FROM EYESORE TO **EYE CANDY**

Landscaping Power Substations

A Marketing Opportunity

The Story and the Challenge

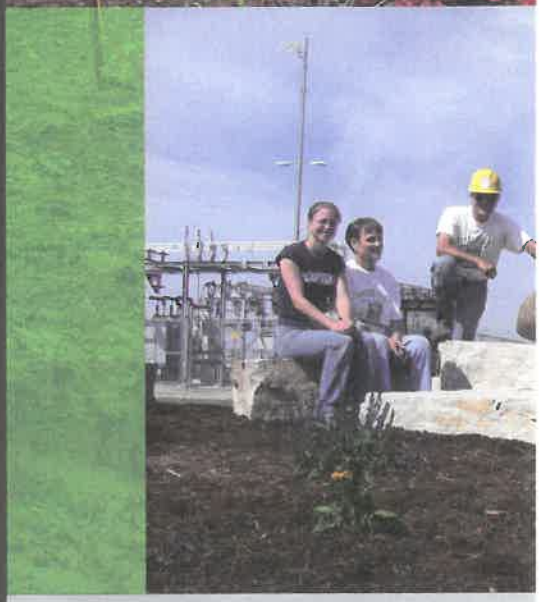
This is a story of how one group of neighbors took action to convert what many consider to be an eyesore into some attractive 'Eye Candy.' More importantly, it's a challenge for other communities to do likewise.

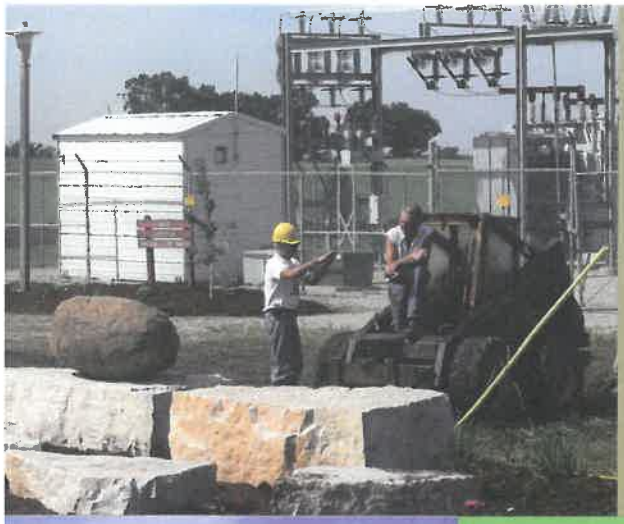
Consider this. There are countless thousands of power substations throughout our Nation's landscapes. Of course we know that these are essential parts of our energy distribution system. And yet, one could argue that they are not as pleasing to the eye as a natural or planted landscape.

A solution is to creatively combine the utilitarian with the aesthetic by landscaping our neighborhood power substations. This will make them more pleasing to the eye and more friendly to the environment.

This is the story of how the people of one Wisconsin community—the Town of Greenville —accomplished this.

And it's a story that challenges others to do likewise.





The Project

Let's pick up the story by quoting from a Greenville town newsletter article.

"A community project moved closer to completion recently, with the installation of the major plantings of trees and shrubs at the Julius Drive power substation on the historic Yellowstone Trail. A group of enthusiastic urban forestry volunteers planted, mulched, and watered dozens of trees and shrubs in just a few hours."

This work is the first phase of the project, held up for months by a major upgrade of the substation capacity by We Energies.

Special Features

- Planting a wild flower meadow on the north side of the station.
- Planting a 'low-grow/no-mow' grass variety in areas not otherwise landscaped.
- Creating a perennial garden and Yellowstone Trail monument at the north-east corner of the station.
- Producing a color brochure describing the effort for others who may wish to undertake similar projects.
- Producing a video documentary about the project to use in promoting further efforts.
- Presenting the project at the the Arbor Day Foundation's *Trees & Utilities National Conference.*

Getting It Done

The Benefits

Landscaping a power substation can accomplish the following positive outcomes.

- The Utility's customers gain a sense of ownership, as they help make power substations more community-friendly through landscaping.
- The Utility gains a marketing tool to help showcase its community-friendly mindset.

Many thanks to the volunteers who worked on this project, and congratulations for the recognitions received.

2008 Recipient of the International Society of Arboriculture's *Gold Leaf Award for Outstanding Beautification Activity*

2008 Recipient of the Wisconsin Urban Forestry Council's *Project Partnership Award*

Arbor Day Foundation™

Presentation titled *From Eyesore to Eye Candy* was selected for the Arbor Day Foundation's 2008 *Trees & Utilities National Conference* in Orlando, FL

The Process

Here is a summary of recommendations based on how Greenville's project moved from concept to completion, and the knowledge gained by the project team. With some variations to meet local circumstances, this general approach should also work for you. Use the ideas to start a power substation landscaping project in your community!

1 Pick a Site

Identify some potential power substations to landscape. Sites with a lot of eye and traffic exposure are better choices than those in remote locations. Some sites will be unsuitable due to upgrading or abandonment plans.

Reliability of service, safety, and security are the main concerns of the utility. However, utilities recognize the importance of community-based marketing and image-building initiatives. This should be a factor in gaining support.

2 Gain Permission

You will need to establish dialog with the Utility early. Write letters to pitch the project, gain permission, and seek sponsorships. This will likely create communication with various local and regional officials in departments like Community Relations, Forestry, Site and Right-of-Way Management, Property Management, and others. Highlight the marketing advantage to be gained by the Utility for its participation.

3 Make a Plan

Develop a plan and a budget for what you want to do. A picture is worth a thousand words. Add sizzle to your plans with digital photos and landscape layout diagrams.

Keep in mind that you can do a project with a big budget, but you can also do one on a limited budget. Volunteer efforts and small contributions can go a long way.

4 Organize Volunteers

Organize a group of volunteers to "adopt" the project. Whenever possible, use an already existing community group, such as Urban Forestry, Beautification, Garden Club, Lions, or other service group. If no group is available, organize one. And be sure to involve the neighbors.

5 Seek Sponsorships

Seek sponsorship from the municipal government. There are generally funds available in budgets like Parks and Recreation, Community Beautification, etc. that can be allocated.

Seek sponsorship from anyone else who has money and might be willing to contribute. Don't give up if it seems to take too much effort to get pledges of support.

Remember, everybody is busy these days. Landscaping a power substation is not likely to rise quickly to the top of anyone's list of priorities.

6 Organize The Labor

Organize work parties to get the site preparation and planting work done.

7 Plan Maintenance

Set up a maintenance plan in cooperation with the Utility to ensure that the landscaped site is properly maintained. Utilities have a process and a budget for the maintenance of each power substation, but the new landscape will require a modified plan. Dialog is important to agree on a maintenance plan that can be supported over the long term.

8 Promote!

Promote the project through newsletter articles, news releases, award applications, and special events.

Finally, enjoy the warm glow of satisfaction that derives from a community beautification project well done.

This project was sponsored by the Wisconsin Department of Natural Resources, the Wisconsin Energy Corporation Foundation, the Town of Greenville, Michels Materials—Fond du Lac Stone Division, and many Greenville volunteers. Thanks to all!

For more information, visit:
www.TownofGreenville.com/UrbanForestry

An Invitation To Get Involved

The Urban Forestry Board provides leadership to our urban forestry volunteers. We invite you to contribute and benefit from working with your neighbors as we go about putting the green in Greenville.

Please Get Involved!

"We are in the first few years of a hundred-year plan to transform Greenville", according to Steve Nagy, founding Chair of the Urban Forestry Board.

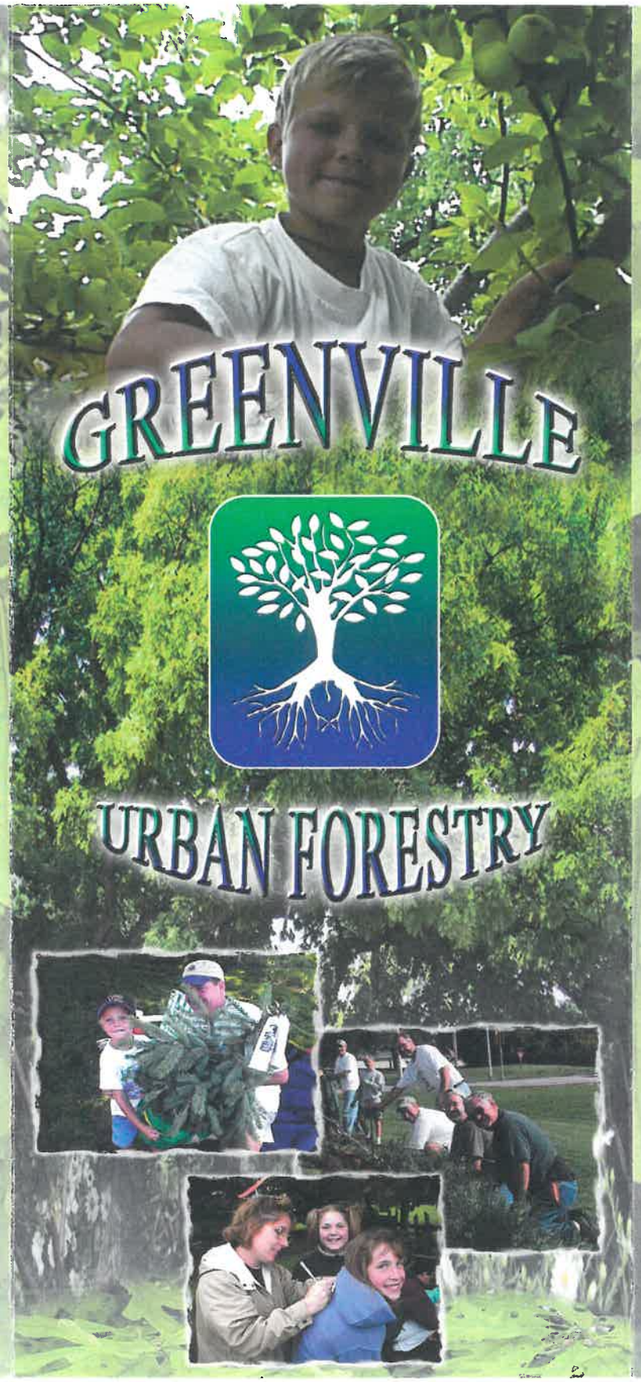
We invite you to be involved in this important work!

1. Volunteer for a tree planting project.
2. Consider serving on the Urban Forestry Board.
3. Plant trees–lots of them–on your own property.
4. Help your neighbors with planting projects.
5. Dedicate a tree for a loved one–alive or deceased.
6. Make a contribution as an individual, a business, or a family to Greenville's Urban Forestry effort.
7. If you own a farm or other acreage, participate in a roadside tree planting program.

Please call the Town Hall at 757-5151.

Ask to be put on the list of Urban Forestry Boosters.

We'll call you to discuss how you want to be involved in *Putting the Green in Greenville.*



Special Place, Special People

Greenville is a special place in Northeast Wisconsin. And what makes it so special? It's the people, of course. People with a strong sense of community–working and playing together–enjoying the present, while building a better future.

What is Urban Forestry?

Urban forestry involves the planting and care of trees and shrubs in an urban setting. This includes trees and shrubs in:

- people's yards
- public parks
- existing natural areas
- commercial landscapes
- along streets & roadways

We're Tree City USA

Our efforts are focused on the Tree City USA program of the National Arbor Day Foundation. The Tree City program sets standards to ensure that a community urban forestry program is a comprehensive, high quality effort. We first achieved this recognition in 2001, and are working to keep it in years to come.

Our Historic Projects

Did you know that the first road built coast-to-coast across the US, the historic Yellowstone Trail, crossed Greenville? Kids and adults, farmers, neighbors, and friends are working together, having fun, planting trees along the Yellowstone Trail.

Why Trees?

Trees restore the air we breathe, provide shelter and sustenance to wildlife, delight our senses, and sooth our souls. Why not?

Outdoor Classrooms

Seed-to-Shade Nurseries at Greenville's elementary schools provide outdoor classrooms for students, and supply trees to transplant within our community.

Planting A Lawn? Why Not A Forest?

Greenville is a fast growing community. This means many farm fields have been converted to lawns. But wait! Why not plant a forest instead?

Would you believe that a bare farm field can be transformed into a wooded site like this in just a few short years?

Awards Program

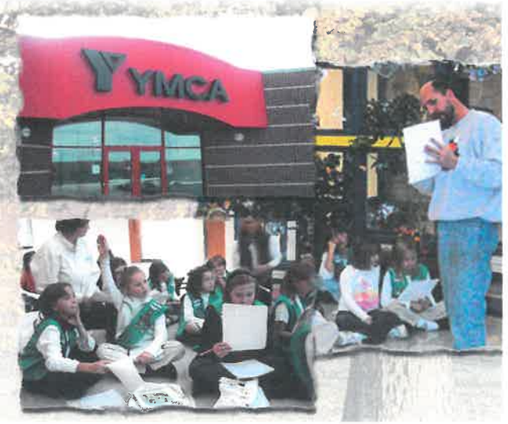
Special efforts in urban forestry are appreciated and valued in Greenville. An annual awards program recognizes exceptional efforts in the planting and care of trees.

Investment That Beats The Stock Market

Planting trees can beat the stock market–even in good time Consider this. A two-cent seed will turn into a twenty-cen seedling in just a few weeks. In two years it can be a two dollar transplant. That's a hundred-fold increase in value! But that's not the end of it! That two-dollar transplant can be a twenty-dollar tree in another two years. And, in a fev more? Well, to buy a big tree in a nursery can easily cos hundreds of dollars. Whether for pleasure or profit, it's hard to go wrong planting trees It's one of the best ways to increase the value of property.

Group Presentations

Our Speakers' Bureau provides presentations for adult and youth groups–businesses, clubs, churches, even family groups. Our video program is available to all –with or without a live presenter. For more information, please call the Town Hall at 757-5151, Extension 0.



This brochure was developed with financial support from the Urban Forestry Program of the Wisconsin Department of Natural Resources.

GREENVILLE
URBAN FORESTRY

KEEPIN' IT GREEN!

September, 2001

Yellowstone Trail Provides Rallying Theme for Planting Trees

Lots of trees are being planted these days along the Yellowstone Trail.

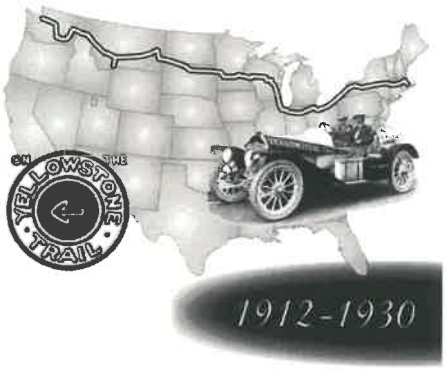
Planting team takes a photo and smile break after planting 79th tree on Yellowstone Trail.

The Yellowstone Trail? What's this all about?

Many Greenville residents were surprised to see the article in The Post Crescent earlier this year describing the Yellowstone Trail and its history within our community. For those who didn't see the article, here's a brief recap of the story.

The start of the last century found the United States a country of railroads and wagon trails. There were no cross-country roads when the automobile came on the scene. No roads at all for all the Model Ts, Duesenbergs and the like, whose owners were soon anxious to test their motorized gadgets in ways more engaging than driving to church on Sunday morning.

Out of this need for roads to connect major points across the Continent was born the Yellowstone Trail. The name comes from the fact that the first completed section of the roadway was intended to help travelers drive from the Minneapolis/St. Paul area to Yellowstone National Park.



Business people throughout America soon recognized that extending the road both east and west was good for business, for it helped bring customers to their doors from far away places. And thus was born the first coast-to-coast motorway, stretching across the land from Plymouth Rock to Puget Sound.

And what does this have to do with Greenville? Well, reliable research completed by two UW history professors has confirmed that the Yellowstone Trail crossed the Town of Greenville on its way from Milwaukee to the Twin Cities. It entered the Town from the south on old US 45, turned west on Co. Trk. BB, then north on Julius Drive. On US 10 (Wisconsin Road) it turned west, and continued until it left the township boundaries. Before leaving Greenville, travelers had a chance to stop and enjoy some of Mrs. Culbertson's home cooking at the Culbertson Roadhouse. Portions of this stone building can still be seen on the north side of Hwy. 10 on what is now the Ogilvie farm west of Manley Road.

A $40,000 grant from the State Department of Development supported the rededication of the Yellowstone Trail in central and western Wisconsin. A similar effort is under way through our area, extending south to the Illinois border. This project has motivated a lot of Greenville folks to get involved.

Using some funds from Greenville's DNR Urban Forestry Grant, about a mile of the Trail has been planted with roadside shade trees. A group is being organized to spearhead the Yellowstone restoration effort. (See related article.)

Over six thousand dollars' worth of volunteer time has been donated by Greenville residents in recent months toward various tree planting projects. Many more volunteers are needed for these and other projects.

Urban forestry enthusiasts take a breather after unloading large truckload of shade and evergreen trees near Yellowstone Trail.

If you would like to get involved with the urban forestry effort, please call Steve Nagy at Homestead Meadows at 757-5217.

GREENVILLE

URBAN FORESTRY

KEEPIN' IT GREEN!

December, 2001

2002 Spring Conservation Picnic Date Announced

Mark your calendars for an event sure to become one of the great annual events in Greenville. What we are talking about is the ***First Annual Spring Conservation Picnic***, scheduled to take place on ***Saturday, May 18, 2002***.

Actually, this event is an outgrowth of the Urban Forestry Picnic held in May, 2001 at Homestead Meadows. That event firmly established the alue of an annual community event with a conservation focus.

With the completion of the new activity building at the Lions Park, the time is ripe. Our goal is to have hundreds of Greenville families, as well as many community organizations participate in a celebration of all that is good in our natural environment.

Ever since the idea of an annual *Urban Forestry Picnic* began to be discussed, several creative persons with a positive vision for the future began discussing the potential of such an event.

Here are some elements of the unfolding vision:

- Annual event in May, after trees are in full foliage, to be held at the Lions Park
- Utilizing the beautiful Schueler Woods, with its walking trails, mature trees, and wild flowers
- Involving a large variety of fun and educational events, designed to promote conservation, the planting of trees and flowers, and the enjoyment of our natural world.
- Planting of a community perennial and butterfly garden, built of plants contributed from private gardens
- Participants to include families, scouting groups, church groups, civic groups, area businesses, and other organizations—a wonderful smorgasbord of color and texture that brings people together
- Memorial planting program for individuals to dedicate plants for loved-ones
- Raising and releasing of butterflies as an annual event to celebrate spring
- CAN YOU THINK OF SOME OTHER GREAT IDEAS?

If you or your organization are interested in participating, call Chris Schaefer, event chairman, at 757-1403.

Steve Nagy, Chairman
Greenville Urban Forestry Board

GREENVILLE

URBAN FORESTRY

June, 2004

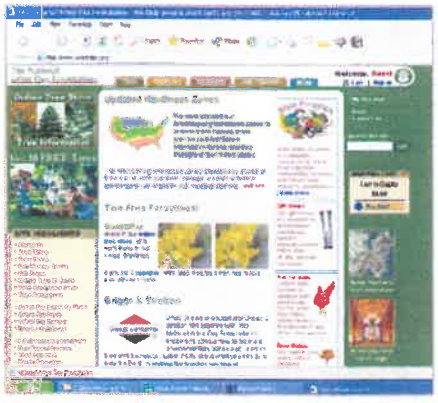
KEEPIN' IT GREEN!

Greenville Urban Forestry to be Featured at National Conference

Greenville's Urban Forestry Program will be featured at the summer urban forestry conference of the National Arbor Day Foundation, announced Steve Nagy, Founding Chair & Publicist of Greenville's Urban Forestry Board. Steve will be joined by Bob Schroeder, Board member and vice-chair, as they present a multi-media program of the rapid rise of Greenville Urban Forestry using an all-volunteer approach.

The conference theme is *Community Forestry at Its Best*, and will be held June 28-30 in Nebraska City, at the Foundation's multi-million dollar Lied Conference Center.

For more information and registration information, please check the Arbor Day Foundation's website at http://www.arborday.org/programs/conferences/communityforestry/



Don Bennett's memorial award was accepted at Greenville's Annual Meeting by three generations of Bennett tree enthusiasts—his wife Carol, son Bruce, and grandson Brandon—here seen at one of Don's many projects in Greenville.

Award Presented Posthumously to Don Bennett

The Town of Greenville Urban Forestry Board recently presented a special Memorial Award to honor the life and work of Don Bennett. Don was a lifetime Greenville resident and founder of Wood An Dale Nursery of Greenville.

The award recognizes and honors Don Bennett

... for his many contributions to the quality of Greenville's environment through planting hundreds of acres of trees and developing many wildlife ponds and wetlands, thereby enhancing the scenic beauty of Greenville for the enjoyment of all.

Greenville Receives *Innovations in Urban Forestry Award*

Greenville's urban forestry program has caught regional, state, and national attention since its founding four years ago. The Board's public information video is the recipient of the 2004 *Innovations in Urban Forestry Award* from the Wisconsin Urban Forestry Council.

The award recognizes Greenville *...for the innovative approach used to raise public awareness of urban forestry with the "Putting the Green in Greenville" video.*

This video program was also selected to be shown at the June, 2004 *Community Forestry at Its Best* national conference of the National Arbor Day Foundation in Nebraska City, NE.

Chris Schaefer and Steve Nagy (left to right) of the Greenville Urban Forestry Board receive the "Innovations in Urban Forestry Award" from Jeff Edgar, Chairman of the Wisconsin Urban Forestry Council at the recent conference of the Wisconsin Arborists Association.

Urban Forestry Website Goes On-line

Communicating by way of a website is increasingly the preferred approach of busy people. The availability of "on-demand" information without maintaining paper files is just one of the advantages. Another is the ability to continuously update the information, as it changes daily in our busy world.

You can check all that is new in Greenville's urban forestry program, as well as reach a vast library of useful resources on companion websites, by accessing the new website created by the Urban Forestry Board. Check it out by typing: www.townofgreenville.com\urbanforestry into your browser. You can also get in by clicking the link from the main townofgreenville.com website.

We thank and congratulate Laura Heuer for her efforts over several months to coordinate this important project.

Atty. George Curtis Receives Award of Appreciation

Attorney George Curtis, host of the popular television show *It's Your Environment*, received a special award of appreciation from the Greenville Urban Forestry Board.

The award recognized Mr. Curtis *...for his contribution to Greenville's Urban Forestry program by hosting the video titled "Putting the Green in Greenville", and thereby making possible the awards, recognitions, and increased community involvement that resulted from this program.*

Storm clouds gather over Christus Lutheran Church on Julius Drive at WI Highway 15, once again canceling—for the third time—the work session scheduled to photograph the congregation's God's Green Acres Team in action.

The church has been recognized....for its contributions to the quality of Greenville's environment through planting thousands of trees, wild-flower meadows, and wetland plants on the church property, and thereby enhancing wildlife habitat and the scenic beauty of the area for the enjoyment of all. (Watch for photos in the next newsletter.)

September 18 Planting Date Set for Appletree Court

One of Greenville's newest parks—Appletree Court—is also the site of a major highway underpass connecting segments of Greenville's new recreational trail system. This makes it a high-visibility, high-traffic site for tree planting. That is one reason a major planting date has been set by the Urban Forestry Board to take place on Saturday, September 18.

This will be a great opportunity for scouting groups to work on conservation badges, for families to learn about planting trees, and for neighbors and friends to have fun together working for a worthwhile cause. This is also an opportunity for a corporate sponsorship and/or teambuilding event.

So please mark your calendars now, and check the new Greenville Urban Forestry website for details as they develop. We're on-line now at www.townofgreenville.com/urbanforestry.

Newspaper Articles

FOX CITIES NEWSPAPERS

The Eagle

50¢ Serving Appleton's Northwest-side neighborhoods and the towns of Grand Chute and Greenville

Thursday, August 9, 2001

IT PAYS TO KNOW YOUR C

GREENVILLE RESIDENTS NURTURE YELLOWSTONE TRAIL

Neighborhood

MENASHA'S CLASS OF '79 PRODUCES COACHING TRIO

Sports

Your

Thursday, March 30, 2000

Forestry board works to keep the green in Greenville

By Marnie Nordskog
Staff Reporter

"They paved paradise and put up a parking lot."
— Joni Mitchell

Its chief project is developing Seed-to-Shade nurseries at a number of Greenville area schools, including Immanuel Lutheran School, St. Mary's School and Greenville Elementary.

Nagy said each school will have a plot of land on its campus designated nursery. The size can rang

Newspaper Articles

THE POST-CRESCENT ■ PAGE B-5 / WEDNESDAY, MAY 5, 2004

Wisconsin Wilderness

A mid-week report on our state's great outdoors

WILDERNESS NOTES

OUTDOORS EVENTS AND TIPS

VOLUNTEERS GIVE TOWN TITLE OF TREE CITY USA

Greening up Greenville

Greenville

For most of us, membership in the National Arbor Day Society means mailing out a check once a year and trying to remember to plant the twig-like trees that arrive in the mail.

Not so for Steve Nagy and his merry band of amateur arborists. They have turned their local chapter, the Greenville Urban Forestry Board, into a nationally noticed volunteer effort and their town into a Tree City USA.

The group has won an award for innovation from the Wisconsin Urban Forestry Council and will present its story at the summer urban forestry conference of the National Arbor Day Foundation.

THE POST-CRESCENT ■ PAGE B-5 / WEDNESDAY, APRIL 7, 2004

Wisconsin Wilderness

A mid-week report on our state's great outdoors

WILDERNESS NOTES

OUTDOORS EVENTS AND TIPS

RESIDENTS TAKING INVENTORY OF LAND

Keeping Greenville green

THIS GREENVILLE WETLANDS area is an example of land area residents want to keep from overdevelopment.

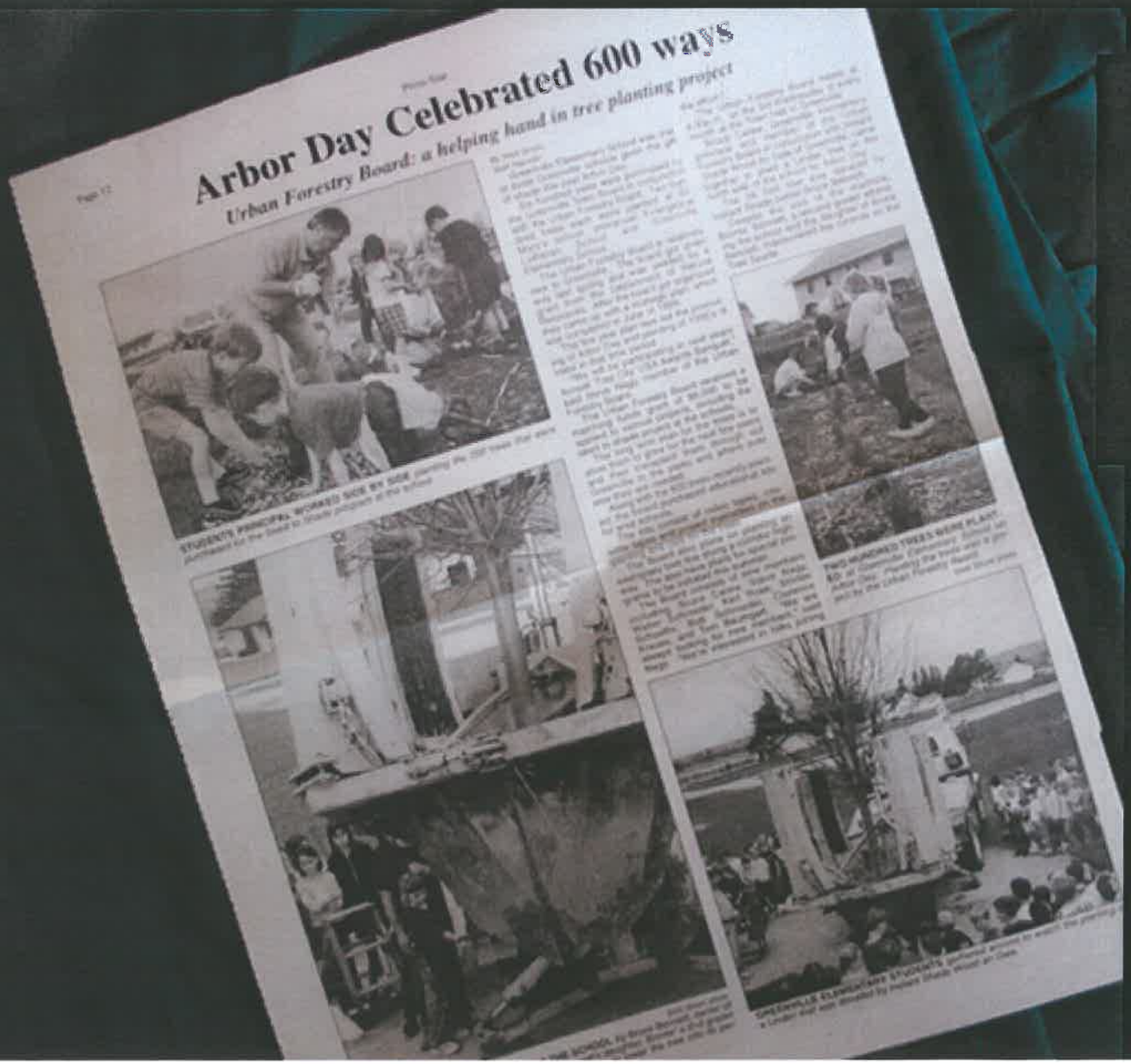
'Green Team' members map natural, cultural features

DAVID HORST

For The Post-Crescent

Tip of the Week

Newspaper Articles



Arbor Day Celebrated 600 ways

Urban Forestry Board: a helping hand in tree planting project

Nagy Letter Support Documents

Greenville's Barn Preservation Initiative

Barns N.O.W.

Fox Valley Chapter Being Formed

The beauty of Wisconsin's countryside is much enhanced by our many picturesque, hand-crafted barns. But these barns are disappearing at an alarming rate.

There is an organization called Barns Network of Wisconsin (Barns N.O.W.) that's working to change that. Barns N.O.W. is a joint effort of the Wisconsin Historical Society and the University of Wisconsin Extension. Annual workshops on barn restoration and tours of noteworthy barns are just some of the activities sponsored by Barns N.O.W.

There is a growing group of barn enthusiasts in the Greenville area. Some are working to restore barns, and some to convert them for residential and commercial uses. Several of these individuals are exploring the idea of starting a Fox Valley Chapter of Barns N.O.W.

Ideas for barn-related projects for the local chapter include workshops on barn restoration and conversion, a group of mentors who can help their neighbors with barn projects, a photographic inventory of Greenville's historic barns, and organized open-house tours of barns with interpretive guides. If you are interested in attending a meeting to discuss the idea of forming such a group, please call Tim Menning at 757-5577 or Rick Peterson at 757-1150.

Too many nice old barns in Greenville have disappeared in recent years. Let's work together to save the ones still remaining in our community!

Barn no longer needed for farming could find new use and a long life with a creative vision and some elbow grease.

New use for old farm building extends life and helps maintain character of the neighborhood. Local chapter of Barns N.O.W. can provide assistance to owners for barn restoration and conversion.

HERITAGE CORNER—*Our Historic Barns*

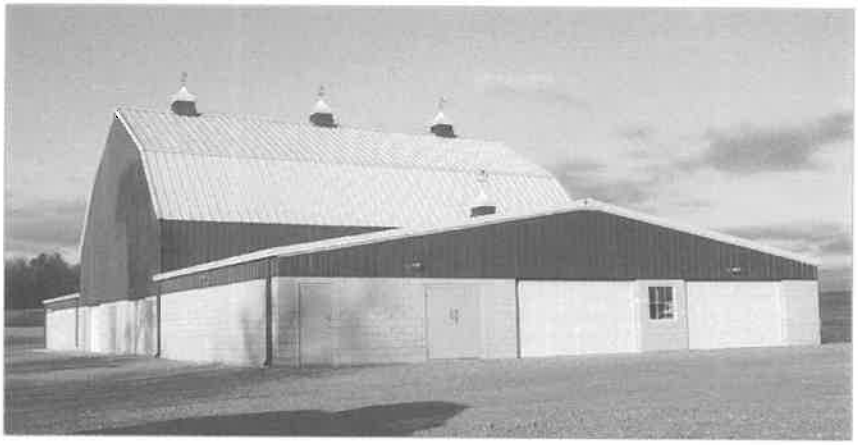
2003 Declared *Year of the Barn* by Smithsonian—Greenville Barn Preservationists Plan to Participate

The year 2003 has been declared the *Year of the Barn* by the Smithsonian Institution, our Nation's premier preserver of heritage. This means that a Smithsonian exhibit titled *Barns Again* will be traveling the country. The exhibit chronicles the role and importance of barns in the development of our country, and highlights their continuing value in our landscape. Six Wisconsin communities have been selected as exhibit sites. They are: Kewaunee, Ladysmith, Wausaukee, Osceola, Washburn and Blanchardville.

Greenville's history and barn enthusiasts are looking forward to the exhibit. The group is also planning to commemorate the *Year of the Barn* with some projects of its own. Two ideas being considered are some barn restoration workshops and arranging for tours of some of Greenville's interesting barns. An inventory of all remaining Greenville barns is also under way. And, say, how about a chartered tour-bus trip to the Smithsonian exhibit in one of the designated cities?

Just think of it. We have spent *hundreds of thousands* of dollars constructing the new pavilion at the Lions Park. The red and white barn design was selected to link to Greenville's agricultural roots and pastoral countryside. If barns are so interesting that a modern new building should be made to look like one, isn't it even more important to preserve the many old barns we still have gracing our landscape?

We need a few barn enthusiasts to work on Greenville's *Year-of-the-Barn* programming. Please call Steve Nagy at 757-5217 for more information or to get involved.



Greenville's barns come in many shapes, sizes and colors. Most would agree that they add beauty and a special character to our landscape. But we must not take them for granted, for many are disappearing as a result of disuse and development.

"Adaptive re-use" is the buzzword of barn preservation enthusiasts these days.

Pond Solutions Business Site—Greenville

Training & Retreat Facility—Greenville

Carriage House Apartments—Greenville

A Pretty Fancy Barn Workshop—Greenville

Greenville Commercial Building

Banquet Facility—Greenville