

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill B. Keimach, Town Manager
Lisa Collins, Community Development Director
Brent Skoglund, Public Works Director
Andrew J. McGuire, Town Attorney

DATE: November 4, 2021

DEPARTMENT: Town Manager's Office
Jill B. Keimach, 480-348-3690

AGENDA TITLE:

Study Session regarding proposed Ordinance No. 2021-05, the Paradise Valley Community Tree Ordinance.

RECOMMENDATION:

Adopt Ordinance No. 2021-05, the Paradise Valley Community Tree Ordinance.

SUMMARY STATEMENT:

Staff has worked with the Arbor Day Foundation to pursue recognition of the Town as a "Tree City USA Community." The Tree City USA program recognizes cities and towns that have demonstrated a strong commitment to urban forestry and its benefits. According to the Arbor Day Foundation, trees absorb traffic noise, bring down neighborhood temperatures, reduce energy costs, increase property values, improve health outcomes, and absorb carbon dioxide. For these reasons, recognition as a "Tree City USA Community" could serve as a point of pride for Paradise Valley and further strengthen the comfortable residential character of the Town.

Previous Town actions to pursue Tree City USA recognition have included the adoption of Resolution Number 924 in 1997, which established a Landscaping and Beautification Special Revenue Fund. Resolution 924 does not satisfy the current qualification criteria for Tree City USA recognition, which include four standards:

1. Establish a Tree Board or designate a responsible Department;
2. Adopt a Tree Care Ordinance;
3. Document at least \$2 per capita on annual tree care expenditures; and
4. Observe Arbor Day.

The proposed Paradise Valley Community Tree Ordinance is adapted from a Model Ordinance provided by the Arbor Day Foundation, and would satisfy standards 1 and 2. Standard 1 is satisfied by the designation of the Public Works Director as the Town official responsible for public trees.

Standards 2 and 3 are not addressed by the Ordinance, but are being addressed by Town Staff separately. Staff has calculated 2020 Tree Care expenditures, and has determined that the Town already spends more than \$2 per capita. The 2020 calculation is attached to this report.

Staff has also developed a plan to observe Arbor Day without significant expenditure, by developing an Arbor Day observance that can coincide with another Town event.

BUDGETARY IMPACT:

1. The Community Tree Ordinance does not require additional spending.
2. The Community Tree Ordinance is not the only requirement for Tree City USA recognition. In addition to adoption of the Ordinance, the Town will have to show that it spends a minimum of \$2 per capita on “the planting, care, and removal of city trees – and the planning efforts to make those things happen.” Existing Town practices satisfy this requirement.

ATTACHMENTS:

- A. Staff Report
- B. Proposed Ordinance 2021-05
- C. 2020 Tree Care Expenditures