



Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park
3667 Main Street
College Park, GA 30337

<http://www.collegeparkga.com>
404-669-3756 (Main)

Experience College Park
Georgia's Global City

Monday, August 3, 2020

6:00 PM

Council Chambers

1. Presentation on Trees Atlanta's One Million Trees Initiative. See memorandum dated July 29, 2020 from City Manager Terrence R. Moore. Also, see attached e-mail from Trees Atlanta Director of Outreach and Marketing Judy Yi and PowerPoint presentation.
2. Update on the College Park Recreation & Cultural Art Football Program and consideration of an alternate option for an instructional football program. See memorandum date July 28, 2020 from Director of Recreation and Cultural Arts Michelle Johnson.



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8242

DATE: July 29, 2020

TO: The Honorable Mayor and Members of City Council

FROM: Terrence Moore, City Manager

RE: One Million Trees Initiative Presentation

Presentation on Trees Atlanta's One Million Trees Initiative by Director of Outreach and Marketing Judy Yi as regards a possible partnership with the City of College Park with the goal to plant and/or preserve 1 million trees across metro Atlanta by 2030.

Ms. Yi is scheduled to present during the August 3, 2020 Workshop Session. See attached e-mail dated July 2, 2020 from Ms. Yi and PowerPoint presentation.

Thank you.

ATTACHMENTS:

- Judy Yi E-Mail_July 2, 2020 (DOCX)
- Trees Atlanta Presentation_08-03-2020 (PPTX)

Review:

- Terrence R. Moore Completed 07/27/2020 1:55 PM
- Rosyline Robinson Completed 07/27/2020 5:40 PM
- Terrence R. Moore Completed 07/29/2020 2:41 PM
- Mayor & City Council Pending 08/03/2020 6:00 PM

From: Judy Yi <judy@treesatlanta.org>
Sent: Thursday, July 2, 2020 9:51 AM
To: Terrence Moore <moore@collegeparkga.com>; Bianca Motley Broom <bmotleybroom@collegeparkga.com>
Subject: One Million Trees Initiative - Will College Park be a part of the Partnership?

Mayor Motley Broom and Mr. Moore,

I hope that you've both been doing well. It's been some time since we first sent information regarding the One Million Trees Initiative. In fact, we sent our letters to you right before the start of the COVID-19 pandemic, and we all began working from home. Now that I hope some new normalcy has returned to your day, I wanted to reach out to restart some conversation around our One Million Trees Initiative.

Back in early March, we sent you a formal invitation inviting the City of College Park to become one of our government partners for the One Million Trees Initiative that we launched in February. **We greatly appreciate your support for tree planting in the past, and greatly want College Park to be one of the founding City Partners for the One Million Trees Initiative.**

Through the campaign and with our partners, we aim to plant and/or preserve 1 million trees across metro Atlanta by 2030. The City of Atlanta is our first committed municipal partner. The City of Hapeville has also formally joined the initiative with Sandy Springs, Dunwoody and Brookhaven, as well as many other municipalities, all moving towards a commitment. We have ten nonprofits committed to be our founding nonprofit organizations (listed on our website: treesatlanta.org/onemilliontrees.)

We ask that county and city partners commit to continuing or if possible, accelerating their efforts to plant and preserve trees (for instance, by protecting new greenspace), share their planting and preservation data with us so we can collate it, and promote the program and the benefits of trees to your community. This program does not require any financial commitment beyond your city's own planting, conservation or education programs for your communities. The greatest benefit for this partnership is the power of our shared goals and collaboration across metro Atlanta: this is the first program of this kind at a metropolitan region level. Trees Atlanta will coordinate this program with the input and expertise of all partners building up our mutual capacities. In addition to the ten

I can schedule a call with you if you'd like to talk about the program further. Please let me know if you think College Park would have interest and how you think we might best move this forward. Here are a few links that provide some additional information about the initiative:

1. Our program webpage: treesatlanta.org/onemilliontrees
2. City of Atlanta's City Council resolution (as a possible approach for your city): [PDF on Google Drive](#)

3. Template/sample of letter of support: [on Google Drive](#)

Thank you both, and have a great holiday weekend.

Judy Yi

Director of Outreach & Marketing

judy@treesatlanta.org

404-609-3373





One Million Trees Initiative City of College Park

For more information, please contact:
Judy Yi, Director of Outreach & Marketing

Trees Atlanta | judy@treesatlanta.org | 404-609-3373

August 3, 2020

Trees Atlanta
protects and improves
Atlanta's urban forest by
planting, conserving,
and educating.

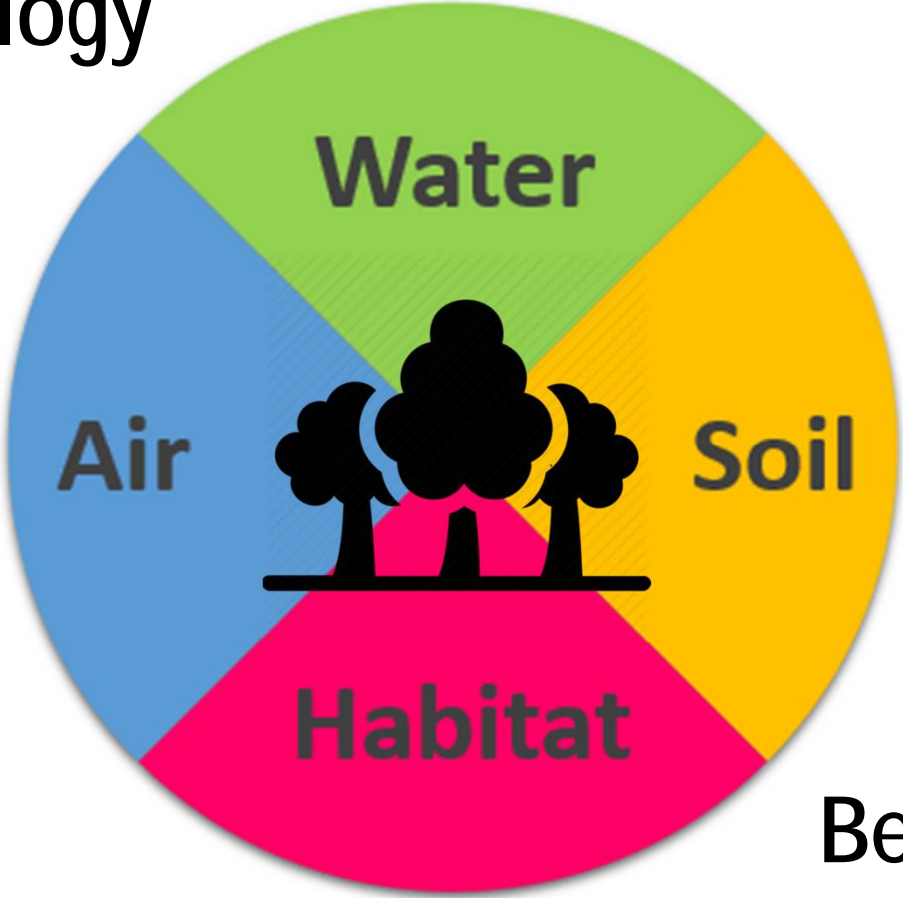


Trees Are Rapidly Disappearing

- Three Georgia counties are in the Top 10 in the South for acres of forest lost per year

#2	Gwinnett	3,033 acres
#3	Fulton	2,801 acres
#10	Cobb	1,644 acres
- Georgia is in the Top 5 states in canopy loss percent
- Human health and the urban ecosystem are highly affected by proximity to trees

Trees are Critical to Atlanta's Urban Ecology



Benefits of Trees



Trees Improve the Health & Well-being of the People Who Live Near Them

- Captures particulate matter and improves **air quality**
- Lowers **air temperature** and saves on less **electricity** used
- Reduces soil **erosion** and **flooding** and improves **water quality**
- Increases **biodiversity** and better supports wildlife
- Lowers impact of **chronic illnesses**, including asthma and stress
- Improves **education** outcomes and student behaviors
- Supports to **mental health** - residents of neighborhoods with higher tree canopy take fewer prescription antidepressants
- Raises home **sale prices** and retail sales for businesses on streets with trees



Our Programs



CONSERVING

PLANTING

EDUCATING



Trees Atlanta protects and improves Atlanta's urban canopy





Planting: Community Forestry

NeighborWoods

- Volunteer Projects
- October to March: plant
- April to September: maintain

Urban Trees

- Fee for service contracts
- Large trees for municipal projects



Conserving: Forest Restoration

- Remove invasive species
- Re-introduce native trees and plants
- Improve over 30 local forests/greenspace



Educating: Connections and Actions



- Connect to nature through outdoor play and education
- Inspire “Budding Environmental Stewards”
- Explore green collar careers

Adult

- Increase awareness and inform
- Empower with skills
- Act to protect and improve our urban forest



Advocacy: Speaking for the Trees



Canopy Conversations

- Invited by the community
- Neighborhood & NPU meetings
- treesatlanta.org/contact

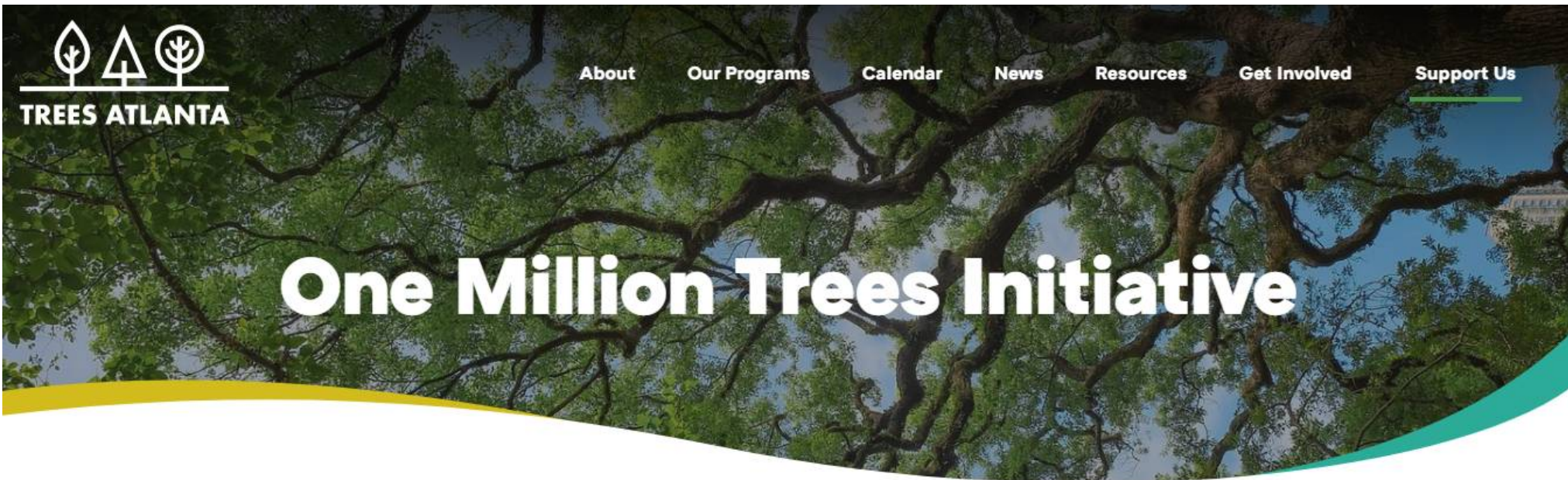
One Million Trees Initiative

- 10 nonprofits & 10 cities
- 10 years
- treesatlanta.org/onemilliontrees

Tree Protection Ordinance

- Community advocates
- treesatlanta.org/advocacy





- A collaborative effort to preserve Atlanta's tree canopy
- Program Info: www.treesatlanta.org/onemilliontrees
- Ten local nonprofit conservation organizations
- Ten cities and counties in metro Atlanta
- Ten-year goal (2020 – 2030) to plant and protect 1 million trees

Founding Partners to Date



How to Become a Partner

- Letter of Support from Mayor or City Manager, - OR-
- Resolution from City Council or Board of Commissioners
- No fees or financial commitment is required

- Send to Trees Atlanta:
 - Copy of formal approval by the City
 - Current logo image file
 - City's staff person responsible for managing program
- Issue a Press Release (optional)



Trees Atlanta Will Take the Lead to:



- Define project definitions, protocol, and roles with stakeholder input
- Create and manage partnership agreements
- Create and manage project timelines
- Track, manage, and report on progress toward goals
- Develop multi-channel marketing strategy and provide marketing guidance or assets to all partners
- Communicate program updates throughout initiative among partners and to broad audiences

What is the Role of Partners?

- Plant trees directly or as sponsored/partnered events
- Track and report trees planted or conserved to Trees Atlanta
- Promote One Million Trees Initiative, its goals, and related programs to drive support and participation
- Identify and purchase land for conservation
- Consider ordinance revisions, programs, or incentives to improve canopy
- Advocate with influencers to amplify the role of partners and the goals of the One Million Trees Initiative
- Allow the use of logos and organization name as partner in all marketing, promotions, and media content



Thank You



Visit our website:
www.treesatlanta.org





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WORKSHOP AGENDA ITEM

DOC ID: 8251

DATE: July 28, 2020

TO: The Honorable Mayor and Members of City Council

THROUGH: Terrence R. Moore, City Manager

FROM: Michelle Johnson, Interim Director of Recreation & Cultural Arts

RE: Update to Youth Fall Football Program

PURPOSE: Provide an update to Mayor and Council regarding the youth fall football program and provide an alternate option of a instructional football program.

REASON: The Department of Recreation and Cultural Arts football program was preparing to participate the Youth Football Alliance (YFA) league in the fall for our youth football program. The league has been canceled due to facility closures, field availability and inability to accommodate all the games due to Covid-19. The Youth Football Alliance (YFA) has postpone the season by rescheduling until the spring of 2021.

In wanting to provide programming and to continue with some normalcy of a regularly scheduled season in the fall the department would like to offer the coaches and athletes an instructional league. The instructional league would allow the opportunity for coaches and their teams to practice and continue to develop skills with field time.

The instructional football league registration of \$30 will cover scheduled practice days and time on our fields but offer no league play due to YFA season canceled. If the coaches and players decide to participate in an independent league outside of YFA any cost for uniform and league fees will be the obligation of the parents. With offering just an instructional league the participants the department will be offering an opportunity for the athletes practice during the regularly scheduled season with little concerns of further cancellations and financial loss to the City of College Park due to Covid-19.

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: N/A

AFFECTED AGENCIES: N/A

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: N/A

REQUIRED CHANGES TO WORK PROGRAMS: N/A

STAFF:**Review:**

- Michelle Johnson Pending
- Rosylene Robinson Pending
- Terrence R. Moore Pending
- Mayor & City Council Pending 08/03/2020 6:00 PM