

Trees Atlanta - Atlanta BeltLine Arboretum



Trees Atlanta received a grant for \$750 to support the creation of Atlanta BeltLine Arboretum Interpretation Stations for The Atlanta BeltLine Arboretum. With this funding and Craftsman Printing services, they were able to revise and reprint their arboretum brochures in April of 2017. They ordered 500 brochures and as of spring 2017, approximately 350 have been distributed.

While they did not earn enough funds to purchase tricycle units for the mobile information stations, they did set up temporary information stations on the Atlanta BeltLine Eastside Trail as well as staffed Arboretum booths at 17 festivals. All the stations had large concept maps, takeaway maps, general organizational information, tree id samples, and photos.

Trees Atlanta continues to offer weekly walking tours of the Eastside Trail Arboretum and they have expanded this program to include the Westside Trail Arboretum which just opened to the public in September 2017.



Their booths are staffed exclusively by highly trained volunteers and docents. There were 144 volunteers involved in staffing these events over the past year. They serve as representatives of Trees Atlanta, raising awareness about the organization and the Atlanta BeltLine Arboretum. Most of their events were located on the Eastside Trail of the Atlanta BeltLine, but the festivals they staffed were spread across the city (sometimes even outside). This allowed them to reach new audiences. Through all of the events combined, they interacted with people from at least 125 different zip codes.

They found through practice that the best way to engage with people on the Atlanta BeltLine was to approach them as they walked by, as opposed to waiting for them to approach the booth. On their best days, they interacted with over 100 people in 2 hours. The entire focus was on Trees Atlanta and the Arboretum.

Information Stations have become a very effective tool for raising awareness. One of the biggest hurdles with raising awareness about the Arboretum is that there are no fences, or obvious boundaries to the Arboretum. Unlike most public gardens, the public can be in the Arboretum without even knowing it.

Featuring a map, photos, and interpretive text, the printed arboretum brochures help to clearly demonstrate what the arboretum is and where it's located.

Many people, even those who are quite familiar with the Atlanta BeltLine, often remark after a tour, "I walk on the BeltLine all of the time, and I never knew about this."