



# Trees Are The Answer

Bringing an Urban Tree Program to Your Community

## Lessons Learned

Background

# Loss of Canopy - 2005 Tree Study





**TREE CITY USA<sup>®</sup>**  
Arbor Day Foundation

**Tree City USA – 36 Years**

# Benefits of Trees

- Clean Air –
- Heat Island Effect-
- Financial Benefits – Increased Retail, Real Estate Values, Storm Water
- Emotional Response to Trees – How do they make you feel?

# Tree Fredericksburg Established with Goal to Restore Canopy



# Building a Program

- Political Considerations
- Public Relations /Community Buy-In
- Technical Know How
- Volunteers and Support
- Funding

2007 City was planting 100 trees and removing 200 trees a year. We started slowly - planting 17 Trees the first year





# 2009- 150 -3 Gallon Trees throughout the city We needed to establish that we could follow through



# Political Considerations

- Decision Makers- Outreach to City Council, City Manager, State Agencies for support
- City Staff - Work with staff to be value added and be mindful of not stepping on toes
- Establish a Tree Board or Tree Committee that interacts with staff and decision makers
- The more input - the better community support

# PR/ Community Buy-In

- Education campaign -the importance of trees
  1. Handouts
  2. Newspaper Articles
  3. Social Media
  4. Water bags with logos
  5. Communicate to Neighborhood and HOA Groups
  6. Tree Give Away Events
  7. Tabling at events and Farmers Market
  8. Classes on tree ID, pruning
  9. Connect with influential groups - Rotary, UMW

# Technical Know How

- Establishing a Tree Board of experts & residents
- Setting planting/mulching and other standards
- Set up structure for planting & care
- Educate the public about what you are doing
- Keep up to date with new innovations
- Coordinate with other tree groups for support

2012

44% Canopy

Council approved agreement With  
DOF to increase canopy by 5% in  
10 years

# Where we Plant

- High profile areas for PR
- Plant trees in groups in neighborhoods
- Tell stories





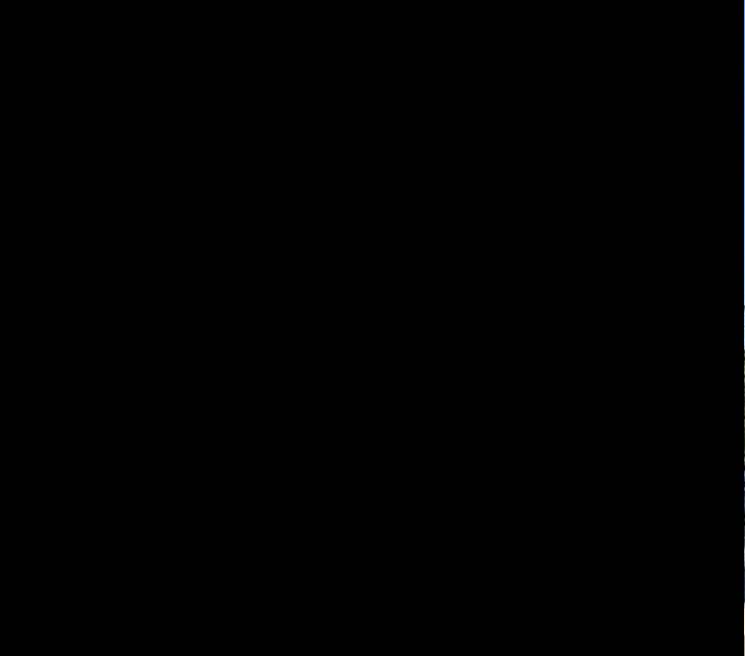
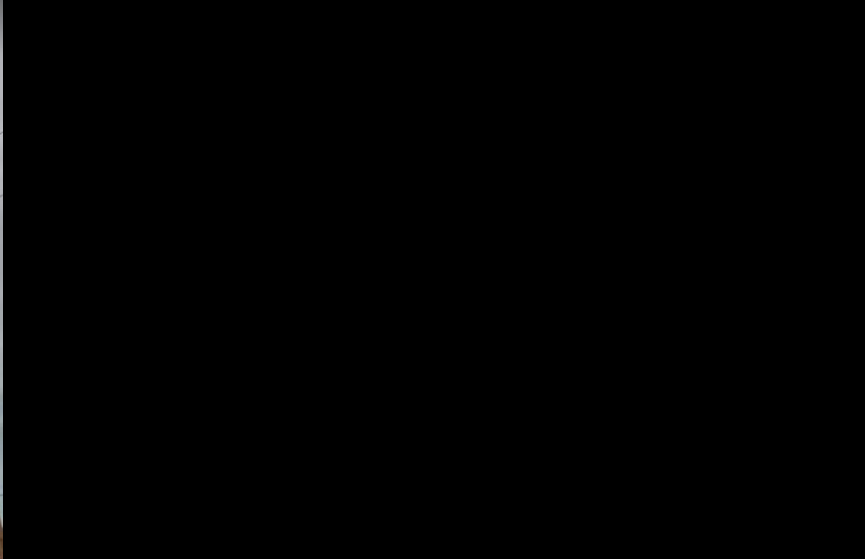












Right Tree  
Right Place

Plant trees that mature at a maximum height of 25 feet under power lines to help eliminate tree and power line conflicts.







Diversify tree species  
no more than 10% of a  
species planted in a  
neighborhood or the city as  
a whole, thus minimizing  
the probability of disease  
or blight having a major  
impact on our urban forest

Show a preference for  
native tree species  
which provide food and  
habitat for native  
insects, butterflies,  
birds, and mammals

Plant drought-  
tolerant and stress-  
tolerant species  
whenever possible.



Encourage residents  
to plant trees in  
their yards rather  
than utility strips,  
giving trees room to  
grow and thrive.

Plant trees that do not have aggressive roots, reducing long term care costs for sidewalk replacement, and plant smaller trees in narrow utility strips, leaving room for roots to grow.





ummy T's



Place the largest  
maturing tree possible  
in the planting area  
provided for maximum  
tree benefits.



Plant trees that have minimum litter and smaller leaves in the downtown area and in areas that have high pedestrian traffic.

# Volunteers & Support

Involve the community in planting and they will be more supportive

- Recruit from all walks of life
  - Churches
  - Business
  - Community leaders
  - Students







**Tree Fredericksburg**  
Volunteers  
Restoring  
Our Urban Forest

Our Partners  
Fredericksburg  
Clean & Green  
Commission

Fredericksburg  
Department of  
Public Works

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2011 National Sponsor



**NeighborWoods™**

NeighborWoods is a program of Alliance for Community Trees



# Funding

City Funds - \$85,000 per year

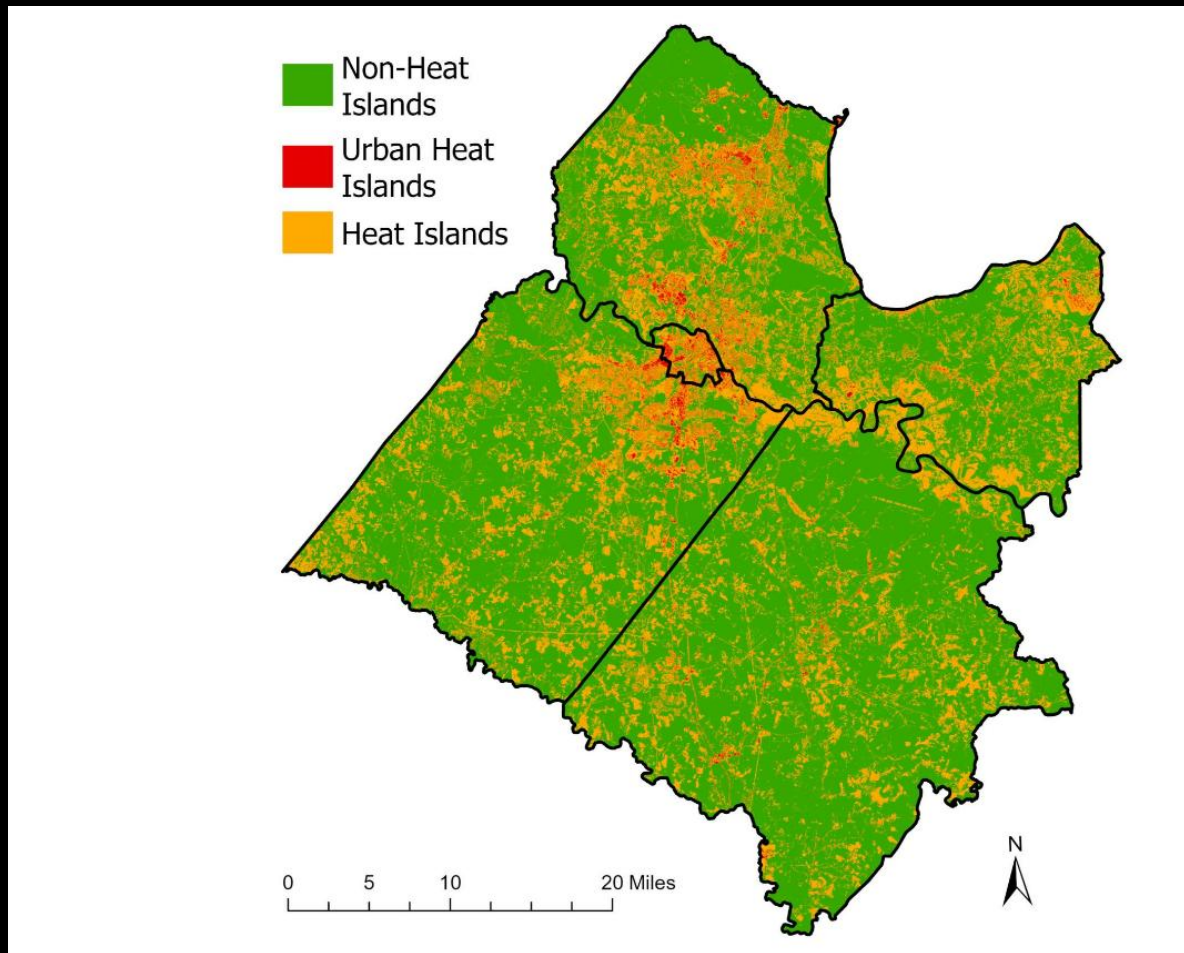
Grants- \$20,000-\$50,000

Donations / Fundraising - \$20,000

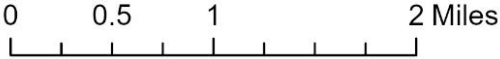
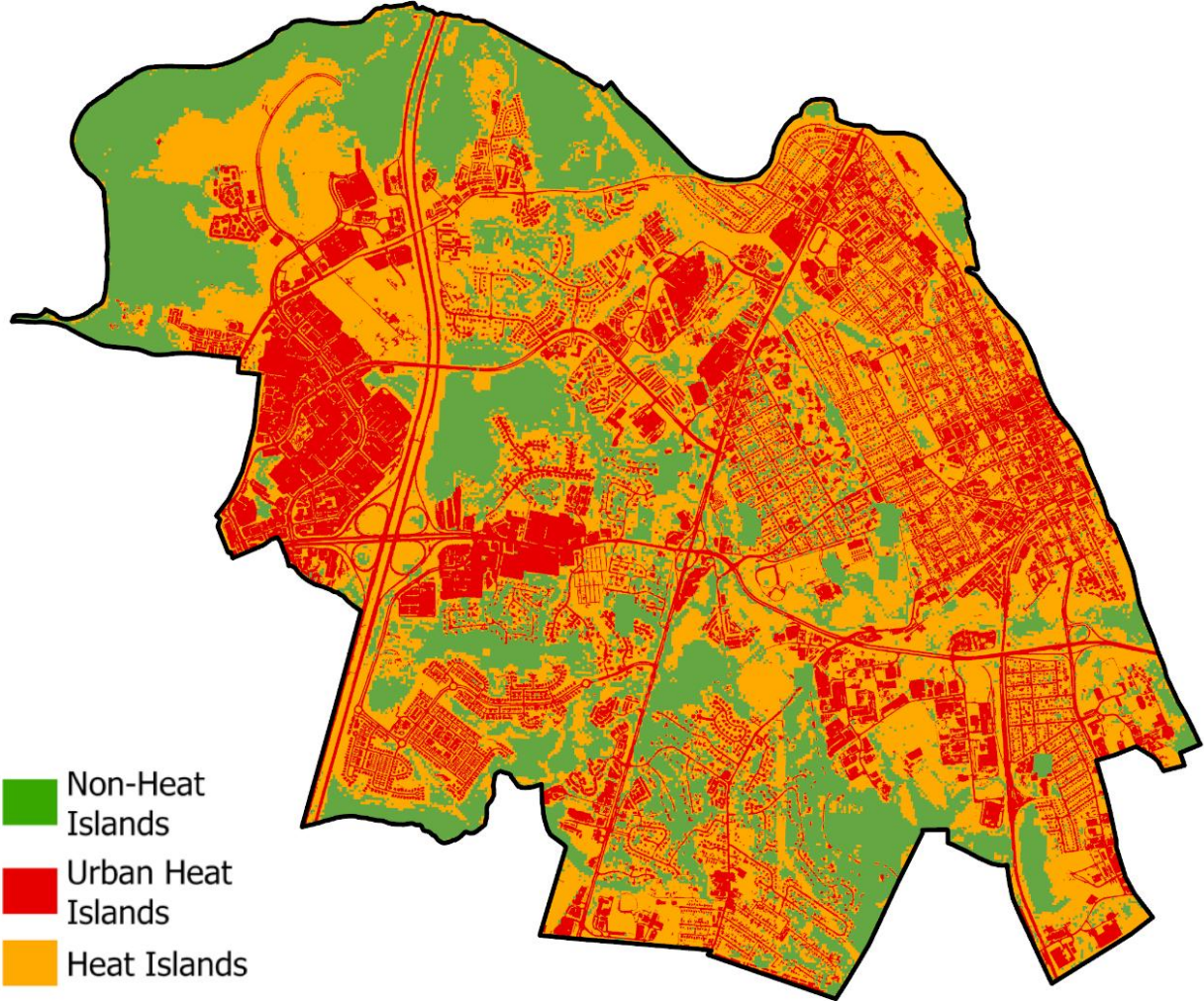
Donations for planting

Funding by homeowners who wish a larger tree

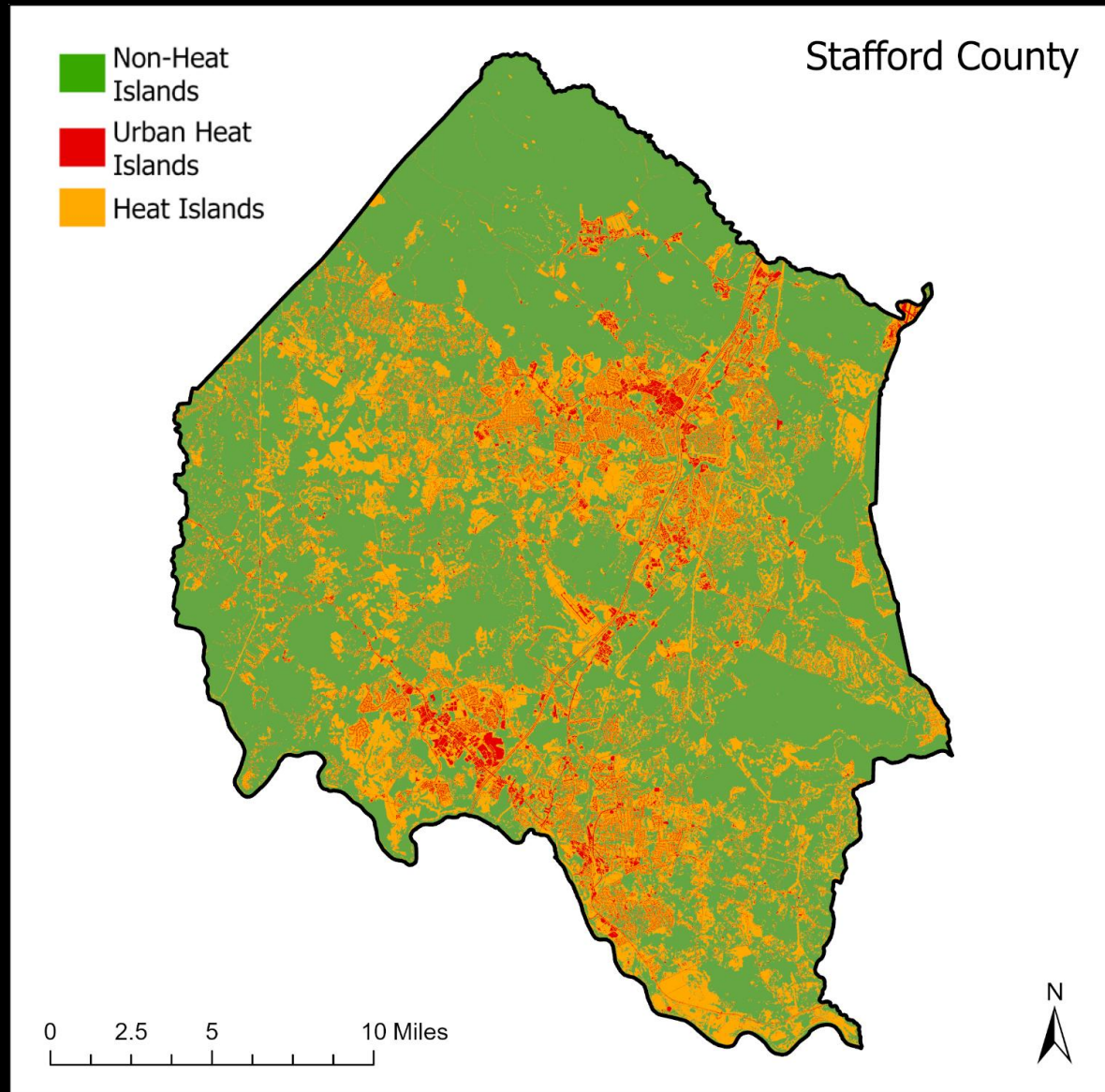
# 2022 Heat Island Study



# City of Fredericksburg



# 17 Degree Differential



# 2024 Inventory/Canopy

15,000 Trees in Schools, Parks, Streets

2018 – Canopy 40.4%

2024 Canopy 36%

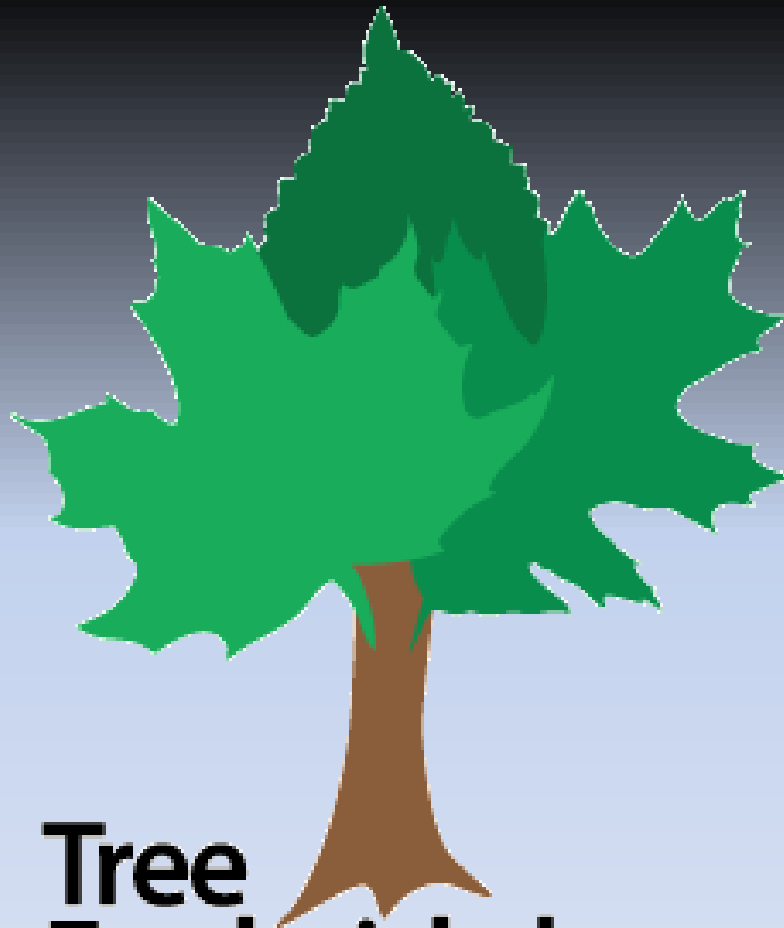
# Tree Give Away Community Involvement

We have given away over 57,000 native trees and shrubs in the last 14 years.

75 Dedicated Tree Stewards

Clean & Green Commission/ Green Committee

State Study on Canopy



# Tree Fredericksburg

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