



TEXAS TREES  
FOUNDATION

# 2023

## ANNUAL REPORT



Partnering with the Texas Trees Foundation reinforces our commitment to helping our communities build a more resilient, equitable, and sustainable future. As the Bank of Doing, we are happy to create a positive social impact through planting trees in partnership with Texas Trees.

-ALEXIS SNOW, VICE PRESIDENT OF  
PHILANTHROPY AND COMMUNITY IMPACT  
FOR WELLS FARGO



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We are delighted to share the Texas Trees Foundation's 2023 annual report, rooted in our vision for healthy, nature-rich cities and communities. We measure our success through our impact on human health and well-being, facilitated by the planting and care of the urban forest.

In the fastest-growing state in the country, trees provide critical balance to proliferating buildings, roads, and infrastructure. Approximately 20 million Texans live in major urban areas where we must contend with urban heat (temperatures up to 15 degrees hotter than surrounding rural areas) and degraded air and water quality, which in turn harm our health via elevated stress and incidence of cardiovascular and respiratory diseases. Trees are a singularly powerful antidote, supporting human health and its underlying environmental drivers while creating beautiful, livable places that support people and the economy.

Our work throughout 2023 was guided by our Tree Equity Planting Map which leverages community demographic, health, and environmental data to target investments where they will have the greatest benefit. Due to generations of inequitable investment and exclusionary policies, the needs for, and obstacles to, tree planting and care often intersect with other racial and socioeconomic disparities. Working in close partnership with residents and community-based organizations, we delivered 25 high-impact tree plantings and giveaways across the Metroplex in 2023.

We also concluded the first phase of our Cool Schools partnership with Dallas Independent School District and the City of Dallas, which has now transformed 32 school campuses with tree-filled outdoor learning areas serving over 20,000 students.

### 2024 brings several new TTF initiatives that have been taking root throughout the past year:

**Southwestern Medical District:** Following deep planning and community engagement, we are completing the final stages of design for the transformation of Harry Hines Blvd with groundbreaking planned for 2025.

**South Dallas Greening Initiative:** With funding from the U.S. Forest Service and in close collaboration with the City of Dallas, Fair Park First, and multiple community-based organizations, we are launching a five-year effort to plant thousands of trees in South Dallas, Mill City, and Wheatley Place communities with the goal of driving community-scale health improvements over time.

**Green Jobs Workforce Training Program:** Following a pilot in 2023, TTF launched its first workforce cohort in January 2024 providing training and paid work experience to connect young adults to well-paying green jobs.

**Cool Schools Yolo County:** In collaboration with a California-based consortium, we are expanding our Cool Schools program to ten school campuses in the Sacramento area.

**Strategic Plan:** Following the successful implementation of TTF's last Strategic Plan, we are looking generationally at how we continue to deepen our impact in North Texas.

Thank you to the volunteers, sponsors, and partners who have brought this work to life. We look forward to working with you to realize greener, cooler, and healthier communities in the year ahead.

In gratitude,  
Dan Patterson & Janette Monear



A handwritten signature in black ink that reads "Dan Patterson".

**DAN PATTERSON**  
Board Chair



A handwritten signature in black ink that reads "Janette Monear".

**JANETTE MONEAR**  
President and CEO



# LEADERSHIP

## BOARD OF TRUSTEES

### Executive Committee

Dan E. Patterson, Chairman, Patterson Thoma Family Office

Don M. Glendenning, Vice-President, Locke Lord LLP

Adam McGill, Secretary, Crow Holdings

Bernard Shaw, Treasurer, Weitzman

### Board Members

Stanley R. Levenson, Media Professional


Patrick D. Little, Supply Chain Manager,  
Turner Construction Company

Wendy Lopez, Senior Vice President, AECOM

Rudy Rodriguez, Esq.

Diane Scovell, Volunteer & Community Leader

Bridget Wallace, Director, Marketing Services, Atmos Energy



For more than 40 years, Texas Trees Foundation has spearheaded community discussion on forestry across Texas and beyond. We plant trees and create programs and educational resources about trees, urban forestry, urban heat islands, and many other related topics.

In 2023, TTF staff members were active across the Metroplex and the state in a range of activities including tree planting projects, meeting with city and federal representatives, urban forestry education, distributing saplings, participating in local and international speaking engagements, and conducting community surveys.

# IMPACT IN A YEAR

**3,650**

trees distributed to  
community members

**1,188**

trees planted directly from our  
very own tree farm

**25**

events where trees were  
planted or distributed

Corpus Christi, Dallas, Farmers Branch, Fort Worth, Frisco,  
Galveston, Irving, Mabank, Plano, Wilmer, Wylie



## Projected Economic Benefit of Trees Planted

**7,257,000 square feet**

of additional tree canopy at full maturity

**\$442,128**

savings in stormwater runoff, relieving the burden on city stormwater systems

**\$2,068,387**

energy savings

**27**  
PARTNERS

**594**  
DONORS

**938**  
VOLUNTEERS  
who assisted with tree plantings across North Texas

**24,930**  
VOLUNTEER HOURS

# GROWING

## Yolo County

Our award-winning Cool Schools Program™ is expanding outside of Texas to embark upon campus transformations in Yolo County, CA.

Learn more at  
[COOLSCHOOLSYOLO.ORG](http://COOLSCHOOLSYOLO.ORG)

## South Dallas

With a \$15M grant from the U.S. Forest Service, trees will be planted in South Dallas on vacant lots, rights of ways, and at schools and partner-owned land, such as affordable housing developments. Over a five-year period, the foundation will work with the City, community leaders and partners on this greening initiative.

## The Future

President and CEO Janette Monear has started spearheading a strategic plan planting the seeds of impact for the next decade of Texas Trees.

# PRESCRIBING A GREENER FUTURE

## 3 WORLD-CLASS HOSPITAL FACILITIES



Parkland



UT Southwestern  
Medical Center

## CREATING A HEALTHY MEDICAL DISTRICT

The Southwestern Medical District in Dallas, Texas is home to world-renowned hospitals and is a place of innovation, hope and healing. Step outside of these remarkable institutions and into the streetscape and a less vibrant and healthy story emerges.

Texas Trees Foundation is rewriting the story by leading a visionary, therapeutic landscape redesign to transform the antiquated Harry Hines corridor from Treadway Street to Lucas Drive into a vibrant, connected, and safe multi-modal linear parkway with a ten-acre central park. Through a lens of robust engagement, the holistic restructuring will focus on evidence-based design that enhances the environment, uplifts adjoining neighborhoods and businesses, spurs economic development, and nurtures the body, mind, and spirit of the nearly three million individuals who experience the district annually.



# \$32M RAISED

This transformation will result in economic development and a model for streetscape design that sets a new standard for healthy communities, especially in a place for healing.

**3.4  
MILLION**  
PATIENTS

**41,678+**  
EMPLOYEES

**3,791**  
STUDENTS/  
RESIDENTS/FELLOWS

**12,000**  
LIVING IN AREA

The vision for the Green Park transforms an existing, outdated 1940s highway and expanding Medical District into a new, iconic 'living' center for the greater Campus Landscape that both connects and serves the diverse medical, academic, and residential user groups within the Medical District.

## SHARING THE VISION LOCALLY AND GLOBALLY

### NBBJ Global Sustainability Series:

Wicked Problems, Innovations and Shifts in Urban Design

**AAH Dallas Knowledge Community Presentation - Using Science to Manage Urban Heat and Public Health:** An Evidence-Based Approach to Design

**TX ASLA:** Innovating Design for Extreme Heat

**City of Dallas Air Sensor Summit:** Innovative Design for Healthier Spaces

**Texan by Nature Conservation Summit**

**UTSW Grand Rounds:** A Qualitative Pilot Study to Aid the Transformation of Public Spaces in the Medical District

**Countermeasures to Urban Heat Islands Conference** in Melbourne, Australia - Global Dilemma | Local Solution

## PARTNERS IN THE PROJECT



City of Dallas



Parkland



UT Southwestern  
Medical Center

children's  
MEDICAL CENTER

JAMES  
CORNER  
FIELD  
OPERATIONS



North Central Texas  
Council of Governments

Learn more at [TEXASTREES.ORG/SWMD](https://TEXASTREES.ORG/SWMD)



# NO CHILD LEFT INSIDE

# COOL SCHOOLS

The Cool Schools Program™ connects students and teachers to nature by planting trees and creating fun and engaging outdoor experiential learning areas. These spaces cultivate children’s knowledge and awareness of the natural environment. The program transforms school campuses into safer and cooler outdoor learning and play spaces with the goal of increasing tree canopy coverage and promoting outdoor education by supplying teachers with STEAM-focused and TEKS-aligned resources that educate students about urban forestry and environmental stewardship.

2023 marked the completion of Phase I of the Cool Schools Program. Throughout the duration of Phase I of the program, Dallas gained 25 new Cool School Community Parks over a period of three years — increasing park access to 73% of Dallas residents and impacting over 16,000 students. The Cool Schools team also spent 2023 designing 13 new Cool School Neighborhood Parks with Dallas ISD leaders, staff, and community members. Throughout the year, in addition to the parks, the Cool Schools team also collaborated with Dallas ISD to design seven additional Cool Schools campuses that will incorporate new trees and greenery, nature-based learning amenities and classrooms, and heat-safe playgrounds. The first set of these Neighborhood Parks are set to open August of 2024.



Student engagement is improving and student discipline issues are decreasing as a result of the children interacting with nature, which satisfies their curiosity and allows them to solve problems in a real-world setting.

- LISA LOVATO, PRINCIPAL  
DAN D. ROGERS ELEMENTARY SCHOOL



**25**

**NEW NEIGHBORHOOD PARKS**

added in celebration of completion of Cohort 1 (2020-2023)

**12,000**

**STUDENTS BENEFIT**

**8,000**

**TEACHERS BENEFIT**

**85,000**

**DALLAS RESIDENTS**

gain increased access to parks

**34%**

**INCREASE**

in our lowest existing tree canopy mapping to date

# LEADERSHIP IN ACTION

**PRESCRIBING  
A GREENER  
FUTURE**



**PLANNING FOR  
SUSTAINABLE  
OUTCOMES**



**GROWING THE  
TREE CANOPY**



**REFOREST  
NEIGHBORHOODS**





By leveraging environmental, health, and demographic data across our projects and programs, Texas Trees suite of programs (from volunteer plantings to Cool Schools to large-scale capital projects like Southwestern Medical District) is tailored to maximize the benefit to human health.

- ELISSA IZMAILYAN, CHIEF STRATEGY AND OPERATIONS OFFICER





# TRANSFORMING LANDSCAPES AND LIVES

# GREEN JOBS WORKFORCE PROGRAM

In 2023, Texas Trees Foundation launched a Green Industry Jobs Training program that will provide young adults a paid work experience designed to provide the future workforce for urban forestry.

**With our partners this year, we piloted a one-of-a-kind Green Jobs Workforce Program.**

The environmental challenges and opportunities for the Dallas metroplex will require a skilled workforce to fill the existing gap to manage and maintain the green spaces that create a better quality of life. According to industry leaders, we know that “attracting young people to the field is essential to growing that workforce; educating youth about urban forestry and related fields as a career helps to create clear pathways for professional advancement.”

**Texas Trees Foundation has facilitated a Green Industry Jobs Training program that will provide young adults, 18-24 years of age, a 20-week paid work experience designed to provide:**

- Meaningful opportunities for greening our local community
- Explore Urban Forestry and Arboriculture career paths earning a livable wage
- Educate and provide hands-on learning that teaches practical job skills
- Support community needs that foster a movement towards a more sustainable city

**1<sup>ST</sup>  
PILOT  
PROGRAM  
LAUNCHED**

**209  
HOURS OF  
FORESTRY  
TRAINING**



Working with the Texas Trees Foundation has allowed One Earth One Chance to make an impact in the DFW area. They share our vision to build a broad-based movement for a greener planet and making a difference one tree at a time.

- GEETA MENON, FOUNDER  
ONE EARTH ONE CHANCE



# GROWING THE TREE CANOPY



# TXU ENERGY URBAN TREE FARM AND EDUCATION CENTER

The TXU Energy Urban Tree Farm and Education Center is located on the campus of Dallas College Richland Campus in Dallas and has been sponsored by TXU Energy since 2004.

The tree farm serves as TTF's tree nursery; a volunteer site; an education destination for school students and others; and a staging area for many of TTF's projects. The tree farm also benefits the college by offsetting emissions, providing educational and volunteer opportunities for students, and providing trees for the college's annual Arbor Day celebration.

**With the valued sponsorship of TXU Energy, this location is one of Texas' largest-known urban tree farms.** Trees grown at the 3.5-acre tree farm are planted throughout North Texas at various projects and programs.

Every year, the Texas Trees Foundation looks for ways to improve the TXU Energy Urban Tree Farm and Education Center with the help of volunteers and partners. The site offers potential opportunities for urban forestry research and education, practicing new tree care techniques, and hosting educational and recreational events for students and the local community.



**25**  
**EDUCATIONAL  
EVENTS**

encompassing field trips,  
volunteer days, tree walks,  
and workshops

**257**  
**VISITORS**  
joined us at the  
TXU Energy Tree Farm

**385**  
**ATTENDEES**  
participating in community talks  
and urban forestry presentations



For over 20 years, TXU Energy has partnered with Texas Trees to improve the communities we serve. Together, we have provided nearly 300,000 trees through the program, with trees sourced from the TXU Energy Urban Tree Farm and Education Center, the largest nonprofit urban tree farm in the nation. We are committed to being a responsible corporate citizen and a catalyst for change in the region and Texas Trees' amazing work has helped to bring our commitment into a reality.

- BRAD WATSON, TXU ENERGY  
COMMUNITY AFFAIRS SENIOR DIRECTOR



# REFORESTING NEIGHBORHOODS

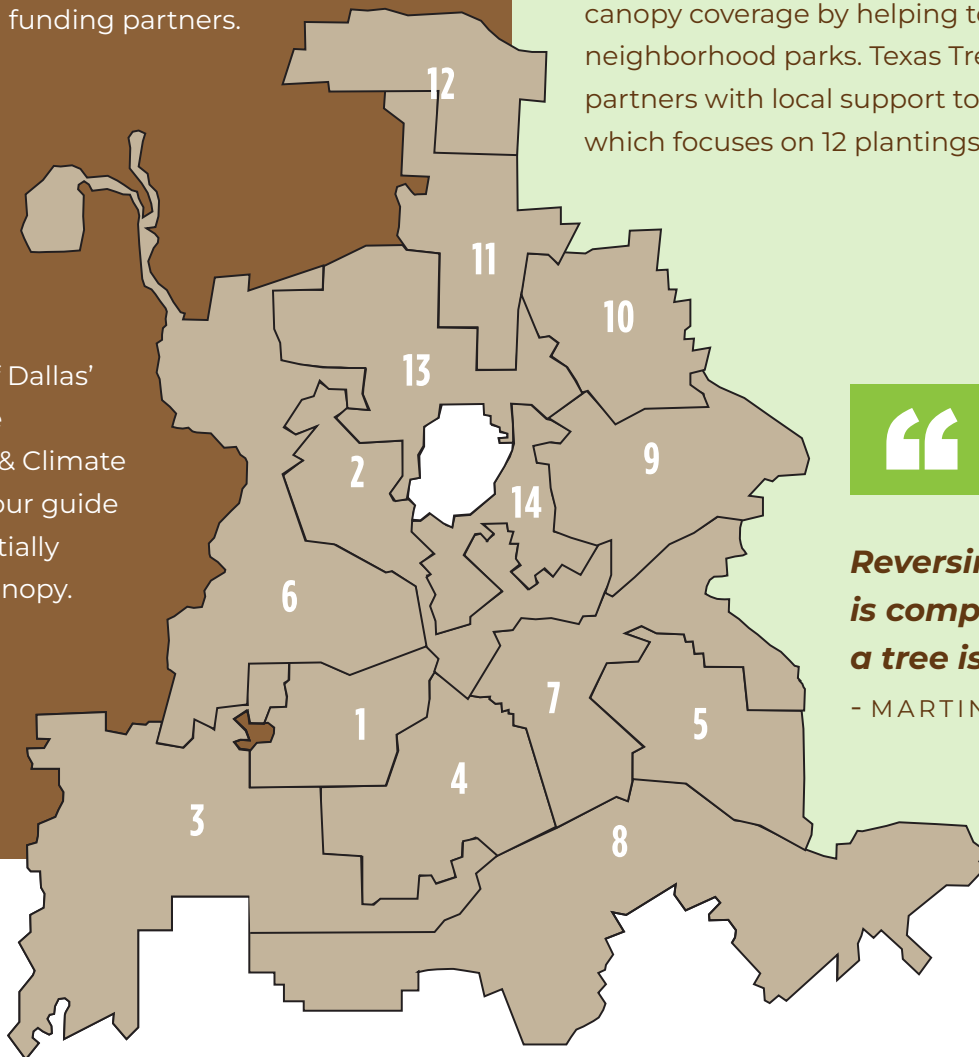
# NEIGHBORHOODS

**THE NEIGHBORHOODS PROGRAM FOCUSES ON MAKING A SIGNIFICANT IMPACT** by planting trees where they are most needed to equalize people's access to the benefits of trees. Currently, Dallas' tree canopy is inequitably distributed, and we aim to change that by realizing a more equitable environment for all communities in North Texas alongside our partners and supporters.

Plantings are based on a plotted map of neighborhoods where trees are needed most in our city. We work with the City of Dallas, Dallas ISD, and communities to plant trees with funding partners.

**33%  
BY 2030**

With the City of Dallas' Comprehensive Environmental & Climate Action Plan as our guide we will substantially increase tree canopy.



## BRANCHING OUT

### REFOREST DALLAS' AGING URBAN TREE CANOPY AND BEAUTIFY OUR PARKS

In partnership with Dallas Parks and Recreation since 2018, Branching Out focuses on Dallas' tree canopy coverage by helping to plant trees at select neighborhood parks. Texas Trees Foundation partners with local support to fund this program which focuses on 12 plantings annually.



*Reversing deforestation is complicated; planting a tree is simple.*

- MARTIN O'MAILEY

**650**  
TREES PLANTED

**150**  
TREES DISTRIBUTED

**\$481,971**  
INVESTED



Much like a land use plan guides city planning and future development, we hope that a research-driven Urban Forest Master Plan will help facilitate a more efficient, effective and consistent decision-making process for the entire community, including city officials, non-profits, developers and homeowners alike.

- NICK K. MARTIN,  
NICHOLAS MARTIN JR. FAMILY  
FOUNDATION

# PLANNING FOR SUSTAINABLE OUTCOMES



# CONSULTING

Texas Trees Foundation provides expert guidance to municipalities and other land stewards on how to strategically plant and care for trees to maximize the benefits that trees provide.

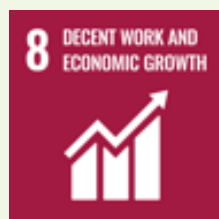
## FORT WORTH URBAN FOREST MASTER PLAN

Texas Trees Foundation and the City of Fort Worth, among other key supporters, continue to spring forward in their collaborative work on the City's Urban Forest Master Plan (UFMP). A substantial undertaking, the UFMP was drafted in 2023 and is expected to be adopted in 2024. The UFMP functions as a planning document for public and private initiatives related to Fort Worth's urban forest canopy.



Nicholas Martin Jr.  
Family Foundation

# REACHING LOCALLY AND GLOBALLY





# AWARDS



**Texas Trees Foundation Receives 2023 Gold Leaf Outstanding Landscape Improvement Award**



**Cool Schools Program Receives Urban Design Award by Dallas Architecture Forum**



**2023 Cox Conserves Heroes Awards (Third Place)**

Cox Conserves Heroes is part of Cox Enterprises' national sustainability initiative designed to recognize youth and adult volunteers, as well as nonprofits, making a positive impact on our environment.

Cool Schools connects students and teachers to nature by planting trees and creating fun and engaging outdoor experiential learning areas. These spaces cultivate children's knowledge and awareness of the natural environment.

- SAMANTHA BRADLEY,  
COOL SCHOOLS PROGRAM  
DIRECTOR

Platinum  
Transparency  
2023

Candid.

## Seal of Approval

Texas Trees Foundation has earned the highest seal of recognition – the Platinum Seal of Transparency with Candid (formerly GuideStar)

# MEDIA



**Texas Trees makes a positive impact on 9 of the 17 Global Goals.** Focusing locally, but making impact globally.

