

District of Columbia Urban Forestry Advisory Council meeting minutes—FINAL
Call to order: 2:00 PM, September 6, 2017

Members present

- Mark Buscaino, Casey Trees
- Delores Bushong, comm. rep.
- Dennis Chestnut, comm. rep.
- Earl Eutsler, co-chair, DDOT
- Nathan McElroy, Pepco (phone)
- Jeff Seltzer, co-chair, DOEE
- Brent Sisco, DPR (phone)
- Irv Sheffey comm. rep. (phone)
- Robin Snyder, GSA (phone)

Members absent

- Zach Dobelbower, DGS
- Maureen Holman, DC Water
- Perry Wheelock, NPS

Additional individuals present

- Luke Cole, coordinating chair
- Damien Ossi, DOEE
- Sally Parker, DCPS
- Aaron Waters, DOEE

Quorum: yes

Approval of April 12, 2017 meeting minutes

Resolution: approval of UFAC Meeting Minutes of April 12, 2017 meeting minutes. Upon a motion moved by Luke Cole and seconded by Mark Buscaino, by unanimous vote of all present, the Committee approved the UFAC Meeting Minutes of April 12, 2017.

Status of fall 2017 tree planting plans

DDOT/UFD is ramping up street tree planting in October. Last year, 8,200 trees were planted. DDOT is planning to build on full stocking levels in Ward 1, 2, 6—that is, replacing any right-of-way trees that have died. DDOT projects that within 3y, the District will be fully stocked/at capacity with street trees.

In other ROWs, DDOT plans to plant on sections of the E. Capitol Corridor, N. Capitol Corridor, and along 695. Those efforts will continue into parks, schools, and other public spaces. DDOT is presently in conversations with DPR to plant trees across all DPR-managed triangle parks (the first priority will be planting on triangle parks bound on all sides by streets). DDOT is also preparing to discuss plans to supplement tree planting on DCPS properties.

Pepco and Casey Trees' partnership: traditionally, the "Right Tree/Right Place" planting has been pretty low. The weblink was broken but has been updated. Typically get 25–50 per season. However, Pepco is planning to put a flyer in with the information that homeowners receive when meters and feeders are replaced or installed. Pepco sends out letters throughout the year on tree maintenance (50,000 pieces of mail over the year) identifying Right Tree/Right Place program. DOEE will consider highlighting this initiative on its social media sites.

Report out on interagency working group to streamline tree planting plans, approval, and plantings

At the charge of UFAC in its April 2017 meeting, a working group met to identify redundancies and snags in the process of planting trees on DCPS and DPR-managed properties. The outcomes from the workgroup were presented, as well as the plan for District agency Directors to communicate and issue MOUs and MOAs that will further aid plan approval and tree planting. Included in the Director-level communications will be: a

blanket right-of-entry approval for District tree-planting agencies and grantees on DPR and DCPS properties; and for DCPS properties, an MOU from the Chancellor that Sally could use to show school administrators when initiating a plan approval.

Community and school outreach

UFD has been getting requests from DGS based on neighborhood-level requests. Jeff Seltzer noted that D.C.'s new MS4 permit requires 6,700 net trees in the MS4 area every year. DCPS hasn't previously looked at MS4 areas before. Casey Trees will cooperate with DOEE to target the MS4 area in their doorknocker campaign.

A recommendation was made to provide leaflets to neighbors when trees are planted either in street tree boxes or on resident lots through RiverSmart Homes. Casey Trees is looking into adding tree tags that residents can scan and use to receive watering notifications (perhaps an app for homeowners that receive trees).

Building community support: UFD regularly goes to ANC meetings—often where requested. They've also been working with Earth Conservation Corps in some targeted Ward 7&8 neighborhoods to do a door-knocking campaign, signing people up for a tree planting on the spot. The time to do outreach is now; people are paying more attention to stormwater management presently because of the hurricanes and persistent rain.

Schools: Sally recommended targeting schools with active gardens/gardening partners. Typically fruit trees would be best in order to not throw shade. DCPS has a list of active gardens (also approach DC Greens and Real School Gardens as they are active partners). Sally will coordinate with Earl on this list.

Open Discussion for new items for Council consideration

Mark Buscaino put the following questions before the panel:

- How do we incentivize private lot plantings?
- What's the monetary link? Is there one?
- Is there value to convene thought leaders around this where we get people to think and talk about this?
- Jeff Seltzer suggested that this conversation cover messaging. Perhaps making trees free?

Next steps

DOEE will soon be procuring a marketing and messaging firm that will develop strategic campaigns for its programming. At the first appropriate opportunity, the UFAC will invite the marketing firm to present their tree strategy.

Dates for the November UFAC meeting will be presented to the group in the near future.

Meeting was adjourned at 3:35PM