

KIB Engagement Plan

In order to engage individual neighborhoods that will be most successful at increasing canopy cover and maintaining tree vitality, KIB should gather the following information:

- Identify neighborhoods that have 30% existing canopy cover and up to 70% possible canopy cover (see Figure 1 below)
- Focus on neighborhoods that have not had plantings since 2014
- Canvas the identified neighborhoods and rank them based on best plantable spaces (ex: right of ways, not abandoned lots)
- Create map of plantable spaces
- Engage neighborhood leaders and identify the neighborhoods who have a support system
- For each neighborhood identified, use closest zip code in iTree tool to provide estimate of tree benefits to show the neighborhood

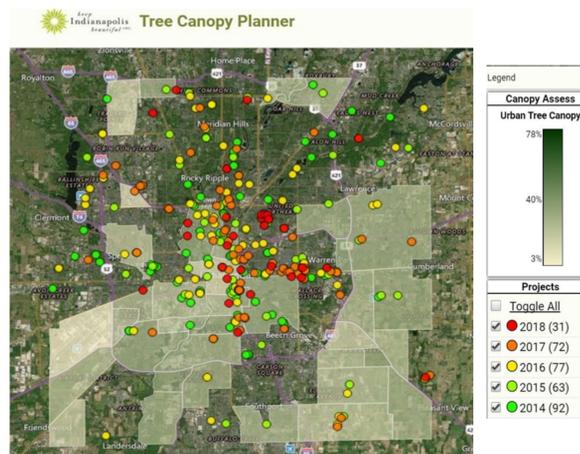


Figure 1. KIB Tree Canopy Planner.

Once the list of neighborhoods that fit all above criteria have been canvassed and the most likely neighborhoods to engage have been identified, KIB should create individual neighborhood plans and then reach out again and have neighborhoods fill in the neighborhood application.

Neighborhood Pamphlet

Neighborhood ____ Tree Canopy Plan



Figure 2. Keep Indianapolis Beautiful (KIB) volunteers planting in a community.

Benefits of increasing tree canopy cover in your neighborhood

- Decrease in speed of traffic
- Potential increase in mental health of residents
- Aid in flood prevention and stormwater retention
- Provide privacy
- Decrease in neighborhood temperatures
- Increase in shade coverage resulting in lower utility bills
- Increase property values

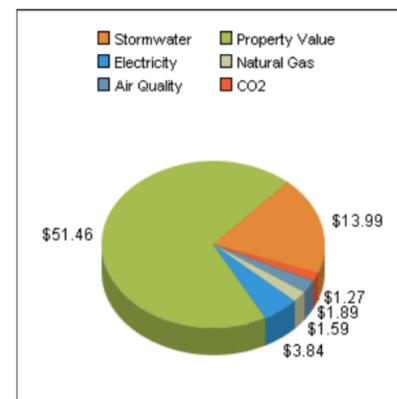


Figure 3. 10 inch diameter Pin Oak benefits per year for a neighborhood in Indianapolis.

Neighborhood Goals

- Increase canopy cover to improve neighborhood health and aesthetics
- Improve air and water quality, beautify the area, and increase biodiversity
- Bring together the community by increasing community involvement through tree planting activities
- Form a committee to aid in the upkeep and watering of the trees after the initial planting

Neighborhood Information

- Your neighborhood's current percent canopy cover: _____
- Public spaces and private lands could be utilized; KIB commits to filling public spaces



Figure 4. Aerial map to show Neighborhood ____ plantable spaces.

- KIB identified ____ plantable spaces and will supply ____ trees to be planted in public spaces
- KIB will provide the landscape plan which includes location and tree types before planting
- Recommend tree species will be suitable for your soils and available space

If your neighborhood is interested in the tree canopy plan and working towards our goal of stronger communities with flourishing environments, please fill out an application found on the KIB website.

Extra Information

KIB Neighborhood Tree Application

- For each neighborhood that KIB works with, they will use this application to gain more knowledge about the interests and intentions of the neighborhood before engaging in the project

Neighborhood Name: _____

Main Address: _____

Neighborhood Representative(s): _____

Contact Info: Phone _____ Email _____

Number of streets interested: _____

Reasoning for Tree Addition: _____

Desired Tree Types: Type _____ Number _____

Type _____ Number _____

Type _____ Number _____

Tree Care Plan: _____

Number of Volunteers interested: _____

References

Benefits of tree canopy found in:

- Jim Bowyer, Steve Bratkovich, Kathryn, Jeff Howe, Harry Groot, and Ed Pepke. 2016. *The Human Health and Social Benefits of the Urban Forest*. Dovetail Partners. Web. 22 February 2018.
- Wolf, Kathleen L. 2013. *Why Do We Need Trees? Let's Talk About Ecosystem Services*. *Arborist News* 22, 4:32-35. Web. 22 February 2018.

Figures:

- Figure 1: Created with the KIB tree canopy planner found at <https://pg-cloud.com/KIB/>
- Figure 2: Retrieved from <http://www.kibi.org/programs/planting-trees/community-forestry/>
- Figure 3: treebenefits.com
- Figure 4: Google Earth Image of Decatur Commons in Indianapolis, IN 46221