



**Modesto Forestry
Revitalization –
A Case Study
Urban Greening Workshop
August 6, 2015**

Presenter - Jocelyn Reed, Solid Waste Manager

Collaborators - Mike Hoesch, Materials Management Supt./City Arborist

Ray Wilson, Acting Forestry Supervisor/Arborist

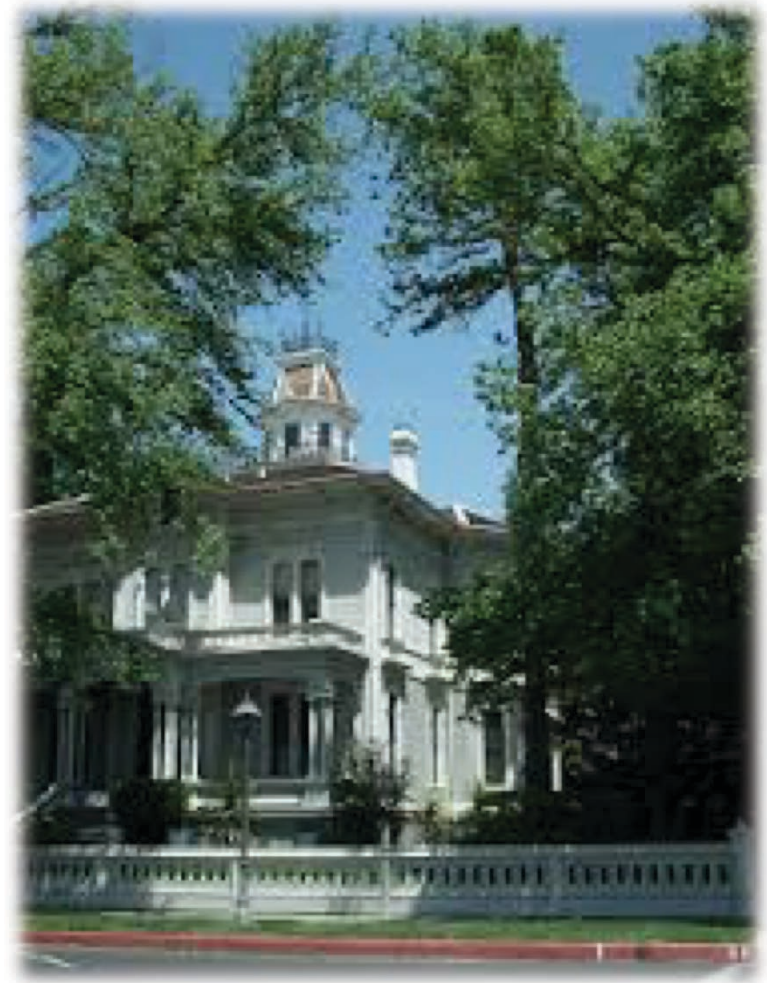
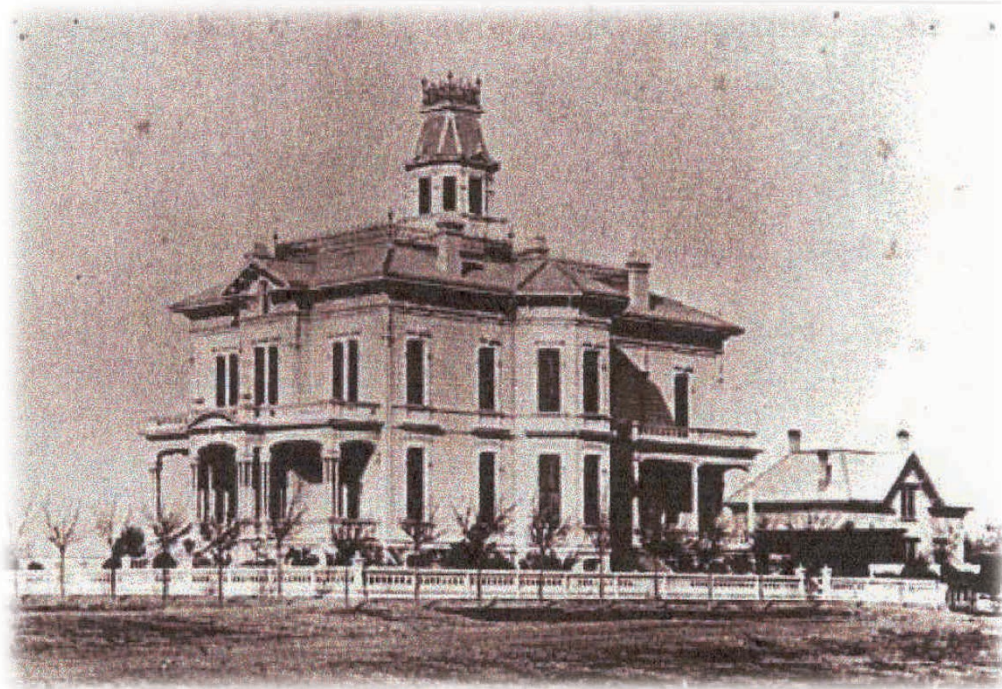
City of Modesto Public Works Department

“The creation of a thousand forests is in one acorn...” Ralph Waldo Emerson





Modesto, City of Trees...





“Tree City USA” since 1979...



Host, 2000 Western Chapter ISA Climbing Competition



2002 - 2014 Urban Forest Decline



2002 – 91,000 Street/Park Trees

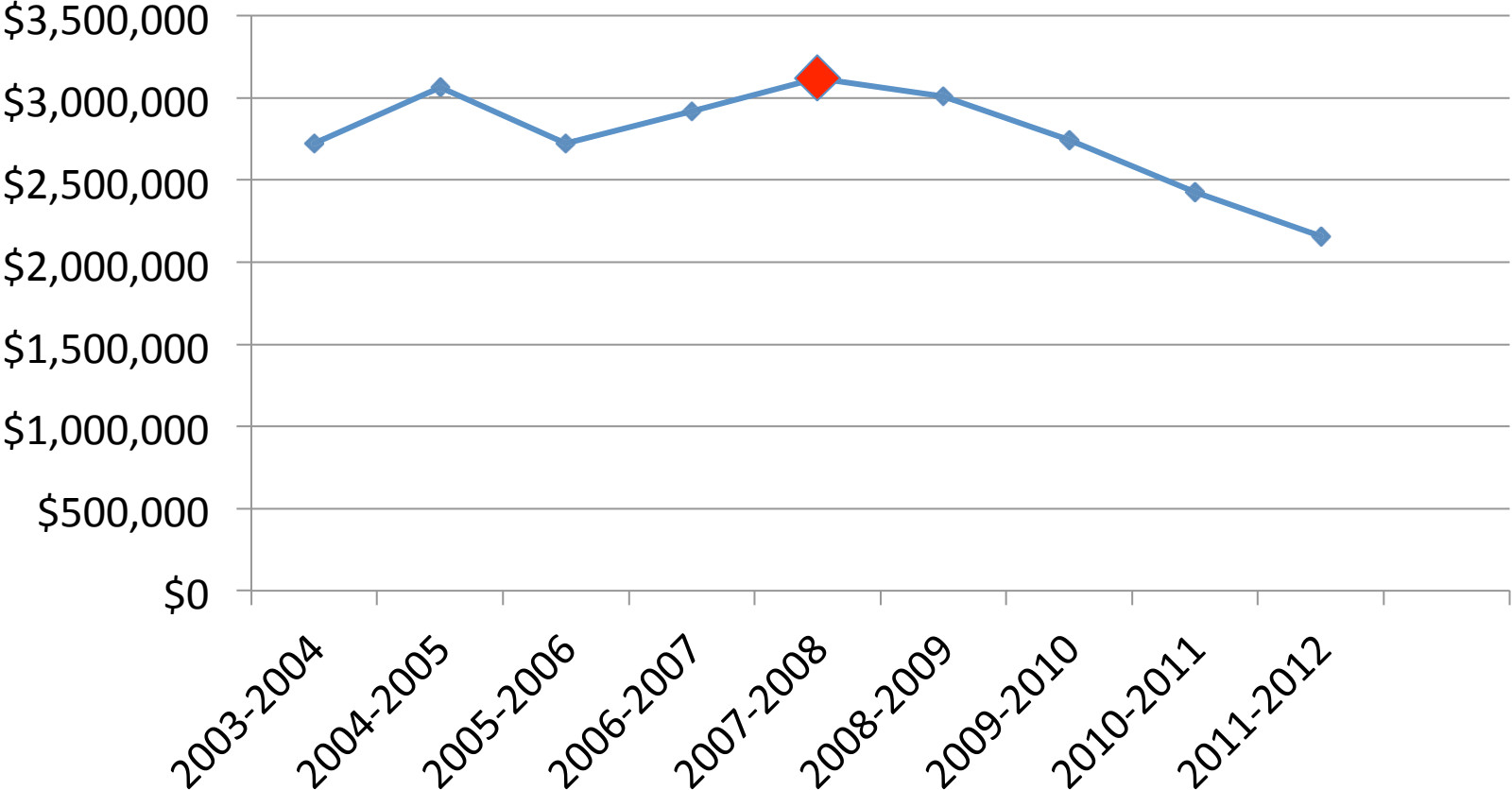


2014 – 81,000 Street/Park Trees



Causal Factors...Funding cuts...

Community Forestry Budget 2003-2012



...Staff Reductions



31 In 2004

20 in 2012



Pruning cycle increases from 5 to 12 years

...Elimination of Tree Nursery as Part of Budget Reductions



2002



2008



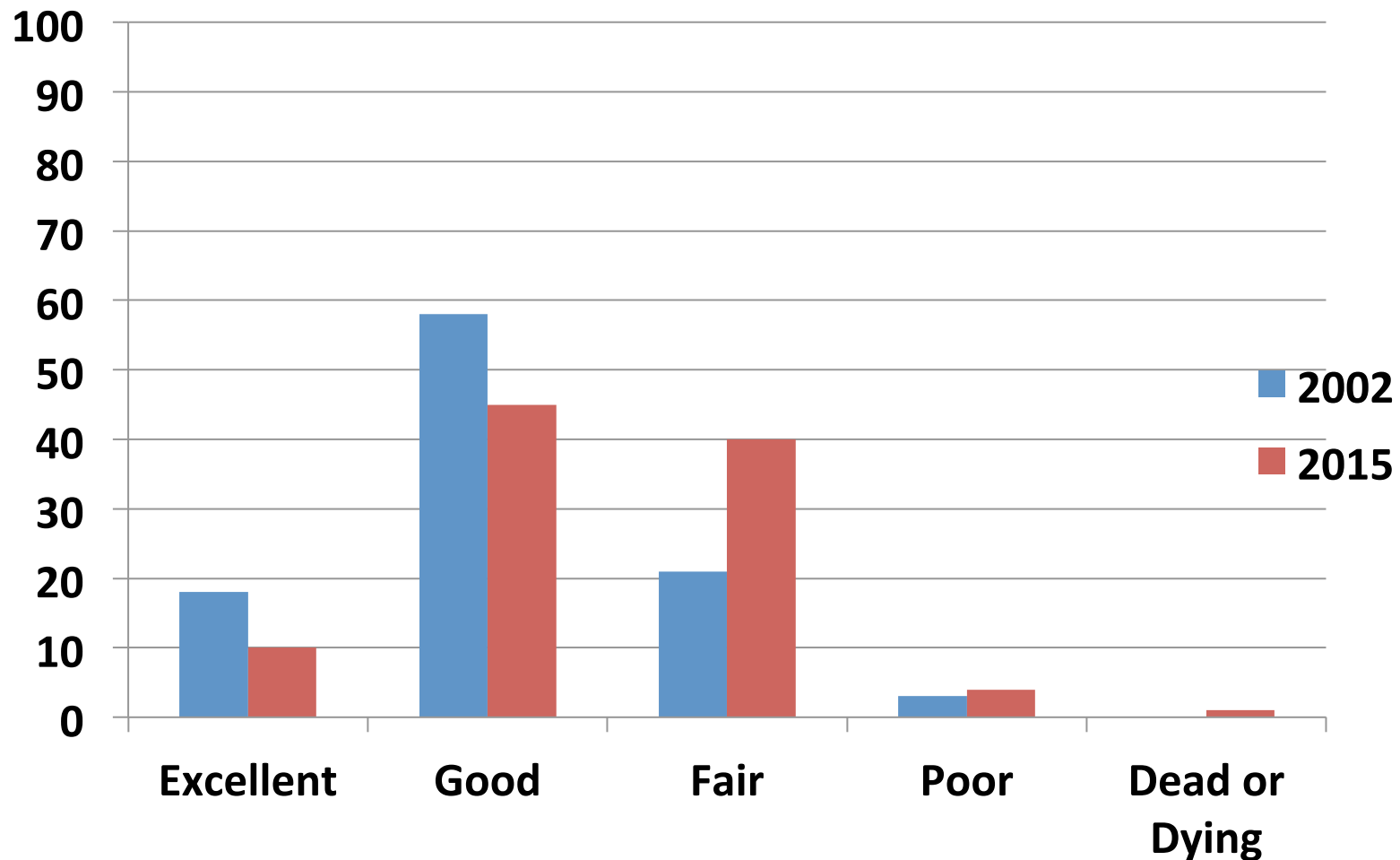
Decline in Tree Condition – From 2002...



...To 2015...



Decline in Tree Condition from McPherson Study levels...



From this...



To this







MODESTO
CALIFORNIA







**Where replants have occurred,
there are big holes in canopy...**



Deferred maintenance, age of tree, mistletoe are biggest factors







Mistletoe removal has begun to look like tree removal...



The Turning Point - What Changed?



- **AB 939 Requires Composting**
- **50% Diversion by 2000**
- **80% of Modesto's solid waste compostable**
- **City developed 65 acre compost site**
- **Residential and Commercial Organics
Forestry materials,
Green Waste, Leaves,
Food Waste, Biosolids**
- **Processes 65,000 tons per year**



Subsequent laws...



**AB 32 – GHG Emission Reductions
to 1990 levels by 2020**



**AB 341 – Commercial Recycling
& 75% Diversion Goal**



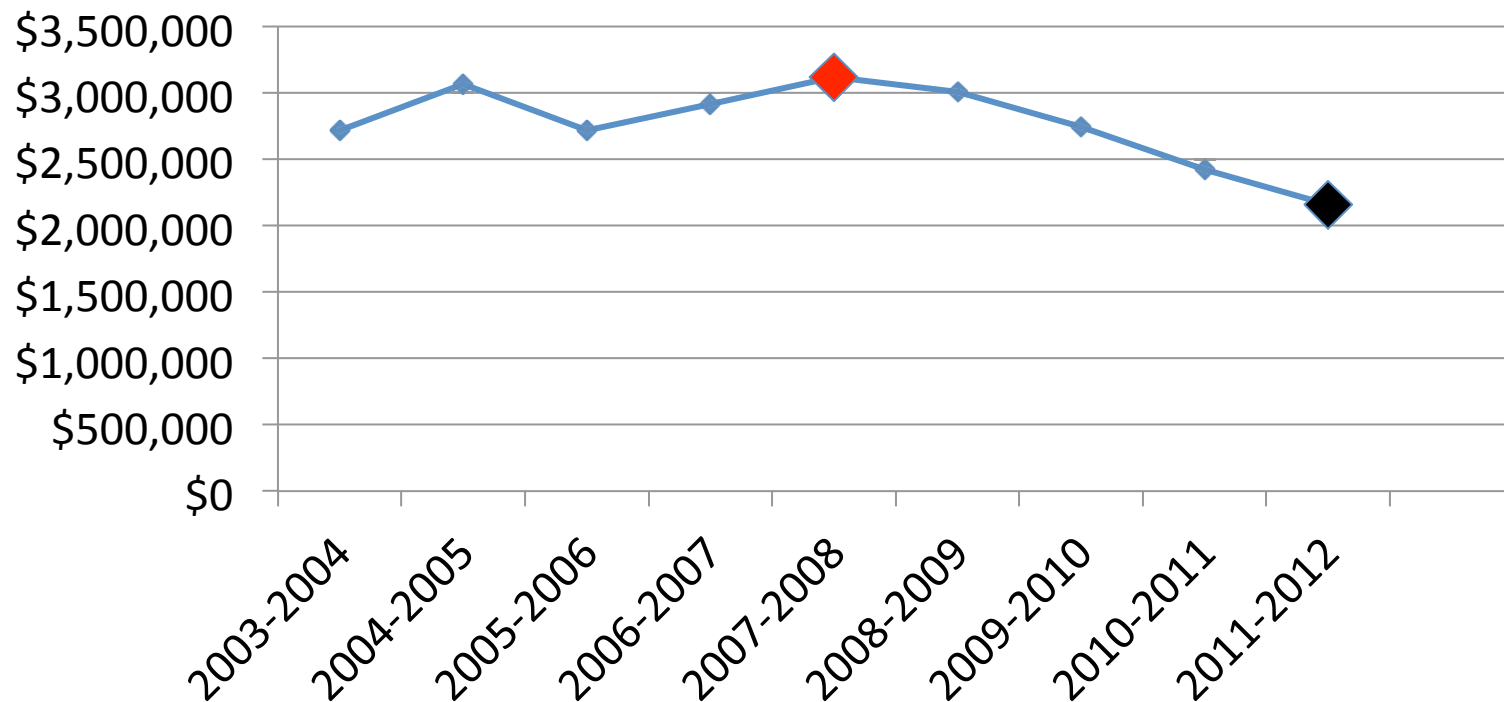
AB 1826 – **Mandatory Organics
Diversion/Composting**

2012 - 2013 Threat of Complete Elimination of Forestry Program Due to Ongoing Budget Issues



Staff became determined to find a stable funding mechanism!

Community Forestry Budget 2003-2012





Link Between Forestry & Composting = New Regulations



Forestry, Leaves,
Green Waste
Provide Aeration
During Composting
of Other Organics



65% →



Residential Organics

← 35%



Commercial Organics



New Beginning – July 1, 2014

- Forestry moved to Solid Waste as an “Enterprise Fund”
- Funded Via AB 939 Green Waste Fees – Per Ton Solid Waste Charge under Public Resources Code Section 41901
- Beginning of a new, revitalized Forestry program
- 2015-16 Budget of \$3.8 million for Forestry Operations and \$600,000 for Tree Nursery





7 Initiatives to Reverse Decline

1. Restore Staff Levels
2. Develop Workforce
 - a. Professional Staff – ISA Certified
 - b. Training
 - c. Competition
3. Restore Maintenance Levels
4. Re-establish Nursery
5. Re-establish Replant Program
6. Reduce Mistletoe Infestation
7. Improve Customer Service

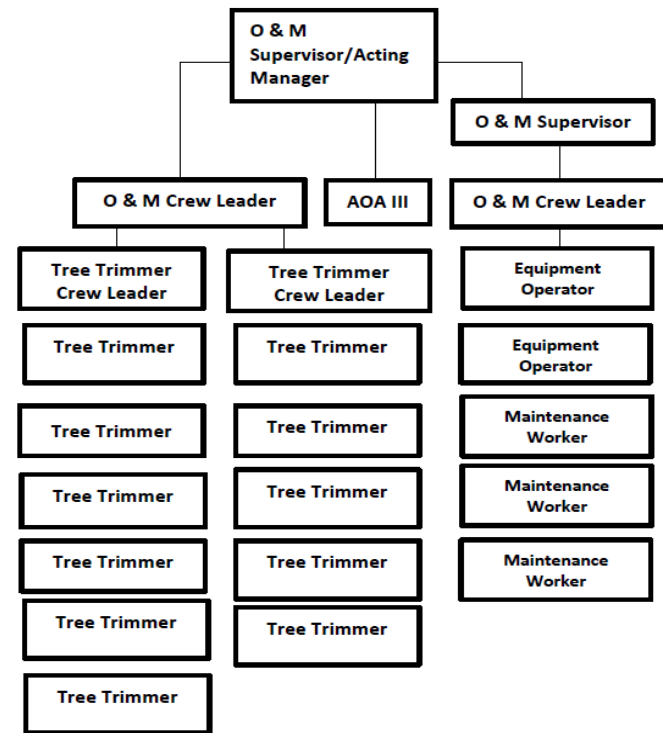
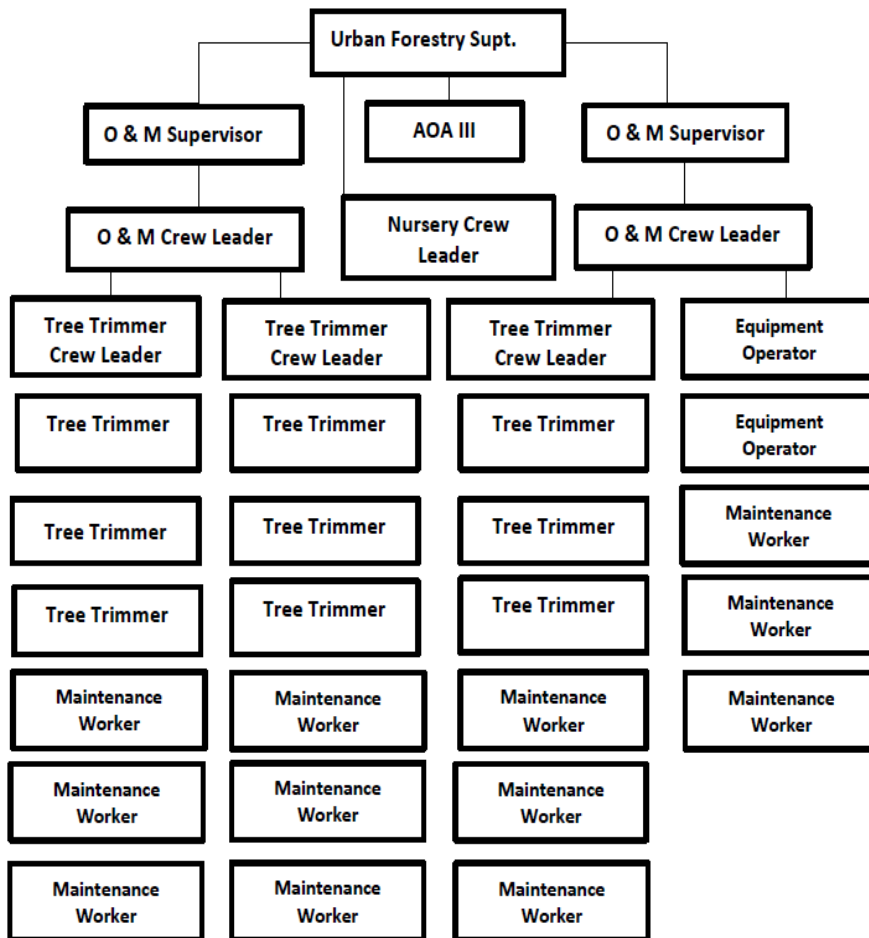


Initiative 1 : Restore Staff Levels



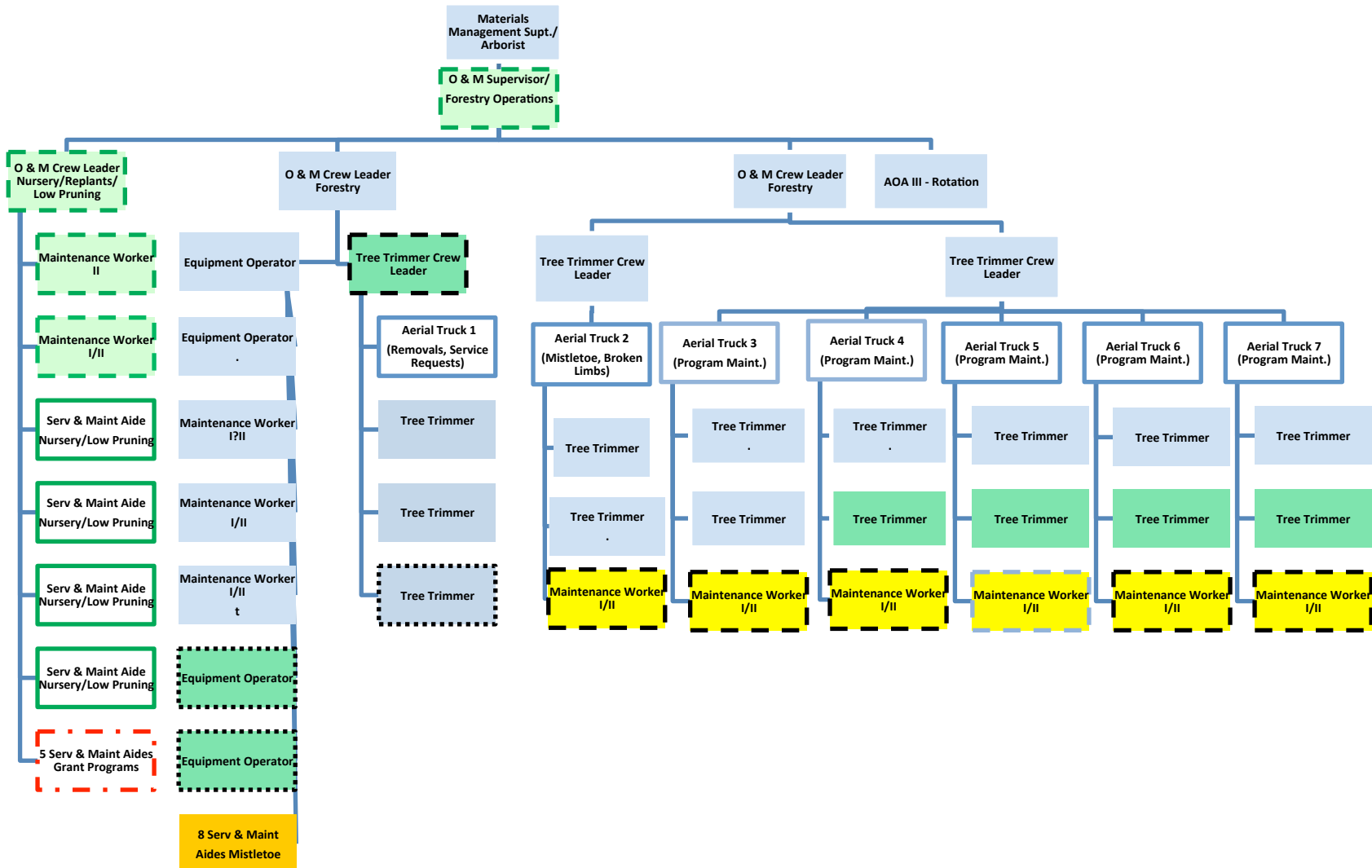
2002 - 33

2014 - 23



Initiative 1 : Restore Staff Levels

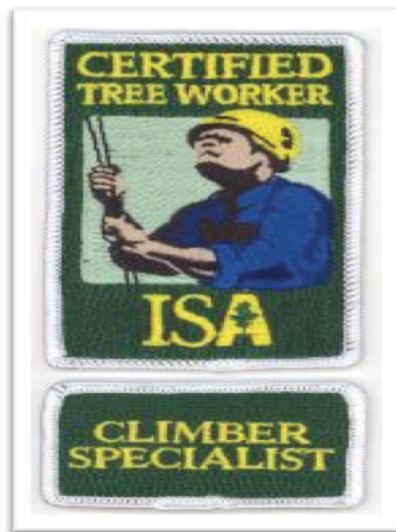
2015 – 40 full time allocations



Initiative 2a : Professional Staff

Goals –

1. 100% ISA Certified
2. “Advancement ladder”
3. Certification/Service Pay



Initiative 2b : Training

- No training budget for 10 years!
- Custom training plans
- Annual skills development
 - a. Equipment
 - b. Safety
 - c. Personal skills



Initiative 2c : Competition



**Reinstate climbing program, make “Top 10 Tree Cities”
in US, Retain “Tree City USA” status**



Initiative 3 – Restore Maintenance



- **Deferred maintenance = increased liability**
- **2 or 3 claims per week @ \$300 - \$3,500/claim**
- **Goal - Reduce pruning cycle to industry standard, reduce claims liability & manage risk**



Initiative 4 – Re-establish Nursery



- Nursery heart of Forestry – eliminated in 2008
- New 10 acre area at Compost Site
- Propagate trees for replants/test new tree species
- Nursery mix development
- MJC Internships
- Public/Private/Government partnerships



Building new infrastructure



**Tree Growing Area/
Tree Supports/Wind Fence/
Drip Irrigation System**



**Propagation Greenhouse/
Shade Structures**



Initiative 5 – Re-establish Replant Program



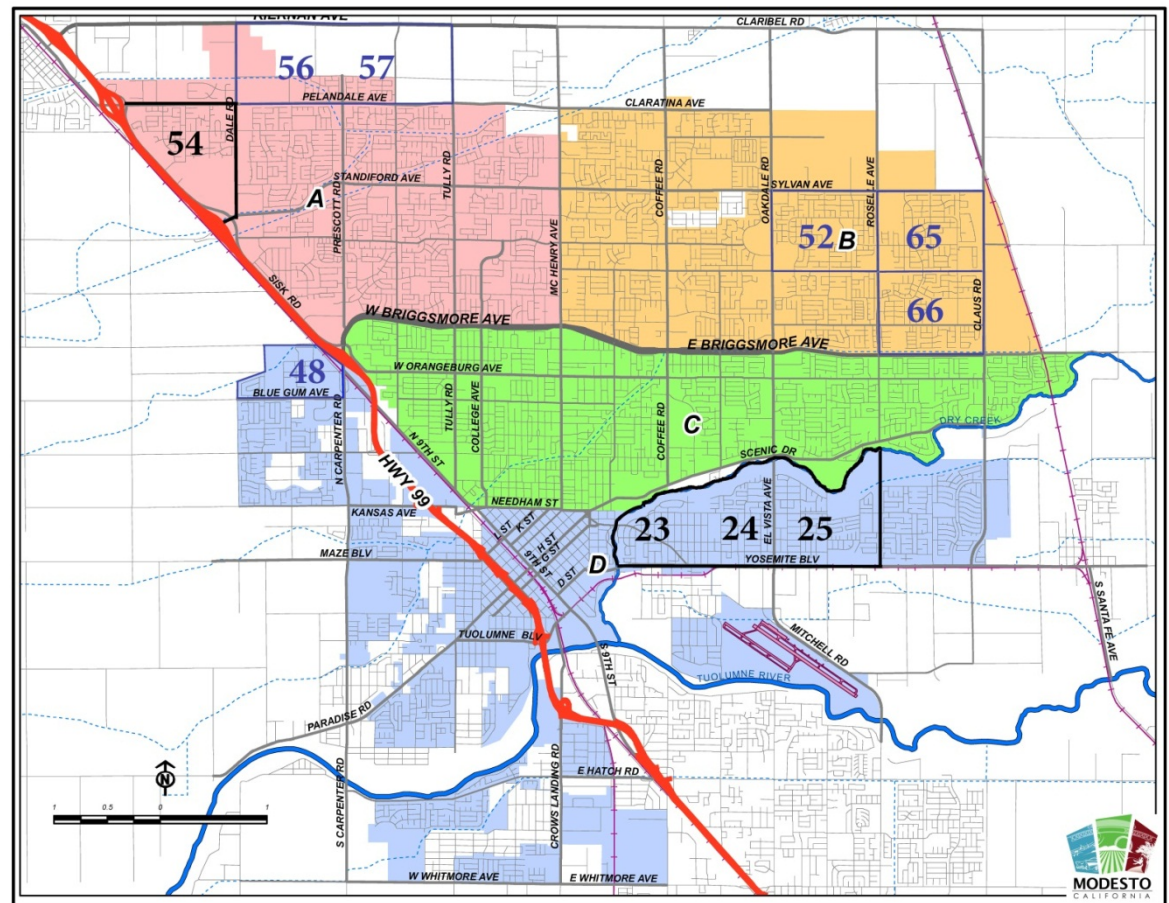
800 trees for replants in downtown and removal areas





Cal Fire Grant – \$327,000 “Green Trees for the Golden State”

- 5,000 trees – 3 years
- Disadvantaged neighborhoods
- Establish a planting crew
- Grow our own trees going forward – expand with future grant cycles
- Hope to serve as a regional source for Central Valley cities



Initiative 6 – Reduce Mistletoe Infestation



- Forestry awarded \$352,000 by Council in one-time funding for Mistletoe Abatement - General Fund/Deferred Maintenance



Low Pruning Crew Added



Aerial Crew on OT for Taller Trees

Initiative 7 – Improve Customer Service



- Communications Skills training
- Feedback cards – Use customer response as training tool
- Improve response times to service requests

MARK & DAN

We value your opinion!

The City of Modesto Tree Division's goal is to provide excellent customer service to the residents of Modesto. Please help us reach that goal by taking this short survey.

RECEIVED NOV 2014 City of Modesto Solid Waste

Please circle one

Was the tree crew polite and helpful? Excellent Good Neutral Bad

Was the tree crew knowledgeable about the work they did? Excellent Good Neutral Bad

Was the work completed to your satisfaction? Excellent Good Neutral Bad

Was the job site left clean and neat? Excellent Good Neutral Bad

Overall, how would you rate the quality of service you received? Excellent Good Neutral Bad

Additional comments/suggestions *Thank you!*
What a great job. Only proper tree trimming I've had in 20 years. Worth extra money in taxes - thank you.

Street Address: *██████ Boise Ave* *Your crew was really great*

Phone Number: (Optional) *██████████* Service Date: *10-13-14*

Questions? Give us a call at (209) 342-2253

Roots & Stumps

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Overall, how would you rate the quality of service you received? Excellent Good Neutral Bad

Additional comments/suggestions *Thank you!*
We couldn't be happier with the service we received & the crew leader

Street Address: *██████ Fairhaven Pl Ace*

Phone Number: (Optional) _____ Service Date: *11-4-14*

Questions? Give us a call at (209) 342-2253

New “Golden Age of Forestry” in Modesto





Questions?