



A large green badge with a double-line border. The top right corner is clipped by a shovel handle. The text 'NEIGHBORHOOD PLANTING' is centered in the upper half in a bold, uppercase, sans-serif font. A green banner with a white border and two white stars on either side spans across the middle, containing the word 'CAPTAIN' in a bold, uppercase, sans-serif font. The bottom half of the badge is filled with a large, stylized green leaf shape.





Introduction

CHAMPION YOUR OWN NECK OF THE WOODS

Neighborhoods are the heart and soul of Nashville. **To create strong, healthy, green neighborhoods, we need trees.** Trees clean our air, improve water quality, decrease energy costs, provide shade, reduce flooding and mitigate stormwater, offer a natural climate solution, calm traffic, increase social ties and sense of community, and of course (pew), beautify our city. Root Nashville is working to increase these benefits in communities all across the county.

But together, we can accomplish more. With the on-the-ground help and expertise of Neighborhood Planting Captains, we can multiply our efforts and get more trees planted. Become a captain to recruit your neighbors, and Root Nashville will provide trees and support with planting logistics.

Imagine the difference that trees can make in your neighborhood. With the help of our Neighborhood Planting Captains, we aim to change the status quo of how neighborhoods are expected to look and function. **Let's work together to make this happen.** Keep reading to learn more, and happy planting.



Image source: Gould Evans



Image source: Style Blueprint



THE CITYWIDE ROOT NASHVILLE CAMPAIGN WILL PLANT 500,000 TREES IN DAVIDSON COUNTY BY 2050. ROOT NASHVILLE IS A PUBLIC-PRIVATE PARTNERSHIP LED BY THE CUMBERLAND RIVER COMPACT AND METRO NASHVILLE.



Duties of a Neighborhood Planting Captain

ROLL UP YOUR SLEEVES

As a captain awarded free trees for your neighborhood, **your job is to find homes for 50 trees.** So how will the process actually work? Captains receive a custom sign-up link for their neighborhood, and flyers that can be shared digitally and printed for handouts. Their job is to spread the word, help answer questions, and act as communications lead in their neighborhood.

We strongly encourage homeowners to plant their trees on their own, or secure help on their own. We have thousands of trees to plant each season and a limited planting season time-frame, so we need all Nashvillians to participate! But if a homeowner cannot plant on their own and cannot secure help on their own, Root Nashville will work with the Neighborhood Planting Captain to organize volunteer planters.

Fall 2021

-  Accepted captains spread the word and recruit for trees until the deadline of Tuesday, July 6. This is the bulk of work for the captain. Root Nashville will provide graphics and a one-pager with your specific neighborhood info.
-  Root Nashville and captains will double-check submissions, check addresses, and send confirmations to final list of tree recipients (through July 16).
-  Root Nashville will place tree order in late July/early August.
-  Captains share next-steps information (including 811) with tree recipients.
-  Tree recipients complete next steps (811, preparing holes to receive trees).
-  Captains work with Root Nashville to secure help for their neighbors, when necessary, on preparing holes.
-  Root Nashville and/or our contractors deliver trees to all recipients.
-  Captains complete a walk-through/drive-through to make sure all trees were planted.
-  Enjoy the new neighborhood trees!



How to Get Started

OUTREACH IDEAS AND STRATEGIES FOR BRANCHING OUT

So you've officially become a Neighborhood Planting Captain -- how should you reach out to your neighbors about the opportunity for free trees? You know your own style and your neighborhood best, so consider this just a list of ideas. We do not have a preference for how you conduct your outreach -- whatever works best for you. Root Nashville will provide you with graphics and a custom one-pager flyer (which could be used digitally and/or printed) with your neighborhood information.

- **Reach out to your neighborhood association:** Check out the nonprofit Neighbor 2 Neighbor to learn more about local neighborhood associations in operation.
- **Emailing or calling neighbors from a listerv:** Does your neighborhood communicate via email, or is there a list of residents with phone numbers? This would be a great method of direct outreach.
- **Neighborhood Facebook or NextDoor group:** Many neighborhoods have active Facebook and/or NextDoor accounts.
- **Notices on doors** (while maintaining a safe social distance): This would be a great way to reach neighbors who might not use social media or email as often. *Note: Putting notices on doors or front porches is allowed, but sticking flyers inside mailboxes is not.*
- **Ask your council member and/or beautification commissioner for help:** They might have great ideas and tried-and-true strategies for your specific area. These folks might also be able to point you in the direction of a neighbor who maintains contact information.

Recommendations:

- If you make an "all-call" instead of asking individually, we recommend including "first come, first served" messaging.
- You might choose to include some information about the benefits of trees in your outreach. Feel free to use the "Benefits of Trees" one-pager, downloadable from the main ORGANIZE webpage on the Root Nashville website. Need help printing, especially as libraries are closed? Just ask!

Sample outreach language

"Hi neighbors! My name is [Meg] and I live on [Freda Villa Street]. I am a Neighborhood Planting Captain with the citywide tree-planting campaign Root Nashville. Our neighborhood has been selected for a planting project with free trees! If you live on or near [Freda Villa Street] and are interested in a free tree, or have questions about this project, please reach out to me at [email address] or [phone number]. Tree requests will be accepted on a first come, first served basis, and priority will be given to those who live closest to [Freda Villa Street]. Let's make our neighborhood stronger, healthier, and greener by increasing our tree canopy! Can't wait to work with you." [attach graphics and/or one-pager]



Where to Plant?

SAY IT WITH US: RIGHT TREE, RIGHT PLACE

"Right tree, right place" is a mantra among tree experts. Selecting an appropriate place to plant a tree, and then thinking about what species might work best, is important for a new tree's long-term survival and maturity. **You don't need to be a tree expert to find a great spot for a tree, and we are always here to answer questions as needed.** As a planting captain, your neighbors might be curious about where they should plant, so we would recommend sharing the below tips. But remember: the Root Nashville team is here to help you, if a neighbor asks a question you aren't sure about.

Not too close to your house: Especially for large canopy trees, make sure you are providing enough room for the tree to grow to its full potential. Generally, planting at least 20 feet away from your home is a good guideline.



On private property, and not in the right-of-way: For these Neighborhood Planting Captain projects, we are looking to plant on private property and not within the public right-of-way. The right-of-way is generally the area from your water meter in your front yard, extending out towards the street. (That's public property.) On the image below, the right of way is everything between the red lines.



Image source: Minneapolis Public Works



Look out for overhead obstructions: When looking for the perfect spot for a tree, don't forget to look up! Check for power lines especially, and look to see how far the canopy might spread above from nearby large trees as well. We don't recommend planting trees (even understory) directly below power lines, and plan for a planting spot where the height and spread of the tree will be at least 10 feet away from power poles.

Plant the RIGHT TREE in the RIGHT PLACE.

Use this guide to help you select the right tree for the right place on your property. By planning for the tree's growth, you're helping to prevent outages caused by limbs growing into power lines, and you're reducing the need for tree trimming in the future.

LARGE TREES	MEDIUM TREES	SMALL TREES	SHRUBS
45 feet	35 feet	15 feet	10 feet
DISTANCE FROM POWER LINES			

<p>LARGE TREES <i>Mature Height over 50'</i></p> <ul style="list-style-type: none"> Bald Cypress & Dawn Redwood Green Giant Arborvitae Red Oaks (Shumard, Southern) Southern Magnolia Sugar Maple White Oaks (Bur, Chinkapin) 	<p>MEDIUM TREES <i>Mature Height up to 50'</i></p> <ul style="list-style-type: none"> American Yellowwood Black Gum (Black Tupelo) Elm (Lacebark, Princeton) Hollies (American, Foster #2) Magnolias (Saucer, Star, Sweetbay) October Glory Maple 	<p>SMALL TREES <i>Mature Height up to 30'</i></p> <ul style="list-style-type: none"> Crape Myrtle Flowering Cherries Flowering Dogwoods Nellie R. Stevens Holly Redbuds Trident Maple, Paperbark Maple 	<p>SHRUBS <i>Mature Height up to 20'</i></p> <ul style="list-style-type: none"> American Beautyberry Emerald Green Arborvitae Flowering Forsythia Glossy Abelia Schip Laurels Viburnums (Doublefile, Leatherleaf)
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remember: Call 811 before planting to learn where underground lines, pipes and cables are buried in your yard. For more information, visit nespower.com or call our tree hotline at (615) 695-7400.



Image source: Nashville Electric Service. Please note that the trees listed in this image are not the species currently available program. This image is meant to serve as a guide for tree placement.



Where are utility lines?: It is the homeowner's responsibility to submit 811 dig tickets within 2 weeks of planting day and learn about where these lines extend onto their own property. Look for where your water meter is located (generally in your front yard), and your sewer line (the access box is usually in your backyard). The 811 information page is also available for download directly from the ORGANIZE webpage.



How a Tree Grows

Tree root growth: Did you know that most of a tree's roots grow outward and not downward? Imagine a wine glass sitting on top of a pancake. The bottom of the glass and the pancake represent where most of the roots will grow. Keep this in mind when choosing your tree location; trees shouldn't be placed too near any hard surfaces (like driveways), where the roots will not be able to spread and get the oxygen and nutrients they need. *(Note: Some tree species have taproots -- long extended roots that reach downwards -- but not all.)*

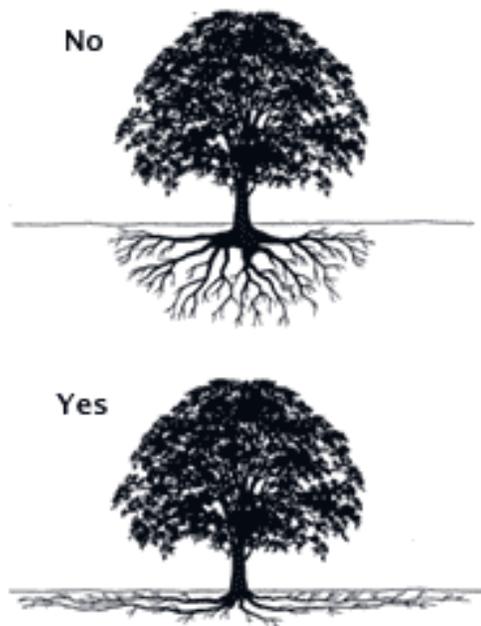


Image source: TLC for Trees

Five important components to consider: Choosing your species goes hand-in-hand with choosing your planting site. **Climate, soil, structure, topography, and sunlight** are all elements to consider. Check out some of the recommended resources below to learn more.

Resources

Root Nashville blog post, "Where to Put Down Roots: Choosing a Planting Site":

<https://rootnashville.org/wheretoputdownroots/>

Metro Tree Advisory Committee, "Right Trees, Right Place": <https://www.nashville.gov/Portals/0/SiteContent/pw/docs/beautification/Trees/Right%20Tree%20Right%20Place.pdf>

Nashville Electric Service guide: <https://nespower.com/images/TreePlantingGuidelines.jpg>

Arbor Day Foundation, "The Right Tree in the Right Place": <https://www.arborday.org/trees/righttreeandplace/>

Davey Tree video, "Talking Trees: Where to Plant Your Tree": <https://www.davey.com/arborist-advice/video/talking-trees-where-to-plant-your-tree/>

Root Nashville blog "Find Your Perfect Tree": <https://rootnashville.org/findyourperfecttree/>

FAQs

ODDS 'N ENDS



Q: Do you need to be a tree expert in order to be a Neighborhood Planting Captain?

A: Nope. Most of a captain's job is to recruit neighbors, share program information, and help the Root Nashville team send logistics information. If a captain gets any technical tree questions that they are unsure about, please feel free to use us as a resource and we can help answer these questions or point captains in the right direction.

Q: Is it okay for a captain to plan for trees in their own yard, too?

A: Yes! Please keep in mind the guideline of no more than 3 trees per home.

Q: Can a captain recruit renters for free trees, too?

A: Yes, but this requires another layer of permissions with the landlord. Reach out to us if this issue arises.

Q: What if a neighbor asks a captain a question that they can't answer?

A: We recommend first consulting this handbook, and if a captain is still unsure, don't hesitate to reach out to our team (hello@rootnashville.org). We will respond as quickly as we are able.

Q: I live in a neighborhood with a pretty strict homeowners association. How can I work with them to get a planting project going?

A: Feel free to use the "Benefits of Trees" one-pager included in this handbook (and downloadable from the ORGANIZE webpage on the Root website) as talking points. The Root Nashville team is also happy to talk to you about how to navigate this conversation.

Q: I don't have the capacity to apply to be a Neighborhood Planting Captain right now, but I would still love to be involved in the campaign. How can I help?

A: There is room in the campaign for everyone! Join us during planting season as a volunteer, help us spread the word about Root Nashville and about the benefits of trees, donate money towards the purchase of campaign trees, and follow us on social media and subscribe to our newsletter.