

3+30+300 City Cohort Webinar

Ian Hanou | CEO & Founder **PlanIT Geo**



Presenters

Ian Hanou, CEO & Founder,
 PlanIT Geo

Prof. Dr. Cecil Konijnendijk,
 Nature Based Solutions
 Institute





Presenters

What's Unique About Today's Webinar

- A. You get a free 3+30+300 map just for showing up. That's cool. B. It's an opportunity to learn with us and your peers:
 - a. City cohorts by population size
 - b. Individual and group meetings over a few months
- C. Your input will inform our strategies. For real.
- D. There's pricing and a specific Call-to-Action after:
 - a. To opt-in

Pole Question #1 of 3

Agenda

- Brief Introduction / Overview
- What is 3+30+300?
- Trends in Europe and Beyond
- Fort Collins, Colorado Project
- City Cohort Initiative
- Q&A

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TreePlotter Resellers

We have software resellers around the globe. This network expands our reach and offers continuous feedback so our team and products can evolve with new ideas and business models from around the world.

300m

from the nearest park or greenspace

Partners

May LI BAM M51

TreePlotter Suite of Products

A comprehensive set of tools and data solutions for mapping, data entry, work management, community engagement, and more

Collect and manage tree data in real-time, anywhere, on any device

TreePlotter[®]

View, plan, and grow your urban forest with canopy data analysis tools

TreePlotter Projects

Set and track planting targets, canopy goals, budgets, volunteers, and more

Data Driven, Data Informed

Data Products

Geospatial-derived analysis that are incorporated into PlanIT Geo consulting services, TreePlotter software as reference layers, or purchased directly as data.

- 3+30+300
- Possible Planting Areas (PPA)
- Urban heat risk mapping

Ex. from 2024: Land **Cover and Tree Equity** Data Pack (LCTE)

Includes:

Disadvantaged census tracts Census blocks within them Historical redlining areas (if available in your area) Land cover metrics down to census block scale

3+30+300 Data in TreePlotter INVENTORY

Make it actionable in a GIS environment to plan projects, budgets, tree planting locations, and partners in the area.

- 1. Buildings color coded by their 3+30+300 ranking
- 2. Then summarized at a neighborhood level
- 3. Use to prioritize and plot out "3+30+300" trees
- 4. Data updates over time for monitoring progress

Pole Question #2 of 3

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What is 3+30+300?

- A. Introduction to the Rule
- B. Evaluating it through Geospatial Analysis

Questionnaires

Land cover maps

Questionnaires

- Limited adoption of **The Rule** to date in the U.S.
- 78% of municipalities in the Netherlands have officially adopted the rule in their city code!
- It's another lense to assess tree equity with simple messaging

from the nearest park or greenspace

May 1, 1, 8 AM M5

How do we "map" 3+30+300?

- 1. A combination of GIS data (e.g. building footprints, parks, green spaces, etc.), remote sensing (satellite image analysis), and geoprocessing models (proximity, area calculations, etc.)
- 2. Running this and "scoring" every building outline in a city for each of the 3 Rules, and then summarizing by neighborhood
- 3. Cool fun fact: we have this available now, worldwide

How do we "map" 3+30+300?

Another way to say it:

- 1. An automated process to score every building based on:
 - a. How many large/significant trees are near it
 - b. What % canopy cover there is within 500 meters of it, and
 - c. How far the nearest park or public green space is
- 2. Then creating beautiful maps of the buildings color-coded by how well they achieve each Rule individually or all three Rules combined

#3 Visibility of trees

1. Searching for Significant Trees

A significant tree has a canopy area greater than 30 m²

2. Buffer

The buffer has a radius of 25 meters around the tree.

3. Count

3 or more overlaps? The property passes the test!

#30 canopy cover

1. Buffer around each property

A radius of 500 meters, so more than a kilometer in diameter.

Is the percentage higher than 30%? Then the property passes the test!

#300 Green space

Searching for all urban green spaces and all walkable roads

2. Select all urban green spaces and all walkable entrances

Calculate a so-called "service area" by analyzing the network from the park.

3. Select all the properties that border this area

Property touches the service area? It passes the test!

Single Building Example

are >300 square feet • Score: 10 of 10 radius • Score: 7.6 of 10

• Score: 10 of 10

Total Score: 7.3

- **3 Rule:** 11 "significant trees" within 50m that
- **30 Rule:** 23% canopy cover within 500m
- **300 Rule:** Yes, greenspace within 1,000 feet

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Trends in Adoption of 3+30+300

A. In Europe and elsewhere

- B. For policy and management planning
- C. In outreach, education, and marketing strategies

Nordic Council of Ministers

NEWS > STORIES

The Urgency and Opportunity to **Increase the Access of All Canadians** to Urban Forests

09/22/2021

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An interview with Dr. Cecil Konijnendijk on the 3-30-300 rule for creating greener and healthier cities to mark National Tree Day on September 22.

By Vilbert Vabl Policy & Campaign Manager, Reforestation at Nature Canada

The benefits of urban forests, defined as all natural and planted trees in or near an urban area, are well known. However, research finds that there is inequitable access to urban forests and green spaces. Urban tree canopy tends to be higher in higher-income neighbourhoods with fewer minority residents. Unequal access of low-income and racialized Canadians to urban forests results in unequal access to their benefits, creating an environmental injustice.

With the government of Canada committing to plant 2 billion trees (2BT) over the next 10 years, the expansion of urban forests and urban parks is a political priority. With about 82% of Canadians living In urban areas, designing cities to be more livable through greater urban forest cover is an important priority

3-30-300 rule

This rule in urban planning argues that everyone should be able to see at least 3 trees from home, with a 30% vegetation cover in each neighbourhood and the nearest park being a maximum of 300 metres awa 🛛 🖬 Visit shutpix.com for latest unknown facts 🔳 Q

Interview Dirk Avones

'Ga voor de 3/30/300-regel': natuur heeft positieve impact op gezondheid

DIRK AVONTS HANS KEUNE **ROY REMMEN**

分 / Nieuws / Naar een gezonder Vlaanderen met 3-30-300

Lees voor

Naar een gezonder Vlaanderen met 3-30-300

Gepubliceerd op woensdag 28 februari 2024

Pollutionwatch

Why a Belgian insurer studies the impact of air pollution on health

Mutualités Libres says improving air quality ensures sustainability of the social security system

The Guardian

Zuhal Demir

Vlaams minister van Justitie en Handhaving, Omgeving, Energie en Toerisme

Greening Up

From fights to rights: making it the default to re-green our streets and squares

September 2023

3. Set clear metrics and targets: All parts of government, particularly local authorities, need a clear framework for appraising the value of urban greenery, in order to simplify spending decisions and standardise reporting.

3a.Standardise metrics to ensure all local authorities value urban trees consistently, by adopting the Capital Asset Value for Amenity Trees and the I-tree methodology.

3b.Develop a new improved urban greenery standard that combines existing metrics and which measures both exposure and access to urban greenery, embracing the 3-30-300 principle that everyone needs to have sight of 3 trees; every neighbourhood should have 30 per cent canopy cover; everyone should live within 300m of a park or green space.

Yggdrasil The Living Nordic city

Trädkontoret leads the Yggdrasil project!

Trädkontoret (The Tree Office) in Sweden has won the bid for the Yggdrasil project on nature-based solutions in Nordic cities. The initiative is a project in the Nordic Council of Ministers programme on nbs, which is a part of the Nordic Vision 2030. The project, led by Johan Östberg och Clara Lind, focuses on promoting nature-based solutions and will centre around the innovative 3+30+300 rule, guiding urban greening efforts to enhance biodiversity, climate adaptation, and public health.

2024-07-10 16:56

Debattörer: Öka trädtäckningen i svenska städer | SvD Debatt

"Öka trädtäckningen i svenska städer"

Foto: Nora Lorek/TT

Om vi både ska kunna leva och överleva i framtidens städer måste den urbana grönskan prioriteras. Speciellt trädtäckningen behöver öka innan det är för sent, skriver flera debattörer.

Publicerad 16:30

DEBATT | STÄDER

SYDSVENSKAN 🍪 175 är

Ort ∨ Avdelnina ∨ Mer ∨

Mitt konto ∨

9 JUNI 2023

Så räknar vi med 3-30-300-regeln: en formel för en mer hållbar stadsdel

Ett ganska nytt begrepp som alla talar om nu är 3-30-300-regeln. Det är en omfattande riktlinje som syftar till att ge människor en rättvis tillgång till SOM VANTAS KIUDDAS 1111AN SOMMATEN.

Vägen framåt Om oss Aktuellt Press

Krontäckningsgrad innebär andel krontäckt yta i staden sett ovanifrån. Andelen krontäckning är ett användbart mått för att visa fördelningen av träd i staden. En hög krontäckningsgrad med en jämn fördelning över staden ger goda förutsättningar för trädbeståndet att leverera förväntade ekosystemtjänster. I dagsläget analyseras krontäckningsgraden i Malmö vartannat år. Malmö har satt upp ambitiösa mål för att förbättra stadens grönstruktur genom 3-30-300 modellen.

3-30-300 modellen

Modellen lanserades 2021 och är inskriven i Malmös översiktsplan 2023. Modellen innebär att:

- Alla Malmöbor ska kunna se minst 3 träd från sin bostad, skola eller arbetsplats.
- Malmö ska ha minst 30 % krontäckningsgrad.
- Alla Malmöbor ska ha högst 300 meter till närmaste grönområde.

3-30-300 modellen omfattar alla träd i Malmö, både på kommunal och privat mark. Målet är att skapa en grön stad som bidrar till invånarnas hälsa och välmående idag samt i relation till de klimatrelaterade utmaningar vi står inför i framtiden. 3-30-300 är för Malmö en ambitiös inriktning som kräver insatser från såväl staden som privata och offentliga fastighetsägare. En studie gjord av Region Skåne (2023) visade att nästan hälften av Malmös invånare kan se tre träd från sin bostad och tre fjärdedelar kan se minst ett. 92 % av Malmös invånare har mindre än 300 meter till närmsta grönområde. Malmö har dock långt kvar till 30 % krontäckning.

KRONTÄCKNING Hela Malmös trädbestånd

300 m till grönområde

Nice, déja engagée dans le 3 30 300 avec un programme de végétalisation de la ville engagé dès 2008

OBJECTIF 3 + d'arbres en ville

RÉPONSES CONCRÈTES

Réalisation des trames vertes : + 1000 arbres et 9000 arbustes plantés

Création de l'axe Californie-Cassin de la T2 : 77 OOOm² de plateformes engazonnées et 2400 arbres le long du tracé

OBJECTIF 30 + de forêts urbaines

RÉPONSES CONCRÈTES

Promenade du Paillon Saison 2:+8 HA

Grand Parc de la Plaine du Var : +20 HA

Parc Palais des Expositions et des Congrès : +5 HA

Projet 1 arbre par habitant : + 280 000 arbres d'ici 2026. À ce jour déjà 118 663 arbres plantés

> Les projets à venir : Place Goiran, quartiers Notre Dame et Lépante, St Roch, Riquier...

OBJECTIF 300 + d'espaces verts en ville

RÉPONSES CONCRÈTES

Parc Phœnix : un espace de loisirs de 7 HA en ville

Square Colonel Jeanpierre restructuré et végétalisé, inauguré en 2021

Parc St-Jean d'Angély, un jardin inclusif créé et inauguré en 2022

Parc Jeanne d'Arc, livraison prévue fin 2024

Parc du Ray, jardin de 3 HA inauguré en 2020

3-30-300 ATHENS

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Short Name 3-30-300 ATHENS

Formal Name 3-30-300 ATHENS

Contact Person Dagny Rewera

Institution/Organisation 3-30-300 Athens

Website http://www.athens330300.com/

Social Media @athens330300

Summarv

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In collaboration with the residents of Kypseli, a central district of Athens, the '3-30-300 ATHENS' project seeks to thoroughly assess the area's urban composition against the 3-30-300 rule for urban forestry and green spaces. Through citizen engagement and creative green city interventions, the project aims to map the current green topology using both digital and analog techniques. Additionally, these mapping activities, workshops, and green initiatives will not only identify areas needing future development but also raise awareness among residents about the numerous benefits of green surroundings and engage them in the area's redesign. Ultimately, the project aspires to empower citizens and inspire a citizen-led transformation of Athens into a green city of the future.

> ACCELERATO

"It is crucial to bring a breath of life to one of the most densely populated areas in Athens," Doukas said at the inauguration ceremony for the Kypseli micro forest. He also reiterated his commitment to increasing green spaces across Athens in line with the "3-30-300" rule.

"This means that from any window, you should see three trees, neighborhoods should offer 30 percent shade coverage, and within 300 meters of every home, there should be a park," Doukas explained.

Athens and L'Oréal Unite to Create City's First 'Micro Forest'

Haarlem gaat op groen!

Groenbeleidsplan

Roto, Hans Pi

ledere Almeerder moet drie bomen kunnen zien

🛗 7 februari 2024 🛛 🛔 Robert Mienstra

lat voor de komende bestuursperiode dan ook hoog en gaan de uitdaging aan om opnieuw 300 hectare beschermde natuur te creëren. We hertekenen onze stad volgens de 3-30-300 regel. Vanuit elke woning moet je drie bomen kunnen zien, minstens 30% van de wijk is bedekt door de kruin van bomen en iedereen woont op maximum 300 meter van een park of groene ruimte. In het centrumgebied planten we de komende zes jaar daarom 1.000 grote bomen extra."

Voor Mechelen lanceert Parkenplan 3.0

is reumeur (AOTOLI) pil eeu van de perindise pomeu die ob de obvoldrijst kom Is

Beringen wil met nieuw masterplan meer groen op langere termijn: "In onze kernen is de natuur wat weggedrukt"

Meer ruimte voor bomen en groen in de stad

De 3-30-300 streefwaarde

2

Haarlen

Streef naar de 3/30/300-waarde. Vanuit je woning minstens 3 grote bomen kunnen zien, 30% van de wijk is voorzien van een bladerdek, iedereen kan op 300 meter van huis een park ofgroene ruimte bereiken.

Natuurinclusief bouwen voor gezonde bewoners

Top-10 maatregelen voor nieuwbouw en gebiedsontwikkeling

ecomunitypark Werklandschap van de toekomst

Samenwerking

Duurzaamheid

- Ecomunity Center: Het kloppend hart van het park Gezamenlijke faciliteiten
- laboratorium, conores-

ECOstyle

Innovatie &

inspiratie

Welkom in Aan de Vallei.

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Mid-Way Pause:

Questions?

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Fort Collins, Colorado Project

- 1. Our first in the U.S.; late 2024 through early 2025
- 2. Explore the data, analysis, findings, learnings, and recommendations
- 3. Final report available in the coming weeks

Fort Collins Project

- Evaluate access to trees through a new lens, post-UFMP
- GIS data to view which areas meet the Rule and to what extent
- Integrate into TreePlotter
 CANOPY
- Incorporate the "15-minute city" and City's structure plan layer
- Workshop (January 2025)
- Final report in May

Incorporating 3+30+300 Data into TreePlotter CANOPY

Block Groups 2020: 080690004011

Urban Tree Canopy (2023) Urban Tree Canopy (2021) Urban Tree Canopy (2011) Tree Canopy % Tree Canopy Change (2021-2023) Tree Canopy Change (2011-2021) Impervious - Under Tree Canopy % Tree Canopy Change (2011-2023) Shrub % Water % Bare Soil/Dry Vegetation % Herbaceous % Possible Planting Area (Veg) Unsuitable Planting Area % (Veg) Rule 3 - % of Buildings Passing Rule 30 - % of Buildings Passing Rule 300 - % of Buildings Passing 100% Rule 3-30-300 - % of Buildings Pass % of Buildings Passing All Rules

A REPORT ON THE ANALYSIS OF THE 3+30+300 RULE IN FORT COLLINS, COLORADO

MARCH 2025

PREPARED FOR:

IN SUPPORT OF:

WITH SUPPORT FROM:

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2025 City Cohort Initiative

- 1. What is It
- 2. Value to You, Value to Us
- 3. Cost and Timeline
- 4. How to Opt-In

30% tree canopy cover in every neighborhood 3 trees visible every home 300m from the nearest park or greenspace 3-30-300 Rul

Overview of City Cohort Initiative

- 1. Looking for at least 3 cities of small, medium and large population (9 total)
- 2. Group kickoff presentation followed by individual city
 - meetings
- 3. Project intake form and provide GIS data to our team 4. Run the analysis, deliver, and review the GIS data and maps 5. Review data within TreePlotter (if applicable)

- 6. Provide draft report and review
- 7. Final delivery and group meeting

Timeline of City Cohort Initiative

- 1. Quote: ASAP
- 2. PO or Contract: by June 1 if possible
- 3. Group kickoff meeting: late June
- 4. Individual meetings: July and August
- 5. Final results and group presentations: September

We'll Explore Ways to Apply the

- I. <u>Policy</u>: how to preserve and plant trees strategically during development
- 2. <u>Management</u>: how to mainstream urban forestry by aligning city initiatives (climate, public safety, stormwater, etc.)
- 3. In TreePlotter: how data in TP INVENTORY and CANOPY can support 3+30+300
- 4. <u>Goal Setting</u>: neighborhood-level tree canopy goals that are integrated with climate, sustainability or other goals
- 5. <u>Planting Plans</u>: inform and design where you'll plant and with whom
- 6. <u>Partnerships</u>: discuss how the data can be presented to new partners
- 7. <u>Communication</u>: marketing strategies that community groups can use

What's the Value to You and to Us?

- 1. Shared learning environment
- 2. Low cost, low risk way to explore the Rule, get new data, and bring this to partners and city departments
- 3. Identify next steps in your community
- 4. Simplicity in the Message of the Rule
- 5. Inform how we (PG) incorporate this into TreePlotter, UFMPs, planting site inventories, and canopy studies

Cost to Opt-In

Tier	City Size	Data	Consulting	Software	Total
1	Small Community (<25k pop.)	\$2,500	\$6,500	\$1,000	\$10,000
2	Community (25-75k pop.)	\$3,500	\$7,500	\$1,000	\$12,000
3	City (75-150k pop.)	\$5,000	\$7,500	\$1,000	\$13,500
4	Large City (150-300k pop.)	\$7,000	\$8,500	\$1,000	\$16,500
5	Enterprise (>300k pop.)	\$9,000	\$8,500	\$1,000	\$18,500

How to "Pre" Opt-In

- 1. Tell us if you're interested (<u>Sales@planitgeo.com</u>) and will pursue funding and internal approval. You're not locked in at this point.
- 2. Your rep will provide you with a quote and answer any questions you have.
- 3. If you have to back out, we understand.

Ways to Customize or Expand the Analysis

- 1. Work with multiple departments and invite Cecil
- 2. Incorporate the data into your TreePlotter application
- 3. Do a complete tree canopy assessment
- 4. Create and share an Esri StoryMap on your 3+30+300

plans

- our Urban Forestry Consulting Services team
- 5. More in-depth policy review and recommendations by 6. Possible Planting Areas data, analysis, and maps

Pole Question #3 of 3

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- 1. Sample Maps: <u>https://kaartviewers.cobra360.nl/PlanITGeo/</u>
- 2. <u>https://planitgeo.com/Urban-Forestry-Resource-Library/</u>
- 3. Opt-In: <u>Sales@planitgeo.com</u>
- 4. Integrating 3+30+300 into urban forest policy planning:
 - <u>https://nbsi.eu/ and www.330300Rule.com</u>

GETIN

PlanIT Geo^m developers of TreePlotter

MAILING ADDRESS

PO Box 1334, Wheat Ridge, Colorado 80034

PHONE NUMBER 1-866-754-2750

WEB

www.planitgeo.com/treeplotter

