

Attachment A

PARTNERS in COMMUNITY FORESTRY NATIONAL CONFERENCE Sacramento, CA 11/14/12 – 11/15/12

KEY PARTNERS:

AC Trees (The Alliance for Community Trees)
American Forests, Washington, DC
Arbor Day Foundation
Davey Tree – Davey Resource Group
USDA Forest Service – Urban & Community Forestry Program
Society of Municipal Arborists (SMA)
Tree Campus USA

IDEAS:

The Local/Regional Electric Utility is our Greatest Ally: 1) Urban heat island reduction lowers peak demand cost, 2) Larger trees capture and store more carbon, 3) Install larger utility poles, 4) Does our utility have an arborist/forester? EX: SMUD (Sacramento's utility) has given away over 500,000 trees since 1990, averages 12,000/year to residences. Every customer is offered free trees and given education information about where and how to plant them to shade the house - and maintenance information. Their constant message is "Trees Save Energy". LG&E should consider "Tree Line USA" certification.

The City Arborist/Forester Works in the Urban Planning Dept. – NOT in Public Works. This professional sits at the table for all planning for all sustainable and growth projects and engages stakeholders at local & regional levels across multiple sectors (air & water quality, energy, land use, transportation, etc.) to formulate policy and planning framework to advance forestry and green infrastructure efforts – focusing on policy, planning, design, maintenance, and education/outreach. (See Vibrant Cities & Urban Forest presentation)

Competitive Exclusion Principle: These key issues unite many competing organizations together so use them collaboratively: climate change, storm water runoff, sustainable communities, urban greening, energy conservation, air pollution reduction, water quality improvement, soil retention, public health.

Elements of Success: 1) understanding of green community inventory (inventories can keep people safe), 2) clearly articulate goals, 3) community wide engagement, 4) multi-directional partnerships. Use good data & research for messaging. Illustrate how people benefit, appeal to emotions ("define what shade means") – Hard data isn't effective but storytelling is – and convincing. Ask how many trees you have planted and nurtured!! Use Public Radio – their listeners care about the environment. Use 15 second announcements often. NPR has full time environmental reporters.

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Regional Integration & Regional Tree Initiatives: 1) Review & develop ordinances, strategies, and resources together (EX: Chicago has 300 member industry organizations to participate together), 2) Develop advocacy together, 3) Develop communication strategy to link all parties, 4) set a canopy cover goal – EX: Chicago: 9 counties, 4,400 sq. miles. “If our goal is to increase coverage 10% over 25 years, 90% new trees come from natural regeneration and figure a 4% mortality rate to arrive at new trees to plant per year”. Transportation = 1/40th of available land, Parks & Stream Ways = 1/27th of available land, Institutional Landscapes = 1/9th available land, 5) Celebrate success and special days together (Arbor Day Fdn.)

Stakeholders Leverage the Benefits of the Urban Forest: The value of trees can be accurately quantified and this amount needs to be actively communicated. Adopt Tree Protection & Replacement Ordinances, Implement Storm Water & Sustainable Site Design, and Create Private Public Partnerships.

Engage with Education Institutions at the Local Level About Urban Forestry: EX: Keep Indianapolis Beautiful (KIB) partners with all 6 colleges in the city. There’s a 100,000 tree planting goal in place. (Tree Campus USA presentation) .

Interesting tidbits (from Scott Steen – Exec. Dir. American Forests, Washington, DC). He highlighted particular cities’ activities:

Milwaukee – Proactive - has had a green inventory for 20 years. Have 587,000 ash trees

Denver – Clearly articulated goals and objectives including canopy goals for public and residential land.

Portland – Urban Forest woven into action plans throughout the community. Has Comprehensive Management Plan.

Detroit – recognizes the power of community engagement. “Greening of Detroit” plants trees

Baltimore – Multi-level directional partnerships, neighborhoods, businesses. Remove asphalt in school yards and replace with green. “Tree Baltimore” = 40% canopy goal by 2040.

Sacramento – “City of Trees” – deeply committed to growing its tree infrastructure. Utilities are big part of the solution. SMUD has funded 500,000 trees for 28 municipalities around Sac = \$35 million.

Public and Elected Officials Opinion Survey – to inform community leaders of needs while providing technical information and levels of awareness to our arboricultural experts and managers.

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Risk Management: All property owners have a non-delegable duty to maintain their property in a safe condition. From that comes a duty to inspect and a duty to respond to any hazards found. Each county has a “Hazard Mitigation Plan”. Urban forest risk management should be considered under it.

Urban Forestry Emergency Response Plan: City forester/arborist should be a part of the incident command system.

Special Contacts to engage:

Jennifer Gulick – Davey Resource Group

Louise Murgia – Society of American Foresters

Carrie Gallagher – AC Trees (Alliance for Community Trees)

Jared Carlson – Arbor Day Foundation

Eli Weissman – Sustainable Forest Initiative

Scott Steen – American Forests, Washington, DC

Ray Tretheway – Sacramento Tree Foundation

Ian Hanou – Plan-it GEO