



THE NATURE CONSERVANCY'S URBAN FORESTRY PROGRAM UPDATE

Rachel Holmes

November 10, 2017
Continental Dialogue on Non-Native Forest Insects and Disease

Presentation Objectives

1. Transition Highlights
2. Re-Imagining Urban Forestry in a Changing Conservancy
3. Future of Tree Health Monitoring and Early Pest Detection



1: TRANSITION HIGHLIGHTS

“New Home” for Urban Forestry

- Urban forestry previously in **Forest Health Protection Program**, now **North America Cities**

CITIES NETWORK: A NEW APPROACH

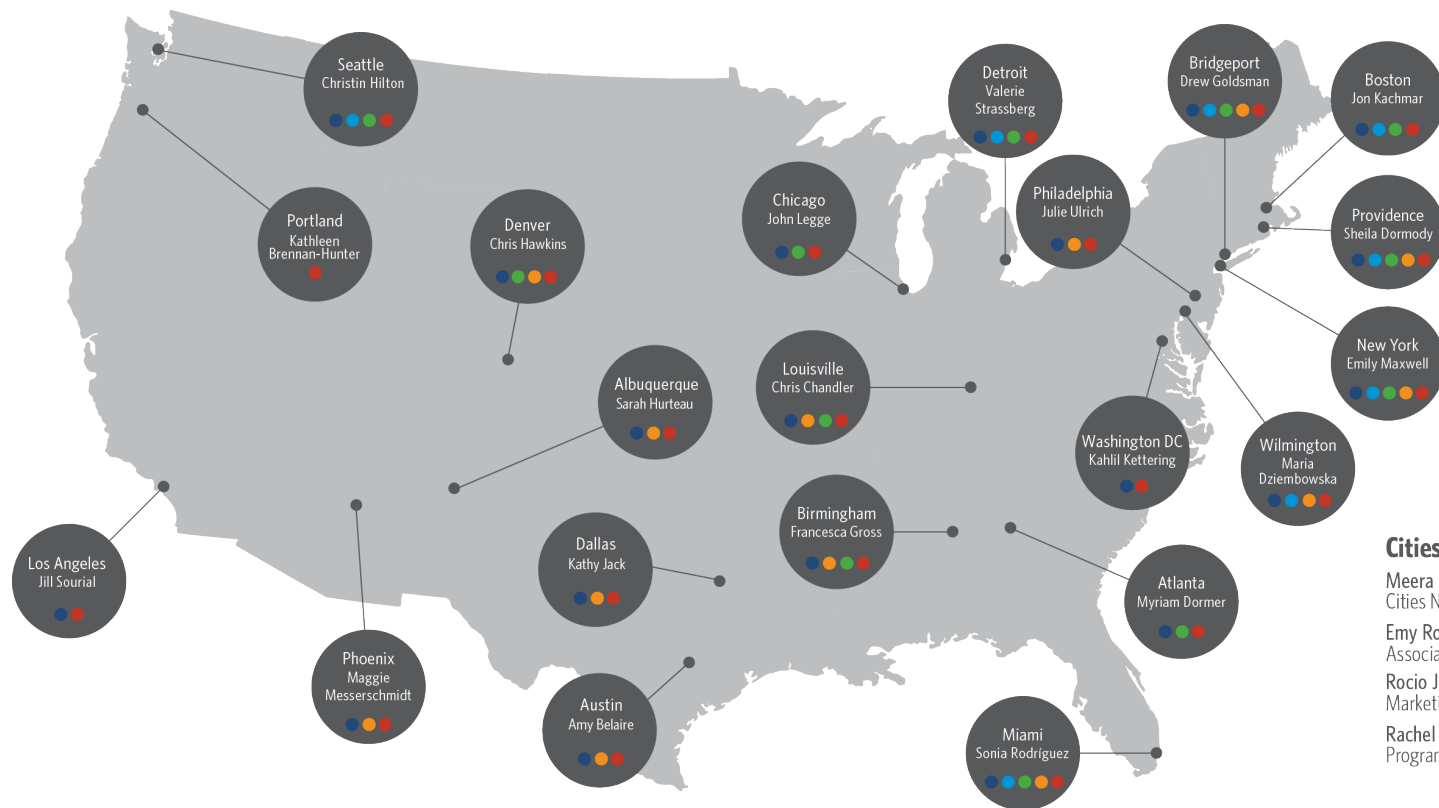
Cities Network Conservationists

Rachel Holmes

Urban Forestry

Nathan Wooiwode & Kirsten Evans

Urban Water



Cities Network Staff

Meera Bhat

Cities Network Director

Emy Rodriguez

Associate Program Manager

Rocio Johnson

Marketing Manager

Rachel Mulbry

Program Specialist



“New Home” for Urban Forestry

- Urban forestry previously in **Forest Health Protection Program**, now **North America Cities**
- Previously an independent unit, now integrated consultancy
- Narrow focus on **tree health monitoring/ early pest detection**
 - Workforce Development
 - Citizen Science
 - Tool/ Resource Development





2: A CHANGING CONSERVANCY



Shared Conservation Agenda Basics

- Designed to achieve maximum impact on greatest conservation challenges
- Developed over past three years – through Conservation By Design 2.0 Methodology
- Outcomes are currently being developed (January 2018)



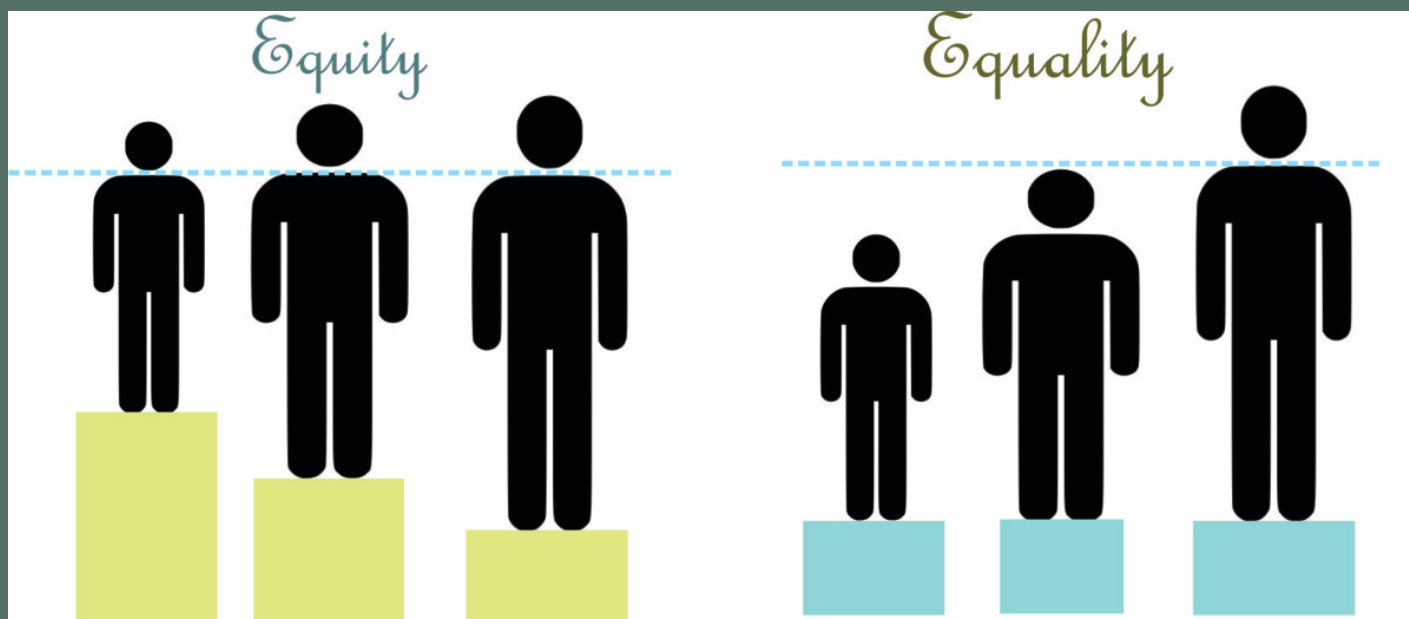
WORKING WITH NATURE *in Cities*

By supporting urban conservation and **strengthening the connection between people and the natural world**, we can fundamentally change the relationship between cities and nature so that both can thrive.

“Building Healthy Cities” Pillars

- Air/ Heat
- Urban Water
- Equitable Greening

“Equitable Greening”



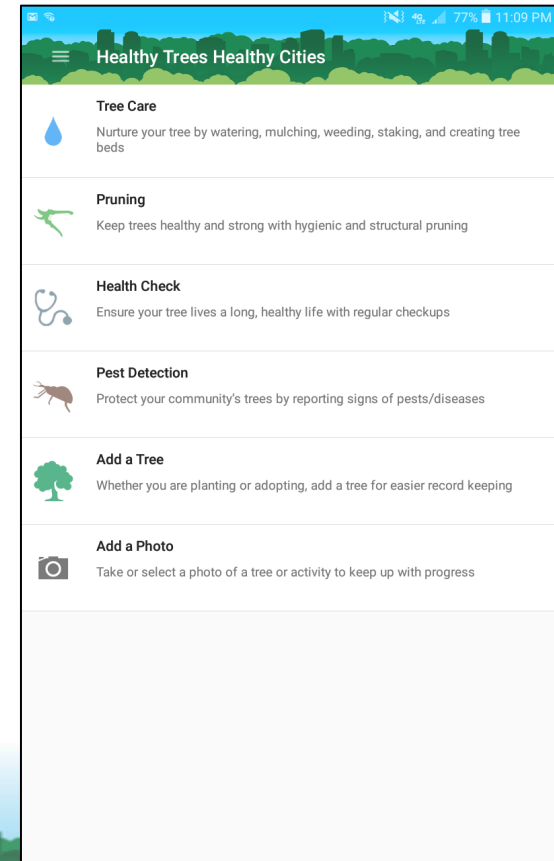


3: PROGRAMMATIC FORECAST

Tree Health Monitoring/ Early Pest Detection

Tree Stewardship & Health Monitoring Citizen Science Program

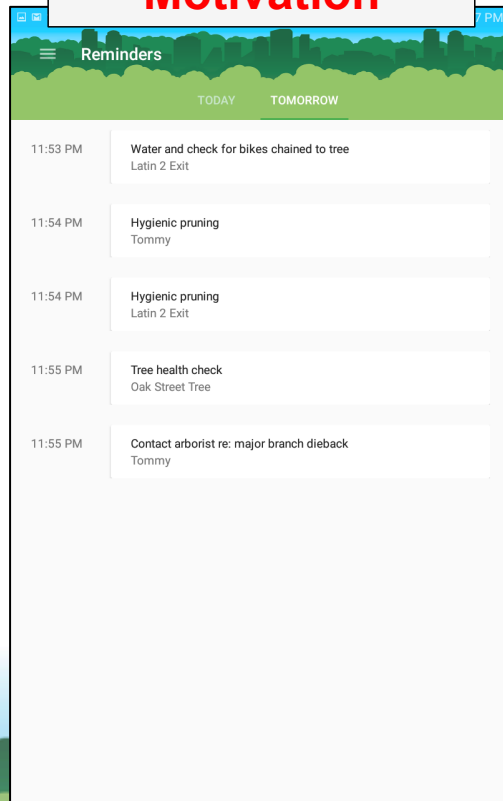
Available FREE on Android and iPhone
NEW Version for Spring 2018 Field Season



Tree Stewardship & Health Monitoring Citizen Science Program

Three Purposes for Smart Phone App:

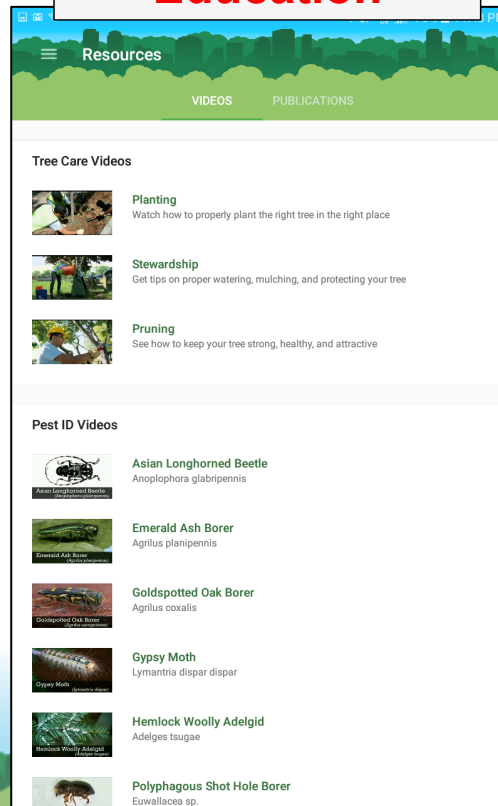
Motivation



The 'Motivation' screen features a 'Reminders' header with a hamburger menu icon on the left and a 'PM' status indicator on the right. Below the header are two tabs: 'TODAY' and 'TOMORROW'. The main content area displays a list of reminders with timestamps and descriptions. The background shows a stylized green landscape with trees.

Time	Reminder
11:53 PM	Water and check for bikes chained to tree Latin 2 Exit
11:54 PM	Hygienic pruning Tommy
11:54 PM	Hygienic pruning Latin 2 Exit
11:55 PM	Tree health check Oak Street Tree
11:55 PM	Contact arborist re: major branch dieback Tommy

Education



The 'Education' screen has a 'Resources' header with a hamburger menu icon on the left and a 'PM' status indicator on the right. Below the header are two tabs: 'VIDEOS' and 'PUBLICATIONS'. The main content area is divided into two sections: 'Tree Care Videos' and 'Pest ID Videos'. The background shows a stylized green landscape with trees.

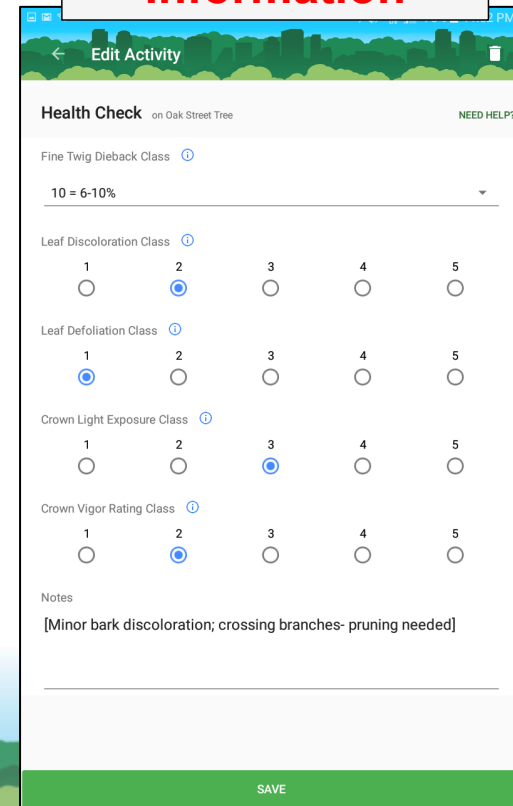
Tree Care Videos

- Planting**
Watch how to properly plant the right tree in the right place
- Stewardship**
Get tips on proper watering, mulching, and protecting your tree
- Pruning**
See how to keep your tree strong, healthy, and attractive

Pest ID Videos

- Asian Longhorned Beetle**
Anoplophora glabripennis
- Emerald Ash Borer**
Agrilus planipennis
- Goldspotted Oak Borer**
Agrilus coxalis
- Gypsy Moth**
Lymantria dispar dispar
- Hemlock Woolly Adelgid**
Adelges tsugae
- Polyphagous Shot Hole Borer**
Euwallacea sp.

Information



The 'Information' screen features an 'Edit Activity' header with a back arrow on the left and a trash icon on the right. Below the header is a 'Health Check' section for 'Oak Street Tree' with a 'NEED HELP?' link. The main content area contains several rating scales and a notes section. The background shows a stylized green landscape with trees.

Health Check on Oak Street Tree [NEED HELP?](#)

Fine Twig Dieback Class ⓘ
10 = 6-10%

Leaf Discoloration Class ⓘ
1 2 3 4 5
☐ ☒ ☐ ☐ ☐

Leaf Defoliation Class ⓘ
1 2 3 4 5
☒ ☐ ☐ ☐ ☐

Crown Light Exposure Class ⓘ
1 2 3 4 5
☐ ☐ ☒ ☐ ☐

Crown Vigor Rating Class ⓘ
1 2 3 4 5
☐ ☒ ☐ ☐ ☐

Notes
[Minor bark discoloration; crossing branches- pruning needed]

SAVE

Tree Stewardship & Health Monitoring Citizen Science Program

Where We're Working:

Year	Cities
2014	New York City
2015	New York City; Philadelphia
2016	New York City; Washington, DC; Chicago; Oconomowoc, WI; Birmingham
2017	New York City; Washington, DC; <i>Chicago</i> ; Wilmington; Dallas; Denver; Atlanta; Boston
2018	New York City; Washington, DC; Chicago; Wilmington; Dallas; Denver; Atlanta; Boston; TBD; Volunteers At-Large



USFS Partnership: Cost Share Agreements

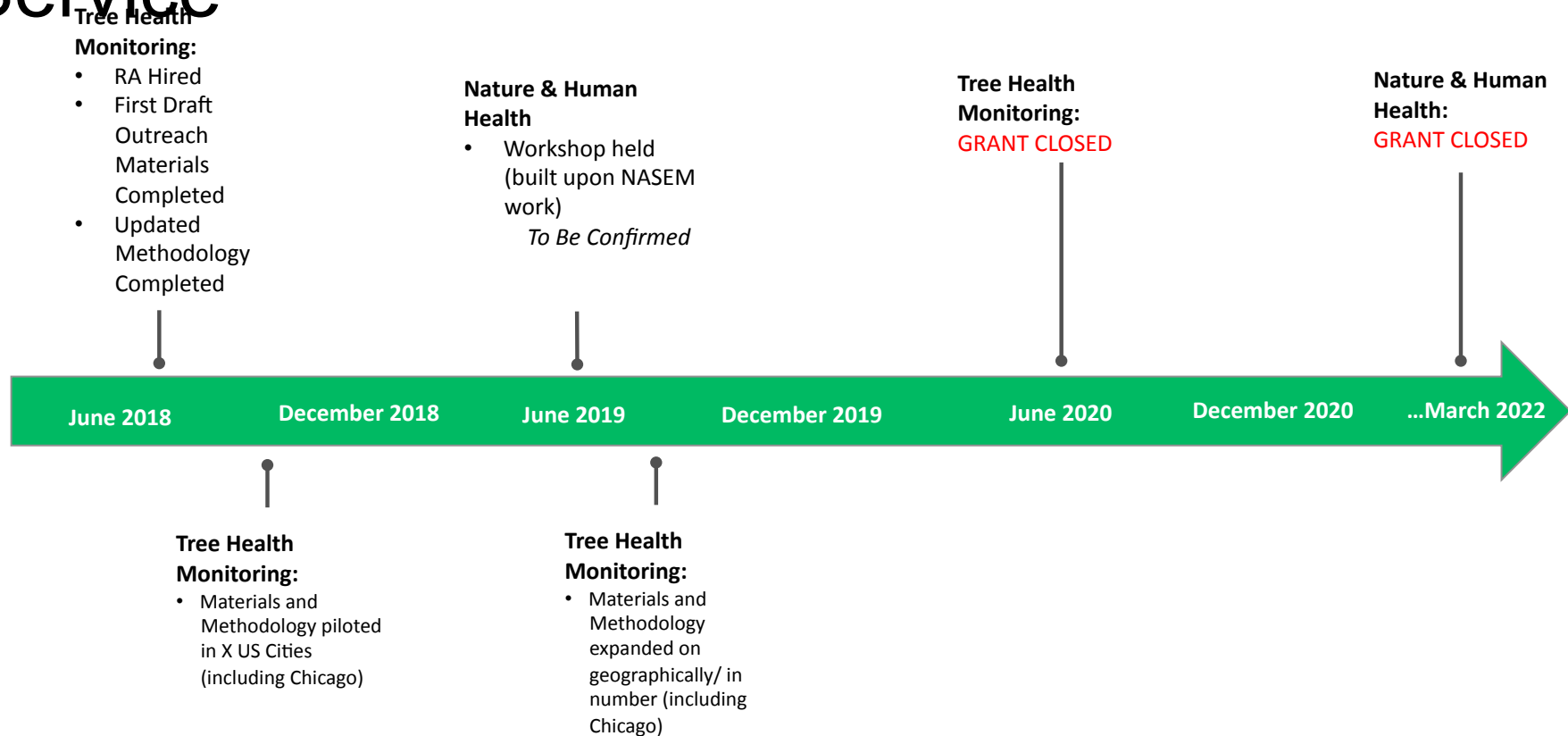
1. Greening and Human Health

- a. Building on National Academy of Sciences, Med, Engineering
- b. Establishing Practical Metrics for Evaluating Nature's Impact on Health
- c. In collaboration with Dr. Kathleen Wolf

2. Tree Health Monitoring/ Early Pest Detection

- a. Building on previously-funded work
- b. Shift in focus to include Workforce Development

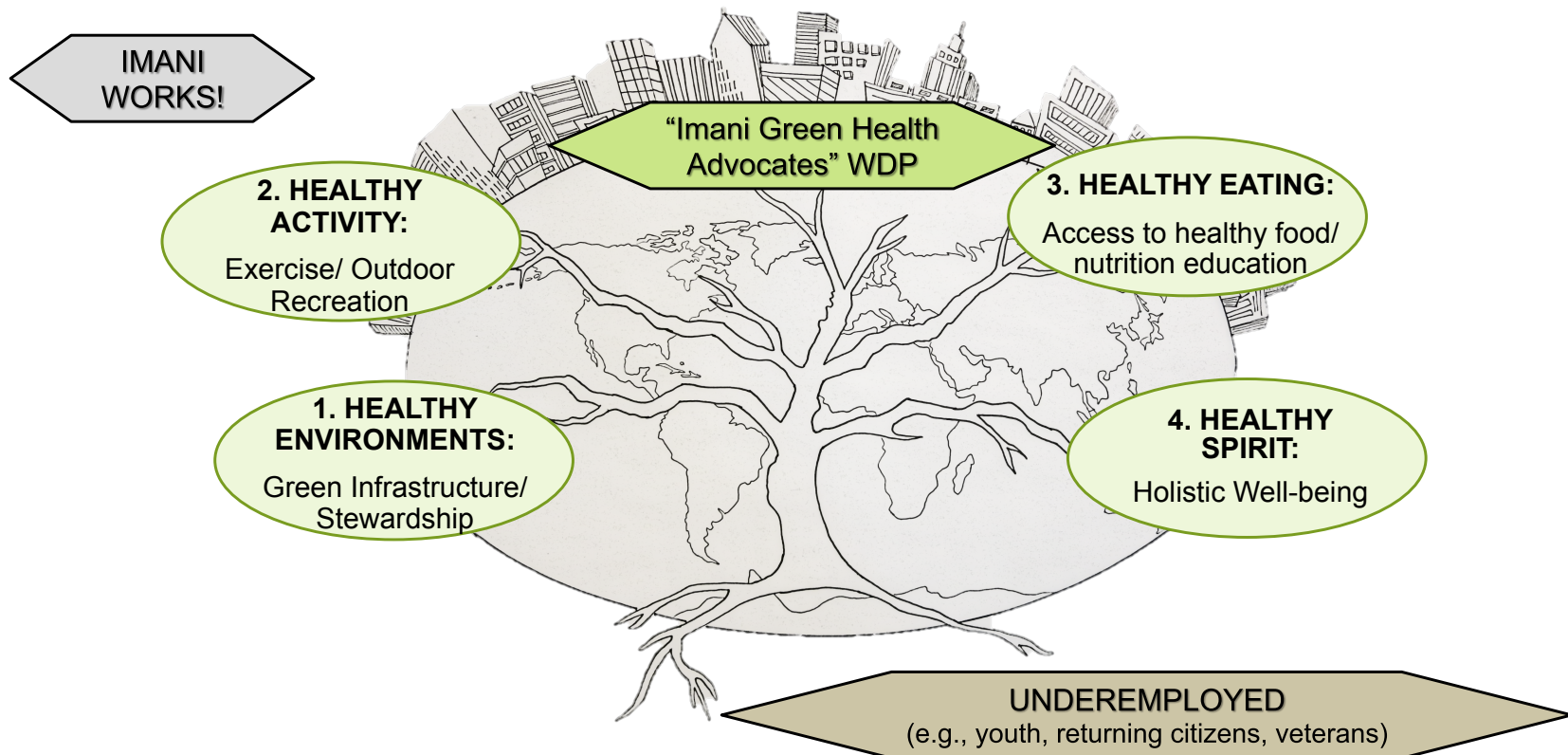
Timeline of Project Deliverables: US Forest Service



Imani Village – Green Health Advocates Program



IGHA Program/ Initiative Overview





The Nature
Conservancy 
Protecting nature. Preserving life.™

QUESTIONS



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nature.org/cities
Healthytreeshealthycities.org