

# EAB

A very dark cloud with an emerald lining

Edith Makra, Director of Environmental Initiatives, Metropolitan Mayors Caucus

# The Dark Cloud

- Loss of Trees
  - Ecosystem services for people
  - Disruption to ecosystems
  - Commodity value
  - Enjoyment and beauty
- Extraordinary expense
  - Regulatory
  - Management
  - Cost of removal, treatment, replanting



# The 'emerald' lining

- Greater public awareness
- New political support
- Public policies
- Investment
- Community Capacity
- Diverse Reforestation
- Wood Utilization
- Industry Growth
- Perception of value of trees



# Media Interest

- Network and cable television
  - Trees make the evening news!
    - ABC news – 18 stories since 2007
    - CBS new – 14 times since 2011
  - Chicago Tonight, In depth segments/ panels – 6 times
    - News stories - dozen
  - The TODAY Show
  - *The Green Menace* (MI public television)
    - 1000's of DVD distributed and aired locally



# Print media

- Daily Herald
  - ≈ 200 articles since 2010
    - (frequent coverage beginning in 2003)
    - **70 community specific**
    - 15 grant/ event announcements
    - 10 policy/ research
    - 9 editorials/ letters to the editor
  - EAB one of Top 10 news stories of 2011
  - Comprehensive 3 part series in 2012
    - Treatment options, comparison of programs, impact
  - **5 articles emphasizing diversity**




The screenshot shows the top portion of a news article on the Daily Herald website. The header includes the 'Daily Herald' logo with the tagline 'big picture • local focus' and a sub-header 'SUBURBAN CHICAGO'S INFORMATION SOURCE'. Navigation links for 'Headlines Today' and 'View other com' are visible. The article title is 'How the emerald ash borer is changing the suburban landscape', with a sub-headline: 'With more than 3 million ash trees here, the emerald ash borer is changing the suburban landscape — forever'. Below the title are tabs for 'Article', 'Comments', 'Photos (8)', 'Video (1)', and 'Graphics (2)'. A 'Buy this photo' button is present, along with a photo gallery indicator '1 of 8' and navigation arrows. A 'ABOUT THIS ARTICLE' section on the right provides context: 'In the next 5 to 7 years, the tiny emerald ash borer will change the landscape of the suburbs, stripping parkways of their tree canopies, leading to flooding, higher utility bills. "This is a natural disaster in slow motion," Scott Shirmer, emerald ash borer program manager for the Illinois Department of Agriculture, said of the impact from loss of millions of trees that will die.' A photograph of a suburban street with houses and trees is partially visible at the bottom.

# Print Media


- Chicago Tribune
  - More policy, science
  - Front page and section front pages
- ≈30 articles since 2012
  - 20 community specific
  - 1 on impact on home value (Mundelein)
  - 3 or 4 letters to editor/ editorials
- Likewise for Pioneer Press & Sun-Times
- TIME Magazine 2011
- Trade publications

FRIDAY, SEPTEMBER 21, 2007 | EDITOR: SALLY DUROS | SUN-TIMES

## WATCH YOUR ASH



**YOUR TREES | Emerald ash borers are hungry for Illinois' 135 million trees, so be wary, says the Morton Arboretum**



**To identify an ash tree, note that most ash leaves have 2 to 9 leaflets with a single terminal leaflet. | COURTESY OF MORTON ARBORETUM**

**BY GAIL GOLDINGER**  
*Special to the Sun-Times*

**N** of Ash Creek.  
Follow this. You buy a new house, move in, and find that your yard and the yards of your neighbors are infested with ash trees, looking ash trees, the ones at risk from the emerald ash borer.  
The state has received, on the average, one or two inches a month from the leading edge of ash trees, looking ash trees, the ones at risk from the emerald ash borer.  
It's not good news that Illinois' ash population — 100 million trees — is in peril. The borer, carried in with goods from Asia, does not have a natural enemy to keep the population in check in this country. Once an infestation starts, it can't be stopped. The emerald ash borer has already infested an estimated 25 million ash trees in Michigan and Ontario and is spreading. Ash trees represent 20 percent of the tree species in northeastern Illinois, and the borer's range has already been found in Cook, Kane, DeWitt and Tazewell counties.  
What can a homeowner do?  
Look for ash on your property and look for signs of the borer.  
To identify an ash tree, note that most ash leaves have 2 to 9 leaflets with a single terminal leaflet. If there are more than 9 leaflets or more than 2, it is generally not an ash. Ordinarily, however, there will be one blue ash oak here up to 11 leaflets.  
The borer is a variable green beetle, but as each leaf grows the borer damage and thinning or lack of leaf growth at the top of the tree, usually

...and computing — however they are covered that their ash trees probably will not last long because of the work of the emerald ash borer.  
Developers are planting ash trees because they are healthy, reliable and fast growing. They have always been inexpensive. But now they are really expensive because ash is no longer a common wooded tree.  
"Complaints have mainly come from new home buyers in subdivisions and commercial lots by large regional and national contractors," Cappa says.  
It's not good news that Illinois' ash population — 100 million trees — is in peril. The borer, carried in with goods from Asia, does not have a natural enemy to keep the population in check in this country. Once an infestation starts, it can't be stopped. The emerald ash borer has already infested an estimated 25 million ash trees in Michigan and Ontario and is spreading. Ash trees represent 20 percent of the tree species in northeastern Illinois, and the borer's range has already been found in Cook, Kane, DeWitt and Tazewell counties.  
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SEE ASH, PAGE 4

# Nature of the News Stories

- Early reports ('03 – '06) indicated 'readiness'
  - On the watch, armed with a plan, anticipation of destruction
- Early finds generated news ('08 – '10)
  - Indicated relative effectiveness of monitoring efforts
- Science oriented
  - Biologic controls, breeding, studies
- Pesticide treatments ('11-'13)
  - Aiming to reverse perception
- Diversity emphasized throughout
- Wood utilization generated interest ('09 – '12)



**Evanston Review**  
my home • my local news

NEWS CRIME SPORTS THINGS TO DO PEOPLE OBITUARIES DIRECTORY

September 17, 2013 6:20 a.m.

**Blue trees kick off effort to replenish ash tree loss**

By: BOB SEIDENBERG bseidenberg@pioneerlocal.com | @evanstonscribe

# Community Outreach and Capacity - Methodology

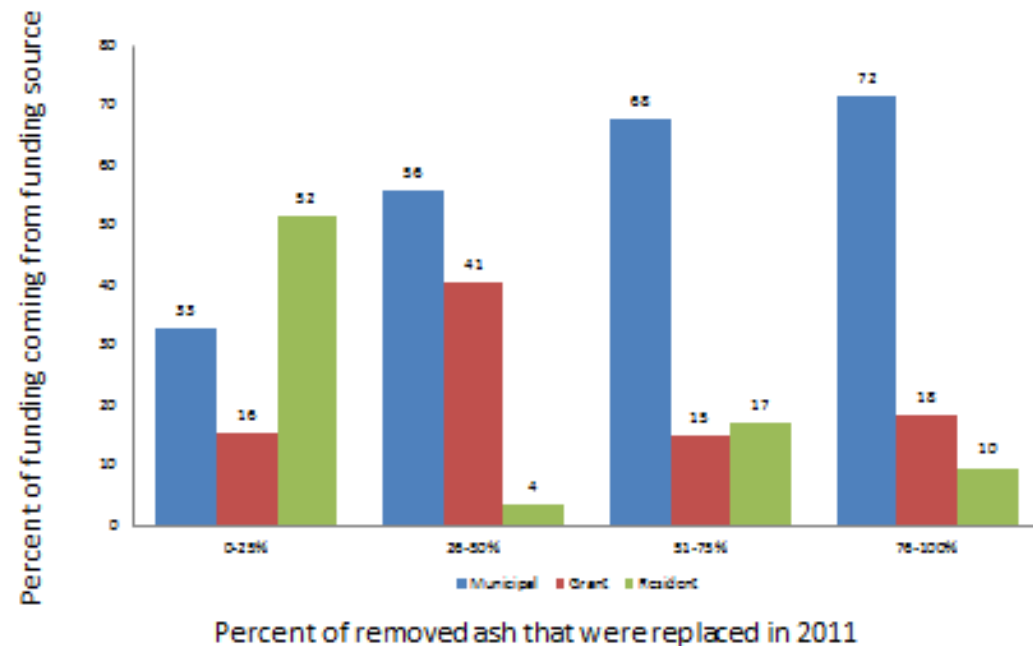
- Metropolitan Mayors Caucus awarded 154 EAB technical assistance and reforestation grants
  - Required a locally approved EAB plan
  - Requested information on issues, challenges, and successes
  - Have examples of community outreach
  - Have planting plans
  - Have at least 34 funded inventories
- Information compiled from these reports
  - To inform regional picture
- \$2.6 million for sub-grants



# Community Capacity – 2012 Municipal Ash Management Survey

To inform urban forest management

Percent of removed ash that were replaced based on funding source



# Public Awareness - Community outreach

- Municipalities and agencies doing public outreach
  - 73 posted information on website
  - 77 distributing brochures (produced by others)
  - 92 sending letters to residents and/ or their own brochure
  - 48 hosted public meeting
  - 18 set up semi-permanent exhibits (city hall)
  - 19 exhibited at community festivals & events

Bio-diversity: Coming to the Urban Forest in your Neighborhood.



# Political Support - community level

- Village Boards and City Councils
  - 121 city councils or governing boards heard and/or debated EAB
  - 119 took official board action (approved plans)
- Ordinances
  - 133 have tree ordinances
  - 82 added new or amended existing (nuisance, prohibit ash planting)
- Community Support
  - 83 tree/ environmental commissions, 55 of them involved in tree efforts
  - 14 ad hoc tree groups

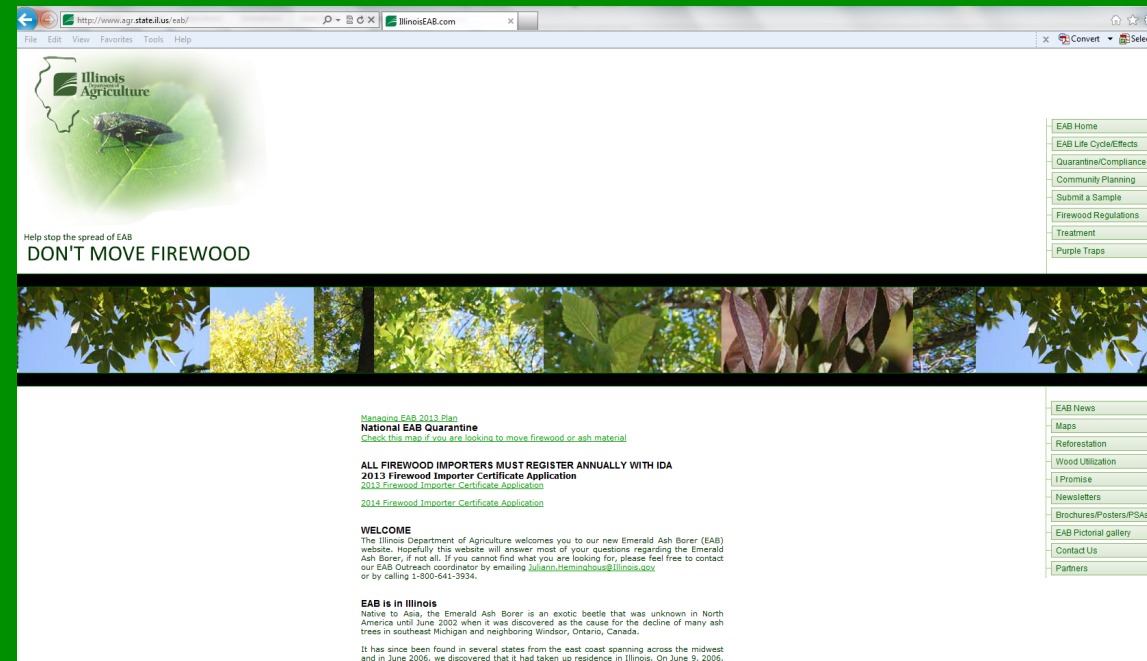
# Political Support

- Legislative Action - Illinois General Assembly
  - Firewood regulation passed
    - Passed into law and implemented by Illinois Department of Agriculture
    - Created registry of firewood dealers
  - Authorization for Illinois Finance Authority to Make Loans
    - Language softened by amendment 2013
    - No money appropriated
  - House Resolution
  - Senate Resolution
    - Urges communities to re-examine their EAB plans
    - Advisory only



# Political Support -State Level Administrative Action

- Illinois Department of Agriculture
  - IDA acts on existing authority to regulate
  - Established statewide monitoring, regulation and outreach
  - Leads collaborative advisory panel
  - Website, newsletter, PSA's, educational materials, kiosks, etc.
  - Registers firewood importers
  - Regulates nursery industry



# Political Support -State Level Administrative Action

- Illinois Department of Agriculture
- Established compliance agreement process
  - Awareness of and commitment to comply with regulations
    - 248 municipalities
    - 164 other governments and institutions
    - 1188 industry agreements
  - From 39 of 102 Illinois counties (only 32 EAB confirmed)
- Established Registry of firewood importers
  - 44 firewood importers registered



# Political Support -State Level Administrative Action

- **Illinois Department of Labor**
  - Changed interpretation of existing Prevailing Wage law
  - Favorable to allow EAB management
- **Illinois Department of Natural Resources**
  - Re-established community grant program
  - Education and outreach
  - Monitoring and management at state parks
  - Re-established Forest Health Program (as a contract)
- **Illinois Department of Transportation**
  - Allows use of motor fuel tax for EAB mitigation
  - Monitoring and management on state highways



# Political Support – federal legislative action



- Congressional
- US Senator Dick Durbin
  - Requested action from Secretary of Agriculture
  - Included language in the 2008 Farm Bill to establish an Invasive Pest Fund
  - Held about 7 press conferences/ meetings
  - Won appropriation for 2 years totaling \$900,000 for the Fund for grants
  - Secured \$12,000,000 For Illinois' EAB program (IDA)



# Political Support – federal administrative action

- US Forest Service

- EAB Research & Training

- Essential biology, treatment, control, spread

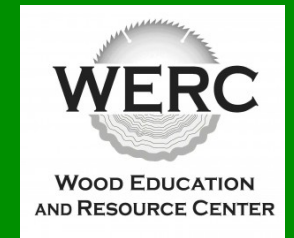
- Supports IL Forest Health Program

- Monitoring, research

- Supports IL DNR Urban and Community Forestry Program

- Added EAB Reforestation to EPA's Great Lakes Restoration Initiative

- Supported Wood Utilization grants



# Political Support – federal administrative action

- USDA APHIS PPQ

- Primary support for Illinois EAB program
  - Regulation, monitoring, outreach

- Regulates federal quarantine

- EAB Research & Training

- Essential biology, treatment, control, spread

- Supports new Forest Pest Outreach and Survey Program

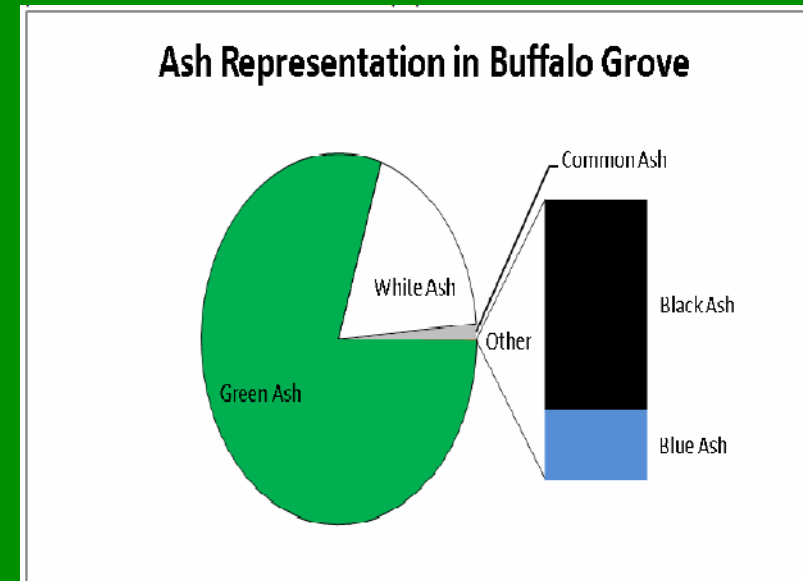
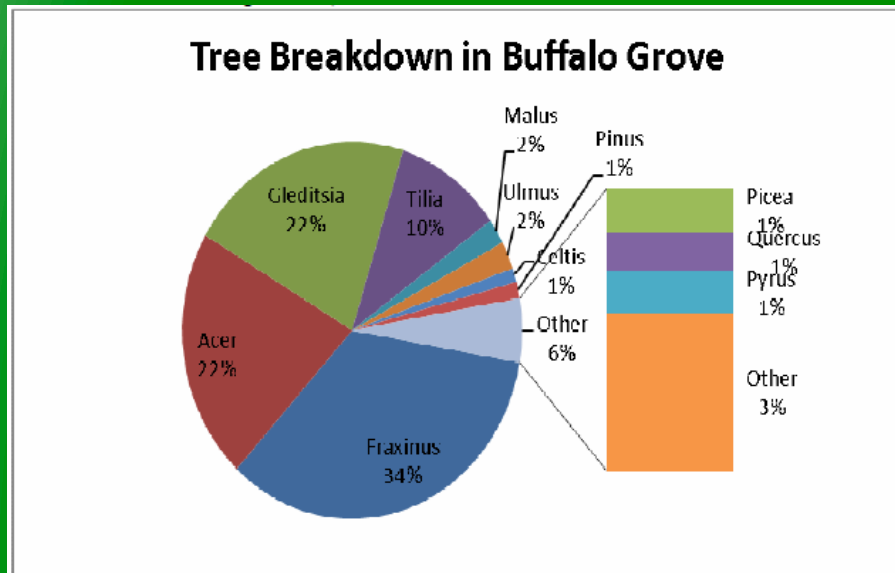


# Investment in Illinois EAB Efforts

Year	USDA APHIS	IDA	Sub Grants - USFS	Community Match
2006	704,570	124,336		
2007	3,126,812	551,790		
2008	2,100,000	370,588		
2009	2,100,000	370,589		
2010	2,100,000	370,589		
2011	1,250,000	220,588	1,100,000	2,653,392
2012	700,000	300,000	1,000,000	3,027,014
2013	64,620	64,620	545,000	pending
<b>TOTALS</b>	<b>\$12,146,002</b>	<b>\$2,373,100</b>	<b>\$2,645,000</b>	<b>\$5,680,406</b>
<b>Total investment</b>			<b>\$17,164,102</b>	

# Community Capacity – Inventories

- 131 have a tree inventory
  - 33 are ash only inventories
  - 91 are complete stem-by-stem inventories
  - 85 are up to date and utilized



# Community Capacity - Management Plan

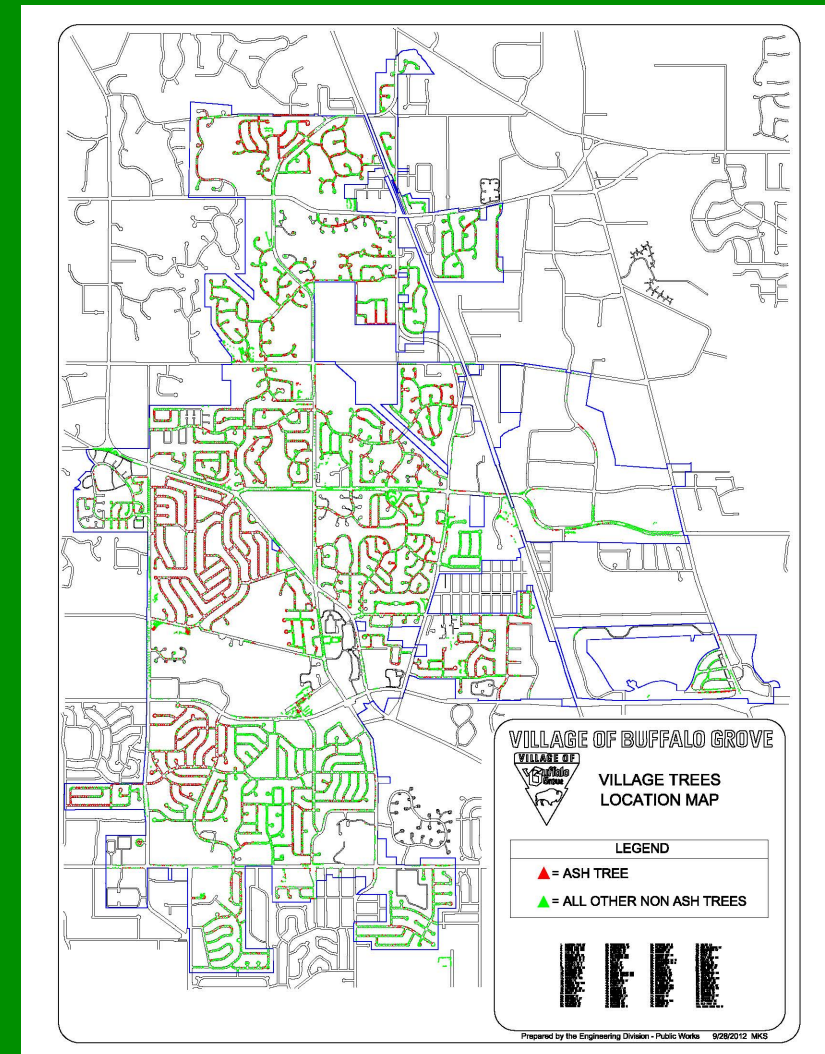
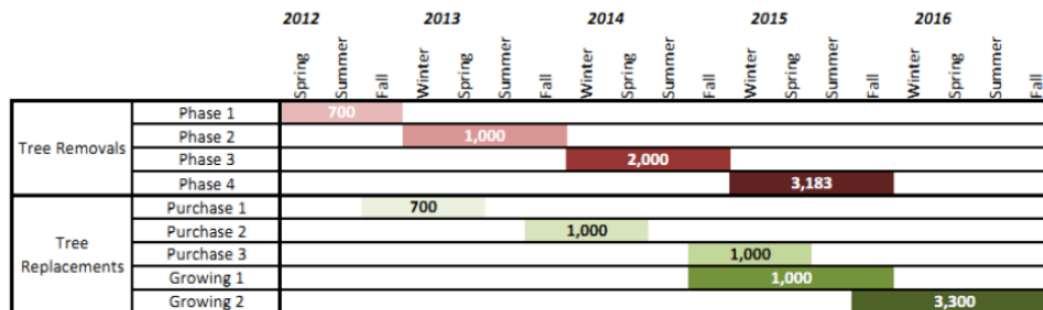
- 125 have EAB management plans
  - 117 describe policy and strategy only
  - 12 are detailed and site specific
  - 27 are integrated with tree the tree inventory

## Response Timeline

Public Works is recommending a 4-phase approach to tree removals from 2012-2015. Tree replacements would then be provided through mature (2.5" diameter) tree purchases and contractual tree growing. A diagram of the proposed timeline is provided in Figure 1.

Figure 1

**EAB: Tree Removal and Replacement Timeline**  
(Goal: Replace removed trees within 1-year)



# Replanting

- Community Support
  - 6 received communities donations
  - 15 have supportive volunteer efforts
- Some new tree planting programs/ some eliminated
- 50/50 Cost share programs growing
  - ≈ 15 established programs
  - 2 eliminated for lack of funding/ interest
- Suburban Tree Consortium
  - Important group purchasing option

**Geneva Parkway Tree Planting Program**

*STANDARD SPECIFICATIONS FOR PARKWAY SHADE TREE PLANTING*



Geneva Public Works Department  
1800 South Street  
Geneva, IL 60134

Phone: (630) 232-1502  
Fax: (630) 208-1503

**Parkway Tree Order Form**

Trees Available	Resident Share	No. of Trees
Male Ginko	\$149.50	<input type="text"/>
Swamp White Oak	\$129.50	<input type="text"/>
Black Maple	\$129.50	<input type="text"/>
Hackberry	\$119.50	<input type="text"/>
Northern Red Oak	\$124.50	<input type="text"/>
Freeman Maple	\$124.50	<input type="text"/>
Kentucky Coffee Tree	\$142.50	<input type="text"/>
Ohio Buckeye	\$137.50	<input type="text"/>
English Oak	\$124.50	<input type="text"/>
Hybrid Elm	\$119.50	<input type="text"/>
Ivory Silk Japanese Tree Lilac	\$139.50	<input type="text"/>
Red Bud	\$139.50	<input type="text"/>
Yellow Wood	\$149.50	<input type="text"/>
<b>TOTAL DUE:</b>		<input type="text"/>

# Species Diversity

- Diversity message received

## **Daily Herald** 8/21/2012

### **Could emerald ash borer disaster happen again?**

*To avoid another regional catastrophe like the emerald ash borer or Dutch elm disease, arborists say Chicago area communities, developers and residents have to agree that a town's overall tree stock must be heavily diversified*

- EAB Grant program required planting <20% of any one species
  - Average planting project = 135 trees
  - Average # of genera -11
  - Average # of species – 15
  - Actual diversity < 6.7% of any one species
- 4 communities found maple population excessive and stopped planting them

# Wood Utilization

- Established Wood Utilization Team
  - Awareness of urban wood resource
  - High profile projects
    - baseball bats, furniture, key to the City
  - Assessment of urban timber in Chicago region
  - Growth of several urban wood businesses
  - Cited in community EAB plans
  - Additional philanthropic investment in program
- Wood Utilization now in about 12 states





# Industry Impacts

- Anecdotal reports only
- Equipment sales recovered from recession
  - Now in 'growth mode'
- Tree removal work is immediate and dominant
  - Significant increase in demand
  - "new businesses" being established
- New plant health care programs for EAB
  - EAB increased 'liquid service' sector by 30% since 2011
  - Slight boost in other plant health care services
- Nursery industry completely rebounded
  - High demand coupled with low supplies
  - Greatest demand from public sector



# Perception of the Value of Trees

*The Atlantic*

Why Russia Is Growing More Xenophobic | A Brief History of Breast I

POLITICS | BUSINESS | TECH | ENTERTAINMENT | HEALTH | EDUCATION | SEXES | NATIONAL | GLOBAL

Special Reports | In Focus | Events | E-books | Newsletters | **JUST IN** | George Washington University Rejected Students Sir

## When Trees Die, People Die

LINDSAY ABRAMS | JAN 22 2013, 7:48 AM ET

19k  
Like  
1,490  
Tweet  
148  
+1  
145  
Share



~maja+majika~/Flickr

**More** ▾ The blight was first detected in June 2002, when the trees in Canton, Michigan, got sick. The culprit, the emerald ash borer, had arrived from overseas, and it rapidly spread -- a literal bug -- across state and national lines to Ohio, Minnesota, Ontario. It popped up in more distant, seemingly random locations as infested trees were unwittingly shipped beyond the Midwest.

Within four years of first becoming infested, the ash trees died -- over 100 million since the plague began. In some cases, their death has an immediate impact, as they fall on cars, houses, and people. In the long term, their disappearance means parks and neighborhoods, once tree-lined, are now bare.

**TRIB local** Arlington Heights

NEWS > [Post a story](#)

## Ribbons wrap trees to remind residents of EAB impact

By Michelle Stoffel TribLocal reporter  
Feb. 13, 2012 at 6:00 a.m.

Tweet 0 +1 0 Like 0 Email Print



The Arlington Heights forestry division wrapped ribbons around hundreds of ash trees lining the streets of the Greenbrier neighborhood to show residents how many ash trees they could lose to the emerald ash borer. (Michelle Stoffel/Tribune)

# Emerald Lining Summary

- Greater public awareness
  - Of urban forestry issues, diversity, value of trees
  - Most publicity portrayed urban forest as valuable and caretakers as knowledgeable
  - EAB Prevalent in traditional and local media
- New political support
  - Executive branch
    - Cooperation from 3 state agencies new to urban forestry
    - IDA and APHIS engaged and supportive
    - 90% of (grant recipient) communities governing boards discussed EAB



# Emerald Lining Summary

- Legislative
  - Firewood regulation
  - Illinois General Assembly and US Senate took action on EAB
- Public policies
  - Compliance with EAB regulations from arboriculture, nursery and firewood industry
  - Prevailing Wage issue resolved favorably
- Investment
  - \$17 million in new support for EAB
  - \$2.6 millions for communities
  - Great strides in research



# Emerald Lining Summary

- Community Capacity
  - Inventories proven valuable and common
  - 125 management plans in place
- Diverse Reforestation
  - Common public message
  - Average 15 species on planting projects
- Wood Utilization
  - Growth of urban forest products industry
- Industry Growth
  - Rebounding from recession
- Urban Forest Value Better Understood



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