

QUESTION 2

What are some effective ways for the planning process to have a presence, and be accessible within your communities?

Think of where you live, where you work, opportunities to tap your networks, and where people in your community get their information.

CONNECT TO THE EVERY DAY

Help people see how trees directly tie into their "every day" work/lives

Churches

- mention in announcements
- get priest/pastor on board

farmer's markets/grocery stores

Community Newsletters

- write an article

VISIT A WORKPLACE ON THEIR SCHEDULE. EVERYONE IS BUSY, BUT LUNCH SEMINARS OR EDUCATIONAL EVENTS MAY BE A GOOD EXCUSE TO BREAK.

Get people into a forest

- picnic, scavenger leaf hunt, bud watching, etc.

Linking to events that are already happening / sponsorship.

Incorporate trees on house tours

Tap Student Enviro Coalition

Tap
Student
Enviro
Coalition

BARs, CAfE, Rest.

Community
events
- information
table

Word of
mouth

Happy Hour!
Create awareness
events + staff w/
people to educate +
survey

Events

Table tents / Coffee share
Window
Café / Bars / Restaurants

SHOW UP AT BARS/
CONCERTS. PEOPLE ARE
ALWAYS MORE ENGAGED
AFTER A FEW DRINKS
PARTNER W A BREWERY FOR
A TASTING.

Flyers in (coffee shops,
galleries)
etc.
grocery store
businesses
[post them]

USE MEDIA

I ♥ PGH ●

2

newspaper
ads

2

Post-Gazette
Editorials ●

2

Host AN event

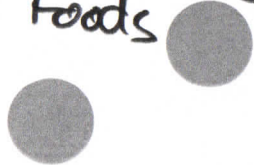
CITY-WIDE
tree ID
game or
hunt

Happy
NOW

THEMED ART
EXHIBITIONS.
COMMISSION DESIGNERS/
ARTIST TO CREATE
TREE-INSPIRED WORKS.

SWAG + INFO ON Christmas Trees

2. Attach flyers to
Christmas trees @
Whole Foods



GO DOOR TO DOOR!

Door knocking




TOWN CRY'ERS

Word of
MOUTH
TOWN CRY'ERS
- messengers

W.O.M
link w/ a few key
players in community
& get them to buy in
& spread

Gain support of com-
munity leaders.



Get Folks OUT!

Botanical Society Hikes

talk to kids
about trees &
parks
Field Trip!

Athletic event - do
a run or a bike
ride or a hike ●
- marathon?

TABLING @ The CO-OP ●

②

Table at the co-op

2. Have a Tree P&H
table @ Whole Foods
for Earth Day, Arbor Day...

table / booth
community events

● PSA / RADIO/MEDIA

Radio

Radio/ Newspaper
PSAs

Multiple
announcements
for public
events

● SOCIAL MEDIA

Email
updates

Community
Websites
- Post an article

Texts

Community
email lists
- Distribute
information

twitter, FB, Blogs

Online
media/
networking

Email
Newsletters (x3)

Blogging, online
posting of activity.

Social
Media
- Facebook

Facebook/
Twitter

TAKE AWAY BARRIERS ●

Food & Drink

Provide
Food &
childcare
& Transportation

childcare!

GOOD, VISIBLE POSTERS

A Poster / Map /
Visual by ~~an~~ a
highly walked area

Poster Campaign

②
Signage, etc @
Homewood busway station

Billboards²
(replace nat gas!)

GREAT PRESS KIT

Q2 Basic Press Kit

- Neighborhood
- Media
- New Media

put ads in local
bulletin or
flier door to door

● USE TREE TENDERS

Volunteer
events ↓
Welcome speech

Use Tree Tenders
Network to
organize neighborhoods

Get everyone in tree
Pittsburgh network to
host a gathering

I would like to ①
USE TREES & BEAUTIFICATION
TO CREATE A GROUP
TO GENERATE ONGOING
INTERACTION... OF ALL ②
AGES THERE IS NO
CENTRAL GROUP OR
PLACE THAT BRINGS PEOPLE
TOGETHER EXCEPT THE
LOCAL FUNERAL HOME. ③
School is gone.. Churches
ARE FRAGMENTED. NO
STORES OR BUSINESS

TAP TREE + Master Garden Classes

Phipps interacts w/
a lot of plant lovers ●
through classes, events, and
general visitors to the
Conservatory.

GO TO THE SCHOOLS.

Staff at
Urban
Pathways

Schools where
parents and
kids

Pitt students

High school
civics (volunteer)
(to canvass) (community
service 2

Schools
↓
educational prog. ^{4/05} send home
flyer

TREE BIKE LOCK AWARENESS

Be specific...

Combine tree protection
devices (tree guards
with bike racks. Educate
(via web, spoke cards, post
cards) why locking bikes to
trees is not good.

MEMORIAL TREE PLANTING

Do a planting in honor
of someone in your
community - local hero,
or in memory of...

BIG ART in PUBLIC PLACES

Do a thermostat
project like public
workshop did to get
awareness for the need
of trees.

Put a tree in an
unusual place
to draw attention
Upside-down tree

Use 1st Friday
events to have
arts night "trees" 2

have a "green" event
Focus on bikes + trees
+ arts. 2

TIE TO CITY PLANNING COMP PLAN

Make planting info/plan
public & have it
coincide/mesh with
other Citywide plans
i.e. Transportation, Parks & Open
(MovePGH) Space, etc

trade journals - the best...

High impact
Peer - reviewed publications

When applicable advertise
in community/area news-
letter.

FB.
Vote
Board
etc..

TREE OF THE MONTH

tell about your
favorite tree in
neighborhood - with
tech info. to promote
knowledge of trees

MISC

Message boards

[posts]

interactive activity -

Scavenger hunt?

bingo ●

Local News

(PG, Pop city, City paper)

[Ads, press releases]

buses

Flyers at coffeshop

Print

↳ Newsletters
that come in mail

food - make a meal
with food from
local trees

Bus stop
↓

Ad in station

Churches
↓

Bulletins

Fliers^x about
ISSUES
hung

EVENT TABLE

Talking with friends,
neighbors at events
(to bling)

GO TO THE PEOPLE/CANVASS

CANVASS

②

People gather to ^{play/}walk dogs every day after work in Mellon Park ----

Mellon Park has ~~four~~ ^{many} of dog lovers who congregate in the park after work.

Ⓜ Politicians go door to door to talk to people very effective w/ retirees in N. Point Breeze

CSA community ²

N. Point Breeze has food co-op, construction Junction, + Free ride, all of which attract a lot of socially engaged people

Lots of families gather in our local park - Westinghouse Park

GO TO THE PEOPLE/CANVAS

Host meetings in
local coffee/diners
where folks are there
Brunch - study time. 2

Play/Artwork/
Lecture/info session

POP-UP HAPPENINGS

Have a presence at community festivals and other activities.

HOST INFORMAL KICK-OFF EVENT PRIOR TO A MASS NEIGHBORHOOD PLANTING TO ENGAGE PEOPLE BEFORE THE WORK BEGINS.

Community information sessions in communities of interest

Puppet show or other happening in a public space, or community event.

USE CITY PARKS / events - SHELTER SIGN UP

festivals in
city parks all over
the city

city pools

shelter sign up -
activities at park
shelters

UNDERSTAND PERCEPTIONS

Exploratory
Conversations

Community
brainstorms
Not people like "us"

USE CITY AS
ARBORETUM

Battle
misperceptions
Enhance positive
perceptions

Take groups to
the Carnegie's
Powdermill nature
center!

GREAT TEESHIRTS

2. Sell T-shirts @
Whole Foods.

LARGE COMMUNITY ORG / CBO'S

connecting w/
community groups
ie Larimer green
team

Connect w/ CBOs
that have a large
constituent base.

HOST COMMUNITY MTGS IN
TARGETED NEIGHBORHOODS
TO EDUCATE UNENGAGED
CITIZENS

community
organizations
- make a
presentation

Church

- PIIN

Partnerships w/
other organizations

PARTNER W/ CIVIC
ASSOCIATIONS

Community
Dev.

Corps.
- attend Meetings

existing CDC +
community group
networks

COMMUNITY ORG

Lawrenceville corp or United

②

Joining other planned events, ex. neighborhood-wide yard sale, bonfire both hosted by SPBO

Highland Park
Mailing List

2

Information at

August Wilson
Center

Block
Parties

2

CDCP

2. Hold workshops with community gardeners around town!

Existing neighborhood groups w/ connections

Contact Community Group or local officials

SCHOOLS

HAVE A BOOTH AT
SUSTAINABILITY/HEALTH/
WELLNESS EVENTS ON
UNIVERSITY CAMPUSES
TO EDUCATE/RECRUIT TREE TENDERS

Ask kids
to help plan.
& plant a tree

PARTNER W/ ENVIRONMENTAL
STUDENT GROUPS AT
UNIVERSITIES.

School
newsletter

Schools!

work w/ kids workshop
& send them home w/ info

my kids
SCHOOL |
- parents, teachers
- network

Outreach or info
session on a
college campus.

Activities for
children

EDUCATIONAL SESSIONS
TO TEACH PEOPLE HOW
TO PLANT, PRUNE &
MULCH CORRECTLY

School announcements
/ promotion

USE TREES AS GIVE IN COMMUNITY

CREATE INTERACTIONS
@ A FARMER'S MARKET.
A HEALTHY LANDSCAPE AND
HEALTHY FOOD GO
HAND-IN-HAND.

create small
street teams
to bring to light
the issues in a small
space

FACEBOOK NOTES INVITES

Surveys
online

Social online
networks
Free trees for comms
to events. 2

Social Media/website/

message boards,
list servs,
the internet

Facebook 2
notes & events

E-MAIL ACTION NETWORK

~~Contact~~

Set up email
network

TREE SCAVENGER HUNT

Cool event,
educational
Scavenger hunt

TREE MASCOT

... with
his own
Talk Show

Real time Google Maps Of tree planting / Activity

CREATE PUBLIC SPACES
W/ GIANT INTERACTIVE
~~MAP~~ GOOGLE MAPS.
LET PEOPLE SEE PROGRESS
OR NEED AS THEY WALK,
DRIVE, ETC.

MAPS → Guide people
to trees

Map of edible
trees in neighbor-
-hood

Get people
out to the
forests

USE KINGSTLEY SIMULATOR

Kingsley Sustainability
Simulator
(web-based)
drag & drop

SERVICE PROJECT 4 ORGS

AMERICORPS
members

Pgh Cares
Ameri Core
etc.

post at library,
Coffee shops, etc.

Incorporate it
in MLK DAY
w/ AMERICORPS

USE as community
service project for
~~at the~~ UPWARD
BOUND
~~Pittsburgh~~
GA

Controversy

Art show based
on the true
theme /

Environmental Activism

Controversy

MAKE IT THE
MOST TREED-UP
CITY

Q2 Sense of
Competition

Pgh. Wants to be the
Most Treed UP City!

CHURCHES + Faith-Based

meet w/
faith based
groups

2

YARD CERTIFICATION SIGNAGE

Like N.W.F.
wild yard

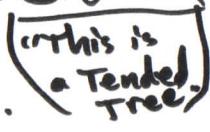
TREE BURIALS

Q2 Tree Cemetery

Be Planted into
a tree as fertilizer.

TREE BADGE + HONOR

Tree tattoo
Tree-Friendly carvings

Tree Pgh Badge
on all tended
trees. 

ADOPT / NAME a TREE

once tree was planted
people were asked to
adopt tree + take care
of it. many folks
named them.

"WHAT IF" Tree on a stick

Baltimore tree
ad ~~tree~~ on a
stick

TRAIN THE TRAINERS

CLEAN RIVERS CAMPAIGN

REACTORS + HOUSE People

Hkn Impact

1

TARGET UNIVERSITIES

FUTURE BOYS

Concert or variety
show event that
benefits organization
& spreads awareness.

question 2

Churches

PTAs

tree mascot at sports games

tree mascot at kids events by request

radio ads/Wyep is probably cheap

partner with clean rivers campaign

realtors groups

campus greek life

Pittsburgh Enviromental coalition

outdoor concerts

tree themed buskers

get a steeler

reach all the community garrdens

advertise through the carnegie library

have a city tree tour of largest trees

nominate memorial trees

have another tree climbing contest

make a powerpoint like in "the inconvenient truth" that others can show on their own; an army of volunteers

tree based art contest

tree themed poetry readings

three minute tree based short films

blue green alliance

tree ambassadors workshops; then send them back out

forwardable texts