

# The Alliance for the Chesapeake Bay



Presented to: Urban Tree Canopy Summit

by: Lou Etgen

# Our Mission

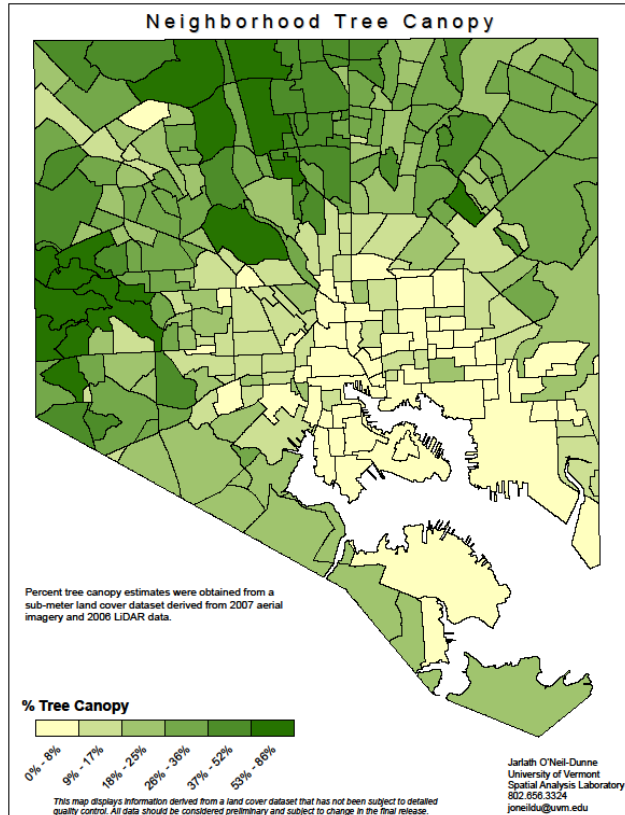


*The Alliance brings together individuals organizations, businesses, and governments to find collaborative solutions, to build a strong commitment to stewardship, and to deliver innovative, broadly-supported programs that benefit the land, waters, and residents of the Chesapeake Bay watershed.*

We believe sustainable progress can best be achieved through willing partnerships.

# Baltimore UTC Goal

40% increase by  
the year 2034



# 2009 TreeBaltimore/Constellation Project



## Partners:

Baltimore City Recreation and Parks/Forestry Dept.

Parks and People Foundation

Blue Water Baltimore

Alliance for the Chesapeake Bay

# TreeBaltimore/Constellation Goals



- Goal:** Increase the urban tree canopy in neighborhoods, schools, and parks through tree planting and maintenance efforts.
- Strategy:** Engage citizens and community groups to 'take action' - plant and maintain neighborhood, park, school and street trees.
- Targets:** Plant 1000 trees with 80% survival rate over 3 years

# TreeBaltimore/Constellation



	<b>Year 1 Total</b>	<b>Year 2 Total</b>	<b>Year 3 Total</b>	<b>Project Total</b>
Institutional	135	11	818	964
Residential	487	188	915	1590
Schools	298	1481	1427	3206
<b>Total Trees</b>	<b>920</b>	<b>1680</b>	<b>3160</b>	<b>5760</b>

# Social Marketing/Behavior Change



# Social Marketing/Behavior Change



We want Baltimore City residents to .....

Plant and maintain native trees on private, residential property.



## Research Goals

1. Identify the perceived barriers and benefits related to tree planting.
2. Establish a baseline for attitudes and behaviors related to tree planting among our campaign target audience.
3. Test creative concept

# Methodology



10 minute telephone survey conducted Nov. 18 – Dec. 11, 2013  
Field was paused over the Thanksgiving holiday

Random digit dial of both landlines (87%) and cell phones (13%)

Sample of 500 adult (18+) city residents

Survey targeted to zip codes with medium tree canopy (15-40%)

Two neighborhoods that skew white and affluent were excluded to the extent possible (some zip code overlap)

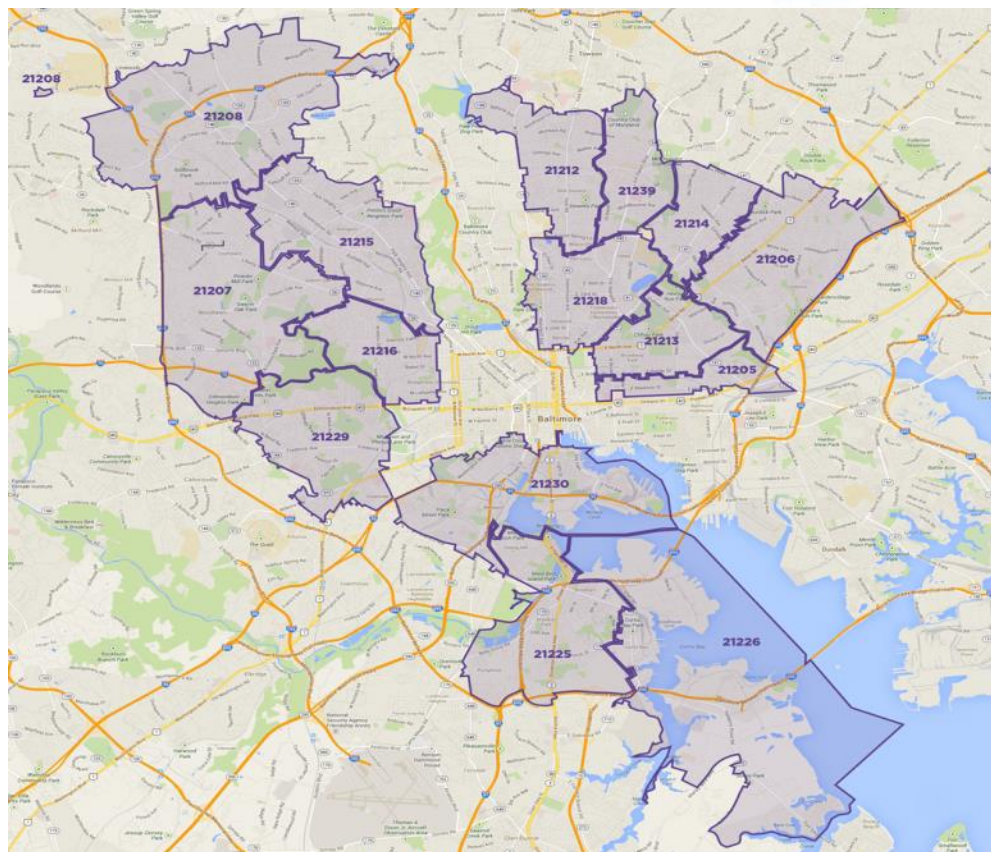
Survey did not limit participation based on ethnicity or race

Survey did not include residents living in condominiums or high rise apartment buildings

The margin of error for the total sample size (n=500) is 4.4%.

# Target Area

Map of Target Zip  
Codes for  
Baseline Survey  
(medium tree  
canopy  
neighborhoods)



# Who We Surveyed n=500



Demographics		Survey Pop	Target Pop
<b>Age</b>	18-24	2%	*
	25-34	12%	*
	35-44	23%	*
	45-54	21%	*
	55-64	22%	*
	65+	20%	24%
<b>Gender</b>	Male / Female	37 / 63%	46 / 54%
<b>Race/Ethnicity</b>	AA/Black	50%	73%
	Caucasian/White	42%	20%
	Other	8%	7%
<b>Income</b>	<\$50k	35%	*
	\$50-99k	33%	*
	>\$100k	19%	*
<b>Education</b>	Less than HS	7%	*
	HS or Some	42%	*
	College	50%	*
	College Grad+		

•Majority are **homeowners** (81%) and **longer-term residents** who have been in current home for 5+ years (88%).

•Mix of people living in **attached** (53%) and **detached** (47%) homes.

# Executive Summary



The findings revealed the perceived need for trees and self-efficacy are low. Though tree care is not perceived as a neighborhood norm, over half of respondents are currently engaged in a target behavior. Overall, “doers” tend to be homeowners, live in detached homes, be Caucasian/White, have a higher income and education level, perceive a need for more trees, and more strongly agree with the benefits of trees.

Based on these findings, the recommendation is: to implement campaign activities that make it easier for residents to plant a tree in their yard, to engage residents in group plantings that tap into people’s existing interests and are fun and social in nature, and to continue to emphasize the benefits of trees, rather than attempt to combat the perceived disadvantages.

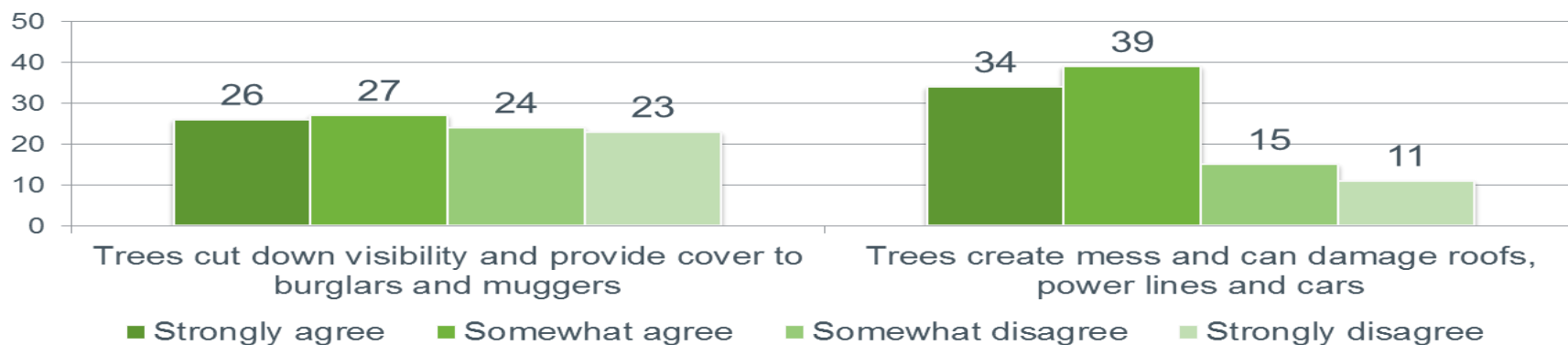
# Perceived Drawbacks



## Trees can be a pain

- A little more than half of respondents agree that trees cut down visibility and provide cover to burglars and muggers. This is felt most strongly by African-Americans (66%), although a majority of white respondents (37%) also agree..
- Nearly three-quarters agree that trees create mess and can damage roofs, power lines and cars (79% black, 65% white).

Now, please tell me how strongly you agree or disagree with the following statements. (%)

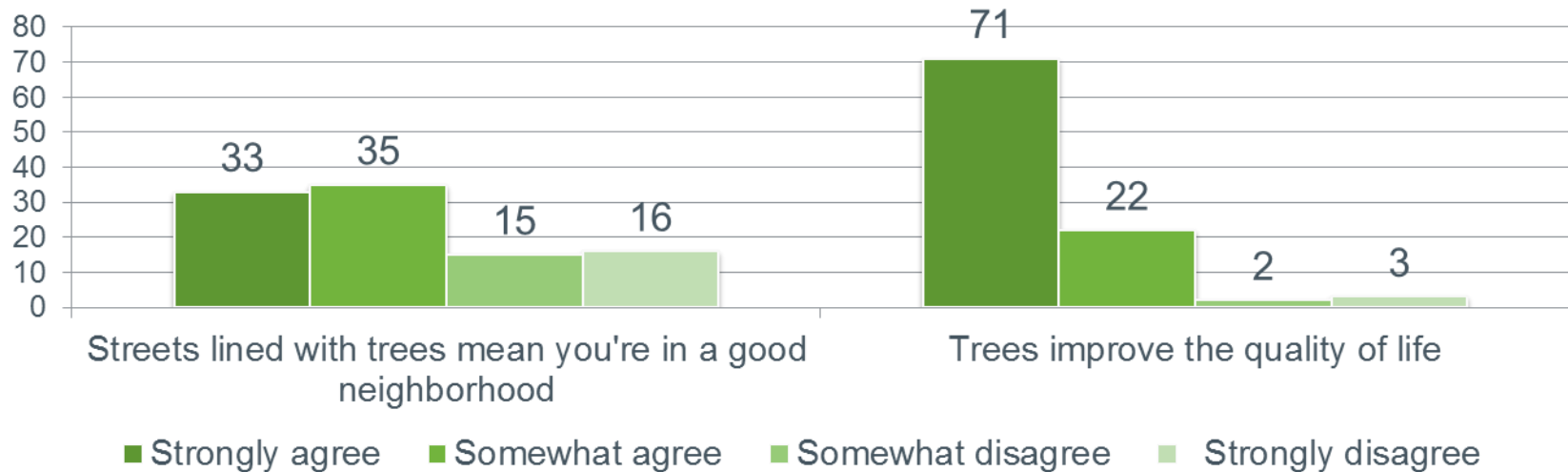


# Good News: Trees = Good Things



- Even with all the challenges, a sizeable majority of respondents agree that trees signal a good neighborhood.
- And 93% of Baltimore residents agree – the vast majority strongly -- that trees improve the quality of life.

Now, please tell me how strongly you agree or disagree with the following statements. (%)



# Web Site



The screenshot shows the TreeBaltimore website interface. At the top left is the TreeBaltimore logo with the tagline "Growing Baltimore's tree canopy one tree at a time." To the right are navigation links for "Newsletter Signup" and "Contact Us", along with social media icons for Facebook, Twitter, YouTube, and RSS. Below these are "Resources" and "Organizers" links. A main navigation bar contains "Plant a Tree", "Tree Up", "Calendar", "Programs", and "About". The main content area features a large "PLANT A TREE IN A DAY" banner with a "GET STARTED" button and a sub-link "Already planted? Register your tree." To the right is a "Tree Up" section with a "Join the Fun" call to action and "PREV" and "NEXT" navigation arrows. Below the banner are three content boxes: "Get Involved" with a speech bubble icon, "Get a Free Tree" with a tree icon and a "FREE" banner, and "Tree Fact No. 2" with a tree icon and text stating "The average annual net benefit of a mature large tree is \$85 in a yard and \$113 on public land."

TreeBaltimore  
Growing Baltimore's tree canopy  
one tree at a time.

Newsletter Signup Contact Us

f t y r

Resources Organizers

Plant a Tree Tree Up Calendar Programs About

PLANT A TREE IN A DAY

GET STARTED

Already planted? Register your tree.

Tree Up

Join the Fun

Have some fun. Meet some folks. Plant some trees.

PREV NEXT

Get Involved

Getting involved with TreeBaltimore doesn't require a long-term commitment. So breathe a sigh of relief; you don't have to put a "tree" ring on it.

Get a Free Tree

Ready to plant? We make it easy. Stop by a Free Tree Give-A-Way, or have trees delivered to your neighborhood. We also help large landowners obtain and plant trees.

Tree Fact

No. 2

The average annual net benefit of a mature large tree is \$85 in a yard and \$113 on public land.



# Tree Ups



# Tree Ups: Fun First

- Events should emphasize how they give residents what they are already shopping for – fun time with family (and friends)
- Tree Ups should tap into a variety of themes that alternately target active, niche audiences (that are easy to activate) and broader, citywide themes
- Giving back to the community and improving quality of life are secondary benefits to showcase



# Success



**SKATEBOARD.  
PLANT A TREE.  
EAT ICE CREAM.  
ROOSEVELT PARK.**



**Tree Up**

**JOIN US SATURDAY, JUNE 21<sup>ST</sup>  
FOR NATIONAL GO SKATEBOARDING DAY**  
ROOSEVELT PARK, 1221 WEST 36TH ST., BALTIMORE, MD 21211  
NOON - 4PM • FREE

*Presented by*



# Next Steps



## **Fall 2014 Tree Ups:**

**Ravens Tailgate  
Day of the Dead**

**Hire Tree Up Coordinator**

## **Spring 2015:**

**Additional Tree Ups  
Evaluation**

- Surveys**
- Focus Groups**

## **Future:**

**Continue Tree Ups  
Find funding to continue partnership**

# Questions?



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