

# Data to Advocacy – New Tools to Promote Trees



from the **TREE CITY USA®  
BULLETIN**

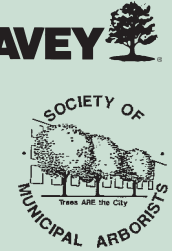
*The best of information if not put to use does little good. Similarly, advocacy without solid information to back it up is often ineffective. Thanks to advances in urban forestry research and some unique partnerships to put the research results to work, Friends of Tree City USA now have some powerful tools to help win local support for tree planting and care.*



*A public-private partnership has produced the i-Tree suite of programs that are available at no cost to communities.*

## The i-Tree Suite of Programs

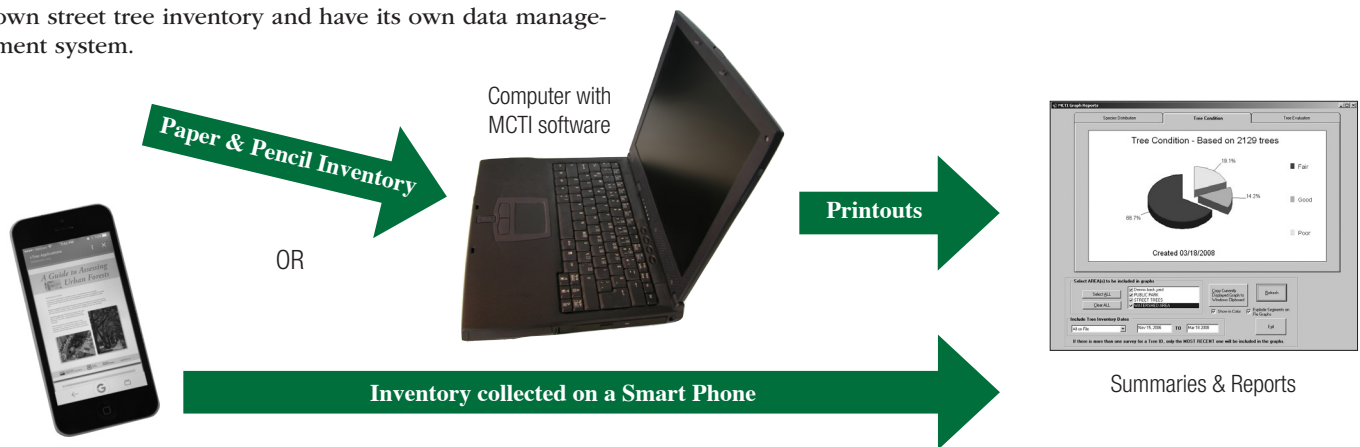
More than ever before there is a need to convince community residents and decision-makers that trees are a community asset and their proper management adds value by increasing return on investment. It was this urgent need that led to the formation of a unique partnership and the creation of i-Tree. The i-Tree suite is a collection of computerized programs that can be used to quantify structure, function, value, and management needs of the urban forest resource. All are scientifically based and are made available at no cost to the public. Technical support is also available for each program, as are training workshops.



## Mobile Community Tree Inventory

A first step to managing the urban forest is knowing what currently exists. Inventory data are collected in many ways, including the use of consultants and commercial data management products. Mobile Community Tree Inventory (MCTI) offers another alternative. It is a downloadable, public domain program that can provide two functions: collecting data and storing and managing data, including printing statistics for reports and presentations. Using volunteers to collect the data, any community can afford to conduct its own street tree inventory and have its own data management system.

An important feature of MCTI is that data can be collected in the traditional way using printed forms and pencil or pen, or you can run the program on a mobile device. When the electronic method is used in the field, time is saved and errors are reduced. This is because lists from drop-down menus are utilized instead of requiring data to be entered directly, and when back in the office the data are electronically transferred to your desktop computer (instead of being entered manually).



**READ MORE** about the i-Tree programs that can help in tree management and ways to use this information effectively to show the importance of community trees.