

# Appendix VI

## Public Service Announcements

Public Service Announcements, PSA's, are an effective way to get information about the City of Akron's Urban Forestry Program out to the mass population. Educating the public about the benefits of trees has always been a struggle for City Arborists. The messages should be short in nature, but be able to get the point across. They should be time sensitive in that pruning information should be released to the public during the winter months, when the task should be performed.

Within this appendix, three examples of PSA's are provided. It shall be the task of the Tree Commission to formulate ideas for future articles which are of public interest.



DANIEL HORRIGAN, MAYOR

\*\*\* For Immediate Release – From the Desk of the City Arborist\*\*\*

January 1, 2013 – Did you know that the winter season is the best time to prune your trees? It is. Sure, the temperatures are usually in the 20's and we can't stay out for extended periods of time, but the benefits of a winter pruning are numerous and I will reveal them in this article. The winter season is known as the dormant season meaning there is not any actively growing tissue in a tree. Since nothing is actively growing, pests and diseases are at a minimum as well. Think of pruning as performing surgery on a tree. By removing a limb, you are creating an open wound. You want the environment as sterile as possible, as you would if you were having surgery. By making the wound just before the tree comes out of dormancy, we are saving the energy the tree would have needed to make the leaves and are directing the energy into the creation of callus tissue to close the wound from the removed limb. Trees are full of energy, however, not an endless supply. We are manipulating "Mother Nature" to achieve our desired goals of good wound closure.

Another reason why we prune in the winter is that we are able to see the entire structure of the tree without the obstruction of leaves covering all the hidden defects in the tree canopy. Dead limbs are easy to spot by a Certified Arborist year round, but co-dominant leaders, cavities and included bark are not. These are typically what we discover once the trees lose their leaves. We are able to correct the defects with more accuracy during a tree's dormant period. We also prune during the winter months because it makes financial sense for the City. We annually contract out \$150,000 worth of trimming throughout the City. Most tree companies are placing underutilized employees on unemployment during this period. Tree companies aggressively bid our trimming contract to have the ability to retain most of their workforce for the whole year. Knowing this, we decided five years ago to switch from a summer trimming contract to a winter trimming contract and are able to accomplish more trees being trimmed for the same amount of money. We are always looking at ways to maximize the tax dollars we receive for our Urban Forestry Program. If you would like to discuss this matter further or if you have any questions, you may contact the City Arborist by calling 3-1-1.



DANIEL HORRIGAN, MAYOR

\*\*\* For Immediate Release – From the Desk of the City Arborist\*\*\*

April 1, 2013 – It is that time of year again and we begin to think about sprucing up our yards. Nothing says “Spring” like a few yards of mulch to spruce up our planting beds. The one criticism I have, as I travel throughout the City performing tree inspections, is improper mulching techniques. Often it is called “volcano mulching”. I see it being performed by contractors and homeowners alike. This occurs from years of applying mulch around the base of a tree or shrub and never removing the woody material that did not decompose. The result is a six inch or higher mound of mulch. You may ask yourself, “Why does it matter”? It matters because the longevity and health of your tree or shrub is at risk. One reason why volcano mulching is not recommended is that the bark of a tree is not designed to stay moist year round. Volcano mulching promotes this constant moisture environment against the bark leading to decay fungi. Another reason is that the tree will produce adventitious roots. These are auxiliary roots that form as a result of oxygen deprivation. These roots will girdle, choke, a tree by growing in the high mound of mulch.

We will begin by prepping the area by removing the woody material that did not decompose over the previous year. Next we will need to determine the area that needs mulched. If the tree resides in a bed area, you would proceed to mulch the tree and bed area as one unit. However, if the tree resides in the open lawn area, a minimum of a six foot diameter circle should be used. This will ensure that damage from a tractor and/or a weed eater will not damage the bark. This also will provide a large enough of a surface area for the small feeder roots of a tree. It eliminates the competition from turf roots for water and nutrients. The average depth of new mulch being applied should be around three inches and evenly applied over the entire area. Next, pull the mulch approximately six inches away from the trunk to see the bare ground. Lastly, apply a pre-emergent herbicide over the mulched area and water it in. By following these simple steps, you will enjoy years of benefits from your tree. If you would like to discuss this matter further or if you have any questions, you may contact the City Arborist by calling 3-1-1.



DANIEL HORRIGAN, MAYOR

\*\*\* For Immediate Release – From the Desk of the City Arborist\*\*\*

July 1, 2013 – Did you know that trees can be assigned a monetary value? Certified Arborists do it every day. Here at the City, we are aggressively seeking compensation from insurance companies and arrant motorists for damage to our City asset. Over the last three years, we have collected over \$400,000 in damages. That money goes right back into our Urban Forestry Program, not into the general fund.

Our street trees are an asset that appreciates in value over time. In fact, it is the only City asset that appreciates over time. Sewer lines, water lines, pavement and sidewalks are all considered City assets. However, none of these will ever have a higher value than the day they were installed. A tree is unique in that it gets larger with age, provide more benefits as it becomes larger. Certified Arborists use the Counsel of Tree and Landscape Appraisers Guide to assign monetary values of trees. Not every arborist can perform this service and it does take additional training coupled with experience in performing the evaluations. Contact the Ohio Chapter of the International Society of Arboriculture for a list of qualified arborist in your area.

The replacement value is not the only tool arborists have in their arsenal to show that trees have value. Two trees firms, Davey Tree and Casey Tree, partnered to create the National Tree Benefit Calculator. The National Tree Benefit Calculator located at the following url: <http://treebenefits.com/calculator/>, illustrates the additional environmental benefits of trees which up until now, was difficult to do. I encourage all of you reading this article to go to the website and enter the trees from your property.