

CN 30 for 30 Partnership Celebrating Menasha's 30 Years as a Tree City USA

Partnership Between

- City Of Menasha
- CN
- Doty Island Development Council
- YouthGo
- Trinity Lutheran Church & School Menasha
- Menasha Downtown Guerilla Gardening Club
- Menasha Football
- Menasha Business Group
- Cub Scout Troop 3122 – Clovis Grove School
- Lake Park Villas Homeowners Association

Goals of Project

- Increase environmental benefits to Menasha from its urban forest
- Improve the long term health and diversity of Menasha's urban forest
- Provide education on tree care & planting, tree benefits, and tree species
- Provide opportunities for volunteers and instill ownership in community
- Improve livability of multiple neighborhoods



Menasha Football

Project Details



Doty Island Development Council

The partnership between the City of Menasha, CN, and multiple volunteer groups was designed to provide neighborhood building, environmental, and educational opportunities throughout Menasha for several months in 2013. The finished project will continue provide benefits for decades as the trees mature providing greater environmental and aesthetic benefits.

As a result of the project, 240 trees were planted (30 in each of the City's aldermanic districts) and recorded in Menasha's urban forest inventory. Over 100 volunteers participated on five different dates in cooperation with City of Menasha forestry employees. Each group received training on the different parts of the tree and proper planting techniques. The initial planting project included representatives of CN and highlighted the railroad's impact on the initial development of Menasha as well as CN's environmental commitment to the communities that it serves.

Tree species planted included: Kentucky Coffee, Linden, Oak, Hackberry, Japanese Lilac, and Crabapple.

Project Outcomes & Long term impact on the Community and Environment



Cub Scout Troop 3122

The project will provide increasing environmental benefits as trees mature. Environmental benefits include reduction in stormwater flow quantities, improved air quality, reductions in CO₂, and creation of wildlife habitat in the urban area. Annual environmental benefits are estimated to be \$6500 as the trees reach 8-12" diameter. Trees that are part of the urban forest reduce heating and cooling costs, lowering summer air temperatures and buffering winter winds. Annual energy saving benefits are estimated to be \$6500 as the trees reach 8-12" diameter.

The project also improves the diversity of Menasha's urban forest. Ash and Maple species are over represented in the community's urban forest, jeopardizing over \$200,000 in value. Newly planted trees from this project were carefully selected to increase diversity both at the neighborhood level as well as the entire city. Trees planted as part of this project amount to approx 4% of the total tree inventory. Best practice guidelines for diversity indicate an urban forest should contain no more than 5% of any one species or 10% of any one genus. These additional trees place Menasha closer to these guidelines.

Five planting events enabled the City Forestry Department to train over 100 people on proper planting techniques for bare root, balled and burlapped, and potted specimens. Volunteers included people of various age groups, multiple neighborhoods, and varied interests. Using diverse groups of volunteers on multiple dates will increase opportunities to share knowledge of planting techniques and benefits of trees with a wide variety of people throughout the region. Similar Arbor Day planting events have left lasting impressions on students that had the opportunity to plant street trees and observe them grow over the coming years; instilling a sense of ownership and creating pride in their community and neighborhood.



Menasha Business Group



Trinity Lutheran Church & School

Furthermore, increasing the urban forest by 4% improves the livability of the neighborhoods. Studies show that not only do trees provide environmental and energy use benefits, they also provide psychological benefits and increase property values. Annual property value benefits are estimated to be \$5500 as the trees reach 8-12" diameter. Studies show that urban trees also improve learning and concentration as well as health and wellbeing.

Entering into a partnership with CN and multiple volunteer groups allowed the City of Menasha to leverage its expertise in planning, purchasing, education, and labor along with the financial contribution of CN and the labor and social networking of the volunteer groups to accomplish a substantial increase in its urban forest assets. By bringing together diverse groups of people from within and outside of the community, the project achieved greater value than a tree planting project by city employees alone. The education, pride, increasing property values, environmental benefits, energy savings, and psychological benefits will endure for decades.



Menasha Football