



# The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2011 Issue Four

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## MEASURING THE QUALITY OF A COMMUNITY FORESTRY PROGRAM

Submitted by Charlie Marcus, Urban Forestry Coordinator – Florida Forest Service



of these officials by making educational, technical and financial assistance available to them. They also provide recognition through programs such as “Tree City USA” and the “Friends of Our Urban Forest” awards.

The US Forest Service, in turn, provides guidance, technical resources (the i-Tree software is an example), research, and financial assistance to our state to help our agency carry out this mission. They have also wrestled with the question of how to measure the effectiveness of local urban forestry programs. Ideally, the measures I have previously listed could suffice; however, these would be difficult to evaluate with a consistent yardstick. So, the US Forest Service instead evaluates state programs nationwide based upon the resources that individual communities in each state devote to their urban forestry programs. In 2005, they began using the

*Continued on page 3*

How do you measure the quality or effectiveness of a community’s urban forestry program? Hmmm...no simple answer. Let’s throw out a few proposed measures for your consideration:

- Tree canopy cover extends over a significant percentage of the community.
- A network of parks, riparian corridors and other open greenspaces exist where the tree canopy is perpetually protected.
- Most individual trees within the canopy are in good health.
- The canopy contains a diversity of native tree species and age/size classes.

- Tree plantings adhere to the principles of Right Tree/Right Place.
- Citizens recognize how the community trees add value to their own quality of life and who actively participate in their management and care.

A community’s urban forest only achieves this condition when you have local officials who implement policies and provide the necessary resources to achieve these conditions. The Florida Forest Service (formerly the Florida Division of Forestry), as well as other entities such as the Florida Urban Forestry Council, supports the efforts

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# PRESIDENT'S MESSAGE



As another year quickly draws to a close this is a great time to look forward to the holiday season that is upon us and all the good tidings and cheer that come with it. This is also a great time to reflect upon the year past and relish our accomplishments. The Council has been extremely busy in 2011 preparing for our regular events and developing new ones that will be presented in the coming months.

Since our last issue of the Council Quarterly Newsletter (2011 Issue Three), the Council held the Annual Workshop and Meeting on October 13th in West Palm Beach. The Workshop was a tremendous success due to our outstanding speakers and diverse agenda that provided current and useful information for those working and interested in preserving and managing the urban forest. It was fantastic to see such a strong showing at the event of both members and non-members--many of you having served the tree care and urban forest industry for many years. The Council would like once again to thank all the sponsors who supported this event, as well as Palm Beach County Extension for providing the facility and Mounts Botanical Garden for providing a tour of their beautiful grounds.

Looking ahead to 2012, the Council is in final stages of preparing for a couple of very wonderful events. On February 16, 2012 the Council will host a seminar entitled Right Tree, Right Place. This will take place at Leu Gardens in Orlando and will provide useful insight into the science of analyzing which tree is appropriate for what open space based on needs and potential environmental conflicts such as utilities. Please visit the Council website [www.fufc.org](http://www.fufc.org) for additional information and registration.

In the month of March (8-9) 2012, the FUFUC will hold its first Annual Urban Forestry Institute at the University of Central Florida campus where "SOAP" will be the focus of the seminar. The Council has worked hard over the last year in preparation for this workshop that is intended to provide a quality program by leaders of the urban forestry industry for working professionals in order to develop their knowledge and skills. At this workshop, the acronym SOAP will be introduced, which stands for Staff, Ordinance, Advocates, and Plan (Management Plan). These are all important working elements of successfully managing an urban forest. More information will be available once the seminar agenda is complete. Again, visit the Council website [www.fufc.org](http://www.fufc.org), as this announcement and agenda will be issued very soon.

Enjoy the holiday seasons and we will see you next year!

Sincerely,  
*Jerry Renick*  
FUFUC President



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presence of the following four components as evaluation criteria:

**Staff:** Where a community utilizes the services of an individual or company to advise or assist them in the management of their urban forests. The leadership of the company would need to have either an ISA certification, college degree in forestry or equivalent professional certification.

**Ordinance:** Where a community has adopted and is enforcing a written ordinance that covers the planting, protection and maintenance of the urban tree canopy. The ordinance could apply to either public or privately owned lands, which is also the standard for Tree City USA certification. It could also be part of a broader landscaping or development ordinance.

**Advocacy or Advisory Organization:** Where a community has a tree board, commission or non-profit organization that actively works with the community to promote the management of their urban forests. The members of this group could either be appointed by local government officials or merely work cooperatively with local officials. If the former, they could have additional responsibilities besides management of the tree canopy.

**Plan:** Where a community is following a written urban forestry plan that is prepared by a professional (see staff) and is based upon some type of professionally prepared inventory or assessment of the community's urban forest. This could range from a study conducted on the ground involving the measurement of individual trees, to a high-tech geospatial data analysis using satellite or aerial images and computer tools to conduct an analysis on more of a macro scale.

This is not meant to diminish the importance of the other parts of a good local urban forestry program such as public education or the actual planting and care of the trees themselves. The underlying premise is that if a community has these four components as a part of their urban forestry program, they should eventually achieve the desired condition for their urban forest as described in the bullet list at the beginning of this article. If you refer back

to that list, you can see how each of these four program components contributes to achieving and maintaining this condition.

If a community's urban forestry program has all four components, the US Forest Service considers them to be a "managing" community. If they have at least one component (this would be true for at least all Tree City USA's) they are considered

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*"If a community's urban forestry program has all four components, the US Forest Service considers them to be a 'managing' community."*

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a "developing" community. At first, we tried a number of ways to collectively refer to these four components (I won't go into specifics). Finally, one of my counterparts in the Northeast noticed that you could arrange them to where the first

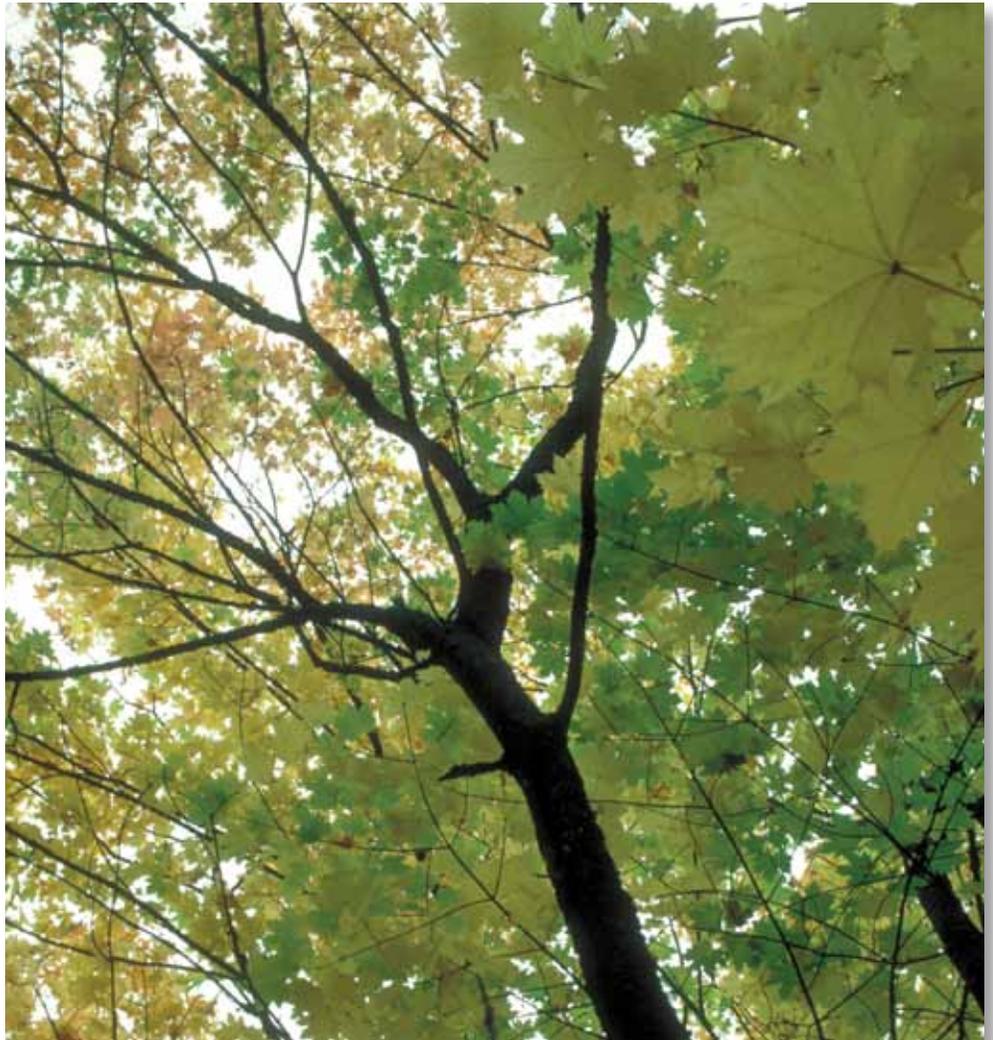
letters spelled out the word "SOAP." So, I guess you could say we are using SOAP to beautify Florida's urban forests.

Although our agency's urban forestry program continues to provide assistance in a variety of related areas, we do concentrate

on the SOAP components in our grant programs and technical assistance. Currently, we estimate that 58% of Florida's population lives in communities that at least meet the criteria of "developing." Our goal is to continuously increase that percentage for the benefit of all Florida residents and visitors.

The agenda for the Florida Urban Forestry Council's upcoming Urban Forestry Institute, which will take place in Orlando in March, 2012, is based upon the SOAP components and helping communities to strengthen the components that are not as well developed. Aside from the conference, however, we will do everything we can to help any community achieve developing and eventually "managing" status.

*The succeeding articles in this issue of the newsletter go into more specific details about the individual SOAP components. If you would like more information after reading these articles, don't hesitate to contact any of the authors or myself.*



# THE IMPORTANCE OF AN URBAN FORESTER

*Submitted by Charlie Marcus, Urban Forestry Coordinator- Florida Forest Service*

Someone with the proper training and expertise must take responsibility for the care and management of the community trees. A qualified individual dedicated to improving the urban or community forest can provide a number of benefits, including:

- Ensure public safety by timely identifying and remediating hazards related to trees.
- Remediate widespread tree damage following catastrophic events.
- Protect and manage areas of community greenspace in a manner that encourages healthy trees and is compatible with development and other human activity.
- Enforce a community tree ordinance.
- Increase the tree canopy by placing the right trees in the right places.
- Maintain a community tree inventory and follow a community forestry management plan.
- Conduct educational programs for community residents of all ages and backgrounds to promote awareness of the benefits that their community trees provide.
- Interact with the media on tree-related matters and dispel false information or promote the community forestry program.
- Mobilize citizen groups to participate in the management of the community's forest.

- Enlist support from elected officials, businesses and influential citizens to provide the necessary resources to manage the community forest.

Management of the community forest may be the responsibility of the city's department of public works, parks and recreation, code enforcement, environmental protection, transportation, utility company, or (the ultimate) a separate community forestry department. The person in charge may be a professional forester or arborist. They might work alone or head an entire forestry department.

The following is an excellent example of a large city urban forestry program. They have an urban forester along with staff made up of a tree code enforcement officer, field supervisors and tree workers responsible for maintaining the urban forest along with contractors who assist in tree removal, tree trimming and stump grinding. They also have staff who work with community groups to conduct tree planting programs and promote tree awareness.

Smaller communities may only need one person to carry out these functions; or, they may not even need the services of a full-time urban forest manager. They may instead contract services from a private urban forestry consultant with the proper

credentials when needed or hire a part-time professional who may also work part-time for nearby communities.

Regardless of the community size, training and experience are essential for both the community forester and those who actually conduct the field work--tree workers. Proper tree care requires more than the attention of someone who is not afraid of heights and chainsaws. Although those are required attributes, knowledge of tree biology, proper arboricultural techniques and tree identification is equally important. The International Society of Arboriculture (ISA) has several certifications that an urban forester or tree worker can attain. These include Certified Aerial Lift Operator, Certified Climber, Certified Arborist, and the Board Certified Master Arborist. These certifications lend credibility to the urban forestry program, as well as ensure that quality work and safety are emphasized. There are also the Municipal Arborists and Urban Forester organizations within the ISA. And, it is possible for a city to become a Certified Municipal Program.

Communications skills are also essential for both the urban forester and the tree worker. Those who work in the field need to be able to effectively explain to concerned citizens why they are pruning or removing a tree. Members of the news media may surprise those working on the job site with pointed questions and demand immediate answers. It's usually best for the tree workers to be able to direct media questions to the community forest manager so that they can minimize down time and avoid creating misunderstandings. Good community foresters will use the print and electronic media, as well as the Internet and perhaps even social media, to deliver their message.

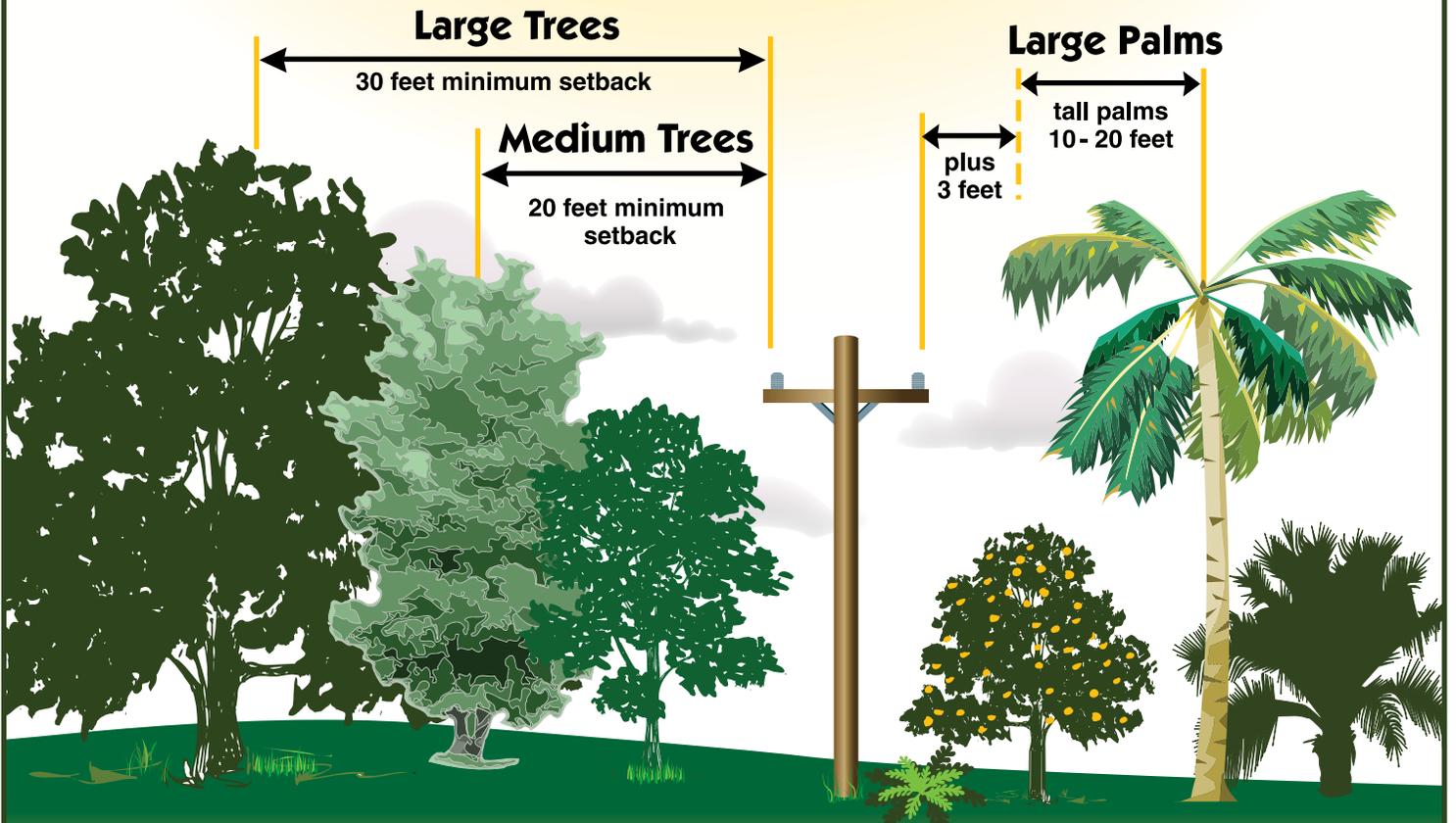
If both a professional staff and advisory tree board are present, the effectiveness of the community forestry program is enhanced. Once citizens begin leading citizens, the synergy of the operation increases exponentially.

Without a dedicated professional in place, the outcomes described above will not come to fruition, or at least not to the extent that would truly benefit the community. The community forester is equally valuable to a small community as they are to a large city. Cities need to have professional expertise to manage their trees, just as they do for their roads and bridges, buildings and other types of infrastructure.



# Right tree in the right place

*Location is one of the most important considerations when planting a tree.*



Trees add beauty and character to any community. As part of the “green infrastructure” trees provide environmental services such as fresh air, shade and wildlife habitat. **Sumter Electric Cooperative** is committed to bringing uninterrupted services to our members. Trees that grow too close to utility lines need

to be trimmed to minimize the chance of an outage. Sometimes trees will need to be removed to reduce recurring right-of-way maintenance costs. Planting trees away from overhead and underground utilities will allow your new tree to achieve its fullest potential and offer you the greatest benefits.

# WINTER SPRINGS ARBOR ORDINANCE REVISION

Submitted by: *Stephanie Wolfe, Arborist – City of Winter Springs*

The City of Winter Springs created an arbor ordinance in January of 1986, to provide guidelines and regulations for permitting the removal and replacement of trees. This ordinance was amended six times, with the final amendment occurring in October 2003, with the purpose of increasing the protection of the urban forest and natural lands of Winter Springs. The arbor ordinance is now in the process of being amended to provide further clarification on the requirements for tree removal and replacement. The text amendments will include added definitions and updated terminology in an effort to increase the public's understanding of the permitting requirements and to make the permitting process more user-friendly for the public and contractors performing tree removal and replacement.

The former City Arborist of 12 years retired in June of 2011. At that time, the City had a thorough and concise arbor ordinance that provided a high level of protection for the City's urban forest, while at the same time accommodating growth within the City.

A new Arborist was appointed to resume the duties of the retired staff. At that time, the ordinance was reviewed by the City Arborist and Urban Beautification Manager and areas of the ordinance were identified for revision. The intent was to maintain a high level of tree protection, while taking into consideration public input regarding the residential permitting process.

After an application for a residential tree removal is submitted, the City Arborist conducts a site visit to determine the size, species and health of a tree proposed for removal. The Arborist provides the resident with information regarding applicable fees and tree replacement requirements. The residents often provide feedback in regards to customer service provided by City Staff and their experience with using the on-line permitting system and the permitting process as set forth in the arbor ordinance.

Many residents shared the sentiment that the 30-day replacement time frame created a hardship. Currently, the arbor ordinance requires that when a tree is removed, the required replacement tree(s) be installed within 30 days of removal. In an effort to ensure replacement trees are installed and to further streamline the permitting process, the timeframe for replacement tree installation was increased from 30 days to 60 days. This reduces the financial burden on residents and allows them more time to shop various nurseries for quality, affordable plant material.

*“After an application for a residential tree removal is submitted, the City Arborist conducts a site visit to determine the size, species and health of a tree proposed for removal.”*

Other amendments included adding clarification to existing definitions. For example, the code provides the following definition for the term DBH: “Diameter of trunk at breast height” (approximately four and one-half (4 ½) feet from the ground of a tree base). This definition does not provide



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guidance on how to measure a tree with co-dominant stems that split below 4 ½ feet. Some municipalities require that the various stems be added together to achieve the total diameter of the tree, while other municipalities require that the separate stems be measured and reported separately. This knowledge is important when determining if a tree removal permit is needed and when conducting large scale tree surveys within the City. The necessity to obtain a removal permit, specimen tree designations and tree replacement requirements are based on the size of the tree being removed. The new definition includes the statement “if a tree has co-dominant stems at or below 4.5’ from ground level, it shall be measured as separate trees.”

The arbor ordinance currently defines caliper as the measurement of a tree 12 inches from the ground. A tree is defined as any woody species 4 inches in diameter measured at caliper. City Staff recognize that diameter at breast height is the standard and more appropriate method for measuring trees for the purpose of permitting tree removals within the urban landscape. The proposed code amendments formally require that trees be measured 4.5’ from ground level rather than 12 inches. Caliper measurement would apply only to the size of trees used for replacement.

Once the proposed ordinance revisions have been reviewed by the Community Development Staff and the City Attorney’s office,

they will then be presented to the Planning and Zoning Board (P and Z). The P and Z Board is a body of officials appointed by the City Commission and City Manager to review code documents and proposed code revisions. After conducting their review, the Board makes a recommendation to the City Commission to either approve or deny the proposed code amendments. Once the proposed revisions have been reviewed by the P and Z Board, they will be presented to the City Commission at two regular commission meetings. At this time, the proposed revisions will be open for public comment. If the City Commission accepts the proposed changes, the ordinance will be amended and made public.

Winter Springs has been awarded the Tree City USA designation for the past 22 years and has been awarded the Tree City USA Growth Award 14 times. We are one of a few local municipalities that require tree companies be licensed by the City to perform pruning or tree removals. Our thorough arbor ordinance provides a high level of protection for our urban forest while accommodating growth within the City. The proposed amendments to the arbor ordinance will further our goals of improving our urban landscape, while providing the best customer service to our residents.

## CHANGES TO THE FUFCC BYLAWS APPROVED

Proposed changes to the FUFCC Bylaws which were voted on during September/October, 2011 have been approved by the

membership. To view the revised document, please download the latest copy from [www.fufcc.org](http://www.fufcc.org).



## SAVE THE DATE



Thursday - February 16, 2012

## Right Tree Right Place Seminar

Leu Gardens - Orlando

For further information, visit [www.fufcc.org](http://www.fufcc.org)

# GUIDELINES FOR DEVELOPING A TREE ORDINANCE

The following article contains excerpts from a website developed by the International Society of Arboriculture along with a number of partners. The entire text can be found at [http://www.isa-arbor.com/education/resources/educ\\_TreeOrdinanceGuidelines.pdf](http://www.isa-arbor.com/education/resources/educ_TreeOrdinanceGuidelines.pdf).

## Planning the Ordinance

Tree ordinances are among the tools used by communities striving to attain a healthy, vigorous, and well managed community forest. Tree ordinances provide the authorization and standards for management activities. As such, tree ordinances serve as the basis for an overall management strategy.

Communities may incorporate their tree ordinances into their development or landscaping ordinance, or the tree ordinance may be a stand-alone document. It may apply only to public property or to all ownerships. It may also include all land use types, or exclude various types of commercial or residential land uses.

To begin the planning process, a community needs to identify all of the activities that affect trees in the community, especially those that are under the control of some branch of municipal government. Various ordinances and planning regulations that are seemingly unrelated to the tree program may impinge on tree resources; their impact must be taken into account. Before trying to change community forest management, you need to consider both current and historical management practices and identify all of the players involved.

The next step would be to develop goals for the community forest and focus on strategies to ameliorate the existing impediments identified in the previous step to achieving those goals. Examples of goals could include achieving a particular tree canopy cover, reducing the likelihood of property or infrastructure damage caused by trees, conserving exceptional specimen or historic trees, or increasing the recreational or ecosystem services values that citizens derive from the tree canopy.

Community support is critical to ordinance effectiveness, but community support cannot be legislated into an ordinance. Rather, the ordinance must be developed within the context of community values and priorities

if it is to enjoy public support. Even a technically correct tree ordinance is apt to be ineffective without public support.

## Drafting the Ordinance

These example provisions are for illustration, not necessarily “model” provisions. We recommend that you use the examples, key elements, and notes as a starting point for developing language that is suited to meet your local needs.

- **Title:** To give the ordinance a brief descriptive title.
- **Findings:** To state the reasons the local government finds it necessary to adopt an ordinance.
- **Purpose and intent:** To set forth the goals to be achieved through the ordinance.
- **Definitions:** To define key words which are to be used in the ordinance. The authority responsible for interpreting definitions should also be identified here.
- **Jurisdiction:** To set forth the jurisdiction of the local government over certain ownership types and land uses, as well as certain types or size classes of trees.
- **Designate administrative responsibilities:** To assign responsibility and authority for implementation of the ordinance.
- **Standards and policies regarding trees:** To set guidelines for carrying out ordinance provisions. This should be the longest and most detailed portion of the ordinance.
- **Local government disclaims liability:** To avoid accepting liability for any personal injury or property damage caused by trees on private property.
- **Appeals:** To establish a procedure whereby decisions of the tree program manager can be appealed.
- **Penalty for violation and Enforcement:** To establish penalties for violating provisions of the ordinance, and to designate the position responsible for enforcing the ordinance.
- **Performance evaluation criteria:** To provide for evaluation of the success of ordinance provisions. Note: This provision is rarely contained in tree ordinances, but is one that should be included.
- **Severability and provision for amendment:** To prevent the whole ordinance from becoming invalid if any part of it

is declared invalid by the court, and to facilitate future revision.

The unabridged document contains considerably more information about each of these bullets. It also contains an additional 21 categories that could be added, such as the Establishment of a Tree Board.

## Implementing and Evaluating the Ordinance

Implementation requires the commitment of resources necessary to hire personnel, enforce ordinances, run educational programs, and carry out other necessary tasks. Since a number of steps are usually involved in implementing the management strategy, it is useful to map out an implementation schedule. This time/action schedule should show the steps that are involved and the time frame within which they should be completed. Progress checks should be built into the schedule to ensure that delays or problems are detected and dealt with. These progress checks could be in the form of required progress reports to the city council or county board of supervisors. It is important to maintain a high profile for the management program during implementation to foster public interest and maintain the commitment of the local government. If interest and support dissipate, the efforts spent to get to this point may be for naught.

Sampling the impact of the ordinance on the city tree population can be periodically done using ground surveys, permanent photo points, or aerial photographic spatial data analysis. Also, don't forget that people are an integral part of the urban forest ecosystem. A number of techniques can be used to assess residents' attitudes about the performance of the tree ordinance.

Once again, this article was intended just to whet your appetite. The online document provides considerably more detail. Also, you can review tree ordinances from all over the United States by going to the website: [www.municode.com](http://www.municode.com). As you drive through neighboring cities, you may see tree management practices that you would like to adopt where you live. Their city forestry officials would certainly be willing to share their ideas to help you develop or improve your tree ordinance.

# WIND-PROOFING THE TREE CODE

Submitted by Ken Pelham



## Whump!

The memorable sound in 2004 of Hurricane Charley for my family was that of an 18-inch thick branch from my neighbor's towering laurel oak smacking my roof in the howling night. The morning revealed minimal damage--a few dinged shingles, a dented ridge vent--amid the jungle covering our roof. A neighbor wasn't so lucky; he had a laurel oak in the living room.

We spent the next two weeks without electricity, courtesy of power lines wrecked by fallen trees and limbs. Maitland streets became a maze of tunnels cut through downed trees. I've kept close watch on susceptible trees ever since, as should everyone in Florida.

It's more than a nuisance. Falling trees wreak havoc with infrastructure, but, more critically, put lives at risk. Downed electric lines are frequently still charged and deadly, and deaths from them are real and have caught the attention of litigious attorneys. Are all the trees in your municipality healthy and out of conflict with power lines? No? I don't think so, and neither does that attorney.

So what can you do about it in a tree protection ordinance?

Plenty.

The first step is to know your friends and enemies. Your friends are the wind-resistant trees and your enemies the susceptible ones. Michael Corleone's Godfather II advice—"keep your friends close and your enemies

closer"—is bad advice when dealing with large trees and strong winds.

Urban forestry professionals in Florida know from experience about the storm hazards of certain trees, about the heart rot of laurel oaks, the brittleness of chinaberries and camphors. Recent studies validate those ideas and remove some of the guesswork.

So which trees fare best, have sound foundations, resist decay, and aren't brittle? A complete list can be found at this web link: <http://edis.ifas.ufl.edu/pdf/FR/FR17300.pdf>. To highlight: live oaks, sand live oaks, Southern magnolias, bald cypress, pond cypress, and cabbage palms are the clear winners, all enduring high winds quite well.

Faring less well were Chinese tallows, laurel oaks, slash pines, sweet gums, and red maples. The real stinkers were cherry laurels and sand pines. Not surprisingly, heavy damage to homes is likeliest from trees with a more vertically-oriented form, such as sand pines, slash pines, and laurel oaks. Sand pine, in particular, is a hazard. This species grows in extremely loose scrub sands, with a massively heavy, brittle trunk and a tendency to lean. Its inherently short life and susceptibility to root rots make sand pines subject to both toppling and to splitting. Orange County's Shadow Bay Park suffered heavy damage to infrastructure and buildings due to the crashing of sand pines in Hurricane Charley.

Of course, it's not all about species.

Since Hurricane Andrew devastated South Florida in 1992, researchers have been surveying the tree damage in the worst-hit areas. They've found a litany of bad growing conditions and weak trees. Trees without adequate room for roots to spread fell much more readily than those on spacious sites. Who knew? Trees in constricted spaces exhibited severe root girdling and weak foundations. They fell. Trees that had survived construction sites years before had limited or cut roots. They fell. Trees in waterlogged ground had shallow roots. They fell.

Researchers also found strength in numbers. Groups of trees tended to do better - by far - than single, isolated trees, as intermingled branches and roots appear to stabilize stands of trees. Planting trees in groups will likely improve their chances in a hurricane. Call them "support groups," if you will.

Some trees were cursed before they left the nursery, having been shipped in girdled, root-bound containers. That growth habit simply continued once they were installed in the landscape. Requiring or rewarding by code the use of good nursery stock ("Florida Fancy" or "Florida Number One") and planting them in adequate spaces is the starting point; too often, I see poorly selected oaks, with girdled roots and V-split trunks, planted in constricted locations such as a parking lot island only a few feet wide. These are begging for problems.

Urban forestry professionals can help build a sustainable landscape by designing a tree code that ensures selection of wind-resistant trees for use on public property and next to buildings, requires the installation of quality trees, and requires that they be put in adequate growing space. If there are overhead electric lines, underground water and sewer lines, or buildings nearby, choosing wind-resistant trees is critical. An eighty-foot laurel oak looks a lot bigger when it's sitting on your house.

*Ken Pelham is a landscape architect and author in Maitland, Florida. You can visit his website at [www.kenpelham.com](http://www.kenpelham.com).*



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# "A" IS FOR ADVOCACY

Submitted by Larry Figart, Urban Forestry Extension Agent – UF/IFAS Extension Duval County

The lack of staff employees professionally trained to oversee a community's urban forest should not be a barrier for the community to have an active vibrant forestry program. Just like there is no one size fits all tree ordinance, there are many ways to develop urban forestry programs that utilize the gifts and talents of the citizens in the community. This is called using a "Tree Advocacy" group and it is the "A" in SOAP.

The word "advocacy" is defined as the act of pleading or arguing in favor of something, such as a cause, idea, or policy or providing active support. In the realm of community forestry, the US Forest Service defines an advocacy or an advisory group as a tree board, commission, or non-profit organization that actively works with the community to promote the management of their urban forests.

The members of this group may be appointed by local government officials. This group is usually given authority by ordinance or statute with overseeing the needs of the urban forest. They usually go by the name of a tree board or tree commission. They could be responsible for formulating policy relating to the urban forest, acting as the liaison between the community and the administration on community forestry matters, or even making decisions related to tree ordinance enforcement. The mission of a tree board is usually defined in a tree ordinance. In some instances, the city beautification or landscaping board may also serve as the tree board. Ideally, however, they need to be given adequate time and resources to concentrate on the management of the city trees.

The mission of a tree board may be very broad or narrow depending on the wishes of the community. The tree board may simply provide advice to city officials, or they may have more extensive responsibilities like the tree board of Lake Worth, Florida. Tree board members there establish policy and provide standards within the City landscape ordinance for tree preservation and protection, both public and private. This includes providing educational materials on proper



planting, pruning techniques and insect and disease control; planting native species; inventory existing trees; creating permit guidelines, including rules for tree removal; opportunities for citizen involvement; and City tree sales. The members advocate for the planting of trees, which would provide a continuing shade canopy into the future. The members serve three-year terms.

In McIntosh Florida, a small town south of Gainesville, the tree board has a more limited scope, but is also involved in the actual administration of the tree ordinance.

In McIntosh, the Tree Preservation Committee issues permits for the removal or destruction of trees protected by the town's tree ordinance and enforce the ordinance through fines.

In some communities there may not be a tree board, but instead, the community relies on the advice of a tree advocacy group. Tree advocacy groups are usually not appointed panels, but instead are usually a non-profit volunteer group dedicated to the advancement of community forestry benefits. In some cases, they are given authority by the local ordinance. Tree advocacy groups promote healthy urban forests by coordinating tree plantings, educating the general public, recruiting volunteers for grassroots projects, and speaking out on community forestry issues when they arise.

Some examples of tree advocacy groups in Florida and how they work in their community are:

Greenscape of Jacksonville, a non-profit organization, is dedicated to enriching Jacksonville's community forest through the planting, protection and promotion of trees.

The Kids Ecology Corps of Fort Lauderdale provides a variety of innovative educational methods so young people are inspired to make a commitment to have environmental action be a part of everyday life. Young members focus their energy on neighborhood environmental issues and are led through hands-on experiences that teach necessary business and communication skills.

Members of TREEmendous Miami participate in the Greater Miami Chamber of Commerce's Green Infrastructure Committee, work with Department of Environmental Resources Management and Department of Transportation on proposed legislation concerning requirements and guidelines for street and residential trees and assist the county in compiling its Street Tree Master Plan.

When a community has a tree board/commission, non-profit organization, or both that actively works with the community to promote the management of their urban forests, they demonstrate their commitment towards developing a community forest that is vibrant, healthy and providing important environmental services for the community.

*"This group is usually given authority by ordinance or statute with overseeing the need of the urban forest."*

# DEVELOPING AN URBAN FOREST MANAGEMENT PLAN

Submitted by: Rob Northrop, Extension Forester – UF/IFAS Extension Hillsborough County

At its most basic level, a management plan is a series of quantifiable steps that guides activities and resources needed to accomplish some predetermined outcome. These outcomes typically are themselves intermediate steps toward achieving some ultimate vision. In the case of a community's urban forest that vision might be of a sustainable future for the community's trees, parks and natural areas. The plan itself is best seen as a process, a living and adaptable plan of action and not a static product.

Criteria and indicators provide a standardized set of performance measures that can be tailored to meet the specific needs of communities of any size throughout Florida.

These criteria and performance indicators can be used as tools to support strategic and annual planning activities. The illustrated methodology for organizing and implementing an urban forest plan provides an organizational framework that

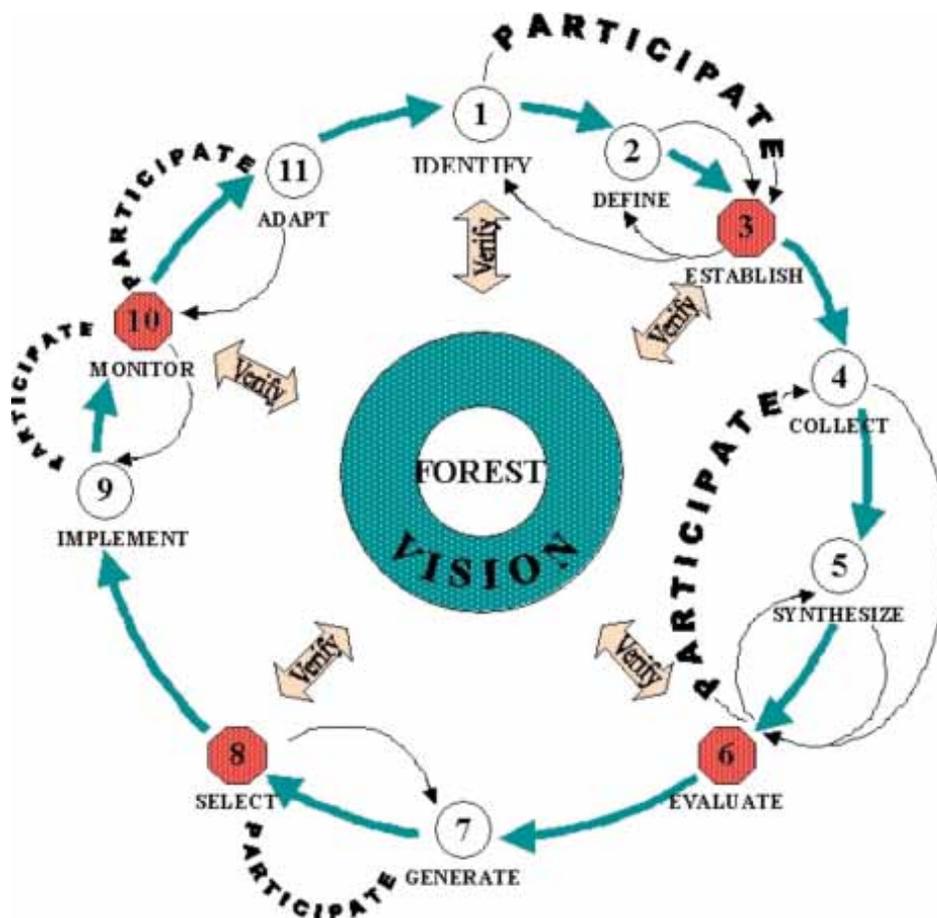
can guide your community through the planning, building and managing phases of developing and implementing an urban forest management using a standardized set of performance measures. It begins with the identification of a vision for the future. This involvement of the public starts here and continues through the entire process. The vision and broad set of criteria are created and accepted jointly by the community's residents and agencies.

The second step is the organization of a project team and the articulation of a series of broad criteria statements about what the community is trying to accomplish. Performance indicators can then be fashioned to assess the current condition of the urban forest and its management, as well as measure progress toward reaching the community's ultimate vision for urban forest sustainability (see examples below – Kenney et.al 2011 and City of Tampa). These criteria and performance indicators should address not only the vegetation, soils and

wildlife, but also community and institutional cooperation, and the community's approach to resource management.

Appropriate data should be collected, organized and analyzed to support the use of your community's criteria and performance indicators (steps 4-6). These data used in this logical and structured manner can provide a clear assessment of the present condition of the urban forest and its management, identify where critical improvements can be made to support sustainability and assist with the identification of alternative approaches to urban forest management.

The alternatives for action can be identified and evaluated using the criteria originally developed through public and agency consensus. At this point all alternatives for action should have merit; the question is, which will be most effective and efficient in conserving resources, sustaining itself over time, and balancing ecological and human



needs (step 7). The identification of the preferred alternative for action is identified through the public and government agency consensus (step 8) and implemented (step 9). The work to establish a strong base for the preferred alternative action and the anticipation of potential pitfalls should help to assure that the implementation of the action goes smoothly.

In most urban forest plans monitoring and evaluation of the implementation of the preferred alternative action and its impact is a neglected step (step 10). Methods for evaluation and monitoring can be derived from the criteria and performance indicators

and need to be designed before implementation begins. While closely allied, the purpose of monitoring and evaluation differ. Monitoring focuses on the processes inherent in the implementation phase, while evaluation is more focused on the final product or outcome. Monitoring and evaluation must become integral activities if the urban forest plan is to become adaptive over time (step 11).

This adaptive management planning framework is a scientific approach to an urban forest management decision process that promotes flexible decision making that can be adjusted in the face of uncertainties

as outcomes from management and other events become better understood. Careful monitoring of processes and evaluation of outcomes both advances scientific understanding and helps adjust policies or operations as part of an iterative learning process. An adaptive urban forest management plan does not represent an end in itself, but rather a means to more effective decisions and enhanced benefits. Its true measure is in how well it helps meet environmental, social, and economic goals; increases scientific knowledge; and reduces tensions among stakeholders.

### Example: CRITERIA AND PERFORMANCE INDICATORS FOR THE VEGETATION RESOURCE

Criteria	Vegetation Resource - Performance Indicators				Key Objective
	Low	Moderate	Good	Optimal	
Relative canopy cover to goal by land use	The existing canopy cover equals 0%-25% of the goal.	The existing canopy cover equals 25%-50% of the goal.	The existing canopy cover equals 50%-75% of the potential.	The existing canopy cover equals 75%-100% of the potential	Achieve climate-appropriate degree of tree cover, community-wide

### Example: CRITERIA AND PERFORMANCE INDICATORS FOR THE COMMUNITY and INSTITUTIONAL FRAMEWORK

Criteria	Community and Institutional Framework - Performance Indicators				Key Objective
	Low	Moderate	Good	Optimal	
Public agency cooperation	Conflicting goals among departments and or agencies.	Common goals but no cooperation among departments and/or agencies.	Informal teams among departments and/or agencies are functioning and implementing common goals on a project-specific basis.	Municipal policy implemented by formal interdepartmental/ interagency working teams on all municipal projects.	Insure all city department cooperate with common goals and objectives.

### Example: CRITERIA AND PERFORMANCE INDICATORS FOR THE RESOURCE MANAGEMENT APPROACH

Criteria	Resource Management - Performance Indicators				Key Objective
	Low	Moderate	Good	Optimal	
Urban tree inventory public-private	Complete or sample-based inventory of publicly-owned trees.	Complete inventory of publicly owned trees and sample-based inventory of privately –owned trees.	Complete inventory of publicly owned trees and sample-based inventory of privately-owned trees included in citywide GIS.	Complete inventory of the tree resource	Complete inventory of the tree resource to direct its management, included age distribution, species mix, tree condition, and assessment.

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# THE IMPORTANCE OF AN URBAN TREE MANAGEMENT PLAN — THE ORLANDO CASE STUDY

*Submitted by Charles Marcus, Urban Forestry Coordinator - Florida Forest Service*

Once the staff is in place you need an urban tree management plan. The first step to developing the plan is to collect information about the urban forest with a complete tree inventory. Some communities may decide to hire a consultant for this task, while others can do the job using in-house personnel. A city may also complete the inventory in the highest priority neighborhoods first, adding additional neighborhoods in subsequent years.

A number of computer software packages, GPS receivers and electronic data collection devices are available to facilitate this task.

Or, the community can use time-tested paper forms and pencils. The more sophisticated tools will make it easier to continually update the inventory and manage the data. The additional expense, however, may limit the extent of a community's investment in technological tools.

A large Florida city completed a tree inventory in 2007, which included an inventory of street and park trees and planting spaces. This inventory can serve as a "high-end" example of what other communities can do. Each tree received a GIS location and has been described in terms of site, species, size, condition parameters, and maintenance requirements. The resultant database allows for proactive efforts based on tree need, area, size, etc. The inventory is in use daily as the city forestry crews remove and prune trees and the horticulture section plants new trees. Newly planted trees are being added to the inventory by pin-dotting the location of the planting on the aerial photographs in the field by using ruggedized laptop computers. The GIS address is computer assigned and the specifics of each new tree are added into the data base. The work performed is updated in the computer, keeping the inventory current.

Once the inventory was completed, the data was entered into the i-Tree Suite software to measure the "ecosystem services" that the city's trees provide to the community. The US Forest Service developed the i-Tree Suite and make it available free of charge to any interested user. i-Tree can also be used for data collection, although it does not have as many advanced features as

the commercial urban inventory software packages.

The inventory has provided an opportunity to educate city officials. The mayor and city council have a much better understanding of the value and importance of the urban forest. These studies are also enabling city staff to prove the scientific benefits of trees to the quality of life for city citizens. The tree inventory provides a resourceful tool to efficiently and effectively manage the urban forest. Staff can now trim more trees proactively, thereby reducing liability to the city and minimizing hazardous tree risks. The

tree inventory identified vacant planting spaces—distinguished by large or small sites. Homeowners are being encouraged to have a tree planted in their right-of-way. A Spanish version was developed for appropriate citizens.

Planting is important, but maintaining the

trees - especially the older canopy trees - is a higher priority. The city utilized the inventory to develop a progressive urban management plan to complete Priority 1 removals and tree trimming, as well as catch up on Priority 2 and 3 work orders. The forestry section received increased funding for staff and equipment as a result of local officials becoming more aware of the value of their city's tree canopy.

The tree inventory is providing city forestry officials the opportunity to reach more citizens and to get more trees planted. The i-Tree Streets study is providing data about the health of city street trees. This data is being used to focus on pruning techniques and tree plantings in order to build a stronger urban forest. The i-Tree Eco study has provided an overall picture of the city's urban forest, allowing forestry officials to also reach out to citizens regarding trees on private property.

The US Forest Service has recently published the Central Florida Community Tree Guide, which contains useful information about the value of the ecosystem services that common urban trees in the Florida Peninsula provide. Copies of the final report are available at [http://www.fs.fed.us/psw/publications/documents/psw\\_gtr230/psw\\_gtr230.pdf](http://www.fs.fed.us/psw/publications/documents/psw_gtr230/psw_gtr230.pdf). This publication can

provide useful information to any city in the Florida peninsula, particularly between Daytona Beach and Fort Myers.

With the commitment and dedication of staff and providing the tools (whether it is a chain saw or a computer with GPS capability), education and a tree management plan, your community can take the first steps to improve your urban forest.



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# NEW FUNDING PROGRAM FOR COMMUNITY FOREST LAND PURCHASES

*Submitted by: Charlie Marcus, Urban Forestry Coordinator – Florida Forest Service*

The USDA Forest Service recently published implementation rules for the Community Forest and Open Space Conservation Program (CFP). The intent of the CFP is to provide matching financial assistance grants to local governments, qualified nonprofit organizations and American Indian tribes to purchase land and establish community forests.

The publication of the rules in the Federal Register enables the Forest Service to proceed with the program. There is currently \$1.5 million in nationwide funding available, with a request for \$5 million more in the President's 2012 budget. Forest Service grant administrators anticipate announcing a request for applications by the end of December, 2011.

"This program will give thousands of Americans access to the great outdoors, access that they may not have otherwise," said US Forest Service Chief Tom Tidwell. "These community forests will also provide a model of effective forest stewardship for private landowners."

Implementing the Community Forest Program was identified as a priority action item in President Obama's America's Great Outdoors initiative, and supports the recommendation to promote the creation, expansion, and enhancement of urban parks and community green spaces.

All grant awardees must ensure public access to properties purchased under the CFP. The community must be involved in the process of developing a forest plan and determining long-term management needs. The plan will address the potential for sustainable management, timber and non-timber forest products, wood-for-energy production, and recreation and tourism. Conservation of wildlife habitat, protection of water supplies, and development of educational opportunities would also be addressed.

Properties that are at least 75% forested and greater than five acres in size are eligible for purchase under the CFP. Tracts under threat from conversion to non-forest uses, as well as those that are tied to a larger

landscape-scale or green infrastructure plan (such as a system of parks, trails, or conservation areas), will receive higher priority for program funding.

Applicants will submit their program applications and plans to their state forestry agencies, who will then forward them to the US Forest Service. Applicants may seek assistance from their state forestry agencies with plan and application preparation if they choose to do so. State forestry agencies may also provide input to the US Forest Service about the applications received from their states; however, ranking and awards will be done at the national level.

Approved applicants will have two years to complete the purchase of their identified properties, and may spend up to 10% of their awarded funds to initiate their management plan during that time period. Additional details will be provided as we receive them. For the time being, interested communities and groups should begin to identify properties which they could potentially purchase using these funds.



Photo © Ruth Hamberg

# COMING SOON: THE URBAN FORESTRY INSTITUTE – MARCH 8 - 9, 2012, ORLANDO FL

Submitted by: Celeste White, Extension Agent - UF/IFAS Extension Orange County

The Florida Urban Forestry Council is hosting the first annual Urban Forestry Institute on March 8-9, 2012 at the University of Central Florida in Orlando, Florida. The Institute will be a two-day hands-on training for individuals involved in community or municipal urban forestry management. The goal of the Urban Forestry Institute is to strengthen our urban forests by encouraging better management. The Institute will provide detailed technical knowledge, skills and resources for urban forestry advocates so they can implement programs that will improve the management and health of their community's urban forest. Attending the Urban Forestry Institute is especially beneficial for tree advocates, tree board members, Tree City USA applicants and urban forestry managers as well as staff or community volunteers who would like to receive up-to-date training in urban forestry issues. Local governments in all communities throughout the state will be encouraged to attend. Other participants might include landscape architects, planners, commercial

arborists, homeowners associations, consultants, and citizens.

The training will focus on the quantifiable indicators of successful urban forestry programs: professional staff, ordinances or policies that focus on planting, protecting, and maintaining the urban forest canopy, tree boards or advisory groups that advocate for the management of the urban forest and urban forestry management plans. In this first year of the Urban Forestry Institute, the major emphasis will be on the process of creating effective and workable urban forestry management plans. Developing an urban forestry management plan is considered an important first step in fostering a sustainable urban forestry program. Therefore this is an invaluable opportunity for the many Florida's communities that do not have a current or functional urban forestry management plan in place. During the breakout sessions, participants will be able to select a session developed for their community size with a facilitator experienced in

the successes and challenges comparable to the ones that may be encountered.

**Sponsorship opportunities are available for \$250. This includes a table to exhibit your display and materials as well as ample time for participants to interact. This will be a great opportunity to create valuable relationships with professionals who can use your products and/or services.**

More information about the Urban Forestry Institute and online registration will be available at [www.fufc.org](http://www.fufc.org).





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John Tamsberg ..... (1996-1998)  
Mike Conner ..... (1998-1999)  
Julie Iooss ..... (1999-2000)  
Anna Dooley ..... (2000-2001)  
Howard Jeffries ..... (2001-2002)  
Mike Greenstein ..... (2002-2003)  
Mike Robinson ..... (2004-2005)  
Celeste White ..... (2006-2007)  
Earline Luhrman ..... (2008-2009)  
John Holzaepfel ..... (2010)

**MEMBERSHIP APPLICATION**

(Dues are effective for the calendar year of January 1 - December 31)

**Make check or money order payable to FUFC and mail to:**

Post Office Box 547993, Orlando, FL 32854-7993

Categories (please check one):

- Professional @ \$25.00**  
(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.)
- Supporting @ \$200.00**  
(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**  
(Government/Non-Profit Agency membership is granted to those individuals, groups or other entities actively working in the profession of Urban Forestry or any related profession. Membership will be granted for up to five individuals within the agency.)
- Student @ \$10.00**  
(Student membership is granted to anyone who is actively enrolled as a full-time student and who is considering pursuing a career in Urban Forestry.)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_

FAX: (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Would you be interested in further information regarding serving on a Council subcommittee?  Yes  No

Area of interest: \_\_\_\_\_

**NEWSLETTER ADVERTISING ANNUAL RATES:**



Business-card size advertisement .....\$75  
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To place an advertisement in *The Council Quarterly*, please contact Sandy Temple, FUFC Executive Director (407-872-1738).



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# 2011 FUFUC EXECUTIVE COMMITTEE MEMBERS

**OFFICERS:**



**Jerry Renick**  
*President*  
 Elected Position  
 Member-at-Large  
 Land Design South



**Mary Lou Hildreth**  
*President Elect*  
 Appointed Position  
 Florida League of Cities  
 City of Keystone Heights



**Elizabeth Harkey**  
*Vice President*  
 Elected Position  
 City Arborist  
 City of Sanford



**John Foltz**  
*Treasurer*  
 Appointed Position  
 Advisory Member  
 University of Florida  
 (Retired)



**Janice Rahill**  
*Secretary*  
 Elected Position  
 Tree Advocacy  
 City of Orlando



**John Holzaepfel**  
*Immediate Past President*  
 Appointed Position  
 Advisory Member  
 Natural Resource Planning  
 Services, Inc.

**COMMITTEE MEMBERS:**

**Sherie Burch**, *Elected Position*  
 Utility Forester  
 City of Ocala Utility Services

**David Crawley**, *Appointed Position*  
 ASLA / FL Chapter  
 URS Corporation

**Jeff Farley**, *Elected Position*  
 Private Arborist  
 Professional Tree Care, Inc.

**Larry Figart**, *Elected Position*  
 Member-at-Large  
 Duval County Extension

**Erin Givens**, *Appointed Position*  
 Society of American Foresters  
 Natural Resource Planning Services, Inc.

**Julie Iooss**, *Appointed Position*  
 Florida Recreation and Park Association  
 City of Orlando

**Ken Lacasse**, *Appointed Position*  
 Advisory Member  
 Sumter Electric Cooperative, Inc.

**Henry Mayer**, *Appointed Position*  
 FNGLA  
 Miami-Dade County Extension

**Guy Murtonen**, *Appointed Position*  
 Florida Department of Transportation  
 Florida's Turnpike Enterprise

**Rob Northrop**, *Appointed Position*  
 Cooperative Extension Service  
 Hillsborough County Extension

**Kimberly Paulson**, *Appointed Position*  
 FL Chapter ISA  
 The Tree Lady Company

**Linda Seufert**, *Appointed Position*  
 Advisory Member  
 City of St. Petersburg

**John Springer**, *Appointed Position*  
 Advisory Member  
 Enchanted Walkabouts

**Joe Sulak**, *Appointed Position*  
 Advisory Member  
 Lee County DOT Operations

**Celeste White**, *Elected Position*  
 Member-at-Large  
 Orange County Extension

**Wayne Zimmerman**, *Appointed Position*  
 Advisory Member  
 Orlando Utilities Commission

**Charlie Marcus**  
 Florida Forest Service Liaison

**Sandy Temple**  
 FUFUC Executive Director

