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What Do I Do Next?

To find out more about how to start a NeighborWoods Tree Planting Program in your community, Contact your local Texas Forest Service forester at <http://txforestservice.tamu.edu> or call 979.458-6650

NeighborWoods Helps Plant Lots – Cheap

Welcome to NeighborWoods! This handbook and video are designed to introduce you to NeighborWoods – A revolutionary program that redefines how to plant street trees. The Austin Parks and Recreation Department developed this program as a way to bring together residential property owners and businesses to plant trees along city streets. A model has been created that both government agencies and non-profits can use to plant public trees. NeighborWoods can help you to plant “Lots of Trees... Cheap.”

IN ITS FIRST FOUR YEARS NEIGHBORWOODS HAS:

Planted 12,836 five-gallon container-grown trees with citizen adopters, at an average cost of \$24.21 per tree.

Received \$80,000 in business cash contributions.

Received in-kind services and citizen cash donations totaling \$3,673,663.

With a direct cost to taxpayers of \$67,600 (\$5.26 per tree).

For a program leverage of \$54 of private resources for every tax dollar.

NeighborWoods staff find neighborhoods that need street trees. Those neighborhoods are surveyed and signs are posted at tree planting sites in the right-of-way in front of houses. At each house a postage-paid return card door hanger is left. Residents fill out the cards by marking the type of tree(s) they want and sign an agreement to plant and water the tree(s) for two years. After the cards are mailed back, the trees are ordered and delivered to the residents who then plant and maintain the trees.

NeighborWoods' secret is that it is a program that lets an agency *facilitate* instead of *directly providing* tree planting services. It works by coordinating with businesses (who pay for the trees) and the citizens (who plant and water the trees). The benefits of this project include public education; community involvement, pride and beauty; energy savings; improvement in air and water quality; and an increase in property values. The project has significantly improved the quality of life in Austin and, as the idea of NeighborWoods spreads, the quality of life in communities all across America.

Our hope is that you can use this package to plant “Lots...Cheap.”

Happy planting in your community.

A Note of Thanks

Dear Tree Enthusiast,

NeighborWoods is about individuals, businesses and government working as partners to plant public trees. We would like to thank the partners who have worked so hard with us to make NeighborWoods a success.

Thanks to our corporate donors, Jack Brown Cleaners and Austin Energy who have pledged over \$115,000 of generous financial support.

Our greatest thanks goes out to the thousands of Austin citizens who have done their part by donating tree planting funds on their utility bill and who have planted and are now caring for the NeighborWoods trees in front of their homes.

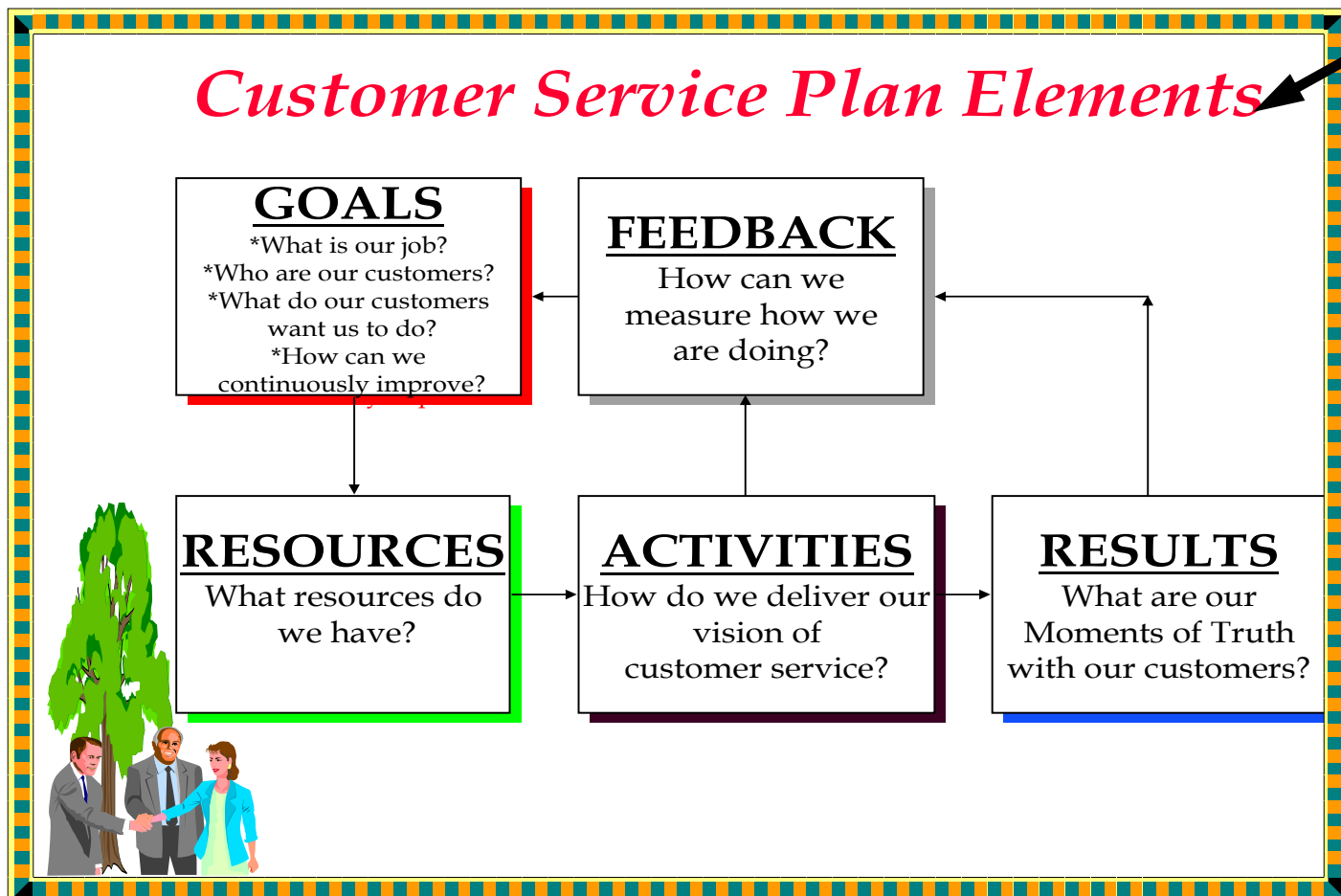
supervisors, who helped to get the program off the ground. Jeff Walton, Ralph Pena, Emsud Horozovic, Kate Newcomb, Travis Crow, Derek Mc Kean, Curtis Anderson, and other seasonal field workers have helped implement and refine the program. Thanks also to Mark Wieland who helped to produce the video.

A special thanks to Ed Barron, Don Mueller and Pete Smith with the Texas Forest Service for their support of urban forestry in Texas and financial support for this handbook and video.

Thank you.

John Giedraitis, City Forester,
Jan Fulkerson, Planting Coordinator,
Dean Carmanedis, NeighborWoods Supervisor

Thanks to Dan Pacatte and Jim Rooni, former planting



INTRODUCTION TO THE NEIGHBORWOODS CUSTOMER SERVICE PLAN

This management plan was written to develop an inexpensive way to plant street trees along residential streets. Our goal with NeighborWoods is to plant 75,000 street trees in Austin, Texas. After four years of refinement, we would now like to share this model with you so that you can adapt it to plant 'lots – cheap' in your community.

To develop this plan, we have used Customer Service Management (CSM) philosophy, models and tools. Customer Service Management differs from other management models, such as Total Quality Management (TQM), by focusing primarily on the customer. In NeighborWoods, our customers are citizens who live in residential areas.

The plan is divided into six sections corresponding to the elements of a service management plan. Each element in this plan is written by answering a series of questions shown in the Customer Service Plan Model on page two. The sections in this NeighborWoods Service Plan are:

Section 1. Goals. This section looks at our vision and values and includes an overview of the current program.

Section 2. Resources. This section of the plan looks at what personnel, funds and equipment we have to deliver NeighborWoods.

Sections 3. & 4. Results and Activities . In this section of the plan, we use the Customer Service Management tools of moments of truth, cycles of service and service blueprints to build a service system that focuses on our customers. We call our customers perceptions of our service our moments of truth and these are the results we manage for. We identify these moments of truth in a cycle of service then put them into a service blueprint that also shows the activities we do to produce these results. In this section, we also detail how these activities are carried out (procedures) and to what level (standards). These procedures and standards help to identify where improvements are needed in hiring, training, rewards and recognition and other supervisory and management actions.

Section 5. Feedback. This section includes measurements of the results of our service. The tools we use are performance measures and the results of our customer satisfaction surveys. These indicators measure how near we are to reaching our standards and goals.

Section 6. Goals. Lastly, we revisit **Goals** by reviewing our process of **Continuous Improvement**. This section details our process of setting goals, objectives and performance measures. These are regularly reviewed so that we can continuously build and modify our service plan to make improvements to our NeighborWoods program.

Good Luck with NeighborWoods in your community!



SECTION ONE-GOALS:

What do we want to do and what do our customers want us to do?

What the customers say...

"This is one of the best thought out programs the city has to offer"

"What a great program, The instructions for planting were easy to follow, Thanks"

"This is an excellent idea. Thanks for the tree"

"Stop wasting my tax dollars you liberal hippies"

MOTTO

"Lots...Cheap"

MISSION STATEMENT

Our mission is to coordinate with businesses and residential homeowners to plant and water 75,000 trees in the right-of-way in front of homes in Austin to increase comfort, beauty, property values, and save energy by cooling the neighborhood environment by shading streets.

VALUES

We will strive to provide quality services by focusing on the following values at our moments of truth with our customers:

Reliability

The ability to provide what was promised, dependably and accurately.

Responsiveness

The willingness to help customers promptly.

Assurance

The knowledge and courtesy we show to customers, and our ability to convey trust, competence and confidence.

Empathy

The degree of caring and individual attention we show to customers.

Tangibles

The physical facilities and equipment, and our own appearance.

SECTION ONE-GOALS:

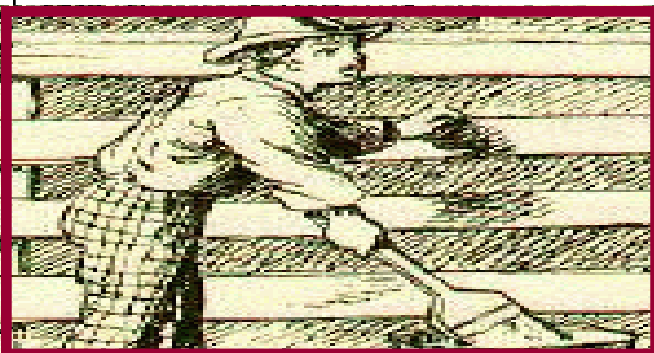
What do we want to do and what do our customers want us to do?

NeighborWoods History

In Austin, as in many communities in America, the City owns the area between the curb or edge of the street and the adjacent property line and is responsible for the care and planting of trees there. In this area, along some 2,000 centerline miles of roadway in Austin, there are more than **75,000** planting sites. To address this, Urban Forestry Program of the Austin Parks and Recreation Department began a program of residential street tree planting in 1992 with seed money from a Small Business Administration Grant. This project was called NeighborWoods, a name borrowed from Edith Makra with the Chicago forestry program. The per tree cost for the 200 trees that were planted was \$400. This cost, which is fairly typical for American communities, was a result of the extensive time spent to locate citizens who would agree to maintain the trees, contracting tree purchase and planting, locating utilities and using 15 gallon containerized trees. This method was not cost or time efficient and with it we could never plant the number of trees needed to shade our streets.

As a result, we reevaluated the entire process by looking at the five common tasks of a street tree planting (see page six). From this we developed a program centered around maximizing our role as facilitator and minimizing our role in purchasing, planting and maintaining the trees. The actual process we use is outlined on page nine. NeighborWoods now plants thousands of trees each year with a four-year average cost to taxpayers of **\$5.26** per tree and a total cash cost per tree of **\$24.21**. It leverages over \$50 for every tax dollar spent. NeighborWoods' goal is to provide low cost, high quality five-gallon street trees for every targeted resident in Austin's neighborhoods who is willing to plant and maintain the tree in the tree lawn in front of their home.

With NeighborWoods, we have moved from **direct provider** to **facilitator** of tree planting services – We lead by defining the tasks and roles in street tree planting and empowering our cooperators to fill them. We call this our 'Tom Sawyer' leadership model after his success in getting his friends to do his job and pay him for that pleasure.



He had had a nice, good, idle time all the while -- plenty of company -- and the fence had three coats of whitewash on it! If he hadn't run out of whitewash he would have bankrupted every boy in the village.

SECTION ONE–GOALS:

What do we want to do and what do our customers want us to do?

NeighborWoods Planting Goals

75,000 trees total,
3,000 trees during each October to March planting season,
for an average total cost under \$30.00 per tree.



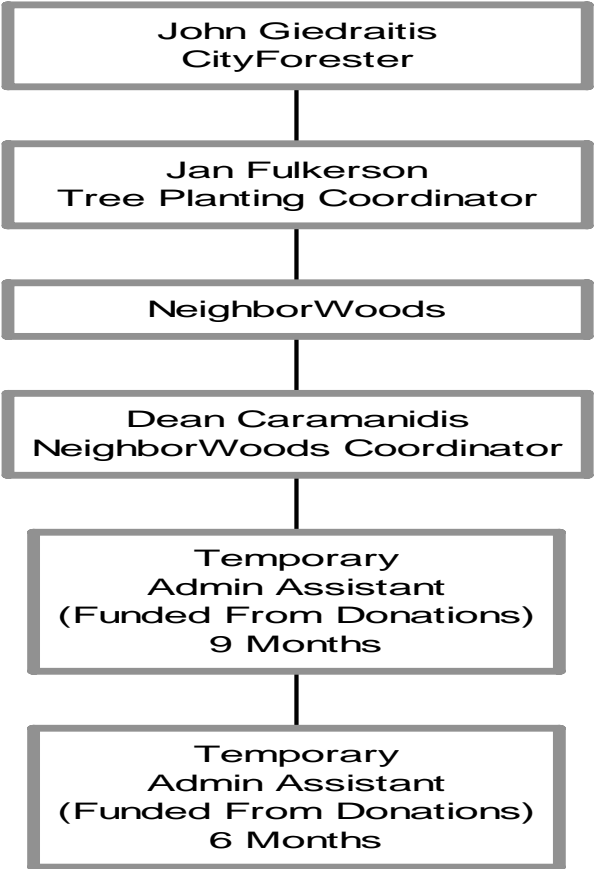
The Five Tasks of Tree Planting

NeighborWoods can be divided into five tasks:

1. **Find A Site To Plant A Tree:** The City NeighborWoods Coordinator selects neighborhoods for planting based on an air photo analysis of existing canopy cover. Neighborhoods with the least canopy are selected first. Teams of trained temporary workers are sent into these areas to identify sites for tree planting. *Responsibility: City*
2. **Site Design:** While walking down a street in a residential area, City workers identify a potential planting site in the right-of-way, put a small white paint dot on the foot of the curb perpendicular to the planting site and record the address and the number of feet in from the paint dot to the planting site. They then place a small 4" x 5" plastic sign on the planting site that indicates the program name, logo and phone number. They leave a large tree or small tree door hanger that describes the program and includes a tear-off, self-addressed, business reply postcard for the resident to return if they are interested in participating. *Responsibility: City*
The resident indicates their tree species preference from the list on the door hanger and agrees to plant and maintain the tree by signing the card. They send the postage-paid reply card back to the City. *Responsibility: Resident*
3. **Tree Purchase:** The reply postcards are collected and the data entered onto a computer data base. The trees are ordered and purchased with funds donated by corporate sponsors and by individuals who have donated for tree planting on the City utility bill. *Responsibility: City (With donated funds)*
4. **Tree Planting:** The trees are delivered with planting instructions. *Responsibility: City* The residents plant the trees. *Responsibility: Resident*
5. **Tree Maintenance:** The resident waters the tree once a week for the first two years and in drought periods thereafter. *Responsibility: Resident*
The City follows up with maintenance reminder postcards and monitors the survival each year. *Responsibility: City*

SECTION TWO–RESOURCES:
What resources do we have?

STAFF RESOURCES



EQUIPMENT RESOURCES

Dedicated to NeighborWoods:

- 2 –Trailers
- 1 – NEC P166 Computer
- 1 – HP DeskJet Printer
- 1 – NEC Monitor

Borrowed from other City programs
as needed:

- 3 – Pickup Trucks and one trailer on weekends for tree deliveries



SECTION TWO—RESOURCES: What resources do we have?

NEIGHBORWOODS BUDGET 1997-1998

EXPENSES

ITEM	COST
Labor	\$40,700
Mailing	\$2,000
Printing	\$2,000
Trees	\$29,400
Office Supplies	\$900
Tree Wraps	\$600
Mileage	\$2,000
Misc.	\$2,000
TOTAL	\$79,600

REVENUES

DONOR	AMOUNT
City of Austin (From taxes)	\$11,600
Utility Bill Checkoff for Tree Planting	\$68,000
TOTAL	\$79,600

CASH COST PER TREE = \$25.68

\$887,220 TOTAL IN – KIND SERVICES

(Resident contribution at \$10.60/hour)

Planting at two hours = \$21.20

Watering 25 times/year for two years

at 1/2 hour /watering = \$265

Total of \$286.20/tree

For 3100 trees at \$286.20 =

\$887,220 IN – KIND SERVICES

\$79,600 TOTAL DONATED FUNDS

Total Project Value and Cost

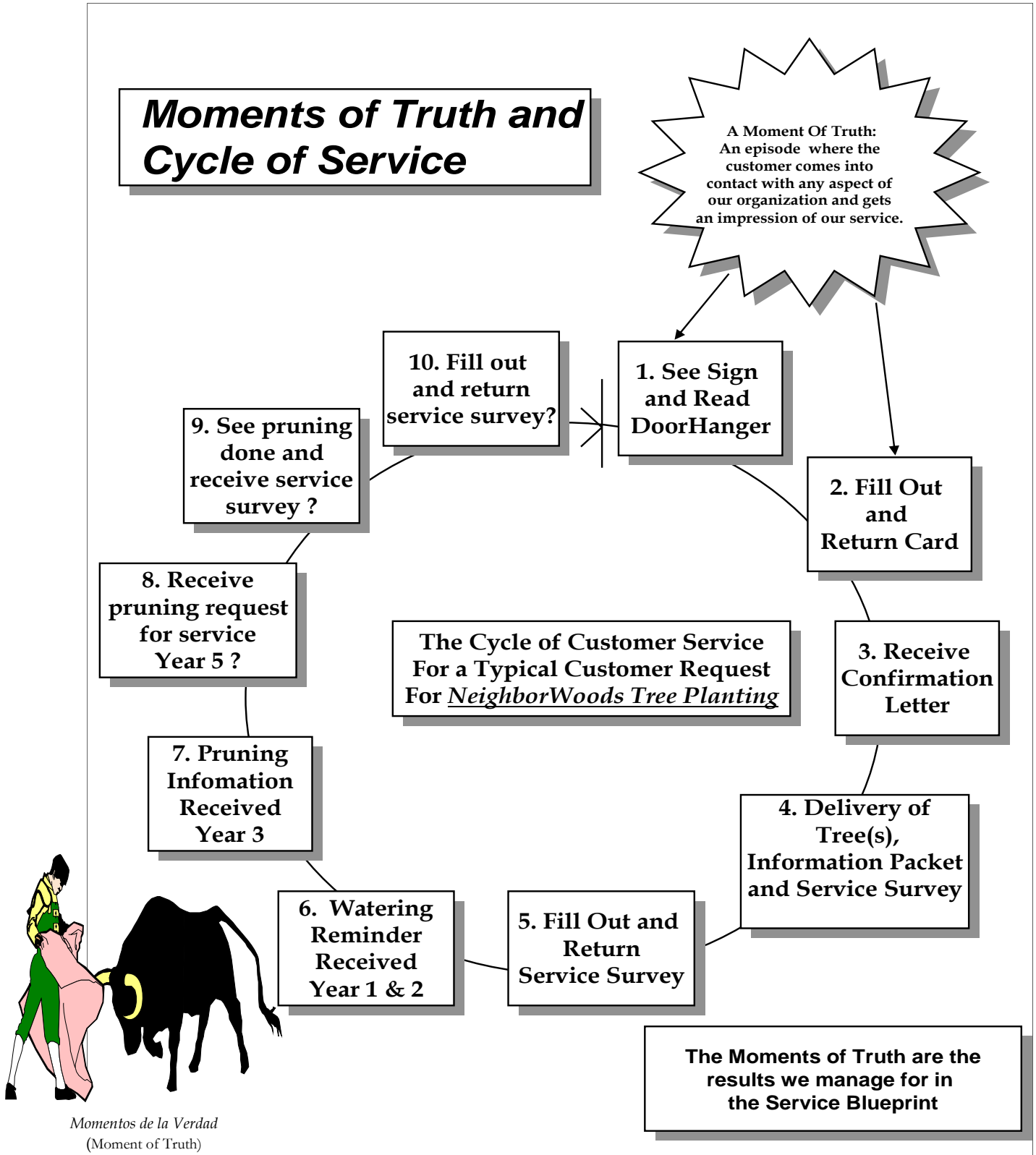
\$966,820

1997 – 1998 Project Leverage

\$955,160	Donated
\$11,600	Tax Expense

**For a leverage of
82:1**

SECTION THREE-RESULTS: What are our moments of truth with our customers?



SECTION FOUR–ACTIVITIES: How do we deliver our vision of Customer Service?

How To Build A Service Plan

1. Start with RESULTS (= Moments of Truth)

A moment of truth is an episode where the customer comes in contact with any aspect of NeighborWoods and gets an impression of our service. They are the results we manage for.

2. Identify who is responsible for activities.

3. List, in order, what is done under ACTIVITIES.

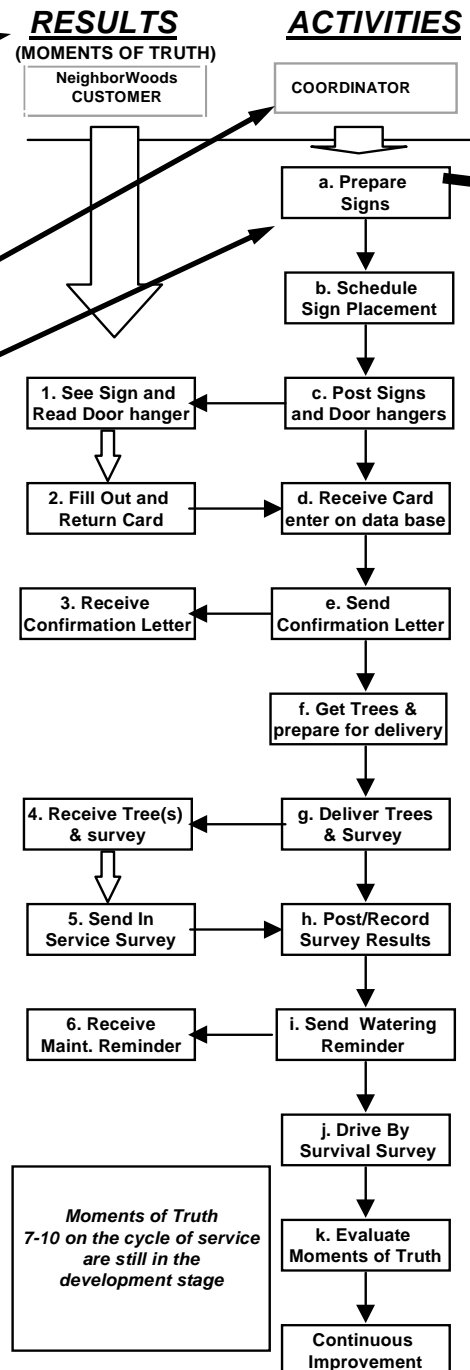
4. List how the activities are done under

PROCEDURES. (See next page)

5. List who, where, when and measurements for each procedure under STANDARDS.



NeighborWoods Customer Service Blueprint



SECTION FOUR–ACTIVITIES: How do we deliver our vision of Customer Service?

PROCEDURES AND STANDARDS FOR NEIGHBORWOODS TREE PLANTING

It is the responsibility of the NeighborWoods Coordinator to consistently provide quality service at the moments of truth with our customers. This is achieved by completing NeighborWoods activities using the following procedures and to the following standards:

a. ACTIVITY: Prepare yard signs:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Decide information to go on sign, door hanger and field form	<p>1. DOOR HANGER: Name, address, phone, number of trees, tree type check off, (tree type selection based on: size, good shade trees, long life, safety over streets, grow well in the area), response date, number of feet from curb mark (location), agreement for planting and watering, signature, program info., program phone number, logo of city or program logo, tree information & picture, estimated delivery date, print date (month/year), sponsors, return address, reply mail. (See pages 26 and 27 for large tree and small tree door hangers)</p> <p>2. SIGN: Program name, logo, descriptive text, phone #, sponsor logo. (See page 25)</p> <p>3. FIELD FORM: Header, title, name of neighborhood, date, worker name, return date Data; address, # of trees, feet in from curb, location / descrip-</p>
2. Design/layout of sign, door hanger and field form	<p>1. DOOR HANGER: 4.25x17", star die cut, color (light yellow), 60# paper, ink dark (dark green or black), tear-off Business Reply Mail card, use blank space as a design element.</p> <p>2. SIGN: 4x5" corrugated plastic with 4x4 1/2" print area on a 20" plastic shaft.</p>
3. Print sign, door hanger and field data form	<p>1. DOOR HANGER: At commercial printer.</p> <p>2. SIGN: Blackburn Manufacturing Company.</p> <p>3. FIELD DATA COLLECTION FORM: Prepare in-house.</p>

SECTION FOUR–ACTIVITIES:

How do we deliver our vision of Customer Service?

b. ACTIVITY: Schedule sign placement:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Decide what neighborhoods to post	1. Review crown cover analysis data (in-house).
	2. Look for neighborhoods with low canopy cover.
	3. Respond to residents requests.
	4. Make list of areas to post planting sites.
2. Set priorities for postings	1. Neighborhoods with low canopy cover.
	2. Areas with high potential for interest.
3. Set dates to post	1. July - February.
4. Assemble materials needed	1. Door hangers, Signs, Field Forms, clipboards, pens, maps of area(s), training instructions, marking paint.
5. Schedule workers	1. July - February. 2. Prepare Gantt Chart showing tasks and timelines for the entire season. (See page 28)

c. ACTIVITY: Post signs:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Establish planting site standards	1. Based on Transportation Criteria, ordinances, utilities, fireplugs, driveways, etc. Prepare guidelines. (See page 29)
1. Train workers	1. In field, make sure workers understand what a planting site is and how to fill out paperwork and mark site.
2. Post signs	1. Drive to site.
	2. Mark curb, post sign and leave door hanger. Use the small tree or the large tree door hanger depending on the size of the planting site.
	3. Record on daily field data form, address, number of trees and number of feet in from the curb mark to plant tree.
	4. Turn in work reports to coordinator.

SECTION FOUR–ACTIVITIES:

How do we deliver our vision of Customer Service?

D. ACTIVITY: Add to planting database:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. As door hanger cards come in	Date received, check against field form, variety, # of trees offered, resident signed agreement.
2. Enter request into data base	Cycle #, conformation date sent, neighborhood name, street #, street, city, state, zip, phone, # of trees, feet in, tree selection, bur oak, chinquapin oak, live oak, pecan, Chinese pistach, cedar elm, date delivered.

e. ACTIVITY: Send confirmation card:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Write response card	Thank you, utility bill check off, sponsors, "Dial Before You Dig", delivery date. (See page 30)
2. Cards printed	Use commercial printer.
3. Mail merge mailing labels	Avery 5160, name, street #, street, city-state, zip, zip code bar.

f. ACTIVITY: Get trees:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Prepare bid list	Identify nurseries with 5 gallon container grown trees, 1/2 to 3/4 inch caliper, 4-6 feet tall.
2. Bid trees (or purchase agreement with	Fax bids to established nurseries.
3. Schedule delivery to yard or pick up	Week of scheduled delivery date.
4. Tree wraps	Place 6" tall tree wraps on all trees for protection from weed eaters.

SECTION FOUR–ACTIVITIES:

How do we deliver our vision of Customer Service?

g. ACTIVITY: Deliver trees:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Decide on information for delivery packets	Delivery label, “plant me” flyer, “Dial Before You Dig” flyer, sponsor label, check off on utility bill information, project survey card, oak wilt brochure (for live oak orders only). (See pages 31 to 33)
2. Design delivery packet	So it fits into a plastic newspaper bag.
3. Decide on information for delivery labels	Name, address, agreement w/ # of trees and planting location, tree type ordered, “Dial Before You Dig” reminder, reminder to mail survey , coordinator name & phone #.
4. Design delivery labels	Avery shipping label 5163 or 5352, 2”x4” laser labels, mail merge set up.
5. Decide information on “plant me” information	Water daily until planted, plant within two weeks, handle with care, hole size, planting diagram,
6. Design “plant me” information	Print in-house on light blue paper.
7. Decide information on sponsor label	Sponsor logo, project credits.
8. Design sponsor label	Avery shipping label 5352 or 5163, 2” x 4” label.
9. Decide information on project survey card	Sponsors, questions about project; continuation, participation, delivery, support, changes.
10. Print survey card	Use commercial printer.
11. Make up delivery route	List street, order of delivery, maps, resident adopter list, route delivery by street. (See page 34)
12. Organize trees for delivery	Split delivery route by total of trees, load by variety.
13. Deliver trees to residents	3 people with safety vests per 1 truck and 1 trailer, 130 max. # of trees per trailer.

SECTION FOUR–ACTIVITIES:

How do we deliver our vision of Customer Service?

h. ACTIVITY: Record service survey results:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Decide what information should be recorded	By cycle, # of Yes/No answers, Plant though out town?, Easy to participate?, Timely delivery?, Support with donation?, What could be done to improve?
2. Set up data base	1. In Excel spreadsheet 2. Add to Performance Measures in Feedback section of the Service Plan. (See page)

i. ACTIVITY: Send watering reminder:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Decide information for watering reminder card	Sponsors, donation reminder, hot temperatures, watering schedule, how to water, mulch, damage protection, removal of all ties. (See page 35)
2. Design watering reminder	4 1/4" x 5 1/2" post card.
3. Print watering reminder	Use commercial printer.
4. Mail merge labels from data base	Avery 5160 address labels.

j. ACTIVITY: Post/record drive-by survival survey results:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Drive by of all trees	Start in May of each year and locate, OK, house, back yard, not planted, not found.
2. Decide on what to record	% of found, % planted closer to house, % not planted, % in back yard, % not planted. Use
3. Record results data	1. On tree delivery spreadsheet. (See page 36)

SECTION FOUR—ACTIVITIES:
How do we deliver our vision of Customer Service?

k. ACTIVITY: Evaluate moments of truth:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Staff meeting	Review entire Service Plan, line by line, each June.

l. ACTIVITY: Reinvite residents that did not adopt:

<u>PROCEDURE</u>	<u>STANDARD</u>
1. Decide on information	Goals, invite, sponsors, date, place, time, map, planting & watering agreement.
2. Design reinvitation post card	Post card, 65# paper, 4 1/4"x 5 1/2, light yellow, dark green ink.
3. Print	Use commercial printer. (See page 37)
4. Design lay-out for pick-up of trees	Information table, all tree selections, drive up to load tree(s).
5. Data base	Cycle, area, resident, number, street, city, state, zip, # trees, tree type.



The printed materials and forms
 used in these activities can be
 found in the Appendix.

SECTION FIVE–FEEDBACK: How do we measure how we are doing?

“Feedback is the Breakfast of Champions”
Ken Blanchard from *The One Minute Manager*

In order to see how close we are to our vision, goals and standards, we measure four critical areas:

Demand, Workload, Productivity and Effectiveness.

These are the results from the 1996–1997 planting season.

Demand

Number of miles of right-of-way to plant - 2000 miles
Number of tree lawn sites to plant - 75,000 planting sites

Workload

Number of trees planted and watered by citizens – 3,628
Number of media events, articles, awards – 8
Number of planting sites posted – 8,216
Number of residences posted – 5,254
Number of trees adopted – 3,628
Number of resident adopters – 2,256

Productivity

% of trees adopted of sites posted – 43%
% of residents adopting trees offered – 42%
% of survey cards returned by residents – 18%

Effectiveness

% of trees found – 87.5%
% trees not found – 12.5%
% of trees surviving at the end of year three – 79%
Total program cost – \$81,310
% Tax funded – 34%
% Donation funded – 66%
Number of trees purchased with tax funds – 0
Number of trees purchased with donated funds – 3,628
Program \$ average cost per tree – \$22.59
Program \$ average cost per tree of tax \$7.71
Leverage of tax \$ to private \$ and in-kind – 1:39 +(\$28,000:\$1,083,630)

SECTION FIVE–FEEDBACK: How do we measure how we are doing?

Customer Satisfaction Survey Reports

Since we consider the moments of truth with our customers to be the results we are managing for, we always include a customer service survey card with the delivered tree. We record every response, but pay particular attention to the bottom of the card where we ask the adopter to tell us “The one thing we could do to improve this project?” This has been the most valuable feedback into the NeighborWoods service system. We schedule regular reviews of these evaluations and comments so that we can continuously adjust the service plan to provide better service.

Customer Service Survey Results 1997-1998	Yes (#) %	No (#) %
Would you like to see NeighborWoods plant trees through out the city?	(425) 98.6%	(6) 1.4%
Was it easy to participate in NeighborWoods?	(431) 98.8%	(5) 1.2%
Were trees delivered to you when promised?	(428) 98.6%	(6) 1.4%
Will you support this project with donations to the Public Tree Planting Program on your utility bill?	(326) 81%	(76) 19%

Total possible returns	1947
Total actual returns	436
Percent of total Customer Service Surveys returned	22%

SECTION FIVE—FEEDBACK: How do we measure how we are doing?

When we ask,

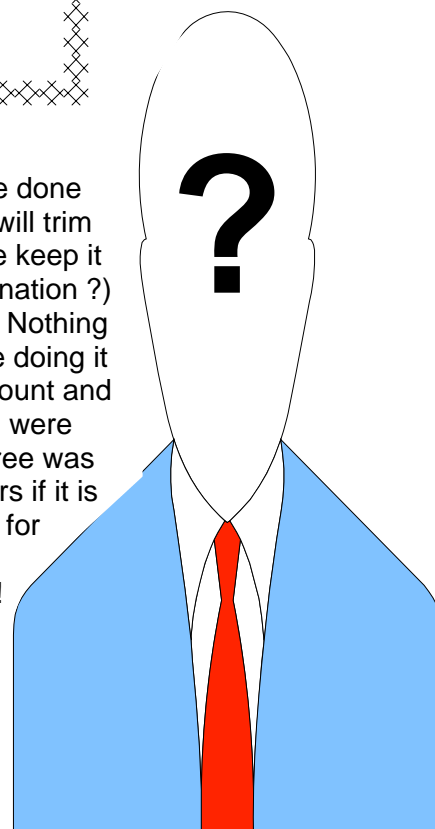
“The one thing we could do to improve this project?”

Typical comments the tree adopters make to us include:

Keep it up! Plant the trees for me . . . Joke! Joke! I think you've done more than is reasonable to expect. Thanks. Have a program that will trim tree limbs that are hanging too low to walk under. It's just great!! Please keep it up!! Extend into more neighborhoods. Have already given \$20 (donation ?) I think it's great Get more people involved in the project Nothing We are delighted with our healthy trees. Thank you! We are doing it (donation ?) Select good, vigorous plants. Would depend on amount and duration of payment-- could buy own tree with unlimited choice if expense were very high (donation ?) Keep up the good work. Thank you! Our tree was crooked. You should get better quality trees-- we may have to replace ours if it is not straight. Nothing-- it was great! Have volunteers to plant tree for home-owners who have disabilities Deliver the other tree.

Figure out how to get more people to take advantage of free trees! Reissue instructions on how far from our line we are supposed to plant the trees. Future I do (donation ?) Check to see if the resident is physically unable to plant the tree, then young people doing community service could help these people and seniors. It is wonderfully well organized. Thanks! Nothing, it's easy! Thank you! Already do (donation) A one time contribution to your great program is more feasible to me than to add more \$ to my utility bill which is already too high! Just get some laborers from Cesar Chavez and Congress and go plant trees everywhere!! No problems I could discern. Jan Fulkerson is terrific! Thanks! Your work is appreciated. Better trees. Have information on tree types when making initial contact. This is wonderful and the staff is so helpful & knowledgeable. More hours for pick-up. It conflicted with UT football game. Plastic bag that pot put in could be bigger. Arrange delivery of trees for those willing to schedule such. One-time donation (donation ?) Advertise-- my neighbors weren't aware of the project-- didn't notice the card they got in the mail. Actually planting the trees Nothing! Anywhere in yard. It's a great program. Thanks. Nothing!! See to it that people plant their trees. I have seen trees that are not planted yet. Thanks for the tree!!! Thanks for working so hard on this. Pretty good as is!

Possibly add more trees to selection-- Red Oak, Sycamore, Big Tooth Maple. Thank you!! It would be nice to be able to make sure trees were planted as soon as possible. Many people seem to think anything free is worthless. Thanks! Great program! Maybe if the city could help in removing the tree stumps out of the ground when an existing tree has fallen. Allow trees to be planted at owner's discretion. Pick up or have a delivery area where plant buckets could be recycled! Not everyone has tree planting tools or ability unfortunately. Help would be deeply appreciated.

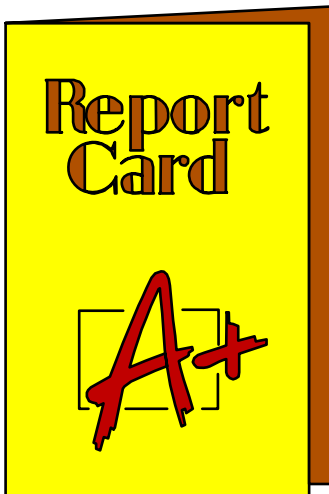


SECTION FIVE—FEEDBACK: How do we measure how we are doing?

More citizen comments on NeighborWoods:

If I could afford it (response to 'Will you support. . .') Very pleased! When you mark the curb for proposed tree location, coordinate with utilities ahead of time to verify no conflicts-- makes participation safer and easier. Offer trees at a reduced price (pay as you plant). Plant the trees for us. Tree doesn't look very healthy, but is a good size, so hopefully will do well. Be more specific in the distance to plant the trees from the curb or sidewalk for conformity. I was delighted to participate and will try to support the program monetarily, however, I am contributing to other organizations at this time. Assist in the planting of the tree to insure proper planting Tree was "promised" Feb. +/- 3. As of Feb. 13 we have not received it. Be accurate! *Eliminate so much postage paid paperwork! Give more options for location No but a good idea would be to have a tree chipper mulcher to go to neighborhoods from time to time to turn brush into mulch & no dumping! I paid to dump lots of tree trimmings that I would have loved to use in my flower beds! Expand the program. You are very efficient. Tree was delivered as promised. One Call is a breeze. I will use it when I plant trees I purchase. Just keep planting trees in Austin. Everyone I contact was so helpful. Thanks Not on time but weather was bad, & considering that it was pretty close - Good Job They might offer volunteers to plan the trees for those not able to do the work. Select one native variety for each section of a neighborhood. Beauty in masses. Have the locations marked for planting already checked for underground lines. I wouldn't know. Keep up the GOOD Work 2912 Bushnell - Jacq dig the hole (ha ha) I wish water and electricity rates could be lower that what they are in the summer Planting material - mulch / root stimulator tree food tablet. Work w/neighborhood associations & let them know of the program! Excellent! Thank you for the service.

Thanks for the tree! Perhaps it would save time to ask the one dig program to automatically mark homes with trees - a lot of my neighbors didn't even call, too. Offer additional trees - I asked for two because of the lot arrangement only got one. Was a GREAT program, Thanks! (late) Because of freeze (donation) as long as the utility is sold to a private company Nothing I called the one call # regarding utilities before digging. If they came out we didn't hear about it & there's color striping on curb but none of us neighbors knew why... Thanks Offer to plant for the poor. The "Big Freeze" delayed delivery! (donation) But I will donate hangers to J.B. Offer a service to plant trees for residents. Some may not have the time or ability to plant the tree in a timely manner. A great effort (late) Due to '96 Blizzard (donation) when able to afford it 1 wk late due to ice storm 2/1/96 1 wk late due to weather I'm sure gas to respond to our phone call the first time. It delayed getting our tree planted. Nothing. I donated many pounds of coat hangers. (response to 'Will you support this program. . .') A tree guide like the one we received with the tree would have been helpful in making a selection of tree type. Except for having to 'Call Before You Dig'. (response to 'Was it easy to participate. . .') Have the people that drop off put a stake where it would do the most good.



SECTION FIVE—FEEDBACK: How do we measure how we are doing?

Still more citizen comments on NeighborWoods:

Late because of freeze I assume. Only a week late though - due to ice storm. It would have been nice to have an arborist to answer questions. We weren't sure if a tree would fit or thrive in the spot it had to be put. Keep up the great work! Thank you! I. Martinez When tree is ordered notify the agency that check for underground utilities to go ahead & mark utility lines. Utility should let us know what the marks are, I didn't know they had been out & had to figure that was what the paint on the curb was.

Better pictures of the trees to be selected. We had to go to a nursery first. Provide a little bag of Dillo Dirt with each tree. Have tree for backyard as well as front to increase the beauty of Austin. (late) But there was a freeze in February, so this may explain the late delivery. For larger lots - provide 4 trees. it should be funded by the people receiving the trees - in the future. I think this is a great thing. I really appreciate your efforts!! Have someone dig the holes.

Give us more options on where we can plant the tree in our yard. List companies who can come by and plant tree at a price for you. Allow some flexibility in where the tree should be planted as sometimes you can't dig thru the rock in a spot. Very Efficient! Call "first call" prior to delivering trees and/or deliver more "mature" trees. Since Jack Brown Cleaners is a part of this project, they could emphasize the hanger recycling more. We use Jack Brown and have recycled our hangers there for over 3 years.

Plant the trees! Ha Ha This is a great program - you should publicize it more! Thanks! Nado - Great Job! Offer crape myrtles Stop wasting my tax dollars, you liberal hippies. Give trees for the backyards too! The program is FANTASTIC! The tree has no limbs and would be unmarketable as it has a poor chance of survival & ugly appearance. Someone we taxpayers paid too much. Follow up with phone call or mail to generate participation. Trees for backyards Offer trees every year Offering Live Oaks are a bad idea in Angus Valley - Oak Wilt.

Maybe give it more exposure, it caught me by surprise. Expand the list of trees available - Live oak was a big concern for me because of the oak wilt !! great project!!! Get I group a volunteers to dig holes for elderly residents to plant their trees. are there any "faster" growing trees? Provide a list of credible companies who plant trees. I would like to thank so very much for the tree. Fine

Allow for more than 10 feet from the curb or a little more freedom in where to plant. Not much - Need to make people more aware - I have told many people how easy & fun this was. To give at least 2 trees. I will donate \$15.00 when get bill. (utility) It's Great ! (happy face) The way you have it now is just Great.



SECTION SIX–Continuous Improvement: How can we continuously improve?

One of the most important goals of NeighborWoods is to continuously improve. We do this by;

1. Periodically examining every part of our operation to see how it can be improved and do this at fixed intervals, usually every three months.
2. After the examination, we don't scrap the whole system, we just look for better ways of improving things.
3. Being consistent in how the service is delivered.
4. Being flexible as to what service is delivered.
5. Observing and borrowing shamelessly from the best.

NeighborWoods Coordinator Success Strategy Performance Review (SSPR) APRIL 1997 TO JUNE 1997

April 1, 1997	Meet with Jack Brown Cleaners re: Funding for FY 97-98
April 1, 1997	Meet with PARD Purchasing for update AP/AR activity for PFF
April 1, 1997	Purchase and install accounting software to track / PFF
March 15, 1997	Check on Travis' employment HRD
March 1, 1997	Meet w/TreeFolks on inf. to NW adopters RE: Tree planting
March 1, 1997	Complete 96-97 NW deliveries on 3/1 & 3/22
June 1, 1997	Complete NW survival survey (drive by)
May 15, 1997	Watering reminder sent
May 30, 1997	Evaluate customer service survey and adjust service plan
May 30, 1997	Event for ISA Golden Leaf Award for Jack Brown Cleaners
April 3, 1997	Coordinate appreciation luncheon with Jim
May 31, 1997	SSPR schedule review 3 rd quarter - revise for 4 th quarter
May 15, 1997	Pruning inf. to first year NW adopters
March 1, 1997	Begin WEB page for NW
March 1, 1997	Begin work on small tree project with EUD
March 1, 1997	Coordinate Video Grant with City Council
April 1, 1997	Sign up for Web page classes
March 12, 1997	Attend Dr. Shigo
April 1, 1997	Check on COA Internet class schedule

SECTION SIX–Continuous Improvement: How can we continuously improve?

Record of Continuous Improvement

DATE	IMPROVEMENT	SAVE \$?	SAVE TIME ?	COMMENTS
Aug. 94	Change door hanger		x	Change spacing,
Oct. 94	Change door hanger & posting signs			Add sponsor logo
Nov. 94	Add “one Call information to delivery packet			Explain “one Call” is for utility location
Dec. 94	Change door hanger			Change “tree” to street tree
Feb. 95	Additional “One Call”			Add color code card for utility location ID
Apr. 95	Change field form		x	Add “return date”
May 95	Change door hanger	x	x	Add tree inf., picture & description
Jun. 95	Redesign door hanger		x	change lay out
July 95	Design Re invites			
Aug 95	Change Response Card		x	add more one call inf.
Oct 95	Tree Wraps			Save trees from weed eater damage
Apr 96	Redesign watering reminder	x		Add inf. to remove nursery labels and ties
Sept 96	Revise delivery packet			less outside labels, no <i>Tree Growing Guide</i> , planting information sheet

NeighborWoods Appendix


Samples of Printed Materials and Forms

Activity a	Yard signs, door hangers, field data form
Activity b	Annual task and timeline chart
Activity c	Planting site standards
Activity e	Delivery confirmation card
Activity g	Delivery package (label, planting flyer, utility bill information flyer, service re-
Activity i	Watering and maintenance reminder card
Activity j	Survival survey form
Activity l	Reinvitation card

[illegible]



Activity a. The Small Tree Door Hanger




Free Street Tree

Neighborwoods is offering you one or more free trees to plant along your street as part of a city-wide effort to beautify and improve the air quality of Austin's neighborhoods.

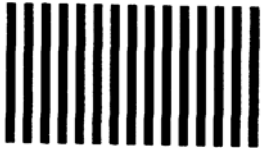
In exchange for your free tree(s) you must agree to plant it where we've indicated and to water it regularly for two years. If you would like to participate, simply fill out the attached reply card: put a check mark by the tree(s) of your choice, sign and return it by the designated date.

Your tree(s) will be delivered to your home with a packet of information and planting instructions.

Your tree(s) will be delivered in: _____



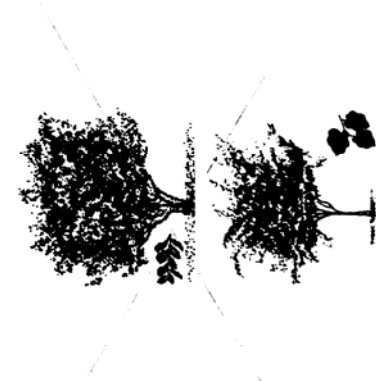
BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 4298 AUSTIN TX
 POSTAGE WILL BE PAID BY ADDRESSEE
 AUSTIN PARKS & RECREATION
 FORESTRY PROGRAM
 2525 S LAKE SHORE BLVD
 AUSTIN TX 78741-9840



NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES


Below is a list of the small trees available in the NeighborWoods Project. These trees were chosen for their beauty, showy flowers, and air quality benefits. The delivered trees are 5-gallon container grown and are 3 to 6 feet tall. The hole you will need to dig to plant your tree(s) should be 10 inches deep by 24 inches wide.

- ◆ **Crape Myrtle** - A small, shrubby tree with numerous colorful flowers and attractive bark. Flower color may vary from tree-to-tree. Mildew resistant varieties. Growth: moderate.
- ◆ **Redbud (Texas)** - A small tree with white to purple flowers and medium sized leaves. Growth: moderate.



Trees paid for by donations made to Public Tree Planting on the City of Austin utility bill and Austin Energy. Questions? Call NeighborWoods at (512) 440-5179 or fax at (512) 440-5190

TEAR HERE



To receive your free street tree(s), please fill out and mail this card by the "Return By" date below.

Name (please print clearly) _____

Address _____ Zip _____ Day Phone _____


I agree to plant my _____ street tree(s) _____ feet in from the white mark on my curb (by the sign) and water regularly every 7-10 days for 2 years.

Please mark the tree type(s) you want delivered:

_____ Crape Myrtle _____ Redbud (Texas)

Signature _____ Return By _____

If you received a large tree door hanger also, and wish to have both a large shade tree and a small tree, both cards must be filled out and mailed in.



Activity b. Annual Task and Timeline Chart

Time Schedule For NW

NW	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Cycle 5	Cycle 6	Cycle 7
Summer	1						
Sept.	2	1					
Oct.	3	2	1				
Nov.		3	2	1			
Dec.			3	2	1		
Jan.				3	2	1	
Feb.	1 = Post Yard Signs				3	2	1
March	2 = Order and Deliver Trees					3	2
April	3 = Deliver Trees						3
May							
June							
July							

Dates

Post	1-31 of month
Order Trees	15-20 of month
Receive Trees	25-31 of month
Deliver Trees	1-7 of month

Activity c. Planting Site Standards

NeighborWoods Standards for Sign Posting

<u>Distance from:</u>	<u>Minium feet</u>
Utilities - underground	5
Utilities - overhead	10
Hydrant, utility poles, and light posts	10
Curb	3
Intersections (corners)	10 from curb 40 from corner
Driveway	5
Other trees	
small	20
medium	30
large	40
<u>Other guidelines</u>	<u>Suggested</u>
No sidewalk (SW)	5-10 feet from curb
With sidewalks - if SW:	
4 or more feet from curb	middle of space
less than 4 feet	12 feet from curb/ or 3 feet inside SW
Storm sewer	no posting

Activity e. Delivery Confirmation Post Card

NeighborWoods Tree Adopter,



Thank you for your interest in planting street tree(s) to cool your neighborhood. The trees are paid for through funding from Austin Energy, your municipally owned electric utility. You can help by adding your donation to the Tree Planting Program on your City of Austin utility bill.

Please "Dial before you dig" at 472-2822 and 1-800-669-8344 to check for underground utilities. Tell the operator your name, address and that you're planting a tree for NeighborWoods. To have utilities marked before your tree is delivered call at least 3 working days before the delivery date or 3 days before planting. The planting site should be moved 5 feet away from any utility conflicts.

We will be delivering your tree(s) on or around _____ with planting instructions. Keep the tree soil moist until planting. Remember to water every 7-10 days for two years. (15-20 gallons of water or one inch of rain at each watering.)

Thank you for your help in shading the streets and improving the air quality of Austin.

Neighbor Woods Coordinator 440-5179

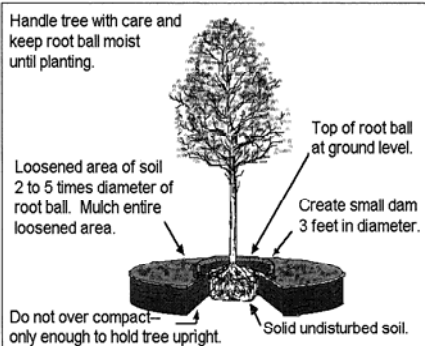
7/98

Activity g. Tree Delivery Package Tree Planting Instructions



IMPORTANT NOTE:

Be sure to call 472-2822 and 1-800-669-8344 at least 48 hours before you intend to plant your tree(s). When you call please tell the operator your name, address, and that you are planting a tree for NeighborWoods. Allow 48 hours for the utilities to be marked at your curb with paint. The planting site should be moved 5 feet away from any utility conflicts. Remember, the tree must stay close to the street.



**WATER DAILY UNTIL PLANTED &
PLANT WITHIN 2 WEEKS OF DELIVERY!**



City of Austin Parks and Recreation Department

Forestry Program
2525 S. Lakeshore Blvd
Austin TX 78741
(512) 440-5179
Fax (512) 440-5190

Now that you have adopted one of our street trees, here are a few reminders regarding planting and maintenance of the trees.

1. Small trees such as Red bud and Crape Myrtle are offered for locations with space limitations, beneath power lines, or as an under story tree beneath existing large trees.
2. Large Shade trees such as the Oaks, Pecan, Elm, and Pistache are for areas with open space and no overhead electric lines.
3. Trees should not be planted on a corner where they will obstruct view of traffic. No closer than 8 feet from the street, within 40 feet of the corner.
4. Try to maintain at least 3 feet of clearance from any structure such as driveways and side walks. Trees should be no closer than 5 feet from underground utilities.
5. When planting your tree, plant top of root ball even with the yards' surface. The size of the hole to be dug is approximately 10 inches deep and 2 feet in diameter.
6. Watering is essential! Be sure to water thoroughly, approximately once a week (7 to 10 days) if there is not sufficient rainfall. Watering must be done during the winter too.
7. There is no need for pruning within three years of planting. After that time selective pruning to remove dead wood and rubbing limbs only, is necessary. Pruning brochures will be mailed out three years after adoption.
8. Maintaining a mulch ring around your newly planted tree will help avoid damage to the base of the tree.

Activity g. Tree Delivery Package Utility Bill Information Flyer

When you give to the public tree planting program *Your donation grows all over Austin*

Here's How...

Please **write** in the amount you wish to contribute in the Tree Planting Program box on your utility bill.

This is the amount you owe for utility service, **before** any contributions.

Add these two amounts together. . . then write the total below. This is the amount you pay **after** your contribution.

+1HELPS \$	
TREE PLANTING PROGRAM	\$ 2.00
TOTAL DUE ON OR BEFORE 01/18/98	66.35
PENALTY	3.32
TOTAL DUE AFTER 01/18/98	69.67
PLEASE ENTER TOTAL PAID	\$68.35

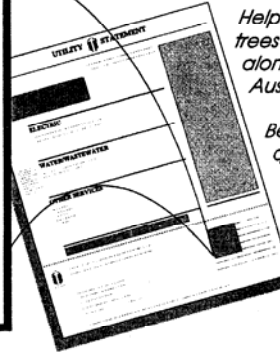
Your donations will...

Help buy and plant trees in parks and along streets all over Austin.

Benefit Austin's air quality.

Help keep Austin's public areas shady and cool.

Add beauty to our community.



Contributions go towards the planting of trees. Since April of 1990, public funds have made it possible to plant more than 10,000 trees in Austin.



Austin Parks and Recreation tree plantings which were supported in full or in part by the donations made to Public Tree Planting by citizens of Austin on the electric utility bill;

NeighborWoods (all over Austin)
"Leave Your Mark on Zilker Park"

Jefferson Street Greenbelt

Stacy Park

West Gate Blvd. Medians

Cesar Chavez "Be A Peach"

Katherine Lamkin Arboretum, Rosewood

Forestry Beach

Twelfth Street Medians

Braker Lane Medians

Dove Springs Park

North Shore of Town Lake "TreeAthalon"

North Zilker Park Soccer Fields

Krieg Fields

Kendra Paige Park

Franklin Park

Pease Park

Arroyo Seco

Amherst and Adelphi

East Riverside

Stassney Lane East and West

Hancock Golf Course

South Austin Senior Activity Center

Austin Memorial Park

Memorial Grove, Festival Beach

Municipal Golf Courses

Dittmar Recreation Center

Brentwood Park

Northwest Recreation Center

Walter Street

Wooten Park

Thurmond Heights

Travis Country

Congress Avenue


Donations may also be made directly to "Planting For The Future Fund" sent to 600 River Street, Austin, TX 78701. For more information, call 476-2803.

The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.

Activity g.

Tree Delivery Package

Customer Service Survey Post Card



NeighborWoods
AUSTIN PARKS & RECREATION

Please take a moment to fill out and mail this survey.

(Please Circle)

Would you like to see NeighborsWoods plant trees throughout the city? Yes No


Was it easy to participate in NeighborWoods? . . Yes No

Were trees delivered to you when promised? . . Yes No


Will you support this project with donations to Public Tree Planting Program on your utility bill? . . Yes No

The one thing we could do to improve this project? _____


Thank You ! 3/94



NeighborWoods
AUSTIN PARKS & RECREATION




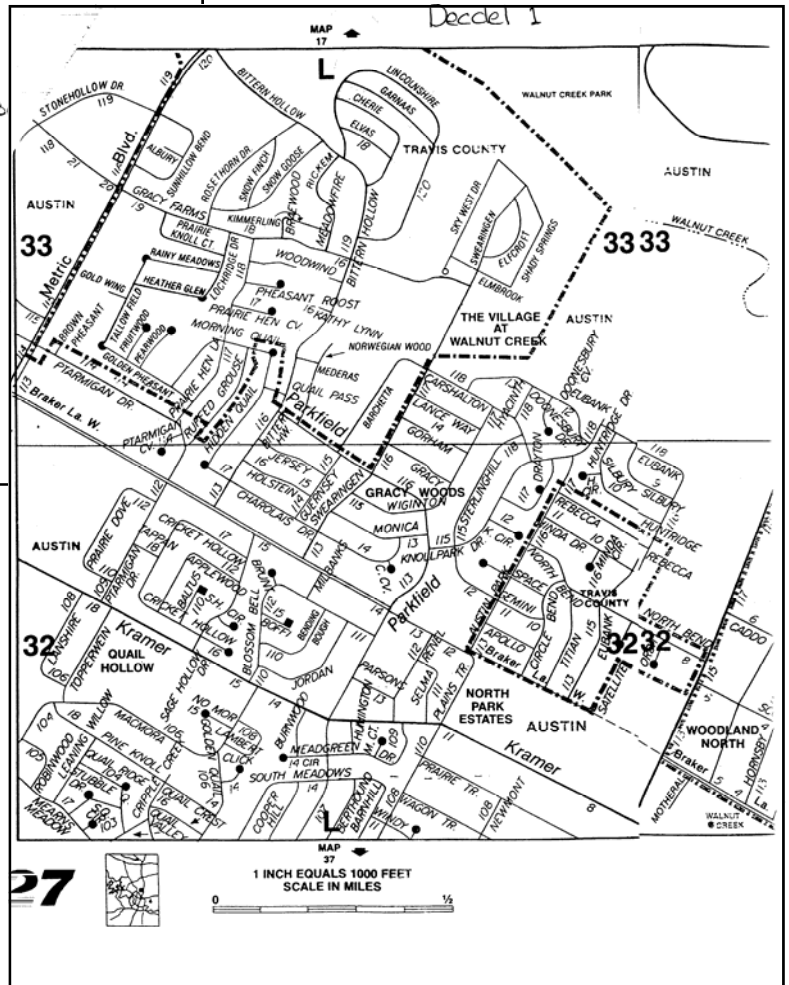
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 4298 AUSTIN TX
POSTAGE WILL BE PAID BY ADDRESSEE

AUSTIN PARKS AND RECREATION
URBAN FORESTRY & HORTICULTURE
600 RIVER STREET
AUSTIN TX 78701-9869





Activity i. Watering and Maintenance Reminder Post Cards



Watering Reminder

(If you have not planted yet, plant now & water twice as often this summer.)

- ♦ **Watering trees regularly during the heat of summer is critical!** Water Trees every 7-10 days. A slow trickle from a hose at the base of the tree for 20-30 minutes once a week will water the tree with 15-20 gallons of water. The water from watering your lawn is not enough for your tree.
- ♦ **Remove all nursery ties and tags.** Tight ties can harm the tree.
- ♦ **Weed eaters and lawn mowers can kill your tree.** Keep them away! Trunks of young trees can be damaged easily.
- ♦ **Mulching your tree will help hold moisture and help keep the weed eater and lawn mower away from the tree trunk.**

Sponsored by: *Your donations to Public Tree Planting on the Utility Bill*

Please call 440-5192 with any questions or comments.



THANKS!

The Austin Parks & Recreation Department would like to thank you for making the NeighborWoods project a great success. Nearly 13,000 trees have been adopted in the past four years of the project.

You have now fulfilled your obligation by watering your free tree(s) for two years. We would encourage you to continue watering once a week, especially during the hot summer months or periods of drought. Also, the enclosed pamphlet provides recommended pruning practices that will help maintain the health and aesthetically pleasing nature of your tree(s).

If you have any questions or comments please call 440-5192.

Sponsored by: *Your donations to Public Tree Planting on your Utility Bill.*

Activity j.

Tree Survival Survey Form

1997-1998 NeighborWoods
Street Tree Planting Project

KEY
D= DEAD
O= ALIVE
X= MISSING

no	confirm	area	name	number	street	city/state	zip	phone	tree	feet	bo	lo	co	pn	elm	cp	cm	rb	delivered
4	12/30/97	Brentwood	James Hollan	1309	Aggie	Austin, TX	78757	451-2982	2	10									1/10/98
4	12/30/97	Brentwood	Ester Rivera	1515	Aggie	Austin, TX	78757	474-6841	2	10									1/10/98
4	12/30/97	Brentwood	Barbara Williams	1715	Aggie	Austin, TX	78757	451-2251	1	10									1/10/98
4	12/30/97	Brentwood	Michelle McDonald	1809	Aggie	Austin, TX	78757	???-????	1	10									1/10/98
4	12/30/97	Brentwood	Charles Scott	1902	Aggie	Austin, TX	78757	???-????	1	10									1/10/98
4	12/30/97	Brentwood	Crystal Roper	1904	Aggie	Austin, TX	78757	323-9394	2	10									1/10/98
4	12/30/97	Brentwood	Shirley Middleton	1909	Aggie	Austin, TX	78757	416-3106	1	10									1/10/98
4	12/30/97	Brentwood	Robert Light	1006	Alegria	Austin, TX	78757	465-7958	1	10									1/10/98
4	12/30/97	Brentwood	Shannon Noble	1011	Alegria	Austin, TX	78757	338-4182	1	10									1/10/98
4	12/30/97	Brentwood	Cassy Powell	1101	Alegria	Austin, TX	78757	487-0413	1	10									1/10/98
4	12/30/97	Brentwood	Brent House	1405	Alegria	Austin, TX	78757	450-0839	1	10									1/10/98
4	12/30/97	Brentwood	Mark Greene	1407	Alegria	Austin, TX	78757	481-8210	2	10									1/10/98
4	12/30/97	Brentwood	Jan Quirk	1503	Alegria	Austin, TX	78757	451-1621	1	10									1/10/98
4	12/30/97	Brentwood	Sara Santos	1809	Alegria	Austin, TX	78757	???-????	2	10									1/10/98
4	12/30/97	Brentwood	Lou Ballew	1901	Alegria	Austin, TX	78757	452-6053	2	10									1/10/98
4	12/30/97	Brentwood	Laurie Wiebrun	1903	Alegria	Austin, TX	78757	420-9833	1	10									1/10/98
4	12/30/97	Brentwood	Michelle Van Hyfte	1905	Alegria	Austin, TX	78757	467-2834	1	10									1/10/98
4	12/30/97	Brentwood	John Abreu	1910	Alegria	Austin, TX	78757	928-8931	1	10									1/10/98
4	12/30/97	Brentwood	Chad Harkin	1913	Alegria	Austin, TX	78757	???-????	1	10									1/10/98
4	12/30/97	Brentwood	Shirley Manbeck	2006	Alegria	Austin, TX	78757	???-????	1	10									1/10/98
4	12/30/97	Brentwood	Lauren Espinosa	2011	Alegria	Austin, TX	78757	380-0070	1	10									1/10/98
4	12/30/97	Brentwood	Suzan Nyfeler	1306	Alguano	Austin, TX	78757	452-1917	1	10									1/10/98
4	12/30/97	Brentwood	Robin Nelson	1307	Alguano	Austin, TX	78757	419-5139	1	10									1/10/98
4	12/30/97	Brentwood	Chris and Traci Stone	1412	Alguano	Austin, TX	78757	302-3107	1	10									1/10/98
4	12/30/97	Brentwood	Sonoma S. Crofut	1414	Alguano	Austin, TX	78757	302-4559	1	10									1/10/98
4	12/30/97	Brentwood	Paul Lovekrechtmer	1515	Alguano	Austin, TX	78757	450-1272	1	10									1/10/98
4	12/30/97	Brentwood	Nan Matthews	1702	Alguano	Austin, TX	78757	419-9031	1	10									1/10/98
4	12/30/97	Brentwood	Marilyn Bryan and John Davis	1704	Alguano	Austin, TX	78757	451-6036	1	10									1/10/98
4	12/30/97	Brentwood	Richard Rice	1706	Alguano	Austin, TX	78757	454-0085	1	10									1/10/98
4	12/30/97	Brentwood	Lorri Michel	1803	Alguano	Austin, TX	78757	???-????	1	10									1/10/98
4	12/30/97	Brentwood	Robert Bostright	1808	Alguano	Austin, TX	78757	453-0528	1	10									1/10/98
4	12/30/97	Brentwood	Diane and Randy Henderson	1809	Alguano	Austin, TX	78757	323-6327	1	10									1/10/98
4	12/30/97	Brentwood	Jan Joseph	1911	Alguano	Austin, TX	78757	302-1122	1	10									1/10/98
4	12/30/97	Brentwood	W.W. Chance	2000	Alguano	Austin, TX	78757	459-6463	1	10									1/10/98
4	12/30/97	Brentwood	Polly & Bob McDonald	1107	Arcadia	Austin, TX	78757	463-7008	1	10									1/10/98
4	12/30/97	Brentwood	Tommy and Molly Birrell	1110	Arcadia	Austin, TX	78757	459-6812	1	10									1/10/98
4	12/30/97	Brentwood	Michael W. Nixon	1305	Arcadia	Austin, TX	78757	458-6997	1	10									1/10/98
4	12/30/97	Brentwood	Leslie Thornton	1314	Arcadia	Austin, TX	78757	452-9969	2	10									1/10/98
4	12/30/97	Brentwood	Linda Singer	1402	Arcadia	Austin, TX	78757	495-9643	1	10									1/10/98
4	12/30/97	Brentwood	Mattie Barrett Burke	1406	Arcadia	Austin, TX	78757	459-0355	1	10									1/10/98
4	12/30/97	Brentwood	Irene Reeves	1506	Arcadia	Austin, TX	78757	459-8564	2	10									1/10/98
4	12/30/97	Brentwood	Lee Luggie	1511	Arcadia	Austin, TX	78757	451-7858	1	10									1/10/98
4	12/30/97	Brentwood	Jimmy Matlock	6506	Arroyo Seco	Austin, TX	78757	453-1306	2	10									1/10/98

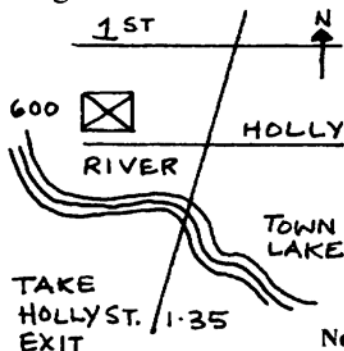
Activity 1. Reinvitation Post Card

YOU'RE INVITED!



During the 1995-96 planting season, NeighborWoods offered your home a free tree or trees to be planted near the street. Shade provided by these trees will help lower temperatures in your neighborhood.

To participate in this planting opportunity, pick up your free street tree(s) between 9am and 2pm on Saturday, November 30 at the City Yard, 600 River Street. Please sign the agreement below and bring this card with you.



I agree to plant my street tree(s) 3-4 feet behind the side walk or 8 feet behind the curb if I have no sidewalk and to call 472-2822 and 1-800-669-8344 before I dig in order to check for conflicts with underground utilities. I agree to water the tree(s) every 7-10 days for 2 years.

Signature _____

NeighborWoods Coordinator 476-2803

*Trees paid for by Jack Brown Cleaners Hanger Recycling Program
and donations made to Public Tree Planting on your City of Austin utility bill.*

NeighborWoods Notes