

# Growing Seattle's Urban Forest

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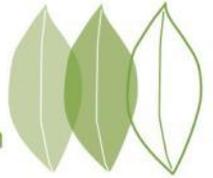


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# Seattle reLeaf's Mission

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Increase canopy cover on private property by increasing residents' awareness of the urban forest and engaging residents in urban forest stewardship.



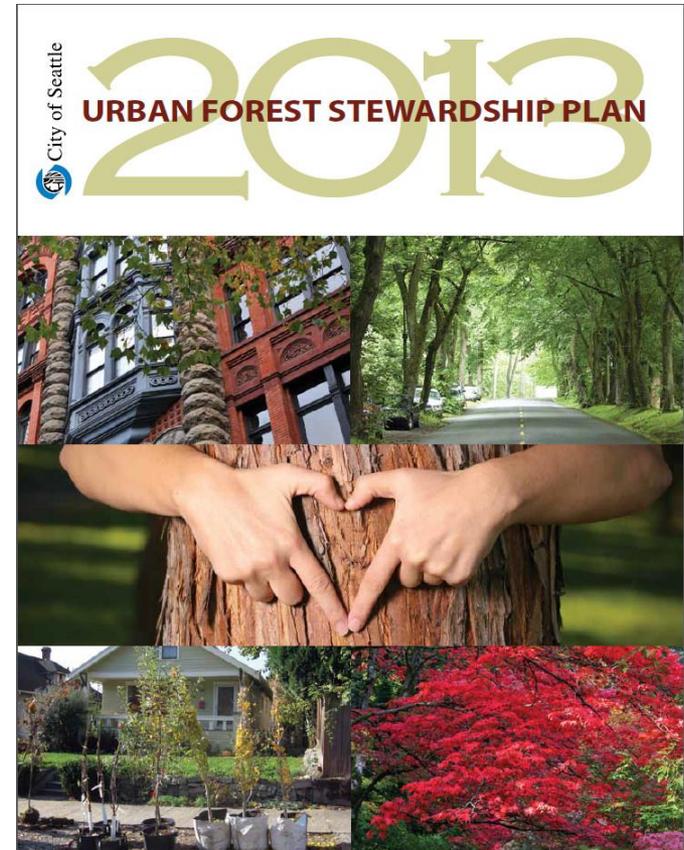
# Urban Forest Stewardship Plan

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Seattle reLeaf is integral to meeting the goals of the UFSP:

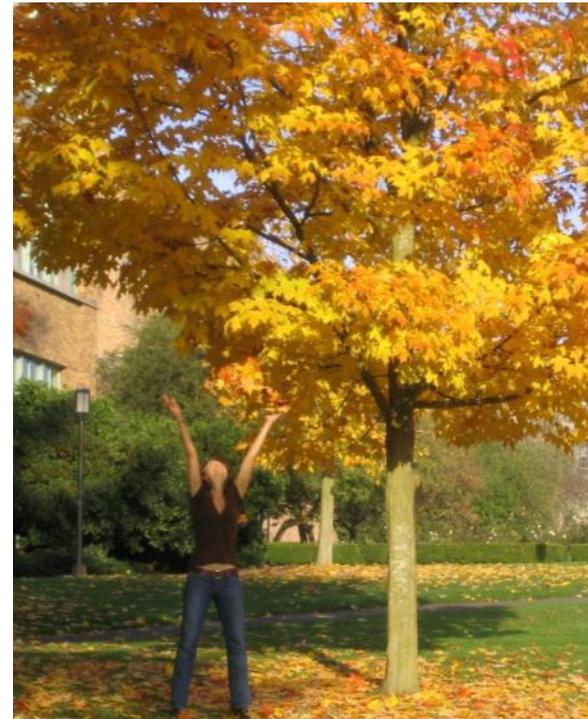
1. Create an ethic of stewardship
2. Replacement of lost trees
3. Expansion of canopy cover
4. Improving health of the urban forest



# Benefits of Trees



- Environmental
  - Air quality
  - Carbon sequestration
  - Water quality, stormwater reduction
  - Habitat
- Social
  - Community building
  - Urban design
- Economic
  - Higher home values
  - Increased consumer spending
- Health
  - Lower blood pressure
  - Faster healing times



# Program Elements

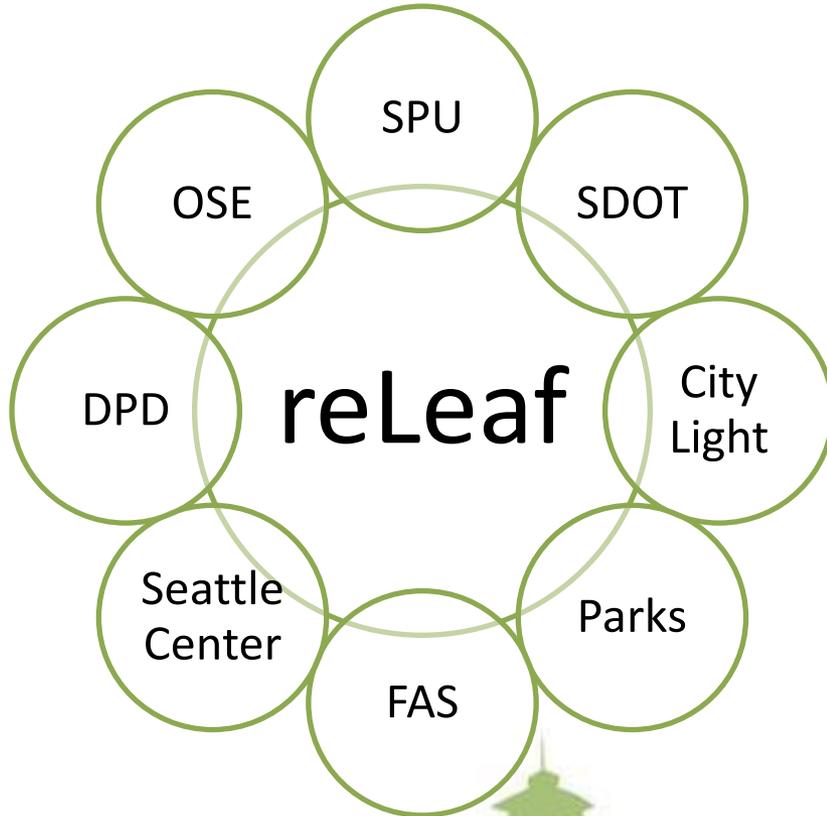
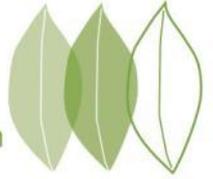


- Tree Ambassador
- Trees for Neighborhoods
- Seattle reLeaf Website
  - [www.Seattle.gov/trees](http://www.Seattle.gov/trees)
  - Questions for the Experts portal
- Interdepartmental Policy & Planning



# Partnerships

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**FORT&RRA**



CITY **fruit**



WASHINGTON STATE DEPARTMENT OF  
**Natural Resources**

**W**  
UNIVERSITY of  
WASHINGTON



**King County**



**EarthCorps**  
LOCAL RESTORATION · GLOBAL LEADERSHIP



# Tree Ambassador



- 40 volunteers
- Training in:
  - Community engagement
  - Forestry basics
- Volunteer-led projects
- Grant funded pilot



# Tree Ambassador



- 16 events with over 300 people in 2013 so far
- Tree Walks
  - Public events led by volunteers
  - Self-guided versions available on website
- Street Tree Mulching
- Landscape Renewal



# Tree Ambassador

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- Strong partnership between SPU, SDOT, and Forterra
- Supports and expands SDOT's community engagement goals
- Focus on trees and landscapes in the Right of Way



# Trees for Neighborhoods



- Planted 3,300 trees with over 1,300 households
- Planting & pruning workshops
- Watering and care reminders
- Targeted outreach including underserved communities
- One on one coaching



# Trees for Neighborhoods



- ~12 species each year
- Selections include:
  - Native trees
  - Evergreen trees
  - Fruit tree
  - Power line appropriate
  - Street tree appropriate
- Partnership with SCL to replace inappropriate trees under power lines



# Public Support



- 100% of participants would recommend the program to others
- 80% learned something new about tree planting or care



Awesome Beautify Cause Community

Environment Great Opportunity Great Way Increase

Canopy Looks Neighborhood Neighbors

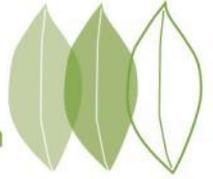
Organized Planting Program Seattle Simple

Think Trees Wonderful



# Policy & Planning

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- Urban Forest Stewardship Plan
- Interdepartmental Coordination
  - Arbor Day
  - Park(ing) Day
- Urban Forestry Commission
- Regional cooperation



# Challenges



- Tree Ambassador funding
  - Grant funding about to expire
  - 340 of 640 staff hours from Forterra will be lost
- Budget & staffing
- reLeaf branding
  - Not clearly a City program
  - Not easily understood verbally



# Opportunities



- Expansion of Tree Ambassador program
  - More volunteers
  - Better geographic coverage
  - Regular public events and communications
- Cross-department outreach campaigns
- Improved web communications
- Increased care support and survival rates for Trees for Neighborhoods participants



# Questions?

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