

## **Expanding the Impact of the Jax Digs Trees Collaborative Campaign**

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**Jacksonville Environmental Symposium**

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Jacksonville's tree ordinance (1986), the Charter Amendment (2000), and the Public Trust's settlement with the City of Jacksonville (2017) have set the stage for Jax Digs Trees' campaign to promote stewardship of our priceless tree canopy.

[JAXDIGSTREES.ORG](https://JAXDIGSTREES.ORG)





## HISTORIC SETTLEMENT BETWEEN THE PUBLIC TRUST & COJ



Creation of a new "Tree Commission"



Addition of two new urban forestry staff positions.



City's support for emerging canopy survey technology & tools.



Increased transparency in the review of tree removal permits.



Development of web portal to track tree mitigation trust fund balance and expenditures.



Escalation of penalties for failing to obtain required tree removal permits.







## Once-In-A-Generation Opportunity

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The City of Jacksonville's Mayor's office, key department heads, our City Council, the newly established Tree Commission, along with dedicated community groups are now collaborating to dramatically enhance our urban forest.

Together we can effectively plant at least \$20 million worth of trees from the City's Tree Mitigation Trust Funds throughout Jacksonville in upcoming years.

The expansion of community engagement and the use of emerging technologies will improve our City's environmental health as well as our economy.







## Community Partnership

Greenscape of Jacksonville, Scenic Jacksonville, Sierra Club (Northeast Florida Group) and the Public Trust are the principal members of the “Jax Digs Trees” collaborative.

Jax Digs Trees is a community initiative through which both organizations and individuals can come together to support the growth and protection of our city’s tree canopy.

A primary goal of this initiative is to engage schools, universities, and other key interest groups to take increased ownership of this important campaign that has been years in the making.



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# Impactful Things We Are Doing

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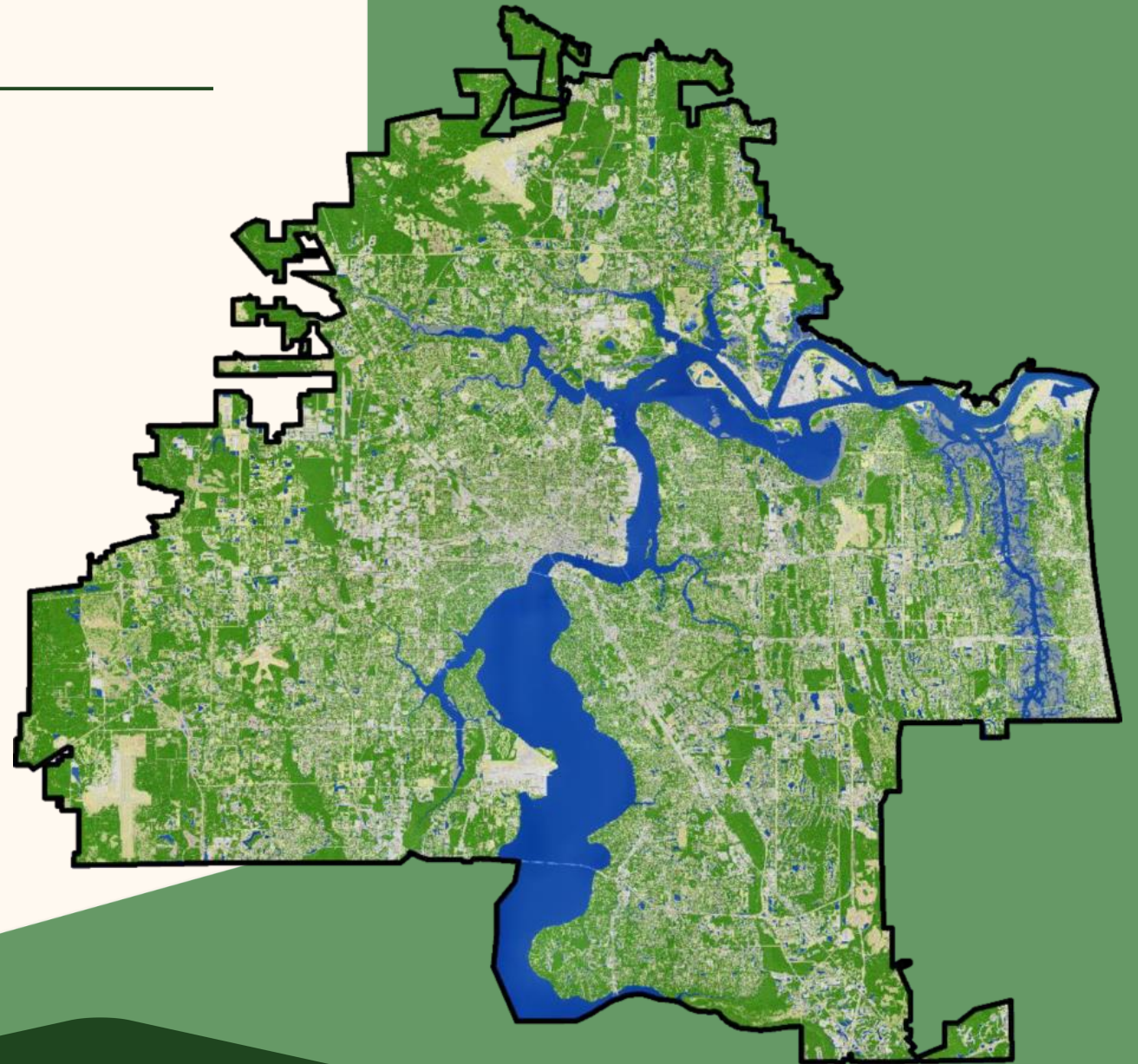


# The Tree Canopy Assessment

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Jacksonville's Environmental Protection Board (EPB) provided a grant to the Public Trust and Greenscape in July 2017 to fund the creation of a comprehensive satellite survey of Duval County's tree canopy.

This survey (completed in December of 2017) delivers an easy-to-use interactive online visualization and prioritization tool which allows users to view, plan, and grow our City's tree canopy. These visualization tools identify "hot spots" where tree planting can be focused based on Jacksonville's environmental, health, and socio-economic priorities.





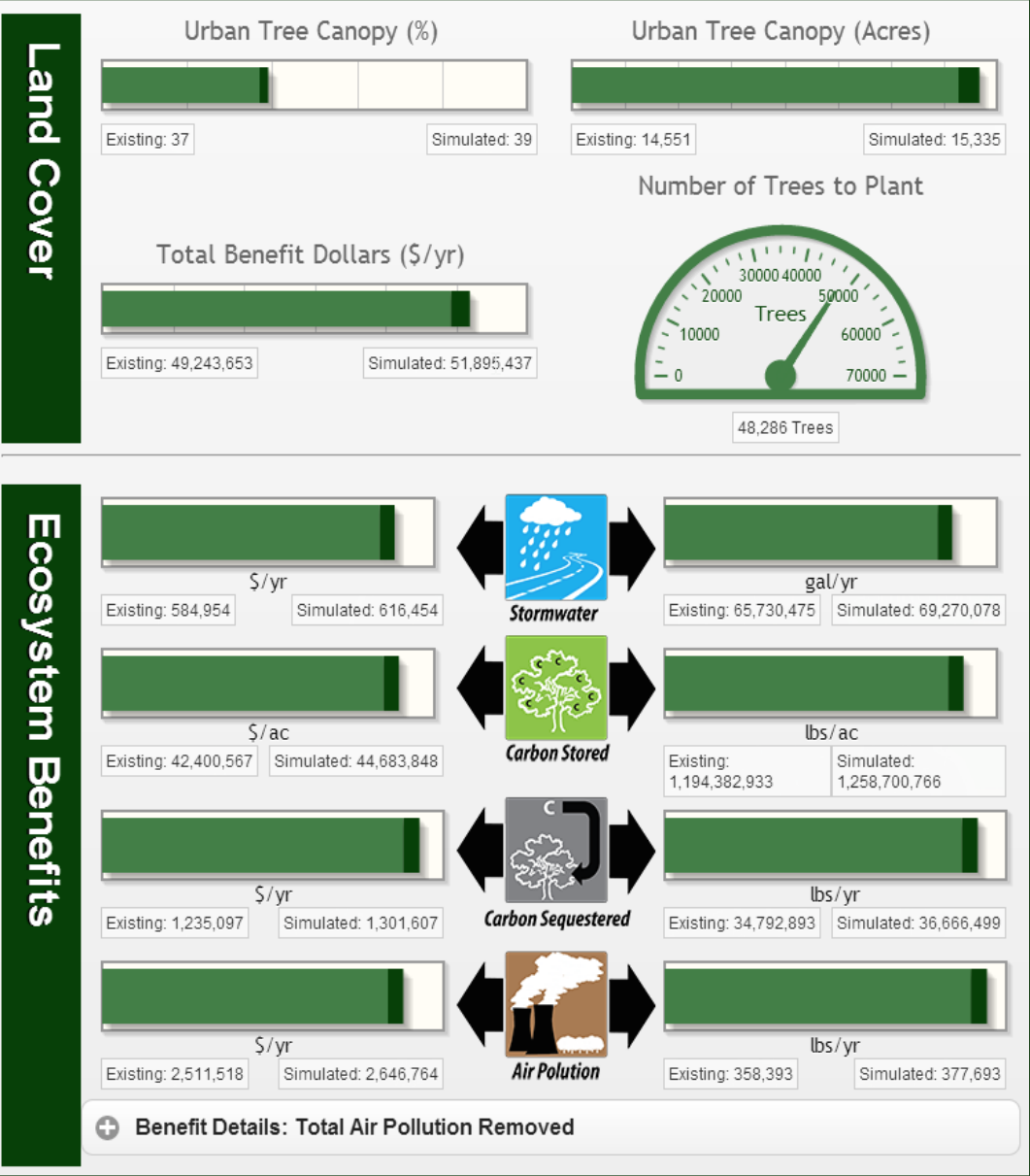
## SURVEY METHODS

- Use geospatial technologies to provide a “top-down” assessment of our urban forest.
- Object-based image classification remote sensing technology (1-Meter Resolution).
- Survey will help our community concentrate efforts and financial resources where they can be most effective.
- Survey resulted in detailed mapping including individual trees and “plant-able areas” that will be precisely delineated for an accurate benchmark and analysis of potential planting locations across the City.
- Survey of urban and suburban areas (~700 sq. miles).



# Simulated Enhancement of Canopy & Benefits

- Review environmental impacts
- Calculate financial benefits
- Set goals for tree plantings
- Update community priorities
- Simulate & visualize expanded or reduced tree canopy.





## Percent UTC and PPA by Development Boundary

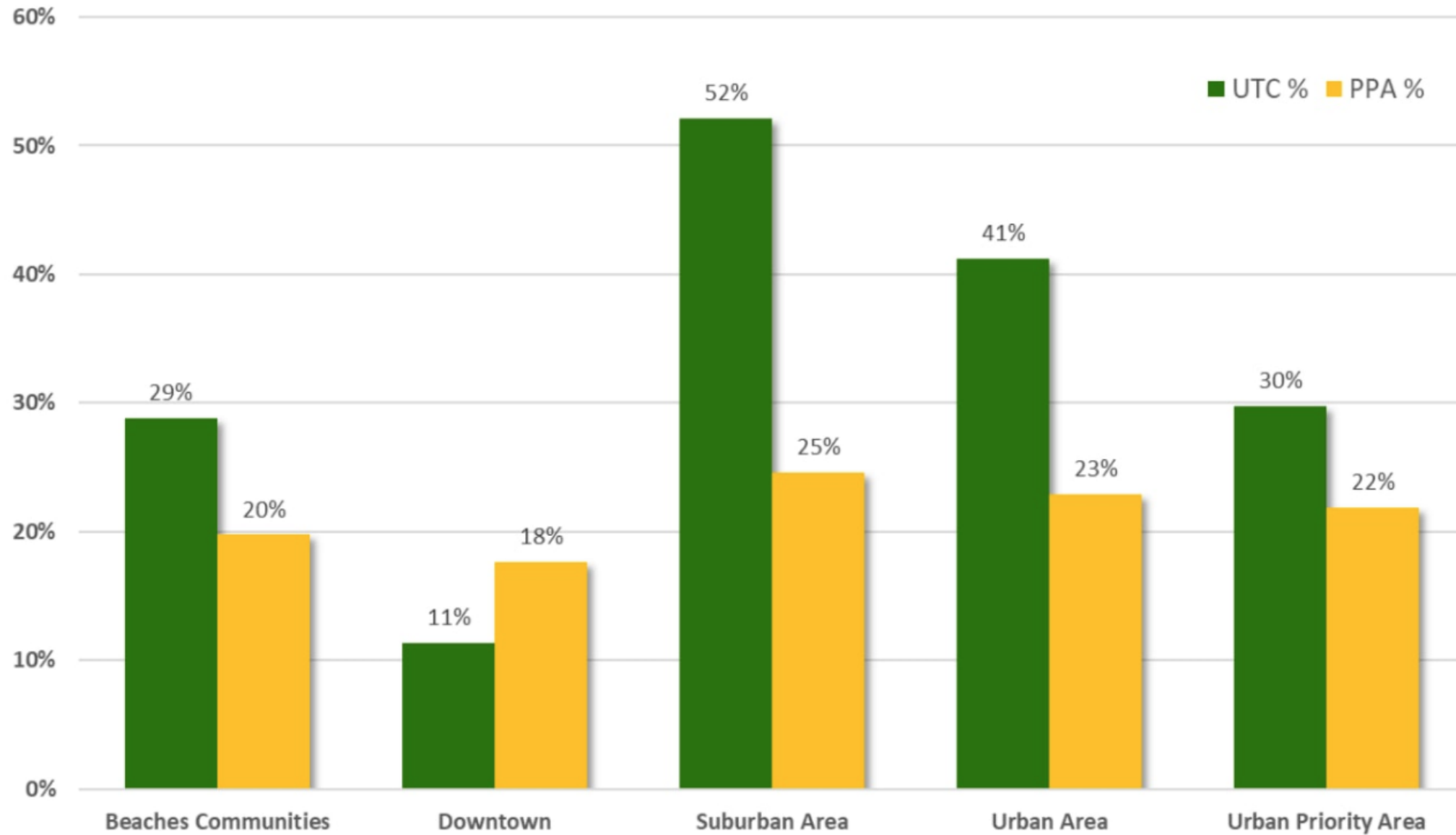
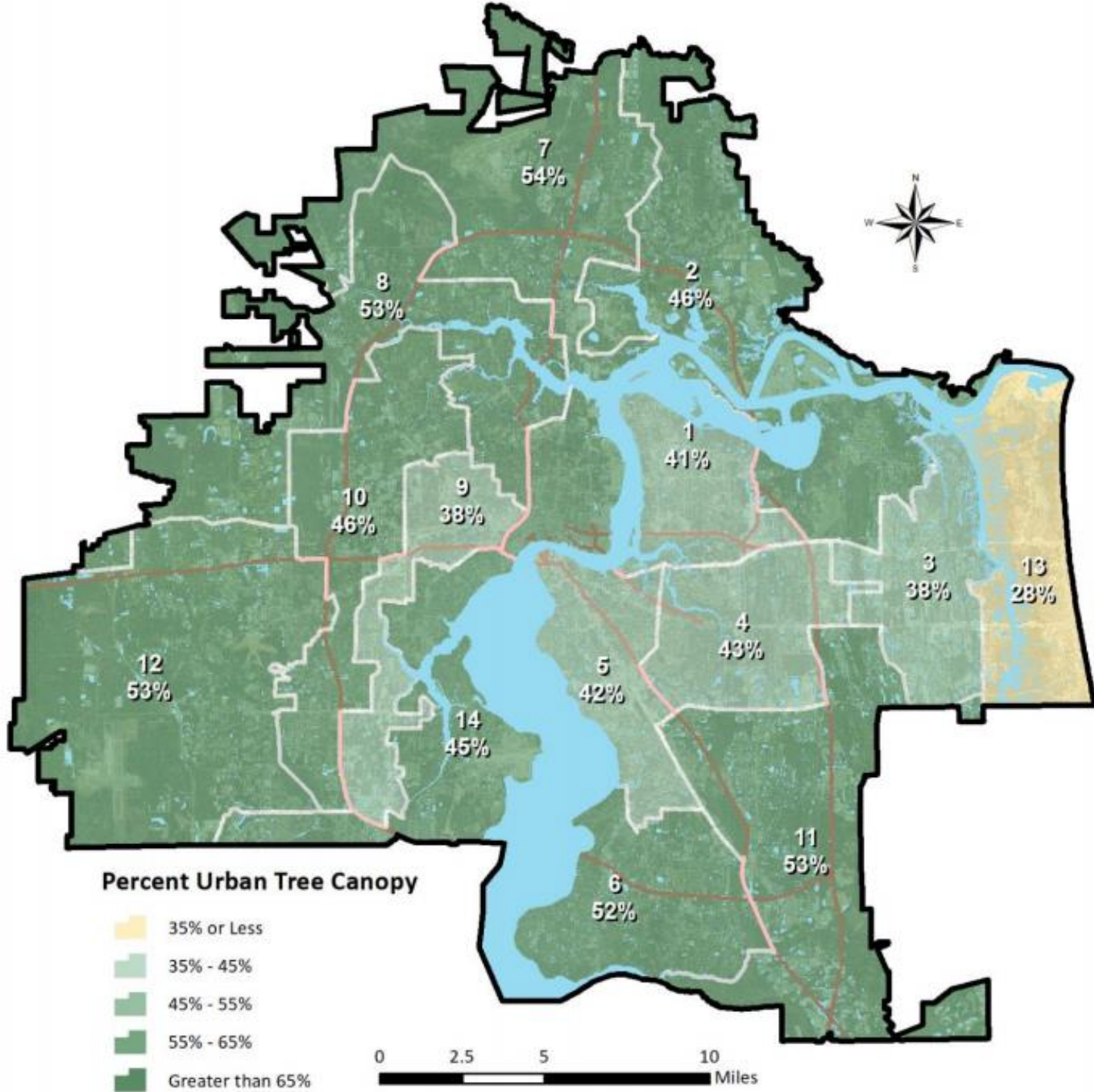


Figure 7: Percent Urban Tree Canopy and Possible Planting Area by Development Boundary

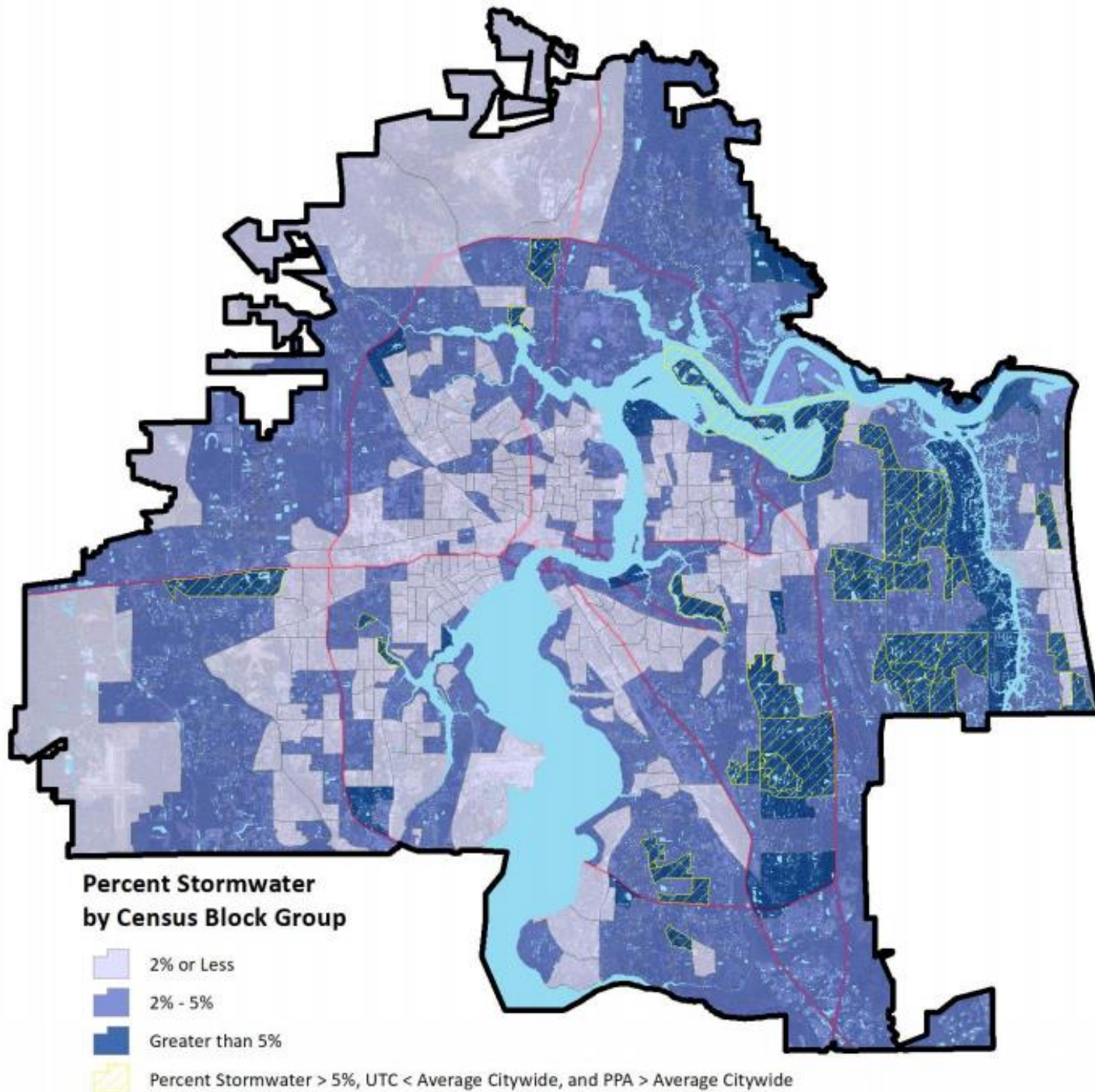




## Tree Canopy Cover By City Council Districts

- Fig. 10: Percent urban tree canopy by city council district





**Percent Stormwater  
by Census Block Group**

2% or Less

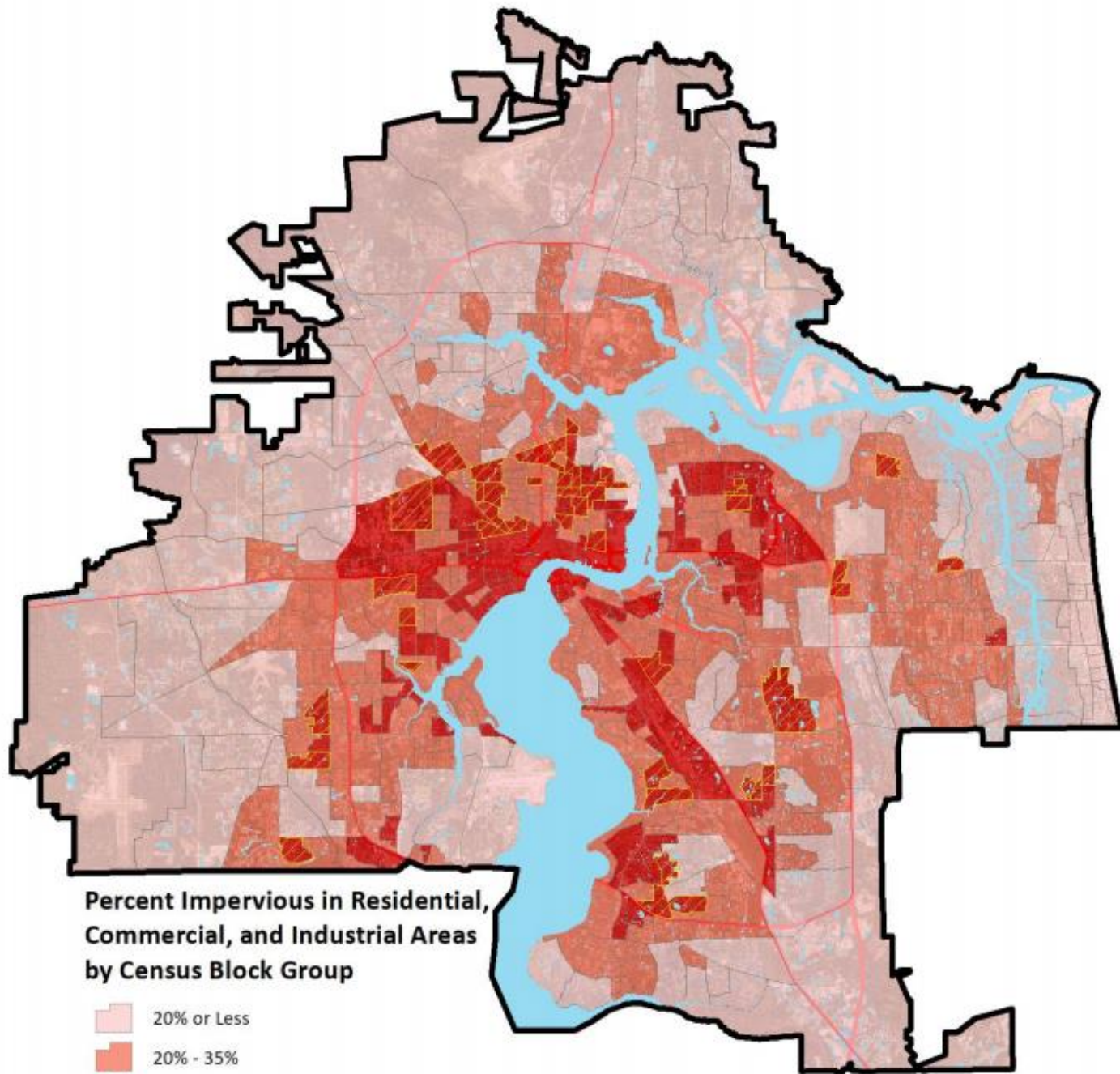
2% - 5%

Greater than 5%

Percent Stormwater > 5%, UTC < Average Citywide, and PPA > Average Citywide

## Stormwater Reduction

- Fig. 18: Priority planting areas based on stormwater reduction criteria



**Percent Impervious in Residential, Commercial, and Industrial Areas by Census Block Group**

- 20% or Less
- 20% - 35%
- Greater than 35%
- Percent UHI > 35%, UTC < Average Citywide, and PPA > Average Citywide

## Urban Heat Island

- Fig. 19: Priority planting areas based on urban heat island criteria



## City Applicant Appropriation From the Tree Fund

- Tree Commission will soon be voting on the adoption of initial process!
- Applications will be reviewed 3 times per year after staff review and input
- Applicant must be a 501 c 3 nonprofit organization or COJ agency/body
- Contractors and subcontractors- restoration plans, tree suppliers, incidental landscaping, design and irrigation support must be competitively bid
- Subjective analysis using project narrative, site design, maintenance analysis
- Objective analysis using criteria from Jax Digs Trees Webtool
- Total Score leads to approval, denial, or approval with conditions by Advisory COJ Tree Commission.
- Tree Commission makes recommendation to Mayor's office for appropriation legislation to City Council.

## Fast Facts: Some key features of the Jax Digs Trees Site



**An up-to-date accounting of the City of Jacksonville's tree mitigation fund**



**An online database for citizens to "Be a WatchDog" and review land development to monitor compliance with tree ordinance and other environmental laws**



**Updates on how the City of Jacksonville is spending tree mitigation trust funds on planting trees across Duval County**



**A online gathering point to stay connected with other citizens and organizations concerned with the protection and growth of our community's tree canopy**



*Scenic Jacksonville*



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**We have a once-in-a-generation opportunity to expand the stewardship of Jacksonville's tree canopy.**

**So together - let's dig trees and grow communities.**

**Visit: [JaxDigsTrees.Org](http://JaxDigsTrees.Org)**



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