

# URBAN FORESTRY ROADMAP



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GOAL	ISSUE	STRATEGY	PRIORITY	POTENTIAL TARGET METRIC	RESOURCES AND EXAMPLES
Equip community managers with the tools and resources to make informed decisions that will effectively increase urban forestry composition and tree benefits.	Many communities do not have an inventory of existing trees (species, size, or condition). This limits their ability to strategically improve species diversity and resiliency.	Initiate a regional effort to inventory public street and park trees in Macomb County. Data would be available to the County for planning purposes and individual cities and townships for management.	2	Majority of communities have a tree inventory updated or completed within the last 5 years.	Resources: Michigan DNR Urban & Community Forestry Program and Davey Resource Group Example: Urban Forestry Consortium
	Existing Urban Tree Canopy (UTC) analysis is not well known or utilized.	Host a training session on use and interpretation of UTC data. Make a UTC guide available for interested community leaders, planners, GIS departments, and others.	1	One regional training session held.	Resources: Green Macomb Urban Forest Partnership Priority Planting Maps and UTRACE tool. Macomb County urban tree canopy assessment (UTC) Resources: SEMCOG, Davey Resource Group, ReLeaf Michigan Example: Saginaw Bay UTC and planting projects in Au Gres and Standish, Michigan
		Create Priority Ranking Maps based on UTC data.	1	Priority planting maps for each community are created.	
		Create canopy projection tool based on UTC data and encourage communities to use it.	1	UTRACE is created to estimate canopy growth.	
		Consider developing additional tools targeting tree planting solutions for specific environmental issues or social challenges.	1	UTC data are used to connect tree planting to at least one specific community initiative (i.e. social justice or public health campaign).	Example: Cleveland Tree Plan Example: City of Grand Rapids planting initiatives and policy decisions. Resource: Macomb County UTC ranking spreadsheet
	Communities have limited understanding of the urban forest's impact and often need to visualize the ways trees can improve the landscape.	Use existing photos to simulate future scenarios (i.e. bigger trees, less trees, more trees). Create potential renderings that show significant impacts (good and bad).	3	Visual example of hypothetical tree impacts.	Resource: CanVis: USDA Agroforestry Visual Simulation Resource: Photoshop
Graphically display iTree-benefits.		2	Fact sheet with tree benefit charts and graphs.	Resource: iTree-tools	

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Encourage tree planting that maintains and grows regional tree canopy while also improving species diversity and urban forest resilience.	Communities are losing significant canopy due to loss of mature silver maples, and other large hazardous trees.	Educate decision makers on the importance of replanting large shade trees when mature or hazardous trees are removed. New trees should be long-living and more resistant to decay (i.e., oaks, London planetree, Kentucky coffeetree) and support diverse species to ensure resilience to pests and diseases, and discourage planting non-desirable trees.	2	All communities adopt a recommended planting lists with quality options for large canopy selections.	Resource: Michigan DNR "Trees not recommended" Resource: Michigan DNR "Recommended Tree Species by Size Class" Resource: Arbor Day Foundation Tree Wizard
	Communities remove more trees than are planted.	Encourage communities to set a minimum goal of planting on tree for every tree removed. Trees do not need to be planted in the exact same location if site challenges exist.	2	50% of communities plant as many or more trees than removed in a given year.	Example: The City of Atlanta's tree protection ordinance set primary goal to replace trees that are removed. Example: City of Grand Rapids' in-process tree ordinance establishes a requirement for trees to be replaced if removed as part of any publicly funded infrastructure project.
	Many communities do not know where to focus planting efforts.	Create planting plans based on urban tree canopy (UTC) that identify planting locations that prioritize public equity and environmental impact.	1	75% of communities employ priority planting maps in planting decisions.	Resource: Green Macomb Urban Forest Partnership Priority Planting Maps
	With so many other budget demands, communities struggle to prioritize planting trees.	Continue to engage community leaders on the importance of canopy cover. Explore opportunities for ongoing programming for education and partnerships.	1	Maintain Green Macomb Urban Forest Partnership and host at least two meetings a year.	Resources: SEMCOG, Macomb County Resource: Calculate tree benefits with iTree: www.itreetools.org Example: Food and Agriculture Organization of the United States "Benefits of Trees" infographic: Example: Nevada Shades of Green outreach targets specific audience (professionals, builders/developers, municipalities/elected officials)
	Many decision makers need specific recommendations to confidently select the right tree in the right place for the right purpose.	Develop a countywide recommended species list. Consider reaching out to regional experts for input and endorsement. Updated annually to promote maximum species diversity.	1	Recommended species list available to communities and the general public.	Resource: Rely on input from local experts like Michigan DNR, Professional ISA-Certified Arborists, ReLeaf Michigan, Michigan State University Extension Example: Davey Resource Group's "Recommended Street Tree Planting List" for Michigan
		Promote the generally accepted rule for tree diversity: no one species shall comprise more than 10% of the total urban forest population, no one genus more than 20%, and no one family more than 30%.	2	75% of communities include the 10-20-30 diversity rule in their tree planting strategy.	Resource: Santamour, F.S. (2002) Trees for Urban Planting: Diversity, Uniformity and Common Sense
	Selected communities average 22% tree canopy, while the county average is 26%.	Use the UTRACE tool to help communities establish realistic canopy goals that fit their specific plans.	1	60% of communities adopt a canopy goal.	Resource: Green Macomb Urban Forest Partnership Urban Tree Resource Analysis and Cost Estimator (UTRACE)
	Limited available public land restricts possible planting locations, this highlights the need for plantings on private lands.	Encourage more private trees by strengthening requirements for tree replacement and preservation in new development. Educate the public, local businesses, and large land owners on the important benefits of planting trees and how the actions on their private property support the County's tree canopy goals.	1	Tree preservation on private property increases by 10%.	Example: Grand Rapids Urban Forest Project, Community Foundation and Zoning Ordinance Example: Casey Trees, Tree Rebate Program. City of Grand Rapids Zoning Ordinance



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Promote dynamic and sustainable urban forestry programs.	Lack of basic urban forestry framework, inventories, and tree management plans result in reactive, not proactive, maintenance.	Incentivize Tree City USA recognition, tree inventories and management plans (e.g. Communities must have this information before becoming eligible for tree planting grants).	3	All communities achieve Tree City USA recognition.	Resource: Michigan DNR Urban and Community Forestry Program Examples: State of Michigan gives extra points to grant participants who are Tree City USA; State of Utah requires Tree City USA status before being eligible for grants; State of Missouri reduces the percent grant match requirements for Tree City USA communities.
	Communities reported that additional Urban Forestry Guiding Documents (i.e. management plans, master plans, resiliency plans and emergency response plans) were needed to successfully plant and manage trees.	Coordinate training and provide resources for communities as they explore developing effective guiding documents.	2	Templates are available through Green Macomb Urban Forest Partnership. Macomb County develops a plan for technical training and program support.	Example/Resource: Chicago Region Tree Initiative/Morton Arboretum
	Many existing Tree Ordinances/ urban forestry policies need updates to stay current with the growing demands of the urban forestry program. Some communities do not have tree ordinance language.	Partner with Michigan ReLeaf to host a Tree Ordinance Workshop for Macomb County. Consider approving a Tree Ordinance Template for the County.	1	65% of Macomb County communities have a Tree Ordinance that addresses current urban forestry issues, standards, and best practices.	Example: Morton Arboretum Tree Ordinance & Your Community Resource: Michigan ReLeaf Ordinance Workshop Program; Davey Resource Group
		Provide Tree Ordinance reviews and highlight those that could serve as regional examples.	1		Resource: Green Macomb Urban Forest Partnership Ordinance Matrix Resource: Michigan DNR Urban and Community Forestry Program
	Tree preservation measures often in place but not prioritized.	Emphasize the importance of tree preservation as a part of a canopy goal. Develop sample ordinance language to support community tree preservation. Host a workshop on tree preservation methods and impacts.	2	No net loss in regional tree canopy.	Examples: City of Toronto Tree Protection Plan; City of Grand Rapids Zoning Ordinance Resource. Resource: International Society of Arboriculture has technical tree preservation guidelines.
	Many communities contract tree planting and maintenance but do not have approved standards and specifications work.	Offer sample tree care contracts (including: tree planting, pruning, removal, and treatment) with detailed standards and specifications	2	All public tree work in Macomb County references and is specified according to industry standards.	Resource: ANSI A300; ANSI Z133 Resource: Urban Tree Foundation has some specification examples

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Connect partners to diverse funding sources and create low-cost options for urban forestry initiatives.	To grow their programs and increase tree planting, communities need additional budget support.	Help communities stretch available dollars by identifying and applying for grants that support local and regional tree planting and maintenance initiatives.	1	Green Macomb Urban Forest Partnership submits at least one grant proposal each year.	Resources: State and Federal Grant programs: Great Lakes Restoration Initiative; Michigan Invasive Species Grant Program; Michigan DNR Community Forestry Grants, Forest Service Landscape Scale Restoration Grants, Michigan Department of Environmental Quality, DTE Energy Foundation and Consumers Energy Tree Planting Grants. Local foundations and grant-makers.
	Almost every community listed funding as a limiting factor in urban forestry success.	Explore contract growing to help ensure diverse species availability and tree quality at a competitive price.	3	County makes contact with Suburban Tree Consortium to better understand their program.	Example: Suburban Tree Consortium
		Coordinate cooperative purchasing for inventories, management plans, and tree purchases	2	Opportunities for cooperative contracts and funding efforts for collaborative projects have been pursued on multiple occasions	Examples: Mid America Regional Council Cooperative Purchasing Program; Urban Forestry Consortium
		Create Green Macomb Urban Forest Partnership grant program to support regional urban forestry priorities.	3	County establishes and delivers grant program.	Resource: Michigan Department of Transportation may be a potential partner. Local foundations and grant-makers.



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Provide regional tree planting and management solutions as well as community program support.	Basic citizen volunteer programs are not in place to encourage public participation.	Offer strategies or examples to help communities engage the public and develop meaningful partnership experiences. Consider taking the lead on creating a regional volunteer program.	2	Three examples are shared at network meeting.	Examples: Greening of Detroit Friends of Grand Rapids Parks' Urban Forest Project Casey Trees Volunteer Effort Missouri TreeKeepers program Portland Friends of Trees - Tree Team
	Communities do not have adequate capacity for additional tree planting, watering, and maintenance.	Explore volunteer program or Americorps type position to coordinate new tree monitoring and watering.	1	Job description for new tree maintenance coordinator is drafted.	Examples: Friends of Grand Rapids Parks' Citizen Foresters Greening of Detroit's Citizen Foresters Brew a Better Urban Forest in Minneapolis Cambridge Tree Ambassador Program
		Formally request property owners adjacent to newly planted street trees to provide maintenance support. Consider engaging citizens through maintenance agreements, door hangers, neighborhood council presentations, or volunteer events.	2	25% of new street trees will be actively watered and monitored by adjacent homeowners.	Example: Grand Rapids' East Hills Neighborhood watering outreach City of Richmond Adopt a Tree Program Portland Friends of Trees uses volunteers to audit tree maintenance and leaves a door hanger report card highlighting where the homeowner should focus more attention.
		Recommend including watering and early maintenance in tree planting project scope. Develop tree planting contract language that includes a maintenance commitment.	3	Tree planting and early care contract language is available for communities to use.	Resources: Michigan DNR Urban and Community Forestry Program United States Forest Service's Tree Owner's Manual
	Urban Forestry programs often rely on key staff or favorable leadership. If people or situations change, programs can become vulnerable.	Encourage communities to adopt strategic plans and set canopy commitments that will establish an expectation for future management.	1	All communities have adopted formal goals, strategic frameworks, or urban forestry master plans to guide future efforts.	Resources: Green Macomb Urban Forest Partnership UTRACE tool and Community Needs Assessments
	The communities need an umbrella organization to support collaboration and take advantage of opportunities.	Stay current on community needs through one-on-one meetings and regional network events. Re-conduct Green Macomb Urban Forest Partnership Community Needs Assessment survey.	2	Survey is repeated as needed.	Resources: Green Macomb Urban Forest Partnership Community Needs Assessments
		Create regional urban forest master plan	1	Green Macomb Urban Forest Partnership has adopted goals and employs clear strategies to accomplish regional priorities.	Resource: American Planning Association's, Planning the Urban Forest Report Resource: Davey Resource Group Example: Cleveland Tree Plan
		Convene local, regional, and national partners to discuss collaborative project opportunities and funding.	1	Host professional partnership meeting at least once per year (or as needed).	Resources: MSU Extension, ReLeaf Michigan, MDOT, ISA, MDNR, Davey Resource Group
		Secure and grow the Green Macomb Urban Forest Partnership; identify, promote, and expand new ideas, partnerships, solutions, and grants.	1	Green Macomb Urban Forest Partnership is viewed as a leader in innovative and effective solutions in urban forest management.	Example: Arbor Day Foundation Awards Example: Presentation at Partners in Community Forestry Conference Resource: Center for Resilient Cities: How the U.S. Forest Service Can Engage Urban America

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Engage citizens in urban forestry efforts; establish ways for people to contribute time, resources, money, and private tree planting.	Many citizens do not value trees.	Use canopy and tree inventory data to initiate a public awareness campaign. Create outreach materials that focus on the specific environmental benefits trees provide. Additional social and economical benefits could also be included. Communicate how trees can be a solution for specific community revitalization goals.	1	Reach an estimated 10,000 people.	Examples: Friends of Grand Rapids Parks' Urban Forest Project; Kentucky Roots Campaign; Missouri Trees Work campaign Resource: National Tree Benefits Calculator
	Communities need citizens to plant private trees due to limited public space.	Promote free or cost-share tree programs. Engage utility companies as partners.	2	1% increase of tree canopy on private lands.	Examples: TreePhilly Free Trees Casey Trees Tree Rebate Program Resource: Energy Saving Trees program
	Community groups could drive special interests including public health and support for underserved parts of the community.	Bring citizen groups together to collaborate on ideas and specific initiatives.	3	An additional 5 non-municipal project partners have joined the partnership.	Examples: Tree farming in Centerline; Memorial Tree Donations; Grand Rapids Public Schools partnership Resources: Project Learning Tree.
	There are very few urban forestry outreach programs, which limits opportunities to engage the public and relay the value of trees.	Create regional events that target urban forestry and planting trees.	2	At least 22 annual events connected to, celebrating, or otherwise highlighting community trees.	Examples: Grand Rapids' Mayor's Tree of the Year; Neighbor-Woods. Resources: Arbor Day Foundation (Tree City USA); DNR
		Encourage Arbor Day celebrations.	3		
	Tie tree planting outreach into existing community events and engage existing social groups.	2		Resources: Farmers markets; community festivals; library events; schools; young friends groups; churches; scouting.	