



i-Tree: A Public / Private Urban Forestry Research Partnership

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Demonstrating That Trees Pay Us Back!

Putting a price on nature is a crude, risky business



BY FROMA
HARROP
Syndicated
columnist

WHAT price would you put on the beautiful, musical and now extinct ivory-billed woodpecker? Of course, the entire gross planetary product could not bring the bird back. It's gone.

But suppose you could fly the time machine back 60 years to the shrinking Southern swamps, where the last pairs were seen. And

said, placing a price tag on nature remains a risky business.

In his article titled, "What is Nature Worth?" Wilson doesn't dismiss such calculating out-of-hand, although he'd rather be making a moral argument. But he finds that today's economic-value assessments make for a crude measuring device. They tend to lowball the worth of a species over the long haul.

Consider the economic case for saving the endangered blue whale. The sensible environmentalist would make

for the blue whale. C

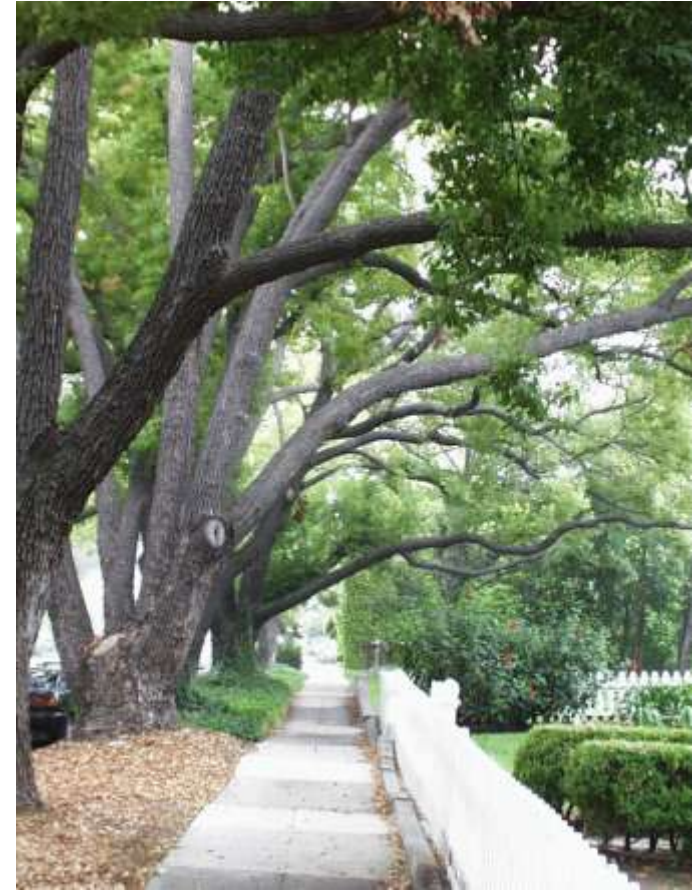
remains in its infancy. Likewise, our potential for new products on living organisms is 1 percent of the prescriptions in the United States and a tiny fraction of the species of plants, animals and insects. The value of our economy based on plants alone

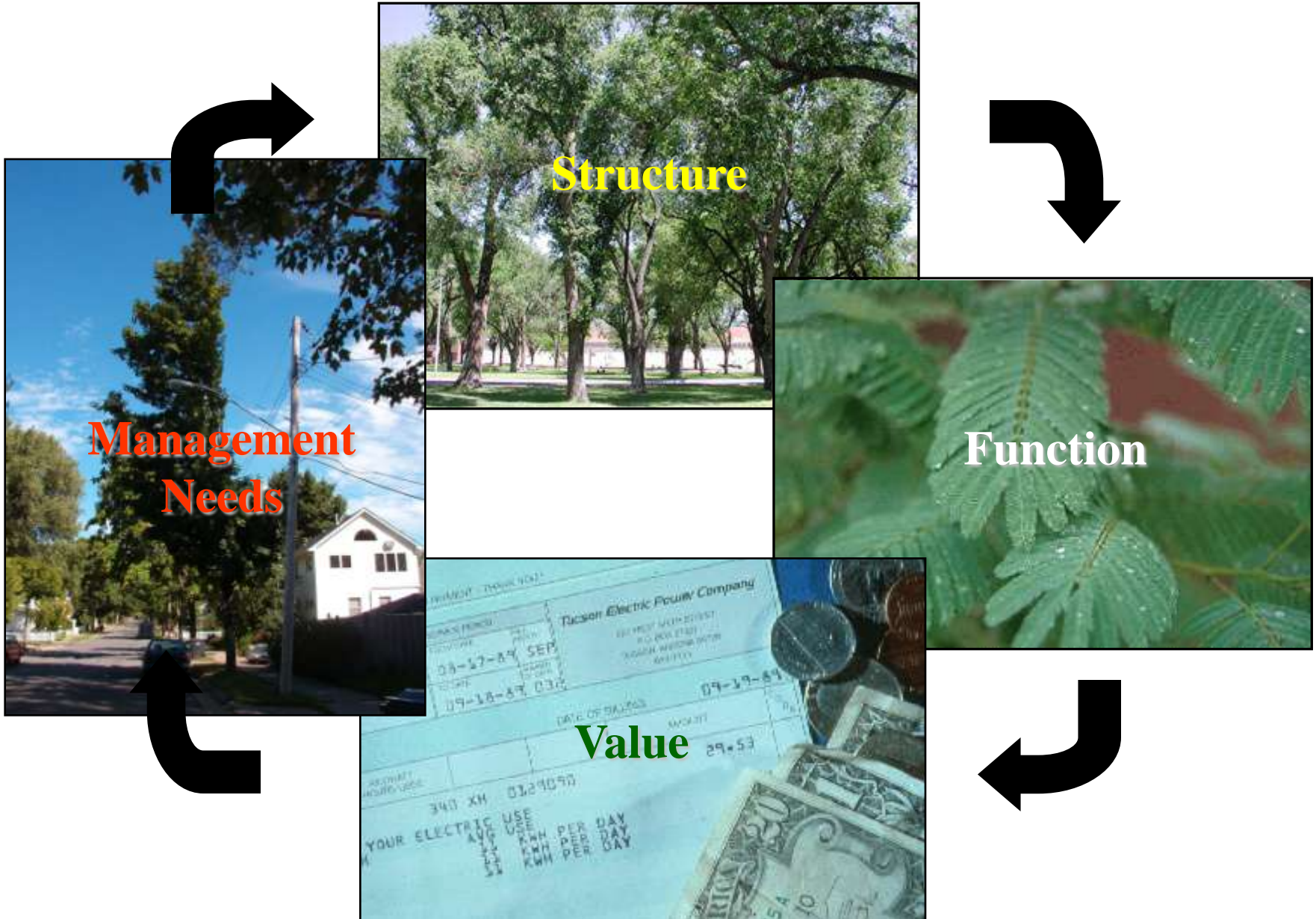
... about 40 percent of the prescription drugs sold in



What is i-Tree?

- 🌳 A suite of USDA Forest Service urban and community forestry analysis and benefits assessment software tools
- 🌳 The goal:
 - ✓ Provide the tools to help you, your business, and your community to promote effective urban forest management and sound arboricultural practices.



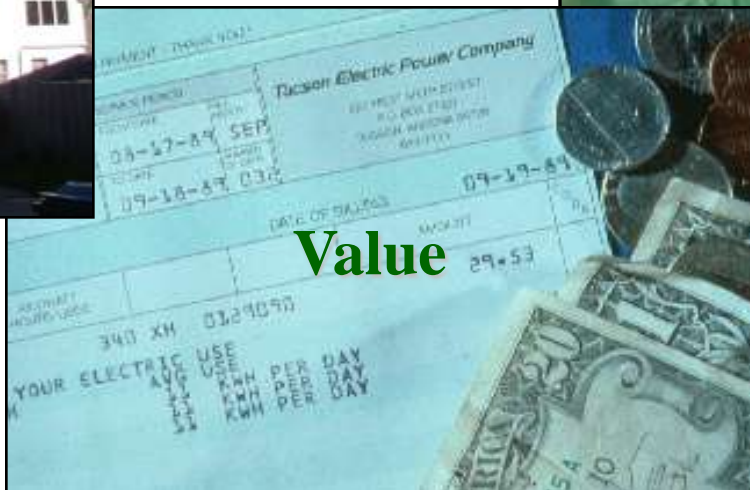


Management Needs

Structure

Function

Value



Forest Service R&D

Independent development of urban forest analysis applications

- 🌳 Ecosystem analysis tools
- 🌳 Street tree analysis tools
- 🌳 Inventory management tools
- 🌳 Storm damage assessment



Public-Private Partnership

USDA Forest Service

- ✓ Research and Development
- ✓ State and Private Forestry



Davey Tree Expert Co.



National Arbor Day Foundation



Society of Municipal Arborists



Pulling it Together

i-Tree Cooperative was formed to deliver all Forest Service applications in a single software suite:



-  Credible, USDA FS peer-reviewed tools you can trust
-  Public Domain Software
-  Accessible
-  Technical Support
-  Training Workshops

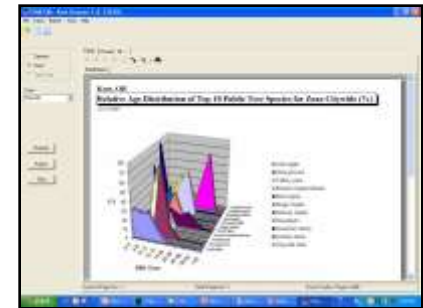
What's Included?

 Two urban forest assessment tools:

- ✓ Assessing street tree populations
- ✓ Assessing urban ecosystems

 Multiple Utilities:

- ✓ Data collection & transfer
- ✓ Inventory management
- ✓ Storm damage assessment



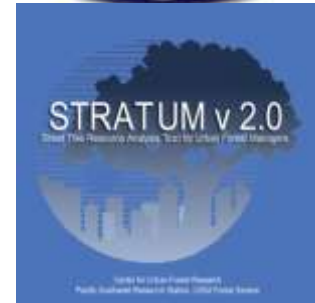
How is i-Tree Different?

- 🌳 Peer-reviewed science
- 🌳 Public domain software
- 🌳 Information on structure, function, value & management needs
- 🌳 Scalable analyses:
Tree → Neighborhood → Community
- 🌳 Results provided at species & tree level
- 🌳 Local field inventory data required!
- 🌳 Statistically based, standardized sampling protocol

Assessing Street Tree Populations

STRATUM assesses:

- ✓ Structure
- ✓ Function
 - Energy
 - Air pollution
 - Stormwater
 - Carbon
 - Property Value
- ✓ Value
- ✓ Management needs

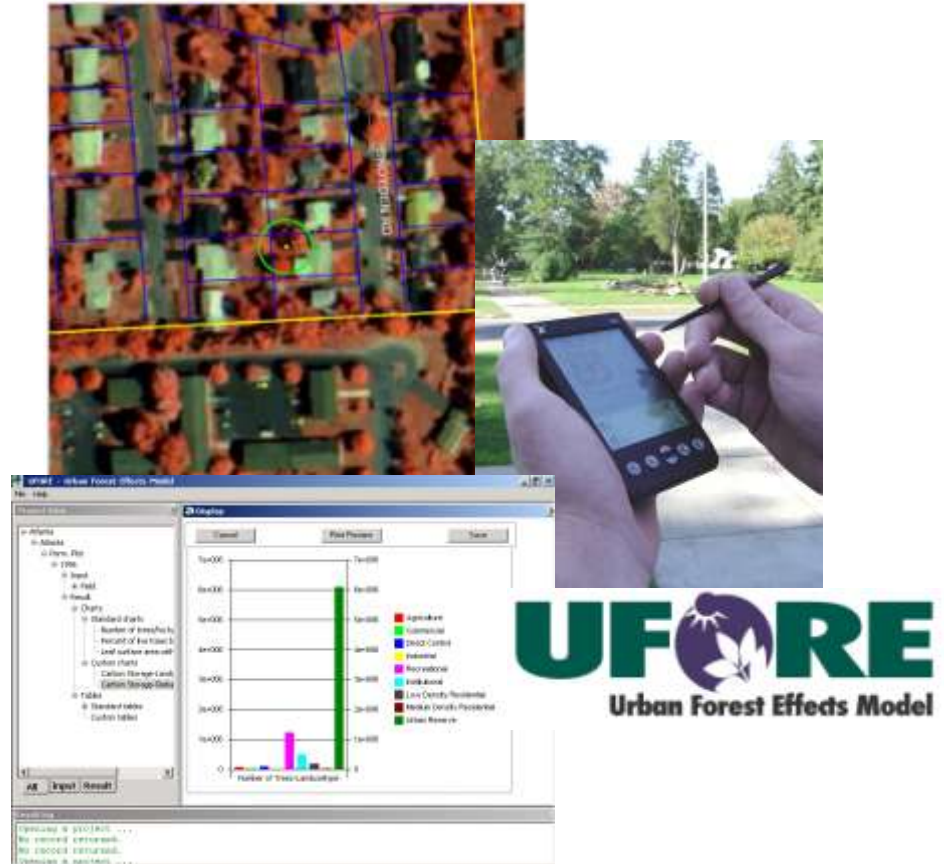


	Total (\$)	\$/capita	\$/tree
Benefit	501,064	11.31	93.64
Cost	94,000	2.12	17.57
Net Benefits	407,064	9.19	76.07
Benefit-Cost Ratio	5.33	5.33	5.33

Assessing Urban Ecosystems

UFORE assesses:

- ✓ Structure
- ✓ Function
 - Energy
 - Air pollution
 - Carbon
- ✓ Value
- ✓ Management
 - Health
 - Pest impacts

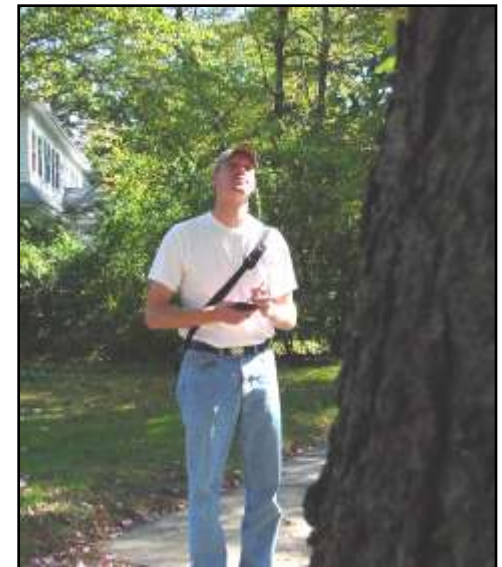
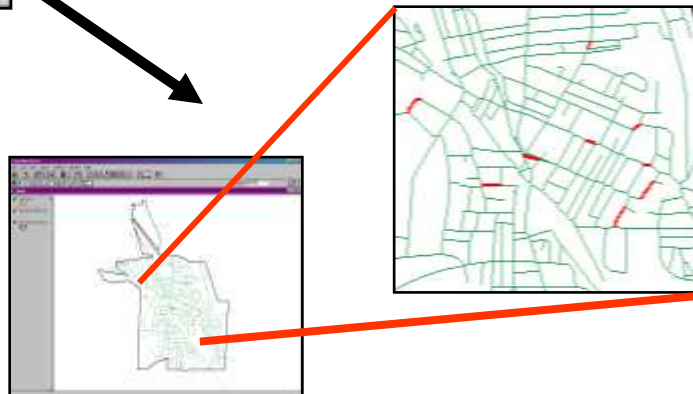


i-Tree Management Utilities

- 🌳 Provide Added Functionality
 - ✓ Tree inventory management
 - ✓ Storm Damage Assessment
- 🌳 Provide Added Efficiency
 - ✓ Electronic field data collection, management & transfer
 - ✓ Create sample inventories



Sample Inventory Generators



i-Tree Supports Local U&CF Programs

- 🌳 Highlight value of trees
- 🌳 Justify investment in tree programs
- 🌳 Leverage funds from other sources
- 🌳 Develop management plans
- 🌳 Manage data
- 🌳 Baseline for tracking progress



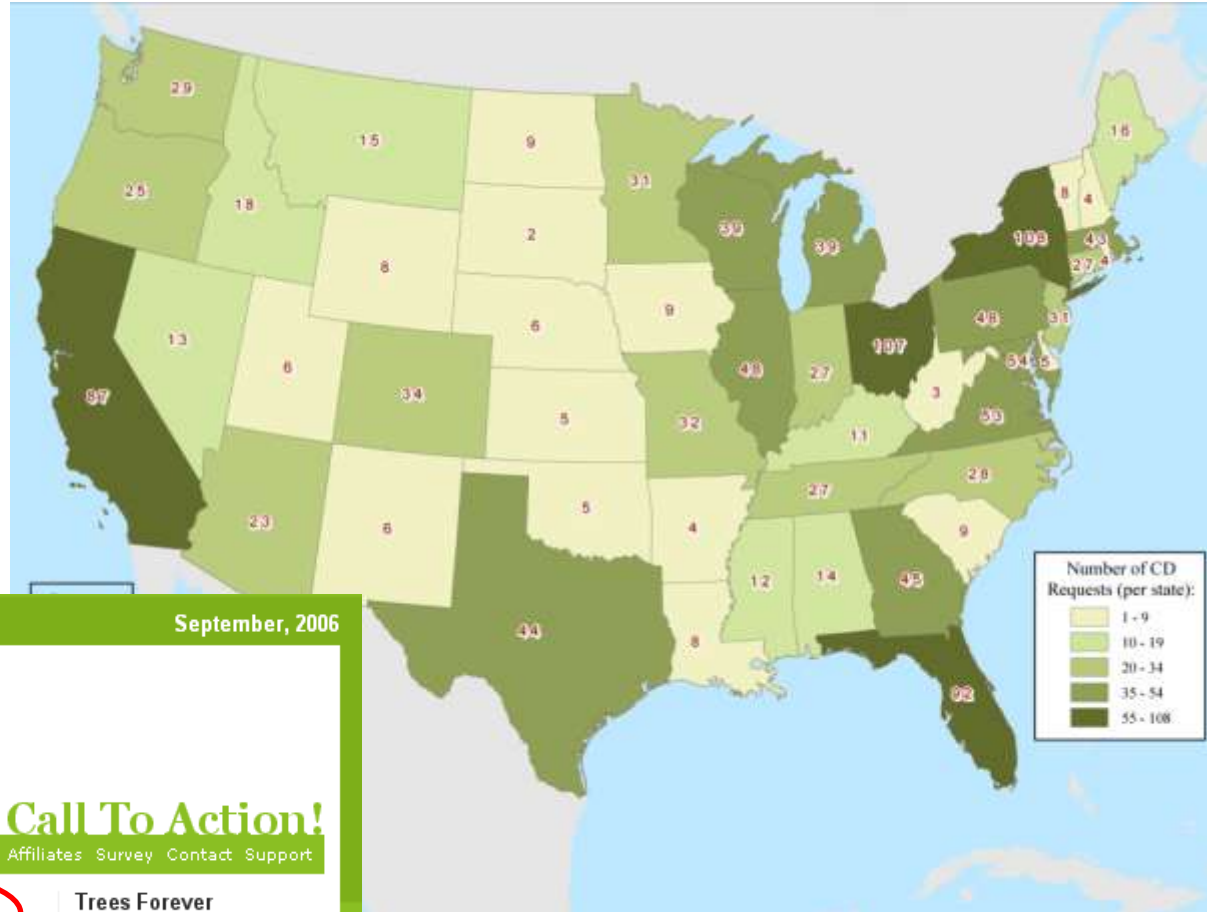
i-Tree v1.0 is only a start...

- 🌳 Development
 - ✓ Integration, Reporting, Forecasting
- 🌳 Dissemination
 - ✓ Increase training capacity
 - ✓ Integrate w/established outreach & recognition programs
- 🌳 Support
 - ✓ Continue commitment to users
- 🌳 Refinement
 - ✓ Efficiency is key to widespread application



i-Tree user base continues to increase...

-  State-wide projects
-  Municipal projects
-  Consultants
-  Non-profits
-  Universities



September, 2006



TREES FOREVER

A Call To Action!

Home About Trees What We Do News & Materials Calendar Gallery Affiliates Survey Contact Support

News at Trees Forever **The i-Tree Project**

September 8, 2006



The **i-Tree Project**, being conducted by Sunny McDonald will be responsible for **taking a baseline street tree inventory** from a sampling of neighborhoods across Cedar Rapids. The project officially begins on **September 25**, and runs through October 21, in Cedar Rapids, IA.

Trees Forever Volunteer Opportunities

September 25, i-Tree, Cedar Rapids, IA

September 27, SPLASH, Decatur, IL

i-Tree is...

- 🌳 Low-cost, accessible, supported product
 - 🌳 Information for advocacy & planning
 - 🌳 Standardization of data for comparisons with other communities
- **Leads to increased investment & healthier community**



Questions?

🌳 Visit <http://www.itreetools.org>

