

From: Charles Hinds [mailto:chuckhinds@msn.com]
Sent: Thursday, July 26, 2018 4:02 PM
To: Woodbury, Catherine <cwoodbury@cambridgema.gov>
Subject: Tonight's Task Force Meeting

Hi Catherine.

I have been asked by Councilor Zondervan and a few members of Green Cambridge to present the attached proposal at tonight's task force meeting. It's a few ideas I had to promote the Adopt-a-Tree program. Can you let me know if tonight meeting is an appropriate venue and the process?

Thanks,
Chuck Hinds
617-407-0574

ADOPT-A-TREE PARTNERS PROGRAM

Appreciation and Recognition Incentives

A Proposal to the Urban Forest Master Plan Task Force

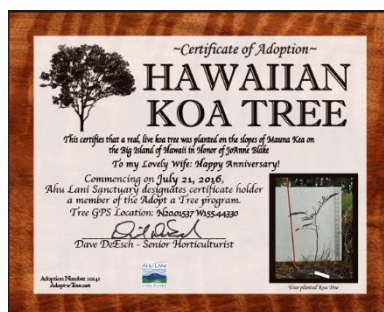
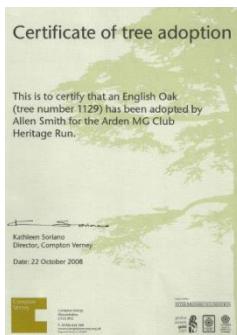
Objective: To make the Adopt-A-Tree program more attractive by providing public recognition to component.

Recognition Vehicles:

- **Tree Tag.** A tag or plaque detailing the species of tree, approximate age, and adoptive person/business, would be placed on the tree or in the tree well. Some examples of tags are below.



- **Certificate of Adoption.** A certificate from the City of Cambridge recognizing the person or business adopting the tree. Potentially including tree type, age, location (GPS location), adopters name, special occasion for adoption (birthday, anniversary, etc), picture of tree, business name (if applicable), responsibilities.



- Business Window Sticker. A sticker that can be placed in the window of a business or a car window of an individual highlight the program or the adoption.



I ADOPTED A CAMBRIDGE TREE!

I  **MY ADOPTED
CAMBRIDGE TREE!**

- Listing on City Web Site. The adoptive business or individual would be listed on the City web site including the location and picture of the tree.
- Media Kit. A computer file containing publication quality vector graphic artwork that may be added to the adoptive businesses marketing materials.

Benefits:

- Allows business to promote themselves as being environmentally conscious. Will potentially increase business patronage.
- Promotes the program making it publically visible and tangible in windows or walls of local business.
- Create a feeling of appreciation and value to adoptive individual. When you give something of yourself, it's nice to have a thank you!
- Tags will promote the program as well as giving public visibility to the adopter and create a sense of ownership and responsibility.
- Increase the number of people and businesses wanting to adopt
- Potential of corporate sponsorship, where a company's employee adopt a series of trees on a block and take care of them.