



TOWN OF  
**VIENNA**  
since 1890

**Department of Finance**

August 18, 2021

Virginia Department of Forestry  
Urban and Community Forestry Assistance  
900 Natural Resources Drive  
Charlottesville, VA 22903  
Attention: Lara Johnson

Dear Ms. Johnson:

I am the Finance Director for the Town of Vienna.

I am providing this letter as part of the proposal the Town of Vienna is submitting to the Virginia Department of Forestry for a grant under the Urban and Community Forestry Assistance Grants Program.

The Town is seeking a grant of \$7,500 from the Virginia Department of Forestry to conduct and complete an Urban Tree Canopy Assessment for the Town of Vienna.

This letter is to confirm that, if the Town of Vienna is awarded a grant of \$7,500 by the Virginia Department of Forestry, the Town of Vienna is prepared to match the grant on a 50-50 basis, up to \$7,500.

If you have any questions, or need additional information, feel free to contact Leslie Herman, Director of Parks & Recreation, [leslie.herman@viennava.gov](mailto:leslie.herman@viennava.gov), 703-255-6356, or me at [mserfass@viennava.gov](mailto:mserfass@viennava.gov), 703-255-6322.

Sincerely,

Marion Serfass  
Director of Finance / Treasurer

VIRGINIA DEPARTMENT OF FORESTRY  
**URBAN AND COMMUNITY FORESTRY GRANT PROGRAM**  
**APPLICATION**



Project Number (VDOF Use Only): \_\_\_\_\_

**SECTION 1 – Applicant Information**

Project Title: Urban Tree Canopy Assessment for the Town of Vienna

Category: Urban Tree Canopy Assessment

Location (City): Town of Vienna, Virginia

Property Owner (if applicable): \_\_\_\_\_

Applicant Name: Town of Vienna

Applicant Address: 127 Center Street S

City: Vienna

State: VA

Zip: 22180

Contact Person: Leslie Herman, Director, Parks & Recreation

Daytime Phone No.: 703-255-6360

E-mail: Leslie.Herman@viennava.gov

Organization's Federal ID No.: 54-6001654

**SECTION 2 – Project Information**

Brief Description of Project: Vienna, a town in northern Virginia, is undergoing a wave of new home construction, with 100+ homes constructed each year. The construction has resulted in a significant loss of mature trees. Vienna is embarking on an initiative to become more proactive in managing its tree canopy. Vienna does not have accurate up-to-date data to its tree canopy or to ascertain how our tree canopy has changed over time. Vienna proposes to hire an urban forestry consultant to conduct an urban tree canopy assessment and a tree canopy change analysis for the Town. This will help us prepare an urban forest management plan, set a tree canopy goal, and measure progress toward mitigating and reversing tree loss in the Town. We are excited about the opportunity to receive a grant for 50% of the cost of this project.

Project Currently Funded? ☐ Yes ☒ No

Previously Funded? ☐ Yes ☒ No

(a) UCF Funds Requested \$ 7,500

(b) Local Dollar Match Provided \$ 7,500

(c) Value of In-Kind Match \$ \_\_\_\_\_

Total Project Amount (a+b+c) \$ 15,000

Timetable: Starting Date: Sept. 3, 2021

Ending Date: March 21, 2022

Volunteer/Organization Involvement [Name of Group(s)]: In addition to Town staff, Vienna's Conservation & Sustainability Commission (Christina Caplan, Chair), will provide support and assistance for this project and will help publicize the results. Our pro bono tree project leader (Brian Land of Kirkland & Ellis), will provide support and review the assessment.

**SECTION 3 – Signature**

Leslie Herman

Director, Parks & Recreation

Authorized Representative Name (Print)

Authorized Representative Title

Leslie Herman

August 18, 2021

Authorized Representative Signature

Date

*If application is approved for financial assistance, grantees will be assigned a grant number and a maximum grant amount.*

VDOF Headquarters Office Use Only

☐ Denied

☐ Approved

Maximum Grant Amount Approved: \_\_\_\_\_

Reviewed By: \_\_\_\_\_



**Virginia Department of Forestry  
2021 Urban and Community Forestry Assistance Grant Application**

**Category 1 Proposal: Urban Tree Canopy Assessment for the Town of Vienna**

**1. Purpose:** Vienna is a small town (estimated population 16,000 and total area 4.4 square miles) located in Fairfax County, Virginia. For more than a decade, Vienna has experienced a wave of new home construction with roughly 100 new single-family homes built each year. The larger footprints of the new homes and the construction process have led to the clearcutting of lots and resulted in significant loss of mature trees in Vienna. Among Vienna's strategic goals is to be an environmentally sustainable community. Vienna is therefore embarking on an initiative to become more deliberate and proactive in managing its tree canopy. A pro bono project began in early 2021 to research and identify policies and programs to preserve and replace tree canopy in Vienna. Through interviews conducted as part of the project, it became clear that Vienna does not have accurate up-to-date data to measure its existing tree canopy or to understand how its tree canopy has changed over the past decade. To attain this valuable information, Vienna proposes to hire an urban forestry consultant to conduct an urban tree canopy ("UTC") assessment and historic tree canopy change analysis for the town. The UTC assessment and change analysis will provide Vienna with the data needed to prepare an urban forest management plan, set a tree canopy goal, and measure progress toward mitigating current tree loss. The assessment will include an ecosystem benefits analysis to identify the impacts of tree loss on stormwater management, heat absorption, and air quality, as well as a possible planting areas map to identify possible tree planting locations by tree size class (small, medium, large).

**2. Proposal Elements**

*Importance of the Project:* This project is important to Vienna because it will provide our Town Council, Town Staff, and residents with accurate data about the Town's tree canopy and how that canopy has changed over the past 10 years. It will help the Town understand the extent to which tree canopy has decreased as a result of development and other activities. The data will help the arborists do their job of managing the Town's trees and implementing the current tree ordinance. The data will also help the Town's Conservation and Sustainability Commission, which has been working to increase tree preservation and replacement in Vienna, to stem the tree loss due to increasing residential and commercial development in town.

A UTC assessment and change analysis are recommended by individuals interviewed as part of an ongoing pro bono research project. In early 2021, Vienna retained a law firm (Kirkland & Ellis) and an environmental firm (Ramboll), on a pro bono basis, to research and identify programs that could benefit Vienna in protecting and replacing trees in our community (see attached letter describing the project). To date, Kirkland and Ramboll have interviewed 35 individuals to learn more about tree policies and programs (see attached list). The project is continuing and expected to be completed, with a report of findings, in early 2022. In the course of the interviews, it became apparent that Vienna does not have current data to measure existing tree canopy or historical data to evaluate its change in canopy over time. Other communities have completed tree canopy assessments that measure their community's tree canopy cover as a percentage of the total land area and completed a historical canopy change analysis that shows



how their tree canopy has changed over the past 10-15 years. We would like to complete a canopy assessment and a change analysis for Vienna.

*A UTC Assessment Will Help Vienna:* Measuring our current tree canopy and assessing how our tree canopy has changed over the past 10 years will be a significant benefit to the Town. It will allow the Town to understand how home construction has affected the Town's tree canopy, set a tree canopy goal to reach in the future, and measure progress in terms of expanding our tree canopy. The tree canopy assessment will include a possible planting areas map by tree size class (small, medium, large) to help Town arborists identify and prioritize tree planting goals and tree planting locations. We expect to use the canopy assessment to help the Town prepare an urban forest management plan and create the programs and policies necessary to implement it. Expanding our tree canopy will produce multiple benefits, from improving air quality and mitigating climate change, to managing erosion and stormwater runoff, calming traffic, and strengthening social ties among neighbors.

**2A. Activities.** To complete this project, the Town of Vienna will request proposals from entities that have expertise and experience in conducting urban tree canopy assessments. As part of the pro bono project that is underway, we have spoken to and received initial proposals from Jarlath O'Neil-Dunne, the Director of the University of Vermont's Spatial Analysis Laboratory. His group has experience using geospatial technology to prepare urban tree canopy assessments that have been used by dozens of communities to establish tree canopy goals. They have performed tree canopy assessments for several communities, including Fairfax County, Virginia. We have also received a proposal from Davey Resource Group. Davey has provided tree canopy assessment services to several communities in the mid-Atlantic region, including Arlington, Virginia. The Town will solicit proposals from these firms and others who are qualified to conduct an urban tree canopy assessment. We will evaluate the proposals based on qualifications and cost, then select a firm to conduct the tree canopy assessment. The Town will retain the selected firm, provide information as needed, and review and provide comments on the draft report. We will then arrange for the final report and a shorter summary to be made available to the Town Council, Town staff, and the public. We will also arrange for the firm to present the results of the urban canopy assessment to the Town Council and the public at a Town Council meeting.

**2B. Partnerships and Participants.** The project will be managed by Vienna's Department of Parks and Recreation. This will include Leslie Herman, the Director of Parks and Recreation, Jeremy Edwards, Parks Superintendent, and Scott Diffenderfer, Urban Arborist. We will also receive support from Christina Caplan and Vienna's Conservation and Sustainability Commission and from the individuals working on the pro bono tree project at Kirkland & Ellis and Ramboll. The urban canopy assessment and change analysis will be undertaken by the University of Vermont, Davey Trees, or a similarly qualified firm.

**2C. Public, Educational Benefits and Community Engagement Strategies for the Project.** There is already much interest in tree preservation in Vienna and concern over the apparent decline in Vienna's tree canopy. The goal of the Conservation and Sustainability Commission and the pro bono project is to develop and implement a multi-pronged strategy that addresses legal/policy changes, data collection, education/outreach, and town/community tree-planting initiatives. A UTC assessment, change analysis, ecosystem benefits assessment, and planting

map are essential for education/outreach. Many residents and members of Town government do not fully understand the value of trees and the environmental and economic importance of tree preservation and replacement: combatting climate change, improving air quality, preventing erosion and managing stormwater, lowering heating/AC costs, increasing property values, mitigating habitat loss, and much more. A UTC assessment and change analysis will provide objective, verifiable data to our Town Council, Town Staff, and residents about the decline in our tree canopy and support efforts to restore and increase tree canopy over the next 10 years and longer.

## **2D. Project Administration.**

- Leslie Herman, Director of Parks and Recreation -- Project Director. Leslie will serve as the overall director of the project and will monitor the project and provide oversight and make or approve any key decisions.
- Jeremy Edwards, Parks Superintendent, and Scott Diffenderfer, Urban Arborist -- Day-To-Day Management and Oversight of the Project. Jeremy and Scott will provide the day-to-day management and oversight, and will also provide data, and technical assistance to the firm that conducts the urban tree canopy assessment.
- Christina Caplan, Chair, Vienna Conservation and Sustainability Commission -- Technical Support, and Assistance with Review of Draft Report. Christina will provide technical support and assistance and will review and comment on the draft urban canopy assessment report.
- Brian Land, Kirkland & Ellis -- Pro Bono Technical Support and Assistance with Review of Draft Report. Brian will provide technical support and assistance and will review and comment on the draft urban canopy assessment report.
- University of Vermont, Davey Trees, or Similarly Qualified Firm -- Conduct of the Tree Canopy Assessment, and Preparation of Written Report and Presentation to Town Council.

## **2E. Timetable.**

- Sept. 3, 2021 (approximate) - Award Letter Received from Virginia Dept. of Forestry
- Sept. 18, 2021 - Vienna Issues Request for Proposals for Tree Canopy Assessment
- Oct. 9, 2021 - Vienna Receives Proposals
- Oct. 16, 2021 - Vienna Evaluates Proposals and Selects Winning Proposal
- Oct. 30, 2021 - Vienna Retains Selected Firm; Selected Firm Begins Work
- Nov 27, 2021 - Firm Prepares Data for Mapping and Metrics
- Jan. 15, 2022 - Firm Maps Tree Canopy Change and Land Cover
- Feb. 15, 2022 - Firm Computes Tree Canopy and Land Cover Metrics
- Mar. 15, 2022 - Final Report Issued
- Mar. 21, 2022 - Presentation to Town Council and Public



**2F. End Product/Result.** The end product will be a final report describing the methodology and result of the tree canopy assessment, change analysis, ecosystem benefits assessment, and priority planting locations, as well as a shorter summary report for the public. There will be a presentation of the results to the Town Council and the public. The reports and presentation will be available via the Town's website for public access.

The report will be used to:

- Prepare an urban forest management plan
- Revise and establish programs and policies to protect Vienna's tree canopy
- Establish an urban tree canopy target for Vienna
- Measure progress toward mitigating current tree loss
- Set tree planting goals and identify tree planting locations
- Identify the ecosystem impacts of tree loss on stormwater management, heat absorption, and air quality

### **3. Budget**

Based on our discussions with urban foresters, and individuals that perform tree canopy assessments, we are proposing a budget of **\$15,000** for the project. We are seeking a \$7,500 grant from the Virginia Department of Forestry, and the Town of Vienna will match that with \$7,500.

A letter from Marion Serfass, Vienna's Director of Finance and Treasurer, confirming Vienna's commitment up to \$7,500 in matching funds is included as part of this proposal.

## Urban and Community Forestry Assistance Grant Program BUDGET WORKSHEET

**Applicant:** Town of Vienna

**Project Name:** Urban Tree Canopy Assessment

**Grant Number:** \_\_\_\_\_

ITEM (Itemize Expenses Below)	Grant Share Direct Expenses or Cash Purchases	Applicant Direct Expenses or Cash Purchases	Applicant In-Kind* Personal Services: Volunteer & Staff Hrs.	Applicant In-Kind Donated: Services, Supplies or Equipment Use	Total
					\$ -
Urban Tree Canopy Assessment					\$ -
Contract Not-to-Exceed \$15,000	\$7,500	\$7,500			\$ 15,000.00
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<b>TOTAL</b>	\$ 7,500.00	\$ 7,500.00	\$ -	\$ -	\$ 15,000.00

NOTE: All grantees are required to maintain and submit written records that fully document all expenses.  
Total of Applicant Share Column, In-Kind and Cash Donation Column must equal or exceed Grant Share Column  
\* For the 2021 grants, \$28.54 is the federally-accepted base rate for volunteers. You may use a higher value for a professional who volunteers his/her professional services. Children should be at the minimum wage rate.