

# Greetings Denver!

Over the last few months the Healthy Trees, Healthy People research team has conducted a needs assessment survey to identify how you and other urban forestry professionals throughout the US identify and prioritize tree planting locations. Our aim is to understand how and in what way we can assist you in identifying tree planting locations for improving the quality of life for your residents.

Recap: Through summer and fall we developed questions, gathered contacts, administered a survey, and are in the process of analyzing responses -- this note is a culmination of our work to date, and a chance to let you know what we've learned. Specifically, we would like to share, verify, and get feedback on what we found in your region. In the summary report below, you will find a few results, which distinguish you from the rest of our partnering cities. While this is a summary, you can access the full Needs Assessment Survey Final Report online at our project website:

<http://www.treesandhealth.org/project-updates.html>

Request: We would like your assistance with a one question survey that will help us understand areas in your jurisdiction that you feel need more trees. This quick survey can be found at the following website: <http://den.suprmap.org/>. We estimate that responding to this one question will take no more than one or two minutes, yet will provide us with a lot information that we anticipate sharing with you in the coming months.

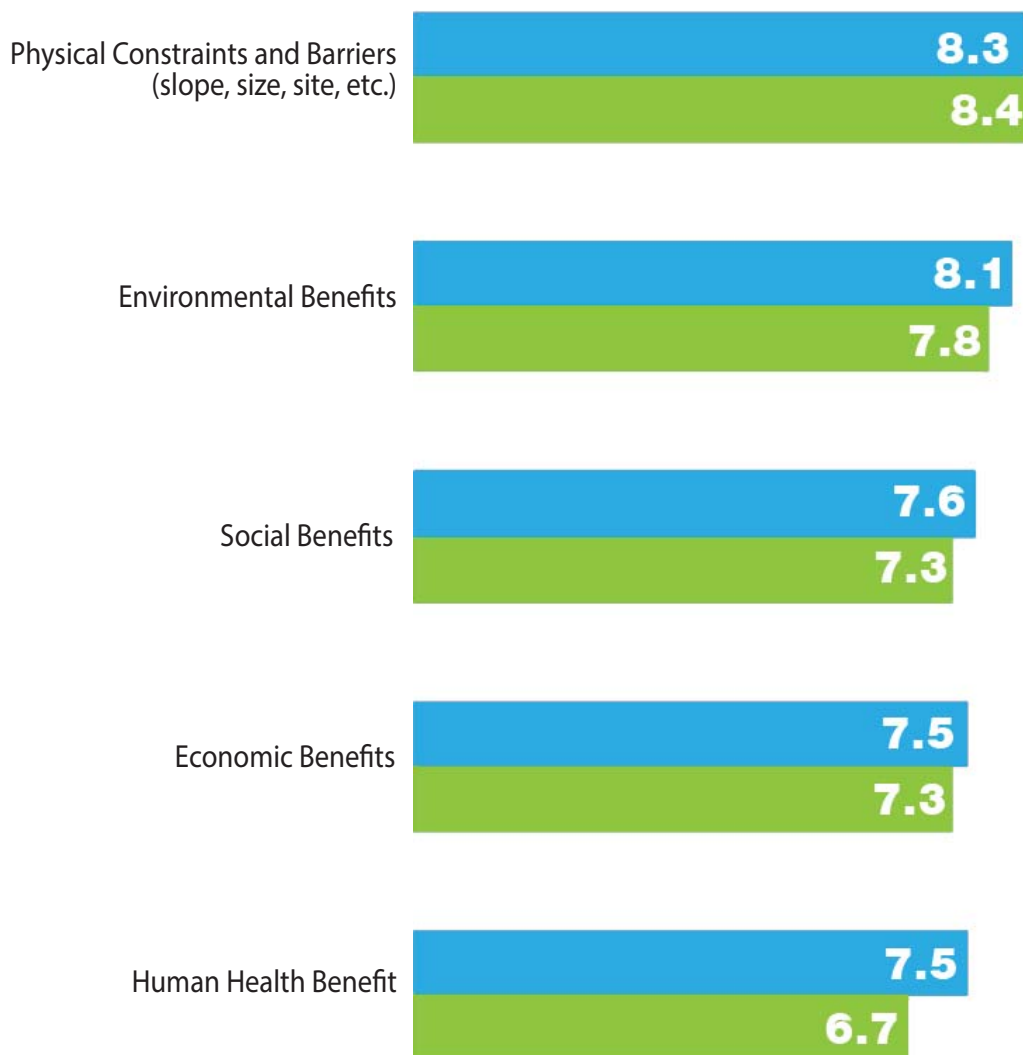
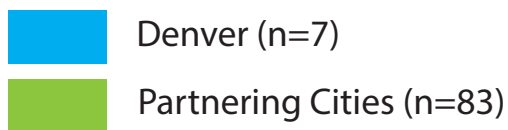


# Denver Key Findings

## Criteria

We asked you, which **criteria** are the most important to you in determining tree planting locations.

Below are the **top criteria** for Denver compared to the averages for our partnering cities for the same categories - based on **average importance scores** of 1 "lowest" to 10 "highest".

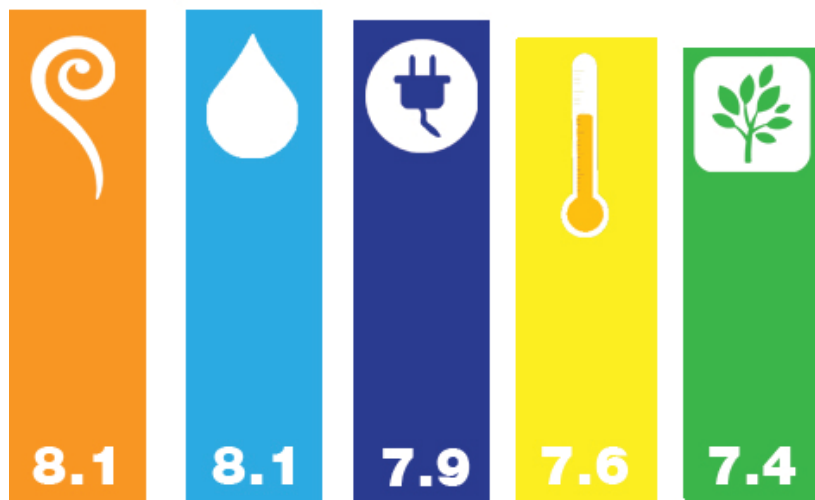


# Denver Key Findings

## Outcomes

We asked you, which **outcomes** are the most important for your tree planting campaign to achieve.

Below are the **top outcomes** for Denver compared to the averages for our partnering cities for the same categories - based on **average importance scores** of 1 "lowest" to 10 "highest".



Denver: Top 5 Outcomes



Partnering Cities: Top 5 Outcomes

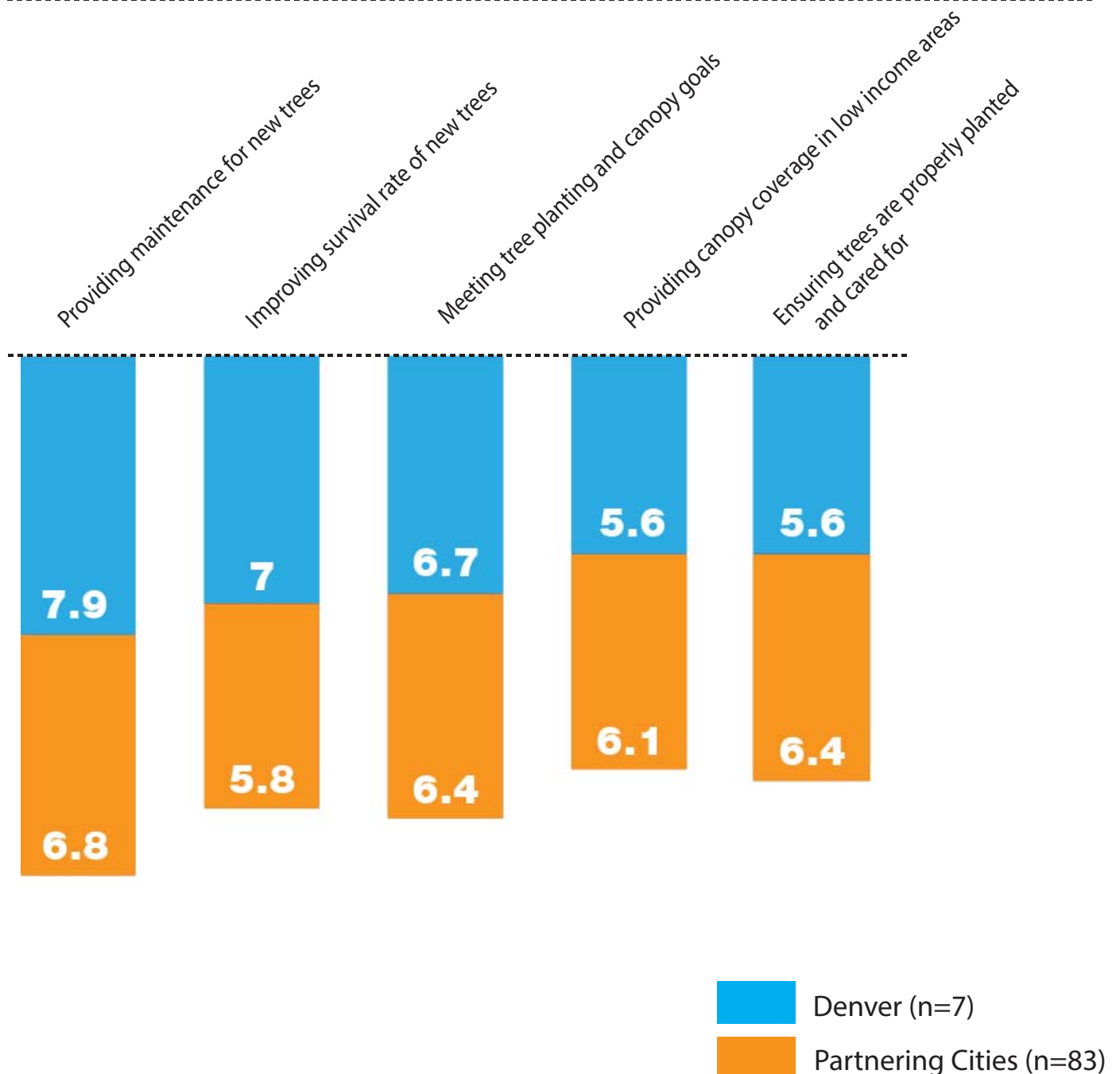
- Mitigate Extreme Climate Events
- Improve Air Quality
- Improve Public and Recreation Spaces
- Increase Community Pride
- Decrease Energy Usage
- Improve Water Quality
- Increase General Beautification
- Increase Biodiversity

# Denver Key Findings

## Program Challenges

We asked you, what are the **most challenging aspects** of tree planting in your city.

Below are the **top program challenges** for Denver compared to the averages for our partnering cities for the same categories - based on **average importance scores** of 1 "lowest" to 10 "highest".



# Denver Key Findings

## Tools & Technology

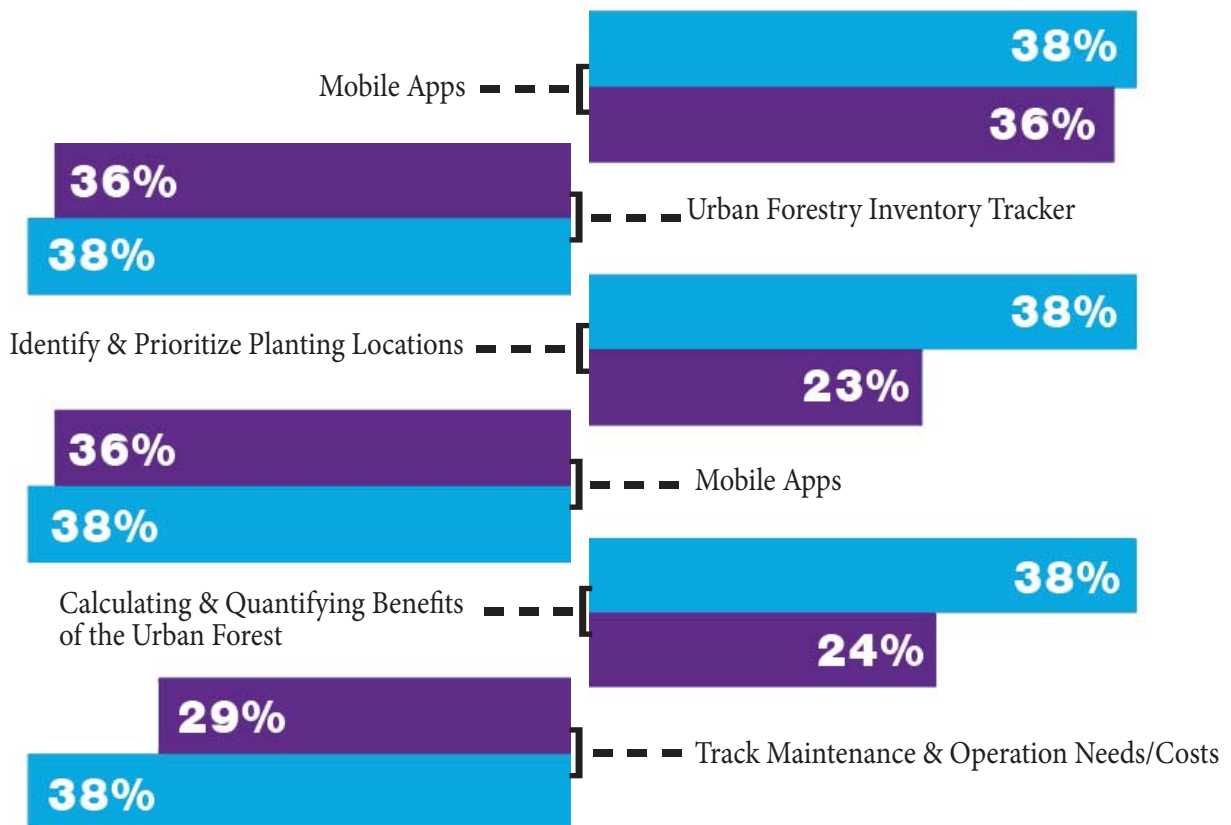
When thinking about online tools and technology, we asked you, to rate which technological capabilities would be most useful in helping you meet your tree planting goals.

Here are the **top tools & technologies** identified by the percentage of respondents from Denver and the US.



Partnering Cities  
Top 3 Tools & Tech.

Denver's  
Top 3 Tools & Tech.



Denver (n=7)

Partnering Cities (n=83)

# Thank you Denver!

**Summary:** When it comes to determining where to plant new trees, Denver respondents regarded factors such as physical constraints and barriers, and potential environmental and social benefit as their top criteria for determining tree planting locations as very important. In addition, Denver respondents were very concerned with achieving improved air quality, improved water quality, and decreasing energy use and costs as important criteria and outcomes.

When asked what were the most salient program factors and challenges that affect the success of tree planting campaigns, Denver respondents identified a few key areas. They reiterated the importance of knowledge in tree planting and care, political will and official support, and citizen support. In addition, Denver respondents identified other factors and challenges, such as, providing tree maintenance, ensuring that newly planted trees survive, and meeting canopy goals.

When it comes to tools and technology, Denver respondents identified their needs as a benefits calculator, planting site locator and prioritization tools, inventory tools, maintenance and operations trackers, and mobile applications.

**Request:** We would like to take this opportunity to invite you to take a **one question** survey. Your response to this question will allow us to have a better understanding of the areas in your jurisdiction that you perceive as needing more trees. The survey can be found at <http://den.suprmap.org/>

We hope that you found this report helpful in understanding your urban forestry goals and concerns. If you have any questions or concerns regarding this information, please feel free to contact us at via our website at [www.treesandhealth.org](http://www.treesandhealth.org).