

City of Dallas
Urban Forest Advisory Committee
Annual Report
2008



Memorandum



CITY OF DALLAS

DATE : March 27, 2009

TO: Honorable Members of the Dallas City Council

SUBJECT: Significant Urban Forestry Progress: Urban Forest Advisory Committee Annual Report

Due to the endless support of the City Council Members, the City of Dallas' Urban Forest Advisory Committee achieved countless results in 2008. The Committee's 2008 Annual Report clearly demonstrates the progress in various critical areas of urban forestry that are worthy of your review. Given that trees clean our air, water and soil; add to our quality of life; and our economic future, the Committee's efforts and assistance are important to us. Current research demonstrates that for every dollar we spend on trees, in return we receive over five dollars in benefits. Trees are a wise investment in our future.

Given the current economic conditions, we are fortunate to have a team of volunteer professionals willing to become strong stewards of our green infrastructure. The Committee's members contributed 4,625 hours of professional volunteer time and raised over \$90,000 since their establishment three years ago. Their 2008 accomplishments build upon this success.

Last year, the committee trained thirty (30) new Citizen Foresters, who volunteer twenty five (25) hours toward supporting the urban forest in Dallas. Collectively, they will provide over 750 volunteer hours in 2009. The committee also provided advice and guidance regarding the Trinity River Forest Management, developed a cutting edge tree-identification research project and established a strategic plan that guides Dallas' urban forestry initiatives for the next five years. These and other committee efforts will lead us to a healthier urban forest which improves our quality of life and encourages economic development.

I commend our committee members for their great work. Working together with the committee, we will leave a legacy of a cooler and greener Dallas for future generations to enjoy.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Tom Leppert
Mayor, City of Dallas

- c: Mary K. Suhm, City Manager
- Ryan S. Evans, First Assistant City Manager
- Ramon F. Miguez, P.E., Assistant City Manager
- Jill A. Jordan, P.E., Assistant City Manager
- A.C. Gonzalez, Assistant City Manager
- Forrest Turner, Interim Assistant City Manager
- Helena Stevens-Thompson, Assistant to the City Manager
- Paul Dyer, Director, Park & Recreation
- Eric Griffin, Director, Office of Environmental Quality

December 31, 2008

The Honorable Mayor, Tom Leppert
Councilmember Pauline Medrano
Chairperson, Quality of Life and Government Services Committee
City of Dallas
1500 Marilla St., Room 5FN
Dallas, Texas 75201

Re: Dallas Urban Forest Advisory Committee Annual Report for 2008

Dear Mayor Leppert and Councilmember Medrano,

The members of the City of Dallas Urban Forest Advisory Committee wish to thank you for your continued support and commitment in advancing Dallas' urban forest initiatives in 2008. The Committee worked diligently in 2008 pursuing the many goals and objectives set forth in our *Strategic Plan for Urban Forest Initiatives* and our founding City Council resolution. The committee enjoyed great success during its third year of existence by producing solid results in many areas of urban forestry. Therefore, we are very pleased to present our Annual Report detailing significant progress in many critical areas.

In 2008, committee members, advisors and Citizen Foresters contributed 4,625.75 hours of volunteer/professional time as volunteers saving the city a total of \$ 257,365.50 toward improving our urban forest (details in the appendix section). To date, the committee also raised \$91,193.65 in donations and grants.

During the year, the committee provided recommendations for the future management of the Trinity Forest, Partnered with UT Dallas on a cutting edge tree inventory research project, served on the Integrated Storm Water Management Task Force, worked to develop a vision for the future urban forest, and educated thirty new Citizen Foresters, among many other successes. Significant progress was achieved in many important objectives which help to guide us to a more livable and sustainable Dallas in the future.

We all breathe the same air, drink the same water and use the same soil. By working together, we multiply our efforts, knowledge as well as public support plus have a positive impact on our environment in many ways.

Page 2

Letter to: Mayor Tom Leppert, Councilmember Pauline Medrano
Dated: March, 2009

Re: Dallas Urban Forest Advisory Committee, 2008 Annual Report

Your continued support for the committee as well as for tree and forest related initiatives will leave a legacy of a healthier, cooler and more beautiful Dallas for future generations to enjoy!

Respectfully,

Steve Houser
Chair, City of Dallas Urban Forest Advisory Committee
1500 Marilla St., Rm. 6 FN
Dallas, Texas 75201
972-442-1524
972-429-0012 Fax
972-877-0361 Cell
Email: Steve.houser@dallastrees.org
Website: www.dallastrees.org

cc: Councilmember Elba Garcia, Mayor Pro Tem, Dist. 1
Councilmember David A. Neumann, Dist. 3, Chair, Trinity River Committee
Councilmember Dwaine R. Caraway, Deputy Mayor Pro Tem, Dist. 4
Councilmember Vonciel Jones Hill, Dist. 5
Councilmember Steve Salazar, Dist. 6
Councilmember Carolyn R. Davis, Dist. 7
Councilmember Tennell Atkins, Dist. 8
Councilmember Sheffie Kadane, Dist. 9
Councilmember Jerry R. Allen, Dist. 10
Councilmember Linda Koop, Dist. 11
Councilmember Ron Natinsky, Dist. 12
Councilmember Mitchell Rasansky, Dist. 13
Councilmember Angela Hunt, Dist. 14
City Manager, Mary K. Suhm
Assistant City Manager, Jill A. Jordan, P.E.
Director of Parks & Recreation, Mr. Paul Dyer
Assistant Director of Parks & Recreation, Mr. Willis Winters
Senior Park Planner, Parks & Recreation, Mr. Michael Hellmann

Table of Contents

Appointed Member List 2009.....	pages 7-10
Forest Management Results.....	pages 11-16
Volunteerism Results.....	pages 17-18
Public Outreach and Education Results.....	pages 19-27
Fund Raising Results.....	page 28
Strategic Plan for Urban Forest Sustainability 2009.....	pages 29-33
Strategic Plan for Urban Forest Sustainability 2009 - 2013...	pages 34-36
Appendix.....	pages 37-45
• Volunteer Hour Calculations and Summary.....	pages 37-41
• Website Report 2007-2009.....	pages 42-45
• CD Enclosed with Several Recent Presentations (See pocket on inside front cover)	

City of Dallas Urban Forest Advisory Committee

Appointed Member List 2009

Honorary Members:

- Councilmember David A. Neumann, Chairperson, Trinity River Committee.
Address: 1500 Marilla St. Room 5FS, Dallas, 75201. Office: 214-670-0776, Fax: 214-670-5115. Email: David.neumann@dallascityhall.com.
- Mayor Pro Tem Dr. Elba Garcia, Vice Chairperson, Trinity River Committee,
Address: 1500 Marilla St., Room 5EN, Dallas, 75201. Office: 214-670-4052, Fax: 214-670-3409. Email: Elba.garcia@dallascityhall.com.
- Councilmember Pauline Medrano, Chairperson, Quality of Life Committee.
Address: 1500 Marilla St. Room 5FN, Dallas, 75201. Office: 214-670-4048, Fax: 214-670-5117. Email: Pauline.medrano@dallascityhall.com.
- Paula Blackmon, Deputy Chief of Staff, Office of the Mayor, Address: 1500 Marilla St., Room 5EN, Dallas 75201. Office: 214-670-4054. Email: Paula.blackmon@dallascityhall.com.

City of Dallas Liaisons:

- Michael Hellmann, Senior Park Planner, Degreed Forester, Dallas Park & Recreation Department. 1500 Marilla St. Room 6FN, Dallas, 75201. Office: 214-670-4103, Fax: 214-670-4286. Email: Michael.Hellmann@dallascityhall.com.
- Karen Woodard, Degreed Forester, Dallas Urban Forester, Dallas Park & Recreation Department, 1500 Marilla St., Room 6FN, Dallas, 75201. Office: 214-670-4070, Fax: 214-670-3205. Email: Karen.Woodard@dallascityhall.com.
- Phil Erwin, Chief Arborist, Building Inspection, Degreed Forester, ISA Certified Arborist. Oak Cliff Municipal Center, 320 E. Jefferson, Room 105, Dallas, 75203. Office: 214-948-4117, Fax: 214-948-4374. Email: Philip.Erwin@dallascityhall.com.
- Nicole Cooper, Committee Liaison, Dallas Office of Environmental Quality, 1500 Marilla St., Dallas, Texas 75201. Office: 214-670-6646, Fax: 214-670-8207. Email: Nicole.Cooper@dallascityhall.com.
- Crystal Lee, Committee Liaison, Dallas Street Services, MOWmentum Program, 2710 Municipal St., Dallas, Texas 75215. Office: 214-670-4491, Fax: 214-670-8207. Email: Crystal.Lee@dallascityhall.com.
- Stephen D. Worden, Dallas Park and Recreation Department Standards Liaison, Interim Manager, Samuell Farm Outdoor Learning Center, 100 E. Highway 80, Mesquite, Texas 75149. Office: 972-289-7652, Fax: 972-288-9337, Email: Stephen.Worden@DallasCityHall.com.

- Richard Smart, Environmental Coordinator, Committee Liaison, Dallas Public Works & Transportation, Storm Water Management, 320 E. Jefferson Blvd., Room 108, Dallas, Texas 75203. Office: 214-948-4183, Fax: 214-948-4076. Email: Richard.Smart@dallascityhall.com.
- Pablo Davila, Environmental Specialist, Committee Liaison, Dallas Public Works & Transportation, Water Quality Group. 320 E. Jefferson Blvd., Room 108, Dallas, Texas 75203. Office: 214-948-4450. Email: Pablo.Davila@dallascityhall.com.
- Meranda Carter Cohn, Public Information Officer, Committee Liaison, Dallas Office of Public Information, 1500 Marilla St., Dallas, Texas 75201. Office: 214-671-8573, Fax: 214-670-0160, Email: Meranda.Cohn@dallascityhall.com.
- Bryan Kilburn, Degreed Forester, Project Manager, Committee Liaison, Dallas Trinity River Corridor Office, 1500 Marilla St., Room 6BS, Dallas, Texas 75201. Office: 214-671-9505. Email: Bryan.Kilburn@dallascityhall.com.

Voting Members:

- Steve Houser, President, Arborilogical Services Inc., Tree Care Experts, Certified Arborist, Consulting Arborist, Dallas County Master Gardener, North Texas Master Naturalist, Advisor, Vision North Texas, Committee Chairperson. Address: 16 Steel Rd., Wylie, 75098. Office: 972-442-1524, Cell: 972-877-0361, Fax: 972-429-0012. Email: Shouser@arborilogical.com.
- Kurt Kretsinger, President, Datebook Publishing Inc., Committee Team Leader, Planting/Transplanting. Address: 9322 W. Lake Highlands, Dallas, Texas 75218, Office: 214-321-5224, Fax: 214-321-6759. Email: Kurt@datebook.com,
- Kassandra G. McLaughlin, Commercial Real Estate Attorney for Brown McCarroll, L.L.P. Address: 2001 Ross Avenue, Suite 2000, Dallas, TX 75201-6929. Office: 214-999-6100 (Main), Fax: 214-999-6170 (Main). Email: Kmclaughlin@mailbmc.com.
- Gary Gene Olp, AIA, LEED AP, Board Member, USGBC N. Texas, President, GGO Architects, Corp.. Address: GGO Architects, Corp., 718 N. Buckner Blvd, Suite 316, Dallas, 75218. Office: 214-328-9091, Fax: 214-328-4614. Email: Gary@ggoarchitects.com.
- Mike FitzGerald, Committee Team Leader, Public Relations & Media. Address: 2427 Allen St. #321, Dallas, Texas 75204. Cell: 214-673-1778. Email: Michael.R.FitzGerald@gmail.com.
- Bill Seaman, Degreed Horticulturist, Certified Arborist, Landscape Designer, Committee Team Leader, Land Planning, Development & City Codes. Address: P.O. Box 670512, Dallas, 75367-0512. Cell: 214-882-5580. Email: Wm.seaman@tx.rr.com.
- Norman W. Strang, Degreed Forester, Licensed Irrigator, Certified Grounds Manager, Director of Landscape Services for Presbyterian Hospital Of Dallas. Address: 8200 Walnut Hill Lane, Dallas, 75231. Office: 214-345-8454, Fax: 214-345-8554. Email: NormStrang@texashealth.org.

- Dick Coupe, Committee Liaison, North Texas Master Naturalist program, 7223 Hunters Ridge, Dallas, Texas 75248, Home: 972-392-2315. Email: Jdcoupe@sbcglobal.net.
- Eric Lerner, Committee Team Leader, Citizen Foresters, Committee Liaison, Dallas County Master Gardeners. Address: 1806 Clear Creek Lane, Carrollton Texas 75007. Home: 972-492-3494. Email: CitizenForester@tx.rr.com .

Non Voting, Appointed Members

- Brad Mayfield, Certified Arborist, Degreed Forester, Region Forester for ONCOR Electric Delivery, Vegetation Management Department. Address: 115 W. 7th Street, Suite 825, Ft Worth, 76102. Office: 817-215-6831, Fax: 817-215-6921. Email address: James.Mayfield2@ONCOR.com .
- Micah D. Pace, M.S. in Forestry, B.S. in Natural Resource Management, Regional Urban Forester, Texas Forest Service. Address: Texas Forest Service, 2100 Ross Ave. Suite 1111, Dallas, Texas 75201. Office: 214-953-1190, Fax: 214-953-3028. Email: MPace@TFS.TAMU.edu .
- Deborah Hill, Committee Liaison, Uptown Dallas, Board Member and Maintenance Committee Member. Address: 2610 Allen Street # 5505, Dallas, Texas 75204. Home: 214-303-1118. Email: walkbutneverrun@aol.com .
- Fred Burrell, M.S. in Secondary Education, Dallas County Extension Agent/Natural Resources, Texas AgriLife Extension Service, Dallas Office. Address: 10056 Marsh Lane, Suite B -101, Dallas, Texas 75229. Office: 214-904-3050, Fax: 214-904-3080. Email: F-Burrell@ag.tamu.edu .
- Lora Hinchcliff, Committee Secretary, Team Leader, Wood Waste Recycling, Texas Certified Nursery Professional (2009-2010 Chairperson, Region Four), Territory Representative, Living Earth Technology Company. Address: 1901 California Crossing Rd., Dallas, Texas 75220. Cell: 214-673-3341. Email: LHinchcliff@Letcogroup.com .
- J. Brett Johnson, M.S. Interdisciplinary Studies, Wildlife Biology/Geography, Urban Wildlife Biologist, Region 3, Texas Parks and Wildlife Department, Sponsor/Advisor to the North Texas Chapter of the North Texas Master Naturalist program. Address: P.O. Box 941, Cedar Hill, Texas 75106. Office: 972-293-3841, Email: dallasbiologist@airmail.net .
- Paul Lindenberger, Vice President of Operations, Committee Liaison, Downtown Dallas. Address: 1412 Main St., Suite 4600e, Dallas, Texas 75201. Main Office: 214-744-1270, Direct/Office: 214-744-6668, Fax: 214-744-1986. Email: lindenberger@downtowndallas.com .
- Janette Monear, Executive Director, Texas Trees Foundation. Address: 2100 Ross Avenue, Suite 975, Dallas, Texas 75201. Office: 214-273-6688, Email: Janette@TexasTreesFoundation.org .
- Luis M. Salcedo, P.E.,R.P.L.S., President Salcedo Group Inc. Civil Engineering, Surveying & GIS, Committee Team Leader, Tree Surveys, Inventories & Tracking. Address: 400 Zang Blvd., Suite 1420, LB 78, Dallas Texas 75208. Office: 214-941-8610, Fax: 214-941-2331. Email: LSalcedo@SalcedoGroupInc.com .

- Amanda Popken, Committee Liaison, Information Analyst, City of Dallas Office of Economic Development. Office: 214-671-9819, Email: Amanda.Popken@DallasCityHall.com .
- Lawrence P. Hochberg, Principal, President, Hochberg PC, Board Member, Landscape Committee Chair, Turtle Creek Association, Committee Liaison, Turtle Creek Association. Address: 3710 Rawlins, Suite 950, Dallas, Texas 75219. Office: 214-884-4801, Email: LHochberg@sbcglobal.net .
- Adam Jochelson, Environmental Engineer, City of Dallas Sanitation Services Department, Committee Liaison for the Dallas Sanitation Services Department. Address: Solid Waste Disposal Operations, 3112 Canton Street, 2nd floor, Dallas, Texas 75226. Office: 214-670-1891, Fax: 214-670-0198, Email: Adam.Jochelson@DallasCityHall.com .

Forest Management Results

Trinity Forest

The Dallas Urban Forest Advisory Committee (UFAC) committee members worked closely with Stephen F. Austin University officials to provide recommendations for the development of a forest and wildlife management plan that was previously authorized by the City of Dallas for the Trinity River forest. The UFAC also attended all public stakeholder meetings in 2008, as well as 2007, to provide input as a part of the process. All committee recommendations were incorporated into the final management plan document. Several CD's of the 15,000 to 17,000 page document were provided to UFAC due to the extent of committee involvement as well as support since the project's inception. Future management of the forest as well as its health will depend heavily on city support for the budget and required staff.



Photograph copyright Scot Miller/suntomoon.com

Technology Research

UFAC, after several years of research into remote sensing science, determined that a new technology, hyperspectral imaging, may provide an efficient and economical way to inventory all trees in the city (both public and private). As a result, **UFAC** approved a 20 square mile pilot project to test the technology and its viability for a large scale tree survey. Dr. Fang Qiu, Associate Professor of GIS and Remote Sensing Geospatial Information Sciences at the University of Texas at Dallas is the lead researcher on the project. If successful, use of this technology may reduce the time and funds required to create a tree survey for the City of Dallas and may be used to survey trees in the entire region. There are other potential uses for the images such as determining water quality, the condition of color based road markings and more. To review a presentation by Dr. Qiu during the recent EPA Sustainable Communities Conference, a copy (CD) is included. With accurate tree inventory information, we can create specific plans to manage problematic plant pathogens, pests and many other challenges that we face.

Staff Training

UFAC was pleased to announce that basic training is scheduled to resume in January, 2009 for Park Department maintenance crews, supervisors and project managers involved in construction near trees and the management of trees. The training program will eventually expand to other city departments dealing with trees. **UFAC** previously worked with the Park and Recreation Department and the City Forester to establish training programs for forestry crews but they were dropped with the departure of the City Forester in 2007. Appropriate training material was recently purchased and will be used to train the city staff from all departments that work with trees in the future. The committee will continue to support our City Forester in establishing a complete training program, including safety training modules. With more, well-trained staff, our trees will be properly managed and healthy, which maximizes the many benefits offered by trees.

Tree Ordinance

UFAC chair and Team Leader for Land Planning, Development and City Codes, Mr. Bill Seaman, continue to meet with representatives from the development, building, and construction industry regarding the city tree ordinance (meetings began in 2007). Mr. Seaman's team previously completed a draft copy of recommended changes to the city tree ordinance which was reviewed by the committee. The intent of the committee is to address existing problems and to establish committee recommendations which provide incentives for sustainable and responsible land use as well as significant conservation practices. Existing problems under consideration were expressed by the development, building and construction industry as well as city officials and the public. The committee worked diligently in gathering many concerns expressed by many various parties relating to the Dallas Tree Ordinance (Chapter 51A, Article X, of the Dallas Development Code). City Attorney, Mr. Bert Vandenberg, was present at meetings during recent discussions of the recommendations, and he was provided a copy of the draft document. A final copy is

expected in March of 2009, to be reviewed by the City Attorney's office. We hope to provide recommendations for incentives to conserve and properly maintain trees, as well as for sustainable and responsible land use.

Tree Planting and Maintenance Standards

UFAC met with Street, Water, Building Code and Park Department officials regarding the establishment of city standards for planting trees in medians as well as their proper maintenance and protection. Future discussions will include a standard list of recommended tree species along with proper tree spacing for each different sized median and standards for best management practices for tree care as well as tree protection during construction. This information will help the public make educated choices for future median plantings when they are utilizing the MOWmentum program. It would also reduce the time required for the public to get an approval for median planting projects.

Quality of Life Committee briefing

UFAC provided a briefing for the Quality of Life Committee on February 25, 2008, on the accomplishments of the committee during 2007. Also included were other goals that are in need of council support, such as the establishment of a division or office of Urban Forestry. The committee requested a second briefing from the chair regarding the division or office and how it fits into governmental structure around the nation. They also requested a companion briefing on how the city departments currently deal with tree related affairs. The second briefing took place on January 26, 2009. Copies (CDs) of both presentations are also included.

City Council Briefings

UFAC met with most all city council members to explain the committee's Strategic Plan for Urban Forest Initiatives and goals for the future Dallas' urban forest. UFAC also submitted the committee's 2007 Annual Report to the Mayor, city council members and other city officials, which included committee goals for 2008 and beyond.

Vision for the Future

UFAC is working to urge officials to consider establishing a regional vision and dialogue for our urban forest including management plans as well as a regional tree inventory in the future. The effort focuses on the need for a regional tree inventory (both private and public) in order to fully quantify how all regional trees affect our air quality, storm water runoff, energy savings, and much more. The management plans will not dictate policy but rather state regional objectives and goals as well as best management practices that support a regional vision. The chair also discussed the need for the creation of a regional vision for the urban forest of 2030/2050 with area individuals and groups involved in forestry. With a

unified vision for the regional urban forest of the future, we will enjoy greater funding opportunities and have a stronger voice. We all breathe the same air, drink the same water and use the same soil.

Historic Tree Preservation

UFAC provided recommendations to city contractors in an effort to minimize any potential impact to the existing trees during renovations to the historic Dealey Plaza. Senior Park Planner, Mr. Hellmann and City Forester, Ms. Karen Woodard, were also involved in the past to provide advice. These trees are the most visited historic trees in Dallas. The chair also contributed pro bono fertilization with bio-stimulant to encourage their future health.

Fall Foliage Signature Tree Planting Project

UFAC's *signature median tree planting project* was developed by team leaders, Mr. Mike FitzGerald and Mr. Kurt Kretsinger. The project beautified two Skillman Street medians by planting 27 trees that will have decent fall color. The project was completed on January 10th, 2009. Additional "signature" median tree plantings are planned.

Citizen Foresters Beautifying Skillman Street with Caddo Maple Trees





UFAC Team Leader for Planting and Transplanting, Mr. Kurt Kretsinger, is funding part of the future Skillman planting maintenance costs thru personal proceeds from Sam's Club sales (his client).

Dallas Arbor Day Celebration

UFAC members and Citizen Foresters supported the City of Dallas Arbor Day Celebration in partnership with the National Arbor Day Foundation and Mary Kay's "Pink Doing Green" project. Forty five (45) Red Bud trees were planted near the Dallas Convention Center to commemorate Mary Kay's forty fifth anniversary.

White Rock Tree Planting

UFAC Team Leader for Tree Planting, Mr. Kurt Kretsinger and Citizen Foresters assisted the group For the Love of the Lake (FTLOTL) in planting twenty two (22) trees along Winfrey Point at White Rock Lake. The goal was to plant more trees to compliment the existing trees and provide irrigation as well as mulch to enhance the recreational experience for park users.

Preston Ridge Trail Tree Planting

UFAC Members, twelve Citizen Foresters and our City Forester, Ms. Karen Woodard, worked to plant twenty seven (27) trees along Preston Ridge Trail. The group worked with other volunteers in an effort to educate the participants regarding proper tree planting techniques. The planting made a big difference in the aesthetics of the area.

Storm Water Task Force

UFAC chair and Team Leader, Mr. Bill Seaman, continue to serve as advisors for the Storm Water Task Force regarding the establishment of city codes and standards regarding storm water management. Final recommendations were reviewed in public stakeholder meetings and are expected to be presented to city officials in early 2009. Existing city codes prevent lot to lot drainage of water runoff, which often requires grading of the soil which ultimately may lead to the loss of existing trees.

State Irrigation Standards

UFAC supported the actions of the Building and Inspections Department and the Chief City Arborist, Mr. Phil Erwin, in implementing newly established State permit requirements for landscape irrigation systems, which were established to encourage water conservation. Open trench irrigation inspections of newly installed systems began in January of 2009. Since trenching near trees affects their health, the training of the city arborists was initiated as some requests for irrigation permits run through the City Arborist's office for review of tree protection measures. It is illegal to dig irrigation trenches within a tree's drip line as it endangers the tree's root system. Additionally, rain sensors are now required on new irrigation systems to conserve water.

Water Conservation & Sustainability

In an effort to reduce water consumption and support sustainability, the Park and Recreation Department will be working to reduce the amount of turf they maintain. By reducing the amount of turf, irrigation and water use decreases as well as the need for the staff and equipment required for turf maintenance. This effort saves water as well as city funds plus reduces the amount of air pollution from maintenance equipment and our dependence on oil. The Park and Recreation Department also plans to decrease the amount of wood waste going into our landfill by chipping the brush generated in a particular park and leaving it on site to mulch existing plants and trees. They also plan to plant more drought tolerant trees in groups or groves which will be heavily mulched. This further conserves water resources but more wood chippers are needed in the future.

Volunteerism Results

Volunteer Contribution 2008

Total Volunteer Hour Contributions: **4,625.75**

- Volunteers: 2,089.95 hours
- Management: 2,535.8 hours

Total Volunteer Hour Savings: \$257,112.10

- Volunteers: \$ 41,569.10
- Management: \$ 215,543.00

Mileage Savings: \$253.40

Total Volunteer Savings: **\$257,365.50**

To review data and calculations, see pages 37-41.

Citizen Foresters

UFAC Citizen Forester program, a formal group of trained volunteers which began in 2007, graduated 30 new Citizen Foresters to be the eyes, ears and hands of the city's urban forestry initiatives. An additional 50 are on a waiting list for the 2009 training class. Citizen Forester Team Leader, Mr. Eric Lerner worked diligently in keeping the program on track in the absence of the city forester through much of 2008.



North Texas Master Naturalists

UFAC encouraged support of the 2008 North Texas Master Naturalist (NTMN) program training classes. The program is a great partner that has supported the committee in the past. NTMNs are jointly sponsored by Texas AgriLife Extension as well as Texas Parks and Wildlife. The program teaches volunteers about many subjects relating to ecosystems and wildlife in return for volunteer hours. Committee Liaison for the North Texas Chapter, Texas Master Naturalist program, Mr. Dick Coupe, advised that a formal Citizen Forester project was established through the Chapter so all Master Naturalists can participate in volunteer projects with the Citizen Foresters and receive credit for volunteer hours. Since most all committee objectives depend on volunteer support, a strong working relationship with the two most prominent volunteer groups (North Texas Master Naturalists and Dallas County Master Gardeners) is of critical importance.

Dallas County Master Gardeners

UFAC also encourages support of the Dallas County Master Gardener program training classes due to past support of the committee's objectives. The program is also a great partner and is sponsored by Texas AgriLife Extension to teach volunteers about basic gardening subjects. Committee Liaison for the program, Mr. Eric Lerner, worked to ensure that Master Gardeners are involved in committee affairs and receive credit for volunteer hours. He also provides public presentations on behalf of the Master Gardeners and Citizen Foresters regarding tree related subjects. Public education about the value of trees is very important as it educates and inspires the general public to properly care for, and plant, additional trees for the benefit of all citizens of the city.

Reverchon Park

UFAC continues to support the annual clean-up efforts of Reverchon Park by the Dallas Park and Recreation Department, Scottish Rite Hospital, The Friends of Reverchon Park and many other community groups/individuals, including Council members Pauline Medrano and Angela Hunt. The ten year effort to restore the park created a model for future restoration efforts and it is a significant source of community pride.

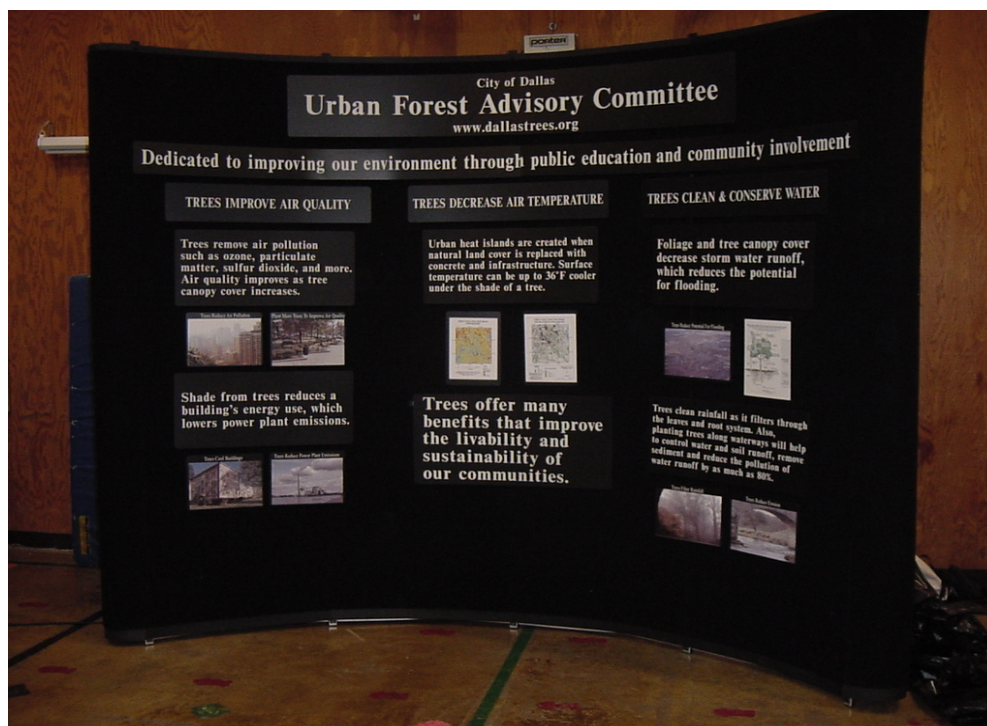
Public Outreach and Education

Dallas Sustainability

UFAC worked with the Committee Liaison to the Office of Environmental Quality, Mrs. Nicole Cooper, EPA officials and the Houston Advanced Research Center in developing plans which include a current urban heat island (geothermal) map of Dallas as well as an impervious cover map. The information will be used as a part of the Sustainable Skyline Conference scheduled in March. Since the inception of the committee's Strategic Plan, the heat island effect played a major role in planning future committee planting and tree preservation incentives. (To review the presentation offered by UFAC, please see the CD included with this report.) The urban heat island effect was previously studied in 1995 by Dr. Ken Morgan with TCU, which provided the background research to guide future committee efforts. Heat island and impervious cover maps will be a part of the basic research utilized for creating a vision and plans for the future management of the urban forest. By identifying urban heat islands, UFAC or other tree organizations can target plantings in hot areas to eventually shade and cool them.

Benefits of Trees

UFAC created a professional display for the Committee's use at city events, as well as other local events to educate the public regarding the many benefits of trees. A smaller display was created regarding the Citizen Forester program to help recruit additional members for the volunteer group during various public events.



Urban Forestry

UFAC advisors, supporters and Citizen Foresters manned the Committee display booth during the following events:

- a. Office of Environmental Quality's Ozone Day on June 10th at City Hall.
- b. Oak Cliff Earth Day Event on April 19th, where there were approximately 6000 attendees.



- c. The Dallas Zoo's Party for the Planet on April 26th and 27th.
- d. City of Irving's BioBlitz at Campion Trail, on September 20th.

Citizen Foresters

UFAC Citizen Forester group was involved in several tree related projects during 2008:

- a. The Citizen Foresters, at the request of Keep Rowlett Beautiful and the Rowlett Park Board, identified tree species in a Rowlett park and created a listing which includes historical or cultural information about each tree, along with its common name and scientific name. The report to the Rowlett Park Board on this project will be completed in early 2009.



- b. Citizen Foresters partnered with the City of Irving’s BioBlitz on September 20th, to lead groups of children through the forest at Irving’s Champion Trail to help them identify as many species as possible of plants, animals, amphibians and insects, at the request of the Irving Park Board. Over 180 species were identified by 8 teams. Subsequently, this program won the Lone Star Programming Award from the Texas Parks and Recreation Society, which is one of the highest honors that can be received in the Parks and Recreation field. This award was in recognition of both the innovation of BioBlitz, as well as the fact that the program attracted a very large and diverse group of students to participate. The award will be presented at the State meeting of Parks and Recreation Departments on February 27th, 2009.

- c. The committee chair, team leaders and Citizen Foresters have given educational presentations on trees to local garden clubs and at garden shows (and other events) to enhance educational outreach to the public.
 - i. Dallas Women’s Forum
 - ii. Dallas County Master Gardener (DCMG) Project Showcase
 - iii. WaterWise tour in Addison
 - iv. Texas Discovery Gardens, DCMG “Gardenscape” event.
 - v. Dallas Home and Garden Show
 - vi. Keep Lewisville Beautiful
 - vii. Dallas County Master Gardener (DCMG) training class
 - viii. DCMG monthly meetings.
 - ix. Several other informal “Tree Talks” were also provided

- d. Citizen Forester volunteers are involved in designing a new logo for the committee.
- e. The 2008 Citizen Forester class planted an oak tree at Reverchon Park during their last training class in November, 2008.



Trinity River Audubon Center

UFAC supported the city in the opening, in mid-October, of the new Trinity River Audubon Center. The committee was well represented at the event. As a long term Audubon member, the chair also met with Audubon officials to provide advice regarding recently installed trees.

Forestry Blog

UFAC committee member, Mr. Phil Erwin, who is also the city's Chief Arborist, apart from the city, created a blog to provide an open forum for discussion regarding trees and urban forestry issues. Mr. Erwin's blog is an excellent source of current information on city regulations and ordinances regarding trees. (<http://dallastrees.blogspot.com>)

Professional Training

UFAC provided many presentations in the Dallas area on tree or forest related subjects throughout 2008. These included the training of area Master Gardeners and Master Naturalists on many various tree and forest related subjects.

UFAC was a sponsor for a seminar by the National Arbor Day Foundation on native ecosystem restoration. Since one of the committee's goals is to further educate city staff, a free pass to the event received for sponsorship, was provided for Mr. Phil Erwin, Dallas' Chief Arborist.

UFAC supported two training conferences:

- a. Reinventing Communities conference, which is sponsored by Sustainable Land Development, was held in December in Plano. The conference included topics such as Sustainability & Community Neighborhoods.
- b. The Trees & Utilities Conference will be hosted at the Fairmont Hotel in Dallas during 2009, in conjunction with National Arbor Day. The conference will focus on the dual goal of growing and maintaining community forests while providing safe, reliable utility service.

Media

UFAC members and Team Leaders worked together to garner a great deal of media coverage for the 2008 Citizen Forester Class to attract new students. They also contacted homeowner associations and Master Gardener Associations in Kaufman, Dallas, Collin and Hunt counties to promote the Citizen Forester program. (<http://kcmastergardeners.org>, <http://dallasmastergardeners.org>, <http://ccmgatx.org>, <http://huntcountymastergardeners.org>). Team Leader for Public Relations and Media, Mr. Michael FitzGerald, set up an account with the NeighborsGo blog, www.neighborgoblog.dallasmorningnews.com of the Dallas Morning News to release information about the Committee's many activities.

UFAC enjoyed many features in the Media regarding the Tree Survey Research Project, How to Plant a Tree, the Citizen Forester Program, the heat island effect, etc. during 2008:

- a. UFAC received coverage on 8-23-08 by Mr. David Schechter with WFAA, Channel 8, which covered the heat island effect, the Citizen Forester Program and a small tidbit of the complex nature of our research project: <http://www.wfaa.com/video/index.html?nvid=275587>
- b. UFAC received coverage in the Dallas Voice article entitled "A Tree Grows In Dallas." It was written by Howard Lewis Russell and published on 4-17-08. http://www.dallasvoice.com/artman/publish/article_8650.php

- c. **UFAC** was interviewed by Austin Kilgore who subsequently published an article in the People Newspaper entitled “*Arborists Wage War on Tree Wilt*” regarding the dangers of Oak wilt, on 8-15-08.
<http://www.peoplenewspapers.com/ME2/Audiences/dirsect.asp?sid=AEBA D79BEAC241CBBC95A3C789EB2206&nm=Real+Estate&AudID=DA7D 68F24889442D98449D08560D8327>
- d. **UFAC** was interviewed by Ms. Barrie Page Hill, special contributor to the Dallas Morning News, and the resulting article, “*Oak Cliff Group Plants Trees in Polk Street Neighborhood, looks to do more,*” was published on 7-5-08.
<http://www.dallasnews.com/sharedcontent/dws/news/localnews/stories/0705 08dnmetoakcliffpolk.23f05eba.html>
- e. **UFAC** members, Citizen Forester Team Leader, Mr. Eric Larner, and Dallas Park and Recreation Senior Park Planner, Mr. Michael Hellmann, were interviewed by Ms. Carolyn Tillery, special contributor to the Dallas Morning News, and the resulting article, “*Logging some Volunteer Time – Citizen Foresters to get Trained on How to Protect Trees in their Neighborhood,*” was published on 6-06-08.
http://www.dallasnews.com/sharedcontent/dws/news/city/northdallas/stories /DN-ndfocus_06met.ART.Central.Edition1.4691f39.html
- f. **UFAC** was interviewed by Dan X. McGraw, with the Dallas Morning News, and an article entitled “*Dallas Committee Studying How Trees Grow Money,*” was published on 11-17-08.
<http://www.dallasnews.com/sharedcontent/dws/news/localnews/stories/1118 dnmettreecount.3766624.html>
- g. **UFAC** is shown in a tree planting video from a November, 2007 article. The video is attached to an article by Jessie Milligan, special contributor to the Dallas Morning News, entitled “*Plant These Trees for a Blaze of Fall Colors,*” on 11-05-08.
http://www.dallasnews.com/sharedcontent/dws/fea/lifetravel/stories/DN-nhg_falltrees_1106gd.State.Edition1.11eb74e.html
- h. **UFAC** was included in an article by Rick Rosen in the Dallas Morning News on 10-28-08, entitled “*How and When to Plant Trees.*”
http://www.dallasnews.com/sharedcontent/dws/fea/home/stories/DN-NHG_chores_1102liv.ART.State.Edition1.42bb73f.html A November 2007 video showing how to plant trees, was attached to this article.
- i. **UFAC** article by Mariana Greene, Staff Writer for the Dallas Morning news, on the 2008 Citizen Forester Class, entitled “*Dallas’ Urban Forestry Program is Taking Applications,*” was published on 5-16-08.

http://www.dallasnews.com/sharedcontent/dws/fea/home/gardening/stories/DN-NHG_treeclass_0516liv.ART.State.Edition1.469b937.html

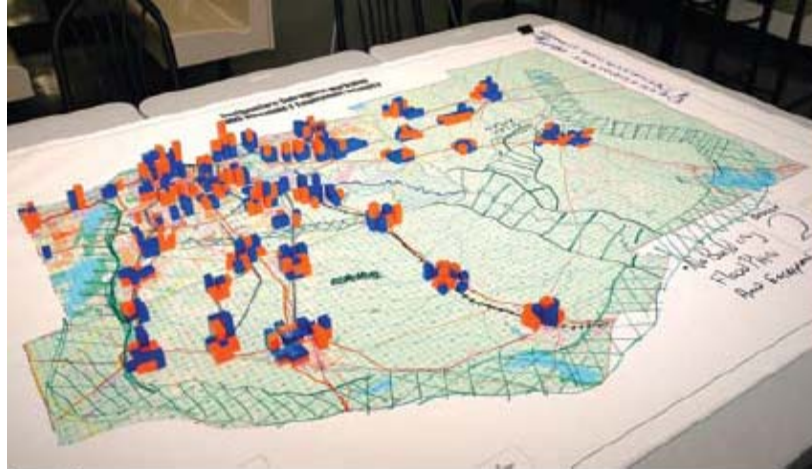
- j. **UFAC** was included in an article in the NeighborsGo portion of the Dallas Morning News, on 11-24-08, entitled “*The White Rock Lake Chainsaw Massacre*,” which was submitted by Eden’s Gardener. It requested contact with the Dallas Urban Forest Advisory Committee for tips and suggestions, if the readers were interested in planting trees.
http://neighborsgo.com/index.php?page_id=1000&site_page_id=5&.post_id=26203 Article no longer posted.
- k. **UFAC** issued a press release entitled “*Tree Planting Season Arrives: Urban Forest Advisory Committee Releases Tree Planting Guide*,” on 10-15-08, to help facilitate proper tree planting in Dallas.
- l. **UFAC** appears in an article in the Pegasus News on 6-1-08 entitled “*Dallas’ Urban Forest Advisory Committee Unveils 2008 Citizen Forester Program*.”
<http://www.pegasusnews.com/news/2008/jun/01/urban-forest-advisory-committee-unveils-2008-citiz/>

Public Outreach Regarding Responsible Land Use

UFAC worked with regional officials to assist in developing the “Regional Choices” report recently released by Vision North Texas (VNT). VNT is an award winning partnership of private, public and academic organizations that have sponsored workshops throughout the 16-county, North Texas area to identify alternative choices for regional growth and investment. The report is an incredible compilation of data including the just released Dallas *Heat Island Effect* maps, local landfill life expectancy map, impervious cover map and it notes that the DFW carbon footprint is greater than the entire state of New Mexico. The complete report can be downloaded from www.visionnorthtexas.org.

UFAC members and committee advisors participated in the Vision North Texas (VNT) – 2030 planning sessions. The chair also provided presentations for the attendees at a few of these workshops regarding Urban Forestry as a major contributor to the region’s health, economy and quality of life. He also discussed the need to create a vision for the region’s forest in the future as well as the need to complete a regional tree inventory and regional management plans. Without responsible land use, we lose more trees and plant fewer of the right trees in the right locations.

The picture below depicts one group’s proposal showing where new housing and new jobs should be located, while protecting natural areas and riparian zones (primarily in flood plains), for the expected doubling of the population in the Southeast quadrant of the North Central Texas Council of Government’s 16-county, regional coverage.



Group 2: Development Nodes and Preservation Corridors.

UFAC committee members worked through Vision North Texas (VNT) (VNT@planforaction.com) to ensure that other groups have current information regarding trees and forests to encourage sound, research based decisions. Various recommendations were offered to VNT including the need for a regional vision for the future, a tree survey/analysis and the establishment of regional management guidelines for sound urban forestry practices that encourage the ecological sustainability of the region. The survey/analysis will provide necessary data while the management guidelines will direct regional forestry efforts for many years to come. With educated regional authorities, decisions regarding the future of the urban forest will be based on facts, needs and research.

City Arborist Education/Certification

UFAC supported the Liaison to the Building Inspection Department, Mr. Phil Erwin, in his efforts to encourage the arborists in his department to become certified. There were two city arborists who took the arborist certification tests in Fort Worth this past summer. With a well educated city arborist staff, they become a much greater asset to the city and to the public.

Farm Day

UFAC members and Mr. Eric Larner, Team Leader for Citizen Foresters and Liaison to the Dallas County Master Gardeners, presented the Benefits of Trees to over 4,000 fourth grade children during the annual “Farm Day” sponsored by the AgriLife Extension Office and the Dairy Association. The forestry presentation continues after 10 years of training over 40,000 fourth grade children.

UFAC supported Committee Member and Natural Resource Agent for Texas AgriLife Extension, Mr. Fred Burrell, for his innovative approach to training the youth at the Dallas

County Youth Village through a “Farm Day” event, which was held the 2nd week in August, a week before school started.

Free Planting Guide

UFAC educational document entitled “*The A, B, C’s to Planting Trees in Dallas*” has been a big success and is often requested at city recreation centers and at City Hall. Approximately 450 tree planting guides were provided to the public during the city’s Earth Day celebration and the city marketing department requested additional copies for each of the recreation centers. All 5,000 copies of the previous printing, plus 2,000 from the current printing, have been distributed to citizens and homeowner associations, as well as the city’s regional recreation centers. This guide empowers residents and community groups to plant trees properly, and will help ensure Dallas becomes tree lined.

Dallas Trees Website

UFAC’s website (www.DallasTrees.org) is undergoing a complete review by Mr. Michael FitzGerald, Public Relations and Media Team Leader, to ensure the committee is serving the public in its best possible capacity. Also during 2008, a link was established to the city’s Green Dallas, website, www.greendallas.net.

In 2008, over one hundred thirty two thousand people (132,035) attended the committee web site with 28,884 requests for specific pages of information. The 4th quarter of 2008 shows the largest activity with 37,710 requests for a total of 8,178 pages. The most active month, was November because many citizens were looking for information on planting trees. For this month, the website report showed 17,725 requests for 3,342 pages. The page most often requested was for the Committee’s publication “*The A, B, C’s to Planting Trees in Dallas*”, with 30,408 requests. For more detailed information, see pages 42 thru 45.

Media Protocol Established

UFAC’s Team Leader for Public Relations and Media, Mr. Michael FitzGerald also established a media protocol for members, which was accepted as formal committee policy.

Fund Raising Results

UFAC met with Assistant City Manager, Jill Jordan regarding the selling of carbon credits for planted trees and public forests that are maintained, such as the Trinity Forest, with the possible advantage of using the funds from the sale of the credits to help offset the cost of management of the forest. Since the Chicago Climate Exchange was created only a few years ago, basic carbon offset protocol are not completely established but should be complete in the near future. The city could consider establishing protocol similar to those in California for the region and establish a volunteer registry of projects relating to trees and forests in the future. The committee also stressed the need for a tree survey and an office or division of urban forestry, which is an important step in managing our urban forest in the future. As a result, a budget proposal for a tree survey will be provided by the City Forester, Ms. Karen Woodard, as well as the Park and Recreation Department.

UFAC received donations during 2008 totaling \$22,550.00, which includes the following:

Individual Donations	-	\$20,000.00
Citizen Forester fees	-	\$ 2,550.00

UFAC investigated the potential of establishing an endowment for the purpose of maintaining street trees that are planted in the future on public lands. Since maintaining trees for years after planting takes funds and time, the Reforestation Fund is not being utilized to get trees in the ground. Establishing an endowment allows funds to be set aside for the care of a particular property to ensure adequate maintenance.

UFAC worked with Mr. Scot Miller, principal with the Sun to Moon Gallery, and Groundwork Dallas to develop a fundraiser in association with the reopening of the gallery after a recent relocation. Mr. Miller donated a great deal of time, effort and his amazing photographs to the Trinity River project and for the committee's use in our presentations and annual reports to city officials. An exhibition of Mr. Miller's photographs as well as Mrs. Jill Skupin Burkholder's photographs, is scheduled for April 4th, 2009. The gallery will also be open for review every weekend after April 4th through May 2nd. In addition to presenting their individual artistic expressions, the photographers have a goal of helping to create awareness and understanding of the underappreciated natural beauty and asset that we all have in the Great Trinity Forest and the Trinity River.

UFAC Team Leader for Planting and Transplanting, Mr. Kurt Kretsinger, gave a presentation on the committee to an entrepreneurial group on June 19, 2008, with the goal to inspire donations to the Dallas Park Foundation sub fund for Urban Forestry, earmarked for median plantings.

Strategic Plan for Urban Forest Sustainability 2009

Although all forestry initiatives are important, the top ten goals for 2009 are listed below with the remaining goals listed in the five year plan (2009-2013). All goals combined provide a vision and guidance for future urban forest related initiatives. Due to the fact that the committee is divided into numerous critical area teams, progress is achieved in many areas in an efficient and timely manor.

Division or Office of Urban Forestry

Urge the city to establish a Division or Office of Urban Forestry. A department or office that deals specifically with tree and forest related affairs provides the resources necessary to adequately manage the problems associated with the urban forest. Until a division or office is established, **UFAC** will continue to work to improve interdepartmental cooperation and the education of various department staff. Proper management of the forest is required to reduce the loss of trees to many causes and helps to reduce the number of hazardous trees.

Urban Forest Inventory and Analysis

Complete an urban forest inventory and analysis which will provide the baseline data required to fully develop a future vision and urban forest management plans. We cannot manage our urban forest without a complete knowledge of how many trees the forest contains or species composition, among many other factors. The forest survey data should also be updated every few years to provide current and accurate data to guide future management plans.

The tree inventory process and the funding required depend solely on the expected results. If the intent is only to manage public trees, the traditional method of inventorying trees for a portion of the public areas (or sampling) may be sufficient, depending on the intended use of the data acquired. Sampling of public areas can be as small as ten percent but by increasing the percentage of areas sampled, accuracy of the data increases.

Since approximately seventy percent of the urban forest is owned by private interests, if the intent of the tree survey is to quantify facts in planning for future urban sustainability, data regarding both the private and public sector trees should be gathered and analyzed. Due to the direct correlation between trees and air quality, storm water management (flooding), inner urban temperatures (energy savings), our quality of life and much more, a complete inventory and analysis may be required to fully research and understand the facts.

Urban Forest Inventory Research Project

New technology, hyperspectral imaging, has recently been developed that will aid in the tree inventory process. The Committee approved a pilot project to test the technology and its viability for a large-scale survey. By cataloging spectral signatures of the most common fifty species of trees found in the Dallas area, aircraft carrying highly specialized equipment can fly over an area and map all the existing surface features including water. Dr. Fang Qiu, an Associate Professor of GIS and Remote Sensing Geospatial Information Sciences at the University of Texas at Dallas, is the lead researcher on the project. UTD has the computers and specialized software to interpret the data using specific algorithms written for each species of tree to pull out data for that tree, its height; girth and canopy spread, and place it on a map.

Critical tree canopy cover baseline data will be acquired for managing the urban forest which can be used for computer modeling regarding air, water and infrastructure planning and management. Also, biomass will be calculated which will be critical in claiming carbon credits in the future. Since computer modeling is not a fully developed science and the legitimacy depends on accurate baseline data for both green and grey infrastructure, our research project is focused on finding an economical, accurate and efficient way to survey all trees (public and private). According to David Hitchcock with the Houston Advanced Research Center, “strategies pursuing credit for these impacts are ahead of most air quality modeling practices and the regulatory environment”.

Dr. Qiu`s research will provide accurate baseline canopy cover data making any future computer modeling research much more accurate and acceptable to researchers as well as state and federal regulators. When computer modeling science is improved in the future, accurate baseline data will be critical. Assuming a regional tree survey is completed, each local community will have the baseline tree inventory information they need to adequately manage their urban forest in the future at a greatly reduced cost as opposed to individually. The hyperspectral images can also be used for water management and public works uses, which could diversify the expense and bring regional air, water and infrastructure planners together in the process. It also would go a long way in gaining weight of evidence (WOE) for our State Implementation Plan (SIP) in the future and help provide strong sources for funding. In essence, this research will help to provide a foundation for the future of urban forestry initiatives and green infrastructure planning (visioning) in the region.

Budget and Staff Support

Develop and gain approval of a city budget request regarding recommended forestry expenditures for the 2010 budget. Given the need to take full advantage of the recently completed Trinity Forest Management Plan, an increase in the city budget, including staff should be considered. Since the Trinity Forest is the largest urban, bottomland hardwood forest in the country, an investment in its future condition is a wise investment. Also, current research shows that for every dollar spent on trees, we receive up to six dollars in benefits. Investment in infrastructure degrades in value over time but an investment in green infrastructure grows in value each year, offering a significant return on the

investment. It is also difficult to grow the tax base with a green infrastructure that is not in top condition.

Public Tree Planting, Strategic Shading

Encourage the adoption and planting of street medians and public easements by local groups. Encourage the strategic shading of heat island and high energy use areas using drought tolerant species of trees that research quantifies as better for air quality and those that can adapt to poor water quality (or grey water) in the future. Also, encourage planting trees in major transit corridors. Urge the public to take ownership and become good stewards of these areas. Establish a public relations campaign and simple guidelines regarding street and easement tree planting projects. Educate the public by promoting the committee's free, tree planting guide; provide information in city water bills or electric bills; and continue to offer public presentations at every opportunity. Work to develop other ways to support and encourage public tree planting projects. Encourage the use of drought tolerant trees that research shows to be good for air quality. Success will be measured by the number of adopted medians and public areas receiving ideal species of trees, which are properly maintained. Since parking lots contribute to the heat island effect, consider requiring more trees per parking space (or per foot of parking area) during development or redevelopment. Success will be measured by the increase in tree canopy cover and the decrease in heat island problem areas.

Potential Budget Assistance

Encourage city officials to consider requiring a minimum of one percent (1%) of the total construction costs for all future road construction or reconstruction to be earmarked for trees to assist with air quality and heat island concerns. Another alternative is to require one tree for a specified number of feet in new street construction.

Tree Ordinance

Complete committee recommendations regarding city codes relating to trees, most currently, the city tree ordinance. Continue meeting with officials from the building, construction and development community in an effort to explore potential solutions to problems. Meetings are expected to conclude in early 2009 with public meetings likely to follow. Current discussions include the addition of incentives for responsible land use such as LEED Certification, sustainable landscape installation and mixed use development along transit corridors as long as there is a balance of green and open space.

Sustainable Practices

Encourage reducing the amount of turf in our parks and replacing it with mulched tree groves. The Park and Recreation Department is currently working toward this goal.

Current efforts include chipping all limbs generated in a particular park and leaving the mulch on site to save landfill space and expense to dump. With more areas mulched, water will be conserved, fewer mowers will be needed (which helps air quality) plus it reduces the budget costs and our dependence on oil. However, more wood chippers should be purchased to fully accomplish this goal. Success will be measured by the reduction in wood waste going to the landfill, reduced maintenance equipment costs as well as maintenance expenses (fuel, oil), reduced personnel costs for maintenance, plus a decrease in the expense to irrigate our parks.

We also recommend mowing turf grass at higher heights and less often to conserve fuel, water, and budget as well as air quality. Taller turf requires less water and has fewer problems with other competing plants (weeds) plus fewer pathogen problems such as Brown Patch. In areas that are seldom used, establishment of prairie plants would further conserve resources and budget plus provide a show of color.

Public Outreach

Expand the community outreach of the existing successful efforts and expand the Citizen Forester program by growing the number of people involved and the number of projects they complete. Long range plans include developing a Master Citizen Forester program to advance the education level of volunteers which also advances the education of the public as well as public officials. The Citizen Forester program educated thirty new students in 2008 and plans to include over forty-five students in 2009 that are already signed up.

Standards for Tree Planting and Care

Develop standards for the planting and care of trees in street medians and public rights of way. In late 2008, an ongoing effort was established to address these needs which include officials from the Street, Public Works and Park Departments. Discussions include the ideal species to plant, ideal planting layouts and standards for subcontractors or city crews working around trees. Benefits include making a public planting project simpler to understand and decreasing the probability of below standard tree care. Develop bilingual guidelines for all city departments and all city contractors/sub contractors working on, near or around trees, that prevent damage to tree roots, trunks or limbs. Work to ensure that all those dealing with trees are well informed and the result will be reduced tree damage plus increased tree health and longevity.

Formal Training Programs

Develop formal tree care and forestry training programs for all departments dealing with trees. Develop a basic equipment list for forestry/tree care personnel that adhere to federal and industry standards. Develop complete safety training programs for forestry/tree care personnel and ensure compliance as well as acceptance in writing by all personnel. This step may offer a reduction in insurance coverage costs due to the reduced chances of an

injury. Since the city hired a new City Forester in 2008 (Ms. Karen Woodard), efforts to train Park Department staff have resumed. Although it will take time to fully develop these programs, improved basic tree care and safety are critical goals.

Strategic Plan for Urban Forest Sustainability 2009-2013

The following are not in order of priority; however, all are a priority to the future of Dallas.

Wood Waste Recycling

Support existing recommendations for wood waste recycling throughout the city from the Sanitation Department. In meeting with department officials, the committee finds that sound management plans are in place for the future but are hampered by budget constraints. Contingency plans are also in place for a significant event such as wind or ice damage to a great number of trees. The committee will continue to support existing plans and explore ways to conduct business in the most sustainable but budget conscious manner. The committee Wood Waste Recycling Team Leader, Ms. Lora Hinchcliff, will continue working to find ways to recycle more wood waste and support existing efforts. Such efforts will be invaluable now that the City converted McCommas Bluff to include a bioreactor.

Fund Raising

Designate a team leader for fundraising/grant writing plus develop a solid campaign to raise funds which will become a part of our strategic plan for the future. We are currently working to develop a long term campaign that encourages the public to take ownership in our urban forest and teaches them to become good stewards of the urban forest by donating time, talents or funds.

Vision for the Regional Urban Forest of 2030

Encourage support for the development of a regional vision for the urban forest of 2030. By creating a regional vision for the future regional urban forest we emphasize the importance of trees, create visibility and potential financial support plus encourage collaborative efforts to reach goals of mutual importance. These could include better conservation and restoration of existing forest stands, support for reforestation and public outreach campaigns as well as cooperative research projects. Work toward the inclusion of trees in our State Implementation Plan (SIP) for air quality due to the potential state and federal support associated with acceptance.

Integrated Storm Water Management

The committee will continue to support the establishment of sound, stormwater management practices due to the relationship with trees and forested areas. Committee

officials served on the city task force to develop the guidelines and city officials are expected to review the recommendations in early 2009.

Storm Damaged Trees

Recommend the establishment of city standards and protocol regarding storm or weather damaged trees, including pruning standards, wood waste pickup and recycling. Each significant storm in the area generates a large amount of wood waste and has the potential to damage a large numbers of trees. There is currently no set standard for remedial treatment of damaged trees or determination of potential hazard status.

Campaign Against Invasive Plants & Trees

Develop a campaign to fight invasive and non-native plants/trees. Plans should include a strong educational component that urges the public as well as city officials to do their part in suppressing invasive plants on private and public property. The number of people and groups educated as well as involved in suppression efforts will establish the success of the campaign.

Review Tree Related City Codes, Standards & Regulations

Review other city codes that may potentially affect trees or forests in any shape or form (such as the escarpment ordinance and floodplain regulations). A number of city codes are currently under review that relate to trees. As a result, the committee will be providing professional advice on various codes to allow sound, fact-based decisions by officials in the future.

Track Public Tree Planting

Establish procedures and guidelines as well as develop a data base to track all public tree planting projects, including the planting of trees in the park system. Development of an electronic spreadsheet that records pertinent data as well as basic data management protocol will be required. In order to track the success and possibly claim carbon credits in the future, the upkeep of a data base will be required.

Urban Heat Island Reduction

Continue to work with the Office of Environmental Quality, Houston Advanced Research Center, EPA and others to further develop strategies that reduce the urban heat island effect. Continue to urge using sound tree and urban forest management practices as viable solutions to heat island problems. Continue to develop tree planting programs directed specifically toward heat island problem areas. In developing future committee

recommendations regarding city codes, encourage incentives for the long term preservation of trees in a heat island problem area. This would include recommendations to plant more trees during the development or redevelopment of properties in problem areas. The amount of reduction in the heat island effect in the future will determine the level of our success.

Develop Partnerships

Continue to work closely with the North Texas Master Naturalists and the Dallas County Master Gardeners on various projects and help them develop more public speakers as well as presentations relating to trees/forests. We hope to develop at least three new “tree talkers” per year. Further develop relationships with the Downtown and Uptown Development organizations, the Texas Trees Foundation, the Trinity Blacklands Urban Forestry Council and others to explore future opportunities.

Community Service Support

Investigate the possibility of using those required by the courts to perform community service to assist with tree planting, mulching and basic tree care. Proper care of our urban forest is a monumental task that requires much more effort than the current city budget allows. Success will be judged by the number of community service supporters involved in the future and their contribution toward tree related initiatives.

APPENDIX

Volunteer Hour Calculations and Savings Summary

2008

Qualification of Savings due to Volunteer Hour Contributions

Per independent sector research, the value of volunteer time for the State of Texas for 2006 was \$19.89. State totals lag behind over-all calculations of volunteer time for the U.S. by a year or more. The overall value for the U.S. as a whole for 2007 was \$19.51 per hour. As a result, basic volunteer hour values were calculated at the 2006 rate. However, it is more accurate to state the value as “savings” for Dallas or “city savings” offered by volunteers, due to the subjective nature of what may constitute “value”.

Due to the fact that the committee is challenged to provide management and leadership skills, the volunteer hour savings for management positions were calculated at a conservative \$85.00 per hour.

Volunteer Contribution and Savings Summary

Total Volunteer Hour Contributions: **4,625.3**

- Volunteers: 2,089.5 hours
- Management: 2,535.8 hours

Total Volunteer Hour Savings: \$ 257,112.10

- Volunteers: \$ 41,569.10
- Management: \$ 215,543.00

Total Mileage Savings: \$ 253.40

Total Volunteer Monetary Savings: **\$257,365.50**

Volunteer Hour and Saving Calculations

Monthly Meeting Hours

The total number of volunteers attending meetings was recorded in the minutes of each meeting. The following notes the number of attendees and assumes approximately one third are responsible for management in some form or capacity.

- January (12)
- February (18)
- March (19)
- April (19)
- May (16)
- June (13)
- July (14)
- August (11)
- September (12)
- October (14)
- November (11)
- December (22)
- Total volunteers attending meetings = 181
- Assuming a 1.5 hour meeting, $181 \times 1.5 \text{ hours} = 271.5 \text{ hours}$
- Assuming an average of a one hour drive time, $271.5 + 181 = 452.5 \text{ hours}$
- Assuming one third are managers, $452.5 \div 3 = 150.8 \text{ hours}$
- Assuming \$85.00 per hour for managers time, $150.8 \times \$85.00 = \mathbf{\$ 12,818.00}$
- Assuming \$19.89 per hour for volunteer time, $452.5 - 150.8 = 301.7 \text{ hours}$
 $301.7 \text{ hours} \times \$19.89 = \mathbf{\$ 6,000.81}$
- Assuming members donated 452.5 volunteer hours of meeting time, at an average of 10 miles of driving for each member = 1810 miles times 14 cents per mile (per IRS regulations for volunteer organizations) = $\mathbf{\$ 253.40}$

Total Meeting Hours and Savings

\$ 6,000.81 (Volunteer Time)	(301.7 hours)
\$ 12,818.00 (Managers' Time)	(150.8 hours)
<u>\$ 253.40 (Mileage)</u> (1810 miles)	
\$ 19,072.21 Total Meeting Savings	(452.5 Total Hours)

Management Related Volunteer Hours

- **Citizen Forester Team Leader**
Volunteer hours to arrange the 2008 Citizen Forester Class, including instructors
110 volunteer hours at \$ 85.00 per hour = \$ **9,350.00**
- **Public Relations and Media Team Leader**
Volunteer hours for press releases and planning on Signature Tree Planting Project
80 volunteer hours at \$85.00 per hour = \$ **6,800.00**
- **Wood Waste Recycling Team Leader**
Volunteer hours for meetings with the City Sanitation Department and Parks to
Establish a recycling program for the City's wood waste
75 Volunteer hours at \$85.00 per hour = \$ **6,375.00**
- **Planting/Transplanting Team Leader**
Volunteer hours for planning for the Committee Signature Tree Planting Project
and arranging maintenance, as well as other volunteer efforts.
364 Volunteer hours at \$85.00 per hour = \$ **30,940.00**
- **Land Planning, Development and City Codes Team Leader**
Volunteer hours working on revisions to the City of Dallas Tree Ordinance
64 Volunteer hours at \$85.00 per hour = \$ **5,440.00**
- **Forest Surveys, Inventory & Tracking Team Leader**
Volunteer hours work on the Tree Survey and also with the committee to revise
the City of Dallas Tree Ordinance.
40 Volunteer hours at \$85.00 per hour = \$ **3,400.00**
- **Committee Secretary**
Volunteer hours to write, review and edit meeting minutes.
12 meetings x 2.5 hours = 30 hours x \$85.00 per hour = \$ **2,550.00**
- **Committee Chair and Assistant Management Hours:**
Assistant Hours = 62 x \$85.00 per hour = \$ **5,270.00**
Chair Hours = 1,560 hours x \$85.00 per hour = \$ **132,600.00**
- **Total Management Volunteer Hours = 2,385**
- **Total Management Volunteer Savings = \$ 202,725.00**

Citizen Forester Volunteer Hours

- Hours reported by new support organization of Citizen Foresters = **1148.25**
- 1148.25 Total volunteer hours at \$19.89 per hour = **\$ 22,838.69**

Other Volunteer Time

Assuming that 160 members, advisors and supporters read an average of two Committee emails a month from the chair at an average time of 10 minutes each:

- Members times 24 emails in a year = 3840 emails received
- Emails times 10 minutes each = 38,400 minutes
- Minutes divided by 60 = 640 total volunteer hours
- 640 total volunteer hours at \$19.89 = **\$ 12,729.60**

Summary

Total Volunteer Hours: 2,089.95

- Monthly Meetings 301.7 hours
- Citizen Foresters 1148.25
- Other 640
2,089.95

Total Volunteer Hour Savings:

2,089.95 x \$19.89 - \$ **41,569.10**

Total Management Hours: 2,535.80

2,535.8 hours x \$85.00 per hour = \$ **215,543.00**

Total Mileage Savings: \$ 253.40

Grand Total Volunteer Hours: 4,625.75 hours

- Volunteers 2,089.95 hours
- Management 2,535.80 hours
4,625.75

Grand Total Volunteer Hour Savings: \$ 257,365.50

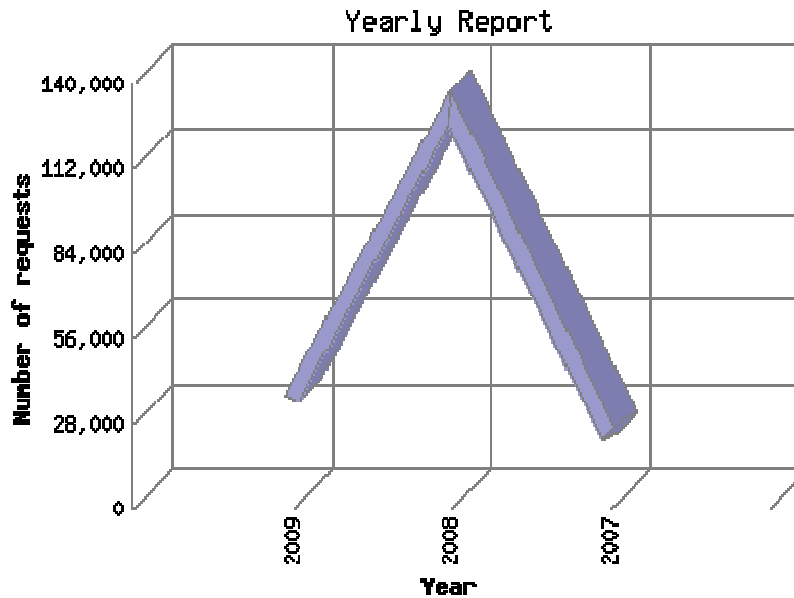
- Volunteers \$ 41,569.10
- Management \$ 215,543.00
- Mileage \$ 253.40
\$ **257,365.50**

Web Site Report For dallastrees.org

Yearly Report

The Yearly Report shows total activity on your site for each calendar year. Remember that each page hit can result in several server requests as the images for each page are loaded.

Note: Most likely, the first and last years will not represent a complete year's worth of data, resulting in lower hits.



Year	Number of requests	Number of page requests
1. 2007	23,645	7,498
2. 2008	132,035	28,684
3. 2009	36,256	9,335

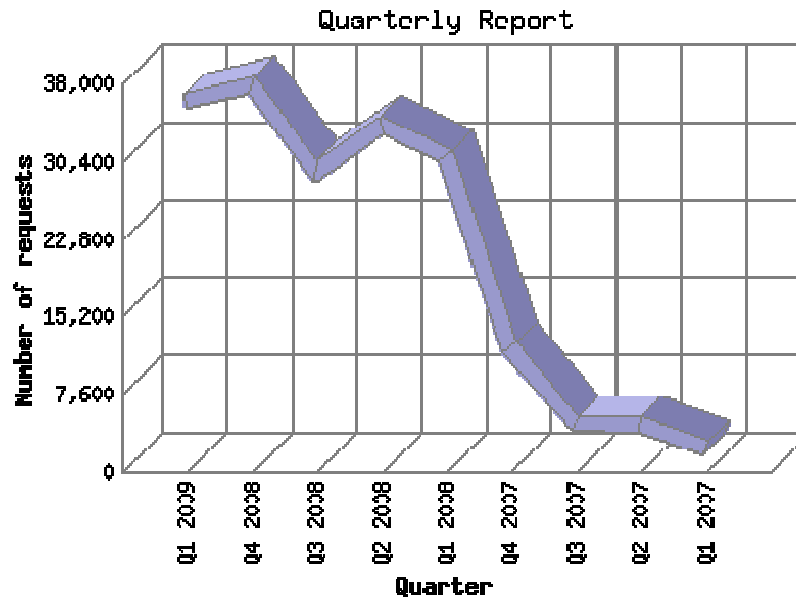
Most active year 2008 : 28,684 pages sent. **132,035 requests handled.**

Yearly average: 15,172 pages sent. **63,978 requests handled.**

Quarterly Report

The Quarterly Report shows total activity on your site for each quarter of a year. Remember that each page hit can result in several server requests as the images for each page are loaded.

Note: Most likely, the first and last quarters will not represent a complete quarter's worth of data, resulting in lower hits.



	Quarter	Number of requests	Number of page requests
1.	Q1 2007	2,284	713
2.	Q2 2007	4,605	1,831
3.	Q3 2007	4,680	1,721
4.	Q4 2007	12,076	3,233
5.	Q1 2008	31,018	6,963
6.	Q2 2008	33,981	7,140
7.	Q3 2008	29,326	6,403
8.	Q4 2008	37,710	8,178
9.	Q1 2009	36,256	9,335

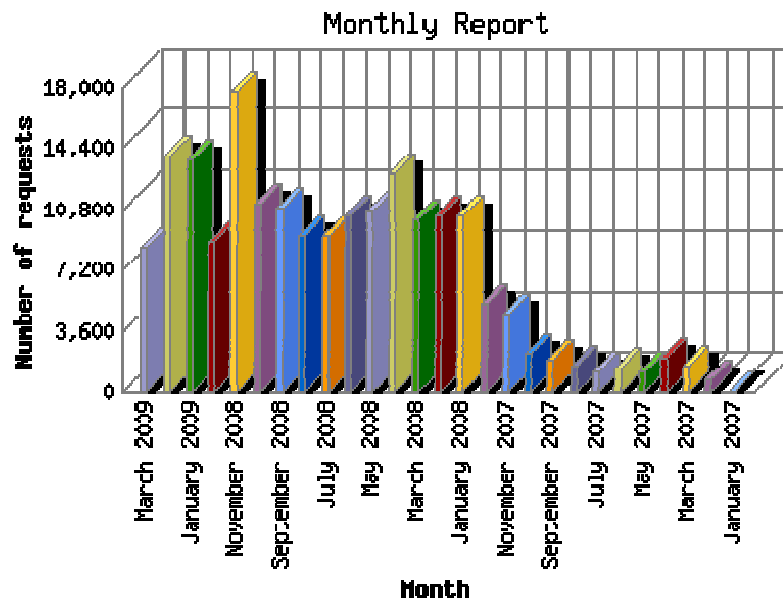
Most active quarter Q1 2009 : 9,335 pages sent. **37,710 requests handled.**

Quarterly average: 5,057 pages sent. **21,326 requests handled.**

Monthly Report

The Monthly Report identifies activity for each month in the report time frame. Remember that each page hit can result in several server requests as the images for each page are loaded.

Note: Depending on the report time frame, the first and last months may not represent a complete month's worth of data, resulting in lower hits.



	Month	Number of requests	Number of page requests
1.	January 2007	26	9
2.	February 2007	703	148
3.	March 2007	1,555	556
4.	April 2007	2,019	607
5.	May 2007	1,162	562
6.	June 2007	1,424	662
7.	July 2007	1,232	498
8.	August 2007	1,525	545
9.	September	1,923	678

	2007		
10.	October 2007	2,220	661
11.	November 2007	4,604	1,118
12.	December 2007	5,252	1,454
13.	January 2008	10,430	2,275
14.	February 2008	10,421	2,511
15.	March 2008	10,167	2,177
16.	April 2008	12,873	2,424
17.	May 2008	10,711	2,318
18.	June 2008	10,397	2,398
19.	July 2008	9,266	2,177
20.	August 2008	9,191	2,173
21.	September 2008	10,869	2,053
22.	October 2008	11,146	2,570
23.	November 2008	17,725	3,342
24.	December 2008	8,839	2,266
25.	January 2009	13,762	3,721
26.	February 2009	13,936	3,601
27.	March 2009	8,558	2,013

Most active month January 2009 : 3,721 pages sent. **17,725 requests handled.**

Monthly average: 1,685 pages sent. **7,108 requests handled.**