

# Madison Urban Forestry

Mayor Satya Rhodes-Conway

- Population: 300,000
- Area: 100 sq mi (77 sq mi land)
- Street Trees: 100,000
- Community Canopy: 31%



# Why Plant and Protect Trees?



- Trees are necessary infrastructure that return value to the community
- The values of trees are not always recognized

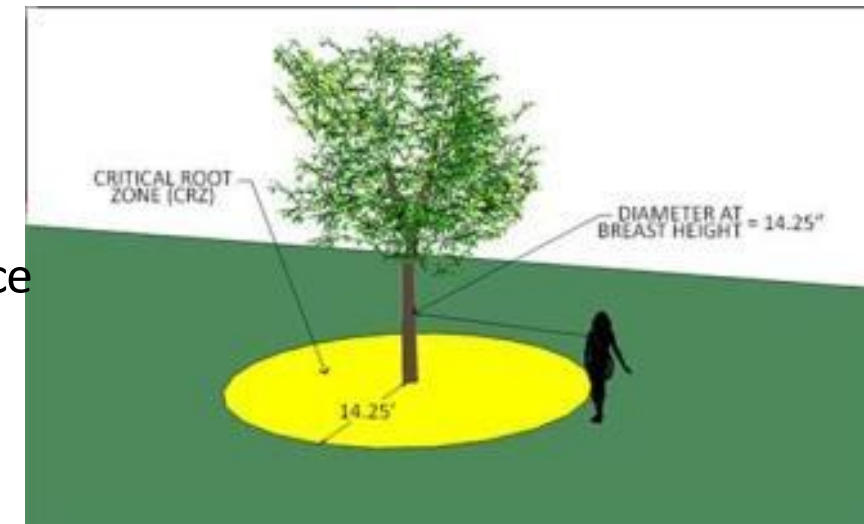


# Protect What We've Got



- Trees are often present in near construction and excavation projects
- Damage can take decades to recover
- Needed to increase the prioritization and effectiveness of tree protection on work sites
- Greater protection for trees, especially large trees (10% of trees provide 53% leaf area)

- Tree Protection Zone = 1 foot for each DBH
  - Flexible to increase or decrease with Forestry approval
  - Significantly increases the radius of Forestry engagement/influence
- Suspend, revoke, or refuse to extend an existing permit for violations
- Establish Street Tree Fund - dedicated mechanism where the City and public will be made whole for the removal of a street tree



# Plant More Trees!

There are now 100,000 trees lining the city's streets and roadways!!!



Thousands more in city parks, stormwater greenway land, and in the lawns of Madison residents.



# Train Tree Caretakers

- Professional arboriculture services, not just “stick makers”
- Commitment to Professional Development - 50% of staff are ISA Certified Arborists
- Internal Arborist Training program allowed us to lower barriers of entry into our workforce.
- Attracted and hired a more diverse candidate pool, both in their backgrounds and genders.
- Partnering with Madison College programs that help prepare individuals for arboriculture
- OFS Conservation Academy participants will help plant and maintain street trees to prepare them for our training program





# We grow and protect our tree canopy

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[www.cityofmadison.com/streets/urban-forestry](http://www.cityofmadison.com/streets/urban-forestry)