

PARTNERS in COMMUNITY FORESTRY CONFERENCE
November 5-6, 2014
Charlotte, NC

KEY POINTS:

- A) Like so many other cities, the City of Charlotte, NC has a non-profit group, TreesCharlotte, focused solely on maintaining and increasing the community tree canopy. TreesCharlotte is a public (local government)/private collaborative (created 3 years ago) that was formed to support the city council's goal of "50 by 50" (50% canopy coverage by 2050). This year they will plant 15,000 trees – mostly on private property to complement the 10,000 trees planted by the city and will expand their Education Program. In just two years, they have raised about \$1.4 million/year and have yet to launch a major fund raising campaign. Key to their early success is having a prestigious corporate Board (very important!). TreesCharlotte is the "bridge into the private sector". Projects are coordinated in cooperation with the City-staffed landscape engineers and Trees Charlotte has an important "tree seat" at the city's Project Design table – and it has "sign off authority". NOTE: Its partnership with regional tree growers is very important because of the supply problem. A strong partnership project with district-wide Rotary Clubs was presented where \$15,000 was raised and 255 Rotarians planted 455 trees in 32 minutes!
- B) The Parking Forest (www.parkingforest.org): "As if Mother Nature designed a parking lot" Excellent presentation of how to increase canopy and manage water run off. 1,000 cu. ft/tree recommended. Silva cells have compacted soil but structural soils are natural and better.
- C) NeighborWoods – presented by Alliance for Community Trees (AC Trees) in Washington - offers help for successful community tree promotion events. Uses social media, elected officials, cell phone videos, etc. to get the volunteers out. Grants are available.
- D) IU Bloomington presented studies on 5 non-profit tree planting programs in ATL, DET, INDY, PHILLY, and STL.
- E) Tree City USA and Tree Campus USA – discussion on program evaluations.
- F) Plotter LITE – a free Web-based Mobile Tree Inventory app. EX: Minneapolis Public Schools.
- G) I-Tree Design (Davey Resource) – a new creative way to demonstrate the value of trees. It shows trees as an investment over 30 years growth. It engages home owners, schools, kids and puts a price tag on trees. The program also offers tree planting evaluations.
- H) California has State-wide Strategic Plan for Urban Forestry with 40 year projections. It figures one tree per person.
- I) David Nowak (USDA Forest Service Project Leader) presentation: There is a 1 million acres/year increase in urban land and by 2060 it will increase to 2 million acres/ year. TX, FL, NC, and GA have highest increase and OH, MA, FL are the most urbanized states today.
- J) A new systemic insecticide for EAB control is TreeAzin. Has low toxicity to bees.
- K) Discussed a Tree Risk Assessment Qualification for urban forest managers.
- L) "OpenTreeMap" is a new online platform for tree inventory, ecosystem service calculations, urban forestry analysis.

IMPORTANT TO REMEMBER and DISCUSS:

- 1) Get copy of Charlotte's Tree Ordinance. Note: Raleigh, NC has stronger parking lot regulations.
- 2) TreesCharlotte, the City Arborist, and the Engineering Services Division are a team and very collaborative (mutual respect).
- 3) Partnerships with tree growers is very important. Also District Rotary Clubs and the Community Foundation of Charlotte.
- 4) Need to have clear goals after the (Louisville) Tree Canopy Study.