

**Knoxville Urban Forest Master Plan
Advisory Group (AG) Workshop #2: The Players
COMPILATION OF RAW COMMENTS RECEIVED**

March 23, 2023

Attendees: Total 65 total in attendance. Full list at end of notes summary.

Dale Madden (Trees Knoxville) made introductions, then Rachel Comte (UCW) gave a quick presentation covering the project process, what we covered last time, and introducing this month's main discussion topic - the players that impact our urban forest. A second discussion covered messaging and outreach. Raw comments are recorded below from small group facilitators and larger group discussions.

Discussion #1: The Players

Short conversations were had on each individual indicator/player. How is Knoxville doing? How can we improve? Raw comments across all breakout groups:

Neighborhood Action (Rated Low)

Reasons for choosing that level

- Variance between neighborhoods
- Lack of communication among neighborhoods
- Health strips within neighborhood currently
- Larger variances based on income
- Older neighborhoods seem more cohesive
- What about those working against? What about apartment dwellers?
- Old vs new neighborhoods and unified response to trees based on older neighborhoods more positive and engaged
- People don't understand importance of the canopy
- Low action overall
- Lack of education
- Lack of engagement
- Some neighborhoods and communities who have the time and "means" are able to meet
- Neighborhoods that have access to amenities are more engaged
- Some neighborhoods are students/low income
- Temporary living
- High rental properties
- Clear cutting lots
- Residents that rent aren't going to be as engaged
- People plant, but don't care for them after

- Many good neighborhood groups that stay engaged, ie. N Hills, Lake Forest, etc
- Office of neighborhoods - very helpful conference (but some neighborhoods aren't on board)
- Good communications via newsletter, email, etc Trees Knoxville, NPRS
- Some neighborhoods are very active, some not.
- Passion and understanding of trees
- Private property programming
- City has more resources than county for tree management
- Some people are very active. Others are not or don't have time to focus on tree advocacy (focused on other priorities that more directly benefit access to amenities)
- Economic disadvantages limit participation. Active groups, but not representative of a majority
- People in neighborhoods don't understand tree canopy (entity) connectedness, lack of involvement. Lack of knowledge/education in trees
- More neighborhoods need to advocate to have a high action, low engagement
- Some groups engaged but probably less than majority. Karen's neighborhood inactive except her. Not a plan in Chris neighborhood
- Bike club engaged with several neighborhoods around urban wilderness. Also re: IC King. Corners, not so much
- F'gt focus too narrow
- North Hills develops an arboretum - very active neighborhood

How do we get to the next level?

- Tax incentives
- Legislation (protect mature trees and plant right species)
- Neighborhood meetings (not currently in place)
- Better protection for veteran trees
- Education and bring the issues to the public
- Education
- Take info back to organizations
- Spread awareness of importance of trees
- Create a way for neighborhoods to hear the message - unified message
- Create unified goals
- Need to properly educate and communicate. Get the message delivered
- Long term publicity
- Tell them what's in it for them - benefits. Promote health and property value increase.
- Education (especially young students)
- Incentives/resources
- Zoning changes
- Connecting with landlords and educating them

- Have neighborhood groups
- Incentives for not cutting/preservations
- Restrictions on cutting large trees
- Educate/outreach
- Tree giveaways
- Townhall meetings
- committee/groups in or within the neighborhoods focused on forestry specifically
- Get more neighborhoods involved, more organized
- Better neighborhood communications - not everyone has email access, and not everyone can read or has time.
- More awareness, more awareness.
- Land stewardship group vs, garden group, neighborhood is a “wild space”
- Education
- Target neighborhoods that are less engaged
- Continuing education
- Education, unified effort on this particular issue
- Group advocacy - take info back
- Awareness of tree importance
- Not every neighborhood has an organized association

Large Landholders (Rated Moderate)

Reasons for choosing that level

- School examples - staff to maintain, foundations and damages, security, harder to expand for new buildings/construction
- Even UT lacking mature trees (except UT gardens), but great on new plantings
- Overall lack of green space
- More developers worried about space for homes than trees!
- Improving with some landowners UT example, amazon
- Easier to clear land
- Profit concerns
- Ornamental planting style
- UT has strong plan in place, inventory and master plan, succession planning, diversity
- UT has (UTIA) has 1200 acres of no plan or research only
- UT continues to reevaluate current state and issues, how to navigate
- Overall, mixed bag - KCDC - low budget housing residents, low ability for trees, trying to improve - goal for street trees
- Schools are doing well due to strong leadership
- Non-local companies won't care as much

- Note caring for new plants
- Good involvement with most large landholders, but more work needs to be done with Knox county schools
- UT - very engaged - forestry master plan
- Transportation - limited ability to offer canopy
- Different objectives
- Schools vs university - security vs. visibility
- Education piece is there with schools - an anomaly. Mostly educational institutions are engaged
- UT is also doing a good job, another anomaly.
- Not many management plans, varies greatly.
- Large landholder are inherently preservation minded. They are also thinking of ways to minimize their maintenance burden
- Knowledgeable, but not connected. Education is available
- Easier to clear a piece of land
- Profit relation
- Ornamental planting style
- UT has good management plan in place. Aslan actively manages its land. But most don't have a tree plan. Amazon did well. Golf courses reduce trees instead of increasing them. City course recently cut a bunch of trees. St Mary's/Tennova tagged all their trees!
- No real forestry plans
- UT has thin canopy. Doing some better due to Sam Adams.
- City has "greenbelt" status for tracts > 13 acres. Not well managed. Not clear the tracts have improved forests

How do we get to the next level?

- Reduce developer influence
- Better land management for large private landholders
- UT could be a leader (headed in the right direction)
- Demonstrate using other communities; have successful landowner demonstration
- City incentives for tree preservation
- Presenting benefits - education
- Value through leadership
- Education
- Hold them accountable and responsible for entire project (ex: construction projects)
- Unified plan across the board (city-wide vision)
- Require a plan to care for trees after planting
- Having "carbon credits" to incentivize tree care
- Tax credits for large green spaces
- Work more with hospitals and Knox county schools

- Always room to improve - still losing canopy to development
- Update ROW
- Plans that cater specifically to different large landowners need/use/space
- Get the landholders together at the table, incentivize them to come
- Engage with tree board
- Control the liability, address the cost/bottom line
- Need incentives, tax or otherwise
- City incentives for preservation of trees
- Presenting the benefits - education. What are trees doing
- Value through leadership

Green Industry Involvement (Rated Moderate)

Reasons for choosing that level

- Trending towards good (takes time)
- Multiple long-term partnerships
- Challenged by economic - if 2 companies won't 'top' someone else will take the job
- Again some are progressive and proved good example while others do not
- Making serious efforts
- Many don't care about community-wide perspective - more about client
- Lack of awareness in public eye
- Trees Knoxville has good outreach
- Extension will, if asked
- There's groups that want to do right but can't
- More progress to make with private green companies than non-profit green organizations
- There are good ones
- Trouble with community involvement
- Easy to start
- English interpretation challenge (?)
- Have tree board
- There are a whole lot of service providers
- Tend to recommend exotic plants
- One company recently recognized for leaving dead trunks for woodpeckers. Most do okay.

How do we get to the next level?

- Better show of benefits!
- Continued conversations/buy-in for these individuals
- Training using good examples
- Tree ordinance and enforcement
- Educating the client

- Get groups to pull together for common goal and merge resources
- Restrictions for who can operate in the city
- Low entry level accreditation - low education
- Continuing education - encourage awareness.
- Ag extension is a great resource
- Green industry is growing and creating jobs. That is their livelihood
- Educating the client

City Department Cooperation (Rated Moderate)

Reasons for choosing that level

- Many informal teams (lacking cohesiveness)
- Conversations are increasing for urban canopy expansion
- Location within Knox county matters - Farragut vs Powell
- Historical agreements of scope of development (Knox county vs city of Knox)
- Some collaborative work
- U.A. find(?) by community Knoxville vs Farragut
- Management issues
- Depends on group, but operate based on their priorities
- All groups have their own work - not time to do "extra" work
- City is listening, but requires push back
- Not having enough city enforcement of codes
- Communication with city with all projects
- Government is complex and not black and white
- Good that we have forestry
- Good attitude, lot of good momentum
- Not formalized, different levels of awareness
- Departments are good at carrying out their goals but we're not confident about the interconnectedness of each department
- Management issues
- Knoxville is easy to work with
- City did not do well in Lakeshore Park (Lakeshore conservancy runs lakeshore park) and Cradle of Country Music Park
- Lots of "urban park" mentality = clear views and no undergrowth

How do we get to the next level?

- Bridge between county and city
- Keep the UFMP movement going (cost savings/health benefits/etc)
- Better coordination between all departments
- Start developing common priorities
- Create a concise issue
- Education on the benefits of native spaces
- Creating common goals, initiatives, plans together

- Having more people with relevant skills to make decisions
- Having an agency that is reviewing plans and meetings
- Having a centralized policy/procedures from the city
- Decision versus need/implementation
- Nobody spearheading design
- City LA VS Engineer
- Communication between departments
- Who reviews design
- Comprehensive - code hand to satisfy
- This plan -will help formalize collaboration
- Supporting Trees Knoxville/Board
- Kasey is consultant to all other departments
- Integrate results of plan into adopted initiatives
- City and County collaborate
- Need a more unified approach between city departments and government agencies to reach the common goal
- Common goal does not currently exist
- Start w/ developing common priorities
- "Yes and"
- Concise messaging
- Education of benefits of maintenance with native species

Funder Engagement (Rated Moderate)

Reasons for choosing that level

- Hard to get funding for UFMP from current funders
- Is the current funding enough?
- Landscaping first thing to get cut in new school developments (and beyond) - more about students than trees
- Are we asking private funders for money?
- Seems to be good for certain needs
- Need more funders
- Differing objectives
- By funding they are contributing
- Legacy parks and KUB make good contributions
- We're in the fetal stages and trying to build momentum
- Lack of large funders
- "Bigger" problems in the community
- ASCLA - good funder w/ increase lot of nonprofits. Legacy parks, trees Knox, Axle logistics
- Low private company engagement
- Trees Knoxville does a lot of planting at schools

- Interest is increasing, city forestry is getting more funding
- Private funders don't naturally navigate towards
- Reactive instead of proactive
- Local perspective, low to moderate. How many funding agencies on hand?
- Not enough funders,
- Differing objectives
- Find it very difficult to raise money for trees. Other cities seem to have more engaged philanthropists. TVA gives some money for trees
- I few, like Ailam, are engaged. KUB and TVA have helped some

How do we get to the next level?

- What are the incentives for private funders?
- Also, what involvement by these funders?
- Set up better communication lines/meetings within private funders
- Reaching the right groups. Wish leads that are interested in trees
- More specific projects for funders
- More specific long term goals for funders
- Find more funders
- Better communication
- Comparing short and long term goals
- Growing the funder base
- Broaden support outside of funding
- More staff to support and ask for resources
- There is a lot of interest with funders to support and provide money for protecting and expanding trees
- Public health and transportation should be more involved
- Need more involved funders
- The way transd.(?) Effects canopy
- Corporate giving initiative? Lg gift . . . small \$ initiatives isn't enough
- Intentional campaign to engage more funders
- Get the data to show role
- Chamber of Commerce engagement on this issue
- Goal of everyone being within 10 min walk to a park
- Awareness has historically been somewhat cyclical. We need solid plan with a set of common goals easy interpreted by Knoxville residents. People are willing, and we're off to a good start, but need to leverage the major donors to attract others to continue moving the needle
- More specific projects for new funders
- More specific about long term goals
- Increased engagement
- Create a narrative that goes with their objectives

Utility Engagement (Rated Moderate)

Reasons for choosing that level

- Struggles with sub-contractor that soon leave the area
- Lack of training of sub-contractors
- Is low bid winning over the best option for the city?
- Can we move to underground utilities (maybe in 5-10 year increments) (some new neighborhoods require this)
- KUB & TVA are good
- Cable and some electric not good
- Goals not trickling down
- Agencies need more collaboration
- Utility is aware of urban forestry cooperation is okay
- KUB has some initiatives tree planting program
- TWV invested somewhat? Not in city of Knoxville, but more regional involvement. Evidence for it?
- Lack of awareness of what they are doing
- Think that KUB does a good job but we think that the phone/internet/cable companies are not doing the best job or are not aware of our concern for protecting the tree canopy
- KUB is engaged, but other utilities aren't as engaged. TVA is doing better than before. It's a balancing act for utilities.
- Subcontractor of KUB aren't quality
- KUB on tree board
- Planning is good
- Improving over time, there is engagement. How is engagement resulting in changes on the ground?
- We all need power but cutting mature trees too much
- TVA has to maintain their lines or they face fines from the FED. They have to keep power on, #1 priority.
- KUB sewer lines areas are rarely planted
- Utility companies tend to pay their way instead of planting
- No partnership with phone/internet underground. High voltage easements
- KUB does great with trimming
- Goals not trickling down
- Agencies still acting independently
- TVA and KUB are engaged
- LCUB and First U. Dist not engaged
- Powell U.D. has to listen to him when he was mgr of their federal permit
- The telecom people are unhelpful

How do we get to the next level?

- Continue to push for underground utilities?

- Better education for subcontractors (BMPs)
- Ordinance improvements and engagement with poor actors
- Agencies need to create a plan for collaboration
- KUB needs to support green energy initiatives
- Incentives for planting trees for their customers
- Education
- Incentives/support for low income households for proper tree care funded through utility
- Phone/internet/cable - they do not hire certified arborists
- We are missing engaging the other utility companies
- TUA can be difficult, but for good reason. Can do better with public pressure
- Agendas are conflicted, but overall do a good job
- More utilities underground
- Request a plan from them
- Intentionally ask for engagement
- Certification criteria
- Need to establish outreach programs
- Provide consultation service where homeowners can call and have an arborist representative come to their house or neighborhood group and discuss challenges and solutions and encourage tree planting - right tree, right place
- Agencies creating a plant

Developer Engagement (Rated Low)

Reasons for choosing that level

- Developers more likely to slash/burn than protect
- Landscaping seems to be an afterthought; 1st to get cut!
- More recently, landscape architects being brought in for new development plans
- Little innovation and some resistance to prevent changes
- No real incentives in codes
- Not priority of developers - all about easy building, pushing threshold
- Grading plan - not great
- Planting is involved, Kasey pushed back and holds up codes
- At the end of the day , goal is to build
- Zoning
- Developers are trying to make money
- There's no pain to feel for clear cutting
- It's too expensive to save trees during development
- No code to prevent clear-cutting during development
- No enforcement for runoff or stormwater reduction
- Tree protection ordinance

- No weight to encourage preservation
- Bottomline rules over trees
- County impacts the city but city and county have different rules
- Clearcutting everything and putting in houses with bare lawns
- Surprised at requirements, considered a barrier to progress and \$
- For developers it's always about the bottom line
- R-1 (most common) 10K'² Most attempt to get their property rezoned to increase housing density therefore straining ability to plant more canopy
- 'Cheapest' trees planted when required
- No real incentive in codes
- No regulatory teeth, so they do what they want +/- . The ordinances free some minimal tree work. Tend to clearcut and build with little replacement
- They treat tree rules as a box to check. No real acceptance of trees as a goal.
- There are reps of 3-4 developers in this room - some indication of interest

How do we get to the next level?

- Better incentives for protecting mature trees
- Show more ways as to how mature landscapes benefit us to encourage protection
- Increasing tree protection areas within new developments
- No financial penalties for slash/burn
- Better ordinance and enforcement
- Public pressure
- Change codes to be supportive of trees
- Increase repercussions for plan deviations that impact trees
- Education developers in role and benefits of canopy
- Give incentives
- Offer incentives!
- Strict zoning laws to preserve trees
- Raise standards and enforce them
- Having all contractors hold a "license" with the city to operate within its limits. Which is adjust based on type of building
- More extensive review process
- Agricultural zoned land protection
- Tree preservation in rezoning
- Community benefits ie: greenways and agricultural land
- Incentivize developers with density to save trees
- Needs education - for NPRS and preservation
- Green walls/roofs options
- Better/updated tree protection
- Tree band education - more of these - UT
- Better incentives for preservation. More scaled/scored credits for preservation (maybe we look at greening vs trees)

- More enforcement
- More zoning restrictions
- More design criteria for conservation subdivisions
- City and county on same page
- Seek ways to incentivize developers
- Provide tree preservation guidelines, alternative options, ideas, plans
- Change zoning code
- Developers engage with what they have - awareness, education, role of canopy
- Repercussions when they deviate from their plan - increase in fees

Public Awareness (Rated Moderate)

Reasons for choosing that level

- Large variance among neighborhoods
- Those most aware are a very specific audience
- Rural vs urban vs suburban (each with varying opinions - background matters)
- We do a good job on green space and connecting greenways
- Green number of parks
- Many in the public recognize benefits and like trees, few tree haters
- Income concerns
- People don't generally think about trees
- Clear the public/homeowners view trees as nuisance
- People recognize the value somewhat BUT do they operate around it
- Maintenance and its costs
- Debris pick up
- Public sees trees as a nuisance because of the cost to maintain. However, we are not sure if this is low because people do see some of the benefits.
- Lacks funding/resources and residential education
- Push in COVID to get outside
- Neighborhood understanding they live in a national habitat
- Most agree trees are generally good, but depends on where you are. Older neighborhoods see mature trees as a liability & nuisance
- People move here for the outdoors
- Lack of education
- Housing crunch creates power imbalance
- There are organizations and entities in place
- Many residents don't want trees - nuisance
- Some don't want trees, but it varies by neighborhood
- Some neg because trees fall on houses
- Bikers want trail access, some neighborhoods like trails in woods

- When people talk about trees, then tend to like them, but maybe not in their yard because of leaves covering grass, etc
- Fire in forests a legit concern

How do we get to the next level?

- Better target red-line groups
- Why are the news outlets not here? Feel good story
- Better education/outreach for the public
- Continued education of public at all levels
- Education
- Financial support programs
- Pro-bono list of arborist/companies who can consult/remove trees
- Education - LONG-TERM- And maintain enthusiasm on it
- Strong & consistent plan
- Education
- Start with contractors
- Bring more attention to ISA
- Outreach and education
- Focus at the neighborhood level
- Tree giveaways
- Need money to spread messaging over multiple platforms
- Private property ordinances? Unlikely
- Have messaging in images not words. In signage branding. Like wild habitat signage.
- Tie health to messaging
- Focus on property owners AND renters
- Need a big education campaign
- Create compelling stories

Regional Collaboration (Rated Low)

Reasons for choosing that level

- Pockets doing good but lack of collaboration overall - especially regionally
- Not sure if county or more counties city/county cooperate
- Not enough communication or collaboration
- Seems disjointed but unsure
- Farragut and city of Knoxville operate differently
- Farragut and Townsend operation on economic values
- We know these entities collaborate, but not sure if they do about trees
- We don't think there is regional cooperation happening, if it does, it down not influence the local level

- Not exposed to many of these - regional planning is mostly transportation based. City county communications are weak. Neighboring counties are rural and have totally different issues
- Need more consistency between city and county
- Growth policy plan
- "9 counties One Vision" - what happened to it?
- We don't see much collaboration between municipalities or regions
- Ap Mt. Bike Club is really local - bought 30 acre next to IC King Park. Think regional groups are invested
- Don't see common goals
- Was dif to get a regional plan; Finally go tCounty involved in Trees Knoxville, than Knox County Schools
- Knox County Schools has reduced mowing program (BLOOM). Cost reduction. Also, T.K. trying to get them to allow natives to reduce exotics

How do we get to the next level?

- W vs E Knox (demographics matter)
- Use model of successful collaboration like water quality forum - force working together
- State top-down priorities to trickle down to organizations
- Start regional meetings
- Create tree fund for maintenance/education
- Having goals around trees
- Create a committee from these entities that focuses on trees
- Focus on health aspect of trees
- Invite to tree board
- Can we share the master plan with regional stakeholders to get their involvement?
- More unified plan for code/development with city and county
- Education that we are all connected (regional counties)
- [This plan](#)
- Revisit 9 counties one vision
- The UFMP process would be a great step in providing guidance of how to work on this

Discussion #2: Education Awareness

Messages/Concepts that will most resonate with the public to advance urban forestry in Knoxville. Raw comments across all breakout groups:

- Right tree, right place
- Increase value

- Be cool! Plant a tree!
- Health (heat reduction/pollution)
- \$\$\$ savings (energy conservation, health improvement)
- Increase property value
- Corporate involvement - this is the way the world is headed so here's your chance to get on board
- Health angle: Trees are healthy
- Being outside! Elementary school
- Mental health/physical health (trees help with anxiety)
- Sitting the porch
- Plant for future generations! "Plant for the Future!"
- Highly visual graphic, visual signage, in public places. "Financial, mental health, ecosystem services, water filtration, wildlife habitats
- "More trees, better lives"
 - Health (public health concern)
 - Climate resilience
 - Environmental improvements
- "Trees, we make you healthy"
- "Trees can save you money"
 - Insurance companies
 - KUB bills
 - Medical bills
- "Trees are the future"
 - Conservation
 - Grow old trees
- "Trees can make you money"
 - Tourism
 - Business development
 - Streetscape beautification
- "Forest in your community"
- Find a champion in each organization
- Trees increase property value & marketability
- Trees can lower utility costs & provide cooler, more comfortable
- Legacy trees are exponentially more beneficial to offset pollution and to mitigate stormwater runoff
- Trees provide aesthetic value and bring urban areas down to human scale
- Plant different tree species to encourage diversity - this helps protect against insects & diseases, and encourages longevity
- Trees increase property value
- Trees provide shade and cooling
- Trees can lower utility costs
- Older growth trees are more valuable than young ones

- Trees offset city pollution and improve air quality
- Trees update a considerable amount of stormwater runoff
- Trees help bring urban areas down to human scale
- Tree diversity is important - benefit to animal communities, preserve urban forest, protect against sickness/disease/pests
- Health, aesthetics, family values?
- Imagine your life with no trees!
- Appeal to the outdoor lifestyles of people here
- Economic enhancement/employment opportunities
- Childhood memories of not having trees
- Wildlife benefits
- Greenest city (competition)
- Southern hospitality and trees?
- Trees make your life better
- People move here for the forest/tree canopy - beautification
- Economic development
- Home values
- Savings on utilities
- Well-being
- Aesthetics
- Environmental impact - stormwater, reduce urban heat, air quality
- This is something everyone can do/accessible
- Trees are universal
- The value of trees - if we didn't have trees, how much worse would our lives be
- Trees lowering utility costs
- Benefit nature
- Trees make a difference
 - Health
 - future generations
 - Heat island effect
 - Property value
 - Influence the wealthy(?)
- Long term benefit of stormwater reduction - why don't we design for this?
- (some sketches involving maybe "we, tree, me, TMZ")
- See 3 trees, walk 3 minutes to green space, be 300 meters from forest.
- Celebrate the good trees/properties/awards/competition - champion trees; maybe also an app to go along with these to sort/filter and go see - public vs. private
- Labels on public trees - eco values, carbon offset, cost, value
- Trees make a difference - healthy, property value, our future
- "Plant 'right' where you are." plant the right plants, plant where you are
- Pollution, heat, water issues - trees improve this

- Tree are a positive return on investment/bottom line
- The city (there are resources that) will help with tree maintenance/liability and tree health
- The story of trees and families. Trees and people, we depend on each other. The connection between humans and trees.
- Establish pride in what we have and can can be as an urban forest destination
- Tree inventory on private property, provide survey to assess tree density on individual properties
- Trees taken from private land through development could replace trees on private land
- Growing trees for a better tomorrow
- Push the economic benefits of trees, reduced HVAC costs
- Encourage species diversity for size constraints - doesn't have to be a large shade tree
- Greener city, greener wallet. REduced cooling costs. Invest in your property, plant a tree.
- Trees bring families together. Build your own park
- Breathe cleaner air
- Trifecta of trees bringing economic, social, and environmental benefits.
- Trees are good for your
 - Property value/energy cost savings
 - health/cooler summers (10 degrees lower)
 - wildlife/clean water
- Focus on short term benefits vs long because people are focused on short term
- Karen works in marketing. Need to address people's "fears and dreams." - maybe aspirations are better than fear? Tree fall deaths are miniscule; more likely to die by falling out of bed
- Focus on individual homes. For apartment building dwellers, focus on benefits of neighborhood parks - shade, aesthetics
- The messages need to be delivered in different ways for different audiences.
- Utilities could include tree info with bills or digital messages on TV or on-line

Comment Form

For topics that didn't make it to discussion, or required extra follow-up, we provided an open comment form. Additional comments included:

- One challenge will be avoiding temptation to preach to the choir. Need to target groups not expecting to already be on board

- Connectivity of forest is important, so regional collaboration/cross-agency collaboration very important
- Education - elementary school programs, neighborhood outreach/conference, PSA campaign on local tv
- Great group . . . good conversation. Thoughtful process
- Need more time to talk with homeowners about the value of trees. One time a year for neighborhood conferences is simply not enough. There is a need for organizing outreach
- Tie messaging to pets: dogs, “we’re here for your bark,” cats, “ Plant a tree right meow!”
- Urban forest is more than the trees
- Plant **right** where you are
- Dislike of out-of-area developers! Developer engagement - negative. No reward for preservation because ordinance don’t have teeth. If they aren’t going to respect trees then the least they can do is mandatory green building design like green roofs, side planters, and other designs that incorporate vegetation in lieu of tree removal. All of this is great work! But without enforceable policy can this be upheld?
- 3-30-300 rule - see 3 trees, 30% canopy in neighborhood, 300 meters max distance to high integrity green space
- Remember: trees are for the long-term!! Plant for the future!! Educate the students/kids, not the adults
- Thanks. Are there options for bringing all the large landholders to the table? Maybe another opportunity
- Add colonial village
- Too much to cover too fast, but got great input
- I believe that there would be a lot more community/homeowner involvement if there were more resources. That being arborist to come out to areas and help diagnose and give treatment plans for unhealthy trees and advice on trimming/maintenance.
- We drilled down on some ideas from last time and built on justification for the master plan and taking action on - and investing in - the urban canopy

Advisory Group Members

The following are members that accepted the invitation to the Urban Forest Master Plan Advisory Group. Those that attended this first workshop are marked with an asterisk.

Garfield Adams, Knoxville County Schools (Operations)

*Sam Adams, University of Tennessee (Arborist)

*Andrea Bailey, Aslan Foundation

*Cheryl Ball, City of Knoxville (Mayor's Office)
 Vicki Baumgartner, Dogwood Arts
 *Ben Bentley, Knoxville Community Dev. Corp (housing authority)
 *Karin Beuerlein, Trees Knoxville
 *Katherine Bike, Knoxville County Schools (Board)
 Rick Blackburn, Blackburn Development Group
 *Brian Blackmon, City of Knoxville (Office of Sustainability)
 Angel Bowman, Neighborhood Rep - Lonsdale Neighborhood Assoc.
 *Kali Burke, University of Tennessee (Student Rep)
 *Ashley Burnette, Home Builders Association of Greater Knoxville
 *Jayne Burritt, Knoxville Public Building Authority
 Rachel Butzler, City of Knoxville (Public Service)
 John Cadotte, Neighborhood Rep - Scottish Pike Neighborhood
 *Khann Chov, Keep Knoxville Beautiful
 JoAnn Coakley, Knoxville Garden Club
 Gordon Coker, Neighborhood Rep - Fourth and Gill Neighborhood
 *Martin Cordell, Neighborhood Rep - Old North Knoxville
 *Jason Cottrell, University of Tennessee (Facility Services)
 *Carl Courter, University of Tennessee (Student Rep)
 Greg Easterly, Neighborhood Rep - Norwood Community Assoc.
 Carol Evans, Legacy Parks
 *Joyce Feld, Scenic Knoxville
 Jennifer First, University of Tennessee (College of Social Work)
 *Bob Graves, Carex Design Group / East TN ASLA
 Duane Grieve, East TN Community Design Center
 Avery Hawkins, University of Tennessee (Student Rep)
 *Tim Hester, City of Knoxville (Parks and Recreation)
 Tim Hill, Knoxville-Knox County Planning Commission
 *Jessie Hillman, Knoxville -Knox County Planning
 *Melissa Hinten, University of Tennessee (Sustainability)
 *Philip Hipps, Neighborhood Rep - Norwood Homeowners Assoc.
 Breauna Hollaway, Neighborhood Rep - Mechanicsville Community Association
 Jim Holleman, Avison Young
 Monty Howard, Neighborhood Rep - Historic Gibbs Drive
 *Michele Hummel, Downtown Knoxville Alliance
 *Dylan Jackson, City of Knoxville (Civil Engineering)
 *Sharon Jean-Philippe, University of Tennessee (Urban Forestry)
 *Josh Johnson, Knoxville Utilities Board
 *Kelsey Jones, City of Knoxville (Tree Board)
 Rebekah Jane Justice, City of Knoxville (Mayor's Office)
 *Matthew Kellogg, Appalachian Mountain Bike Club
 Barbara Kelly, Knox/Knox County Community Action Committee (CAC)
 Allison Kelly, Trees Knoxville
 *George Kemp, Citizens Cemetery

Lindsey Kimble, Bike Walk Knoxville
*Kasey Krouse, City of Knoxville (Forestry)
Charles Kwit, University of Tennessee (Forestry, Ecology and Evolutionary Biology)
*Emily Laird, University of Tennessee (Student Rep)
*Jeff Lawless, Knox County Schools
*Jon Livengood, City of Knoxville (Engineering & Transportation)
Joseph Mack, Knox County Parks and Recreation
*Dale Madden, Trees Knoxville (Chair)
*Cross McCallie, Tate & McCallie Realtors, Inc.
*Gerry Moll, Native Plant Rescue Squad
*Bethany Morris, University of Tennessee (Landscape Architect- Facility Services)
*Ben Nanny, Ijams Nature Center
Jason Periard, Knox County Schools (Operations- Security)
Andy Pulte, University of Tennessee (Gardens)
*Elaine Reed, Knoxville Utilities Board
*Jim Richards, Knoxville Botanic Garden
*Mark Riehl, City of Knoxville (Plans Review & Inspections)
Liz Riester, TN Riverline
*Charlotte Rodina, Beardsley Farm
*Jessica Rodocker, Knox Area Association of Realtors / Trees Knoxville
*Lee Rumble, Knox County Extension/ TN Landscape Association
Hancen Sale, Knox Area Association of Realtors
*John Saymar, Knox County Schools
Jason Scott, CAC Americorps
*Wade Seifert, University of Tennessee (Health and Wellness)
*Debbie Sharp, City of Knoxville (Office of Neighborhoods)
*Randy Short, Tennessee Valley Authority
*Doug Shover, Knox County Schools (Operations - Facilities)
*Kinsey Simmerman, Knox County Health Department
Charles Sims, University of Tennessee (Baker Center)
*Tommy Smith, City of Knoxville (City Council)
*Wes Soward, Urban Wilderness Coordinator
*Nick St. Sauveur, Cortese Tree Specialist
*Dan Steinhoff, City of Knoxville (Tree Board)
*Kayla Stuart, City of Knoxville (Tree Board)
Tiffany Sutton, Aslan Foundation
*Rylan Thompson, Knox County Master Gardeners
*Jerry Thorton, Sierra Club Harvey Broom Group
James Tomerlin, Neighborhood Rep - Cumberland Estates Neighborhood
Chris Towe, Knox County Schools (Operations - Maintenance)
*Paige Travis, City of Knoxville (Communications)
David Vandergriff, GriffArbor Consulting
*Diane Warwick, Tennessee Division of Forestry
Brent Waugh, Neighborhood Rep - Historic Fourth and Gill

- *Tom Welborn, Trees Knoxville (Past Chair)
- *Chris Welsh, TN Ornithological Society - Knoxville Chapter
- *Chad Weth, City of Knoxville (Public Service)
- *Curtis Williams, City of Knoxville (Engineering)
- *Belinda Woodiel-Brill, Knoxville Area Transit