



Tree Giveaway Phase	Best Practices/Recommendations <i>Note: Sources are cited with hyperlinked superscripts (i-xi). Full list of hyperlinked sources can be found on following page.</i>
Event Planning	<ul style="list-style-type: none"> <li>Partner with local community organizations to host a tree giveaway event or participate in a farmer’s market, park event, etc. Connect goals to those of the targeted disadvantaged communities’ <sup>i</sup></li> <li>Consider the accessibility of your event’s location, including parking availability, pedestrian byways, or public transportation. Successful programs in disadvantaged communities also include outreach and recruitment efforts and partnership with local organizations in areas with low income and/or canopy cover <sup>i</sup></li> <li>Consider having in-person tree planting, pruning, and watering demonstrations by staff <sup>i</sup></li> </ul>
Outreach and Engagement	<ul style="list-style-type: none"> <li>Include digital sign-up sheets that asks for recipient’s contact information, address for planting, desired species from species available list, comments/concerns on species and/or site selection. Information on many trees can be found the Pacific Islands SelecTree site.<sup>ii</sup> <b>Sign-up sheets examples:</b> <sup>iii, iv</sup></li> </ul>
Planting	<ul style="list-style-type: none"> <li>Provide a tree care guide with planting, watering, and maintenance instructions, especially if delivering tree to participant and/or planting tree for participant. <b>Tree care guide example:</b> <sup>v</sup></li> </ul>
Pre-Monitoring Considerations	<ul style="list-style-type: none"> <li>Determine metrics of success that align with program and giveaway goals to inform monitoring methods <sup>i</sup></li> <li>Determine desired attributes for monitoring (i.e. number of trees given away, survival after x amount of time, number of people engaged, species condition, mortality status, observed health problems, etc.) <sup>vi, vii</sup> Monitoring variables and in-depth description <b>example:</b> <sup>viii</sup></li> <li>Consider who will perform monitoring (i.e. tree giveaway recipients, program staff, volunteers, contractors, etc.) <sup>vii</sup></li> </ul>
Monitoring after Tree Giveaway	<ul style="list-style-type: none"> <li>Record planting data at giveaway (i.e. participant name, selected tree species, registered address, proposed planting site) <sup>i</sup></li> <li>Create a database to record responses <sup>ix</sup> and determine monitoring data management software (most common software include Microsoft Excel, GIS, i-Tree) <sup>vi</sup></li> <li>Collect at-planting data. See Table 1 in linked resource for Monitoring Data attributes <sup>x</sup></li> <li>Conduct follow-up assessments via email surveys, phone calls, or scheduled home visits to determine if the tree was planted, how much it is being watered, pruned, or mulched, and a general health assessment <sup>ix</sup></li> <li>Conduct drive-by surveys for locations where tree planting location is visible and accessible <sup>i</sup></li> <li>Utilize citizen science to help tree monitoring via Tree Plotter Software from PlanIt Geo, which allows multiple user groups to collect individual tree data via mobile device entries <sup>x</sup></li> <li>Create a GIS project with tree location and desired attributes for monitoring (i.e. date planted, species, etc.). <b>Example layout to adapt with desired attributes for monitoring:</b> <sup>xi</sup></li> <li>Encourage neighbor-to-neighbor tree watering monitoring accountability <sup>ix</sup></li> <li>Create an agreement/contract with recipients outlining expected duties (water x amount every week, check for pests/health problems weekly) for accountability. This is a successful strategy for many Forest Service-sponsored plantings in the Pacific. <sup>ix</sup></li> <li>Provide institutional arrangements (i.e. terms of tree giveaway, norms, and strategies) to create incentives for tree care and reduce miscommunication of program interests and expectations of recipients <sup>ix</sup></li> <li>Encourage neighborhood tree care strategies by volunteers and program staff to also create incentive to maintain trees or landscape through these collective management norms <sup>ix</sup></li> </ul>

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- i [Best practices for yard tree distribution programs \(usda.gov\)](https://www.usda.gov)
  - ii [Pacific Islands: Tree Selection Guide \(selectree.calpoly.edu\)](https://selectree.calpoly.edu)
  - iii [Smart Trees Pacific- Ho'olā'au Community Tree Planting Project \(smarttreespacific.org\)](https://smarttreespacific.org)
  - iv [Adopt-A-Yard-Tree | FriendsOfUrbanForest \(friendsoftheurbanforest.org\)](https://friendsoftheurbanforest.org)
  - v [Adopt-A-Tree - Speak for the Trees, Boston \(treeboston.org\)](https://treeboston.org)
  - vi [Identifying common practices and challenges for local urban tree monitoring programs across the United States \(usda.gov\)](https://www.usda.gov)
  - vii [Monitoring & Maintaining Your Urban Forest: Resources for Urban Forestry, Trees, and Green Infrastructure \(vibrantcitieslab.com\)](https://vibrantcitieslab.com)
  - viii [Urban tree monitoring: A field guide \(usda.gov\)](https://www.usda.gov)
  - ix [Branching out to residential lands: Missions and strategies of five tree distribution programs in the U.S \(sciencedirectassets.com\)](https://www.sciencedirectassets.com)
  - x [Monitoring young tree performance with citizen scientists: The evolving Tree Checkers program in Philadelphia, PA \(usda.gov\)](https://www.usda.gov)
  - xi [Speak for the Trees \(treeboston.org\)](https://treeboston.org)