

Public Outreach Tool: Zip Code Lookup for nearby Trees under Health Threats

FHI Annual Meeting 2015
Washington, DC



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Adam Costanza & Susan McCord
Institute of Forest Biosciences
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Tree & Pest ZIP code Lookup

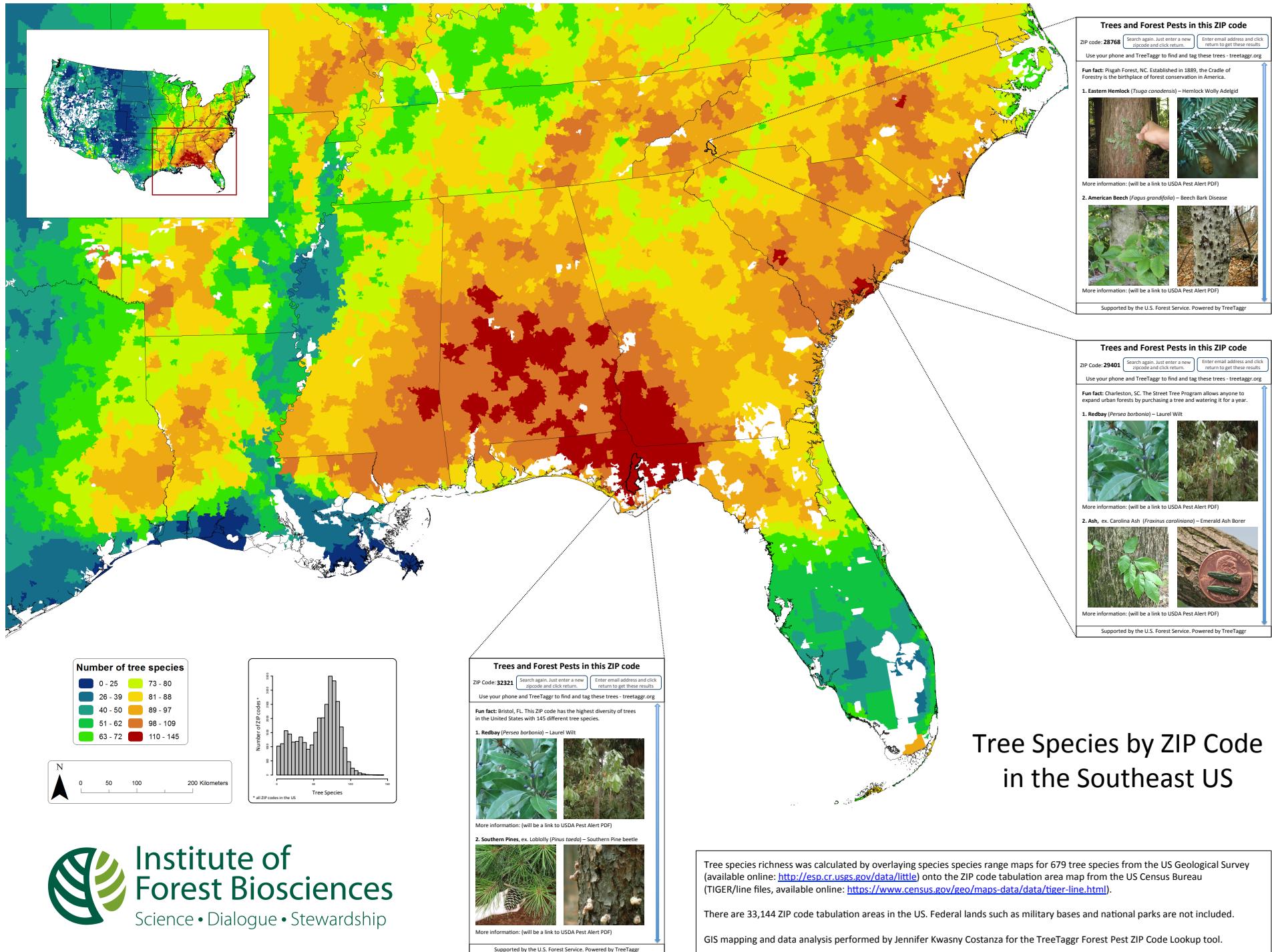
U.S. Forest Service Supplemental
Funding Project

- Outreach and Education focus
- Stand alone web based search tool
- Can work as front end information source
for mobile apps, citizen science projects,
or data acquisition tools

Tree & Pest ZIP code Lookup

Portable, embeddable, mobile, lookup form

- User enters a ZIP code and gets:
 - Up to 3 tree species and pests as text
 - Pictures of the trees and pests
 - Links to more information for tree/pest
 - Fun fact about ZIP code (or link to submit one)
- We get:
 - IP address (where they are)
 - ZIP code they searched (What is popular?)
 - Whether user on a phone or computer



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Forest Pest ZIP Code Lookup

- Example for Charleston
- 33,144 ZIP Codes in US
- 41 High priority forest pests
- Custom Database and API backend
- HTML5 Front-end to work on every platform
- Embedded analytics
- Citizen science outreach & engagement tool
- Platform launch planned for 2015

Trees and Forest Pests in this ZIP code

ZIP Code: **29401**

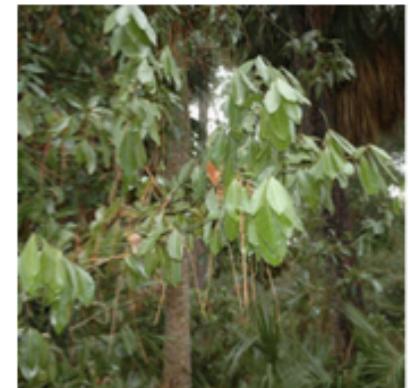
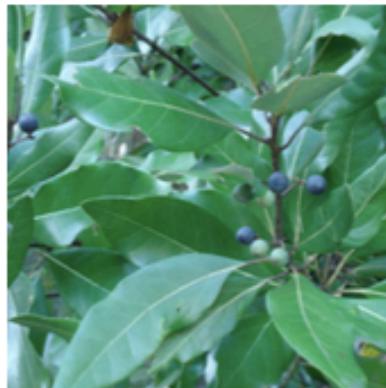
Search again. Just enter a new zipcode and click return.

Enter email address and click return to get these results

Use your phone and TreeTaggr to find and tag these trees - treetaggr.org

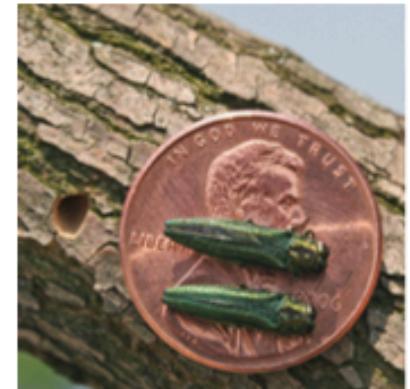
Fun fact: Charleston, SC. The Street Tree Program allows anyone to expand urban forests by purchasing a tree and watering it for a year.

1. Redbay (*Persea borbonia*) – Laurel Wilt



More information: (will be a link to USDA Pest Alert PDF)

2. Ash, ex. Carolina Ash (*Fraxinus caroliniana*) – Emerald Ash Borer



More information: (will be a link to USDA Pest Alert PDF)