

Urban Forest Carbon Registry

July 6, 2016



Everyone here is aware of two facts:

- Urban Forestry in the US is poorly funded.
 - Of the \$625M DNR budget, \$0 allocated to the Urban and Community Forestry Program.
 - City of Seattle?
- Urban trees deliver massive and documented benefits.

Our Project

- Targeted effort to connect urban forestry to a funding source.

Voluntary Carbon Buyers

- \$700 M in the last decade in the U.S.; \$4.5 billion worldwide

- Voluntary dollars go to forest land in Surinam, wind, other offset project types

- Voluntary carbon buyers cannot invest in urban greening, no certified credits

Key Challenges:

- Entire urban forest must be included in U.S. carbon market
 - Urbanization is a major demographic trend
 - Urban land area increasing from 3% to 8% of total in lower 48 states
 - City trees provide multiple ecosystem services to largest concentration of population

What's needed for certified credits?

1. UF carbon protocol
1. Registry to administer the protocol: issue certified credits
2. Promotion of UF projects and connection to carbon buyers

Will carbon buyers want UF credits?

- Big buyers spend 80-90% on “bare” carbon, 10-20% on charismatic credits
- UF is highly charismatic:
 - Customers and staff live and work in urban areas
 - UF projects continue for many years
 - Social and environmental justice

The background of the slide is a photograph of a tree with dense foliage, reflected in a body of water. The entire image is overlaid with a semi-transparent green filter. The text "Who will do this?" is centered in the middle of the image in a white, serif font.

Who will do this?

Greg McPherson, Ph.D

Greg is an internationally recognized scientist who pioneered the quantitative analysis of urban forest benefit-cost analysis and led development of the Climate Action Reserve's Urban Forest Project Protocol in California. Greg leads the US Forest Service's urban forest research unit in Davis, CA. Greg led development of the Carbon Calculator, has published over 135 peer-reviewed articles, won numerous awards for his work, and speaks internationally on urban forest issues.



Mark McPherson, J.D., Ph.D

Mark is a lawyer and business person in Seattle who drafted the first conservation easement for the City of Seattle Heritage Tree Program over 25 years ago. He was given a Founder's Award by PlantAmnesty of Seattle for his legal work in many cases involving urban trees. For the last ten years, he has managed a business and started a content web site that receives over 100,000 visitors a month. Mark has a Ph.D. and a law degree from Harvard.

Why Mark and Greg?

In 2013 and 2014, Mark and Greg served on the working group at the Climate Action Reserve that attempted to develop a streamlined and workable urban forest protocol. They know both carbon protocols and urban forestry. Mark's legal and business experience and Greg's scientific and technical expertise make them uniquely skilled to execute this project.

Board

- The Nature Conservancy (Bill Toomey, who directs TNC's urban forest programs in 18 cities)
- American Forests (Ian Leahy, who directs their urban forest programs in 14 cities)
- Arbor Day Foundation (Jared Carlson, Director of Strategy)
- Gerry Gray, the former director of the national Alliance for Community Trees and Policy
- Forterra in the Pacific Northwest (Managing Director Skip Swenson).

Current Status

- Funded to start development of a national UF carbon protocol
- Assembling drafting group for protocol
- Protocol done March 2017
- Then build registry as Phase 2
- Phase 3 will be promoting and administering

Sample Projects

- Palo Alto, CA
- Austin, TX
- King County Million Tree
- 130,000 schools and colleges
- Watersheds, parks, golf courses, etc.

The tree in front of my
home is a **word**



The trees on my street are
a **sentence**



The trees in my neighborhood
are a **paragraph**



All the trees in my community
are a **story**



They tell us about
our communities and
our commitment to
the future. What will
our story be?

