

# PARTNERS IN COMMUNITY FORESTRY

## 2024 CONFERENCE



# Beyond Planting: Working with Partners to Care for New Trees

PRESENTED BY:

**Kate Illes**

Community Forestry Manager  
Philadelphia Parks & Recreation  
TreePhilly

**Gennifer Rollins**

Workforce Development  
Department of Commerce  
Taking Care of Business

**Asha-Lé Davis**

Greening Committee Chair  
Centennial Parkside CDC

**Musa Trawally**

Corridor Administrator  
African Cultural Alliance  
of North America

**Ivana Gonzalez**

Esperanza  
Organizer  
The Mayors Office of Neighborhood and  
Community Engagement







# TreePhilly

A program of Philadelphia Parks & Recreation

## COMMUNITY FORESTRY PROGRAMMING







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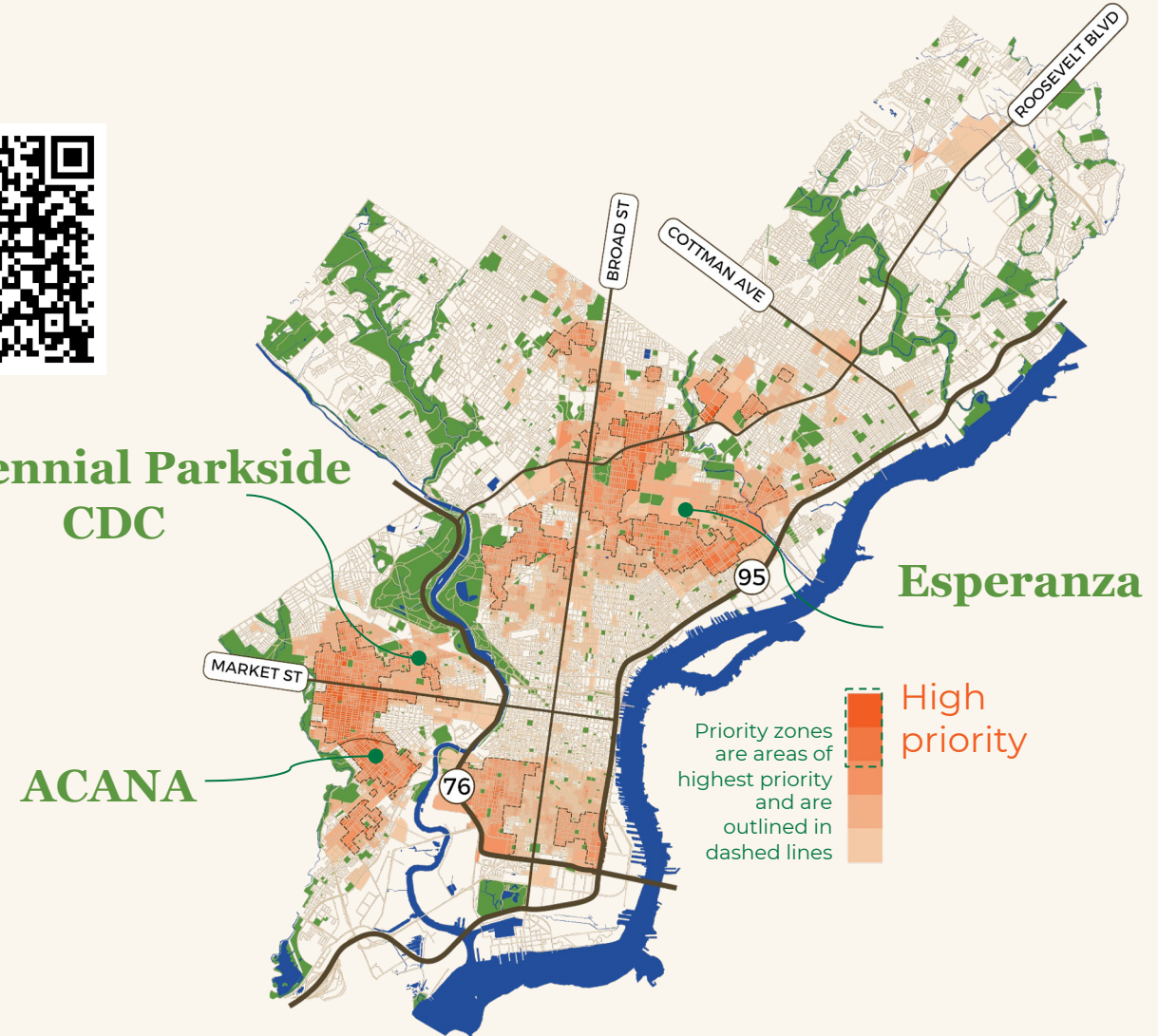




# Philly Tree Plan

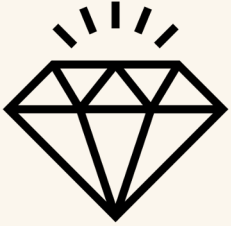


- Released in February 2023
- 10 year strategic plan, for the planting and care of the urban forest, guided by values of environmental justice, community engagement, and sustainability.
- Established priority regions, areas of the city that would benefit most from investment toward canopy growth





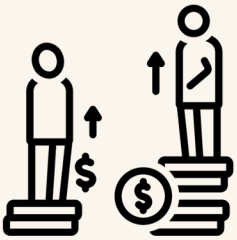
# Key Takeaways:



Trees have value & residents recognize that value



Poor access to programs & services (it's hard to get a tree even if you want one)



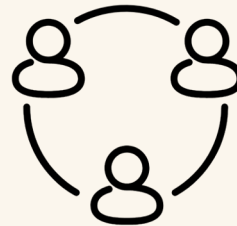
There is a **disparity in tree canopy** by neighborhood (and it feels personal)



**Maintenance = Trust building** (need to manage existing canopy before planting new canopy)



Trees are a **burden to homeowners** (known and surprise costs)



A need for **clarity, consistency, coordination & collaboration**



# TREE PLAN GOALS:

3.1 - Work with communities to grow new tree canopy

3.5 - Prioritize establishment care for newly planted trees

5.1.a - Expand paid community-based tree care programs





- 7 community organizations
- over 25 community members trained and paid for tree care
- 240 trees planted and maintained.









# Building Partnership

The Philadelphia Department of Commerce's Taking Care of Business program is a community-based cleaning initiative that tends to neighborhood business corridors.

But why stop there?





# Our Partners

Parks and Recreation

Overbrook Environmental Education Center

Taking Care of Business groups

# Partnership Goals

- Expanded neighborhood care
- Meaningful workforce training opportunities
- Well-maintained tree canopies





# Program Impact

Increased tree canopy across Philadelphia's most environmentally impacted neighborhoods

- Improving resident health outcomes
- Supporting economic growth for local businesses
- Beautifying neighborhood commercial corridors





# Longevity

Is the mission,  
maintenance is key.





# ACANA





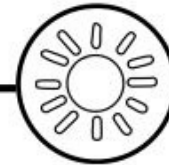
# Taking Care of Business Outreach Materials for Elmwood Ave Corridor

## Trees are coming to Elmwood!

We are pleased to inform you about the beginning of the Street Tree Plantings project on Elmwood Ave. between 65th and 70th St.



These before and after images show how trees could bring greenery and cooling shade to Elmwood Avenue between 65th Street and 70th Street. These images are just examples. The specific type of tree and locations are still to be determined.



Trees provide shade that cools the block.



Trees produce the oxygen we need to breathe.



Trees help reduce rates of heart and lung disease.



Trees help children recover from stress and trauma.

Have questions about the project? Contact

Musa Trawally  
Corridor Administrator  
ACANA  
(215) 729-8225 EXT 103  
mtrawally@acanaus.org



# Centennial Parkside CDC





# ESPERANZA





# ESPERANZA

## HUNTING PARK AVE TREE PLANTING!

Esperanza, Philadelphia Parks & Recreation, and the Philadelphia Commerce Department are working together to offer trees to Hunting Park Avenue businesses and residents.

Trees...

- help cool our streets
- reduce crime
- make our communities healthier
- encourage customers to visit commercial corridors more often, shop longer, and spend more money on streets that have trees



These before and after images show how trees could bring greenery and cooling shade to Hunting Park Avenue. These images are examples. The specific tree types and locations are not yet decided.

To give input or request a tree:

**Contact:**  
Ivana Gonzalez  
Director of Environmental Justice and  
Engagement Initiatives  
Nueva Esperanza, Inc.  
610-413-9495 (cell)  
215-324-0746 (office) ext. 315  
igonza@esperanza.us

**Interest Form:**



<https://forms.gle/kG63Ew4izeiMMCHF6>



## WYOMING AVENUE STREET TREE PLANTING LETTER AND TREE REQUEST FORM

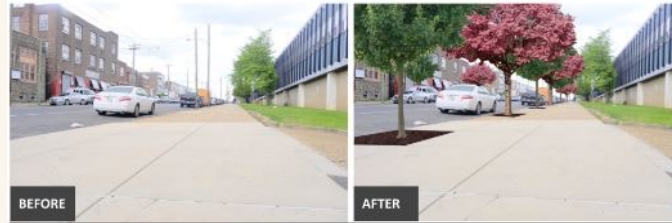
6/27/23

Dear Resident/Property Owner,

Esperanza, Philadelphia Parks & Recreation, and the Philadelphia Commerce Department are working together to offer trees to Wyoming Avenue businesses and residents. Trees help cool our streets, reduce crime, and make our communities healthier. Customers visit commercial corridors more often, shop longer, and spend more money on streets that have trees. You can help bring health and opportunity to your community by requesting a free street tree.

Businesses and residents on West Wyoming Avenue from Rising Sun Avenue to Roosevelt Boulevard can request a free tree using the attached Street Tree Request Form. This area was selected for free street trees because of the lack of trees, high heat, and resident interest. This program is fully funded by the City of Philadelphia and William Penn Foundation.

If you submit the attached Street Tree Request Form, a Philadelphia Parks & Recreation Street Tree Inspector will inspect your site. If your site meets the requirements for tree planting, the inspector will select a suitable tree type from the Approved Street Tree Planting List for planting. These trees have shallow root systems that are unlikely to interfere with underground utilities. The Street Tree Inspector will recommend trees that are less likely to interfere with business signs.



These before and after images show how trees could bring greenery and cooling shade to Wyoming Ave. These images are examples. The specific tree types and locations are not yet decided.



FAIRMOUNT PARK  
CONSERVANCY

## ¡OBTENGA UN ÁRBOL GRATIS PARA SEMBRAR EN SU PATIO!

¿Quiere sembrar un árbol en su patio?  
¡Escanee el código de QR a continuación para escoger  
entre la selección de árboles de sombra, árboles de flores,  
y árboles frutales!  
Nosotros le llevamos el árbol a su casa gratis

Entrega de árboles la semana del:  
7 de Noviembre al 11 de Noviembre

Fecha límite para aplicar: 1 de Noviembre de 2022

Árboles reservados para residentes de 19140, 19120, 19124, 19134

Escanee este código  
de QR con la cámara  
de su teléfono y  
recibirá a la aplicación  
para el árbol





# Centennial Parkside CDC





# ACANA





# ESPERANZA





# Woodland Ave Corridor after tree-planting







## GIRARD AVENUE AND 40TH STREET NOTICE AND OPT OUT FORM

6/30/23

Dear Resident/Property Owner,

Centennial Parkside CDC, Philadelphia Parks & Recreation, and the Philadelphia Commerce Department are working together to plant free trees in our community. These trees can be planted on Girard Avenue between 40th Street and 41st Street and on 40th Street between Girard Avenue and Poplar Street. Planting trees helps to improve the quality of life while bringing fresh air to the environment. We are excited to work with you to bring life-giving trees to our community.

Trees help cool our streets, clean our air and water, and make our communities healthier. Customers visit commercial corridors more often, shop longer, and spend more money on streets that have trees. Trees can help bring all of these benefits to our community.

This area was selected for free street trees because of the low number of existing trees and high resident interest. We at Centennial Parkside CDC are excited about the opportunity to bring cooling shade and calming greenery to Girard Avenue and 40th Street through this program that is fully funded and paid for by the City of Philadelphia and William Penn Foundation.



These before and after images show how trees could bring greenery and cooling shade to Girard Avenue and 40th Street. These images are just examples. The specific type of tree and locations are still to be determined.



Before a tree is planted, a Philadelphia Parks & Recreation Street Tree Inspector will inspect your site. If your site meets the requirements for tree planting, the inspector will select a suitable tree type from the Approved Street Tree Planting List for planting. These trees have shallow root systems that are unlikely to interfere with underground utilities. The Street Tree Inspector will recommend trees that are less likely to interfere with business signs.

Philadelphia Parks and Recreation contractors will plant the trees in the right-sized holes. These holes will be the right size to reduce the chance of sidewalk issues. If a hole does not already exist or is not the right size, the City will cut a hole in the sidewalk for free. Workers trained in caring for trees will water and maintain the trees for the first two years. Care during these first two years is critical as the tree establishes itself and helps reduce needs for care after that time. The workers will also sweep fallen leaves.

If you do NOT want a new free street tree planted in front of your business or residence on Girard Avenue between 40th Street and 41st Street or on 40th Street between Girard Avenue and Poplar Street, you can decline this offer by completing and returning the attached form by Friday, July 21, 2023. Instructions for how to return the form can be found on the form.

If you have questions or concerns about this project or would like to express preferences on types of trees or tree characteristics for the corridor, please contact:

Asha-Lé Davis  
Greening Committee Chair  
Centennial Parkside CDC



We look forward to answering any questions you may have and bringing trees to the Girard Avenue and 40th Street Corridors.

Sincerely,

Chris Spahr, Centennial Parkside CDC  
Robert Somerville, Philadelphia Department of Commerce  
Marisa Wilson, Philadelphia Parks and Recreation



## STREET TREE PLANTING – OPT OUT FORM

If you do NOT want a free tree planted in front of your business, residence, or property on Girard Avenue between 40th Street and 41st Street or your location on 40th Street between Girard Avenue and Poplar Street, complete and return this form before **Friday, July 21, 2023 at 5:00pm**. See below for instructions on how to submit this form.

**If you welcome a tree being planted in front of your business, residence, or property on Girard Avenue or 40th Street, you do not need to do anything.**

If you have questions, please contact the project contact listed on the attached notice.

PROPERTY/BUSINESS OWNER NAME (PRINT): \_\_\_\_\_

ADDRESS ON GIRARD AVE. OR 40TH ST: \_\_\_\_\_

CITY, STATE, ZIP CODE: \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ DATE \_\_\_\_\_

I verify that I do NOT want a street tree planted at my property:

SIGNATURE \_\_\_\_\_

There are 2 ways to submit this form:

- 1. MAIL** - Mail the completed form to the TreePhilly Program using the included envelope. If you no longer have the envelope, you may use your own envelope addressed to:

TreePhilly Program  
Philadelphia Parks & Recreation  
One Parkway, 10th Floor  
1515 Arch Street  
Philadelphia, PA 19102

- 2. EMAIL** - Scan or take a photo of the completed form and email the form to [info@treephilly.org](mailto:info@treephilly.org).





# ESPERANZA





# BEYOND PLANTING: WORKING WITH PARTNERS TO CARE FOR NEW TREES



**Kate Illes**

[Kate.illes@phila.gov](mailto:Kate.illes@phila.gov)  
[info@treephilly.org](mailto:info@treephilly.org)



**Gennifer Rollins**

[gennifer.rollins@phila.gov](mailto:gennifer.rollins@phila.gov)



**Ivana Gonzalez**

[ivana.gonzalez@phila.gov](mailto:ivana.gonzalez@phila.gov)



**Asha-Lé Davis**

[ashaledavis@gmail.com](mailto:ashaledavis@gmail.com)  
[adavis@pennhort.org](mailto:adavis@pennhort.org)



**Musa Trawally**

[mtrawally@acanaus.org](mailto:mtrawally@acanaus.org)





**Questions? Scan code or use link below**  
**<http://bit.ly/Carefornewtrees>**