



**Prepared for: Bonnie Richardson, City of Tempe**

*Alex Slaymaker, Aryn Musgrave, Martin Smith, Nikole Bungler, and Neng long Chan*

# 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**

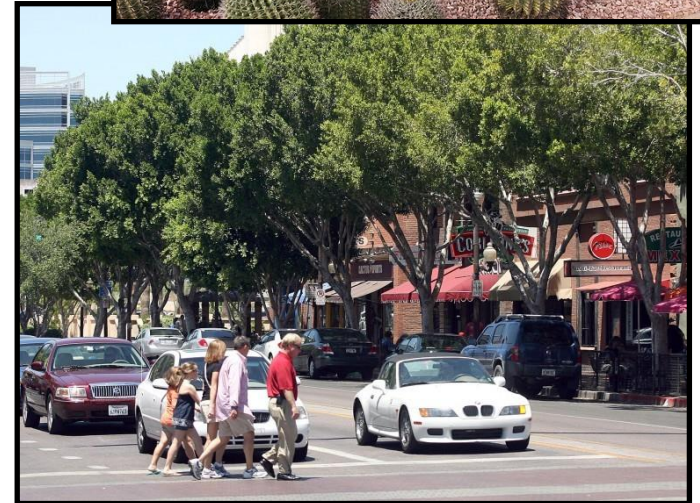


**You can't manage what you don't measure.**

*Track service hours, # people reached, % drop rate*

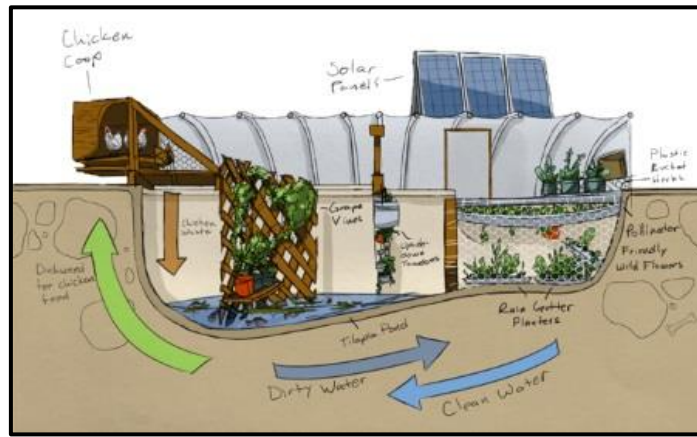
# What will students learn about?

- 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



Garden Pool in Mesa



ASU Arboretum



Desert Botanical Garden



Singh Farms

# Communications + Marketing

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



## THE ARIZONA REPUBLIC





## 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?**