

Urban Wood Utilization Seminar

Scope of Work

Organization: Bridging The Gap / Green Business Network program

Prepared For: Kim Bomberger, Kansas Forest Service

Date: September 12, 2017

OBJECTIVE:

Millions of ash trees are expected to die from the Emerald Ash Borer (EAB) in the coming years. There is a great opportunity to use these ash as well as other species of trees downed for various reasons (storms, age, disease) as “urban lumber.” According to the U.S. Forest Service, wood from all dead and diseased community trees could equal 3.8 billion board feet or nearly 30% of annual hardwood consumption in the United States.

Urban wood, however, is an underutilized building material for architects, designers and small business owners in the wood-working/furniture industry. Many are unaware of urban wood as a resource, and they lack the knowledge of how to successfully incorporate it into design projects. Bridging The Gap’s Green Business Network sees an opportunity to help end users:

1. Understand the ecological significance of urban wood utilization
2. Discover opportunities that exist with urban wood utilization and see applied examples.
3. Know factors to consider when choosing urban wood and how successfully communicate between all involved parties in the planning and implementation phase
4. Become familiar with local and regional resources that can help implement urban wood into a design project.

Additionally, the Kansas City urban wood market is in a stage of infancy with regards to the process by which urban lumber is efficiently collected, managed and distributed. BTG sees an opportunity to expand on previous efforts to bring together municipalities, conservation and forest service staff, private tree trimming companies, sawyers, and lumber distributors to examine the barriers and possible solutions to growing an urban wood network in the greater Kansas City region.

STATEMENT OF WORK:

BTG's Green Business Network will coordinate and produce a two-part seminar at the Anita B. Gorman Conservation Discovery Center on December 12, 2017. Presenters will adopt a mini Ted Talk-style presentation format to help ensure that messaging stays on point and the event stays on schedule.

Session 1:

Audience: Architects, interior designers, landscape architects, contractors, furniture makers

Partnerships: Kansas City's Center for Architecture and Design has agreed to co-host first session and will offer continuing education credits (CECs) to incentivize attendance. The Center will promote this event to all of its six professional member organizations in the KC area.

Location: Registration/Check-In & Breakfast will take place in either the lobby area of the Discovery Center or the Lewis & Clark rooms. The presentations will take place in the auditorium.

Agenda:

8:30 AM – Registration/Check-In & Breakfast

- Opportunity for non-speakers to display products, wood samples, resource information, etc.

9:00 AM – Introduction by KS Forest Service (Kim Bomberger or Ryan Armbrust)

9:05 AM – No Wasted Wood – Tim O'Neill/Urban Lumber Company

- What is urban wood? (Distinguish from reclaimed, etc.)
- Ecological significance of urban wood
- Current state of urban wood - on a local and national level
- Urban wood management – where we are now, where we want to be: “the vision”
- Why we need the end user to make the vision a reality

9:20 AM – The Power of a Story – Brian Alferman/Burns & McDonnell

- How do you sell urban wood to your client? The importance of storytelling; passion piece; signage recognizing organic/human element
- Provide beautiful images of urban wood application – can be generic
- Indoor and outdoor application ideas
- Using raw materials on site, adding value/meaning to project
- Showcasing client values
- Highlight local examples

9:30 AM – From Log to Lumber – Tom Hogard/Tom The Sawyer

- Be clear about the applications of urban wood – not structural; design, accents
- Characteristics of urban wood
- How useable urban wood is identified and acquired
- How a tree goes from log to lumber – the sawyer’s role, drying process, timing

9:40 AM – Using Urban Wood in Practice - Dwayne Sperber/Wudeward/Wisconsin Urban Wood

- How to successfully incorporate urban wood into design projects
- Adopting a common language/ process between all parties
- What a successful spec should include to ensure you get the desired product (mill grade, mixed lots, random lengths, spec by color, etc.)
- Incorporate early into the process, raw materials on site, early communication with builder. Allow sufficient time.
- Cost

9:55 AM – Where’s the Wood? – Ryan Ambrust/KS Forest Service

- Highlight local urban lumber market – all resources
- Local sawmills vs. distributors
- Distribute local resources handout

10:05 AM – Portable Sawmill Demonstration / KS Forest Service & Potentially MDC

- Outdoors in parking lot, canopy with side walls to protect from wind

Session 2:

Audience: municipal parks & rec staff, conservation and forest service staff, sawyers, and lumber distributors, private tree trimming companies?

Location: Session 2 will take place in the Lewis & Clark rooms where we can facilitate large group and small breakout discussions.

Agenda:

10:45 AM – Welcome & Introduction – Kim Bomberger / Ryan Ambrust / KS Forest Service

10:50 AM – Creating a Network – The Benefits of Wisconsin Urban Wood
Dwayne Sperber – Wudeward/Wisconsin Urban Wood

- Outline the advantages of having a network
- Critical components of a successful network
- Value in branding
- How network can answer supply issues
- Challenges/solutions to network management
- Opportunities for partnering with existing networks

11:20 AM – Breakout Discussion #1

- What are the barriers to creating a network in the KC region?
- What would a successful network look like for KC?

(15-minute table discussions/15-minute report & large group discussion)

11:50 PM – Lunch

12:10 PM – How Cities Process Wood – Several possible speakers identified:

Alice Hannon – KCMO

Dustin Branek – Leawood

Bailey Patterson – Overland Park

Jared Lind – Lenexa

12:30 PM – Breakout Discussion #2

- What does an effective regional urban wood supply system look like?

(15-minute table discussions/15-minute report & large group discussion)

1:00 PM – Next Steps/Event conclusion – Kim Bomberger/KS Forest Service