



Alliance for Community Trees Day



Creating Green Infrastructure Corridors



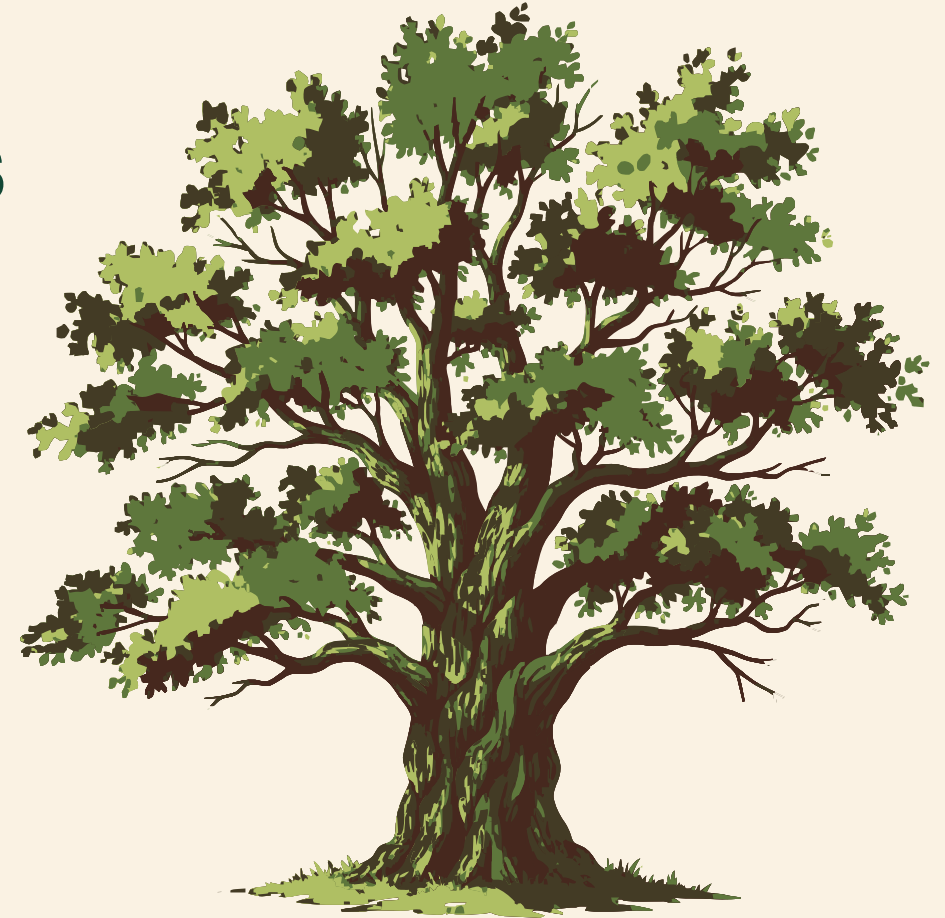
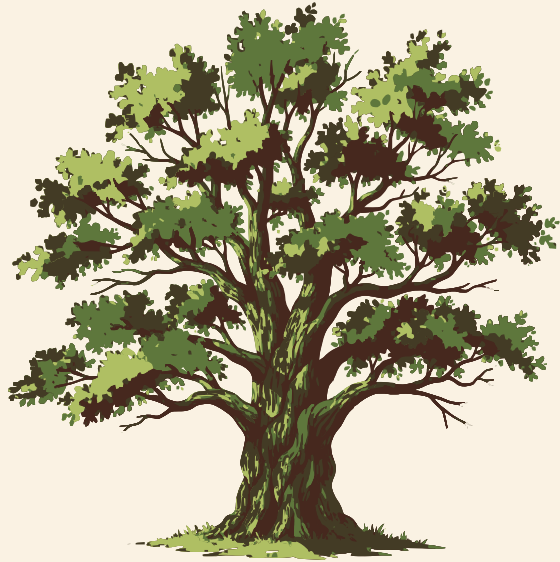
PRESENTED BY

Matt Thomas

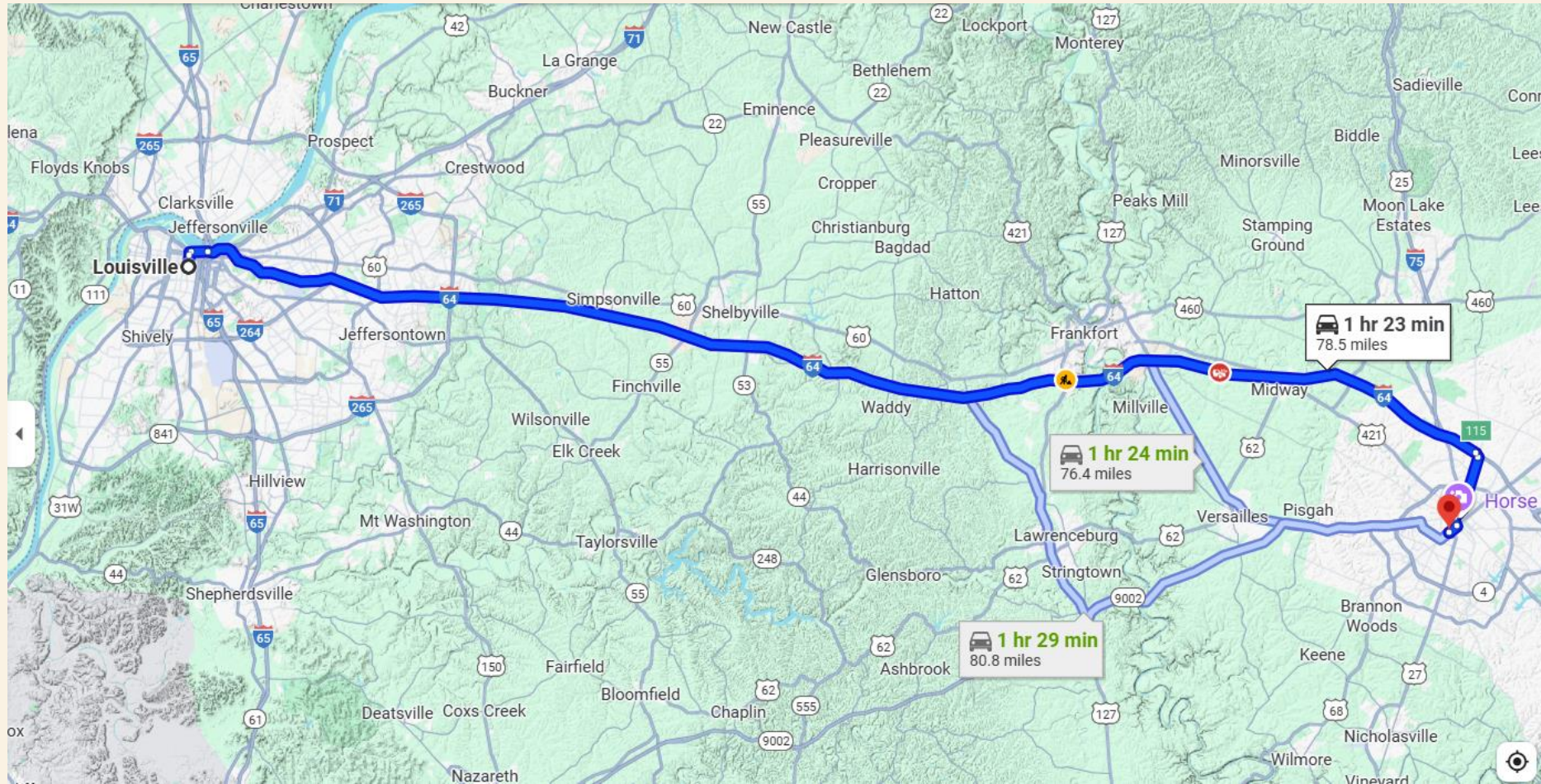
*Green Team Project Manager
TreesLouisville, inc.*

matt@treeslouisville.org
(502) 939-9856

Two Bur Oaks



Louisville to Lexington





Mike Hayman



**Paristown,
Kentucky
Estimated:
400 years old**



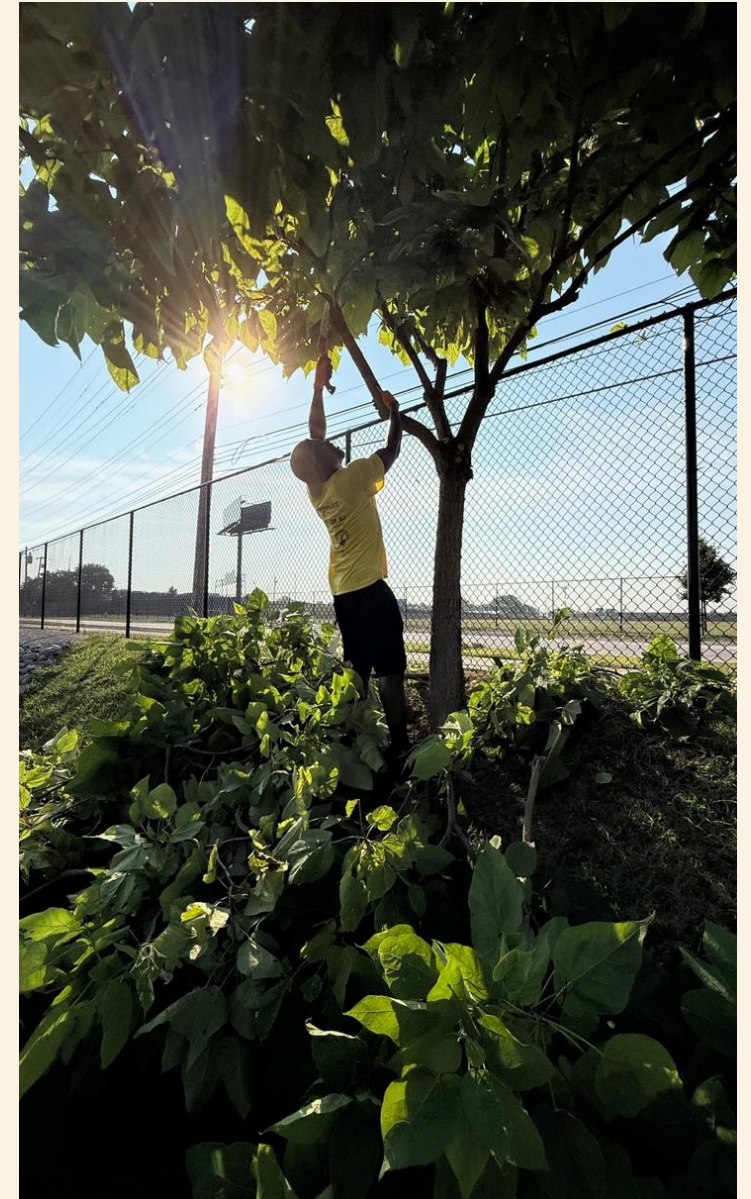
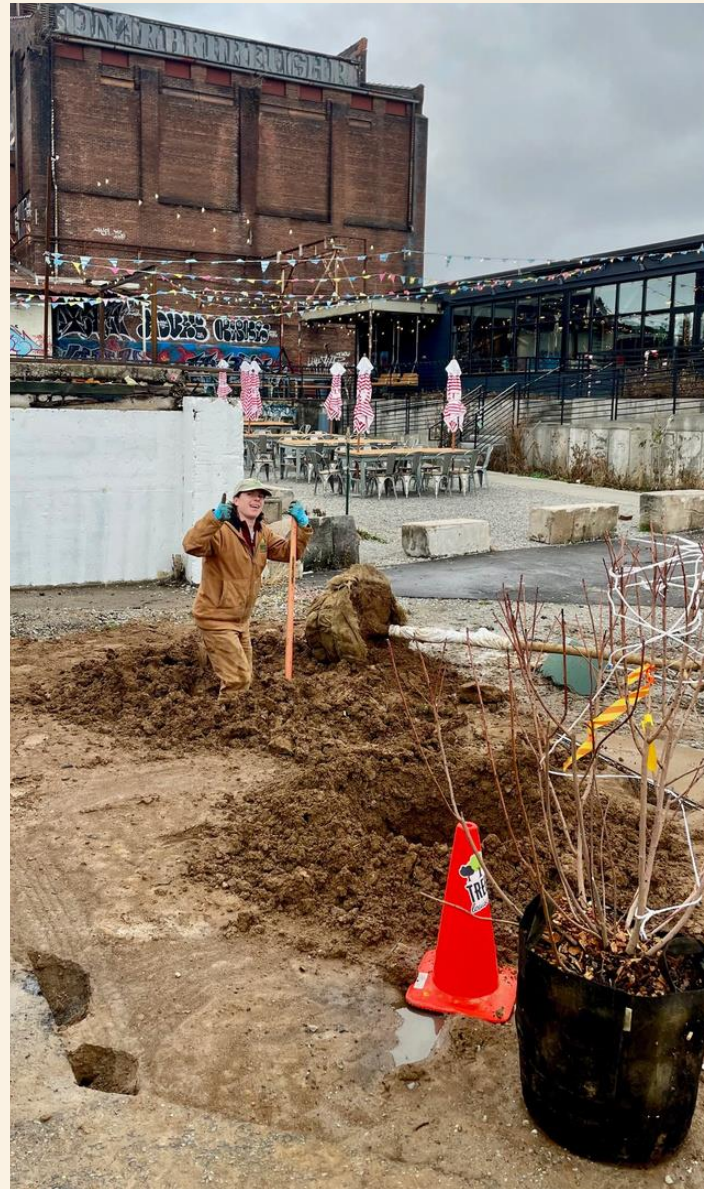
TreesLouisville



Boots on the Ground



Bottom Up



Top Down



10 Years!

BRANCHING OUT FOR OVER A DECADE

TreesLouisville celebrated 10 years of planting and caring for trees this past season.



TreesLouisville
Founded
2015

JCPS Partnership
Established
2016



KYTC
Partnership
Established
2018



Canopy Corps
Program
Founded
2019



Street Tree
Protection
Ordinance
Passed
2017



Parkland Plaza
Project
2021



Hired
GreenTeam
2022



Updated Urban
Tree Canopy
Assessment
Released
2023



10k Trees for
Rubbertown
Announcement
2020



Moved into
Smoketown
Office
2024



Urban Forest
Master Plan
Finalized
2025

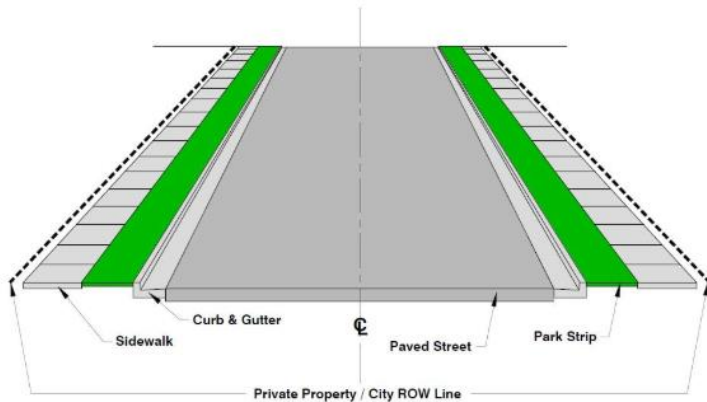


MORE THAN
25,000
TREES PLANTED
& GIVEN AWAY
SINCE 2015!

Who and What is KYTC?

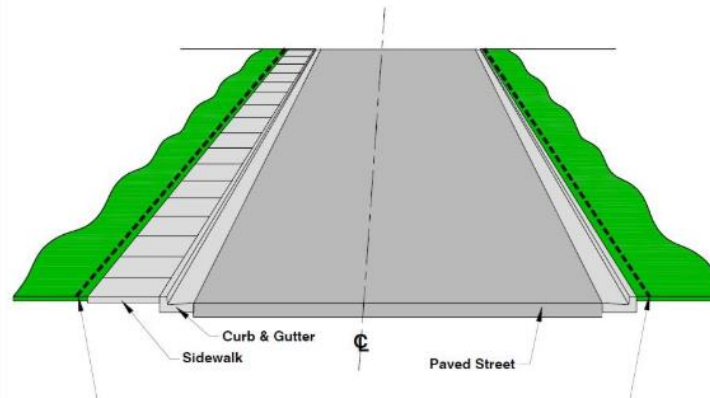


Right of Way



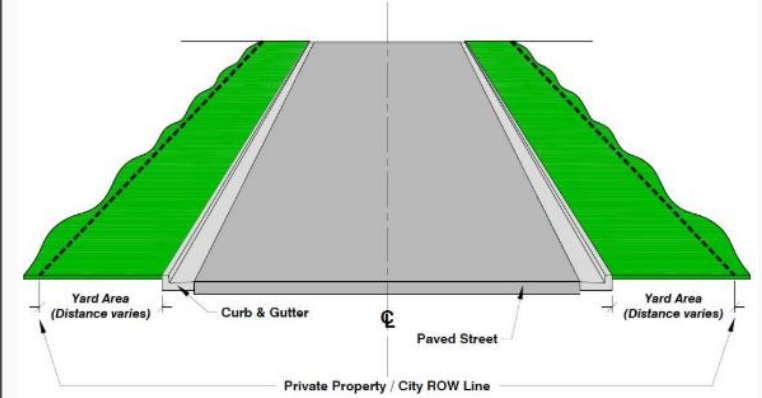
STANDARD RIGHT-OF-WAY - SECTION VIEW

Standard Right-of-Way



RIGHT-OF-WAY WITH SINGLE SIDEWALK - SECTION VIEW

ROW with Single Sidewalk

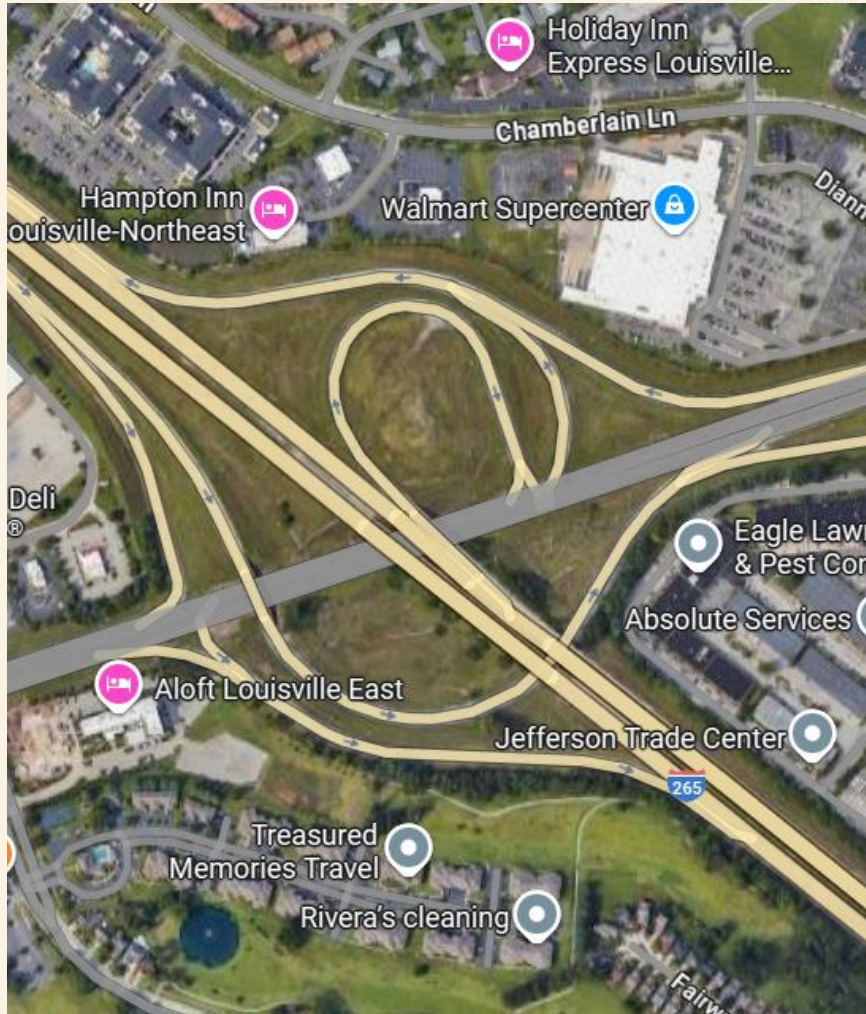


RIGHT-OF-WAY WITH NO SIDEWALKS - SECTION VIEW

ROW with NO Sidewalk



KYTC Westport Road / I-265



KYTC Westport Road / I-265



Cindy Marquel - KYTC



Cindy Marquel



Cindy and Cindi

Brook and Ali



Brook and Ali



Brook and Ali





Liberty and Jefferson



E. Liberty St.



E. Jefferson St.



E. Jefferson St.





KYTC Tower



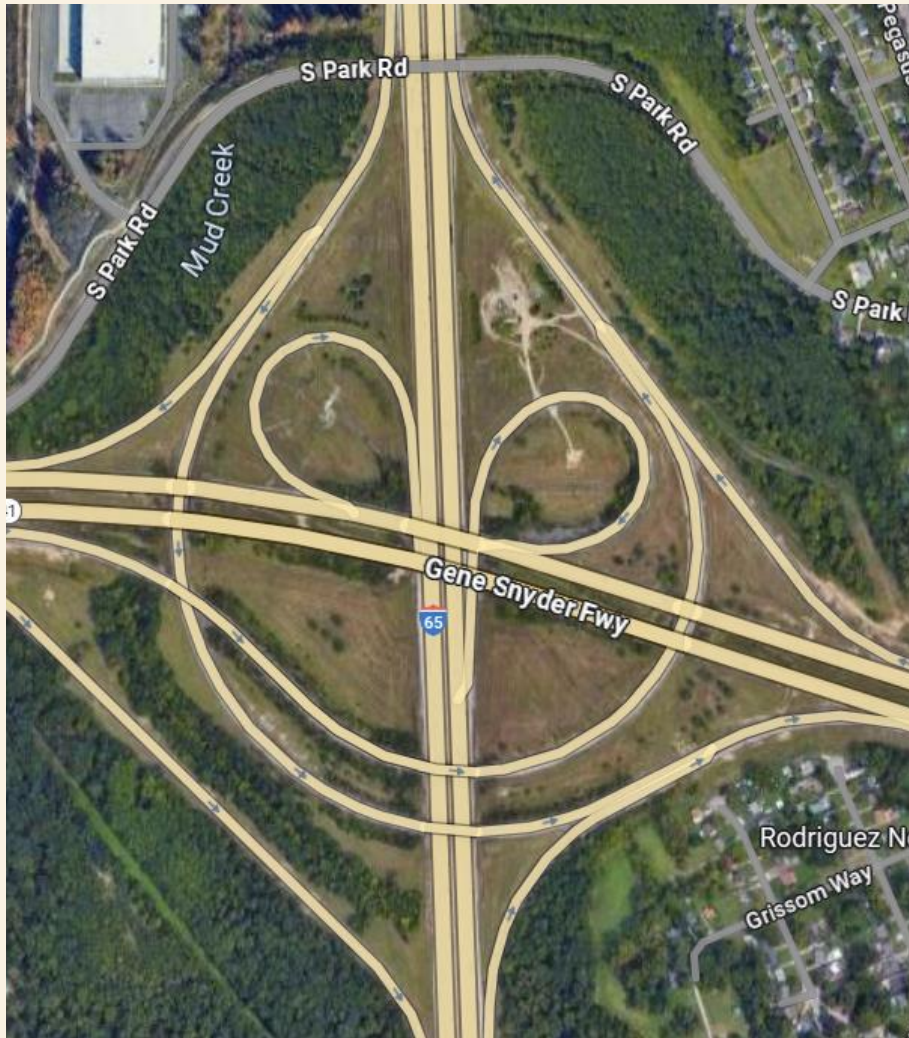
KYTC Tower



KYTC Tower



I-65 / I -265 Interchange



I-65 / I -265 Interchange



$$p = m \times v$$







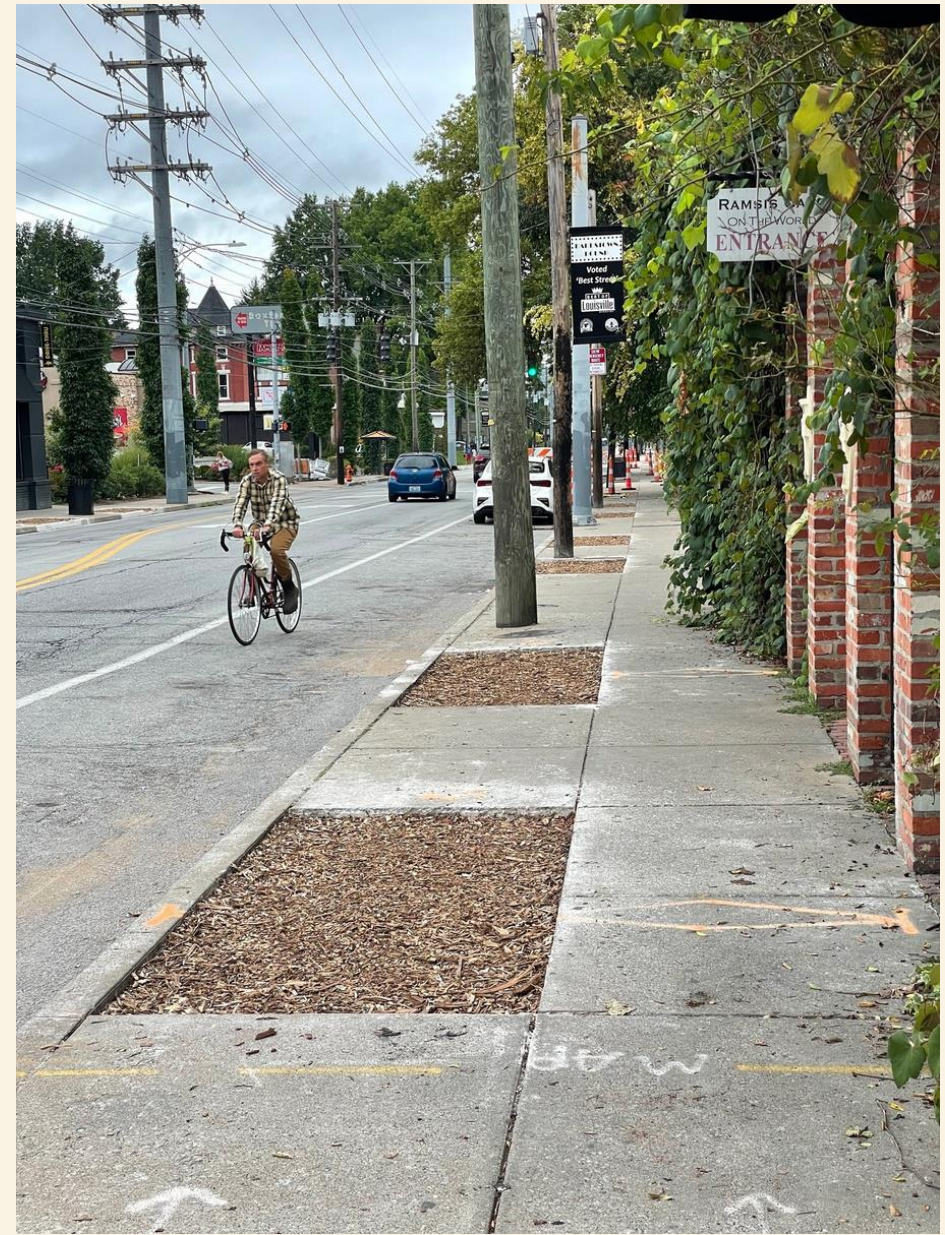
FRIENDS OF BARDSTOWN ROAD



















Soil Conditions







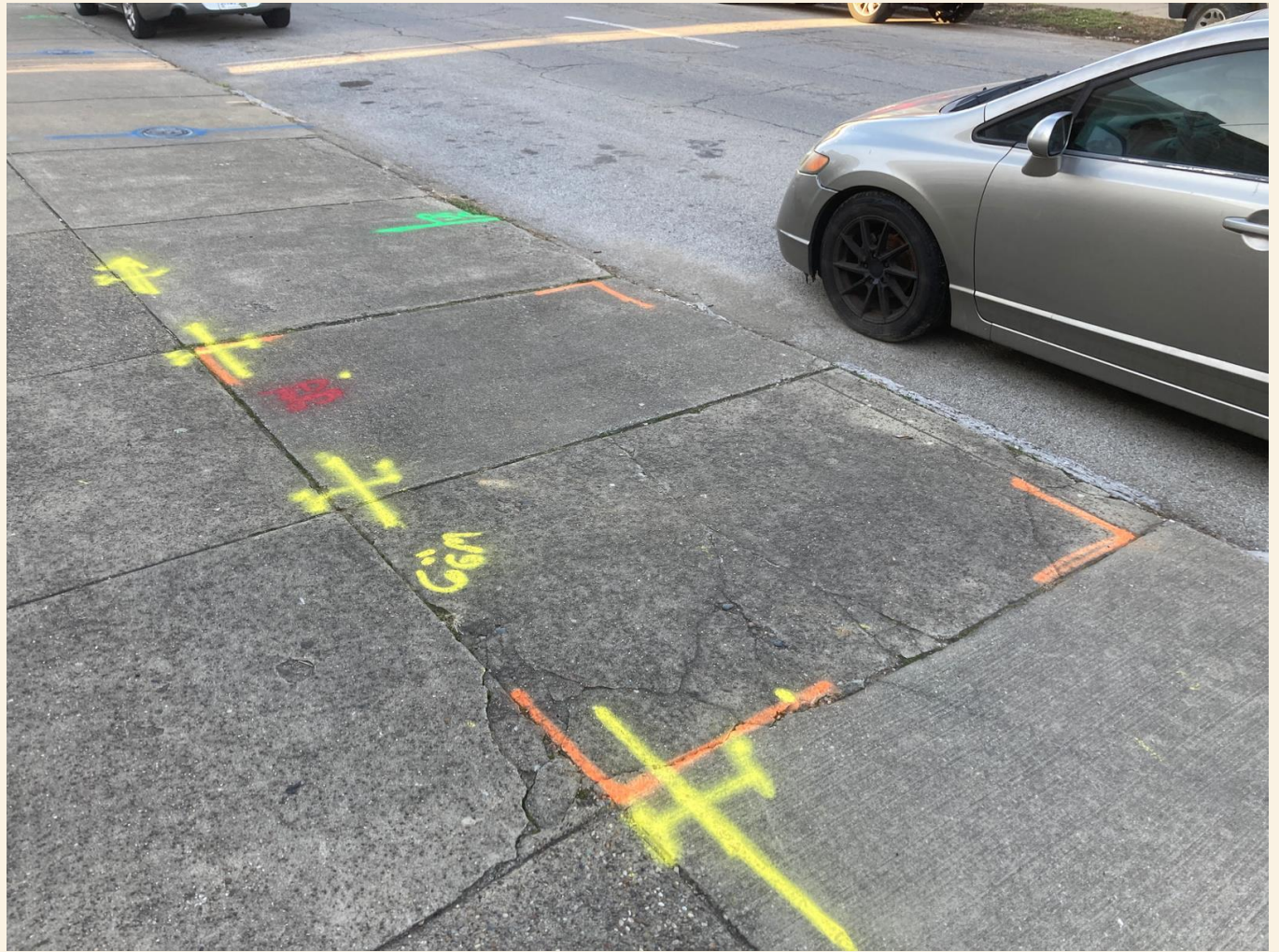






















Simple Math

130 sidewalk cuts at 40 sq ft each:

5,200 square feet

1 inch of rain = .623 gallons per square foot

Over 50 inches of rain in Louisville this year.

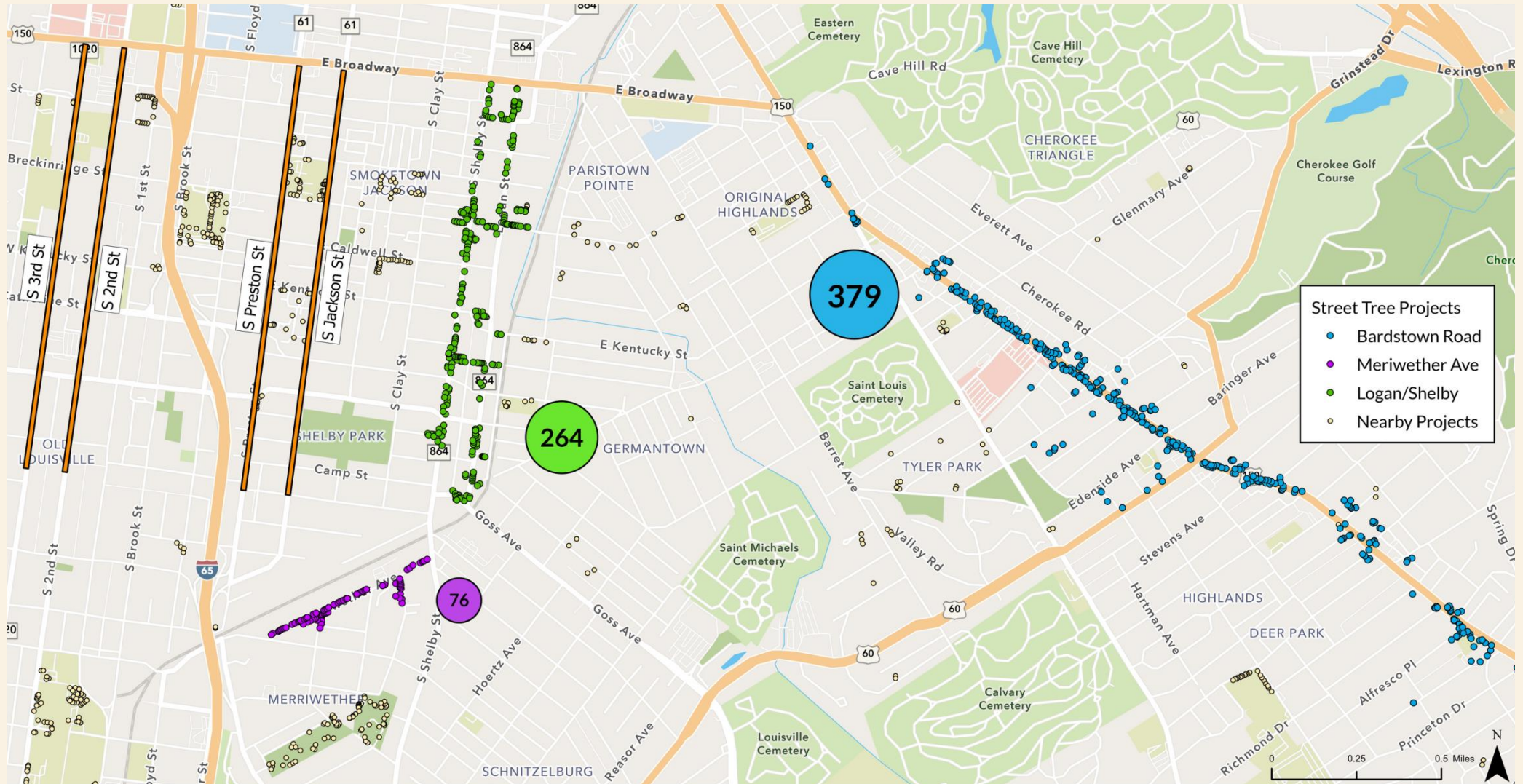
162,000 gallons of rain water absorbed

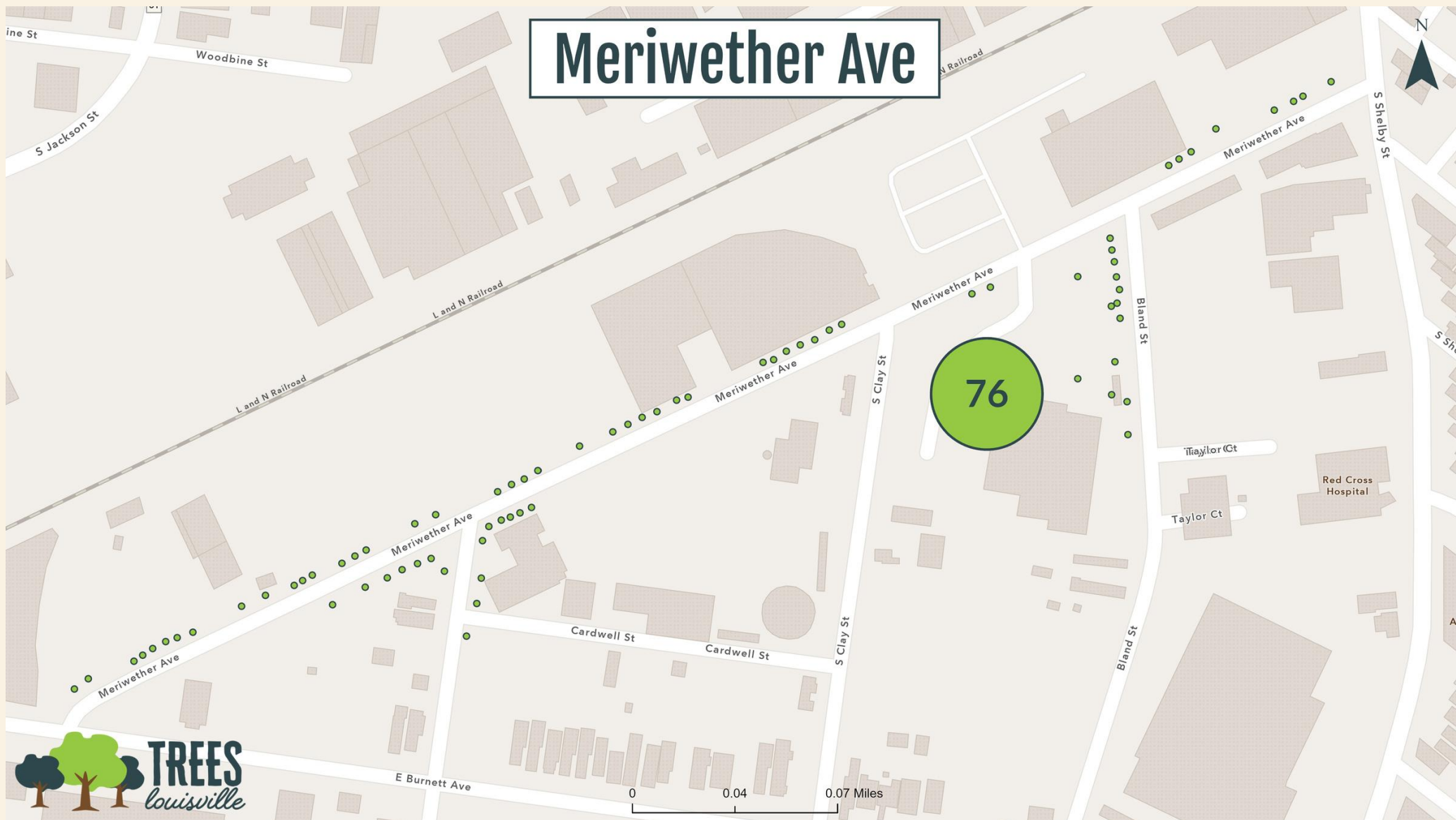
Green Infrastructure Management





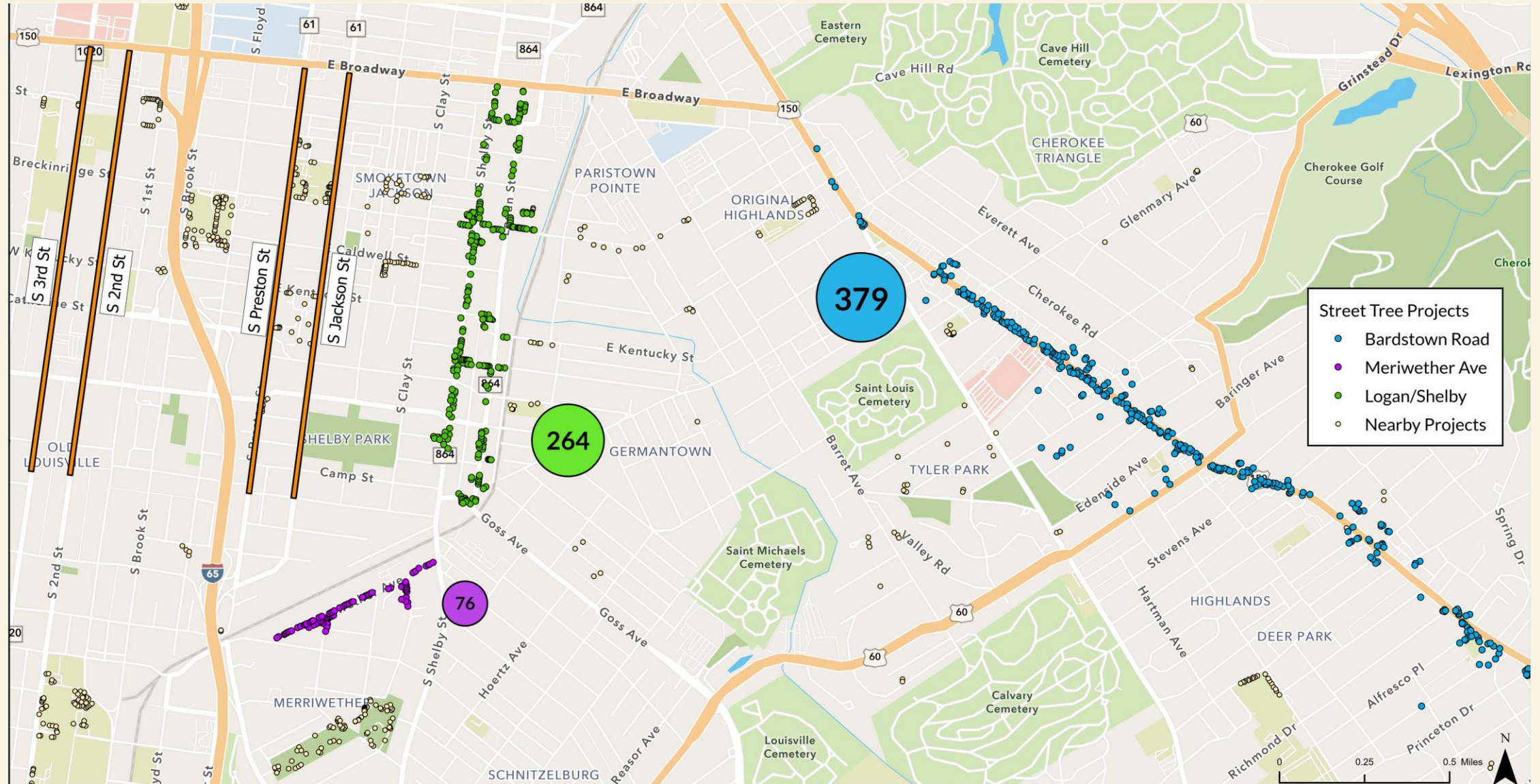
Green Infrastructure Corridors







Green Infrastructure Corridors



Key Takeaways

It takes a team.

There is no “one size fits all approach.”

Find the win-win partnerships.

Find tough trees for tough spaces.



Our team



Thank you.

Matt Thomas
TreesLouisville, inc.

matt@treeslouisville.org
(502) 939-9856



ALLIANCE FOR COMMUNITY TREES DAY

PARTNERS IN COMMUNITY FORESTRY
CONFERENCE 2025

Trees Forever: Stop, Collaborate, and Listen



ARBORDAY.ORG

Stop, Collaborate, and Listen



PRESENTED BY

MOLLY STUELKE

Director of Programs, Linn County

Trees Forever

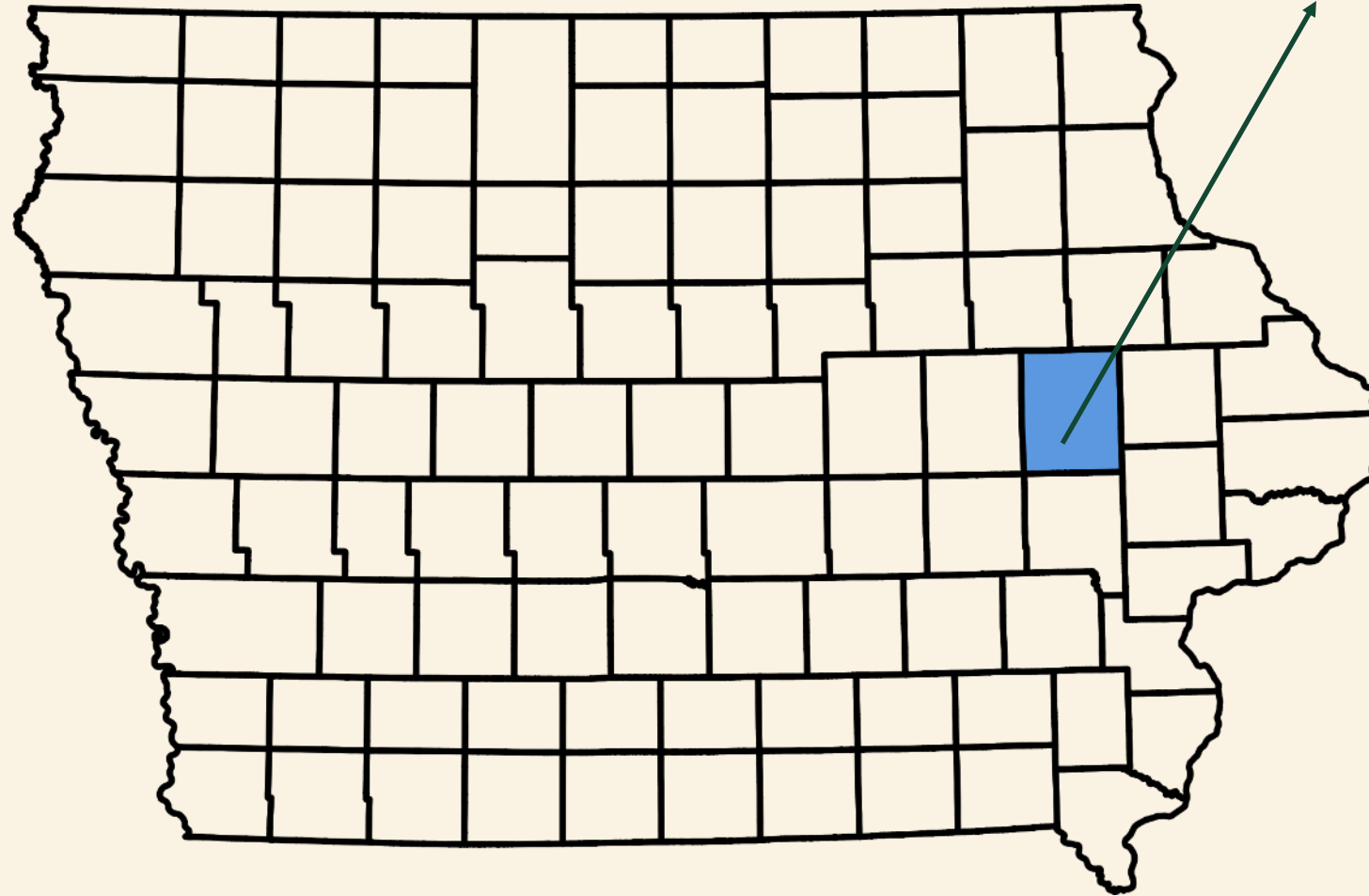


DINA HAVERIC

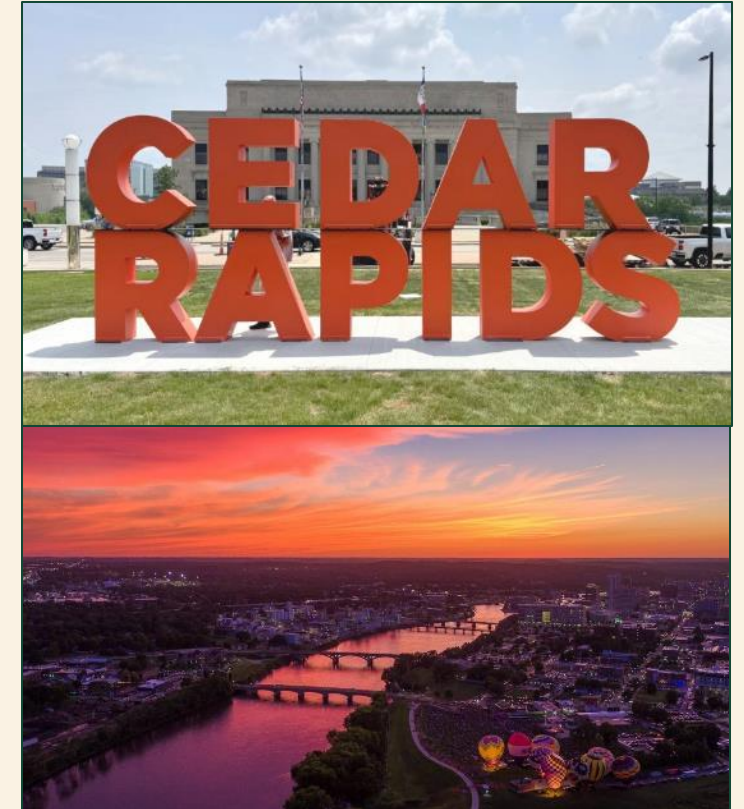
Outreach, Volunteer, & Community Education Coordinator

Trees Forever

Cedar Rapids, Iowa



Hey! That's us!



2008 Flood Impact



STOP

A Moment that Changed Everything



Derecho Impact: Across the City



Derecho Impact: Center Point Road & Daniels Park



PRE DERECHO



POST DERECHO



- 350,000 Iowans lost power
- 4,600 utilities poles snapped
- 1,500+ gas leaks
- 850,000 acres of corn destroyed
- \$4.9 B in Iowa property damage

Stopping to Start Fresh



Pile of storm debris 50% larger than the great pyramid of Giza

Trees Forever

OUR MISSION SINCE 1989

TO PLANT & CARE FOR TREES AND THE ENVIRONMENT BY

**EMPOWERING
PEOPLE**



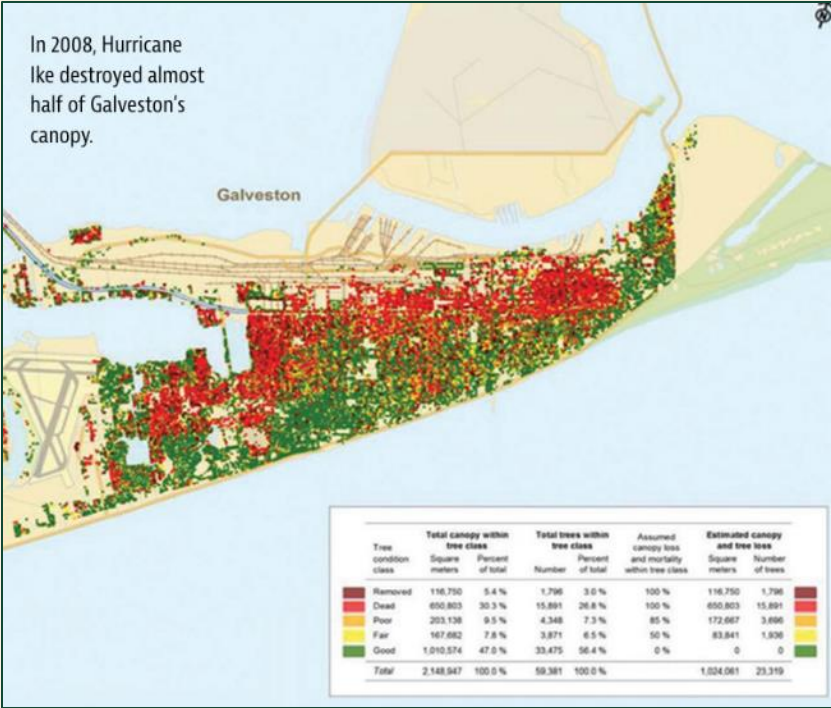
**BUILDING
COMMUNITY**



**PROMOTING
STEWARDSHIP**



Collaboration Across Cities



Galveston, TX



Calgary, Alberta



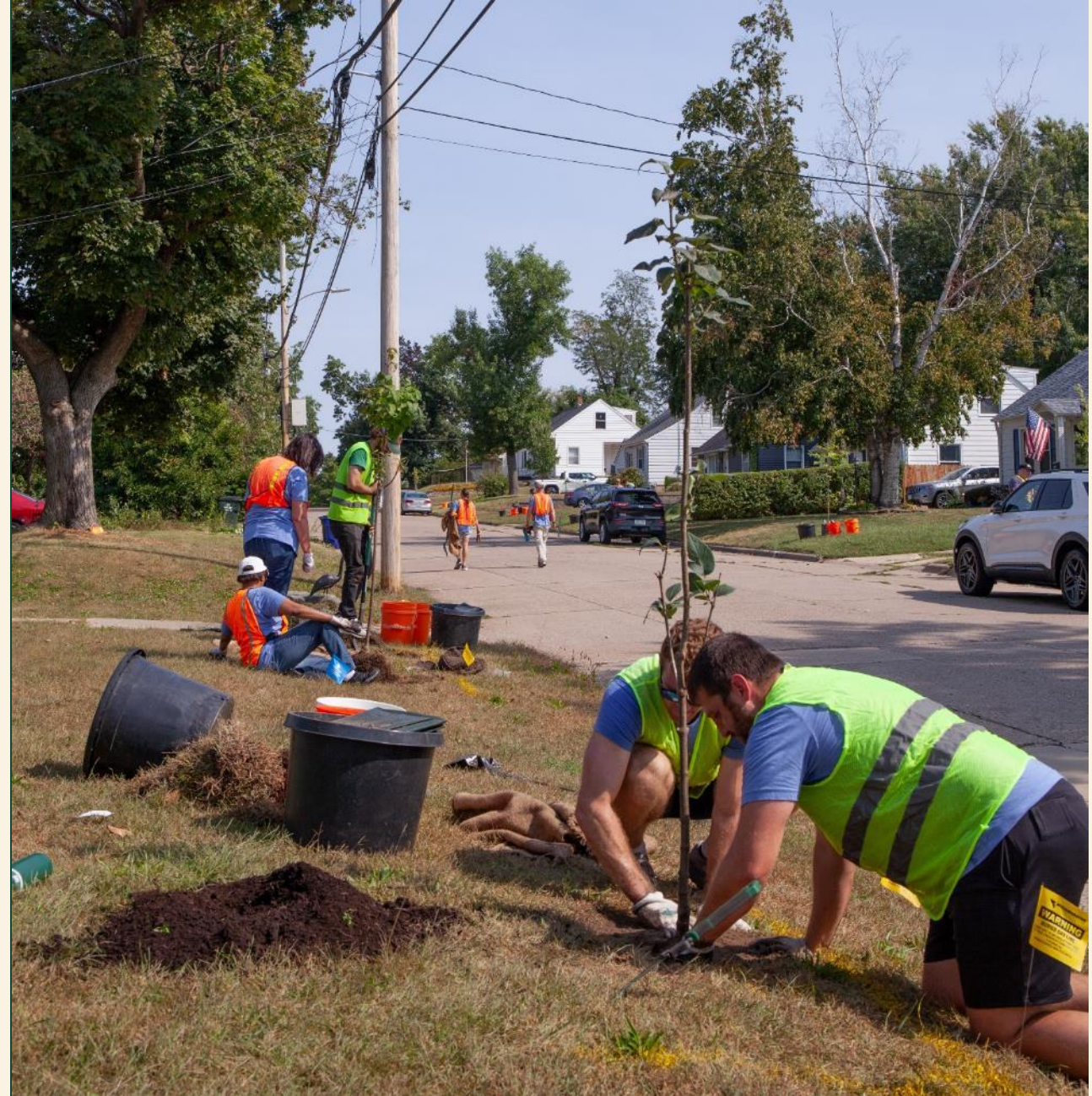
COLLABORATE

Two Teams, One Mission



ReLeaf Mission Statement

ReLeaf Cedar Rapids is committed to rebuilding a resilient canopy of mostly native trees, one that preserves citywide plant diversity and distinct neighborhood character, while striving to limit climate change, increase social equity, encourage volunteerism, grow human capital, and educate our children.



Combining Strengths to Multiply Impact



A PLAN TO BRING BACK OUR TREES



PRIVATE TREE PLAN

INDIVIDUAL

INSTITUTIONAL



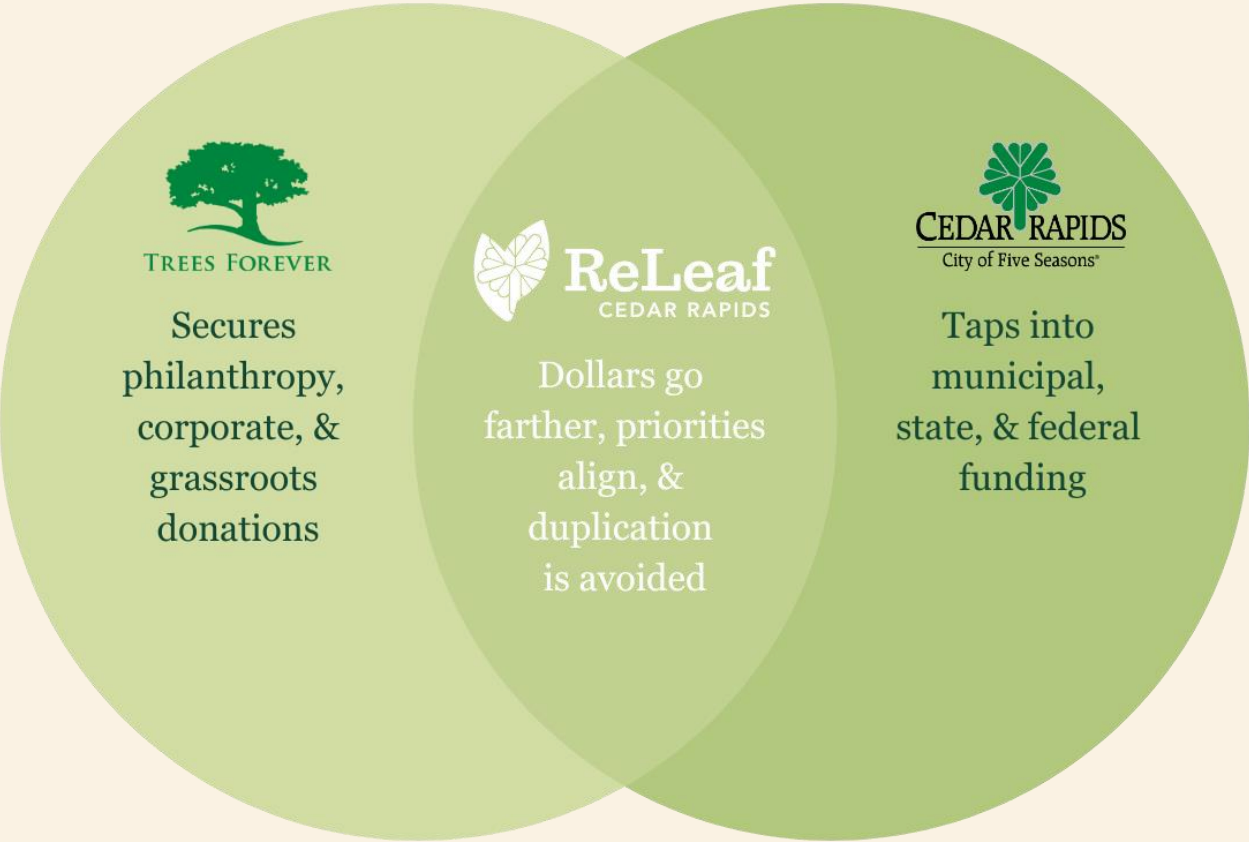
PUBLIC TREE PLAN

STREETS

PARKS

Collaboration in Action

Funding



Funding

Tree Voucher Program

- 6 local nursery partners
- Dollars & trees directly into neighborhoods
- Tree planting data collected



Collaboration in Action

Outreach



Builds trust through
neighborhood
connections



ReLeaf
CEDAR RAPIDS

Joint messaging,
consistent voice
& stronger
participation



Reaches thousands
through official
channels



Outreach

Neighborhood Tree Captains Program

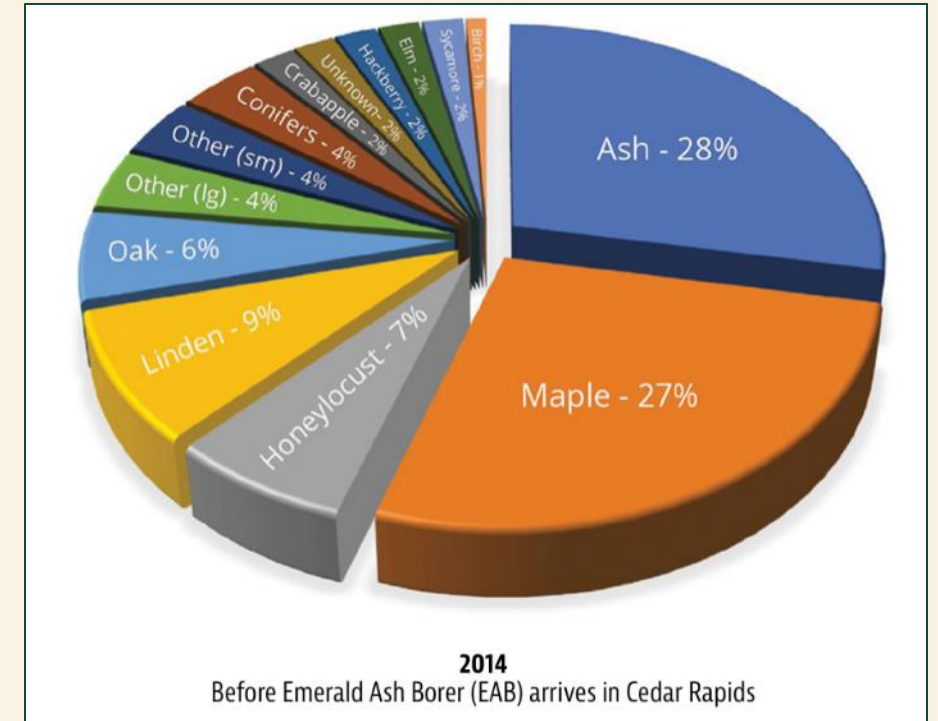
- Neighbors helping neighbors
- Educational opportunities
- Residential ownership



Outreach is Education

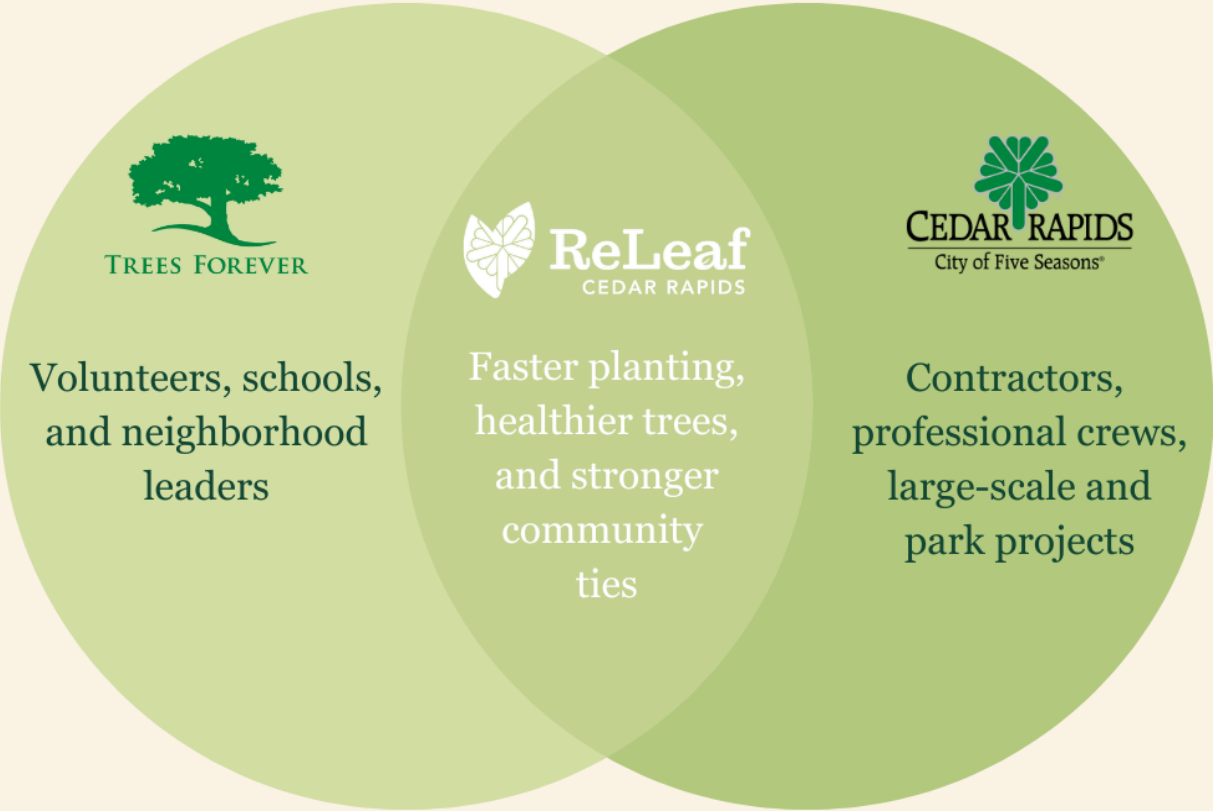
The ReLeaf Tree List

Superior <small>Native, Large, Food Web Supporters</small>	Cultivar for Consideration	Iowa Native	FORM			ATTRIBUTE		SITE						SOILS				Additional Notes						
			Height/Width	Shape	Growth Rate	Fall Color	Flower	Food for Wildlife	Food for People	Forest	Park	Yard	Parkway	Median	Parking Lot	Tree Pit	Under Utility Lines		Wet	Moist/Well Drained	Dry	Clay Soils Tolerance	Road Salt Tolerance	Compaction Tolerance
Northern Pin / Hills Oak <i>Quercus ellipsoidalis</i>	Majestic Skies	Y																						<ul style="list-style-type: none">A native oak, among the most productive supporters of the food web
Shingle Oak <i>Quercus imbricaria</i>		Y																						<ul style="list-style-type: none">Has an atypical, unlobed leafA native oak, among the most productive supporters of the food web
Northern Pin / Hills Oak <i>Quercus ellipsoidalis</i>		Y																						<ul style="list-style-type: none">Vibrant fall colorGood tolerance for high pH soilsA native oak, among the most productive supporters of the food web
White Oak <i>Quercus alba</i>		Y																						<ul style="list-style-type: none">A native oak, among the most productive supporters of the food web
Bur Oak <i>Quercus macrocarpa</i>		Y																						<ul style="list-style-type: none">Iowa's state treeA native oak, among the most productive supporters of the food web
Chinkapin Oak <i>Quercus muehlenbergii</i>		Y																						<ul style="list-style-type: none">A native oak, among the most productive supporters of the food web
Northern Red Oak <i>Quercus rubra</i>		Y																						<ul style="list-style-type: none">Vibrant fall colorA native oak, among the most productive supporters of the food web
Scarlet Oak <i>Quercus coccinea</i>		Y																						<ul style="list-style-type: none">Vibrant fall colorA native oak, among the most productive supporters of the food web



Collaboration in Action

Implementation



Roll Up Your Sleeves!



Implementation

Volunteer Spotlight

- Volunteers like Mike ensure trees thrive and that the community stays invested

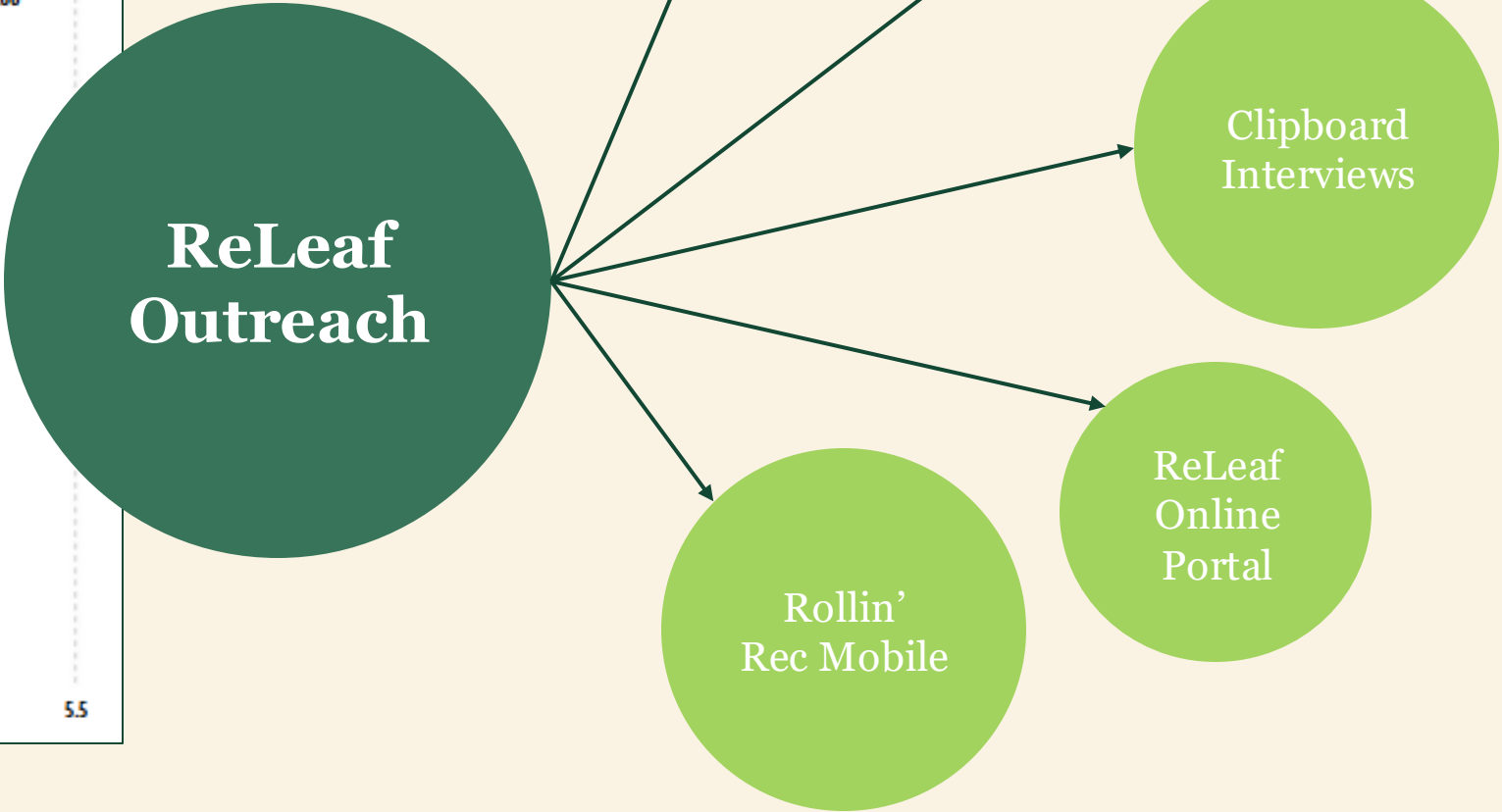
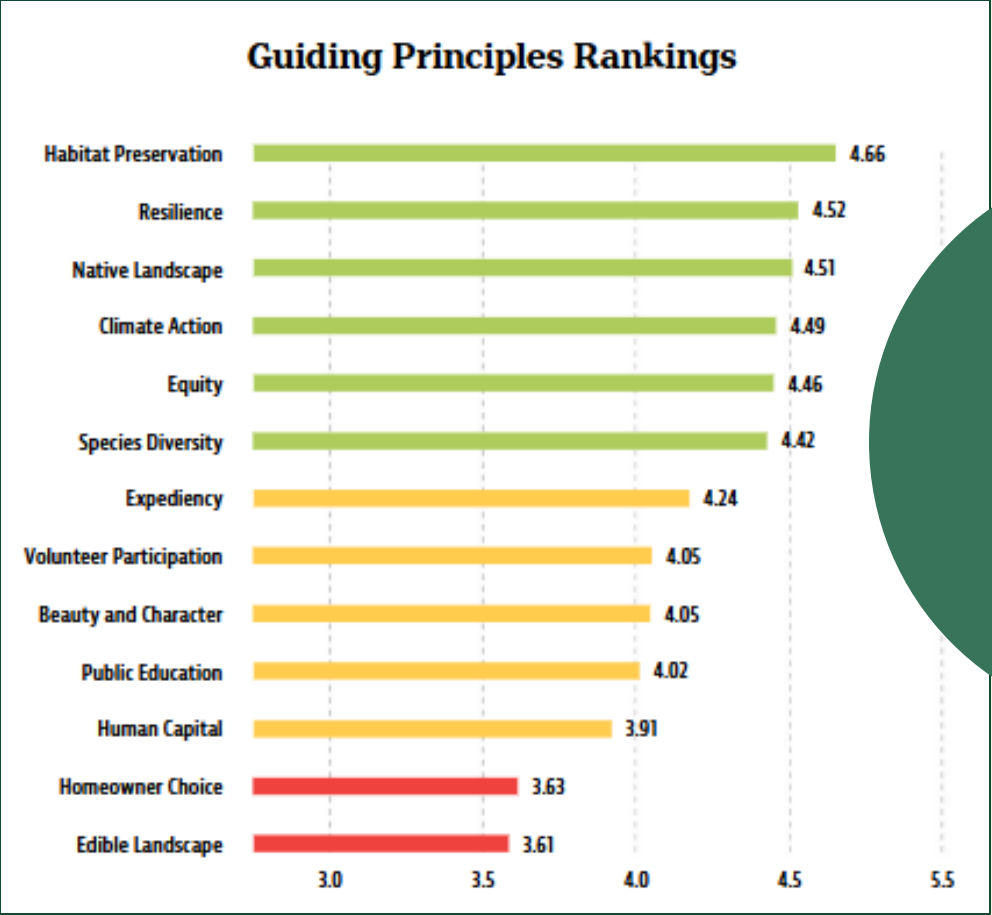


LISTEN

Community is the Root System



The Public Process



Listen

Campus Canopy 10+

- Hands-on education
- Volunteer engagement



Listen

Party in the Park



STOP, COLLABORATE, & LISTEN



ReLeaf
CEDAR RAPIDS



STOP

Long enough to understand the true scope of your challenge.

COLLABORATE

With the people who bring strengths different from your own.

LISTEN

Not just once, but continuously to keep your community at the heart of the recovery.

ReLeaf Cedar Rapids



Contact Us!

Molly Stuelke
mstuelke@treesforever.org

Dina Haveric
dhaveric@treesforever.org



Thank you.

TreesForever.org/ReLeaf





ALLIANCE FOR COMMUNITY TREES DAY

PARTNERS IN COMMUNITY FORESTRY
CONFERENCE 2025

1:30 p.m. – 2:40 p.m.

Partnering in the Urban Forest



ARBORDAY.ORG

Branching Out: Growing institutional Partnerships, Accomplishing Common Goals



PRESENTED BY

TOM EBELING

Director of Forestry, Openlands

tebeling@openlands.org



In The Beginning....



Things Are Happening...



Things Are Happening...

NATURE AND BIODIVERSITY

One trillion trees - World Economic Forum launches plan to help nature and the climate

Jan 22, 2020

Things Are Happening...



Things Are Happening...

FRONTIERGROUP

Our Work ▾

The Biden administration has released \$1 billion in funding for urban trees. Here's why that matters.

City trees aren't just ornaments. This unprecedented investment in the nation's urban forests will pay major dividends.



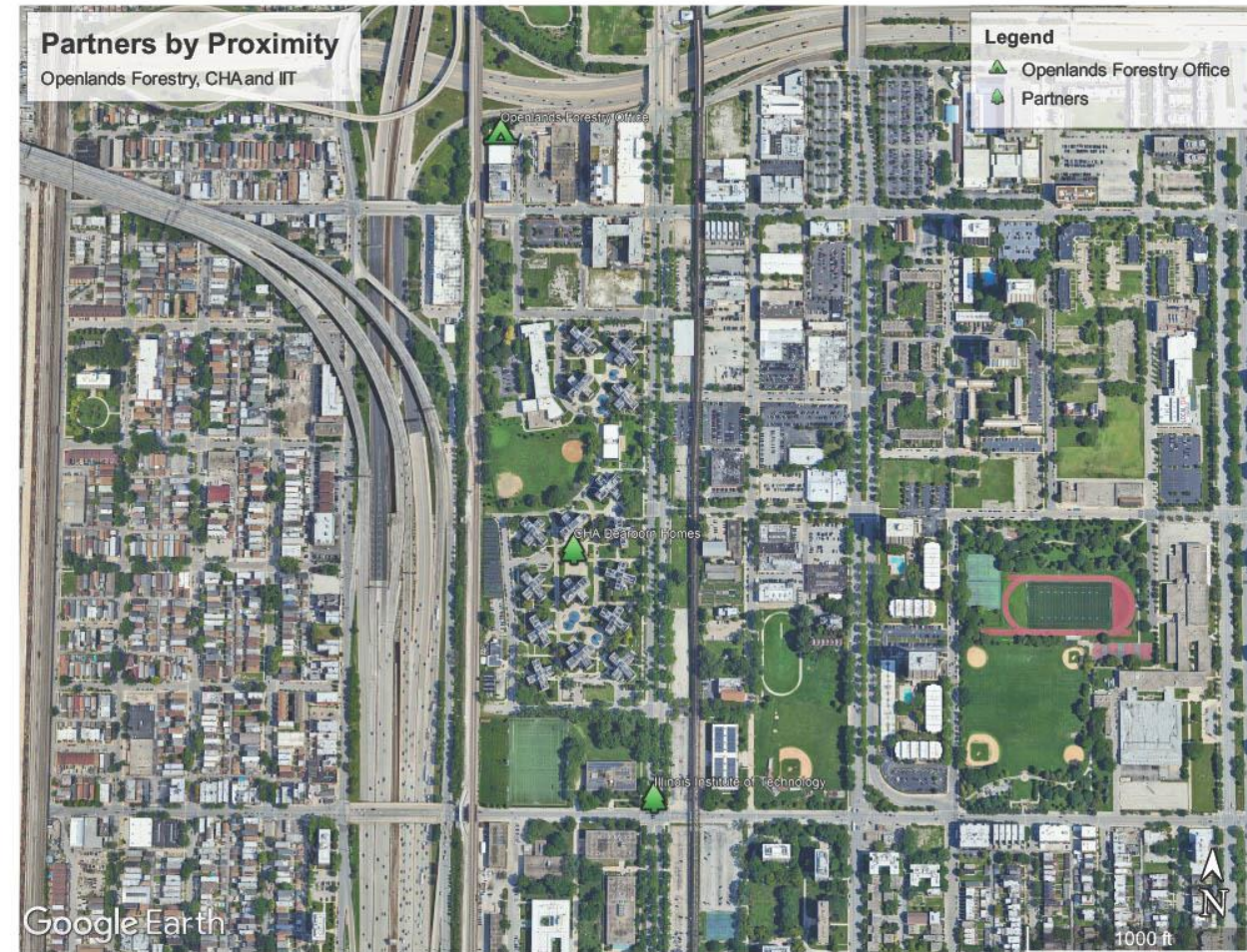
\$1B

**Time to Get
Creative...**

**Time to Branch
Out!!!**

Identifying NEW Partners

- Common Goals
- Planting Space
- Mismatched Resources



















LAKE PARC PLACE

3983 S. Lake Park Avenue | Chicago, IL 60653

312-786-6600

Professionally Managed By:



East Lake Management



Growing the Relationship

- **Show Up**
- **Get In Where You Fit In**
- **Be There, Be Flexible**



Growing the Relationship

- Show Up
- Get In Where You Fit In
- Be There, Be Flexible





Growing the Relationship

- Show Up
- Get In Where You Fit In
- Be There, Be Flexible



Openlands Activities Participation, Consent & Release Document - Waiver and Release of All Liability Against Chicago Housing Authority For Openlands' Sponsored Activities at Lake Parc Place

FOR PARTICIPANTS

I acknowledge and affirm that I have carefully read, fully understand, and am voluntarily (and of my free will) agreeing to and signing the terms and provisions of this Open/ands Activities Participation, Consent and Release Document - Waiver and Release of All Liability Against Chicago Housing Authority for the Open/ands Activities (held at CHA's Lake Parc Place) sponsored by Open/ands, and/or their affiliated entities or partners.

(Please Print Participant Name)

(Participant Address and Phone Number)

(Participant Signature)

(Date)

(Participant Address)

Identification of Minor Child(ren) Under the Age of Eighteen (18), if any, Who Are Participating in the Openlands Activities

Check the accurate and appropriate statement below:

I affirm that none of my children and no other minors in my charge are participating in the Openlands Activities.

I affirm that the following minor children in my charge are participating in the Openlands Activities, that I voluntarily assume the risk and responsibility of them participating in the Openlands Activities, and that I voluntarily waive and release all liability against the Chicago Housing Authority for any injuries that the minors may suffer - regardless of the reason the injury occurred, regardless of its cause, and regardless of the severity of injuries and damages suffered by the minor.

1. _____

PRINT - Minor Participant's Name

Date of Birth

Relationship to You

Growing Forward

- Embed Yourself
- Make big Plans; Aim High in Hope and Work





Thank You!

**Branching Out:
Growing institutional Partnerships,
Accomplishing Common Goals**

TEBELING@OPENLANDS.ORG



ARBORDAY.ORG



Partnering in the Urban Forest Q&A



Alliance for Community Trees Day



Your Trees, Your Story, With i-Tree



PRESENTED BY

ANA CASTILLO

i-Tree Outreach and Support Specialist, The Davey Institute

Ana.Castillo@Davey.com

i-Tree Suite of Tools

- Software tools designed to calculate the benefits of trees and their monetary value
- Peer-reviewed science and location specific results
- Free tools and technical support
- A public – private partnership, cooperative initiative



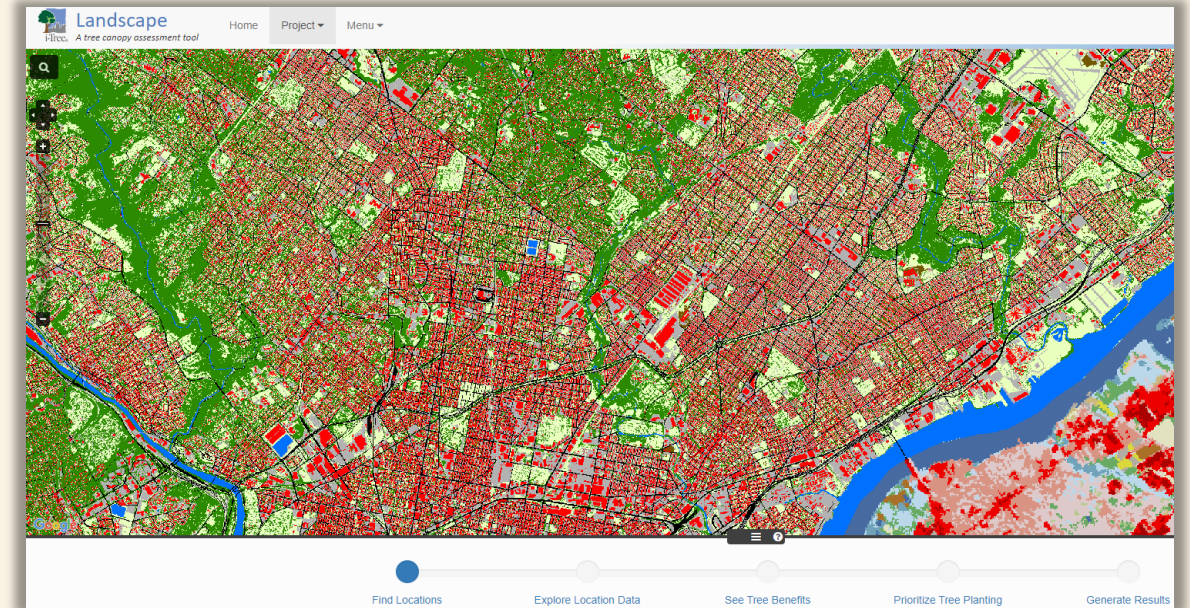
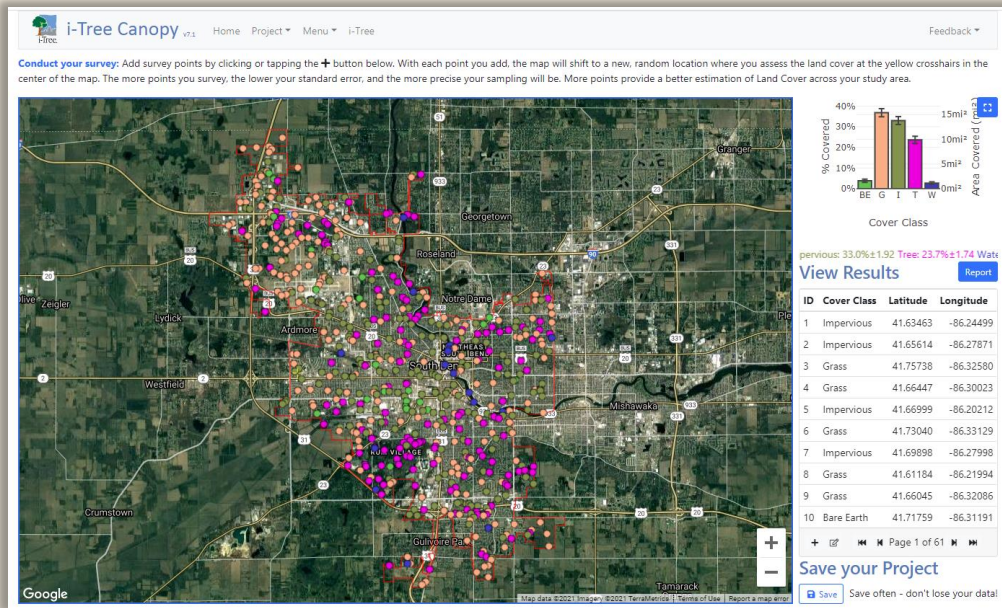
Communicating the Value of Trees

- Generic -> specific
- “Be concise, be quotable, be responsive”
- Provide clear, credible sources



Quantify the Value of the Existing Canopy

- Tools use existing spatial data on canopy cover
- Quantify benefits related to carbon sequestration, stormwater, and air pollution removal
- Establish a baseline measurement or identify canopy cover gaps



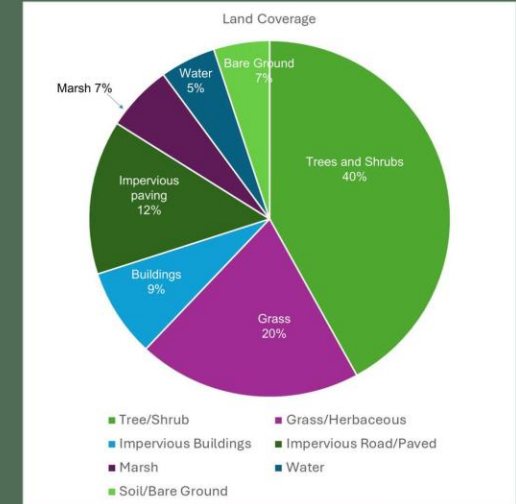
Ocean Springs Tree Canopy Renewal Project

- Used i-Tree Canopy to perform a land cover survey and arrive at canopy cover estimate
- Set goal of 50% canopy cover, part of a program for hazardous storm mitigation
- Applied for \$250k grant to perform tree inventory and tree care

Urban Canopy Data Summary

An aerial tree survey was conducted in 2025 using i-Trees, a free online tool developed by the US Forest Service. The survey included the recently annexed areas.


The good news: The current tree canopy provides approximately 40% coverage.



s Edition

SunHerald

NEWS SPORTS RESTAURANTS MISSISSIPPI GAMES OBITUARIES FINANCE CLASSIFIEDS BEST OF BILOXI

 Listen to this article

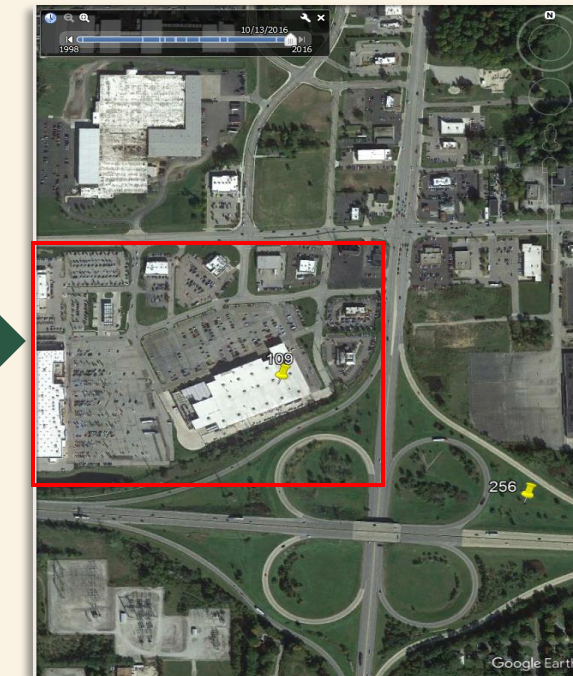
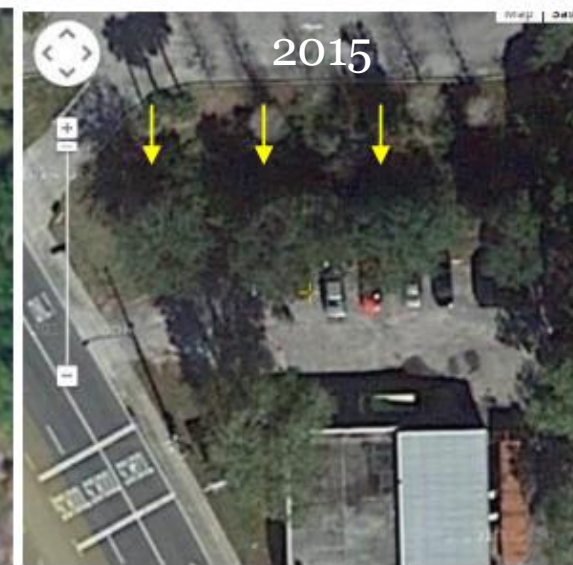
The trees that grace Ocean Springs are one of the most prized characteristics of this small city [that wins accolades](#) from national publications as a charming place to visit.

Washington Avenue, the entry to downtown, is the city's best-known tree haven but far from the only neighborhood where trees flourish. An aerial survey shows the tree canopy covers 42% of Ocean Springs — on the low end of the 40-60% tree coverage that U.S. Forest Service researchers [consider attainable](#) in forested states.

Canopy Change Survey

Capture your wins and losses

- Monitor canopy cover changes from tree planting or conservation projects
- Show potential losses from development or other land use changes
- Inform disaster recovery efforts and planning




Derecho Storm, Iowa 2020

Table 1. Estimated structural value and benefit loss in Iowa due to the derecho wind event on August 10, 2020. Data source: Nowack & Greenfield, 2018.

Structural Loss					
Trees		Leaf Area	Leaf Biomass	Carbon Storage	
# of trees	Trees Per Capita	Acres	Tons	Tons	\$
4,424,426	17.60	103,193	35,343.81	735,254.47	90,294,408.12

Annual Benefit Loss						
Carbon Sequestration		Avoided Emissions		Air Pollution Removal	Avoided Energy Use	Total
Tons/Year	\$/Year	Tons/Year	\$/Year	\$/Year	\$/Year	\$/Year
22,870.28	2,966,816.12	335.38	2,708,832.24	7,713,722.29	6,849,475.82	20,238,846.62



Iowa Public Radio News
Fresh Air

NEXT UP: 12:00 P

The analysis relied on data collected during an aerial flight survey of the impacted area, as well as urban forest statistics.

Quoting from the [National Oceanic and Atmospheric Administration](#), the report notes that “[t]he strongest estimated wind speeds in the vicinity of Cedar Rapids, Iowa, were among the highest wind speeds ever recorded during a derecho event, peaking at about 140 mph.”

The derecho is considered “the costliest thunderstorm event in recorded history in the United States.”

In terms of tree damage, the DNR analysis estimates that derecho impacts to the urban tree canopy alone amount to \$90 million in lost carbon storage, and more than \$20 million a year in total lost benefits.

Disastrous Derecho Response and Assessment Impact on Resources Recovery Moving Forward

sequestered about 22,870.28 lbs of carbon a year with an associated value of \$2,966,816.12. In addition, these trees store 735,254.47 tons (1,470,508,940 lbs) of carbon with a benefit of \$90,294,408.12.

Loss in Air Quality Benefits


Air quality is a persistent public health issue in Iowa. Urban forests improve air quality by removing pollutants, lowering air temperature, and reducing energy consumption, which reduces emissions from power plants and emitting volatile organic matter. The 12.9% of the urban canopy lost in the derecho reduced the avoided emissions by 335.38 tons, with a value of \$2,708,832.24 per year. Overall, the trees lost in the 2020 Midwest Derecho resulted in the loss of \$7,713,722.29 per year in ability to remove air pollution.

Avoided Energy Use

Trees conserve energy by shading buildings and blocking winds. Losing 12.9% of the urban canopy reduced the annual benefit associated with energy related costs by about \$6,849,475.82 each year.

Total losses from urban tree canopy damage is estimated at \$20,238,846.62 per year (benefits include carbon sequestration, avoided emissions, air pollution removal and avoided energy use).

Powered by



All benefits discussed were calculated using [i-Tree Tools](#)

Show Trees are a Good Investment

Appeal to diverse donors and funders

- Little trees yield big benefits in the future
 - Example: For \$20, 1 red maple will produce \$437 in benefits in 20 years!
- Make the case for funding tree maintenance – mature trees offer greater benefits right now
- Demonstrate diverse benefits of trees in terms of public health, stormwater management, and energy savings, etc.

MyTree Benefits	
Over 20 years.	
Red maple, (<i>Acer rubrum</i>)	
Serving Size: 1.00 in. diameter	
Condition: Excellent	
Location: Knoxville, Tn, United States	
Expected i-Tree benefits over 20 years:	\$437.10
Discover benefits of all your community trees!	
Carbon Dioxide Uptake	\$126.90
Carbon Sequestered ¹	586.52 lbs
CO ₂ Equivalent ²	2,150.59 lbs
Storm Water Mitigation	\$5.18
Runoff Avoided	579.85 gal
Rainfall Intercepted	3,230.27 gal
Air Pollution Removal	\$2.68
Carbon Monoxide	0.32 oz
Ozone	16.64 oz
Nitrogen Dioxide	0.24 oz
Sulfur Dioxide	1.77 oz
PM _{2.5}	0.65 oz
Energy Usage ³	\$210.50
Electricity Savings	2,825.29 kWh
Heating Fuel Savings	-8.97 MMBtu
Avoided Energy Emissions	\$91.83
Carbon Dioxide	1,490.5 lbs
Carbon Monoxide	14.86 oz
Nitrogen Dioxide	3.28 oz
Sulfur Dioxide	61.28 oz
PM _{2.5}	13.34 oz

MyTree Benefits	
Over 20 years.	
Red maple, (<i>Acer rubrum</i>)	
Serving Size: 20.00 in. diameter	
Condition: Excellent	
Location: Knoxville, Tn, United States	
Expected i-Tree benefits over 20 years:	\$1,366.67
Discover benefits of all your community trees!	
Carbon Dioxide Uptake	\$769.55
Carbon Sequestered ¹	3,556.72 lbs
CO ₂ Equivalent ²	13,041.31 lbs
Storm Water Mitigation	\$48.09
Runoff Avoided	5,381.63 gal
Rainfall Intercepted	29,980.4 gal
Air Pollution Removal	\$84.91
Carbon Monoxide	3.01 oz
Ozone	281.51 oz
Nitrogen Dioxide	4.75 oz
Sulfur Dioxide	28.05 oz
PM _{2.5}	25.66 oz
Energy Usage ³	\$315.74
Electricity Savings	4,031.46 kWh
Heating Fuel Savings	-11.35 MMBtu
Avoided Energy Emissions	\$148.38
Carbon Dioxide	2,419.34 lbs
Carbon Monoxide	22.11 oz
Nitrogen Dioxide	5.33 oz
Sulfur Dioxide	99.47 oz
PM _{2.5}	19.07 oz

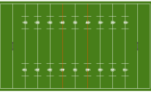
OurTrees Story

The impacts of tree benefits can be hard to grasp. Below are some real-world examples of how trees work hard for our community.

Trees in Knoxville, TN

Trees lower air temperature and absorb water, while impervious areas do the opposite.

Trees shade an area equivalent to 15,529 professional football fields!



The land area covered by impervious surfaces – typically buildings and pavement – is like a 34 square mile parking lot.

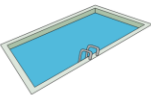
Annual Tree Benefits for Knoxville, TN

Sequestering carbon as wood in trees counteracts the CO₂ emissions of 16,116 gasoline powered passenger cars.



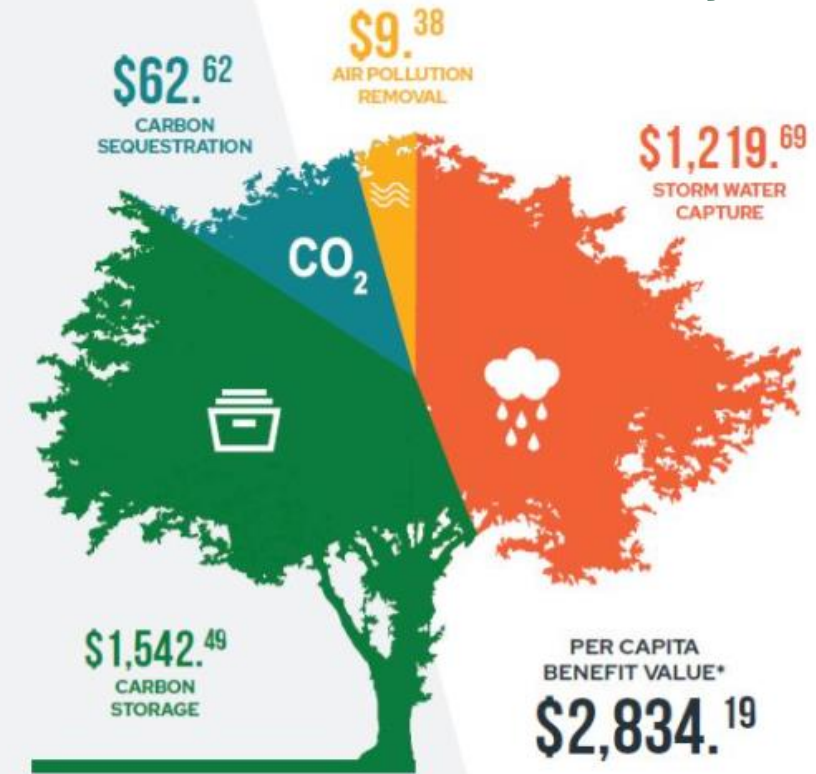
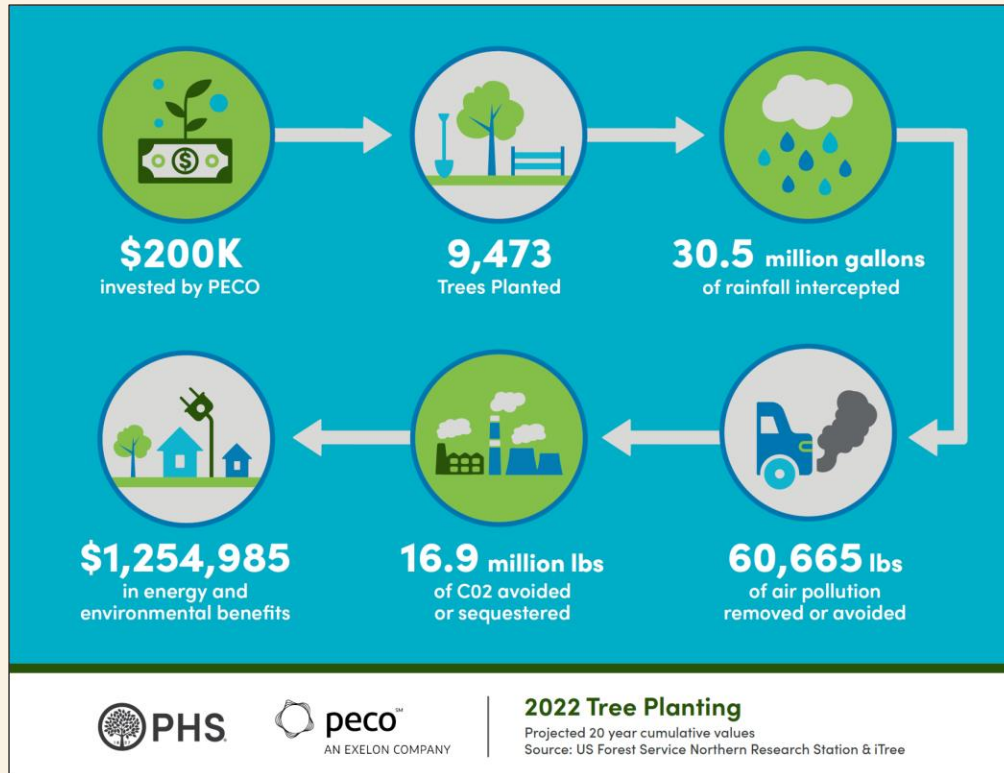
The filtration and removal of air pollution by the leaves of trees is estimated to avoid 17 hospital and ER visits as well as reduce acute respiratory symptoms and exacerbated asthma by 1,041 incidents.

Rainfall absorbed by tree roots and therefore kept out of storm sewers is equal to 523 Olympic sized pools!



Return on Investment of Trees

PECO and Pennsylvania Horticultural Society



What do your community's trees do for you?

Trees provide substantial added value to the quality of life of Wake County's residents. The ecosystem services contributed to the community by its tree canopy infrastructure can be quantified and valued on an individual level.

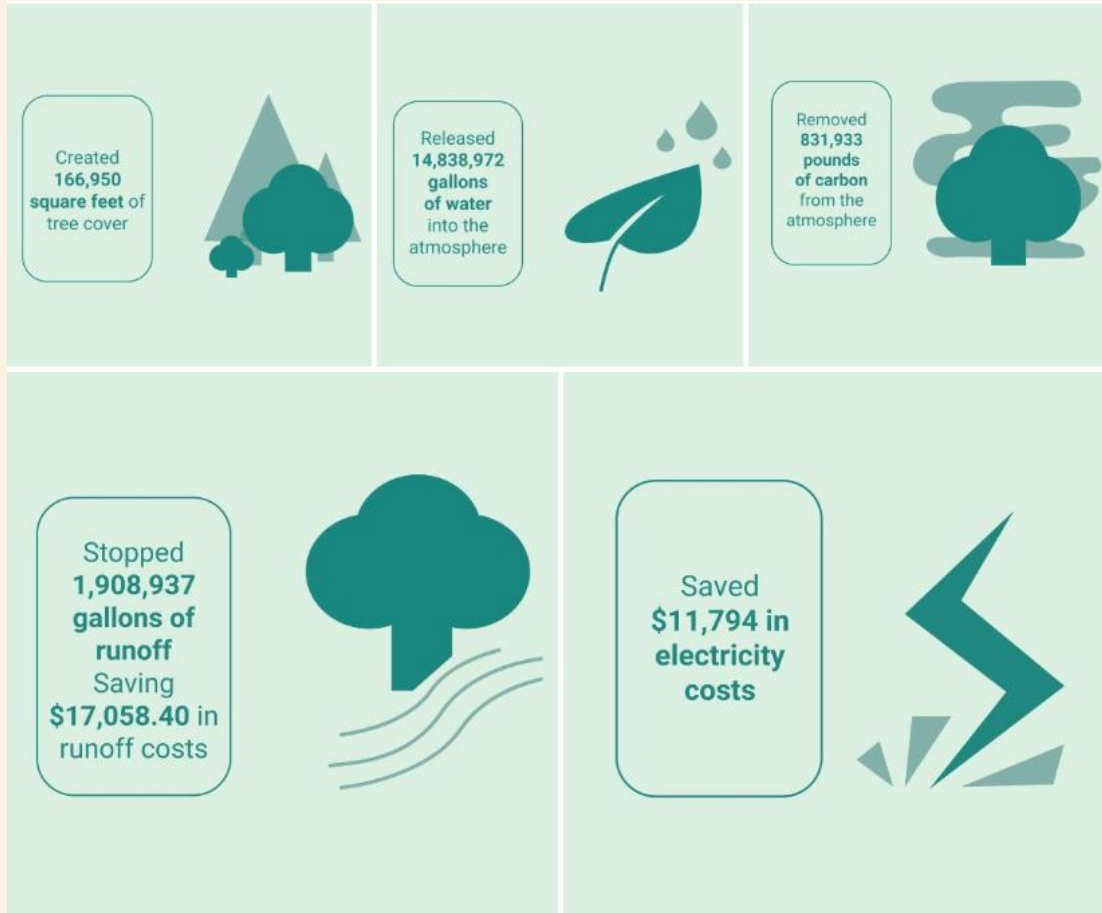
Over their lifespan, the county's trees have stored an estimated accumulated total of 9.04 tons of carbon per county resident, translating to a per capita carbon storage value of \$1,542.49.

Per resident, Wake County's tree canopy annually removes 19.5 pounds of air pollution, capture 7,174 gallons of stormwater and absorbs 734 pounds of carbon. These vital eco-services translate to an annual per capita value of \$1,291.70.

The combined per capita benefit value of Wake County's tree canopy is estimated to be \$2,834.19.

*Per capita refers to the average value per Wake County resident. As of 2020, Wake County had a resident population of 1,129,410 with a tree canopy valuation of \$3,200,958,479.

Baltimore Tree Trust



Thousands of new trees planted in Baltimore's underserved communities



**DOWNLOAD
OUR APP!**



Download on the App Store | GET IT ON Google Play

Stay connected to
community, wherever you
are

Mayor Brandon Scott says he is proud of organizations like Baltimore Tree Trust and the Chesapeake Bay Trust for working to improve the quality of life for future generations.

"Over the next decade, those trees that we're going to do will remove about 72,000 pounds of carbon from the environment and we are talking about over the last four years when we planted 23,000 trees. That's that amount of carbon is the emission of eight railroad cars full of coal removed from our air," Scott said.

TELL YOUR STORY WITH I-TREE

We know trees are great, but how
great are they?

We know urban and community
forestry work is impactful, but how
impactful is it?





Thank you.

[i-TreeTools.org](https://www.itreetools.org)

Contact info@itreetools.org

Follow us on LinkedIn:





ALLIANCE FOR COMMUNITY TREES DAY

PARTNERS IN COMMUNITY FORESTRY
CONFERENCE 2025

November 18, 2025



ARBORDAY.ORG

Leveraging GIS for Urban and Community Forestry

PRESENTED BY

LUKASZ CZERWINSKI

Esri Nonprofit Team

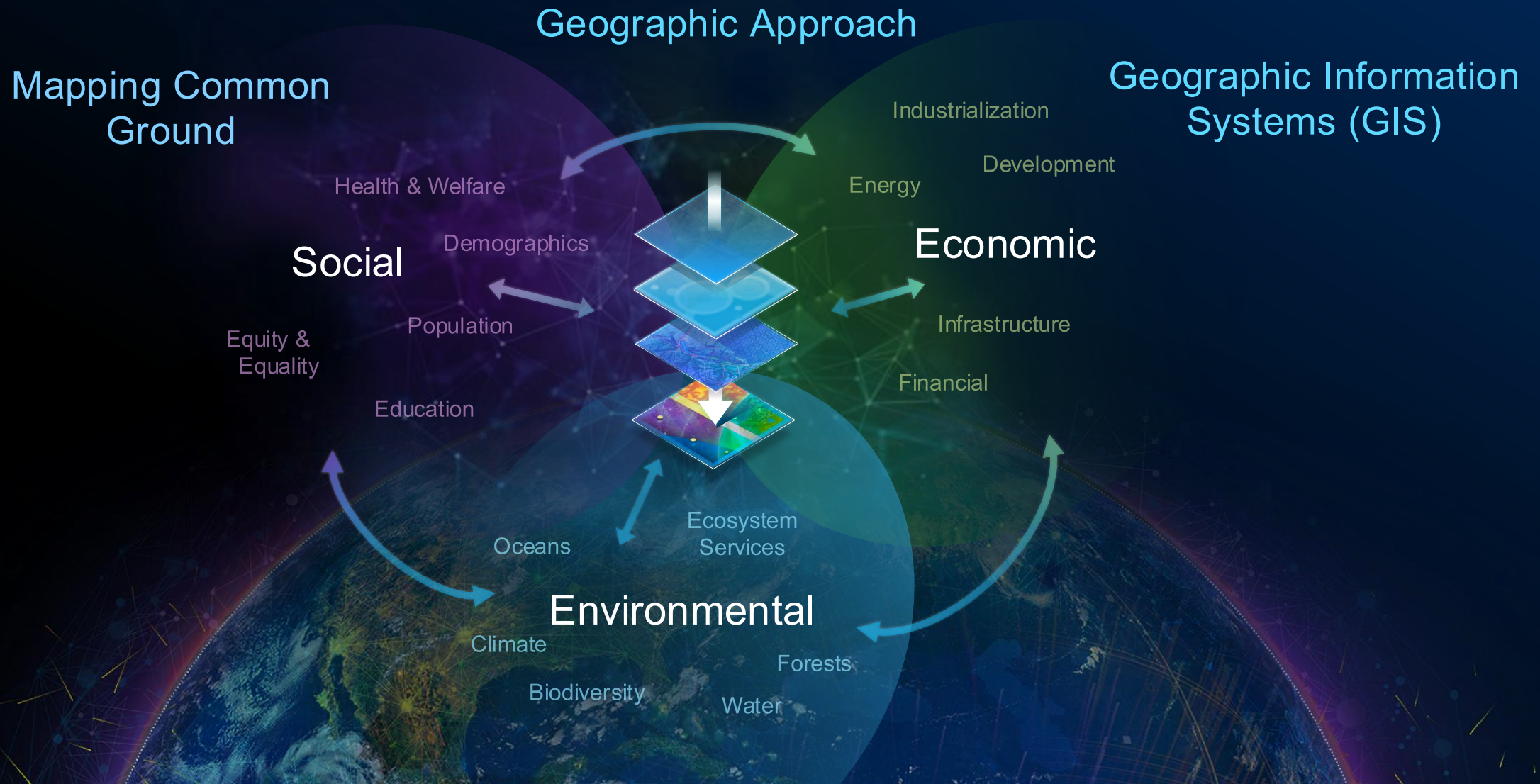
lczerwinski@esri.com

DERRICK FRESE

Arbor Day Foundation, Director of GIS

dfrese@arborday.org

The Geographic Approach



ArcGIS as a System

Mapping & Visualization



Understand locations and relationships with maps and visual representations

Data Management



Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility



Manage and enable a mobile workforce to collect and access information in the field

Monitoring



Track, manage, and monitor assets and resources in real-time

Analytics



Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning



Evaluate alternative solutions and create optimal designs

Decision Support



Gain situational awareness, and enable information-driven decision making

Constituent Engagement



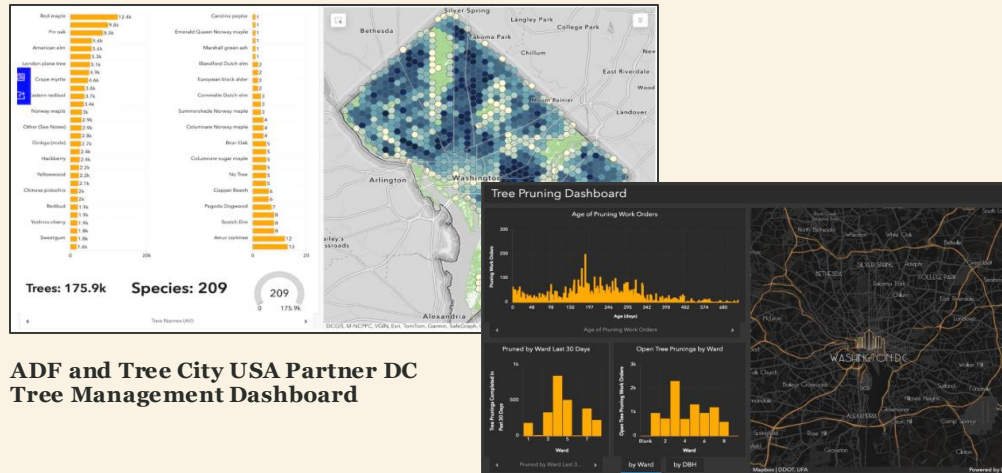
Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration



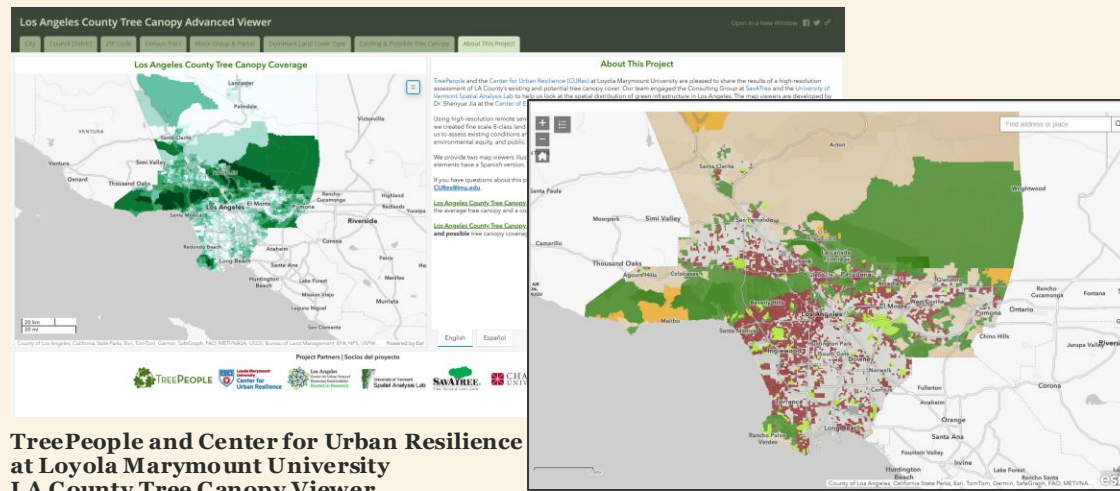
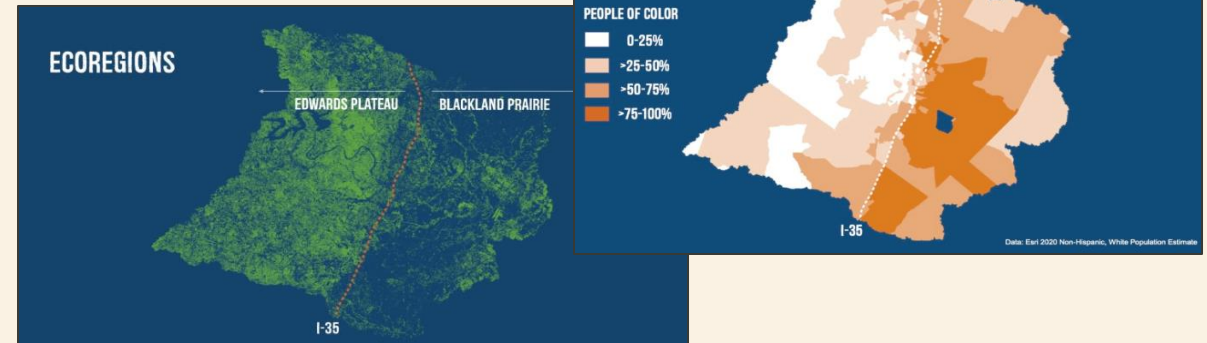
Empower everyone to easily discover, use, make, and share geographic information

How is ArcGIS being used?

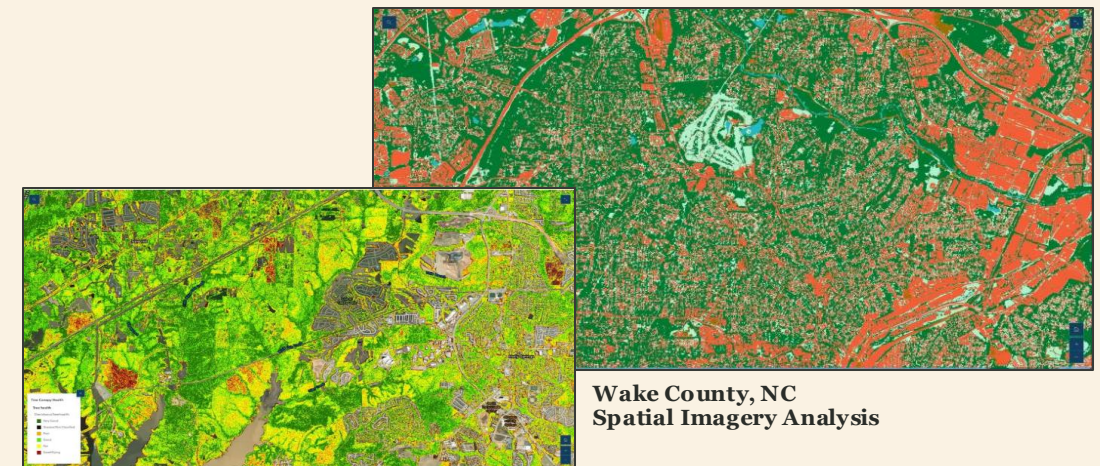


ADF and Tree City USA Partner DC
Tree Management Dashboard

City of Austin, TX
Community Planting Priority Maps



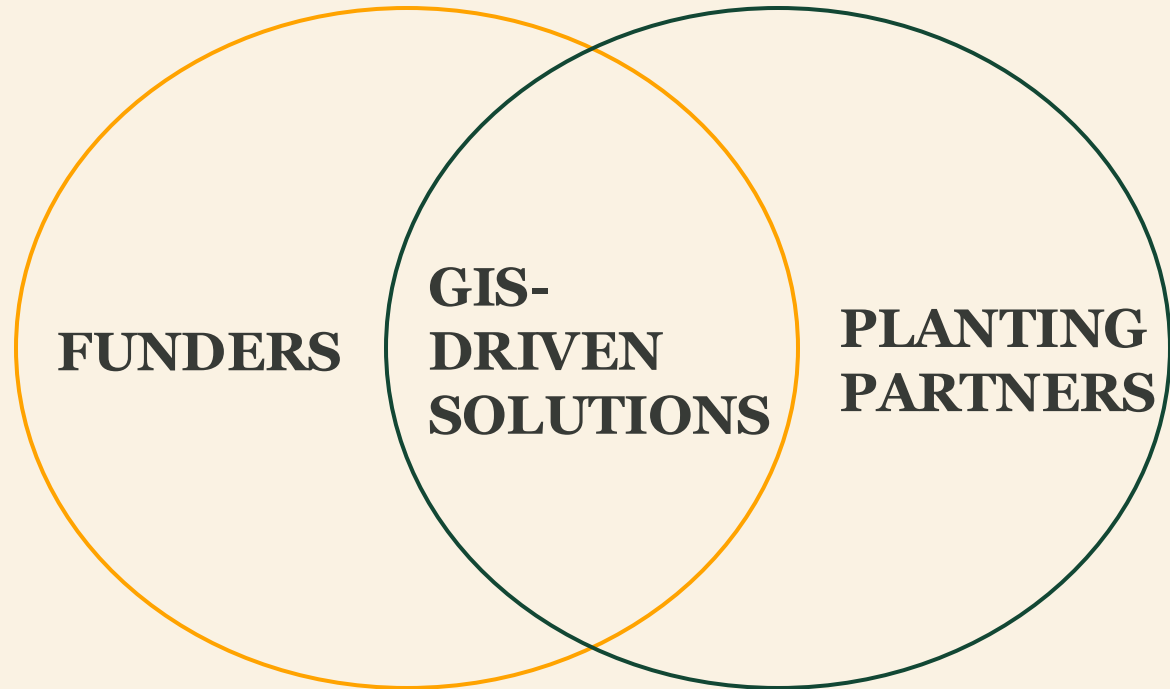
TreePeople and Center for Urban Resilience
at Loyola Marymount University
LA County Tree Canopy Viewer



Wake County, NC
Spatial Imagery Analysis

GIS: Patterns of Use for Nonprofits

1. Understand Your Community
2. Act On Your Mission
3. Measure Your Impact
4. Communicate Your Cause



UNDERSTAND YOUR COMMUNITY



Understand Your Community

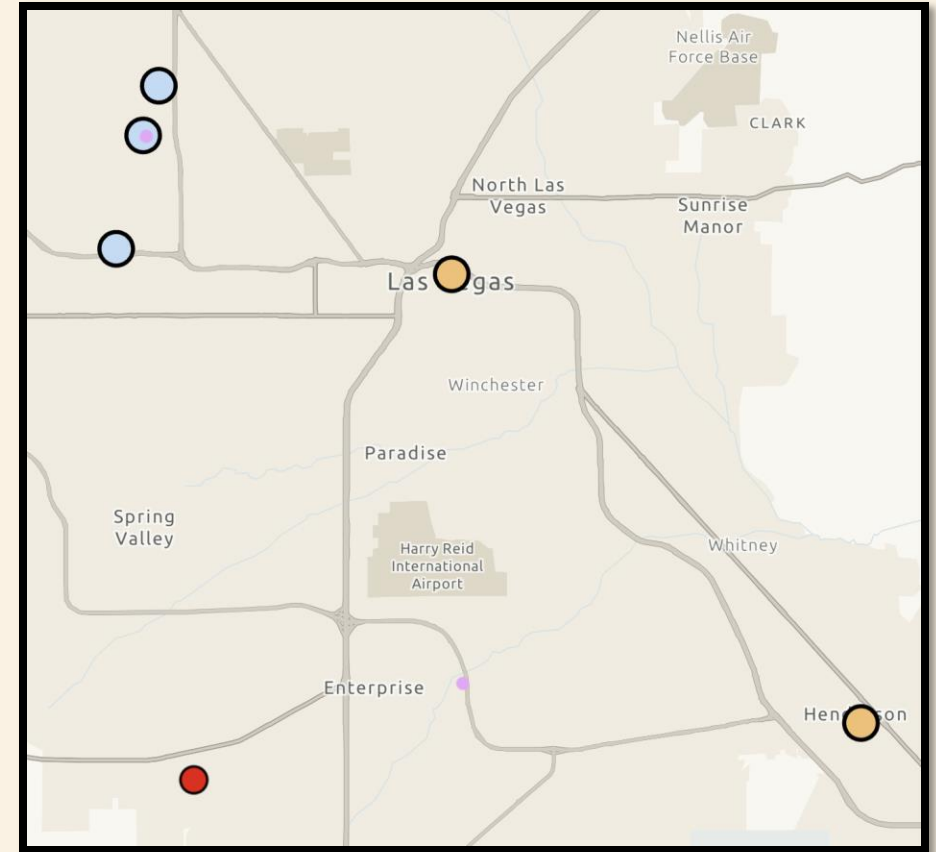
Partners

- Program Networks: Alliance for Community Trees, Tree City USA, TreeCampus, TreeLine, etc.
- Planting Partner Service Areas
- Nurseries
- Projects and Proposals (i.e., supply)

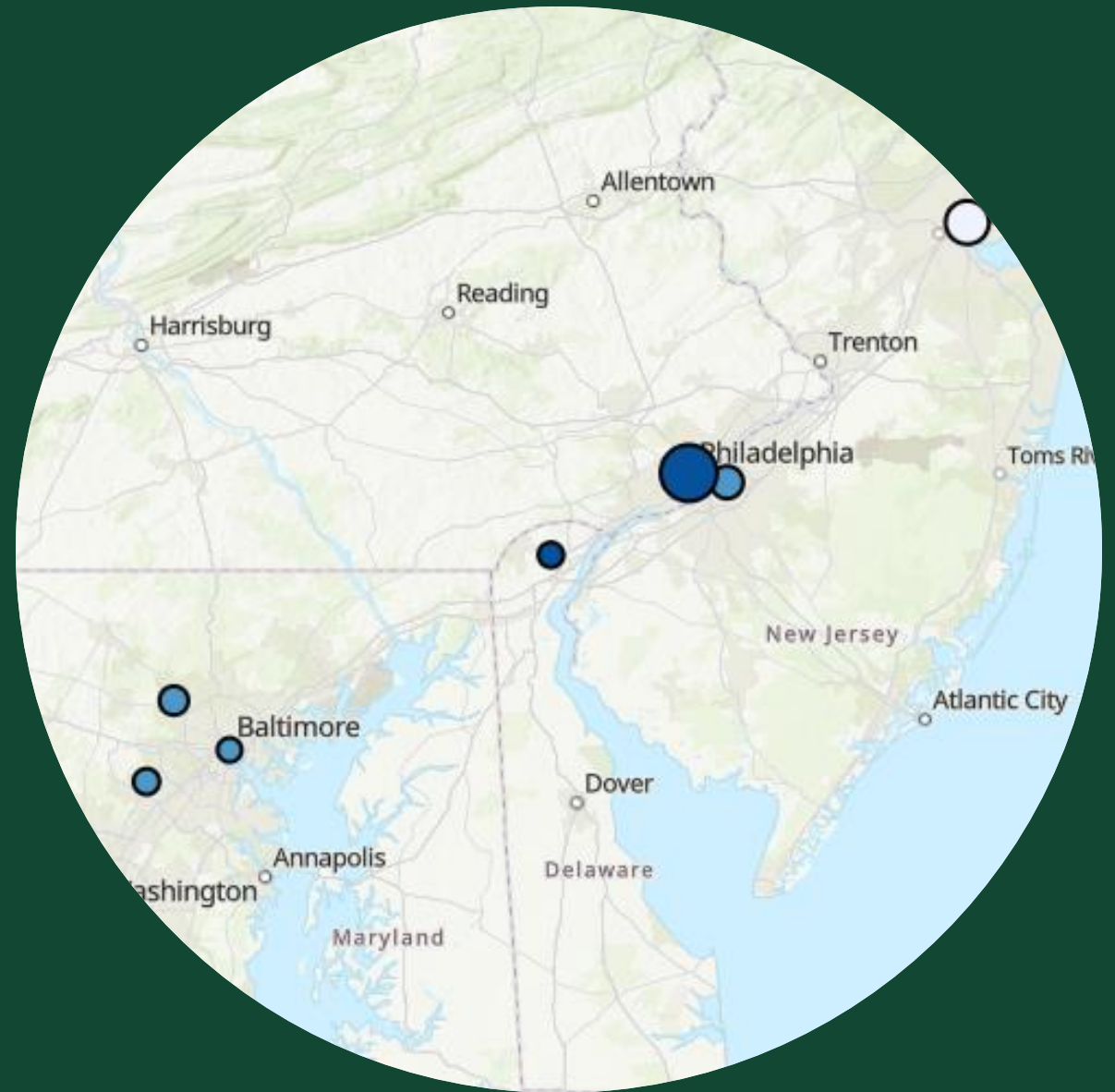
Funders

- Areas of Demand

Spatial data helps us better understand our networks and community, and to meet the needs of our donors



ACT ON YOUR MISSION

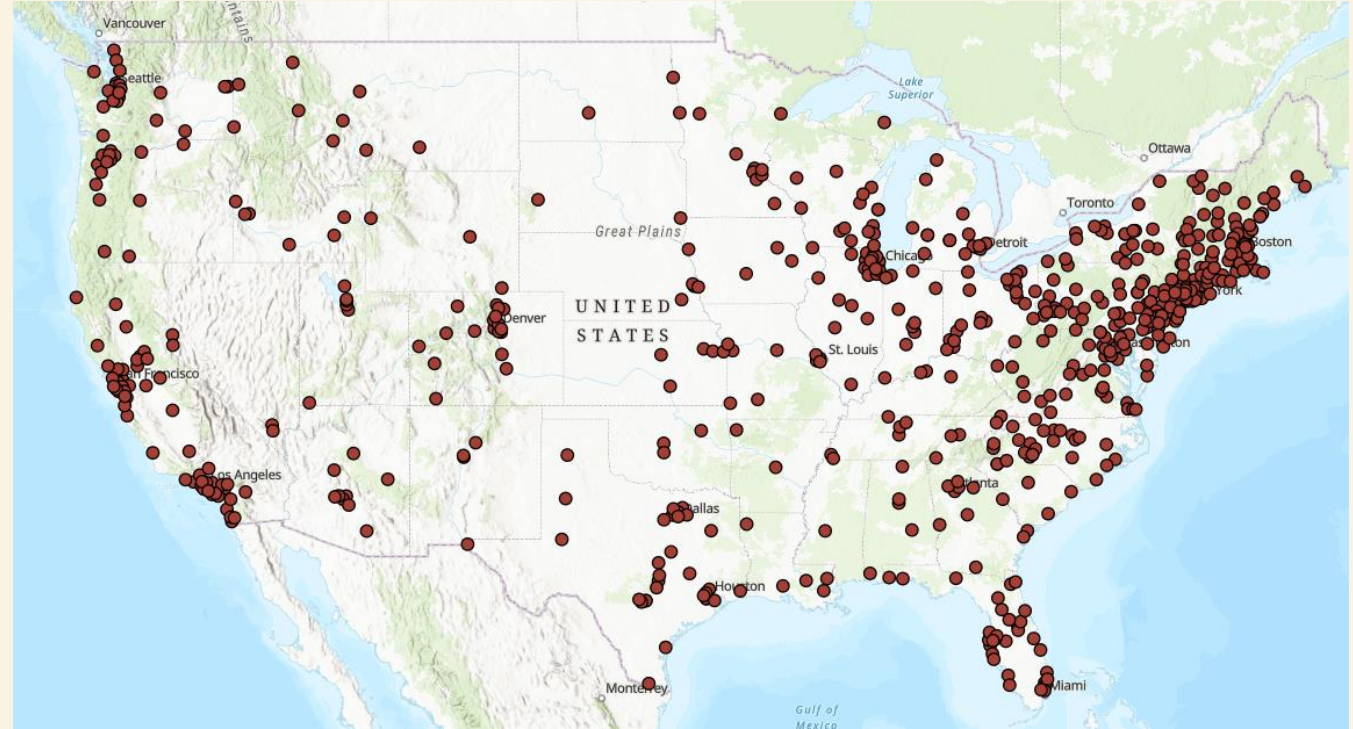


Act On Your Mission

- Use spatial data to see new insights and make more informed decisions

Case Study #1 = 2024 Subaru Tree Distribution

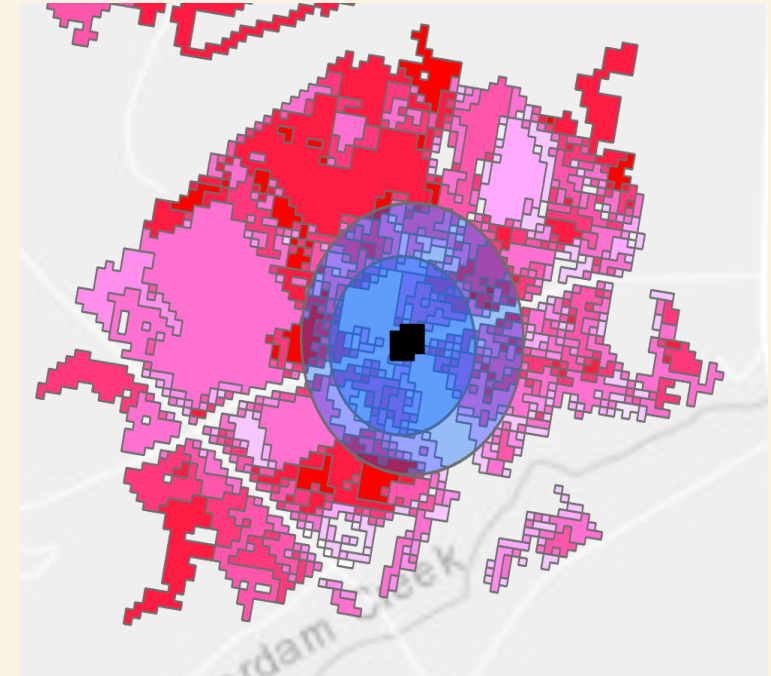
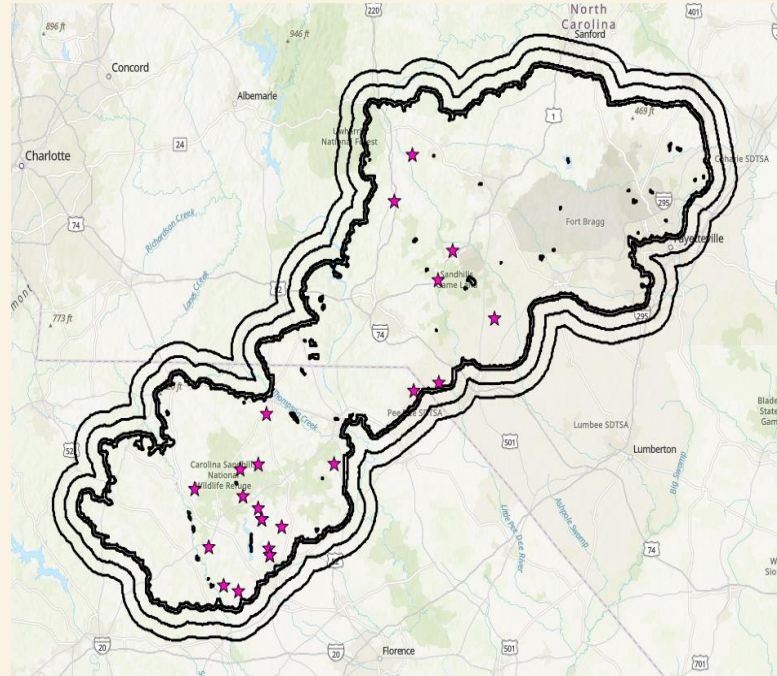
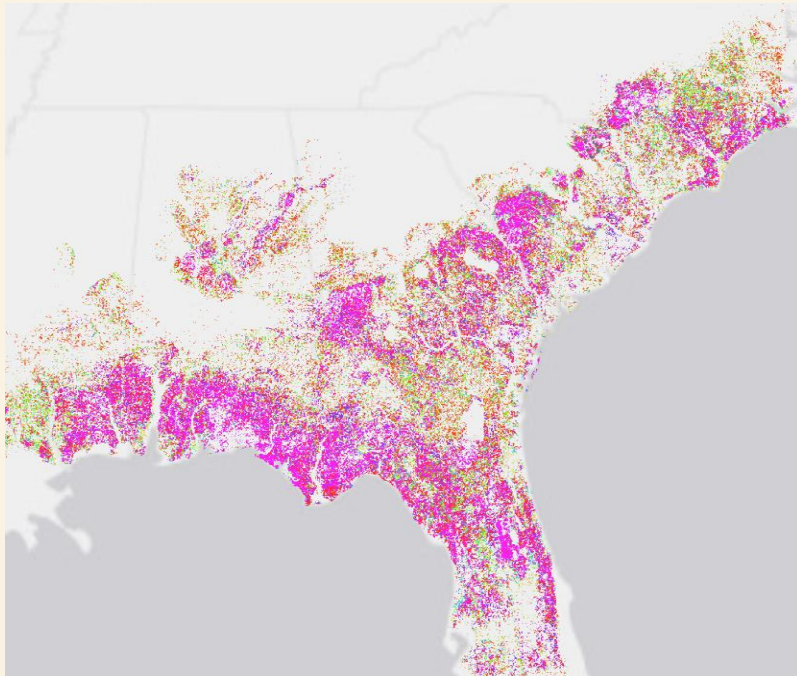
- Inputs
 - 641 Participating Dealerships
 - 94,000 Trees to Distribute
 - Horticulture Zones
- Outcomes
 - Number of trees per dealership
 - Capture location and ecosystem service benefits for each tree planted



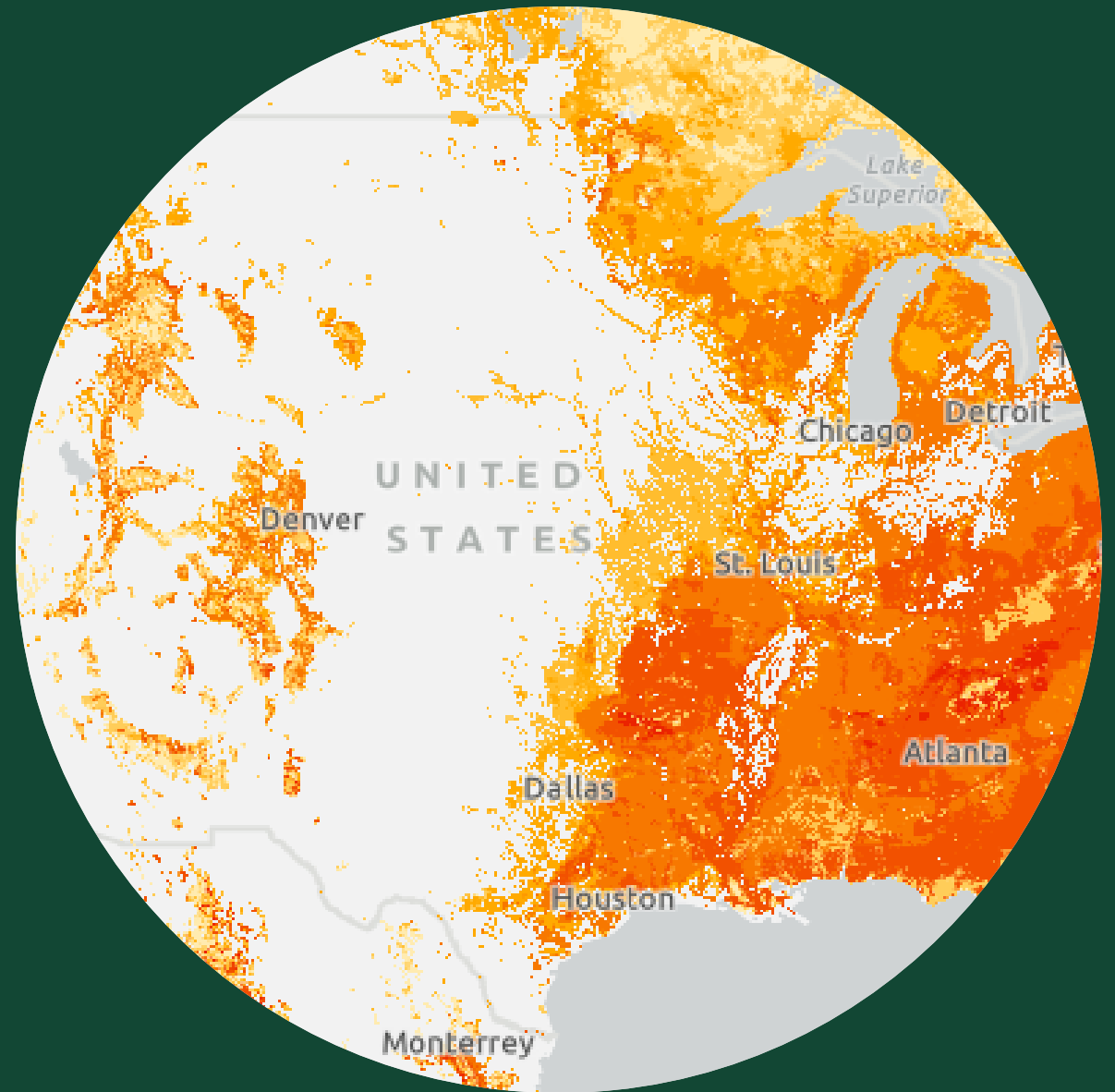
Act On Your Mission

- Use spatial data to see new insights and make more informed decisions

Case Study #2 = Procter & Gamble Long Leaf Pine Initiative

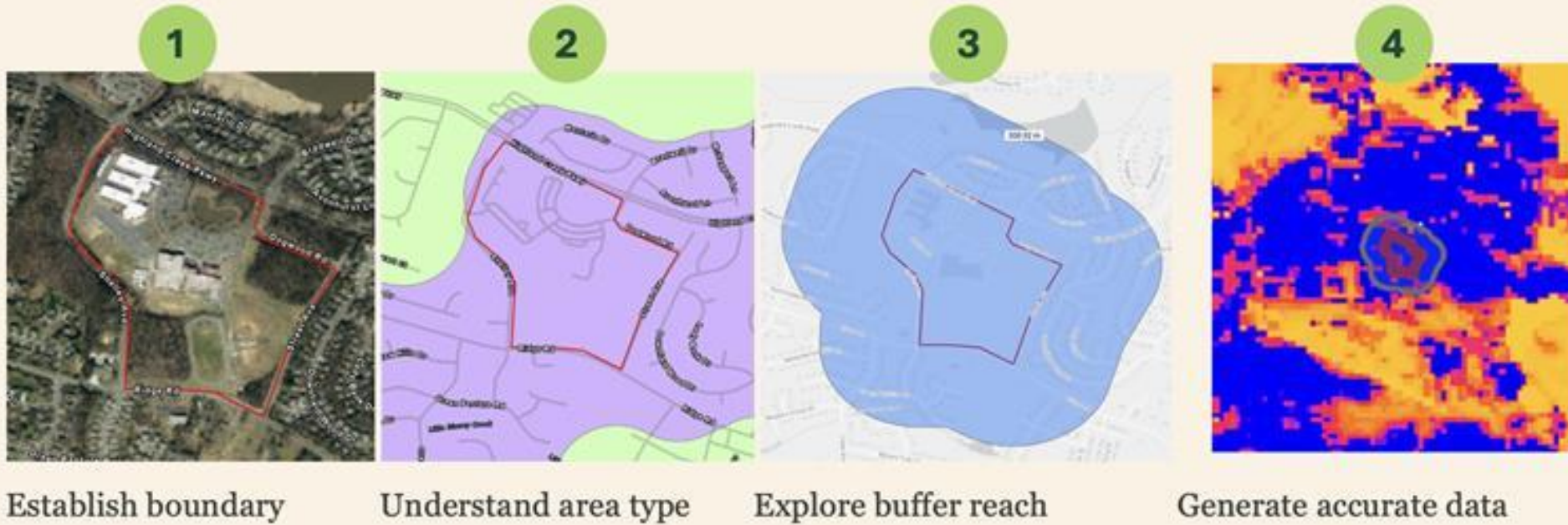


MEASURE YOUR IMPACT



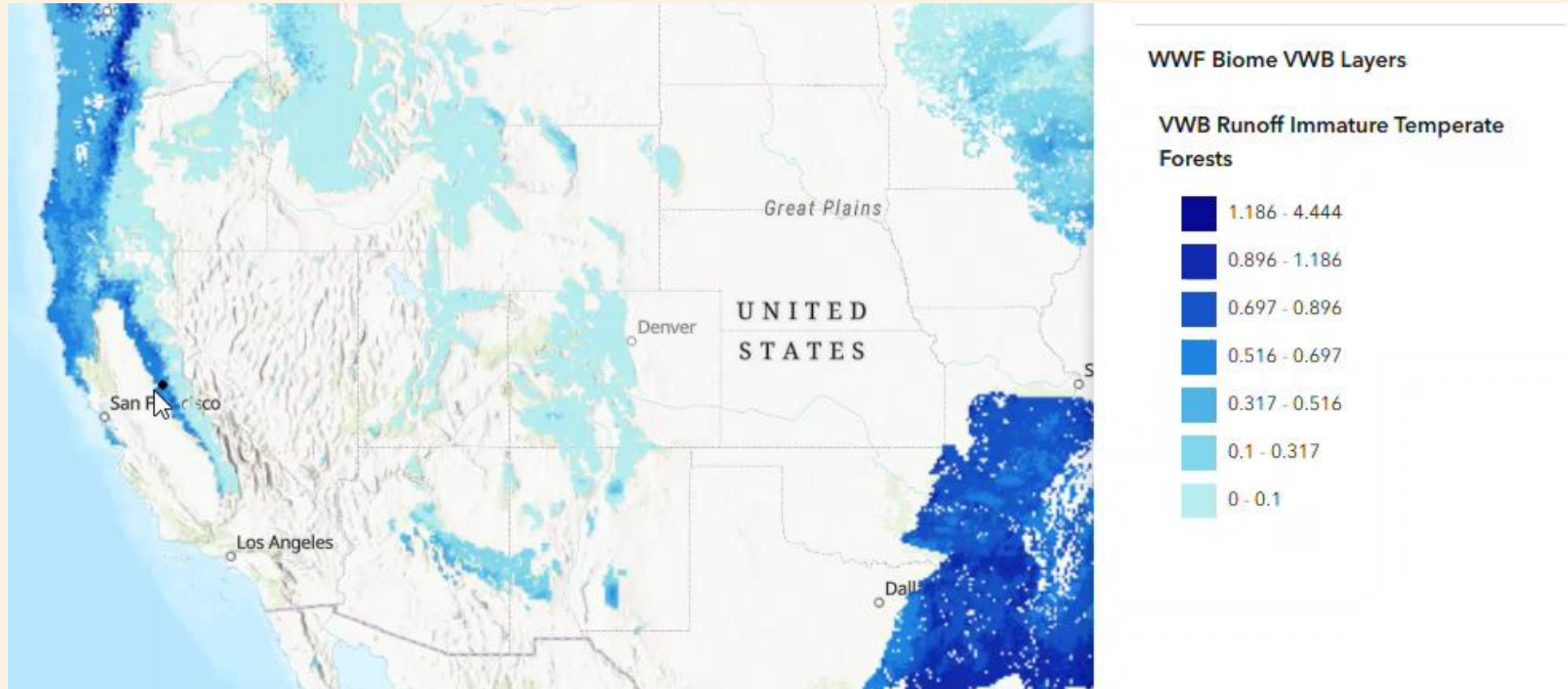
Measure Your Impact

People Impacted Metric



Measure Your Impact

Volumetric Water Benefit Accounting



COMMUNICATE YOUR CAUSE




IMPACT DASHBOARD


Username *

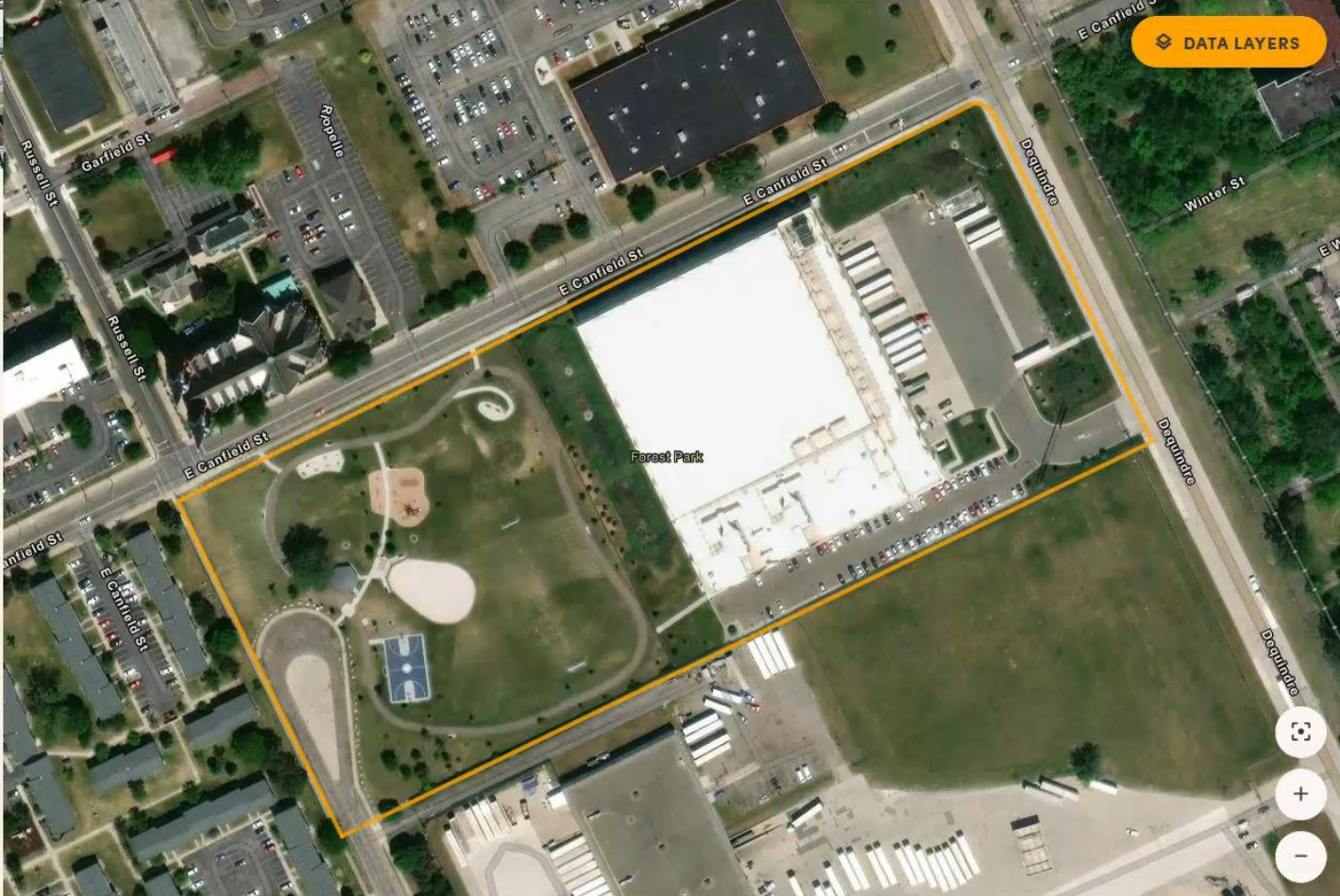
Password *

LOG IN


Communicate Your Cause



SHARE FEEDBACK  DOWNLOAD DATA LOGOUT



DATA LAYERS






Enterprise Rent-A-Car Foundation
Promoting environmental awareness
through grants and projects
Arbor Day Foundation

< ALL PROJECTS

DOWNLOAD PROJECT REPORT

Complete Community

Forest Park

 Forest Park  Funded in 2018 →  Completed 2018-11-02

Investing in tree planting helped revamp available recreation opportunities in this city park after the wake of the emerald ash borer infestation. Trees are an important amenity for Forrest Park that add to the attractiveness and usability. These trees serve as an important addition for recreation and social outlets, particularly to the senior population living in adjacent apartments. This project had a focus on improving public health and other benefits including mitigating the vehicular air pollution and serving as a wall to minimize the noise from the nearby interstate.

READ LESS

60

Trees Planted

A world map with a dark blue background and a grid of latitude and longitude lines. Numerous glowing points in shades of purple, blue, and yellow are scattered across the map, representing global locations. The points are most densely clustered in North America, Europe, and Asia.

esri

World Leader in Geographic Information Systems (GIS)

Over 10 Million Users

Growing, Strong and Impactful

33,000 Businesses

12,000 Colleges & Universities

8,600 Utilities

12,600 NGOs

1,200 National Government Agencies

12,000 States & Regional Agencies

30,800 Cities & Local Governments

Esri's Nonprofit Program

What is the application process? What are the benefits?



IIASA

WILSON CENTER

JANE GOODALL INSTITUTE

UNICEF

HALO TRUST

GICHD

AFRICAN PEOPLE AND WILDLIFE

NATIONAL TRUST FOR HISTORIC PRESERVATION

WORLD WILDLIFE FUND

UNEP

BILL & MELINDA GATES FOUNDATION

WORLD FOOD PROGRAMME

NAACP

UNITED WAY

NATIONAL AUDUBON SOCIETY

AMERICAN RED CROSS

OPEN SPACE INSTITUTE

TERRITORIAL EMPATHY

USAID

GOVERNMENT ALLIANCE ON RACE AND EQUITY (GARE)

W.K. KELLOGG FOUNDATION

UNHCR

IOM

NATURESERVE

WATERKEEPER ALLIANCE

IUCN

WINROCK INTERNATIONAL

SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK

UNOSAT

RACIAL EQUITY ANCHOR COLLABORATIVE

FAO

HABITAT FOR HUMANITY

NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN (NCMEC)

AFRICAN PARKS

CIESIN

INTER-AMERICAN DEVELOPMENT BANK

AMERICAN CANCER SOCIETY

FEEDING AMERICA

WORLD HEALTH ORGANIZATION

SURFRIDER FOUNDATION

FIELD MUSEUM

LINCOLN INSTITUTE

E.O. WILSON BIODIVERSITY FOUNDATION

CGIAR

DIRECT RELIEF

CONSERVATION INTERNATIONAL

WORLD VISION

WORLD BANK

TEAM RUBICON

THE NATURE CONSERVANCY

NETHOPE

THE HALF EARTH PROJECT

INSARAG

WORLD RESOURCES INSTITUTE

NATIONAL GEOGRAPHIC SOCIETY

YMCA OF THE USA

DEMOCRACY LABS

UN PEACE OPERATIONS

UN STATISTICS DIVISION

CATHOLIC RELIEF SERVICES

UN-HABITAT

MINES ADVISORY GROUP (MAG)

AMERICAN PRAIRIE RESERVE

AFRICAN WILDLIFE FOUNDATION


Lifeboats



Apply to the Esri Nonprofit Program





Thank you.

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Derrick Frese – dfrese@arborday.org



Trees and Technology Q&A