfield Forestry
TD Bank Green Streets

ReGreen Springfield
TD Tree Days

ReGreen Springfield
The start: one step at a time

- **Square One Day Care Replanting**
  - Volunteer

- **Garden Club Allen Street Planting**
  - City cooperative effort
  - Volunteer

- **Tree Care Workshops**
  - Joint project
Square One Day Care Replanting

I think that I shall Never See
A gift as lovely as those trees

Thank you from the children
at Square One!

ReGreen Springfield
Garden Club Street Tree Planting

ReGreen Springfield
A finales de septiembre, un nuevo huerto de árboles frutales se plantará en Johnny Appleseed Park, por voluntarios de ReGreen Springfield y TD Bank. Con su ayuda, este proyecto consolida proporcionalmente frutas frescas para el barrio. Los árboles necesitan ayuda para conseguir que cada vez más y mantenerlos floreciendo en los próximos años. Por favor haga planes para ser voluntario para ayudar en el cuidado de los árboles, y echar una mano para hacer el barrio un poco más verde y más saludable.

Únase a nosotros el 5 de octubre desde el mediodía - 14:00 de Orchard Festival de Otoño, que celebra el nuevo huerto. Traiga a su familia y amigos al Festival. Frutas de temporada de todo tipo se dan a los que vengan a la feria, y las sesiones informativas sobre la ecologización de la ciudad se presentarán.

Para obtener más información, por favor visite www.regreenspringfield.org
In January and February 2014, Regreen Springfield, in partnership with the City of Springfield and TD Bank, will be offering two educational workshops for community residents who are interested in helping keep their neighborhoods a bit greener. In addition, workshop attendees who complete both sessions will be awarded the "Regreen Orchard Tender" certification, which will enable them to assist in the care of Appleseed and Berkshire Orchards, and be supplied with a certificate of completion and a pair of hand pruners to keep.

Training sessions will be conducted on the campus of Springfield Technical Community College, and will be approximately 3 hours each. All materials, tools, and meals will be supplied free of charge.

To register, please visit www.regreenspringfield.org/learn.
Just a Few Other Notes

• Recognition with Everett Barney Award
  • Regreening efforts following tornado

• Regreen Springfield Summer Soccer Team

• South Branch Park Contributions

• Research Collaborations
  • Microclimate study
  • Urban wildlife habitat study
  • Tree survival and establishment study
Everett Barney Award
Regreen
Soccer Team
South Branch Park Recognition
Urban Wildlife Habitat Study
Tree Establishment and Survival
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A Look Toward Tomorrow

• Strategic plan & organizational development
• Funding and development
• Grant submittals
• Executive director
• Membership component
• Expanded partnerships
• Increased research collaboration
• Tree nursery & orchard expansion and care
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one tree at a time

www.regreenspringfield.org

www.unri.org/research-documents

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