

FY23 URBAN TREES PROGRAM

JOE'S MOVEMENT EMPORIUM/WORLD ARTS FOCUS

STREAM TEAM URBAN TREE AND EDUCATION PROGRAM

AWARDED AMOUNT

\$57,000.00

NUMBER OF TREES

100



PROJECT SUMMARY

Joe's Movement Emporium (Joe's) will plant 110 trees in three communities in Prince George's County through our new Stream Team Urban Tree Program. Program staff and team members, guided by an expert consultant, have already identified the areas where nearly all the trees will be planted and have a process to complete site, species selection, and marking locations for individual trees. This is occurring in collaboration with officials from the towns of Colmar Manor and Cheverly, and the owner of a 1.5-acre field highly suitable for trees in Suitland, behind the offices and regional training facility of the Sheet Metal Workers Union.

In the implementation phase, Casey Trees will supply and direct the planting of 50 trees, including one community planting of 15 trees that will also serve as the field component of a training program for current and prospective members of the Stream Team Planting Crew. This training is being developed in collaboration with Casey Trees, the Neighborhood Design Center, Scenic Prince George's, and Mount Rainier Tree Commission to increase the green jobs component of Joe's Creative Works program for youth ages 17-25. Funded separately, the training builds on a recently completed green jobs training course at Joe's and will help us, and others in the area, to substantially increase our tree program capacity in the future.

Approximately half of the trees directly planted by Joe's crews will be in community projects with volunteers recruited from civic associations, park groups, and municipalities in the neighborhoods who will also be empowered to identify planting locations for subsequent plantings. We will also help to develop, and pilot test a new social media tool in collaboration with Scenic Prince George's to provide a resource for property owners to learn if they qualify for the tree(s) and to request them. This will supplement our ongoing efforts to identify eligible sites and willing property owners. Nurturing and meeting this demand will greatly assist future planning and help integrate it seamlessly into the project.

Their goal is to develop the capacity, knowledge, and resources to scale up to more than double this number of trees in year two of the Urban Trees Program by continuing to serve neighborhoods in Suitland, Cheverly, and Colmar Manor, and by offering trees to eligible areas of Capitol Heights and Mount Rainier and other nearby areas. Casey Trees and consultant Dan Smith will offer their expertise with tree planting, maintenance, and community engagement. Joe's will leverage its proven model of community outreach and convening to reach community members and assist them in becoming willing recipients and tree advocates. Our rich history of arts programs in and with diverse neighborhoods provides an opportunity to direct the creative energies and talents of participating youth for campaigns, events, and art installations that support a healthy environment, planting and caring for trees, and their role in the community placemaking.

Ms. Toni Salmi

CONTACT

toni@joesmovement.org

(301) 699-1819

