Tree City USA:
Growing Strong Communities
Introduction

• Value
• Program
• Benefits
• Standards
VALUE

Trees...

- Infrastructure
- Health
- Legacy
- Wise Investment

Worth Our Time.
Worth Our Resources.
VALUE

Humans instinctively prefer natural settings

• Increases employee productivity
• Reduces symptoms of ADHD
• Decreases crime
• Eases stress and anxiety
• Increased property value
• Treed streets = more frequent and longer shopping
• Shoppers spend more for goods and parking
100 = 1,000
100 mature trees catch 200,000 gallons of rainwater/year.
100 Trees Over 40 Years:

Benefits = $161,000
- Energy
- Air Quality
- Runoff
- Real Estate

Costs = $89,000
- Planting/Pruning
- Removal/Disposal
- Irrigation
- Sidewalk Repair
- Litter
- Legal/Administration

Pay Off: $72,000
Tree City USA Provides Community Forestry Program:

- Direction
- Technical assistance
- Public attention
- National recognition
Longevity – Launched in 1976

Impact – Over 135 million people live in/near a Tree City

Network – Support from over 3,400 recognized communities
Benfits

Framework for Action

• Provides direction
• Systematic management of tree resources
BENEFITS

Education

• Assistance through the application process
• Online resources
• Technical advice
Public Image

- Quality of life
- Influence
- Desirability
BENEFITS

Citizen Pride

Willingness to volunteer → Public tree care → More pride → Better care of personal trees → Pride in community
BENEFITS

Publicity

• Presentation of the Tree City USA award
• Arbor Day celebration
• Public education
STANDARDS
STANDARDS

1. Tree Board or Department
2. Tree Care Ordinance
3. Community Forestry Program With Annual Budget of at Least $2 Per Capita
4. Arbor Day Observance and Proclamation
1. Tree Board or Department

• May be a professional forester/arborist, an entire forestry department or a tree board

• Group of volunteer citizens charged by ordinance with developing and administering a tree management program

• Legally responsible for the management of the community’s trees
2. Tree Care Ordinance

• Establishes a tree board and gives it responsibilities
• Guidance for planting, maintaining and removing trees on public property
• Provides an opportunity to set good policy that is legally enforceable
3. Community Forestry Program With Annual Budget of at Least $2 Per Capita

- Percentage of city workers’ salaries spent on tree care
- Tree planting/watering/fertilizing
- Equipment rental/purchase/maintenance
- Arbor Day expenses
- Tree care conferences, workshops, memberships
- Value of volunteer labor
4. Arbor Day Observance and Proclamation

Opportunity to inform and engage the broader community through:

• Tree Planting
• Awards Ceremony
• Education
Steps to become a Tree City USA

• Meet the Four Standards

• Complete and upload application documents each year by December 31 - No Fee!

• Apply at arborday.org/TreeCityUSA
Summary

• Value
• Program
• Benefits
• Standards
Purpose through Process
Trees...
Worth Our Time. Worth Our Resources.

“A town is saved, not more by the righteous men in it than by the woods...that surround it.”

-Henry David Thoreau
Thank You

Learn more at arborday.org/treecityusa