

Funding and Technical Assistance for Urban Forestry

Harness Transactions to Cultivate Transformations

29 July 2025



Generously funded by:



Agenda

- Introduction from CDP
- Presentation from American Forests - “Compounding Interest”
- DC Urban Forestry Case Study - “Intersectional Benefits in Washington D.C.”
- Change makers discussion
- Q & A



Introduction to CDP

Public Sector Disclosure

*This webinar is generously supported by a grant from the
Mitsubishi Corporation Foundation for the Americas*



Mitsubishi Corporation
Foundation for the Americas

CDP is a global non-profit that runs the world's only independent environmental disclosure system for companies, cities, states and regions.



700+

investors, with
US\$142+ trillion
of assets

340+

purchasing
organizations, with
an annual spend
of US\$6.4 trillion

24,800+

disclosing
companies

~1,000

disclosing cities,
states and regions

Local governments are at the forefront of the climate emergency



56%

of local governments report already being significantly impacted by climate hazards in 2023.

67%

of local governments expect these hazards to be more intense in the future.

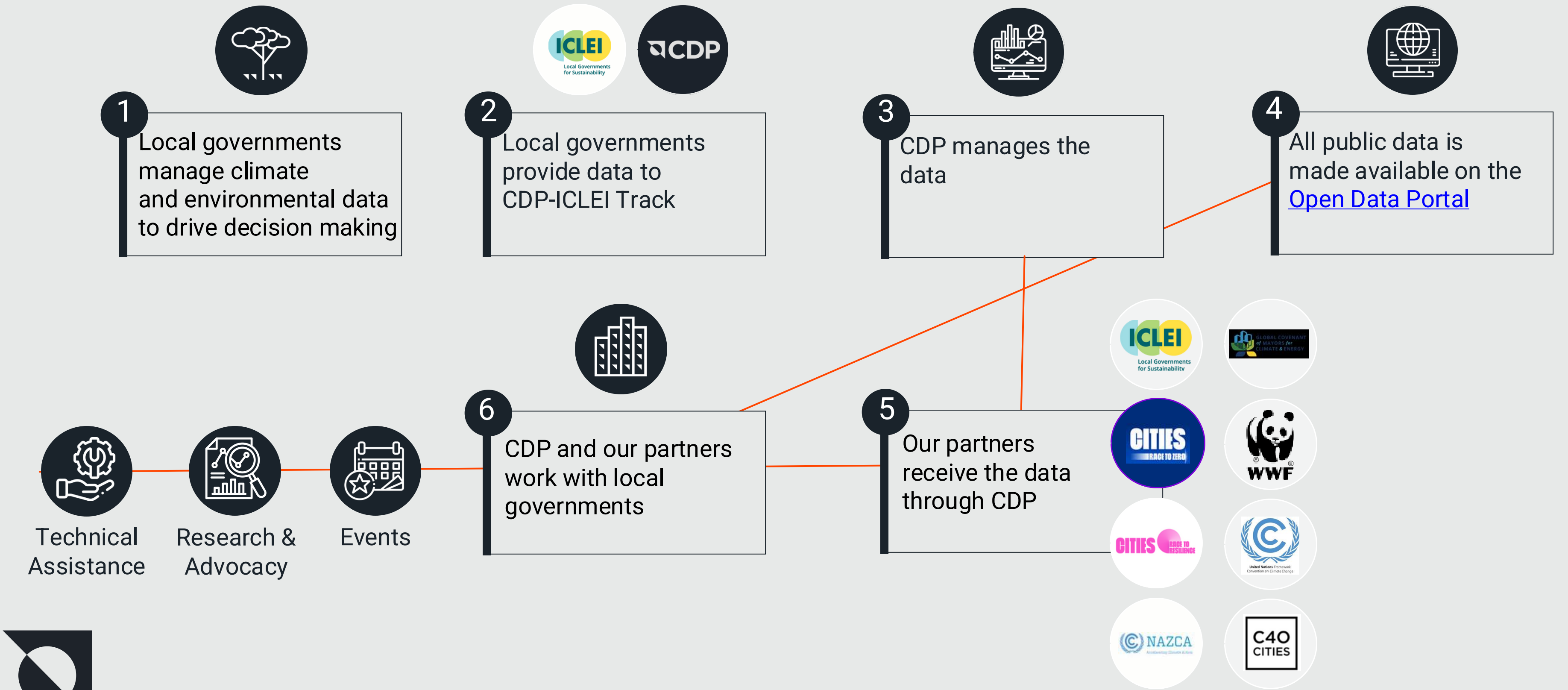
Sectors most exposed by climate hazards, according to cities reporting in 2023:

- Agriculture
- Water supply
- Human health and social work activities
- Sewerage
- Waste management and remediation activities

Vulnerable groups most exposed to climate hazards, according to cities reporting in 2023:

- **82%** elderly
- **81%** low-income households
- **69%** children and youth
- **61%** marginalized/minority communities
- **57%** vulnerable health groups

How we work



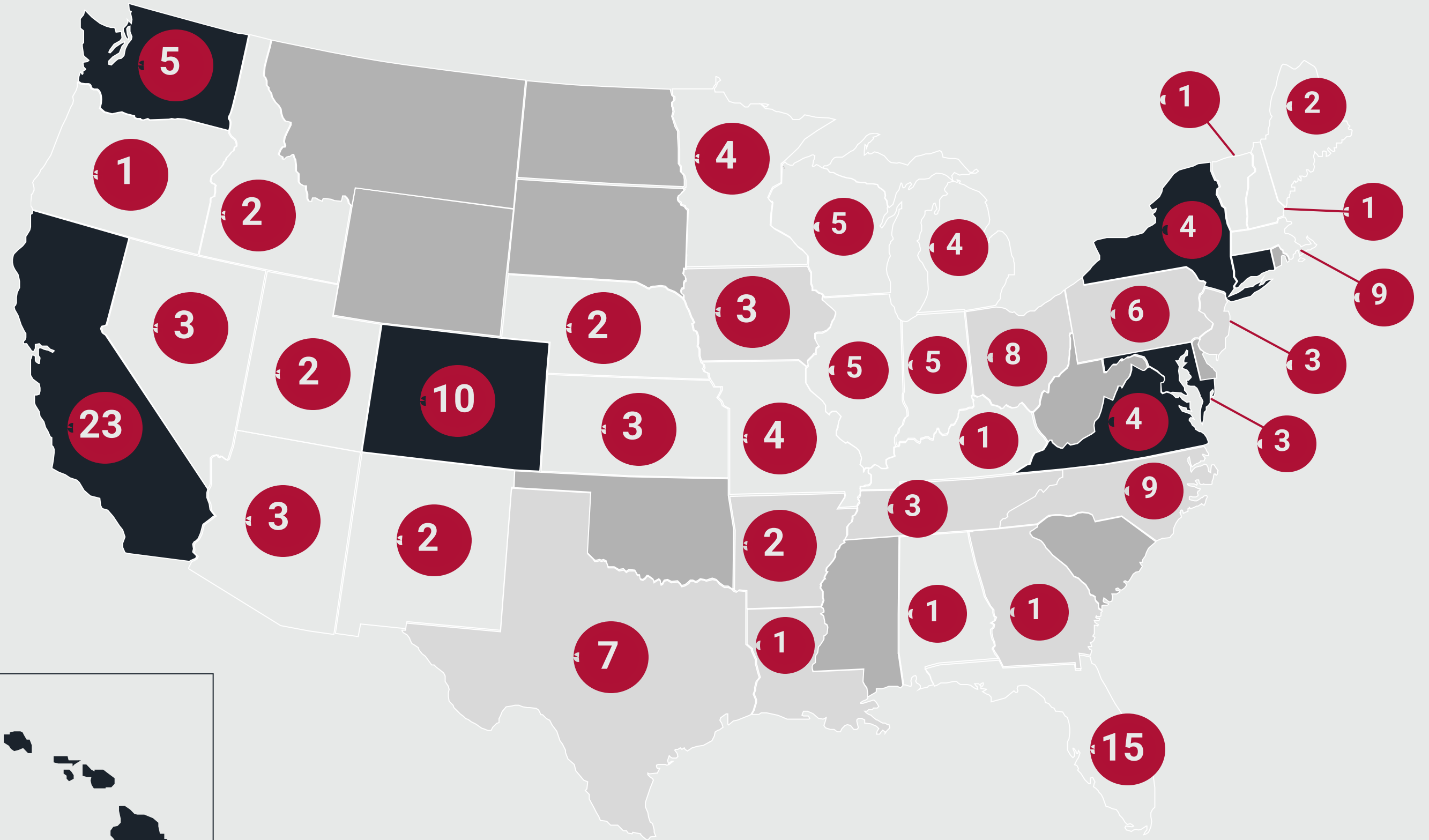
U.S. participants

2024 State Participants

California, Colorado, Connecticut, Hawaii,
Maryland, New York, Virginia, Washington

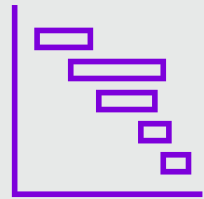
169 U.S. local
governments
disclosed in
2024

8 U.S. states
disclosed in
2024



Benefits of reporting

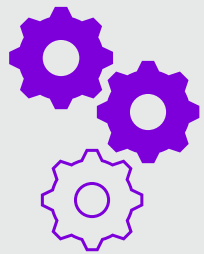
Our questionnaire is designed to help you evaluate and track progress



Measure and monitor climate and sustainability risks and actions



Communicate your climate data to the financial sector through the Investor Dashboard and the [Climate Finance team](#)



Understand data gaps to inform what resources and support is needed



Show your leadership and impact on the [UNFCCC Portal](#) and strive for [our A List](#)



Next Steps

- **July 17th** submission deadline for scored responses
- Week of **Nov. 17th** the platform closes

Ready to disclose?

Log in to [CDP Portal](#)

- Complete questionnaire set-up
 - Choose Submission Lead
 - Invite team members
- Begin entering data
- Reach out with any questions to citiesna@cdp.net



Forestry & Nature in the US

In 2024, **38** cities reported **US\$6.7** billion worth of forestry, nature, and biodiversity projects

Over **50%** of these projects focus explicitly on urban tree canopy





Thank you!

Any questions please visit cdp.net



Harness Transactions to Cultivate Transformations

Funding and Technical Assistance for Nature-Based Climate Resilience and Tree Equity

CDP Webinar

July 29, 2025

Tuesday,



American Forests

We want local leaders to reimagine their cities to be greener, more just places to live.

- municipal support
- tools and resources
- community support
- careers pathways
- national partnerships





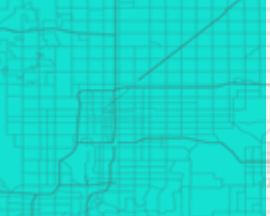
Now is the Time





Today We Will

- discuss “Compounding Interest”
- case study “Intersectional Benefits in Washington D.C.”
- wrap up
- change makers discussion
- Q & A



Growing Tree Equity

Critical Trees

- large, mature, healthy, and sound
- over and adjacent to developed sites

Essential Steps

- planning for resilient species
- proper planting
- comprehensive management
- policy and specification enforcement

Our Roles

- vision
- collaboration
- best practice



Maximizing Services Enhances Equity

Comprehensive Management

Multidisciplinary Practice: **Maintenance - Responsive and Routine**

- public administration
- urban planning
- community outreach
- natural resource management
- arboriculture
- plant health care
- soil science
- workforce development
- and MORE



Maximizing Services Enhances Equity

How to Get the Work Done

Traditional Funding Programs and Projects:

- general fund, stormwater utility, or permit/free in lie funds:
 - [2014 UCF census](#) found -
 - \$43 per tree average
 - \$8.76 per capita
 - Deference costs 63% - 235% more than planned routine maintenance.

Opportunities:

- asset and benefit valuation:
 - perform inventory - calculate structural value and benefits
 - advocate/budget 4% value for routine maintenance and replacement tree planting
- local/regional cooperatives and tree funds
- partnerships/grants/foundations

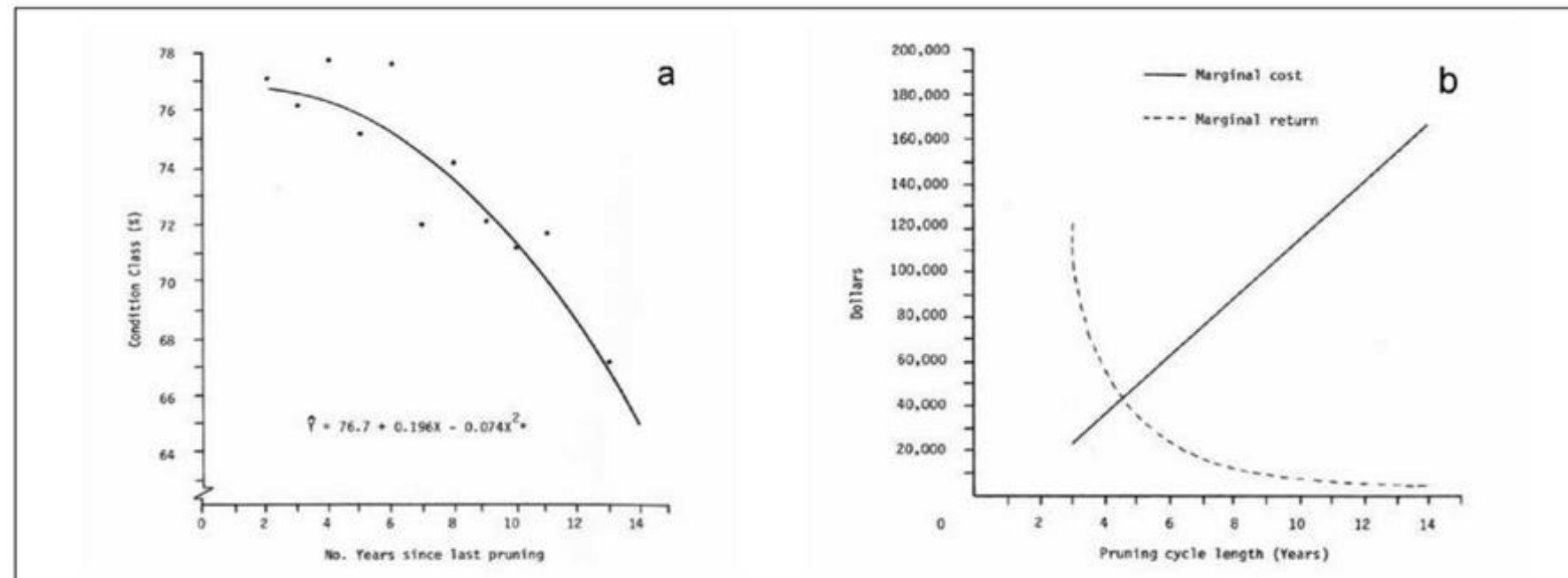


Figure 6. a) Relationship between pruning cycle length (number of years since last pruning) and CTLA condition class rating. Asterisk (*) indicates regression is significant at the 0.05 level. b) Marginal cost (loss of tree value) and marginal return (savings in pruning costs) for pruning cycle lengths. Figure reprinted from Miller and Sylvester (1981).

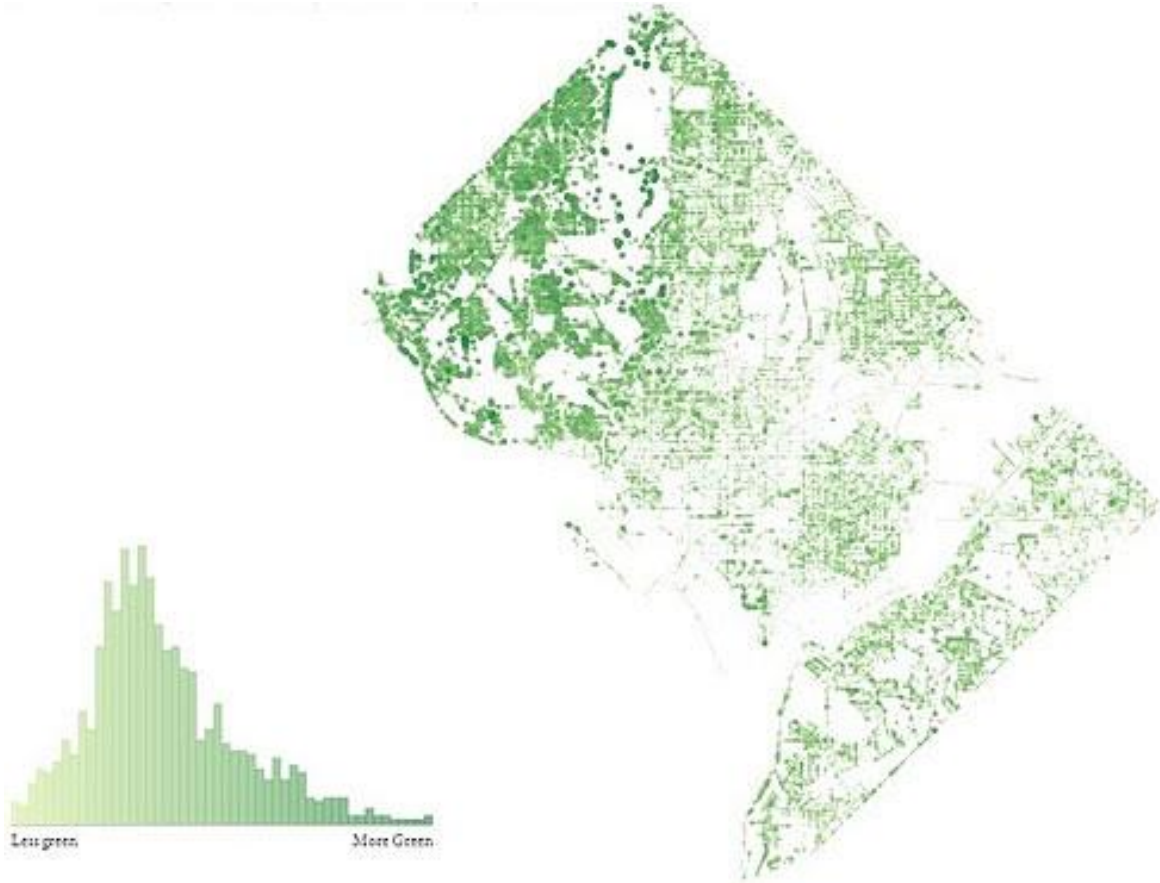
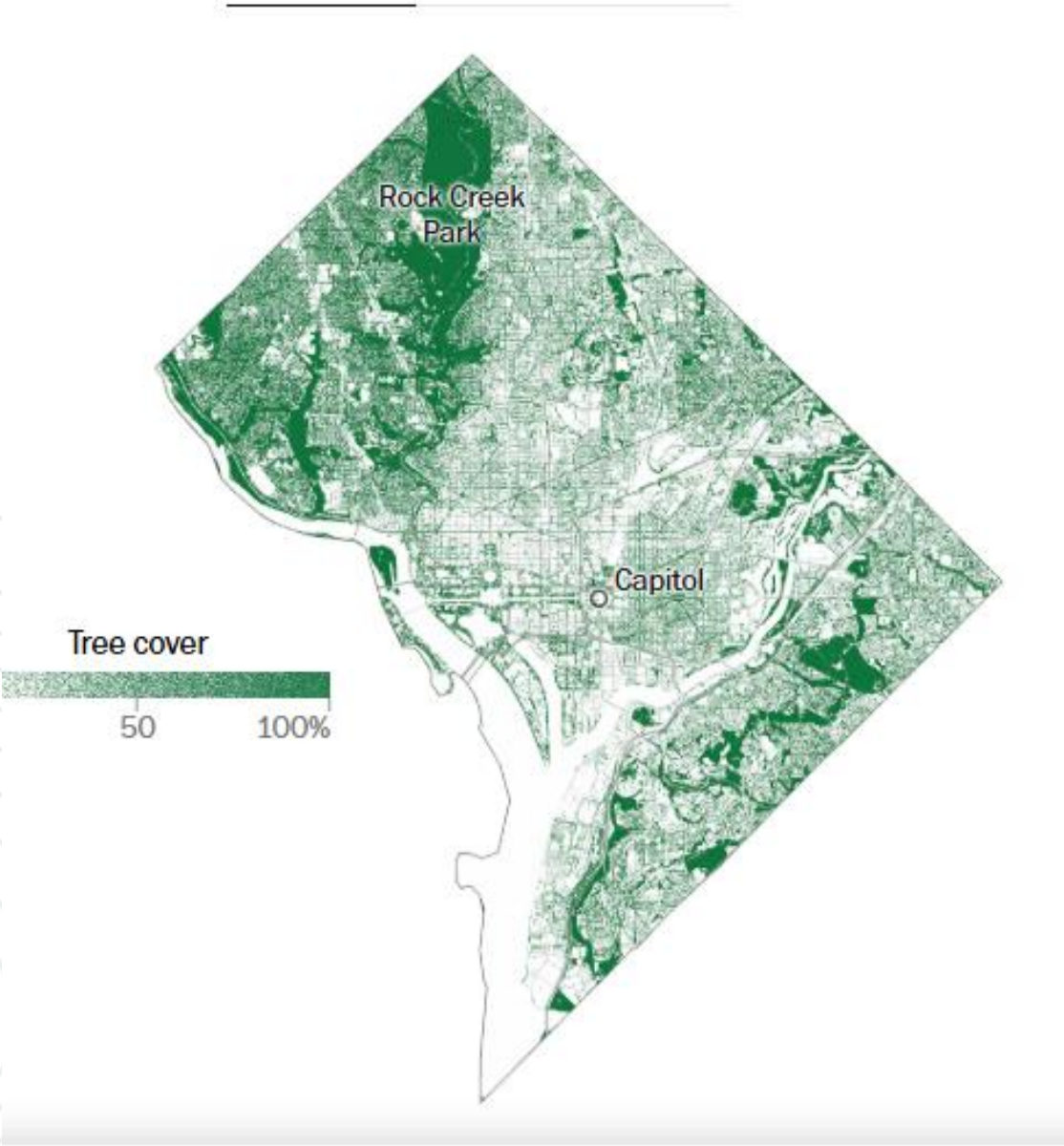
DC Urban Forestry Introduction



Our Staff and Operations



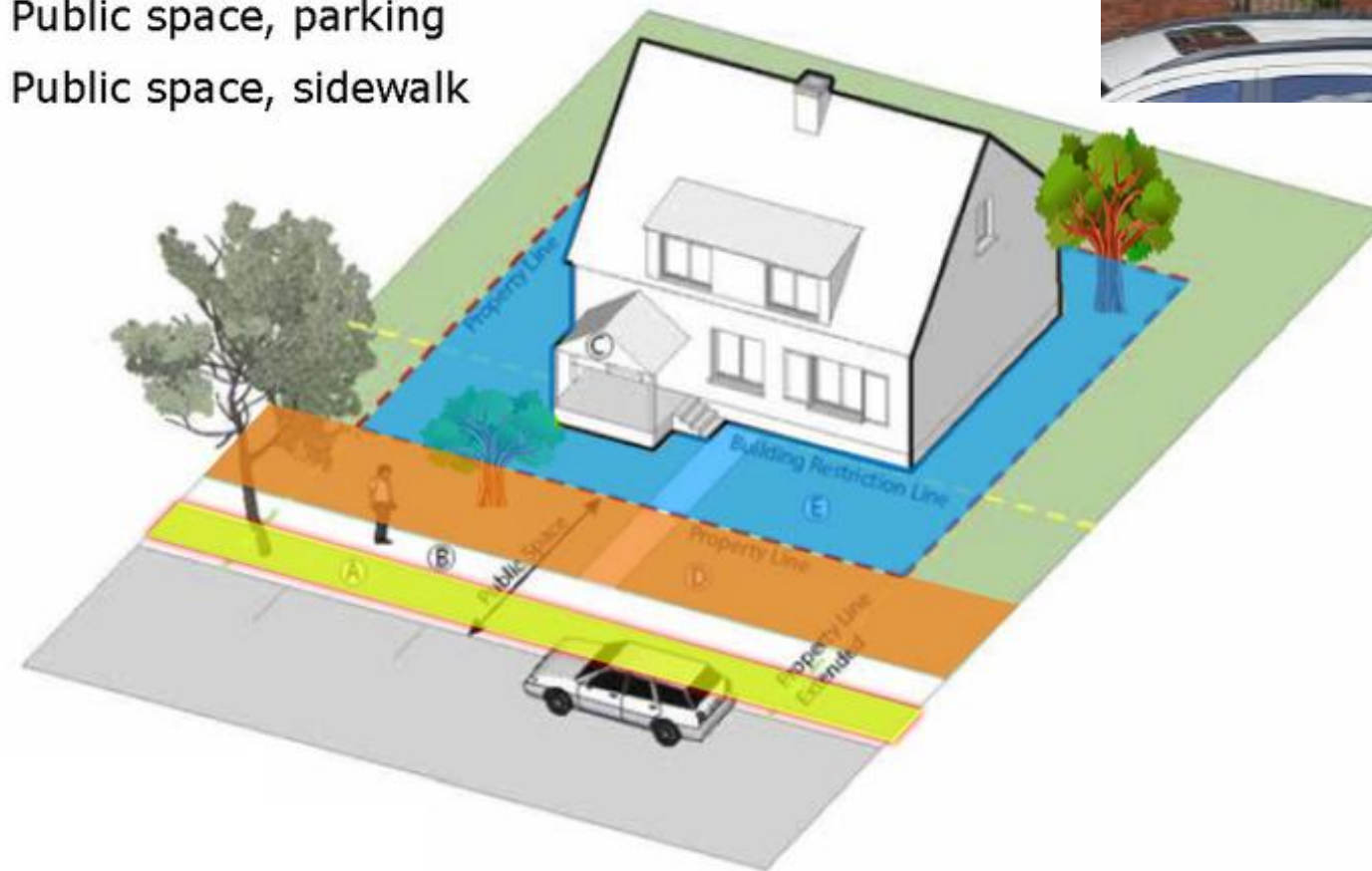
DC Tree Planting and Restrictions



Tree Removal Through Permitting



- Private land
- Public space, parking
- Public space, sidewalk



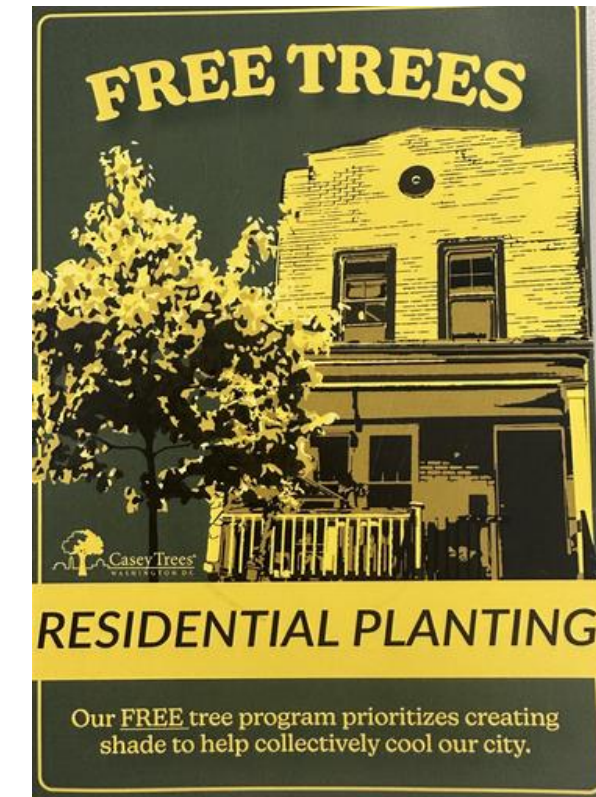
Partnership with DOEE



Partnership With Casey Trees

Have a tree professionally planted in your yard for free.

Get Free Trees to accentuate your home with a beautiful shade tree at no cost. To register, submit an application below and one of our professional Urban Foresters will be in touch to start your process!



History of This Relationship

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF TRANSPORTATION



Office of the General Counsel
Inter-office Memorandum
Privileged and Confidential

MEMORANDUM

TO: Jeff Marootian
Director

Earl Eutsler
Associate Director / State Forester
Urban Forestry Division

THROUGH: Frank Seales, Jr.
General Counsel

FROM: Leah Brown Simpson,
Assistant General Counsel

DATE: November 2, 2018

RE: Review for Legal Sufficiency— FY19 MOU between DDOT and DOEE –
Tree Planting Agreement.

WD#: 4372 PT+ #: 5358

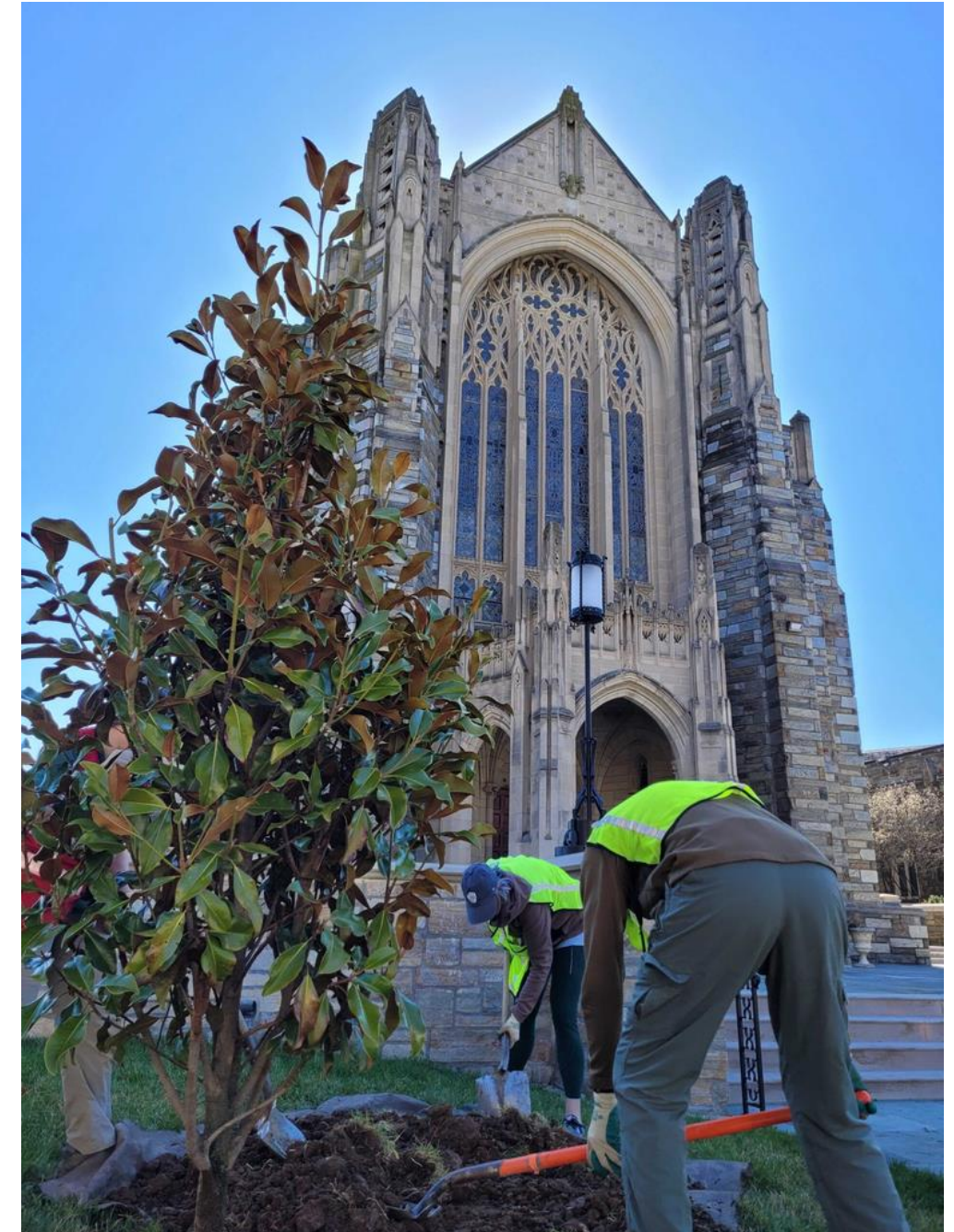
This matter involves a Memorandum of Understanding (“MOU”) between the District Department of Transportation, (“DDOT”), and the District Department of Energy and the Environment (“DOEE”) to plant trees at a rate of up to 2,700 trees per fiscal year on private properties and public spaces throughout the District. The District seeks to reduce stormwater runoff, minimize the extent of impervious surfaces, mitigate heat island effects, and restore wildlife habitat. The Parties share these goals and the planting of aforementioned trees help facilitate this intuitive.

The Office of the General Counsel has reviewed the MOU and determined it is legally sufficient.

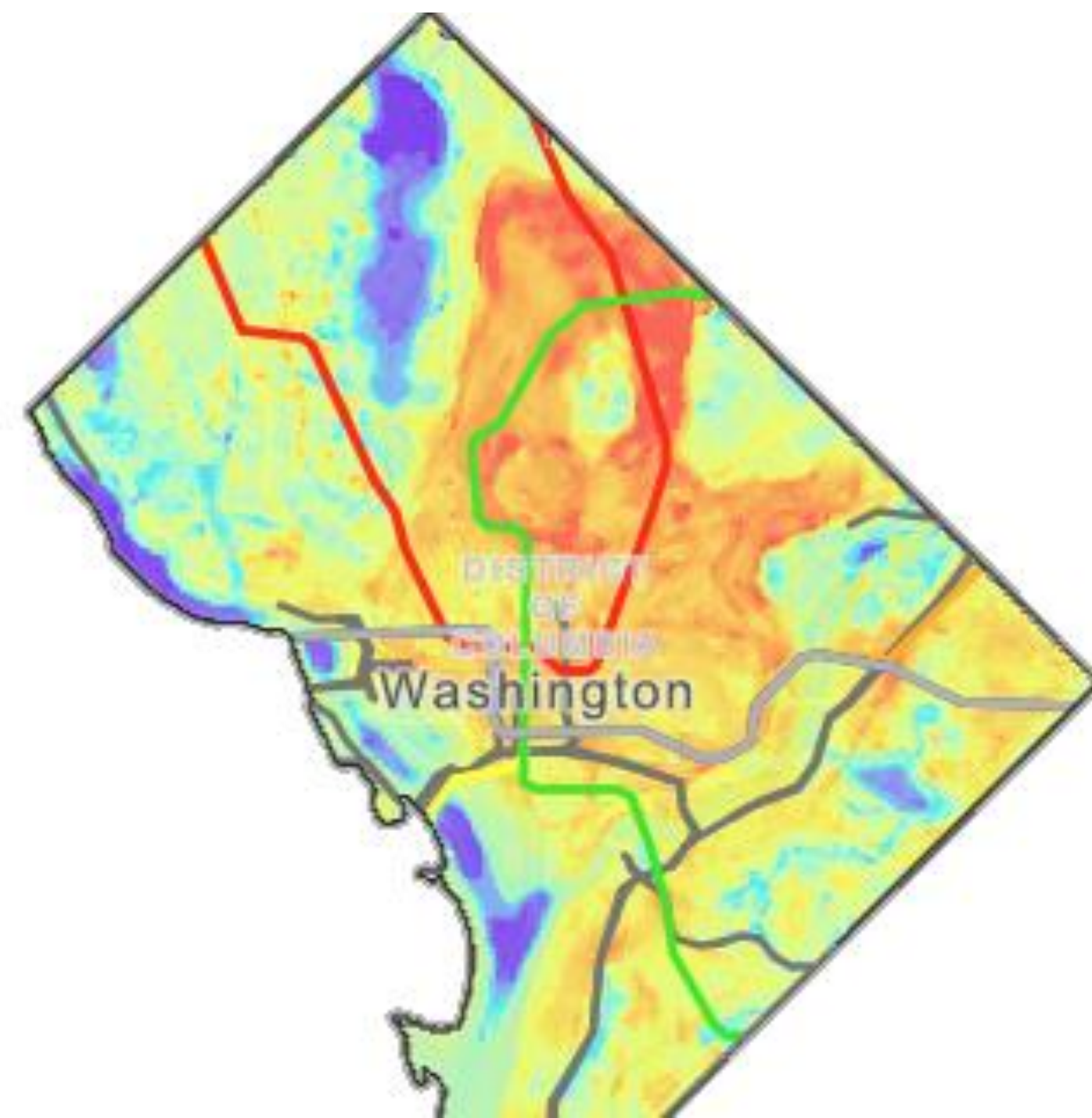
Legal authority for the MOU is: D.C. Official Code § 1-301.01 (k); D.C. Official Code § 8-651.07; D.C. Official Code §8-103.01 et seq.; D.C. Official Code §8-151.03 et. seq.; D.C. Official Code §8-152.01 and §8-152.04.

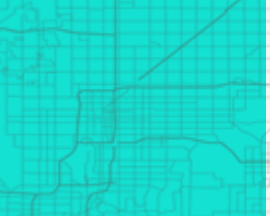
Please return one (1) dated and fully executed copy of this MOU between DDOT and DOEE to this office.

Successes of This Program



How to Improve This Program





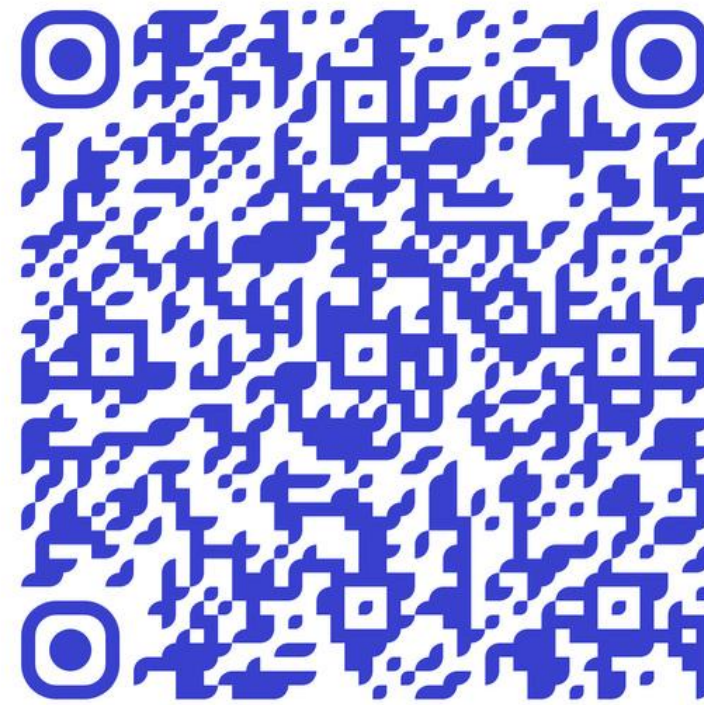
Thank You

Visit tree.dc.gov for more information



Transformation Depends on the Right People

Malcolm Gladwell's "The Tipping Point" presents:
The Law of the Few



Key individuals play a crucial role in spread ideas and creating change.

Connectors

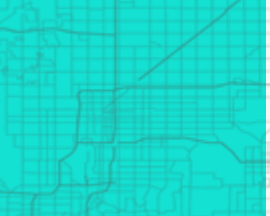
- build connections
- expand influence

Mavens

- gather knowledge
- share insights

Salespeople/Persuader

- inspire others
- trusted advisor



Transformation Depends on the Right People

Connectors

- relationships are key

Mavens

- science based decisions

Persuaders

- better/worse - cities are political

Is Your Team Complete?

Does your team
have these skills?

Yes

No

● Loading...

Do your partners carry
any of these loads?

Yes

No

● Loading...

Can you recruit
to fill any gaps?

Yes

No

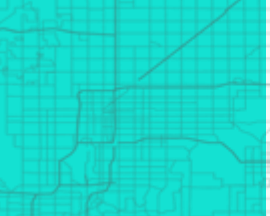
● Loading...

Can you/your team
grow into these roles?

Yes

No

● Loading...



Results

Connectors

- relationships are key

Mavens

- science based decisions

Persuaders

- better/worse - cities are political

Is Your Team Complete?

Does your team have these skills?

85% said yes

Do your partners carry any of these loads?

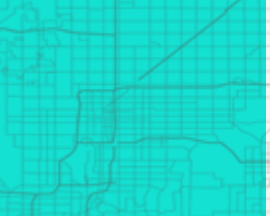
92% said yes

Can you recruit to fill any gaps?

58% said yes

Can your team grow into these roles?

85% said yes



Who is in the Room?

What is your strength?

Connector

Maven

Persuader

● Loading...

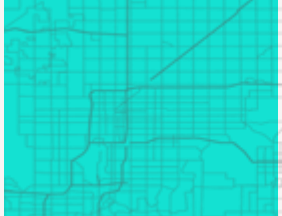
Results

What is your strength?

Connectors-38%

Mavens-38%

Persuaders- 23%



Let’s Get Some Perspective

Community Priorities

- Tree Equity
- Capacity Building
- Impact
- Best Practice

● Loading...

Team Priorities

- Tree Equity
- Capacity Building
- Impact
- Best Practice

● Loading...

Administration Priorities

- Tree Equity
- Capacity Building
- Impact
- Best Practice

● Loading...

National Priorities

- Tree Equity
- Capacity Building
- Impact
- Best Practice

● Loading...



Results

Community Priorities

1. Tree equity
2. Impact
3. Capacity building
4. Best practice

Team priorities

1. Best practice
2. Capacity building
3. Tree equity
4. Best practice

Administration priorities

1. Impact
2. Capacity building
3. Best practice
4. Tree equity

National priorities

1. Impact
2. Tree equity
3. Capacity building
4. Best practice

Transformation in Service Leadership

Both:

- fostering a supportive environment for your team
- and meeting your community's needs

Who is at the Table?

- If you don't see a connector - it is your role to fill that gap, personally or through partnership
- Is there a maven? - it may have to be you! Or, that local leader everyone goes to for guidance.
- Every strong team with expertise needs a persuader to advance the mission.

Yes - it is a lot of work but if transformation is the goal, this is one way.

This type of Service Leadership leads to strong collaborative teams.

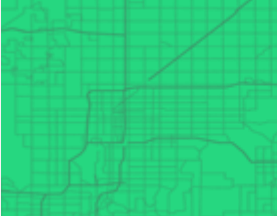
Greener Futures Together

Inflection Point

More trees are planned, planted, maintained, and preserved than ever before.

- we can embrace this moment of change - hand in hand
- partnership and collaboration will drive equitable results
- most importantly - we can't wait - trees and cities are actively growing

How will you help capture the power of compounding interest?



The National Tree Equity Coaching Network

Inspire - Motivate - Empower - Lead

The Coaching Network brings together people like you to discuss challenges, share resources, build connection and help all of us cultivate trees in the places that need them most

Connect with us for access to:

- industry leaders
- case studies from across the nation
- cross-sector and interdisciplinary collaboration



Webinar Dates and Focus	
July 17, 2025	Tree Equity and Essential Infrastructure
August 21, 2025	Leveraging Data for Environmental Justice
September 18, 2025	Cultivating a Team to Share Dreams
October 9, 2025	Urban Forestry as a Public Service
November 6, 2025	The Compounding Interest of Tree Preservation
December 4, 2025	Planning with Intention
January 22, 2026	Harnessing Transactions to Cultivate Transformations
February 19, 2026	Futureproofing the Workforce

*All webinars begin at 12pm Eastern Daylight Time

Q & A



Thank you!



Thank you for having us! Please reach out with further questions and for more info.

Jamie King

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Urban Forester, Washington D.C.

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