November 14, 2017

Mr. Fred Soubu, Jr.
Division Administrator, Division of Forestry
Wisconsin Department of Natural Resources
101 S. Webster St.
P.O. Box 7921
Madison, WI 53707-7921


Dear Mr. Soubu,

It has been a pleasure meeting with you a couple of times since you arrived in your new position. Thank you for making it a priority to have early involvement with the Council.

Mike Warnke was able to attend a portion of our Council meeting on September 1st. During a discussion of the Council’s 2017 biennial report, he indicated that a brief summary would be helpful of any budget and/or policy recommendations that our report includes. So in addition to providing the full report (attached)—which includes summaries of our award program, outreach efforts, and summaries from issue groups like urban wood utilization, stormwater, advocacy and species diversity—here are the budget and policy recommendations included in the report.

The Council is resolved to continue to advocate for the continued—or increased—funding of the Urban Forestry Grant program. Twice this decade, the levels of funding—or what that funding could be used for—were jeopardized by a drafted state budget. Both times, the Council and other partners were vocal in their defense of this funding. Even though comprising a very small part of the state budget—and offering a relatively modest $25,000 maximum for the grantee—this grant program has proven to be essential for communities looking to establish or maintain an urban forestry program. For smaller communities, grant funds help them commission a management plan, weather the challenges of EAB or establish an inventory, efforts that often simply would never happen without the grant. For larger communities, grant funds allow new programs to be started or new partnerships forged. Recommendation: retain urban forestry grant funding at its current level, and look for opportunities to increase it by 10%.

The Council also feels compelled to express its concerns over inadequate funding in the state budget for EAB. While DNR staff has done a commendable job of educating and encouraging local municipalities in planning for and responding to an EAB crisis, the state has provided almost no direct financial support to these communities. As Council Past-Chair David Sivyer has pointed out, 80% of our population lives in urban areas providing two-thirds of the forestry budget, and yet urban areas receive very little financial help from that

The Wisconsin Urban Forestry Council serves as a statewide voice for critical issues impacting urban & community forests and is appointed by the Secretary of the Wisconsin Department of Natural Resources. Composed of representatives of green industry organizations, state agencies, municipal arborists, non-profits and other partners, the Council is charged with advising the Department of Natural Resources (DNR) on the best ways to preserve, protect, expand and improve Wisconsin’s urban and community forests.

101 S. Webster Ave. PO Box 7921 Madison, WI 53707 (608)267-0568
same budget. David has often pointed out that the Forestry Division never ignores forest fires in the rural setting, noting that EAB is the urban setting’s version of a forest fire. It simply must be managed, and local municipalities need the state’s help to do so. Recognizing the challenge of freeing up funds from other areas to pay for forestry operations, a current program may be broadened to meet this goal. Recommendation: Amend grant eligibility in the Urban Nonpoint Source and Stormwater Management Program to include tree canopy restoration or retention projects.

The Council feels some trepidation over the recent move of funding forestry programs through general purpose revenues (GPR) versus the mil tax that has been set up in the Wisconsin Constitution, and has provided 85% of the Division’s budget in the past. While funding for this biennium is comparable to the previous one, many demands like education, social programs, and debt service compete for GPR. We are concerned that this could eventually lead to forestry programs being a lower priority—and therefore seeing reduced funding. Recommendation: return the mil tax to its previous levels, funding state forestry efforts through this instead of through GPR.

Although trees may not be a major part of the conversation regarding high-capacity wells in the Central Sands region, the Council is concerned about the direction that DNR oversight in this area has taken. Surface water—which serves our communities and waters the trees we all love—relies on the abundance of groundwater underneath us. Allowing this groundwater to be pumped without measure and without limit should give us all pause. Perhaps more directly, we oppose the concept that some farming advocates have raised, that trees are somehow the culprit of groundwater shortages. We believe that trees play a role in improving soils and restoring groundwater, not siphoning it off. Recommendation: DNR and legislators should continue to scientifically study the impact of high-capacity wells on groundwater levels—and its eventual impact on surface water, drinking water, and vegetation.

We are grateful for the commitment of the DNR to fill vacancies within the urban forestry staff, and to emphasize an urban forestry component to other, more general, forestry positions. Wisconsin’s inclusion of state funds in the urban forestry program (not just counting on federal funds) is somewhat unique, and is certainly appreciated. Recommendation: continue to provide a fully staffed, fully funded urban forestry program within the DNR.

I want to publicly thank Sara Minkoff, Jeff Treu, Curt Witynski, Kristin Gies, Dwayne Sperber, Laura Lorentz, August Hoppe, Jeff Roe, Bill McNee, and Alexandria Elias for their work in pulling this report together.

Please feel free to contact me at 920-322-3472 or jskiff@fdl.wi.gov to discuss these recommendations further.

Sincerely,

Jordan Skiff, Chair
Wisconsin Urban Forestry Council
# Wisconsin Urban Forestry Council
## 2017 Biennial Report
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Wisconsin Urban Forestry Council
2017 Biennial Report
October 27, 2017

Urban Forestry Council Overview

Originally formed in 1989, Wisconsin’s Urban Forestry Council (“Council”) is a group of 25 to 30 professionals from around the state. Appointed by the Secretary of the Wisconsin Department of Natural Resources (WDNR) to three-year terms, these volunteers meet four times a year to discuss and act on any issue which impacts urban and community forestry in Wisconsin. The Council uses its varied membership—which includes municipal arborists, elected officials, parks officials, public works officials, nursery representatives, educators, public health representatives, and industry leaders—to remain abreast of current issues, and to advise WDNR staff on those issues.

Since the Council’s last report in 2013, the Council has met in towns from Bayfield to Racine, and many locations in between. From discussing green infrastructure in La Crosse, to honoring local small-town foresters in Bayfield, to crossing the border to a Minneapolis meeting with our counterpart council in Minnesota—our members continue to learn and discuss, recognize success and support WDNR programs.

The Council’s primary interactions are with Jeff Roe and his regional urban forestry coordinators, partnership specialists, and administrators. Jeff and his team have done an outstanding job of communicating with the Council, providing timely updates, and asking for Council insight. Council Members have been impressed with information gleaned from other states, learning that Wisconsin is set up well in its urban forestry resources. Wisconsin’s approach offers advantages such as a budget supported by state—not just federal—funds, an active and empowered Council, and a relatively large and well-supported staff.

WDNR’s efforts in completing and coordinating assessments of Wisconsin’s urban tree canopy network are especially noteworthy. Whether it is cooperating with UW-Stevens Point in surveying communities about municipal program capacity, completing in-depth surveys in four Wisconsin cities about homeowner attitudes concerning trees, leading the charge at a national level in UFIA (Urban Forestry Inventory & Analysis) efforts, or posting a community tree map on-line (to which any community can add its information), WDNR is taking seriously its charge of tracking quantitative and qualitative data about our urban forests.

Two of the strategic areas where the Council must remain engaged include the Forest Action Plan (FAP) and state budgets. The 2010 FAP was the first plan of its kind to specifically mention urban forestry, and we want to make sure that urban issues remain an important component of future plans. Council
advocacy affected the focus of many positions being filled, including a partnership specialist, forest products team, and ensuring that wood utilization experts included an urban component in their work. Of course, once plans are developed, we want to make sure that any efforts we make are consistent with—and therefore relevant to—this key planning document.

When it comes to state budgets, the Council’s greatest strength is again its diversity. A diverse membership means that the Council views any urban forestry topic from a variety of perspectives, leading to a balanced understanding by its members. Once that understanding is gained, the geographic diversity of the Council allows us to return to our communities and regions, spreading the word about elements in state budgets that are either good or bad, as they relate to the urban forest. Perhaps the Council’s most direct impact on the state budget has been when it has directly advocated for urban forestry grant funding to be preserved, doing this twice in the past seven years.

![Image of Art Ode, retiring WUFC member and volunteer forester for the City of Bayfield, leading the WUFC on a tour of the urban forestry elements and projects in Bayfield.]

**Recent Actions & Accomplishments**

**Council Awards:** Each year, the Council recognizes five individuals, organizations or partnerships from around the state for their contributions to urban forestry. The categories include Lifetime Achievement, Distinguished Service, Project Partnership, Elected Official, and Innovations. Please see Appendix A for a full explanation of each category, and a summary of the recipients over the past four years.

**Issue Groups:** Rather than just serving as an advisory group, the Council has taken a proactive role in studying various key issues, and being advocates and state leaders in these areas. The current issue groups are Urban Wood Utilization, Stormwater, Advocacy, and Species Diversity. Please see Appendix B for a summary of each group’s key activities.

**Education & Outreach**

Here are a few examples of areas where the Council has spearheaded or supported efforts to promote urban forestry in Wisconsin:

- In May 2017, WDNR hosted their fellow urban foresters from twenty northeastern states and the District of Columbia as part of the Northeast Area Association of State Foresters. The Council’s Chair, Vice-Chair and Liaison were active participants. It was striking to hear how issues like wood utilization, limited budgets, stormwater management, and EAB challenges were shared by all.
- The Council was thrilled to see that Gateway Technical College established an arborist apprenticeship program, complementing the work that UW-Stevens Point, Midway Technical College, and other Wisconsin institutions have undertaken for years. In a major step forward in promoting these programs, arboriculture has been officially recognized as a “trade” among high
school counselors, informing high school students about this exciting and well-paying career option. With today’s emphasis on workforce development, such recognition couldn’t come at a better time.

- Forestry advocates were thrilled to learn earlier this year that the new president of Rotary International issued a goal to all Rotary clubs throughout the world—to plant one tree for each member by Earth Day 2018. WDNR staff and local advocates have worked with the three District Governors in Wisconsin and local clubs to find ways to support this goal. Information has been provided on types of trees—and their estimated costs—as well as an offer of professional guidance from WDNR’s regional coordinators. In several communities, parks and public works staff are working with their local clubs to find locations, species, and funding to make this a reality. For their part, many Rotary clubs are providing necessary funds, volunteer labor, and diverse partnerships to promote this common goal.

- WDNR staff has done a great job of hosting three iterations of Community Tree Management Institute, and preparing for a fourth. These six-day programs bring together 20 to 30 municipal officials from around the state to learn very practical lessons about running an urban forestry program. From classroom lessons on City Council interactions, budgeting, legal issues, and the importance of having a management plan, to outdoor lessons in tree identification and hazards assessment, this program is chock-full of practical guidance. Geared toward employees from smaller communities for whom forestry duties are a small—and relatively unfamiliar—part of their jobs, these sessions offer a welcome education. Council members have served as speakers at CTMI, and the entire Council supports the CTMI graduations.

- We congratulate Milwaukee, Madison and other communities who have found creative ways to fund forestry programs. Milwaukee led the charge in having its forestry efforts funded through its stormwater utility, providing an essential source of income independent of strict levy limits. This model has now been utilized by many communities. Madison has successfully implemented an urban forestry user fee, using this fair and innovative method to manage its EAB challenge.

**Policy & Budget Issues**

In 2015, then-Chair David Sivyer sent a letter to State Forester Paul DeLong, outlining several recommendations for WDNR to consider as part of the upcoming state budget process. We would like to do the same for 2017.
The Council is resolved to continue to advocate for the continued—or increased—funding of the Urban Forestry Grant program. Twice this decade, the levels of funding—or what that funding could be used for—were jeopardized by a drafted state budget. Both times, the Council and other partners were vocal in their defense of this funding. Even though comprising a very small part of the state budget—and offering a relatively modest $25,000 maximum for the grantee—this grant program has proven to be essential for communities looking to establish or maintain an urban forestry program. For smaller communities, grant funds help them commission a management plan, weather the challenges of EAB or establish an inventory, efforts that often simply would never happen without the grant. For larger communities, grant funds allow new programs to be started or new partnerships forged. Please see Appendix C for a glimpse of the variety of communities and projects that have benefitted from this program. Recommendation: Retain urban forestry grant funding at its current level, and look for opportunities to increase it by 10%.

The Council also feels compelled to express its concerns over inadequate funding in the state budget for EAB response. While DNR staff has done a commendable job of educating and encouraging local municipalities in planning for and responding to an EAB crisis, the state has provided almost no direct

WI EAB quarantined counties (yellow) and community detections (green), 10-6-17. There have been 115 first community detections so far in 2017; there were only 98 in all of 2016. EAB has been found in 16% of towns, 26% of villages, and 42% of cities in Wisconsin. The difference is largely due to the abundance of towns in northern Wisconsin, and cities in southern Wisconsin. Courtesy of WDNR.

financial support to these communities. David Sivyer estimated that 80% of our population lives in urban areas providing two-thirds of the forestry budget, and yet urban areas receive very little financial help from that same budget. David has often pointed out that the Forestry Division never ignores forest fires in the rural setting, noting that EAB is the urban setting’s version of a forest fire. It simply must be managed, and local municipalities need the state’s help to do so. Recognizing the challenge of freeing up funds from other areas to pay for forestry operations, a current program may be broadened to meet
this goal. **Recommendation: Amend grant eligibility in the Urban Nonpoint Source and Stormwater Management Program to include tree canopy restoration or retention projects.**

The Council feels some trepidation over the recent move of funding forestry programs through general purpose revenues (GPR) versus the Forestry Mill Tax that has been set up in the Wisconsin Constitution, and has provided 85% of the Division’s budget in the past. While funding for this biennium is comparable to the previous one, many demands like education, social programs, and debt service compete for GPR. We are concerned that this could eventually lead to forestry programs being a lower priority—and therefore seeing reduced funding. **Recommendation: Return the Forestry Mill Tax to its previous levels, funding state forestry efforts through this instead of through GPR.**

Although trees may not be a major part of the conversation regarding high-capacity wells in the Central Sands region, the Council is concerned about the direction that WDNR oversight in this area has taken. Surface water—which serves our communities and waters the trees we all love—relies on the abundance of groundwater underneath us. Allowing this groundwater to be pumped without measure and without limit should give us all pause. Perhaps more directly, we oppose the concept that some farming advocates have raised, that trees are somehow the culprit of groundwater shortages. We believe that trees play a role in improving soils and restoring groundwater, not siphoning it off. **Recommendation: WDNR and legislators should continue to scientifically study the impact of high-capacity wells on groundwater levels—and its eventual impact on surface water, drinking water, and vegetation.**

We are grateful for the commitment of the WDNR to fill vacancies within the urban forestry staff, and to emphasize an urban forestry component to other, more general, forestry positions. Wisconsin’s inclusion of state funds in the urban forestry program (not just counting on federal funds) is somewhat unique, and is certainly appreciated. **Recommendation: Continue to provide a fully staffers, fully funded urban forestry program within the WDNR.**

**Future Direction**

While many new ideas and goals will be identified over the next biennium, here are some of the areas in which the Council wishes to become—or remain—active.

- Continue to monitor and support WDNR’s efforts to gather canopy information, local tree data, and public perception in its various inventory and assessment efforts.
- Help Wisconsin communities manage EAB infestations as they continue to spread, informing them of management plans, promoting grants, and advocating for state funding.
• Continue the important work of the issue groups, perhaps exploring new topics like the link between trees and public health, or heavier involvement in workforce development.
• Seek to engage key partners—local service organizations, state and local legislators, state agencies, educators, and the public—in urban forestry issues, offering positive solutions and a unified voice.
• Continue to support Wisconsin’s efforts to serve as a national leader in the area of urban wood utilization, increasing the role of architect groups and institutions of higher education.
• Expand the dialogue around the stormwater benefits of trees, whether through a USGS study, improved leaf management, learning from the work of other states, or by fostering the relationship between WDNR’s water management bureau and forestry division.
• Continue to enjoy—and to learn from—our relationships with staff and councils from other states. We all benefit both from learning from their experiences and from sharing our own.
• Seek engagement in the development of the next iteration of a Forest Action Plan, and review our own activities to ensure that they are constructive in building a shared vision with WDNR.

WUFC, MNStac, Iowa, Indiana, Michigan and USFS councils and staff meeting at Eau Claire, WI, 2017.
Appendix A: Urban Forestry Council Award Program

The annual Urban Forestry Awards are an integral part of the Council’s mission to preserve, protect, expand and improve Wisconsin’s urban and community forest resources. The Council presents these awards to outstanding individuals, organizations, communities and tribes that further urban forestry in Wisconsin. The award winners are announced each year at the annual Wisconsin Urban Forestry Conference (jointly sponsored by WDNR and the Wisconsin Arborist Association) and presented to winners in their community during the year. Several members of the Council serve as judges for the awards and the chairpersons for the Awards Committee provide leadership at the awards ceremony.

Providing local venues to celebrate award winners spreads the message about advances in sustainable urban forestry, promotes innovative ideas and partnerships, and recognizes outstanding individuals among their communities. These outstanding examples show others what can be achieved and demonstrate strategies to build capacity to extend and enhance urban forestry resources in Wisconsin.

Currently, the five categories of awards include the following:

- **Lifetime Achievement award** recognizes outstanding contributions to urban forestry in Wisconsin demonstrated throughout a lifetime career.
- **Distinguished Service award** recognizes an individual for his or her outstanding contributions to urban forestry in Wisconsin.
- **Project Partnership award** recognizes outstanding projects that utilize partnerships as a means of providing services or benefits to the urban forest.
- **Elected Official award** recognizes an elected official at the county or local level of government who has made an outstanding recent contribution to urban forestry in Wisconsin.
- **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.

Here is a summary of award winners for the past four years:

**2013**

- **Distinguished Service**: David Scharfenberger, for his twenty years of service as volunteer City of Hartford Forester, conducting Arbor Day activities and performing many services to ensure a diverse, healthy and aesthetically pleasing urban forest.
- **Elected Official Distinguished Service**: Michael Dillon, Town of Menasha Supervisor, for his leadership in promoting the benefits of the urban forest and sustainable urban forest development, while facilitating Arbor Day programs and implementing tree planting projects in both the city and town of Menasha.
- **Project Partnership**: UW-Extension Agriculture and Natural Resources Programs in Brown, Outagamie, and Winnebago Counties, for their partnerships providing multi-county arboriculture workshops benefitting Wisconsin’s urban and community forests.
- **Innovations in Urban Forestry (1)**: Northwoods Casket Company, Baraboo, for the creation of a unique tree planting and reforestation project tied to a business which utilizes wood, with plans to grow additional tree planting partnerships in the future.
• Innovations in Urban Forestry (2): Bock Community Forest Field Day, Middleton, for the development of a community event showcasing the community forest and demonstrating arboriculture skills, horse logging, and wood utilization in a responsible, environmentally sustainable way.

2014

• Lifetime Achievement: Todd Ernster, for 25 years of service to the City of Stevens Point, most recently as City Forester.
• Distinguished Service: Laura DeGolier, for volunteer work and leadership in maintaining Fond du Lac’s Greenway Arboretum, including its hundreds of trees and serving as a tireless advocate for natural resources.
• Project Partnership (1): Sparta High School Earth Club, partnering with Century Foods International of Sparta, City of Sparta, Polar Bears International and Milwaukee County Zoo, for a long term partnership resulting in a healthier and more diverse urban forest for the City of Sparta.
• Project Partnership (2): City of Menasha and Canadian National Railroad Partnership Project, in recognition of the numerous volunteer groups that worked together to improve the long term health of the urban forest by planting 30 trees in each aldermanic district.
• Innovations in Urban Forestry (1): Bob Wesp, Dwayne Sperber and City of Milwaukee, to recognize the development of a working model to process and market Milwaukee’s urban wood, resulting in less wood going into landfills and reduced costs to taxpayers.
• Innovations in Urban Forestry (2): Mequon Nature Preserve and City of Mequon, to recognize a joint reforestation program to increase biodiversity of an urban forest serving over a million people living throughout the Milwaukee metropolitan area.

2015

• Distinguished Service: Laura Wyatt, for advocacy and leadership in shaping partnerships that advance Wisconsin urban forestry.
• Lifetime Achievement: Dr. Edward Hasselkus, in recognition for his long term contributions and dedication to the fields of urban forestry and horticulture as UW-Madison Horticulture and Landscape Design Professor and Curator of Longenecker Gardens at the UW-Madison Arboretum.
• Project Partnership: "Logs to Lumber" Program, City of West Bend and Habitat for Humanity, Washington and Dodge Counties, in recognition of their creative and effective response to the devastation on urban forests from EAB.
• Innovations in Urban Forestry (1): American Transmission Company (ATC) Community Planting Program, for their commitment to safe and beautiful urban forests in their service area through a tree planting program to encourage cities, villages, towns, counties and tribes to increase canopy cover in their respective communities.
• Innovations in Urban Forestry (2): Urban Wood Specifications for Building Design Projects by Gerard Capell and Tom Kubala, for the instrumental role they played in preparing the traditional market for the influx of urban wood and helping to demonstrate the viability and desirability of the building material.

2016

• Distinguished Service: Phil Pellitteri, for his career contributions to the field of urban forest health through his work as the UW-Extension entomologist for 35 years.
• Lifetime Achievement: Raymond Guries and Eugene Smalley, UW-Madison Emeritus Professors, for their more than 30 years’ commitment to develop elm cultivars that are resistant to Dutch Elm Disease.
• **Project Partnership:** Ozaukee County Fish Passage Program, Ulao Creek Restoration and Tree Planting Project, for a large-scale fish and wildlife habitat restoration project involving multiple partner organizations.

• **Innovations in Urban Forestry:**
  Wisconsin Urban Wood Network, for their efforts to grow their group of urban wood professionals, businesses, and nonprofit organizations that recycle urban trees back into the social and economic lives of the community.

2017

• **Distinguished Service:** Sean Gere, Arborist, Madison, for his numerous contributions to urban forest health, safety of arborists, and community education and awareness.

• **Lifetime Achievement:** Dick Rideout, retired WDNR Partnership and Policy Specialist, for his numerous career achievements promoting and improving urban forestry in Wisconsin, the Midwest and across the country.

• **Project Partnership:** Popple Trail Invasive Species Removal in Webb Park, Reedsburg, for demonstrating a partnership between local businesses, service and recreational clubs, middle and high school students, city government, nonprofits, athletes, and other community members. They worked together to improve an urban corridor for increased recreational and educational opportunities that will benefit future generations, and brought together different community groups, building a deep sense of camaraderie and community among all participants.

• **Innovations in Urban Forestry (1):** WholeTrees Architecture and Structures, for their use of whole urban local trees in the construction of Festival Foods at the Galaxie in Madison, a project that involved extended collaborations among local businesses, researchers, engineers, builders, and foresters throughout the Madison metropolitan area.

• **Innovations in Urban Forestry (2):** Adam Alves, Dane County Forestry Specialist, for creating sustainable partnerships providing outreach and educational events around arboriculture including climbing events for kids of all abilities.
Appendix B: Issue Groups

Several years ago, the Council decided to explore certain key issues more fully, rather than just serve as an advisory group that hears about WDNR initiatives and offers feedback. Here is a brief summary of each of the groups that have served over the past few years.

Urban Wood Utilization Issue Group
Especially in light of the devastating effect of Emerald Ash Borer on our urban forests this decade, communities are wrestling with the challenges of disposing of trunk wood and branches. Historically, such logs haven’t been in demand by sawyers due to the inconsistent supply chain, shorter trunk lengths and presence of saw-killing metal. In recent years, however, partners have shown an interest in this product due to improved technology, the unique characteristics of the wood, and the desire of customers to pursue sustainable projects.

The Council is fortunate to have urban wood utilization advocates who have led efforts in the following ways:

- Using a 2014 Urban Forestry Grant, a specification has been written for designers to incorporate urban wood into building projects. This specification removes a hurdle to architects and engineers who might otherwise struggle to call out an unfamiliar product. The importance of standardizing urban forestry products is essential for this practice to grow. People love to make—and to see made—boards from urban trees. The better the products of these trees can be standardized—and therefore trusted—the more this industry will grow.
- The Council has drafted a letter of support to Wisconsin colleges and technical colleges that offer architecture, civil engineering, and construction programs. The letter urges them to promote urban wood utilization in sustainable design classes.
- The Council held a joint meeting with the Governor’s influential Council on Forestry to highlight and increase visibility of ongoing urban wood utilization efforts in southeast Wisconsin. The tour included the nationally recognized partnership between the City of Milwaukee and Kettle Moraine Hardwoods for utilization of Milwaukee’s urban logs. The tour also included an urban wood installation project at the UW-Milwaukee campus showcasing the beauty of urban wood. The tour concluded with a stop at the Hoppe Tree Service Urban Wood Lab Store which provides a retail location for consumers to buy urban wood products right in the City of Milwaukee.
- This month, the Council met in Eau Claire with their Minnesota counterpart, the Minnesota Shade Tree Advisory Committee (MNStac). One of the subjects in which our western neighbors want to learn from us is urban wood utilization. Eau Claire was ideal to feature as it is one of the few municipalities that has officially joined the Wisconsin Urban Wood organization.
- Looking to grow the Wisconsin Urban Wood model with efforts in other states, Council representatives have launched a new multi-state regional Urban Wood Network to help foster and cultivate partnerships and leverage resources between sawyers, tree service companies, municipalities and urban wood producers.
- Within WDNR, not only have forest products staff incorporated urban wood into their efforts, but an urban wood utilization group has also been created. WDNR staffer Laura Lorentz notes, “The DNR has recently formed a cross-programmatic group consisting of staff from the Urban Forestry, Forest Products and Forest Health programs. This group is working to define the urban wood resource and its utilization from the perspective of the State, clarify programmatic roles as
they relate to urban wood utilization, and identify needs of the industry. This group is still in its infancy and looks forward to reaching out to externals in the future to better understand their perspectives and needs.”

Advocacy Issue Group
A key purpose of the Council is to inform the Wisconsin State Forester and DNR, other state agencies, and the general public about the benefits and importance of urban forests and best ways to preserve, protect, expand and improve Wisconsin's urban and community forest resources.

To that end, the Council has created an Advocacy Committee. Highlights of recent Council advocacy efforts include the following:

- In March 2015 the Council sent a letter to WDNR Secretary Stepp voicing its concerns about an item in the Governor’s recommended 2015-2017 state budget bill changing the purposes for which the Urban Forestry Grants may be used. The provision eliminated the ability to use grant dollars for urban forest management planning, forest assessment, forest policy development, and public education projects. The Legislature amended the budget to delete the changes proposed by the Governor.
- The March 2016 issue of *The Municipality*, the League of Wisconsin Municipalities’ monthly publication, focused on the benefits of urban forests and featuring an article on the activities of the Urban Forestry Council.
- The League of Wisconsin Municipalities, WDNR, and the Wisconsin Arborists Association co-sponsored a reception at the League’s annual conference celebrating Tree City USA in Wisconsin.

Stormwater Issue Group
For several years, the Council has sought ways to convince municipal engineers and public works officials that trees can be a helpful tool in meeting stormwater management goals. The budgets of many municipalities are being stretched by new Total Maximum Daily Loads (TMDL) studies’ limits on phosphorus and suspended solids in stormwater runoff. Cities that may not otherwise make a high priority of planting or retaining tree canopy may have a change of heart if the urban forest offered a cost-effective way to meet these standards. To that end, the stormwater issue group gathered information, held conversations, and made progress in the following areas:

- A significant challenge is that engineers tend to see terrace trees as a detriment to their roadways, in part due to leaf debris, roots in sewer laterals, and shallow roots that heave concrete. Several years ago, a WDNR stormwater study showed that terrace leaves were a significant contributor to phosphorus in storm sewer runoff. For these reasons, many communities are hesitant to include trees in their suite of best management practices (BMPs) to meet permit requirements.
- To balance this view, the Council has tracked the credits that other cities and states have researched and implemented for their stormwater programs. Recently, the U.S. Forest Service compiled a list of studies and standards in this area. It has been discouraging that stormwater program representatives within WDNR have not considered these resources from other states. Rather, a significant effort would have to be undertaken to establish technical standards for such a credit, which hasn’t happened to this point.
• Significantly, WDNR staff have worked together recently to discuss shared goals, and to work through different perspectives. Urban forestry staff recently participated in the internal review process for the draft interim leaf management credit guidance for Municipal Separate Storm Sewer System (MS4) permits, developed by stormwater staff.

• One improvement that may link trees and other green infrastructure to better water quality is responsible leaf management. If decades-old WDNR studies show that terrace trees are a significant contributor of phosphorus to our stormwater—mostly through the water running through leaves raked into the street gutter—can trees be actually seen as a water quality benefit if those leaves are managed better? Researcher Roger Bannermann recently concluded a leaf management study in Madison neighborhoods, and is working to broaden this research to other communities and approaches. The goal is to quantify—and offer credit for—the improvement that communities can make with a responsible program.

• In a related project, the USGS has procured a Great Lakes Restoration Initiative grant to study tree canopy’s impact on stormwater. It is considering conducting research of parallel parking lots or neighborhoods in Fond du Lac or another community to measure that impact.

• A major topic of discussion in our two meetings with our counterpart council from Minnesota has been their implementation of MIDS (Minimal Impact Design Standards). Although not specifically a credit for establishing or retaining canopy, the benefit of incorporating trees into MIDS standards is certainly included.

Species Diversity Issue Group
Emerald Ash Borer has provided a stark reminder of the need for a diverse mix of trees within our urban forests. This issue group has focused on staying abreast of research in this area, while serving as educators and advocates. We find ourselves “preaching to the choir,” as arborists are aware of the need for diversity, and the ways to achieve it. However, that message is often lost upon customers like municipal officials and landscape companies.

One of the innovative ideas that has been explored is contract planting, where municipalities can set up a contract with a nursery several years before the trees are needed. This allows the nursery to plant and nurture the trees the community wants—to tight specifications—at a reduced price since the nursery’s risk is also reduced.
Appendix C: Urban Forestry Grant Recipients

2014 Urban Forestry Grants
Olivia Shanahan, UF Grant Specialist

East Central Regional UF Coordinator
Olivia Withun
Plymouth

* VILLAGE OF BELGIUM - $5,000
Tree Maintenance, Pruning, Planting

*CITY OF FORT ATKINSON - $5,000
City of Fort Atkinson Tree Inventory

OZAUKEE CO., PLANNING & PARKS
DEPT. - $24,000
Improvements to Local Ecology at Ozaukee County Parks

OZAUKEE WASHINGTON LAND TRUST
- $19,327
OWLT Forest Inventory and EAB Response

VILLAGE OF THIENSVILLE - $1,275
Urban Forest and EAB Education and Ordinance Revision

TOWN AND COUNTRY RC&D - $21,286
From Waste to Resource Management; Maximizing EAB Affected Urban Forest Resources

MONK GARDENS, INC. - $25,000
Creating a Garden Classroom for Canopy Development

CITY OF STEVENS POINT - $12,973
Staff Training and Public Awareness

CITY OF TOMAHAWK - $10,000
City Inventory and EAB Plan

Northeast Regional UF Coordinator
Tracy Salisbury
Green Bay

CITY OF APPLETON - $25,000
Tree Inventory and Staff Training

*CITY OF BRILLION - $5,000
Brillion Parks Tree Planting and Pruning

CITY OF FOND DU LAC - $5,409
Staff Education, Urban Tree Treatment and Planting

TOWN OF GREENVILLE - $11,059
Canopy for Greenville Ordinance Education Pruning

*VILLAGE OF HORTONVILLE - $5,000
Forestry Program Startup

NORTHEASTERN WISCONSIN MASTER GARDENERS, INC - $1,200
Alleviate Against Emerald Ash Borer

*CITY OF PESHTIGO - $5,000
2014 Urban Forestry Tree Planting, Pruning, and Removal Project

WINNEBAGO COUNTY - $14,570
Enhancing the Urban Forests of Winnebago County

VILLAGE OF WINNECONNE - $5,673
2014 Urban Forest Right of Way Partnership

North Central Regional UF Coordinator
Don Kissinger
Wausau

*CITY OF HILLSBORO - $4,000
Hillsboro Urban Forestry Plan Implementation Phase 1

*VILLAGE OF KRONENWETTER - $5,000
Kronenwetter Urban Forestry Program

*CITY OF PITTSVILLE - $2,500
City Tree Maintenance

*Start-up Grant
CITY OF BARABOO - $19,086
EAB Treatment, Removal & Tree Inventory Update

VILLAGE OF CLINTON - $8,675
2014 Forestry Project

COMMUNITY GROUND WORKS - $25,000
Building an Urban Forestry Community Engagement Model

VILLAGE OF DEERFIELD - $6,790
EAB Management & Training and Educating the Community about EAB

VILLAGE OF DEDOFERT - $25,000
Downtown Stormwater and Street Tree Improvements & Community Garden Orchard

CITY OF FITCHBURG - $19,578
Fitchburg EAB Implementation and Urban Forestry Plan Revision

CITY OF REEDSBURG - $17,000
Reedsburg Tree Inventory

VILLAGE OF SHOREWOOD HILLS - $4,929
EAB Plan, Public Awareness and Education, Training, and Implementation

SOUTHWEST BADGER R C & D - $25,000
Emerald Ash Borer Municipal Outreach, Education and Tree Risk Survey

SUSTAINABLE ATWOOD - $25,000
Madison Urban Wood Model Development and Marketing of Online Urban Wood Marketplace

*TOWN OF TURTLE - $4,000
Town of Turtle Tree Inventory, Management and Removal Plan

URBAN TREE ALLIANCE - $25,000
Madison Area Canopy Project

VILLAGE OF BAYSIDE - $25,000
Tree Inventory Update, Removal & Planting

VILLAGE OF BROWN DEER - $25,000
2014 EAB Survey, Treatment & Removal

CITY OF BURLINGTON - $25,000
Emerald Ash Borer Pest Control

VILLAGE OF FOX POINT - $15,000
Re-Inventory of all Public Trees in GIS

CITY OF MILWAUKEE - $25,000
Assessing Milwaukee’s Urban Tree Canopy Cover, Composition & Benefits

CITY OF NEW BERLIN - $11,261
Inventory and EAB Management Plan

CITY OF WAUKESHA - $7,368
EAB Management Parks Tree Inventory

CITY OF WAUWATOSA - $3,117
Tree Risk Assessment Qualification

ZOLOGICAL SOCIETY OF MILWAUKEE COUNTY - $13,772
Emerald Ash Borer 2014 Action Plan

*CITY OF HUDSON - $18,651
2014 City of Hudson Reforestation, Tree Diversity & EAB Public Awareness

CITY OF PRAIRIE DU CHIEN - $10,484
Outdoor Forestry Classroom and Education

*CITY OF PRESCOTT - $2,500.00
Tree Inventory, Management Plan and Public Outreach

*CITY OF TOMAH - $2,000.00
Tree Planting and Public Outreach
## Selected 2015 Urban Forestry Grant Recipients

*Note: 2016 Urban Forestry Grant Deadline – October 1, 2015*

Application available by July 1, 2015. Go to dnr.wi.gov, search keyword “UF Grant”

<table>
<thead>
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<th>SPONSOR</th>
<th>SPONSOR TYPE</th>
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<td>Village</td>
<td>Brown</td>
<td>Tracy Salisbury</td>
<td>EAB Management-Chemical Treatment, Removal, Replanting and Planning</td>
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<td>BAYSIDE</td>
<td>Village</td>
<td>Milwaukee</td>
<td>Kim Sebastian</td>
<td>Tree Removal and Planting based on 2014 Tree Inventory and EAB Mitigation Strategy</td>
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<td>Tracy Salisbury</td>
<td>EAB Plan, Tree Planting and Educating the Community about EAB</td>
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<td>Urban Forest Management Work</td>
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<td>Kim Sebastian</td>
<td>EAB Control, GIS Inventory Updating, Tree Maintenance, and Tree Planting</td>
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<td>Village of Butternut Tree Planting, Pruning and/or Removal</td>
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<td>GRAFTON</td>
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<td>Olivia Wittun</td>
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<td>GREENFIELD</td>
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<td>Kim Sebastian</td>
<td>Greenfield EAB Treatment, Information &amp; Canopy Preservation/Restoration</td>
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<td>Milwaukee County Parks Tree Priority Zone Inventory and Sustainability Plan</td>
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<td>ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY</td>
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### Selected 2016 Urban Forestry Grant Recipients

Note: **2017 Urban Forestry Grant Deadline – October 1, 2016**
Application available by July 1, 2016. Go to [dnr.wi.gov](http://dnr.wi.gov), search keyword “UF Grant”

#### East Central – Olivia Witthun, Urban Forestry Coordinator, 1155 Pilgrim Road, Plymouth, WI 53073
Phone: 920-893-8544 Fax: 920-892-6638 Olivia.Witthun@wi.gov

<table>
<thead>
<tr>
<th>County</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dodge County</td>
<td>$5,000.00 Astico County Park Forestry project</td>
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<tr>
<td>Horicon, City of</td>
<td>$12,105.00 Public/Private Planting Initiative</td>
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<tr>
<td>Watertown, City of</td>
<td>$25,000.00 City of Watertown Tree Inventory, Ash Treatment &amp; Replanting</td>
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</table>

#### North Central – Don Kissinger, Urban Forestry Coordinator, 5301 Rib Mountain Drive, Wausau, WI 54401
Phone: 715-359-5793 Fax: 715-355-5253 Don.Kissinger@wi.gov

<table>
<thead>
<tr>
<th>County</th>
<th>Project Description</th>
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</thead>
<tbody>
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<td>Antigo, City of</td>
<td>$24,472.16 Educate, Update, Grow and Maintain</td>
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<td>Bruce, Village of</td>
<td>$5,000.00 Tree Removal &amp; Planting at Village of Bruce Park</td>
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<tr>
<td>Chippewa Falls, City of</td>
<td>$25,000.00 Multi-Jurisdiction Urban Forest Inventory &amp; UF/EAB Management Plans</td>
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<td>Cumberland, City of</td>
<td>$3,000.00 2016 Forestry Plan Implementation</td>
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<td>Forest County Potawatomi</td>
<td>$17,653.00 FCPC Inventory Update and EAB Response Plan</td>
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<td>Frederic, Village of</td>
<td>$2,095.00 Frederic Tree Project 2016</td>
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<td>$14,854.32 EAB Preparedness Planning for Small Communities</td>
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<td>Hudson, City of</td>
<td>$23,172.00 2016 City of Hudson Tree Inventory, EAB Plan, Gravel Bed Expansion &amp; Outreach Program</td>
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<td>Phillips, City of</td>
<td>$24,938.00 Enhancing the Urban Forest through Community Collaborations</td>
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<td>Rhinelander, City of</td>
<td>$25,000.00 EAB Management, Wood Utilization &amp; Education</td>
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<td>Stratford, Village of</td>
<td>$5,000.00 Urban Forestry Management</td>
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<td>Winter, Village of</td>
<td>$5,000.00 Trees for Our Village</td>
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<tr>
<td>Wisconsin Rapids, City of</td>
<td>$25,000.00 Formation of Tree Inventory and EAB Response Program</td>
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</tbody>
</table>

#### Northeast – Tracy Salisbury, Urban Forestry Coordinator, 2984 Shawano Avenue, Green Bay, WI 54313-6727
Phone: 920-662-5450 Fax: 920-662-5159 Tracy.Salisbury@wi.gov

<table>
<thead>
<tr>
<th>Village</th>
<th>Project Description</th>
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<tbody>
<tr>
<td>Bellevue</td>
<td>$25,000.00 EAB Education, Urban Forest Planting and Maintenance, and Urban Forestry Management</td>
</tr>
<tr>
<td>Northeast Wi Master Gardeners</td>
<td>$10,390.00 Urban Tree Diversity Awareness Program</td>
</tr>
</tbody>
</table>

#### South Central – Brian Wahl, Urban Forestry Coordinator, 3911 Fish Hatchery Road, Fitchburg, WI 53711
Phone: 608-275-3256 Fax: 608-275-3338 Brian.Wahl@wi.gov

<table>
<thead>
<tr>
<th>City</th>
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<tbody>
<tr>
<td>Columbus</td>
<td>$25,000.00 Develop a tree inventory, urban forestry and Emerald Ash Borer management plans</td>
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<tr>
<td>Dane County</td>
<td>$25,000.00 Urban Forest Revitalization Planning</td>
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<td>Fennimore, City of</td>
<td>$2,000.00 City of Fennimore Tree Inventory Program</td>
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<tr>
<td>Gays Mills, Village of</td>
<td>$5,000.00 Canopy Maintenance and Planning</td>
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<tr>
<td>Ho-Chunk Nation, City of</td>
<td>$5,000.00 High and Moderate Risk Tree Removal and Pruning</td>
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<tr>
<td>Monroe, City of</td>
<td>$25,000.00 Terrace Tree Ash treatment and Pre-emptive removals</td>
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<tr>
<td>Onalaska, City of</td>
<td>$25,000.00 Onalaska, WI – Treatment and Replacement of Ash Trees &amp; Phased Inventory Update</td>
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<td>Portage, City of</td>
<td>$11,250.00 Boulevard and Park Tree Inventory</td>
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<td>Urban Tree Alliance</td>
<td>$25,000.00 Yahara Canopy Project</td>
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<tr>
<td>Wisconsin Urban Wood</td>
<td>$20,800.00 Log Diversion for Small Municipalities: Dumpster-to-Mill Model</td>
</tr>
</tbody>
</table>

#### Southeast – Kim Sebastian, Urban Forestry Coordinator, 2300 North Martin Luther King Jr. Drive, Milwaukee, WI 53212
Phone: 414-263-8602 Fax: 414-263-8483 Kim.Sebastian@wi.gov

<table>
<thead>
<tr>
<th>Village</th>
<th>Project Description</th>
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<tbody>
<tr>
<td>Bayside</td>
<td>$25,000.00 Diversify tree canopy and continue EAB Mitigation Strategy</td>
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<td>Big Bend, Village of</td>
<td>$5,000.00 Creating a Formal Parks and Forestry Program</td>
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<tr>
<td>Butler, Village of</td>
<td>$10,000.00 Emerald Ash Borer Management Plan/GIS Tree Inventory</td>
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<td>Milwaukee Regional Medical Center</td>
<td>$25,000.00 TOSA 2020 - Land Use Grant - Tree Plan, Planting &amp; EAB Plan</td>
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<td>Muskego, City of</td>
<td>$6,552.86 Staff Training, EAB Management, Education &amp; Outreach, Tree Pruning</td>
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<td>Oak Creek, City of</td>
<td>$17,645.00 Treatment, Training and GPS Inventory</td>
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<tr>
<td>Pewaukee, Village of</td>
<td>$6,800.00 GIS Public Tree Inventory/Urban Forestry Management Plan and EAB Response Plan</td>
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<tr>
<td>Somers, Town of</td>
<td>$5,000.00 Town of Somers Emerald Ash Borer Response</td>
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</tbody>
</table>

#### West – Urban Forestry Coordinator position currently vacant – 1300 West Clairemont Avenue, Eau Claire, WI 54701
* - technical assistance for projects has been temporarily shifted to North Central and South Central Urban Forestry Coordinators

*Start Up grant

**Urban Forestry Financing Specialist – Suzann DaWalt, 518 West Somo Avenue, Tomahawk, WI 54487**
Phone: 715-453-2188 Ext 1267 Fax: 715-453-5998 Suzann.DaWalt@wi.gov

**Urban Forestry Grant Specialist – Olivia Shanahan, P.O. Box 7921, Madison, WI 53707-7921**
Phone: 608-267-3775 Fax: 608-266-8576 Olivia.Shanahan@wi.gov
## Selected 2017 Urban Forestry Grant Recipients

*Note: 2018 Urban Forestry Grant Deadline – October 1, 2017
Application available by July 1, 2017. Go to [dnr.wi.gov](http://dnr.wi.gov) search keyword “UF Grant”*

### East Central – Olivia Witthun, Urban Forestry Coordinator, 1155 Pilgrim Road, Plymouth, WI 53073
Phone: 920-893-8544  Fax: 920-892-6638  Olivia.Witthun@wisconsin.gov

<table>
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<tr>
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<td>Fort Atkinson City of</td>
<td>$25,000.00</td>
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<td>Port Washington City of ^</td>
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<td>Nursery/Reforestation</td>
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<td>Sheboygan City of</td>
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<td>Slinger Village of</td>
<td>$13,457.75</td>
<td>GIS Public Tree Inventory, Removal, and Replanting</td>
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<td>Watertown City of</td>
<td>$25,000.00</td>
<td>Ash Treatment &amp; Replanting, Park Tree Inventory, Gravel Bed Creation</td>
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</tbody>
</table>

North Central – Don Kissinger, Urban Forestry Coordinator, 5301 Rib Mountain Drive, Wausau, WI 54401
Phone: 715-359-5793  Fax: 715-355-5253  Don.Kissinger@wisconsin.gov

<table>
<thead>
<tr>
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<td>Neillsville City of ^</td>
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<td>New Richmond City of #</td>
<td>$10,317.00</td>
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<td>2017 Comprehensive Urban Forestry Project</td>
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<td>Whiting Village of ^</td>
<td>$2,500.00</td>
<td>Hiring Consulting Firm to Update Urban Forestry Plan and Tree Inventory</td>
</tr>
</tbody>
</table>

### Northeast – Tracy Salisbury, Urban Forestry Coordinator, 2984 Shawano Avenue, Green Bay, WI 54313-6727
Phone: 920-662-5450  Fax: 920-662-5159  Tracy.Salisbury@wisconsin.gov

<table>
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</table>

### South Central – Brian Wahl, Urban Forestry Coordinator 3911 Fish Hatchery Road, Fitchburg, WI 53711
Phone: 608-275-3256  Fax: 608-275-3338  Brian.Wahl@wisconsin.gov

<table>
<thead>
<tr>
<th>Village of *</th>
<th>Amount</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany Village of</td>
<td>$4,947.22</td>
<td>Removal of Dead and Dangerous Trees and Planting of New Ones</td>
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<tr>
<td>Baraboo City of</td>
<td>$8,000.00</td>
<td>Arboretum Planting, Interpretive Signage and Education Programming</td>
</tr>
<tr>
<td>Beloit Town of *</td>
<td>$5,000.00</td>
<td>Town of Beloit Urban Forest</td>
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<tr>
<td>DeForest Village of</td>
<td>$6,685.65</td>
<td>Fireman's Park Arboretum</td>
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<tr>
<td>Dunn Town of ^</td>
<td>$25,000.00</td>
<td>Town of Dunn Urban Forestry Improvement Project</td>
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<tr>
<td>Fennimore City of *</td>
<td>$5,000.00</td>
<td>Develop Urban Forestry Management Plan and Tree Removal</td>
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<tr>
<td>Gays Mills Village of * #</td>
<td>$5,000.00</td>
<td>Creating Safe Public Trees and Enhancing the Urban Canopy</td>
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<tr>
<td>Ho-Chunk #</td>
<td>$24,184.00</td>
<td>Ho-Chunk Community Tree Planting, Hazard Tree Removal, Inventory, and Skills Development</td>
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<tr>
<td>Monroe City of</td>
<td>$25,000.00</td>
<td>Public Ash Tree Treatments, Preemptive Removals, and Tree Planting</td>
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<tr>
<td>Southwest Badger R&amp;D</td>
<td>$25,000.00</td>
<td>Smart Ash Reuse and Replacement Program</td>
</tr>
<tr>
<td>Porter Town of Cooksville *</td>
<td>$3,104.07</td>
<td>Cooksville Tree Restoration: Past, Present and Future</td>
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<tr>
<td>Urban Tree Alliance</td>
<td>$25,000.00</td>
<td>District Wide Ash Tree Inventory and Management Plans for School Campuses</td>
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</tbody>
</table>

### Southeast – Kim Sebastian, Urban Forestry Coordinator, 2300 North Martin Luther King Jr. Drive, Milwaukee, WI 53212
Phone: 414-263-8602  Fax: 414-263-8483  Kim.Sebastian@wisconsin.gov

<table>
<thead>
<tr>
<th>Village of</th>
<th>Amount</th>
<th>Project Description</th>
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</thead>
<tbody>
<tr>
<td>Brown Deer Village of</td>
<td>$20,000.00</td>
<td>2017 Tree Inventory/Canopy Analysis and Emerald Ash Borer Eradication</td>
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<tr>
<td>Greenfield City of</td>
<td>$19,477.42</td>
<td>Emerald Ash Borer Education and Recovery Project</td>
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<tr>
<td>New Berlin City of</td>
<td>$25,000.00</td>
<td>National Ave. Tree Planting and Inventory Project</td>
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<tr>
<td>Oak Creek City of</td>
<td>$10,211.50</td>
<td>Training, Management Plan Update, Expand and Stock Bare Root Gravel Bed, and Outreach</td>
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<tr>
<td>Zoological Society of Milwaukee</td>
<td>$8,691.50</td>
<td>2017 Emerald Ash Borer Plan – Treatment and Education at the Milwaukee County Zoo</td>
</tr>
</tbody>
</table>

### West – Urban Forestry Coordinator position currently vacant – 1300 West Clairemont Avenue, Eau Claire, WI 54701
* - technical assistance for these projects has been temporarily shifted to North Central and South Central Urban Forestry Coordinators
*Start Up grant

**Urban Forestry Grants Manager** – Alexandria Elias, 101 South Webster Street, Madison, WI 53703
Phone: 608-261-8455  Fax: 608-266-8576  Alexandria.Elias@wisconsin.gov

**Urban Forestry Grants Specialist** – Bobbi Winebar, 2984 Shawano Avenue, Green Bay, WI 54313
Phone: 920-662-5175  Roberta.Winebar@wisconsin.gov