

**FINAL REPORT
FOREST SERVICE GRANT NO. 01-DG-11020000-068**

Period covered by this report: August 24, 2001 through March 30, 2004

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

Issued to: National Arbor Day Foundation

Address: 211 North 12th Street, Lincoln, NE 68508

Congressional District Number: 1

Project Name: Web Site Enhancement for arborday.org

Contact Person/Principal Investigator:

Name: Mary Yager
Mailing Address: Same as above
Phone Number: (402) 474-5655 ext. 206
Fax Number: (402) 474-0820
E-mail Address: myager@arborday.org

Your Organization's internet home page address: www.arborday.org

Date of Award: August 24, 2001

Grant Modifications: Mod 1: No cost time extension from September 30, 2003 to March 30, 2004

Date of Expiration: March 30, 2004

Funding: Federal Share: \$61,200 plus **Grantee Share:** \$61,200 **Total Project:** \$122,400

FS Grant Manager: Susan Ford

Address: USDA Forest Service, State & Private Forestry, PO Box 25127, Lakewood, CO 80225

Phone Number: (303) 275-5742 **Fax Number:** (303) 275-5754 **E-mail:** sbford@fs.fed.us

Please provide an abstract on your project and its results. This abstract will be posted on the NUCFAC's Internet site. (approximately 200 words or less).

With the support of NUCFAC and the USDA Forest Service Urban & Community Forestry program three modules were developed on arborday.org offering unique learning opportunities for a diverse audience ranging from the novice tree planter to the forestry professional:

- *Online Tree Guide* includes 131 commonly planted landscape trees that can be sorted by common name, scientific name or family. The guide can be searched by type, soil, sun, hardiness zone, spread, height or shape and includes information about use of trees for shade, wildlife, windbreaks, etc.
- *Right Tree Right Place Quiz* offers questions to test the user's knowledge of trees and provides information in a fun and educational format by asking the user to determine which tree is best for a particular situation. The quiz highlights landscaping to conserve energy and attract wildlife, reduce heat island effect, consideration of utilities, crown shape, mature size, riparian areas and windbreaks.
- *Virtual Pruning* encourages proper pruning cuts and includes information on pruning for strength, form and fruit, and warns against topping. The module provides information on storm damage, pruning tools and hiring an arborist for big jobs.

Project objectives:

This project involved:

- Selection of an advisory committee to review and test education modules.
- Development of three online modules. (Original goal was four modules, but development resulted in two being combined to one. Virtual Tree and The Tree Source were combined to create *Online Tree Guide*.)
- Collection and evaluation of user surveys.

Objectives met successfully:

The two modules for earliest completion were selected--Virtual Tree and The Tree Source. The project manager and information design team worked together to propose initial content design and material was researched and gathered for use on these modules.

The Virtual Tree/Tree Source modules were combined and renamed *Online Tree Guide*. The *Online Tree Guide* was reviewed internally and was then sent outside for review by a committee representing homeowners, community foresters, foresters, environmental organizations, civic organizations, students, and teachers. The review committee provided valuable information to correct and improve the initial module. Reviewer input was incorporated and the *Online Tree Guide* went online in September 2002.

The *Online Tree Guide* (www.arborday.org/treeguide) includes 131 commonly planted landscape trees that can be sorted by common name, scientific name or family. The guide can be searched by specific type, soil, sun, hardiness zone, spread, height, or shape. The guide includes information about use of trees for shade, wildlife, windbreaks, etc. Users have an opportunity to complete a survey with their comments and rating of the guide.

The next module for completion was selected--*Right Tree, Right Place Quiz*. The project manager and information design team worked together on initial content design and material was researched and gathered for use on the module.

The *Right Tree Right Place Quiz* module was reviewed internally and then sent outside for review by the committee representing homeowners, community foresters, foresters, environmental organizations, civic organizations, students, and teachers. The review committee provided valuable information to correct and improve the Quiz. Reviewer input was incorporated and the *Right Tree Right Place Quiz* went online in October 2003.

Right Tree Right Place Quiz (www.arboday.org/trees/righttreeandplace/) offers questions to test the user's knowledge of trees and provide information in a fun and educational format.

The final module was *Virtual Pruning*. The project manager and information design team worked together on initial content design and material was researched and gathered for use on the module.

The *Virtual Pruning* module was reviewed internally and will go online in June 2004.

Virtual Pruning (www.arboday.org/virtualpruning) allows users to test their pruning skills and learn more about proper pruning.

Objectives not met:

All objectives have been met.

List the major research or policy finding of your project.

Not applicable.

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 modules offer unique learning opportunities for a diverse audience that ranges from the homeowner who is a novice tree planter to forestry professionals. The modules include interactive content to teach basic tree identification and the benefits of trees in the [environment](http://environment.arboday.org). Arboday.org currently averages over 6 million hits and more than 75,000 unique site visitors per month. These visitors will be encouraged to visit the modules.

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

Community foresters and others are encouraged to link their Internet sites to arborday.org to provide constituents with opportunities to learn about tree selection and care.

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.

www.arborday.org/treeguide
www.arborday.org/trees/righttreeandplace
www.arborday.org/virtualpruning

How were your results disseminated to the public?

The public has been informed of these learning opportunities via the arborday.org Web site and through distribution of the March/April 2004 and May/June 2003 *Arbor Day* newsletters and 2002 *Tree City USA Annual Report*.

What are the logical next steps or future direction of your project/research?

The logical next steps for the Web enhancement project would be to add tree species to the *Online Tree Guide* and questions to the *Right Tree Right Place Quiz*.

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

Advisory Committee, invited

Dennis Dohner, homeowner, Lincoln, NE
Jerry Pulsipher, homeowner, Salt Lake City, UT
Liz Gilland, Urban Forestry Coordinator, Columbia, SC
John Giedraitis, Urban Forestry Coordinator, College Station, TX
James R. Fazio, Dept. of Resource Recreation and Tourism, University of Idaho
Michael Kuhns, Department of Forest Resources, Utah State University
Angela Liu, LA Conservation Corps, Los Angeles, CA
Kathy Lord, Trees for Houston, Houston, TX
David Damin, Rotary Club of Indianapolis, IN

Jerry Swim, Lower Northside and Depot Neighbors, Lacrosse, WI
George Allen, Middle School student
Jordan Martinoski, Middle School student
Elizabeth Rohwer, High School student
Jo Ella Adelung, College student
Jim Nemec, High School Vocational Ag and Science teacher
Julie Martinoski, Elementary School teacher

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.

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

A no-cost time extension was needed because the process to create, review, test and complete each module took more time than initially thought, putting the project behind schedule.

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

NUCFAC grant process is supportive and clear.

Comments considered of importance but not covered above:

Online Tree Guide received 690,227 visitor sessions from September 2002 through March 2003. 84% of those responding to the online survey after using the *Online Tree Guide* rated it very good or excellent.

The *Right Tree Right Place Quiz* was taken 11,270 times from October 2003 through March 2004. 74% of those responding to the online survey rated the *Right Tree Right Place Quiz* very good or excellent.

This report was prepared by:
Name: Mary Yager
Title: Program Director
Phone Number: 402-474-5655
Date: June 17, 2004