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supplemental content (Johnson et al. 2018)

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Supplemental Content:

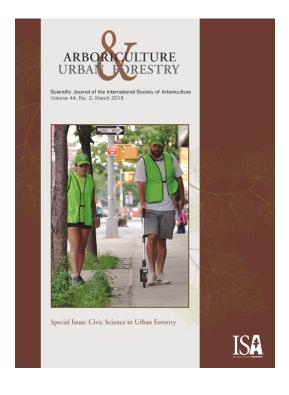
- assessment documentation; Tree Census Volunteer Assessment (14 pages)
- interview outline; Drivers, Outcomes, and Impacts of Volunteer Tree Monitoring Interview Protocol (3 pages).

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Hi Voluntreer!

Thank you for taking a few minutes out of your day to help us improve our volunteer efforts!

This assessment is confidential and should take no more than ten minutes. We encourage you to answer as many questions as you can so that we can do more to improve our volunteer programs. Participation is voluntary and you may decline to answer any question for any reason.

1. How did you first hear about Trees Count! 2015? (please choose all

This assessment is being conducted by NYC Parks.

tha	at apply)
	A. Radio
	B. TV
	C. Newspaper
	D. Flyers or Posters
	E. Newsletter of an organization/group (please name below)
	F. Family/ Friends
	G. School/ Work
	H. People from an organization/group (please name below)
	I. Web Site (please name below)
	J. E-mail/ Mailing list (please name below)
	K. Social media (e.g. Facebook, Twitter)
	L. Subway/Bus ads
	M. Other (please name below)
	N. Don't remember
_	ou selected Newsletter, Organization or Group, web site, email or mailing list, or other ase name it in the box below.
7.0	

0N (pl	If you checked more than one answer for Question 1, which was the IE most important channel through which you heard about this event? ease choose one)
0	A. Radio B. TV
0000000000	C. Newspaper D. Flyers or Posters E. Newsletter of an organization/group F. Family/ Friends G. School/ Work H. People from an organization/group I. Web Site J. E-mail/ Mailing list K. Social media (e.g. Facebook, Twitter) L. Other
all	With whom did you come to this TreesCount! event? (please choose that apply) A. Alone B. Partner C. Family D. Friends/Neighbors E. Colleagues/Co-Students F. With Members of Organization ou answered "with members of an organization" please name the organization in the box ow.

1995 Tree Census	
2005 Tree Census	
☐ MillionTreesNYC tree plan	iting event
☐ MillionTreesNYC stewards	ship event
MillionTreesNYC Care Ca	ptain workshop
□ Natural Areas Volunteers	event
□ It's My Park! Day	
Other NYC Parks voluntee	er event
$^{\square}$ This was the first time I ha	ve volunteered with NYC Parks
5 Are you a member of a	ny environmental groups?
Group Name	
How long you have been a member of the group?	
Group Name	
How long you have been a member of the group?	
Group Name	
How long you have been a	
5 ,	
member of the group?	y environmental groups, please leave this section blank
member of the group? If you are not a member of any	y environmental groups, please leave this section blank. nore groups that you would like to list?
member of the group? If you are not a member of any	y environmental groups, please leave this section blank. nore groups that you would like to list?

org	Are any of th ganizations i ply)		_		_			mental choose all that
	Your partner/	husband	/ wife					
	A family mem	ber						
	A friend							
	An acquainta	nce						
	A colleague o	r co-stud	ent					
	N/A							
Gr	If you attend oup, were yo ent?				_			sus Partner sCount!
О	Yes							
0	No							
9. I	Do you ever NO	take ca	re of tr	ees? (ple	ase cl	hoose all	that a	pply)
	YES, Street T	rees						
	YES, Persona	al Yard						
	YES, in a Par	·k			_			
If y	ou selected "Ir	n a Park"	please n	ame the pa	ark.			
10.	. Why did yo	ou decid	e to pa	rticipate	in Tre	esCount!	20151	?
Ple	ase indicate y	your agr	eement	or disagre	ement	with the fo	llowin	g statements:
11.	. I volunteer	ed with	Trees (Count! 20	15 to	help the e	enviro	nment.
stro	ongly disagree		gree	no strong	feeling	agre	е	strongly agree
	0	೦		೦		0		

12. I volunteere	d with ⁻	Trees (Count! 20	15 to n	neet peopl	e and/or	be social.
strongly disagree	disag	ree	no strong	feeling	agree	stro	ongly agree
C	0		္		0		0
13. While you we met have to the Curiosity Positive reaction Negative reaction No reaction 14. How would you we met have to the Curiosity Positive reaction No reaction	census on ion	s? (ple	ase choo	se one)		
extremely unpleasant or negative	unpleas nega		both goo bad		good	€	excellent
C	0		0		0		0
15. Based on th (please choose	one res	sponse	e per line Probably)	any of the	Definite	
		not	not	1 000101	y 1 Tobably	у	
Continue mapping trees for Trees Cou 2015!	unt						
Attend a street tree care event	· 						_
Attend a parks volunteer event							
Recommend participating in Tree Count 2015! To a f							

C Yes		
No		
[If NO, SKIP QUESTIONS 17-20]		
following PERSONAL of	in the tree census, have yohanges that you think are census? (please choose	e a result of your
	Yes, I have noticed this change	No, I have not noticed this change
I am better at communicating with my neighbors		
I know more about how to care for trees.		
I get along with my neighbors better.		
I know more of my neighbors		
I trust my neighbors more.		
I am more physically active outdoors		
I feel more like a part of my neighborhood.		
I am more aware of how the neighborhood looks.		
I am more willing to participate in neighborhood activities.		
I am less willing to participate in neighborhood activities.		
Other (please specify)		

16. Do you live and/or work in the neighborhood

where you are mapping trees?

18. Please select the item that you think has changed the most
C I am better at communicating with my neighbors
I know more about how to care for trees
C I get along with my neighbors better
C I know more of my neighbors
C I trust my neighbors more
C I am more physically active outdoors
C I feel more like a part of my neighborhood
I am more aware of how the neighborhood looks
I am more willing to participate in neighborhood activities
C I am less willing to participate in neighborhood activities
I don't know/None of the above
Other (please specify)

19. Since participating in the tree census, have you noticed any of the following NEIGHBORHOOD changes that you think are a result of the tree census? (please choose one response per line)

	Yes, I have noticed this change	No, I have not noticed this change
People spend more time outside.		
People help each other more.		
The neighborhood looks better/ is more beautiful.		
People know their neighbors more.		
People have worked together on another neighborhood activity.		□
People spend more time being physically active outdoors.		
People trust each other more.		
People talk to each other more.		
People take better care of their yards.		
People are more willing to participate in neighborhood activities.		
People are less willing to participate in neighborhood activities.		
People argue with their neighbors more.		
The neighborhood feels safer.		
The neighborhood feels less safe.		
The neighborhood organization is more active.		
Other (please specify)		

20.	Please select the item that you think has changed the most
0	People spend more time outside
0	People help each other more
0	The neighborhood looks better/ is more beautiful
0	People know their neighbors more
0	People have worked together on another neighborhood activity
0	People spend more time being physically active outdoors
0	People trust each other more
0	People talk to each other more
0	People take better care of their yards
0	People are more willing to participate in neighborhood activities
0	People are less willing to participate in neighborhood activities
0	People argue with their neighbors more
0	The neighborhood feels safer
0	The neighborhood feels less safe
0	The neighborhood organization is more active
0	I don't know/None of the above
Oth	per (please specify)
	How much influence do you think someone like you can have over following? (please choose one response per line)
	A lot of influence Some influence Very little No influence

	A lot of influence	Some influence	Very little influence	No influence
National government decisions				
Local government decisions				
The global environment				
The environment in your neighborhood				

22	In the past year have you ever (please choose all that apply)
	Contacted an elected government representative
	Contacted an organization or association
	Written a letter to a newspaper
	Written an article for a magazine or newspaper
	Contacted the national or local media in another way
	Used the Internet for these contacts
	Signed a petition
	Attended a public, town, community board, or school meeting
	Worked for a political party
	Given a speech
	Voted in an election
	Held or ran for public office
	Engaged in political discussion on the Internet
	Collected money or signatures
	Wore a button, or distributed or put up a flyer/sticker/poster of a political campaign
	Chosen not to participate in an election as a form of protest
	Participated in a strike
	Participated in direct action
	Participated in a protest
ext pla	Below are political views that people might hold, arranged from treme Liberal/Left to extreme Conservative/Right. Where would you ace yourself on this scale? (please choose one)
0	Extremely Liberal/ Left
0	Liberal
0	Slightly Liberal
0	Moderate, middle of the road
0	Slightly Conservative
0	Conservative
0	Extremely Conservative/Right
0	Don't know

Th	nis is the last page!			
24.	Select your gender			
\circ	MALE			
\circ	FEMALE			
0	OTHER			
25 .	What is your age (as of your last birthday)?			
26.	What is your race?			
0	African-American / Black			
0	Asian-American			
О	Latino / Hispanic			
0	Caucasian / White			
0	Native-American			
Oth	ner (please specify)			
27.	In what sector are you employed (please choose one):			
О	Government or Public Sector			
О	Private sector			
0	NGO or non-profit			
0	Self-employed			
0	Student			
0	Retired			
0	Other			
28. What is the highest level of education you have completed? (please choose one)				
0	Some High School			
0	High School			
0	Some University			

О	University			
0	Graduate or Professional School			
	What is your approximate annual household income? (please choose			
on				
0	\$0-\$4,999			
	\$5,000-\$9,999			
0	\$10,000-\$14,999			
0	\$15,000-\$19,999			
0	\$20,000-\$29,999			
0	\$30,000-\$39,999			
0	\$40,000-\$49,999			
0	\$50,000-\$69,999			
0	\$70,000-\$89,999			
0	\$90,000-\$119,999			
0	\$120,000 and over			
0	Prefer not to answer			
30. Please specify your home ZIP code				
	Troube openity your nome Em code			
31. About how many years have you lived in your current neighborhood?				
32. About how many years have you lived in the New York City area?				
33. Are you willing to participate in a follow up interview? (if you click yes, we will ask for your name, email and phone number on the next page)				
0	Yes			
С	No			

We are excited to talk with you more!
Please provide the best way for us to reach you. Your assessment responses will remain confidential. We will only use this information to reach you again if we have follow-up questions. Thank you!
34 Please provide your contact information

34. Flease provide your cont	act iiiioi	mation
Name		ı
Email		ı
Please re-enter your email		ı
Phone		ı

Drivers, Outcomes, and Impacts of Volunteer Tree Monitoring Interview Protocol

We have a few questions about how you came to participate in TreesCount!2015:

- 1. How did you first hear about TreesCount!2015?
- 2. Why did you want to participate in TreesCount!2015?
- 3. Where did you go to map trees and how did you decide on where to go?
- 4. Did you sign up to map trees with a particular stewardship group? If so, who?
- 5. How many events did you attend? (If more than one, were they all with the same stewardship group?)

We are interested in what your experiences were like with TreesCount!2015:

- 6. Describe how you learned to map and identify trees for TreesCount and collect data on other tree conditions. What stands out in your memory of the process?
- 7. Describe anything else you recall learning—and how you learned it—during the actual experience of mapping.

Possible Probes:

- + Walk me through that learning process, step-by-step.
- + Describe the point at which you become confident in your knowledge.
- 8. Name and describe two or three things you would have wanted to learn more about or understand more clearly throughout your work with TreesCount.
- 9. Describe your experience working with others to map trees. Recall whether you mapped on your own, with someone you already knew, or with someone you met via TreesCount.

Possible Probes:

+ Name any surprises that occurred while working with others to map trees.

Finally, we'd like to know a bit more about your civic and environmental engagement:

10. Did your involvement in the TreesCount2015 inspire you in any way to become more involved in your community? In the environment? If so, please share.

- 11. Since your participation in TreesCount2015, have you done any of the following activities (say yes or no):
 - Contacted an elected government representative
 - Contacted an organization or association
 - Written a letter to a newspaper
 - Written an article for a magazine or newspaper
 - Contacted the national or local media in another way
 - Used the Internet for these contacts
 - Signed a petition
 - Attended a public, town, community board, or school meeting
 - Worked for a political party
 - Given a speech
 - Voted in an election
 - Held or ran for public office
 - Engaged in political discussion on the Internet
 - Collected money or signatures
 - Wore a button, or distributed or put up a flyer/sticker/poster of a political campaign
 - Chosen not to participate in an election as a form of protest
 - Participated in a strike
 - Participated in direct action
 - Participated in a protest
- 12. Since your participation in TreesCount2015, have you done any of the following activities (say yes or no):
 - Taken care of trees in a private yard.
 - Taken care of street trees
 - Taken care of park trees Taken care of trees in a park or playground
 - Participated in a NYC Parks Stewardship tree planting event
 - Participated in a NYC Parks Stewardship street tree care stewardship event
 - Participated in a NYC Parks Stewardship forest restoration stewardship event
 - Participated in a NYC Parks Stewardship wetland restoration stewardship event
 - Participated in an It's My Park! event
 - Other NYC Parks volunteer event
 - Attended a Super Stewards training or introductory event
 - Coordinated an event for the public to care for street trees
 - Participated in another citizen science activity, please name it:
- 13. Anything else you'd like to share about your experience with TreesCount2015!?

FOR THOSE MISSING EDUCATIONAL INFORMATION:

	14. What is the highest level of education you have completed? (please choose one)
0	Some High School
	High School
	Some University
0	University
0	Graduate or Professional School