

# 2014 SGSF Urban Forestry Committee Winter Meeting

- 🍃 Tree City USA Review Working Group
- 🍃 Energy Saving Trees – Strategic Tree Planting Initiative
- 🍃 Faces of Urban Forestry
- 🍃 2014 Partners in Community Forestry National Conference
- 🍃 Community Tree Recovery Program
- 🍃 Communications with State Coordinators

# Tree City USA

## Review Working Group



# Tree City USA

## Review Working Group - Goals

- 🍃 Review Tree City USA Standards
- 🍃 Review Tree City USA Growth Award
- 🍃 Assess Opportunities for New Resources

# Tree City USA

## Review Working Group Members

 Larry Kotchman, NASF

 Leah MacSwords, NASF

 Monica Lear, NASF

 Eric Berg, NASF

 Kevin Sayers, NASF


 Nancy Stairs, NASF

 Cara Boucher, NASF

 Ed Macie, USFS

 Sandy Macias, USFS

 Keith Cline, USFS

 John Rosenow, ADF

 Dan Lambe, ADF

 Michelle Scribner, ADF

 Mary Sweeney, ADF

 Kyrsten Mottl, ADF



Plant trees • 栽樹  
נטיע עצים • 栽樹  
Trồng cây  
إنشجار • 栽樹  
נטיע עצים  
Plantar árboles • 栽樹  
木を植えましょう  
Planter des arbres • Plant  
bäume • 栽樹  
сажайте деревья  
Plantare trees

  
**TREE CITY USA®**  
Arbor Day Foundation





A strategic tree planting energy-efficiency program



# Step One: Enter address

The screenshot shows a web browser window with the URL [energysavingtrees.arborday.org/?partnerCode=00000#Start](http://energysavingtrees.arborday.org/?partnerCode=00000#Start). The page features a dark blue header with the "ENERGY-SAVING TREES" logo, navigation links like "Beehive Dashboard" and "EST Admin", and logos for "Arbor Day Foundation" and "DAVEY". A "sponsored by: Jeeves Energy, Inc." banner is also present. The main content area is a dark blue overlay with a white background for text. It includes a "Welcome!" section with the Jeeves Energy, Inc. logo, a "Find your home" section with a form for address, city/state, and ZIP code, and an "Available trees" section. A "Start" button is located at the bottom of the form. The background is a satellite map of Lincoln, Nebraska, with a red location pin. The Windows taskbar at the bottom shows the time as 8:15 AM on 11/27/2013.

**Welcome!**

Welcome to Energy-Saving Trees, a unique program designed to help you better understand where to plant trees on your property for maximum energy savings. This program is made possible by the Arbor Day Foundation and JEI.

At JEI, we're committed to a greener, healthier world. Trees around homes will not only help reduce the amount of energy your home requires, but they also add to your property value, reduce your carbon footprint, improve the air quality, and more effectively catch stormwater runoff. It is our intention that the free trees we provide be a gift to you and your community.

JEI is proud to sponsor this program and provide you with up to 2 free trees. In less than ten minutes, you can reserve your free trees. Thanks for participating in this exciting program.

**Available trees**  
Eastern Redbud, Norway Spruce, Red Maple, River Birch

**Find your home** (Step 1 of 4)

Type in your address below to get started.

Street address  
3429 Hanson Court

City, State  
Lincoln, NE

ZIP code  
68502

**Start**

Ordering for multiple homes?

# Step Two: Outline home

The screenshot shows a web application interface for outlining a home on a map. The interface is presented by the Arbor Day Foundation and DAVEY, and is sponsored by Green Energy, Inc. The main content area displays an aerial view of a residential neighborhood with a house highlighted in white. The house is surrounded by a white outline with handles for adjusting its shape. Two callout boxes provide instructions: '1 Drag the round handles to the corners of your home.' and '2 Use the square handles to create more corners.' The address '3429 Hanson Ct, Lincoln, NE 68502' is displayed in the top left. The interface includes a 'Back' and 'Done' button. The bottom of the screen shows a Windows taskbar with various icons and a system tray displaying the time '8:12 AM' and date '11/27/2013'. The 'POWERED BY Beehive' logo is visible in the bottom right corner of the map area.

ENERGY-SAVING TREES

presented by: Arbor Day Foundation DAVEY

sponsored by: Green Energy, Inc.

Need help? 855-234-3801 info@arborday.org

3429 Hanson Ct  
Lincoln, NE 68502

Outline your home (Step 2 of 4)

Size the box on the map to create the shape of your home. We'll use this shape to help determine the best placement of your trees.

Back Done

1 Drag the round handles to the corners of your home.

2 Use the square handles to create more corners.

Hanson Ct

Joy Ct

POWERED BY Beehive

8:12 AM  
11/27/2013



# Step Two, continued

**ENERGY-SAVING TREES**

presented by: **Arbor Day Foundation** **DAVEY**

sponsored by: **Green Energy, Inc.**

Need help? [855-234-3801](tel:855-234-3801) [info@arborday.org](mailto:info@arborday.org)

**Outline your home** (Step 2 of 4)

3429 Hanson Ct  
Lincoln, NE 68502

Made a mistake? [Start over](#)

Size the box on the map to create the shape of your home. We'll use this shape to help determine the best placement of your trees.

[Back](#) [Done](#)

Hanson Ct  
Joy Ct

POWERED BY **Beehive**

8:13 AM  
11/27/2013

# Step Three: Place Trees

The screenshot displays the 'ENERGY-SAVING TREES' website interface. At the top, it is presented by the Arbor Day Foundation and DAVEY, and sponsored by Greener Energy, Inc. A navigation bar includes 'Place your trees (Step 3 of 4)', 'Back', and 'Checkout' buttons. The main area features an aerial map of a residential neighborhood with streets labeled 'Hanson Ct' and 'Joy Ct'. A house is highlighted with a blue callout box showing '\$15.36/yr' savings. A green circle on the map is labeled '1 \$15.36/yr'. A detailed tree selection panel for 'Red Maple (Acer rubrum)' is shown, indicating an estimated savings of '\$15.36 /yr' and a 'GOOD' suitability level. The panel also shows 'Red Maple' and 'River Birch' as options. A '+ Add a tree (1194 trees available)' button is at the bottom of the panel. The bottom of the screen shows a Windows taskbar with the time 8:11 AM on 11/27/2013 and the 'POWERED BY Beehive' logo.



# Step Three, continued

The screenshot displays the 'Energy-Saving Trees' web application. At the top, it features logos for 'ENERGY-SAVING TREES', 'Arbor Day Foundation', 'DAVEY', and 'sponsored by: Geos Energy, Inc.'. A navigation bar includes 'Place your trees (Step 3 of 4)', 'Back', and 'Checkout' buttons. The main area is an aerial view of a residential property with a house and driveway. Two tree placement points are marked: '1' with a green circle and '\$15.36/yr' and '2' with a green circle and '\$9.60/yr'. A blue house icon with '\$24.96/yr' is positioned on the roof. A sidebar on the left shows a tree selection menu with 'Red Maple' selected, displaying its scientific name 'Acer rubrum', a 'POOR' to 'IDEAL' suitability scale, and an 'Est. savings' of '\$15.36 /yr'. Below this is a 'Summary' section with a list of characteristics: 'Strong, graceful branches with dark green needles', 'Ideal windbreak tree', 'Prefers colder weather', and 'Grows in acidic, loamy, moist, sandy, well-drained soils'. Other tree options like 'River Birch', 'Eastern Redbud', and 'Norway Spruce' are visible. The bottom of the screen shows a Windows taskbar with various application icons and a system tray displaying the time '8:12 AM' and date '11/27/2013'. A 'POWERED BY Beehive' logo is in the bottom right corner of the application area.

# Step Four: Checkout

← → ↻ energysavingtrees.arborday.org/?partnerCode=00000#Checkout

Beehive Dashboard EST Google Analytics Treehouse EST Admin Civic Quotes Create/Send Accou...

presented by: sponsored by:

Need help? 855-234-3801 info@arborday.org

## Checkout (Step 4 of 4)

Mapping address  
3429 Hanson Ct  
Lincoln, NE 68502

Your trees (Savings shown are in year 20)

**Red Maple**  
Estimated savings: \$16.20 / yr  
kWh benefits: 65.64 kWh / yr  
Thermal benefits: 14.09 Therm / yr

**Norway Spruce**  
Estimated savings: \$18.84 / yr  
kWh benefits: 149.97 kWh / yr  
Thermal benefits: 8.80 Therm / yr

### 1. Provide your information

#### Mailing address

This is the same as my mapping address

Street address

City

State

ZIP code

#### Your information

First name

Last name

E-mail address

Daytime phone number

Account number

Please enter the first 5 digits of your account number, located in the upper right corner of your utility bill.


2. Accept the agreement



3. Learn more about your trees

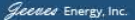
POWERED BY





# Step Four, continued



presented by:  


sponsored by: 

Need help?  855-234-3801  [info@arborday.org](mailto:info@arborday.org)


### Checkout (Step 4 of 4)

Mapping address  
3429 Hanson Ct  
Lincoln, NE 68502

Your trees (Savings shown are in year 20)



**Red Maple**  
Estimated savings: \$16.20 / yr  
kWh benefits: 65.64 kWh / yr  
Thermal benefits: 14.09 Therm / yr



**Norway Spruce**  
Estimated savings: \$18.84 / yr  
kWh benefits: 149.97 kWh / yr  
Thermal benefits: 8.80 Therm / yr

#### 1. Provide your information

#### 2. Accept the agreement

Jeeves Energy, Inc.  
The terms and conditions herein are applicable to any and all customers of Jeeves Energy, Inc. ("JEI") receiving tree(s) from the Arbor Day Foundation at Jeeves Energy, Inc.'s expense ("Customer").  
By accepting a tree from the Arbor Day Foundation, Customer understands and agrees to the following:

1. Customer certifies:
  1. that Customer is a Jeeves Energy, Inc. customer within Jeeves Energy, Inc.'s service territory; or
  2. that Customer owns the property in Jeeves Energy, Inc.'s service territory on which Customer will plant the tree(s) or that Customer has the permission of the landowner on which Customer will plant the tree(s).
2. Customer agrees:
  1. to plant the tree(s) in the location(s) identified and approved by Arbor Day Foundation on the Energy-Saving Trees online tool report map (the "Report Map") provided to Jeeves Energy, Inc.'s customer by Arbor Day Foundation; and
  2. to assume full ownership and responsibility for the tree(s) including, but not limited to, planting, watering and pruning responsibilities, as well as any damages such tree(s) may cause now or in the future.
3. Jeeves Energy, Inc. Disclaimer:


IN MAKING TREES AVAILABLE TO JEEVES ENERGY, INC. CUSTOMERS THROUGH JEEVES ENERGY, INC.'S ARRANGEMENT WITH THE ARBOR DAY FOUNDATION, JEEVES ENERGY, INC. ASSUMES NO LIABILITY WHATSOEVER FOR ANY PROPERTY DAMAGE OR BODILY INJURIES TO ANY PERSON (INCLUDING BUT NOT LIMITED TO DEATH), LOSS, COST OR DAMAGE WHICH MAY ARISE OUT OF OR RESULT FROM CUSTOMER'S OWNERSHIP, POSSESSION OR PLANTING OF TREE(S) NO MATTER HOW CAUSED. JEEVES ENERGY, INC. MAKES

By checking this box, Customer agrees that the representations contained in the above Agreement are true and correct, and he/she agrees to comply with the terms and conditions set forth in the Agreement.


[Next](#)

#### 3. Learn more about your trees

[Back](#) [Submit](#)



Hanson Ct  
Joy Ct

POWERED BY 

# Step Four, continued

energysavingtrees.arborday.org/?partnerCode=00000#Checkout

Beehive Dashboard EST Google Analytics Treehouse EST Admin Civic Quotes Create/Send Accou...

presented by: sponsored by:

Need help? 855-234-3801 info@arborday.org

### Checkout (Step 4 of 4)

Mapping address  
3429 Hanson Ct  
Lincoln, NE 68502

Your trees (Savings shown are in year 20)

- Red Maple**  
Estimated savings: \$16.20 / yr  
kWh benefits: 65.64 kWh / yr  
Thermal benefits: 14.09 Therm / yr
- Norway Spruce**  
Estimated savings: \$18.84 / yr  
kWh benefits: 149.97 kWh / yr  
Thermal benefits: 8.80 Therm / yr

1. Provide your information
2. Accept the agreement
3. Learn more about your trees

#### We inspire people to plant, nurture, and celebrate trees

This is the mission statement of the Arbor Day Foundation, a 501(c) nonprofit conservation and education organization. Founded in 1972, the centennial of the first Arbor Day observance in the 19th century, the Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with over one million members, supporters, and valued partners.

YES, I'm interested in learning more about becoming an Arbor Day Foundation member.

#### Don't neglect your new tree!

Now that you've made an investment in your green space, don't simply plant and walk away. Since 1880 tree care has been our business, and we'd like to help your new tree thrive.

- YES, I'm interested in a free download of the *Davey Guide to Plant Health Care* with tips and recommended cultural practices to ensure my tree reaches its full potential.
- YES, I'm interested in learning more about having a Davey arborist care for my tree.

Back Submit

POWERED BY

# Step Five: Utility Line Agreement

ENERGY-SAVING TREES

presented by: Arbor Day Foundation DAVEY

sponsored by: Green Energy, Inc.

Need help? 855-234-3801 info@arborday.org

Checkout (Step 4 of 4)

Mapping address  
3429 Hanson Ct  
Lincoln, NE 68502

Your trees (Savings shown are in year 20)

- Red Maple**  
Estimated savings: \$15.36 / yr  
kWh benefits: 89.79 kWh / yr  
Thermal benefits: 10.49 Therm / yr
- Norway Spruce**  
Estimated savings: \$9.60 / yr  
kWh benefits: 161.00 kWh / yr  
Thermal benefits: -4.31 Therm / yr

**Utility line agreement**

The trees you have selected will grow in height and width. Planting your trees under and near utility lines can be dangerous and may affect your tree's eventual survival. Please review the "Right Tree, Right Place" graphic below to verify that your new tree(s) will be planted in a proper location.

By clicking "I agree" below, you agree to not plant your new tree(s) in areas that will eventually interfere with existing utility lines. If you need to re-visit the "Place your trees" step, click the "Move tree" link below.

**Plant the right tree in the right place**  
Plant taller trees away from overhead utility lines

**Tall trees, such as:** maple, oak, spruce, and pine  
40 feet height or less

**Medium trees, such as:** washington hawthorn and goldenrain tree  
20 feet height or less

**Small trees, such as:** redbud, dogwood, and crabapple  
10 feet height or less

Tree pruning zone  
25 feet height or less

Arbor Day Foundation  
arborday.org

[Move tree](#)

[Back](#)

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8:19 AM  
11/27/2013



# Order Submitted

**ENERGY-SAVING TREES**

presented by: Arbor Day Foundation DAVEY

sponsored by: Green Energy, Inc.




[Home](#) [About](#) [Partners](#) [FAQ](#) [For utilities](#)

## Thank you for your order!

[Print a confirmation](#)

Your order has been received and is being processed. A confirmation e-mail will be sent to [abarker@arborday.org](mailto:abarker@arborday.org) shortly. For your records, your order number is **29013**.

Did you know your tree will do more than help conserve energy? There are many environmental benefits too:

<p><b>2000 gallons / yr.</b></p> <p>of stormwater runoff will be intercepted per year</p> 	<p><b>900 lbs / yr.</b></p> <p>of CO2 emissions will be captured from the atmosphere per year</p> 	<p><b>5 lbs / yr.</b></p> <p>of air pollutants will be absorbed or avoided</p> 
<p>Stormwater often drains into streets and onto sidewalks, washing away debris, oil, salts, and other pollutants. These contaminants can affect drinking water, aquatic life, and ecosystem health. Your new tree will help absorb and capture this stormwater, and ultimately reducing runoff effects.</p>	<p>Carbon dioxide (CO2) emissions continue to be problematic for earth's atmosphere. Trees sequester CO2 in their roots, trunks, stems, and leaves while they grow.</p>	<p>Your new tree will help absorb pollutants such as ozone, nitrogen dioxide, and sulfur dioxide. It will also help intercept particulate matter such as dust, ash, and smoke.</p>

*Values shown are estimates in the 20th year of growth.*

Tell your friends!

[Return to the homepage](#)

POWERED BY Beehive

8:20 AM  
11/27/2013



# Strategic Tree Planting Initiative

- 🌿 Plant trees for energy conservation
- 🌿 Promote utility investment in tree planting
- 🌿 Engage the public in strategic tree planting
- 🌿 Initiate/Reinforce local partnerships

# Spring 2014 Participating Utilities

- Atlantic City Electric – NJ
- Arizona Public Service – AZ
- Baltimore Gas & Electric – MD
- CenterPoint Energy – TX
- Colorado Springs Utility – CO
- Delmarva – DE
- Idaho Power – ID
- Nebraska City Utilities – NE
- Omaha Public Power District – NE
- Pepco – MD and Washington D.C.
- PECO - PA

# FACES OF URBAN FORESTRY



we inspire people to plant, nurture  
and celebrate trees

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## Faces of Urban Forestry



*The Faces of Urban Forestry project is a collection of personal stories that demonstrate the important role federal, state, and local urban and community forestry programs play within our nation's cities and towns. These stories outline the value of investment in urban forestry programs, and how funding is leveraged to improve the lives of citizens across the country. This project highlights and celebrates the improvements community forestry has had on people and places.*

[Read Stories](#)

# The Faces of Urban Forestry



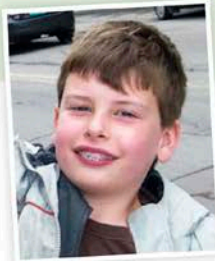
**Barb Burri**  
Volunteer

## Trees Bring Life to Cities

Barb Burri and self-described "steward." Who abandoned the trail, she just City Fruit, food source. Through the fruit and staff and collaborate fruit, as "Fruit commu In a Recre

"Fruit trees provide a valuable food source right here in our community."

# The Faces of Urban Forestry



**Earl Studer**

## Trees Bring

Earl an appreci Montpoll look at." Earl plants st forested streets w Vermont green sp downtown. As E environ benefits) state of A and the

"Having trees makes the town livable."

# The Faces of Urban Forestry



**Dr. Michael Giudici, MD**  
Cardiologist

# The Faces of Urban Forestry



**Rod Nicholson**  
Mayor, Terry, Mississippi



## Trees Boost Community Events

Rod Nicholson is mayor of the Town of Terry, Mississippi, population 1,500. He knows the meaning of southern hospitality and the value of social events. And, he has learned how central tree planting can be to those goals. With grant dollars from the Mississippi Urban Forest Council, large-caliper Shumard oaks, Nuttall oaks, water oaks and red maples were planted in a little-used park in the middle of town, along streets and on the high school grounds. All were strategically planted to encourage attendance at outdoor events, providing shady pockets during Mississippi's hot summers.

"A town that is alive with trees somehow helps to awaken the spirit of the people," Mayor Nicholson says. "It has definitely contributed to the vitality of Terry."

...basketball court and participants at the Terry Fall Festival are especially ... Mississippi, the town would realize the benefits of ... back," the Mayor ... an annual basis in baro ... Terry is currently a Tree

# The Faces of Urban Forestry



**Celia Garcia**  
Crew Supervisor  
Conservation

## A single good-payer for the C

Planti and sing and wor Angole It v jobs tr was d and C C

"You can see your work grow. Once we plant a tree in a school or parkway, I can go back in the future and say, 'I planted that tree.'"

— Celia Garcia

# The Faces of Urban Forestry



**Beverly White**  
Retired from  
restaurant industry

## Trees Bring People Together in a Natural Disaster

When Hurricane Ike struck Beverly White says, "It devastated me. I felt like I had lost my friend. Despite a physical disability to help her replant the neighborhood, Beverly can plant, we can get more than 80 local people response at A&M University.

In cooperation with the Texas Forest Service, 100 species were planted in U. As a result, Old Sea planting group, was born. Beverly felt had been neglected. She knew each other prior to the disaster and supportive says Beverly, "We are often ask for help with tight-knit group."

"The trees helped us become a tight-knit group."

— Beverly White

# The Faces of Urban Forestry



**Dominique Davison**  
Architect



## Trees Revitalize Former Warehouse District

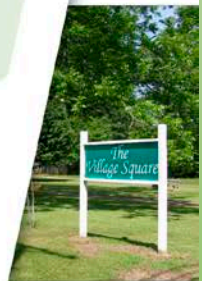
Dominique Davison's office is in the mixed-use Crossroads neighborhood of Kansas City, an area almost devoid of trees — and people — several years ago. Then the Heartland Tree Alliance, Bridging the Gap, the city's Public Works Department, and its Parks and Recreation Department cut concrete for tree pits, prepared planting sites and added green to a landscape that hadn't seen trees in decades.

Dominique is pleased with the difference. "There is almost no better benefit you can find than urban trees," she says. "Trees make a street safer and more vibrant." This is especially important in the Crossroads, a historic section of Kansas City adjacent to the Municipal Stadium. Formerly a manufacturing hub, the area is now home to many new businesses, offices and residences.

Dominique sees the greening effort helping "to grow the community to be an even more vibrant place." Were it not for city support, the area would remain a "dead" zone. "Street trees and pocket parks contribute to a great neighborhood."

"There is almost no better benefit you can find than urban trees."

— Dominique Davison





**PARTNERS IN  
COMMUNITY  
FORESTRY**

National Conference

# November 5-6, 2014

*Charlotte, North Carolina*



 NASF

 Alliance for  
Community Trees

 Society of Municipal  
Arborists

 Continental Dialogue

 Utility Arborist  
Association

 NUCFAC

# COMMUNITY TREE RECOVERY



# Community Tree Recovery Goals

- 🍃 Engage the general public in tree recovery
- 🍃 Help re-establish a thriving tree canopy
- 🍃 Attract private funding
- 🍃 Increase awareness for recovery efforts

# CURRENT CAMPAIGNS

- HURRICANE KATRINA
  - 130,000 TREES TO GULF COAST
- NORTHERN ALABAMA
  - 77,000 TREES TO 34 COMMUNITIES
- JOPLIN, MO
  - 32,000 TREES BY 2016
- BASTROP, TX
  - 4 MILLION TREES BY 2017

# FUTURE CAMPAIGNS

- HURRICANE SANDY
  - 90,000 TREES IN 2014
- KENTUCKY
  - 50,000 TREES BY 2015
- COLORADO
  - 9,400 TREES IN 2014





# Communication with State Coordinators

 How?

 When?

 Who?

# 2014 SGSF Urban Forestry Committee Winter Meeting

- 🍃 Tree City USA Review Working Group
- 🍃 Energy Saving Trees – Strategic Tree Planting Initiative
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- 🍃 Community Tree Recovery Program
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