

SALEM —



GREENING
THE GATEWAY CITIES
MA Urban Canopy Project

SERC - Sustainability, Energy and Resiliency Committee, May 26, 2021

- Over the past 5 years, the Greening the Gateway Cities Program has planted over 20,000 trees in 14 communities!
- Salem is NOW one of 4 new communities.
- Partnership between
 - Department of Housing and Community Development (DHCD)
 - Executive Office of Energy and Environmental Affairs (EEA)
 - Department of Conservation and Recreation (DCR) Urban & Community Forestry Program
 - Department of Energy Resources (DOER)
- Funded by EEA and by DOER's Alternative Compliance Payment program
- Administered by the DCR Bureau of Urban and Community Forestry



Asian Longhorned Beetle

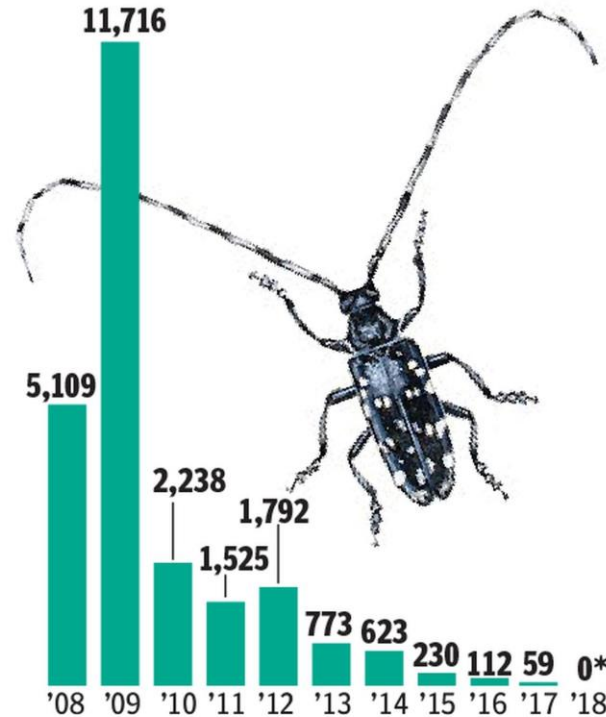
27,000 - 35,000 trees destroyed in the Worcester area in an effort to stop the spread of these beetles.

Worcester Tree Initiative has planted over 30,000 new trees with greater species diversity.

Infested trees

Number of trees in the regulated area found infested with Asian longhorned beetles, 2008-2018

*AS OF JULY 31



Source: USDA

DON LANDGREN JR./T&G STAFF

on-the-ground tree and energy measurements in Worcester

Environmental and Energy Efficiency program

Reduce household heating and cooling energy use by increasing 5- 10% tree canopy cover in urban residential areas

MA Dept. of Conservation and Recreation (DCR)

Foresters will plant 2400 trees in Salem

Estimated – every 1% increase in tree canopy above a minimum 10% canopy cover, a 1.9% reduction in energy needs for cooling and up to a 1.1% reduction in energy for heating.

Return on investment is realized in 15 years – Increase canopy by an estimated 1% in eight years and 5-10% in 30 years.

Designated Planting Zone

Targeted areas have lower tree canopy, older housing stock, higher wind speeds, a larger renter population, and includes environmental justice neighborhoods.

Goal: INCREASE TREE CANOPY over an entire neighborhood area

Benefits:

- Reduces household heating and cooling energy use
- Lowers wind speeds
- Reduces summertime air temperature
- Increases direct shading
- Randomized wind in winter

All households in a neighborhood benefit.

Trees near a home directly shade structures, significantly lowering surface temperatures, while trees up to 1,500 feet away from a home still provide a benefit.

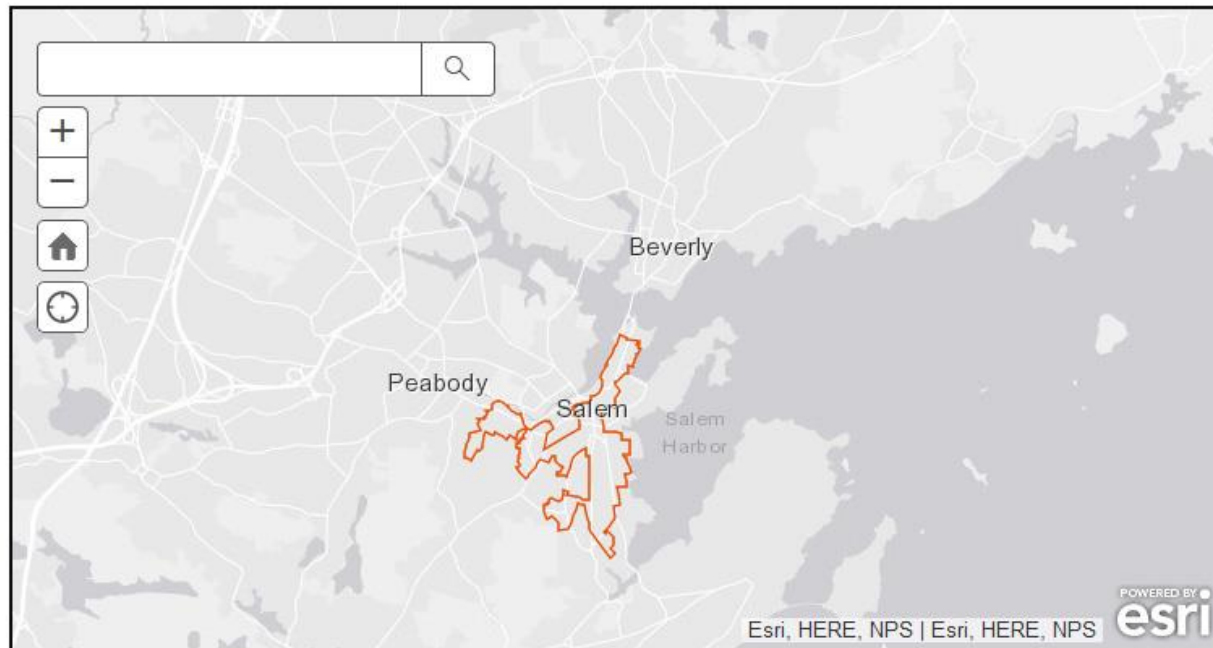
GOAL: In high-density urban neighborhoods, planting an average of 5-10 trees per acre (roughly one third of a block) will provide benefits to 15 –25 households

“Right Tree, Right Place”

number of trees that will reasonably fit in a planting location
within the Designated Planting Zone

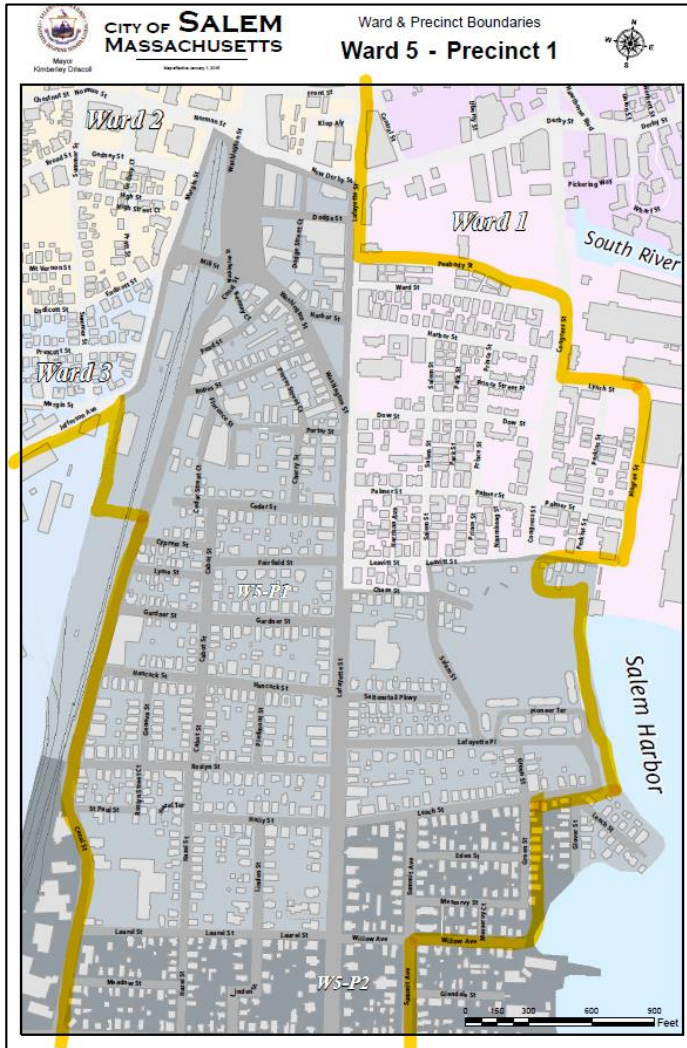
<https://www.maurbancanopy.org/town/salem/>

Am I In The Zone?



Building Tree Canopy

maurbancanopy.org/town/salem



NOT in
Designated
Planting Zone

Ward 6 P1 & 2

Ward 3 P2

Ward 1 P1

*Salem Sound
Coastwatch will
email each
councilor directly
sending links and
the Ward map.*



City's Parallel Tree Program

If NOT in Designated Planting Zone

Other Opportunities to Expand Tree Coverage

Bob LeBlanc, City's Tree Warden

seeclickfix.com

Trees Protect Our Health

Improve Air Quality

Consume carbon dioxide
Produce oxygen
Trap pollution

Reduce Air Temperature

Absorb
Noise

Provide Food and Shelter

Produce nuts, fruits and sugars edible by
animals, including humans

Roots

Absorb pollutants including heavy metals, bacteria,
nitrogen and phosphates

Stabilize the ground reducing erosion

Absorb water

Salem Sound Coastwatch is the City's nonprofit partner conducting outreach to recruit people who want trees planted.

*Barbara Warren – 978.741.7900 -
barbara.warren@salemsound.org*

Aesthetic benefits of trees generate excitement

Improved neighborhood appearance

Increase property value

Nature – Birds - Wildlife

salemsound.org & greenscapes.org

SALEM —



- **2,000 trees** will be planted on private property-
with the promise to water their new tree(s) for 2 years
- **400 trees** will be planted on municipal property
 - Working with *Bob LeBlanc* - City Tree Warden
 - 40+ tree planting already set up for this spring



The Process – Tree is property resident's choice

DCR plants trees (ranging from 6ft to 10ft tall) with a goal of covering 5-10% of the target neighborhoods in new tree canopy.



Michael Griffin, David Breshahan and Ana Nenshati are Salem's DCR Forester

Social Media – Getting the Word out to Residents



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Outreach

June - Direct mailing to 3500 addresses in designated planting zone

Ramp up social media – Facebook
find friendly network to spread the word

Salem's Farmers Market tabling with materials and banner

Continue Presentations to the following:

- Monthly update to Tree Commission
- Salem Housing Authority
- Neighborhood Associations
- Church groups that are in the planting zone
- Salem Chamber of Commerce

Attend Outdoor Summer and Fall events

- Neighborhood Block Parties
- City Events that attract residents

Reach out to Landlords in the planting zone

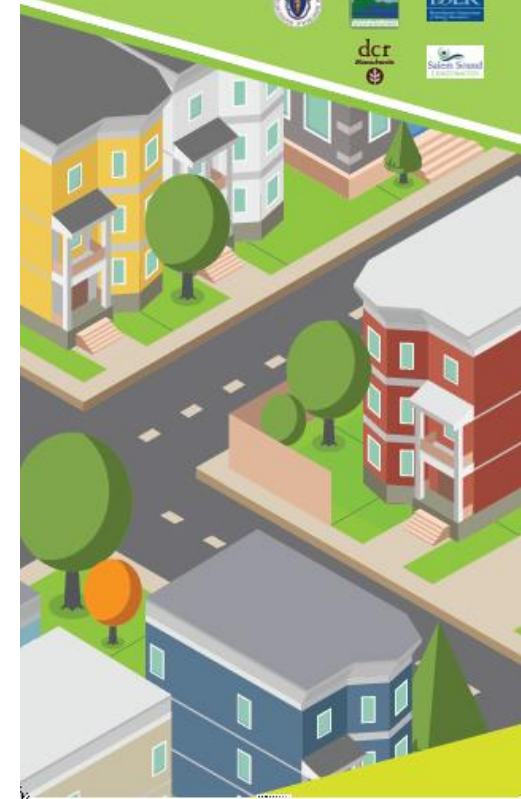
Develop Tree Programs at the following schools:

Witchcraft Heights, Carlton, Saltonstall, and Collins

Want a **tree**
planted in your
yard for **free**?

To find out more, visit
MAUrbanCanopy.org

Made possible by a partnership between:





Century Tree Program

Salem 400th Anniversary 1626-2026

Bob Lebanc – Salem Tree Warden, Cemetery & Public Shade Trees
Darleen Melis – Chair of the Tree Commission

Purpose: To celebrate Salem's 400th anniversary by planting the next generation of tall majestic trees in locations where they may flourish into the next century.

- ❖ Residents can request a tree to be planted on their property.
- ❖ Recommend sites throughout the City on public or private land, visible from a public right of way, where the trees may mature into their natural tall form.
- ❖ Tree Warden and Tree Commission will select sites for the annual planting.





Century Tree Program

Salem 400th Anniversary 1626-2026

Trees will be planted by the City after a site evaluation for adequate space for roots and branches and will be monitored for two years. Then, the private property owner will maintain the tree.

- A Century Tree program tag will identify each tree.
- If you would like a tree planted on your property,
Email: centurytree@salem.com

Touch the Future; Donate a Tree

**Program funded by donations to
the Salem Tree Fund**

To make a donation:

<https://unipaygold.unibank.com/transactioninfo.aspx?>

[TID=27174](https://unipaygold.unibank.com/transactioninfo.aspx?TID=27174)



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QUESTIONS

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