

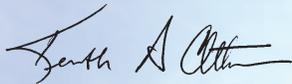
Wisconsin Urban Forestry Council

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2007 REPORT

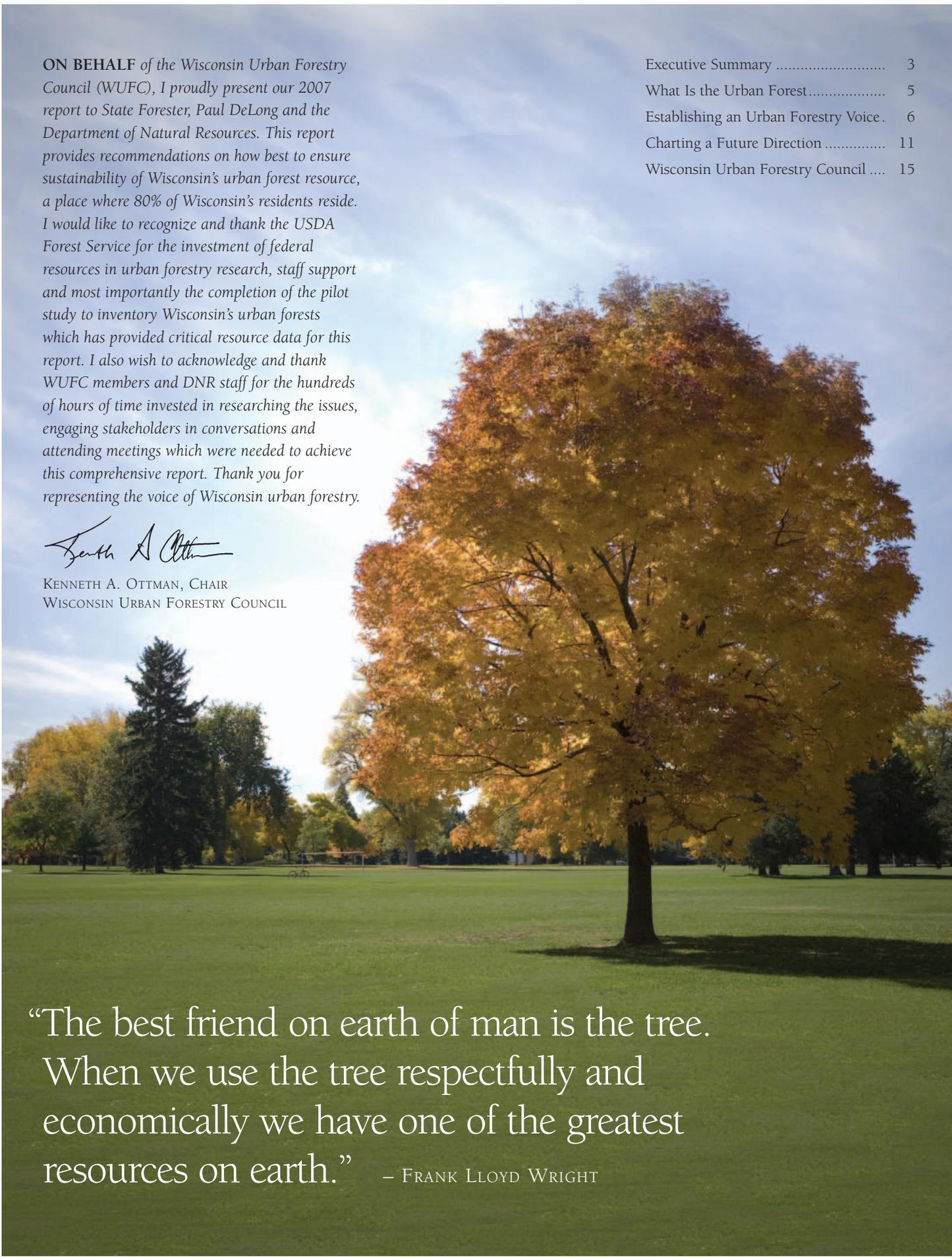
PRESENTED TO THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES

**ON BEHALF** of the Wisconsin Urban Forestry Council (WUFC), I proudly present our 2007 report to State Forester, Paul DeLong and the Department of Natural Resources. This report provides recommendations on how best to ensure sustainability of Wisconsin's urban forest resource, a place where 80% of Wisconsin's residents reside. I would like to recognize and thank the USDA Forest Service for the investment of federal resources in urban forestry research, staff support and most importantly the completion of the pilot study to inventory Wisconsin's urban forests which has provided critical resource data for this report. I also wish to acknowledge and thank WUFC members and DNR staff for the hundreds of hours of time invested in researching the issues, engaging stakeholders in conversations and attending meetings which were needed to achieve this comprehensive report. Thank you for representing the voice of Wisconsin urban forestry.



KENNETH A. OTTMAN, CHAIR  
WISCONSIN URBAN FORESTRY COUNCIL

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“The best friend on earth of man is the tree. When we use the tree respectfully and economically we have one of the greatest resources on earth.” — FRANK LLOYD WRIGHT

# Executive Summary

**M**ORE THAN AT ANY OTHER TIME IN THE HISTORY OF THE URBAN FORESTRY PROGRAM, WISCONSIN COMMUNITIES ARE FACING BOTH DIFFICULT CHALLENGES AND INCREDIBLE OPPORTUNITIES. IN RESPONSE, THE WISCONSIN URBAN FORESTRY COUNCIL HAS AMPLIFIED THE VOICE OF URBAN FORESTRY BY STRENGTHENING STRATEGIC ALLIANCES AND ENGAGING STAKEHOLDERS IN CRITICAL CONVERSATIONS ON THE ISSUES FACING WISCONSIN.

## Issues

- **Federal budget cuts threaten urban forest management.** The President's 2008 budget includes a 39% cut in urban forestry funding and the Forest Service's State & Private Forestry Redesign is scheduled to cut base funding to states by 65% over the next 5 years. This will eliminate 7 urban forestry LTE staff, reducing services and compromising the ability to compete for future federal dollars.
- **Emerald ash borer threatens 5.2 million ash trees** within Wisconsin's urban forests. Replacement could cost communities **more than \$1.5 billion.**
- **Our tree canopy cover is only 14% and lacks diversity.** The average canopy cover provided by Wisconsin's **26.9 million community trees** is significantly below the 40% recommended by American Forests.
- Wisconsin' urban forests **annually provide over \$64 million in environmental services** including **carbon sequestration, air pollution mitigation, and energy savings** which could be an effective tool to help address climate change and energy independence.
- **Wisconsin's urban forestry grant program is not meeting the state's needs,** funding only 56% of requests in 2007, not addressing the needs of the largest communities, discouraging the entry-level communities and providing no additional funding for recently enacted emergency storm response grants.

## Future Direction

Based on these issues and data from Wisconsin's recent pilot urban forest inventory, the council has identified the following strategic directions for Wisconsin:

- **Manage the trees we have** – Maintaining the health and safety of existing trees will increase their benefits. Building sustainable programs to manage forest health and longevity is critical to sustaining these benefits through time.
- **Plant more trees** – Wisconsin could nearly triple the services provided by its urban trees if communities reached the 40% canopy goal, helping the state address greenhouse gas emissions and energy independence.
- **Increase biodiversity** – Ash and maple make up over 43% of Wisconsin's urban forest. This has set communities up for catastrophic loss to exotic diseases and insects. Planting a diverse population is essential to a sustainable resource.
- **Facilitate partnerships and collaboration** – DNR Forestry's role as a convener and facilitator is critical. Investment in the DNR Urban Forestry program is necessary and can leverage large-scale public benefits.



## Trees improve air quality

Planting trees to shade parking lots can reduce automobile hydrocarbon emissions by 2 percent a day – at a cost equal to or less than currently funded air pollution control programs – according to the U.S. Forest Service.<sup>1</sup>

At the time of European-American settlement (1825-1880), forests stretched over most of Wisconsin's 34.7 million acres. Today land growing trees and urban forests cover 17.7 million acres.



## Recommendations

Embracing this “once-in-a-lifetime opportunity” to address challenges and empower Wisconsin to maximize benefits and services provided by community trees, the Wisconsin Urban Forestry Council proposes ***The Wisconsin Community Canopy Initiative – 20 Million by 2020***.

This initiative will increase the tree canopy cover in Wisconsin cities, villages and urban towns by adding 20 million urban trees over the next 13 years and preserving the 27 million existing trees, creating a resilient, diverse urban forest that provides maximum environmental, social and economic services to the residents of Wisconsin.

With only 15% of the urban forest on public property, success will require participation among governments, schools, businesses, foundations, nonprofits and private citizens.

Over 62% of the mil tax revenues that fund DNR Forestry come from Wisconsin's cities and villages. However, only 2% of Forestry's expenditures are for urban forestry. While it is clear that all Wisconsin residents benefit from the primary and secondary products of traditional forests, it is also clear that Wisconsin's 4+ million community residents benefit directly from our urban forests. Current funding for urban forestry is inadequate relative to the large impact of this resource. The council recommends that the DNR increase funding from the Forestry Account to sustainably manage Wisconsin's

urban forest ecosystems where the vast majority of our population lives and conducts business.

For the state to play an effective role, the DNR must expand its ability to facilitate urban forestry collaboration with sustainable program staff and funding. It must:

- Convert existing unsustainable, federally-funded LTE staff to state-funded full-time staff
- Increase the urban forestry grant program by \$1.47 million annually to provide necessary incentives to local governments and nonprofits
- Institute a continuous urban forest inventory and canopy analysis to set resource goals, identify new threats, measure initiative results and quantify benefits to the public
- Provide an additional \$515,000 annually for contracts and cooperative agreements with private and public partners to provide technical assistance, outreach, education and research

Wisconsin has a rich forestry tradition and is seen as a worldwide leader. The threats facing Wisconsin's young and growing urban forests are real. The benefits have been quantified. The goal has been set. In Wisconsin's “forward” tradition, the state must provide the leadership and investment to leverage additional public and private resources that support a resilient urban forest for the benefit of Wisconsin's residents.

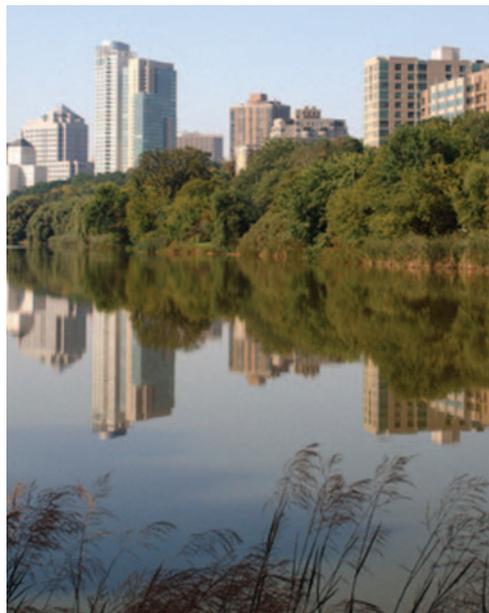
# What Is the Urban Forest?

THE PUBLIC AND PRIVATE TREES IN WISCONSIN'S CITIES, VILLAGES AND URBAN TOWNS ARE COLLECTIVELY KNOWN AS OUR URBAN FOREST. WISCONSIN'S URBAN FORESTS COVER ABOUT **1.8 MILLION ACRES** AND IS **WHERE OVER 80% OF WISCONSINITES LIVE**. DON'T LET THE WORD "URBAN" FOOL YOU: COMMUNITIES OF ALL SIZES, FROM MILWAUKEE TO MINONG, ARE PART OF THIS VAST LEAFY NETWORK.

Wisconsin's urban areas contain over 26.9 million trees with an estimated total replacement value of \$10.9 billion.<sup>2</sup> Wisconsin urban forests annually provide millions of dollars worth of environmental, social and economic services such as reducing storm water runoff and air pollution, conserving energy, improving public health and well being, increasing property values and attracting business, tourists and residents.

These benefits not only improve the immediate quality of life for the vast majority of Wisconsin residents, but they also affect the natural resources throughout the entire state and will only be realized and sustained with conscientious urban forest management over time.

Managing this web of green space is a complex task that requires skills in arboriculture, forestry, ecology, engineering, economics, sociology, planning, political science, volunteer development, personnel management and public relations. It is the responsibility not only of the local government, but of every resident in the community.



## What is the state's role in urban forestry management?

Local, state and federal government, businesses, nonprofits and private property owners all have a role in the management of our urban forests. The state's role is to facilitate the success of this partnership by:

- Gathering data and setting goals and management standards for the urban forest resource
- Stimulating private and nonprofit sector markets to provide service
- Providing service and resources where local government, private and nonprofit sectors cannot
- Coordinating resources, stimulating solutions and advocating Wisconsin's needs to federal government
- Building and supporting strategic alliances with other DNR divisions, state and federal agencies, local governments, schools, businesses, nonprofits and citizen organizations to maximize the benefits community trees provide to Wisconsin

## What is the Wisconsin Urban Forestry Council's role?

Comprised of representatives from the public, private and nonprofit sectors, the purpose of the council is to advise the Wisconsin State Forester and Wisconsin Department of Natural Resources on the best ways to preserve, protect, expand and improve Wisconsin's urban and community forest resources to the benefit of the environment, the economy and the people of the state of Wisconsin. In short, it is to be the voice for the urban forest in Wisconsin.



## Trees reduce storm water runoff

Trees capture and store rainfall on leaves and branches, thereby reducing runoff and reducing the risk of flooding. Root growth reduces soil erosion and also increases the rate of water absorption.<sup>3</sup>

*The Wisconsin Green Industry Economic Impact Survey, compiled in 2004, indicates that the green industry has a \$2.7 billion impact on the state's economy annually. The Wisconsin green industry includes over 4,700 businesses employing over 43,000 workers.<sup>4</sup>*

## Establishing an Urban Forestry Voice

**M**ORE THAN AT ANY OTHER TIME IN THE HISTORY OF WISCONSIN'S URBAN FORESTRY PROGRAM, COMMUNITY TREES ARE FACING BOTH DIFFICULT CHALLENGES AND INCREDIBLE OPPORTUNITIES. RECOGNIZING THIS IMPORTANT JUNCTURE IN TIME, THE COUNCIL IS NURTURING A CHORUS OF URBAN FORESTRY VOICES AMONG PROFESSIONALS, AFFILIATED ORGANIZATIONS AND COMMUNITY FORESTRY SUPPORTERS.

The council is informing interested parties of opportunities for comment, providing resource information relevant to critical issues and encouraging dialog that has resulted in a more unified and sustainable urban forestry message and increased collaboration and partnerships among stakeholders.

Responding to a challenge by State Forester Paul DeLong, the Wisconsin Urban Forestry Council has amplified the voice of Wisconsin urban forestry by strengthening strategic alliances and engaging stakeholders and local, state and national policy makers in critical conversations addressing issues facing Wisconsin.

**The Issues** — THE COUNCIL HAS IDENTIFIED **FIVE CRITICAL ISSUES** THAT CHALLENGE THE GROWTH AND SUSTAINABILITY OF WISCONSIN'S URBAN FORESTS AND THE BENEFITS AND SERVICES THEY PROVIDE TO THE ECONOMY, ENVIRONMENT AND PEOPLE OF THE STATE.



### **L** Federal budget cuts threaten urban forest management

The President's 2008 budget includes a 39% cut in urban forestry funding and the Forest Service's State & Private Forestry Redesign is scheduled to cut base funding to states by 65% over the next 5 years. This will eliminate 7 urban forestry LTE staff, reducing services and compromising the ability to compete for future federal dollars.

The council and its members:

- Provided written testimony to the House Committee on Appropriations Subcommittee on Interior, Environment and Related Agencies regarding the FY2008 Forest Service Urban and Community Forestry Program Budget cuts.
- Met personally with Congressional staff in Washington and in district offices to discuss the impact federal support has on state and local urban forest programs. These contacts have resulted in a continuing relationship.

A successful urban forestry program requires participation within and among government agencies, commercial and nonprofit sectors and private citizens. DNR urban forestry's role as a convener and facilitator is critical in the continued development of partnerships and collaborations. Personal relationships, developed over time, serve as the foundation from which successful efforts emerge. The lack of staff continuity resulting from the reliance on federally funded limited term employees impedes the DNR's efficiency and effectiveness in relationship building.



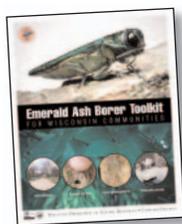
## 2 Invasive species

Wisconsin's pilot statewide urban forest and street tree inventories identified our vulnerability to invasive plants, diseases and insects. One in particular, emerald ash borer (EAB), is just 35 miles south of our border and threatens Wisconsin's 5.2 million community ash trees, about 20% of the entire urban forest resource valued at over \$1.5 billion. Include the expense of removal and disposal, and costs of EAB to local governments could be two to three times that number!

Recognizing the threat invasive species pose, the council and its members have:

- Contacted Congressional representatives to express support for Emerald Ash Borer funding initiatives submitted by Department of Natural Resources and the Department of Agriculture, Trade and Consumer Protection.
- Provided policy and implementation input to the multi-agency Wisconsin EAB Program
- Actively participated on the Wisconsin Council on Forestry's Forest Invasives Leadership Team and accepted leadership in developing Urban Forestry Best Management Practices for Invasive Species.

The DNR Urban Forestry Working Group is working hard to prepare local governments for the anticipated arrival of EAB. It developed, distributed and maintains a planning tool called *The Emerald Ash Borer Toolkit for Wisconsin Communities*,



a multi-agency collaborative effort, and has augmented it with conferences, workshops, regional meetings, media articles and grants to help communities develop EAB readiness.

Despite these tremendous efforts, are Wisconsin communities prepared for EAB? Probably not. Of the 632 Wisconsin communities that could potentially support an urban forestry program, only 38, just 6 %, have met all four federal standards to be considered a "managing community." In addition, 392 communities, 62%, have met none of the federal standards! Smaller communities face a greater challenge in supporting an urban forest management program.

Emerald ash borer is just the beginning of a parade of exotic species that threaten Wisconsin's urban forests. Without management, community trees quickly become costly liabilities. The DNR's role in setting management standards and assisting in building and supporting strategic alliances that enable communities to sustainably manage their urban forest is critical. State staffing for urban forestry has increased by only one person since 1992 while service demand has increased many-fold. An expanded, and sustainable, state urban forestry program is needed to respond to the existing demand for assistance and the dramatic increase in demand expected when EAB arrives.



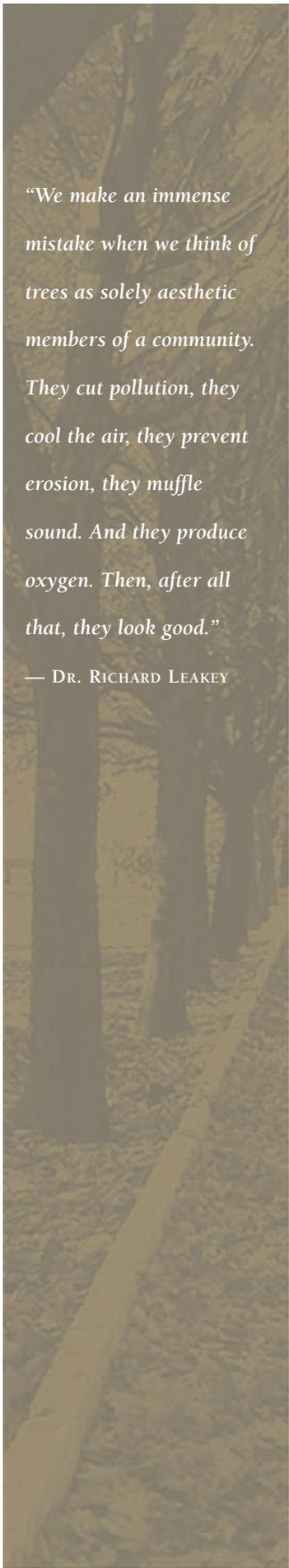
## 3 Quantifying the urban forest

While our community forests are about to face their greatest threat since Dutch elm disease, we are just beginning to understand and quantify the character and value of this resource. The completion of the first inventory and assessment of Wisconsin's urban forests coupled with groundbreaking research conducted by the USDA Forest Service is providing quantifiable data which communities can apply to



## Trees reduce violence

University of Illinois at Urbana-Champaign studies report that people living in residential complexes with trees reported significantly better relationships with their neighbors, and fewer incidences of violence than those living in complexes without trees. Other findings included less graffiti, noise and litter.<sup>5</sup>



“We make an immense mistake when we think of trees as solely aesthetic members of a community. They cut pollution, they cool the air, they prevent erosion, they muffle sound. And they produce oxygen. Then, after all that, they look good.”

— DR. RICHARD LEAKEY

## Establishing an Urban Forestry Voice *(continued)*

cost-benefit models as they develop management plans and analyze community tree planting projects.

### Key Assessment Findings

#### Wisconsin’s urban forests:

Have a replacement value of \$10.9 billion

Comprise about 3% of the state’s land area, but are predicted to expand to 8.3% by 2050

Have an average canopy cover of 14%, well below the 40% target set by American Forests

43% of urban trees are either ash or maple

Heavily dependant on public funding, municipal tree programs must be able to demonstrate their cost effectiveness. Information from the assessment not only begins to define the resource, but also provides valuable data that enables communities to more effectively compete for limited resources.

Not only will the results of this first inventory advance the understanding and management of the urban forests, but data gathered over time can be utilized within the *Wisconsin’s Forest Sustainability Framework* which is being designed to establish a consistent and effective means for tracking progress towards the goals of the *Wisconsin Statewide Forest Plan*.

The council believes that a continuous statewide urban forest inventory, supported by permanent staff, is critical in providing the state and local governments and their partners the tools and data to develop accurate plans for sustaining and enhancing their forest resource, to assess results and to modify management, assuring best use of public funds.



## 4 Benefits beyond beauty

Urban trees are important working components of community infrastructure, just like streets, sewers, public buildings and recreational facilities. A healthy tree canopy functions as “green infrastructure” providing environmental, social and economic services that, unlike “gray infrastructure,” appreciates in value over time. Trees need care to survive and thrive, but the longer they live and the better condition they’re in, the more services they provide. **Properly managed, trees are capital – growing assets worth three times their investment.** Without management, they become an expensive liability.

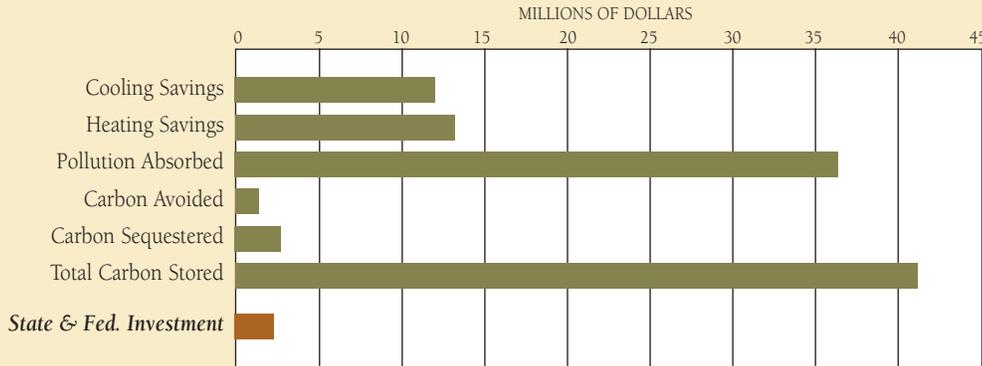
Until the completion of the urban forest inventory, the value of this litany of services was just intuitive. The analysis of the assessment data is beginning to quantify the extent of benefits of the state’s urban forests, documenting their ability to address key state concerns such as reducing carbon and pollution emissions and achieving energy independence, opening up new opportunities for forestry partnerships with government, industry and nonprofits.

Wisconsin’s urban forests store over 2 million tons of carbon, equivalent to the annual emissions of five and one-half – 200 megawatt power plants. They annually sequester 119,000 tons of carbon, equivalent to keeping 91,000 passenger cars off the road. They remove thousands of tons of air pollution and reduce heating and cooling expenses to Wisconsin residents avoiding production of an additional 38,000 passenger cars’-worth of carbon every year!

The Urban Forestry Council has used this new information to:

- Offer assistance to the Forestry and Agriculture Working Group of the Governor’s Global

## Value of Annual Services Provided by Wisconsin's Urban Forests vs. State & Federal Program Investment



Source: Urban Forests of Wisconsin: Pilot Monitoring Project 2002<sup>1</sup>

### Trees pay us back by:

Conserving energy by sheltering buildings and shading surfaces

Reducing storm water runoff

Removing atmospheric carbon dioxide, the major "greenhouse" gas

Reducing and filtering air pollutants

Filtering and reducing surface and groundwater pollution

Improving psychological health

Increasing property values

Attracting business, tourists and residents

Look at what 100 large public trees give over 40 years:

**Benefits** ..... \$379,000

Energy savings  
Air quality  
Water runoff management  
Real estate values

**Costs** ..... \$148,000

Planting and pruning  
Removal and disposal  
Irrigation  
Sidewalk repair  
Litter  
Legal and administration

**NET BENEFITS** ..... \$231,000

Source: U.S. Forest Service, 2005<sup>6</sup>

Warming Task Force, resulting in the appointment to the working group of council member Ron Zillmer, Associate Dean at Mid-State Technical College and the submission of an urban forestry policy template.

- Submit testimony to the Wisconsin Senate Committee on Environment and Natural Resources requesting urban trees be included in discussions regarding the management of greenhouse gas emissions.

Research is nearly complete on quantifying the urban forest's value in storm water mitigation, and is continuing on establishing its value to the economy and to public health. Support for this research will be key to developing better ways to utilize forestry to help solve important public policy issues.

As threats facing urban forests intensify and the more communities seek to maximize the benefits of green infrastructure, the demand for DNR urban forestry assistance has risen dramatically. Wisconsin has provided outstanding leadership in the development of urban forestry programming, but the urban forestry program is fragile. Nearly half of the WDNR urban forestry staff positions are held by federally-funded limited term employees resulting in frequent turnover. This halts partnerships, reduces service and productivity while positions are vacant and further reduces productivity of remaining staff going through time-consuming hiring, orientation and training processes. A sustainable urban forestry program requires sustainable staffing and funding.



## Trees improve business

Well-shaded retail centers attract customers that are willing to travel further, shop longer, visit more frequently and pay up to 11 percent more for products, according to a University of Washington study.<sup>7</sup>

“Like the aging of a familiar face, the decline in city trees has been so gradual as to be almost imperceptible.”

— U.S. NEWS AND WORLD REPORT

## Establishing an Urban Forestry Voice *(continued)*



### 5 Grants

The Wisconsin Urban Forestry Grant program is arguably the DNR's most successful tool for increasing and improving urban forest management. Since 1993, the grant program has provided nearly **\$8.7 million** in funding and awarded **837** grants to cities, villages, towns, counties, tribes, and nonprofit organizations throughout the state. These projects support partnerships and countless hours from volunteers, consultants, communities and dedicated urban forestry professionals to strengthen our community forests.

However, a 2006 study of the grant program in which the Wisconsin Urban Forestry Council participated revealed that while there

were numerous successes, many community needs were going unmet. Small communities were intimidated by the complicated, time-consuming process. Medium-sized communities developed management capacity with the grants, but were unable to obtain sufficient funds to implement their plans. And large communities and nonprofits needed larger grants to accomplish their goals and so were not applying.

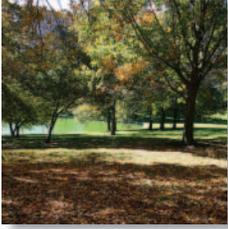
For the 2007 grant cycle, a total of 102 proposals were received, requesting over \$1 million in grants. Funding allowed only 56% of the requests to be awarded. In May, legislation was enacted authorizing DNR to provide emergency urban forestry storm response grants to communities in a Governor-declared emergency. While this is a very positive development, allowing DNR to respond quickly to community forestry needs in the event of a natural disaster, the funding for these grants comes from the existing state urban forestry grant allotment. If storm frequency and severity increases as predicted by climate change scientists, funds available to communities for tree planting and management will be significantly reduced in years to come. In addition, the federal urban forestry base grant to Wisconsin is being reduced as part of State & Private Forestry Redesign, eliminating the federal contribution to Wisconsin's grant program. And finally, with EAB on the horizon, demand for urban forestry funding will skyrocket as soon as the insect is detected in the state.

The DNR is responding to these challenges with a proposed 3-tiered grant program. If adopted, it will simplify entry into the program in tier 1, help communities develop management capacity in tier 2 and support plan implementation and large-scale projects in tier 3. However, in the face of an increasing demand and a decreasing fund pool, implementation of this redesigned program is dependent on a significant increase in state funding. The council believes such an increase is critically needed and will address all of Wisconsin's communities' needs to manage the urban forest resource while leveraging additional local private and public support and benefitting 80% of the state's population.



# Charting a Future Direction

BASED ON THESE ISSUES AND DATA FROM WISCONSIN'S RECENT PILOT URBAN FOREST INVENTORY, THE COUNCIL HAS IDENTIFIED THE FOLLOWING STRATEGIC DIRECTIONS FOR WISCONSIN:



*Manage the trees we have* — At the current estimated 7.3% mortality rate for Wisconsin's urban trees, the value and services provided by the urban forest will fall dramatically without management. Knowing what trees we have and the condition they are in will help us manage their health and safety. This management will not only maintain the current value of our urban trees, but increase their benefits over time. This also will allow any tree planting to expand the urban forest rather than just replace it with smaller, less valuable trees.

Building sustainable community programs and engaging private property owners to manage urban forest health and longevity is critical to sustaining and expanding the urban forest.



*Plant more trees* — Wisconsin could nearly triple the services provided by its urban trees if communities reached American Forests' 40% canopy goal, helping the state attain greenhouse gas emissions and energy independence targets. Other benefits such as wildlife habitat, reducing storm water runoff volume and peak flow, increasing property values and attracting business, tourists and residents are also dependent on tree canopy. However, canopy cover only addresses one aspect of the resource, ignoring characteristics such as

biodiversity, age distribution, adaptability, forest structure and health. The optimal goals for these urban forest characteristics are still not well defined for communities and will require further research, inventory and assessment work to establish. In addition, proper planting is critical for longevity in the harsh urban environment so awareness, education and training will be key to success.



*Increase biodiversity* — Ash and maple make up over 43% of Wisconsin's urban forest. This has set communities up for catastrophic loss to exotic diseases and insects on the scale of Dutch elm disease. Planting a diverse population is essential to a sustainable resource. Emerald ash borer is poised to do all the damage to Wisconsin's communities that Dutch elm disease did and for the same reasons. Not only are there too many ash despite the lesson DED should have taught us, but when EAB starts taking out huge numbers of trees, we again are

not prepared to replace them with large numbers of many different species and so are doomed to repeat the scenario in the future. A large-scale collaborative effort between the nursery, landscape and urban forestry industries is needed to assure a diverse supply of trees in the numbers that EAB will assure we need.



*Facilitate partnerships and collaboration* — Like the biodiversity issue, all of urban forestry is a collaborative effort since the resource spans so many jurisdictions, ownerships and abilities and capacities to manage. In these difficult times of strained government and personal budgets, urban forests are well positioned to multi-task benefits for government, businesses, individuals and the environment. DNR Forestry's role as a convener and facilitator is crucial to creating partnerships, networks and consortiums that can succeed.

Investment in the DNR UF program is necessary, but it can leverage large-scale public benefits.



## Trees save on street repair

Trees extend the life of street surfaces by shading them. Repaving can be deferred 10 years or more for heavily shaded streets.<sup>8</sup>

**Recommendations** — EMBRACING THIS “ONCE-IN-A-LIFETIME OPPORTUNITY” TO ADDRESS LOCAL, STATE NATIONAL AND GLOBAL CHALLENGES AND EMPOWER WISCONSIN TO MAXIMIZE BENEFITS AND SERVICES PROVIDED BY COMMUNITY TREES, THE WISCONSIN URBAN FORESTRY COUNCIL IS PROPOSING...

## The Wisconsin Community Canopy Initiative – 20 Million by 2020

*This collaborative initiative will increase the tree canopy cover in Wisconsin cities, villages and urban towns by adding 20 million urban trees over the next 13 years and preserving the 27 million existing trees. It will create a resilient, diverse urban forest that will nearly double the \$64 million worth of greenhouse gas reduction and energy savings it currently provides as well as nearly doubling the other environmental, social and economic services provided to the residents of Wisconsin.*

### What Must Be Done

For the state to successfully accomplish this goal we must:

#### **Develop statewide and local inventories and management plans to:**

- Identify ash and the resources needed to respond to EAB
- Identify tree species distribution, size, condition and vacant planting space
- Set tree planting, green space and management goals and strategies to accomplish them
- Monitor progress and adapt to changes

#### **Build strategic alliances with:**

- Nursery growers to produce a diversity of urban tolerant trees
- Planners, developers, builders and landscape architects to preserve existing trees, design new tree friendly landscapes and retrofit existing ones for future canopy
- Investor-owned and public utility companies to minimize utility conflicts, but maximize tree canopy and shading of buildings and pavement
- Forest products and energy industry entrepreneurs to utilize urban wood
- Research institutions to develop science-based solutions to urban forest problems
- Other DNR divisions, state and federal agencies, local governments, schools, nonprofits, corporations and foundations, large and small, to achieve shared goals, capitalizing on the air, water, waste, energy, public health and economic benefits that community trees provide



**Stimulate the private and nonprofit sector to:**

- Provide services and materials needed to plant and manage community trees
- Expand employment in the green industry which currently contributes \$2.7 billion annually to the state's economy

**Use state expertise to:**

- Provide technical assistance and resources where local government, private and nonprofit sectors cannot
- Create networks to share information, expertise and solutions
- Develop additional federal, state, local and private resources

**Educate and train:**

- Public and private sector officials and staff on urban forest services and benefits, and urban forestry principles, tools and techniques
- Technical college and university students for careers in tree care and urban forestry
- K-12 students to understand the role trees play in their community environment and to engage them in creating future solutions

**Engage the public to:**

- Support tree planting and care in their communities, neighborhoods and service organizations
- Volunteer to plant and care for trees in their communities
- Plant and care for trees on their own property

**The State's Role**

With only 15% of the urban forest on public property, success of the Wisconsin Community Canopy Initiative will require collaboration and participation among governments, schools, businesses, foundations, nonprofits and private citizens.

Over 62% of the mil tax revenues that fund DNR Forestry come from Wisconsin's cities and villages. However, only 2% of Forestry's expenditures are for urban forestry. While it is clear that all Wisconsin residents benefit from the primary and secondary

products of traditional forests, it is also clear that Wisconsin's 4+ million community residents benefit directly from our urban forests. Current funding for urban forestry is inadequate relative to the large impact of this resource. The council recommends that the DNR increase funding from the Forestry Account to sustainably manage Wisconsin's urban forest ecosystems where the vast majority of our population lives and conducts business.

For the state to play an effective role, the DNR must expand its ability to facilitate urban forestry collaboration, providing funding for a combination of grants, contracts, cooperative agreements and permanent staff designed to provide the state services needed to leverage additional federal, state, local, academic, nonprofit and private resources.

The DNR must:

- Convert existing unsustainable, federally-funded LTE staff to state-funded full-time staff
- Provide additional staff to expand partnership building capability and urban forest health expertise
- Increase the urban forestry grant program to provide necessary incentives to local governments and nonprofits
- Institute a continuous urban forest inventory and canopy analysis to set resource goals, identify new threats, measure initiative results and quantify benefits to the public
- Provide additional annual funding for contracts and cooperative agreements with private and public partners to provide technical assistance, outreach, education and research

Specifically, the Wisconsin Urban Forestry Council recommends the following staff and funding (see next page). Whether the DNR chooses to request this through the budget process or through reallocation and redirection of existing resources is up to the department.



**Trees  
reduce  
skin cancer**

Planting trees over school playgrounds, parks, rest areas, and other outdoor places where people congregate will reduce skin cancer and drive down health costs. Trees absorb up to 90 percent of the UV radiation, providing a natural form of sunscreen – an equivalent between 10 to 20 SPF.<sup>9</sup>

*“It is not so much for its beauty that the forest makes a claim upon men’s hearts, as for that subtle something, that quality of air that emanates from old trees, that so wonderfully changes and renews a weary spirit.”*

— ROBERT LOUIS STEVENSON

## FUNDING AND STAFF RECOMMENDATIONS

	ADDITIONAL STAFF NUMBER	ADDITIONAL ANNUAL AMOUNT	TOTAL
<b>GRANTS</b>			
Increase the annual appropriation for Wisconsin urban forestry grants to \$2 million		\$1,470,100	
			<b>\$1,470,100</b>
<b>CONTRACTS</b>			
Statewide continuous urban forest inventory and urban forest canopy analysis		\$200,000	
Urban forestry outreach and media campaigns		\$100,000	
			<b>\$300,000</b>
<b>COOPERATIVE AGREEMENTS</b>			
Maintain, promote and implement LEAF’s K-12 urban forestry module		\$50,000	
Fund a UW-Extension urban forestry basin educator		\$65,000	
Urban forestry research		\$100,000	
			<b>\$215,000</b>
<b>STAFF</b>			
State funding for Urban forestry grant manager		\$74,000	
Urban forestry partnership development specialist	1	\$64,000	
Urban forest assessment specialist	1	\$64,000	
Urban forestry communication specialist	1	\$64,000	
Urban forest health specialist	1	\$64,000	
Office operations associate	0.5	\$19,000	
Regional urban forestry coordinators	4	\$256,000	
			<b>\$605,000</b>
<b>TOTAL</b>	<b>8.5</b>		<b>\$2,590,100</b>

Wisconsin has a rich forestry tradition and is seen as a worldwide leader. The threats facing Wisconsin’s young and growing urban forests are real. The benefits have been quantified. The goal has been set. In Wisconsin’s “forward” tradition, the state must provide the leadership and investment to leverage additional public and private resources to support a resilient urban forest for the benefit of all.



# WISCONSIN URBAN FORESTRY COUNCIL

THE PURPOSE OF THE COUNCIL IS TO ADVISE THE WISCONSIN STATE FORESTER AND WISCONSIN DEPARTMENT OF NATURAL RESOURCES ON THE BEST WAYS TO PRESERVE, PROTECT, EXPAND AND IMPROVE WISCONSIN'S URBAN AND COMMUNITY FOREST RESOURCES, AS AUTHORIZED BY WISCONSIN STATUE 15.04 (1)(C0).

## OFFICERS

**Mr. Kenneth Ottman, Chair**  
Forester – City of Milwaukee,  
representing the Wisconsin  
Council on Forestry

**Mr. Les Werner, Vice-chair**  
UW-Stevens Point

**Mr. David Liska, Past chair**  
City Forester of Waukesha,  
representing arborists from  
municipalities greater than  
50,000

## MEMBERS

**Dr. R. Bruce Allison**  
Allison Tree Care, representing  
commercial arborists

**Dr. Robert Brush**  
Retired professor UW-Stevens  
Point, representing American  
Society of Landscape Architects,  
Wisconsin Chapter

**Mr. Robert Dahl**  
Representing Department of  
Agriculture Trade and  
Consumer Protection

**Mr. Jeff Edgar**  
Silver Creek Nursery,  
representing Wisconsin Green  
Industry Federation

**Mr. John Gall**  
Wachtel Tree Science & Service,  
representing Wisconsin  
Arborist Association

**Mr. Jeff Gorman**  
Forester – Village of Mt.  
Horeb, representing Wisconsin  
Parks and Recreation  
Association

**Mr. Leif Hubbard**  
Representing Wisconsin  
Department of Transportation

**Dr. Laura Jull**  
Representing the University of  
Wisconsin

**Mayor Dennis Kropp**  
City of Menomonie

**Ms. Heather Mann**  
Executive Director of Urban  
Open Space Foundation

**Mr. Michael Michlig**  
Forester – City of Appleton

**Ms. Logan Nelson**  
Blue Sky Tree Care

**Dr. Arthur Ode**  
Volunteer Forester – City of  
Bayfield

**Ms. Joan Stevens**  
Greenfield Tree Commission &  
Greenfield Beautification

**Mr. Dan Traas**  
Ranger Services, Inc.

**Ms. Kellie Tuttle**  
Bluestem Forestry Consulting

**Mr. Richard Welch**  
Superior Urban Forestry  
Tree Board

**Mr. Joseph Wilson**  
Executive Director Greening  
Milwaukee and Chair –  
National Urban and  
Community Forestry Advisory  
Council of the USDA

**Mr. Ronald Zimmer**  
Associate Dean Mid-State  
Technical College

## EX-OFFICIO MEMBERS

**Ms. Lisa Burban**  
USDA Forest Service Urban  
Forestry

**Mr. Richard Rideout**  
State Urban Forestry  
Coordinator, DNR

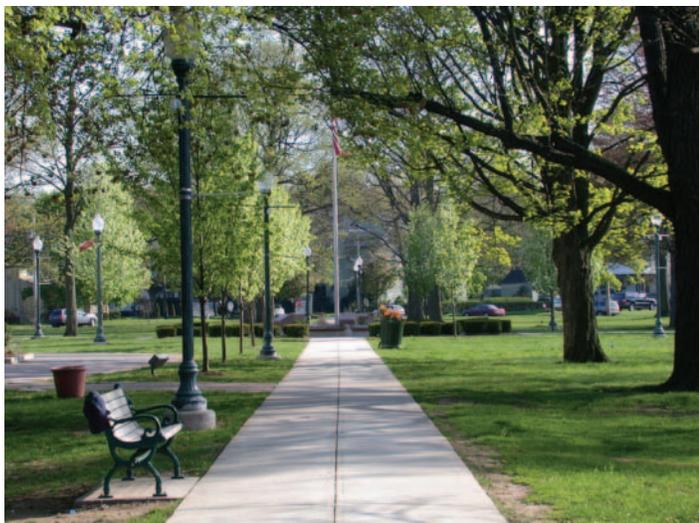
**Ms. Laura Wyatt**  
Urban Forestry Council  
Liaison, DNR



Trees  
satisfy  
people

Trees impart enhanced  
quality of life and  
aesthetic values to  
residents at home and  
in their workplaces.

In neighborhoods  
where mature trees are  
prevalent, property  
values are known to  
increase more rapidly.<sup>10</sup>



## DNR Urban Forestry Assistance:

**Mission:** *To encourage,  
enable and enhance sound  
management of Wisconsin's  
urban forest ecosystems.*

**A Vision for the Future of  
Wisconsin's Urban Forests:**  
*We envision Wisconsin with  
healthy and sustainable urban  
forest ecosystems integral to  
healthy and sustainable  
communities.*

<http://dnr.wi.gov/forestry/UF>

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References which are available electronically will be posted on the Wisconsin Urban Forestry Council Web page at <http://dnr.wi.gov/forestry/UF/council/>.



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