



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

FROM: David Gill, Parks & Recreation Director
Chris Jacques, Grounds Superintendent
Beth Fenstermacher, Assistant City Planner

DATE: July 31, 2017

SUBJECT: New “Adopt-A-Tree” Program for the Rollins Park

Background

Last winter the city removed over 200 dead and dying trees at Rollins Park and the proposed Adopt A Tree program will help replant the affected area. In the FY18 budget there are funds approved in the Capital Improvement Plan to begin park improvements based on the approved park plan. The plan was created by the Parks and Recreation Department and Planning Division based on the community meetings that had been held earlier in the year. City staff presented the new park concept at the May 2017 meeting of the Recreation and Parks Advisory Committee. At the meeting the Recreation and Parks Advisory Committee approved the new park concept. City Council approved the park concept at their July 2017 meeting.

Discussion

The goal of the Adopt a Tree program for Rollins Park is to help raise money to replant at least 100 trees. The tree adoption levels were developed working with the Planning Division to make sure there is diversity in the trees re-planted and will work with the design of the area. The cost of the tree and installation is included in the four levels of sponsorship. Smaller donations (less than \$350.00) will also be accepted and will be combined to buy trees that remain on the list. The Adopt A Tree program was approved by the Recreation and Parks Advisory Committee at their July 2017 meeting.

Proposed Levels for Adopt-a-Tree Program:

4 Tiers of Donors:

Grove Level - \$2,750.00

- (5) Trees (3 shade, 1 flowering, 1 evergreen)

Shade Level - \$650.00

- (1) 2.5-3" diameter cal. shade tree

Flowering Level - \$450.00

- (1) 6-7' ht. flowering understory tree

Evergreen Level - \$350.00

- (1) 6-7' ht. evergreen tree

Shade Level tree species: Red Oak, Sugar Maple, Beech, American Hornbeam, Yellow Birch

Flowering Level trees: Witchhazel, Serviceberry, Flowering Dogwood

Evergreen Level trees: Balsam Fir, White Pine, White Spruce

If this report is approved, the Parks and Recreation Department would market the Adopt A Tree Program starting this September. Donations would be used in the spring of 2018 to buy the trees and install them at Rollins Park.

The names of individuals who donate would be listed on the department's website and would be included in the department's donation reports to City Council. At the end of the project we will install a plaque at Rollins Park with the names of everyone who donated towards the project.

There would be no additional expenses incurred by the City of Concord. In the event this "Adopt A Tree" Program is successful the program could be expanded to include all parks in the city.