



Norman Urban Forest Master Plan

City Council Conference
September 9, 2025

AGENDA

- UFMP Planning Process
- Norman's Urban Forest
- The Forestry Program
- Recommendations



PLANNING PROCESS

URBAN FOREST MASTER PLAN



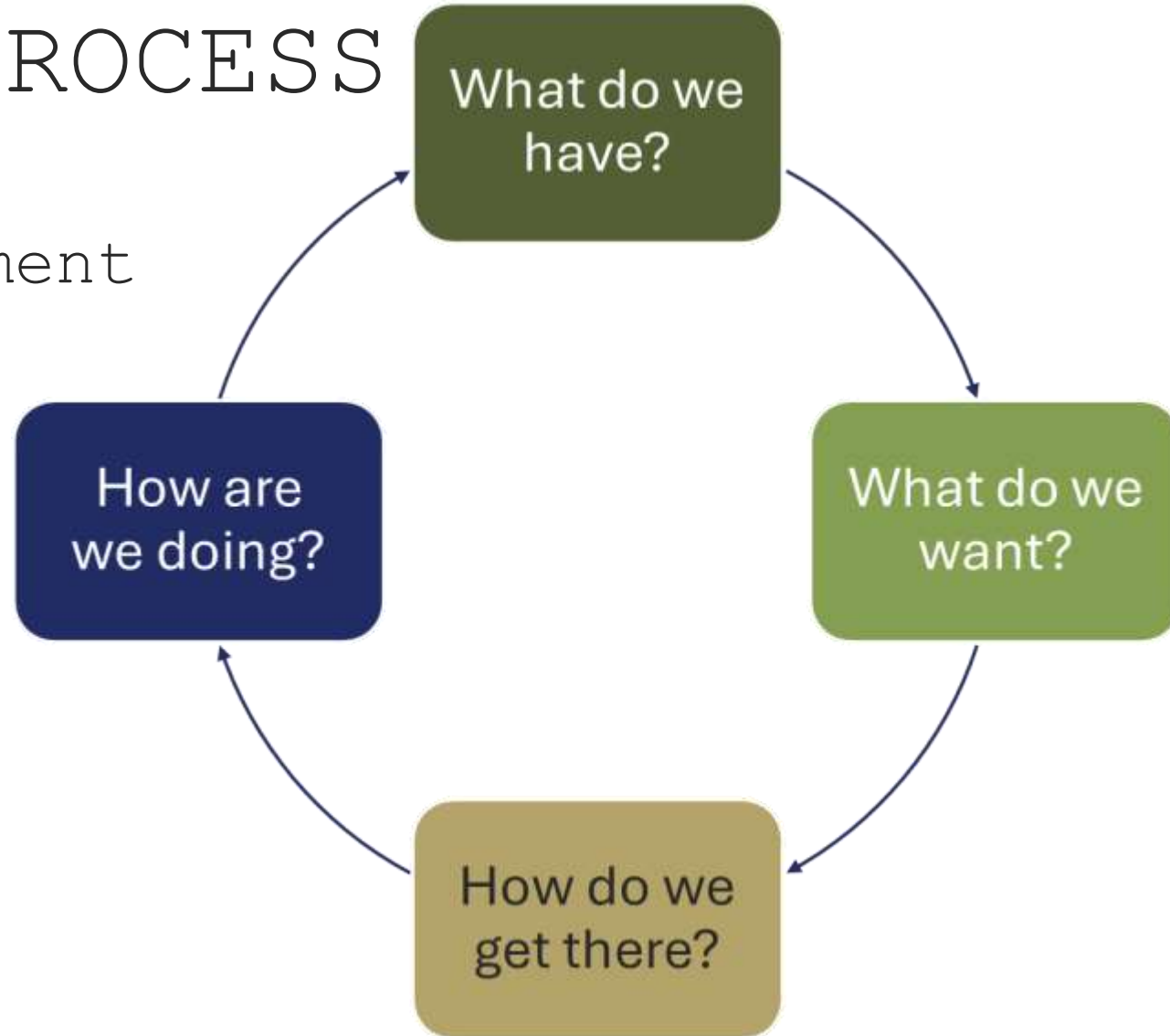
WHY PLAN?

The UFMP will serve as a guiding document to

- Create a 20-year vision for Norman's trees
- Set goals
- Recommend action steps

PLANNING PROCESS

Adaptive management



PROJECT TIMELINE



COMMUNITY ENGAGEMENT

350 residents & stakeholders

engaged

- Steering Committee
- Community Survey
- Focus Groups & Interviews
- Community Meetings

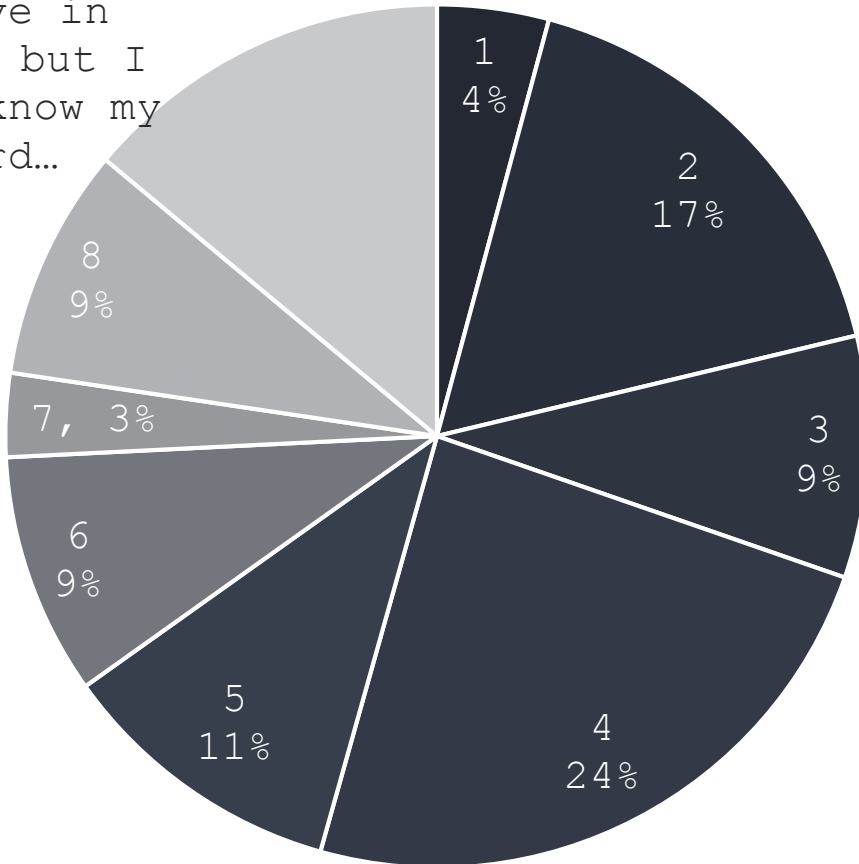


COMMUNITY ENGAGEMENT



"Which City Council Ward do you live in?"

I live in Norman but I don't know my ward...



84%

feel there are too few trees in Norman parks

79%

feel it is very or extremely important to have more trees in their neighborhood

NORMAN' S URBAN FOREST

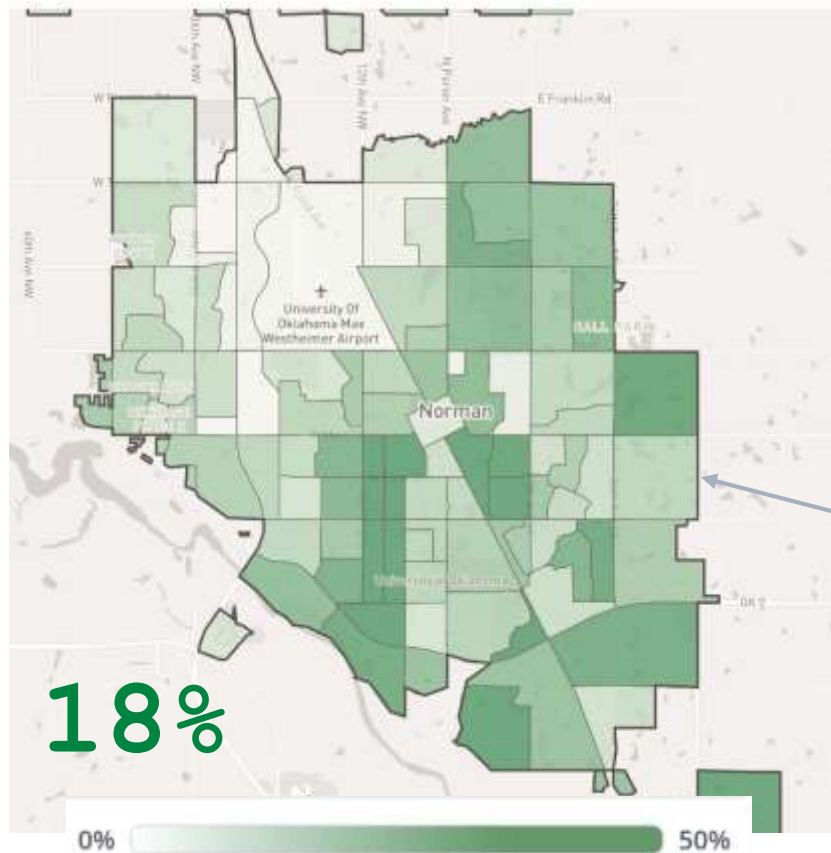
WHAT IS AN URBAN FOREST?

The trees that shade and add beauty to our homes, streets, businesses, and parks

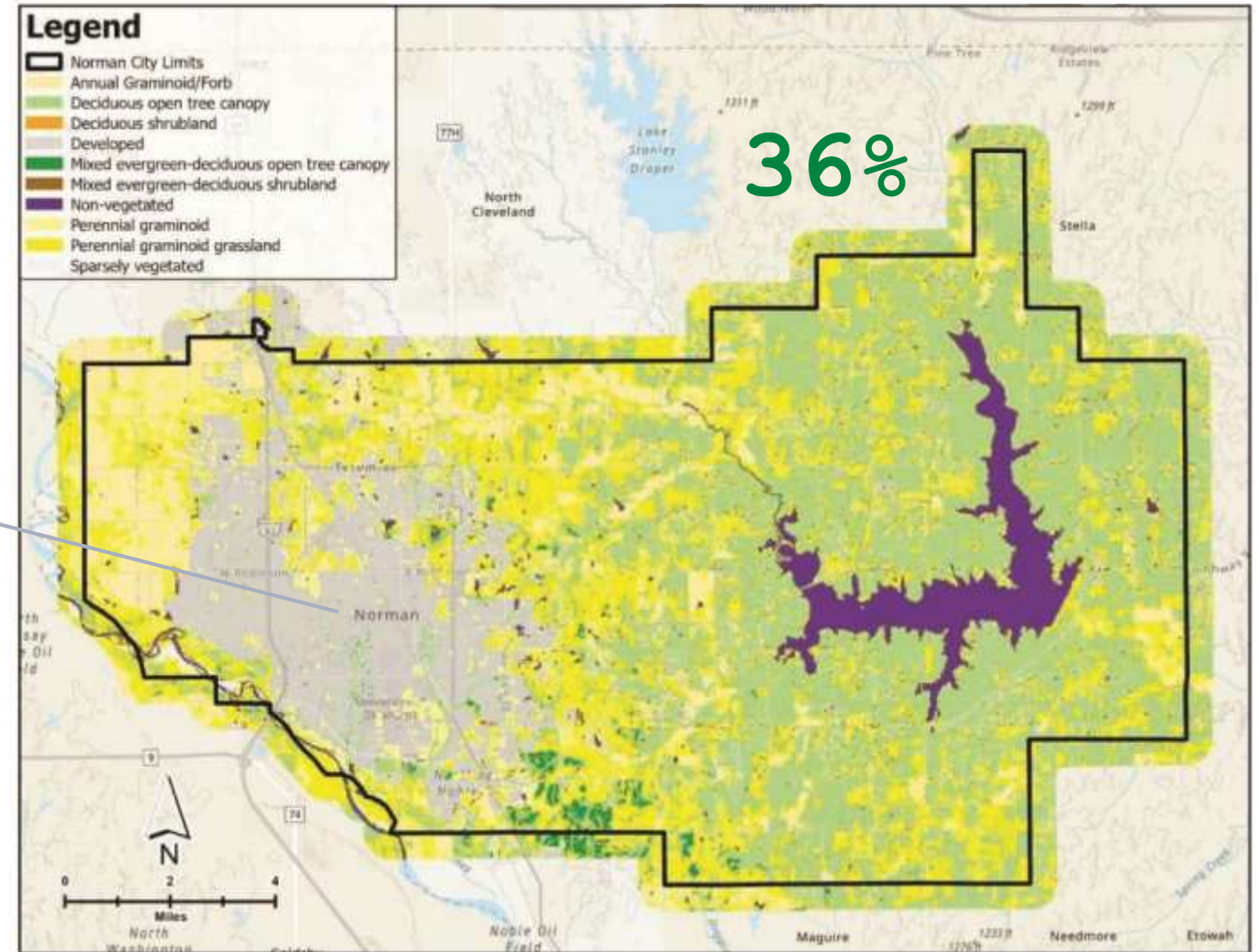


TREE COVER IN NORMAN

Community Wildfire Protection Plan, 2025

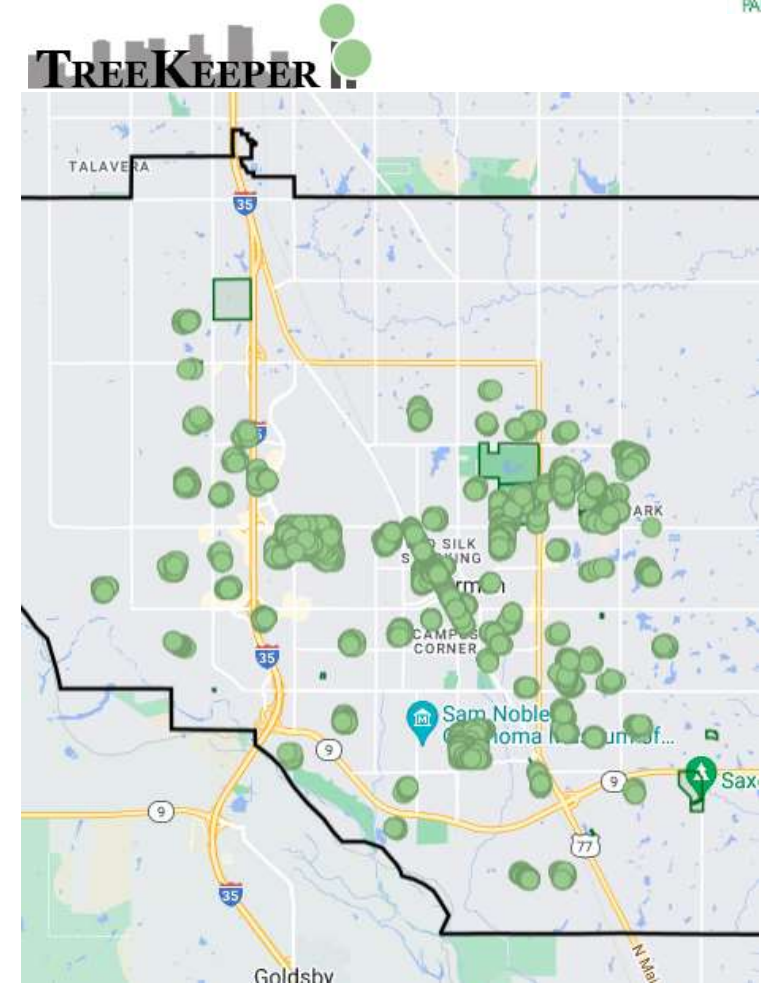


American Forests / Tree Equity
Score, 2025

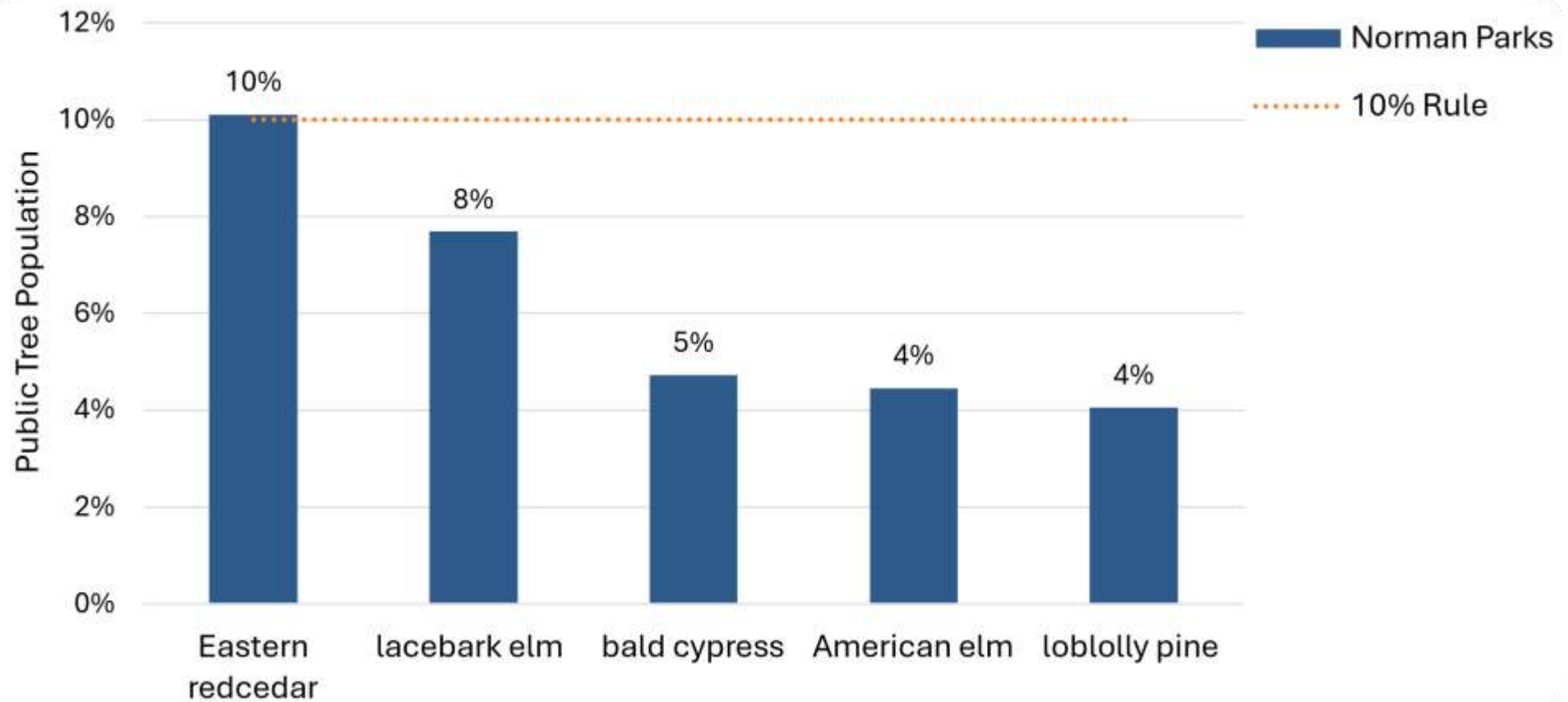


PARK TREE INVENTORY (2024)

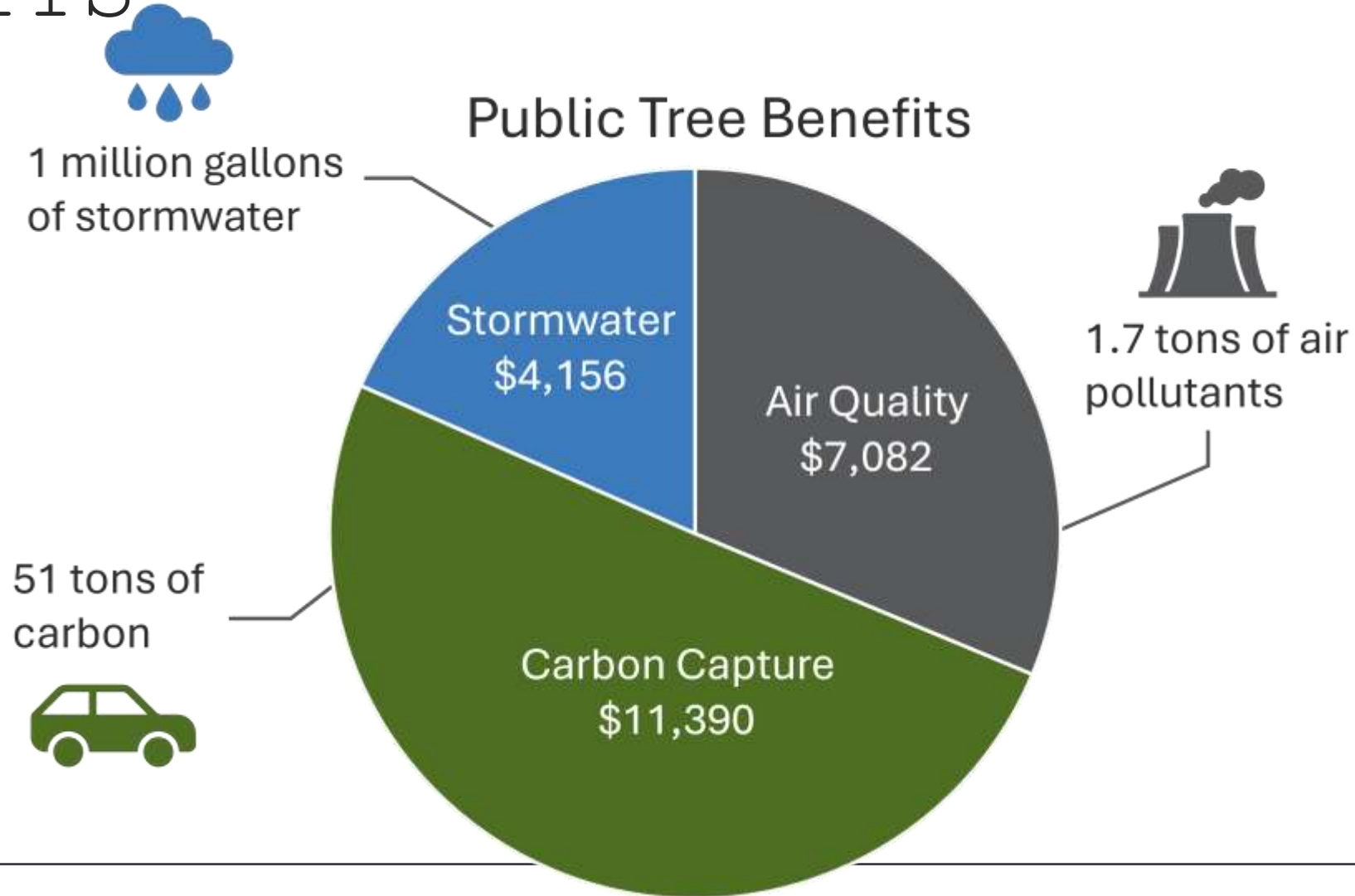
5,775 trees



PUBLIC TREE DIVERSITY



PUBLIC TREES PROVIDE COMMUNITY BENEFITS



VALUED TREE BENEFITS

Which **benefits** of trees are most important to you?



62%

Create cooling shade



57%

Provide wildlife habitat



33%

Build neighborhood character



32%

Improve mental & physical health



28%

Reduce air pollution/
Improve air quality



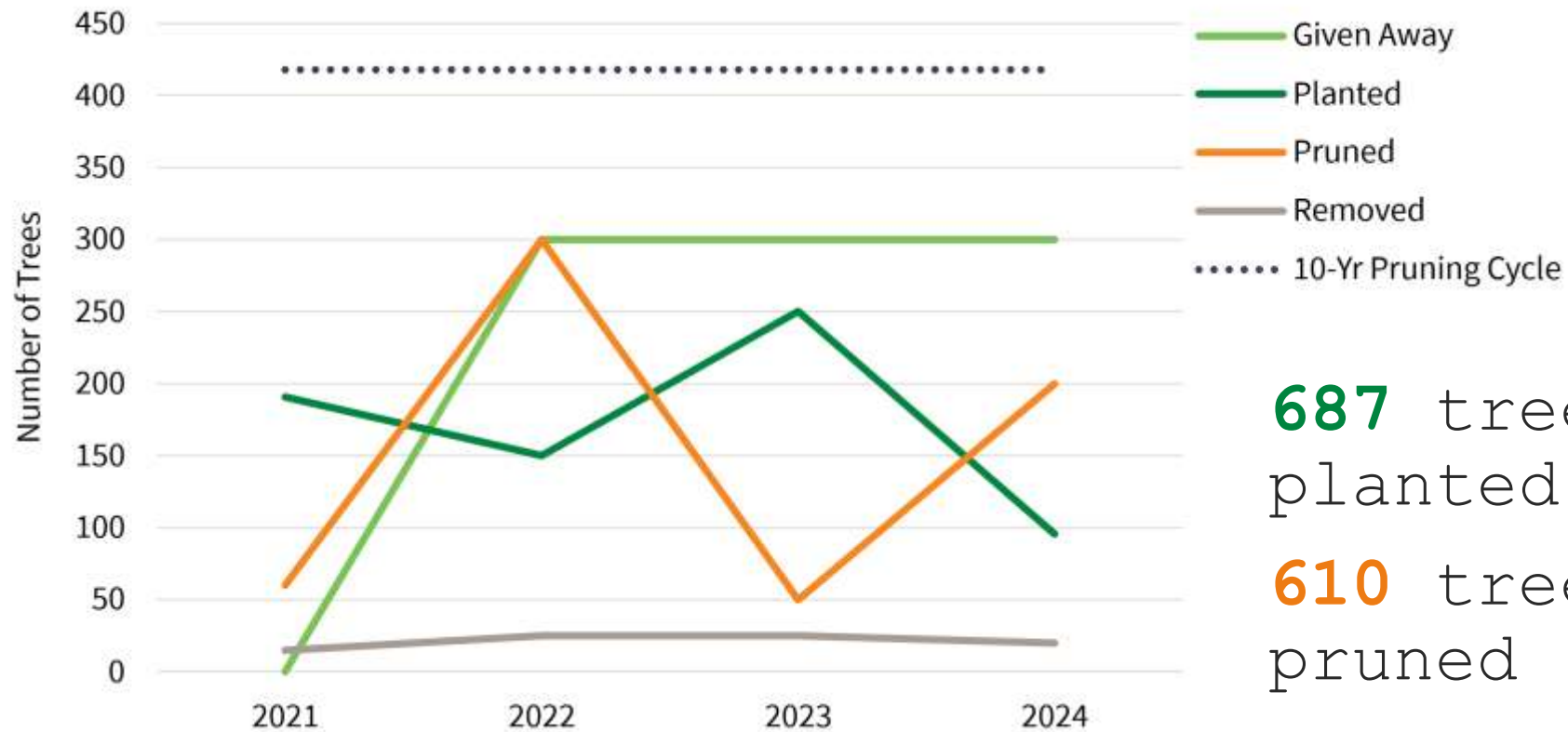
19%

Reduce stormwater runoff



THE FORESTRY PROGRAM

FORESTRY ACTIVITIES, 2021-2024



687 trees
planted

610 trees
pruned

85 trees
removed

900 trees given

FORESTRY STAFFING

- 3 staff in parks maintenance that spend part time (1/3 of time) on trees
- 1 person for proactive maintenance (City Forester)
- Contractors for larger/immediate jobs
- Utility forestry managed by the Corporation Commission (state)

FORESTRY STAFFING

Cities with
100,000–
250,000
people

11.8

US average

7.2

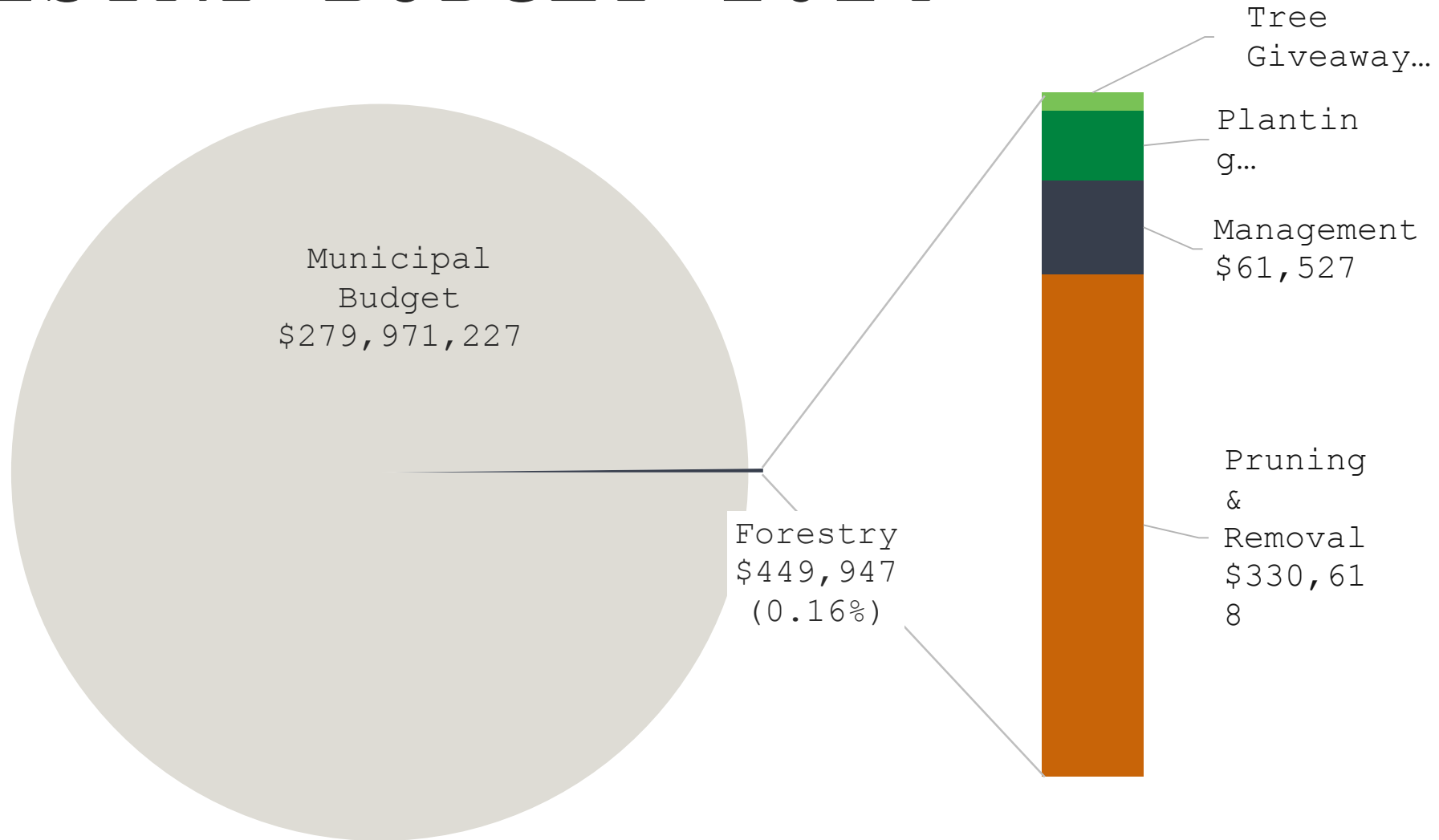
Norman Forestry

2.9

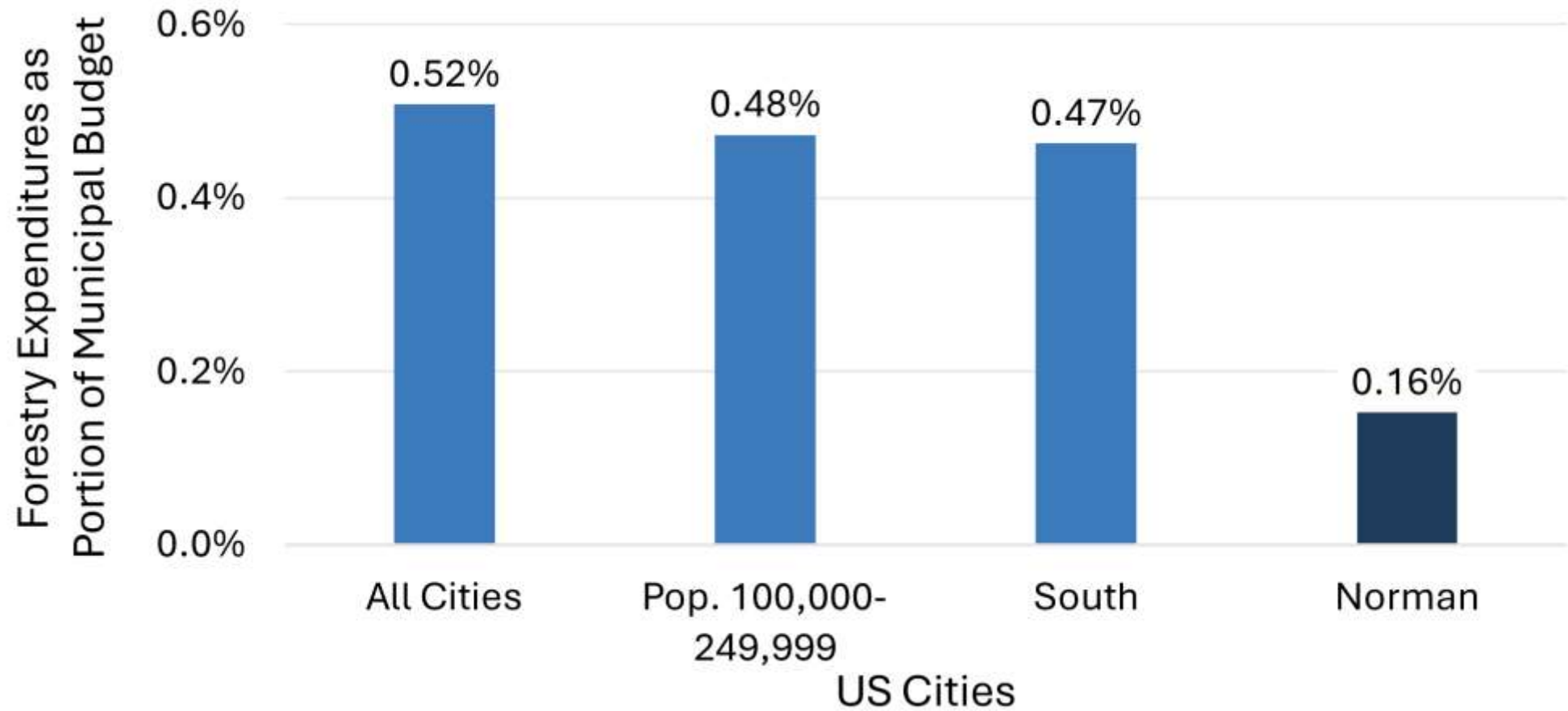
City Forester →



FORESTRY BUDGET 2024



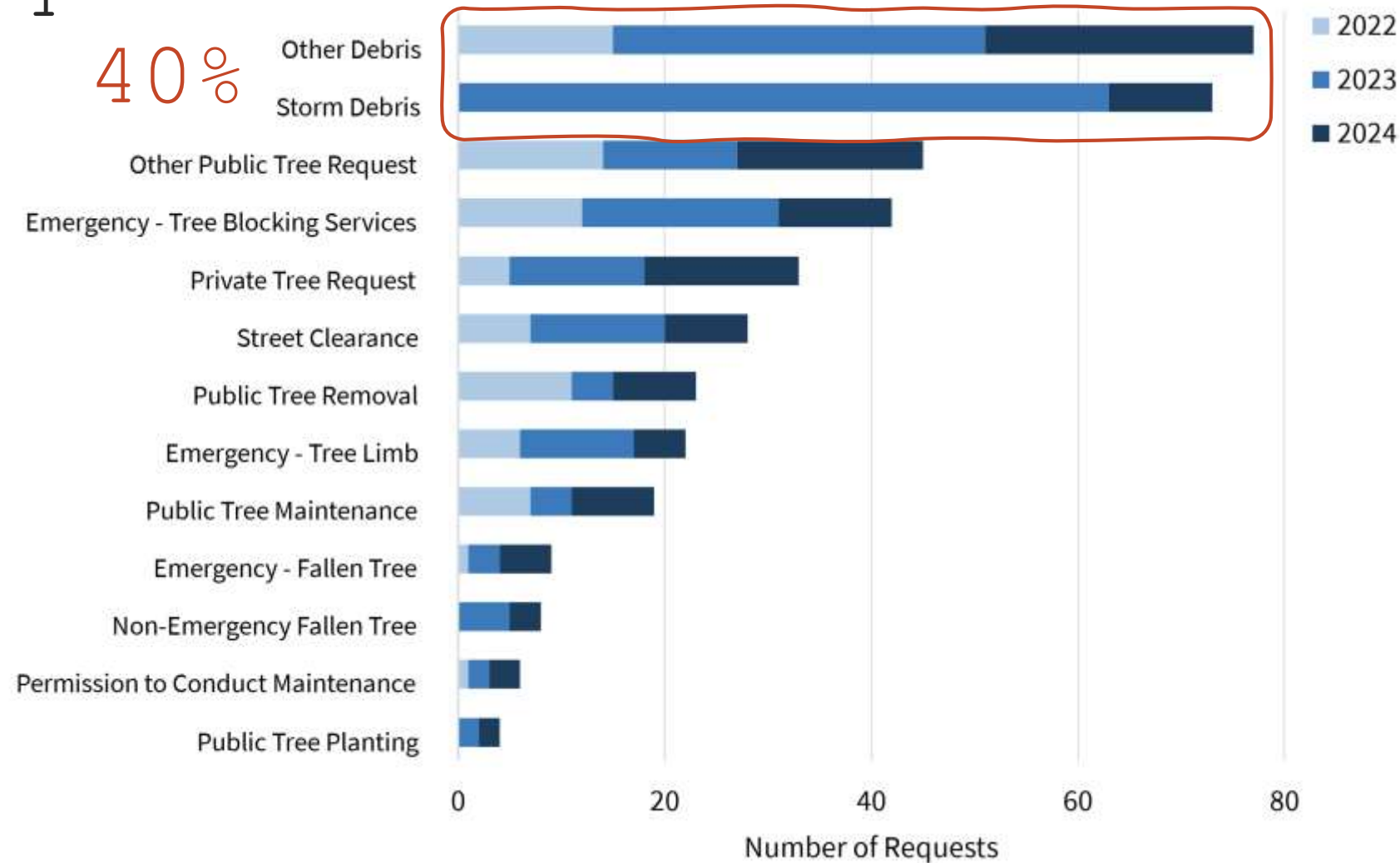
FORESTRY BUDGET 2024



ACTION CENTER REQUESTS, 2022-2024



40%



PUBLIC CONCERNS ABOUT TREES

Which **possible downsides** of trees most concern you?



44%

Pose a threat during storms



22%

Block signs, streetlights, and visibility



35%

Cause damage to utilities



17%

Are expensive to maintain



25%

Lift and damage sidewalks



13%

Drop leaves, seeds, and fruit

RECOMMENDATIONS

RECOMMENDATION 1

Grow the Forestry Division

Example actions:

- Establish a Forestry/Beautification crew in Parks and Recreation.
- Acquire a grapple truck to safely handle large woody debris.
- Create a forestry standard operating procedures manual.
- Release annual reports.

FORESTRY STAFFING

Cities with
100,000-
250,000
people

11.8



Norman Forestry

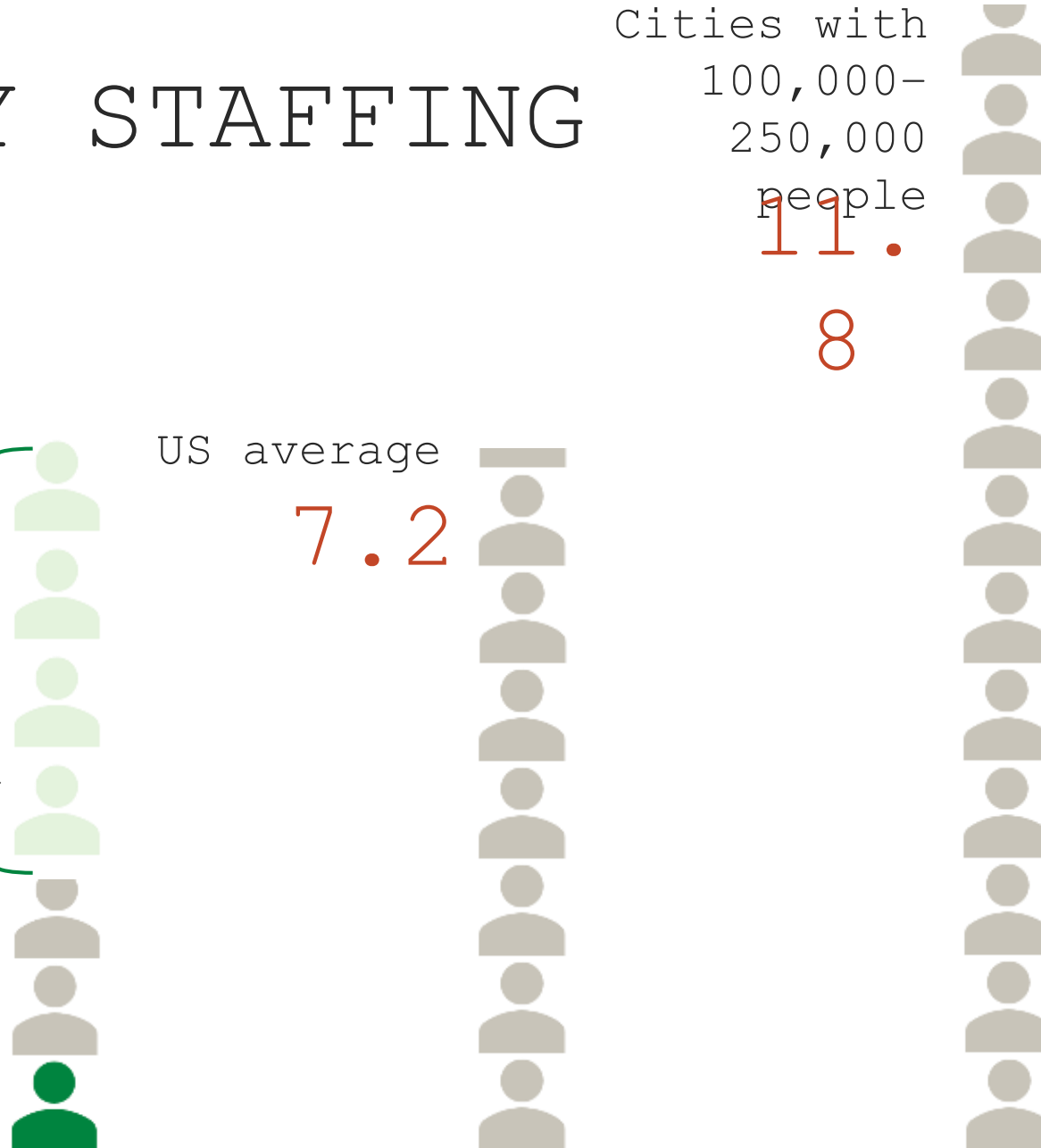
6.9

US average

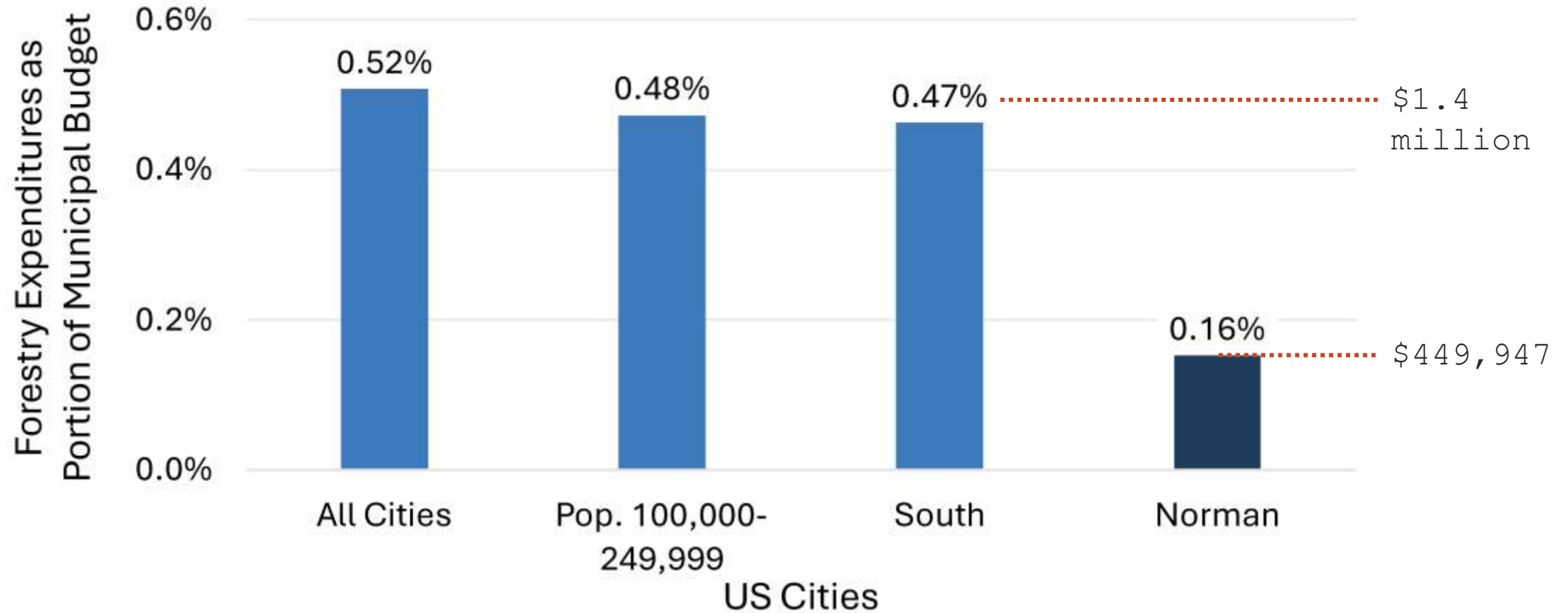
7.2

New 3-person
tree crew + crew
chief

City Forester →



FORESTRY BUDGET 2024



RECOMMENDATION 2

Prioritize maintenance of public trees



Example actions:

- Conduct routine maintenance of public trees on a 5-10-year cycle.
- Water and care for newly planted trees.
- Enlist contractors for high-priority removal and pruning.

RECOMMENDATION 3

Protect the urban forest



Example actions:

- Recommend tree species that are climate- and pest-resilient.
- Measure and track citywide tree canopy (professional services).
- Monitor and manage invasive species and pests.
- Support park-related recommendations of the Community Wildfire Protection Plan.
- Partner with nonprofits and volunteers on invasive species removal and ecosystem restoration.

RECOMMENDATION 4

Plan for sustainable growth



Example actions:

- Create a long-term planting plan for parks.
- Identify priority tree planting areas for human & environmental health.
- Expand the NeighborWoods Program to plant trees in low-canopy neighborhoods.
- Work with other City divisions to plant along trails, bike lanes, and improved streets.
- Study tree canopy change by land use.
- Review of development-related tree impacts during pre-development planning.

RECOMMENDATION 5

Promote the “right tree in the right place”

Example actions:

- Provide resources that help residents, businesses, and developers choose tree species that are matched to planting sites, including under utilities.
- Promote programs that help preserve historically significant trees along streets in developed areas of Norman.
- Pilot a volunteer program that trains residents to

RECOMMENDATION 6

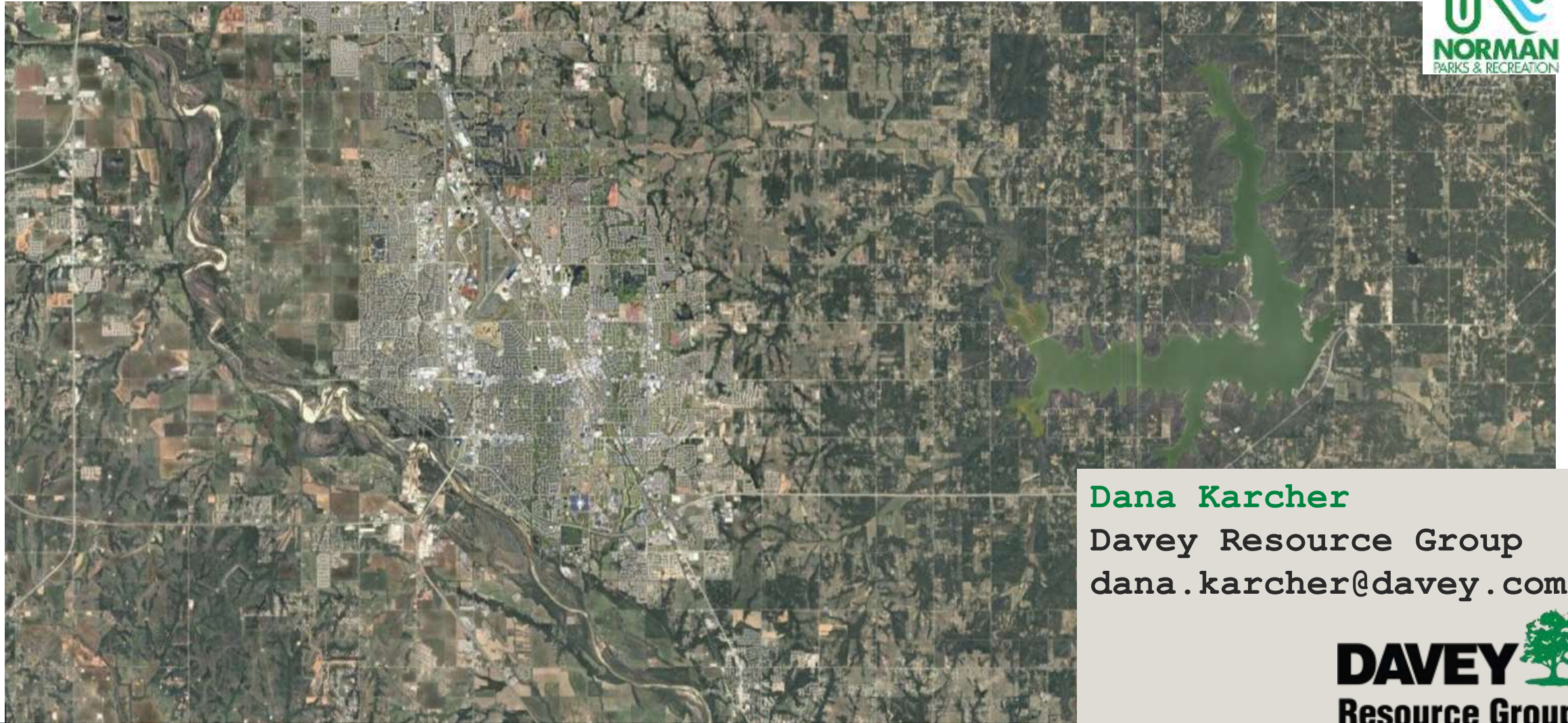
Partner on plan implementation

Example actions:

- Establish a review process for UFMP implementation with Park Board.
- Co-host volunteer planting days, tree care events, and educational workshops.
- Encourage large institutions and businesses to create tree plans.
- Strengthen partnerships & communication with utility foresters.
- Create an FAQ on the Forestry web page.

Q & A

THANK YOU!



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