

The background of the entire page is a close-up photograph of green leaves, likely from a tree, with a soft, out-of-focus effect. The leaves are various shades of green, from light to dark, and their veins are visible. They are arranged in a way that fills the entire frame, creating a natural and organic feel.

ADVOCACY HANDBOOK

Casey Trees' Guide to Tree Advocacy in Washington, D.C.

Dear Tree Advocates,

Congratulations! You have taken the first step to becoming a Certified Tree Advocate. Washington D.C. was designed around the idea that trees not only connect our city, but also its residents. Because of this, in 1872, our city was given the moniker “City of Trees”. Since the 1800s, our government has supported the planting of tens of thousands of trees across all eight wards and dedicated themselves to continuing this by setting a goal of 40 percent tree canopy by 2032. Today, the District is 38 percent tree canopy and proudly hosts 2.6 million trees . We cannot reach the last 2 percent without your help.

A 40 percent canopy goal is more than aspirational and to make this goal a reality, there are a multitude of challenges. It takes the combined effort of District and Federal agencies, nonprofits, citizens and volunteers (like you), to make this vision a reality. The only way to reach the canopy goal is with combined efforts and advocating for the importance of trees in our city.

By taking Advocacy in the District, you are gaining the tools you need in order to help restore, enhance and protect the District’s trees. By pairing this guide with Casey Trees’ classes and support, we can focus your passion for trees into persuasive advocacy.

We thank you for your commitment to helping us ensure Washington, D.C. remains the “City of Trees” and we look forward to seeing everything you will do to impact trees in your neighborhood and around the city.

Congratulations again,




Mark Buscaino
Executive Director

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WHO IS CASEY TREES?

Casey Trees is a D.C. based nonprofit with the mission to restore, enhance and protect the tree canopy of our nation's capital. To fulfill this mission, we plant trees; engage thousands of volunteers of all ages in tree planting, tree care and citizen science; provide year-round continuing education courses; monitor the city's tree canopy; develop interactive online tree tools; ensure that urban trees are reaching their full potential; work with elected officials, developers and community groups to protect and care for existing trees and to encourage the addition of new ones.

Much of the work we do could not be accomplished without the interagency partnerships that we have developed over time. Our vision for the District is closely aligned with many District and Federal agencies, allowing us to engage on development design, plant and maintain trees on District-owned property, conduct our citizen science inventory program on Federal property, host classes and youth programs at recreation centers across all eight wards and collaborate on developing District environmental plans. These partnerships can be found throughout this guide, and your work as a Certified Tree Advocate may lead you to provide input and recommendations on how to make D.C. a more sustainable, green and resilient city.

@caseytrees | caseytrees.org | 3030 12th St NE | W DC 20017



INTRODUCTION to ADVOCACY



Ad•vo•ca•cy

noun | the act or process of supporting a cause or proposal; to support or argue for (a cause, policy, etc.); to plead in favor of.

Merriam-Webster

WHY WE ADVOCATE

Why do we advocate? This is a question that every Tree Advocate must ask themselves. Advocates have answered this question by describing the environmental, health and economic benefits that trees provide, and how this makes them vital to our city's infrastructure and future. We choose to advocate because we believe in the idea that trees are more than the obvious benefits they provide and, because of this, they need someone to be their voice in government. At the very soul of our advocacy efforts lies the belief that our city is better because of trees and that all who live, work or visit the District need access to nature. Simply put, we speak for the trees, because they don't have the voice to speak for themselves.

This guide serves as a point of reference to help you remember the basic components of advocacy and the best ways to advocate for trees. It will ensure you have all of the tools to craft a persuasive and effective argument and help you navigate the District's political structure, the science behind the value of trees and tips and tricks for crafting your message. If there is something that you cannot find or need help you can always reach out to the advocacy team at advocacy@caseytrees.org.

BENEFITS of TREES

Trees do so much for us that we may not even realize. Here are a few facts that you can include in your comments or testimonies.



ABSORB STORMWATER

For every \$1 spent on trees, from planting to maintenance, there is a \$2.23 return on investment. Each year, D.C. trees filter 44,274,580 cubic feet of water. This is equal to about 500 Olympic-size swimming pools.

CLEAN AIR

Combined, all of the trees in Washington, D.C. can remove up to 770 tons of pollution from the air. This is equivalent to taking 148 cars off the road for one year.

One acre of urban tree cover will remove 80 pounds of air pollution every year, which is equivalent to the amount of pollution emitted from driving 89 miles.



MITIGATE CLIMATE CHANGE

It is estimated that the city's trees sequester approximately 19,000 tons of carbon each year in the District. That is equivalent to removing exhaust from 3,700 cars. Some greenhouse gases, like ozone, need hot temperatures to form. The cooling effects that trees provide can prevent this from happening.

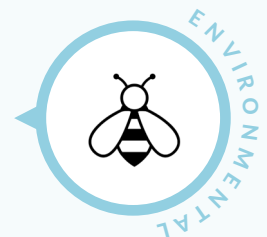


MITIGATE HEAT

Trees can decrease the ambient air temperature by up to 20 degrees by cooling impervious surfaces, such as sidewalks and streets. Trees can save you \$200 on your heating and cooling bill by decreasing the indoor temperature as well as allowing your air conditioner to run more efficiently.

SUPPORT WILDLIFE

D.C. has 500+ species of birds, fish, mammals, reptiles and amphibians and thousands of invertebrate species. Trees provide habitat and shelter for terrestrial wildlife. Keeping trees along the Potomac and Anacostia Rivers decreases pollution that could run off into the river. Trees also provide shade for aquatic ecosystems that need to remain cooler.





COMMUNITY COHESION

Urban green spaces provide a natural gathering place for people to come together, socialize, and build relationships. Strong community relationships are the result of individuals working together, and exchanging information. Well-designed urban green spaces promote more visitors, enhancing community cohesion by increasing social interaction.

PHYSICAL AND MENTAL HEALTH

Urban adults living near high levels of greenery are three times more likely to be physically active and 40 percent less likely to be overweight or obese. A survey of 11,200 adults found a 42 percent decrease in stress levels when they lived within 0.6 miles from a green space.



PUBLIC SAFETY

Public housing buildings with a high amount of vegetation had 52 percent fewer total crimes, 48 percent fewer property crimes and 56 percent fewer violent crimes than buildings with low amounts of vegetation. A 10 percent increase in tree canopy cover was associated with a 12 percent decrease in the density of robbery, theft, burglary and shooting crimes per 0.4 square miles.



TRAFFIC CALMING

Landscape improvements resulted in a 46 percent decrease in crash rates across urban arterial and highway sites. For the suburban landscape, the presence of trees reduced the cruising speed of drivers by an average of 3.02 miles per hour.

BUILDS BETTER BUSINESS

Trees attract businesses and tourists. Well-designed streetscapes can increase foot traffic in commercial areas by 20 to 40 percent.



SAVES ENERGY

Shade trees reduce home energy use by 16 percent annually. D.C. trees save residents and businesses \$3.5 million annually in energy costs.



NEED *to* KNOW

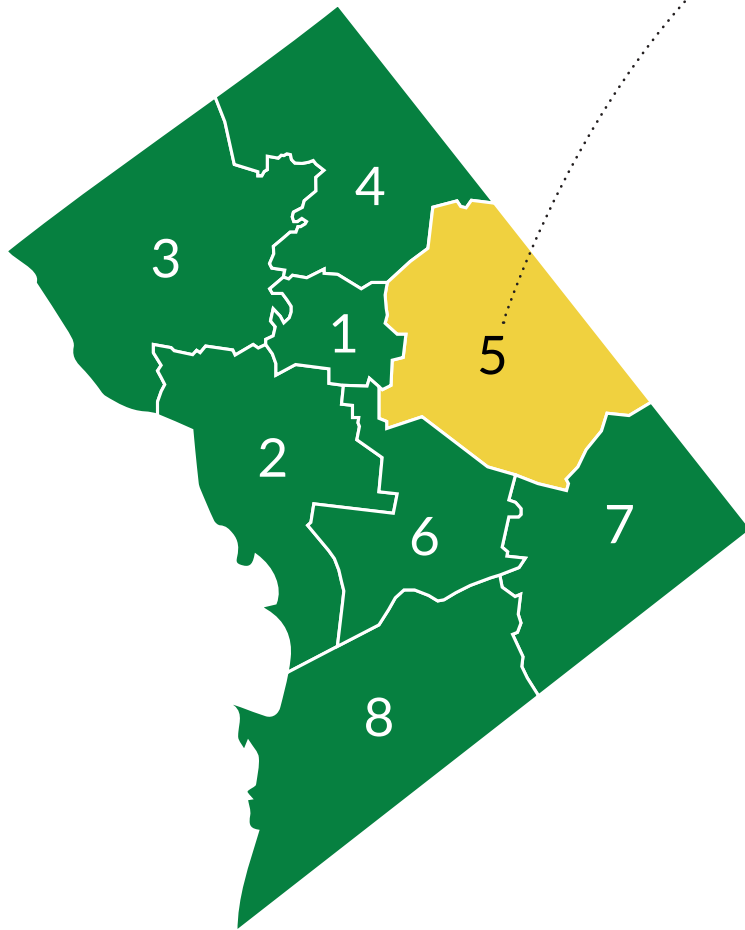
One of the most important things to know as an advocate is knowing who you are advocating to. Here are some key partners and players when it comes to advocating in D.C.

1. Political Geography
2. Governing Bodies
3. Key Tree Partners

POLITICAL GEOGRAPHY

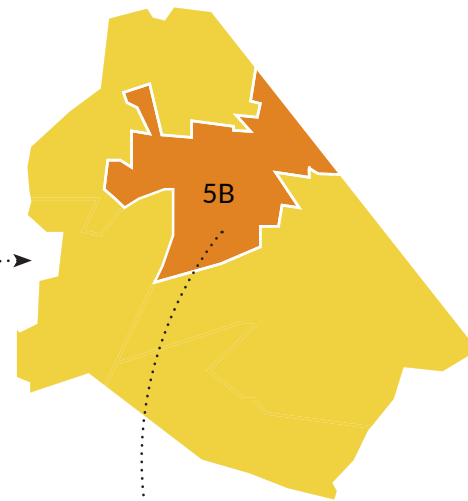
Wards

There are 8 Wards in the District. Each Ward is made up of a collection of Advisory Neighborhood Commissions or ANCs. Wards are redrawn every ten years to reflect changes in the city's population. Each Ward gets to elect one councilmember to sit on the D.C. Council.



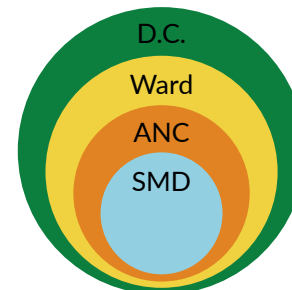
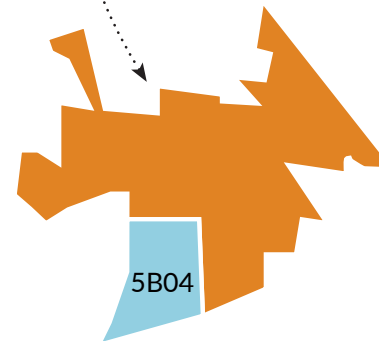
Advisory Neighborhood Commissions (ANCs)

ANCs are geographic areas comprised of multiple Single Member Districts or SMDs. ANC's hold monthly meetings to discuss changes in the neighborhood, including new developments that may impact trees. Many important planning and development decisions are made at the ANC level, such as reviews of new construction plans and approval of local zoning changes.



Single Member Districts (SMDs)

All neighborhoods in D.C. are part of an SMD, the smallest geographic area of the city. Each SMD is home to approximately 2,000 residents who elect a representative called an Advisory Neighborhood Commissioner. This Commissioner then represents your neighborhood on the Advisory Neighborhood Commission.



GOVERNING BODIES

The Mayor



Mayor Muriel Bowser

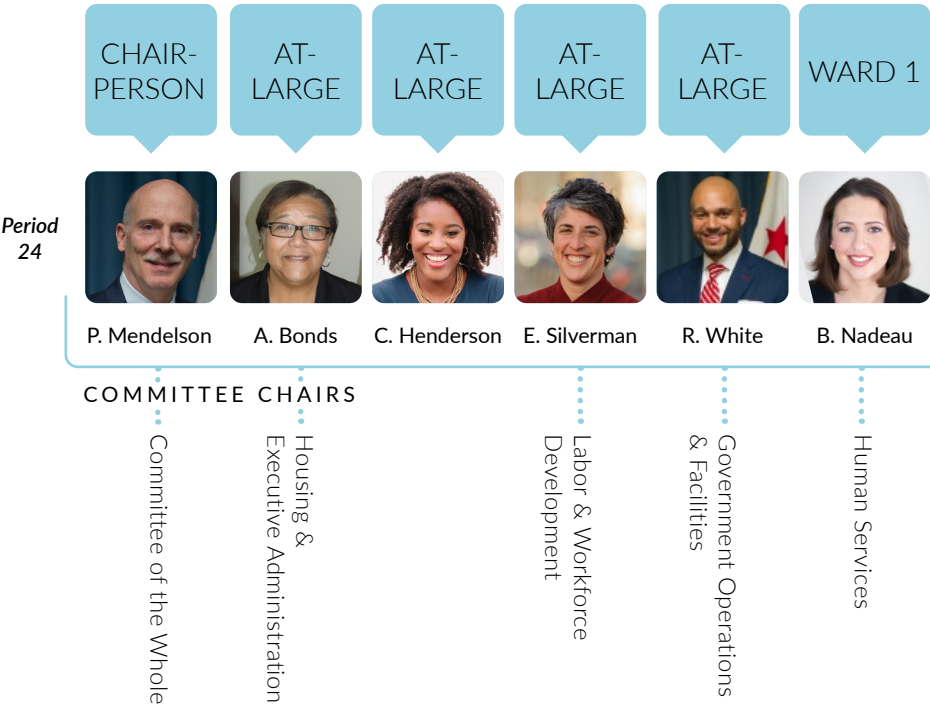
The Mayor is the chief executive of the District of Columbia. They are tasked with enforcing city laws, issuing orders, have the power to veto bills passed by the Council and propose new bills. The Mayor also manages city agencies. Each Mayor is allowed to serve two four-year terms.

Council of the District of Columbia

The Council serves as the legislative branch of the District, enacting laws, holding public hearings and approving the annual budget. Each councilmember is elected by District residents to four-year terms. Much of the Council’s work is done in its twelve committees.

Committee of the Whole | Business & Economic Development | Government Operations & Facilities | Health | Housing & Executive Administration | Human Services | Judiciary & Public Safety | Labor & Workforce Development | Recreation, Libraries, & Youth Affairs | Transportation & the Environment

COUNCIL OF THE DISTRICT OF COLUMBIA



Photos courtesy of the Government of the District of Columbia & the Council of the District of Columbia

KEY TREE PARTNERS

Besides our elected officials, District agencies play a big part in policymaking. While the D.C. Council makes the laws, the agencies carry them out. Because of this, working with these agencies is a key part of advocacy. The District is more than our local government, as we have a large portion of our city owned by our federal government. Here are some of District and Federal agencies we partner with.



Department of Energy and Environment (DOEE) is responsible for enforcing environmental regulations, monitoring and assessing environmental risk, issuing permits and providing residents and local businesses with funding and technical assistance.



Department of General Services (DGS) performs construction and property management on all District-owned property. They also manage capital improvement and construction programs for a variety of District agencies, participate in planning and redevelopment projects and purchase, lease and sell District-owned property.



Department of Parks and Recreation (DPR) runs and maintains all of the city's parks, recreation and community centers. They supervise many of the city's athletic fields, playgrounds and community gardens and coordinate recreation programs.



Department of Transportation's Urban Forestry Division (UFD) reviews permits and plans that have the potential to impact trees, plants and maintains trees on District-owned property and provides tree-related services such as pruning and tree removals on District-owned properties. They also review permit applications for removal of Special, Heritage and Hazardous trees.



National Park Service (NPS) runs and maintains all of the city's federal park land. This includes Rock Creek Park, Oxon Run and Lincoln Park. NPS is also tasked with protecting and maintaining all of the trees on their property.



Office of Planning (OP) creates designs for neighborhoods, corridors, districts, historic preservation, public facilities, parks and open spaces and individual site development. OP also reviews and conducts historic resources research and community visioning.



Office of the State Superintendent of Education (OSSE) oversees all federal education grant programs. They also create District education and early childhood education standards, oversee a variety of school programs and award education related grants, including ones for environmental education.



Office of Zoning (OZ) reviews and accepts zoning applications. There are two decision-making bodies in OZ: The Zoning Commission (ZC) and the Board of Zoning Adjustments (BZA). The ZC prepares, adopts and amends zoning regulations and the zoning map. The BZA rules on zoning exceptions and appeals.

TREE POLICY

The trees in Washington, D.C. are governed in many different ways, sometimes through lawmaking, other times through goal-making. This section will cover all of the rules of tree protection.

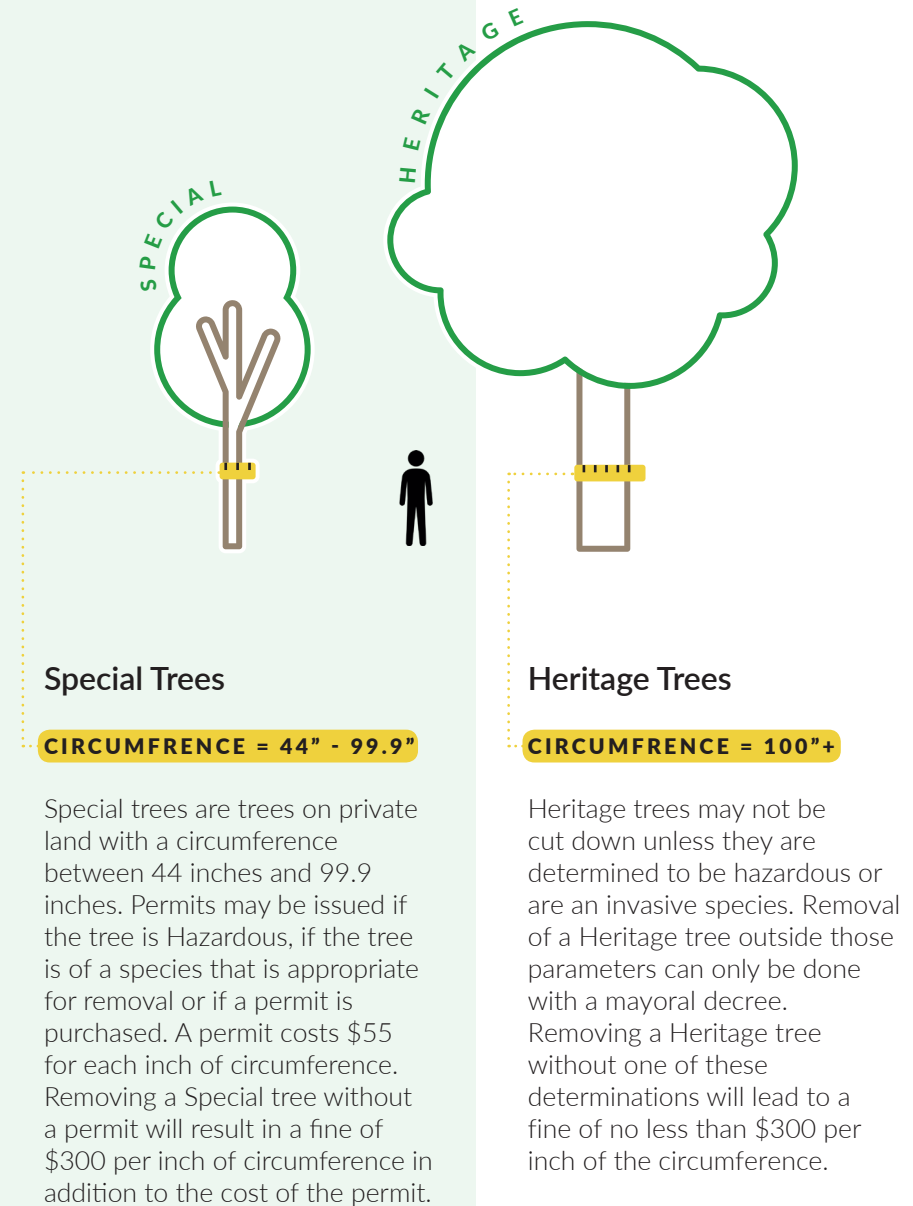
1. Law
2. Plans
3. Guidelines
4. Development

TREE LAW

In 2002, the D.C. Council passed the **Urban Forest Preservation Act**. This act created an outline to protect privately-owned trees in Washington, D.C. This Act created an outline to protect privately-owned trees in Washington, D.C. by requiring a permit to removal healthy trees. Money generated through permit fees and fines are put into the city's Tree Fund which is used to plant new trees in the District.

There are two types of trees that are exempt from the law: Hazardous and Invasive trees. A **hazardous tree** is defective, diseased, dying or dead; poses a high risk of failure or fracture with the potential to cause injury to people or damage to property; is causing damage to property or structures that cannot be mitigated in any manner other than removal of the tree.

Invasive species are trees that are not native and are not charged a fee for removal.



AN ACT D.C. ACT 21-386

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

MAY 4, 2016

To amend the Urban Forestry Preservation Act of 2002 to decrease the size of a Special Tree, to increase the permit fees for Special Tree removal and the fines for unlawful removal of a Special Tree, to protect trees with a circumference of 100 inches or more, to expand the permissible uses of the Tree Fund, and to establish the Urban Forestry Advisory Council; and to amend the Department of Transportation Establishment Act of 2002 to expand the duties of the Operations Administration of the District Department of Transportation.

BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this act may be cited as the "Tree Canopy Protection Amendment Act of 2016."

Sec. 2. The Urban Forest Preservation Act of 2002, effective June 12, 2003 (D.C. Law 14-309; D.C. Official Code § 8-651.01 *et seq.*), is amended as follows:

(a) Section 102 (D.C. Official Code § 8-651.02) is amended as follows:

(1) A new paragraph (3A) is added to read as follows:

"(3A) 'Heritage Tree' means a tree with a circumference of 100 inches or more."

(2) Paragraph (5) is amended by striking the phrase "of 55 inches or more" and inserting the phrase "between 44 inches and 100 inches" in its place.

(b) Section 104 (D.C. Official Code § 8-651.04) is amended as follows:

(1) Subsection (b)(3) is amended by striking the phrase "equal to \$35 for each inch" and inserting the phrase "not less than \$55 for each inch" in its place.

(2) Subsection (b) is amended by striking the phrase "of not less than \$100"

TREE PLANS

Many of D.C.'s environmental goals are from different plans. Of these, Climate Ready D.C., the D.C. Comprehensive Plan, Resilient D.C., and Sustainable D.C. 2.0 all have goals that help govern tree planting, tree canopy and tree equity.



Climate Ready D.C.

The goal of Climate Ready D.C. is to provide actionable items that the District can achieve in order to be proactive towards decreasing the inevitable impacts of climate change. Within this plan, there is a consistent focus on trees, green infrastructure and access to green space as a way to combat climate change.



Talk about Climate Ready D.C. when discussing protecting trees to mitigate the effects of climate change, such as flooding due to intense storms and the urban heat island effect as a result of extreme heat.



D.C. Comprehensive Plan

The District's Comprehensive Plan is the blueprint for D.C.'s development over the 10 years. Created by the Office of Planning, this multi-volume plan discusses topics such as environmental protection, land use and transportation.

The Comprehensive Plan is important because it lays out where development and zoning changes are expected to occur. This gives us the ability to prepare and plan for these developments and how they may impact trees..



Talk about the Comprehensive Plan when we discuss development and the need for equitable access to green space and balancing environmental benefits with growth.



Resilient D.C.

The goal of Resilient D.C. is to provide a comprehensive roadmap that will allow our city to adapt to the physical, social and economic challenges of climate change. It focuses on inclusive growth, climate action and embracing new technology.

Though its climate action goals, this plan encourages tree planting as part of green infrastructure to promote stormwater retention and mitigate the heat island effect. It also creates a tool that will allow District agencies to prioritize areas in need of green space and tree cover to ensure equitable resiliency.



Talk about Resilient D.C. when discussing the need to protect our city from stormwater runoff, flooding, extreme heat and other effects of climate change.



Sustainable D.C. 2.0

The primary goal of Sustainable D.C. 2.0 is to address the question of how to serve a growing population while also conserving green space. This plan has the most tree related goals. It reinforces D.C.'s goal of 40 percent tree canopy by 2032, and creates a goal of planting and maintaining 10,500 new trees every year, focusing on areas that are vulnerable to climate change. This plan also puts an emphasis on planting native and/or resilient tree species.

Sustainable D.C. 2.0 addresses long-term protection of green spaces and the instillation of green infrastructure. It sets a goal of installing 4 million new square feet of green roof and converting 10 percent of the District's land area (6.83 square miles) into green infrastructure and stormwater capture areas by 2032. It also requires all new development projects to assess climate related risks and incorporate climate adaptation solutions, including trees, into their design.



Talk about Sustainable D.C. 2.0 when we discuss tree-specific goals, like the tree canopy and tree planting goals, also when we are advocating for increasing green infrastructure in new developments.

TREE GUIDELINES

Public Realm Design Manual



The Public Realm Design Manual is a set of guidelines for how public space between property lines on a block should be built. The goal of this document is to provide a comprehensive guide to construction in the public right of way and includes standards for tree boxes, street trees and public areas.

These guidelines are used to regulate projects that may impact or interfere with streets or sidewalks- areas that can be used to include street trees.

Stormwater Retention Requirements



The Stormwater Retention Requirements determine the stormwater volume a site must be able to retain. Currently, if a site undergoes a major land-disturbing activity it must retain the first 1.2 inches of rainfall during a 90th percentile rainfall event. DOEE is currently working to update their requirements, but they have not been finalized.

This document is used to ensure a site mitigates stormwater runoff through green infrastructure like trees and green roofs.

Green Area Ratio Requirements



The Green Area Ratio (GAR) is a zoning requirement that sets standards for landscape and site design to help reduce stormwater runoff, improve air quality and mitigate the urban heat island effect. Each zoning district has a required GAR score that is calculated by giving values to different landscape elements, such as trees, permeable pavement, vegetated roofs and rain gardens.

The GAR requirements are used to maintain permeable land area as development pressure increases.

Small Cell Guidelines



The Small Cell Guidelines are a set of requirements for telecommunication companies as they begin to install small cells across the District. These guidelines enforce the protection of street trees by preventing the pruning and/or removal of a tree for the purpose of installing a small cell. Additionally, no small cells may be installed in a space where current or future trees may reside.

These strict guidelines will ensure that trees are protected both now, and in the future.

RED MAPLE
Acer rubrum

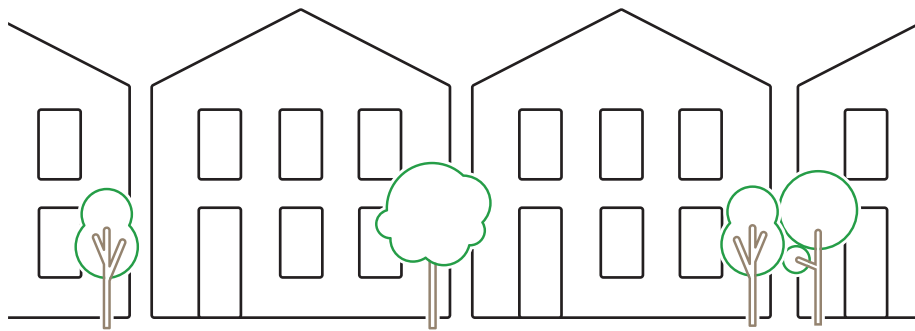
DEVELOPMENT

The District's population is steadily increasing, putting significant pressure on D.C.'s tree canopy to compete for space with new developments. As the climate worsens, we will see hotter temperatures and more extreme precipitation and flood events. We advocate for maintaining or increasing tree canopy and green space during the development design process.

Matter-of-Right

Property owners are permitted to develop land as a “matter of right” (also called “by-right”). This means the owner's proposed building design and land use is within the current zoning code. In D.C., these projects are required to adhere to the District Comprehensive Plan and are often permitted if they are consistent with current or future Comprehensive Plan zoning regulation. In matter-of-right developments:

- The property owner is not required to seek community input on the proposed use for the site
- The site may be restricted to a specific height, density, and use.



MATTER-OF-RIGHT

Planned-Unit Development (PUD)

When a property owner seeks to build outside of the current zoning regulation, they must undergo a regulatory process known as a Planned Unit Development. This process, done through the Zoning Commission, requires a developer to engage with the community and collect input on the use and design of the site. PUDs:

- May include denser developments to provide an increase in housing, as well mixed-use retail and recreational amenities.
- Are required to draft a Community Benefits Agreement (CBA), a project-specific agreement developed with a community coalition or neighborhood association, in which the developer details their contributions to the community in exchange for community support for the project.

Matter-of-Right zoning in this neighborhood permits single family detached dwellings with larger individual lot sizes. In this case, upzoning to allow taller and denser townhomes provides more community green space to support tree planting.



PLANNED UNIT DEVELOPMENT

HOW *to* ADVOCATE EFFECTIVELY



Successful advocacy depends on well-crafted, inspirational messages delivered to the right people at the right time.

1. How to write a persuasive testimony
2. Best practices
3. What we ask for
4. What you can do

Writing a PURSUASIVE TESTIMONY

To make sure your comments or testimony are effective, your argument should be clear, convincing and concise. Writing persuasive comments or testimony is hard, but with three simple steps, you can construct a convincing argument that will both inform your audience and encourage them to consider your case.

1. Start with the Why:

As a tree advocate, you need to make sure you connect with your audience by telling them why what you are saying matters to them and why your audience should care. For example:

"The interdisciplinary nature of environmental science makes it a necessary part of a child's education. Environmental literacy curriculum includes topics related to biology and chemistry, but it also weaves in concepts from math, reading and writing. When we invest in our students, we invest in our future. By providing students across the District with all the tools they need to succeed, all students, no matter where they are born, can have the bright future they deserve."

In this testimony, we capture our audience by talking about what trees mean to a community on a family level by showing them how trees provide a sense of place. Relating to your audience can help you connect with them and it paints them a picture, so they can better understand your reasons for commenting.

2. State your Recommendation:

Once you give your why, it is time to make your “ask”. Your “ask” is your recommendation. When doing this, always make sure that you are clear and concise. You want everyone in the room to be able to tell right away exactly what you are recommending, otherwise, your message will be lost. One trick to help with this is to **bold** your asks. For example:

"D.C.'s current resiliency strategy aims to ensure the District can thrive in the face of change. With over nine percent of the District currently in a storm surge zone and almost 20 percent of it in a 100 or 500 year floodplain, many of our densely populated neighborhoods are becoming more and more vulnerable to the impacts of climate change. **We support creating a parkland buffer for areas within 100 year floodplains and prohibiting new development on that land.** Restoring the natural protection through parkland buffers will not only help with flood control, but also prevent erosion and building damage during large storms."

To create this recommendation, Casey Trees staff looked at examples of innovative green infrastructure used in urban developments that provides better growing conditions for trees. Providing solid recommendations to the group you are presenting to, rather than saying “trees are good” or “we should keep the trees” shows that you put time into thinking about this issue and how it could be improved.

3. Back it Up:

Now that you have explained why you care and what it is you are asking for, you need to back it up with facts. For example:

"We applaud the District's continued dedication to using environmental factors, such as green infrastructure, to reduce energy. 75 percent of the District's emissions come just from the energy used to heat, cool, and power buildings and, when properly placed, trees reduce energy consumption for heating and cooling by up to 25 percent and increase heating and cooling unit efficiency by as much as 10 percent. All of this in addition to managing stormwater runoff, which decreases flooding around buildings, and providing a wind buffer, which can help protect buildings from damage in storms."

By using facts, statistics, personal stories or other information to strengthen your argument, the listener will be able to understand that your recommendation is not just something you want, but something that will benefit the entire community.

BEST PRACTICES

Now that you know how to craft persuasive comments and testimonies, here are some things to remember when you are writing or presenting them.

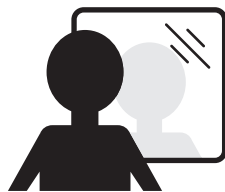
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FOLLOW THE GOLDEN RULE

This seems like a no brainer, but when people are mean, the person they are speaking to is less likely to listen to what they have to say. Everyone is entitled to their own opinion, so, it is ok to disagree with them! Just make sure that when they speak, you listen.

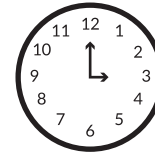
2



PRACTICE, PRACTICE, PRACTICE

You will have limited time to speak, so practice what you are saying out loud and time yourself. This way, you will feel confident when it is your turn to advocate and you will be looking at the people you are presenting to, not down at your notes.

3



WATCH THE CLOCK

When you are presenting at the D.C. Council, the Zoning Commission, or the Board of Zoning Adjustments, you are only given three minutes to speak. Make sure what you are saying isn't too long, otherwise you may get cut off. Do not plan on going over time. If when you practice you are running long – take things out!

4



IT IS OK TO SAY “I DON’T KNOW”

Sometimes after you present your comments or testimony, you will be asked questions. If you do not know the answer to it, that is OKAY! Do not make things up, simply tell your audience you aren't sure and let them know that you will find the answer and send it to them. Not only will they appreciate you going the extra mile, but you can be sure you are giving them correct information, not just guessing.

WHAT WE ASK FOR



PROTECT EXISTING TREES

Large canopy trees can take up to 30 years to reach full maturity. When a development threatens to remove mature trees on a project site, along with the full range of environmental and human well-being benefits they provide, it's essential that we protect them. Therefore, we advocate for continued (if not an increase in) government protection for existing trees and that they are consistently incorporated in development plans. These large trees are important because they help to mitigate the urban heat island effect, capture and filter rainwater and significantly beautify neighborhoods while providing a sense of place for all who live there.



PLANT NEW TREES

For every tree removed, we recommend a three to one replanting ratio to account for the survivability of the new trees and to ensure that the net canopy on the site does not decrease. As the District expands its housing supply to meet the demands of a growing population, we must also plan our communities to be resilient, innovative and sustainable. Planting trees in streetscapes, on structures and as part of green infrastructure can maximize the tree canopy cover in D.C. neighborhoods.



PROTECT EXISTING GREEN SPACES

As the city adapts to a growing population, we must also consider the value of protected, accessible, street-level green spaces. Ground-level green areas are the best places to grow the mature trees that are essential for effectively managing intense storms and flooding, mitigating the urban heat island effect and more. Once these green spaces are gone, they are gone forever. That is why it is essential that we encourage developers and planners to always maximize and maintain available green space and save our valuable city soil.



ADVANCE GREEN INFRASTRUCTURE

Developments are required to have a certain amount of permeable land on their property to meet a Green Area Ratio (GAR). Developers often provide green roofs and rain gardens to meet this requirement, but we can maximize the productivity of these green technologies by adding trees. Trees can capture between 10 and 40 percent of rainfall, so by planting more trees, rain gardens can absorb more stormwater runoff while increasing our tree canopy.

WHAT YOU CAN DO

The most powerful action you can take to protect and enhance the District's tree canopy is in your own community. From redevelopments to policy changes, every neighborhood is impacted in some way. If you want to learn more about what is going on in your community you can go to your local ANC meetings, neighborhood, community or civic association meetings or other community engagement events. Your involvement will help shape developments, impact policy decisions and help keep D.C. 'The City of Trees'. Thank you for being a part of our team and advocating on behalf of D.C.'s trees.

@caseytrees | caseytrees.org | 3030 12th St NE | W DC 20017

BALD CYPRESS
Taxodium distichum



CERTIFIED TREE ADVOCATE (CTA) CODE OF CONDUCT

PURPOSE Certified Tree Advocates are part of an elite group of volunteers with the knowledge and experience to represent Casey Trees. They are committed to ethical and professional interactions with all our partners, including, but not limited to: government, staff, and volunteers. The below Code of Ethics and Code of Professional Conduct clearly lays out the expected standards for behavior across all of our work.

MISSION Casey Trees is dedicated to restoring, protecting and enhancing the tree canopy of Washington D.C.

Code of Ethics for CTA's on behalf of Casey Trees

- Act honestly, truthfully and with integrity in all our transactions and dealings
- Avoid conflicts of interest – actual, potential, or perceived
- Appropriately handle sensitive or proprietary information and respect the confidentiality, significance and integrity of the information
- Treat every individual with dignity and respect
- Treat every individual with fairness and good faith

Code of Professional Conduct for CTA's on behalf of Casey Trees

- Understand and support the purpose, structure and policies of Casey Trees
- Conduct themselves in accordance with the standards of conduct and ethics of Casey Trees
- Have completed Casey Trees orientation and any other appropriate training
- Perform assigned responsibilities willingly and courteously to the best of their ability
- Accept the guidance of Casey Trees staff
- Comply with the time and dress requirements
- Obey all substance abuse, sexual harassment, security and safety rules of Casey Trees
- Respect the confidentiality of sensitive or proprietary information
- Refrain from rude, offensive, or otherwise disruptive behavior while volunteering with Casey Trees or at an event where you are associating with Casey Trees

GLOSSARY

ARTERIAL SITES

Arterial sites are high-capacity urban roads. The primary purpose of these roadways is to move traffic from main roads to freeways or expressways (think 14th Street or Wisconsin Avenue).

CIRCUMFERENCE

The distance around a curved object; the perimeter of a circle.

CONSERVATION EASEMENT

Conservation easements are a legal agreement between two entities, a landowner and an easement holder, with the intention of keeping that land green forever. This legal agreement can be tailored to meet the needs of each unique property, but it has the ultimate goal of preventing development on a plot of land.

CRITICAL ROOT ZONE

The Critical Root Zone (CRZ) or the Root Protection Zone is the area on the ground that corresponds with the root area required for future tree health and survival. The CRZ varies by tree species and site condition and is typically calculated as a 1-foot radius from the trunk for every 1 inch in trunk DBH. However, this can vary depending on government regulation.

DIAMETER AT BREAST HEIGHT

Diameter Breast Height (DBH) is the standard for measuring trees and is defined as 4.5 feet above the ground.

EVAPOTRANSPIRATION

Evapotranspiration is a process by which water is transferred from the land to the atmosphere. Water is pulled through plants and then eventually evaporates from plant surfaces. It is through evapotranspiration that trees cool the ambient air temperature, thereby decreasing the urban heat island effect.

GREEN INFRASTRUCTURE

Green infrastructure is a landscape design method that allows us to mimic the environment's natural ability to absorb stormwater. By using vegetation, soils and other environmental elements, we can increase flood protection, decrease stormwater runoff and prevent pollution from reaching our waterbodies.

HAZARDOUS TREES

Hazardous trees are a designation created in the Tree Canopy Protection Amendment Act of 2016. They are defined as trees that, in the opinion of a certified arborist, are defective, diseased, dying or dead and should be removed; poses a high risk of failure or fracture with the potential to cause injury to people or damage to property and should be removed; or is causing damage to property or structures that cannot be mitigated in any manner other than removal of the tree.

HEAT ISLAND EFFECT

The heat island effect is a phenomenon seen in urban or metropolitan areas where the urban area is significantly warmer than the surrounding rural areas due to human activities. Vegetation, especially trees, can play a big part in preventing this through evapotranspiration and by providing shade from sunlight.

HERITAGE TREES

Heritage trees are a designation created in the Tree Canopy Protection Amendment Act of 2016. They include all trees on private land with a circumference of 100 inches or more.

IMPERVIOUS SURFACE

Impervious surfaces are land areas that have been covered by materials, such as asphalt, concrete, bricks or rooftops, that do not allow water to infiltrate into the ground. You may also hear people refer to impervious surfaces as "grey infrastructure".

GLOSSARY

PUBLIC PARKING RIGHT OF WAY

Public parking is the area of public space between the sidewalk and the property line devoted to open space, greenery, parks or parking. More information about this space can be found in the DDOT Public Realm Design Manual.

PUBLIC SPACE

Public space is defined as all the publicly-owned property between the property lines on a street, park or other public property including roadways, tree space, sidewalks or parking areas.

SMALL CELLS

Small cells is a term used to describe the antennae and equipment telecommunication providers (like Sprint or Verizon) plan to install in order to deploy a 5G network across the District.

SPECIAL TREE

Special trees are a designation created in the Tree Canopy Protection Amendment Act of 2016. They include all trees on private land with a circumference between 44 inches and 99.9 inches. Special trees can be removed if the owner of the tree applies for a Special Tree Permit through the Department of Transportation's Urban Forestry Division.

STORMWATER RETENTION

Stormwater retention is a method used to manage excessive stormwater generated from large rain and snow events. This could be through processes such as green infrastructure or manmade water bodies, such as ponds.

STORMWATER RETENTION CREDITS

Stormwater Retention Credits are a market-based instrument representing the right to a certain amount of stormwater retention. These credits can be bought and sold to help property owners meet up to 50% of their stormwater retention requirements.

TREE FUND

The Tree Fund is a specialty fund that is used to support tree planting on private land, conduct tree survival checks for replacement trees and any other tree protection costs. The money for this fund is generated from payments for Special tree permits and fines for illegal tree removal.

90TH PERCENTILE RAINFALL EVENT

A 90th percentile rainfall event is when the total rainfall is greater than or equal to 90% of all 24-hour storms on an annual basis. This means that, if an area is redeveloped and 5,000 square feet (about the size of a basketball court) or more of that land was natural before the project occurred or half of it is impervious surfaces after the project concluded, that site must retain the first 1.2 inches of rainfall.

For more information about upcoming events go to:

Opportunity Tracker | caseytrees.org/opps

Advocacy Portal | caseytrees.org/advocacyportal

If you have any questions, please email us:
advocacy@caseytrees.org

My ANC: _____

ANC meeting location: _____

ANC meeting dates and time: _____



JANUARY 2021