

# SUCCESS STORY

## Tree Trail Signage at Grey Towers National Historic Site

### SUMMARY

This project was to create signs and a website component for the trees along the Tree Trail at Grey Towers National Historic Site. Each sign contains a QR Code linking the guests to a mobile-friendly webpage which gives a more detailed description of the trees.



### CHALLENGE

The goal for our site was to create an educational project that would attract and excite a younger demographic. Using the QR Codes and creating the corresponding mobile sites allowed our site to expand the interpretation of trees of Grey Towers. Previously there were few trees identified and those were only identified by name. Now a visitor can walk up to a sign, scan the QR Code and be taken to a mobile page which provides a variety of information about a particular tree: unique characteristics; importance economically or ecologically; where this tree can be found; and what it looks like during different times of the year. One of the most frequent questions we get on our site is about the trees. This new feature allows guests to access the information independently and quickly.

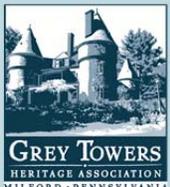
### PARTNERSHIP IS KEY

**Grey Towers Heritage Association**  
- Provided funding for the signs and project coordination

**US Forest Service at Grey Towers** -  
Created the Tree Trail and Tree Trail Brochure and supplied tree information for website.

**Lackawanna Heritage Valley Authority** – Provided funding for the signs and website component

**DCNR & Pennsylvania Environmental Council** – Provided funding for the tree trail signs and website component



## SOLUTION

This project filled the need for creating a fun, interactive and educational tool to connect the visitors of Grey Towers to the trees on the site and in the community. Providing a way for people to learn about trees can help them identify and learn more about the Grey Towers landscape as well as the trees they have in their own backyard and in the community.

## RESULTS

A total of 35 Tree Trail Signs were created along with their corresponding Tree Trail webpages. Users of the new system have provided positive feedback. Grey Towers Heritage Association hopes to expand the signs to include more of the trees at Grey Towers, but this is a great and educational start for this larger goal.

### Contact

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Trees of Grey Towers

### Trees of Grey Towers

*You are about to meet over 30 prominent members of Grey Towers' tree community. Most are American born, though some arrived here from Europe and Asia.*

Along the way, you'll learn some interesting information like which tree was Gifford Pinchot's favorite, why one tree is called a pioneer, and what menace is killing the State Tree of Pennsylvania.

You'll find out the name of the famous Civil

1 > 2 > 3 > 4 > 5 > 6 > 7 > 8 > 9 >

## Sweet Gum (*Liquidambar styraciflua*)



Pioneers used the "gum," a sticky liquid that oozes from cuts in the bark, to heal wounds.



## Flowering Dogwood (*Cornus florida*)

