

**Wisconsin Department of Natural Resources
Natural Resources Board Agenda Item**

Item No. 7.B.2

SUBJECT: Donation acceptance – Green Bay Packers

Green Bay Packers will donate \$16,000. This donation will be used to partially fund the "First Downs for Trees" program.

FOR: February 2013 Board meeting**TO BE PRESENTED BY:** Secretary Stepp**SUMMARY:**

The Green Bay Packers will donate \$16,000 to the Department of Natural Resources to be used by the "First Downs for Trees" program. "First Downs for Trees" (FDFT) is a unique partnership that teams-up with the Green Bay Packers, Wisconsin Department of Natural Resources, Wisconsin Public Service Corporation, Oneida Tribe of Indians of Wisconsin, and Brown County cities, villages, and towns to enhance and restore the urban ecosystems in Brown County. They intend on doing this by improving the quality of water entering the bay of Green Bay, increasing the urban canopy in Brown County, and improving the social, economic, and ecological well being of urban areas by planting and maintaining a healthy urban forest.

FDFT is a proven program that expands the urban forest by planting an increasing number of trees in Brown County communities based on the number of first downs the Green Bay Packers earn during the regular season.

RECOMMENDATION: That the Board accept the generous donation of \$16,000 from Green Bay Packers

| Approved by | Signature | Date |
|-----------------------------|--------------------|-----------|
| Bob Mather, Bureau Director | <i>Bob Mather</i> | 1/18/2013 |
| Paul DeLong, Administrator | <i>Paul DeLong</i> | 1/21/13 |
| Cathy Stepp, Secretary | <i>Cathy Stepp</i> | 2/14/13 |

cc: Board Liaison - AD/8
Department rule coordinator – LS/8

Acknowledgment of Gift

This is to certify that at its February 2013 meeting, the Natural Resources Board gratefully accepted a gift of \$16,000 from:

Green Bay Packers

This donation will be used to partially fund the "First Downs for Trees" program.

Our expression of appreciation on behalf of Wisconsin's citizens is hereby recorded in the official records of the Natural Resources Board. We acknowledge this generous contribution.

Natural Resources Board

Preston D. Cole, Chair

First Downs for Trees (2012 planting)

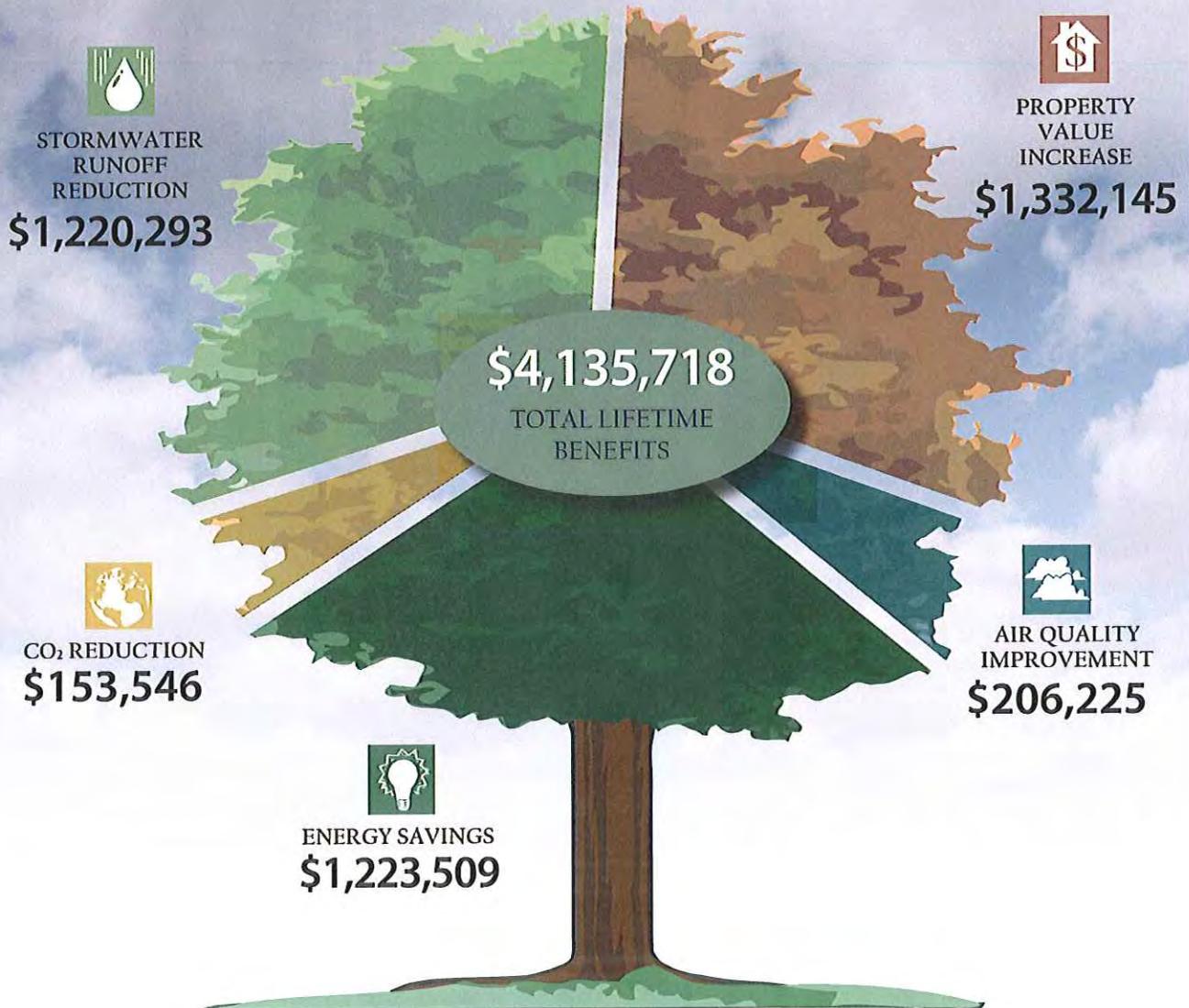
Tree Benefits

FDFT trees provide millions of dollars of environmental, economic and aesthetic benefits to the community. Over their lifetime, the tree benefits exceed the costs of planting and care, representing a 300 percent return on investment. Tree benefits increase over time highlighting the importance of not only planting trees, but of providing ongoing maintenance and protection. These benefits are a reminder of the worthwhile investment in our community forestry program.

Trees:

- Reduce stormwater runoff
- Lower summer air temperatures
- Reduce air pollution
- Reduce heating and cooling costs
- Reduce atmospheric carbon dioxide (CO₂)
- Enhance property values
- Provide wildlife habitat
- Improve health and wellbeing
- Improve learning and concentration
- Provide aesthetic benefits

Over their lifetime FDFT 2012 trees will provide!...





Trees Reduce Stormwater Runoff and Improve Water Quality

Trees reduce peak stormwater runoff and associated pollutants entering local water bodies. Trees reduce stormwater volumes by intercepting a portion of rainfall, which evaporates and never reaches the ground. Tree roots also increase rainfall infiltration and storage in the soil. And tree canopies reduce soil erosion by diminishing the impact of raindrops on barren surfaces.

FDFT intercept 45,026,133 gallons of water over their lifetime for a savings of \$1,220,293.



Trees Reduce Atmospheric Carbon Dioxide

Trees reduce atmospheric carbon by capturing and storing CO₂ as they grow. By reducing demand for heating and cooling, trees indirectly reduce CO₂ by avoiding power plant emissions associated with energy production.

FDFT capture 5,819 tons of atmospheric CO₂ per year. Lifetime savings including indirect costs are \$153,546. Street trees also store approximately 68,883 tons of atmospheric CO₂ for a total savings of \$1,033,241.



Trees Improve Air Quality

Trees improve air quality by trapping particulates, absorbing gaseous pollutants, and releasing oxygen. By cooling urban heat islands and shading parked cars, trees indirectly reduce ozone levels. The Environmental Protection Agency recognizes tree planting as an ozone reduction measure in state implementation plans.

FDFT remove 4,063 lbs. of particulate matter, 8,239 lbs. of ozone, 368 lbs. of sulfur dioxide and 1,394 lbs. of nitrogen oxides annually. Total lifetime savings including indirect cost are \$206,225.



**Wisconsin Department of Natural Resources
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Trees Save Energy

Trees reduce the demand for energy to heat and cool buildings by providing shade, lowering summertime temperatures, and reducing windspeeds. Secondary benefits are reduced water consumption and pollutants emissions by local power plants.

FDFT save approximately 5,697 MWH of electricity and 807,233 Therms of natural gas over their lifetime for a savings of \$1,223,509.



Trees Improve Property Values and Beautify Our Communities

Trees are the single strongest positive influence on scenic quality in our community! They increase the attractiveness of retail business areas. Studies found shoppers are willing to pay up to 11% more for goods and services in a well-landscaped business district. Trees increase property values. People will pay 3-7% more for properties with many trees. Trees foster safer and more sociable neighborhoods. Views of trees ease mental fatigue and stress, help concentration, reduce sickness, and provide settings for recreation and relaxation. Trees also help reduce noise, provide a refuge for wildlife, and help connect residents with their natural environment.

FDFT increase property values over their lifetime by \$1,332,145.

¹Analysis was conducted using iTree Streets. iTree Streets is a street tree management and analysis tool for urban forest managers that uses tree inventory data to quantify the dollar value of annual environmental and aesthetic benefits. The iTree Suite is a free state-of-the-art, peer-reviewed software suite from the USDA Forest Service. www.itreetool.org.

iTree Streets reports annual benefits. In order to project benefits over a lifetime, a theoretical database was used for analysis. Database assumed a predictable annual growth rate over 40 years for each tree species with no mortality. Analysis also assumes all trees are planted along streets.

Tree graphic concept courtesy of City of New York Department of Parks & Recreation.