

Going Green with the Packers



First Downs for Trees

Executive Summary

We invite the Green Bay Packers to team-up with Wisconsin Public Service, Wisconsin Department of Natural Resources, Oneida Tribe and Brown County and its cities, villages and towns to reduce the Packers' carbon footprint through tree planting. This solution is one that will not only benefit the Packer organization, but it will also benefit the 22 entities and 245,000 people that live in Brown County.

Need

The Green Bay Packers produce 450 tons of carbon dioxide per year for travel to away games. The organization is looking for ways to offset this carbon production. Municipalities are looking for funding sources to get more trees planted. By planting trees, the Packer organization can reduce their carbon footprint and municipalities can plant more trees. It is a win-win situation for all parties involved.

Objectives

Trees naturally sequester carbon dioxide. Planting trees would give the Green Bay Packers the ability to sequester carbon dioxide produced by traveling to away games. Trees offer a long term solution to the problem because they live for many years and the amount of carbon sequestered continues to increase as the trees grow (*see attached chart*).

Method

Our proposal for the Packers' consideration includes:

- Purchasing 300 landscape-size trees to be planted by Brown County and its cities, villages and towns in their parks, terraces and other green spaces (*see attached map*). This will be a cost share program, the Packers will purchase the trees and the municipalities will be responsible for all planting costs.
- Each municipality will plant a commemorative "Packer Tree" or "Packer Grove" to showcase in their community. Community leaders, civic groups, and school children are just a few examples of those who may want to participate. Involving a Green Bay Packer team member who lives in that community could only add to the publicity. Each event will be coordinated through the individual municipalities.
- The kick-off for this initiative will occur on Arbor Day 2010 in conjunction with Wisconsin Public Service (WPS). Another kick-off opportunity could occur in the fall which coincides with the football season. This event could occur near

the stadium, precede a game, involve Packer players, and could even include a video to be played on the jumbo-tron about the benefits of trees.

- The majority of the tree planting will occur during the spring of 2011. Earth Day (April 22) and Arbor Day (last Friday in April) present an excellent focal point for this message.
- Because these trees will be planted in an "urban" environment, they have the benefit of being maintained and cared for throughout their lifetime by professional urban foresters and tree managers helping to ensure the greatest benefits.
- A media kit would be developed jointly by the Packers, Wisconsin Public Service and Department of Natural Resources which would contain logos, a joint press release, tree benefit information, carbon offset details and information about all participating partners involved including municipalities.
- A community kit could be developed by the Packers, Wisconsin Public Service, and Department of Natural Resources promoting the project within the community. This kit could include signage, door hangers and brochures explaining and promoting the project to communities, schools, city officials, municipalities and sustainability groups.

Future

There is great potential for growth and partnerships with this initiative. There has been an overwhelmingly positive response from the Brown County communities about the possibility of planting a "Packer" tree. Our goal is to make this initiative a huge success and expand it to other areas of the state. If the Packer organization is interested in expanding its efforts, we can continue our discussions to meet those needs.

Budget

The cost of purchasing 300 landscape size trees will be \$15,000. Planting costs will be born by the municipalities receiving the trees. Any costs associated with the media kit (such as signage) would be separate from the tree costs.

Additional Information

Trees pay us back! US Forest Service researchers conclude that when properly cared for, trees are valuable and growing assets worth three times the investment. Landscape trees provide benefits that far exceed the costs of planting and care over their lifetime. Environmental and esthetic benefits, such as energy savings, storm water runoff reduction, cleaner air, and higher property values, are an average of three times greater than tree care costs.

Healthy trees mean...

... healthy people.

One hundred mature trees remove

- 53 tons of carbon dioxide per year.
- 430 pounds of other air pollutants per year.

... healthy communities.

Tree-filled neighborhoods

- lower levels of domestic violence.
- are safer and more sociable.

... healthy environment

One hundred mature trees catch about 139,000 gallons of rainwater per year.

... homeowner savings

- Strategically placed trees save up to 56% on annual air-conditioning costs.
- Evergreens that block winter winds can save 3% on heating.

... better business.

In tree-lined commercial districts, shoppers report

- more frequent shopping.
- longer shopping trips.
- willingness to pay more for parking.
- willingness to spend 12% more for goods.

... higher property values.

- Each large front yard tree adds 1% to the house sales price.
- Large specimen trees can add 10% to property value.

Project Partners:

Green Bay Packers

Village of Allouez

Village of Ashwaubenon

Village of Bellevue

Brown County

City of DePere

Village of Denmark

Town of Eaton

City of Green Bay

Village of Hobart

Town of Holland

Village of Howard

Town of Humboldt

Town of Lawrence

Town of Ledgeview

Town of Morrison

Oneida Tribe

Town of Pittsfield

Village of Pulaski

Town of Rockland

Town of Scott

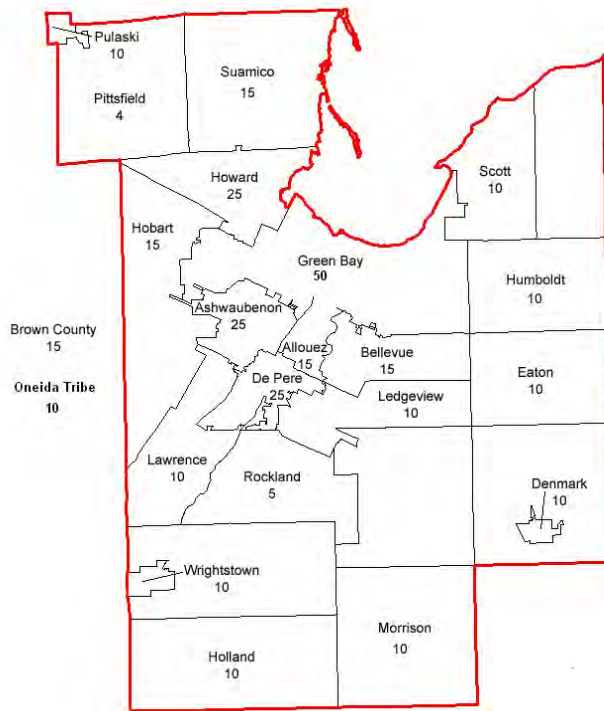
Village of Suamico

Village of Wrightstown

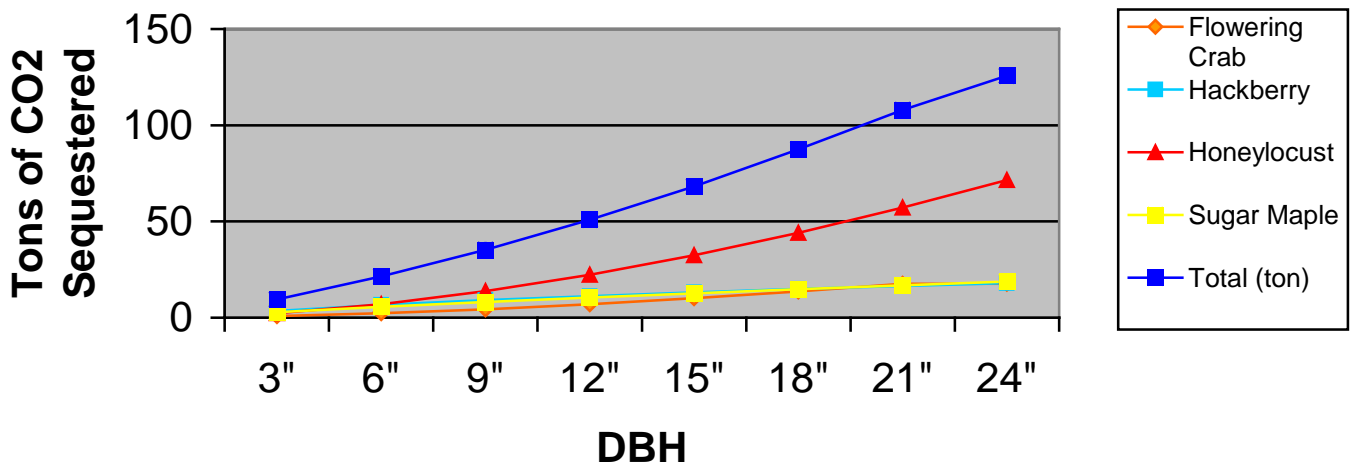
Wisconsin Public Service Corporation

WI Department of Natural Resources

Number of Trees Requested by Each Municipality



Tons of CO2 Sequestered by Tree Species & DBH



This graph shows the total tons of CO₂ sequestered by planting 300 trees (75 sugar maple, 75 hackberry, 75 honeylocust & 75 flowering crab). As trees grow larger more CO₂ is taken up. When these 300 trees reach maturity they will be sequestering 125 tons of CO₂ per year.