

January 26, 2007

The Honorable Mayor, Laura Miller
Councilmember Leo V, Chaney, Jr, Chairperson, Quality of Life Committee
City of Dallas
City Hall
1500 Marilla, Room 5FN
Dallas, Texas 75201

RE: Dallas Urban Forest Advisory Committee Annual Report to the Mayor Regarding
Accomplishments and Results for the Year 2006

Dear Mayor Miller and Councilmember Chaney,

The members of the Urban Forest Advisory Committee (UFAC) wish to express our sincere appreciation to you for your commitment to making Dallas a cooler, greener, and healthier community. Your continuing support of UFAC initiatives leaves a legacy directly affecting the health, well-being, quality of life, and economic future of Dallas.

According to current research from the Center for Urban Forest Research in Davis, California, "Every dollar spent in Los Angeles on a tree yields \$2.80 worth of benefits." In the future, the research center will focus on psychological benefits, stress reduction, and workplace productivity. When these benefits are quantified, the value of trees will increase. Trees and forest have a direct effect on the livability and sustainability of Dallas, and we applaud your sense of vision for the future and your continued support of committee initiatives.

As you may recall, this committee was established in December of 2005 to serve in an advisory capacity on matters of environmental stewardship, and specifically to foster the care and planting of trees and the urban forest by advocating sound arboriculture and urban forest management practices. The committee is providing proactive leadership for the development of public policy and serves to educate Dallas citizens regarding the environmental, recreational, social and aesthetic benefits of a thriving forest. The committee's work has been diligent, organizing and developing a sharp focus on the

challenges expressed by the Mayor and the City Council. In 2005, the committee's expert professionals volunteered 2,325 hours of service to the City of Dallas, with a value of \$161,709 in committee related time and expenses. The committee established a fund for Urban Forestry initiatives with the Dallas Parks Foundation and at year's end has received private donations and pledges of \$48,500. The committee completed a standard grant request to support our mission as outlined in the Strategic Plan for Urban Forest Initiatives and worked diligently to establish a strong Urban Forestry program for Dallas. Since the inauguration of the committee, exceptional progress has been made in pursuit of our mission and goals that are detailed in the attached "Annual Report to the City Council regarding Accomplishments/Results for the Year 2006." UFAC members have provided Dallas with the precious gift of our talents and time.

With your continuing support and direction, we will make greater strides in 2007 and continue to grow the Urban Forest into its greatest use and highest possible value. Speaking for the full committee, we look forward to working with you to ensure that the many benefits of trees are expanded and enjoyed by all Dallas citizens.

Respectfully,



Steve Houser
Committee Chair
Dallas Urban Forest Advisory Committee

Cc: Councilmember Donald W. Hill, Mayor Pro Tem
Councilmember Elba Garcia, Deputy Mayor Pro Tem
Councilmember Pauline Medrano, District 2, UFAC Committee Member
Councilmember Ed Oakley, District 3, UFAC Committee Member
Councilmember Dr. Maxine Thornton-Reese, District 4
Councilmember James Fantroy, District 8
Councilmember Linda Koop, District 11
Councilmember Mitchell Rasansky, District 13
Councilmember Angela Hunt, District 14
Councilmember Steve Salazar, District 6
Councilmember Gary Griffith, District 9
Councilmember Bill Blaydes, District 10
Councilmember Ron Natinsky, District 12

Dallas Urban Forest Advisory Committee

Annual Report

Volunteer Hours and Value

2006

Total Volunteer Hour Contributions: 2,325

Total Value of Contributions: \$161,709

Hour/Donation Value Calculations:

1) Total number of those attending meetings:

- January (14)
- February (17)
- March (13)
- April (16)
- May (12)
- June (17)
- July (22)
- August (7)
- September (20)
- October (21)
- November (16)
- December (13)
- Assuming a one hour meeting = 188 volunteer hours
- Assuming an average of a one hour drive time = 376 total volunteer hours
- Considering the level of professionals involved and assuming a modest average value of donated time: 376 total volunteer hours at \$ 45.00 per hour = \$16,920.

- Assuming members donated 188 volunteer hours of meeting time at an average of 10 miles of driving for each member = 1,888 miles times 32 cents per mile = \$604.16
- TOTAL value: \$17,524

2) Assuming that 35 members, advisors and supporters read an average of two committee emails a month from the chair at an average time of 10 minutes each:

- 35 members times 24 emails in a year = 840 emails received
- 840 emails times 10 minutes each = 8400 minutes
- 8400 minutes divided by 60 = 140 total volunteer hours
- 140 total volunteer hours at \$45.00 = \$6,300

3) Member, advisor and supporter hours:

- Hours reported by individual members, advisors and supporters = 40 total volunteer hours
- 40 total volunteer hours at \$45.00 = \$1,800

4) Considering that the committee is a recently established part of city government that does not mirror any other city entity in how it operates or its mission, a great deal of time and effort was required of the committee chair. Hours dedicated to establishment of the committee during 2005 are not included. The chair was challenged to provide proactive leadership for the development of public policy and to establish a sound urban forestry program in a city with no existing forestry efforts.

- Chairs Executive Assistant hours to prepare briefing materials, copies and others: 106 total volunteer hours
- 106 total volunteer hours at \$50.00 = \$5,300
- Chairs hours to manage forestry affairs in 2006: 1560 total volunteer hours
- 1560 hours at a very conservative \$80.00 = 124,800
- TOTAL volunteer hours: 1,616
- TOTAL donation: \$130,100

5) Ten members, advisors and supporters attended the state Arbor Day celebration in City Hall.

- Ten members for two hours plus one hour average drive time = 30 total volunteer hours
- Ten hours at \$45.00 = \$450

6) The Mockingbird Lane volunteer tree mulching/pruning project on December 16th.

- Nine members for three hours plus an average of one hour drive time = 36 total volunteer hours
- Thirty six hours at \$45.00 = \$1,620

7) White Rock Lake, Celebration Tree Grove:

- Three members attended the two hour kick off ceremony plus one hour average drive time = 9 volunteer hours
- Local Tree Care Expert Company (that is involved with the committee) donates two years of monthly tree inspections or 24 inspections times 1.5 hours each = 36 volunteer hours
- TOTAL volunteer hours = 45
- Forty five hours at \$45.00 = \$2,025

8) Committee members are involved in the recently established “Planning for the Sustainability of Dallas” Task Force.

- Three members attended the first meeting in December (2006) for two hours plus one hour average drive time = 6 total volunteer hours
- Six volunteer hours at \$45.00 = \$270

9) Committee Member, Bill Seaman`s time to record and document official minutes of the meetings.

- Twelve meetings averaging three hours each = 36 total volunteer hours
- Thirty six hours at \$45.00 = \$1,620

Dallas Urban Forest Advisory Committee

Annual Report

Accomplishments and Results 2006

The Dallas Urban Forest Advisory Committee (UFAC) worked diligently in 2006 to establish the foundation for a strong urban forestry program, to provide proactive leadership for the development of public policy, and to educate the citizens of Dallas regarding the many benefits of a thriving forest. The committee enjoyed great success during its first year by reaching many objectives and producing solid results in many specific areas of urban forestry that include at least the following:

GENERAL FORESTRY RESULTS:

- In 2003 and 2004, UFAC members donated over 1,000 hours of volunteer time as well as significant expenses in urging the city to hire an urban forester and in the establishment of the committee as an integral part of city government. Committee members presented the City Council with a Texas Forest Service grant of \$100,000 and worked diligently in urging the establishment of the city's first urban forester position.
- UFAC met with Councilmembers and various city officials and staff to effectively establish strong working relationships allowing for many committee successes during 2006.
- The committee conducted 12 monthly business meetings in 2006. The attendance of members, advisors and supporters ranged from a low of 14, to a high of 42 in October. The average attendance was 31. Committee meetings as well as conducting the business of urban forestry throughout the year generated a total

donation of over 2,325 hours of volunteer time to the city. The hours and donations to the city in 2006 hold a value of \$161,709.

- Being newly established, the committee worked to institute protocol for business meetings consistent with standard city procedures. All meeting agendas and minutes were written and approved by committee members.
- By unanimous decision, UFAC accepted a mission statement comprised of language from the City Council Resolution establishing the committee.
- UFAC printed nameplates for members, advisors and supporters that attend meetings on a regular basis. This allows for better communication and helps to establish stronger relationships among those who attend.
- Park Department Committee Liaison, Mr. Michael Hellmann, presented an overview to the Park Board regarding UFAC and other forest related successes. A full briefing of UFAC plans and activities is scheduled for April, 2007.
- UFAC members worked diligently in 2004 and 2005 to encourage the establishment of an urban forester position within the Park and Recreation Department. The committee welcomed the addition of Mr. Walter Passmore as the first Dallas urban forester in the city's history.
- UFAC enjoyed the full support of the City Council, City Staff, Park Board and Park Department Staff. Councilmembers Pauline Medrano, Ed Oakley and Leo V. Chaney, Jr. all participated as appointed committee members.
- UFAC enjoyed generous donations and commitments from Mr. and Mrs. Stewart Crow, Trammel Crow, Wes Harder, Cassie L. Harder-Macdowell and Jack L. Macdowell.
- UFAC operated with no city support-staff and with no cost to the city.

VOLUNTEERISM RESULTS:

- UFAC established teams of volunteers that specialize in specific areas of forestry that are of critical importance.
- UFAC activities were accepted by the **North Texas Master Naturalist** organization and the **Dallas County Master Gardener Association** as having "Approved Project" status. This allows members of both organizations to gain volunteer hour credit by being involved with any UFAC effort. This effectively provides access to hundreds of potential volunteers to support committee efforts. **Texas Cooperative Extension** Agent, Mr. Fred Burrell, is involved as a committee advisor.
- UFAC established the foundation for a **Citizen Forester** program that trains volunteers in forestry subjects. In return the Citizen Foresters must return at least 80 hours of volunteer service in exchange for the training received.
- UFAC donated time and fully supported annual efforts to clean up Reverchon Park by the community. UFAC also donated time and effort to provide input regarding future park renovations. Advice included the location of a ramp from Katy Trail, which would minimize the impact to existing trees and understory plant material.

- UFAC donated time effort and materials toward the White Rock Lake “Celebration Tree Grove” project led by the “**For the Love of the Lake**” organization.
- Enlisted the support of over 50 professionals, volunteers and enthusiasts, as a base of support for future forestry initiatives. They attend meetings and stay informed by email.
- UFAC received a briefing from **Groundwork Dallas** and established a relationship.
- UFAC established a “**Principal Advisor**” title/status for volunteers offering substantial time and effort toward committee objectives, goals and mission. An additional title was required for those who were not appointed by council but support committee initiatives. In order for UFAC to fully accomplish the objectives outlined by city council, a small army of volunteers with various capabilities is required. Offering a title aids in this effort and helps to produce a team environment.

EDUCATION RESULTS:

- UFAC developed a PowerPoint presentation regarding the importance of trees and their proper management as well as the committee and its mission.
- UFAC compiled over 200 pages of educational materials in a briefing binder to educate officials, media, and citizens.
- UFAC provided an extensive briefing to the *Dallas Morning News* Editorial Review Board to ensure that the board is educated on important forestry subjects.
- UFAC briefed the Quality of Life Committee and the Environmental Health Commission on the committee as well as the Strategic Plan for Urban Forestry Initiatives that was developed and approved by the committee in 2006.
- UFAC worked with the Dallas County Master Gardeners to develop a PowerPoint presentation and tri-fold handout on how proper tree placement saves significant amounts of energy. The presentation is provided to the public during the spring and fall Home and Garden shows as well as many other public events throughout the year.
- UFAC worked to develop a brochure on urban forestry and the committee’s objectives.
- UFAC worked to convince writers at the *Dallas Morning News* to cover the establishment of the committee and its vision of the future. The committee also provided a letter to the editor to clarify issues that was printed subsequent to the printing of the original article.
- UFAC attended and supported an urban forestry workshop as well as the annual Texas Tree Conference.
- UFAC investigated park department spending on urban forestry and the current city population and assisted the City of Dallas in applying for Tree City USA status from the **National Arbor Day Foundation**.
- UFAC compiled, reviewed, approved, and completed comprehensive tree planting guidelines that will be published in book form by late January of 2007.

- UFAC registered numerous domains to develop a committee website. The home page was approved by the committee and a link to allow on line donations will be included. Although it is under construction, please visit: www.dallastrees.org .
- UFAC investigated information on the Heat Island Effect and its relation to a community.
- UFAC completed, approved and printed a brochure regarding the many benefits of trees.
- UFAC members participated in the Texas Cooperative Extension's Farm Day, educating over 4,500 fourth grade students and over 300 teachers, regarding the benefits of trees to our community.
- UFAC provided presentations to numerous local organizations—most recently, the **Rainbow Garden Club** and the North Texas Master Naturalists.
- UFAC reviewed a documentary on the Trinity River Forest by Scot and Marylin Miller, **Sun to Moon Gallery**. The film informs the public that the forest is a valuable resource and raises funds for Groundwork Dallas to construct nature trails and others projects in the forest.
- UFAC members, advisors and supporters worked in conjunction with the Parks and Recreation Department to plan, promote and produce the official 2006 Texas Arbor Day celebration at City Hall.
- UFAC members consulted with the Mayor and staff in development of an Arbor Day Proclamation for the 2006 Arbor Day celebration.

FINANCIAL RESULTS:

- UFAC established an Urban Forestry fund with the **Dallas Parks Foundation** to benefit citywide urban forestry initiatives. Committee protocol regarding the approval and payment of expenses was accepted by the committee unanimously. Before the fund was established in December 2006, the committee received commitments of over \$48,500 and is working to establish a link that allows for online donations.
- UFAC completed extensive research on potential grant funds available. The committee is working to complete a general grant proposal for all future committee efforts, including timelines and projected expenses.
- UFAC wrote and approved a committee letter requesting assistance from potential donors. Another similar letter was written that requests assistance specifically for the forest survey, inventory and analysis.
- To address the need for funding, UFAC worked with a promoter for many months to create the Earth Day Jam 2007. The event is scheduled for April 21, 2007, and is expected to raise significant funding for UFAC and environmental organizations, educate the public, and cast a positive light on the advancement of environmental causes in the Dallas area. The event will be held in Texas Stadium but is expected to move to the newly renovated Cotton Bowl in 2008.
- Because current regulations prevent the committee from accepting certain types of grant funds or bond funds within the Dallas Parks Foundation fund for forestry, the committee is investigating the establishment of a trust fund within the Park

and Recreation Department. This will allow funds from most any possible source to be utilized for the benefit of urban forestry in Dallas.

FOREST MANAGEMENT RESULTS:

- UFAC conducted extensive investigations of forest management plans from around the United States. Based on the research, UFAC developed and approved a **Strategic Plan for Urban Forest Initiatives** that establishes a solid foundation for future committee actions. The plan sets specific important goals that will guide future committee efforts.
- UFAC reviewed the circumstances that surrounded a tree that fell on two joggers, in White Rock Lake Park and declined to discuss the matter with the media.
- UFAC completed extensive research on various forest survey, inventory and analysis programs and software, including potential expenditures. A formal committee letter requesting support was generated that clearly expresses the importance of the analysis.
- UFAC received a briefing on the DFW International Airport's forest management program as well as their bird control measures.
- UFAC received a briefing on future management plans for the Trinity River Forest.
- UFAC reviewed existing efforts by the Park and Recreation Department in forest management. Efforts to expand the scope and detail of the forest management plans are underway but rely heavily on a forest survey, inventory and analysis, to provide data guiding the specific direction of the plans. The committee is working with the new urban forester to develop a comprehensive and sound management plan for the future of the forest in Dallas.
- UFAC members are active participants and advisors in the Vision North Texas partnership that looks for answers to issues resulting from the expected future growth in the population. The committee was recently briefed on the partnership and understands the importance of area-wide planning and its effect on the livability and sustainability of our communities. The committee will continue to be actively involved in support of these efforts due to their potential effect on Dallas forests, air quality, water quality and many other factors.

FOREST MAINTENANCE RESULTS:

- UFAC worked with city officials in replacing the trees in front of City Hall.
- UFAC investigated the potential to plant trees in medians, parkways and streets as well as the potential obstacles involved.
- UFAC reviewed existing efforts by the Park and Recreation Department in tree maintenance and the employee practices regarding climbing, pruning, and removing trees. The committee concluded that there was a great need for the institution of a complete, formal, ongoing training program involving safety and areas of basic arboriculture. As a result, the committee completed an outline for a program and is scheduled to begin the basic training of forestry employees in February 2007.

- UFAC, in conjunction with the Park and Recreation Department, is investigating ways to recycle tree limbs, logs, and woody debris generated by park maintenance or picked up by other the city departments, that can potentially be chipped and used for mulch in area parks. The wood debris from park property should be returned to parks as mulch that conserves water and improves tree, plant, and soil health.
- UFAC in conjunction with the Park and Recreation Department is investigating the establishment of a tree planting endowment that would fund and manage Dallas tree planting efforts in perpetuity.

CITY REGULATIONS RESULTS:

- In response to concerns expressed relating to the difficulty in planning, developing and redeveloping properties in Dallas, UFAC received a briefing outlining specific problems. As a result, the committee urged changes to the current system and a review of how various city regulations can conflict with each other or be ineffective in reaching the intended results. Assistant City Manager Jill Jordan recently established a task force that will provide recommendations on planning for the sustainability of Dallas in the future. UFAC members are included in the task force.
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