



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2013 Issue Three

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UPDATING YOUR TREE ORDINANCE, A MAYOR'S PERSPECTIVE

Mary Lou Hildreth, Mayor - City of Keystone Heights



The City of Keystone Heights (pop. 1400--with over 25,000 in the unincorporated area) is approximately four square miles and located in rural Northeast Florida. We have been a Tree City USA for over 20 years and have received the Tree Growth Award for the past five years. Our City has an abundance of old, established trees that require constant care. We also have planted many new trees in public areas. We have a tree inventory and maintenance program.

In 2011, the City applied for a Florida Forest Service Urban and Community Forestry grant. Our goal was to revise our outdated tree ordinance, which was adopted in 1984, as it was no longer an effective management tool. For the last several years, the City has shown improvement in the area of tree care, replacement and preservation. However, we needed to continue to improve our urban forestry management objectives. Specifically, strategies, goals and future vision for urban forest sustainability. The old ordinance did not provide sufficient criteria to achieve the

desired outcome for landscaping within vehicular use areas, preservation of trees within developed parcels and landscaping within the downtown core. Our goal was to focus on the value of trees on private property that contribute to our quality of life.

My main concern was two annexed potential housing developments--one 40 acres, the other 12, with nothing in place to prevent them from bulldozing down every last tree. In some respect, I was grateful for the downturn in the economy in order to allow us time to rectify our current weak code.

We were awarded the grant, but due to changes in personnel and a new City Manager, the actual process was delayed. We finally began the process in October 2012, cognizant that the deadline was January 2013. What seemed to be a simple matter turned out to be a quite an ordeal.

The Growth Management Committee (chaired by my Vice Mayor and seconded by myself, along with citizen members) met long and often with our City Manager, City Planner and staff to update the ordinance. We presented the draft form to the City Council, only to be challenged by a member on the mitigation costs based on DBH. His concern was that it would be too costly for our residents—especially our many retired citizens that live on fixed incomes.

“Our goal was to focus on the value of trees on private property that contribute to our quality of life”

It went back to the Growth Management Committee and, again, after many iterations the mitigation took the form of a formula that was based on an overall tree canopy approach where the mitigation would then be based on average canopy coverage versus lot size. That draft language went to the Planning and Zoning Board who sent it back to committee claiming it was still too restrictive.

Planning and Zoning’s second attempt resulted in the recommendation that “it be written with additional verbiage exempting residential homestead properties that cannot be further subdivided, as well as exempting the removal of nuisance and exotic trees as listed by the state of Florida.” The final draft was re-written yet again to reflect that language with some additional changes

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PRESIDENT'S MESSAGE



Fall is always welcomed as the dog days of summer come to an end. It's hard to believe that we are three-quarters of the way through this year. The FUFUC has been extremely busy this year completing the 2nd Urban Forestry Institute in March and planning the 2014 UFI for next year in Fort Lauderdale. We just completed the first two of four i-Tree training workshops at Nova Southeastern University in Fort Lauderdale and Hills-

borough Community College in Plant City. This two-day, hands-on training workshop consists of classroom instruction and outdoor field exercises. The i-Tree software brings tree inventory and assessment tools that help users identify and manage the structure, function and economic value of urban tree populations. Two workshops will be held in November in Pensacola and Jacksonville. A complimentary "Tree Advocate" membership is included. Visit the website www.itreetools.org for further information about i-Tree software.

In this issue of The Council Quarterly we discuss tree ordinances, preservation, mitigation and GIS mapping. These are all hot topics in the industry where preserving our urban forest is not just important aesthetically, but also brings monetary value. We encourage you to interact with the newsletter and write a "Letter to the Editor" or "Stump the Forester." We really want to open a dialogue with our membership and exchange opinions, ideas and answer questions that you may have involving the urban forest.

Also in this issue, we will address questions #12, 15, and #17 of the 2012 FUFUC member survey. Your feedback is of great importance and by discussing your responses we are striving to focus on the needs of our membership. If you have not renewed your membership, there is no better time than now. Please invite others to join and volunteer.

If you would be interested in participating in FUFUC volunteer efforts we would love to see our membership become more involved. Manning our display booth at community events, presenting Power-Point presentations on tree topics, or identifying groups and leaders in your community to share FUFUC information is a great way to educate and become proactive in preserving the urban forest in your community. Word of mouth is the best advertisement. Please contact the Council (info@fufc.org) if you would like to become involved in any future FUFUC activities.

In closing, as summer ends and autumn comes, enjoy the cooler weather, leaf change, and many activities that harvest time brings.

Sincerely,

Elizabeth Harkey
FUFUC President

continued from pg. 1

regarding rental properties and vacant lots. This was also based on the argument that surrounding cities in the region had no residential permit requirements. However, the undeveloped acreage would still be required to go through the permitting process as those properties were not yet platted.

This process took us almost one year, required a six-month extension from the FFS and cost us almost \$10,000 due to the constant changes and associated City Planner fees--not to mention staff time. The grant award was only for \$6,300 (\$3,150 match) as we had not anticipated such a long and drawn-out process. Therefore, the City had to pay the additional difference.

The lessons learned were to know your community, council and boards. If you live in a community that has staunch defenders of private property rights, you must rethink your approach. Research your neighboring communities' ordinances in advance. Education is key and providing long-range vision is a must. Even then, you must be prepared for compromise and turnabouts. In the end, we still ended up with a much better ordinance than the old version, albeit not very protective.



NEWSLETTER ADVERTISING ANNUAL RATES:

Business-card size advertisement.....	\$75
Quarter page advertisement	\$115
Half-page advertisement.....	\$225
Full page advertisement.....	\$450

To place an advertisement in *The Council Quarterly*, please contact Sandy Temple, FUFUC Executive Director (407-872-1738).





i-Tree

Pensacola

November 19-20, 2013

Jacksonville

November 21-22, 2013

For more information about either of these workshops, please contact Sandy Temple by calling (407) 872-1738.

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Tree of the Quarter

NUTTALL OAK
(*Quercus nuttallii*)

Nuttall Oak (*Quercus nuttallii*)

Native to the American Southeast and Midwest, Nuttall oak is quickly replacing some other oaks, such as Laurel oak (*Q. laurifolia*) and Shumard red oak (*Q. shumardii*), because it combines all of their good points while lacking their weaknesses. This deciduous oak quickly grows into a pyramidal tree 40 to 60+ feet tall with a strong central leader. It accepts most soils, even alkaline or wet ones.

Leaves:

Nuttall oak is known for its red to orange red late-fall foliage. Leaves are simple, alternate, lobed, 4-8 inches long. It drops all of its leaves cleanly in late fall.

Bark:

The Nuttall's bark is grayish-brown initially quite thin and smooth, later developing furrowed with flat ridges.

Flower and Fruit:

The species is monoecious: male in long drooping catkins, yellow green; females have very small spikes in leaf axils. The acorns are striped, oblong, reddish-brown and up to ¾-1 inch long. The acorn matures in two seasons in the fall.

Roots:

The Nuttall doesn't develop surface roots and won't invade water lines. This should make it well-suited for many urban sites.



Form:

Nuttall has a moderate to fast growth rate and reaches a height of 40-60+ and a spread of 25-40'. The crown is round to oval with plenty of head room beneath its branches, making it an excellent lawn, patio or street tree.

Environment:

The Nuttall prefers full sun and is hardy from Zones 6B to 9A although you can successfully extend it into Zone 9B. This red oak prefers loamy, well-drained soil, but also tolerates poorly-drained clay-type soils handling pH from 4.5 to 6.5. This red oak has medium-high wind resistance and moderate drought tolerance. Nuttall oaks have no pests or disease issues of major concern, although improper pruning cuts can lead to stem cankers.

Other Attributes:

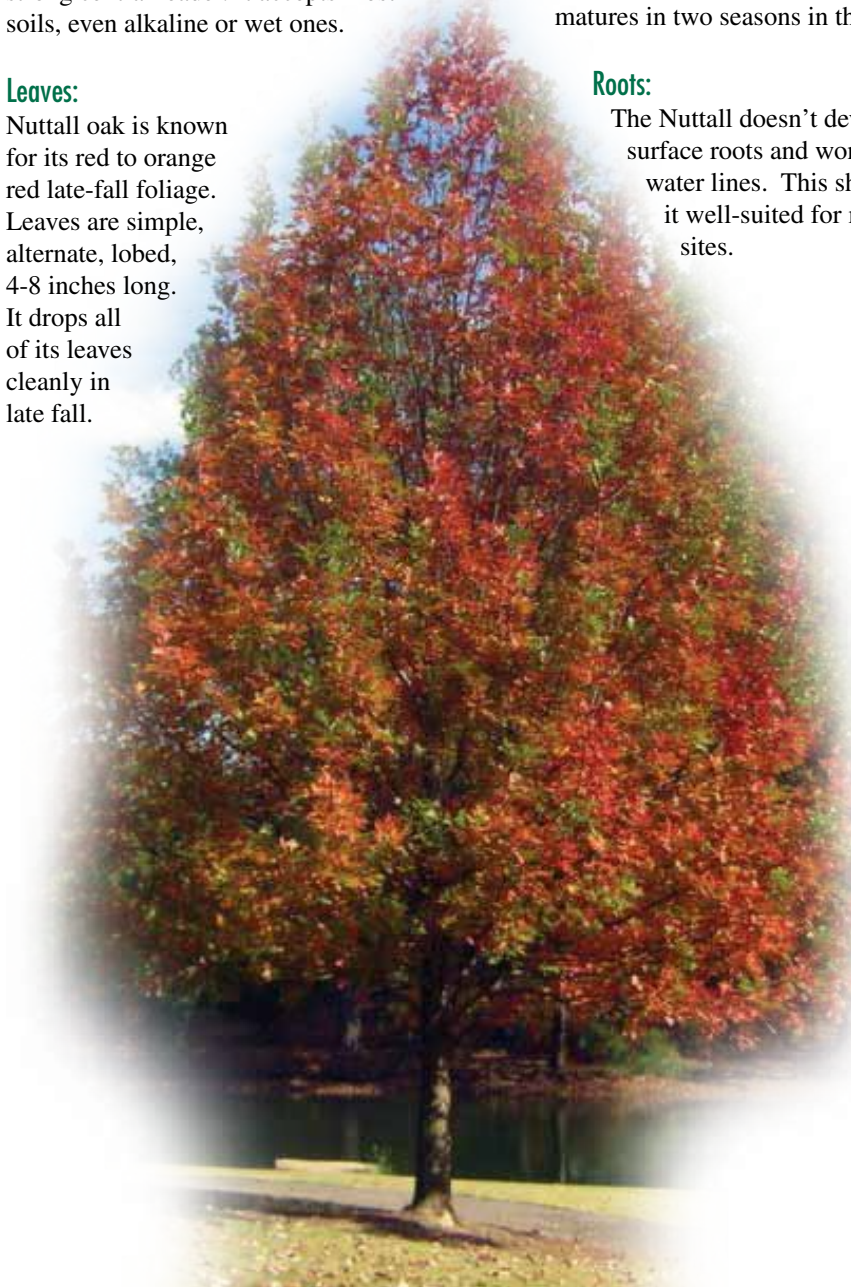
Acorns are a favorite to ducks, deer and wild turkey and also important to squirrels.

Little known facts:

Not distinguished as a species until 1927, when it was named for Thomas Nuttall (1786-1859), British-American botanist and ornithologist. The foliage resembles Pin Oak (*Quercus palustris*); the ranges overlap in Arkansas, but Pin Oak has smaller rounded acorns with a shallow cup. Often confused with Buckley Oak (*Quercus buckleyi*) which was once illegitimately called *Quercus texana*.

Alias:

Texas Red Oak, Red Oak, Red River Oak, Pin Oak, Striped Oak



STUMP THE FORESTER

QUESTION: Can you explain to me why leaves change color in the fall? Why are they different colors and not just one specific color?

ANSWER: When leaves change color, from green to yellow, bright orange or red they are beginning their long winter's rest. As the earth makes its 365-day journey around the sun some parts of the planet get fewer hours of sunlight at certain times of the year. The days become shorter and the nights grow longer. The temperature slowly drops.

Trees respond to the decreasing amount of sunlight by producing less chlorophyll. Eventually a tree stops producing chlorophyll. The trees will rest and live

off the food they stored during the summer. By shutting down their food-making factories the green chlorophyll disappears from the leaves. As the bright green fades away we begin to see yellow, orange, red, and purple fall foliage colors.

The bright red and purple come from anthocyanin (an-thuh-'si-uh-nuhn) pigments. These are common antioxidants common in many plants; for example, beets, red apples, purple grapes, and flowers like violets and hyacinths.

Brown fall foliage colors come from tannin, a bitter waste product. The orange comes from carotene (kar-uh-teen) and the yellows from xanthophyll ('zan-thuh-fil). They are common pigments, also found in flowers

and foods like carrots, bananas and egg yolks.

Temperature, cloud cover and rainfall all affect autumn leaf color. The best autumn colors come when there's been:

- A warm, wet spring
- A summer that's not too hot or dry, and
- A fall with plenty of warm sunny days and cool nights.



If you would like to 'stump the forester,' see page 11 for information on submitting your question!





**Deadline for
Submission:
November 15, 2013**

CATEGORIES

- OUTSTANDING PROFESSIONAL
- OUTSTANDING TREE ADVOCATE OR TREE ADVOCACY GROUP
- OUTSTANDING PUBLIC EDUCATIONAL PROGRAM
- OUTSTANDING PROJECT
- OUTSTANDING URBAN FORESTRY PROGRAM
Large and Small Communities
- LIFETIME ACHIEVEMENT AWARD

To apply online or for more information about categories, please go to www.fufc.org/awards_information.html

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AWARD CATEGORY (please check one):

- Outstanding Professional
- Outstanding Tree Advocate or Tree Advocacy Group
- Outstanding Public Educational Program
- Outstanding Project
- Outstanding Urban Forestry Program / Large Community
- Outstanding Urban Forestry Program / Small Community
- Lifetime Achievement Award

GUIDELINES

- Nominate your own work, the work of your organization or the work of another.
- Each application must be typed and presented in a standard three-ring binder (no larger than ½ inch capacity). The completed awards entry form must be the first page of the application. The second page of the application should be a 200-word overview of the nomination. (Note: For winning nominations, the overview of the nomination will be used for presentation purposes and to highlight the individual, project or program in *The Council Quarterly* newsletter.) Following the brief overview should be a summary of not more than three typewritten pages that describe the project's, program's or individual's

contribution to urban and community forestry as outlined in the Award Categories.

- Support documentation such as photographs, press clippings, printed pieces, and letters of commendation are encouraged, but shall be limited to 12 additional pages. All supporting documents must be attached or secured inside the application. Please, no loose documentation such as videotapes. Each application must include at least three digital photos in order to be considered. Examples include photos of the individual recipient, project logo, etc.
- Deadline for entry is **November 15, 2013**. Submit the original, one full copy and the three digital photos to:

SEND ALL NOMINATIONS TO:

Friends of Our Urban Forest
Awards Program
Florida Urban Forestry Council
Post Office Box 547993
Orlando, FL 32854-7993

*All submitted materials become property of the Florida Urban Forestry Council. **Please note:** The Awards Committee reserves the right to reassign the entry to another category if deemed appropriate. For questions or additional entry forms, please contact Sandy Temple, Florida Urban Forestry Council Executive Director at (407) 872-1738.*

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GAINESVILLE HUGS ITS TREES

Jennifer Gihring, FUFU Executive Committee Member



More than 10 years since discussions first began, the City of Gainesville adopted a revised tree protection ordinance on June 6th. The revised ordinance represents a solid commitment to protecting quality-of-life for the next generation.

The revised ordinance focuses the city's regulations on protecting healthy heritage trees (trees greater than 20" dbh) and promotes planting of more than two dozen "high-quality" shade tree species, including live oak, southern magnolia, tupelo, bald cypress, longleaf pine, and American holly.

"Protection" under the ordinances comes in a fee levied when high-quality heritage trees are removed from a site. The fee for removal of a heritage tree is calculated via an "appraised value" equation specified in the ordinance, incorporating tree size and annual market-based tree value. Fees are assessed for the first three trees per acre,

beyond which mitigation via tree planting is required. Replacement species must grow at least as tall as the trees being removed, which encourages retention of volume in the urban canopy.

Successful co-existence of trees and infrastructure requires compromise. The revised ordinance contains a number of compromises that provide room for urban development that is respectful of the value of Gainesville's trees. While the ordinance does levy a fee for tree removal, it also reduces the tree species that have special status. Further, the fee component applies only to commercial development, not single-family homes (components that require mitigation via tree planting do apply to residential development). Lower-quality species, such as water and laurel oaks, can be removed without a mitigation fee. Clear-zones from existing underground utility lines and between sidewalks/streets and trees may result in fewer trees being planted, relative to the previous regulations. However, such proactive measures likely will decrease infrastructure conflicts down-the-road as street trees mature, thus retaining higher-quality trees that have been planted in the right place.

Throughout the protracted effort, the City of Gainesville's Tree Advisory Board served

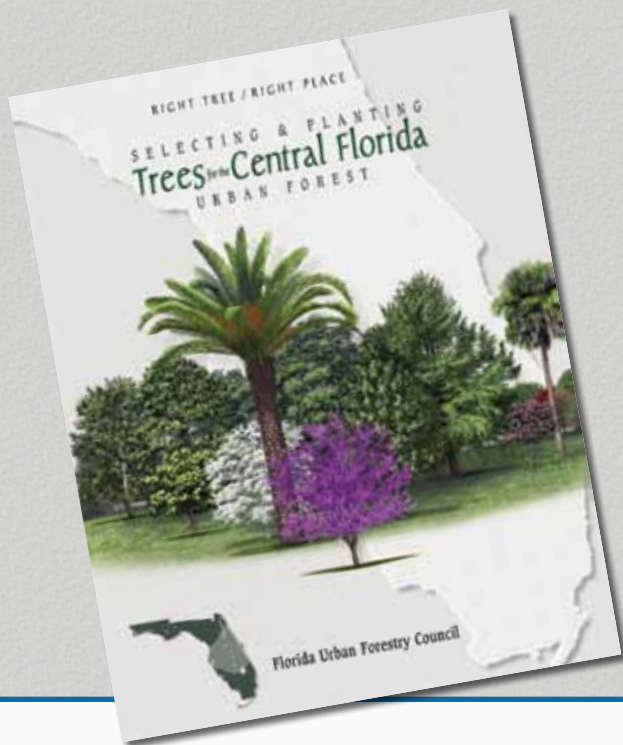
as the primary engine pushing the ordinance forward, negotiating compromises and bringing solid science to the discussion. In the final ordinance, the City's Tree Advisory Board is hard-wired into the calculation of replacement cost. Clearly, the direct and active role of the Tree Advisory Board in passing this ordinance and its direct role in implementation of the ordinance are evidence of benefits that an effective tree board can bring to its community.

The 10-year sustained commitment on the part of Tree Advisory Board members, past and current, was the key factor in this success. This indicates the importance of active participation by people who care about their community's trees, as well as institutional support for sustained community involvement. Passage of the revised tree ordinance is evidence that the City of Gainesville and its citizens value their urban forest, understand the tremendous positive impact of trees on quality-of-life in Gainesville, and are committed to see that the urban forest grows on par with the City. FUFU congratulates the citizens and elected officials in Gainesville on their commitment to protect their community's heritage embodied in its trees.



Photo Credit Meg Niederhofer

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SMR Farms
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Fish Branch Tree Farm
 Zolfo Springs/863-735-2242

Snapper Creek Nursery
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RPG Growers are committed to enhancing the image and quality of field-grown trees through the hardening-off process. Research continues to show that hardened-off field-grown trees are more wind resistant, use water more efficiently at planting, establish faster after planting, and when planted with container trees in a situation of limited water or irrigation will have dramatically higher survival rates.

To Subscribe to the RPG Times Newsletter or to request copies of the Tree Grading, Planting or Pruning Cue Cards contact an RPG member or visit www.rootsplusgrowers.org

Working in Harmony with Nature

Sumter Electric Cooperative has always placed a high priority on the environment by working to stay in harmony with nature. Evidence of SECO's environmental stewardship is displayed through the following programs.

Sumter Electric Cooperative:

- was named a *Tree Line USA* utility for the fourth consecutive year by *The National Arbor Day Foundation*. Employee arboriculture training, public education, and maintaining abundant, healthy trees in SECO's service area are common practices.
- installs osprey nesting dishes atop of the utility pole cross arms as needed for these magnificent birds.
- places squirrel guards atop the transformers to protect a variety of animals from danger, particularly squirrels.
- offers net metering to members interested in renewable generation such as photovoltaic systems.
- recycles retired power equipment, scrap steel, aluminum, copper, porcelain, fluorescent lights, ink printer and copier cartridges, plus much more.
- researches and writes *Nature's Reflections*, a special column in the members' newsletter developed to educate the community on the flora and fauna of Florida with eco-friendly topics like xeriscaping and conservation.



REQUEST FOR ARTICLES

Please let us know what urban forestry projects you have going on in your neck of the woods. The Florida Urban Forestry Council would greatly appreciate the opportunity to share your information in our newsletter. These articles can include:

- New trends in the industry
- News about tree advocacy groups
- Volunteer projects
- City tree programs
- Letters to the Editor
- Questions for "Stump the Forester"



We look forward to hearing from you on this or any other interesting topic related to the urban forestry industry and profession. Please send any articles or ideas to Jerry Renick, FUFNC newsletter editor, at jrenick@landdesignsouth.com.

Thanks for contributing!

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SPOTLIGHT ON MANAGING COMMUNITIES – CITY OF BROOKSVILLE

Charlie Marcus, Urban Forestry Coordinator – Florida Forest Service



“City of Brooksville Nursery”

We hear so much about the great urban forestry program accomplishments of the larger cities, and deservedly so. A lot of good work, however, goes on in the smaller cities as well. Brooksville, Florida, with a population of just under 8,000 is a good example of a small city with an active urban forestry program. Brooksville lies near the

Gulf coast in Hernando County, roughly 50 miles north of Tampa.

Brooksville operates with a small city **staff**, but still manages to accomplish quite a bit. Trees in the parks and cemetery are managed by their Division of Parks and Recreation, and those along City



rights-of-way are managed by the Division of Public Works. The Code Enforcement Division oversees the enforcement of the tree ordinance, which is part of their overall preservation **ordinance**. This ordinance applies to both public and private property. The division reviews permits for removal of individual trees greater than 10 inches diameter, as well as plans for tree removal as part of larger development review processes. The goal is to maintain the canopy cover at its current level and to preserve indigenous plant communities to the greatest possible extent. While other communities struggle to deal with pressure from interests who wish to subvert the tree ordinance, Brooksville city officials report that they receive good cooperation from developers and other participants in the review process. Property owners often express appreciation to city officials for maintaining the character of neighborhoods during development.

Code enforcement and public works cooperate together to maintain a GIS inventory of right-of-way trees, which has been in place since 2002. If you turn off of Highway US 41 and meander through the City’s neighborhoods, you can’t help but be impressed by the expansive canopy of large live oaks and other canopy trees. City staff is using this inventory to formulate a **plan** for replacing canopy trees as they are removed and adequate space for future growth becomes available. They also intend to initiate a program to assist private residents with planting new trees on their properties that are adjacent to City streets and thoroughfares, using Tree Bank funds that are collected through the permit review process. Often, there is not adequate space on the public right-of-way for new trees, so cooperating with adjacent homeowners appears to be a viable solution.

The pride and joy of Brooksville’s urban forestry program, however, is the state-licensed nursery that they established seven years ago. Rich Howard, Cemetery Sexton, and Jamie Miller, Cemetery Volunteer Coordinator, oversee the activities of a cadre of nursery volunteers who serve as one of Brooksville’s tree **advocacy** groups. The nursery propagates plants to replenish landscaping throughout the Cemetery and other city properties. Wal-Mart has partnered with them by donating unsold plants and broken or damaged bags of

potting soil, mulch, etc. The total retail value of these items during this fiscal year to date is almost \$12,000. Volunteers and staff work with the plants to re-establish desirable branch and root structure before outplanting them. Those that are incorrigible go into the compost pile to help create their “home-grown brand” of potting soil. Local nurseries have also donated 170 trees, some as large as 100 gallons.

Donated materials and volunteer labor have allowed the city nursery to propagate over 1,000 trees in the past year, valued at over \$11,000. In addition, outplantings from the nursery in the past year have included roughly 500 trees of nine species worth almost \$15,000. They have a current inventory of almost 800 trees including 12 species.

The nursery has been able to “re-gift” many flowering annuals and broken bags of mulch to local civic organizations such as the Brooksville Garden Club, and they also operate the cemetery “bio mass” recycling project. Woody debris is transformed into



“Firewood from tree limbs for use by Brooksville city residents--keeps tons of bio mass from entering the landfills”

continues on pg. 14



“Tree Farm”



“Yearly mulch piles from the winter leaf fall and plant recycling dot the lower field, soon to be planting and potting soil”

continued from page 13

high quality potting soil for City projects, and fallen trees and limbs are made available to residents as pre-cut firewood.

Those involved in the urban forestry program deserve some major kudos for taking some really creative and innovative initiatives to promote trees in their community.



“Volunteers trimming a Crepe Myrtle”



“Nursery-grown Ligustrum and Viburnum, with donated Magnolia trees”

REMEMBER THE FEELING.



Florida lost millions of trees statewide due to hurricanes and our community health and property values have changed.

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Together we can create healthy trees for healthy cities. Visit treesarecool.com for more information.



This print PSA has been produced with funding provided by the USDA Forest Service through the Florida Division of Forestry's Urban and Community Forestry Grant Program.

MEMBERSHIP SURVEY RESULTS

Kathy Beck, Membership Committee Chairperson

As part of our continuing commitment to respond to our membership, the following survey responses continue to be a focus for your Executive Committee.

Are you aware of the Friends of Our Urban Forest Awards Program?

As 76.6% of you are aware, the Council promotes recognition of the Urban Forest through the Friends of Our Urban Forest Awards Program. We are currently soliciting nominations for the following award categories: Outstanding Professional;

Outstanding Tree Advocate or Tree Advocacy Group; Outstanding Public Educational Program; Outstanding Project; Outstanding Urban Forestry Program for large and small communities,

and the Lifetime Achievement Award. For further information regarding the specifics of these categories, please visit our website at <http://www.fufc.org>. Nominate

your urban forestry program, project or professional for the 2013 Friends of Our Urban Forest Awards Program – deadline is November 15!

What content would you like to see discussed in the newsletter?

As reflected in our last survey response, the FUFUC newsletter continues to be a hallmark of our organization. Responses were varied and we have tailored our 2013 newsletters to reflect your comments and suggestions.

Based on responses, we have made specific changes to our newsletter including the “Tree of the Quarter,” those trees that are proven performers but underused in the landscape, highlights of urban forestry programs and communities and thematic newsletters. This issue includes Tree Ordinances, Tree Preservation, Mitigation and GIS Mapping. Other suggestions for our newsletter included Legislative issues

“Based on responses, we have made specific changes to our newsletter including the “Tree of the Quarter...”

pertaining to trees, events and industry standards, scientific studies and “How to” articles. Stand by, your newsletter committee is committed to providing you relevant urban forestry information you can use!

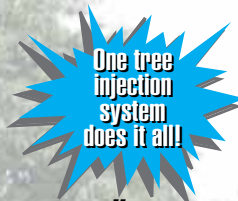
Please rate the Right Tree, Right Place Planting Guide/Poster:

83.3% or 60 of our responses indicated that the Right Tree/Right Place poster was very informative and useful! Suggestions included distributing the poster to private property owners and the development community. We will continue to explore ideas on how to market this information for a wide range of audiences. Other suggestions included adding additional varieties or cultivars and more emphasis on Florida natives and wind-resistant species. We appreciate the suggestions for improving or updating our educational information and encourage you to promote the posters to support Urban Forestry efforts and your Florida Urban Forestry Council.

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LETTERS TO THE EDITOR

In his article, "Moving an 80 Year-old Arboricultural Maiden" (Issue Two, 2013), Mr. Brennan states that "any tree can be moved! The question is, Will it live after the move?" My biggest question is "Why move this giant rain tree at all? Why take the chance? If it doesn't survive the move, then it is lost forever!"

As a practicing Landscape Architect for 28 years, I always try to analyze the site and its existing conditions first, and then work with its best features. It seems to me that an 80 year-old tree in a city that is only 100 years old is certainly worth designing a project around. If this tree is not worth preserving, then what tree is?

It is my belief that a perfectly good site plan could be designed for this project without moving the tree. Sure, the number of rental units and the project's density would probably have to be reduced a little, but I feel this is just another case of a developer trying to squeeze too much onto a site. The developer wants to build 998 units on 6 acres. By my math, that's a whopping 166 units per acre! The last time I checked, this is not New York City, or even

Miami...this is downtown Fort Lauderdale we're talking about here!

I certainly hope that the Fort Lauderdale City Commission "does the right thing" and votes this project down and sends the developer, and his famous Danish Architect, back to the drawing boards. If not, then the City Commission will be going against their own decision in 1987 when they granted protected status to this tree. If not, then let's all hope that Mr. Brennan and his experienced team "get it right," and the tree lives after the move this time. Because, it would be a shame to lose this tree forever. Now, that would be an example of the kind of sustainability that I cannot live with.

- *Michael D. Conner, Registered Landscape Architect*

How to Submit a Letter to the Editor

We welcome opinions from all sides: the majority, the dissenters and the contrarians. Send your letter to northrop@ufl.edu. You may also mail your letter to:

Robert Northrop
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5339 CR 579
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Here are some tips on successfully writing a letter to the editor and getting it published:

- Letters about an especially timely topic will be given priority.
- Refer only to articles that have appeared within the last two issues.
- Include the writer's street address, phone number and E-mail address, with no attachments.
- Do not submit open letters or third-party letters or letters that have appeared in other publications.
- Write quickly, concisely and engagingly.
- Please keep the length of your letters to 150 words or less. If you wish to submit a full-length article for possible publication please send to info@ufuc.org.

Writers of those letters selected for publication will be notified within a week. Letters may be shortened for space requirements. We regret we cannot return or acknowledge unpublished letters.



TREE PRUNING – TIPS FOR CREATING AND MAINTAINING POSITIVE RELATIONSHIPS WITH CITIZENS AND CUSTOMERS

“What are you doing to my tree?”

–Landowner

Anyone working on a field tree pruning crew long enough will eventually hear words like these from a frustrated or angry landowner. How would your staff respond? If not handled well, isolated negative situations can quickly snowball into phone calls to elected officials, phone calls to supervisors and board members and extensive negative press. At that point, it is difficult to reverse a negative impression. Such interactions can also decrease the ability to garner support for future voluntary programs in the community. Active communication, establishing a culture of respect for private property and thoughtful preparation for difficult situations are three keys to encourage positive public perceptions.

Through these actions, utilities and municipalities can help ensure that opinions held by customers and citizens reflect your level of professionalism and commitment to quality work.

“Why is this person being so difficult?”

–Crew Member

Where utility arborists see in terms of lines, circuits and streets, landowners see in singularity, with a perspective colored by memory. Landowners see the same tree outside their front window every morning... perhaps the tree where their child learned to pump a swing, the tree that holds their favorite birdhouse or the tree whose highly-anticipated spring display marks the passage of time. When considering these two viewpoints, it is easy to see why professionalism can be perceived as callousness and passion can be perceived as irrationality.

“How can we fix this?”

–Landowner and Crew Member

Proactive Communication and Outreach: Waiting until there is an “issue” is a recipe for disaster. Proactive communication and outreach can help lay the groundwork for positive interactions with customers by attempting to have “no surprises” in your

pruning program. Proactive outreach includes activities such as:

- Pilot projects or demonstration areas on public property to show the effect of tree topping vs. the benefits of lateral pruning, utilities’ preferred tree species, clearance zones, and other key aspects of your program. Refer to the demonstration area in your outreach materials and encourage people to visit the site(s).
- Meet face-to-face with homeowner associations in areas where pruning is planned.
- Coordinate tree work so that all lines within a neighborhood are pruned at the same time. To the extent possible, also coordinate tree work conducted by other utilities that serve your community (e.g. cable TV, phone, etc.).
- Ensure that all neighborhoods are treated equitably in terms of outreach efforts.
- Provide an interactive map on utility website showing areas of upcoming tree pruning activity.
- Provide routine (monthly/quarterly) update for elected officials regarding scheduled pruning.
- Use photos and graphics whenever possible to better illustrate the effect of pruning for individual species, instead of relying on public to understand terminology such as “end-weight reduction” or “lateral pruning.”
- Establish a program to solicit community participation in identifying special status trees and ensure that internal procedures are in place to ensure crews know how to handle these trees differently.
- Establish an internal procedure that defines conditions where a “warm touch” with a landowner is necessary prior to tree work (e.g. complete removals, more than 25% reduction in canopy, significant change in tree structure or form, work outside the easement, etc.).

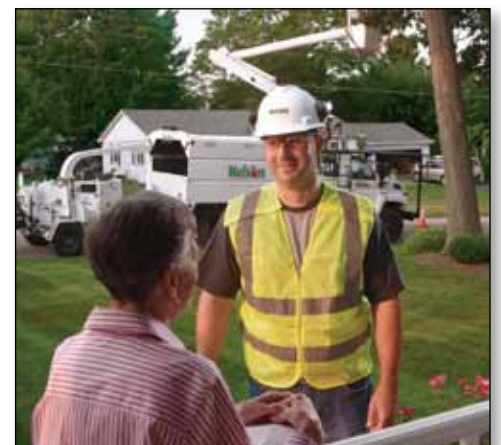
“Through these actions, utilities and municipalities can help ensure that opinions held by customers and citizens reflect your level of professionalism and commitment to quality work.”

prepared, their response in-the-moment can head off many difficult situations or ensure more effective and positive follow-up.

Preparation takes many forms, including:

- Providing crews with photo books illustrating typical pruning results when trees are located under or near power lines.
- Train crew leaders to talk about their practices in the language of healthy trees, instead of detailed technical practices and policies (note that even a full removal is, in part, about ensuring a healthy tree canopy).
- Phrases such as “Help me understand...” or “I can see where you’re coming from...” go a long way in communicating respect.
- Ensure that crew leaders are empowered to stop work and step away from a site when it is necessary. The key is to have a utility representative prepared to handle such follow-ups, provide crew leaders with that individual’s contact information in a format that they can easily provide to a property owner (e.g. business card), and ensure that the utility representative initiates the contact (as opposed to putting the onus on the property owner to initiate contact).

Through proactive communication and preparing for difficult situations, utility foresters can improve the public perception of tree pruning and establish an internal culture of respect for private property. This will help everyone reach the common goal – reliable electric service, safe working conditions for utility crews and a quality tree canopy in our communities.



Preparing for Difficult Situations: Some of the most productive interactions start with the most awkward moments. If crews are

MOBILE APPLICATIONS FOR URBAN FORESTRY

Mindy Moss - Senior Forester / GIS Manager for Legacy Arborist Services, a Division of Natural Resource Planning Services, Inc.



In today's world, technology is everywhere and the use of technology has grown exponentially. It might be hard to believe, but the first iPhone did not hit the US market until 2007. The growth of applications (apps) for smartphones and tablets over the last several years has been nothing short of astonishing. While some professionals in our field might still shy away from this technology, many more have found that mobile technology can be effectively used in day-to-day activities, increasing their productivity and capabilities. This article will review some of the urban forestry – arboriculture apps that are now available.

Applications differ due to the type of mobile device operating system (OS). The majority of the devices used on the market today operate on the iOS (from Apple), Android (from Google), Windows Phone 8, and Blackberry 10 OS platforms. The operating system of the mobile device will dictate what application store a user will

access to download apps. Apple's iOS and Google's Android systems and phones have been on the market for some time (they both have smartphones that offer apps and touchscreen capabilities); and thus, have had the opportunity to build a large user following and a large collection of applications. By far, Apple has the greatest number of applications available; however, open source applications can be readily available through Google's Android. Both Windows Phone 8 and Blackberry 10 have fewer applications in general because they are newer to the market. More applications should become available overtime as Windows Phone 8's and Blackberry 10's popularity grows.

Mobile applications can be used in the urban forestry field in a number of ways. Mobile apps can be used to collect tree attributes, obtain tree locations, help organize data, and share data with others. Examples for municipality use can be seen in San Francisco, California (*Urban Forest Map* - Android and *SF Trees* - Apple), and Portland, Oregon (*PDX Trees* - Apple). *Urban Forest Map* was developed by San Francisco's Friends of the Urban Forest and allows users (government, nonprofits and community citizens) to map the location of trees. This app provides information on how to measure trunk sizes and determine tree species. The collected data is used to determine the environmental benefits of San Francisco's urban forest, which in turn influences management and planning decisions. *SF Trees*, developed by Elbatrop Ltd., provides access to San Francisco's database of trees – listing and providing a map of approximately 65,000 trees throughout the city. Citizens or tourists can search for trees around their current location, or look at trees in another area by using a search option and street address. *PDX Trees*, developed by Elsewise LLC, was created to map and share Portland, Oregon's designated heritage trees (roughly 281 trees) throughout the city. With *PDX Trees*, individuals can search and locate trees on a map, view the details of a tree by clicking on a pin, take and upload pictures of the various heritage trees, and can even share the tree data and tree location with others via E-mail. These applications were all designed for the public as the end-user; however, applications can also be used for in-house staff purposes as well.

The challenges of using applications to collect and share data must be analyzed and considered prior to beginning any project. If volunteers are used to collect data for a project, one limitation is the challenge of finding a single app that is compatible on all operating systems (volunteers will not likely own the same types of phones and/or tablets). Unfortunately, developers of the various apps do not always make the same application for each type of operating system. To overcome utilizing different applications to collect data in the field – the goal should be to find an app(s) that will provide data in similar formats (e.g. GPS coordinates/waypoints in KML format). Another consideration as to what application to employ is that some applications require Internet access to run, and the Internet may not be available in all locations of a project area. Of course, the major benefits to utilizing applications for projects and day-to-day activities are that the cost is usually insignificant, if any, and the tool(s) are right in the palm of your hands.

A short list of useful applications (apps) for mapping the urban forest is below. This is not a comprehensive list of all applications available.

- **ArcGIS:** This application allows you to zoom into an area, calculate distances and areas, and also determine the coordinates of a selected location. You can share the data through the application to the cloud on arcgisonline.com; however, a subscription with ESRI, the developer, is currently required. For more information, go to: <http://www.esri.com/software/arcgis/arcgisonline>. This app is free to use without sharing and is available on Apple, Android, and Windows Phone. Blackberry offers GeoMobile for ArcGIS as a free application, but is not the exact same app.
- **ArcGIS Collector:** This is a great app for collecting and sharing GIS data and corresponding attribute information. You can also take pictures and video and integrate the collected information into an organization's GIS. Publishing and sharing the information (for GIS integration) is also available through the ESRI cloud (arcgisonline.com) and therefore, requires a subscription. Otherwise, this application is free to download and is available on Apple, Android and Windows Phone. More information can

be obtained at: <http://www.esri.com/software/arcgis/smartphones/collector-app>.

- **GeoCam Free & Geocam Pro (Android version):** *GeoCam* is a geophoto and video application and shows geographical information (compass orientation, GPS position and inclination) on a photo. The developer states that you can export the files to view on Google Maps or Google Earth (KML file format) and determine the distance to objects using a triangulation feature. It is important to note that the export feature is only available on the Pro version of the application.
- **GeoCam Free (Apple version):** This application is very similar to the Android versions discussed above; however, it also states that you can create a PDF report of locations visited and pictures taken. As the name states, this application is free to download.
- **GPS Calculator & GPS Calculator Pro:** GPS Calculator (free) and GPS Calculator Pro (\$1.99) are both available on the Windows phone. The developer states that the applications contains a compass, has a trip calculator, can record tracks, and has GPX, KML and HTML data exporting capabilities. The app(s) also contains a magnetic declination calculator, can access elevation data, and can measure distances and areas. Differences between the free and pro versions are not clearly provided on the Windows app store website.

- **IveGot1:** *IveGot1* is a free app developed for reporting, mapping and tracking exotic invasive flora and fauna. It is available on both Apple and Android and is free.
- **OruxMaps:** *OruxMaps* has been developed and used for land cover mapping. This product will work offline. You can create maps from a series of basemap options using a built-in map creator, and then store them locally for use in the offline mode (the maps are stored on a SD card). One limitation is the inability to download maps larger than 500 MB. While in offline mode, *OruxMaps* will automatically swap stored maps as you travel from one map extent to another. You can also display vector data that was developed in a GIS (by storing it in KML format on the phone). This application also allows you to take and document photo waypoints. This can be extremely useful for creating photos that document the vegetation encountered at specific locations. You can download tracks and way points as KML/KMZ files for viewing in Google Earth. There is a second version of this app that allows you to donate to Orux. This app is only available on Android.

Other useful applications that may be of interest to arborists and urban foresters include, but are not limited to:

- **aHypsometer Lite** - Android
- **ArborCare** - Android
- **Arborist & Arborist App Pro** - Android
- **Arborist Knots** - Android
- **ArborJet** - Android
- **Climbing Knots** - Apple
- **DiaKalc** - Windows
- **Florida Palm Trees** - Android
- **Measure Height** - Android
- **Outsmart Invasive Species** - Android
- **Pest & Disease** - Windows
- **Tree Finder** - Apple
- **Tree Fungi ID** - Android
- **Tree Mitigation Schedule** - Android, Apple, Windows & Blackberry - <http://www.gocanvas.com/mobile-forms-apps/329-Tree-Mitigation-Schedule>. This app must be purchased through the developer's website.
- **Trees** – Guide to Common Species in Southern Florida – Apple

If an application is selected for a project, it is best to determine the application's shortcomings. Thus, knowing how the application generates the results is essential before relying on the data; after all, applications are only tools. For instance, the GPS on your phone is not as accurate as a handheld GPS unit; therefore, the level of accuracy needed for a project may differ from what your phone or tablet can offer. Furthermore, previous users of the apps may have left reviews on the store or developers' website, which may prove helpful and detail shortcomings the apps might have. The best thing to do is to determine what your needs are for a project, and then research the various applications to find an app that best fits your needs.



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Vice President
 Elected Position
 Member-at-Large
 Orlando Utilities
 Commission



Scott Souder
Treasurer
 Appointed Position
 Advisory Member
 Jacksonville Electric
 Authority



Linda Seufert
Secretary
 Appointed Position
 Advisory Member
 City of St. Petersburg



Mary Lou Hildreth
Immediate Past President
 Appointed Member
 Florida League of Cities
 City of Keystone Heights

COMMITTEE MEMBERS:

Kathy Beck, *Elected Position*
 Member-at-Large
 City of Tampa

Dionicio Collado, *Appointed Position*
 FNGLA
 Cherry Lake Tree Farm

David Crawley, *Appointed Position*
 ASLA / FL Chapter
 URS Corporation

Gene Dempsey, *Elected Position*
 Private Arborist
 City of Fort Lauderdale

John Foltz, *Appointed Position*
 Advisory Member
 University of Florida (Retired)

Justin Freedman, *Elected Position*
 Member-at-Large
 E Sciences Inc.

Jennifer Gihring, *Appointed Position*
 Advisory Member
 SJRWMD

Erin Givens, *Appointed Position*
 Society of American Foresters
 Natural Resource Planning Services, Inc.

Leah Hoffman, *Appointed Position*
 Florida Recreation and Park Association
 Marion County

Julie Iooss, *Appointed Position*
 Advisory Member
 City of Orlando

Gayle Lafferty, *Elected Position*
 Member-at-Large
 City of Vero Beach

Larry Leggett, *Appointed Position*
 FL Chapter ISA
 City of Lakeland

Michael Mittiga, *Elected Position*
 Private Arborist
 The Davey Tree Expert Company

Guy Murtonen, *Appointed Position*
 Florida Department of Transportation
 Florida's Turnpike Enterprise

Rob Northrop, *Appointed Position*
 Cooperative Extension Service
 Hillsborough County Extension

Jerry Renick, *Elected Position*
 Member-at-Large
 Land Design South

John Springer, *Elected Position*
 Tree Advocacy
 Enchanted Walkabouts

Stephanie Wolfe, *Appointed Position*
 Advisory Member
 City of Winter Springs

Charlie Marcus
 Florida Forest Service Liaison

Sandy Temple
 FUFUC Executive Director