

Tree San Diego and Chula Vista: Working Together

July 10th, 2018

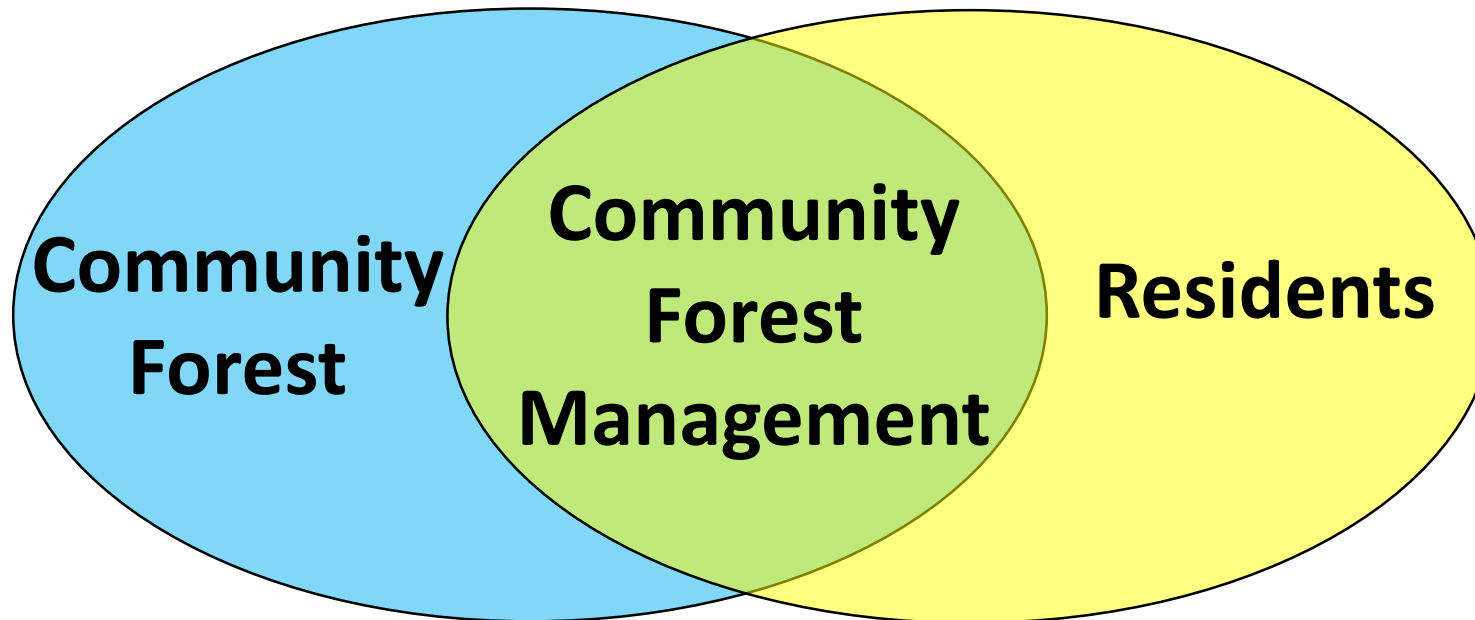
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Tree San Diego – Who We Are

Non-profit, tax exempt urban forestry organization addressing the significant deficit in the San Diego region's tree canopy, thereby contributing to human and environmental well-being.



Tree San Diego Mission

To significantly impact the quantity of quality urban forest in San Diego County and beyond using a systems approach.

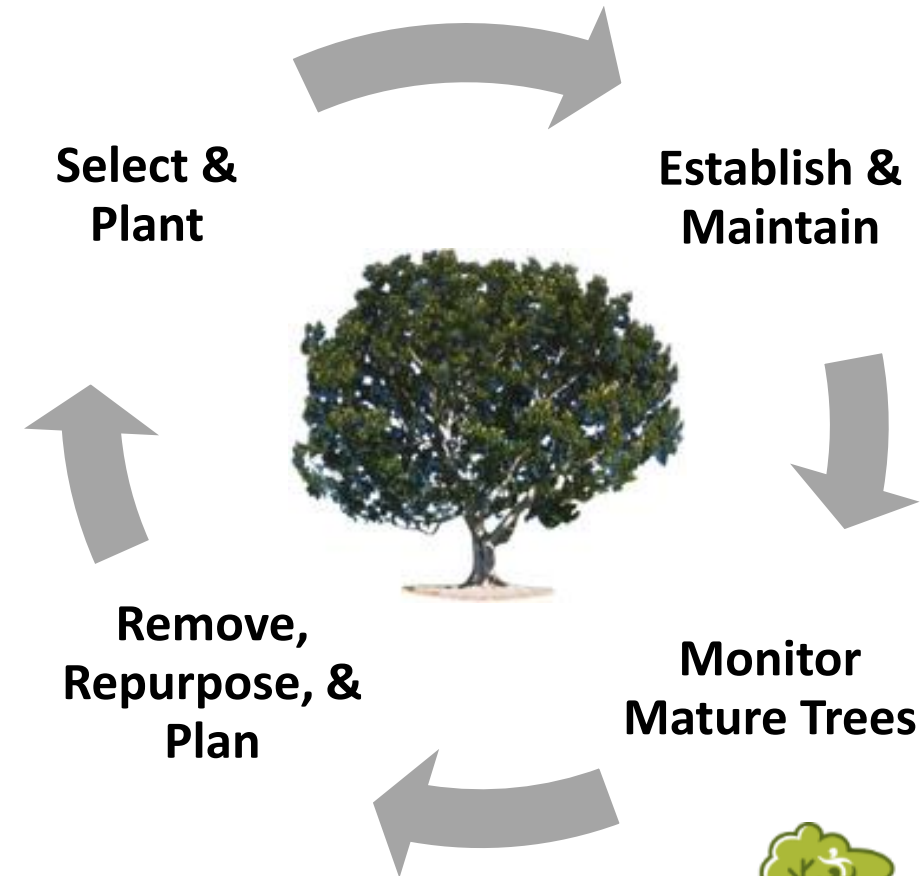
Quantity means *increasing the percentage of urban forest*

Quality means *the right trees, in the right places, for the right reasons, with the right maintenance: “Terrific Trees”*



Tree San Diego Capabilities

- Building Tree Stewardship in communities
- Systematic planning for urban forest
- Tree planting and maintenance
- Tree monitoring
- End-of-life wood re-purposing
- Inventories, mapping, benefit and valuation computation
- Community involvement



The Many Benefits of Trees

- Business Development
 - People will pay 9%-12% more for products and services in urban areas with more trees
- Jobs
 - 60,000 urban forestry jobs in CA generates \$846 million annually in Local, State, and Federal taxes
- Property Values and Tax Base
 - 10%-20% increase
- Well-being of Individuals and Communities
 - Significant improvements to physical health, mental health, and social cohesion



The Many Benefits of Trees

- Energy Conservation
 - Reduce air conditioning and heating bills up to 30%
- Carbon Sequestration
 - Work as carbon sinks to reduce CO2 in the atmosphere, thereby mitigating global warming
- Cooling Effect
 - Cool local temperatures and mitigate heat-island effects
- Air Quality and Oxygen
 - Filter out significant amounts of pollution particles
 - We couldn't breathe without enough trees!
- Water Quality
 - Reduce storm water runoff and soil erosion, thereby keeping our rivers, bays, and ocean cleaner



Tree Plantings and Maintenance in Chula Vista

- Almost 600 “Terrific Trees” planted to date by TreeSD
- Many in underserved neighborhoods
- Actively maintaining many of these new trees for 3 years



TreeSD & Chula Vista on KPBS' *A Growing Passion*



Engagement With Youth and Adults

- To date, TreeSD staff, partners, and volunteers have contributed over **3,000 hours**
- Engaged Hands on San Diego, the Girl Scouts, Kids 4 Our World and many TreeSD volunteers



Engagement with Youth and Adults

- **Participated** in Arbor Day Celebrations
- **Received** an Arbor Day proclamation
- **Partnered** with city staff who are writing a proposal for a state Active Transportation Program grant
- **Held** a public tree planting event with Mayor Casillas-Salas to kick off the CALFIRE-funded project



Arbor Day Proclamations



Mutual Goals



We share the overall goal to increase trees' positive impact in Chula Vista to improve human and environmental well-being.



Systematic Public Private Partnership



Based on our excellent collaboration to date, we can magnify our joint efforts by working together.



Actions to Achieve Mutual Goals

- **Creating** a Chula Vista Tree Steward Corps to make more cost-effective use of tree-related resources
- **Budgeting** for a balanced resource allocation to increase and maintain the tree canopy
- **Monitoring, Tracking and Valuation**



Benefits of Tree Stewards

- Volunteers trained and certified in one or more tree-related skills
- Committed to a significant number of labor hours
- Low cost asset
- Knowledgeable asset
- A source of community engagement



Youth Tree Stewards

- Youth tree steward workshops through field trips with local schools
- Curricula designed to teach scientific principles using models and hands-on activities that are interesting and informative
- Math and science calculations that fit grade level



Adult Tree Stewards

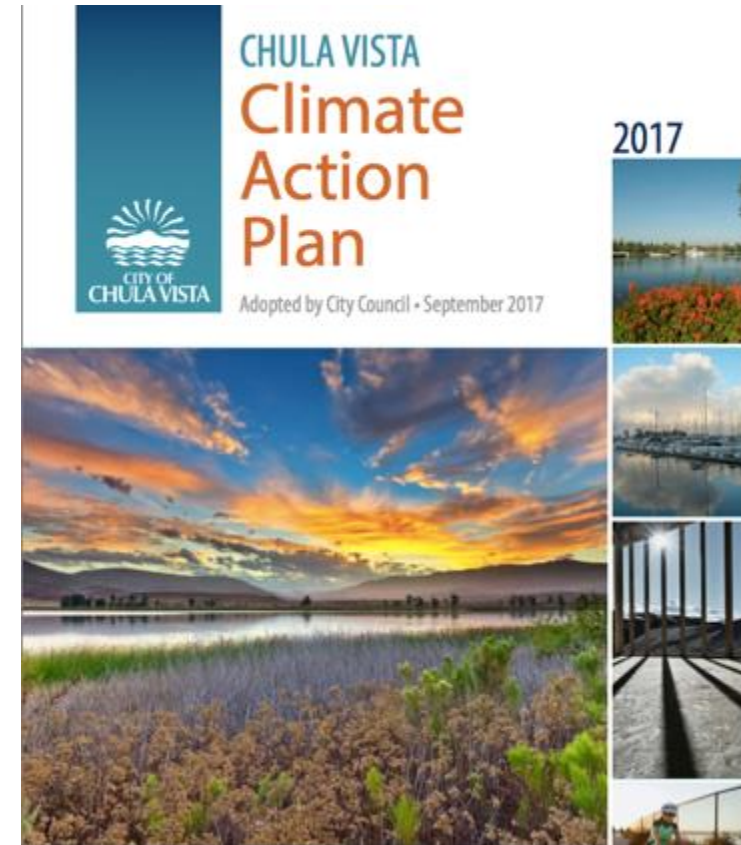
- Tree Steward workshops in a variety of tree-related skills
- Examples include tree planting, care, monitoring, benefits and selection
- Tasks and skills tailored to the needs of each community
- Commitment of up to 80 hours of service a year for about 2 years
- Also required to share knowledge with family, friends and neighbors



Relationship to Chula Vista Climate Action Plan

Chula Vista CAP Objectives:

- 3.4-Robust Urban Forests
 - Expand urban tree canopy cover to 15% by 2020 and 25% by 2035
 - Plant more shade trees to save energy, address heat island issues and improve air quality
- 4.1-Complete Streets & Neighborhoods
 - Part of Complete Streets Policy is to have new shade trees planted along streets
- 4.2-Transportation Demand Management



Relationship to Healthy Chula Vista Action Plan

Environmental Quality: Improves air quality, water quality, reduces global warming through carbon sequestration

Health Care: Reduces UV ray exposure, reduces stress, lowers asthma rates, and cools heat islands.

Physical Activity: Promotes outdoor and physical activity.

Transportation: Encourages walkability and bike transportation.

Engagement: Engages the community through Tree Steward Programs

Land Use: Higher property values; improved economic development; flooding and erosion prevention; noise pollution reduction.

Healthy food: Provides fruit and nuts that contribute to a healthy diet.



Together..

...we can systematically collaborate to improve Chula Vista's urban forest for the benefit of your residents and the environment in which they live.

