

Branch Out Dallas

Environment and
Sustainability Committee

November 4, 2019

Terry S. Lowery, Director
Dallas Water Utilities



City of Dallas



BRANCH OUT DALLAS



Environment and Sustainability

Overview

- The Branch Out Dallas Program was implemented as an effort to reduce the Heat Island Effect and to increase the overall tree canopy in the City.
- The program gives Dallas homeowners a free 5-gallon hardwood tree to plant in their front, back or side yards.
- Each tree planted helps the City get closer to meeting these goals.
- Homeowners who plant a tree in their yard benefit by saving energy, cooling the air and the trees also provide shade.

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Overview

- Branch Out Dallas supports a number of City-wide initiatives:
 - Trees improve air quality and help filter stormwater and urban runoff
 - Homeowners can replace damaged or aging trees
 - Increase overall tree canopy across the City
 - Trees improve quality of life
 - Public education on green initiatives
 - The program supports Neighborhood Beautification Programs
 - Provides opportunities for City staff and communities to interact



Overview

- Tree Benefits:
 - Reduce surface runoff of water from storms
 - Reduce soil erosion and sedimentation of streams
 - Reduce wind erosion of soil
 - Increase shade/decrease heat island effects
 - Improve quality of life

Overview

- Tree Benefits:
 - Increase ground water recharge that is significantly reduced by paving
 - Reduce amounts of chemicals transported to streams
 - Reduce air pollution
 - Helps to improve health as they strongly encourage people to go to parks or in green environments for walking, exercising, jogging or biking
 - Raise property value

Background

- The Branch Out Dallas pilot program was introduced on March 6, 2019. The free tree giveaway program has been well received by Dallas residents.
- All 2,500 five-gallon hardwood trees provided at no cost to residents through 2nd Annual Branch Out Dallas program were reserved before the closing date.
- This brings the total number of free trees distributed to more than 5,000 since the first tree distribution of 2,600 trees March 2019.

Background

Eleven City Departments participate in the program:

- Dallas Water Utilities (DWU)
- Office of Environmental Quality and Sustainability (OEQS)
- Code Compliance (CCS)
- Dallas Public Library (LIB)
- Sustainable Development and Construction (SDC)
- Planning and Urban Design (PUD)
- Public Works (PBW)
- Public Affairs and Outreach (PAO)
- City Attorney (CAO)
- Park and Recreation (PKR)
- Dallas Fire Rescue (DFR)



2nd Annual Branch Out Dallas

- The program registration period was from September 1st – September 30th
- A webpage was created on Dallas Water Utilities site to inform the public about the program at www.dallacityhall/branchoutdallas
- Dallas residents registered and selected their 1st and 2nd tree choices at: www.dallacityhall/branchoutdallas. A confirmation email was sent from: BranchOutDallas@dallascityhall.com with tree pickup location

2nd Annual Branch Out Dallas

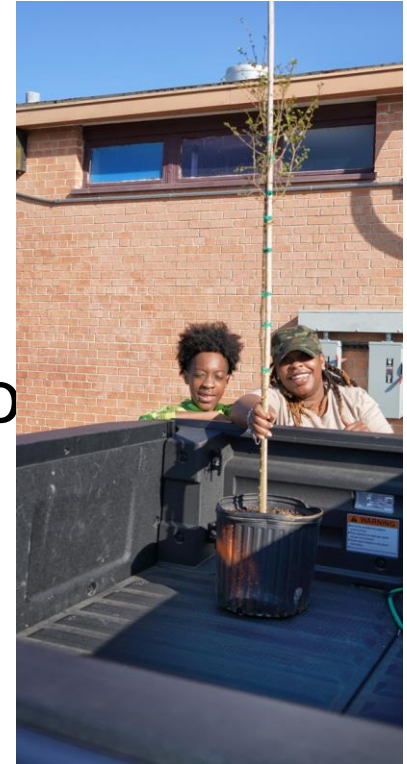
5- gallon large shade trees available in five tree choices:

1. Pecan
2. Shumard Oak
3. Chinquapin Oak
4. Mexican White Oak
5. Lacebark Elm



2nd Annual Branch Out Dallas

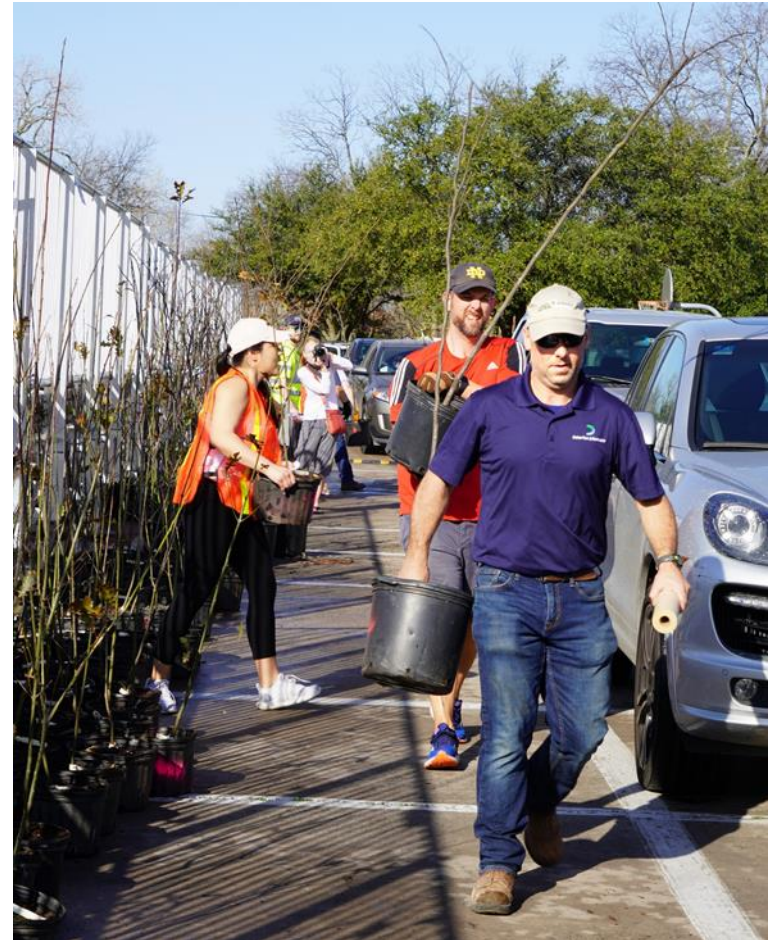
- Pick-Up Day: November 2, 2019
9:00 a.m. – 12:00 p.m.
- Six city-wide tree pick-up locations
 1. Hector Garcia Middle School
 2. C. A. Tatum Jr. Elementary School
 3. Kimball High School
 4. White Rock Church of Christ
 5. June Shelton School
 6. Northway Village Church



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2nd Annual Branch Out Dallas

- Event celebrated Dallas Arbor Day
- Volunteers registered at www.Voly.org
- Corporate, group and individual volunteers supported pick-up day activities



2nd Annual Branch Out Dallas

- Additional events celebrating Dallas Arbor Day – November 2, 2019
- JP Hawn Park tree planting-50 trees
- Kick Off Partnership: PKR, TTF and TXU Energy
- Tree planting completed by staff and volunteers







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