

## **APPENDIX 5: DRAFT BROCHURES FOR PUBLIC EDUCATION**

Following are two educational pieces (still works in progress) designed to be utilized with diverse audiences:

- 1) A quick summary of the many benefits associated with managed trees;
- 2) A draft brochure developed for an audience of private landowners – homeowners and businesses.

**If you have thoughts about the following brochures that you would like to share with the members of the State Vegetation Management Task Force, please contact Task Force Chair, Eric Hammerling via [ehammerling@ctwoodlands.org](mailto:ehammerling@ctwoodlands.org).**

## The Benefits of Managed Trees:

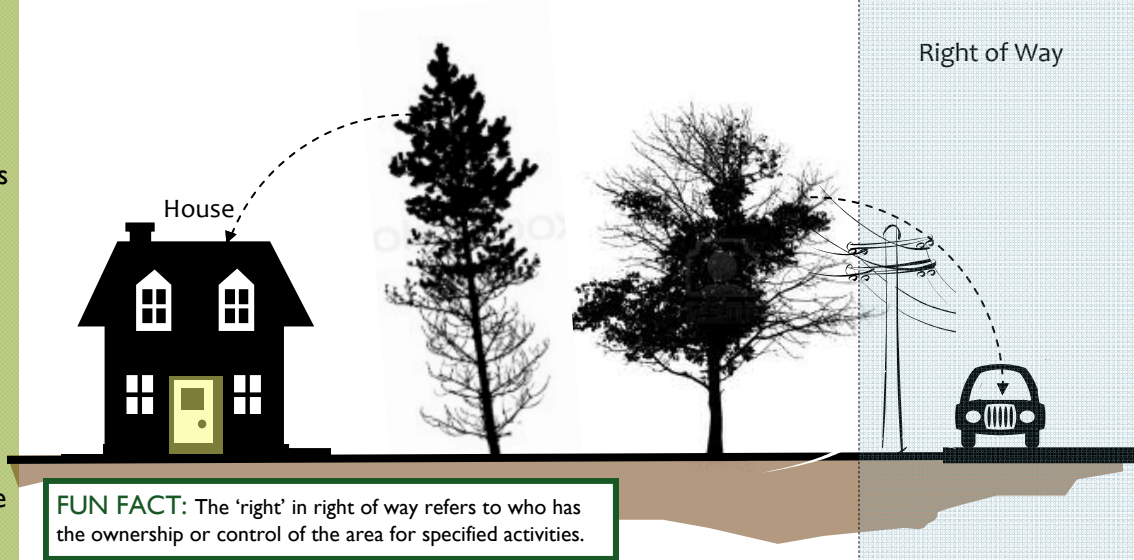
For every dollar you spend on tree maintenance you get \$3 dollars of benefits

- Tree-lined commercial districts are more successful because shoppers are willing to travel more ,over longer distances, pay more for parking, stay longer to shop, and spend 12% more for goods
- 100 mature trees catch 139,000 gallons of rain water per year. Trees have a direct positive effect on storm water drainage preventing dangerous flooding and erosion and reducing the need to expand expensive wastewater treatment facilities
- 100 mature trees remove 430 pounds of pollutants out of the air each year. An acre of trees produces enough oxygen for 18 people and absorbs 2.6 tons of carbon to offset driving 26,000 miles. Clean air is one of the reasons why it is so important to replant trees when they have to be removed
- Properly sited trees can save up to 56% on air conditioning costs and up to 30% on heating costs. This means fewer emissions from power generation and happier residents with lower energy bills.
- Shade trees can extend the life of asphalt by protecting the pavement from the weathering effects of direct sunlight.
- Trees provide a more hospitable environment and have a positive effect on people's mental and physical well-being
- Trees offer food and habitat for wildlife such as songbirds and beneficial insects
- Trees absorb the high-frequency noises that people find most upsetting. They can reduce noise up to 15 decibels if planted in a large mass with other vegetation
- Each large front yard tree adds 1% to house sales prices. Large specimen trees add up 15% to property values
- Apartments and offices in wooded areas rent more quickly, have higher occupancy rates, and retain tenants longer
- Workers at businesses in wooded developments are more productive with less absenteeism
- Tree-filled neighborhoods have fewer incidents of domestic violence
- Trees create feelings of relaxation and well being, provide privacy, promote a sense of solitude and security, and contribute to a sense of community pride
- Trees encourage safer driving through traffic calming, which leads people to drive slower and more carefully on tree-lined streets.

You have a great place with some trees in the yard . . . what now?

Take a good look—Do the trees have any dead branches, holes, signs of diseases or are they leaning badly? These may be signs that the tree needs some attention—or even removal.

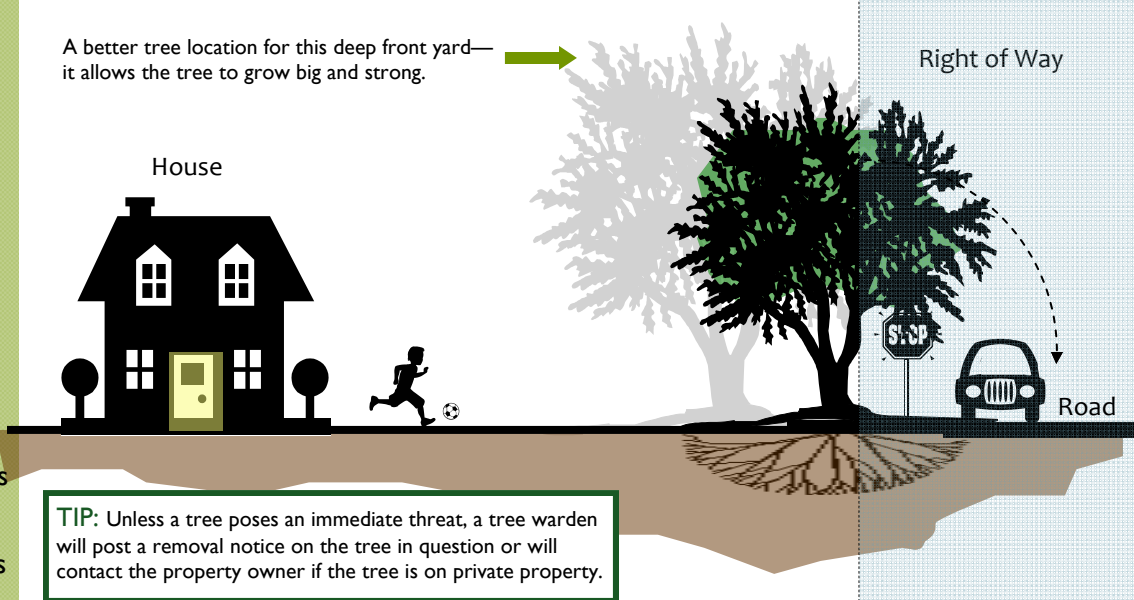
Do you have trees close to the road or near power lines? These trees require special care.



## Residential

Did you know that if your tree or parts of your tree (branches, roots etc.) extends from your property into a public road's right of way it falls under the jurisdiction of the town's tree warden?

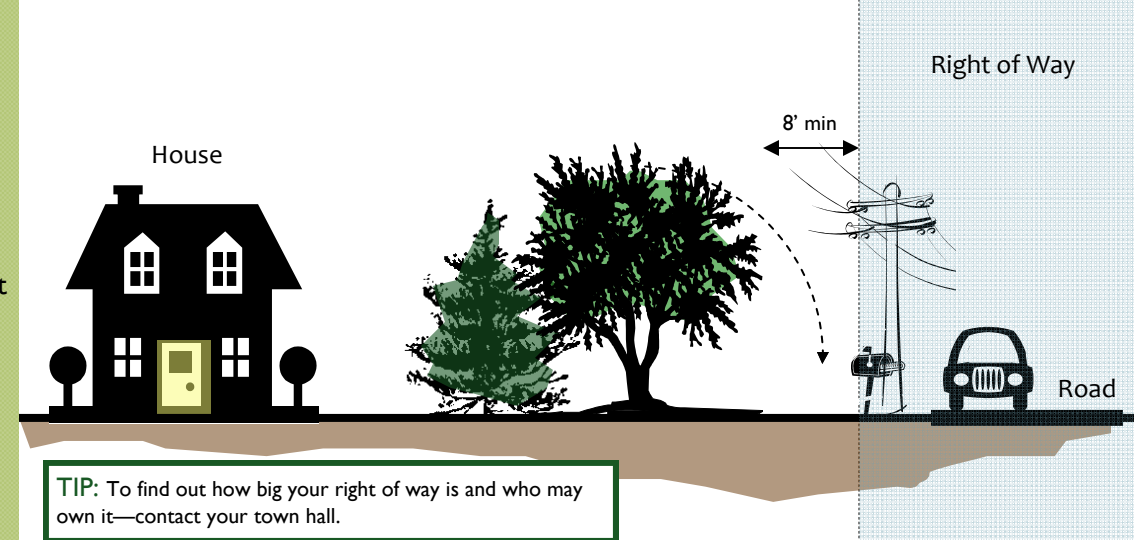
Every town has a tree warden who is generally a professional with the responsibility to manage and care for the trees along our roadways and on municipal lands to ensure our roads are kept open and safe.



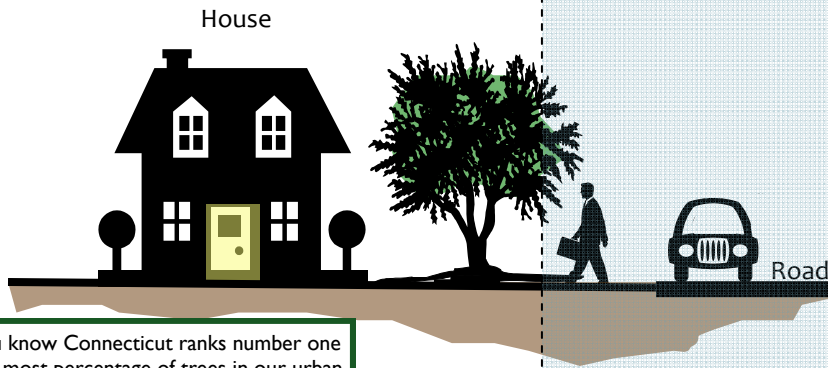
What is a right of way anyhow?

For most streets, the pavement sits within a larger area called the right of way, which is typically owned by the town or the state. The right of way can include trees, utility poles, street signage and mailboxes, and although it can look like an extension of your front yard, it may be owned or controlled by someone else.

Be aware of the public right of way when planting new trees.



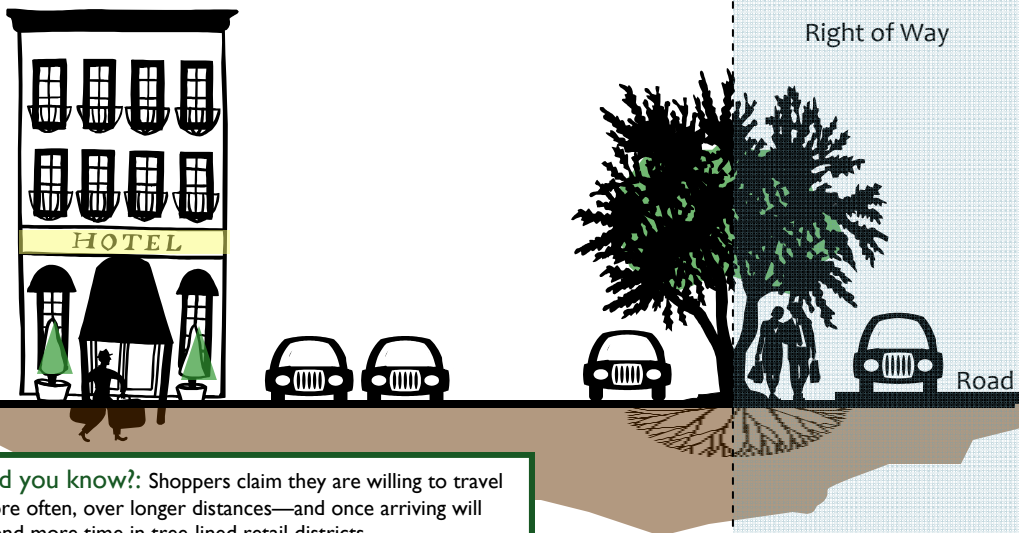




**FUN FACT:** Did you know Connecticut ranks number one in the nation for the most percentage of trees in our urban areas?

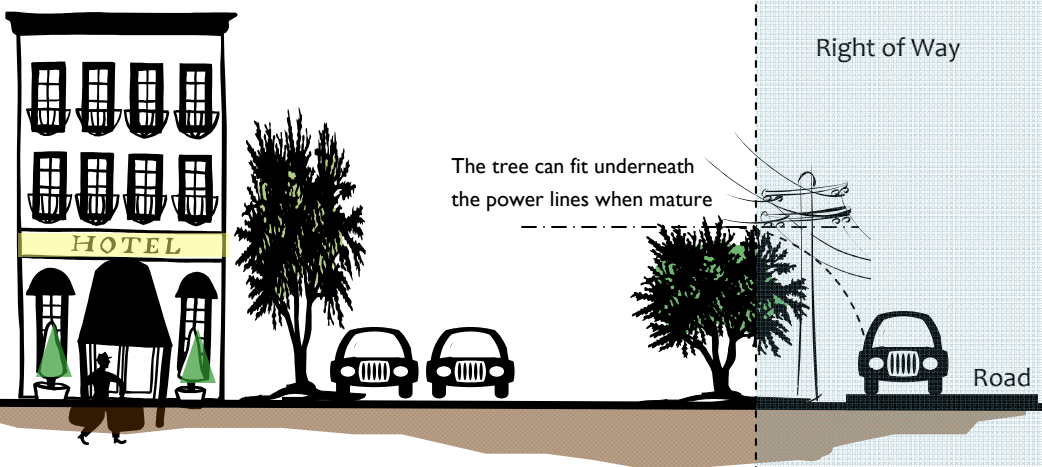
If your property is smaller, you may wish to consider using a smaller tree. A smaller tree would keep in scale with your home as well as limit possible conflicts with the right of way. To find recommendations for the best tree to use check out “*Right Tree—Right Place*” - see the “Links” section for a web-site location.

## Business settings



For businesses, many of the same rules apply: limit your liabilities by choosing the right plant for the right place; avoid conflicts with utilities and roadways, and provide your customers and employees with clean air, shade and surround them with beauty! Plant the right tree in the right place for yourself and see energy savings, an increase in customers and increase your property value up to 10%.

**Did you know?:** Shoppers claim they are willing to travel more often, over longer distances—and once arriving will spend more time in tree-lined retail districts.



**Trees are good for business!** Trees can stimulate economic development by attracting new businesses and tourism, and making retail areas more attractive to shoppers. Consider using multiple smaller trees instead of one large tree to create more human scale spaces and to provide a softer more welcoming look to your business.

**FUN FACT:** Did you know most utility companies do not own the trees near their lines?



# MAINTENANCE: PROTECTING YOUR INVESTMENT

When you have trees on - or near your property, the best way to make sure the trees remain an asset to you is to take care of them. This includes annual visual inspections, basic pruning, and knowing when to call in a professional arborist. They are trained in best management practices to maintain the health of your trees.

## BEST MANAGEMENT PRACTICES

No matter who you call, avoid “tipping” or “topping” a tree. *Tipping* a tree involves cutting off the tips of the branches to ‘shape’ the tree and *Topping* a tree includes cutting off the main leader of a tree. If *topping* a tree is necessary to maintain it at an appropriate size for the property—it wasn’t the right tree for the right place and you may be better served removing the tree and replacing it with one suitable for the site.

Keep an eye on your trees as they grow look for splits, insect damage, rot, holes, dead limbs or other things that may damage or weaken your trees. If you find any issues, contact a licensed arborist for a consultation. They may be able to help you correct the problem early so you can enjoy a healthy stable tree for along time.

### Why you shouldn't top a tree

Topping is the term used when the main branches of a tree are trimmed to a stub. The practice is widely considered to be harmful to a tree.

When a branch is cut to a stub, it causes weak but fast-growing sprouts to form in large numbers that make the tree bushier and require more pruning.

**Topped tree**

**Properly pruned**

Topping destroys a tree's natural shape, weakens it and makes it more susceptible to disease and decay.

Properly pruned trees maintain their natural shape.

Source: Dana Karcher, certified arborist with The Davey Resource Group, a division of The Davey Tree Expert Company

THE CALIFORNIAN

## COMMON TREE ISSUES THAT REQUIRE ATTENTION:



1. Weak branch connections & splits 2. Cankers 3. Dead limbs 4. Rot and 5. Leaning with soil rising on the opposite side

## BROCCOLI VS ASPARAGUS



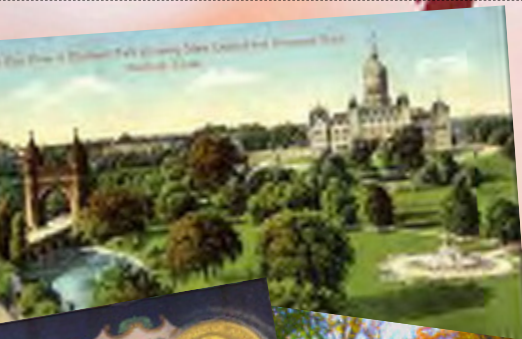
Trees are healthier when they have room to grow and can develop strong crowns (leaves) and thick trunks. A well formed tree can remind you of broccoli, whereas a tree grown in crowded or forested conditions are taller, thinner and more prone to toppling. The taller, thinner trees can remind you of asparagus.

Use this idea to help assess your trees to determine if they need thinning, reducing the number of trees in an area, to produce larger crowns and stronger trees.



# Tree Ownership—Resources

Sponsored by SVMTF



## CONNECTICUT

Images of our home state bring to mind scenic sea ports with tree-lined shores and grand buildings; covered bridges over wild water nestled amongst the brightly colored forested hills; the cool and shady town square and fruitful farms embraced by trees. The Charter Oak, a majestic and stately tree from our past, is a symbol for the state featured on the Connecticut State quarter.

### TREES ARE CONNECTICUT!

We rarely think of trees, despite having a greater percentage of trees in our urban areas than any other state in the nation. Trees line our streets, shade our homes and they help fill our downtowns with life. To be in Connecticut—to have property here—makes us all stewards of this great resource that so powerfully defines us and contributes to our identity.

## HELPFUL LINKS

Below are links to websites to provide you with detailed information about tree care; choosing the right tree to plant; and who to call if a tree is posing a potential problem.

- **Premises Liability & Your Trees:**  
[http://www.vineandbranch.net/Premise\\_liability\\_4-9-07.pdf](http://www.vineandbranch.net/Premise_liability_4-9-07.pdf)
- **Right Tree—Right Place :** <http://www.cturbanforestcouncil.org/treeselection.html>
- **UConn Extension Service—Homeowners Guide:** <http://www.ladybug.uconn.edu/>
- **A Homeowner's Guide to tree maintenance:**  
[http://www.fs.fed.us/ne/newtown\\_square/publications/brochures/pdfs/for\\_homeowners/guide\\_homeowners.pdf](http://www.fs.fed.us/ne/newtown_square/publications/brochures/pdfs/for_homeowners/guide_homeowners.pdf)
- **Tree care guide to pruning.** Discusses why topping trees is a bad idea, how to choose the right tree; discusses the value of your landscaping and tips on hiring an arborist: <http://www.treesaregood.com/home.aspx>
- **UConn Plant Data Base**—a great resource for learning more about plants that grow and thrive in CT:  
<http://www.hort.uconn.edu/plants/>

