

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

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

DATE: November 18, 2021

DEPARTMENT: Town Manager's Office
Jill 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, and Standard 2 is satisfied by the Ordinance itself.

The proposed Ordinance also addresses Standard 3 by instructing the Public Works Director to document annual expenditures on tree care activities. Staff has determined that the Town already spends more than \$2 per capita on annual tree care. The calculation of 2020 tree care expenditures is attached to this report as an example.

Standard 4 is not addressed by the Ordinance, but is being addressed by Town Staff separately. Staff has developed a plan to observe Arbor Day without significant expenditure, through an Arbor Day observance that can coincide with another Town event. This is consistent with established Town practice.

Following the Study Session held on November 4, 2021, Public Works Director Skoglund provided written comments on the proposal, focusing on the current practices of his department. Director Skoglund reports that the Ordinance will not impose any additional responsibilities, duties, practices, or costs on the Public Works Department. He recommends continued participation in the Tree City USA program, and believes it is a point of pride for Public Works. He confirms that the proposed Ordinance will have the general effect of codifying existing practices at Public Works, rather than necessitating new practices.

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
- D. November 4 Study Session Presentation
- E. Written Comments from Public Works