

**Jacksonville Tree Commission**  
**Strategic Planning Session # 1**  
**October 4th, 2022**  
**10 AM**

- I. Introduction and Welcome - Chris Flagg, Tree Commission Chair
- II. Introduction of Tree Commissioners and Strategic Partners
- III. Duties of the Tree Commission – Susan Grandin
- IV. Overview of Tree Commission Resources and Eligible Tree Mitigation Fund Expenditures – Susan Grandin
- V. Overview of Existing Data/ Tools (<https://www.coj.net/trees>) – Justin Gearhart
  - Jacksonville Trees to Offset Stormwater (Green Infrastructure Center, May 2019)
  - Jacksonville I-Tree Eco Sample Inventory (ArborPro, 2019)
  - An Assessment of Urban Tree Canopy in the City of Jacksonville (Plan-It GEO, 2017)
  - Trees Planted (<https://pg-cloud.com/JacksonvilleFL/>)
- VI. Strategic Planner Presentations
  1. Resilience Program
  2. Parks & Recreation Department
  3. Northeast Florida Builders Association
  4. Scenic Jacksonville
  5. Greenscape
  6. Public Trust
  7. Jacksonville Electric Authority
  8. Liberty Landscaping
- VII. Recap of Session Presentations – Mary Kress-Littlepage
- VIII. Public Comment
- IX. Adjourned. The next Strategic Planning Session is scheduled for Thursday, October 13<sup>th</sup> from 10am until 2pm in the Ed Ball Bldg, 10<sup>th</sup> floor, conference room 5.

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**October 4, 2022 10:00 AM Lynwood Roberts Room, City Hall**

<b>Time</b>	<b>Agenda Item</b>	<b>Presenter</b>
10:00-10:05	Introduction & Welcome – Why We Are Here	Chris Flagg, Tree Commission Chair
10:05-10:10	Introduction of Tree Commissioners	Self-Introductions
10:10-10:15	Duties of the Tree Commission	?
10:15-10:25	Overview of Tree Commission Resources (where the money comes from) and Eligible Tree Mitigation Fund Expenditures (how the money is used).	Susan Grandin
10:25-11:00	Data & Research Overview <ul style="list-style-type: none"> <li>▪ Urban Tree Canopy, 2017</li> <li>▪ Right-of-way tree study, 2017</li> <li>▪ Tree/Stormwater study, 2019</li> </ul> Interactive resources: <ul style="list-style-type: none"> <li>▪ Plan-It GEO</li> <li>▪ i-Tree Design, Tree Benefits Calculator</li> <li>▪ Trees Planted</li> </ul>	Justin Gearhart
11:00-11:10	Reframing the commission’s work (up until now we have been focused on process – getting the program streams right. Now we want to start focusing more on intent and outcomes – ensuring that we are planting trees for the best reasons, in the best places. Review planting matrix (below)  Invite Partner Presentations	Mary Kress Littlepage, Facilitator
11:10-11:30	Partner Presentations #1 and #2 (10 mins each)	
11:30-12:00	Lunch	
12:00-1:15	Partner Presentations #3-#8 (10 min each)	
1:15-1:30	Recap – What We Heard	Mary Kress Littlepage, Facilitator
1:30-2:00	Public comment	Chris Flagg, Tree Commission Chair
2:00	Adjourn	Chair

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10:05-10:10	Introduction of Tree Commissioners	Self-Introductions	
10:10-10:15	About today's meeting – Process and housekeeping	Mary Kress Littlepage	
10:15-10:20	Duties of the Tree Commission	Susan Grandin	
10:20-10:25	Overview of Tree Commission Resources and Eligible Tree Mitigation Fund Expenditures.	Susan Grandin	
10:25-11:00	Data & Research Overview <ul style="list-style-type: none"> <li>▪ Urban Tree Canopy, 2017</li> <li>▪ Right-of-way tree study, 2017</li> <li>▪ Tree/Stormwater study, 2019</li> </ul>	Justin Gearhart	
11:00-11:10	Invite Partner Presentations	MKL	
11:10-11:30	Partner Presentations #1 Resilience and #2 Parks & Rec (10 mins each)		
11:30-12:00	Lunch		
12:00-1:15	Partner Presentations #3 NEFL Builders; #4 Scenic Jax; #5 Greenscape; #6 Public Trust; #7 JEA; #8 Liberty Landscape(10 min each)		
1:15-1:30	Recap – What We Heard	MKL	
1:30-2:00	Public comment	Chris Flagg, Chair	
2:00	Adjourn	Chair	

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Jacksonville Tree Commission  
Strategic Planning  
Tuesday, October 4, 2022 – 10:00 AM  
Approved November 16, 2022  
Via Zoom Platform & In Person

**Commissioners  
Present:**

Chris Flagg, Chair  
Mike Robinson, Vice Chair  
Susan Fraser  
Steve Long  
Rhodes Robinson

**Staff:** Cindy Chism

**Public:** Jameka Smith, COJ  
Dave McDaniel, COJ  
Susan Caven, Scenic Jax  
Tracey Arpen, Scenic Jax, Greenscape  
Joe Anderson, JEA  
Mike Zaffaroni, Liberty Landscape  
Kelly O’Leary, Liberty Landscape  
Lisa Grubba, Greenscape  
Nancy Powell, Scenic Jax  
John November, Public Trust  
Mary Cress-Littlepage, KBT Assoc.  
Lad Hawkins, Scenic Jax  
Austin Nicklas, NEFBA  
Susan Kelly, DIA  
Deborah Early, Late Bloomers  
Tina Nichols, Greenscape  
Dana Doody, Jacksonville Arboretum  
Jill Enz, COJ  
Logan Cross, Sierra Club  
John Pitre, JEA  
Anne Cognialese, COJ  
Fred Pope, Scenic Jax

**Advisors:**

Susan Grandin, OGC  
Justin Gearhart, City Arborist

- 1. Introduction and Welcome (Attachment A) – Chris Flagg**
- 2. Introduction of Tree Commissioners and Strategic Partners**
- 3. Submittal of Speaker’s Cards – Chair**
  - a) A raised hand icon as well as waving at the screen will be acknowledged by Chair or Ms. Chism.
  - b) For those attending in person, paper speakers’ cards are available.
- 4. Introduction of Mary Kress-Littlepage – Chris Flagg**
  - a) Mary is facilitating this Strategic Planning session: My job is to keep the trains moving on time. There are scheduled speakers today but there will be public comment at the end. If you would like to participate in the public comment section, please be sure to fill out a speaker’s card before the end of the lunch break.
  - b) As Chris said this group has been hard at work for over 5 years, building the airplane as they were flying it. They have planted over 8,000 trees while figuring out what programs were needed, how to

keep financial reports and what kind of pieces of research they needed. They get a lot of credit for that, as you know it's hard when you are in the midst of that kind of development to think forward.

- c) They are now at an important reflection point; this is a chance for them to deepen the work, to be more strategic and to think about how we take this work to the next level. Their work between now and sometime late in November will really be helping them develop Tree Commission's priorities for the next 2-3 years; are their new pieces of research needed, is their new community engagement that will benefit and advance this work. Are there different lenses they can use to look at the work they are going to do.
- d) This is what's going to happen today; because we are like family the presentations are informal but it's always beneficial to remind yourself where you are. We will hear things about our goals, remind us of our assigned duties which have been bundled in a different way which will help focus their thinking. Justin is going to walk us through a great presentation on data, not to unpack the data but to remind us of what we have available to us. With that as the foundation, we will get into listening from you, this is a day to listen, and we'll talk more about that as we go through.

#### **5. Duties of the Tree Commission (Attachment F) – Susan Grandin**

- a) There is a plethora of things the Tree Commission was envisioned to look at when it was created. Everyone is familiar with the duties and responsibilities for the Tree Commission, the Attachment has organized them by categories:
  - i. Research & Data: that's part of what we are doing here today. There is a lot of money put into the Tree Protection and Related Expenses Trust Fund coffers by the developers of the City when they take down trees that they can't put back. It's incumbent upon the Tree Commission as well as the different departments of the City and our Partners here to figure out where we should put funds and trees to make our canopy more robust.
  - ii. Planting & Maintenance: The Commission must come up with a project priority list. One of the things to come out of these sessions is a general sense of where the trees should go to make the canopy more robust.

#### **6. Overview of Tree Commission Resources and Eligible Tree Mitigation Fund Expenditures – Susan Grandin**

- a) The funds in the Tree Protection and Related Expenses Trust Fund gets there in 2 different ways:
  - i. The Ordinance Code which is in Part 12 of the Zoning Code (Chapter 656). When development happens in Jacksonville and developers cannot plant as many inches of trees back in the site they have removed they have to pay into the fund. There is a way to measure that in the code.
  - ii. There is also the Charter fund which does the same type of thing but has a different way to measure the trees. When a development comes through the City, it goes through 2 different sieves; the Ordinance Code sieve to see what kind of trees are going to be protected and have to be paid for and the Charter sieve. Some money from every development that can't plant trees on the site goes to the Ordinance Code and usually some goes into the Charter Fund. Right now, the Ordinance Code section of the Fund has more money in it than the Charter Fund, which has to do with the way the trees are measured.



- b) Mitigation Funds are collected only from the City of Jacksonville and may only be spent on public property in Duval County, land the City controls, rights-of-way, parks, schools, national parks, state parks, etc.
  - i. Funds can be spent on planting trees and removing trees. If a tree is dead or dying, the fund can pay for the removal of the dead tree and planting a new one in its place. Including the prepping of the land, the irrigation of the tree(s), not grass or shrubs. Funds must be spent on trees, the maintenance of trees, irrigation, and warranties. The Public Works department gets 25% of their budget in additional funds from the Tree Fund. For instance, if Public Works Mowing & Landscape budget was 1 million dollars, the Division would get \$250,000 (25%) additional funding from the Tree Fund to be spent on trees.
  - ii. Mr. Mike Zaffaroni asked if downtown tree planting was different. When Dr. Gillman presented at the Tree Commission a few months ago, he stated it can cost as much as \$20,000 per tree because of site prep, e.g., redo sidewalks, add underground pits, etc. Is that still payable out of the Tree Fund?
  - iii. Ms. Grandin agreed it was all part of the preparation of the site. If we want to have an urban tree canopy downtown, in the really urban areas, there's a lot of obstacles such as utilities underground etc. Dr. Gillman said it was as much as installing a large flagpole. The prep of that and the maintenance is more expensive downtown because the environment is so harsh. If the goal is to have trees downtown that's what it's going to take.
  - iv. Ms. Nancy Powell asked how Public Works set their annual budget? Mr. Steve Long replied, basically its from historic budgets, then it is modified year to year based on the need we've seen the previous year. If we find we were short on one category or another, we can request more. However, there are budget limitations that are always in place so it isn't like just because we ask for additional money for an activity or particular thing, not just trees, there is no guarantee we get it.

## **7. Overview of Existing Data/Tools (Attachment B) – Justin Gearhart**

- a) Mr. Lad Hawkins asked if anyone knew how much of the City is public and how much private and City and DOT. Mr. Gearhart said, yes, we do have it broken down but not in the data sets I work with frequently but probably in the GIS we use.
- b) Mr. Nancy Powell asked about an order of magnitude year by year for how many trees have been removed, how many planted, how much money came into the Tree Fund, how much went out. To help determine just how much of our tree canopy we have lost to development over the past 10-20 years since the Charter or the Ordinance. Has that been done yet? Mr. Gearhart said Susan Fraser had been working with the Planning Department on getting the permits for tree removals for the last 5 years. Ms. Fraser said they are working on assembling the data. The goal is to geo-code the address of the permit, there are about 5,000, which can be integrated into the Plan-IT Geo information. It would list the permit date, the number of inches removed and financial information. We are less interested in financial information than we are trends on where we are losing canopy and the areas in the City which are seeing a lot more development. That will help us modify the canopy cover data we have now and are losing in a way we don't understand. The commitment from the Planning Department was to have it to us by this meeting but I was unable to get that last bit from them so I will continue to pursue it have it for the next session, October 13<sup>th</sup>.

- c) Mr. Tracey Arpen pointed out when you consider the exemption for single family properties and the exemption for arbor culture and silver culture where you see a lot of pine plantations being cleared for subdivision development without having to do any permitting for that part of it because they are exempt because of the Pine trees being part of the arbor culture, is it realistic to think you are going to get an accurate picture if you are relying on the permit process solely to show what canopy has been lost or is it more realistic to try to do aerial canopy surveys to determine what the actual canopy loss is over a 5 year period.
- d) Mr. Justin Gearhart said we are trying to figure out all this data. Once we get it compiled, we will determine what it encompasses and see where our gaps are. After that, then the approach will be how can we fill in those gaps. Until we have the data in hand, we can't say what it may or may not have so we will have to wait and see and approach it from there.
- e) Ms. Susan Caven asked are the trees mitigated on property purchased by an individual and completely cleared? Ms. Susan Grandin replied under the code, mitigation is not required on a single-family lot where there is a house which is occupied or can be occupied as long as the lot is not further divided into smaller lots.

## **8. Strategic Planner Presentations**

### **a) Resilience Program – Ann Coglianese**

- i. No questions.

### **b) Parks & Recreation Department – Jill Enz**

- i. There were 3 questions Presenters were asked to respond to regarding the planting process and how our mission fits into the overall mission of the Tree Commission. From a recreational standpoint that's an easy understanding of having a shaded walkway integrate with parks. We think of trees in 2 different forms, depending on what type of park we have. Our park system is set up into Preserve parks and Active parks. The Parks department has an inventory of 37,000 acres of park spaces. There is 28,000 acres of Preserve property and this what overlaps with the mission of resilience; the trees, wetlands, eco system surfaces in those Preservation properties which are not accounted for in all the different ways they are being utilized because they are not developed yet and or are too extensive wetland systems to develop into recreational components. There is almost 20,000 acres of active park spaces; ball fields, trail networks, swimming pools, community centers etc. When we talk about trees during park planning work, I think of trees as an element to be considered. We are installing 60 playgrounds this year which will all require trees, so kids have shade when they are playing, and parents have shade to sit under.
- ii. We work with Public Works to maintain our trees, but there can never be too much maintenance on our trees. That is how our missions align. From a Parks Department perspective, the thing most often requested is Shade structures; Shade and comfort cannot be undervalued. If we install a shade structure, I want to plant a tree next to it so 20 years from now we don't have to replace the shade structure. Safety along walkways; as we look at Emerald Trail, trees will offer protection along the trail which provides some buffer between the pedestrian and the roadway. Along the Riverwalk, the rivers and streams in general, those trees

provide erosion protection. The beauty and character of trees was missed on the tree benefits list. It seems simple but the tree canopy is something people come to view and experience from hundreds of miles away. Understanding some of these trees, singularly, can provide the character and feeling that you can't get anywhere else.

- iii. Partnership is how to move forward with more community engagement with trees as well as education. Educating the community on what trees do as well as educating contractors. There are not enough contractors who are arborist or are certified and trained.
- iv. Collaboration with various stakeholders and various non-profit organizations is the key to getting the community engaged and organized.
- v. Ms. Susan Caven asked is there a high priority to protect the older most established trees when planning improvements to the parks? Ms. Enz said if the tree has been well maintained and is healthy, we always try to make sure we don't have improvements which will harm the tree. As we do improvements, we look at existing trees and tree canopies.
- vi. Ms. Lisa Grubb asked why trees are not defined as infrastructure in terms of (garbled) is that something you are looking at changing, what is your feeling about that, do you think that would help get more trees in the parks? Ms. Enz said the Tree Commission will help get more trees in the parks. From a CIP standpoint, those are only used when doing a larger installation, for example at Sheffield Park we are adding more fields and additional parking which would be a planned tree installation but there are no scheduled mass tree plantings.

**c) Northeast Florida Builders Association – Austin Nicklas**

- i. I'm Austin Nicklas, the new Government Affairs Director for the Northeast Florida Builders Association. We are happy to sponsor this and look forward to continuing, I know Curtis is really involved. We really appreciate this partnership with the Commission and City of Jacksonville and all the work being done here. It's very valuable. We're eager to see the results of these planning sessions in the final report. Thank you for involving us in this process and look forward to working with you all in the future. If there is anything we can do, just let us know, our door is always open.

**d) Scenic Jacksonville (Attachment C) – Nancy Powell**

- i. Mr. Dave McDaniel asked what the issues were with FDOT. Ms. Powell said it's maintenance agreements. There are some maintenance agreements on City roads and then there are other roads which don't have maintenance agreements. Some of the City staff didn't want to go into any more maintenance agreements with FDOT. They could work together. We know that everyone has good intentions, but it has mostly to do with the maintenance issues.

**e) Public Trust – John November**

- i. I'm the Executive Director and General Counsel for the Public Trust Environmental Legal Institute of Florida. The Tree Commission has accomplished a lot over the last 5 years. It's exciting to think of where we were and where we are now. We are thankful for the Commissioner's service and Staff's service in the City.

- ii. I will respond to the questions sent out to us related to how we might be able to participate as an organization to continue to benefit trees in our City. The big thing that jumps out to me is related to restoration. When the Tree Commission was founded I looked for someone like Rhodes Robinson who spent his entire career in the restoration business. That's one thing we haven't really tapped into yet as a Commission because it's challenging, it's a little outside the box of what we've been doing so far. It's something that could be valuable for this Commission moving forward. If you love trees, then you probably love wildlife, and you'd love the opportunity to restore properties we have purchased many of them during the preservation project. That have a so much potential, many of them were formerly range land or used some setting but now they could be returned to something that's special. The Public Trust was founded to protect the preservation project properties and thankfully we have been able to step into that role when there has been a challenge to one of those properties. Just protecting their legal status isn't enough.
- iii. We need to do more as a City to restore those properties and something we have that other communities don't is this amazing Tree Fund. I always say it would be a lot less fun to work on this project if we didn't have this sexy \$24 million which creates amazing opportunities for us as a City and as a Community. Ms. Enz mentioned earlier about the thousands of acres of parks and preserves that we have. These are some regionally significant properties we have that could be more special. Right now we only have camping at Hanna and Heugenot in the City. The Parks Department is interested in doing something on the Westside, near the Rails to Trails. If we could do an extensive tree planting project there, which is something the Public Trust has begun working on, it would be quite attractive. When you can leverage the Tree Fund dollars to do restoration, it allows you to tap into other Federal, State and Private funding sources that might be able to close the gap. The Tree Fund gives us a big step up.
- iv. In terms of greater engagement, we need more Staff support. I know you are trying to hire Staff members and that it's hard to get qualified people because of the job market. Frankly a lot of people just don't want to work. We need more Staff support, we need high level support, we need people who are going to support the Tree Commission. I worry that the Commissioner's could get burnt out if we don't do more to give them the professional staff support they need in order to truly allow this to be a monthly or twice per month thing they do. We need dedicated Staff support to keep moving the ball forward and we need to be able to pull it from the Tree Fund or at least a portion of it because there is not City funds available to help make this happen. We must give up such strict rules governing the Funds. It is a balancing act. If we are thoughtful about the way we do it, it can be done in a way that will protect our canopy long term.
- v. Also engage the Leadership. I don't think any money got into the budget this year for additional maintenance. After all the presentations that happened when we tried to get the ball moving, no money got into the budget. We must get creative, find alternative ways to get more funding into staffing and into maintaining our canopy even if it means more funds coming from the Tree Fund. I don't want to waste our time talking about the future, lets talk about now and how we are going to get money to do these things we need to do to make our canopy healthier.

- vi. What can the Public Trust do to help? I want to keep on working on Level 3 projects. Take on hard projects but easy ones first. I want to help the City spearhead the challenging things that need to be done like planting in the Downtown urban core which will be tough. There is some opportunities for the non-profits to benefit the Tree Commission, add something that could be special. As a practicing attorney I can provide legal review of changes to Ordinance. I'm meeting with City Council members later today on strengthening the Tree Ordinance. That work continues today. I made some mistakes in the first tree planting projects I worked on because I was trying to get more bang for my buck by working with a contractor who was less expensive but didn't turn out to have the professional chops that were needed to get the job done. I still believe we can do better, and we can continue to do better and we can find alternative ways to plant trees that are not traditional and don't fit into the Level 1, Level 2, or Level 3. Find what trees survive and plant thousands of them like Greenscape has in the past. Find ways to spread our dollar a little farther.
- vii. Lastly, we can't be completely dependent on City funds and the Tree Fund to fund all this work. This consortium Ms. Powell mentioned through Scenic Jacksonville and Greenscape and all the parties which came together, for the grant in 2017 which started the Plan-It GEO process. We need to be thinking about that again and take some of the burden off of our City and find ways to bring private funds to the situation to make our canopy stronger.

**f) Greenscape (Attachment D)– Lisa Grubba**

- i. Mr. John November asked about the Master Planting Plan and hiring a consultant to help with that. To me that sounds like a good grant opportunity for project partners. Is there anyway we could move that along or has there been an research on that? Ms. Grubba replied, the grant opportunities I'm going to email to fund that are geared towards municipalities. I believe the City does have a grant writing department. We could help, added Mr. November.
- ii. Ms. Nancy Powell said there is a webpage called Scores which has data as it relates to social equity issues and lots of other data layers. They have Jacksonville, so you just enter your City and there it is.
- iii. Ms. Mary Littlepage said I want to build on what Ms. Grubba said, Ms. Grubba said she was going to send somethings to Cindy to share, if, Ms. Powell would also send the link to the website you mentioned, then Cindy can assemble a packet to send out.

**g) Jacksonville Electric Authority – Joe Anderson**

- i. First, I would like to answer some of the questions I've already heard. The best place to plant a tree is the mind of a child. Mr. November you were asking about grants, the federal money that Ms. Grubba referred to are administered through the Florida Forest Service, our Community and Forestry grant money, matching grant money. They are now open and available. They do allow funds for strategic planning; they also provide funds for inventory and for tree planting, are some of the things they provide funds for. There are other grant moneys available for Urban Forestry type programs.
- ii. I am a Vegetative Management Specialist aka Utility Forester with JEA. I am also media past president of the Florida Urban Forestry Council. I am a member of a team of vegetative

management group of JEA that has 3 Foresters on staff, 3 Arborists on staff. All 6 are certified Arborists with the International Society of Arboriculture of the ISA. Primarily what our job is to find solutions anytime there is a conflict between vegetation and utilities. Primarily between trees and wire. Utility Arboriculture, (holds up book) this is our bible. I don't expect everyone in this room to understand the gospels and scriptures of everything inside this bible but when you get into the management of an urban forest, you will need to know those of us who are familiar with this book.

- iii. In the 10 minutes I'm given, I cannot give you a full fire & brimstone sermon about urban forestry, but I can tell you a little bit about what we know: from a Utility Forester's point of view, we provide a energy distribution system at JEA which is not unlike that of a chemical distribution system of a tree. The tree will take energy from the sun, convert it to chemical energy and then distribute that chemical energy through the trunks, branches, laterals, twigs, buds, roots, leaves, and flowers of that tree. There are certain pathways in which a tree will distribute that chemical energy known as the xylem and the phloem. If those pathways get interrupted, bad things will happen to the tree or parts of the tree. In the same way JEA provides a utility distribution system: water and power. We'll take electrical energy and distribute it throughout the trunk line, throughout the laterals, branches, twigs, buds, fruits, leaves, and flowers of our community. It just so happens that the fruits, flowers, and the buds of our community happen to be our residences, businesses, public spaces, and essential services. There are certain pathways that we distribute that energy throughout our community. Those pathways are known as the City's rights-of-way. The City rights-of-way are the xylem and phloem of our distribution system. If they get blocked, bad things will happen to parts of the City or the whole City. There are 4 Florida communities experiencing that right now due to the Storm.
- iv. Utility Arboriculture which is the care of trees in and around utilities. This is just a small part of a larger narrative of a larger story of urban forestry. Urban Forestry is a complicated story with many different parts, social, cultural, political, non-profit, gray infrastructure, green infrastructure, financial, and recreational pieces. The challenge of an urban forest program is being able to understand the shape of those different pieces and be able to fit them all together.
- v. How can JEA help? Our team of Vegetative Management Specialists, Foresters and Arborists know the forest canopy of Jacksonville. We've been working in it for over 50 years. We know trees; we know the strength, the benefits, the weakness and the vulnerability of our trees and tree canopy. We know the streets where the trees are grown, the communities benefiting from those trees, our customers which are going to be your constituents. JEA knows the players of an Urban Forestry Story. Those are some of the things we can do.
- vi. As far as an urban forestry program, we know that you don't need the support of a public, you need the support of an informed public. We have Foresters and Arborists on staff who can help you get the word out and articulate a Forest Management Program. JEA also has a JEA Ambassador program which many employees get involved with to reach out to the community. We have a professional Community Engagement Team, which is what they do. JEA has many different programs which can help you get the word out, so our community understands the

value of a resilient sustainable and compatible urban tree canopy. JEA can be a TREEmendous help.

- vii. Mr. Tracey Arpen pointed out that 2 of the things we've talked about today are urban heat islands and getting more trees on private property. One of the effects of finding yourself in an urban heat island is higher electric bills. Are you aware of any utilities which have created programs to provide trees for placement on private property? Mr. Anderson replied, the Arbor Day foundation had a program like that it was called Energy Saving Trees. JEA was part of that, through the Florida Urban Forestry Council. Do understand that JEA is also a Tree Line USA Utility. That's a designation which is given by the Arbor Day Foundation and the National Association for State Foresters. There are only 8 utilities in the State of Florida that qualify, there are only 145 nationwide. There are 5 standards which must be met one of which is an energy-based conservation message based upon trees and tree canopy. There is no question that if you have a mature, healthy tree on your property over your house, studies show you can reduce your cooling cost of your house by nearly 20%. That is one of the reasons JEA is involved in trying to help people understand the value of trees regarding energy savings, in heat islands for instance. Anything we can do to conserve our energy and maintain our ability to meet the needs of our community.

**h) Liberty Landscape (Attachment E) – Mike Zaffaroni**

- i. Mr. John November asked if any difference in the survivability rate had been noticed between planting 2" and 4" trees. Mr. Zaffaroni replied that though we have not planted many 2" trees, we have planted a fair number of 4" and it seems like the City get's their best bang for the buck with a 3" caliper tree. The size of the tree is significant at its onset which takes off quickly. The larger trees require more care upfront. 3" seems to be the sweet spot. There were a few 630-CITY trees where we tested 2" caliper trees early on and didn't seem to have the same level of success. The 4" is perhaps appropriate in only isolated cases, like a large median project.
- ii. Mr. Lad Hawkins said you made a point about trees getting hit by cars. Quite a number of trees get hit by cars all over the City. I've been involved several times when FHP and JSO list the tree as part of an accident. Is there anyway insurance could be made to pay for these trees to be replaced? If a stop sign or traffic signal get damaged in an accident, the insurance company pays for that replacement. Mr. Gearhart answered for certain accidents, not all, we do get an accident report form which has gone through the process with Risk Management to get either the person or their insurance to pay for that tree. There is no way to hold anyone accountable for the relatively minor accidents which damage the tree and don't get reported. Mr. Hawkins added, perhaps we need to educate the police. Mr. Arpen asked when the City recovers those funds for the damaged tree, does that money go back to the tree fund or to the General Fund. Mr. Gearhart replied, Mr. Todd Little would be able to answer that question but he was unable to make the meeting today.
- iii. Ms. Nancy Powell asked if Mr. Zaffaroni had an average cost per tree planting? Mr. Zaffaroni said I don't have the exact number but the last time we calculated it was in the \$1300 range. It does vary quite a bit based on project, tree type, warranty, size, etc for 3" which is the most common. Mr. Gearhart added when I was researching the numbers for my presentation I recall

seeing anywhere from \$1300-\$1400 on average which covered all trees; 3 month to 2 year warranty, and 3”.

## 9. Recap of Session Presentation – Mary Kress-Littlepage

- a) I wanted to open it up to the Commission think about what you’ve heard today, not in the particular but in the climatic. A couple of things I noticed was the importance of partnerships. The importance of public education and advocacy, not just with the public but with policy makers and elected officials. The importance of aesthetic, the benefit of shade trees, designs, symmetry, the whole bucket of aesthetic things. The importance of adequate staffing; we need to have the people with expertise on hand who can do the work and planning. The need for a plan; to plan, to use data to plan, multiple references as to the need for an Urban Forestry Plan.
- b) Ms. Fraser would add advocacy; we need internal advocacy with the City Departments. So data is not duplicated or unrealized or un-accessed because we don’t create relationships where what we’re doing is important to other City Departments. Where 1 take a week can help others achieve their goals, we need advocacy at that level.
- c) Mr. Flagg asked about the process. What we are trying to do is maximize and leverage the process to where it benefits our canopy. We’ve had some growing pains related to our process. I love the idea of strategic planning the process but to implement it is important as well. I want to make sure everyone keeps that in mind. How can we have better insight when the process comes before us. We are the last stop, if there is anything which is hindering your ability to accomplish our mission please keep reminding us. Mr. Anderson added the Florida Forest Service recommends putting an Urban Forestry Plan in 4 different steps: Staffing, Ordinance, Advocacy, and Planning (SOAP). Ms. Littlepage agreed it was a good framework.
- d) Ms. Littlepage asked if there was anything any of the Commissioners would like done in preparation for the next meeting based on what was said today? Ms. Fraser said we heard a lot about what we would like to accomplish, and the funding source is very restricted could Ms. Grandin tell us what the steps are in amending the restrictions to our funding? Ms. Grandin agreed. Ms. Powell pointed out we could also expand the potential pools of money by using grants, FDOT funding, City funding (it may be possible to advocate to get more funding). That’s what struck us In looking at the Tree Commissions duties is that it’s the whole community public and private. The Tree Fund is this much which is ¼ of it, so ¾ is outside of that, how can we effect change in those areas. That ‘s really the bigger question.
- e) Ms. Fraser said someone pointed out the Staff must do inspections. It didn’t strike me until now but if we are so successful in awarding 10 million in projects; our staff is at near capacity now. Is there a way to determine, at the current level of staffing, how many Level 2 projects per month we can do. That’s a constraint I didn’t think about. Mr. McDaniel said we could work on that. It’s not initial planting that’s so difficult it the checking on the trees and this one must be replaced, and the warranty must start over, these 3 are fine. Talking about a 2 year non-irrigated warranty, that’s a lot of going back and checking. It’s difficult to put an exact number on it but we try to come up with something. It can be limiting, time he puts into presentations etc., is time he isn’t inspecting trees.



Ms. Fraser agreed and said Justin has responsibilities beyond just the Tree Commission's basket. If you could help us understand. Mr. McDaniel said he would.

- f) Ms. Grubba said one possible answer to your question is with all the different City plans we've discussed, if we find a City that is like Jacksonville and they have a plan and we look at what kind of staffing they have, it may be a good place to start. Mr. McDaniel said we've looked at Savannah before, it's a smaller city but they have as many people doing tree work as we have cutting grass and doing trees. Mr. Robinson added, JEA has the same land area; 6 people at JEA and 2 people at City, it's a matter of priorities. Mr. Gearhart added, the involvement of the community is one of the accomplishments of the 630-CITY trees. We have residents who really care about our trees. Given the opportunity to get one in their right-of-way, they will love their tree, if it's not forced upon them. Advertising the program in the various communities could be a way to get more trees with the limited staff we have now. Mr. Arpen added focusing advertising the 630-CITY tree program to the underserved, urban heat island areas where the only place to plant is the right-of-way in front of houses through CPACs, neighborhood organizations, churches.

## 10. Public Comment

- a) Mr. Tracey Arpen, 8338 Hathaway, Jacksonville – There are 2 planting efforts obviously urban forestry management plan and putting trees in the ground. Let's don't wait until we get the plan in place, in the meantime lets set some priorities to guide the Staff and Non-profits on what you'd like to see us and the Staff focused on whether it's resiliency, stormwater runoff, heat islands, emphasizing key commercial quarters of downtown, so it's a more focused approach. It's easy to pick a spot with wide medians, easy to plant but its not an urban heat island and not really a stormwater issue. Give some guidance to Staff and Non-profits on what the priorities should be.
- b) A Strategic Plan for the Tree Commission in terms of what the goals are, what the strategies are to get there and structure. An awful lot is put on you as Commissioners who are volunteers. One thing which takes a lot of your time is the review of these projects. Maybe the model of DDRB which uses a separate core of volunteers to review some of the projects and presents recommendations; it may be feasible to create a subset of the Tree Commission, which is made up of volunteers and maybe some Commissioners that review the plans then bring them to the Commission on the order of a Consent Agenda where you can go through them very quickly and not use ¾ of the time reviewing them.
- c) One thing we didn't discuss today was enforcement. A lot of the tree canopy is being lost because the tree ordinance is not being enforced. The Commission doesn't have enforcement power, but you do have a bully pulpit and your powers in the Ordinance code do include making recommendations to City Council concerning the City's Tree Protection and Landscape regulations. The City is doing a bad job enforcing its Landscape and Tree Protection regulations, for example a few years ago City Beautiful Jax and Sierra Club did a neighborhood inventory focusing on San Jose Blvd from Julington Creek to 295. We reviewed 128 commercial properties and found that over half had landscape and tree protection violations. We turned 135 Landscape & Tree Protection violations into the City as well as 65 sign violations. The sign violatations were addressed quickly and enforcement action was taken. To this day, nothing has been done on the Landscape & Tree Protection side despite repeated calls to City staff. Another example is the Burger King on Old St. Augustine Rd; 4 years ago the new owner cut down 10

Live Oaks which were probably 1.5-2 ft in diameter. Including 3 on the FDOT right of way. 4 years after that, not one has been replaced and no money has been collected. I've followed up with City staff and nothing. Perhaps if the Tree Commission asks questions like that, maybe something will happen.

- d)** Mr. Long asked for examples on San Jose Blvd. Mr. Arpen said the best examples are landscape violations in commercial parking lots where trees have died or been removed and not replaced. There's an island, there should be a tree there or there's a stump, there used to be a tree there. Brutal crepe murder, a crepe myrtle with a 8-12" diameter which has been cut off 4 ft about the ground. That tree will never grow back into a tree after being that severely pruned. Illegal topping of trees, the Ordinance requires they be allowed to grow in their natural shape, if you top them like that they won't, or the 30 ft tree, and the top 25 ft are trunk with a lollipop at the top, that is not natural. The biggest problem with our trees that are required to be maintained have died or been removed or they have been illegally pruned. The others are landscape violations such as a required landscape buffer hedges have died and not been replaced.
- e)** Don't overlook the power of volunteer plantings. Greenscape planted 15-gallon trees using volunteers at the interchange of the Mathews bridge & Cressway north of the stadium or I95 and Heckscher Dr interchange. If you drive by now the pine trees, live oaks, crepe myrtles are large trees. 15 gallon is a good size for volunteers or even smaller trees. In areas like preservation land, you don't have to have a detailed plan, just have a random planting expecting you will lose some, but those planted by the Stadium and Heckscher we only lost 5% we were anticipating 25% losses. The Commission needs to decide if that's the kind of project that needs to come through the Commission, if so, it doesn't fit at all in the current Level 2 process which talks about guarantees and all sorts of things. Or perhaps that's best to go to District Council Member and just have legislation go through the City Council for those types of projects.
- f)** Mr. Fred Pope said he thought interdepartmental coordination in relations to capital projects. There are many instances where the Engineers have designed a project but have not considered the tree situations. There should be some type of policy to ensure that occurs on all these projects where the staff has an opportunity to review the project and make comments perhaps minimizing the amount of tree loss at an early stage in the design process. Parks, Public Works, and other agencies could benefit.
- g)** Ms. Susan Kelly with DIA. I'm going to make a pitch for downtown. If you would like to prioritize downtown or special programs for downtown, we do have special challenges, lot of utilities, with high cost associated, but we want trees. We need them for shade, aesthetic, stormwater, everything which has been mentioned. Our missions are aligned. If there is anything we can help with, please contact us.
- h)** Mr. Chris Flagg we will be getting back to you at our next workshop to look at a response, put together a list of what we heard, and then begin to strategize to continue to create a strategic plan for us.
- i)** Ms. Fraser one of the things which has been mentioned is integration with other City Departments and data. Being able to create analysis that we can see overlaps which are important to us. Planning department the way the permit data and how it's housed and if it's transferable, Anne in Resilience is doing studies, can someone at a Staff level tell us how difficult is it to integrate a big database. Can Plan-It GEO give us the resources, is that the best platform going forward. We need a short term and a long-term approach. At the next meeting we will be categorizing what we can do today, would it take a

lot more investment to do and someday if its readily available that might help us make some decisions about some quick turnaround goals.

**11. Adjournment** – the next meeting is scheduled for Thursday, October 13th, 2022 at 10:00am and will be a Hybrid/Zoom meeting in Ed Ball Building, 10<sup>th</sup> Floor, Public Works Office, conference room 5.

## City of Jacksonville Tree Commission

### **Public Partners**

#### **Neighborhoods Department**

**Brian Mosier, Director**

214 Hogan Street, N., 7<sup>th</sup> Floor

Jacksonville, FL 32202

E-mail: [COJNeighborhoods@COJ.net](mailto:COJNeighborhoods@COJ.net)

Phone: 904-255-7200

- *Environmental Division*
- *Housing & Community Development*
- *Neighborhood Blight*

#### **Public Works Department**

**John Pappas, P.E., Director**

**Steve Long., Operations Director**

214 N. Hogan Street, 10th Floor

Jacksonville, Florida 32202

(904) 255-8786

- *Right of Way and Stormwater Maintenance Division*
- *Real Estate Division*
- *Public Buildings Division*

#### **Planning & Development Department**

**William B. Killingsworth, Director**

Ed Ball Building

214 North Hogan Street, Suite 300

Jacksonville, Florida 32202

(904) 255-7800

- *Development Services Division*
- **Ann Coglianesse, Chief**  
*Resiliency Division*

#### **Office of Economic Development**

**Paul Crawford, Director of Operations**

**Ed Randolph, Director of Business Development**

117 West Duval Street, Suite 275, Jacksonville, FL 32202

(904) 255-5444

#### **Downtown Investment Authority**

**Lori Boyer**

Downtown Investment Authority

117 West Duval Street, Suite 310

Jacksonville, Florida 32202

(904) 255-5302

#### **Jacksonville Electric Authority**

**Joe Anderson**

[ANDEJS@JEA.COM](mailto:ANDEJS@JEA.COM)

## **Non-Profit Partners**

### **Greenscape**

**CONTACT:** Lisa Grubba  
lisagrubba@greenscapeofjax.org

### **Public Trust Law**

**CONTACT:** John November  
john@publictrustlaw.org

### **Scenic Jacksonville**

**CONTACT:** Nancy Powell  
[nancy@scenicjax.org](mailto:nancy@scenicjax.org)

### **Resilient Jacksonville**

**CONTACT:** Jimmy Orth  
jimmy@stjohnsriverkeeper.org

### **Sierra Club**

**CONTACT:** Tom Larson  
tclarson168@msn.com

### **Late Bloomers Garden Club**

**CONTACT:** Debby Early  
[Deborah.c.early@gmail.com](mailto:Deborah.c.early@gmail.com)

### **Forest Service**

**CONTACT:** Larry Figart

## **Stakeholder Partners**

### **Northeast Florida Builders**

**CONTACT:** \_\_\_\_\_

<p style="text-align: center;">JACKSONVILLE TREE COMMISSION – DUTIES (Sec.94.106, <i>Ordinance Code</i>)</p>	
<p>TO DEVELOP AND MAINTAIN A TREE CANOPY AND EXISTING TREE INVENTORY.</p>	
<p>Research &amp; Data</p>	<p>To conduct research studies, collect and analyze data and prepare maps, charts and plans for the accomplishment of [the Commission’s] purposes.</p>
	<p>To help coordinate the maintenance of an inventory of the urban tree canopy with an emphasis on historic trees, exceptional specimen trees and other unique, environmentally significant trees within the City.</p>
<p>Planting &amp; Maintenance</p>	<p>To formulate a recommended priority project list, including an estimated implementation cost for each item, for tree planting and canopy maintenance, and to thereafter annually review the priority project list and report recommendations to the Mayor’s Office.</p>
	<p>To prioritize, with input from the District Council Members, proposed planting projects based on established criteria for recommendations to the Council, and, when requested, the Commission may also make recommendations on other proposed tree planting projects.</p>
	<p>To review expenditure proposals and plans for planting projects.</p>
	<p>To identify issues relative to the health and protection of public trees and recommend solutions to the problems identified.</p>
<p>Community Outreach &amp; Education</p>	<p>To assist in the establishment of educational and outreach programs to encourage proper management and maintenance of trees on private property within the City.</p>
	<p>To act as a coordinator for programs, projects and activities related to planting projects and the health of the tree canopy between all public and private entities.</p>
<p>Administration</p>	<p>To recommend and help develop opportunities for the City's grant writing office for grants and solicitation of donations to support the City's tree canopy.</p>
	<p>To perform an annual audit of funded projects, the status of the inventory and tree permits submitted to the City to be included in an annual report to the Mayor’s Office and City Council.</p>

# CITY OF JACKSONVILLE TREE PLANTING PROGRAMS

Tree Commission

Public Works

Urban Forestry Team



URBAN  
FORESTRY  
CITY OF JACKSONVILLE

# TREE COMMISSION MISSION:

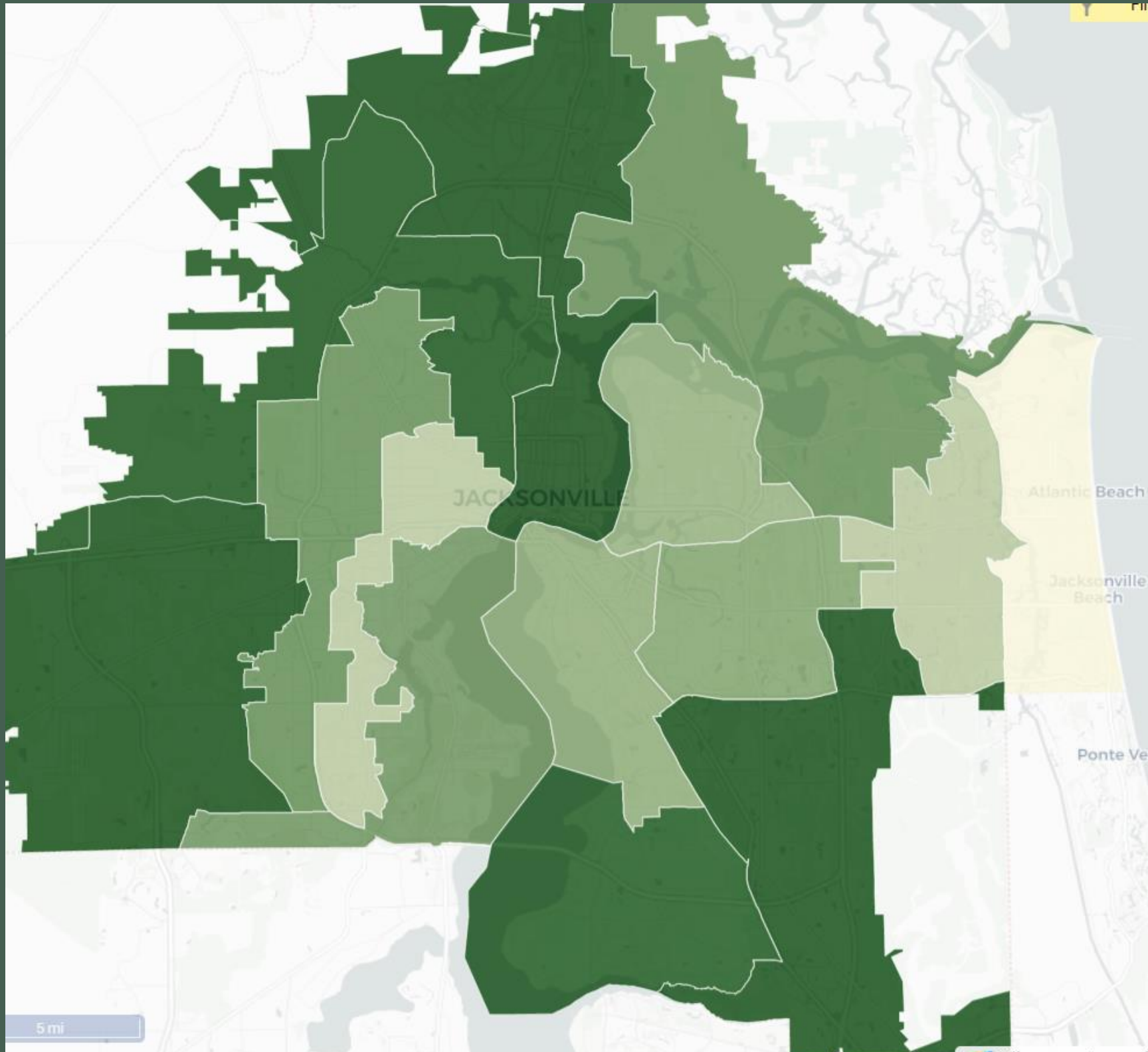
- Act as a coordinator for programs, projects, and activities related to planting projects and the health of the tree canopy between all public and private entities;
- Review expenditure proposals and plans for planting projects;
- Develop and maintain a tree canopy and existing tree inventory.
- More duties found at: <https://www.coj.net/departments/public-works/tree-commission>



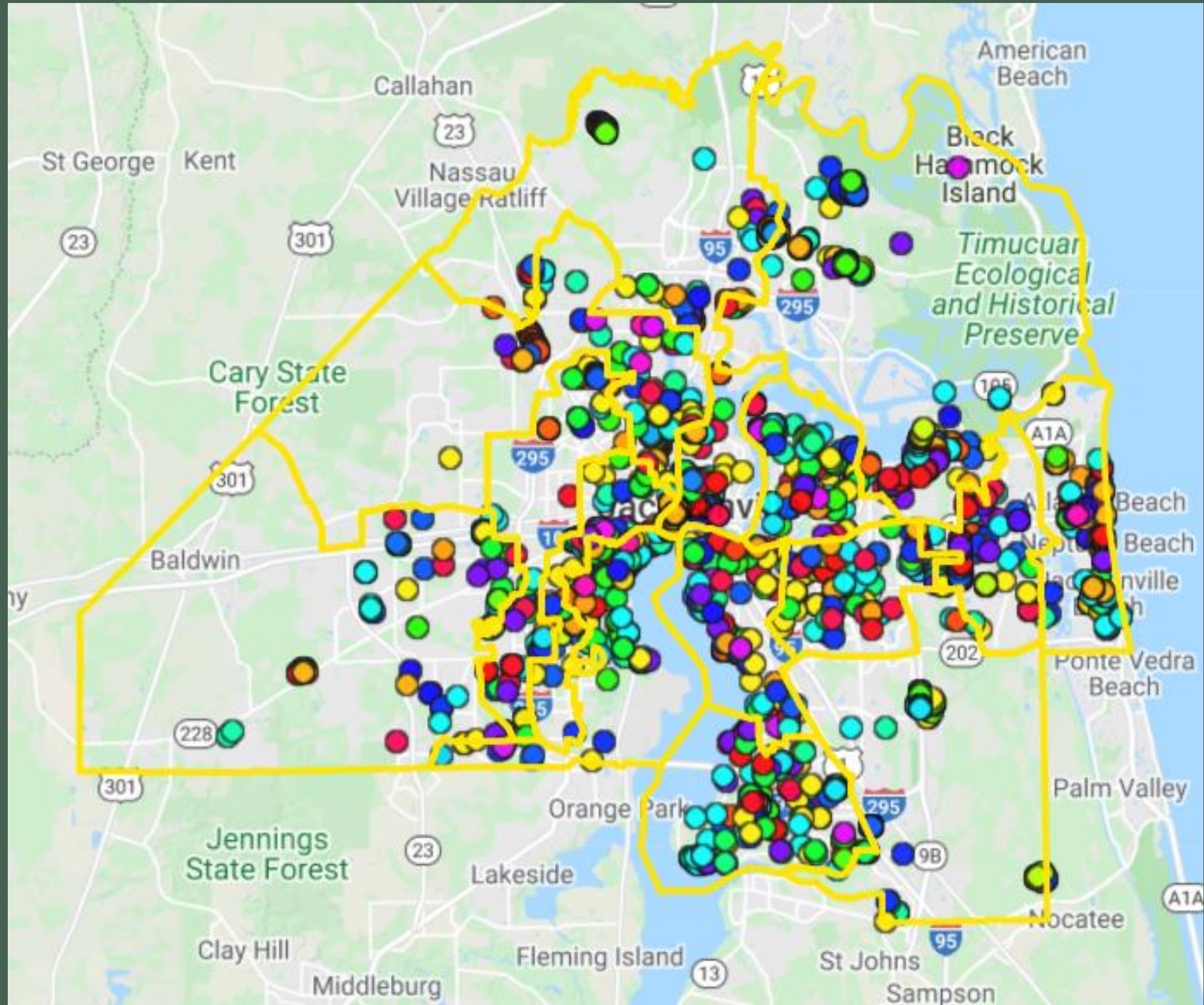
# TREE PLANTING PROGRAMS

- Remove/Replace
- 630-CITY
- Level 2
- Level 3

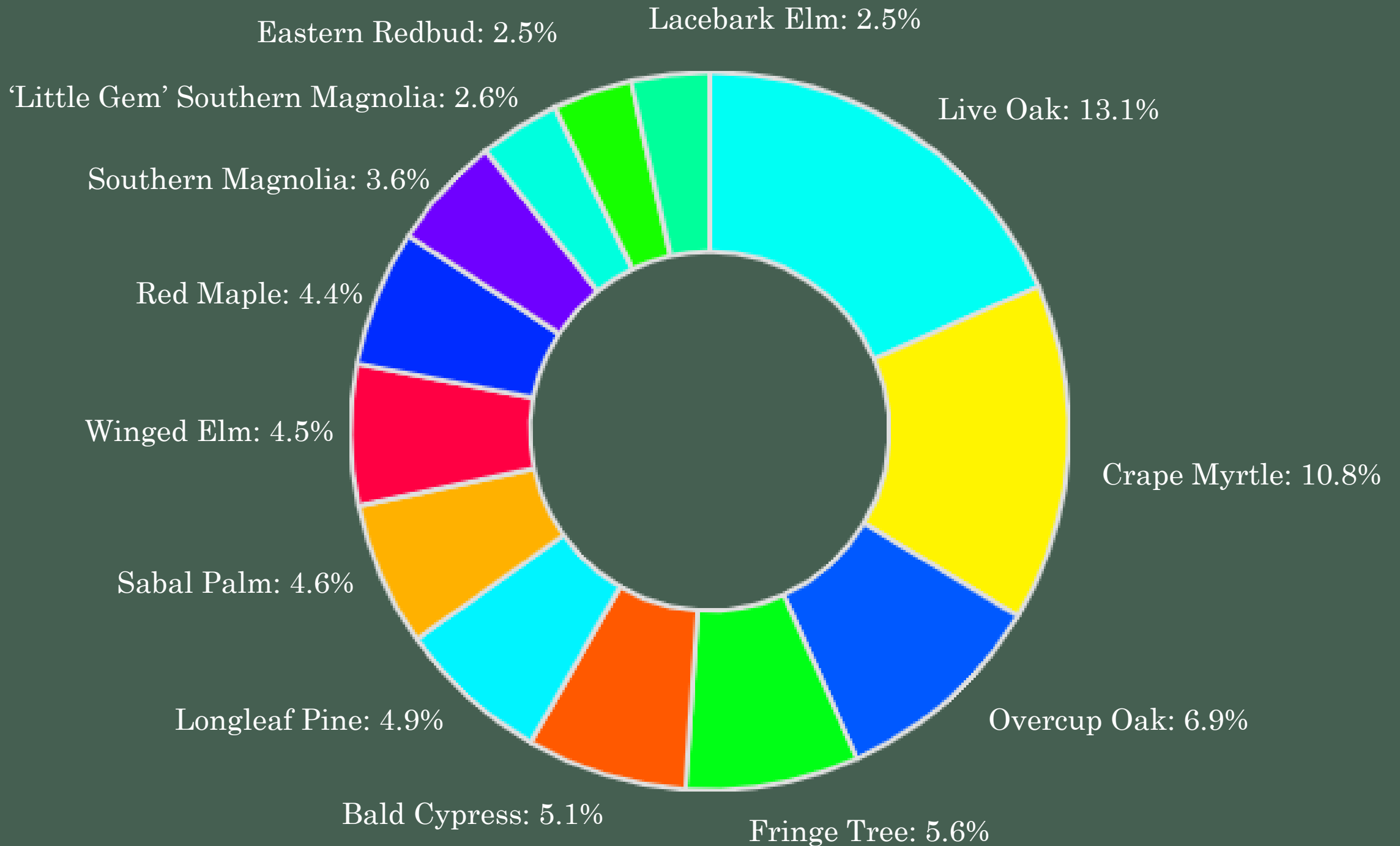
Current Tree Canopy - Represented by Council District  
Darker Color = Greater Canopy Levels



# Trees Planted 2019-2021



# MOST COMMON SPECIES PLANTED:



## Remove/Replace Tree Planting Program:

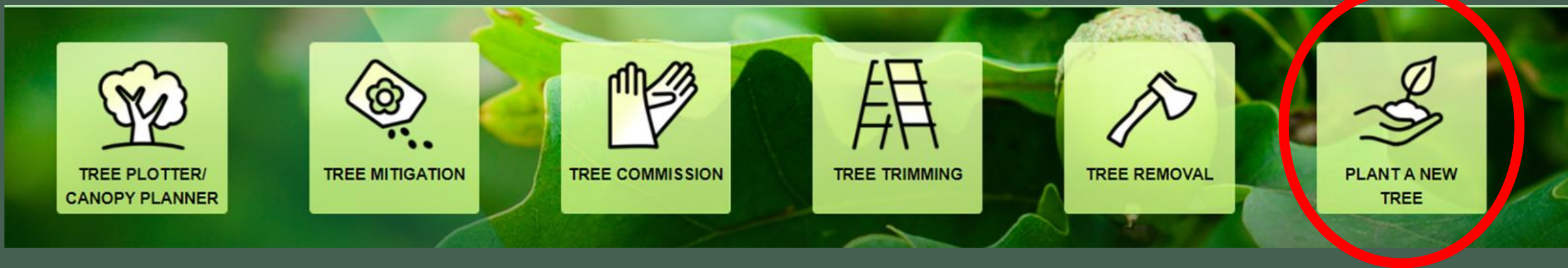
This program is specifically for the removal and replacement by the City of Jacksonville of damaged, dead, dying, or hazardous street trees located within the City of Jacksonville rights-of-ways and parks.

Image: Remove/Replace tree planting for a memorial tree at MOSH.



# 630-City Tree Planting Program:

This program allows the City to plant trees within public street rights-of-way in Duval County based on adjacent property owner requests.



Requests can be made by visiting [www.coj.net/trees](http://www.coj.net/trees) or by calling 630-City and requesting a tree planting.

# Level 2 Tree Planting Program:

- Projects may be requested by individuals or groups.
- On public property such as street rights-of-way, parks or schools.
- City Urban Forestry Staff provides design and installation

# Level 3 Tree Planting Program:

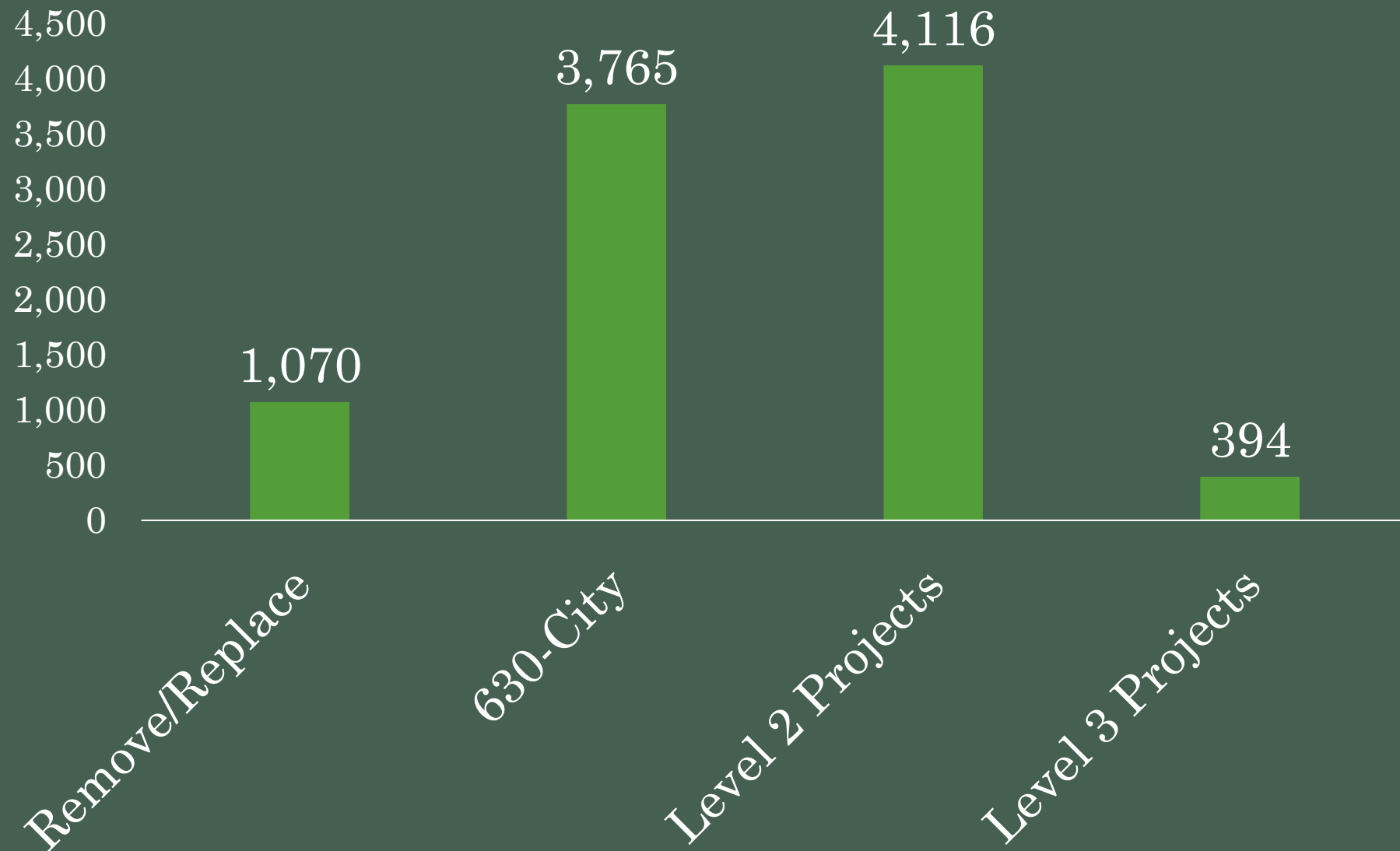
- The organization would be responsible for the design, bidding, installation, and maintenance.
- CM White at ribbon cutting for Equestrian Center.





# TREES PLANTED PER PROJECT TYPE

AS OF 10/03/22:



QUESTIONS?



Thank you!



**LIBERTY**  
LANDSCAPE SUPPLY

# Our Role

- 90-Day Contract (irrigated or non-irrigated)
  - 630-City
  - Remove & Replace
- 2-year Contract (irrigated or non-irrigated)
  - Level 2 Projects (Parks, Roadways, etc.)
- JSEB Program
- Other Planting Options
  - 1 year contract
  - Bid per project
  - Parks 1 year
- Tree Selection & Availability
- Site Selection

## Warranty & Watering

- Any tree that dies (or doesn't look great) during the warranty period is replaced at zero cost to the City or the tree fund
- A few exceptions...
- Watering is a full-time business!
- Tree Maintenance during warranty period (mulch, pruning, fertilization, weeds, etc.)

# We love trees!

- Approximately 8000 trees planted in the last 3+ years averaging 3” caliper and 14’ in height
- Each tree can be visited as many as 150 times in the first year (avg 80-100) and 50 times in year 2
- Approximately 93% of trees live without being replaced
- Tree with highest success rate
- Tree with lowest success rate
- 20-25 Full-time people are employed by this program

## 3 Questions

1. Don't underestimate the value of the aesthetics!
2. Ask! 2a. Make sure the staff has adequate resources
3. We're more than happy to plant more trees.

# About Us

- 3 retail garden center/landscape supply centers
  - Fernandina Beach
  - Main St.
  - San Jose Blvd
- 1 Commercial Location on New Kings Rd
- Currently building a new location in St. Johns County
- Went from 40 employees when we started working for the City in 2019 to 114 today
- Founded in 2004, purchased in 2007 with 1 employee
- Sell and deliver landscape supplies throughout NE Florida including offering services such as design, installation, pavers, lighting, irrigation and more











# Jacksonville Tree Commission Strategic Planning Session 1

## Partner Presentations

Please prepare a presentation of up to 10 minutes that addresses the following questions:

1. The Tree Commission approves eligible Level 2 and Level 3 Projects based on:
  - technical consistency with tree planting requirements,
  - whether the location of plant material has a minimum adverse impact over time on infrastructure such as walks and roads,
  - whether the planting will interfere with utilities or sight line requirements; and
  - support of the landowner to accept the trees and provide ongoing maintenance.

There are several studies available through the Urban Forestry Program that identify the benefits of tree planting related to:

Air Quality  
Energy Conservation  
Stormwater Reduction  
Urban Heat Island  
Wildlife Connectivity  
Social Equity

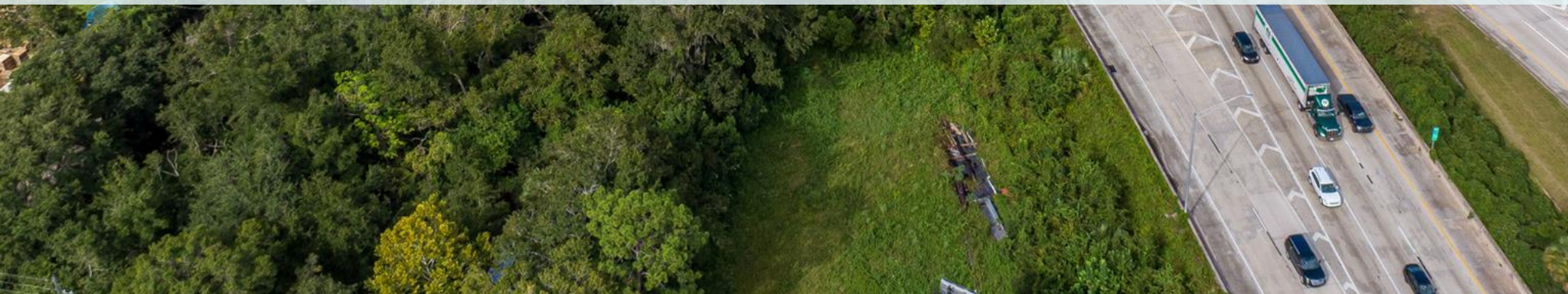
Should the Tree Commission's efforts be expanded to include consideration of these issues?

How could the Tree Commission incorporate these issues into its project approvals?

2. Are there issues that are NOT on this list that the Commission should consider?
3. How can the commission encourage greater community engagement in developing the tree canopy?
4. What can you/your organization do to support the Tree Commission as it works towards these goals?



**GREENSCAPE**











2021  
GREENSCAPE OF JACINTOVILLE  
FOREST OF OLD WORLD FOREST BALLS  
INSPIRED BY LIBRA FORESTRY PROJECT

















WHY

WHY

PCF

A large audience of approximately 100-150 people is seated at round tables in a conference room. Many attendees have their laptops open, and some are looking towards the stage. The room is well-lit with recessed ceiling lights and decorative lighting along the walls. The stage is decorated with green curtains, an American flag, and floral arrangements. A speaker is visible at the podium on the stage.





# Urban Forestry Management Plan



**URBAN  
FORESTRY**  
CITY OF JACKSONVILLE

# Urban Forester


Regulatory oversight of city's tree ordinance.

Data management, plan development, emergency management, green infrastructure improvements.

General obligation bonds, capital improvement funding, grants.

Public meetings, community engagement.

Urban Forestry Master Plan includes city utility and tree advocacy group.



"Urban forestry is not just massive, large-scale tree plantings. A lot of people looking from the outside think that's how it is..., Urban forestry is immensely complex with so many different stakeholders, it doesn't allow for massive scale. ...Smaller tree plantings shouldn't be discounted. It is a complex city we live in with diverse stakeholders. ...Don't miss the low-hanging fruit"



# GREENSCAPE

Rooted in Jacksonville. Planting with Purpose.

Expanding Jacksonville's Tree Canopy

Presentation to the  
Tree Commission Strategy Workshop  
October 4, 2022



Main Street Greenville, SC

## Scenic Jacksonville & Trees

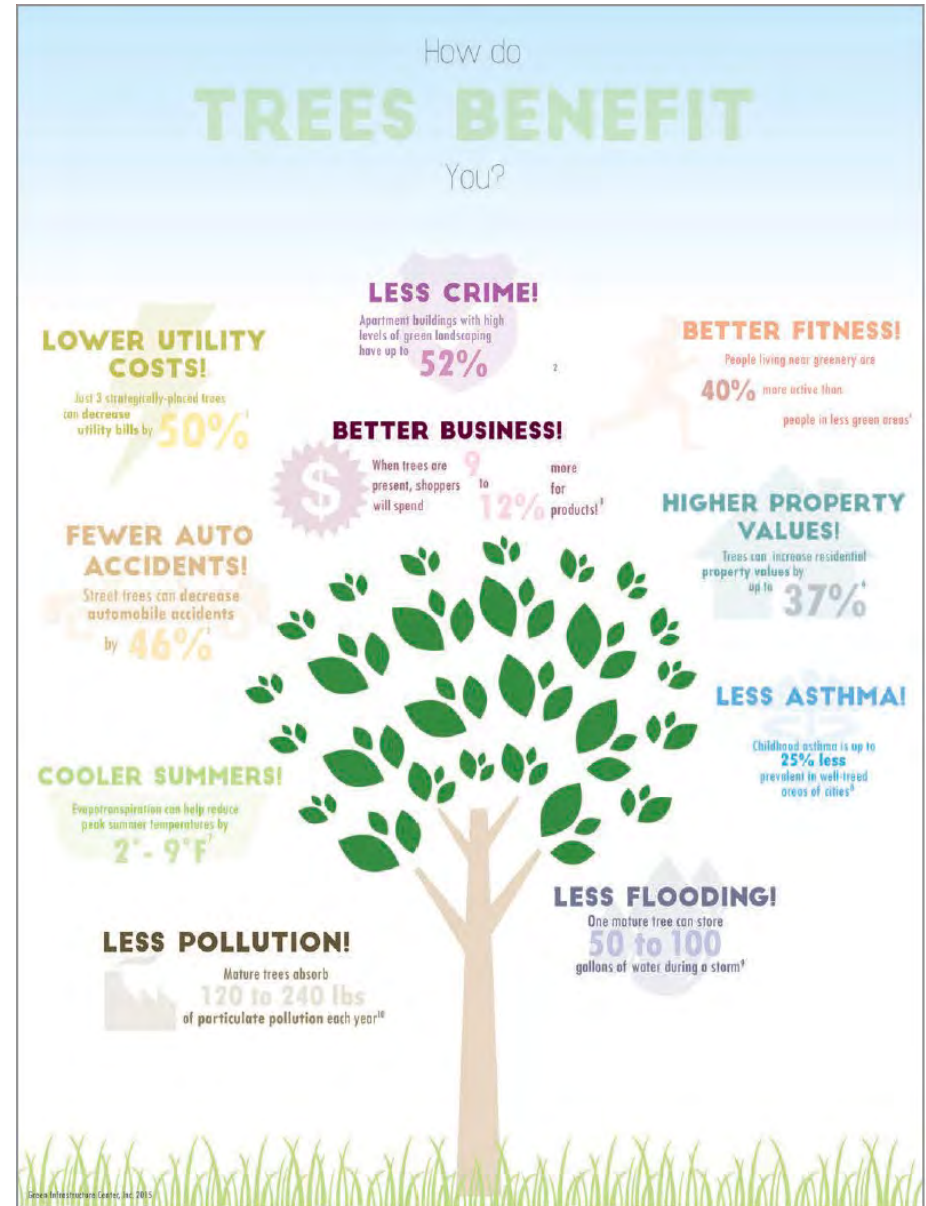
- Founder & Civic Leader William “Bill” Brinton
- Tree Charter Amendment in 2000 - Tree Fund established
- Advocacy Oriented and Collaboration Focused
- Led subcommittee for Special Committee on Resilience 2021





## Q1. Key Benefits and Criteria to Add:

- Scenic beauty
- Public Health
- Walkability
- Previously neglected areas such as northside, eastside



## Q2. How can Tree Commission encourage community engagement?

1. Education and Outreach
2. Input and Feedback programs
3. Focused collaboration on a Urban Forestry Plan with neighborhoods, city agencies, FDOT, non-profit organizations

*NOTE: current staffing resources are insufficient to be effective and make a meaningful impact.*

### Q3. How can Scenic Jacksonville make a positive impact?

1. Advocacy
2. Collaboration with non-profit partners: “A Canopy Coalition”
3. Outreach and Education
4. FDOT Relationship

Observed Issues and Recommendations for Consideration

ISSUE: The Tree Commission's duties are impossible to fulfill with current staff and leadership.

### **Recommendation #1:**

Invest in **experienced permanent urban forestry leadership and qualified staffing** to enable Tree Commission to drive its strategic planning and policy implementation and successfully achieve its stated goals and objectives.

ISSUE: The current process followed is ad hoc and reactive

Recommendation #2:

Move to a **proactive, strategic, data-driven approach** and accelerate tree programs where they are most needed, and where the effects will be felt the greatest.

Criteria discussion above re: heat island, stormwater, beauty, low income/negelected areas.

ISSUE: Current focus is only on new trees on public property, which misses broader tools and solutions needed for an expanded canopy.

### Recommendation #3:

Expand and increase focus on retention and **maintenance of existing city trees**, protecting **mature trees and expanding the tree canopy on both public and private property, and on State Roads**. Strategies and Programs would be organized accordingly.

## A potential framework for Recommendation #3

	Public Property	Private Property
Existing Tree Canopy	Existing Data Plan 1, 2, 3	Existing Data Plan 1, 2, 3
New Tree Planting Programs	Existing Data Plan 1, 2, 3	Existing Data Plan 1, 2, 3



## Example: Protection & Maintenance of Existing & New Tree Canopy

	Public Property	Private Property
Existing Tree Canopy	<b>PROTECTION &amp; MAINTENANCE OF MATURE TREES</b>	Existing Data Plan 1, 2, 3
New Tree Planting Programs	<b>MAINTENANCE OF NEWLY PLANTED TREE FUND TREES</b>	Existing Data Plan 1, 2, 3

# Example of Strategies for Recommendation #3

	Public Property	Private Property
Existing Tree Canopy	Existing Data Plan 1, 2, 3	Education on Value of Mature Shade Trees & Maintenance
New Tree Planting Programs	Existing Data Plan 1, 2, 3	Front Yard Program & Parking Lot Requirements

ISSUE: There are no agreed upon and specific quantifiable goals or measurement systems in place.

Recommendation #4:

Define ambitious quantifiable and qualitative canopy coverage goals – overall and by neighborhood.

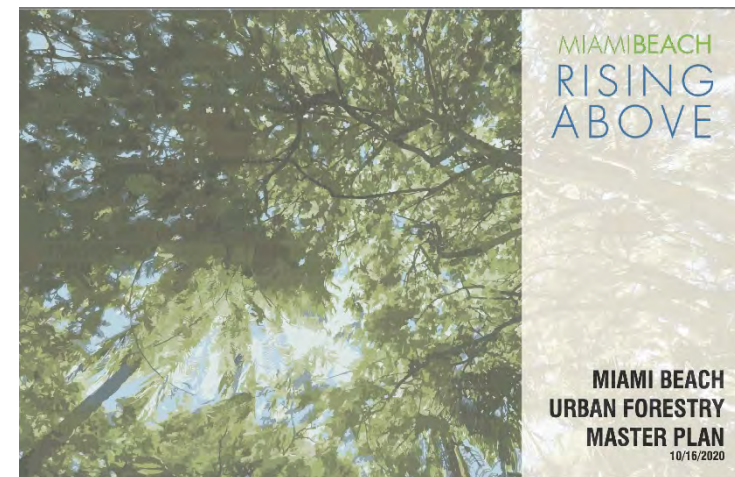
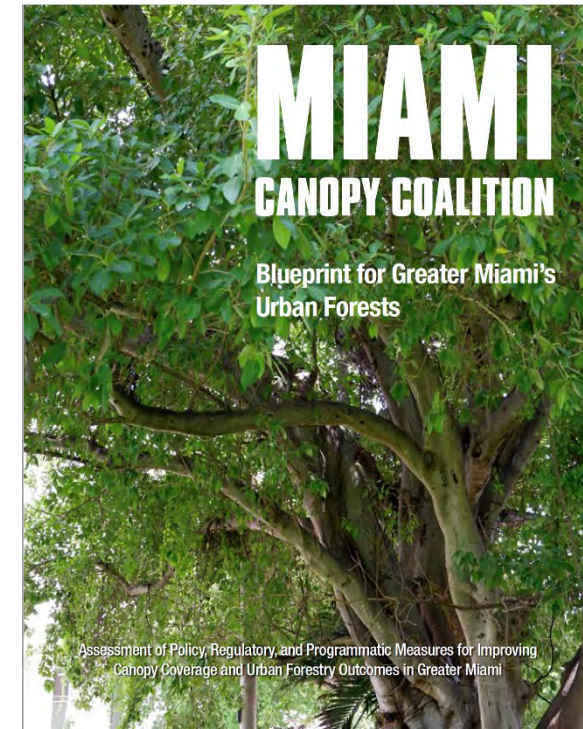
ISSUE: We have numerous studies, and funding sources, but no plan.

### Recommendation #5:

Create an actionable Urban Forestry Plan for urbanized area of Duval County, by neighborhood & type of street.

- Short, Medium & Long-term actions
- By neighborhood
- Community collaboration
- Public and Private

A good blueprint can spur focused action.



ISSUE: Downtown Jacksonville and many commercial corridors have special infrastructure problems leading to low canopy coverage and poor tree health.

Recommendation #6:

**Carve out Downtown & Key Commercial Corridors** with special plans to address infrastructure to produce **well-designed and shaded tree-lined streets**.

**FDOT partnership is critical.**

# Downtown Jacksonville is at 12% Canopy Coverage





Main Street Greenville, SC



ISSUE: Too many non-shade trees are being planted, a huge lost opportunity to effect meaningful improvement.

Recommendation #7:

**Make Shade Trees and an appealing tree canopy a Major Jacksonville Priority**

- Incent hardwoods/shade and dis-incent palm trees and crepe myrtles.
- Ordinance changes and land development codes for larger tree growing space and more shade requirements.

## Benefits of Large Shade Trees

Benefits*	Live Oak - 20"	Palm Tree	Crape Myrtle – 8"
Carbon Dioxide (CO2) sequestered (absorbed)	983 lbs/yr	94 lbs/yr	179 lbs/yr
Ranifall intercepted	3,394 gal/yr	61 gal/yr	547 gal/yr
Ozone Removed	25 oz/yr	2.37 ox/yr	3.5 oz/yr
Carbon dioxide stored lifetime to date	5,877 lbs/lifetime	1,360 lbs/lifetime	589 lbs/lifetime
Annual Value of Benefits	\$55.54	\$2.28	\$10.43

Source: Miami Beach Master Tree Plan, 2019  
i-tree tool from USDA Forest Service

## Lost Opportunity Commercial Corridor – Park Street Brooklyn





Northbank Riverwalk Tree Planting 2022

ISSUE: Design is too often ignored or rationalized as less important.

Recommendation #8:

**Invest in and Prioritize Design for Beautiful, Shaded Streetscapes and Landscapes – symmetry and order in tree selection and location**

- Shade Tree Focus
- Tree-lined streetscapes
- Trails, parks and playgrounds
- Parking Lots



RY 42818

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PRISONERS OF WAR

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Park Ridge, IL Parking Lot





Thank you for asking and listening!



# Staff Perspective on Existing Data

10/04/2022

# Existing Data Sets



2019 Trees To Offset Stormwater Case Study

[https://www.coj.net/g/attachment/Departments/Public-Works/Urban-Forestry/Education/COJ\\_TreestoOffsetStormwaterCaseBook\\_highquality.pdf.aspx?lang=en-US](https://www.coj.net/g/attachment/Departments/Public-Works/Urban-Forestry/Education/COJ_TreestoOffsetStormwaterCaseBook_highquality.pdf.aspx?lang=en-US)



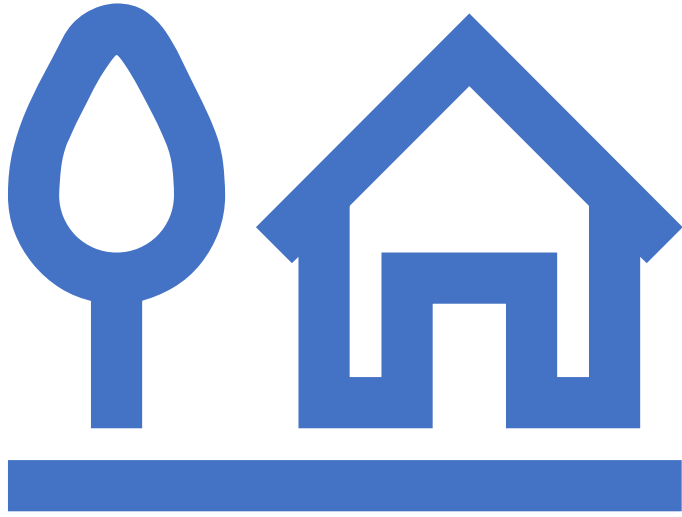
2019 Tree Inventory

<https://www.coj.net/g/attachment/Departments/Public-Works/Urban-Forestry/Education/Jacksonville-2019-I-Tree-Inventory-Final.pdf.aspx?lang=en-US>



2017 Assessment of Urban Tree Canopy

<https://www.coj.net/g/attachment/Departments/Public-Works/Urban-Forestry/Education/Jacksonville-Urban-Tree-Canopy-Report.pdf.aspx?lang=en-US>



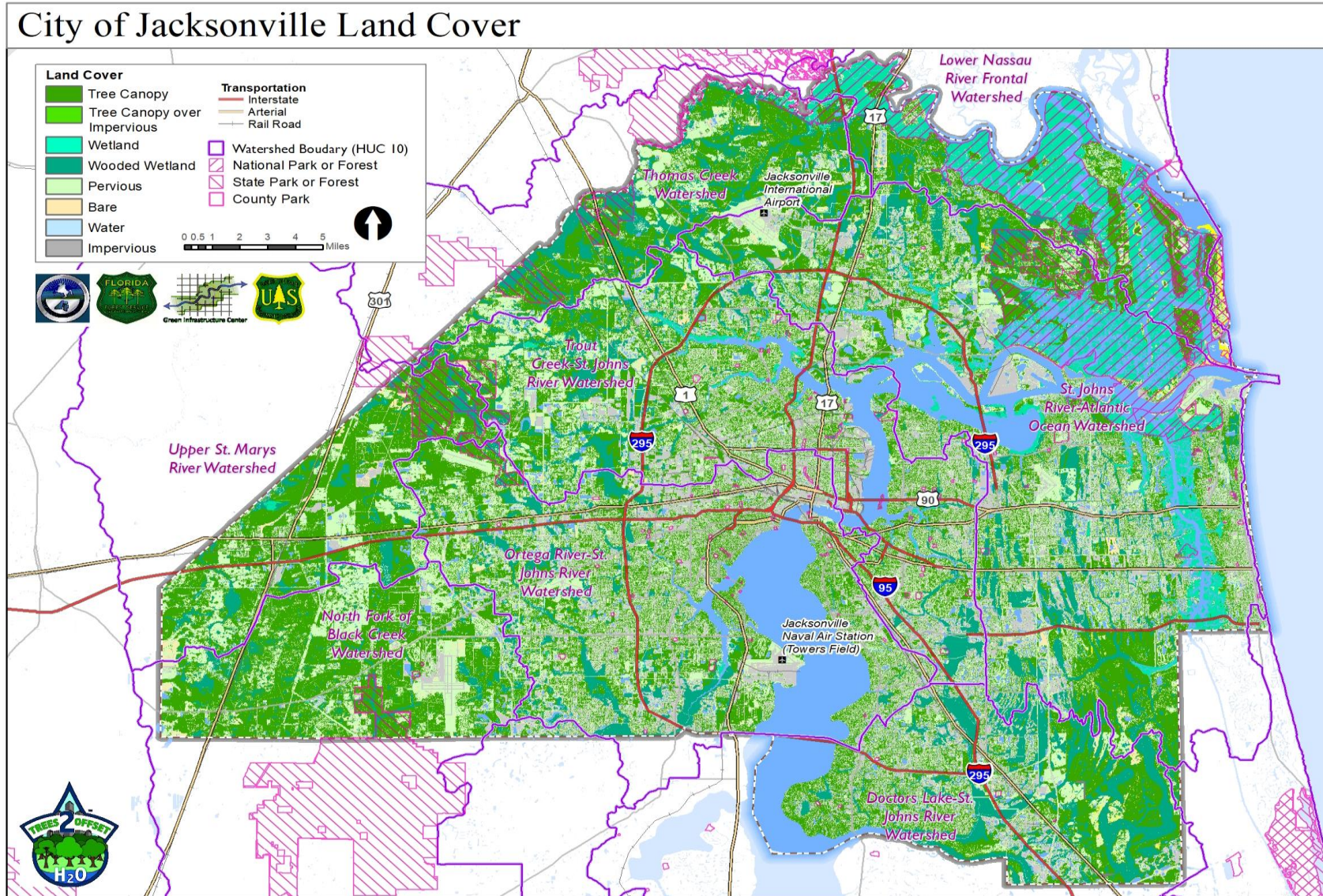
# 2019 Trees To Offset Stormwater Case Study

- Shows land cover for the city and more detailed to each watershed.
- Shows street canopy coverage.
- Shows locations for stormwater infiltration and canopy optimal tree planting locations for retention.
- Highlights potential planting areas across the city.

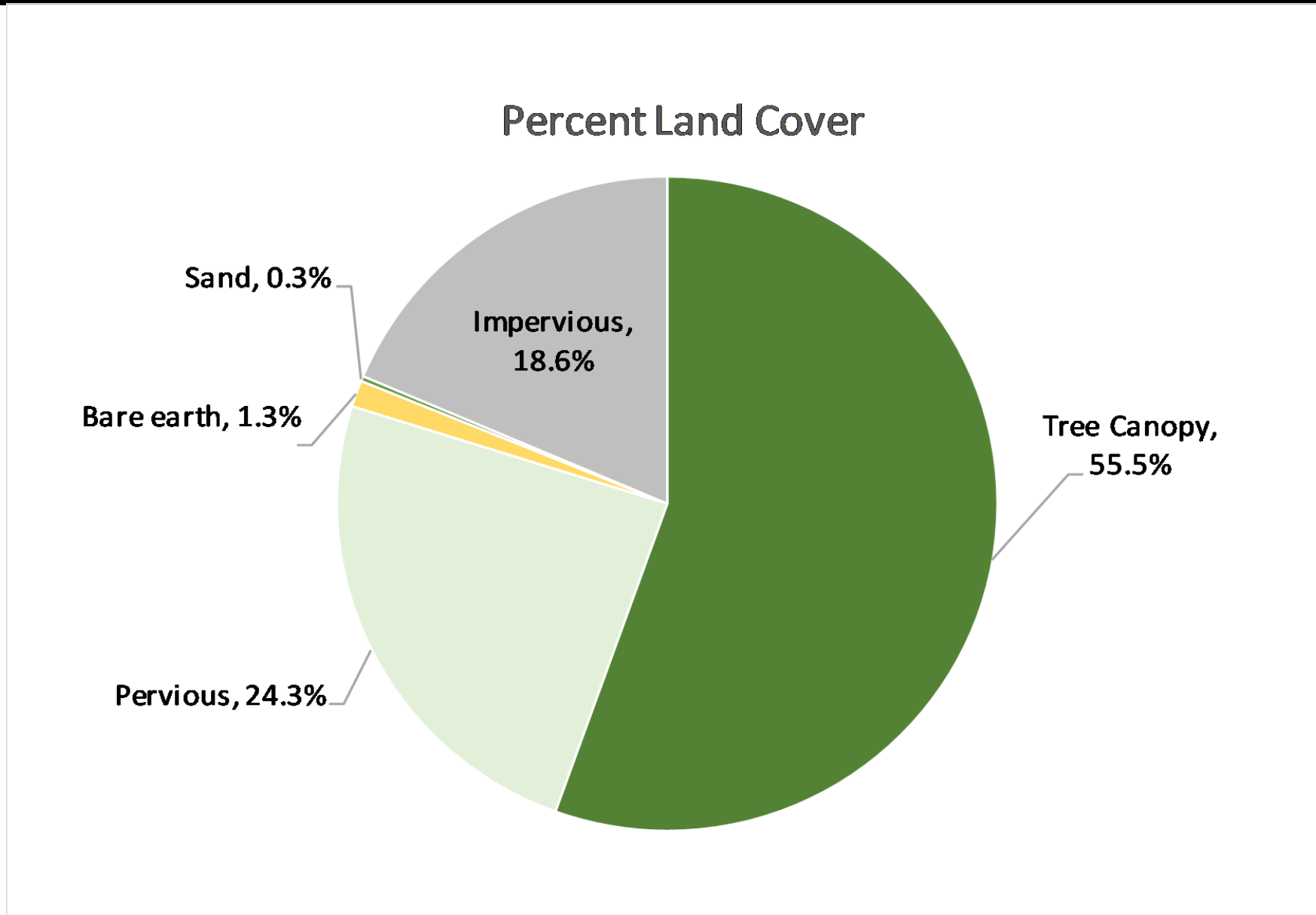
# 2019 Trees to Offset Stormwater Case Study

- Green Infrastructure Center is the technical services consultant and project partner.
- Work was funded through the USDA Forest Service Grant which was made possible through Florida Forest Service.
- Project was conducted to assist Jacksonville in evaluating how to better integrate trees into their stormwater management programs.

# 2019 Trees to Offset Stormwater Case Study

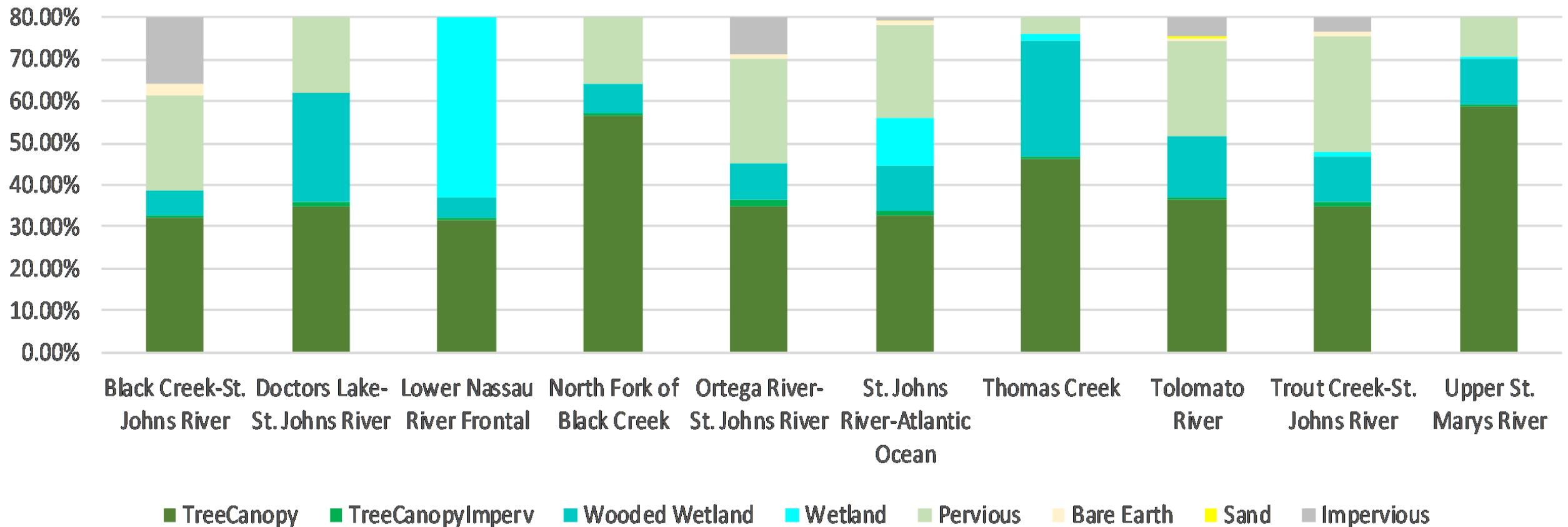


# 2019 Trees to Offset Stormwater Case Study



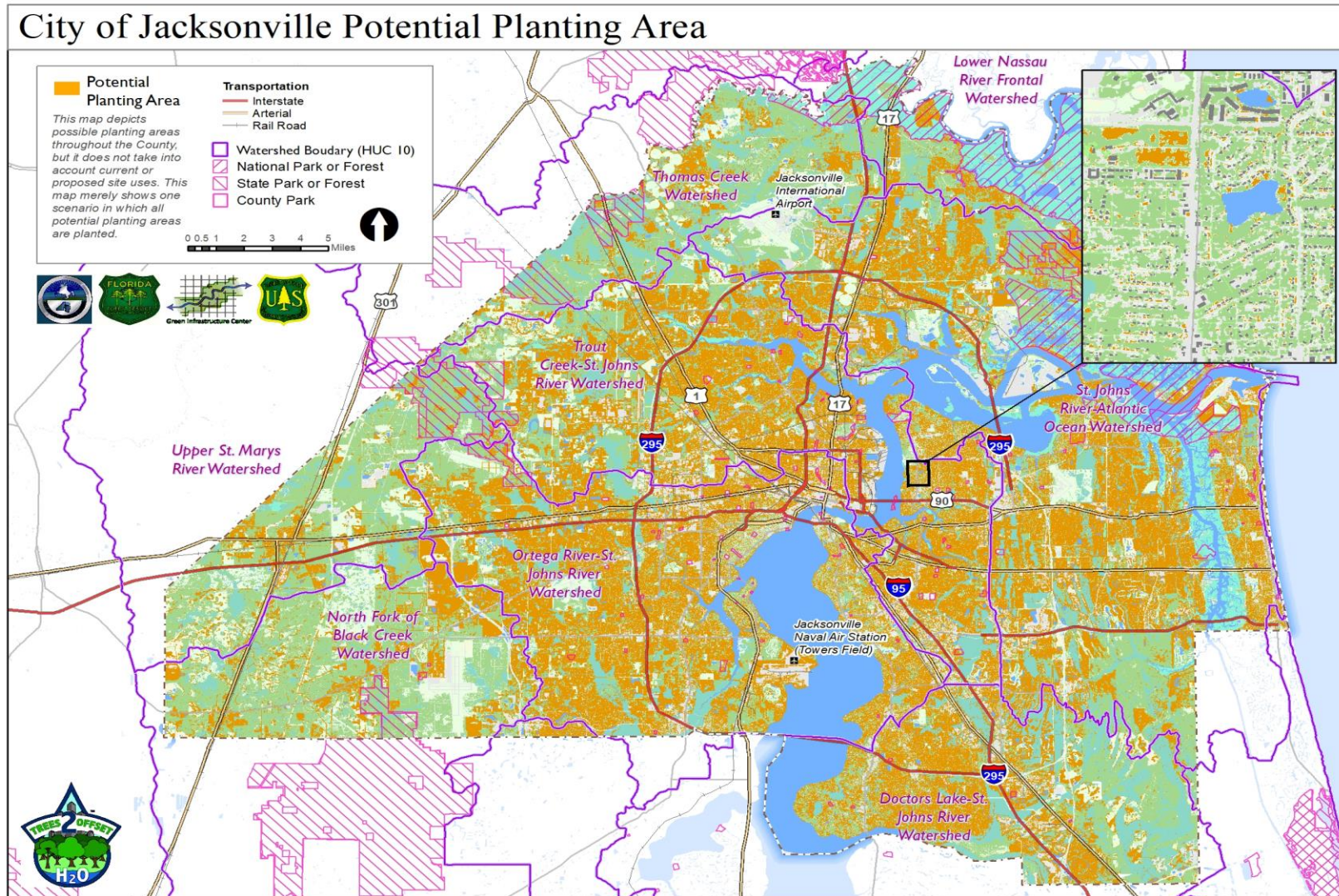
# 2019 Trees to Offset Stormwater Case Study

## Land Cover by Watershed





# 2019 Trees to Offset Stormwater Case Study

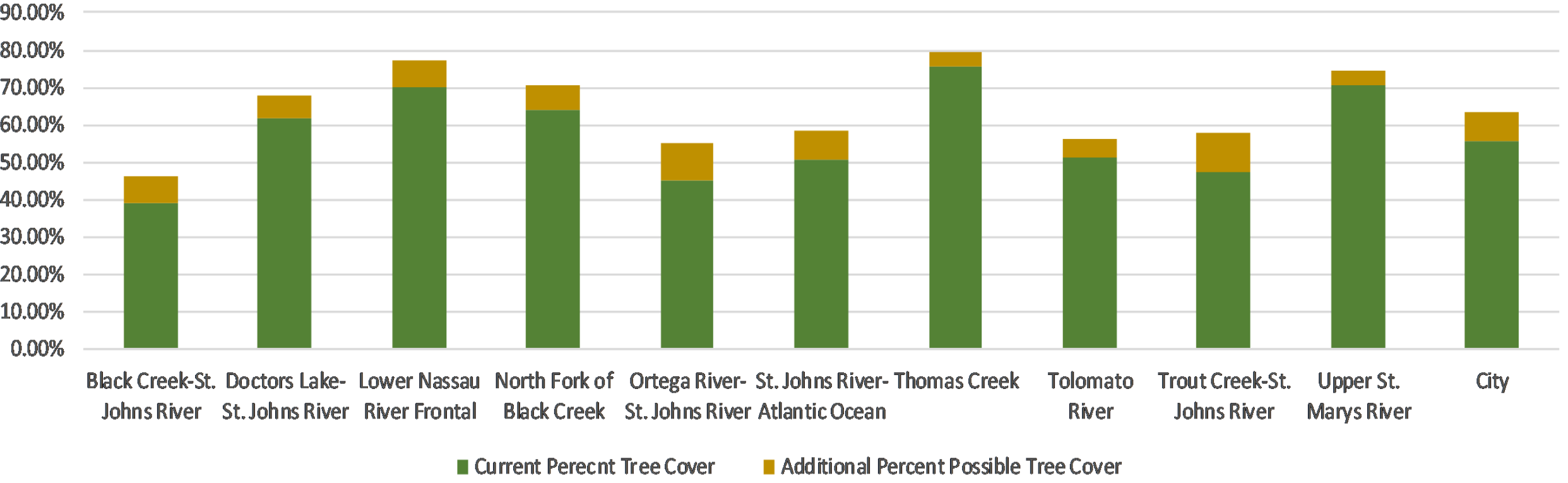


# 2019 Trees to Offset Stormwater Case Study

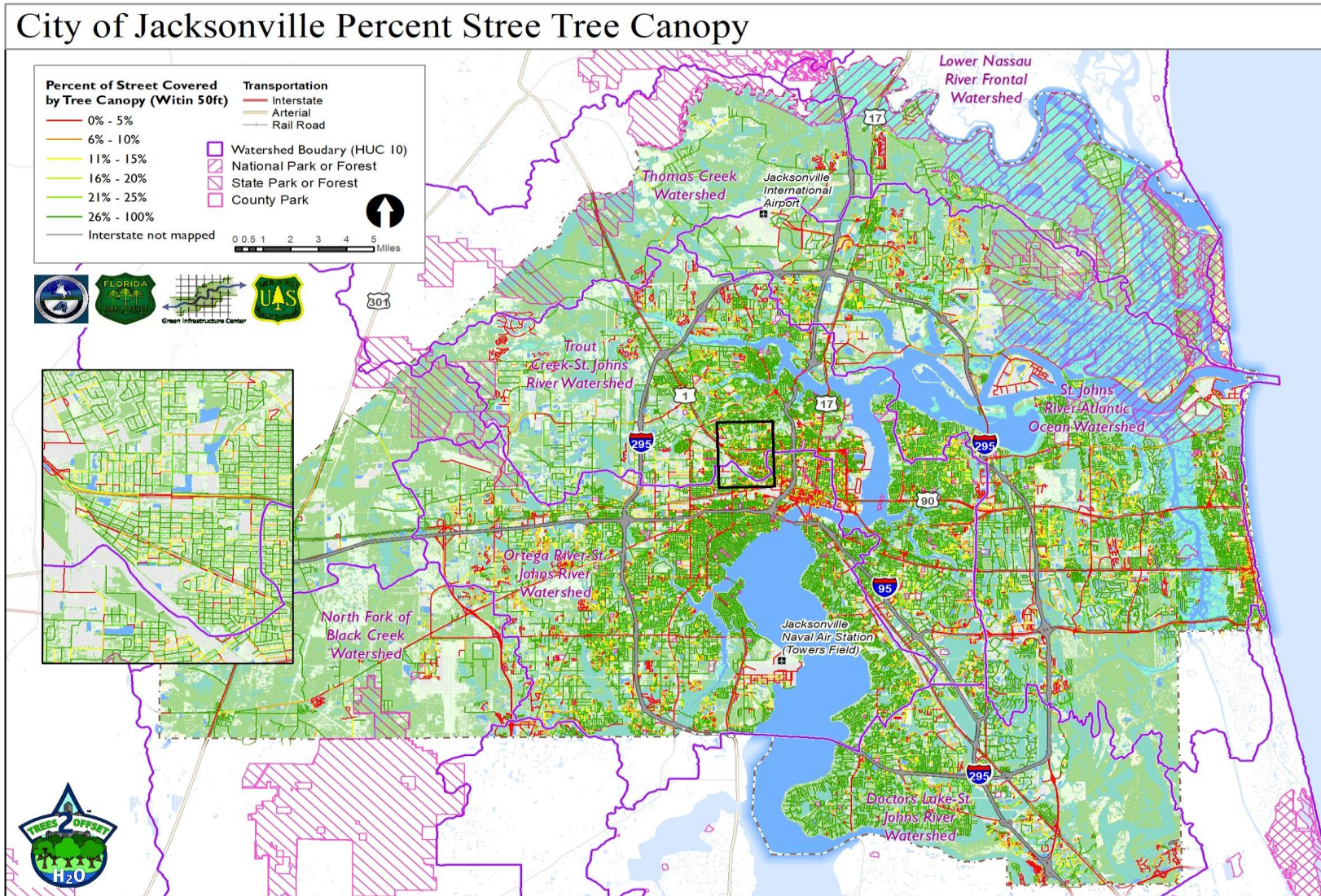
Watershed	Current Tree Cover
Black Creek-St. Johns River	38.8%
Doctors Lake-St. Johns River	61.8%
Lower Nassau River Frontal	72.3%
North Fork of Black Creek	64.2%
Ortega River-St. Johns River	45.0%
St. Johns River-Atlantic Ocean	50.6%
Thomas Creek	75.4%
Tolomato River	51.6%
Trout Creek-St. Johns River	47.3%
Upper St. Mary's River	70.3%
Citywide	55.5%

# 2019 Trees to Offset Stormwater Case study

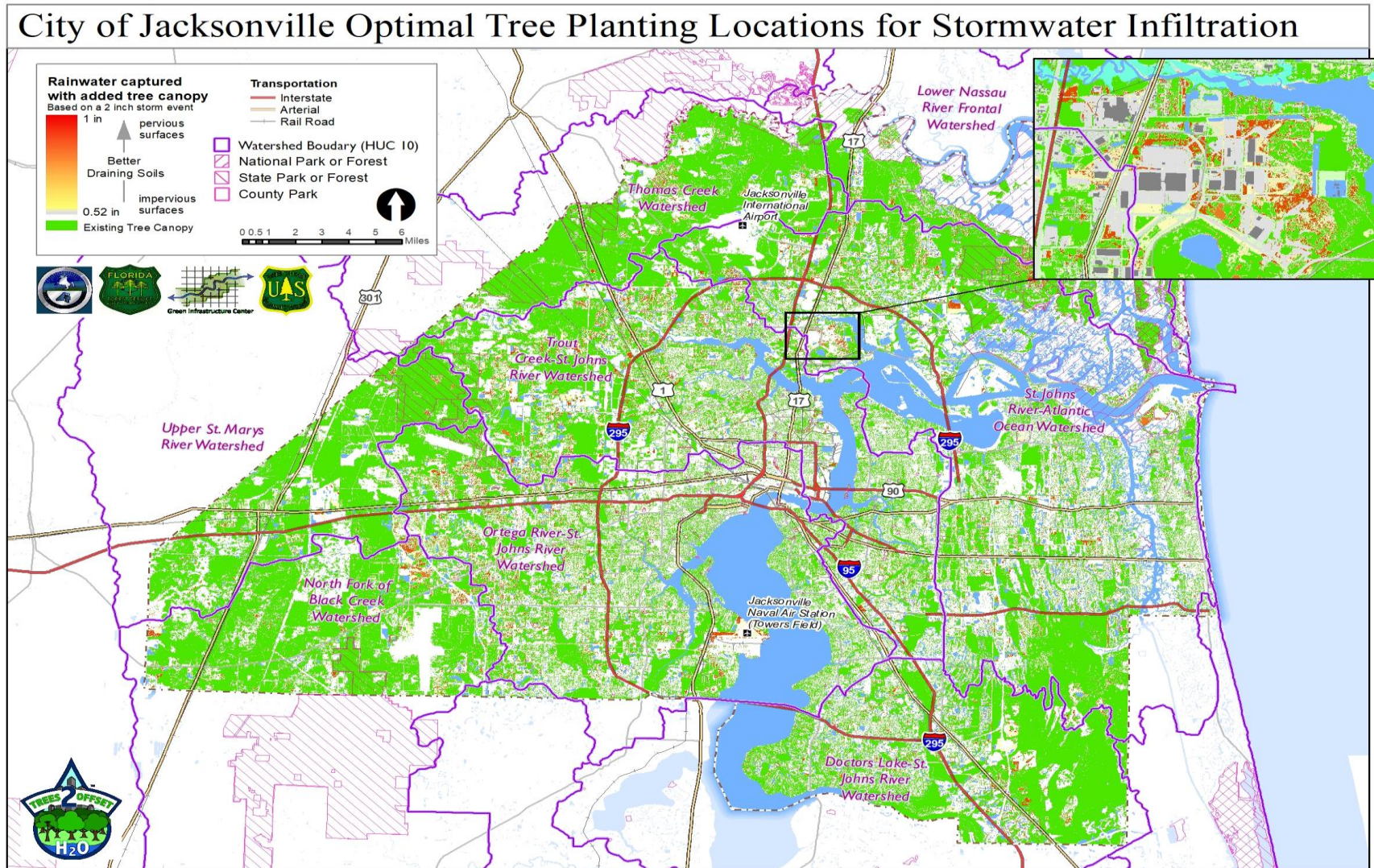
Percent Existing and Additional Tree Canopy



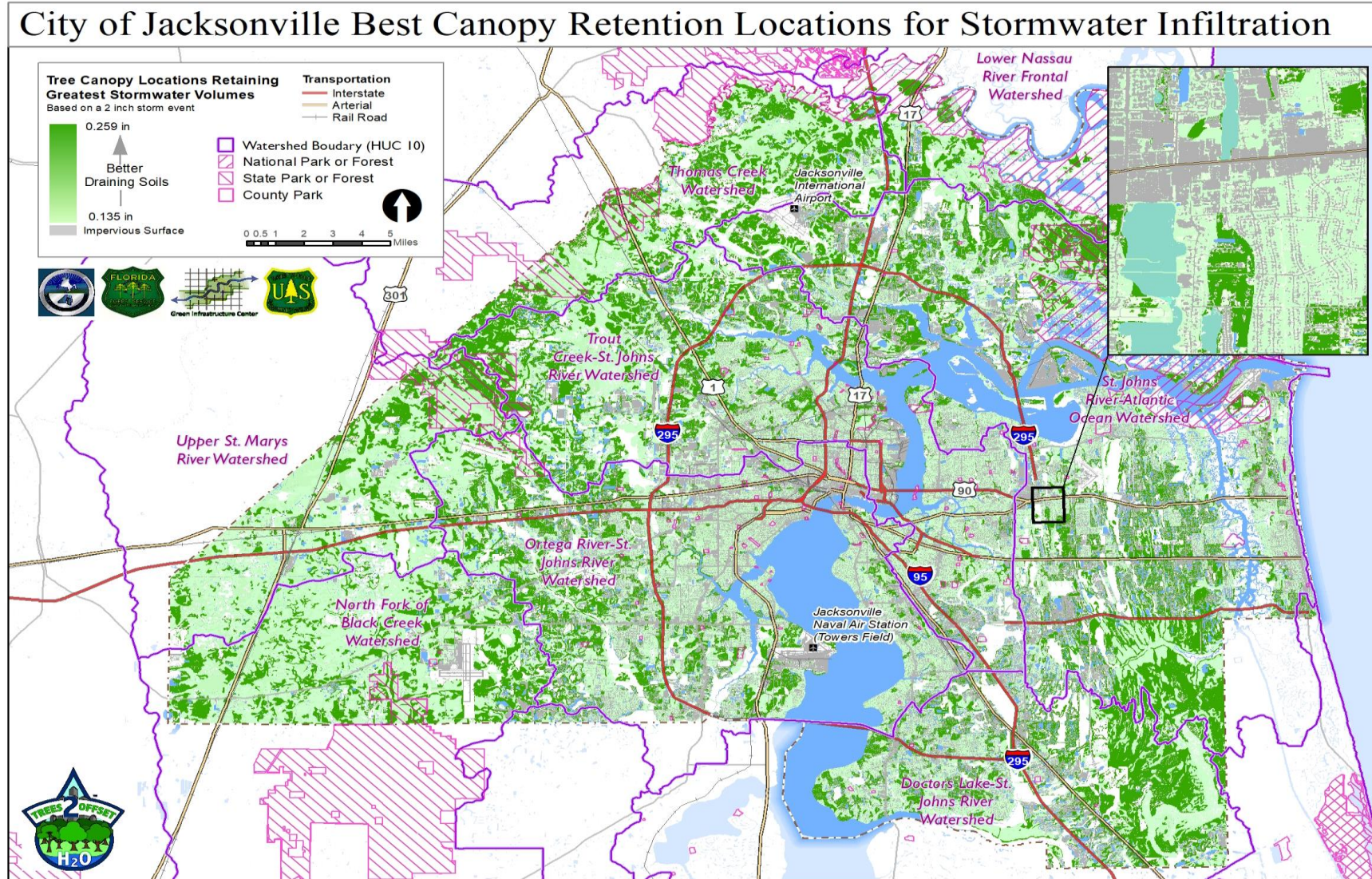
# 2019 Trees to Offset Stormwater Case study

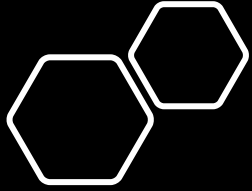


# 2019 Trees to Offset Stormwater Case Study



# 2019 Trees to Offset Stormwater Case Study





# 2019 Trees To Offset Stormwater Case Study

- Gives 18 recommendations for the city to improve the forest care and coverage. They fall into the following categories:
  - City wide policy recommendations (discourage the use of clear-cutting, consult Urban Forestry Staff prior to development projects, and more...).
  - Urban Forestry Department policy recommendations (develop an urban forestry management, develop a Forestry Emergency Response Plan, and more...).

# 2019 Trees To Offset Stormwater Case Study

Data is not frequently used in decision making.

Data is useful though not easily transferable to Plan-It GEO.

Data led to the maps around the room today.

- Does correlate with and verify existing Plan-it GEO Data



# 2019 Tree Inventory

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Conducted a random sample of city streets and the city trees within those road segments.

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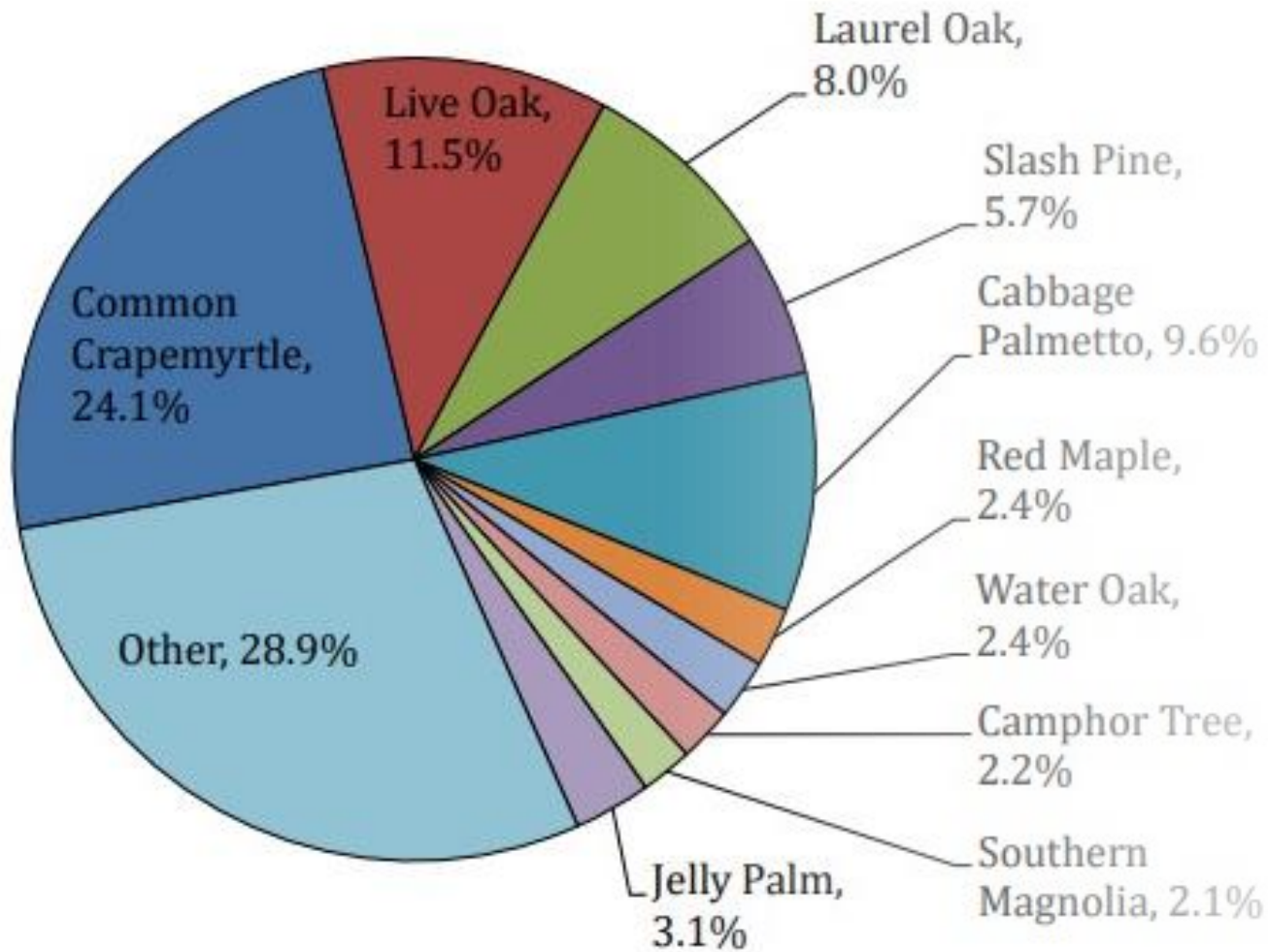
Covered 3.435% of total city street miles then data was extrapolated to represent entire city.

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Highlighted number of trees, condition, sizes, and ecosystem functional values.

# 2019 Tree Inventory

- Project was designed and overseen by Public Works.
- Results prepared by Arbor Pro Urban Forest Management.
- Main Goals
  - Generate random sample of 5,249 segments of city road rights-of-way (10% of total segments).
  - Assess each tree within randomly selected road segments.
  - Produce a final report summarizing findings.



# 2019 Tree Inventory

Figure 1. Tree species composition in Jacksonville

# 2019 Tree Inventory

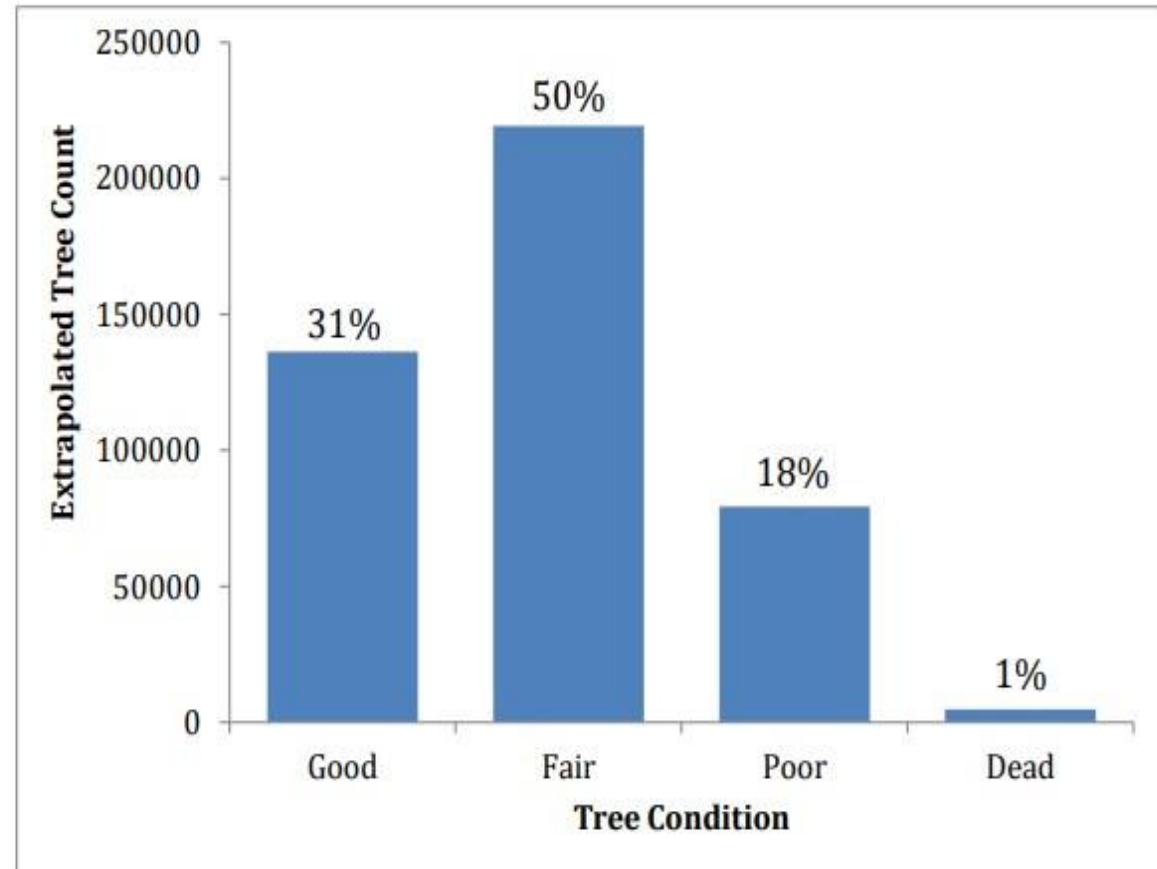
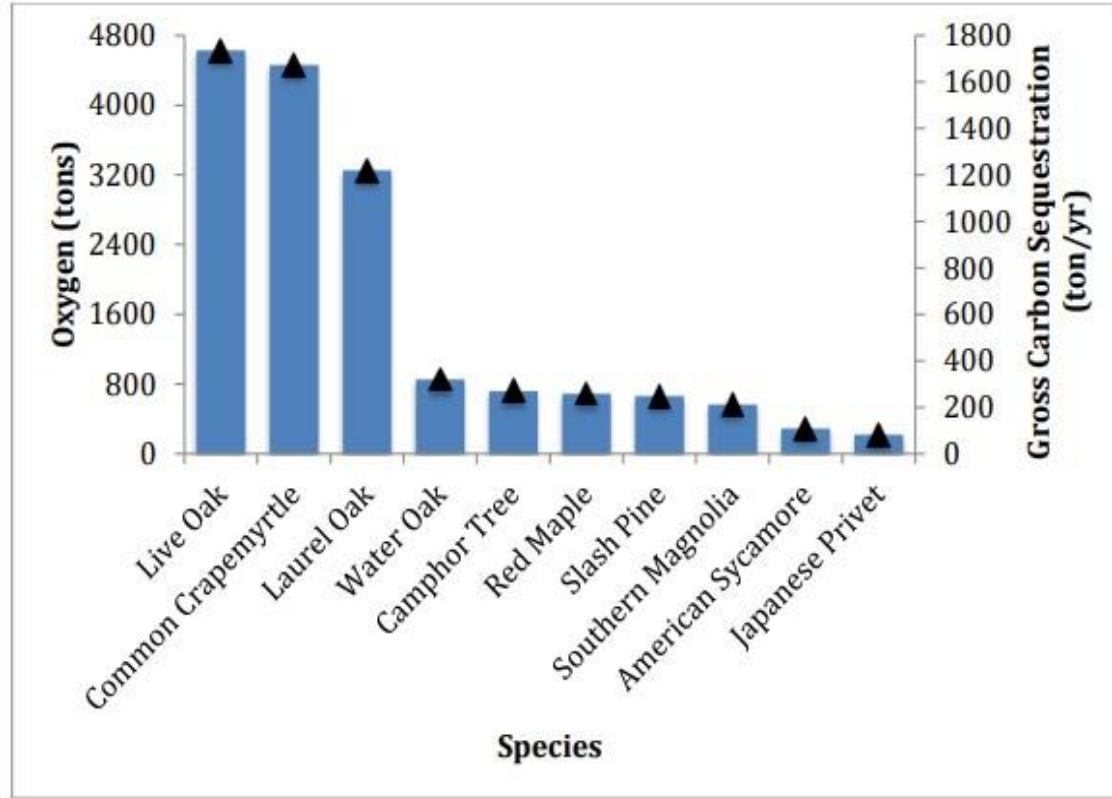


Figure 3. Extrapolated tree condition distribution



# 2019 Tree Inventory



Figure 8. Oxygen production (bar) and gross carbon sequestration (dot) by the top oxygen producing species in Jacksonville

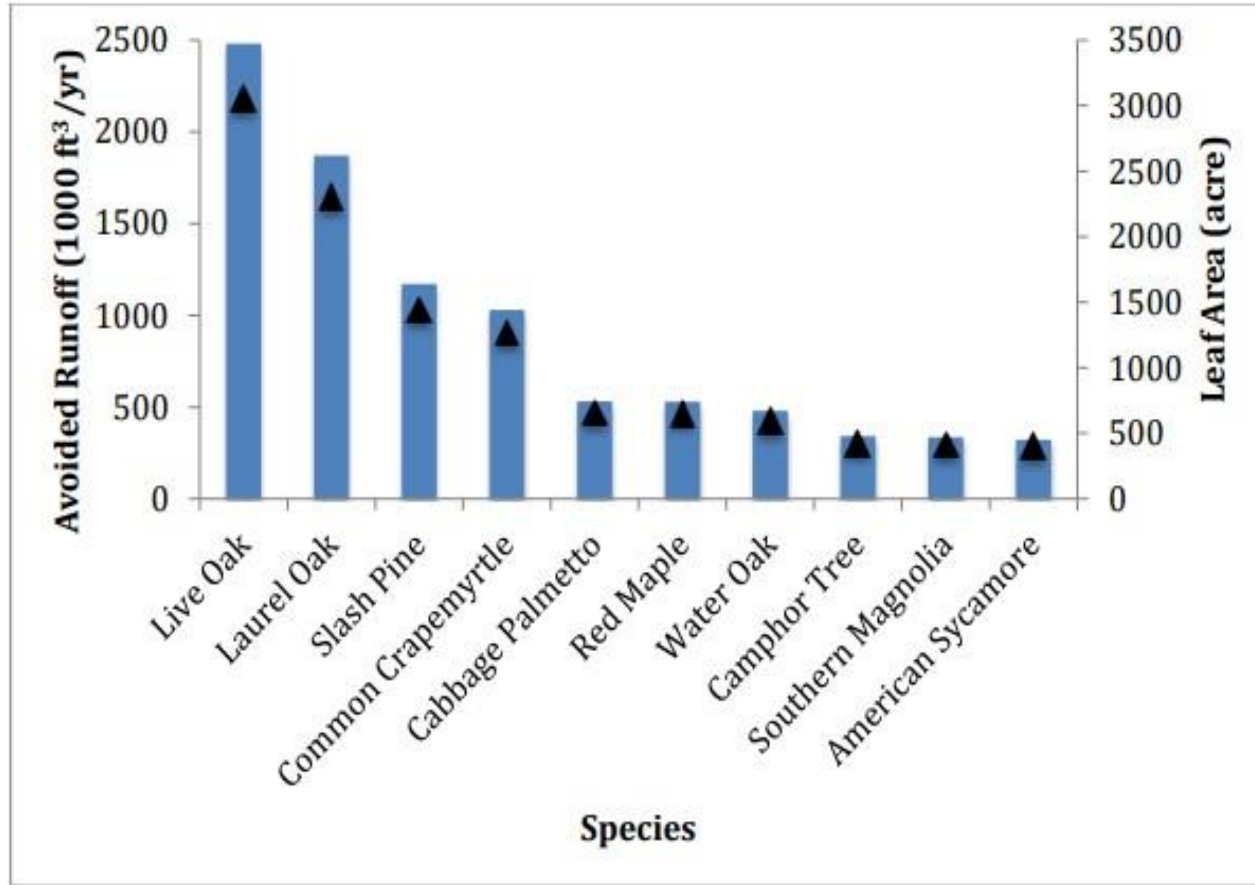


Figure 9. Runoff avoided (bar) and leaf area (dot) by top runoff diverting species for extrapolated population in Jacksonville

2019 Tree  
Inventory

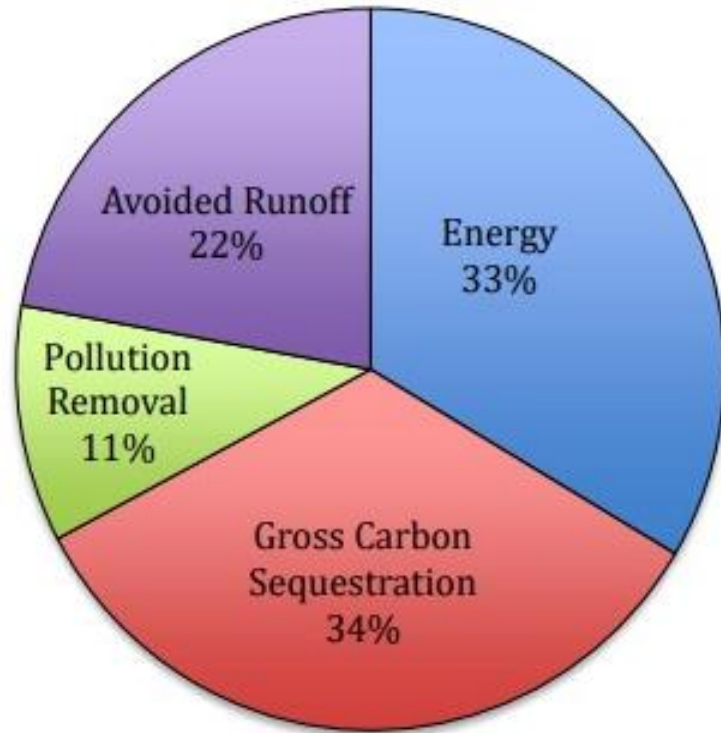


Figure 10. Percentage of total annual benefits

# 2019 Tree Inventory



# 2019 Tree Inventory

Table 12. Total annual benefits for trees in the City of Jacksonville

Benefits	Total Inventoried \$ (USD)	Total Extrapolated \$ (USD)
Energy	\$43,623.31	\$1,269,808.71
Gross Carbon Sequestration	\$43,847.06	\$1,276,321.73
Pollution Removal	\$13,794.62	\$401,540.57
Avoided Runoff	\$28,834.58	\$839,331.10
<b>Total Benefits</b>	<b>\$130,099.57</b>	<b>\$3,787,002.11</b>



# 2019 Tree Inventory

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Inventoried trees are on Plan-It  
Geo

---

Findings not frequently used for  
decision making

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Further reinforced  
outcomes/findings of other  
studies

# 2017 Assessment of Urban Tree Canopy

Shows city land cover

Shows city urban tree canopy and potential planting area

- By development boundaries (beaches, downtown, urban, etc....)
- By City Council District
- By land use
- By Census Block Group

Shows criteria for air quality, energy conservation, and 6 additional categories

# 2017 Assessment Of Urban Tree Canopy

- Project funded by a grant from the City's Environmental Protection Board to the Public Trust Environmental Legal Institute of Florida and Greenscape of Jacksonville.
- Prepared by Plan-It Geo
- Purpose was to provide top-down view of the urban forest and be proactive in protecting the natural resources of the city.

# 2017 Assessment of Urban Tree Canopy

## Tree Canopy Cover by Development Boundary

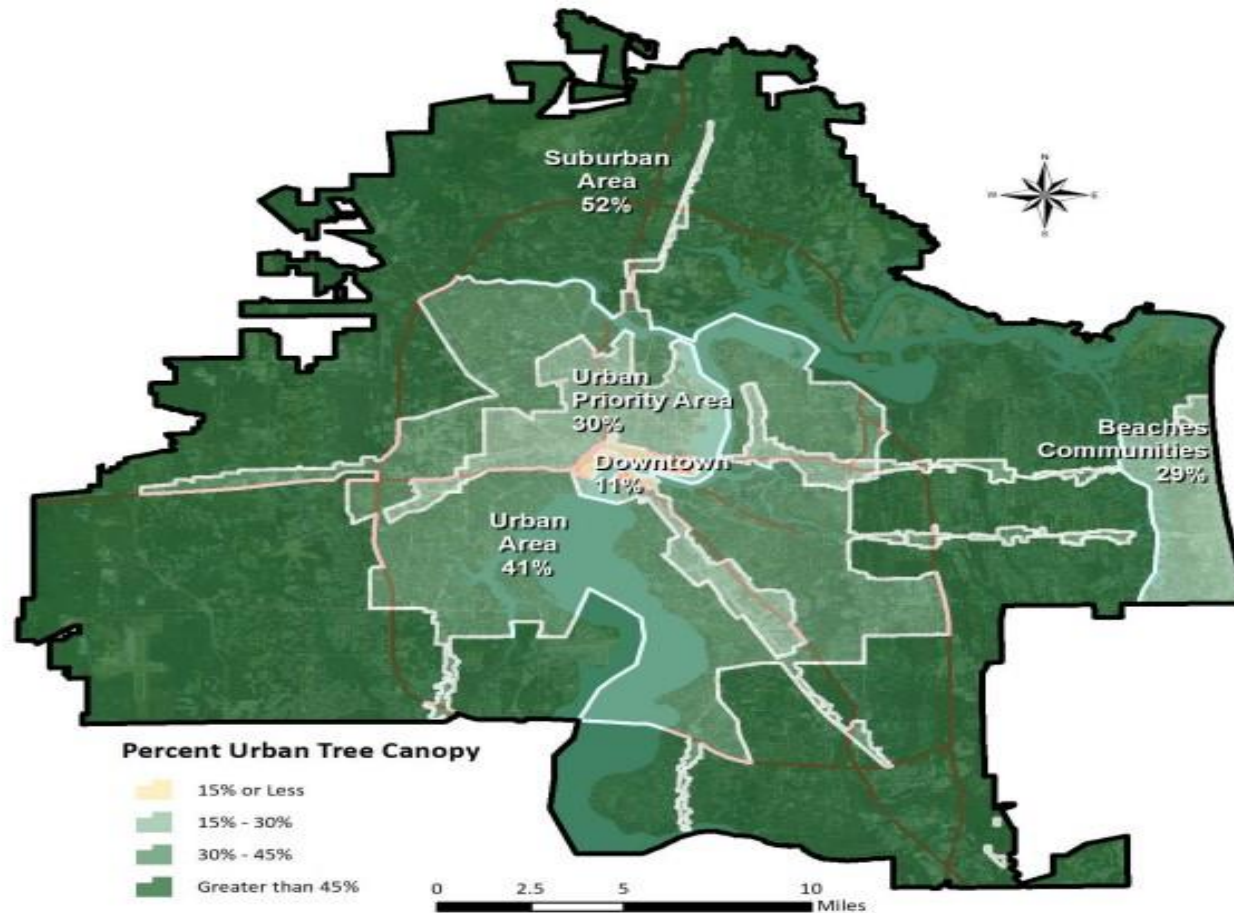
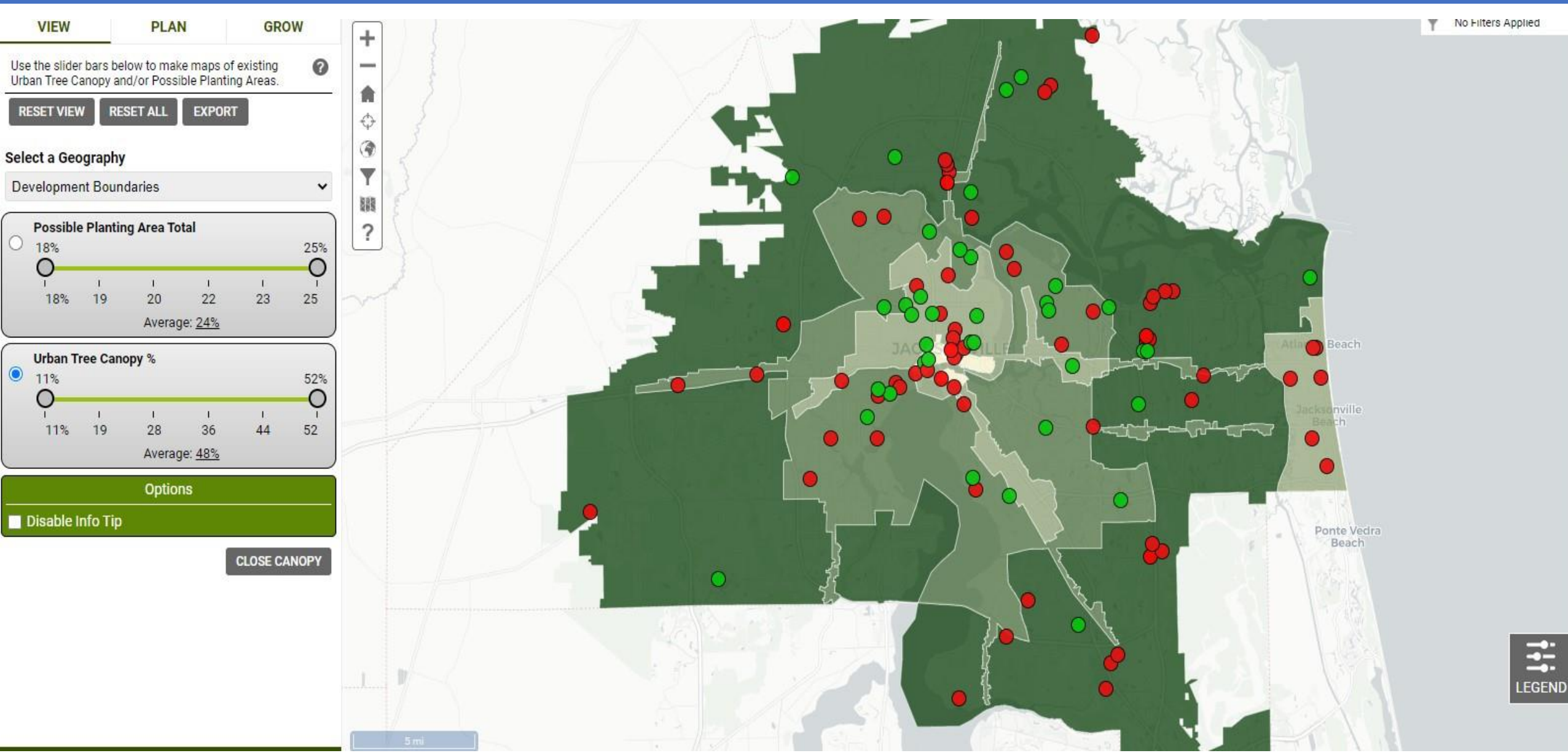
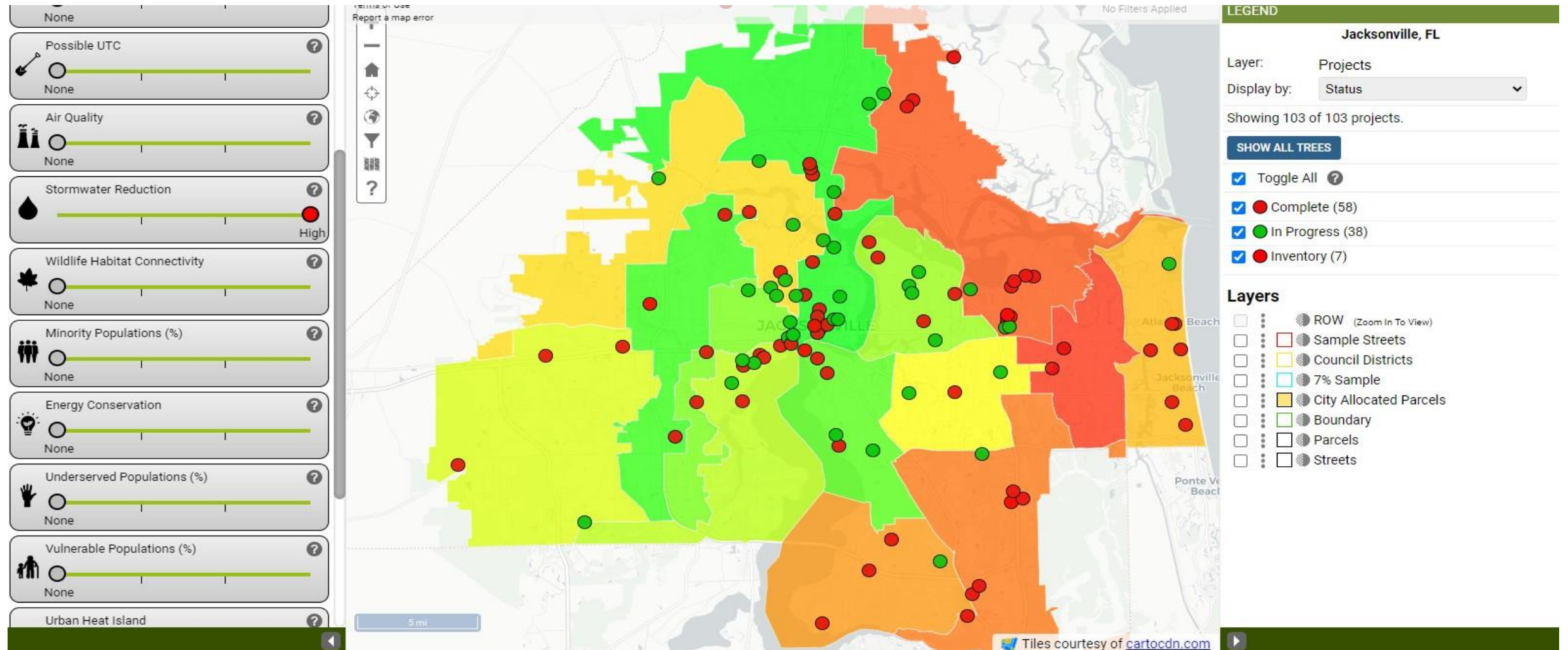


Figure 8: Percent urban tree canopy by development boundary.

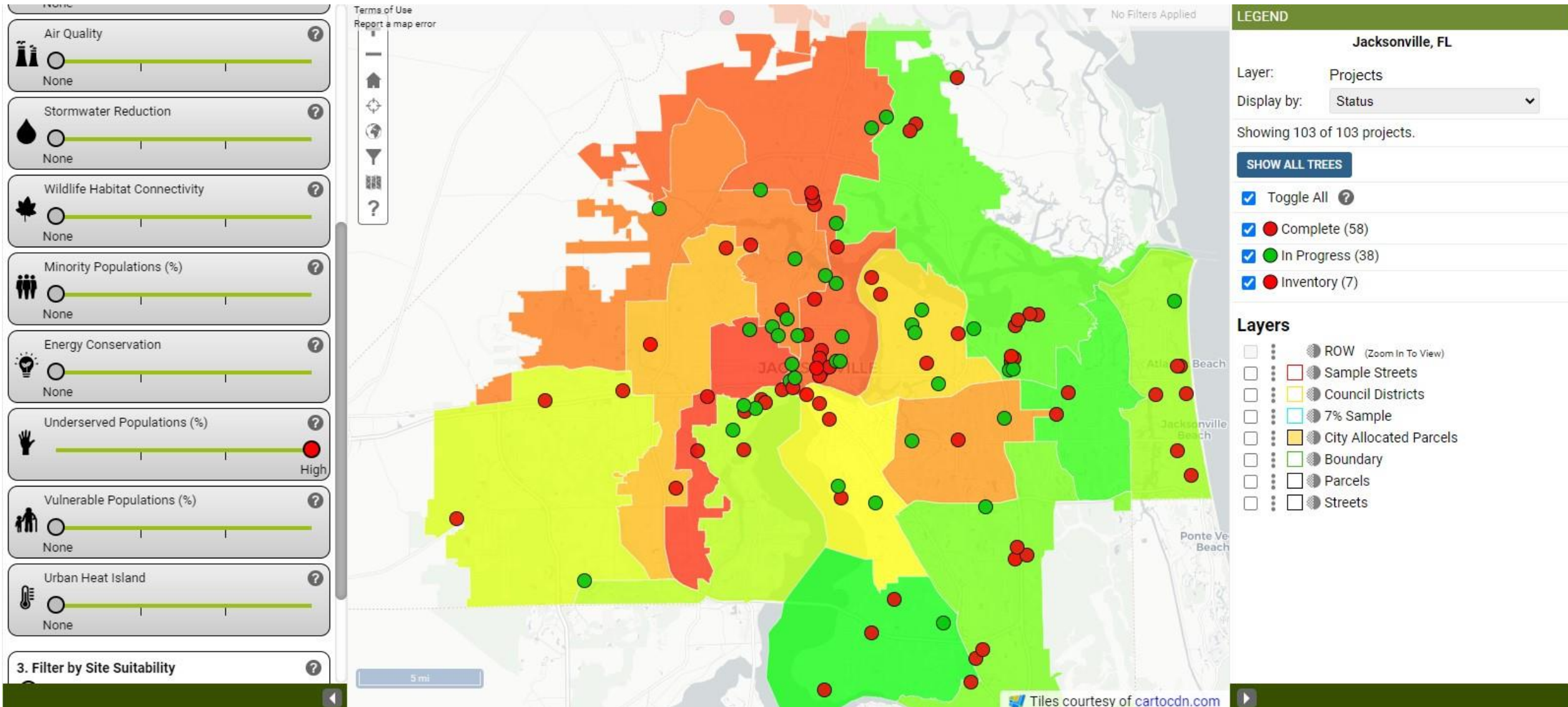
# 2017 Assessment of Urban Tree Canopy



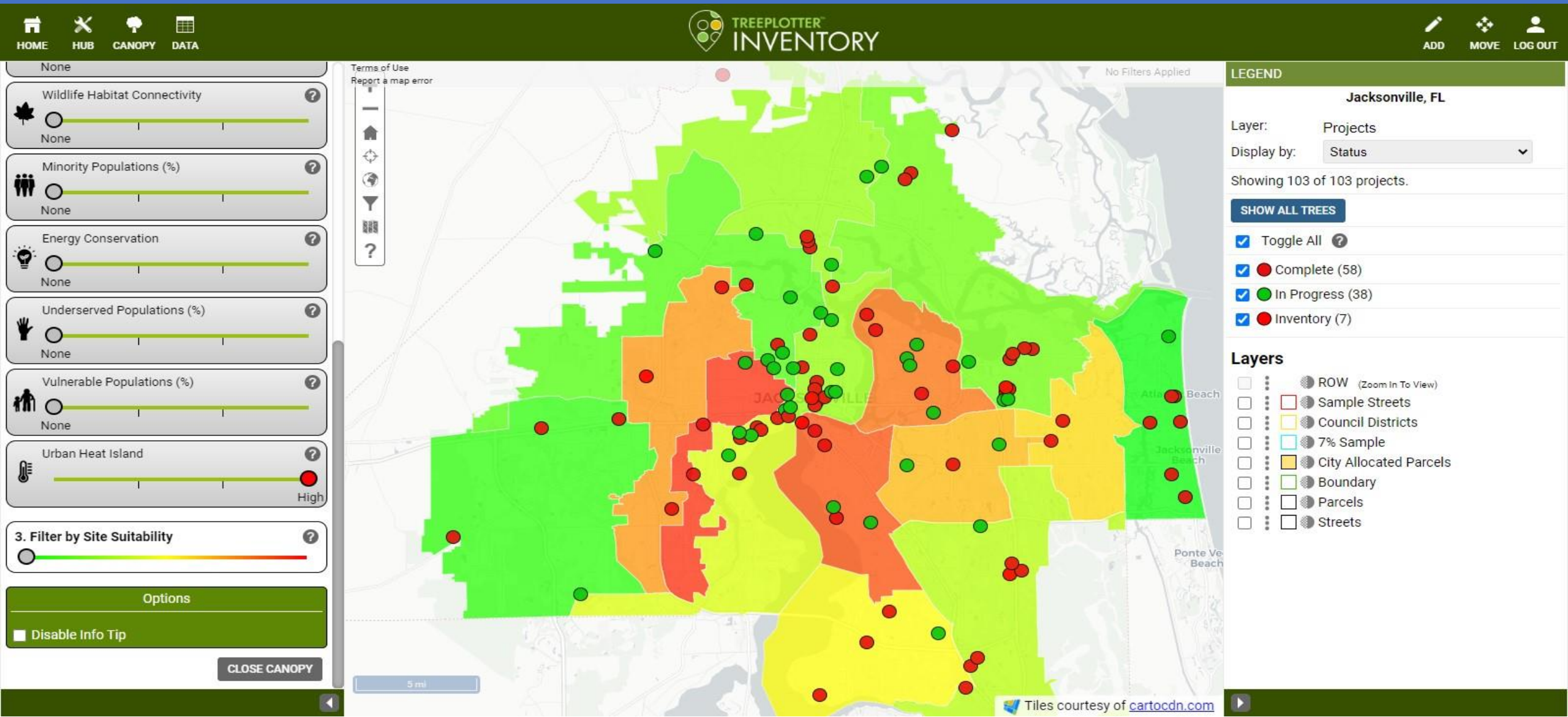
# 2017 Assessment of Urban Tree Canopy



# 2017 Assessment of Urban Tree Canopy

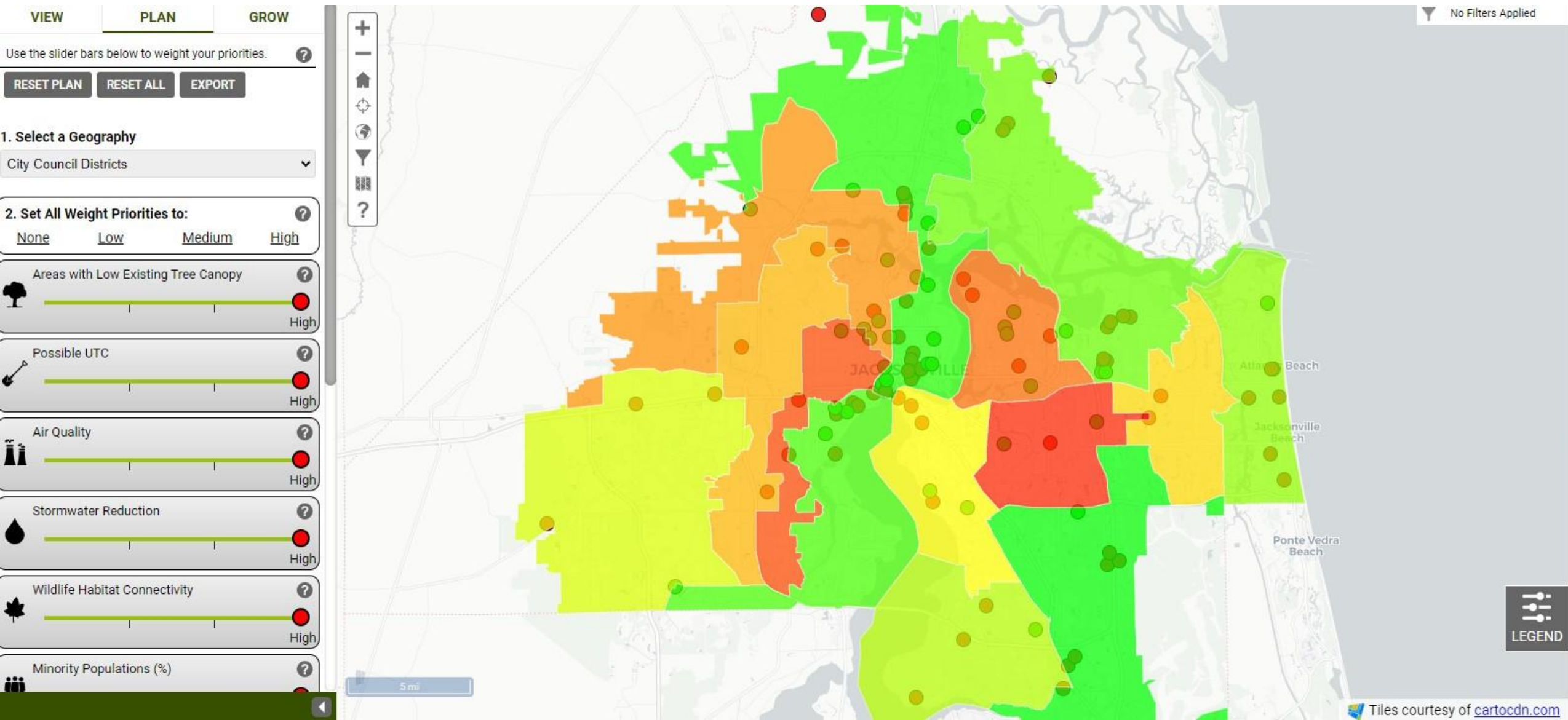


# 2017 Assessment of Urban Tree Canopy





# 2017 Assessment of Urban Tree Canopy



# 2017 Assessment of Urban Tree Canopy

- Three recommendations came from this study:
  - 1. Utilize assessment results to preserve and promote urban tree canopy.
  - 2. Develop an urban forest management plan to provide a shared vision.
  - 3. Relate urban forestry efforts to greater citywide initiatives and priorities.

2017  
Assessment  
of Urban  
Tree  
Canopy

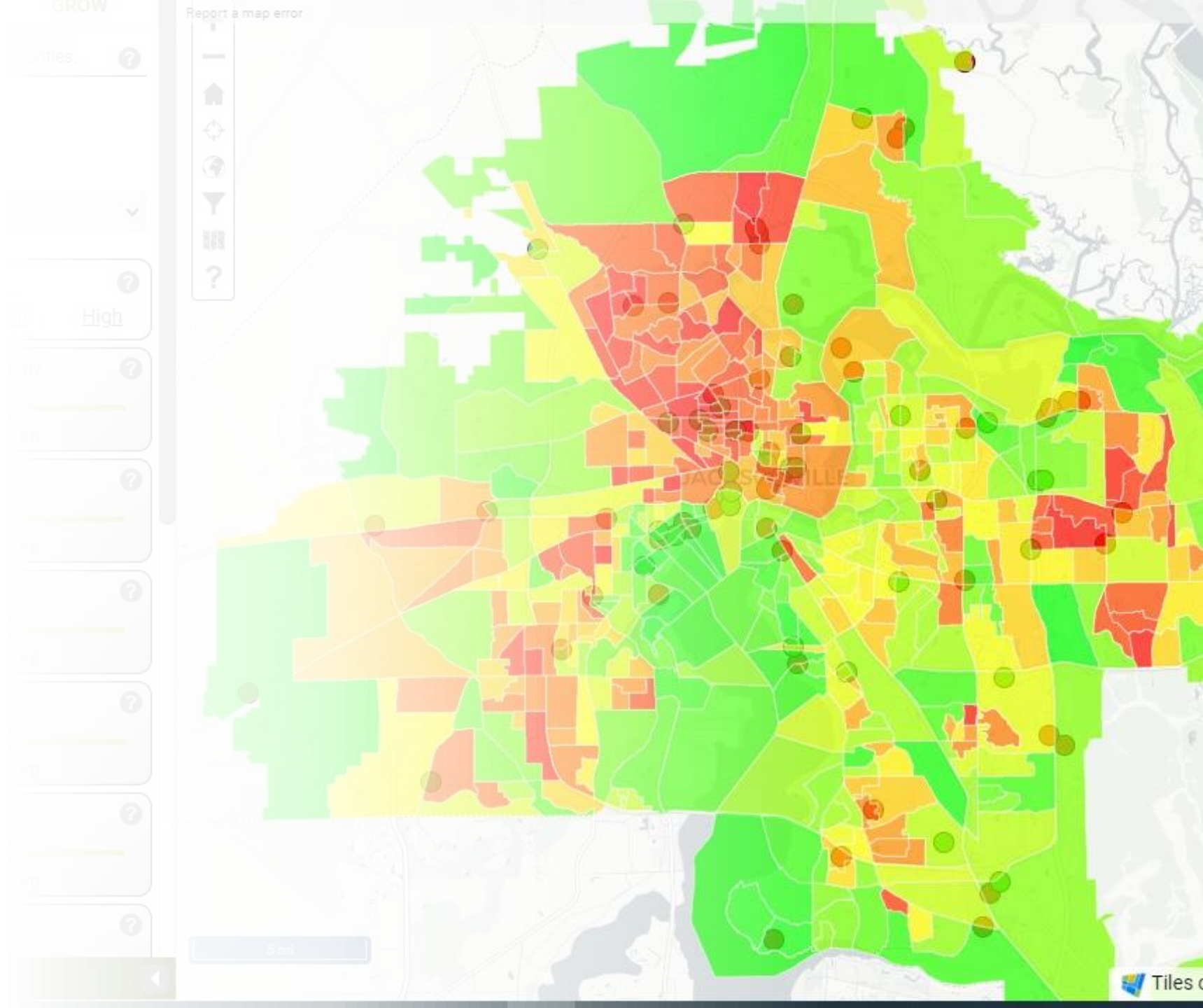
This data is the basis for  
our Plan-it GEO database.

Use most frequently

In an easy to access  
format

## Strengths of Existing Data

- Easy to access and understand data.
- Can see patterns throughout the city.
- Can use to understand how trees planted or removed impact a variety of societal, economic or environmental factors.
- Compared to some other larger cities, more recent work has been conducted.



# Weakness of Existing Data



Does not reflect migration and development trends since the pandemic.



Data is only updated with Urban forestry additions and removals and does not include entities such as private property removals and JEA.



Our data was a random sampling and in part derived of aerial imagery across the city which may miss on trends and characteristics of various regions in the city.

# What do experts and/or other cities do?

- Experts recommend 5-year cycles
- St. Petersburg (<https://pg-cloud.com/StPeteFL/>) and Tampa (<https://tampatreemap.org>) have an open map that anyone in the city can add trees into their inventory system
- New York City does inventories on a 10-year cycle

# Potential Changes To Consider In The Future.

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- Cyclical inventories (1 year, 5-year, 10 year)
  - This would need a funding source as we currently do not have this.
- A way to include tree canopy additions and losses on private property and other agencies.
- Using more of the existing data in our project analysis and suggestions.



Jacksonville Tree Commission  
Strategic Planning  
Tuesday, October 4, 2022 – 10:00 AM  
Approved November 16, 2022  
Via Zoom Platform & In Person

**Commissioners  
Present:**

Chris Flagg, Chair  
Mike Robinson, Vice Chair  
Susan Fraser  
Steve Long  
Rhodes Robinson

**Staff:** Cindy Chism

**Public:** Jameka Smith, COJ  
Dave McDaniel, COJ  
Susan Caven, Scenic Jax  
Tracey Arpen, Scenic Jax, Greenscape  
Joe Anderson, JEA  
Mike Zaffaroni, Liberty Landscape  
Kelly O’Leary, Liberty Landscape  
Lisa Grubba, Greenscape  
Nancy Powell, Scenic Jax  
John November, Public Trust  
Mary Cress-Littlepage, KBT Assoc.  
Lad Hawkins, Scenic Jax  
Austin Nicklas, NEFBA  
Susan Kelly, DIA  
Deborah Early, Late Bloomers  
Tina Nichols, Greenscape  
Dana Doody, Jacksonville Arboretum  
Jill Enz, COJ  
Logan Cross, Sierra Club  
John Pitre, JEA  
Anne Cognialese, COJ  
Fred Pope, Scenic Jax

**Advisors:**

Susan Grandin, OGC  
Justin Gearhart, City Arborist

- 1. Introduction and Welcome (Attachment A) – Chris Flagg**
- 2. Introduction of Tree Commissioners and Strategic Partners**
- 3. Submittal of Speaker’s Cards – Chair**
  - a) A raised hand icon as well as waving at the screen will be acknowledged by Chair or Ms. Chism.
  - b) For those attending in person, paper speakers’ cards are available.
- 4. Introduction of Mary Kress-Littlepage – Chris Flagg**
  - a) Mary is facilitating this Strategic Planning session: My job is to keep the trains moving on time. There are scheduled speakers today but there will be public comment at the end. If you would like to participate in the public comment section, please be sure to fill out a speaker’s card before the end of the lunch break.
  - b) As Chris said this group has been hard at work for over 5 years, building the airplane as they were flying it. They have planted over 8,000 trees while figuring out what programs were needed, how to



keep financial reports and what kind of pieces of research they needed. They get a lot of credit for that, as you know it's hard when you are in the midst of that kind of development to think forward.

- c) They are now at an important reflection point; this is a chance for them to deepen the work, to be more strategic and to think about how we take this work to the next level. Their work between now and sometime late in November will really be helping them develop Tree Commission's priorities for the next 2-3 years; are their new pieces of research needed, is their new community engagement that will benefit and advance this work. Are there different lenses they can use to look at the work they are going to do.
- d) This is what's going to happen today; because we are like family the presentations are informal but it's always beneficial to remind yourself where you are. We will hear things about our goals, remind us of our assigned duties which have been bundled in a different way which will help focus their thinking. Justin is going to walk us through a great presentation on data, not to unpack the data but to remind us of what we have available to us. With that as the foundation, we will get into listening from you, this is a day to listen, and we'll talk more about that as we go through.

#### **5. Duties of the Tree Commission (Attachment F) – Susan Grandin**

- a) There is a plethora of things the Tree Commission was envisioned to look at when it was created. Everyone is familiar with the duties and responsibilities for the Tree Commission, the Attachment has organized them by categories:
  - i. Research & Data: that's part of what we are doing here today. There is a lot of money put into the Tree Protection and Related Expenses Trust Fund coffers by the developers of the City when they take down trees that they can't put back. It's incumbent upon the Tree Commission as well as the different departments of the City and our Partners here to figure out where we should put funds and trees to make our canopy more robust.
  - ii. Planting & Maintenance: The Commission must come up with a project priority list. One of the things to come out of these sessions is a general sense of where the trees should go to make the canopy more robust.

#### **6. Overview of Tree Commission Resources and Eligible Tree Mitigation Fund Expenditures – Susan Grandin**

- a) The funds in the Tree Protection and Related Expenses Trust Fund gets there in 2 different ways:
  - i. The Ordinance Code which is in Part 12 of the Zoning Code (Chapter 656). When development happens in Jacksonville and developers cannot plant as many inches of trees back in the site they have removed they have to pay into the fund. There is a way to measure that in the code.
  - ii. There is also the Charter fund which does the same type of thing but has a different way to measure the trees. When a development comes through the City, it goes through 2 different sieves; the Ordinance Code sieve to see what kind of trees are going to be protected and have to be paid for and the Charter sieve. Some money from every development that can't plant trees on the site goes to the Ordinance Code and usually some goes into the Charter Fund. Right now, the Ordinance Code section of the Fund has more money in it than the Charter Fund, which has to do with the way the trees are measured.

- b) Mitigation Funds are collected only from the City of Jacksonville and may only be spent on public property in Duval County, land the City controls, rights-of-way, parks, schools, national parks, state parks, etc.
  - i. Funds can be spent on planting trees and removing trees. If a tree is dead or dying, the fund can pay for the removal of the dead tree and planting a new one in its place. Including the prepping of the land, the irrigation of the tree(s), not grass or shrubs. Funds must be spent on trees, the maintenance of trees, irrigation, and warranties. The Public Works department gets 25% of their budget in additional funds from the Tree Fund. For instance, if Public Works Mowing & Landscape budget was 1 million dollars, the Division would get \$250,000 (25%) additional funding from the Tree Fund to be spent on trees.
  - ii. Mr. Mike Zaffaroni asked if downtown tree planting was different. When Dr. Gillman presented at the Tree Commission a few months ago, he stated it can cost as much as \$20,000 per tree because of site prep, e.g., redo sidewalks, add underground pits, etc. Is that still payable out of the Tree Fund?
  - iii. Ms. Grandin agreed it was all part of the preparation of the site. If we want to have an urban tree canopy downtown, in the really urban areas, there's a lot of obstacles such as utilities underground etc. Dr. Gillman said it was as much as installing a large flagpole. The prep of that and the maintenance is more expensive downtown because the environment is so harsh. If the goal is to have trees downtown that's what it's going to take.
  - iv. Ms. Nancy Powell asked how Public Works set their annual budget? Mr. Steve Long replied, basically its from historic budgets, then it is modified year to year based on the need we've seen the previous year. If we find we were short on one category or another, we can request more. However, there are budget limitations that are always in place so it isn't like just because we ask for additional money for an activity or particular thing, not just trees, there is no guarantee we get it.

## **7. Overview of Existing Data/Tools (Attachment B) – Justin Gearhart**

- a) Mr. Lad Hawkins asked if anyone knew how much of the City is public and how much private and City and DOT. Mr. Gearhart said, yes, we do have it broken down but not in the data sets I work with frequently but probably in the GIS we use.
- b) Mr. Nancy Powell asked about an order of magnitude year by year for how many trees have been removed, how many planted, how much money came into the Tree Fund, how much went out. To help determine just how much of our tree canopy we have lost to development over the past 10-20 years since the Charter or the Ordinance. Has that been done yet? Mr. Gearhart said Susan Fraser had been working with the Planning Department on getting the permits for tree removals for the last 5 years. Ms. Fraser said they are working on assembling the data. The goal is to geo-code the address of the permit, there are about 5,000, which can be integrated into the Plan-IT Geo information. It would list the permit date, the number of inches removed and financial information. We are less interested in financial information than we are trends on where we are losing canopy and the areas in the City which are seeing a lot more development. That will help us modify the canopy cover data we have now and are losing in a way we don't understand. The commitment from the Planning Department was to have it to us by this meeting but I was unable to get that last bit from them so I will continue to pursue it have it for the next session, October 13<sup>th</sup>.

- c) Mr. Tracey Arpen pointed out when you consider the exemption for single family properties and the exemption for arbor culture and silver culture where you see a lot of pine plantations being cleared for subdivision development without having to do any permitting for that part of it because they are exempt because of the Pine trees being part of the arbor culture, is it realistic to think you are going to get an accurate picture if you are relying on the permit process solely to show what canopy has been lost or is it more realistic to try to do aerial canopy surveys to determine what the actual canopy loss is over a 5 year period.
- d) Mr. Justin Gearhart said we are trying to figure out all this data. Once we get it compiled, we will determine what it encompasses and see where our gaps are. After that, then the approach will be how can we fill in those gaps. Until we have the data in hand, we can't say what it may or may not have so we will have to wait and see and approach it from there.
- e) Ms. Susan Caven asked are the trees mitigated on property purchased by an individual and completely cleared? Ms. Susan Grandin replied under the code, mitigation is not required on a single-family lot where there is a house which is occupied or can be occupied as long as the lot is not further divided into smaller lots.

## **8. Strategic Planner Presentations**

### **a) Resilience Program – Ann Coglianese**

- i. No questions.

### **b) Parks & Recreation Department – Jill Enz**

- i. There were 3 questions Presenters were asked to respond to regarding the planting process and how our mission fits into the overall mission of the Tree Commission. From a recreational standpoint that's an easy understanding of having a shaded walkway integrate with parks. We think of trees in 2 different forms, depending on what type of park we have. Our park system is set up into Preserve parks and Active parks. The Parks department has an inventory of 37,000 acres of park spaces. There is 28,000 acres of Preserve property and this what overlaps with the mission of resilience; the trees, wetlands, eco system surfaces in those Preservation properties which are not accounted for in all the different ways they are being utilized because they are not developed yet and or are too extensive wetland systems to develop into recreational components. There is almost 20,000 acres of active park spaces; ball fields, trail networks, swimming pools, community centers etc. When we talk about trees during park planning work, I think of trees as an element to be considered. We are installing 60 playgrounds this year which will all require trees, so kids have shade when they are playing, and parents have shade to sit under.
- ii. We work with Public Works to maintain our trees, but there can never be too much maintenance on our trees. That is how our missions align. From a Parks Department perspective, the thing most often requested is Shade structures; Shade and comfort cannot be undervalued. If we install a shade structure, I want to plant a tree next to it so 20 years from now we don't have to replace the shade structure. Safety along walkways; as we look at Emerald Trail, trees will offer protection along the trail which provides some buffer between the pedestrian and the roadway. Along the Riverwalk, the rivers and streams in general, those trees

provide erosion protection. The beauty and character of trees was missed on the tree benefits list. It seems simple but the tree canopy is something people come to view and experience from hundreds of miles away. Understanding some of these trees, singularly, can provide the character and feeling that you can't get anywhere else.

- iii. Partnership is how to move forward with more community engagement with trees as well as education. Educating the community on what trees do as well as educating contractors. There are not enough contractors who are arborist or are certified and trained.
- iv. Collaboration with various stakeholders and various non-profit organizations is the key to getting the community engaged and organized.
- v. Ms. Susan Caven asked is there a high priority to protect the older most established trees when planning improvements to the parks? Ms. Enz said if the tree has been well maintained and is healthy, we always try to make sure we don't have improvements which will harm the tree. As we do improvements, we look at existing trees and tree canopies.
- vi. Ms. Lisa Grubb asked why trees are not defined as infrastructure in terms of (garbled) is that something you are looking at changing, what is your feeling about that, do you think that would help get more trees in the parks? Ms. Enz said the Tree Commission will help get more trees in the parks. From a CIP standpoint, those are only used when doing a larger installation, for example at Sheffield Park we are adding more fields and additional parking which would be a planned tree installation but there are no scheduled mass tree plantings.

**c) Northeast Florida Builders Association – Austin Nicklas**

- i. I'm Austin Nicklas, the new Government Affairs Director for the Northeast Florida Builders Association. We are happy to sponsor this and look forward to continuing, I know Curtis is really involved. We really appreciate this partnership with the Commission and City of Jacksonville and all the work being done here. It's very valuable. We're eager to see the results of these planning sessions in the final report. Thank you for involving us in this process and look forward to working with you all in the future. If there is anything we can do, just let us know, our door is always open.

**d) Scenic Jacksonville (Attachment C) – Nancy Powell**

- i. Mr. Dave McDaniel asked what the issues were with FDOT. Ms. Powell said it's maintenance agreements. There are some maintenance agreements on City roads and then there are other roads which don't have maintenance agreements. Some of the City staff didn't want to go into any more maintenance agreements with FDOT. They could work together. We know that everyone has good intentions, but it has mostly to do with the maintenance issues.

**e) Public Trust – John November**

- i. I'm the Executive Director and General Counsel for the Public Trust Environmental Legal Institute of Florida. The Tree Commission has accomplished a lot over the last 5 years. It's exciting to think of where we were and where we are now. We are thankful for the Commissioner's service and Staff's service in the City.

- ii. I will respond to the questions sent out to us related to how we might be able to participate as an organization to continue to benefit trees in our City. The big thing that jumps out to me is related to restoration. When the Tree Commission was founded I looked for someone like Rhodes Robinson who spent his entire career in the restoration business. That's one thing we haven't really tapped into yet as a Commission because it's challenging, it's a little outside the box of what we've been doing so far. It's something that could be valuable for this Commission moving forward. If you love trees, then you probably love wildlife, and you'd love the opportunity to restore properties we have purchased many of them during the preservation project. That have a so much potential, many of them were formerly range land or used some setting but now they could be returned to something that's special. The Public Trust was founded to protect the preservation project properties and thankfully we have been able to step into that role when there has been a challenge to one of those properties. Just protecting their legal status isn't enough.
- iii. We need to do more as a City to restore those properties and something we have that other communities don't is this amazing Tree Fund. I always say it would be a lot less fun to work on this project if we didn't have this sexy \$24 million which creates amazing opportunities for us as a City and as a Community. Ms. Enz mentioned earlier about the thousands of acres of parks and preserves that we have. These are some regionally significant properties we have that could be more special. Right now we only have camping at Hanna and Heugenot in the City. The Parks Department is interested in doing something on the Westside, near the Rails to Trails. If we could do an extensive tree planting project there, which is something the Public Trust has begun working on, it would be quite attractive. When you can leverage the Tree Fund dollars to do restoration, it allows you to tap into other Federal, State and Private funding sources that might be able to close the gap. The Tree Fund gives us a big step up.
- iv. In terms of greater engagement, we need more Staff support. I know you are trying to hire Staff members and that it's hard to get qualified people because of the job market. Frankly a lot of people just don't want to work. We need more Staff support, we need high level support, we need people who are going to support the Tree Commission. I worry that the Commissioner's could get burnt out if we don't do more to give them the professional staff support they need in order to truly allow this to be a monthly or twice per month thing they do. We need dedicated Staff support to keep moving the ball forward and we need to be able to pull it from the Tree Fund or at least a portion of it because there is not City funds available to help make this happen. We must give up such strict rules governing the Funds. It is a balancing act. If we are thoughtful about the way we do it, it can be done in a way that will protect our canopy long term.
- v. Also engage the Leadership. I don't think any money got into the budget this year for additional maintenance. After all the presentations that happened when we tried to get the ball moving, no money got into the budget. We must get creative, find alternative ways to get more funding into staffing and into maintaining our canopy even if it means more funds coming from the Tree Fund. I don't want to waste our time talking about the future, lets talk about now and how we are going to get money to do these things we need to do to make our canopy healthier.

- vi. What can the Public Trust do to help? I want to keep on working on Level 3 projects. Take on hard projects but easy ones first. I want to help the City spearhead the challenging things that need to be done like planting in the Downtown urban core which will be tough. There is some opportunities for the non-profits to benefit the Tree Commission, add something that could be special. As a practicing attorney I can provide legal review of changes to Ordinance. I'm meeting with City Council members later today on strengthening the Tree Ordinance. That work continues today. I made some mistakes in the first tree planting projects I worked on because I was trying to get more bang for my buck by working with a contractor who was less expensive but didn't turn out to have the professional chops that were needed to get the job done. I still believe we can do better, and we can continue to do better and we can find alternative ways to plant trees that are not traditional and don't fit into the Level 1, Level 2, or Level 3. Find what trees survive and plant thousands of them like Greenscape has in the past. Find ways to spread our dollar a little farther.
- vii. Lastly, we can't be completely dependent on City funds and the Tree Fund to fund all this work. This consortium Ms. Powell mentioned through Scenic Jacksonville and Greenscape and all the parties which came together, for the grant in 2017 which started the Plan-It GEO process. We need to be thinking about that again and take some of the burden off of our City and find ways to bring private funds to the situation to make our canopy stronger.

**f) Greenscape (Attachment D)– Lisa Grubba**

- i. Mr. John November asked about the Master Planting Plan and hiring a consultant to help with that. To me that sounds like a good grant opportunity for project partners. Is there anyway we could move that along or has there been an research on that? Ms. Grubba replied, the grant opportunities I'm going to email to fund that are geared towards municipalities. I believe the City does have a grant writing department. We could help, added Mr. November.
- ii. Ms. Nancy Powell said there is a webpage called Scores which has data as it relates to social equity issues and lots of other data layers. They have Jacksonville, so you just enter your City and there it is.
- iii. Ms. Mary Littlepage said I want to build on what Ms. Grubba said, Ms. Grubba said she was going to send somethings to Cindy to share, if, Ms. Powell would also send the link to the website you mentioned, then Cindy can assemble a packet to send out.

**g) Jacksonville Electric Authority – Joe Anderson**

- i. First, I would like to answer some of the questions I've already heard. The best place to plant a tree is the mind of a child. Mr. November you were asking about grants, the federal money that Ms. Grubba referred to are administered through the Florida Forest Service, our Community and Forestry grant money, matching grant money. They are now open and available. They do allow funds for strategic planning; they also provide funds for inventory and for tree planting, are some of the things they provide funds for. There are other grant moneys available for Urban Forestry type programs.
- ii. I am a Vegetative Management Specialist aka Utility Forester with JEA. I am also media past president of the Florida Urban Forestry Council. I am a member of a team of vegetative

management group of JEA that has 3 Foresters on staff, 3 Arborists on staff. All 6 are certified Arborists with the International Society of Arboriculture of the ISA. Primarily what our job is to find solutions anytime there is a conflict between vegetation and utilities. Primarily between trees and wire. Utility Arboriculture, (holds up book) this is our bible. I don't expect everyone in this room to understand the gospels and scriptures of everything inside this bible but when you get into the management of an urban forest, you will need to know those of us who are familiar with this book.

- iii. In the 10 minutes I'm given, I cannot give you a full fire & brimstone sermon about urban forestry, but I can tell you a little bit about what we know: from a Utility Forester's point of view, we provide a energy distribution system at JEA which is not unlike that of a chemical distribution system of a tree. The tree will take energy from the sun, convert it to chemical energy and then distribute that chemical energy through the trunks, branches, laterals, twigs, buds, roots, leaves, and flowers of that tree. There are certain pathways in which a tree will distribute that chemical energy known as the xylem and the phloem. If those pathways get interrupted, bad things will happen to the tree or parts of the tree. In the same way JEA provides a utility distribution system: water and power. We'll take electrical energy and distribute it throughout the trunk line, throughout the laterals, branches, twigs, buds, fruits, leaves, and flowers of our community. It just so happens that the fruits, flowers, and the buds of our community happen to be our residences, businesses, public spaces, and essential services. There are certain pathways that we distribute that energy throughout our community. Those pathways are known as the City's rights-of-way. The City rights-of-way are the xylem and phloem of our distribution system. If they get blocked, bad things will happen to parts of the City or the whole City. There are 4 Florida communities experiencing that right now due to the Storm.
- iv. Utility Arboriculture which is the care of trees in and around utilities. This is just a small part of a larger narrative of a larger story of urban forestry. Urban Forestry is a complicated story with many different parts, social, cultural, political, non-profit, gray infrastructure, green infrastructure, financial, and recreational pieces. The challenge of an urban forest program is being able to understand the shape of those different pieces and be able to fit them all together.
- v. How can JEA help? Our team of Vegetative Management Specialists, Foresters and Arborists know the forest canopy of Jacksonville. We've been working in it for over 50 years. We know trees; we know the strength, the benefits, the weakness and the vulnerability of our trees and tree canopy. We know the streets where the trees are grown, the communities benefiting from those trees, our customers which are going to be your constituents. JEA knows the players of an Urban Forestry Story. Those are some of the things we can do.
- vi. As far as an urban forestry program, we know that you don't need the support of a public, you need the support of an informed public. We have Foresters and Arborists on staff who can help you get the word out and articulate a Forest Management Program. JEA also has a JEA Ambassador program which many employees get involved with to reach out to the community. We have a professional Community Engagement Team, which is what they do. JEA has many different programs which can help you get the word out, so our community understands the

value of a resilient sustainable and compatible urban tree canopy. JEA can be a TREEmendous help.

- vii. Mr. Tracey Arpen pointed out that 2 of the things we've talked about today are urban heat islands and getting more trees on private property. One of the effects of finding yourself in an urban heat island is higher electric bills. Are you aware of any utilities which have created programs to provide trees for placement on private property? Mr. Anderson replied, the Arbor Day foundation had a program like that it was called Energy Saving Trees. JEA was part of that, through the Florida Urban Forestry Council. Do understand that JEA is also a Tree Line USA Utility. That's a designation which is given by the Arbor Day Foundation and the National Association for State Foresters. There are only 8 utilities in the State of Florida that qualify, there are only 145 nationwide. There are 5 standards which must be met one of which is an energy-based conservation message based upon trees and tree canopy. There is no question that if you have a mature, healthy tree on your property over your house, studies show you can reduce your cooling cost of your house by nearly 20%. That is one of the reasons JEA is involved in trying to help people understand the value of trees regarding energy savings, in heat islands for instance. Anything we can do to conserve our energy and maintain our ability to meet the needs of our community.

**h) Liberty Landscape (Attachment E) – Mike Zaffaroni**

- i. Mr. John November asked if any difference in the survivability rate had been noticed between planting 2" and 4" trees. Mr. Zaffaroni replied that though we have not planted many 2" trees, we have planted a fair number of 4" and it seems like the City get's their best bang for the buck with a 3" caliper tree. The size of the tree is significant at its onset which takes off quickly. The larger trees require more care upfront. 3" seems to be the sweet spot. There were a few 630-CITY trees where we tested 2" caliper trees early on and didn't seem to have the same level of success. The 4" is perhaps appropriate in only isolated cases, like a large median project.
- ii. Mr. Lad Hawkins said you made a point about trees getting hit by cars. Quite a number of trees get hit by cars all over the City. I've been involved several times when FHP and JSO list the tree as part of an accident. Is there anyway insurance could be made to pay for these trees to be replaced? If a stop sign or traffic signal get damaged in an accident, the insurance company pays for that replacement. Mr. Gearhart answered for certain accidents, not all, we do get an accident report form which has gone through the process with Risk Management to get either the person or their insurance to pay for that tree. There is no way to hold anyone accountable for the relatively minor accidents which damage the tree and don't get reported. Mr. Hawkins added, perhaps we need to educate the police. Mr. Arpen asked when the City recovers those funds for the damaged tree, does that money go back to the tree fund or to the General Fund. Mr. Gearhart replied, Mr. Todd Little would be able to answer that question but he was unable to make the meeting today.
- iii. Ms. Nancy Powell asked if Mr. Zaffaroni had an average cost per tree planting? Mr. Zaffaroni said I don't have the exact number but the last time we calculated it was in the \$1300 range. It does vary quite a bit based on project, tree type, warranty, size, etc for 3" which is the most common. Mr. Gearhart added when I was researching the numbers for my presentation I recall



seeing anywhere from \$1300-\$1400 on average which covered all trees; 3 month to 2 year warranty, and 3”.

## 9. Recap of Session Presentation – Mary Kress-Littlepage

- a) I wanted to open it up to the Commission think about what you’ve heard today, not in the particular but in the climatic. A couple of things I noticed was the importance of partnerships. The importance of public education and advocacy, not just with the public but with policy makers and elected officials. The importance of aesthetic, the benefit of shade trees, designs, symmetry, the whole bucket of aesthetic things. The importance of adequate staffing; we need to have the people with expertise on hand who can do the work and planning. The need for a plan; to plan, to use data to plan, multiple references as to the need for an Urban Forestry Plan.
- b) Ms. Fraser would add advocacy; we need internal advocacy with the City Departments. So data is not duplicated or unrealized or un-accessed because we don’t create relationships where what we’re doing is important to other City Departments. Where 1 take a week can help others achieve their goals, we need advocacy at that level.
- c) Mr. Flagg asked about the process. What we are trying to do is maximize and leverage the process to where it benefits our canopy. We’ve had some growing pains related to our process. I love the idea of strategic planning the process but to implement it is important as well. I want to make sure everyone keeps that in mind. How can we have better insight when the process comes before us. We are the last stop, if there is anything which is hindering your ability to accomplish our mission please keep reminding us. Mr. Anderson added the Florida Forest Service recommends putting an Urban Forestry Plan in 4 different steps: Staffing, Ordinance, Advocacy, and Planning (SOAP). Ms. Littlepage agreed it was a good framework.
- d) Ms. Littlepage asked if there was anything any of the Commissioners would like done in preparation for the next meeting based on what was said today? Ms. Fraser said we heard a lot about what we would like to accomplish, and the funding source is very restricted could Ms. Grandin tell us what the steps are in amending the restrictions to our funding? Ms. Grandin agreed. Ms. Powell pointed out we could also expand the potential pools of money by using grants, FDOT funding, City funding (it may be possible to advocate to get more funding). That’s what struck us In looking at the Tree Commissions duties is that it’s the whole community public and private. The Tree Fund is this much which is ¼ of it, so ¾ is outside of that, how can we effect change in those areas. That ‘s really the bigger question.
- e) Ms. Fraser said someone pointed out the Staff must do inspections. It didn’t strike me until now but if we are so successful in awarding 10 million in projects; our staff is at near capacity now. Is there a way to determine, at the current level of staffing, how many Level 2 projects per month we can do. That’s a constraint I didn’t think about. Mr. McDaniel said we could work on that. It’s not initial planting that’s so difficult it the checking on the trees and this one must be replaced, and the warranty must start over, these 3 are fine. Talking about a 2 year non-irrigated warranty, that’s a lot of going back and checking. It’s difficult to put an exact number on it but we try to come up with something. It can be limiting, time he puts into presentations etc., is time he isn’t inspecting trees.

Ms. Fraser agreed and said Justin has responsibilities beyond just the Tree Commission's basket. If you could help us understand. Mr. McDaniel said he would.

- f) Ms. Grubba said one possible answer to your question is with all the different City plans we've discussed, if we find a City that is like Jacksonville and they have a plan and we look at what kind of staffing they have, it may be a good place to start. Mr. McDaniel said we've looked at Savannah before, it's a smaller city but they have as many people doing tree work as we have cutting grass and doing trees. Mr. Robinson added, JEA has the same land area; 6 people at JEA and 2 people at City, it's a matter of priorities. Mr. Gearhart added, the involvement of the community is one of the accomplishments of the 630-CITY trees. We have residents who really care about our trees. Given the opportunity to get one in their right-of-way, they will love their tree, if it's not forced upon them. Advertising the program in the various communities could be a way to get more trees with the limited staff we have now. Mr. Arpen added focusing advertising the 630-CITY tree program to the underserved, urban heat island areas where the only place to plant is the right-of-way in front of houses through CPACs, neighborhood organizations, churches.

## 10. Public Comment

- a) Mr. Tracey Arpen, 8338 Hathaway, Jacksonville – There are 2 planting efforts obviously urban forestry management plan and putting trees in the ground. Let's don't wait until we get the plan in place, in the meantime lets set some priorities to guide the Staff and Non-profits on what you'd like to see us and the Staff focused on whether it's resiliency, stormwater runoff, heat islands, emphasizing key commercial quarters of downtown, so it's a more focused approach. It's easy to pick a spot with wide medians, easy to plant but its not an urban heat island and not really a stormwater issue. Give some guidance to Staff and Non-profits on what the priorities should be.
- b) A Strategic Plan for the Tree Commission in terms of what the goals are, what the strategies are to get there and structure. An awful lot is put on you as Commissioners who are volunteers. One thing which takes a lot of your time is the review of these projects. Maybe the model of DDRB which uses a separate core of volunteers to review some of the projects and presents recommendations; it may be feasible to create a subset of the Tree Commission, which is made up of volunteers and maybe some Commissioners that review the plans then bring them to the Commission on the order of a Consent Agenda where you can go through them very quickly and not use ¾ of the time reviewing them.
- c) One thing we didn't discuss today was enforcement. A lot of the tree canopy is being lost because the tree ordinance is not being enforced. The Commission doesn't have enforcement power, but you do have a bully pulpit and your powers in the Ordinance code do include making recommendations to City Council concerning the City's Tree Protection and Landscape regulations. The City is doing a bad job enforcing its Landscape and Tree Protection regulations, for example a few years ago City Beautiful Jax and Sierra Club did a neighborhood inventory focusing on San Jose Blvd from Julington Creek to 295. We reviewed 128 commercial properties and found that over half had landscape and tree protection violations. We turned 135 Landscape & Tree Protection violations into the City as well as 65 sign violations. The sign violatations were addressed quickly and enforcement action was taken. To this day, nothing has been done on the Landscape & Tree Protection side despite repeated calls to City staff. Another example is the Burger King on Old St. Augustine Rd; 4 years ago the new owner cut down 10

Live Oaks which were probably 1.5-2 ft in diameter. Including 3 on the FDOT right of way. 4 years after that, not one has been replaced and no money has been collected. I've followed up with City staff and nothing. Perhaps if the Tree Commission asks questions like that, maybe something will happen.

- d)** Mr. Long asked for examples on San Jose Blvd. Mr. Arpen said the best examples are landscape violations in commercial parking lots where trees have died or been removed and not replaced. There's an island, there should be a tree there or there's a stump, there used to be a tree there. Brutal crepe murder, a crepe myrtle with a 8-12" diameter which has been cut off 4 ft about the ground. That tree will never grow back into a tree after being that severely pruned. Illegal topping of trees, the Ordinance requires they be allowed to grow in their natural shape, if you top them like that they won't, or the 30 ft tree, and the top 25 ft are trunk with a lollipop at the top, that is not natural. The biggest problem with our trees that are required to be maintained have died or been removed or they have been illegally pruned. The others are landscape violations such as a required landscape buffer hedges have died and not been replaced.
- e)** Don't overlook the power of volunteer plantings. Greenscape planted 15-gallon trees using volunteers at the interchange of the Mathews bridge & Cressway north of the stadium or I95 and Heckscher Dr interchange. If you drive by now the pine trees, live oaks, crepe myrtles are large trees. 15 gallon is a good size for volunteers or even smaller trees. In areas like preservation land, you don't have to have a detailed plan, just have a random planting expecting you will lose some, but those planted by the Stadium and Heckscher we only lost 5% we were anticipating 25% losses. The Commission needs to decide if that's the kind of project that needs to come through the Commission, if so, it doesn't fit at all in the current Level 2 process which talks about guarantees and all sorts of things. Or perhaps that's best to go to District Council Member and just have legislation go through the City Council for those types of projects.
- f)** Mr. Fred Pope said he thought interdepartmental coordination in relations to capital projects. There are many instances where the Engineers have designed a project but have not considered the tree situations. There should be some type of policy to ensure that occurs on all these projects where the staff has an opportunity to review the project and make comments perhaps minimizing the amount of tree loss at an early stage in the design process. Parks, Public Works, and other agencies could benefit.
- g)** Ms. Susan Kelly with DIA. I'm going to make a pitch for downtown. If you would like to prioritize downtown or special programs for downtown, we do have special challenges, lot of utilities, with high cost associated, but we want trees. We need them for shade, aesthetic, stormwater, everything which has been mentioned. Our missions are aligned. If there is anything we can help with, please contact us.
- h)** Mr. Chris Flagg we will be getting back to you at our next workshop to look at a response, put together a list of what we heard, and then begin to strategize to continue to create a strategic plan for us.
- i)** Ms. Fraser one of the things which has been mentioned is integration with other City Departments and data. Being able to create analysis that we can see overlaps which are important to us. Planning department the way the permit data and how it's housed and if it's transferable, Anne in Resilience is doing studies, can someone at a Staff level tell us how difficult is it to integrate a big database. Can Plan-It GEO give us the resources, is that the best platform going forward. We need a short term and a long-term approach. At the next meeting we will be categorizing what we can do today, would it take a

lot more investment to do and someday if its readily available that might help us make some decisions about some quick turnaround goals.

**11. Adjournment** – the next meeting is scheduled for Thursday, October 13th, 2022 at 10:00am and will be a Hybrid/Zoom meeting in Ed Ball Building, 10<sup>th</sup> Floor, Public Works Office, conference room 5.