

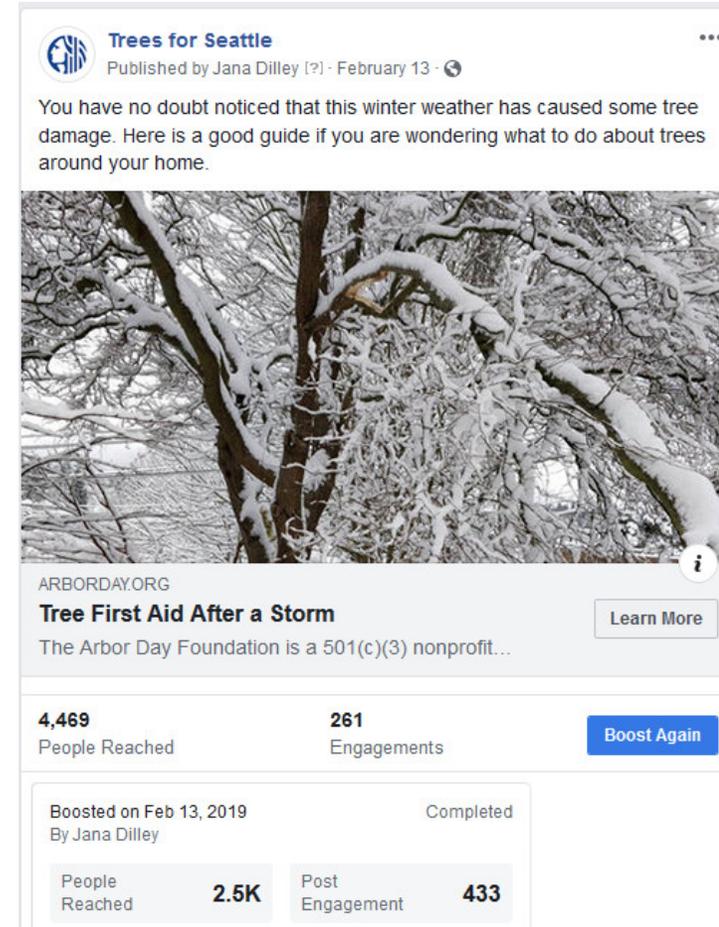
Trees for Seattle

2018 Accomplishments & 2019 Plans

April 3, 2019

Outreach, Communications, & Technical Assistance

- 1,458 people engaged
- 3,026 subscribers to monthly newsletter
- 305 technical assistance requests filled
- 747 Facebook followers



The screenshot shows a Facebook post from the page 'Trees for Seattle'. The post is published by Jana Dilley on February 13. The text of the post reads: 'You have no doubt noticed that this winter weather has caused some tree damage. Here is a good guide if you are wondering what to do about trees around your home.' Below the text is a photograph of a tree heavily laden with snow. Underneath the photo is a link to 'ARBORDAY.ORG' with the title 'Tree First Aid After a Storm' and a 'Learn More' button. The post's performance metrics are displayed: 4,469 People Reached and 261 Engagements. A 'Boost Again' button is visible. At the bottom, a summary box indicates the post was boosted on Feb 13, 2019, by Jana Dilley, and is completed. The summary table shows 2.5K People Reached and 433 Post Engagements.

Metric	Value
People Reached	4,469
Engagements	261
People Reached (Boosted)	2.5K
Post Engagement (Boosted)	433

Volunteer Engagement

- 1,310 volunteer hours
- 17 Tree Walks
- 27 Tree Stewardship events
- 2 volunteer skills building trainings
- 268 public trees cared for



Residential Planting

- 1,000 trees planted at 508 households
- 2 structural pruning classes for 50 people
- 2 Right Tree, Right Place workshops for 38 people
- 23 trees planted for 11 elderly / disabled residents
- 5 year support contract signed



Interdepartmental, Community, and Regional Work

- 92 people engaged on Park(ing) Day
- 60 volunteers, 9 partners, and 14 trees planted on Arbor Day
- 39 City Light referrals engaged, 44% completed planting
- 2 sections added to Urban Forestry Story Map



Urban Forest Equity

- 225 people engaged in UFMP phase I outreach
- 161 historically under-represented participants
- 43 households in new south Seattle planting workshop & tree delivery pilot



2019 Goals

- Onboard shoreline street ends to Tree Ambassador program
- Launch new volunteer / event registration portal
- Move Tree Walks to a mobile app
- Community focused urban forest engagement in Rainier Valley, including additional tree planting
- Phase II engagement for UFMP

