

Keep Plymouth Leafy

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

718 Burroughs St. Plymouth, MI 48170



We're pleased to present the 2020 Annual Report for Keep Plymouth Leafy. We're proud to say that, despite the challenges of the pandemic, we were still able 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 2020 with ambitious goals: to complete the KPL Street Tree Inventory, give away 90+ trees, plant 10 trees at Veterans Park in partnership with Bosch Corporation, complete our five-park Park Tree Blitz tree maintenance campaign in the summer, and conduct at least one community education seminar. As we close the year, despite the headwinds of a pandemic and the associated labor pressures on the nursery industry to provide tree stock, we are proud to say we planted 56 trees, conducted three socially distanced Park Tree Blitzes, and completed the Street Tree Inventory during the 11-week spring stay-at-home period, when walking the streets alone was fortunately one of the only state-approved activities!

Our funders have been a diverse mix of private and public grant sources, corporate sponsors and individual donors. Our generous supporters allow us to make an impact on Plymouth streets for years ahead. In 2021, we expect to use the Street Tree Inventory to make informed decisions about where best to target our resources and ensure every neighborhood has minimal tree vacancies. We also expect to plant up to 40 more street trees and embark on a campaign to encourage residents to plant trees in private front yards.

We're grateful to every one of our many donors, tree parents, volunteers, board members, content sharers and mission champions, especially in the difficult 2020 year. Together, we will continue 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.

Sincerely,

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

Kelly O'Donnell
President, Keep Plymouth Leafy
keepplymouthleafy@gmail.com

Partnering with Keep Plymouth Leafy in 2021: 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 subsided, below market-rate of approximately \$190 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. The 2020 KPL Street Tree Program cost approximately \$10,640 and resulted in 56 new trees planted in the City of Plymouth.

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 \$4,000 from the Michigan DNR and require an additional \$15,000 per year to unlock the grant and fully fund the program.**

To support Keep Plymouth Leafy, email keepplymouthleafy@gmail.com or visit: <https://bit.ly/3tscBON>.

2020 Street Tree Program

On March 1, KPL launched the 2020 Street Tree Program, offering a free street tree to any residential homeowner in the City of Plymouth. We conducted a publicity campaign, including 200 door hang tags promoting the program. Entries could be made online or at City of Plymouth City Hall and Department of Municipal Services. Because of the pandemic, Arbor Day events were cancelled, and winning residents were contacted via email. Of those, 49 homeowners returned the contract for receipt of the free tree (agreeing to water and care for the tree for at least one year).

Evaluation of success of the program

KPL's 2020 Street Tree Program was a success, although smaller than our street tree planting effort from the previous year. However, all residents who applied were granted a tree and no one was left on the waiting list this year. The program's reduced size in 2020 allowed us to meet demand as the nursery industry recovered from their labor shortage, with the last few trees finally in the ground in November before the ground froze.

New this year was a targeted planting of 10 new trees at Veteran's Park. This program was funded fully by Bosch Corporation Community Fund. It was hoped that the planting could be a service event for Bosch employees, but the pandemic protocols kept it to a DMS planting.

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 2020, we planted 24 new trees along the repaved section of Farmer St. and hope to continue to grow this program.

KPL Street Tree Inventory

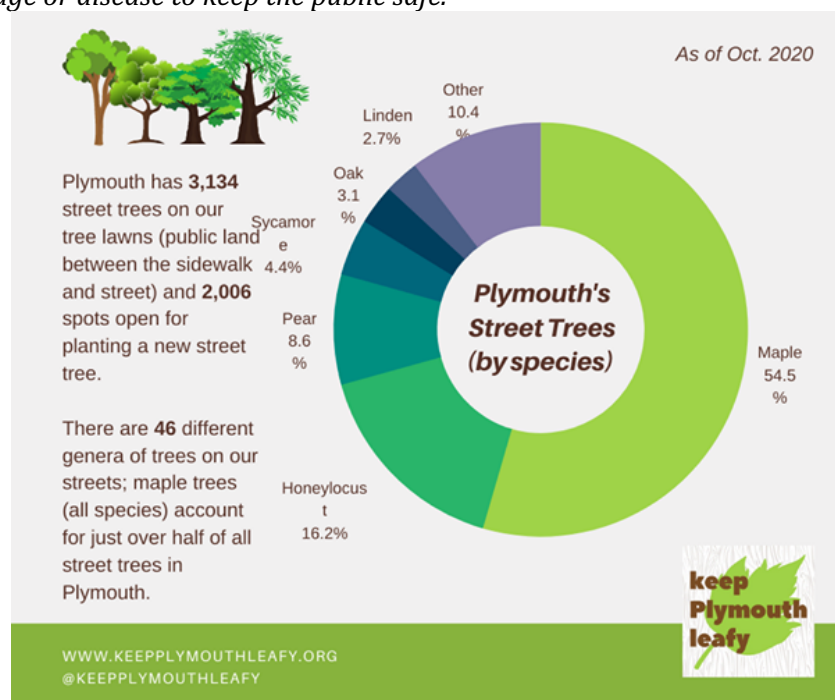
In Spring 2019, KPL launched the KPL Street Tree Inventory, with the goal of collecting actionable data on every existing street tree, and every street tree vacancy, in the City of Plymouth. To accomplish this goal, KPL member Jim Burrows created a partnership with the City of Plymouth's Department of 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.



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 are promoted on social media and in the email newsletter in advance, and each Blitz has about 10-12 volunteers show up to spread mulch, prune and generally clean up the City park. Parks are chosen in partnership with DMS and Parks and Recreation director based on number of trees and need.



In Summer 2020, the pandemic stay-at-home orders limited our Park Tree Blitz program a bit. Volunteers mulched trees at three city parks (Hough Park, Garden Park, Rotary Park). A total of 20 different volunteers showed up, including many families with some kids as young as two years old (see the cutie in the picture to the left!). 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 2021.



Socially distanced and masked tree maintenance!

KPL Community Education Events

Our community education event scheduled for March 24 was cancelled this year due to the coronavirus pandemic.

Future of the program

This program is on hiatus until the library is again able to accommodate events in person.

P&L Statement (since inception; 2020 Street Tree Program expenses not paid in 2020)

Keep Plymouth Leafy
Profit and Loss Standard
July 2017 through December 2020

	<u>Jul '17 – Dec '20</u>
Ordinary Income/Expense	
Income	
Private Grants	2,500.00
Public Grants	33,725.00
Direct Public Support	
Individual Contributions	9,438.10
Direct Public Support – Ot...	<u>502.19</u>
Total Direct Public Support	<u>9,940.29</u>
Total Income	46,165.29
Expense	
Business Expenses	
Business Registration Fees	60.00
Raffle License Fee	<u>15.00</u>
Total Business Expenses	75.00
Operations	
Printing and Copying	571.75
Supplies	<u>128.27</u>
Total Operations	700.02
Other Types of Expenses	
Advertising & Promotion	<u>386.18</u>
Total Other Types of Expe...	386.18
Program Expenses	
Street Trees for Giveaway	26,105.00
Tree Planting Program	<u>3,600.00</u>
Total Program Expenses	<u>29,705.00</u>
Total Expense	<u>30,866.20</u>
Net Ordinary Income	<u>15,299.09</u>
Net Income	<u><u>15,299.09</u></u>

EXHIBIT A: Names, addresses, and tree types planted in 2020 Street Tree Program

Street Number	Street Name	Tree Type
321	Adams St.	Zelkova
357	Ann St.	Tuliptree
371	Ann St.	American Hornbeam
399	Ann St.	Tuliptree
420	Ann St.	American Hornbeam
464	Auburn St.	Oak
312	Blunk St.	London Planetree
140	Burroughs St.	Oak
676	Burroughs St.	Oak
620	Byron St.	Kentucky Coffee Tree
650	Byron St.	Zelkova
1329	Carol Ave.	London Planetree
137	Caster Ave.	Kentucky Coffee Tree
140	Caster St.	Zelkova
1068	Dewey St.	Oak
290	E. Pearl St.	Zelkova
151	E. Spring St.	Crab Apple
712	Fairground St.	Zelkova
729	Harding St.	Oak
964	Harding St.	Oak
963	Harding St.	American Hornbeam (smaller for under power lines)
1451	Hartsough St.	Oak
1767	Lexington St.	Zelkova
990	Linden St.	Tuliptree
308	Maple St.	Oak
413	Maple St.	Oak
1170	Maple St.	Crab Apple
325	N. Evergreen St.	Oak
449	N. Evergreen St.	Crab Apple
545	N. Harvey St.	Kentucky Coffee Tree
1032	N. Holbrook St.	London Planetree
472	N. Holbrook St.	Zelkova
1059	N. Holbrook St.	London Planetree
1012	Palmer St.	Zelkova
1095	Palmer St.	Oak
250	Parkview Dr.	Oak
882	Ross St.	Oak
935	Ross St.	Zelkova
260	S Union St.	Crab Apple
720	S. Evergreen St.	Tuliptree
882	Simpson St.	Oak
917	Simpson St.	Zelkova
935	Simpson St.	Tuliptree
883	Sutherland St.	London Planetree
895	Wing St.	Crab Apple