



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2011 Issue Two

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“Coming together, sharing together, working together, succeeding together.”

- Unknown

Trees have been associated with Florida towns and cities since the peninsula was acquired from Spain in 1821. The streets of Tallahassee, the territorial capitol of Florida, were laid out on a grid with wooded city blocks left as greenspace on four sides of the capitol grounds. During the Florida “Boom Years” of the 1920s, many Central Florida communities planted laurel oaks (*Quercus laurifolia*) along public streets and rights-of-way.

A statewide approach to urban tree care did not come until 1970 when Florida was selected by the U.S. Forest Service as one of three states for a pilot project of technical assistance in urban forestry. To accommodate the new program the 1971 Florida Legislature amended the State’s existing County Forester Law (F.S. 589.28) to allow the Department of Agriculture to cooperate with cities and counties by providing technical assistance with urban forestry programs.

The Division of Forestry of the Department of Agriculture and Consumer Services coordinated the State of Florida’s Urban and Community Forestry Program. By agreement with the Federal government, the State Forester of Florida (Director of the Division of Forestry) was responsible for the delivery of federal technical urban and community forestry programs.

The state’s urban forestry program steadily grew from 1970 to the early 1990s. Florida saw the expansion of the Division of Forestry’s urban forestry program, the creation of municipal and county urban forestry departments staffed by trained professionals, the establishment of private firms specializing in urban forestry



consulting or arboricultural consulting, the expansion of utility forestry programs and the formation of many non-profit volunteer tree advocacy groups throughout the State.

In 1990, a group of individuals, with the help of Jim Harrell and the Florida Division of Forestry, dreamed of an association that would plan, promote and protect the urban forest. The initial organization of the Florida Urban Forestry Council took place in the Gardener’s Cottage at Leu Botanical Gardens in Orlando. The Division of Forestry asked six individuals including Steve Graham, Andy Kittsley, Jeffrey Siegel, Richard Maxwell, and Dr. Ed Gilman, plus a representative of FNGA and the Florida Federation of Garden Clubs to meet to review a draft and finalize an initial set of bylaws. In addition, the group was asked to recommend an additional six individuals/organizations to serve on the first council.

A year later, on April 10, 1991, the **Florida Urban Forestry Council** was incorporated as a non-profit Florida corporation “to act as a forum, resource, catalyst, liaison and

advocate concerning urban forestry issues within the State of Florida.” Operational funding for FUFUC was made possible by an “America the Beautiful” support grant provided through the U.S. Forest Service under the administration of President George H. Bush.

The first Urban Forestry Strategic Plan for Florida, developed in 1994 by the Florida Division of Forestry and Florida Urban Forestry Council, was reviewed at ten public meetings throughout Florida (March 10-April 13, 1995) in Pensacola, Tampa, Tallahassee, Fort Myers, Jacksonville, Bradenton, Gainesville, North Miami, Orlando, and Fort Lauderdale. Comments received from participants at those meetings were incorporated into the original document in 1995. In 1999, the Florida Division of Forestry requested that the Florida Urban Forestry Council revise and update the Strategic Plan and focus on the development of the goals and objectives for the coming decade. In response to the Division of Forestry’s request, the Council reviews the progress toward attainment of the goals of the Strategic Plan on an annual basis and revises or adjusts goals to reflect the political, economic and environmental climate of the time. The most recently

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PRESIDENT'S MESSAGE



It looks like spring has sprung right into summer as our temperatures have reached near record levels for a few weeks now and the dry season is crying out for relief in the form of much needed rain. As a result, much of the plant community, including our beloved trees, is being stressed by these harsh conditions. At the same time, water restrictions are being strongly enforced by most local and state agencies due to the extremely low water levels and

concerns for a more long-term draught situation. Let's hope on the coming summer months bringing the much needed rain, so we can diminish our concerns about draught, water restrictions, and brush fires.

The FUFC Executive Committee (EC) holds an annual retreat each February to set the agenda for the year, determine the status of the well-being of the organization holistically and financially, and set upon a plan of events that celebrates the goals of the Council in educating the community about the importance of trees and the urban forest. During this year's retreat we had the distinct pleasure of receiving the perspective of Mr. Eric Gray, who leads the marketing efforts of the American Lung Association in Florida - Orlando. ALA is also a not-for-profit organization, so there is a commonality between ALA and FUFC with regards to expressing one's mission and sustaining the financial needs of each organization. During this presentation, Mr. Gray strongly emphasized the most important element for the success of not-for-profit organizations, its volunteers.

Taking Mr. Gray's words to heart, EC identified the need for a "Call to Action" of all FUFC members, as we are the volunteers of the Council. This includes Executive Committee Board members, students, event volunteers, and all of our members at large. Every one of us is the messenger of our mission to educate about and preserve our urban forest.

The EC is committed to reaching out to all members who have a desire to get more involved in the organization. This can be done in many ways--whether it is attending the upcoming Regional Workshop and Annual Meeting in West Palm Beach on October 13th (more information to follow), attending a bi-monthly Executive Committee meeting (usually held in the general Orlando/central Florida area), volunteering to man the booth at one of the many trade shows that occur throughout the year, or assisting with any one of our Council supported programs or events during the year (Trail of Trees, Tree Campus USA, etc.).

We on the EC recognize the importance of our members and the desire of many to become more involved in the organization and its mission. As a "Call to Action" we strongly urge members to contact the Council office (info@fufc.org), as we can set up a buddy system with one of our EC members to work with you and assist you in future involvement.

Thank you for your passion for protecting the urban forest and we look forward to hearing from you soon.

Sincerely,
Jerry Renick
FUFC President

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- Strengthening Diversity in the Urban Forest
- Developing an Urban Forest Management Plan
- Developing and Enforcing a Tree Ordinance
- Engaging the Public in Urban Forestry
- Growing a Sustainable Urban Forest

FURTHER INFORMATION FORTHCOMING IN JULY 2011
www.fufc.org

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20th Anniversary
1991 2011

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See Membership Application on page 15.

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developed Strategic Plan document outlines the goals of the Council for 2010-2015.

By 1995, 120 Florida towns, cities, counties or military bases had received a Tree City USA Award. The Tree City USA Program focuses community attention on tree planting and tree care and maintenance activities. As a result, citizens become more personally interested in tree planting and in the care of city trees in parks and along streets and boulevards. As of 2010, Florida now has close to 160 Tree City USA communities participating in the program—over a 30% increase in participation.

In 1995, the Florida legislature significantly reduced the capacity of the Division of Forestry to provide technical urban forestry assistance by eliminating 25 urban forester positions, primarily in South Florida. Chapter 589.28 of the Florida Statutes still authorizes the DOF to provide technical and financial assistance to promote urban forestry. The DOF is able to provide local technical assistance through their network of county foresters, as well as provide financial support for a number of initiatives including partial support for the Florida Urban Forestry Council. The importance of the role of local governments and volunteer groups to provide technical urban forestry assistance to the citizens of Florida increased at that point. Volunteers have played a crucial role in advancing the Council's mission to promote sound urban forestry policies and practices by educating citizens and communities throughout the state of Florida.

The Council has accomplished many great things as a result of the combined efforts of many members. In celebration of FUFCC's 20th Anniversary, a few highlights of the organization's activities and achievements are provided.

- Since 1990, countless volunteer hours have been provided by over 120 individuals who have served on the FUFCC Executive Committee. Prior to the election of the first president/ chairperson, Jim Harrell (FDOF) was instrumental in organizing and leading the group. Individuals who have served in the position of "FUFCC President" are as follows:

1990-1991 Steve Graham
1991-1992 Ed Gilman
1992-1993 Bill Reese
1993-1994 Andy Kittsley
1994-1995 Jeffrey Siegel
1995-1996 Norm Easey
1996-1998 John Tamsberg
1998-1999 Michael Conner
1999-2000 Julie Iooss

2000-2001 Anna Dooley
2001-2002 Howard Jeffries
2002-2003 Mike Greenstein
2004 & 2005 Mike Robinson
2006 & 2007 Celeste White
2008 Sherlye Dell
2008-2009 Earline Lührman
2010 John Holzaepfel
2011 Jerry Renick

- Hosted by the Division of Forestry, the first annual Urban and Community Forestry conference was held in 1989 in St. Augustine. Subsequently, annual conferences were planned and organized by Council members and were held through 1999 in various locations throughout the state. In 2000, FUFCC began partnership with Florida Chapter ISA to co-host the annual Trees Florida conferences through 2008.
- Initiated an annual awards program in 1992 to recognize outstanding professionals, individuals, advocacy groups, projects, and programs for their excellence in urban forestry. In 2009, the program was renamed to the "Friends of Our Urban Forest" awards program with a new format where awards presentations are held at a local event of the recipient's choice being held in their own community in order to bring the presentations "closer to home"—where it matters most.
- Applied for and received twelve Urban and Community Forestry grants since 1997 totaling \$150,000 for Council projects such as development of the Trees Love Care! posters, Right Tree, Right Place poster distribution and reproduction, hazardous trees identification workshop, underutilized trees for Florida urban and suburban landscapes web page, production of a Trail of Trees program DVD, trees and hurricanes academies, and the Trees 4 Florida public service announcement and distribution.
- Hired a part-time Executive Director in 1997; position became full-time in July, 2003.
- Began publication of *The Council Quarterly* newsletter in 1999. Production of a full-color newsletter began in 2010 and electronic distribution was also implemented.
- Developed the FUFCC web site in 2001.
- Began offering the Trail of Trees program to youth audiences and schools in 2004 and have continued the program on an annual basis since that time. To date, over 31,000 students and teachers have participated in the presentations on the value of trees made by renowned speaker Tim Womick.
- Produced annual report publications beginning in 2005.
- With proceeds from the Trees Florida conferences used as seed money, established the John P. White Memorial Scholarship in 2008 in conjunction with the Florida Chapter ISA to support students pursuing careers in Florida's arboriculture industry or a related field by providing financial assistance for undergraduate, postgraduate or other advanced education programs. The intent is to provide financial assistance for qualified students to gain expertise and experience, earn post high school degrees and become active members and leaders in the arboriculture industry. John P. White is remembered for his generous giving spirit as both the Florida Chapter ISA's Tree Fund Liaison and a dedicated member of the Florida Urban Forestry Council's Executive Committee as well as for his contributions to the annual Trees Florida Conference. He had a zeal for life and steadfast passion for arboriculture. It is hoped that the John P. White Memorial Scholarship will provide deserving students the opportunity to develop into a new generation of dedicated individuals for the arboriculture industry of tomorrow. Since inception of the program, four students have received scholarships in the amount of \$500.00 each.
- In addition to the existing partnerships with allied organizations represented on the FUFCC, partnerships and/or sponsorships were formed with Arbor Day Foundation, Florida Native Plant Society, Florida State Envirothon, Great Southern Tree Conference, Society of Municipal Arborists, and Southern Councils Cooperative--just to name a few. Through these collaborative partnerships, FUFCC members were afforded more opportunities for education or training and networking.
- Millennium Grove, i-Tree workshops, regional meetings, annual meetings, Right Tree, Right Place planting guides/ posters, Trees Love Care! poster sets, note cards, marketing materials, membership directory, policy development, bylaws review and changes—again, just a few on the list of projects programs and activities over a twenty-year period.



**Congratulations to ALL members,
sponsors and supporters of the
Florida Urban Forestry Council for
the many successes of the Council!
Happy 20th Anniversary!**





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Cannon Trees, Inc.
Brooksville/352-279-9709

SMR Farms
Bradenton/941-708-3322

Fish Branch Tree Farm
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Snapper Creek Nursery
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RPG Growers are committed to enhancing the image and quality of field-grown trees through the hardening-off process. Research continues to show that hardened-off field-grown trees are more wind resistant than container-grown trees, use water more efficiently at planting, establish faster after planting, and when planted with container trees in a situation of limited water or irrigation will have dramatically higher survival rates.

To Subscribe to the RPG Times Newsletter or to request copies of the Tree Grading, Planting or Pruning Cue Cards contact an RPG member or visit www.rootsplusgrowers.org

GREENSCAPE OF JACKSONVILLE USED 250 VOLUNTEERS TO PLANT OVER 3500 TREES

*Submitted by Anna Dooley, Executive Director
- Greenscape of Jacksonville, Inc.*



On January 15 of this year, Greenscape of Jacksonville and over 250 volunteers planted 3500 trees on the Jacksonville/Baldwin Rails Trail. Although the park boasts a natural canopy along most of the route, there were several gaps that

had few, if any, trees. The project was funded by the City's Tree Ordinance and through the use of volunteer labor and three-gallon plant material; the end result was a significant improvement to a portion of the linear park at great savings. The latest estimated dollar worth of volunteer time as recognized by Independent Sector Organization is \$21.36 per hour. Using that number in our calculations, Greenscape volunteers represented an approximate value of \$22,500. That's a serious number for taxpayers.

The project was a great achievement and I would be remiss in not recognizing that it would have been impossible without volunteers. Of course, in addition to the great monetary savings we realized, our volunteers also benefited. Participating in the project brought new skills, a sense of pride and accomplishment and a fun opportunity for families and friends to enjoy a wonderful morning in a lovely pastoral setting. Volunteers are the engine that drives our organization.



CALL TO ACTION: THE CITY OF OCALA REPLACES PAID STAFF WITH VOLUNTEERS AND PULLS OFF THE BEST ARBOR DAY FESTIVAL YET!

Submitted by Sherie Burch, Vegetation Manager – City of Ocala Utility Services

In 2009 the City of Ocala was going through reorganization. Cost cutting measures were being taken in response to the downturn in the economy and a new city manager's directives.

We all understood the situation, but were shocked when the director of our Planning Department announced at the Ocala Tree Commission meeting in August that the Arbor Day Festival for 2010 was being scrapped. The new city manager felt that it required too much paid City employee time from within the Planning Department. I knew that something had to be done.

After the meeting I spoke with Greg Barton with the Florida Division of Forestry. As the Marion County Forester, he serves on the City Tree Board in an advisory role and also on the City Arbor Day committee. We both agreed that too many years of effort and momentum would be lost if we allowed it to be cancelled. We had so much in place that we felt it could be pulled off without all the extra help, even if it meant scaling things back a bit.

Being the City employee, it was up to me to change the new city manager's mind, so I

asked for permission to take it over myself and made a formal appeal to preserve the festival. In my appeal, I delineated the resources that we had in place and assured him that we could make dramatic cuts in the amount of paid City employee time and still provide an enjoyable and educational Arbor Day Festival for the adults and children of Ocala and Marion County.

He approved it! I was allowed to partner with the Recreation and Parks staff, so we put together a committee and proceeded to contact our previous supporters and assemble the festival agenda.

That first year was scary, but most of our past sponsors came through--as did the voluntary contributors and participants--so we had funds to work with, trees to give away and tree climbing and craft activities for the children. When the local Kohl's offered to provide not only monetary support, but also to send 10 volunteers to help out during the Festival, we realized that we had all our bases covered!

We were no strangers to the benefits of volunteer help. At that time, the members of the Tree Climbing Training Team had

volunteered their time and resources setting up and manning a free kids' tree climb at the festival annually for three consecutive years. They have played an essential role in the development of what the festival is today, but what a huge difference it was to have the additional volunteers rotating through the booths. I actually had an opportunity to walk around and observe the festival for the first time since I began participating in 2005.

The director of the Planning Department attended that year and made the comment that it was the best festival yet! The festival has been added back to the City budget for 2011 and assigned to the Parks Department Discovery Center for coordination.

We were able to partner with the College of Central Florida, a newly designated Tree Campus USA, and they were able to rally 20 student volunteers who were a tremendous amount of help at the festival! The number of paid employees working the festival has gone from eleven to six; and as our volunteer base has grown and expanded, so has the festival. We realize that volunteers have played a vital role in making this a huge success story, and we are very grateful!





Photos from Ocala Arbor Day Festival.

WHY VOLUNTEER?

By Susan J. Ellis - President, Energize, Inc.

People volunteer for a wide variety of reasons, especially wanting to help others. But it's also OK to want some benefits for yourself from volunteering.

Some people are uncomfortable with the notion that a volunteer "benefits" from doing volunteer work. There is a long tradition of seeing volunteering as a form of charity, based on altruism and selflessness. The best volunteering does involve the desire to serve others, but this does not exclude other motivations, as well.

Instead of considering volunteering as something you do for people who are not as fortunate as yourself, begin to think of it as an **exchange**.

Consider that most people find themselves in need at some point in their lives. So today you may be the person with the ability to help, but tomorrow you may be the recipient of someone else's volunteer effort. Even now you might be on both sides of the service cycle: maybe you are a tutor for someone who can't read, while last month the volunteer ambulance corps rushed you to the emergency room. Volunteering also includes "self-help." So if you are active in your neighborhood crime watch, your home is protected while you protect your neighbors' homes, too. Adding your effort to the work of others makes everyone's life better.

One day an elephant saw a hummingbird lying on its back with its tiny feet up in the air. "What are you doing?" asked the elephant. The hummingbird replied, "I heard that the sky might fall today, and so I am ready to help hold it up, should it fall." The elephant laughed cruelly. "Do you really think," he said, "that those tiny feet could help hold up the sky?" The hummingbird kept his feet up in the air, intent on his purpose, as he replied, "Not alone. But each must do what he can. And this is what I can do."

--Chinese Parable

YOUR MOTIVATIONS

Think about how much you receive when you give and consider why you want to volunteer. You may have several different reasons. Here are just a few of the many possible motivations identified by other volunteers:

- to feel needed
- to share a skill
- to get to know a community
- to demonstrate commitment to a cause/belief
- to gain leadership skills
- to act out a fantasy
- to do your civic duty
- because of pressure from a friend or relative
- satisfaction from accomplishment
- to keep busy
- for recognition
- to repay a debt
- to donate your professional skills
- because there is no one else to do it
- to have an impact
- to learn something new
- for freedom of schedule
- to help a friend or relative
- for escape
- to become an "insider"
- guilt
- to be challenged
- to be a watchdog
- to feel proud
- to make new friends
- to explore a career
- to help someone as therapy
- to do something different from your job
- for fun!
- for religious reasons
- to earn academic credit
- to keep skills alive
- because an agency is geographically close
- to have an excuse to do what you love
- to be able to criticize
- to assure progress
- to feel good
- to be part of a team
- to gain status
- because you were asked
- to test yourself
- to build your resume
- to be an agent of change
- because of personal experience with the problem, illness, or cause
- to stand up and be counted

You will probably have some special reasons of your own. Remember that the motivations you have to select the place to offer your services may not be the reasons why you stay. Once you're on the volunteer job, you will continue to serve as long as you feel that your efforts are accomplishing something, that your talents are appreciated, and that you make a difference. And if you also like the people with whom you work, so much the better!

As long as you are truly serving through your volunteer work, isn't it wonderful that

such an exchange occurs? In fact, it tends to strengthen your commitment to volunteering when you can see the benefits to both the recipient of your efforts and to yourself. And it is much more comfortable than "charity" because it upholds the self-esteem of those with whom you volunteer.

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22 BENEFITS OF URBAN STREET TREES

By Dan Burden, Partner and Senior Urban Designer - Glatting Jackson Kercher and Anglin
Co-Founder Walkable Communities, Forestry graduate, University of Montana - November, 2008

U.S. Forest Service facts and figures and new traffic safety studies detail many urban street tree benefits. Once seen as highly problematic for many reasons, street trees are proving to be a great value to people living, working, shopping, socializing, walking and motoring in, around and through urban places.

For a planting cost of \$250-600 (includes first 3 years of maintenance) a single street tree returns over \$90,000 of direct benefits (not including aesthetic, social and natural) in the lifetime of the tree. Street trees (generally planted from 4 feet to 8 feet from curbs) provide many benefits to those streets they occupy. These trees provide so many benefits that they should always be considered as an urban area default street making feature. With new attentions being paid to global warming, the need for energy independence, and more urban living more is becoming known about the many negative environmental impacts of treeless urban streets. We are well on the way to recognizing the need for urban street trees to be the default design, rather than a luxury item to be tolerated by traffic engineering and budget conscious city administrators.

The many identified problems of street trees are overcome with care by designers. Generally street trees are placed each 15-30 feet. These trees are carefully positioned to allow adequate sight triangles at intersections and driveways, to not block illumination of the street from overhead lamps, and not impact lines above or below ground. Street trees of various varieties can be used in all climates, including semi-arid and even arid conditions.

The science of street tree placement and maintenance is well known and observed in a growing number of communities (i.e. Chicago, Illinois; Sacramento, Davis, California; Eugene, Oregon; Seattle, Redmond, Olympia and Issaquah, Washington; Charlotte, N.C.). Although care and

maintenance of trees in urban places is a costly task, the value in returned benefits is so great that a sustainable community cannot be imagined without these important green features.

Properly placed and spaced urban street trees provide these benefits: Increased motorized traffic and pedestrian safety (contrary to popular myths). See below article for details on mode safety enhancements. See especially the compilation of safety benefits detailed in Safe Streets, Livable Streets, by Eric Dumbaugh, Journal of the American Planning Association, Vol. 71, No. 3, Summer 2005. One such indication of increased safety with urban street trees is quoted from this document:

“Indeed, there is a growing body of evidence suggesting that the inclusion of trees and other streetscape features in the roadside environment may actually reduce crashes and injuries on urban roadways. Naderi (2003) examined the safety impacts of aesthetic streetscape enhancements placed along the roadside and medians of five arterial roadways in downtown Toronto. Using a quasi-experimental design, the author found that the inclusion of features such as trees and concrete planters along the roadside resulted in statistically significant reductions in the number of mid-block crashes along all five roadways, with the number of crashes decreasing from between 5 and 20% as a result of the streetscape improvements. While the cause for these reductions is not clear, the author suggests that the presence of a well-defined roadside edge may be leading drivers to exercise greater caution.”

1 Reduced and more appropriate urban traffic speeds. Urban street trees create vertical walls framing streets, and a defined edge, helping motorists guide their movement and assess their speed (leading to overall speed reductions). Street safety comparisons show a reduction of run-off-

the-road crashes and overall crash severity when street tree sections are compared with equivalent treeless streets. Texas A and M conducted simulation research which found people slow down while driving through a treed scape. These observations are also noted in the real world when following motorists along first a treed portion of a street, and then a non-treed portion. Speed differentials of 3 mph to 15 mph are noted.

2 Create safer walking environments, by forming and framing visual walls and providing distinct edges to sidewalks so that motorists better distinguish between their environment and one shared with people. If a motorist were to significantly err in their urban driving task, street trees can deflect or fully stop a motorist from taking another human life.

3 Trees call for planting strips, which further separate motorists from pedestrians, buildings and other urban fabric.

4 Increased security. Trees create more pleasant walking environments, bringing about increased walking, talking, pride, care of place, association and therefore actual ownership and surveillance of homes, blocks, neighborhoods plazas, businesses and other civic spaces.

5 Improved business. Businesses on treescaped streets show 20% higher income streams, which is often the essential competitive edge needed for main street store success, versus competition from plaza discount store prices.

6 Less drainage infrastructure. Trees absorb the first 30% of most precipitation through their leaf system, allowing evaporation back into the atmosphere. This moisture never hits the ground. Another percentage (up to 30%) of precipitation is absorbed back into the ground and taken in and held onto by the root structure, then absorbed and then transpired back to the air. Some of this water also naturally percolates



into the ground water and aquifer. Storm water runoff and flooding potential to urban properties is therefore reduced.

7 Rain, sun, heat and skin protection.

For light or moderate rains, pedestrians find less need for rain protection. In cities with good tree coverage there is less need for chemical sun blocking agents. Temperature differentials of 5-15 degrees are felt when walking under tree canopied streets.

8 Reduced harm from tailpipe emissions.

Automobile and truck exhaust is a major public health concern and contains significant pollutants, including carbon monoxide (CO), volatile organic compounds (VOC), nitrogen oxides (NOx), and particulate matter (PM). Tailpipe emissions are adding to asthma, ozone and other health impacts. Impacts are reduced significantly from proximity to trees.

9 Gas transformation efficiency.

Trees in street proximity absorb 9 times more pollutants than more distant trees, converting harmful gasses back into oxygen and other useful and natural gasses.

10 Lower urban air temperatures.

Asphalt and concrete streets and parking lots are known to increase urban temperatures 3-7 degrees. These temperature increases significantly impact energy costs to homeowners and consumers. A properly shaded neighborhood, mostly from urban street trees, can reduce energy bills for a household from 15-35%.

11 Lower Ozone.

Increases in urban street temperatures that hover directly above asphalt where tailpipe emissions occur dramatically increase creation of harmful ozone and other gasses into more noxious substances impacting health of people, animals and surrounding agricultural lands.

12 Convert streets, parking and walls into more aesthetically pleasing environments.

There are few streetmaking elements that do as much to soften wide, grey visual wastelands created by wide

streets, parking lots and massive, but sometimes necessary blank walls than trees.

13 Soften and screen necessary street features

such as utility poles, light poles and other needed street furniture. Trees are highly effective at screening those other vertical features to roadways that are needed for many safety and functional reasons.

14 Reduced blood pressure, improved overall emotional and psychological health.

People are impacted by ugly or attractive environments where they spend time. Kathleen Wolf, Social Science Ph.D. University of Washington, gave a presentation that said "the risk of treed streets was questionable compared to other types of accidents along with the increased benefit of trees on human behavior, health, pavement longevity, etc." She noted that trees have a calming and healing effect on ADHD adults and teens.

15 Time in travel perception.

Other research and observations confirm that motorists perceive the time it takes to get through treed versus non-treed environments has a significant differential. A treeless environment trip is perceived to be longer than one that is treed (Walter Kulash, P.E.; speech circa 1994, Glatting Jackson).

16 Reduced road rage.

Although this may at first seem a stretch, there is strong, compelling research that motorist road rage is less in green urban versus stark suburban areas. Trees and aesthetics, which are known to reduce blood pressure, may handle some of this calming effect.

17 Improved operations potential.

When properly positioned and maintained, the backdrop of street trees allow those features that should be dominant to be better seen, such as vital traffic regulatory signs. The absence of a well developed Green-scape allows the sickly grey mass of strip to dominate the visual world. At the same time, poorly placed signs, signals, or poorly maintained trees reduces this positive gain, and thus proper placement and maintenance must be rigidly adhered to.

18 Added value to adjacent homes, businesses and tax base.

Realtor-based estimates of street tree versus non-street tree comparable streets relate a \$15-25,000 increase in home or business value. This often adds to the base tax base and operations budgets of a city allowing for added street maintenance. Future economic analysis may determine that this is a break-even for city maintenance budgets.

19 Provides a lawn for a splash and spray zone, storage of snow, driveway elevation transition and more.

Tree lawns are an essential part of the operational side of a street.

20 Filtering and screening agent.

Softens and screens utility poles, light poles, on-street and off-street parking and other features creating visual pollution to the street.

21 Longer pavement life.

Studies conducted in a variety of California environments show that the shade of urban street trees can add from 40-60% more life to costly asphalt. This factor is based on reduced daily heating and cooling (expansion/contraction) of asphalt. As peak oil pricing increases roadway overlays, this will become a significant cost reduction to maintaining a more affordable roadway system.

22 Connection to nature and the human senses.

Urban street trees provide a canopy, root structure and setting for important insect and bacterial life below the surface; at grade for pets and romantic people to pause for what pets and romantic people pause for; they act as essential lofty environments for song birds, seeds, nuts, squirrels and other urban life. Indeed, street trees so well establish natural and comfortable urban life it is unlikely we will ever see any advertisement for any marketed urban product, including cars, to be featured without street trees making the ultimate dominant, bold visual statement about place.



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2011 HURRICANE SEASON HAS ARRIVED!

June 1 marked the beginning of the 2011 Hurricane Season which runs through November 30. Trees4Florida has produced a media campaign focused on making the public more aware of the need to be vigilant in safeguarding our trees. We appreciate your efforts in helping us spread the message to safeguard our trees from the ravages of weather, time and nature. Please enjoy this page that provides access to directly listen to or download broadcast-quality TV PSAs in English and Spanish. If you are planning to air one of our public service announcements please contact us at 407.539.5981 so that we can keep track of how our message is reaching the public.



Treesarecool YouTube Channel:

www.youtube.com/user/treesarecooldotcom

Add Trees4Florida videos to your website!

Click the YouTube logo on the lower right of the video (Watch on YouTube). Once the video is open in YouTube, click the Share button below the video, then click the Embed button to get your code.

The **Trees4Florida** campaign is a public service made possible by a grant from the Florida Division of Forestry jointly to the Florida Urban Forestry Council and the Florida Chapter of the International Society of Arboriculture.

Working in Harmony with Nature

Sumter Electric Cooperative has always placed a high priority on the environment by working to stay in harmony with nature. Evidence of SECO's environmental stewardship is displayed through the following programs.

Sumter Electric Cooperative:

- was named a *Tree Line USA* utility for the fourth consecutive year by *The National Arbor Day Foundation*. Employee arboriculture training, public education, and maintaining abundant, healthy trees in SECO's service area are common practices.
- installs osprey nesting dishes atop of the utility pole cross arms as needed for these magnificent birds.
- places squirrel guards atop the transformers to protect a variety of animals from danger, particularly squirrels.
- offers net metering to members interested in renewable generation such as photovoltaic systems.
- recycles retired power equipment, scrap steel, aluminum, copper, porcelain, fluorescent lights, ink printer and copier cartridges, plus much more.
- researches and writes *Nature's Reflections*, a special column in the members' newsletter developed to educate the community on the flora and fauna of Florida with eco-friendly topics like xeriscaping and conservation.



ARTICLES WANTED

The Florida Urban Forestry Council would like to share information on what is going on throughout the state in our newsletters. We would like to receive articles on any aspect of our field. Article ideas may include, but are not limited to, the following:

- New trends in the industry
- News about tree advocacy groups
- Volunteer projects
- Favorite or new websites
- Ideas on working with the public
- City tree programs
- Solutions to common problems in your typical workday
- Children's poems, drawings, favorite quotes

Please update us on urban forestry news in your corner of the state so that we can learn from each other. Our newsletter is not only a great way to share information, but also a way to show off our accomplishments and successes. Articles can be sent to Sherie Burch, FUFC newsletter editor, at sburch@ocalafl.org.

Thanks for contributing!



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Our members are the lifelines of our mission.
Thank you for your continued support.

New and renewed members through May 31, 2011. Please let us know if we fail to mention your name.

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Continued on page 15.

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Categories (please check one):

- Professional @ ~~\$25.00~~ \$20.00**
 (Professional membership is open to anyone who is actively working in the profession of Urban Forestry or any related profession.)
- Tree Advocate @ \$20.00**
 (Tree Advocate membership is granted to those volunteers who are members of a tree board, beautification committee or other Urban Forestry volunteer group.)
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 (Supporting membership is granted to those individuals, groups or other entities expressing a desire for a strong supportive role in the Council. Membership will be granted for up to five individuals of an organization or business.)
- Government/Non-Profit Agency @ \$100.00**
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