

# AGOL for Communication

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DISTRICT DEPT. OF TRANSPORTATION  
URBAN FORESTRY ADMINISTRATION



# Urban Forestry Administration

"City of Trees"

Certified Arborists

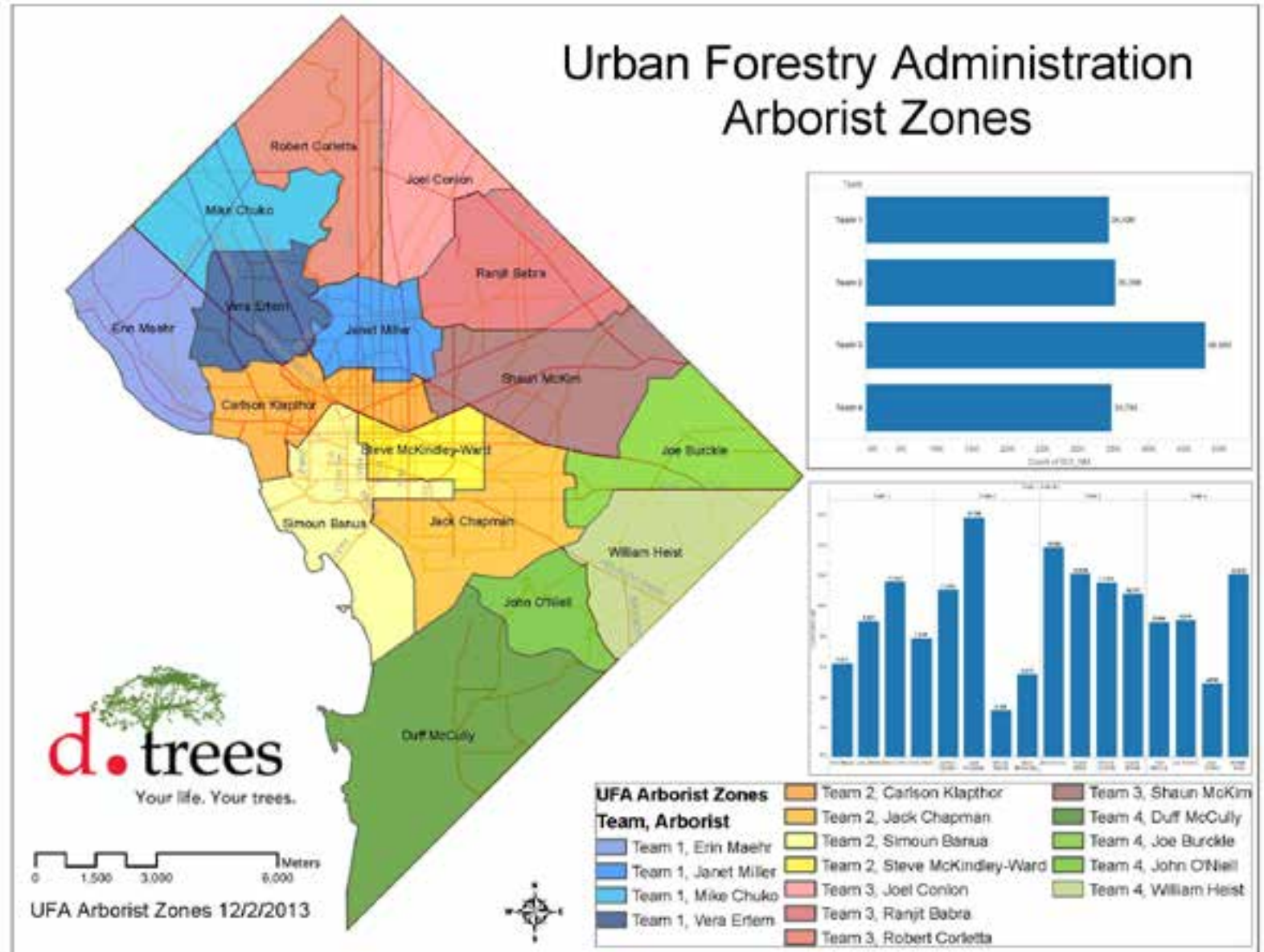
~130,000 Street Trees

Street Tree Focus

Green Infrastructure

Bike Trails

Honeybees

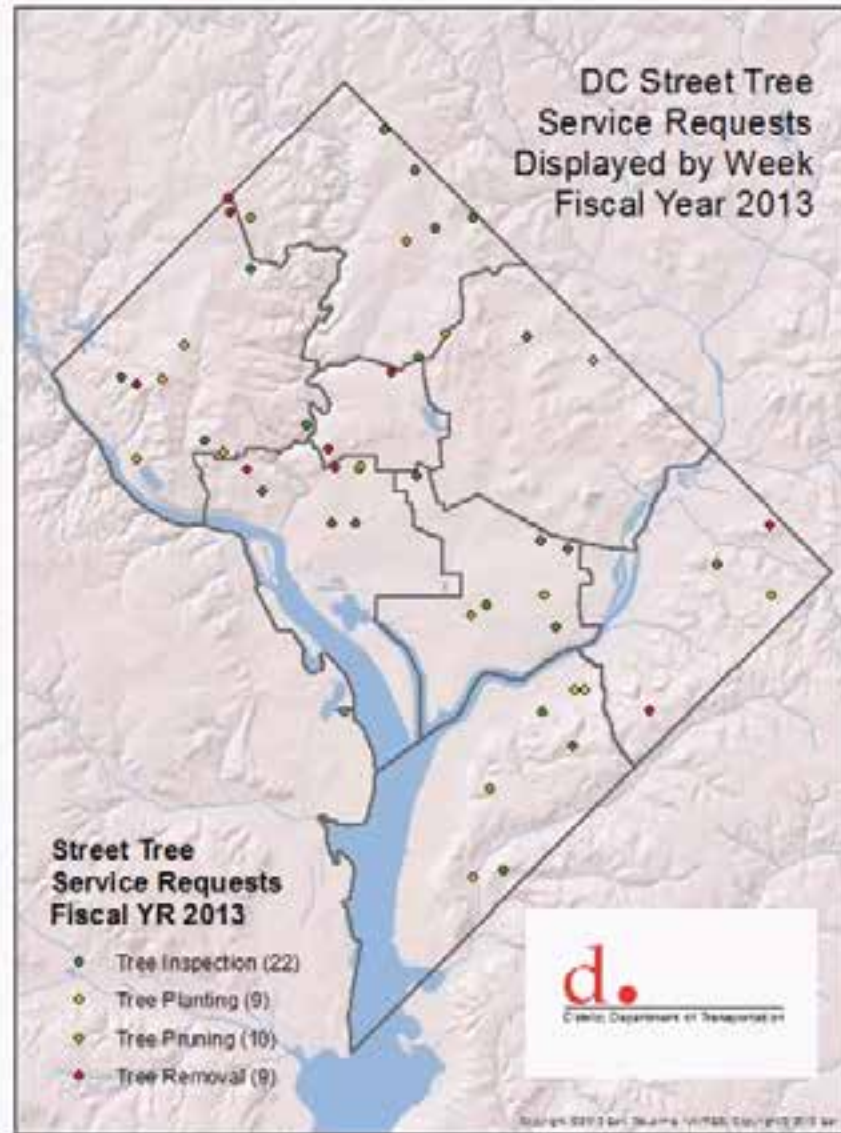


# Urban Forestry Administration

Citizen Driven

~12,000 Requests Annually

Tree Planting

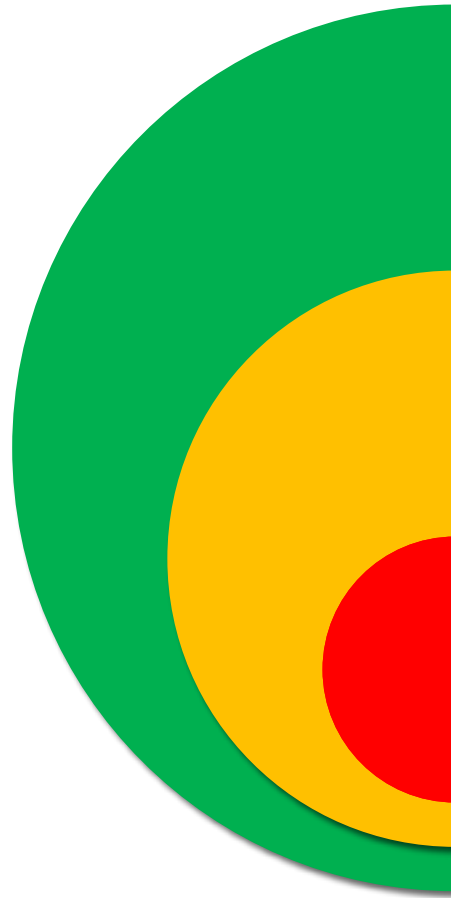


# Urban Forestry Administration

An Evolution of Engagement



Level of Communication



Dynamic

- Relevant
- Engaging

Static

- Limited
- Not Timely

None

- No Trust
- No Partners

# Urban Forestry Administration

One Decade Prior...

Limited Asset Management System

Staff Turnover

Substantial Service Backlog



# Urban Forestry Administration

Initial Attempt:  
Spreadsheet Approach



Search DC.gov



DC.gov ddot.dc.gov

## District Department of Transportation

DDOT Home DDOT Services Projects and Planning On Your Street About DDOT

District Department of Transportation



**Office Hours**  
Monday to Friday, 8:15 am to 4:45 pm

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Washington, DC 20003  
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TTY: (202) 673-6813  
Email: ddot@dc.gov



Ask the Director

ADD THIS Text Resize

	WorkOrderId	Description	Ward	Address
1	421290	TREE REMOVAL	1	1200 BLK NORTH CAPITOL ST NW
2	421655	TREE REMOVAL	3	2919 29TH ST NW
3	422557	TREE REMOVAL	5	1200 BLK LAWRENCE ST NE
4	421725	TREE REMOVAL	7	2808 OROWAY ST NW
5	421770	TREE REMOVAL	2	1400 BLK K ST SE
6	422028	TREE REMOVAL	6	3381 NEW MEXICO AVE NW
7	422151	TREE REMOVAL	4	3217 E ST SE
8	422462	TREE REMOVAL	8	1432 JUNIPER ST NW
9	422357	TREE REMOVAL	1	5600 16TH ST NW
10	420955	TREE REMOVAL	3	ALLEY BEHIND 3111 CHANNING ST NE
11	422410	TREE REMOVAL	5	3200 BLK 36TH ST NW
12	420976	TREE REMOVAL	7	305 S ST NE
13	421405	TREE REMOVAL	2	123 Who's actually Looking
14	421508	TREE REMOVAL	6	2117 HUIDEKOPER PL NW
15	421376	TREE REMOVAL	4	456 Where am I?
16	421991	TREE REMOVAL (ELM - DED)	8	6244 EASTERN AVE NE
17	422252	TREE REMOVAL	1	OPP 2700 PORTER ST NW
18	421145	TREE REMOVAL	3	1200 BLK GIRARD ST NE
19	421669	TREE REMOVAL	5	601 D ST NW
20	421707	TREE REMOVAL	7	OPP 4603 7TH ST NE/ALLISON ST
21	421210	TREE REMOVAL	2	4820 RESERVOIR RD NW
22	421211	TREE REMOVAL	6	4408 15TH ST NW
23	421336	TREE REMOVAL	4	OPP 5904 BROAD BRANCH RD NW
24	421938	TREE REMOVAL	8	999 OMG
25	422166	TREE REMOVAL	1	1515 CRITTENDEN ST NW
26	422372	TREE REMOVAL	3	5721 16TH ST NW
27	420954	TREE REMOVAL	5	2211 32ND PL SE
28	421331	TREE REMOVAL	7	305 T STREET NW
29	421341	TREE REMOVAL	2	2008 5TH STREET NW
30	422470	TREE REMOVAL	6	3055 16TH ST NW

goDCgo



Your #1 resource for transportation information & options to make getting into and around the District easier than ever.

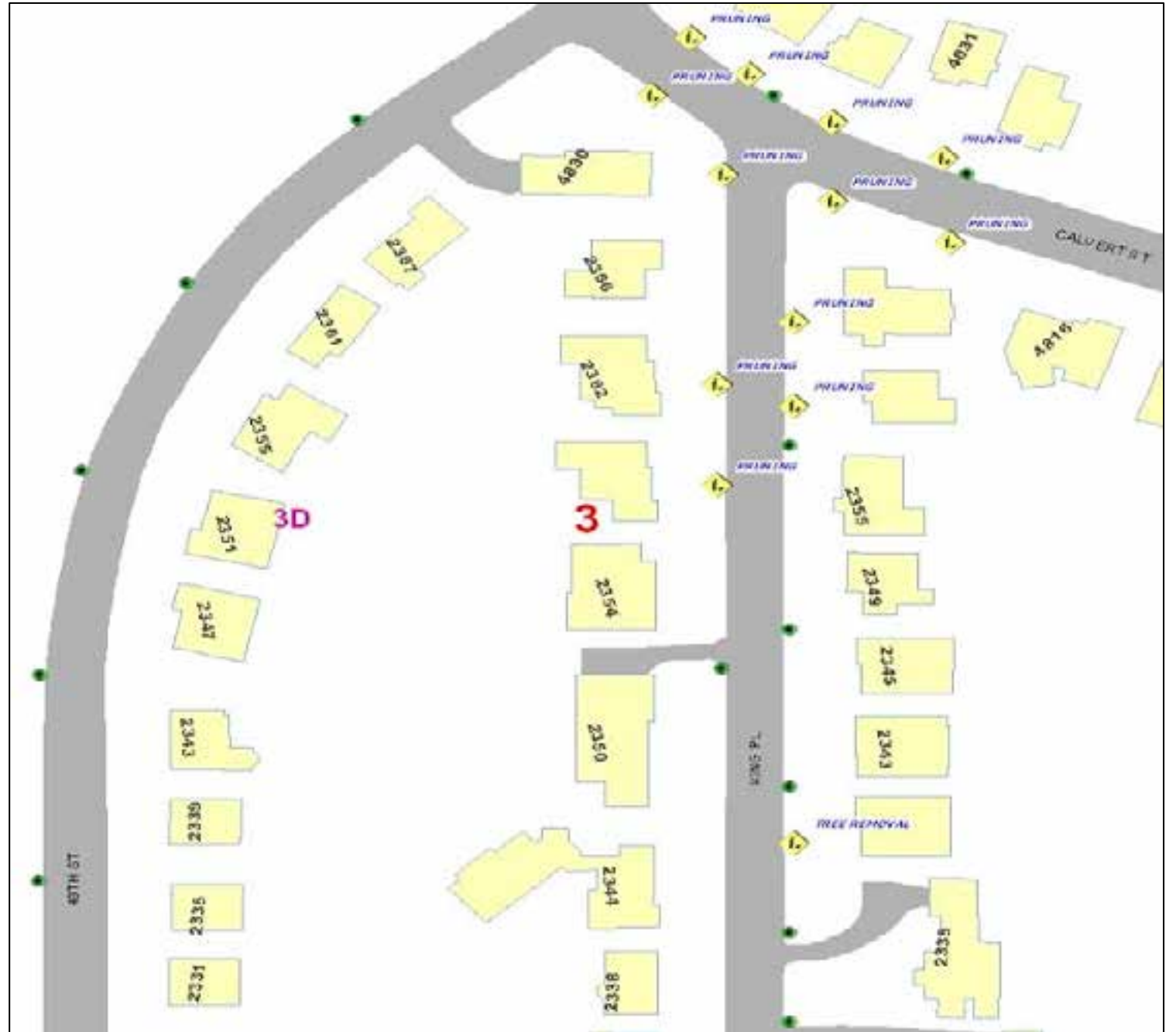
DC Streetcar



# Urban Forestry Administration

The Methodology is Enhanced:

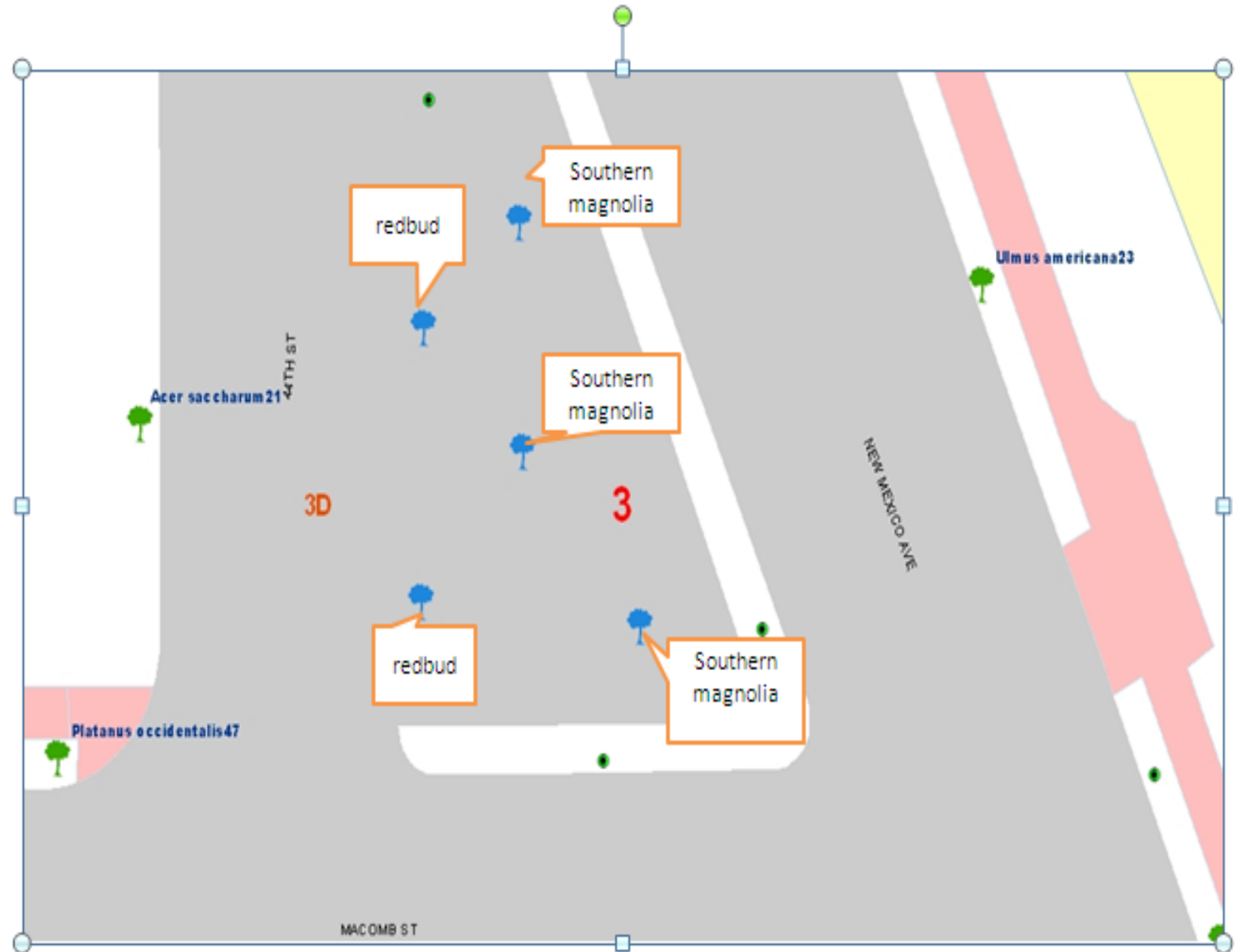
Map Screenshots



# Urban Forestry Administration

The Methodology is Enhanced:

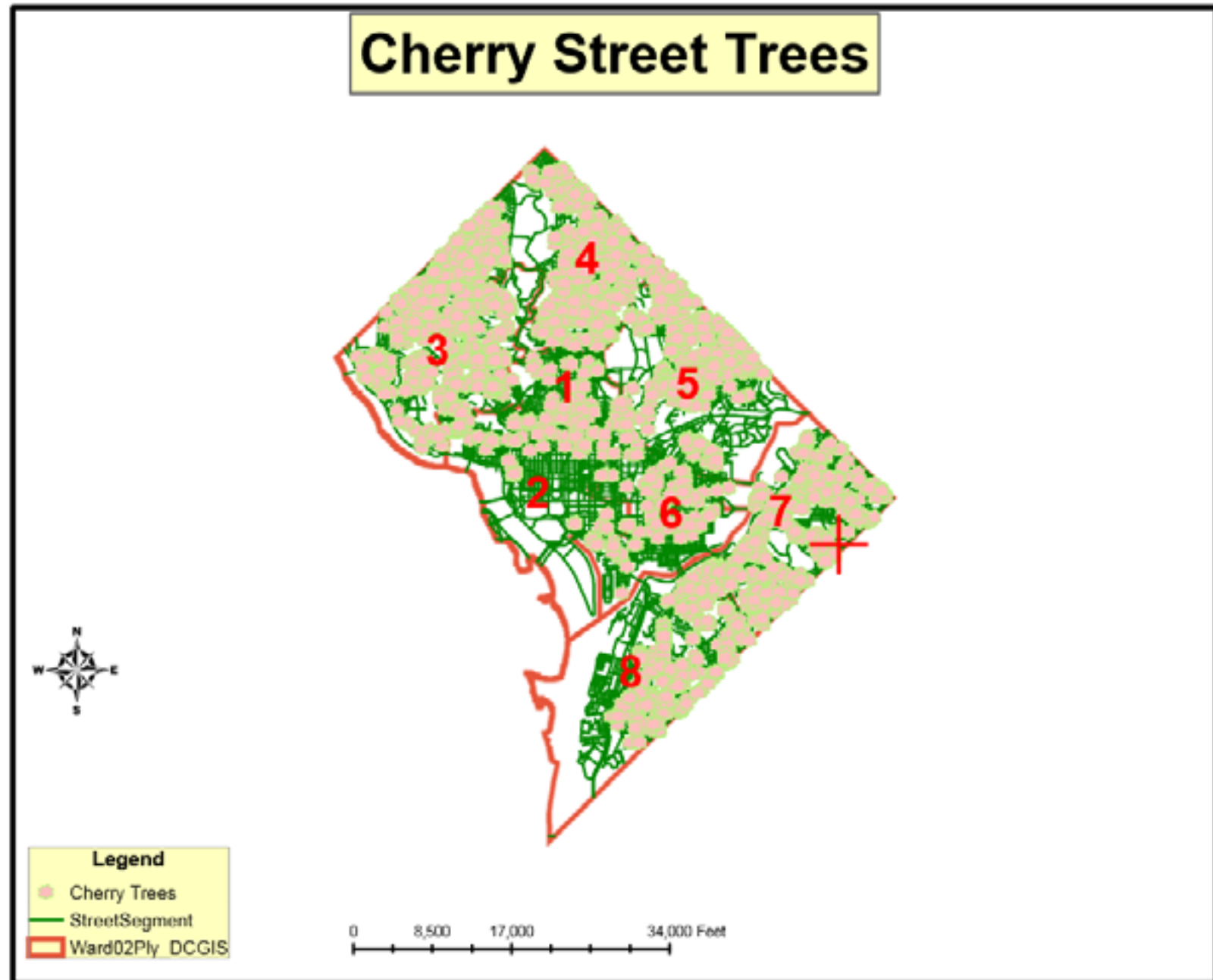
Map Screenshots





# Urban Forestry Administration

Overloaded Map PDFs  
Overwhelmingly Cluttered

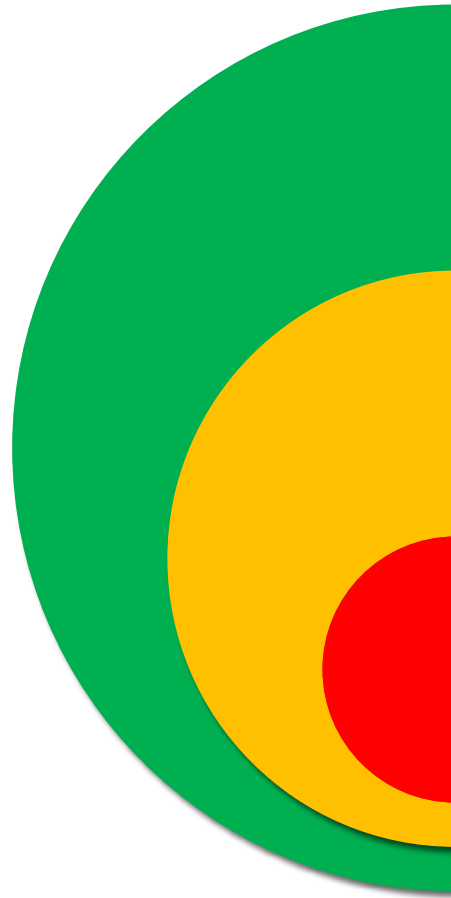


# Urban Forestry Administration

Overview of Progression



Level of Communication



Dynamic

- Relevant
- Engaging

Static

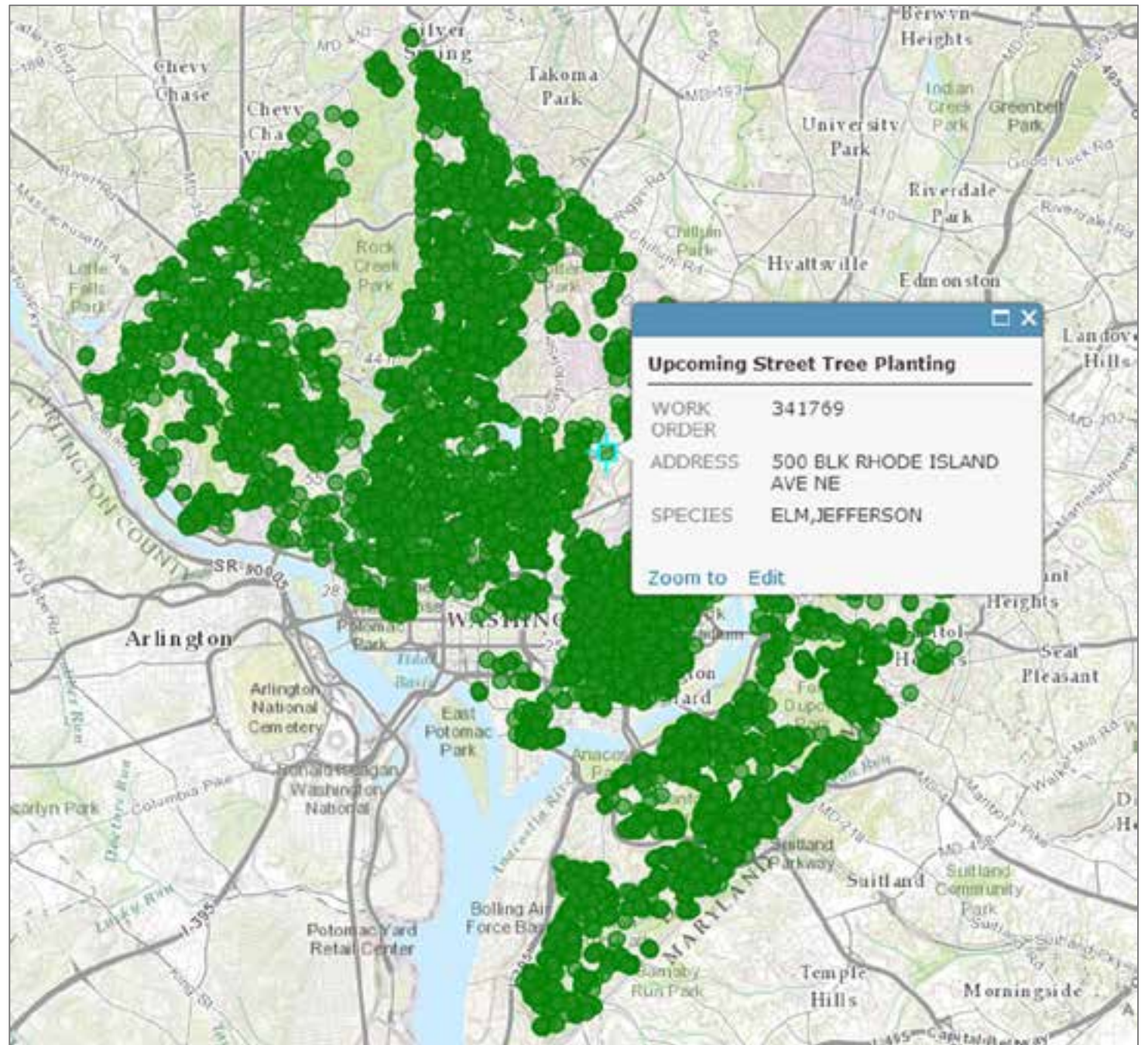
- Limited
- Not Timely

None

- No Trust
- No Partners

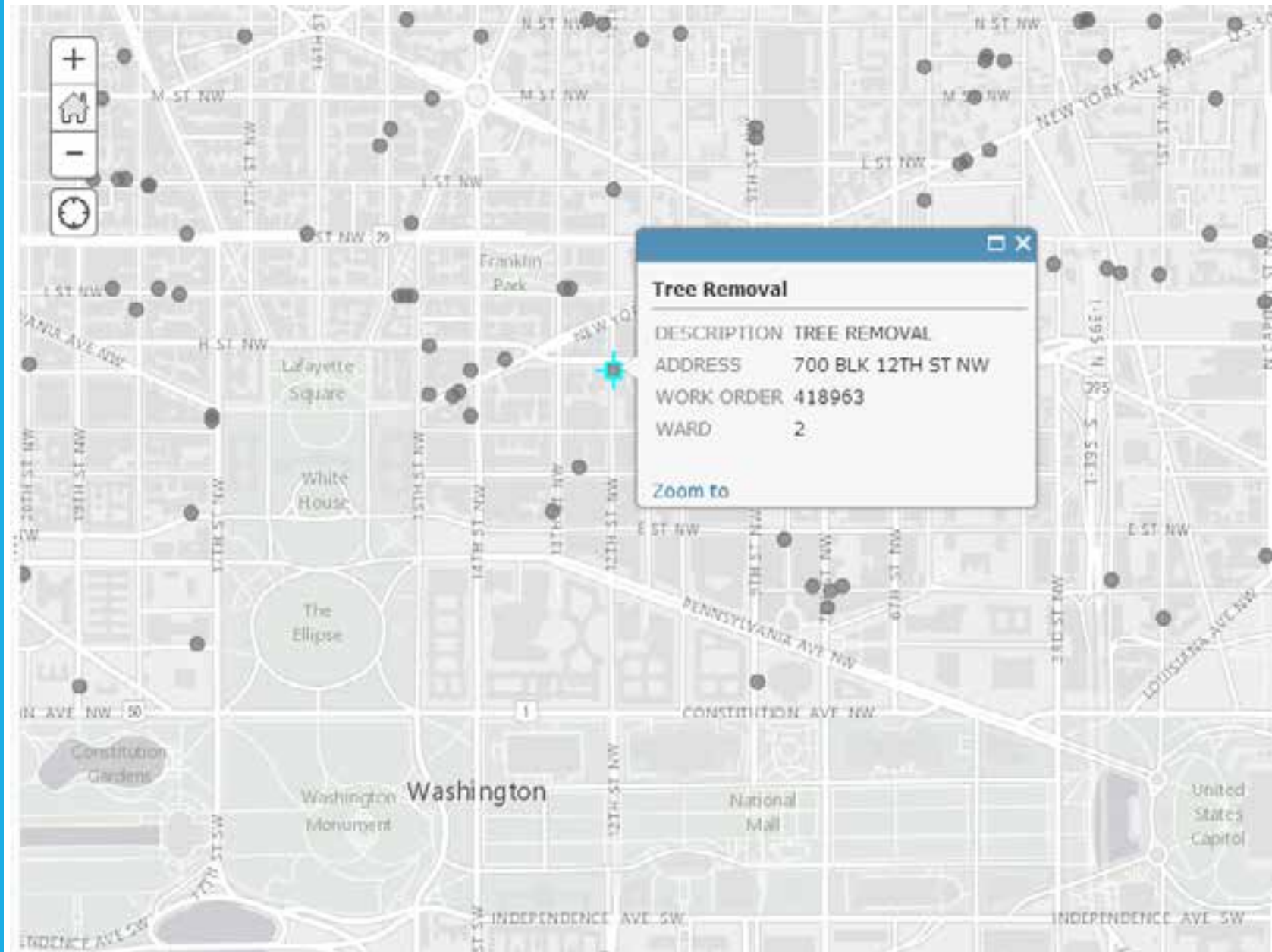
# Urban Forestry Administration

The Birth of Web Mapping at Urban Forestry Administration



# Urban Forestry Administration

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The Birth of Web Mapping at Urban Forestry Administration



ArcGIS FEATURES PLANS GALLERY MAP GROUPS MY C

## UFA FY14 Scheduled Street Tree Plant



Street Tree Planting Scheduled for 2013-2014

Web Map by earl.eutsler  
Last Modified: September 18, 2013

★★★★★ (1 rating, 11,569 views)

Facebook Twitter

OPEN SHARE EDIT DELETE MOVE

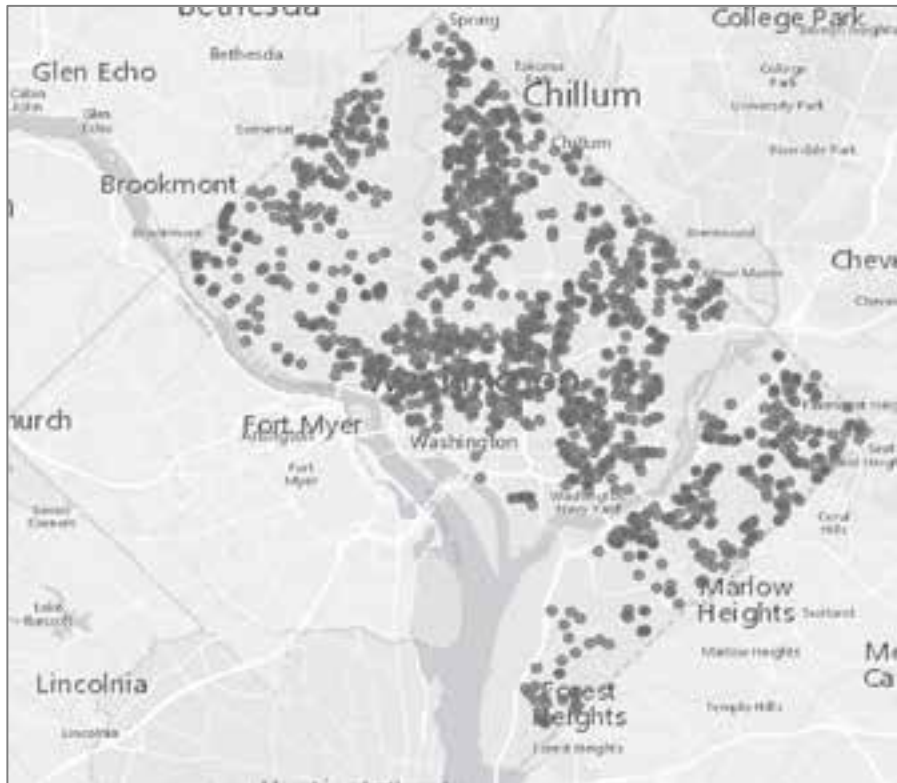
### Description

This map is created for the public by the DDOT Urban Forestry Administration. I

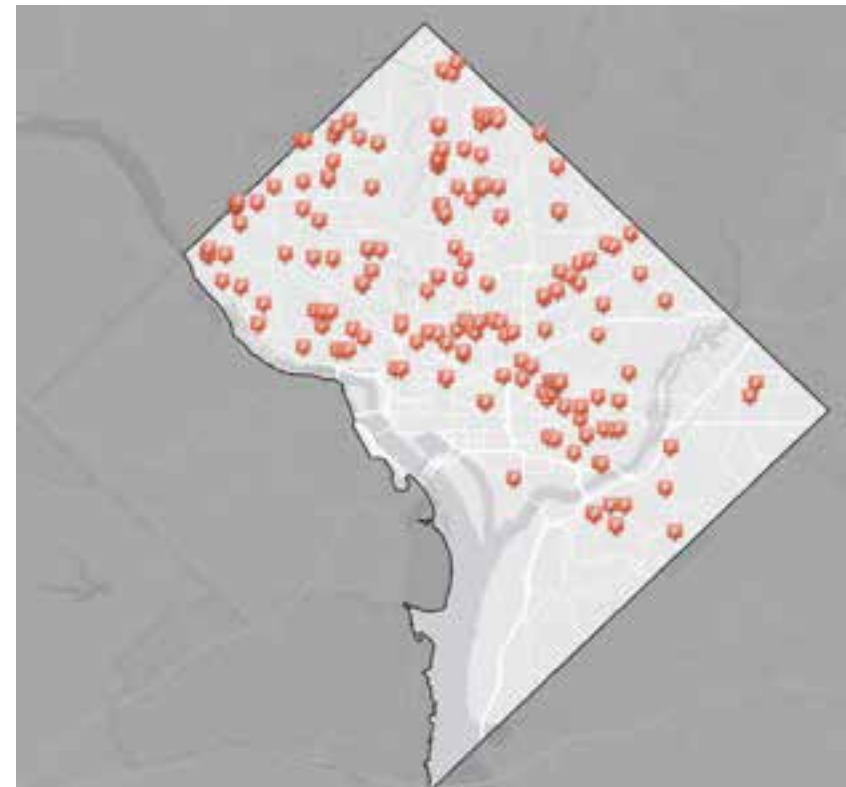
# AGOL for Communication



EARLY DESIGN



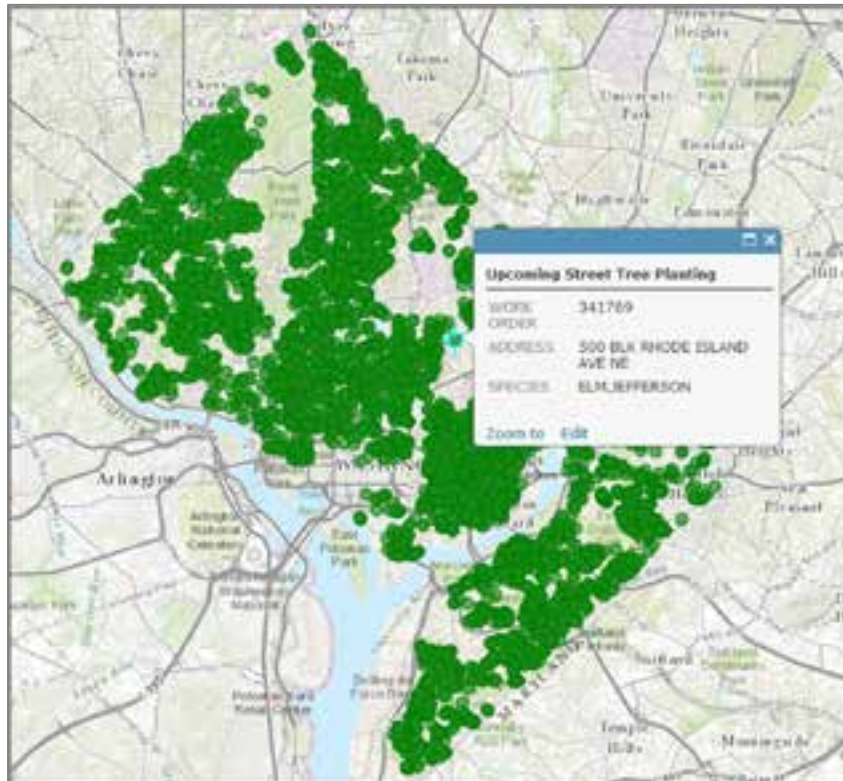
LATER REFINEMENT



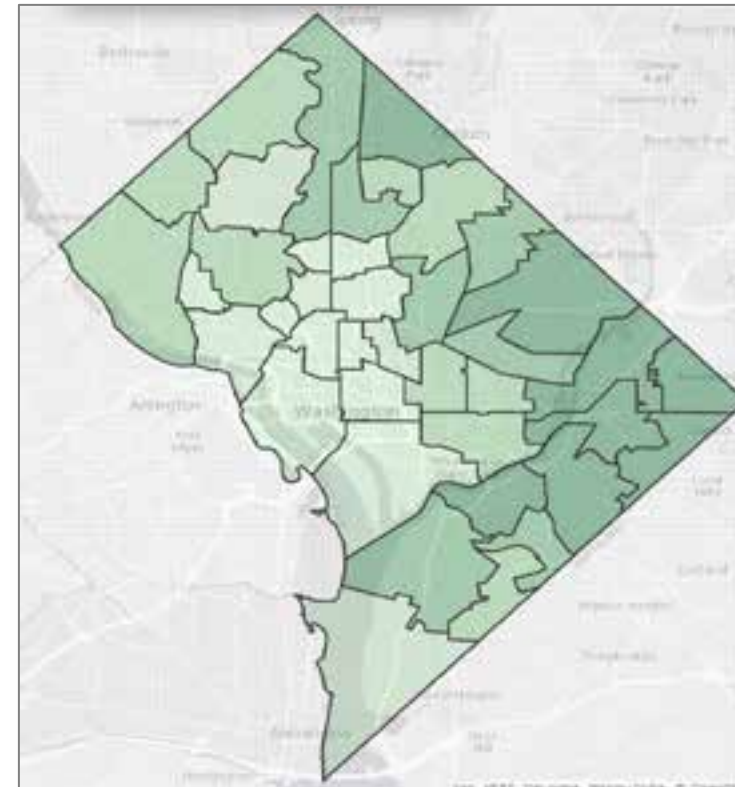
# AGOL for Communication

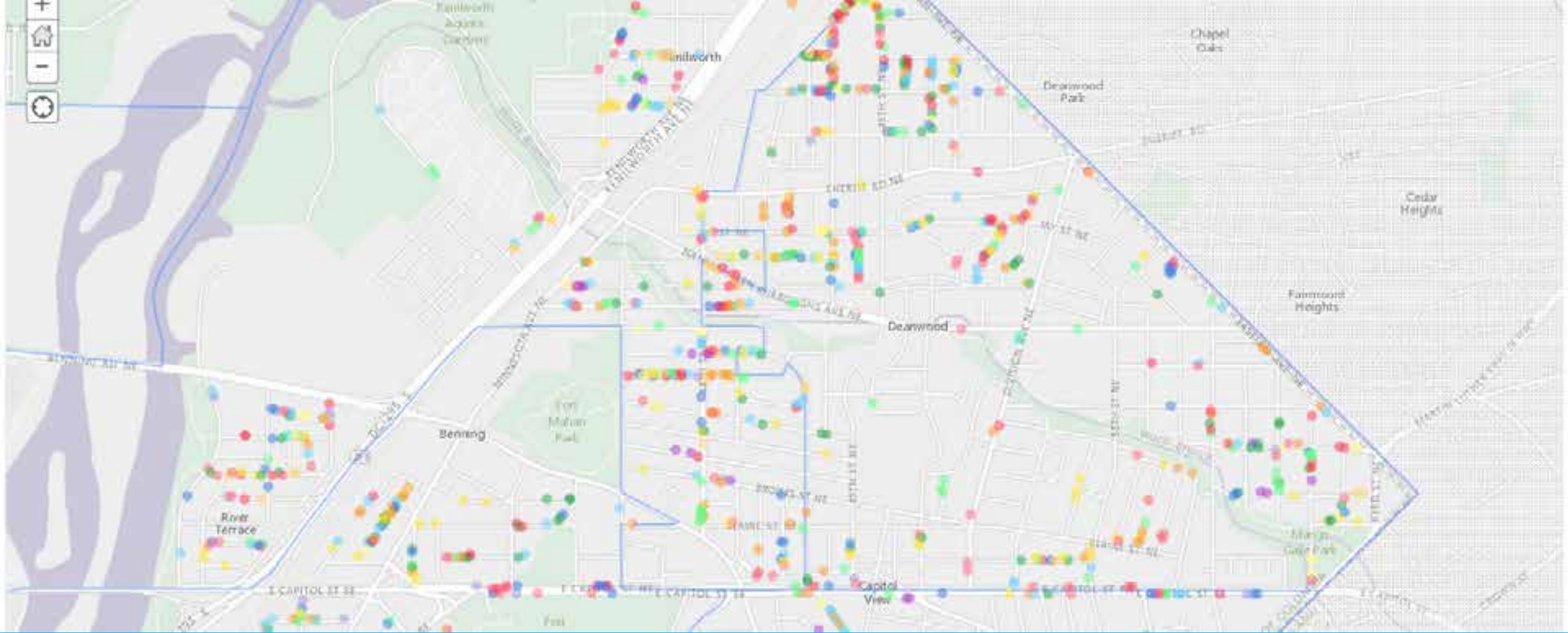


EARLY DESIGN



LATER REFINEMENT





# Urban Forestry Administration

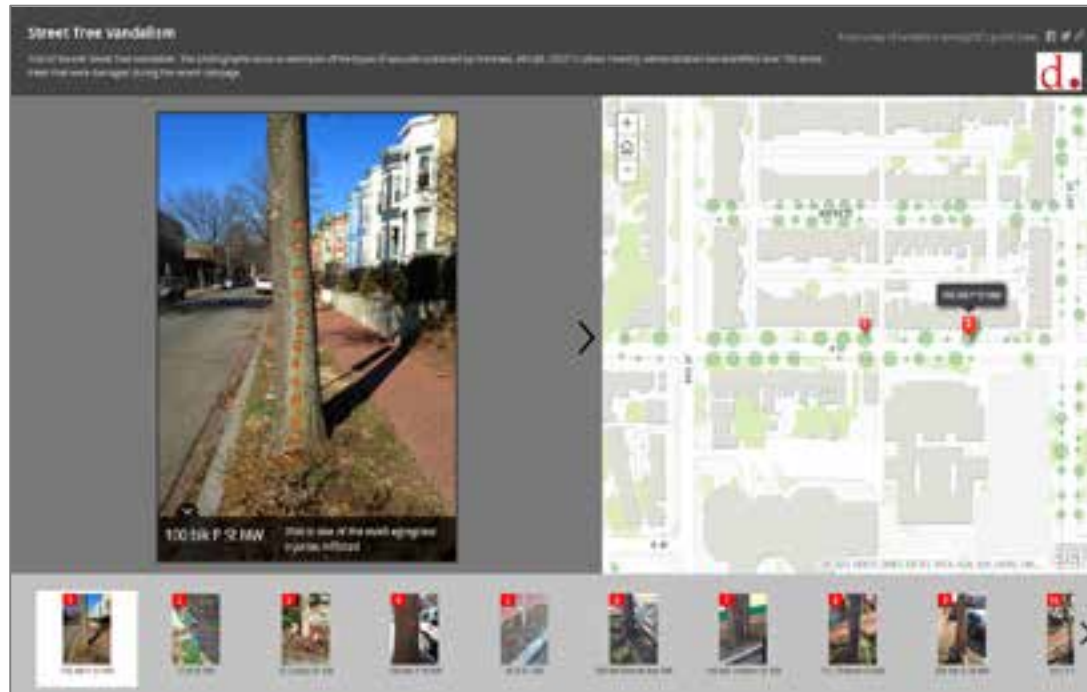
Species – based symbology to highlight diversity



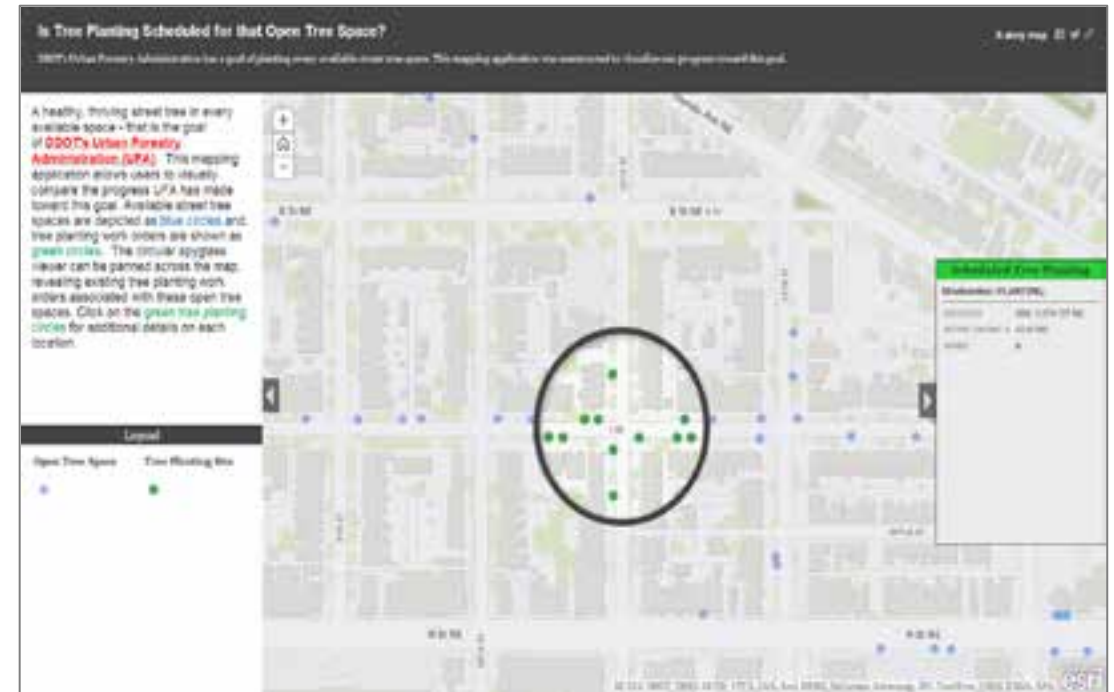


# Storymaps- The Pinnacle of Engagement

DOCUMENT STREET TREE VANDALISM



WILL A TREE BE PLANTED IN THAT SPACE?



The emerald ash borer may impact trees in the District on both public and private property. Washington, DC is home to approximately 140,000 street trees with an overall urban tree canopy of ~37%. Relatively few street trees consist of ash species, roughly just over 1.5% or 215 ash trees are located along in the public right of way. The Urban Forestry Administration is currently surveying ash street trees for evidence of EAB activity and infested trees will be treated or removed. However, many ash trees reside on private property and may be at risk of infestation due the combination of EAB populations in neighboring states and the strong flight capability of EAB. Emerald ash borer females are capable of flying an average of 1 mile per day.



(1 of 2)

at Wood Creek Park, near pavilion, just west of 16th st overpass

### Emerald Ash Borer in Washington, DC

Emerald Ash Borer was recently detected in the District. Click the image below to view a gallery of recent sightings.



[Zoom to](#)

#### LEGEND

##### Emerald Ash Borer Sighting



##### Public Ash Tree

- 2.0" - 7.4"
- 7.4" - 12.9"
- 12.9" - 20.5"
- 20.5" - 32.0"
- 32.1" - 45.5"

# Urban Forestry Administration

Response to Recent Invasion of Emerald Ash Borer



# Urban Forestry Administration

An Organization Transformed








### All cities in the American Forest Case Study

The case study provided the District the opportunity to see where our challenges exist in other cities as well as where innovation is happening. The District has used the case study to look at the specific areas that were highlight by American Forests see how we compared. We looked at as many of the data points that were presented and each city had information on. From these data points we looked for commonalities and differences between programs, geography, population, temperature, rainfall and others. The

#### LEGEND

#### Urban Forestry Programs Compared

-  17% - 20% Canopy Cover
-  20% - 23% Canopy Cover
-  23% - 26% Canopy Cover
-  26% - 30% Canopy Cover
-  30% - 37% Canopy Cover



# Urban Forestry Administration

An Organization Transformed

