Regional Tree & Shade Summit 2.0

Branching Out One Community at a Time

Building Capacity for Our Local Canopy
Low Water Use/Drought Tolerant Plant Lists

Regional Tree and Shade Summit 2.0
March 9, 2016

Ruth Greenhouse
Einav Henenson
Active Management Areas

Low Water Use Plants are Required in:

- Public rights of way
- Landscaped areas in some regulated turf facilities & industries
Low Water Use/ Drought Tolerant Plant Lists
Low Water Use/ Drought Tolerant Plant Lists

- Trees
- Shrubs
- Grasses
- Succulents
- Groundcovers
- Vines
- Flowers

More than 150 species of Trees representing ~ 60 genera

www.azwater.gov/conservation
UPDATES

- Improve for 4MP
- Database
- Standardization
- Future Modifications

ARIZONA DEPARTMENT OF WATER RESOURCES
EST. 1996
Thank you!

Einav Henenson
ehenensen@azwater.gov

Ruth Greenhouse
rgreenhouse@azwater.gov
Regional Tree & Shade Summit 2.0

Maricopa County Air Quality Department
Philip McNeely, Director

March 9, 2016
2011 Periodic Ozone Emissions Inventory for the Nonattainment Area

Thousands of Tons Per Year

Oxides of Nitrogen  VOC

- Biogenic Emissions
- On-Road Mobile Sources
- Nonroad Mobile Sources
- VOC Storage & Transport
- Architectural Paints and Roofing
- Consumer Products
- Industrial and Commercial Solvent Use
- Fuel Combustion and Fires
- Small Industrial and Commercial Sources
- Major Industrial Sources
The Rest of the Story on Trees

- Biogenic VOC emissions, mostly from trees, is estimated to be from about 40% to over 50%

- But trees are not bad or even all bad for ozone pollution
  - Shade mitigates heat island effects
  - They absorb and consume pollution
    - Over 500 tons of ozone, about as much ozone as they may be responsible for generating
    - About 900 tons of PM$_{10}$
    - Over 200 tons of nitrogen dioxide
    - About 100 tons carbon monoxide and sulfur dioxide
Trees are Valuable Assets

• Balance shade potential, water use and VOC emissions

• High VOC emitters: palms, Eucalyptus, oaks, sissoo (Indian Rosewood), bottlebrush

• Moderate emitters: most pines, some citrus, Palo Verde, Acacias

• Low emitters: most citrus, other fruit trees, mesquite, ash, African sumac
Thank you.

Philip McNeely
(602) 506-6443
philmcneely@mail.maricopa.gov
Flood Control District of Maricopa County

Harry Cooper
Created in 1959 to reduce the risk of flooding to people and their property

- Build and maintain structures
- Identify and delineate floodplains
- Issue floodplain use permits
- Operate a flood warning system
- Conduct flood hazard studies to identify risks and potential solutions – structural and non-structural
Flood Control District of Maricopa County
Landscape Architecture and Water Conservation Branch

- Landscape Architecture
- Water Conservation
- Native Tall Pot Tree Nursery
Tall Pot Tree Nursery

- 10,000 trees planted since 2002
- Mimics natural root development
- High root to shoot ratio
- Six tree and three shrub species
Tall Pot Tree Nursery

- Used in District construction projects and restoration efforts
- Do not require supplemental irrigation
- Lower cost
- Good survival rates
- May play a key role in mitigating urban heat island effects, improving air quality, restoring disturbed landscapes
Tall Pot Tree Nursery

- Urban applicability
  - Street trees
  - Tree and shade master plans
  - Residential tree programs
- To irrigate or not to irrigate
- Long-term monitoring and survivability studies
  - Graduate research
- GI/LID applications
  - Use in microbasins, bioswales, urban arroyo restoration
  - Grant proposals
- Cooperative Agreements
  - Lower unit costs, higher use potential
Arizona Nursery Association

Cheryl Goar
Building Capacity for our Local Canopy

Cheryl Goar, Executive Director
Arizona Nursery Association
March 9, 2016
Plant Something Campaign

Container Grown Tree Guide

SHADE Educational Conference
It all began with a specialty crop grant......

Arizona Nursery Association
Where Growing Businesses Can Thrive

Just over $600,000 invested to date
Promotes the

• Environmental
• Financial
• Health

Benefits of trees and plants
Target Audience: External

Primary
• Single-Family Homeowners

Secondary
• Home Owners Associations (HOAs)
• Cities, municipalities, ADOT, Parks & Rec.
• Community Organizations
Position
The natural investment that offers guaranteed long-term growth, value and beauty.

Promise
Grow a richer world.

Personality
Creative, outdoorsy, thoughtful, nurturing, visionary, optimistic, fun, energetic, sustainable, green, family-focused, community-oriented
Federal Trademark
22 total partners to date...

Arizona Nursery Association
Arkansas Green Industry Association
British Columbia Nursery & Landscape Association
California Association Nurseries & Garden Centers
Colorado Nursery & Greenhouse Association
Idaho Nursery & Landscape Association
Illinois Green Industry Association
Florida Nursery, Growers & Landscape Association
Georgia Green Industry Association
Long Island Flower Growers Association
Maine Landscape & Nursery Association
Massachusetts Nursery & Landscape Association
Minnesota Nursery & Landscape Association
Montana Nursery & Landscape Association
New Jersey Nursery & Landscape Association
North Carolina Nursery & Landscape Association
Ohio Nursery & Landscape Association
Oregon Association of Nurseries
Pennsylvania Landscape & Nursery Association
Tennessee Nursery & Landscape Association
Virginia Nursery & Landscape Association
Washington State Nursery & Landscape Association
Website

GROW A RICHER LIFESTYLE by putting down some roots

THE ISSUE

OUR MISSION

THE BENEFITS

TAKE ACTION

A WORLD WITHOUT TREES & PLANTS?

Imagine that!

A world without trees and other plants?
If you're having a hard time picturing it, imagine our world without our food crops, our oxygen producer, our shade, and the oxygen producer... do you see the picture now?
Website

A WORLD WITHOUT TREES & PLANTS?

Imagine that!

A world without trees and other plants? If you’re having a hard time picturing that, let us give you a glimpse of this disaster scenario and how to prevent it.

WE’RE ON A MISSION

Want to improve your quality of life?
GET YOUR HANDS DIRTY AND PLANT SOMETHING.
Facebook Page

Plant Something
Farming/Agriculture

50% response rate, 1-hour response time
Respond faster to turn on the badge
2,771 likes this week
Mark W. Arian and 73 other friends
963 post reach this week

View Pages Feed
See posts from other Pages
Invite friends to like this Page

Boost Your Page for $5
Reach even more people in United States

PAGE TIPS
Add a Page Admin
Give someone an admin role on this Page
so you'll stay in control of managing it
How Do Facebook Ads Work?
Reach all the right people where they're active and engaged

Timesaving Tulip Bulb Planting Tips
This is a post about Tulip Bulb Planting Tips

Timesaving Tulip Bulb Planting Tips
Spring is right around the corner! Get ready by checking out these time-saving tulip bulb planting tips:
http://timesavingtulip.com/timesaving-tulip-bulb-planting-tips-

Promote
THIS WEEK
963 Post Reach
62 Post Engagement
0 Website Clicks
2 of 4 Response Rate
1 hour Response Time

Timeline
About
Photos
Likes
More

Post
Offer
Event

Write something...

Viewed by Cheryl O'Hara - February 29 at 5:00am
Spring is right around the corner! Get ready by checking out these time-saving tulip bulb planting tips:
http://timesavingtulip.com/timesaving-tulip-bulb-planting-tips-

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Print Ads

Who says money doesn’t grow on trees? Have you seen what a beautiful yard can do for your property value? By adding a quality landscape to your home, you can boost its resale value by up to 15%. Learn how green investments pay high returns at plant-something.org

Turn your yard and community into an inviting oasis. Before you pour a tall cool one, try planting one. The right trees and plants will transform an ordinary space into a memorable experience. Unearth a wealth of exterior decorating ideas at plant-something.org
Partner Truck Wraps
Digital Billboards

DO SOMETHING SHADY
PLANT-SOMETHING.ORG
PARTNER VIDEOS:

Imagine
Arbor Day
Father’s Day
More to come.....
SHADE Educational Conference

Thursday, September 1
The Arizona Biltmore

• 5 Tracks – 6 Sessions each
• Tree & Plant Track
• CEU’s Available
Container Grown Tree Guide

• Newly Revised
• Copies available at our booth
• Presentation in our afternoon session
Thank You

www.azna.org
www.plantsomething.org

Cheryl Goar
480-966-1610
cgoar@azna.org
Arizona Community Tree Council

- Nonprofit 501(c)(3)
- Education Organization
  Established in 1993
- **Mission:** To facilitate the PROPER care and planting of trees throughout Arizona.
ACTC by the numbers

- 442 members
- 15 Board of Directors
- 20 industry partners and numerous community partners
- 14 educational programs in 2016
- Training for 500+ Industry Professionals
- 155 CEUs (ISA, SLM, OPM)
- 1,000+ volunteer hours (and counting)
Contact Details

www.aztrees.org
General Email: Info@aztrees.org
Tel: 602.354.3023

Bonnie Ervine
ACTC President
Email: president@aztrees.org

Beverly Babb
Executive Director
Email: execdirector@aztrees.org
Arizona Landscape Contractors' Association

Judy Gausman

ALCA
Contract with Landscape Experts
AZ Landscape Contractors’ Association

TRAINING, RESOURCES, & REPRESENTATION
for landscape professionals.

Consists of 440 professional landscape and affiliated companies and municipalities
Representing over 15,000 employees

53 Years and Growing
How does ALCA help AZ cities further their tree canopy goals?
670 certified SLM and 540 ACLP individuals are listed at www.ALCA.org

Nearly 1/3 SLM Certified are from a municipality

CEUs are available
SLM employs practices which strive to preserve limited and valuable natural resources such as water, reduce waste generation and strive for longevity and maturity of plant materials.
Sustainable Landscape Management

Frequent Pruning

Requires more water

More trips to landfill
Plants are healthier and more attractive
Arizona Certified Landscape Professional

- Plant Identification
- Tree Planting & Staking
- Annuals & Perennials
- Turf Care & Installation
- Tree & Shrub Pruning
- Pesticides & Calibration
- Safety & Tools
- Soils & Fertilizer
- Irrigation
- Plant Problem Diagnosis
“One of the biggest benefits of ALCA membership has been the education programs that help us grow and get stronger internally. With the SLM, ACLP, irrigation workshops and other courses offered, it makes us a more professional team especially when speaking to clients, property managers and business owners. They seem to realize that we know what we are talking about because our team members feel more confident about the work they are doing and they really take pride and ownership in the job they are performing.”
Every Day is Arbor Day
Protect your Landscape Investment
Learn More About SLM and ACLP

www.ALCA.org
Arizona Public Service

John Gauthier
APS
FORESTRY & SPECIAL PROGRAMS

John Gauthier
john.gauthier@aps.com
Salt River Project
Lori Rogers
Tree Program
Community Tree Resources

- Ask an Arborist Forum
  - Accessible tool for general tree questions

- Tree Program Blog
  - Biweekly blog posts
  - Topical
Tree Study Group

ARBORIST STUDY GROUP
Brought to you by Valley Permaculture Alliance

January 11th, 2016
At Desoto Central Market
Every Other Monday at 6pm*
Click here for more information: www.yuur.org

valleyperrmaculturealliance

Arborists’ Certification Study Guide
valleypерmaculturealliance

Presents

SUNNY with a chance of
PANCAKES

Mesquite Pancake Breakfast
Saturday, April 30
9AM-12PM

The Space Between
517 N 1st St, Phoenix AZ 85004
Buy tickets online at spaas.org

Bring Your Own Plate (BYOP)
Community Challenge Grant

Roosevelt School District 66

Arizona Community Tree Council, Inc.

Valley Permaculture Alliance
SRP Shade Tree Partnership

2015 shade tree program impact

-the trees-
5,790+ trees given away

= 865,000 kWh energy saved/year

+ 983,000+ lbs of carbon sequestered this year

+ innumerable edible pods produced & wildlife habitat created

-the people-
4,060 people attended our tree workshops

+ 419 volunteers of all ages registered participants, distributed trees, & helped out behind the scenes

valleypermaculturealliance
valleypermaculturealliance
Downtown Phoenix Inc.

Ray Cabrera
Regional Tree & Shade Summit 2.0

DTPHX: Urban Forestry in the Core
DTPHX

Created in 2013 as a community development group, Downtown Phoenix Inc. (DPI) promotes the continued revitalization of Arizona’s urban core. Through collaboration between businesses, City of Phoenix leadership and community groups, DPI coordinates activities between the Downtown Phoenix Partnership, Phoenix Community Alliance and Downtown Phoenix Community Development Corporation. DPI and its affiliate organizations are committed to making Phoenix a vibrant urban destination and one of the nation’s great cities.
DPI as Steward and Partner

- Directly manage 218 trees as part of BID contract with CoP
- Manage additional landscape areas with direct stakeholder contracts
- Advocating for City’s urban forestry goals at the neighborhood level and holding new development accountable
- In-house Streetscape Team for effective management
DPI as Advocate

- Promoting City’s urban forestry goals to stakeholders and neighborhoods
- Holding developers accountable when it comes to streetscape & trees
- Shade as a priority; including trees
- Close working partnership with CoP Parks, Street Transportation, P&D and elected leadership
Trees & Placemaking

- Partnering with City and developers to salvage over 85 mature trees
- Encouraging “right tree right place” and innovative infrastructure development for core
- Utilizing vacant public land as amenity to talk about shade and urban forestry
VACANT LOT ACTIVATION
Thank you

Ray Cabrera, Director of Placemaking
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602 744–6409
dtphx.org