



IMPORTANCE OF A COMMUNITY TREE PROGRAM:

A Guide to Starting and Sustaining a
Street Tree Planting Program

presenters:

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Street Trees



Why Do It?/Benefits



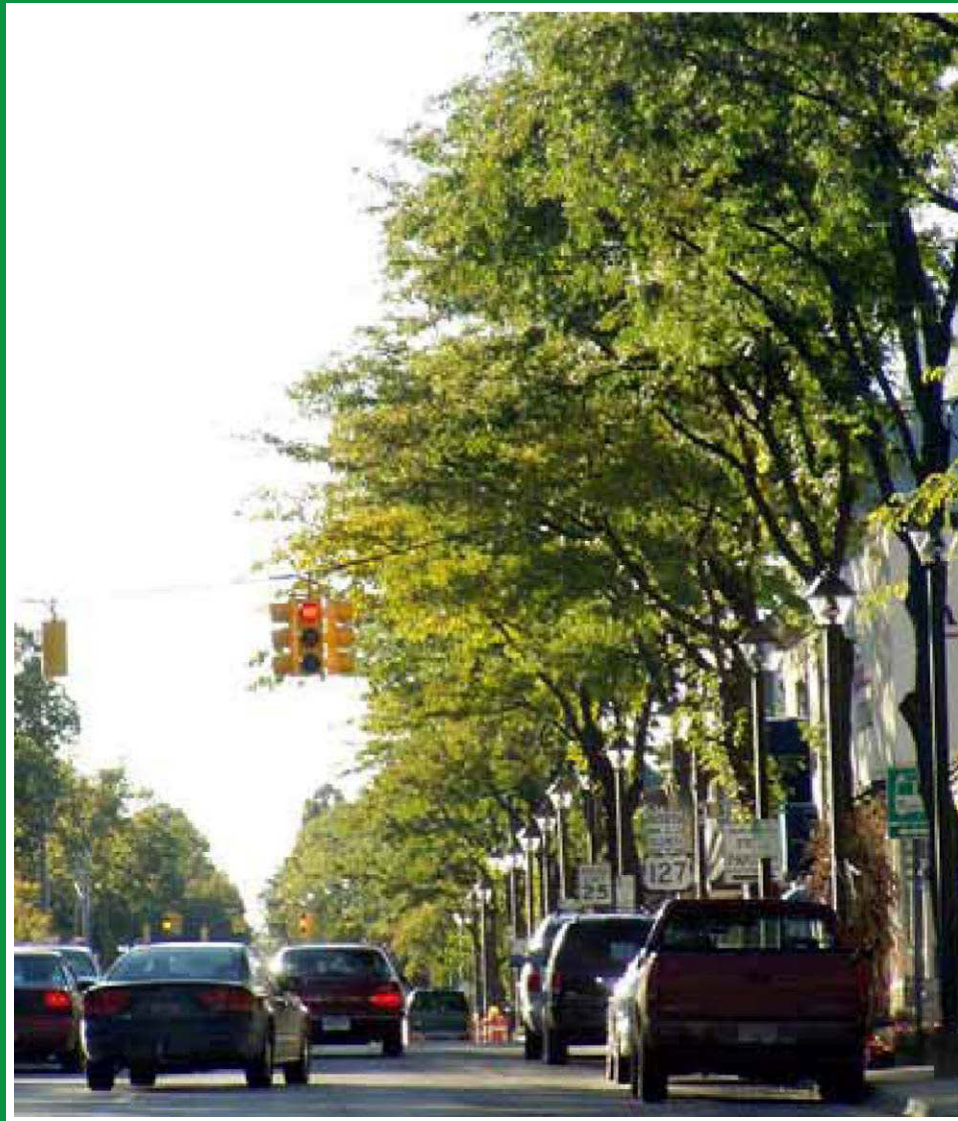
Reduce Traffic Speed



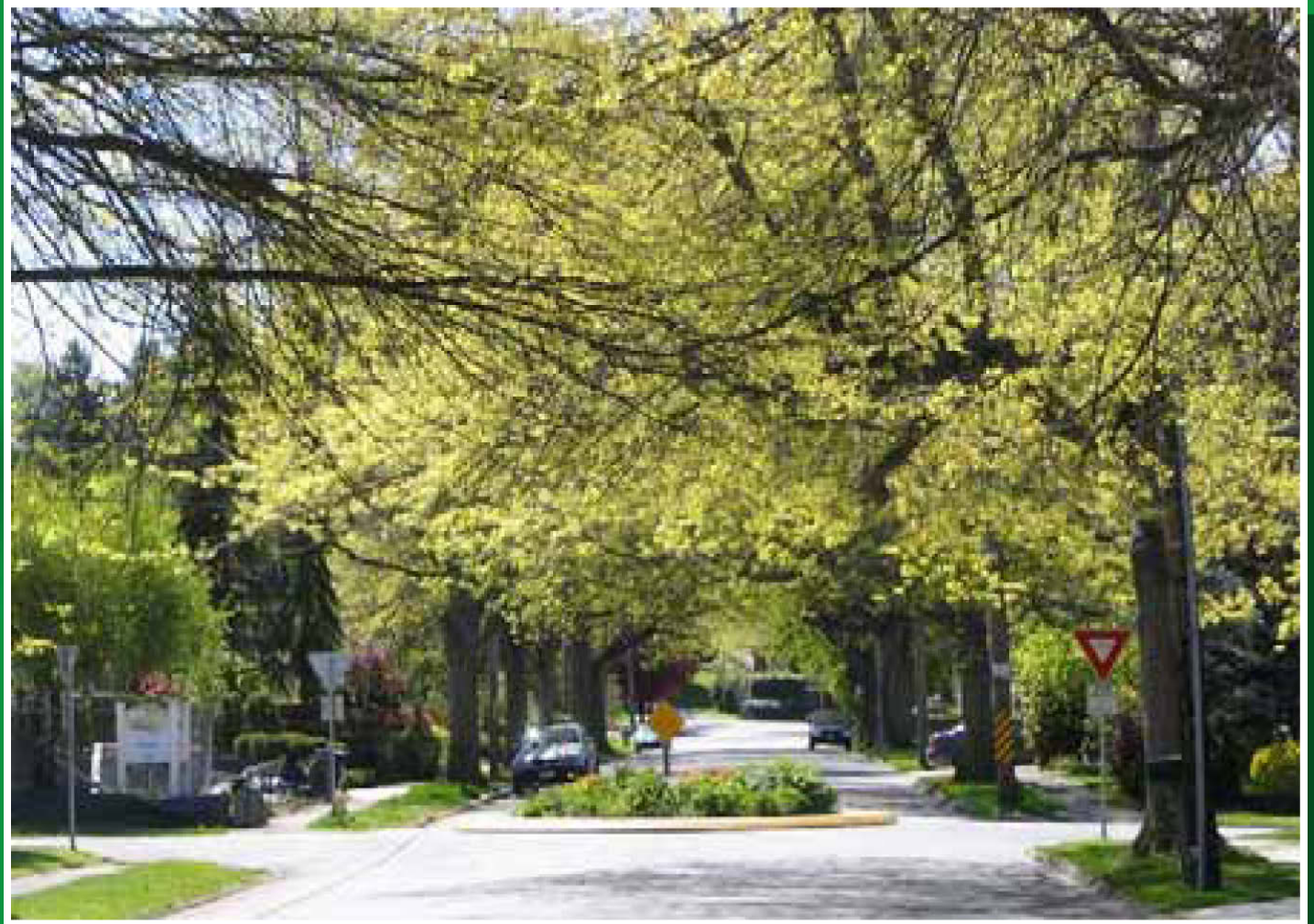
Reduce Traffic Speed



Reduce Traffic Speed



Reduce Traffic Speed



Create Safer Walking Environments



Create Safer Walking Environments



Create Safer Walking Environments



Increased Neighborhood Security



Street Trees Improve Business



Street Trees Improve Business



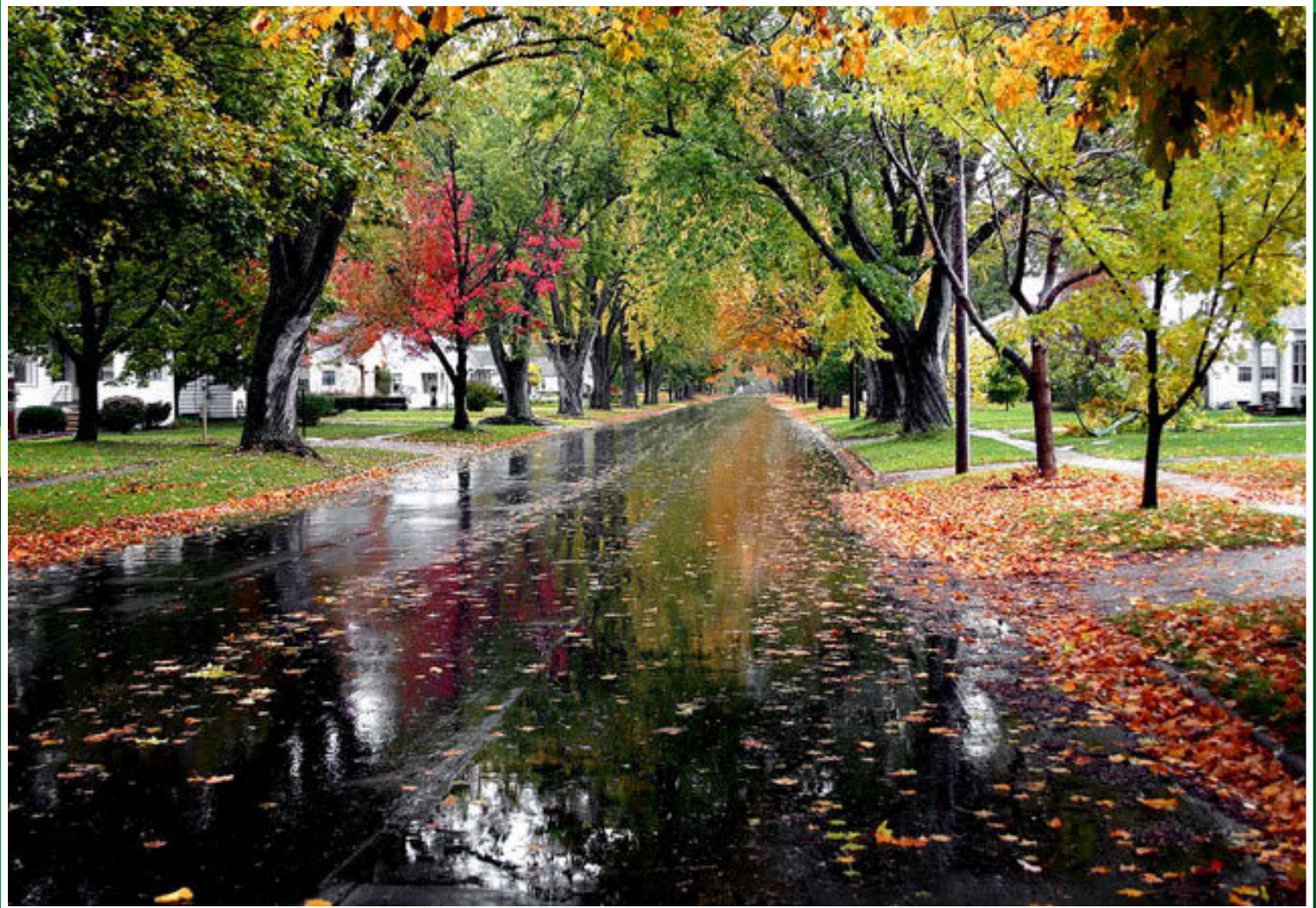
Street Trees Improve Business



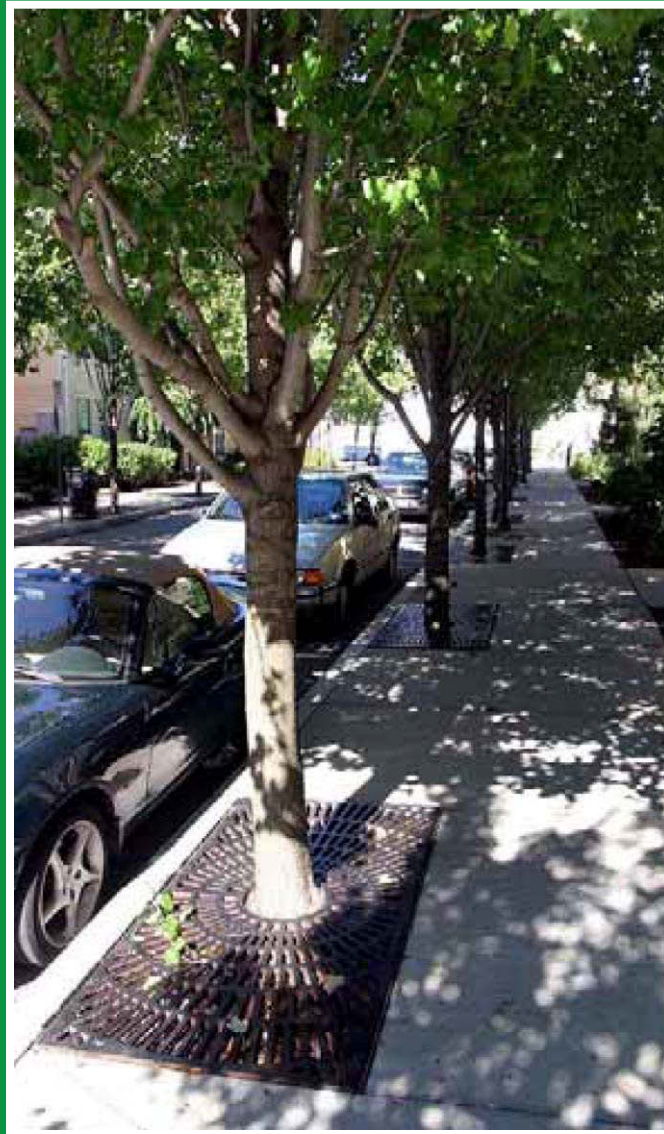
Storm drainage/improve water quality



provide rain, sun & skin protection



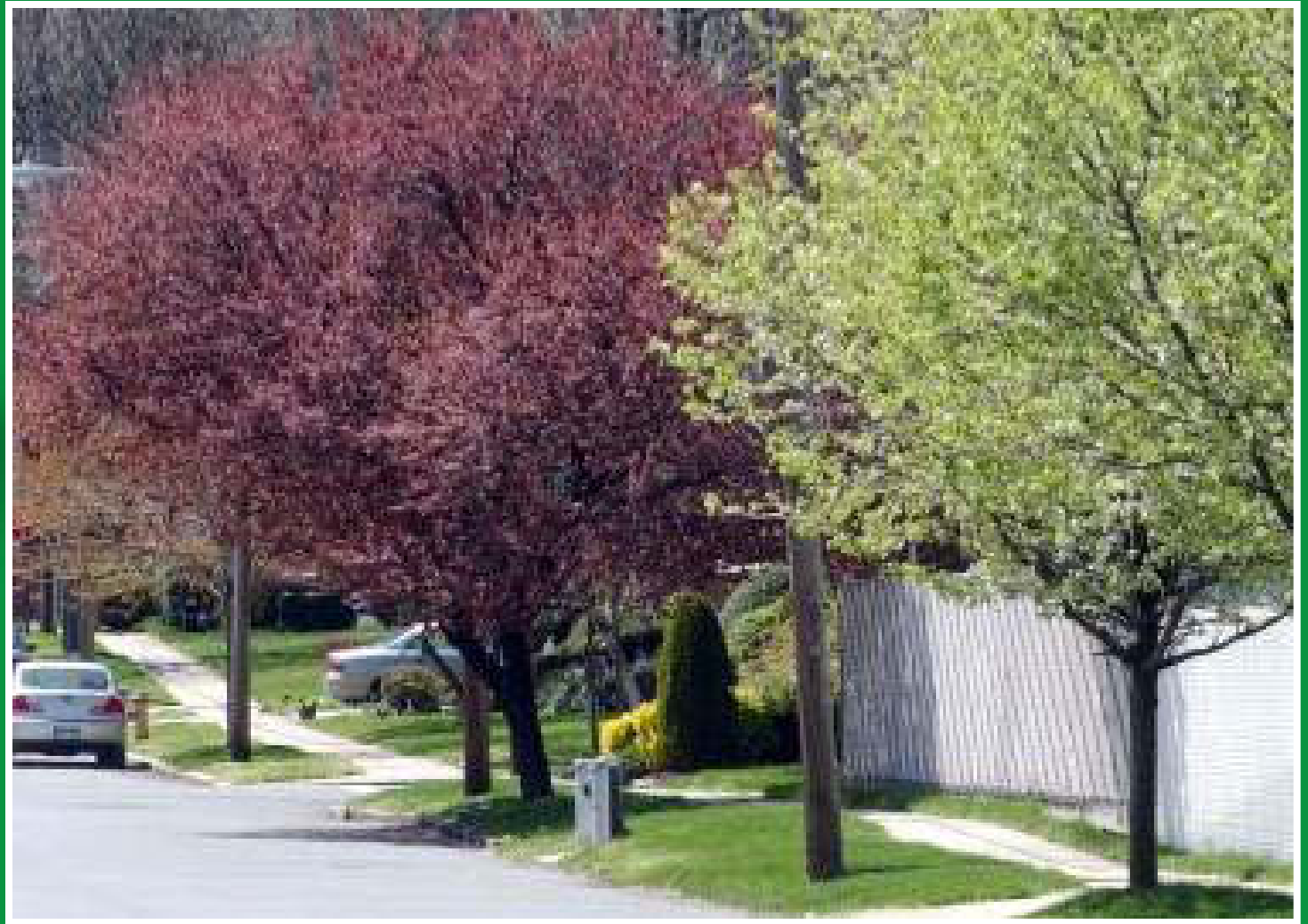
Reduce pollution



lower urban air temperatures
significantly impact energy costs



**Provide a softer, landscaped
look to streets**



Provide a softer, landscaped look to streets



Provide a softer, landscaped look to streets



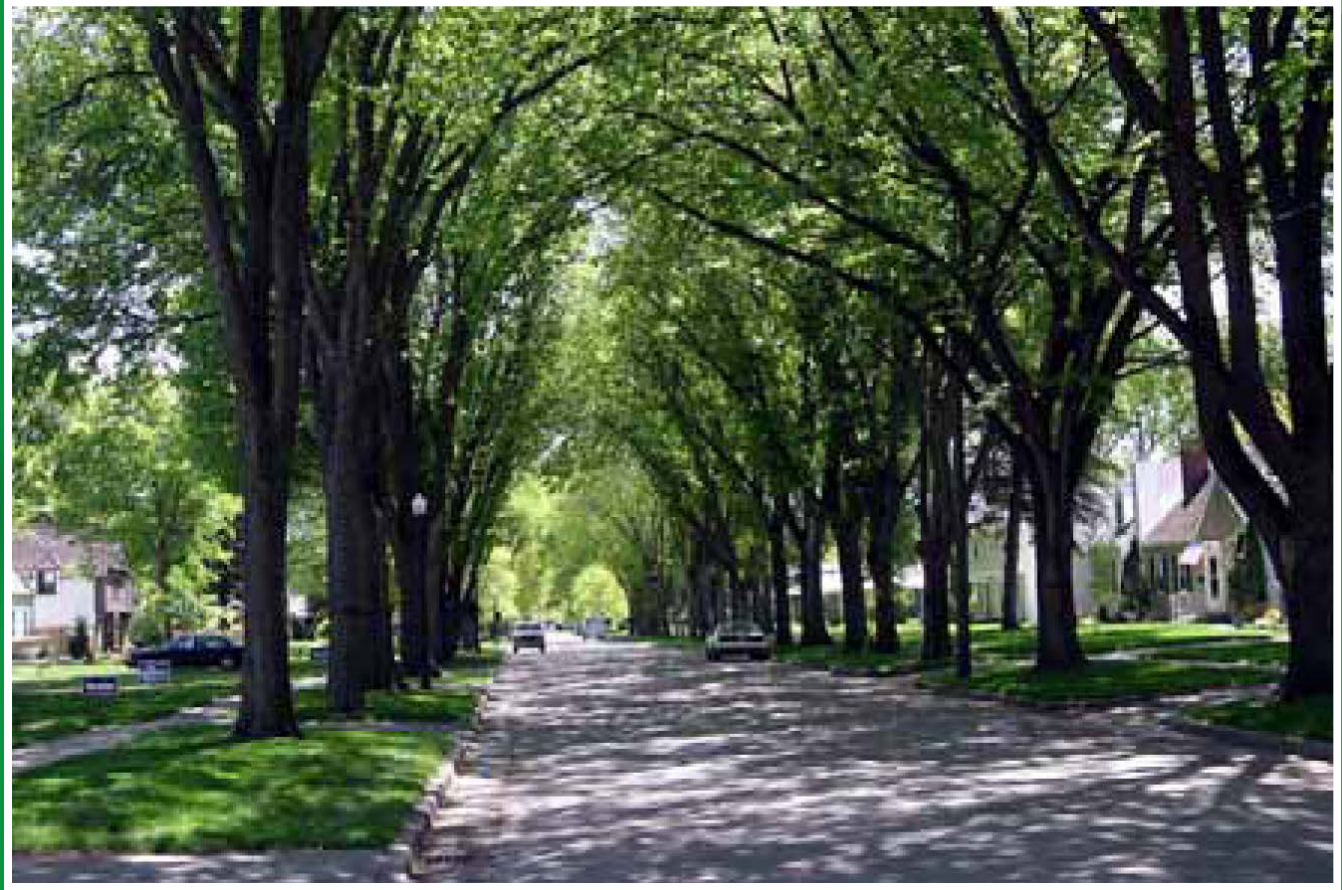
Provide a softer, landscaped look to streets



Softens Street Features



Increased Emotional Health



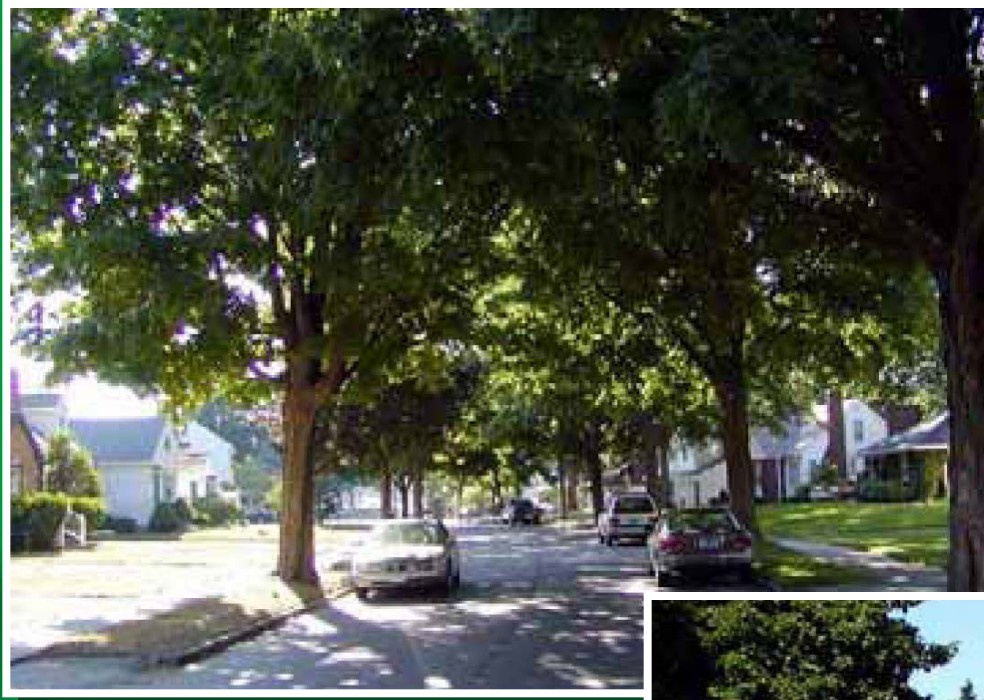
Increased Emotional Health



Connection to Nature



Increased property values



Increased property values



How To Do It?

Watertown Case Study

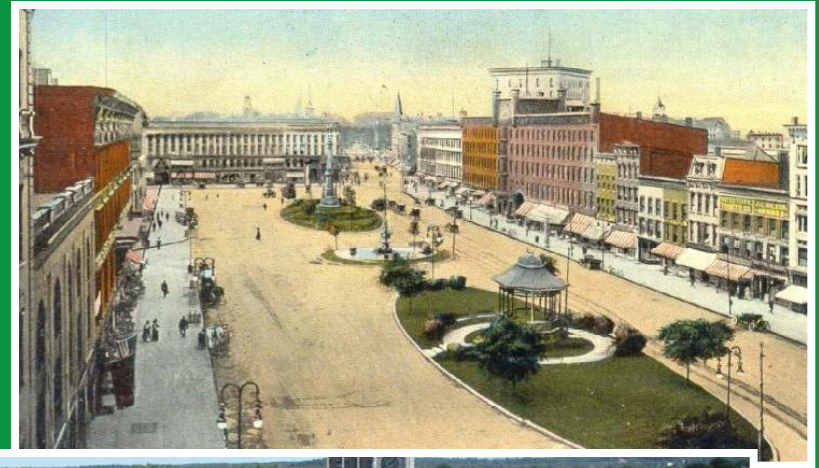
- How You Can Start and Grow a Tree Planting Program in Your Community

- Brief History of Watertown's Urban Forest
- Decade of Disaster
- Tree Watertown
- Our Partnerships and Success Stories



History of Watertown's Urban Forest

- Tree planting & beautification has been a part of Watertown's culture since its founding.
- In 1805, the early settlers of Watertown deeded an area of land in the center of Watertown for public use.
- In 1853, Public Square was formalized with the creation of a park area in the center of the village.



History of Watertown's Urban Forest

- In the late 1890's, the City Beautiful Movement was introduced to cities all across America, including Watertown.
- During this time streets throughout the City were lined with trees, both within the City right of way and behind walks on private property.
- Watertown's Olmsted designed Thompson Park was built.
- These efforts created pleasant streets and avenues and a majestic tree canopy & urban forest in the first half of the twentieth century.



History of Watertown's Urban Forest



History of Watertown's Urban Forest

- The Decline of the Urban Forest
 - Dutch Elm Disease strikes Watertown in the 1950's and nearly all elms were lost, significantly depleting the city's tree canopy.
 - By the 1970's and 1980's many of the maples were reaching or approaching maturity.
 - Little effort existed in tree replacement.



The Decade of Disaster

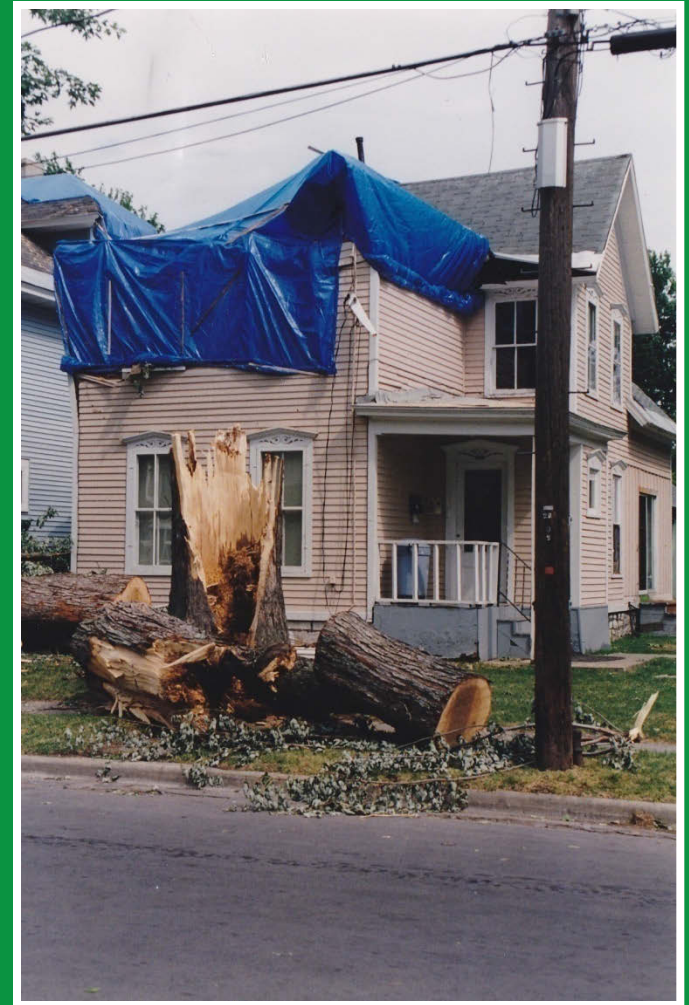
The Unthinkable Happens...



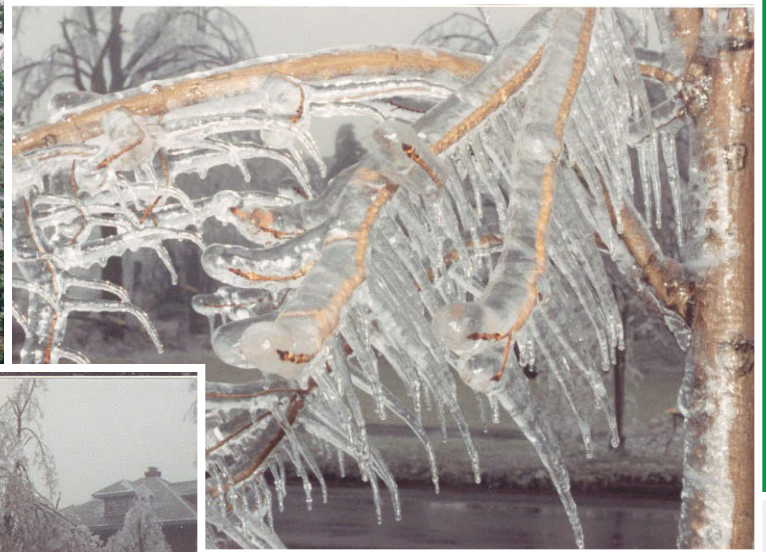
The Decade of Disaster!

The Decade of Disaster

- June 18, 1990: Straight line winds. Damage concentrated on SW section of City.
- March 2-4, 1991: Ice Storm. Widespread damage.
- July 15, 1995: Microburst. Scattered damage.
- January 4-10, 1998: Ice Storm. Widespread damage.



The Decade of Disaster



Watertown Case Study

Back to the Question: How to do it?

- **Step 1: Form a tree committee with municipal cooperation and support.**
 - Tree Watertown formed in 1995 after the Microburst under the leadership of former Mayor Tom Walker and City resident Samuel Thomas.
 - A turning point and new beginning for the City.
 - Tree Watertown comprised of volunteers from various backgrounds.
 - Appointed as official Street Tree Advisory Board on December 18, 2000.



Tree Watertown

Watertown Case Study

- **Step 2: Establish credibility for tree board.**
 - Start with a highly visible, signature project to create interest and excitement about trees.
 - Arbor Day Ceremony.
 - Spring or Fall Tree Planting.
 - Educational Program in Local School.
 - Combination of the Above.



Watertown Case Study

- **Initial Tree Watertown Project.**
 - Washington Street Tree Planting Project - Spring 1996.
 - \$4,000 grant from the Northern New York Community Foundation for 21 trees.
 - Educational component involving elementary school children.
 - Credibility and Respect Earned in the Community.



Watertown Case Study

- Step 3: Build Partnerships
 - You can't do it alone. Utilize a variety of funding sources and create different partnerships along the way.
- City of Watertown
 - Watertown Noon Rotary Club
 - USDA Forest Service
 - National Grid
 - NNY Community Foundation
 - Watertown City School District
 - Girl Scouts
 - City Planning Board
 - NYS DEC



Watertown Case Study

- **Partner: City of Watertown**

- Advocated for funding in the City's budget. \$7,500 for trees in 1997
- Tree planting by DPW
- 90-100 bare root trees per year.
- Every year since 1997
- Planning Staff to manage project
- Small tree pruning every winter
- Tree work throughout the year



Watertown Case Study

- **Partner: Watertown Noon Rotary Club**
 - Annual Tree Planting – Started in 1976.
 - Formalized a partnership with the City starting in 1995 and with Tree Watertown in 1997.
 - Approximately 50 bare root trees per year.
 - City Planning Staff manages the project, DPW pre-digs the holes and Rotary volunteers plant the trees.



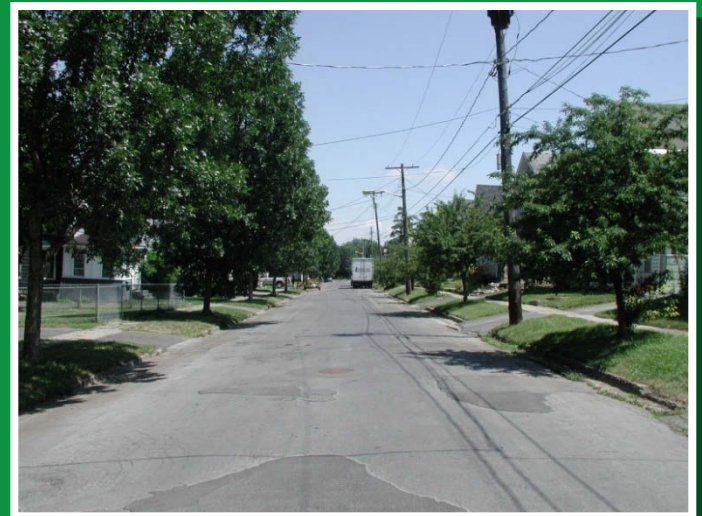
Watertown Case Study

- **Partner: USDA Forest Service**

- \$15,500 tree and planting space inventory in 1999
- \$180,997 grant for the development of a management plan, tree planting and maintenance program in 2000
 - 973 trees planted
- \$180,997 grant for tree planting in 2001
 - 1084 trees planted



South Pleasant Street - 2000



South Pleasant Street - 2013

Watertown Case Study

- Partner: National Grid
 - 10,000 TREES... and Growing! Program
 - \$50 per tree reimbursement for planting the “right tree in the right place” – small maturing trees under primary power lines
 - \$79,340 from 2000 - 2014



nationalgrid

10,000 TREES
...and Growing!



Watertown Case Study

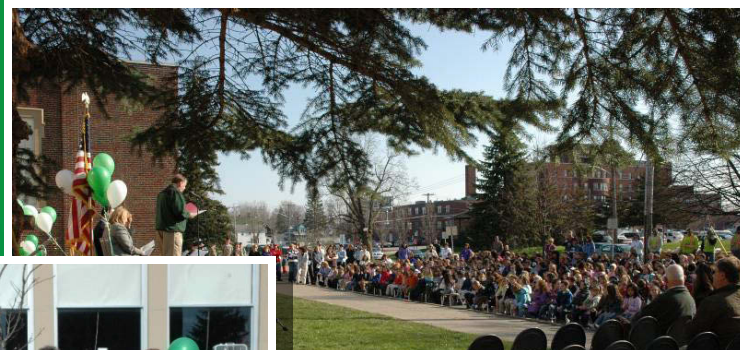
- **Partner: Northern New York Community Foundation – Carolyn Whitney Tree Planting Fund**
 - Carolyn Whitney was a City resident who passed away in 2007 and bequeathed \$100,000 to the foundation specifically for tree planting in the City.
 - Interest from fund generates \$3,000-\$5,000 annually which is made available for trees.
 - First planting was in the Fall of 2008 on Sherman Street (Ms. Whitney's neighborhood) and included the planting of 29 trees.
 - 314 total trees planted since 2008 using this funding.



Carolyn Whitney Tree Planting Project
Meadowbrook Playground

Watertown Case Study

- Carolyn Whitney Tree Planting Project
 - Arbor Day 2009 at Sherman Elementary



Watertown Case Study

- **Partner: Watertown City School District**
 - Partnership began in 2004 when Tree Watertown held its annual Fall Tree Planting Project at Sherman Street Elementary.
 - 8 trees planted along the street using funding from Tree Watertown and the City of Watertown
 - The Watertown City School District provided \$750 per year in funding from 2005-2010 for the planting of approximately 10 bare root trees per year.
 - The City of Watertown assists with pre-digging the planting holes, similar to our Rotary tree planting project held in the spring.



Watertown Case Study

- **Partner: Girl Scouts – NYPENN Pathways**
 - Fall 2011 Tree Planting Project – Starbuck Elementary
 - Fall 2012 Project - 100 Trees, 100 Girls Celebrating the 100th Anniversary of Girl Scouts - 287 volunteer girl scouts, parents and Tree Watertown members. (593 volunteer hours)



Watertown Case Study

- **Partner: City of Watertown Planning Board**
 - The Planning Board's former Chairman had a passion for improving the City's streetscape and advocated for tree plantings as part of site plan approvals.
 - The approval process was streamlined with the development of Landscaping and Buffer Zone Guidelines in 2007 – Standard by which all site plan applications are now judged.

Appendix A Landscaping and Buffer Zone Guidelines

Adopted by the City of Watertown Planning Board
August 7, 2007

Introduction

A landscape plan is required as part of every site plan review application. These guidelines are the minimum plantings that the Planning Board expects to see on the landscape plan regarding number, type, size, and arrangement of trees and shrubs.

Landscaping is required to minimize negative impacts from development by creating visual and noise buffers between adjoining property uses and promoting harmonious streetscapes. The intent of these guidelines is also to replace trees lost due to development and to establish incentives for the preservation of existing trees.

These guidelines will also provide direction to the applicants where buffer zones are required under Section 310-59 of the City of Watertown Zoning Ordinance.

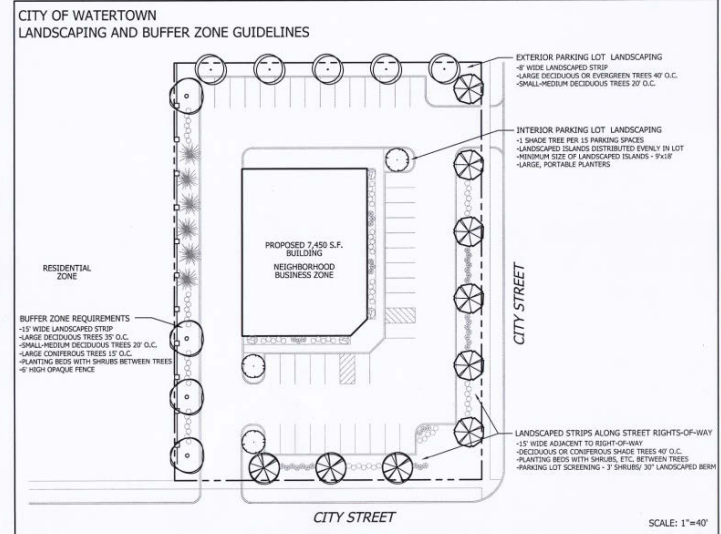
General Provisions

A tree schedule shall be included on each landscape plan. No one (1) species of tree may take up more than fifteen (15) percent of the total amount of the landscape plantings.

Where the location of existing overhead or underground utility lines conflicts with the required landscaping strip and tree planting, the Planning Board may approve an alternative plan to meet the intent of these guidelines.

It is recommended that trees from the list provided below be considered. Tree diameter shall be measured four feet from the base of the tree. The developer/owner should make every effort to preserve and protect existing significant trees over twelve (12) inches in diameter.

Tree removal or planting in the city right-of-way shall be in accordance with Chapter 287 of the Code of the City of Watertown.



Watertown Case Study

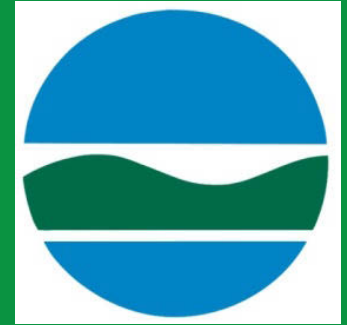


Kinney Drugs – State Street



Walgreen's – Eastern Boulevard

Watertown Case Study



- **Partner: NYS Department of Environmental Conservation**
 - Urban and Community Forestry Grant Program - 6 grants through this program over the last 12 years. For tree planting, watering and maintenance projects.
 - Invaluable partnership.
 - NYSDEC not only a great partner for grants, but the ongoing support from Region 6 Senior Forester, Glen Roberts, has been key to our program .
 - Tree Watertown member
 - Tree inspections
 - Tree pruning workshops
 - Overall program assistance, etc.



Watertown Case Study

- **Step 4: Keep the Momentum Going.**
 - Do more than just tree planting...
 - Tree pruning workshops.
 - Tree sales.
 - Involve local media.
 - Build more partnerships.
 - Educational events.
 - Tree Heritage Program.
 - “About Trees” Preschool Program.



Watertown Case Study

- Step 5: Commitment to Tree Program.
 - Arbor Day Events
 - 2014 marked our 17th annual observance.



Arbor Day Celebrations



Watertown Case Study

- **Commitment to Tree Program**
 - Obtain Tree City USA Designation by meeting four standards:
 - Tree Board or Department
 - Tree Care Ordinance
 - Community Forestry Program with an Annual Budget of at Least \$2 Per Capita
 - Conduct an Arbor Day Observance

Watertown has been a Tree City USA every year since 2000.



Watertown Case Study

- **Commitment to Tree Program**
 - Summer Watering & Maintenance Program
 - Take care of your newly planted trees
 - Water is the key to survival
 - Mulch



Watertown Case Study

- **Commitment to Tree Program**
 - Tree Pruning Program Developed for DPW
 - Train small trees for proper form and structure
 - Avoid failure in the future
 - Winter pruning in between snow events
 - 750-1000 trees pruned annually



Watertown Case Study

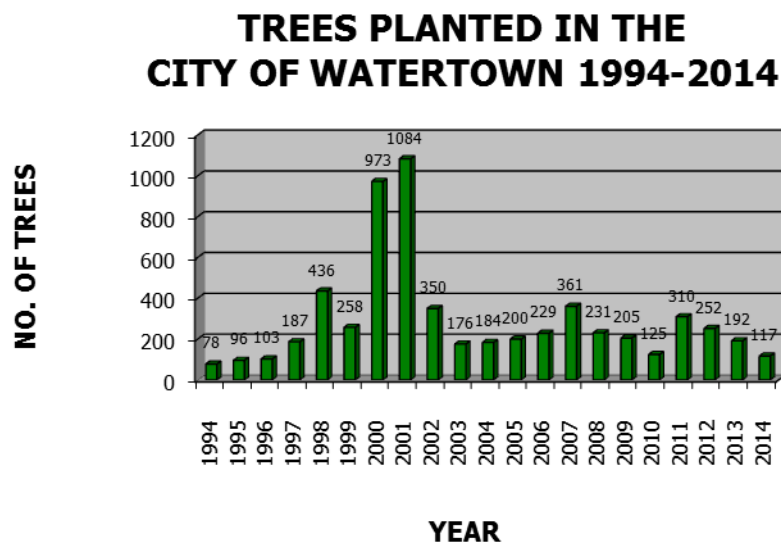
- Step 1: Form a Tree Committee with Municipal Cooperation and Support.
- Step 2: Establish Credibility for Tree Board.
- Step 3: Build Partnerships
- Step 4: Keep the Momentum Going.
- Step 5: Commitment to Tree Program.

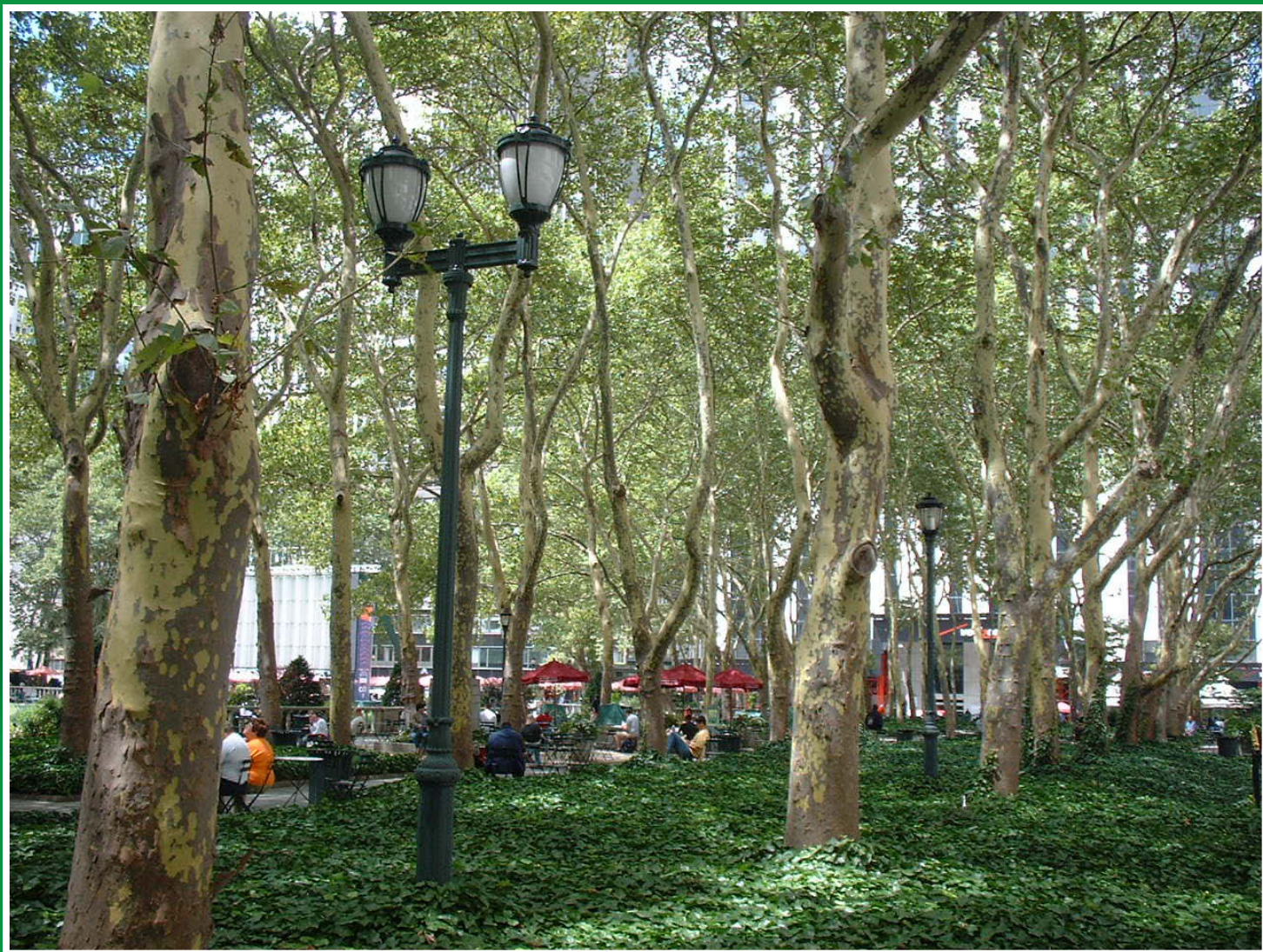


Watertown Case Study

6,196

Trees planted in the
City of Watertown from 1994 – 2014





The Details



Check List for developing a tree program

- Envision your community's future with trees.
- Or the DARK SIDE envision your community without trees!
- Set goals and priorities.
- Write a tree ordinance.
- Conduct an inventory and develop a management plan.
- Create a tree advocacy group.

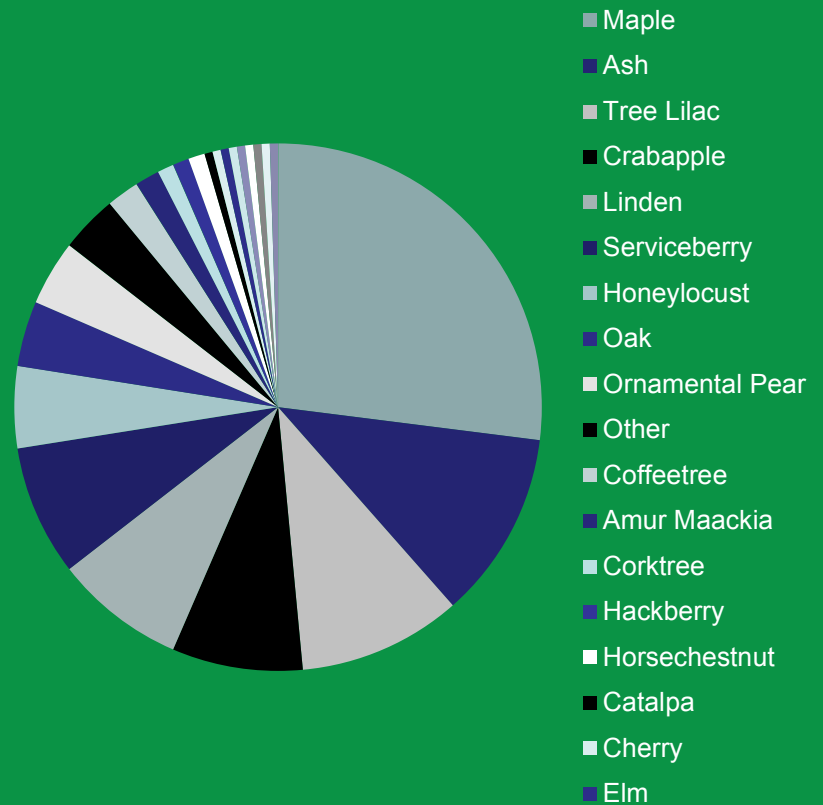
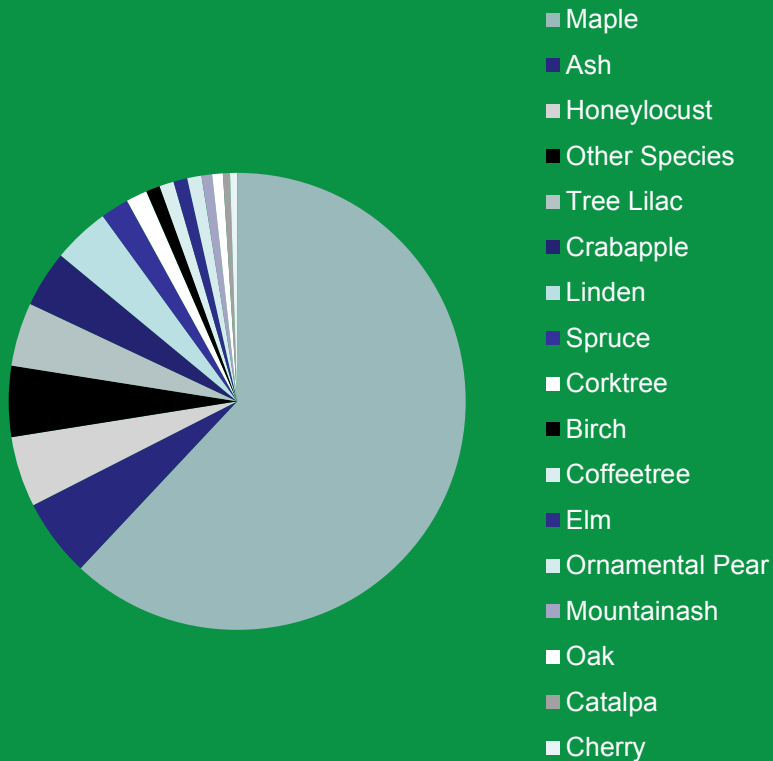


Inventory

- Health
- Size or age
- Diversity
- Maintenance Needs
- Planting Needs



City of Watertown Street Tree Composition 1999 to 2009

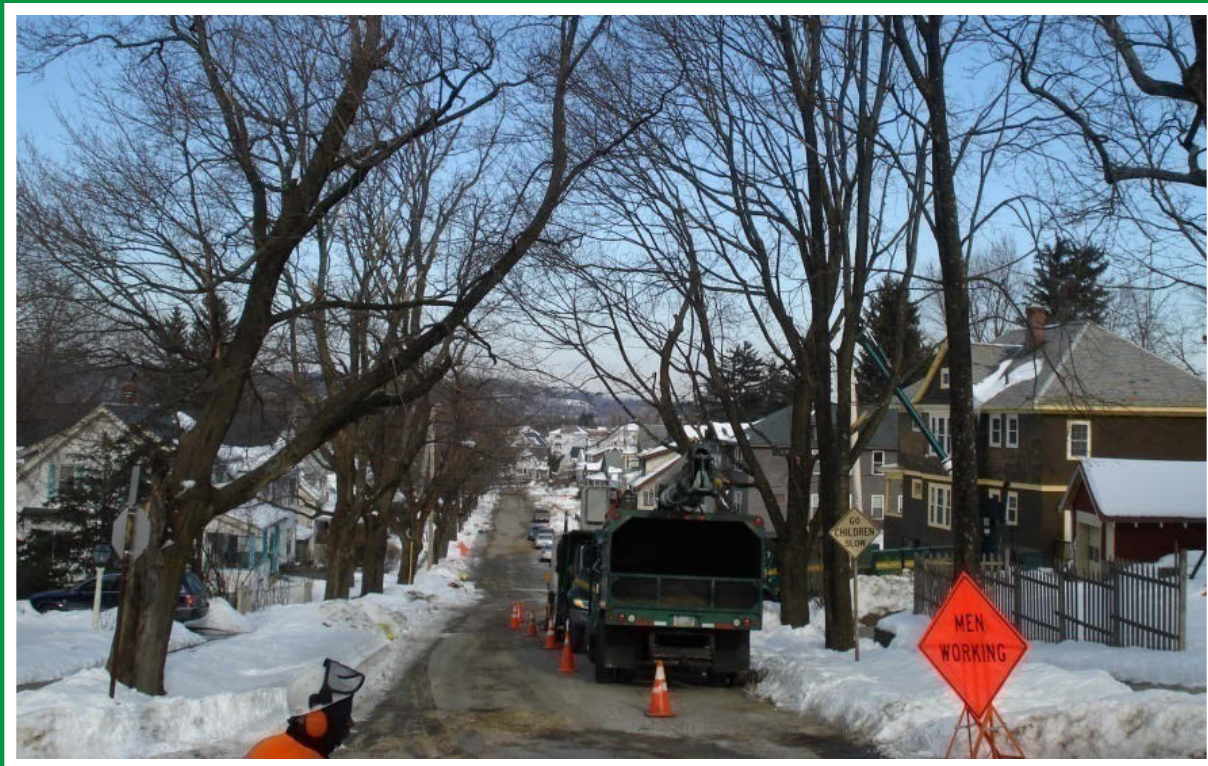


Biodiversity

- Variety of habitat, flowering, longevity
- More resilient
- Worst case scenario.
- All your trees will die!



Worcester, Mass.



Worcester, Mass.



Insects & diseases



Responsible Planting

- Should be in accordance to a need identified in the long range plan.
- Enhance diversity.
- Tree must match location.
- Many urban tree locations require a “small” tree.... Plant a “large” tree when possible.
- Long range objective: safe, healthy, pleasing, functional.



Tree Planting

- Selecting high-quality nursery trees
- Handling, transporting and storing nursery trees
- Plant properly
- Post-planting maintenance



Spring vs. Fall planting



Common causes of Death to Trees

Planting:

- Planting too deep
- Under watering



Strategies to reduce costs

- Plant bare root trees
- Use trained volunteers
- Follow up care
- Prune early
- Match tree to site





Appropriate Tree Species Lists



Cornell University Woody Plants Data Base

<http://woodyplants.cals.cornell.edu>

Planting AND Maintenance



Good planting practice

- Watering
- Mulching
- Leave stakes on for one year
- Protect from injury

Common causes of Death to Trees

Leading cause of death for tree in the community

- Salt (roadside trees)
- Injury to roots
- Injury to the crown
- No watering





Hazard Trees



Hazard Trees

Considerations

- When a tree is a hazard to the public who is responsible for the safety of the public. Who has ownership?
- Is it DOT, county, home owner, village?
- Who is going to evaluate the tree?
- Is the process covered in the ordinance? Or what is the process for removal



Grant Funding Available

- NYSDEC,
- NNY Community Foundation,
- National Grid (10,000 Trees Reimbursement Program)
- Municipal Budgets
- Capital fund
- New construction
- Possible cost-share with home owners
- Memorial
- Grants trusts
- Sponsor Tree Sales



More Grants

- Local Business Associations
- Clubs Civic groups
- NYS Urban and Community Forestry Grant, provided through the states Environmental Protection Fund.
- Forest Service Grant: Northeastern Area State & Private Forestry Great Lakes Restoration Initiative.
- SWAT Cornell Crew (student weekend arborists team)
- Storm water run-off grants. Parking lots with water catchment, tree islands



Where to get help?

- NYS DEC
- Region 6 Glen Roberts, Mike Marsh, Steve Sherwood, Mike Giocondo, Andrew Drake
- Cornell Cooperative Extension:
 - Sue Gwise
 - Paul Hetzler







The best time to plant a tree
was twenty years ago.
The second best time, is today.