

FINAL REPORT
FOREST SERVICE GRANT NO. 38-G 96-027

NOTE: Please review the following information and revise/complete as necessary.

Issued to: Tree Utah

Address: 364 East Broadway, Salt Lake City, UT 84111

Project Name: The TreeLink Project

Contact Person/Principal Investigator:

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Date of Award: August 8, 1996

Grant Modifications: Mod. 1 - No-cost time extension from August 8, 1998 to December 31, 1998

Date of Expiration: December 31, 1998

Funding: Federal Share: \$100,000 plus **Grantee Share:** \$100,000 = **Total Project:** \$200,000

FS Grant Manager: Susan Rush

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Provide an abstract on your project and its results (approximately 200 words):

TreeUtah played a lead role in the creation, implementation and marketing of TreeLink: a world wide website devoted towards addressing the issues associated with urban and community forestry. TreeLink consists of several main components to meet the mission of expanding public awareness. These components are:

- Research
- Multiple Partner Coalition Building & Communication
- Public Education & Awareness
- On-line quarterly magazine
- Organization Management & Current News

Under these components are dozens of specific feature topics that meet the needs of a vast audience.

TreeLink's success was measured in the following ways yielding these results:

- Through an access counter that records the number of times a portion of the site has been accessed. Statistics show the Treelink site was accessed 59,000 times between the months of September and December 1998. Sixty eight countries from Canada to Greenland accessed the TreeLink site.
- Approximately 50 people have participated in the on-line bulletin board.
- Finally, TreeUtah and personnel responsible for the site received dozens of positive comments about the TreeLink website. Feedback from TreeLink's advisory panel offered suggestions about the site that we have implemented.

Project objectives:

The primary goal of the TreeLink project is to advance the cause of urban/community forestry by meeting the information needs of the various groups directly or indirectly involved in this field. The four specific objectives are:

- to provide "one stop shopping" repository of the research materials needed to answer questions and solve problems in urban/community forestry.
- To provide information that will help urban forestry groups manage their organizations, recruit and train volunteers, raise funds, and organize projects.
- To act as a catalyst for community building by providing ways for local and national groups to communicate and share ideas.
- To provide information for the general public that will educate them about urban forestry issues and inspire them to become involved in "hands-on" activities in the community.

Objectives met successfully:

All of the objectives cited above have been successfully met in varying degrees. The greatest success occurred in the areas of providing valuable information to citizens across the globe on the issues of urban/community forestry.

Success was achieved in the area of community building among professionals, individuals and groups. Through a number of public presentations and marketing of this site, people in the urban/community forestry fields were provided with a broader perspective of the world wide web and how this technology impacts them personally and professionally. This technology gives people from across the globe with the capacity to share ideas, discuss problems they face in their community and get feedback from others facing similar issues.

TreeLink's most important achievement is that it is a website representing the urban & community forestry community in its entirety. This is a site designed and maintained by a balance of groups and individuals representing the non-profit community, governmental agencies, corporations and private business. It is a combined effort from people across the country and around the world. We have articles from researchers in Europe, a feature interview with a tree planter in Iceland and a story about a native tree in India.

Objectives not met:

One objective not fully met is the research database. The TreeLink site does have a database of research articles, however, the goal was to have a greater number of articles and have a way to access the abstracts to these articles. Another goal was to have more free items that the public can download to use on their own computer (screen savers, nature icons). Another goal that has not been fully met yet, but is in the process of being finished is getting an entire tree guide on-line. Presently, TreeLink has the National Arbor Day Foundation's guide for the eastern U.S. on-line. We have been promised the western tree guide as soon as it can be converted to a format suitable for TreeLink.

Attach copies of reports, publications, or videos. If your work has been published (journals, popular press, etc.), provide where they have been published or reported and how copies can be obtained.

There have been no publications, videos or reports about TreeLink other than a news article in the Salt Lake Tribune - October 1997. (enclosed copy)

How were your results disseminated to the public?

The results of this project are being disseminated to the public through internal and external marketing, word of mouth and, beginning later in 1999, free advertising in a business magazine.

List the active partners (key individuals or organizations) involved in the project:

The following individuals, organizations and/or groups are active partners in TreeLink:

Pepper Provenzano

Sherry Vance

Steve Hawkins

TreeUtah

Ed Macie

Brandi Chase

Dallas Parks and Trees Foundation

A.C.T.

National Arbor Day Foundation

TreePeople

The TreeLink Board of Advisor

Penna, Powers, Cutting & Haynes Public Relations Firm

Pacific Meridian

List the major research or policy findings of your project?

There are no research or policy findings of TreeLink.

If not apparent in the above, or if your project did not involve research, how did the project increase the knowledge we have about urban forestry? How did (will) the public benefit?

The primary objective of TreeLink is to increase the public's knowledge about urbancommunity forestry. This objective and others related to it were met in varying degrees as stated on page 2. The benefits to the public from TreeLink include:

- free information, free resources and free materials for educational purposes.
- learning about urban/community forestry in a manner that's convenient, practical and easy to understand. The user can move readily from one site to another within TreeLink to access and download information quickly.
- Non-profit organizations, private business, government agencies and academic institutes have benefited by being linked to the site, gaining greater exposure to the general public.

What recommendations might you make for community foresters or others who might benefit from your project?

The recommendations that the TreeLink team would make for community foresters and others is to create their own website describing the specific organization, agency or business they represent. This site should be linked to other sites that carry a similar message and to government agencies, non-profit organizations or community sites(city council, rotary club,et al). Another recommendation is to get their sites on every web browsing search engine service possible. This service can be obtained free of charge or by a nominal fee. One final recommendation to community foresters is to use our links section to get connected to other programs across the country that may face similiar challenges and who can offer solutions.

Photo or Illustration: If possible, please provide a photo or illustration for our use that summarizes or represents the project. Indicate how this illustration should be credited.

The attached illustration is the home page to the TreeLink site. This illustration should be credited as: TreeLink; a collaborative website on urban & community forestry designed and implemented by: TreeUtah, Sherry Vance & the Hurst Group. Funded by a grant from NUCFAC. Additional site design by: Chase Designs, J.C. Brady, K. Cunningham. Additional support from P. Provenzano & S. Hawkins.

If a no-cost time extension was granted for this project, why was it needed?

A no-cost time extension was granted for the TreeLink project for the following reasons:

- The National Arbor Day Foundation's Eastern Tree Guide proved to be very difficult and time-consuming to get on-line. Now that we have the eastern guide on-line, the Western Tree guide will be easier to get on-line.
- The "Simple Act of Planting a Tree" was also time-consuming to get on-line. All text and most of the graphics were scanned and checked for accuracy.
- The on-line magazine "WoodNotes" took longer than expected due to the graphic and text content. Each issue since Spring 1997 has taken less time.

How would you evaluate the grant process? What changes, if any, would you recommend?

I have no comments about the actual grant process - how was each grant recipient selected. I thought that the RFP was thorough and asked for enough good information from interested parties to get their proposed idea across in a condensed format. The help I received from Suzy Del Villar and Susan Rush regarding the monthly reimbursement forms was timely and much appreciated.

Comments considered of importance but not covered above:

The members of the TreeLink team are still providing in-kind hours to insure the continued success of the site. The commitment from the team has been outstanding. It has proved to be quite challenging to procure outside funding from corporations. We have submitted a proposal from the National Tree Trust for funding the site. We are also looking at working with the Forest Service and the State Councils to include their information and create a site similar to the A.C.T. page for the councils. We are working with these entities to secure funding for a part-time person to maintain the site and help coordinate efforts among all of the partners.

This report was prepared by: MERYL REDISCH / TREBUTAH
Name: MERYL REDISCH
Title: EXECUTIVE DIRECTOR
Phone Number: 801-364-2122
Date: 1/22/99

Results of Tree Link Survey

3/21 /06

1. How valuable is Tree Link as a resource to you?



This site serves as a good central source for a variety of Urban and Community Forestry topics as well as links to other sites.

We refer Indiana urban forestry community customers to it on a regular basis, but it is hard to navigate, and many of them give up.

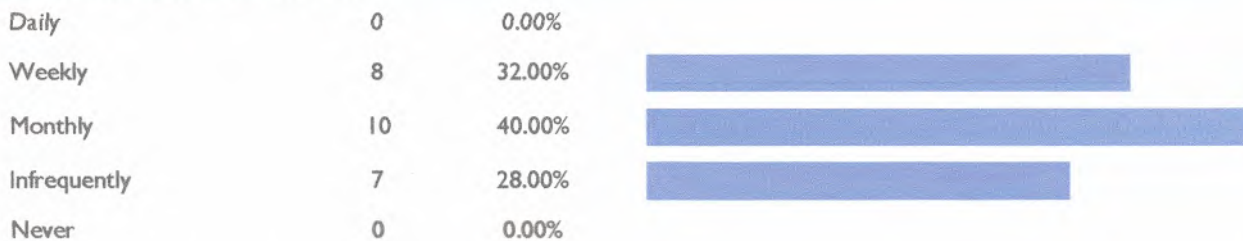
Very useful site to refer people to - I use it occasionally for my work.

I use it, but feel most of the information is available elsewhere.

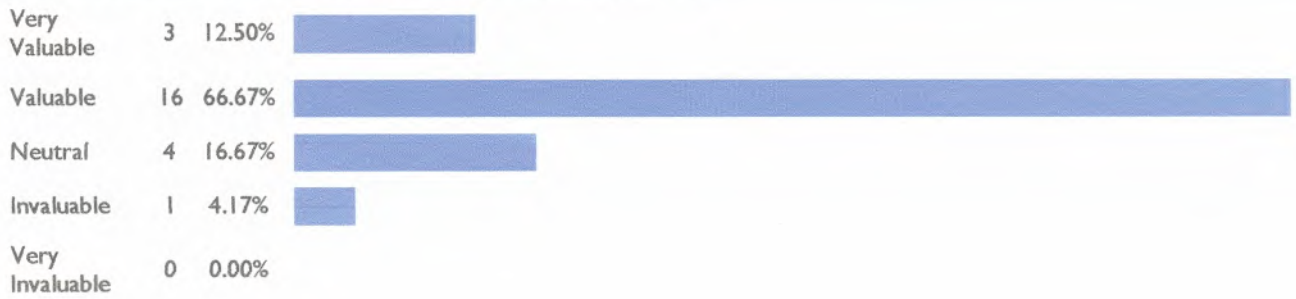
I routinely refer people to this resource.

I don't use it very often though I use many other sites (ISA, CUFR, FS Regional, Univers., etc) quite frequently. This site is better for lay folks.

2. How often do you visit Tree Link?



3. How valuable is Tree Link as a resource to partners in your state?



We frequently refer partners to the site The quotWho"s who in your state?quot part of the website should be updated and improved upon.

I'm not sure how often partners use it, but there is good information for them.

We publicize it in our newsletter, on our website, and other places..

Not sure. 1 don't hear of many folks using it.

Unknown.

4. Do you view Tree Link as the national clearing house for urban and community forestry information and resources on the internet?



National Arbor Day Foundation (arborday.org), and International Society of Arboriculture (isa- arbor.com)

ISA National Arbor Day Foundation

There are so many websites for urban forestry. I prefer to give folks the individual websites because it is easier than them navigating Tree Link.

The clearinghouse? Not sure - I usually go elsewhere first (use google, go to isa). a clearinghouse - yes.

is there another one I'm missing?

Though it may be this, 1 haven't found it to be as useful as it could be. I often don't find what I'm looking for and instead go to other locations.

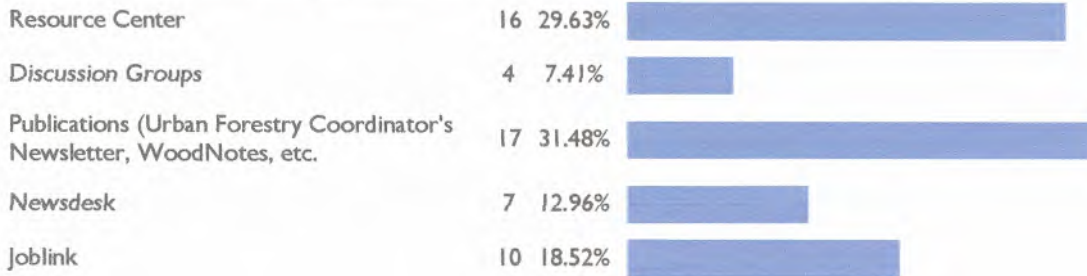
Potentially.

Urban Forestry South — www.urbanforestrysouth.org

Not yet. Could get there.

I find it more user friendly than some of the USFS sites (these are also good).

5. What information do you go to Tree Link for?



Use UrbNRnet and SMA listserves, though SMA is more useful. I don't have time for discussion groups. Other sites for technical info are better.

Contact information for other states and with NUCFAC.

have used all of these on several occasions.

6. If federal assistance was available to help fund Tree Link, would you be in favor of it?



Any federal assistance should be within reason and should be leveraged with other sources of funding.

To a certain level.

This is because funding is low, and I think it needs to be on the ground to make a more significant environmental difference. TL can fundraise.

modest amount - plus, Pepper P. should continue to be given a free hand to run things.

They have been receiving funding for years, I think it's time they (and other national partners) go in a new direction.

I think TreeLink should be eligible for funding along with other UCF partners like American Forests and NADF.

Caveat NOT at the expense of reductions to state programs.

Depends on amount.

TreeLink has received plenty of USDA \$. Continued funding will only foster dependency. If TreeLink has merit, it needs to stand on its own two feet.

I think Tree Link is more valuable than some of the other federal efforts (e.g. - reduce American Forests to pay for Tree Link).