

answer for all occasions. The system is simple. A well-publicized program is in place so anyone may purchase a tree to memorialize or honor someone at any time. \$35 buys a listed tree; \$50 will purchase a larger one or one not on the list. The donor can suggest a location or designate "where needed." \$100 buys an arboretum tree. There is even a general pool for those who prefer. Notification of the bereaved or honored is sent, as appropriate.

## Bake Sales, Auctions...



Fund raising is limited only by the imagination. The City of Boise, Idaho, "sells" public rest benches with engraved labels. The benches are sawn from street tree removals. Other cities sell firewood, or even lumber. Volunteers set up tables at fairs and shopping malls to sell perennial bulbs, cookies, trees, you name it. A cleaning establishment donates 1 cent per hanger returned, gaining from it great publicity, a way to recycle hangers, and dollars for trees. And in

England, *The Financial Times* lined up more than 50 famous artists and personalities to donate paintings, drawings, sculptures or photographs of "my favourite tree" for an auction. Funds went to the Countryside Commission to plant trees east of London.

## To Stretch Dollars

Here are some of the ways communities are maximizing funds available for tree programs:

- Several small Midwest communities pool resources to hire a shared forester. Other contracted services and equipment purchases can be obtained in this way.
- *Feed the Oaks* is a project in Covington, Louisiana, that asks residents for contributions to help fertilize and otherwise care for the city's 199 live oaks. Other options include adopting one of the oaks or volunteering to plant trees.
- Cincinnati makes 1,000 free, 1 1/2 inch caliper trees available each spring. Residents and organizations apply for the trees and suggest planting locations. The sites are checked and 1,000 lucky recipients are selected. What the city saves in planting costs allows more to be spent on trees.
- The Northwest Urban Forestry Council in Kansas provides nurseries with rebate tags to place on selected species. Offers of a 50% refund, with a \$15 maximum, not only encourage the planting of more trees, but assures that trees adapted to northwest Kansas are used.
- Plantation, Florida, has an exemplary cost-sharing program for any resident who would like to plant a street tree. The resident pays half the cost (about \$45 per tree); the city plants, initially waters, and guys the tree. Detailed instructions for guy removal and other procedures are provided to residents on a door knob hanger.
- In many communities, cooperation with the local utility makes tree planting inexpensive through either cost-sharing or providing the tree free. The advantage to the utility, besides good publicity, is that it can control species selection and make certain that appropriate trees are planted beneath or near overhead lines.

## Innovating for the Future

From the complex world of air quality modeling and the innovative mind of a park superintendent comes a new mechanism that may: (1) better quantify the value of trees, (2) reduce air pollution, (3) reduce pollution control costs for industries, and (4) provide a way to fund an expanded urban forestry program.

Too good to be true? That's what the U.S. Environmental Protection Agency has decided for the time being, but they have also encouraged Bailey Hudson of Santa Maria, California, to keep working on his idea.

Currently, "emission reduction (tax) credits" are granted to businesses to help offset the cost of installing mechanical devices that capture a specified amount of

pollutants generated by the business. At the same time, researchers are trying to quantify the amount of specific pollutants that trees remove from the air. When knowledge of this phenomenon is perfected, the service performed by trees can be given a dollar amount (by comparing it with the cost of mechanical pollution control devices or the willingness of citizens to pay for clean air).

Bailey's plan is to then get EPA permission to give businesses the option of either using mechanical devices to prevent pollution, or providing funds to the city for tree planting and care.

More details are available in the August 1993 issue of *Arborist News*. Yankee ingenuity is alive and well!