

Keep Plymouth Leafy

501c(3) Non-Profit Tax ID #82-3225434

718 Burroughs St. Plymouth, MI 48170



Dec. 31, 2019

I'm pleased to present the 2019 Annual Report for Keep Plymouth Leafy. In just our second full year of existence, we have far exceeded even optimistic forecasts of the measurable impact of and community appetite for our programming. From tree plantings and educational seminars to volunteer service events and social media engagement, Keep Plymouth Leafy has truly become a change-maker in the city as we strive to meet our mission: **To grow and maintain a strong urban tree canopy in Plymouth, in order to provide important physical, aesthetic, recreational, and economic assets to existing and future residents of Plymouth.**

We started in 2017 with a modest goal: to crowdsource funding for one new street tree. In just four weeks, we funded and planted TWO trees along Plymouth streets. In 2018, we purchased and planted 37 new trees. In 2019, we purchased and planted 130 trees on Plymouth streets, more than tripling our program in just one year. We have given away 90 evergreen saplings for residents to plant in their private yards and co-hosted Arbor Day Celebrations each year at a different neighborhood park.

In addition, we have mobilized more than 100 different volunteers for tree plantings (at PARC, Kiwanis Park and Fairground Park), tree maintenance (nine Park Tree Blitzes over two summers), and tree inventory work (cataloging every street tree in the City of Plymouth in partnership with the Department of Municipal Services). We have also taught almost 60 attendees about common tree health concerns at a March 2019 educational seminar at the Plymouth District Library and reach over 300 members weekly on our Facebook, Instagram and e-news platforms. Our plans for 2020 include completion of the Street Tree Inventory, the 2020 Street Tree Program, five Park Tree Blitzes, and another community education seminar.

Our funders have been a diverse mix of private and public grant sources, corporate sponsors and individual donors. With our generous supporters' help, we expect to be able to meet the demand for our street tree program for the next several years and make an impact on Plymouth streets for years ahead.

We're grateful to every one of our many donors, tree parents, volunteers, board members, content sharers and mission champions. Together, we have begun to change the mindset in Plymouth surrounding the importance of the urban tree canopy and make a visible difference on nearly every street in every corner of our city. We are looking ahead to a bright future, albeit one full of shade ☺.

Sincerely,

A handwritten signature in black ink that reads 'Kelly O'Donnell'.

Kelly O'Donnell
President, Keep Plymouth Leafy

Partnering with Keep Plymouth Leafy in 2020: The Need

Much of KPL's work is volunteer-driven and self-sustaining without outside funding. The street tree inventory, Park Tree Blitzes, educational events and community plantings are powered by volunteers and/or covered by a specific grant for that purpose. Operational funding needs are extremely low and can be covered by in-kind goods, individual donors and/or board-level contributions.

The Street Tree Program, on the other hand, needs significant support in order to fully meet demand. The most difficult and expensive part of planting a tree is...physically planting the tree. Tree transport to the planting location, the manual and mechanical labor needed to dig the hole, and the planter knowing the correct planting technique (depth and width) are not easily scalable among volunteers. Professional equipment and labor is needed. Most private nurseries charge at least as much as the tree itself costs to transport and plant the tree, roughly \$500-600 per tree planted (2" caliper tree).

Fortunately, **KPL's partnership with the City of Plymouth to provide tree transport and labor for our Street Tree Planting program allows us to easily scale the program at a subsidized, below market-rate of approximately \$191 per tree planted.** KPL provides the site, coordinates the volunteer tree parents who contract to care for the tree, and DMS conducts the procurement and install. In 2019, KPL's Street Tree Program cost \$21,280 and resulted in 136 new trees planted in the City of Plymouth.



KPL board member Lee Jasinski (r) gives DMS Assistant Director Adam Gerlach (l) a check for \$21,280 to pay for the 2019 Street Tree Program.

This program needs an anchor supporter, to guarantee KPL can plant at least 100 trees a year for the next five years and meet the vacancy need on city streets. **We anticipate an annual match grant award of \$3,000 from the Michigan DNR and require an additional \$15,000 per year to unlock the grant and fully fund the program.**

2019 Street Tree Program

On March 1, KPL launched the 2019 Street Tree Program, offering a free street tree to any residential homeowner in the City of Plymouth. We conducted a publicity campaign, including 1,200 door hang tags promoting the program. Entries could be made online or at City of Plymouth City Hall and Department of Municipal Services. We then planned an Arbor Day Celebration event on April 27 at Kiwanis Park in conjunction with the Kiwanis Club, who then donated \$1,000 for an oak tree to be purchased and planted in the park by Keep Plymouth Leafy. At the Arbor Day Celebration, the 118 winning addresses were unveiled and all residents who had entered were contacted via email. Of those, 97 homeowners returned the contract for receipt of the free tree (agreeing to water and care for the tree for at least one year) and an additional 15 trees were purchased by homeowners through a donation to KPL for planting at the same time, bringing the total to 112 trees planted under the KPL Street Tree program this year.

Evaluation of success of the program

KPL's 2019 Street Tree Program was a huge success, effectively tripling our street tree planting effort from the previous year, allowing us to meet demand by granting a free tree to every resident who entered. In 2018, we could only fund 20 free trees, and 94 residents were left on the waiting list.

The program also raised our profile in the community and allowed us to grow our individual and corporate donor base. Since the program launched, we have added three new corporate/organizations as sponsors or donors (Wilcox Foundation, Wade Trim, Kiwanis Club of Plymouth) and added 15 new individual donors.

Future of the program

KPL's Street Tree Program will continue indefinitely, as we are able to fund it. Any names entered from the previous year will be awarded and new entries will be accepted. We anticipate some leveling off now that demand has been met this year and expect an annual program of at least 20 free street trees given away each year.

We'd like to expand the Street Tree Program to include funding new trees for every vacancy along the blocks of street repaving done by the City each year. This amounts to an additional approximately 24 new trees per repaving project, with 2-3 repaving projects done each year. In Summer 2019, we planted 24 new trees along the repaved section of Ross St. between McKinley St. and S. Evergreen and hope to continue to grow this program.

See Photos in Exhibit A

KPL Street Tree Inventory

In Spring 2019, KPL launched the KPL Street Tree Inventory, with the goal of collecting actionable data on every existing street tree, and every street tree vacancy, in the City of Plymouth. To accomplish this goal, KPL member Jim Burrows created a partnership with the City of Plymouth's Department of Municipal Services, and together they planned the project. Using the City's 1998 street tree inventory as a starting point, Jim and DMS Assistant Director Adam Gerlach created a method of cataloging each tree's species, location and health as well as vacancies. Jim enlisted another four KPL volunteers to canvass the city and record data at every address. The cost of this type of inventory, completed by KPL volunteers for free, is valued at approximately \$20,000 when contracting a private tree company like Davey Tree.

Evaluation of success of the program

To date, KPL volunteers have covered 100% of Plymouth streets, travelling methodically through the four City precincts. The KPL manual data is being converted by City of Plymouth staff into a GIS-enabled system and additional collection efforts are being planning for the Spring.

Future of the program

The City of Plymouth and KPL will use the data to target specific street blocks for replantation and better target budgets. We will also use the data to make urban tree canopy assessments including the percentage of overall tree coverage in the City today (as a benchmark for the future) and the species breakdown, in order to better choose a variety of species for replanting and ensure long-term diversity in the urban tree canopy. The Department of Municipal Services will further use the data (and has already) to identify specific trees that need immediate maintenance attention due to damage or disease to keep the public safe.



Keep Plymouth Leafy's Tree volunteer Inventory Team, led by KPL member Jim Burrows (l), meets to train on inventory techniques.

KPL Park Tree Blitz

In Summer 2018, KPL launched the KPL Park Tree Blitz, a volunteer-led effort to mulch and care for the trees in five City parks. The Blitz locations were promoted on social media and in the email newsletter in advance, and each Blitz had about 10-12 volunteers show up to spread mulch, prune and generally clean up the City park. We reached five parks in 2018 (Lions Park, Kiwanis Park, Rotary Park, Wilcox Park and Firehouse Park). Parks are chosen in partnership with DMS and Parks and Recreation director based on number of trees and need.

In Summer 2019, volunteers mulched trees at four city parks (Lions Park, Garden Park, Wilcox Park, Rotary Park). A total of different 36 volunteers showed up, including many families with some kids as young as five years old. This opportunity to do one hour of community service in their own neighborhood park seems to really appeal to a wide variety of KPL members and activates residents that might not normally engage in this type of volunteer work.

Evaluation of the success of the Program

The program has been a resounding success. Under the leadership of KPL board member Robert Hurley, Blitz events are well-organized, and all materials are provided, making it easy for volunteers to just show up and get to work. The trees are protected from mower strikes and dry spells by the mulch, and the entire park looks much better after a Park Tree Blitz thanks to the many hands caring for the trees.

Future of the program

KPL member Robert Hurley will continue to lead the program, with an anticipated five Blitzes planned throughout the city in Summer 2020.



A few of the ~70 volunteers who have participated in a KPL Park Tree Blitz in the last two years

KPL Community Education Events

In March 2019, KPL hosted our first community education seminar at Plymouth District Library entitled "10 Common Tree Problems and What to Do About Them". Expert speaker Kerry Grey, Senior Urban Forestry Consultant and ISA Certified Arborist Municipal Specialist, explained to 59 guests how homeowners can identify and prevent tree disease in their own yards.

Evaluation of the success of the Program

With 76 registrants and 56 attendees, we were thrilled by the positive response to this free educational event. We believe programs like this foster the culture of tree cultivation and respect and ensure the mission of KPL resonates with and reflects the values of the community even better in the future.

Future of the program

Plans have been made for another tree education seminar in March 2020, hosted by KPL and featuring State of Michigan DNR Urban Forestry Coordinator Kevin Sayers speaking on "Identifying and Eradicating Common Tree-Killing Pests".



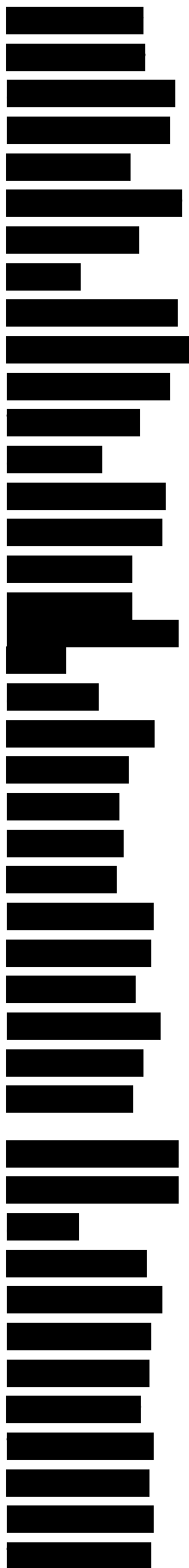
A large KPL crowd attended the March 2019 educational seminar

P&L Statement (since inception)

Keep Plymouth Leafy Profit and Loss Standard January 2017 through December 2019 Jan '17 – Dec '19	
Ordinary Income/Expense	
Income	
Private Grants	19,500.00
Public Grants	4,725.00
Direct Public Support	
Individual Contributions	6,735.74
Total Direct Public Support	6,735.74
Total Income	30,960.74
Expense	
Business Expenses	
Business Registration Fees	40.00
Raffle License Fee	15.00
Total Business Expenses	55.00
Operations	
Printing and Copying	571.75
Supplies	128.27
Total Operations	700.02
Other Types of Expenses	
Advertising & Promotion	386.18
Total Other Types of Expenses	386.18
Program Expenses	
Street Trees for Giveaway	21,280.00
Tree Planting Program	3,600.00
Total Program Expenses	24,880.00
Total Expense	26,021.20
Net Ordinary Income	4,939.54
Net Income	4,939.54

EXHIBIT A: Names, addresses, and tree types planted in 2019

<u>Name</u>	<u>Street Number</u>	<u>Street Name</u>	<u>Type Requested</u>
[REDACTED]	399	Ann St.	Tuliptree
[REDACTED]	371	Ann St.	Tuliptree
[REDACTED]	600	Ann St.	Tuliptree
[REDACTED]	265	Arthur St.	Linden
[REDACTED]	197	Arthur St.	Tuliptree
[REDACTED]	675	Arthur St.	Oak
[REDACTED]	265	Arthur St.	Linden
[REDACTED]	651	Auburn St.	Sweet Gum
[REDACTED]	464	Auburn St.	London Planetree
[REDACTED]	249	Blunk St.	Sweet Gum
[REDACTED]	208	Blunk St.	Linden
[REDACTED]	357	Blunk St.	Tuliptree
[REDACTED]	242	Blunk St.	Oak
[REDACTED]	288	Blunk St.	Sweet Gum
[REDACTED]	702	Blunk St.	Linden
[REDACTED]	763	Burroughs St.	Sweet Gum
[REDACTED]	738	Burroughs St.	London Planetree
[REDACTED]	693	Burroughs St.	London Planetree
[REDACTED]	1045	Carol St.	Sweet Gum
[REDACTED]	1249	Carol St.	Oak
[REDACTED]	1166	Carol St.	Linden
[REDACTED]	1029	Carol St.	Sweet Gum
[REDACTED]	854	Church St.	Oak
[REDACTED]	802	Coolidge St.	Oak
[REDACTED]	664	Coolidge St.	Tuliptree
[REDACTED]	574	Deer St.	Oak
[REDACTED]	1328	Elm St.	Tuliptree
[REDACTED]	1100	Fairground St.	Oak
[REDACTED]	955	Fairground St.	Linden
[REDACTED]	1085	Fairground St.	Sweet Gum
[REDACTED]	1080	Fairground St.	Linden
[REDACTED]	772	Forest Ave.	Sweet Gum
[REDACTED]	810	Forest Ave.	Oak
[REDACTED]	1599	Gloucester St.	Linden
[REDACTED]	1052	Harding St.	Linden
[REDACTED]	586	Harding St.	Horse Chestnut
[REDACTED]	748	Harding St.	Oak
[REDACTED]	701	Harding St.	Linden
[REDACTED]	962	Hartsough St.	Linden
[REDACTED]	1301	Hartsough St.	Sweet Gum



125	Hartsough St.	Tuliptree
655	Herald St.	Oak
672	Jener Pl.	Oak
444	Jener Pl.	Linden
370	Joy St.	
688	Kellogg St.	Oak
1767	Lexington Ave.	Linden
1754	Lexington Ave.	Tuliptree
990	Linden St.	Tuliptree
1321	Linden St.	Linden
1170	Maple St.	Oak
592	Maple St.	Oak
289	Maple St.	Sweet Gum
585	Maple St.	Linden
780	McKinley St.	Oak
505	McKinley St.	Sweet Gum
765	McKinley St.	Linden
401	N Evergreen St.	Tuliptree
660	N Sheldon Rd.	Sweet Gum
275	N. Harvey St.	Linden
424	N. Harvey St.	Oak
302	N. Holbrook St.	Tuliptree
134	N. Holbrook St.	Linden
416	N. Sheldon Rd.	Tuliptree
725	Pacific St.	Tuliptree
1150	Palmer St.	London Planetree
525	Parkview Dr.	Oak
350/340	Parkview Dr.	Sweet Gum
250	Parkview Dr.	Linden
260	Parkview Dr.	Sweet Gum
	Provincetown Ln.	
509		
353	Roe St.	Tuliptree
335	Roe St.	Tuliptree
1095	Roosevelt St.	Linden
1439	Ross St.	Oak
520	Ross St.	Sweet Gum
1366	Ross St.	Oak
1439	Ross St.	Sweet Gum
990	Ross St.	Oak
592	S Evergreen St.	Tuliptree
618	S. Harvey St.	Tuliptree
684	S. Evergreen St.	Oak

[REDACTED]	1311	S. Harvey St.	Oak
[REDACTED]	794	S. Harvey St.	Sweet Gum
[REDACTED]	121	S. Holbrook St.	Sweet Gum
[REDACTED]	1348	Sheridan St.	Tuliptree
[REDACTED]	912	Simpson St.	Tuliptree
[REDACTED]	1193	Simpson St.	Tuliptree
[REDACTED]	401	Sunset St	Sweet Gum
[REDACTED]	449	Sunset St.	Oak
[REDACTED]			Sweet Gum (if it isn't female)
[REDACTED]	333	Sunset St.	
[REDACTED]	480	Sunset St.	Oak
[REDACTED]	1122	Sutherland St.	Linden
[REDACTED]	935	Virginia St.	Oak
[REDACTED]		W. Ann Arbor	
[REDACTED]	1217	Trail	Sweet Gum
[REDACTED]		W. Ann Arbor	
[REDACTED]	1156	Trail	Linden
[REDACTED]		W. Ann Arbor	
[REDACTED]	1304	Trail	Sweet Gum
[REDACTED]	1290	Woodland Pl.	Linden
[REDACTED]	1095	York St.	Oak

EXHIBIT B: Photos of 112 trees purchased and planted on City of Plymouth streets:



First delivery of trees by semi-truck, May 29



Lots of green-tipped stakes in the ground, May 30



592 S. Evergreen St., Tuliptree



738 Burroughs St., London Planetree



693 Burroughs St., London Planetree



Crew planting an oak at 384 S. Evergreen



Oak at 675 Arthur St.



586 Harding St., Horsechestnut



1052 Harding St., Linden



265 Arthur St., Linden



737 Burroughs St., Sweetgum (2)



781 Harding St., Oak



912 Simpson St., Tuliptree



574 Deer St., Oak

EXHIBIT C: 2019 Park Tree Blitzes (Lions Park, Garden Park, Wilcox Park, Rotary Park)



