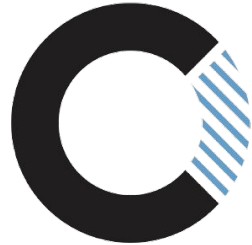


# Tree Planting Services Report

## July 2023 Report



CAMBRIDGE  
**REDEVELOPMENT**  
AUTHORITY



# INTRODUCTION

## Who We Are

- Began in 2004
- Advocacy work on:
  - Open Space
  - Net Zero Action Plan
  - Urban Forest Master Plan
  - Cambridge Food Plan
- Outdoor learning programs:
  - Alewife River Restore
  - Communal Farms
  - Wildlife Arts
  - Canopy Crew



# CANOPY CREW

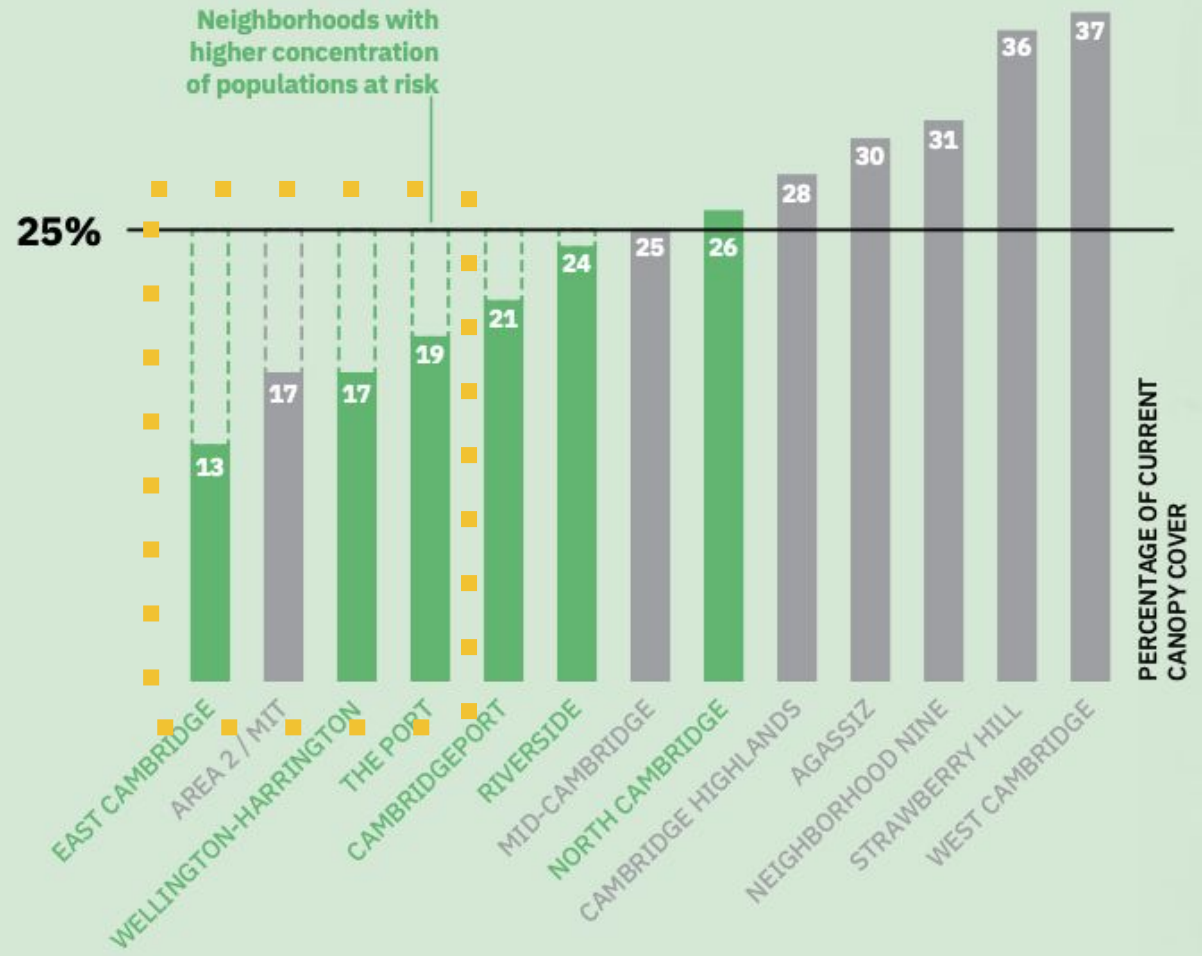
Canopy Crew interns explore career opportunities in urban forestry while preserving and expanding our shared Cambridge tree canopy together

Using the Cambridge Urban Forest Master Plan as a guide, Crew members become ambassadors to the community for the urban forest while taking direct hands-on action to mitigate the generational crisis of canopy loss and climate change.

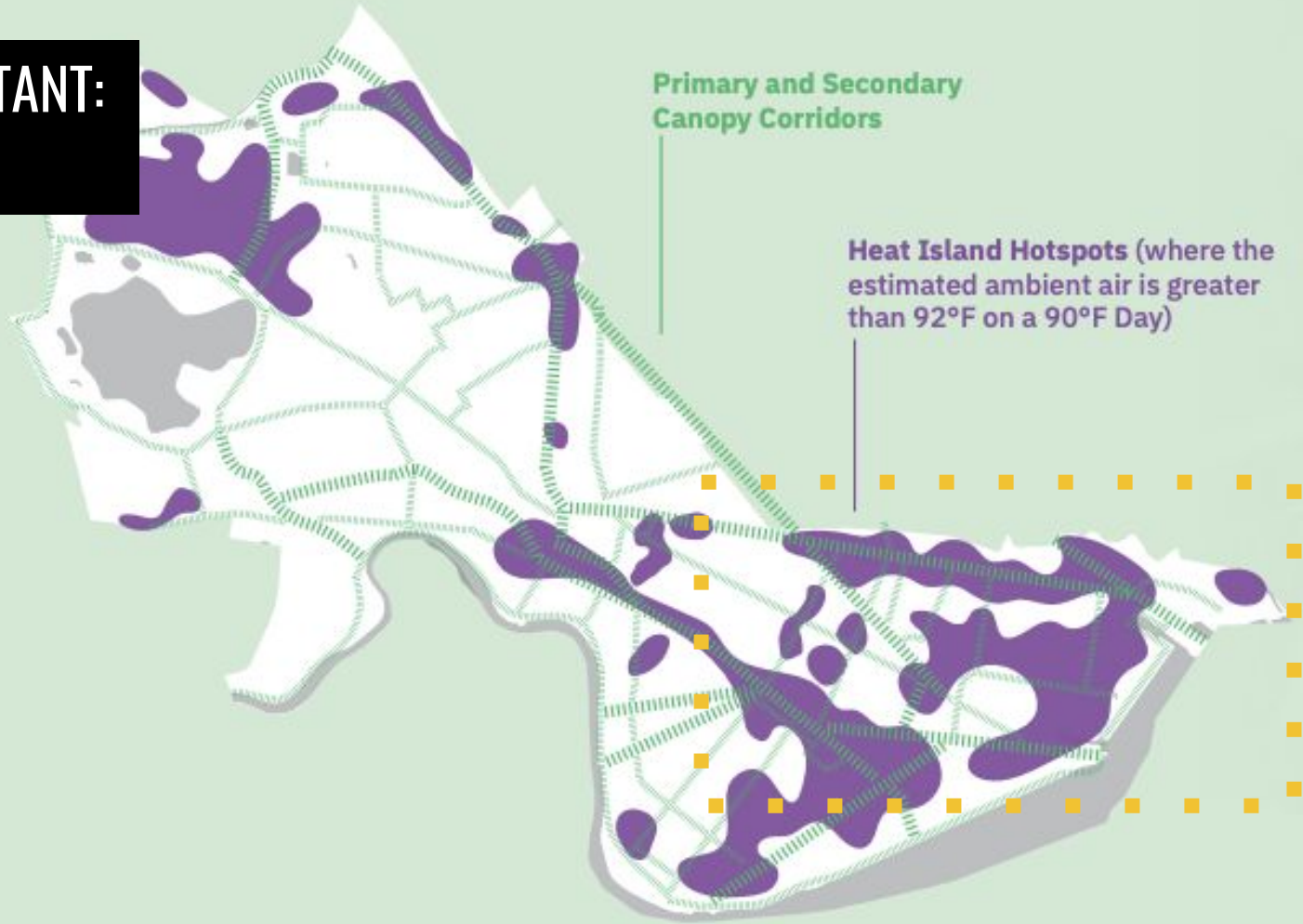




# WHY THIS IS IMPORTANT: CANOPY INEQUITY



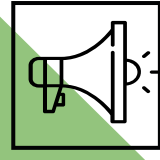
# WHY THIS IS IMPORTANT: HEAT ISLANDS



Primary and Secondary  
Canopy Corridors

Heat Island Hotspots (where the  
estimated ambient air is greater  
than 92°F on a 90°F Day)

# SCOPE



## PHASE 1

Program development, community outreach, tree recipient recruitment, identify collaboration partners, **Spring 2023** tree planting season, identify suitable planting areas



## PHASE 2

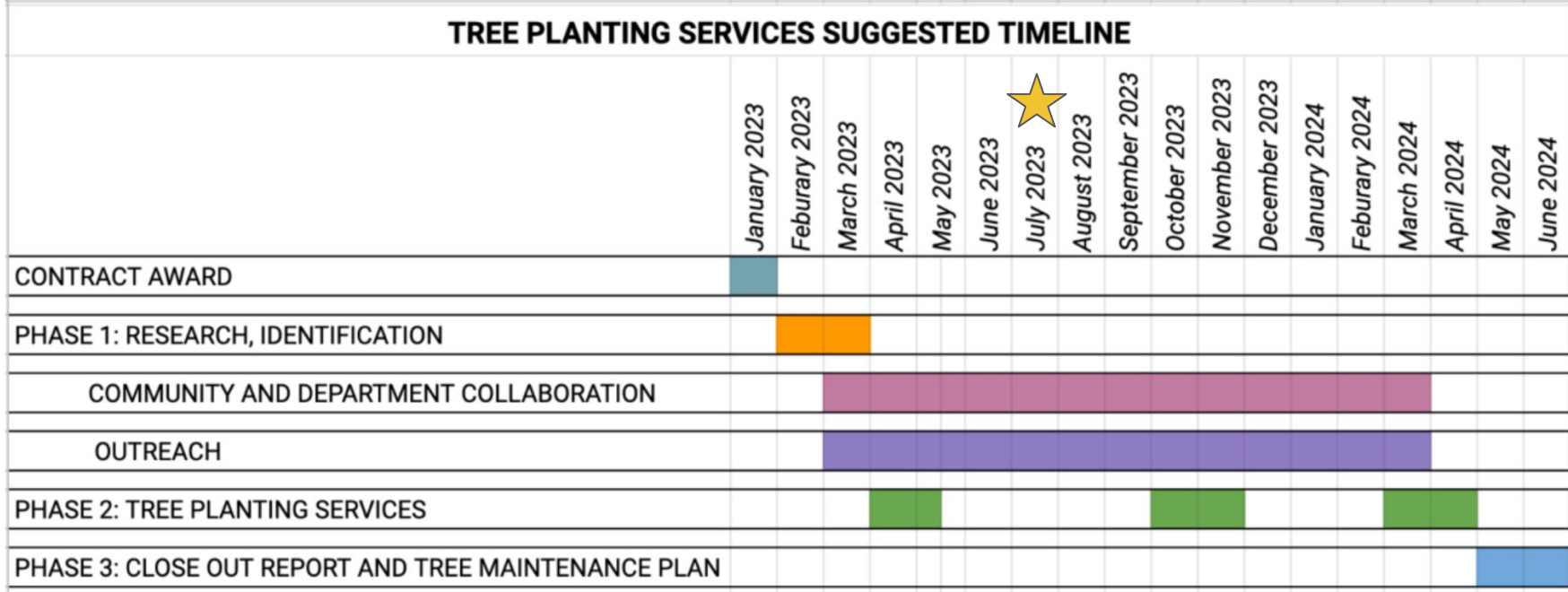
**Fall 2023** tree planting season, continued outreach, high school intern hiring, tree maintenance



## PHASE 3

**Spring 2024** tree planting season, continued outreach, tree maintenance plan, future developments, contract finalizations & closeout report

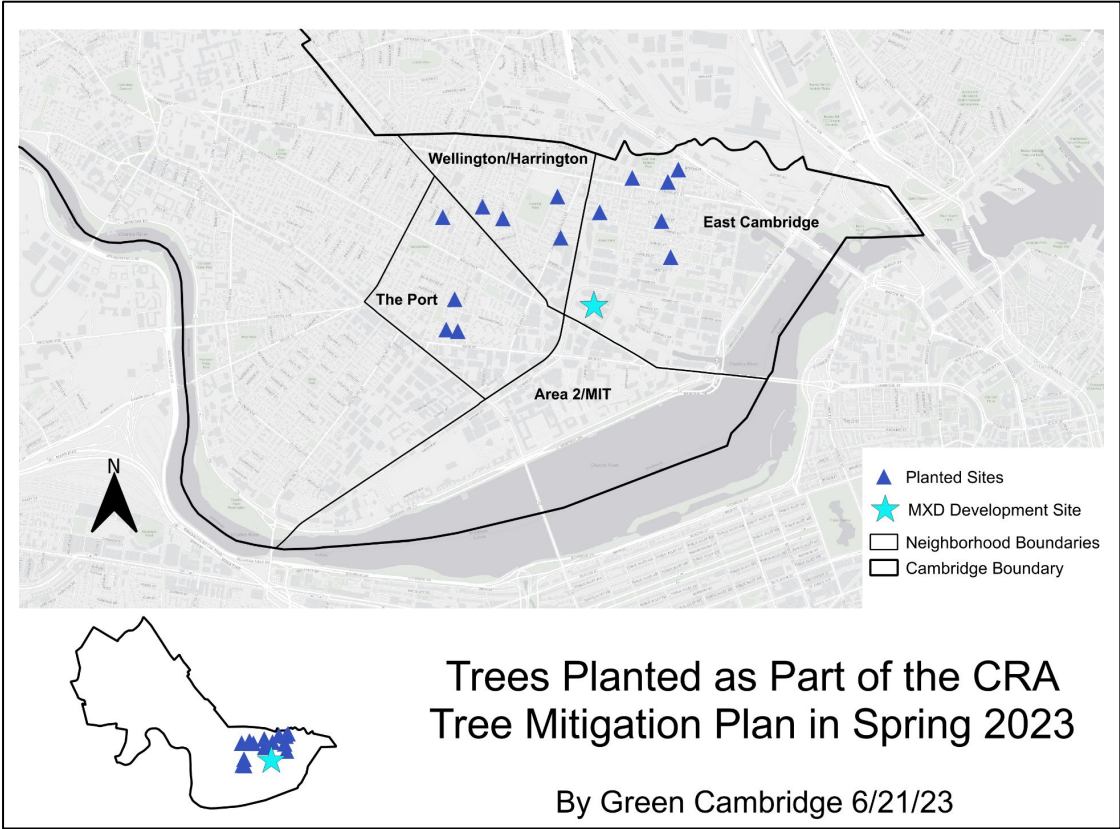
# TIMELINE



# TREE PLANTING PROGRESS ANALYSIS



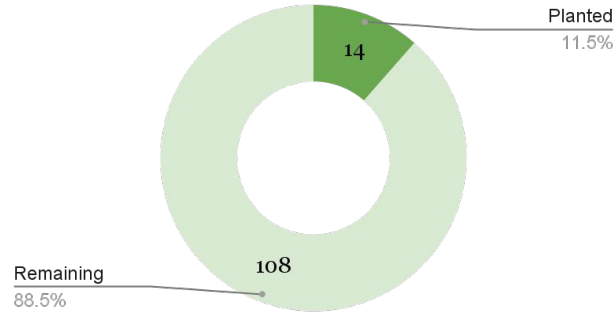
# PLANTING PROGRESS & LOCATIONS



Trees Planted as Part of the CRA Tree Mitigation Plan in Spring 2023

By Green Cambridge 6/21/23

## Trees Planted in Spring 2023



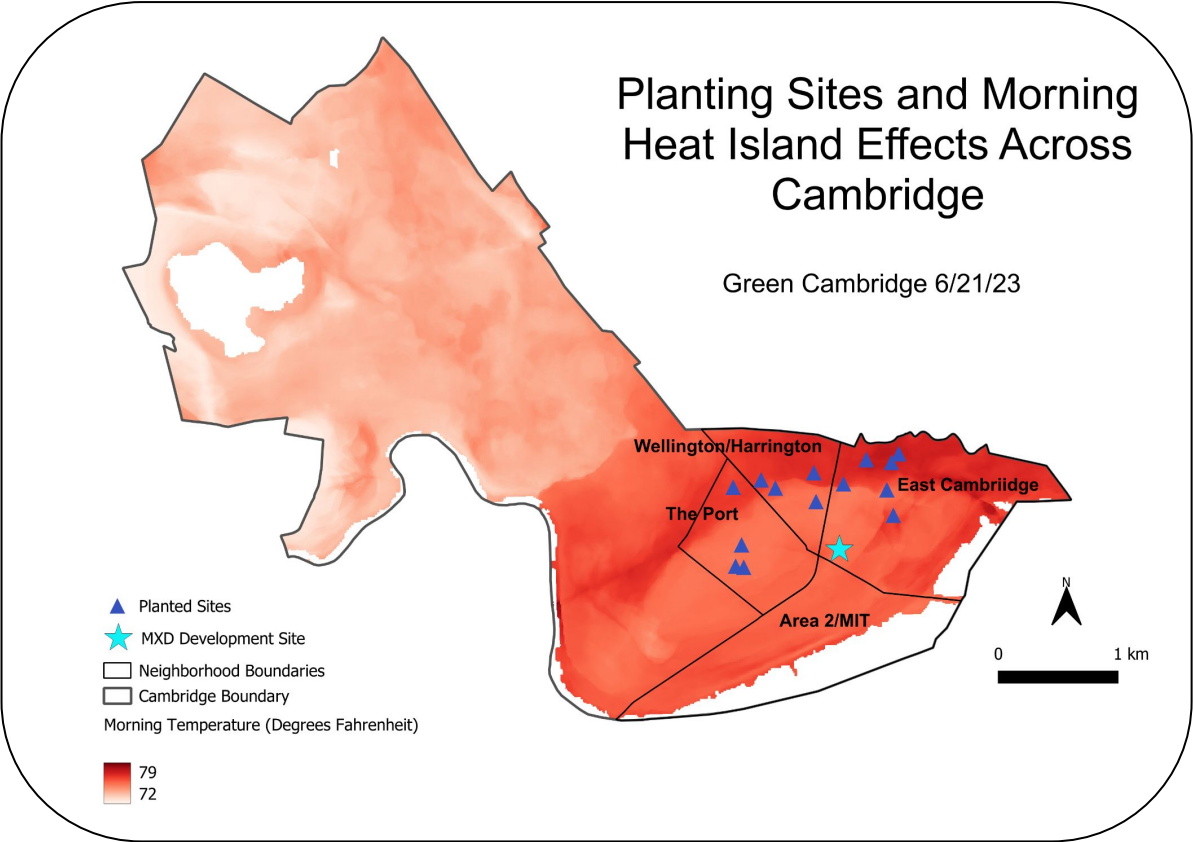
- 66 Winter St
- 100 Gore St
- 62 Fulkerson St
- 110 Berkshire St
- 7 Cornelius Way
- 73 School Street
- 139 Charles St

- 237 Norfolk St
- 104 Thorndike St
- 362 Windsor St
- 100 Pine St
- 310 Columbia St
- 8 Pine St
- 7 6th St

# POSITIVE EFFECTS: URBAN HEAT ISLANDS

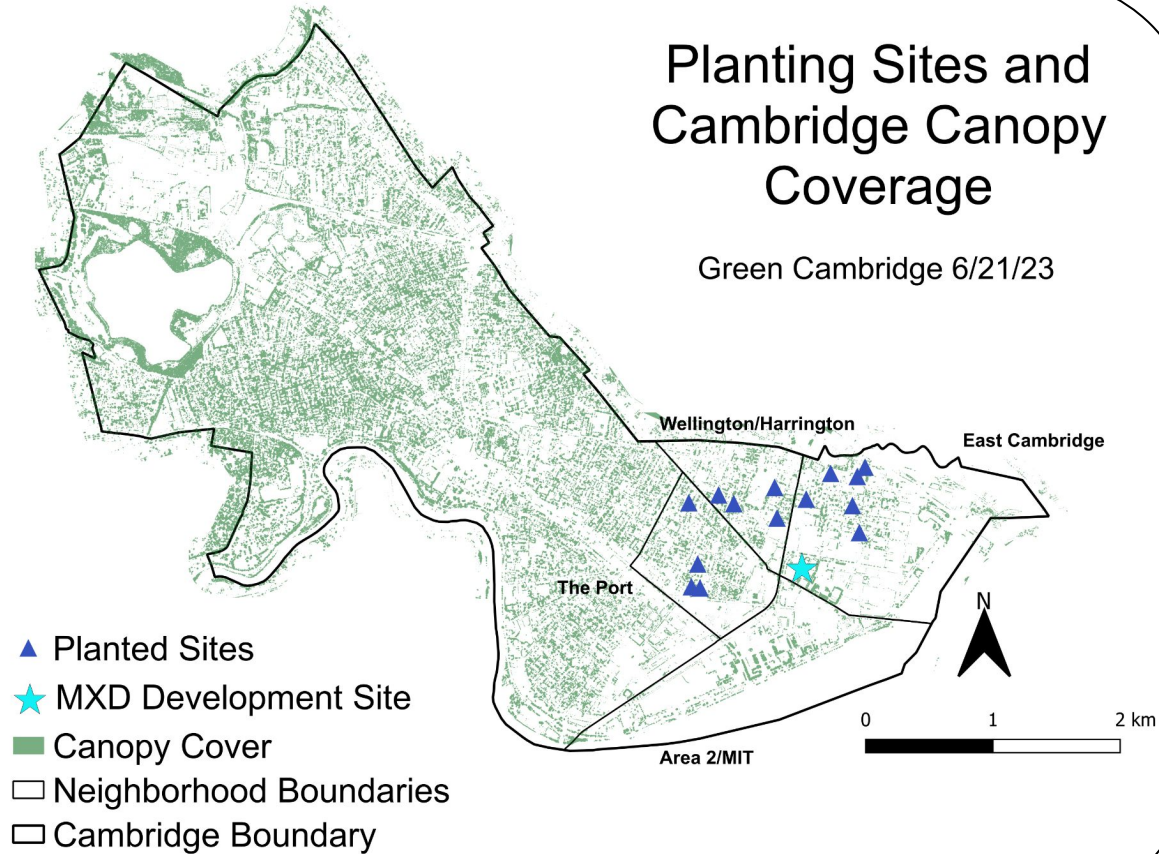
Reasons for temperature disparities include:

- 01** Higher impervious surface coverage
  - Larger, heat-reflective buildings
  - More pavement
  - Fewer green spaces
  
- 02** Lack of tree canopy
  - Less shade
  
- 03** More traffic and road coverage



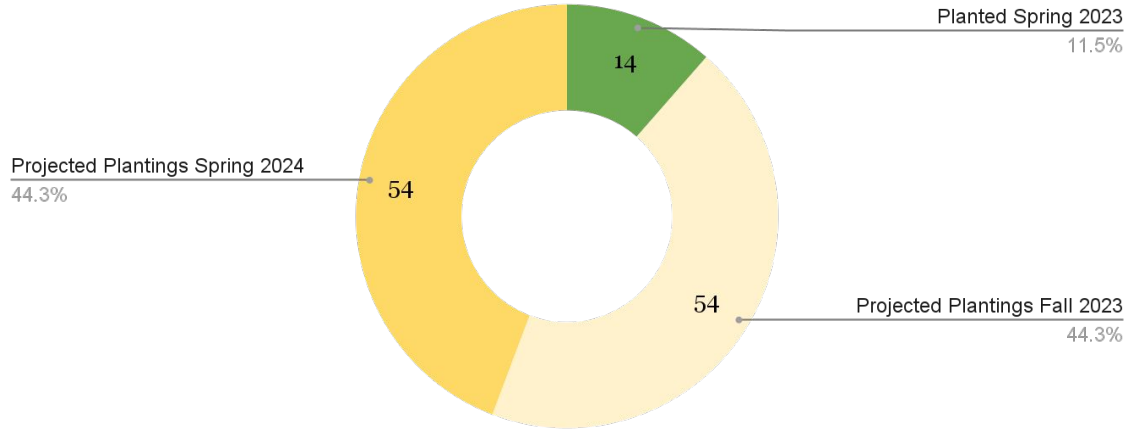
# Planting Sites and Cambridge Canopy Coverage

Green Cambridge 6/21/23



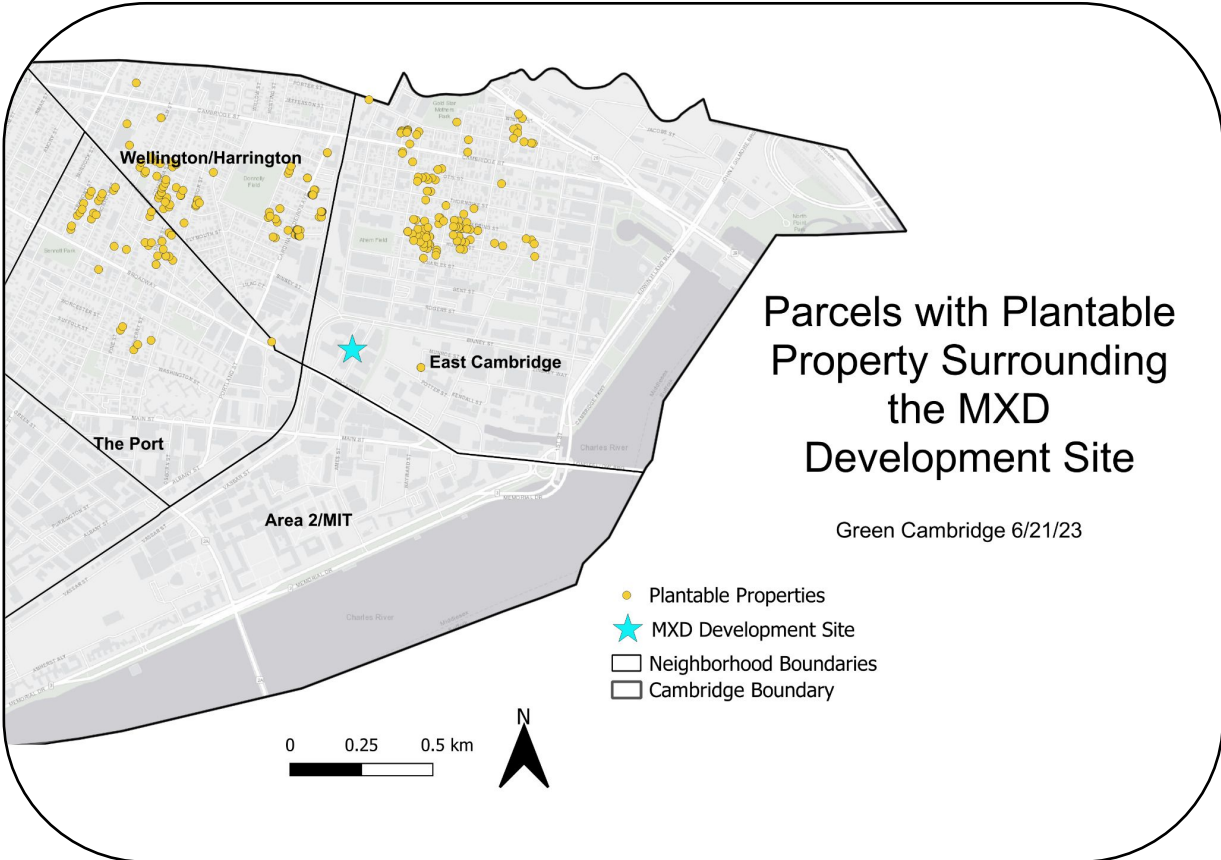
# MOVING FORWARD

## Completed and Remaining Plantings



<b>Week 1:</b> 10 plantings	<b>Week 2:</b> 11 plantings	<b>Week 3:</b> 12 plantings	<b>Week 4:</b> 12 plantings	<b>Week 5:</b> 11 plantings
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# FUTURE PLANTING SITES



Identified locations have:

- 01** At least 500 square feet of unpaved surface
- 02** No existing canopy coverage
- 04** A minimum circle radius of 10 ft.
- 05** A residential exemption



# COMMUNITY OUTREACH AND DEVELOPMENT PLAN

# METHODOLOGY



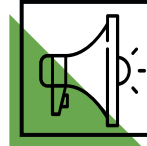
## DOOR HANGERS

Hang on all parcels identified as a potential planting location



## SOCIAL MEDIA

Instagram, facebook, and Next Door were used to advertise



## EVENTS

Public events to generate support and awareness



## FLYER DISTRIBUTION

Flyers are hung in community gathering places around East Cambridge



## POSTCARDS

Postcards were sent to addresses identified as potential planting sites. 400 + were sent



## EMAIL

Email communication is used to send opportunities and updates to our subscribers



## TABELING

Led by Canopy Crew members



## CONVERSATIONS

Talking with community leaders and directly with residents



## PHONE CALLS

Phone calls were made to eligible and potential recipients to advertise



# OUTREACH MATERIALS



## BENEFICIOS DE LOS ÁRBOLES URBANOS



**MEJORAN LA CALIDAD DEL AIRE**

Los árboles en las calles de la ciudad de Nueva York eliminan 1,973 toneladas de contaminantes del aire cada año, produciendo aire más limpio.



**AYUDAN A LA SALUD PÚBLICA**

Los árboles bloquean los rayos UV y se ha demostrado que disminuyen el asma. Además, las áreas con más árboles se correlacionan con una menor probabilidad de obesidad.



**REDUCEN EL CALOR**

Los árboles reducen los efectos de las islas de calor urbanas. Sus sombras y el proceso de la evapotranspiración ayudan a enfriar a su alrededor.



**DIMINUYEN EL RUIDO**

Los árboles absorben el ruido y bajan el volumen por varios decibeles, creando un ambiente más pacífico (ACTrees).



**AYUDAN A LA COMUNIDAD**

El acceso a espacios al aire libre con una cubierta de árboles fuerte y saludable permite más áreas para que las personas se relajen durante los meses más calurosos del verano



**AUMENTAN EL VALOR DE LAS PROPIEDADES**

Un árbol frente a una casa aumenta el valor de la propiedad por un promedio de \$7,130 (Estación de Investigación PNW).



## Plant a Tree!

Want a tree planted in your yard, for free, by Cambridge youth? Care is minimal, just add water! You can:

- Help fight climate change
- Cool your neighborhood in the summer
- Increase your property value
- Provide jobs for youth

Sign up to Receive a Tree at [greencambridge.org/canopycrew](http://greencambridge.org/canopycrew) or scan the code:




**Who makes this possible?**  
Green Cambridge is an environmental nonprofit focused on Cambridge. Our programs explore careers and academic paths in urban ecology. We train youth and create volunteering experiences for adults. We also have arts-based STEAM activities for school-age children!

**In Collaboration With**






**And Support From**






[canopycrew@greencambridge.org](mailto:canopycrew@greencambridge.org)

## WANT A FREE TREE? OR TO PLANT TREES?




In collaboration with





Help Green Cambridge fight climate change by getting a tree planted in your yard—for free!

**SIGN UP TO BE A CANOPY CREW PAID INTERN AND PLANT TREES WITH US!**

Internships for high school students 16-18 years old.

**SIGN UP AT [GREENCAMBRIDGE.ORG](http://GREENCAMBRIDGE.ORG)**





## GET A FREE TREE PLANTED IN YOUR YARD!

### Green Cambridge's Canopy Crew

Green Cambridge is an environmental non-profit focused on career exploration programs for youth, arts-based STEAM activities for school-age children, and creating local environmental volunteering experiences for adults.

**Green Cambridge staff and volunteers plant native trees in residential yards for FREE through our Canopy Crew program while training youth and young adults in urban forestry.** Having a tree in your yard can help fight climate change, reduce urban heat islands, and can increase your property value. Tree care is minimal- just add water!

In collaboration with

# PARTNER OUTREACH



**Stay Tuned: conversations in the works with other community groups and institutional partners**