

November 15, 2019

Mr. Fred Souba, Jr.  
Division Administrator, Division of Forestry  
Wisconsin Department of Natural Resources  
101 South Webster Street  
P.O. Box 7921  
Madison, WI 53707-7921

**RE: 2019 Urban Forestry Council Biennial Report**

Dear Mr. Souba:

We would like to thank you and the Wisconsin Department of Natural Resources (WDNR) Division of Forestry Leadership for your engagement with our Council. Having you, Carmen Hardin and Mike Warnke attend our meetings has been valuable and demonstrates that urban and community forestry plays an important role in the direction of the Division of Forestry. Your active participation is noticed and appreciated by our Council Members.

Attached you will find our 2019 Urban Forestry Council Biennial Report. This report summarizes our actions over the last two years and includes a review of existing WDNR Urban Forestry Team Programs, policy and budget concerns, and future direction ideas and goals. We are proud of our accomplishments as a Council and are hopeful that our role of advising the WDNR on the best ways to preserve, protect, expand and improve Wisconsin's urban and community forest resources is making a difference.

Within this report you will find recommendations for each of the existing WDNR Urban and Community Programs. We also felt it important to highlight our highest priority recommendations. Below is a summary of our most impactful recommendations to the WDNR.

- 1. Dedicated Funding Source for the Forestry Account** – Continued support our state's forests and forestry industry by fully funding the Forestry Account with GPR in the short term and finding a long-term segregated source of funding to ensure that Wisconsin's forestry programs continue to be funded for generations to come. ***This dedicated funding would replace the statewide forestry mill tax, based on property values, which existed from 1924 until it was eliminated in the 2017-19 state budget.***
- 2. Urban Forestry Grant Program** – Over the years this program has been hugely successful in supporting cities, villages, towns, counties, tribes and 501(c)3 nonprofit organizations develop new and innovative projects that support sustainable urban and community forestry programs. A list of the past two years of grant recipients is provided in Appendix C. In 2019, \$500,000 was allocated to the grant program. This program is instrumental in advancing improvements of urban forestry programs and is a catalyst for economic development. There is high demand for this program and numerous applicants are denied each year due to lack of funding availability. Twenty percent of the grant money is withheld for storm grants, and then released for regular matching grants if not used. In 2019, all the storm grant money was allocated. ***With the ongoing Emerald Ash Borer Crisis, and more frequent severe weather causing major tree damage, funding continues to get stretched. The Council recommends funding to continue to fund the Matching Grant Program at \$500,000 and setting aside a separate fund for catastrophic event grants. To help communities cope with the ongoing EAB crisis, invasive insect and disease control should qualify as catastrophic events.***

3. **Storm Water Credits for Trees** – Trees and forests reduce stormwater runoff by capturing and storing rainfall in the canopy and releasing water into the atmosphere through evapotranspiration. The presence of trees also helps to slow down and temporarily store runoff, which further promotes infiltration, and decreases flooding and erosion downstream. Savings are possible if a community must spend significant funds to meet water quality limits as part of an MS4 (Municipal Separate Storm Sewer System) permit. If credits are someday offered for a responsible leaf management program and for promoting tree canopy in the community, this may be the motivation some local leaders need to see trees as part of the solution. ***The Council wishes to see WDNR utilize Inter-Division cooperation in recognizing the findings of past and on-going studies to allow for storm water credits for tree planting and maintenance.***
  
4. **Reactivation of the Wisconsin Champion Tree Program** – The WDNR maintains official records of the largest trees in the state, through a searchable database. The goal of this program is to encourage the appreciation of Wisconsin’s forests and trees. The Champion Tree Program is currently on hold as the WDNR Forestry Division is reviewing how to manage the program going forward. ***The Council supports the Division of Forestry’s decision to continue to maintain the program. The Council feels that the WDNR should look for a viable partner such as the Wisconsin Arborist Association (WAA) to help support and publicize the program. With WAA members awareness and knowledge about the program there will be the ability for more local arborists from across the state to become active recorders of information. With more active participation, more homeowners and wood lot owners will be able to take pride in their trees, as we search for the next champion tree.***

This report would not be possible without the contributions of Council Members: Kirsten Beyer, Jordan Skiff, Dwayne Sperber, Shahla Werner, and Curt Witynski. Special thanks to WDNR Urban Forestry Staff members: Dan Buckler, Laura Lorentz, Sara Minkoff, Chase O’Brien, Jeff Roe, Tracy Salisbury, and Olivia Witthun for providing technical and editorial guidance.

If you have any questions or seek any clarifications on matters concerning this report, feel free to contact me at 414-640-8714 or [augusthoppe@gmail.com](mailto:augusthoppe@gmail.com).

Sincerely,



August Hoppe, Chair  
Wisconsin Urban Forestry Council

# WISCONSIN URBAN FORESTRY COUNCIL

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## 2019 REPORT

PRESENTED TO THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES

<b>Wisconsin Urban Forestry Council</b>	
<b>Ms. Kirsten M M Beyer</b> Higher Education Medical College of Wisconsin	<b>Ms. Kristin Gies</b> Member-at-large (non-profits) Mequon Nature Preserve
<b>Ms. Wendy Braun</b> Member-at-large (statewide natural resources advocate) North American Stormwater and Erosion Association	<b>Ms. Tricia Gorby</b> Higher Education UW-Extension
<b>Ms. Linda Cadotte</b> Municipal Forester (medium sized community) Director of Parks, Recreation & Forestry, City of Superior	<b>Mr. Keith Hardie</b> Member-at-large
<b>Ms. Patty Drier</b> Member-at-Large (citizen advocate)	<b>Mr. August Hoppe, Chair</b> Wisconsin Arborist Association
<b>Ms. Marla Eddy</b> Municipal Arborist (community over 200,000) City Forester, City of Madison	<b>Mr. Matthew Koepnick</b> Municipal Arborist (medium sized community) Parks, Recreation & Cultural Services Department City of Racine
<b>Mr. Mark Freberg</b> Municipal Arborist (community over 100,000) City Forester, City of Green Bay	<b>Ms. Shirley Brabender Mattox</b> Member-at-large (Citizen advocate)
<b>Mr. Lee Fredericks</b> Member-at-large Territory Manager, Rainbow TreeCare Scientific Advancements	<b>Mr. Tony Nowak</b> WI Parks and Recreation Association Director of Parks and Forestry, Town of Greenville
<b>Ms. Maggie Pipek</b> Member-at-large (architect/wood-using industries) HGA Architects & Engineers	<b>Ms. Christa Schaefer</b> WI Department of Transportation State Transportation Landscape Architect
<b>Mr. Daniel Siewert</b> Utility Arborist Line Clearance Coordinator WPS	<b>Mr. Jordan Skiff, Past Chair</b> Public Works Director of Public Works, City of Fond du Lac
<b>Mr. Dwayne Sperber</b> Member-at-large (urban wood utilization) Wudeward Urban Forest Products	<b>Mr. Matthew Staudenmaier</b> Municipal Arborist (community under 100,000) Forestry Department Supervisor, City of Eau Claire
<b>Mr. Blake Theisen</b> WI Chapter of American Society of Landscape Architects	<b>Dr. Nilesh Timilsina</b> Higher Education UW-Stevens Point College of Natural Resources
<b>Mr. Jeffery Treu</b> Member-at-large (citizen advocate)	<b>Ms. Shahla Werner, Vice Chair</b> Wisconsin Department of Agriculture, Trade and Consumer Protection Plant Protection Section Chief
<b>Mr. Curt Witynski</b> League of Wisconsin Municipalities Assistant Director	<b>Mr. Jeff Wolters</b> Wisconsin Green Industry Federation Johnson's Nursery
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<b>Ms. Jill Johnson</b> U.S.D.A. Forest Service Midwest Urban Forestry Coordinator	<b>Mr. Jeff Roe</b> DNR Urban Forestry Team Leader DNR Forestry Division
<b>Ms. Tracy Salisbury</b> DNR Urban Forestry Coordinator Representative Northeast Region	<b>Ms. Sara Minkoff</b> DNR Urban Forestry Council Liaison DNR Forestry Division

# Wisconsin Urban Forestry Council

## 2019 Biennial Report

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# Urban Forestry Council Overview

With each passing year, our urban forests play a more significant role in the quality of life for the residents of Wisconsin. Vibrant and healthy urban forests provide significant economic, environmental, and health benefits to our state. Proper management of these urban forests are critical to reducing energy consumption, increasing property values, reducing storm water discharge, creating recreational opportunities, sequestering carbon, and reducing air pollution. Our urban forests create jobs in commercial and municipal tree care, nursery production, landscape and urban wood utilization.

Over the years, our Wisconsin Urban Forestry Council (“Council”) has established itself as an important part of the success of the Division of Forestry’s Urban Forest Team. Appointed by the Secretary of the Wisconsin Department of Natural Resources (WDNR), the Council’s role is to advise WDNR on the best ways to preserve, protect, expand and improve Wisconsin’s urban and community forest resources. Currently the Council has 26 members that are appointed to 3-year terms. The Council meets four times a year to discuss and act upon issues that affect urban and community forestry in Wisconsin. Representation on the Council is diverse and includes municipal arborists, elected officials, public works officials, private arborists, nursery staff, educators, public health professionals and other community leaders. The information and knowledge that our membership brings to the table is the strength of the Council. The Council uses its four meetings to stay current on trends affecting urban forestry, hear updates from WDNR staff, and provide feedback and guidance to the WDNR Urban Forestry Team.

Since the Council’s last report issued in 2017, the Council has held meetings in Eau Claire, Stevens Point, Mequon, Madison, and Fond du Lac. By holding meetings across the state at various locations, the Council spreads the message of the importance of Urban Forestry in Wisconsin. Host locations are chosen with relevance to our ongoing actions and provide an opportunity to showcase local accomplishments in Urban Forestry. Examples include spending time in Madison at the WI Department of Agriculture, Trade and Consumer Protection learning about forest pests and regulation, and our joint meeting in Eau Claire at the Oxbow Hotel spending time discussing urban wood strategies and implementation.

The Council leverages background info and knowledge through our issue groups to address state wide concerns. Each member is asked to join one of these groups and participate as necessary during and outside of our regular meetings. The issue groups include: Species Diversity, Urban Wood Utilization, Storm Water, and Advocacy. Recognizing current trends and challenges facing urban forestry, Work Force Development and Public Health and Trees were recently added in 2018, bringing the Council’s issue group total to six. To ensure adequate time and resources are devoted to necessary issue group topics and challenges, the Council’s executive team (Past Chair, Chair and Vice Chair) shapes the agenda and work flow of the issue groups.

The Council recognizes that we are a partner with the WDNR Urban Forestry Team. WDNR has provided valuable information to our Council through staff reports during our meetings that allow the Council to learn, stay current and offer valuable feedback to the WDNR Urban Forestry Team. Over the last two years, the Council has also broadened its interaction with other Division of Forestry Departments. Examples of this collaboration include the Forest Research priorities with the Forest Economics and Ecology Section, Forest Products Team, Forest Health Team, and the Division of Forestry Leadership. The Council has gained new perspective from this outreach about other Division of Forestry bureaus and plans on continuing this into the future.

## **Council Awareness**

It’s important for the Council to remain relevant and raise awareness of urban forestry throughout the state. The Council does this through a variety of ways. The Council hosts an urban forestry trivia game at the joint DNR/WAA annual conference. Questions are relevant to urban forestry issues and various council members participate in

moderating the game. With over 750 attendees, this conference has been a great way to introduce the Council to a wider audience of arborists, and other urban forestry professionals.

Each year, the Council recognizes individuals and organizations that have made great contributions to Urban Forestry through an annual awards program. The award categories include Lifetime Achievement, Distinguished Service, Project Partnership, Leadership, and Innovations in Urban Forestry. The awards are presented at the DNR/WAA annual conference, and just as importantly the awards are presented locally to recipients. These local award presentations are a great way for the recipient to be recognized amongst their peers and provide a platform for the Council to spread our message to a broader network. Please see Appendix A for a list of award winners from 2018-2019.

### **Recent Strategic Initiatives**

In August of 2019 Urban Forestry Council Past Chair Jordan Skiff was appointed to the Council of Forestry (CoF) to represent urban forestry. With increased urbanization of our state, it is important that urban forestry be recognized and participate in discussions regarding our state's forests. Even with Jordan's short tenure thus far on the CoF, our Council has seen immediate value in the sharing of ideas. The Council feels strongly that urban forestry should continue to be represented on the CoF in the future with a representative from our WI Urban Forestry Council.

### **Regional Council Participation**

The Council feels that it is important to understand and interact with nearby state urban forestry councils. In Fall of 2018 Wisconsin hosted the second regional Urban Forestry Council meeting with five other nearby states; beyond WI, representatives from Iowa, Illinois, Indiana, Michigan, and Minnesota were present. This meeting allowed an interchange of ideas between Council members and Urban Forestry Team staff as we all confront many of the same challenges. USDA Forest Service Midwest Urban Forestry Coordinator Jill Johnson facilitated an important conversation about ways the various councils can work together to help tackle regional issues and efficiently collaborate and share resources. Continued collaboration occurred in October 2019 with a joint Minnesota Shade Tree Advisory Committee (MnSTAC) and WI Council meeting in Rochester, MN with topics that included climate change, regional cooperation with 2020 Forest Action Plans, and Workforce Development/Apprenticeship.



Joint Council meeting with groups from IA, IL, IN, MI, MN, and WI, 10-2017; Eau Claire, WI.

## **Issue Group Summaries**

### **Storm Water**

One of the biggest challenges facing urban forestry advocates is to motivate municipal leaders to invest in the community forest, as many people believe that the benefit of trees is limited to the beauty they add. One of the Council's goals is to highlight other benefits that trees bring to a community, especially ones that can provide direct

financial benefit to taxpayers. Such savings are possible if a community must spend significant funds to meet water quality limits as part of an MS4 (Municipal Separate Storm Sewer System) permit. If credits are someday offered for a responsible leaf management program and for promoting tree canopy in the community, this may be the motivation some local leaders need to see trees as part of the solution.

The U.S. Geological Survey (USGS) is hosting two studies on three parallel streets in the City of Fond du Lac, in part to help quantify these benefits. On one street, the quantity of stormwater runoff is being measured during 2018 and 2019, with a healthy tree canopy on the terraces. Over the 2019-2020 winter, due to Emerald Ash Borer, dozens of terrace ash trees will be removed, so the 2020 analysis will show how the stormwater runoff has changed with the loss of a significant percentage of that canopy. A neighboring street is also having its stormwater runoff measured, and it will retain its canopy to serve as the “control” for the study.

A third street is being studied for the water quality benefits of a robust leaf management program. In the autumn of 2018, City crews provided top-notch leaf collection service to this neighborhood, collecting leaves every Monday morning and following immediately with a vacuum street sweeper. A year later, the City will not collect from the street at all, with the expectation that phosphorus levels in the runoff will be measurably higher due to rain flowing through decomposing leaves. Again, a neighboring street is serving as the “control” for this part of the study. A similar [2016 USGS study](#) conducted in Madison, WI found that timely, thorough removal of leaf litter reduced phosphorus concentrations in urban stormwater by over 80% (Selbig 2016, *Science of the Total Environment* 571: 124-133).

Once the USGS has analyzed the results of the studies, we hope that cities that retain or plant more trees to increase urban tree canopy—and those that use a leaf management program like Fond du Lac’s—can both use these BMP’s (best management practices) in meeting permit requirements, and as a result will be motivated to promote the urban forest.



Council tour of Fond du Lac, WI stormwater management project, 6-2019.

### **Urban Wood Utilization**

Urban trees have their highest value while living. However, trees removed for forest health and other causes should be utilized to their highest and best use to maximize economic, environmental, and societal benefits for urban communities, their residents and their visitors. Opportunities to maximize utilization of urban trees can be found in



almost all communities. Changing attitudes and practices to maximize utilization of urban forest products will develop a supply of raw material that can feed both established and newly created markets.

Terms such as “urban wood utilization” and “full-circle urban forest management” are growing closer in association with the goals of WDNR Urban Forestry and Forest Products. But, repurposing urban trees after they are removed is a big shift in the way landowners manage them, and it changes the way industry sees its supply chain. People who manage urban forests or work with wood may find it difficult to connect with partners and learn about opportunities in the emerging urban forest products market.

In response, Wisconsin Urban Wood (WUW) and its collaborative partners have been working for more than five years to build a common understanding, language, commitment, and brand for the urban wood marketplace. This effort works to connect people all along the supply chain to build community, business, and consumer confidence in urban wood.

The member-based organization WUW, founded with support from a WDNR Urban Forestry Grant, has been the inspiration and template for the national organization, the Urban Wood Network (UWN), and is helping guide efforts across the country. By working in concert, WUW, which is a Green Tier organization, and WDNR Urban Forestry and Forest Products, will build understanding, support, and consistent messaging that can lead to a sustainable urban wood economy.

The following are accomplishments, activities, and the WUW projects supported in part by WI DNR Urban Forestry:

- WUW organized the 5<sup>th</sup> and 6<sup>th</sup> annual Urban Forest Fests in 2018 and 2019. These one-day events draw as many as 500 attendees who experience the tree-to-table process through arborists, sawmill demonstrations, and wood craftspeople. WUW partners with the Wisconsin Arborist Association (WAA) to host a climbing event for kids to celebrate the importance of trees.
- WUW members were invited to collaborate with the 2019 SkillsUSA cabinet making competition by donating WUW ash for a solid wood table project. This collaboration, which included Architectural Woodwork Institute WI, reached 36 competitors representing the next generation of wood workers, introducing them to what is virtually a new wood product in a world of wood substitutes. This collaboration was nominated for and won the United States Green Building Council’s Most Successful Community Engagement award category.
- In June 2018, the first annual WUW Utilization Award was presented to the owner, architect, and general contractor of a commercial building project that demonstrated outstanding achievement in design, specification, and application of WUW. The 2019 award was presented to the architect of the Fiserv Forum and the Milwaukee Bucks for the use of WUW in the Bucks’ new home.
- WUW participated in the 2018 and 2019 WAA/DNR Annual Winter Conference, the 2019 summer conference, and the 2018 and 2019 WAA Day of Service program.
- The following WUW projects were funded in part by the WI DNR in 2019:
  - American Society of Landscape Architects WI Annual Conference WUW presentation. This presentation provided an overview of the urban wood industry and included the considerations necessary by designers, specifiers, and contractors wishing to utilize urban wood. This was the first presentation presented to this specific audience.
  - WUW is a subsidiary of the Sustainable Resources Institute (SRI). SRI has become an AIA Professional level provider which will allow SRI/WUW to present urban wood utilization presentations in person and through webinars for AIA continuing education credits (CEUs).
  - WUW developed an urban wood utilization curriculum for two CEU presentations titled, “Urban wood: Using local materials to enhance design and sustainability on projects.” These presentations included information on sustainable certifications such as WELL and were presented live in June and through a webinar in October.

- WUW is partnering with UWN to conduct the Urban Wood presentation through national webinars.
- Continuing the goal of the 2017 Wisconsin Urban Forestry Council letter of support, which encourages colleges and universities to incorporate urban wood utilization in relevant courses, Madison Area Technical College organized a 2019 presentation for woodworking and design students.
- In 2019, WUW signed a 3-year agreement with the USDA Forest Service to support their mission.
- In 2018, WUW members contributed to the following study by Sam Sherrill: Estimates of Carbon Dioxide Withheld from the Atmosphere by Urban Hardwood Products.
- Wisconsin Urban Wood partnered with WUW Member, Dane County Parks Division, and Catalent Pharma Solutions to plant 250 fruit trees. Catalent donated \$10,000 to Wisconsin Urban Wood to support the planting in an effort to help offset the environmental impact of eliminating 250 trees during Catalent's recent site expansion.

## Public Health and Trees

A new issue group was formed in 2018 to focus on the relationship between trees and public health. Dr. Kirsten Beyer of the Medical College of Wisconsin was assigned as the group's leader. The creation of this group coincided with the initial planning phase of the first Wisconsin-based conference focused on the relationship between trees and public health. The issue group supported conference organizers in organizing and participating in the conference. The first *Good Health Grows on Trees: The Influence of Nearby Nature on Public Health* conference was hosted by the WDNR Urban Forestry program at the Rotary Botanical Gardens in Janesville on May 30, 2019.

From its inception, this conference was focused on engaging partners and reaching out to new and familiar audiences. Working with a conference planning committee of dedicated partners from diverse professional affiliations and members of the Council's Public Health and Trees Issue Group, this event was developed to attract attendees from the fields of public health, landscape architecture, urban and regional planning, and urban and community forestry. In addition, a sizeable group of volunteers was recruited from nearby colleges, universities, master gardener groups, and other organizations to assist throughout the day.

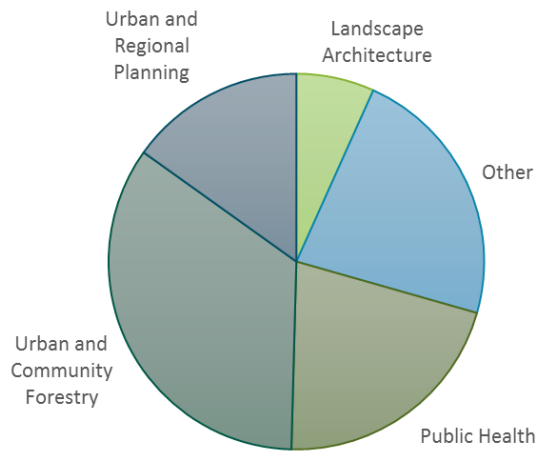
In the months leading up to the event, the WDNR conference organizers led a social media campaign that distributed information about health benefits of trees. Eighteen social media posts covered a range of issues, from mental health to violence prevention. They appeared on three separate platforms (Facebook, Twitter and LinkedIn). These efforts ran from September 2018 through May 2019, with one monthly article published in WDNR Urban Forestry Newsfeed and two social media posts per month.

With 125 registrants, it was a full house at the Rotary Gardens and the day was a true success. Keynote speaker Dr. Kathleen Wolf joined us from the University of Washington-Seattle and was followed by insightful presentations from Wisconsin-based researchers including WDNR staff member Dan Buckler and Council member Kirsten Beyer, PhD. Attendees closed out the afternoon with an interactive session where they connected and collaborated with others from various professions and areas of the state. The roar of conversation was remarkable.

Initial feedback from attendees has been overwhelmingly positive, and the ideas are already flowing for how we might structure the next *Good Health Grows on Trees* event.

The Trees & Public Health Issue Group looks forward to working with WDNR staff to support future conferences and build new bridges among stakeholders around this issue, including public health professionals, foresters, landscape architects and planners.

## Professional Affiliations of Attendees



Conference attendees represented a variety of professional fields.



Conference attendees connect during the interactive session.

### **Advocacy**

A critical purpose of the Council from its beginning has been advocating for urban trees. The Council accomplishes this by informing the State Forester, WDNR, and the general public about the benefits and importance of urban forests and best ways to preserve, expand, and improve Wisconsin's urban forest resources. Several years ago, the Council created an Advocacy Issue Group to help guide the Council's promotion of and support for urban trees. The Advocacy Issue Group works with the officers of the Council to monitor the state budget and other legislation impacting the health and wellbeing of the urban forest. The Advocacy Group also helps the Council interact with and make recommendations to WDNR's urban forestry team.

### ***Advocacy on State Legislation***

In the last two years the Advocacy Issue Group has worked with the Council to recommend support for:

- Fully funding the Forestry Account with GPR in the short term and finding a long-term segregated source of funding to ensure Wisconsin's forestry programs continue to be funded for generations to come. This dedicated funding would replace the statewide forestry mill tax, based on property values, which existed from 1924 until it was eliminated in the 2017-19 state budget.
- At a minimum, maintaining current funding levels for the Urban Forestry Grant program with a long-term goal of increasing funding for this perennially over-subscribed and under-funded program.
- Reauthorization and continued funding of the state's Knowles-Nelson Stewardship program, which has provided significant benefits to urban forests across the state over the years.

### ***Promoting the Many Benefits of a Thriving Urban Tree Canopy***

In addition to advocating on state policies affecting urban forestry, the Advocacy Group worked with the Council to support the *Good Health Grows on Trees* Conference. The one-day conference was well attended and successfully promoted the well documented and scientifically verified health benefits of spending time among trees within city parks and natural areas. The conference was a major success.

The Advocacy Issue Group also worked with the Council's Stormwater Issue Group in support of research being conducted in Wisconsin on whether removal of leaves and leaf debris from city streets reduces phosphorus loads in stormwater runoff at amounts sufficient to justify receiving credit under the MS4 permit program.

## Work Force Development

As the need for tree work grows, the pool of qualified tree workers is diminishing. Wisconsin has been leading the nation in confronting this work force development challenge. In 2019, Madison Area Technical College implemented an Arboriculture/Urban Forestry Technician associate degree program. Now Wisconsin boasts 5 higher education institutions with 2- or 4-year Urban Forestry programs: Mid-State Technical College, Milwaukee Area Technical College, Madison Area Technical College, Gateway Technical College and University of Wisconsin-Stevens Point. These programs are preparing future arborists for careers with private tree care companies and municipalities. But there are simply not enough graduates from these programs to fulfill the needs of the work force. Employers have been hiring more and more untrained workers and providing more training on the job.

Wisconsin's Registered Arborist Apprenticeship Program creates a model for training new unskilled workers into arborist careers. This training program consists of on the job training and paid classroom instruction. The duration of the program is at least 36 months with a minimum of 6,440 hours. In addition to the specified hours, the apprentice must successfully attain the job skill competencies described in the program specifications. Classroom instruction comprises 440 of the program hours requirements. Currently, MATC-Mequon and Mid-State Technical College offer the Arborist Apprenticeship schooling. Details can be found in Appendix B.

The program is now entering its 4<sup>th</sup> year, and the first group of apprentices are now receiving their Journeyworker credentials. Growth is occurring in the program, as more employers are seeing the benefits of the program in helping train their employees. MATC-Mequon is now running two cohorts of apprentices. Mid-State Technical College started their first cohort of students in the fall of 2019.

In the summer of 2019, a pre-apprenticeship program was launched in the City of Milwaukee. This program was a partnership between a local non-profit organization (Northcott Neighborhood House), 10 local tree care companies and Milwaukee Area Technical College and funded by a grant from the City of Milwaukee. Recruitment of candidates took place within the City of Milwaukee and the new recruits participated in a 6-week training course consisting of communication, life management, and arborist skills. Recruits were paid while in the program by Northcott Neighborhood House. Arborist training was performed by MATC-Mequon Instructor Elton Rogers. 19 people graduated from the program with Tree Care Industry Association Tree Care Apprentice and Grounds Operations Specialist Credentials. These credentials make the graduates of the program more attractive to prospective employees. After graduation from this program, tree care companies have been interviewing and hiring the graduates. These newly hired employees are now ideal candidates for the Registered Arborist Apprenticeship program to further their skills. This pre-apprenticeship program has been funded for two years and efforts are already underway to perform a second 6-week training program in the summer of 2020.

Pre-apprenticeship programs such as this are highly valuable as they help bring new people into the urban forestry field, help increase the diversity of workers and provide valuable careers to those that have not had the opportunity. This pre-apprenticeship program also creates a pipeline for employers and the Registered Arborist Apprenticeship program.

The City of Milwaukee partnering with WAA received a WDNR Urban Forestry Matching Grant to create outreach materials that employers can use to recruit new candidates into the field of arboriculture. A marketing company has been retained to create a campaign explaining how arboriculture and urban forestry can be an exciting and rewarding career. Focus groups of young people, arborists and industry leaders were gathered multiple times to discuss messaging and imaging for the marketing materials. The final product will be brochures and other marketing templates that tree care companies, municipalities and WAA can use to attract new people in the field of arboriculture and urban forestry.

Work force development is a challenge that many industries are facing. Finding new ways to attract and retain

workers will be necessary for the continued growth that our industry demands. Efforts taking place in Wisconsin are being noticed nationally. Multiple states are now adopting our apprenticeship model. The Tree Care Industry Association is developing a national model for employer-based apprenticeships and adopting many of the principles of the Wisconsin model. Much work needs to be done in the future, but in Wisconsin we have a clear road map that consists of continuing to support our educational institutions, growing the apprenticeship training model, and creating a feeder pipeline of new people that can bring diversity and fresh perspectives to our industry.

## Species Diversity

Members of the Council understand the value and necessity of maximizing urban tree species diversity in order to protect our communities from invasive insects and diseases. We know all too well that the next introduced invasive Dutch Elm Disease or Emerald Ash Borer could destroy an entire species or genus of trees in a short period of time. Urban forests that are overplanted with a single species have much less resilience against current and future threats. The Species Diversity Issue Group was created to respond to these concerns. Over the past two years, members have expanded their message to urban foresters throughout the state through presentations and trainings on tree selection, contract growing, gravel beds, and nursery tree availability at WAA conferences, the Community Tree Management Institute (CTMI), and other key events.

The message seems to be getting across, but efforts to provide suggestions that are tailored to local areas of the state continue, and the nursery industry continues to grapple with the challenge of meeting customer demands and education about the need for species diversity in the face of ongoing labor shortages. Efforts are also ongoing to publicize resources, such as adding links to the recommended tree species planting lists from the University of Wisconsin Extension to WDNR webpages.

The Council also supports the development of technological tools through the Urban FIA program that promote increased urban tree species diversity. The Wisconsin Urban Forest Assessment (WisUFA) program's Urban Tree Canopy (UTC) Analysis uses aerial imagery data developed by WDNR (special kudos to DNR UF Assessment Outreach Specialist Dan Buckler) and UW-Madison that was used to assess the tree canopy for all Wisconsin municipalities. The UTC Analysis informs communities about current canopy cover level and associated benefits, as well as insights into where opportunities lie to increase canopy cover in a way that will yield the most dividends. In addition, the WisUFA program incorporates Wisconsin's existing urban tree inventories into a single, accessible database in the Wisconsin Community Tree Map. Together, these programs allow communities to set tree planting goals based on available budget, desired species/species diversity goals, time and staff. For more information visit: <https://dnr.wi.gov/topic/urbanForests/ufia/index.html>.

## Urban Forestry Program Review

The Council understands the importance of our role in advising the WDNR on matters of urban forestry and sees the value in robust WDNR Urban Forestry Team programming. Understanding that there are limited resources for the varying programs, it's important that assets are utilized properly to maximize the benefits and reach of each program.

**Community Tree Management Institute (CTMI):** Many Council members have participated as trainers in this program designed for municipal staff with tree management responsibilities. The Council is involved with the program graduation ceremony as well. Meeting the graduates at the end of the program allows a great opportunity for networking for both the graduates and Council members. Some former CTMI graduates have even later become Council members. The Council feels that there is a great need for this program to continue. CTMI fulfills an important niche in helping train staff from smaller municipalities where training opportunities may be lacking. *The Council feels that the WDNR should continue to invest in this program on a biennial basis and continue to offer CTMI graduate workshops in the off years. The Council wishes to be involved with more active review of curriculum for the program. Increased outreach to communities in need of this training should be performed to continue to get the message out about the importance of urban forestry for communities and the availability of the CTMI as a valuable*

resource. The Council also feels there is value in Council members continuing to participate and be involved with the graduation ceremony.



CTMI graduate workshop, 9-2019; Green Lake Conference Center.

**First Down for Trees:** This program has been proven to be a great success with the Green Bay Packers. Thousands of trees have been planted since 2011, providing millions of dollars of total lifetime benefits through storm water runoff reduction, CO<sub>2</sub> reduction, energy saving, air quality improvement and property value increase. Promotion of this program increases public awareness of the importance of trees. In recent years the Milwaukee Brewers have discontinued their tree planting programs (*Root Root Root for the Brewers*). *Using the Green Bay Packer model, the Council hopes that the WDNR can work with the Brewers to reactivate their tree planting programs with strong and robust partnerships.*



First Downs for Trees media celebration, 7-2019; Titledown Green Bay, WI.

**Urban Forestry Grant Program:** Over the years this program has been hugely successful in supporting cities, villages, towns, counties, tribes and 501(c)3 nonprofit organizations in the development of new and innovative projects that develop sustainable urban and community forestry programs. A list of the past two years of grant recipients is provided in Appendix C. In 2019 \$500,000 were allocated to the grant program. This program is instrumental in advancing improvements of urban forestry programs and is a catalyst for economic development. There is high demand for the program and numerous applicants are denied each year due to lack of funding availability. Twenty percent of the grant money is withheld for possible storm grants, and then released for regular matching grants if not used. In 2019, all the storm grant money was allocated, creating a situation where numerous high-quality grant applicants for matching grants had to be rejected. *With the ongoing emerald ash borer crisis, and more frequent*

*severe weather causing major tree damage, funding continues to get stretched. The Council recommends funding to continue to fund the Matching Grant Program at \$500,000 and working to set aside a separate fund for catastrophic event grants. To help communities cope with the ongoing EAB crisis, invasive insect and disease control should qualify as catastrophic events.*

**Tree City USA:** This long running WDNR Urban Forest program sponsored by the Arbor Day Foundation in cooperation with the USDA Forest Service has been a great success in Wisconsin. According to 2018 data, 58.75% of WI residents live in a Tree City USA community and 195 WI communities qualified in the Tree City USA program. This program provides valuable direction, technical assistance, and public recognition to municipal forestry programs in WI. Wisconsin has been a national leader in the Tree City USA program. Overall growth in the program has slowed down as the Tree City USA program has saturated most communities. 20 Wisconsin communities have received the Growth Award, which is a higher level of tree care that highlights innovative programs and projects as well as increased commitment of resources to urban forestry programs. *The Council sees great value in this program providing guidance to municipalities and raising awareness to the public. We wish to see the WDNR Urban Forestry team continue to strategically work with non-Tree City USA communities to increase participation in this valuable, highly visible program. The Council also requests that the WI Urban Forestry Team work with the USDA Forest Service and Arbor Day Foundation to review the higher-level Growth Award Program to increase community participation.*



Many communities celebrate Arbor Day and their Tree City USA awards with tree plantings.

**Wisconsin Champion Tree Program:** The WDNR maintains official records of the largest trees in the state, through a searchable database. The goal of this program is to encourage the appreciation of Wisconsin's forests and trees. The Champion Tree Program is currently on hold as the WDNR Forestry Division is reviewing how to best manage the program going forward. *The Council supports the Division of Forestry's decision to continue to maintain the program. The Council feels that the WDNR should look for a viable partner such as WAA to help support and publicize the program. With WAA members knowledgeable about the program there will be the ability for more local arborists from across the state to become active recorders of information. With more active participation, more homeowners and wood lot owners will be able to take pride in their trees, as we search for the next champion tree.*

**Good Health Grows on Trees:** The WDNR Urban Forestry team hosted the first *Good Health Grows on Trees* conference on May 30, 2019 in Janesville, WI. A series of speakers, including Council member Dr. Kirsten Beyer, presented on topics that explored the science behind the impacts of urban and community forests on our physical and mental health. The conference was well attended, and feedback was very positive. *The Council feels strongly that this conference was a success and encourages the WDNR Urban Forestry Team to continue to work with USDA Forest Service and other partners to make this conference an annual event. The Council also requests that our Public Health and Trees Issue Group continues to be involved in helping plan, present and participate at the conference.*

**WAA/DNR Annual Conference:** Each year the WDNR cohosts the WAA/DNR Annual Urban Forestry Conference with WAA. This 3-day conference is attended by professional arborists, community foresters, nursery professional, park

and recreation directors and staff, tree care workers, landscape architects, green industry professionals, community administrators, volunteers and students to learn about new research, innovative projects and other industry related topics regarding arboriculture and urban forestry. *The Council feels that this cohosting partnership between WDNR and WAA should continue as this is the most well-attended conference in WI for arborists and urban forestry professionals. It offers excellent opportunities for learning and is a great place for the WDNR Urban Forestry Team to network with other professionals. This conference also offers the Council the ability to showcase our awards and trivia night. These two activities help raise awareness of the Council, including our activities, initiatives and membership to this broader community.*

## **Policy and Budget Issues**

### **Ensuring a State Budget That Maintains Strong Support for Urban Forests**

The Council holds the same opinion as the WI CoF on shared concerns in the most recent state budget, specifically by recommending:

- Continued support for our state’s forests and forestry industry by fully funding the Forestry Account with GPR in the short term and finding a long-term segregated source of funding to ensure Wisconsin’s forestry programs continue to be funded for generations to come. This dedicated funding would replace the statewide forestry mill tax, based on property values, which existed from 1924 until it was eliminated in the 2017-19 state budget.
- Reauthorization and continued funding of the state’s Knowles-Nelson Stewardship Program, which has provided significant benefits to urban forests across the state over the years.

Ultimately, the 2019-21 state budget funded the Forestry Account with GPR at stable levels (based on a transfer from the general fund equal to 16.97¢ per \$1,000 of equalized property value in the state, amounting to over \$101 million in funding for the Account), assuring stable support for Urban Forestry programs and grants over the next two years. While the Council would like to see a dedicated funding source in future budgets, and increased resources to respond to pests like emerald ash borer, which continue to spread and cause impacts in our state, we are pleased that funding has been maintained. The Knowles-Nelson Stewardship Fund was also reauthorized for two years, preventing an interruption of the program had it been left to expire in June 2020. Stewardship funding remained stable and will be supported by authorized unobligated bonding. Urban Forestry programs were recently included in a 2018 audit of the Forestry Account, which affirmed that tax dollars have been appropriately invested into managing our valuable forest resources and the multitude of jobs, ecological diversity, and public health benefits that come from them.

### **Prioritizing Research Recommendations for the Urban Forestry Team**

After careful reviewing an extensive list of research options, the Council suggested a prioritized list of research recommendations to the Urban Forestry Team. These include:

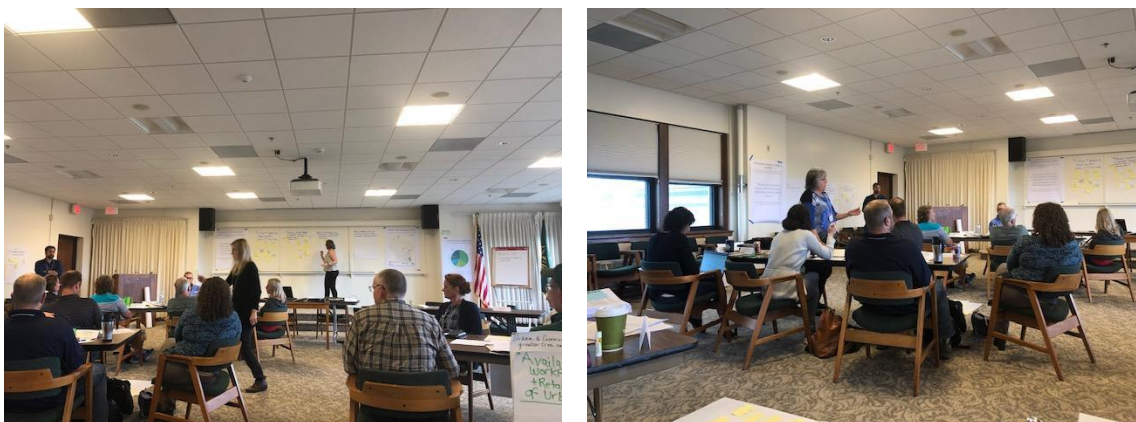
- Identifying effective opportunities for connecting communities, organizations, and urban tree managers with the needed resources, such as funding, for urban tree programs.
- Identifying effective tools and methods to build markets and demand for urban wood sourced products among various buyer groups, such as architects, interior designers and individuals.
- Measuring the impact of the urban tree canopy on stormwater management and water quality and quantity.
- Researching the benefits of urban forests in mitigating climate change impacts (i.e. flooding, rising temperatures, air quality) for priority populations.



## Engaging in Wisconsin's Forest Action Plan Forest Action Plan

The Council is pleased to be included in the 2020 Forest Action Plan (FAP) as an operational partner. The role of the Council is to lend expertise and perspective to the Urban and Community Forestry section of the plan. Our members have a unique part to play using our advisory role to inform the Urban and Community Forestry components of the plan, given our broad geographic diversity and the variety of backgrounds and perspectives offered by our members.

To this end, Council members responded to a survey and provided technical comments on the draft FAP during the assessment phase of the FAP. This first phase is designed to provide relevant data and trends impacting Wisconsin's forests, in order to identify our collective challenges and opportunities. In September 2019 the Council participated in a facilitated discussion to discuss strategies and goals based upon the assessment. The Council looks forward to a new plan that will include urban and community forestry information in a dedicated section that is concise, accessible and straightforward. Special thanks to WDNR Urban Forestry Partnership & Policy Specialist Laura Lorenz and Division of Forestry Planner Amanda Koch for facilitating updates on the FAP to the Council – we are fortunate to have such strong staff support to enable us to maximize the effectiveness of our role.



Council meeting for Forest Action Planning, 9-2019; Forest Products Lab.

## Future Direction: Wisconsin DNR Urban and Community Forestry Program

As urban forestry continues to evolve and transition into the future, the WDNR Urban Forestry Team needs to continue to change and adapt new strategies as well. The Council has been and continues to be involved with conversations about future direction. The urban forest faces some major upcoming challenges. For the first time since the climax of Dutch Elm Disease our urban canopy cover is shrinking. The emerald ash borer crisis is reaching peak impact for many communities, and ash trees are dying on both public and private properties and valuable canopy cover is being lost.

The need for proper tree care is greater now than ever before; at the same time there is a lack of trained workers to perform tree care. Enrollment in Technical Programs and 4-year degree programs have been declining. Fewer young people are engaged with the natural world and there is a general lack of knowledge among all ages that trees need care and professionals care for trees. The Council feels that the WDNR Urban Forestry Team can help reverse these trends.

**Arborist Apprenticeship/Tech College Programs:** The WDNR Urban Forestry Team played a part in the creation of the Arborist Apprenticeship program. Currently, Urban Forestry Coordinator Brian Wahl serves as a technical advisor on the WAA Apprenticeship Advisory Committee. The program was developed to create a training model for municipalities and private tree care companies. Currently the WI Registered Arborist Apprenticeship Program is being utilized by 15 Wisconsin private tree care companies and only one municipality (the City of Milwaukee). *The*

*Council feels that the WDNR is in a unique position to help promote the Arborist Apprenticeship Program to more municipalities. WDNR Urban Forestry Staff can promote the program through networking, education, and curriculum through the CTMI program. The Council feels strongly that WDNR Urban Forestry staff should continue to sit on the Arborist Apprenticeship Advisory Board and that an investment should be made to ensure that all WDNR Urban Forestry Coordinators are knowledgeable about the program and able to recommend and assist municipalities and community foresters in effective use of this training method.*

**Wisconsin's Urban Forest Assessment:** The WDNR has invested in the Wisconsin Urban Forest Assessment (WisUFA) program to fulfill the demand for more reliable urban forest data. With more consistent data the WDNR will be able to provide more accurate information on an annual basis regarding the urban forest and review progress towards performance goals. The WISUFA consists of 3 major components: Urban Forestry Inventory and Analysis Program (UFIA), Urban Tree Canopy (UTC) and the Wisconsin Community Tree Map (CTM). Understanding more about the accurate composition and health of our urban forest allows for proper management decision making. Sharing this information with the general public and key government officials allows for more buy-in regarding the relevancy of the urban forest.

- Incorporating the UFIA into metropolitan areas will give a better sense of growth characteristics of the urban forest.
- The UTC is a tool to set canopy goals, identify prospective planting sites, create and manage sustainability plans and justify budget increases for urban forestry programs.
- The collaborative nature of the CTM consisting of shared information from a variety of communities' tree maps is a powerful tool that creates a single database that allows users to identify and assess community trees through a variety of filter searches.

These three tools working together give a much clearer picture of the urban forest than was ever possible before. *The Council recognizes the importance of this effort and encourages the WDNR to continue to invest in UFIA. Efforts of concern are 1) Standardizing UTC data throughout the state by performing further studies to increase the quality of the imagery and to expand training sites in the northern areas of the state. 2) Working with communities and Plan-It-Geo to decrease barriers for entry into the CTM and increase the editability of existing databases for communities. 3) Increase outreach efforts regarding UFIA and the information gleaned from this data to decision makers that control management and budget decisions of urban forestry programs across the state of Wisconsin.*

**Wisconsin Urban Landowner Survey:** The 2017 Wisconsin Urban Landowner Survey provided valuable insight regarding private residential landowners' perceptions regarding trees. The key findings of this survey were shared with our Council at our Fall 2018 Council meeting in Eau Claire WI by WDNR Social Scientist Katy Thostenson. One of the key findings of the survey was that homeowners most trust private tree care professionals (arborists) for information and advice about caring for the trees. This information was then used to create a social media campaign to connect homeowners with arborists (partnering with WAA). At the same time a survey was sent to tree care professionals to see how they use information and outreach materials when providing tree care advice and services to residents of Wisconsin. *The Council feels that the WDNR should continue efforts to support key industry stakeholders such as arborists that communicate directly to private landowners. Suggestions of ways to accomplish this include arborist workshops partnering with UW-Extension, education about messaging that resonates with land owners, and creation of technical outreach channels could foster landowner understanding of urban forestry issues, with information garnered from arborists, their most trusted source.*

## **Future Direction of the Wisconsin Urban Forestry Council**

The Council is excited about the direction of Urban and Community Forestry in the State of Wisconsin. There is now more data than ever before regarding the health and canopy cover of our urban forests. Inroads continue to be made in recognizing the importance of Urban Forestry in both the public and private sectors. The Council plans on continuing these following actions:

- Continue to build relationships with multiple WDNR Division of Forestry staff to elevate the importance of urban forestry issues across departments.
- Promote urban wood utilization to both public and private sectors throughout Wisconsin and regionally across the Midwest.
- Seek to continue to gain influence on the CoF to elevate urban and community forestry concerns.
- Utilize the wide array of experience of our Council members to continue building on the efforts of our six issue groups: Species Diversity, Trees and Public Health, Urban Wood Utilization, Advocacy, Storm Water, and Work Force Development.
- Develop and strategize with other Midwest Urban Forestry Councils to leverage our shared interests to make larger regional impacts.

## Appendix A: Wisconsin Urban Forestry Council Awards

The Wisconsin Urban Forestry Council, comprised of municipal employees, elected officials, nursery operators, and arborists, advises the Department of Natural Resources Division of Forestry on the best ways to manage urban and community forest resources. Every year, the Council bestows several awards to recognize and thank individuals and organizations across Wisconsin for their work and commitment to the trees, plantings, habitat and economic benefits they provide.

The Council presents annual awards to outstanding individuals, organizations, communities and tribes that further urban forestry in Wisconsin. The awards are announced each year at the annual Wisconsin Urban Forestry Conference and presented to winners in their communities.

The five categories of awards, including our newly renamed Leadership award:

1. **Lifetime Achievement** award recognizes outstanding contributions to urban forestry in Wisconsin demonstrated throughout a lifetime career.
2. **Distinguished Service** award recognizes an individual for their outstanding contributions to urban forestry in Wisconsin.
3. **Project Partnership** award recognizes outstanding projects that utilize partnerships as a means of providing services or benefits to the urban forest.
4. **Leadership** award recognizes an individual or elected official at the county or local level of government who has made an outstanding recent contribution to urban forestry in Wisconsin. This could be a mayor, alderman, county executive, etc., or citizen, who has gone above and beyond in their support. Wisconsin State Legislators who have made outstanding contributions to urban forestry will also be considered after they have completed their terms of office.
5. **Innovations in Urban Forestry** award recognizes a community, individual, association or organization exhibiting outstanding innovations in the development or enhancement of an urban forestry project or program. This award recognizes the creativity, commitment and success of urban forestry efforts.

### The 2019 Council award recipients were:

- **Project Partnership:** Rotary International District 6270 is recognized for an extraordinary partnership between various local clubs, municipalities, other service organizations, and citizens to plant over 6,600 trees through more than 3,000 service hours with over \$144,000 invested in community trees. This was in response to a challenge from Rotary International in 2017-2018 to plant one tree for every member of their club; this district went above and beyond their original goal to plant 2,900 trees. The benefits these trees provide will enrich the lives of all people in the communities that participated for a long time.
- **Innovations in Urban Forestry:** Golden Sands Resource Conservation and Development Council, Inc. receives this year's innovation award to recognize over 20 years of creatively working with cities, villages, towns, private businesses, and the WDNR to prepare citizens and municipalities to care for their urban forest resources. They are currently working with 18 communities ranging in size from 200 to close to 40,000 citizens and have used various strategies to communicate messages covering a wide range of tree care topics.
- **Distinguished Service:** Sally Prideaux is honored for her decades of service to the Village of Amherst. She has been the continuous face of Amherst's Community Forestry Program for over 20 years, through her involvement with the Amherst Tree Board, organizing the local Arbor Day celebrations, and spending countless hours caring for the beautiful trees lining the village streets. Sally's long-term commitment of service to her hometown community and residents in the area will have a long-lasting positive effect on the village for years to come.

- **Lifetime Achievement:** Ted Pyrek was recognized posthumously for his over 30-year leadership and dedication promoting and improving urban forestry in the City of Horicon. He was instrumental in the creation of the city’s Tree Board, in securing their first and subsequent Tree City USA designations, and was an integral part of 30 years of Arbor Day celebrations. He engaged a wide array of local citizens in these efforts, including many service groups (Rotarians, Lions, Jaycees, Kiwanians), Explorer Scouts, City officials, students from elementary school through high school, and their teachers. Ted’s impact will endure, and his work will continue to provide multiple benefits to the community for decades.



2019: Rotary District 6270 receives Project Partnership Award.



2019: Golden Sands RC&D receives Innovations in Urban Forestry. Award

**The 2018 Council award recipients were:**

- **Project Partnership:** The Green Bay Area Arbor Day Seedling Distribution Project was celebrated for 50 years of a successful partnership between Green Bay Public Schools, the City of Green Bay and the Village of Allouez to distribute seedlings to the elementary schoolchildren of Green Bay. More than 100,000 trees representing 27 species have been planted by area schoolchildren. Many of these trees thrive today and are often mentioned as a source of pride. The benefits these Arbor Day trees provide help enrich the lives of all people in the community and keep the green in Green Bay.
- **Innovations in Urban Forestry:** This category includes two winners. The Hudson Tree Treks Project started to enhance a Hudson elementary school project involving a student-run arboretum. This initial installation sparked interest for additional treks and brought in new partners. It has grown to include three separate Tree Trek trails involving multiple teachers and schoolchildren, citizens, city government, chamber of commerce, state Tourism Department, local Tree Board and city business owners. This increased attention to the city’s trees has brought new awareness and support for diversifying the tree canopy on public and private property and additional venues for sharing information about tree care and homeowner options.

The second Innovations in Urban Forestry Award went to Kenosha County Parks and Recreation Department’s Emerald Ash Borer Mechanized Tree Removal and Utilization Project. The removal costs to deal with the tens of thousands of local trees affected by emerald ash borer add up quickly — often to the tune of several million dollars. Through careful planning, municipal and industry professionals can find more affordable solutions — ones beneficial to the forests, the bottom line and the local economy. To keep costs down, Kenosha County successfully contracted with a company to remove trees in public parks and golf courses for a low cost per tree. Forest products from this project were recovered and marketed to several Wisconsin forest products firms. This innovative approach can serve as a model for other communities with similar situations.

- **Lifetime Achievement:** Cindy Casey received this award to honor her leadership and dedication promoting and improving urban forestry that has had a lasting impact in Wisconsin. She was recognized for outstanding

contributions to urban forestry demonstrated throughout a lifetime career. Cindy served the WDNR's Urban Forestry team for close to 30 years and was instrumental in bringing the Community Tree Management Institute to Wisconsin. During her time with WDNR, she impacted dozens of communities through tireless advocacy, building personal relationships and responding to the unique needs of each situation.



2018: Cindy Casey (Lifetime Achievement) and Hudson Tree Treks (Innovations in Urban Forestry) receive their awards.



2018: The Green Bay Area Arbor Day Seedling Distribution Project receives the award for Project Partnership.

## **Appendix B: Wisconsin Arborist Apprenticeship Program**

**TERM OF APPRENTICESHIP:** The term of apprenticeship shall be Hybrid, which has been established to be at least 36 months, with a minimum of 6,440 hours required. In addition to the specified hours, the apprentice must successfully attain the competencies described in these program provisions. Hours of labor shall be the same as established for other skilled employees in the trade.

**PROBATIONARY PERIOD:** The probationary period shall be the first 6 months of employment, but in no case shall it exceed twelve calendar months. During the probationary period, this contract may be cancelled by the apprentice or the sponsor upon written notice to the Department, without adverse impact on the sponsor.

**SCHOOL ATTENDANCE:** The apprentice shall attend the Wisconsin Technical College System or other approved training provider, as assigned, for paid related instruction four hours per week or the equivalent and satisfactorily complete the prescribed course material for a minimum of 440 hours, unless otherwise approved by the Department. The employer must pay the apprentice for attended related instruction hours at the same rate per hour as for services performed.

**WORK PROCESS SCHEDULE:** In order to obtain well-rounded training and thereby qualify as a skilled worker in the trade, the apprentice shall have experience and training in the following areas and shall demonstrate competency, as specified herein. This instruction and experience shall include the following operations but not necessarily in the sequence given. Time spent on specific operations need not be continuous.

Work Process Description Approximate Hours (Min - Max) 6000 hours.

### **Adhere to ANSI and employer safety standards for all work. 500 hours**

- A. Inspect, maintain and use the appropriate personal protective equipment.
- B. Inspect and use vehicles and towed units.
- C. Inspect, use and maintain the appropriate gear and/or equipment.
- D. Establish and maintain safe work sites and zones.
- E. Perform a job briefing and worksite set up.

### **Perform Plant Health Care Diagnostics. 300 hours**

- A. Identify common deciduous trees and shrubs.
- B. Identify common conifer trees and shrubs.
- C. Evaluate tree for vitality and vigor.
- D. Identify signs and symptoms of common damaging insects/mites of trees and shrubs.
- E. Identify signs and symptoms of common diseases of trees and shrubs.
- F. Evaluate for abiotic stresses of trees and shrubs.

### **Perform rigging on the ground and aloft. 500 hours**

- A. Estimate load dynamics.
- B. Install and use a rigging system to lower the load directly to the ground.

### **Access Trees. 900 hours**

- A. Perform a pre-work inspection of all equipment.
- B. Perform a pre-work inspection and planning of job site.
- C. Install work positioning lines from the ground.
- D. Ascend the tree.
- E. Maneuver through the canopy.
- F. Descend, retrieve and stow all gear.

**Operate a chainsaw on the ground and aloft. 750 hours**

- A. Prepare the chainsaw.
- B. Operate the chainsaw.
- C. Moving with the chainsaw.
- D. Perform field maintenance.

**Operate a chipper. 300 hours**

- A. Preparing to chip.
- B. Chip debris.

**Prune trees and shrubs from the ground and aloft, according to current ANSI A300 standards. 1000 hours**

- A. Create a pruning plan.
- B. Perform pruning cuts.
- C. Demonstrate natural pruning.
- D. Perform pruning of shrubs.

**Remove trees and shrubs. 750 hours**

- A. Create a removal plan.
- B. Perform tree felling.
- C. Remove trunk sections.
- D. Perform limbing and bucking.

**Local Optional Work Processes. 1000 hours**

- A. Operate vehicles with or without trailer.
- B. Operate aerial lifts.
- C. Operate stump grinder.
- D. Operate loaders.
- D. Perform plant health care activities.
- E. Participate in responses to storms and emergency situations.
- F. Install tree support and lightning protection systems.

Paid Related Instruction 440 TOTAL 6000

The above schedule is to include all operations and such other work as is customary in the trade.

MINIMUM COMPENSATION TO BE PAID: The apprentice's wage must average no less than 60% of the skilled wage rate during the term of the apprenticeship (DWD 295.05). The apprentice may not be started at less than the minimum wage. Base skilled wage rate N/A per hour. If at any time the base skilled wage rate rises or falls, the apprentice's wage shall be adjusted proportionately. The wage rate of apprentices employed in this trade and this firm shall be based on the base skilled wage rate stated above. All apprentices are covered by State and Federal Wage and Hour Standard requirements. All apprentices shall be paid no less than the minimum wage established under regulations.

CREDIT PROVISIONS: The apprentice, granted credit at the start or during the term of the apprenticeship, shall be paid the wage rate of the pay period to which such credit advanced the apprentice. Work credit hours approved: N/A School credit hours approved: Paid related instruction: N/A Unpaid related instruction: N/A Total credit hours to be applied to the term of the apprenticeship: N/A.

SPECIAL PROVISIONS: The apprentice must perform the following to successfully complete the program: A. Obtain basic First Aid and CPR in the first year of the program and maintain them throughout the program.



B. Obtain a State of Wisconsin Pesticide Applicator Certification as part of paid related classroom instruction.

C. Successfully complete Transition to Trainer in the final year of the program.

**Optional credentials**

The apprentice may be required by the employer to earn industry credentials to successfully complete the program:

A. Earn industry related credentials from the Tree Care Industry Association such as the TCIA Tree Academy programs and/or Certified Treework Safety Professional.

B. Earn industry related credentials from International Society of Arboriculture, such as Certified Tree Worker Climber Specialist, and/or Certified Arborist credential.

## Appendix C: Urban Forestry Grant Recipients, 2018-19

### 2018 Urban Forestry Grant Recipients

**East Central** – Olivia Witthun, WI DNR Urban Forestry Coordinator, 1155 Pilgrim Road, Plymouth, WI 53073

Contact: 414-750-8744; [Olivia.Witthun@wi.gov](mailto:Olivia.Witthun@wi.gov)

Dodge*	\$ 5,000.00	Dodge County Park Forestry Project
Ozaukee	\$25,000.00	Innovative Approaches to Ecological Mgmt on Ozaukee County Public and Private Lands
West Bend	\$25,000.00	City of West Bend EAB Response & Free Street Tree Program
Grafton	\$22,811.00	Tree Planting (replacing trees affected by EAB)
Slinger	\$ 7,237.14	Ash Tree Removal & Replanting

**North Central** – Don Kissinger, WI DNR Urban Forestry Coordinator, 5301 Rib Mountain Drive, Wausau, WI 54401

Contact: 715-348-5746; [Don.Kissinger@wi.gov](mailto:Don.Kissinger@wi.gov)

Kronenwetter	\$ 6,000.00	2018 Kronenwetter Treatment and Reforestation Program
Nekoosa*	\$ 5,000.00	Complete a Citywide Assessment of Our Trees by Conducting an Inventory
Rib Mountain*	\$ 5,000.00	Town of Rib Mountain Park Tree Planting Project
North Central WI Master Gardeners Assn	\$ 9,593.00	Invasive Species Removal and Canopy Development for Demonstration Shade Garden

**Northeast** – Tracy Salisbury, WI DNR Urban Forestry Coordinator, 2984 Shawano Avenue, Green Bay, WI 54313-6727

Contact: 920-366-6833; [Tracy.Salisbury@wi.gov](mailto:Tracy.Salisbury@wi.gov)

Bellevue	\$21,189.00	Arboretum Update, Gravel Bed Construction & Signage, Ordinance Update, Education & Training
Fond Du Lac	\$25,000.00	Urban Forestry Partnership Planting, Education, and Inventory Update
Gillett*	\$ 5,000.00	City Parks & Sports Complex Beautification
Manitowoc	\$24,451.86	City of Manitowoc Emerald Ash Borer and Tree Planting Project

**South Central** – Brian Wahl, WI DNR Urban Forestry Coordinator, 3911 Fish Hatchery Road, Fitchburg, WI 53711

Contact: 608-225-7943; [Brian.Wahl@wi.gov](mailto:Brian.Wahl@wi.gov)

Fennimore*	\$ 5,000.00	Expand Tree Inventory, Tree Planting & Removal
Monroe	\$25,000.00	Public Ash Tree Treatments, Preemptive Removals and Tree Plantings
Urban Tree Alliance	\$25,000.00	Campus Canopies Project

**Southeast** – Kim Sebastian, WI DNR Urban Forestry Coordinator, 2300 North Martin Luther King Jr Drive, Milwaukee, WI 53212

Contact: 414-294-8675; [Kim.Sebastian@wi.gov](mailto:Kim.Sebastian@wi.gov)

Butler	\$ 6,105.25	EAB Management and Tree Replacement Plan
Elm Grove	\$16,000.00	Right of Way Tree Inventory and EAB Implementation Plan
Greenfield	\$22,726.50	Surviving the top of the bell curve with EAB
Menomonee Falls	\$21,504.74	Menomonee Falls 2018 Urban Forestry Inventory, Mgmt Plan, and EAB Response Plan
Milwaukee	\$20,000.00	Branching Out - Careers in Urban Forestry
Oak Creek	\$18,260.00	Tree Canopy Replacement and Maintenance
Racine	\$12,000.00	Tree Ordinance Review & Revision
Somers	\$20,210.50	Village of Somers Ash Tree Removal and Reforestation Response
Saint Francis	\$25,000.00	City of St Francis 2018 Emerald Ash Borer Treatment
Waukesha Rotary Club Foundation	\$ 5,300.00	Rotary International Tree Planting
Whitefish Bay	\$25,000.00	Inventory Update of Public Trees in GIS/EAB Treatment

**West** – Brad Johnson, WI DNR Urban Forestry Coordinator, 1300 West Clairemont Avenue, Eau Claire, WI 54701

Contact: 715-410-8299; [BradleyD.Johnson@wi.gov](mailto:BradleyD.Johnson@wi.gov)

Gays Mills	\$15,063.85	Awareness, Education, and Implementation
Hudson	\$24,550.29	Engaging Volunteers & Accelerating EAB Management
Onalaska	\$ 7,300.00	Onalaska, WI – Treatment Ash Trees and Updates to Urban Forestry Management Plan
Stone Lake*	\$ 5,000.00	Removal and Eradication of Buckthorn and Reforestation

## 2019 Urban Forestry Grant Recipients

**East Central** – Olivia Witthun, WI DNR Urban Forestry Coordinator, 1155 Pilgrim Road, Plymouth, WI 53073

Contact: 414-750-8744; [Olivia.Witthun@wi.gov](mailto:Olivia.Witthun@wi.gov)

Kewaskum*	\$ 5,000.00	Emerald Ash Borer Management Plan
Lakeshore Nat Res Partnership Inc.	\$11,000.00	Updating Inventories and Plans for Municipalities in Sheboygan County
Ozaukee	\$20,416.90	Ecological Planning + Management in Five Unique Ozaukee County Park Properties
Palmyra*	\$ 5,000.00	Ash Tree Abatement Program 2019
Watertown	\$25,000.00	Private & Municipal Tree Replacement
West Bend	\$25,000.00	City of West Bend 2019 EAB Response & Free Street Tree Program
Riveredge Nature Center, Inc.	\$23,173.71	Scientist in Residence Initiative

**North Central** – Don Kissinger, WI DNR Urban Forestry Coordinator, 5301 Rib Mountain Drive, Wausau, WI 54401

Contact: 715-348-5746; [Don.Kissinger@wi.gov](mailto:Don.Kissinger@wi.gov)

Athens*	\$ 4,303.11	2019 Urban Forest Updates Village of Athens
Hull*	\$ 3,610.96	Re-Establishment of Park Tree Program
Rothschild	\$16,934.87	Oak Wilt and EAB Management
Schofield*	\$ 5,000.00	Schofield Tree Canopy 2019

**Northeast** – Tracy Salisbury, WI DNR Urban Forestry Coordinator, 2984 Shawano Avenue, Green Bay, WI 54313-6727

Contact: 920-366-6833; [Tracy.Salisbury@wi.gov](mailto:Tracy.Salisbury@wi.gov)

Bellevue	\$25,000.00	Arboretum Continuation, EAB/Ash Tree Removal, Education & Training
Coloma*	\$ 2,500.00	Trees for Downtown
De Pere	\$18,237.50	Tree Inventory, Tree Diversity Planting for EAB Mitigation, and Education of Staff
Fox Crossing Parks & Rec Dept	\$ 3,900.00	Fox Crossing Park & Trail System Tree Inventory
Hortonville	\$ 1,125.00	2019 Tree Inventory and Assessment
Oshkosh	\$19,022.20	Paine Lumber Historic District Tree Canopy Improvement

**South Central** – Brian Wahl, WI DNR Urban Forestry Coordinator, 3911 Fish Hatchery Road, Fitchburg, WI 53711

Contact: 608-225-7943; [Brian.Wahl@wi.gov](mailto:Brian.Wahl@wi.gov)

Baraboo	\$ 5,500.00	Gravel Bed Installation
Beloit*	\$ 5,000.00	Town of Beloit Urban Forest and Tree Inventory
Edgerton*	\$ 5,000.00	Gravel Bed Installation, and Tree Removal and Replacement Program
Fennimore	\$25,000.00	Resident Education Event, Tree Inventory Update, Tree Planting & Removal
Lancaster*	\$ 5,000.00	Lancaster Tree Inventory, Planting and Removals
Monroe	\$25,000.00	Public Ash Tree Treatments, Pre-Emptive Removals and Tree Plantings
Pardeeville*	\$ 5,000.00	Address EAB in Chandler Park, and to Grow from There!
Platteville	\$18,500.00	Private Sector Ash Tree Removal and Replacement
Poynette*	\$ 4,847.00	Urban Forestry Plan and Tree Inventory Update
Urban Tree Alliance	\$25,000.00	Housing Partnerships
Milton	\$22,601.42	Hazardous Tree Removal and Replacement, Education and Ordinance Revisions

**Southeast** – Kim Sebastian, WI DNR Urban Forestry Coordinator, 2300 North Martin Luther King Jr. Drive, Milwaukee, WI 53212

Contact: 414-294-8675; [Kim.Sebastian@wi.gov](mailto:Kim.Sebastian@wi.gov)

Bayside	\$25,000.00	Tree Inventory Update, Removal, and Planting Project
Milwaukee	\$12,500.00	Branching Out Farther - Marketing Urban Forestry Careers
Mukwonago	\$25,000.00	GIS Inventory and Municipal Staff Tree Maintenance Education
Oak Creek	\$19,700.50	Tree Canopy Enhancement and Tree Board Development
Shorewood	\$15,500.00	Village of Shorewood Tree Inventory Update and EAB Assessment
Somers	\$21,545.50	Village of Somers Ash Tree Removal and Reforestation Response
Franklin	\$13,285.00	Street Tree Canopy Replacement and Community Tree Map

**West** – Brad Johnson, WI DNR Urban Forestry Coordinator, 1300 West Clairemont Avenue, Eau Claire, WI 54701

Contact: 715-410-8299 ; [BradleyD.Johnson@wi.gov](mailto:BradleyD.Johnson@wi.gov)

Gays Mills	\$18,758.00	Comprehensive Private/Public Tree Safety and Restoration
Hudson	\$24,095.51	Everything EAB; Public Education, Treatment, Removal, & Incorporating Diversity
Spooner	\$ 4,025.00	City Tree Inventory

\*Start Up Grant

**Urban Forestry Financial Specialist** – Nicolle Spafford, WI DNR, 518 West Somo Avenue, Tomahawk, WI 54487

Contact: 715-453-2188 Ext 1274; [Nicolle.Spafford@wi.gov](mailto:Nicolle.Spafford@wi.gov)

**Urban Forestry Grant Specialist** – Chase O'Brien, WI DNR, P.O. Box 7921, Madison, WI 53707-7921

Contact: 608-640-6143; [Chase.OBrien@wi.gov](mailto:Chase.OBrien@wi.gov)