Memorandum

DATE April 1, 2011

TO The Honorable Mayor Dwaine Caraway and Members of the Dallas City Council

SUBJECT Urban Forestation: Regional and City of Dallas Initiatives

You are scheduled to receive a briefing on Urban Forestation: Regional and City of Dallas Initiatives at your April 6, 2011 Council Briefing. Attached is a copy of the briefing for your review.

Please contact me if you have any questions.

Jill A. Jordan, P.E.
Assistant City Manager

C: Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, CPA, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A. C. Gonzalez, Assistant City Manager
Forest Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

"Dallas, the City that Works: Diverse, Vibrant and Progressive"
Urban Forestation
Regional and City of Dallas Initiatives

“The best time to plant a tree was 20 years ago.
The next best time is now.”
~Chinese Proverb
Purpose

- Introduce Texas Trees Foundation’s “Tree North Texas” regional initiative
- Provide overview of existing City of Dallas initiatives
- Introduce the Roadmap Model for Urban Tree Planning & Planting
- Staff recommendation for Council resolution to support Tree North Texas
What is “Tree North Texas”?  
Regional Urban Forestation Initiative

Largest Regional Tree Planting Initiative in the Country

- 3 Million Trees Planted
- Over 10 Years

Different Ways to Plant

- Public & Private Land
- Sponsor, Grant, Corporate, or Residential

Register Your Tree

“For in the true nature of things, if we rightly consider, every green tree is far more glorious than if it were made of gold and silver”
~Martin Luther
NEWS AND EVENTS

BROWSE: HOME / NEWS & EVENTS / TREE NORTH TEXAS / TREE NORTH TEXAS TREE TRACKER

TREE NORTH TEXAS TREE TRACKER

Step 1: Enter your street address
Address:
City:
Locate

Step 2: [Plant your tree!]

Step 3: Drag your tree to the best spot

Step 4: Enter your information and Submit
Who Partners in “Tree North Texas”? Regional Urban Forestation Initiative

• Texas Trees Foundation is the official non-profit of “Tree North Texas”
  ➢ Resource for Advice/Education to Participating Cities
  ➢ Execute Contracted or Volunteer Plantings
  ➢ Facilitate Charitable Giving & Manage Grants

• Up to 70 Cities Will Pledge to “Tree North Texas”
  ➢ Set a Goal for Their City
  ➢ Educate & Promote Planting Trees

“The true meaning of life is to plant trees, under whose shade you do not expect to sit.” ~Nelson Henderson
Tree North Texas
Regional Urban Forestation Initiative

What Has Been Done?

Contacts w/ Mayors of 70 North Texas Cities
Discussions with Potential Major Donors
Meetings with North Central Texas Council of Governments

“If I knew I should die tomorrow, I would plant a tree today.”
~Stephen Girard
3 Million Tree North Texas
Regional Urban Forestation Initiative

What Next?

Cities Confirm Participation (February-March)
Council Consideration if Needed
Kicking Off “Tree North Texas” (April 2011)
Pledge Signing Ceremony for Participating Mayors
Centralized Website for Overall Initiative

“It’s the little things citizens do. That’s what will make the difference. My little thing is planting trees.” ~Wangari Maathai
3 Million Tree North Texas
Regional Urban Forestation Initiative

If We Pull This Off…
Largest Regional Tree Planting Initiative in the Country
Major Step Towards Attainment of National Ambient Air Quality Standards (Serious Non-Attainment Categorization)

“Someone’s sitting in the shade today because someone planted a tree a long time ago.” ~Warren Buffett
Dallas: Tree City USA

- Growing public awareness of the need to reduce our environmental “footprint”
- Many benefits offered by trees
- Support for tree and urban forestry projects continues to grow

- forwardDallas! Comprehensive Plan
  - Goal 6.2: Preserve and Increase Tree Canopy

- Dallas has received “Tree City USA” designation from the Arbor Day Foundation for six years
  - Tree ordinance
  - Tree board (Urban Forest Advisory Committee)
  - Official Arbor Day

- City of Dallas has several ongoing tree initiatives which are described on the following pages
City of Dallas Initiatives
Adopt-A-Median

- Individuals, citizen groups (e.g., homeowner associations) and corporations take ownership of a street median as good stewards and/or good corporate citizens of Dallas
  - Coordinated through Street Services Department’s MOWmentum Program
City of Dallas Initiatives
Dallas Reforestation Program

• Citizen access to trees provided by the City for planting on public property
  ➢ City of Dallas parks, recreation centers, approved medians and parkways, schools, and other public properties
• Must commit to planting and watering the trees
• During planting season only, October - March
City of Dallas Initiatives
Citizen Forester Program

• Trains citizens on basic tree skills to promote tree plantings and advocate the importance of Dallas’ urban forests
• Required to return fifteen volunteer hours annually and six hours of continuing education by assisting with a variety of city tree plantings and projects
  ➢ They become the eyes, ears, and hands for the City Arborist
  ➢ Help educate the public by speaking to homeowner associations, schools, garden clubs, and home and garden shows about how to plant and care for trees
City of Dallas Initiatives
Other Tree Planting Projects

• Parks, golf courses, and other City-owned properties
  ➢ Trees planted in association with Park and Recreation construction projects
  ➢ Trees planted in cooperation with Civic partners
    – Dallas Mavericks “Trees for Threes”

• Neighborhoods
  ➢ Partner with homeowner groups, Neighborhood Associations, and DISD
  ➢ Trees are planted in parkway open spaces, pocket parks and schools
Urban Forest Advisory Committee

- Established in 2005 by the Dallas City Council
- Assists in developing best management practices to conserve and properly manage the city’s trees and forests
- Educates citizens on trees and organizes tree plantings
- Comprised of citizens, various experts and professionals, and Dallas City officials
Dallas Development Code

• Tree protection measures
  ➢ If trees are removed, must add back same amount (total diameter) of trees

  Or

• Alternative off-site mitigation opportunities
  ➢ Planting within 1-mile of property
  ➢ Donate to Park and Recreation department
  ➢ Contribute to Reforestation Fund
  ➢ Create conservation easement
The Dallas GIS ROADMAP MODEL
For Urban Tree Planning & Planting:
The Potential Urban Forest of Dallas, Texas
The Dallas Roadmap – Results at a Glance:

Urban Tree Canopy (UTC): 30% of land area - excluding water citywide and ranging from 16-39% within City Council districts

Number of Planting Sites by Roadmap Criteria:
- Maximum Energy Savings Potential: 332,194
- Single Family Residential (SFR) Property: 458,850
- Public rights-of-way (PROW): 480,790
- On Commercial Property: 301,648
- On School Property: 53,019
- In or Adjacent to Parking Lots: 84,577
- Lowest income range (<$20K): 214,809
- Highest urban heat island range (>140F): 19,097

Total Potential Planting Sites: 1,855,310*
Roadmap to Tree Planting and Planning
Roadmap to Tree Planting and Planning

% Tree Canopy by City District

# of Planting Sites by District
Summary

Benefits

• Cooling and temperature reduction
  ➢ Reduces energy usage and generation emissions
  ➢ Reduces ozone formation
  ➢ Reduces urban heat island effect
• Air pollutants reduction
• Stormwater run-off reduction

Current Efforts

• Adopt-A-Median
• Dallas Reforestation Program
• Citizen Forester Program
• Community Tree Planting Projects
• Urban Forest Advisory Committee
• Dallas Development Code

1Sources: California Research Board, School of Earth and Atmospheric Study – Georgia Tech, David Novak – USDA Forest Service
Staff Recommendation

• Council resolution for Tree North Texas