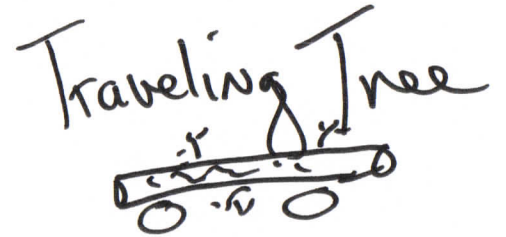


QUESTION 3

If it's fun, easy and interesting, people will usually be happy to do it.

What are some fun, easy and interesting ways to engage people while sharing information and gathering input in the process?

SPOKESPERSON OR MASCOT



GET PRESENTER/MC
TO PLUG YOU BEFORE
ENVIRO/COMMUNITY
RELATED EVENT

PGH TREE
MASCOT
JOHNNY/HIPPO

Tree
MASCOT

●● ID ICONIC PGH TREES

SIGNS UNDER
ICONIC PGH TREES/
TREE CLUSTERS W/
ORGINO AS WELL AS
SPECIES & HISTORICAL INFO
w/ drop box

Interactive online
map

-tree tour &
Survey on what features
people like in certain
re-treed areas

WALKING TOUR → focus on trees

Champion Trees
the biggest ones ●

Tree bike
rides ●

Map of edible
trees in neighborhoods

Community
Walking Tours ● ●

Physical activity -
running, biking,
walking, hiking

Community tours
ie G.E.T (green
environment
tours)
Larimer

CAMPFIRES in the CITY

Fireside chats

BON FIRES

weenie & Marshmallow
roasts

Citizen-Driven Radio Tree Bribes

Pay Pgh radio
announcers \$10
\$100?
each time they say
tree pgh. or "Tree"

③

WYEP Daily
Tree back

Online forum
for info sharing

FUNNY INTERNET VIDEOS.

Political
Debates
among
Trees

- Make a funny
youtube video.

Tree photo
Contest on FB

- most beautiful
- most neglected
- most astonishing

- advertise events on
livingpittsburgh.com.

WORLD RECORD TREE HUG

Set the record!

(12) . Most people hugging
trees

. Biggest tree in Pgh

TREE TOURS

Tree seed walk
(like ~~last~~ Butler
St. Cookie walk)

tree id walks

tree walks



lucky tour
of
trees

FAMILY LEARNING EVENTS

create
family learning
events

ORGANIZE NATURE
HIKES, BIKE RIDES,
RAFTING TRIPS.

Kid Friendly
fun that's not
just "Family" based
so all feel welcome

INTERACTIVE EXHIBITS
@ SCIENCE/NATURAL
HISTORY CENTERS

Tree Scavenger
hunts

Owl puppet from
Mr. Rogers

HAYRIDES FROM
ONE PARK TO ANOTHER

TREE WALKS w/
GUIDE

Children's Museum
Treasure Hunt
- cell phone
- earn pts + prizes

Keg + DJ EVENTS

Games

Wine cheese &
trees!



HARVEST
PARTY

Keg & DJ
event
w/ suggestion box
not PBR to sponsor
Pretty people passing
out
Arbor Ale

FREE DRINKS



SIMPLE BUT TRUE

Green Drinks

Block Party

again... : Happy
Hours
Drinks | events
w/ boos /
maybe drink sponsors...

WINE, TREES + CHEESE

tree care
happy hours.



wine, cheese +
trees



COLLECT PEOPLE'S tree story.

collect tree
stories

everyone that gives, get \geq
a pack of seeds?

Overall
~~video~~ video
projections of
animations about the
benefits of trees in
crowded areas.

Videos of ppl
answering tree-related
questions

LOCAL BAKERY TREE DRAVNS

Natrony
Almond
soda


East End
Brew

Coffee from
Chris Rhodes & Felix
or

TreWinn
origin humor
~~at Cedar House~~

Spak Bos
(pizza box
publicity)

La Prima

Workplace Surveying


TREE BEER ●

GIS for ON-DEMAND PLANTING

Tree location +
identification +
information phone
apps

walking tours
of IDing different
trees ● 3

In field GIS
mapping of potential
spots for tree w/
communities groups 3

TREE CLIMBING COMPETITION

③ Educational scavenger
hunt like an
alley cat (bike race/
scavenger hunt)

tree climbing
events

Head to Head
free climbing
competition



TREE PARADE



tree parade
for arbor
day.

PHOTO BLOG W/ PRIZES

Encourage public input
or photo submissions
with the winner getting
a helicopter ride to survey
tree canopy (KPMC)

USE TECH

Geo caching

FACEBOOK
QUIZES w/
INCENTIVES

make a video
of community
residents saying
why trees! 10 trees
. because...

SUBLIMINAL
MESSAGES

video competition
ala American Idol
upload your best idea

Mattress Factory had a
video booth to tape
people's experience
@ museum. Ask
question → video about.

Local
TV WGED
Black
Horizons

TOM SARVER'S TREE ● HOUSE ARTIST IN RESIDENCY

~~We~~ have Tom
Sarver build :
live in a
tree house.



YOP References to Tree Age

Dance from the decade
of the trees age
i.e. celebrate 80's
trees

Find a tree your
own age

trees of note
tree tour maps
of PJH ●

Go to college campuses
at volunteer fairs
for outreach

TREE BUSKERS

Tree
Carnival
Something at
each tree

Tree Stand-up
Comics

tree festival. ●

USE DATA COMMUNICATE Benefits ●

How
many people
does this tree
keep alive?

USE the DATA
About neighborhoods
communities @
the community
Mechanisms ^{to the} People

● CHILDREN'S MUSEUM

Tree

| |
|------------------|
| Indeer |
| aka Lloyd Wright |

Museum

Tough Art at Children's
museum that is
about trees.

MISC.

- Gigantic chalk wall.
Look at Candy Chang
see his great examples.

Try to get involved
with an artist who
is going to be in the
COMP International and
see if they could do
something

Bring your
dead wood
bonfire

3. Mulberry Tree
Hunt

Greenest block
tree pit garden
contests

Tree Tender

Olympics
+ weeding/mulching
competition

Hanging educational
things in trees

tree tattoos
photography
show

MISC

Scavenger hunt

Alley cat bike rides

Game involving visiting
stations : completing a task
to get a prize

- Matt Erb
Dunk tank
in return for
survey ●

SPONSOR A FREE
NIGHT AT A IMAX -
FEATURE A TREE FILM

create op.'s
for people ●
to 'hang out'
w/ other people

Work with
employers - incentives
to participate

Tree Planting & ●
Stewardship
events

USE CLOTHING / trends

Costume party
with tree theme

Start "tree clubs"
in every pittsburgh
neighborhood.
get cool buttons/jackets

USE ART / ARTISTS

Bring an artist to Pittsburgh
who works with trees.
Promote the artist
and market ~~the~~ an
exhibit... get tv &
radio interviews etc.

Art...
like the
Dinos

Quirky skins to
give info on particular
species of tree;
perhaps edible fruit,
-line of year ready? ->

Performances
"Arbor Aid"

Tree
Flash
Mob



TREE OF SHAME

Tree of
SHAME

blog ●

LOCAL MAPLE SYRUP

Celebrate Fruit Harvest

GIS every
food source
tree in the
city

Involve fruit
harvesting -

3. Fruit Harvest
Festival

HOST POTLUCKS

Pot lucks

Food

block party

MAP OF 'Food trees'

TREE TAILGATOR

③ Every year have
a competition to design
new tree mascot
(Stanford U. does this)

FREE
FOOD

Tree Tailgaters
at Sports
events

Free
Beer
(& Food)

HIDE + SEEK @ Regional Level

③ Giant game of hide & seek in our regional parks (Frick, Highland, Schenley, Riverview, Emerald View)

Friendship
vs
Garfield
Capture the flag 3

~~INVOLVE~~ INVOLVE science teachers from across the city to create tree albums and lessons about trees.

tree PARTY

CULTURAL EVENTS

- tree PLANTINGS
TO MARK SPECIAL
OCCASIONS

FAMILY Picnics/concerts
IN THE PARK

HAVE A MUD
BOWL FOOTBALL GAME

- PARENTS VS KIDS
- CONTESTS (SPORTING)

WOMEN VS. MEN
CHALLENGES Followed
By WINE & cheese

TREE HALLOWEEN

3. ARBOR AID +
HALLOWEEN
EVENT =
FUN

3. ARBOR AID +
OKTOBERFEST
EVENT =
FUN

YOUTH TREE VIDEOS

ART BOMB The Trees

Community/many person
major tree decorations
w/ a message

Family tree -
incorporate communities/
kids; to decorate tree
during holidays or make
it seem like their own

Have some type of
spoken word/slam
poetry event in honor
of the tree cared for
near the ~~site~~ tree

MUSIC Venue Treehouse

~~Midnight~~
info session in
trees / treehouse

Q3 Turn the
Ewok Village
into a music venue

Q.R. Code 4 Survey

I am the
angriest tree
in the world -
ask me why.

③

yarn bombing...?
weird messages...
QR code hanging on
highly visible trees takes
people to survey ^{leg by bus}
stop

RANDOM TREE SWINGS

Swings on trees in
random places.
~~to~~ in the seat could
be the swing tree

GUERILLA TREE PLANTINGS

Tactical urbanism
tree awareness
mass plantings w/
community engagement ?

oversight
plantings to

Q3 Unsolicited
Tree Plantings
on streets

Father-daughter
tree plant

TREE COSTUMES

Q3 Costumes For
Trees.

Elvis/Dogwood



BRIBE People

LEAF RAKING CONTEST
IN CITY PARK.
WINNER GETS FREE
TAX OR SOMETHING

Tree
giveaways -
trees, shirts

Kids essay contest...
win a Mac!!
or scholarship

People who respond to
survey... Enter to win
Free Frye Boots!!

YOUTH - Creative engagement

TAKE ADVANTAGE OF
1000+ ON CMU'S
CAMPUS

Challenge <sup>Art
Film
etc..</sup>
youth to come
up w/ ways to
engage their peers

Competitions

Use the
schools -
EACH student =
ONE ADULT

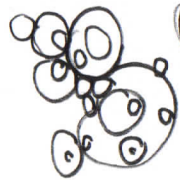
USE P&H LANDMARKS TO
CONNECT TO TREES

ADS + BUSES TEXT

Ads on Buses and
the T

Name bus routes
after trees

TREE ZIP LINES



Q3 Zip Lines
to downtown
Pgh

WIN A TREE CONTEST

Badge
(actual) for # of
trees planted

3

win a tree contest
for most people brought
to a meeting 3

MAKE 19 BLACK + GOLD

Football or Baseball or
Hockey program
Survey & Contest
for prizes (big)
at pro games.

USE CHRISTMAS -
trees / Decyche

X-mas
trees

BOOK CLUB (tree books)

Tree Book
Club

GIVE A PAL A TREE

Seedling
Giveaways

VISIT SOMEONE.
PLANT A TREE.

Tree (seedling)
Give
away

HOLIDAY TREE
(PLANTABLE) DRIVE TO
W/TREE INFO +
PLANTING INSTRUCTIONS +

ORG INFO

CREATE A SENSE OF PLACE AROUND TREES

Hide things in
trees

Decorate a tree
Contest (w/ limitations
on things that will kill
the tree & taken down
afterwards)

Hanging shoes from
a tree (lots of
them)

Follow an old
family or person
thru a path ~~the~~ using
trees as story teller

Have older people some-
-how write memories of
childhood tree, laminate,
hang on tree as
promotion.

Showing ways that
other cultures revere
trees (in Indonesia (Bali)
they cover them w/ skirts)

question 3

puppet shows for kids

tree based parades

public poetry readings around trees

tree themed busker walk through the park

3 minute film contest about a specific tree

bake off contest where everything looks like a tree

cross country ski tour of trees

ISA profesional tree climbing lessons

get drinks at local bars named after trees

get east end brewing to put out tree thmed line of beers

get local bakeries to put tree themed lines of bread/cookies

tree themed hip hop contest

trees of the river" boat tour

have "bring a pic of your house to an artist for trees painted on it street fair event

public tree book reading to children

get restaurants to name menu item and rep the plan on the menu