



Tree City USA:

Growing Strong Communities



Introduction

- Value
- Program
- Benefits
- Standards



VALUE

VALUE

Trees...

- Infrastructure
- Health
- Legacy
- Wise Investment

Worth Our Time.
Worth Our Resources.



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VALUE

Humans instinctively prefer natural settings

- Increases employee productivity
- Reduces symptoms of ADHD
- Decreases crime
- Eases stress and anxiety



VALUE

- Increased property value
- Treed streets = more frequent and longer shopping
- Shoppers spend more for goods and parking



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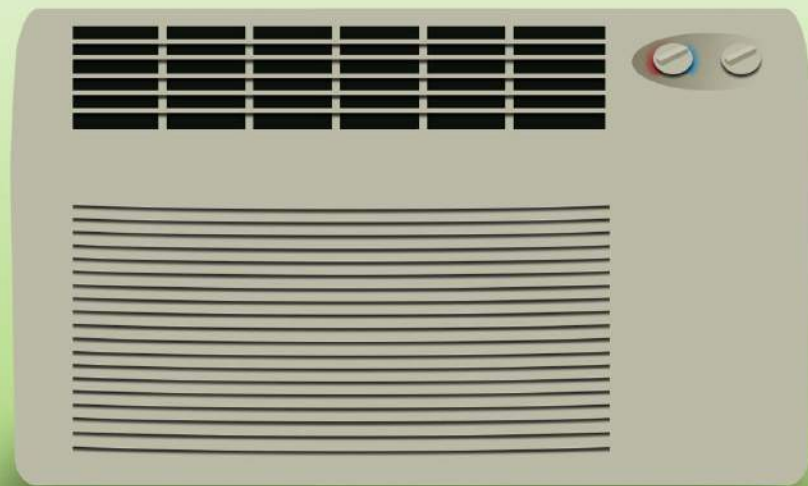


VALUE

100

=

1,000





VALUE

100
mature trees
catch

200,000
gallons of
rainwater/year



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VALUE

100 Trees Over 40 Years:

Benefits = \$161,000

Energy
Air Quality
Runoff
Real Estate

Costs = \$89,000

Planting/Pruning
Removal/Disposal
Irrigation
Sidewalk Repair
Litter
Legal/Administration

Pay Off: \$72,000

PROGRAM

PROGRAM

Tree City USA Provides Community Forestry Program:

- Direction
- Technical assistance
- Public attention
- National recognition



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PROGRAM

Longevity – Launched in 1976

Impact – Over 135 million people live in/near a Tree City

Network – Support from over 3,400 recognized communities



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BENEFITS

BENEFITS

Framework for Action

- Provides direction
- Systematic management of tree resources



BENEFITS

Education

- Assistance through the application process
- Online resources
- Technical advice



BENEFITS

Public Image

- Quality of life
- Influence
- Desirability



BENEFITS

Citizen Pride



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BENEFITS

Publicity

- Presentation of the Tree City USA award
- Arbor Day celebration
- Public education



STANDARDS

STANDARDS

1. Tree Board or Department
2. Tree Care Ordinance
3. Community Forestry Program
With Annual Budget of at Least
\$2 Per Capita
4. Arbor Day Observance
and Proclamation



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STANDARDS

1. Tree Board or Department

- May be a professional forester/arborist, an entire forestry department or a tree board
- Group of volunteer citizens charged by ordinance with developing and administering a tree management program
- Legally responsible for the management of the community's trees

STANDARDS

2. Tree Care Ordinance

- Establishes a tree board and gives it responsibilities
- Guidance for planting, maintaining and removing trees on public property
- Provides an opportunity to set good policy that is legally enforceable



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STANDARDS

3. Community Forestry Program With Annual Budget of at Least \$2 Per Capita

- Percentage of city workers' salaries spent on tree care
- Tree planting/watering/fertilizing
- Equipment rental/purchase/maintenance
- Arbor Day expenses
- Tree care conferences, workshops, memberships
- Value of volunteer labor

STANDARDS

4. Arbor Day Observance and Proclamation

Opportunity to inform and engage the broader community through:

- Tree Planting
- Awards Ceremony
- Education



STANDARDS

Steps to become a Tree City USA

- Meet the Four Standards
- Complete and upload application documents each year by December 31 - *No Fee!*
- Apply at **arborday.org/TreeCityUSA**



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Summary

- Value
- Program
- Benefits
- Standards



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Purpose through Process

Trees...

Worth Our Time. Worth Our Resources.

“A town is saved, not more by the righteous men in it
than by the woods...that surround it.”

-Henry David Thoreau



Thank You

Learn more at
arborday.org/treecityusa

