Project Scope

• City of Tempe + Walton Sustainability Solutions Initiatives
• Developing Urban Forestry Master Plan
  • Create 20 min. walkable city
  • Enhance shade + air quality + beauty
  • Mitigate urban heat island effect
• Community empowerment program needed
GOAL: Empower citizens to preserve and enhance the comfort, health, and beauty provided by Tempe’s urban forest.
Master Urban Forester Program

- Activities, training, tours, planting, lectures, volunteering, discussions
- 9 weeks: alternate speakers + tours
- 2 tree planting opportunities
- Volunteer requirement post-class
- 20 people max: 2 cohorts/ year
Desired Outcomes

- Improve trainee knowledge + skills
- Enhance awareness + support of Tempe Plan
- Increase volunteering
- Cultivate collaborative relationships
- Empower citizens to lead positive change

You can’t manage what you don’t measure.

Track service hours, # people reached, % drop rate
What will students learn about?

- Benefits of canopy
- When + where + how to plant
- Importance of biodiversity
- Proper maintenance
- Infrastructure coordination
- Master Urban Forestry Plan

How can citizens make a difference?
Tours

ASU Arboretum

Desert Botanical Garden

Singh Farms

Garden Pool in Mesa
Communications + Marketing

- City social media
  - Digital infographic
- Local news
- Partner email blasts
- Present to community groups
- Resident water bill
Course Fee

- Individual - $15
- Guardian and student - $20
- Corporate rep (sponsorship package) – $50

Yearly Budget: $23,630

- Project Manager: $20,520/ yr (540 hours w/ 12 weeks off in summer)
- Food: $2,000 /yr ($200 per class)
- Recycled T-shirts: $710/ yr ($15 ea.)
- Tour cost: $400/ yr
A citizen leadership and empowerment program focused on preserving and enhancing the comfort, health, and beauty provided by Tempe’s urban forest.

Thank you! Questions?