



# Tree Planting

## FAIRMOUNT PARK

Mayors six results:

### 1. Public Safety

Philadelphia becomes the safest large city in the country.

### 2. Education

Philadelphia becomes the country's premier education city.

### 3. Jobs and Economic Development

Philadelphia grows as a green city.

### 4. Healthy and Sustainable Communities

Philadelphia neighborhoods are vibrant and livable

### 5. Ethics

Philadelphia demonstrates the highest standards for ethics and accountability.

### 6. Customer Service and a High Performing Government

Philadelphia becomes a national customer service leader.

**Date:**

**Meeting #:**



# Agenda

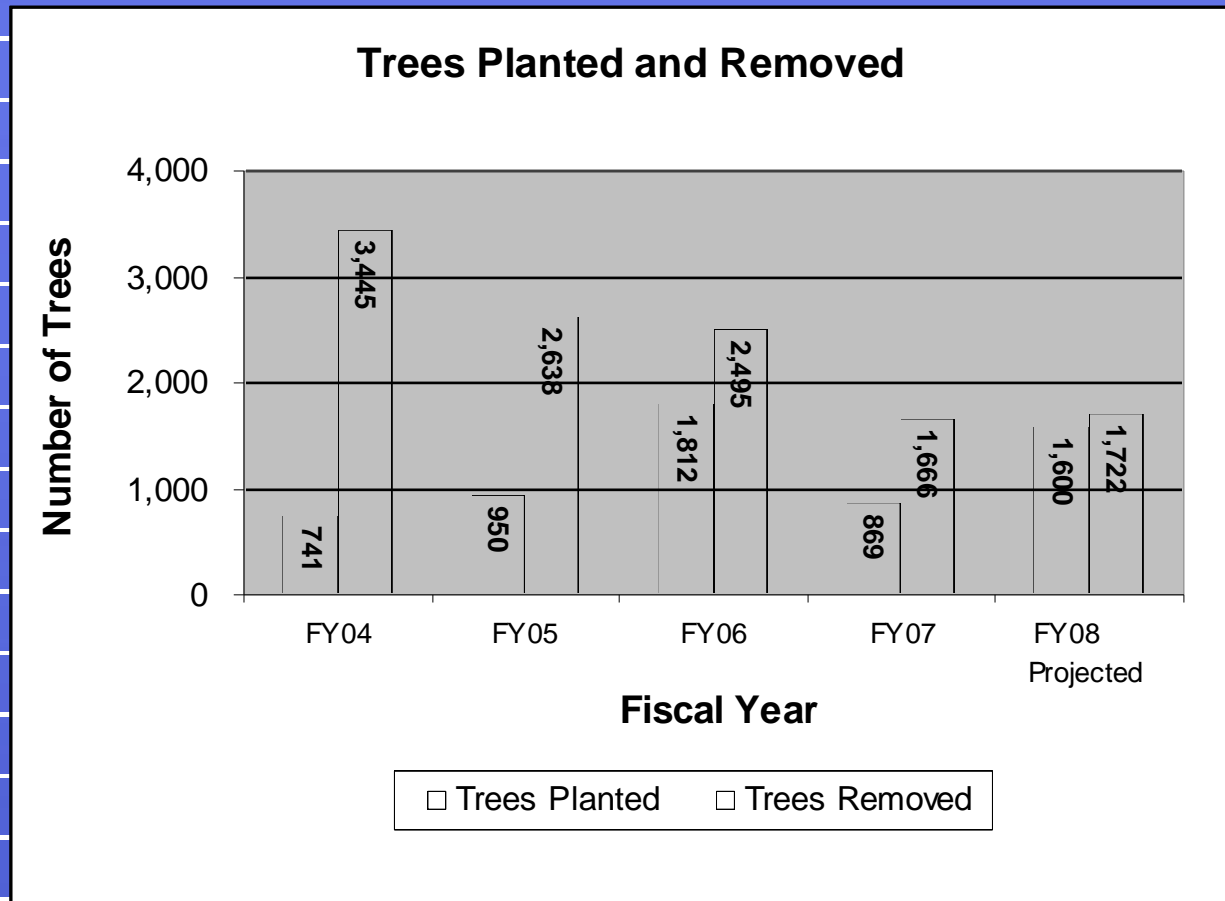
- Performance Measures / Customer Service Standards
- Follow-up Items
- Topic - Tree Planting

9/8/2008



# Performance Measure #1

*Healthy and Sustainable Communities*  
Increased tree canopy



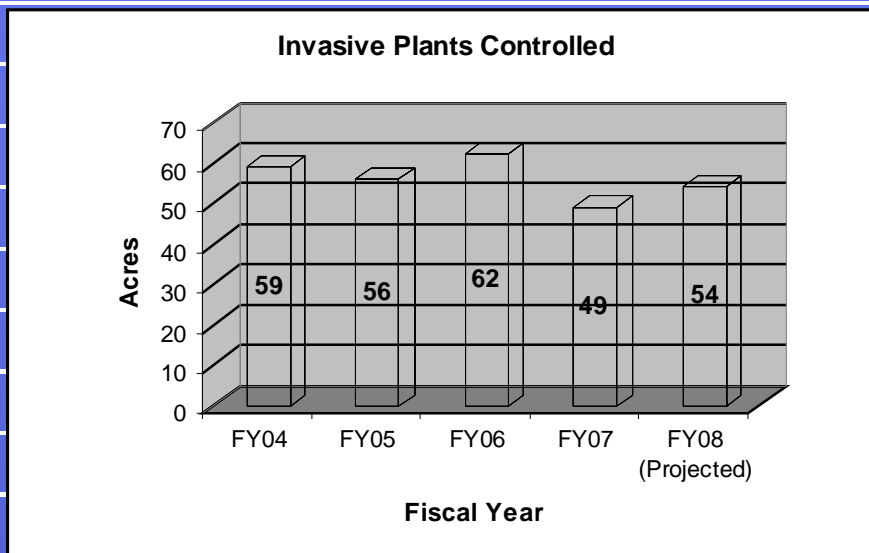


# Performance Measure #2

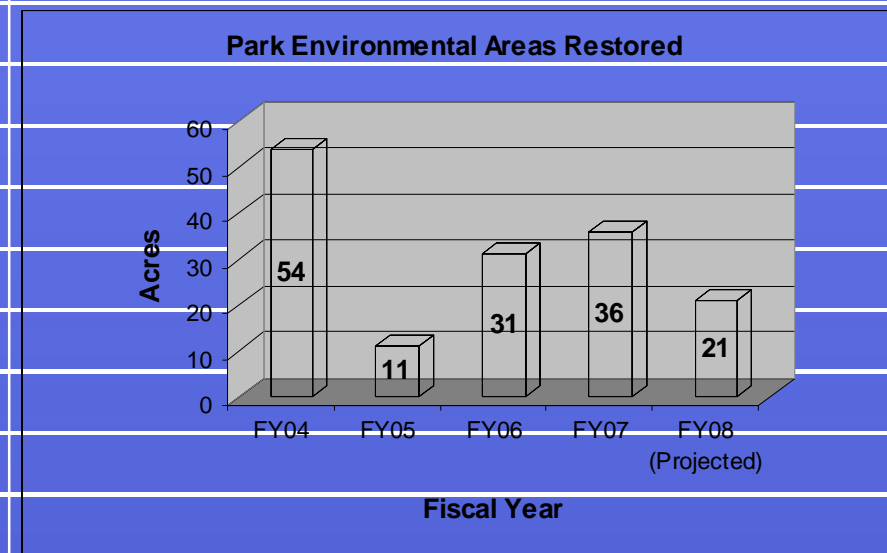
*Healthy and Sustainable Communities*

Increased acreage of restored and well-maintained environmental areas

Invasive plants controlled



Park environmental areas restored



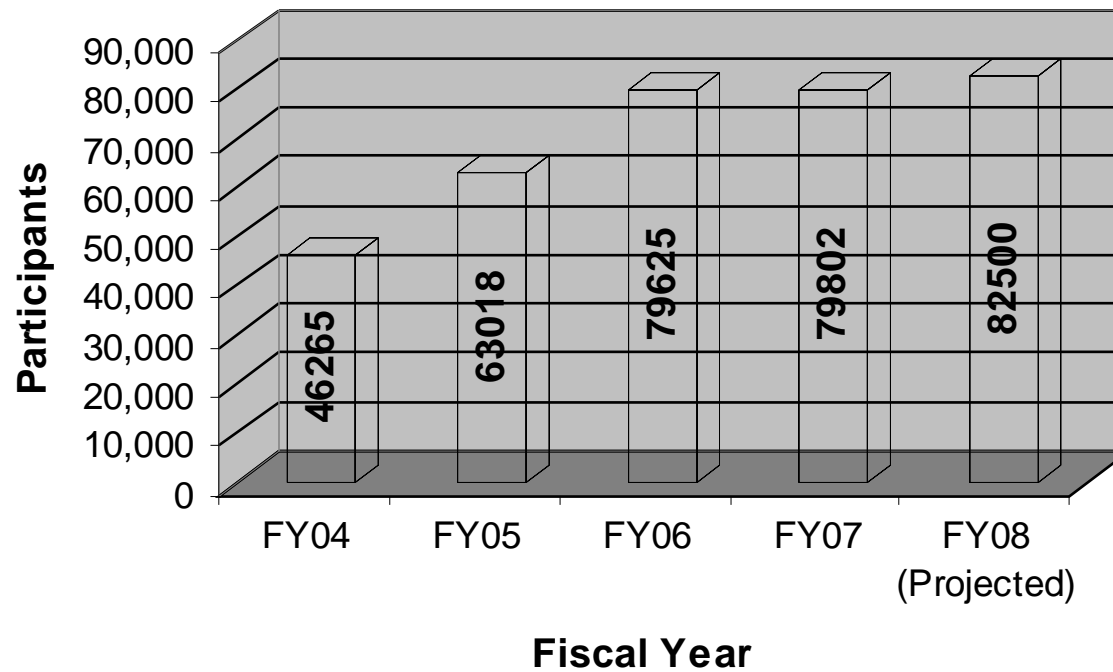


# Performance Measure #3

*Customer Service*

Increased number of engaged Park partners

**Volunteer and Education Program Participants**





# Customer Service Standards

Standard	Monitoring Method	Redress
Healthy and Sustainable Communities All turf will be mowed every two weeks between April 15 and October 1	Park staff performs site inspections.	Park staff will respond to complaint with verbal apology and explanation. Mowing will occur within 1 business day.
Healthy and Sustainable Communities Site inspections resulting from citizen-generated requests for tree planting, pruning and removal will be responded to within 10 business days	Supervisor monitors requests and ensures inspections occur	Citizens will receive a verbal explanation and apology and inspections will occur within 3 business days.
Customer Service Wedding and picnic permits will be issued within 10 business days of submission of complete application	Date stamping of application receipt and permit issuance	Applicant will receive a 50% discount on a future permit application.



# Follow-up Items

1. Update of Center City District (CCD) tree planting partnership.
  - CCD and Fairmount Park share data on street tree issues in Center City (plantings, pruning and removals).
  - CCD notifies the Park when they observe tree issues; the Park notifies CCD of issues with the trees they are responsible to maintain.
  - Beginning in fall 2008, CCD will make available to the Park any additional trees which they have ordered but which they do not need for replacements. The Park will use these trees for additional replacements or new plantings in Center City.



# Follow-up Items

2. Develop a plan to obtain outside funding for tree planting initiatives.
  - The Park is currently pursuing the following three grants to complement City funds:
    - PA Department of Conservation and Natural Resources (DCNR) grant (\$100,000) to fund the development of a plan to operationalize the GreenPlan target of 30% tree coverage by 2028. The plan will identify management options and required resources, including sources of funding.
    - A grant in partnership with the PA Horticulture Society to the Home Depot Foundation (amount TBD) to support a city-wide tree education campaign and tree plantings in targeted communities over five years.
    - A grant in partnership with the PA Horticulture Society to DCNR for the next phase (calendar year 2009) of TreeVitalize (\$475,000). This four year-old program has planted over 10,500 trees in Philadelphia to date.



# Follow-up Items

3. Divide the "Increased and well maintained tree canopy" performance outcome into two measures and choose the one that is more important.

- New outcome as indicated earlier is "Increased tree canopy".

4. Divide the "Engaged and satisfied park users" performance outcome into two measures and choose the one that is more important.

- New outcome as indicated earlier is "Increased number of engaged park partners".



# Topic – Tree Planting

5. Review the 30% tree canopy goal. Provide the cost associated with moving each neighborhood to 30% versus strategically focusing tree plantings to accomplish a citywide 30% tree canopy.
  - The operational plan which will be prepared if the DCNR grant is received would address this issue.
  - In the interim, the Park is the process of analyzing the ability of the three planning areas with the lowest percent tree canopy to accept enough trees to reach the 30% goal. The results to date are as follows.



# Topic – Tree Planting

## Percent Tree Canopy per City Planning Area

Planning Area	Baseline*	2028 Target	
A Center City	2.3	30.0	Test Area
B South Philadelphia	1.8	30.0	Test Area
C Southwest Philadelphia	11.9	30.0	
D West Philadelphia	18.2	30.0	
E Lower North Philadelphia	5.7	30.0	
F Upper North Philadelphia	2.9	30.0	Test Area
G Bridesburg / Kensington / Richmond	3.4	30.0	
H Roxborough / Manayunk	34.2	30.0	Achieved
I Germantown / Chestnut Hill	38.3	30.0	Achieved
J Olney-Oak Lane	7.6	30.0	
K Near Northeast Philadelphia	10.5	30.0	
L Far Northeast Philadelphia	26.8	30.0	

\* Baseline percentages revised April 2008.



# Topic – Tree Planting

Planning Area	Number of Trees Needed To Reach 30% Goal	Number of Street Trees	Cost (\$400/tree)	Number of Non Street Trees	Cost (\$350/tree)	Total Cost
A. Center City	31,704	23,059	\$9,223,600	8,645	\$3,025,750	\$12,249,350
B. South Philadelphia	210,320	87,742	\$35,096,800	122,578	\$42,902,300	\$77,999,100
F. Upper North Philadelphia	74,565	50,129	\$20,051,600	24,436	\$8,552,600	\$28,604,200

## Assumptions:

- Street Trees – Trees will be planted an average of 30' apart; arterial streets will receive trees on both sides; all other streets will receive trees on only one side.
- Calculations assume a conservative 85% canopy coverage for each tree to account for trees which will grow up against buildings.

## Next steps:

- To test the ability of existing and proposed open space in each Planning Area to accommodate the number of non-street trees needed to reach the 30% goal.