



**USDA Forest Service**  
**Urban and Community Forestry**  
***UCF-Partners' Meeting Notes (FINAL)***



Dates: May 19-20, 2004  
Location: Savannah Georgia

Those in Attendance:

1. Alliance for Community Trees – Alice Ewen Walker (301) 699-8635, [alice@pobox.com](mailto:alice@pobox.com)
2. American Planning Association – William Klein (312) 786-6360, [BKlein@planning.org](mailto:BKlein@planning.org)
3. International Society of Arboriculture – Jim Skiera (888) 472-8733, [jskiera@isa-arbor.com](mailto:jskiera@isa-arbor.com)
4. National Association of Conservation Districts–Deb Bogar (303) 988-1893, [deb-bogar@nacdn.net](mailto:deb-bogar@nacdn.net)
5. National Arbor Day Foundation – John Rosenow (402) 474-5655, [John.Rosenow@arborday.org](mailto:John.Rosenow@arborday.org)
6. National Association of State Foresters, Joan Wehner (202) 624-5415, [jwehner@sso.org](mailto:jwehner@sso.org)
7. Steven Scott, State Forester-Tennessee (615) 837-5411, [Steven.Scott@state.tn.us](mailto:Steven.Scott@state.tn.us)
8. Gary Hergenrader, State Forester, Nebraska (402) 472-2944, [ghergenrader@unl.edu](mailto:ghergenrader@unl.edu)
9. Steve Sinclair, State Forester, Vermont (802) 241-3678, [steve.sinclair@anr.state.vt.us](mailto:steve.sinclair@anr.state.vt.us)
10. National Tree Trust – Beth Applegate (202) 628-8733 x11, [BApplegate@NationalTreeTrust.org](mailto:BApplegate@NationalTreeTrust.org)
11. NUCFAC – Joe Wilson (414) 286-5579, [jwilso@mpw.net](mailto:jwilso@mpw.net), [joewilson@wi.rr.com](mailto:joewilson@wi.rr.com)
12. Society of Municipal Arborists – Jerri LeHaie (706) 769-7412, [UrbanForestry@prodigy.net](mailto:UrbanForestry@prodigy.net)
13. Tree Care Industry Association – Peter Gerstenberger (603) 314-5380, x109 [peter@treecareindustry.org](mailto:peter@treecareindustry.org)
14. TreeLink – Pepper Provenzano (801) 359-1933, [Pepper@treelink.org](mailto:Pepper@treelink.org)
15. US Conference of Mayors – Tom McClimon (202) 861-6729, [mcclimon@usmayors.org](mailto:mcclimon@usmayors.org)
16. Davey Resource Group—Roger Funk (800) 447-1667 x368, [RFunk@davey.com](mailto:RFunk@davey.com)
17. USDA FS S&PF – Joel Holtrop (202) 205-1657, [JHoltrop@fs.fed.us](mailto:JHoltrop@fs.fed.us)
18. USDA FS U&CF – Mark Buscaino (202) 205-1054, [MBuscaino@fs.fed.us](mailto:MBuscaino@fs.fed.us)
19. USDA FS U&CF – Luz Parris (202) 205-1695, [LParris@fs.fed.us](mailto:LParris@fs.fed.us)
20. USDA FS U&CF – Northeast Area, Phillip Rodbell (610) 557-4133, [PRodbell@fs.fed.us](mailto:PRodbell@fs.fed.us)
21. USDA FS U&CF - Northeast Area, Matthew Arn (212) 264-8000, ext.3134, [marnn@fs.fed.us](mailto:marnn@fs.fed.us)
22. USDA FS U&CF – Southern Region, Ed Macie (404) 347-1647, [EMacie@fs.fed.us](mailto:EMacie@fs.fed.us)
23. USDA FS U&CF – Rocky Mountain, Susan Ford (303) 275-5742, [sbford@fs.fed.us](mailto:sbford@fs.fed.us)
24. USDA FS Research—Dave Nowak (315) 448-3212, [DNowak@fs.fed.us](mailto:DNowak@fs.fed.us)
25. USDA FS Research—Ed Dickerhoof (703) 605-5120, [EDickerhoof@fs.fed.us](mailto:EDickerhoof@fs.fed.us)

FACILITATORS

1. Jim Clark, HortScience, Incorporated (925) 484-0211, [Jim@HortScience.com](mailto:Jim@HortScience.com)
2. Bill Kruidenier, The Aslan Group (217) 244-2831, [Bill@aslangroup.net](mailto:Bill@aslangroup.net)

GUESTS – In attendance until 2 PM on May 19

Jim Barresi, State Forester, New Jersey, (609) 292-2520, [Jim.Barresi@dep.state.nj.us](mailto:Jim.Barresi@dep.state.nj.us)  
Ainsley Caldwell, State Forester, District of Columbia, (202) 727-5512, [ainsley.caldwell@dc.gov](mailto:ainsley.caldwell@dc.gov)  
Bob Lazenby, Acting State Forester, Georgia, (478) 751-3480, [blazenby@gfc.state.ga.us](mailto:blazenby@gfc.state.ga.us)  
Leah MacSwords, State Forester, Kentucky, (502) 564-4496, [leah.macswords@mail.state.ky.us](mailto:leah.macswords@mail.state.ky.us)  
Dave Limtiaco, State Forester, Guam, (671) 735-3949, [Dlimti@mail.gov.gu](mailto:Dlimti@mail.gov.gu)  
Ray Aslin, State Forester, Kansas, (785) 532-3300, [Raslin@oz.oznet.ksu.edu](mailto:Raslin@oz.oznet.ksu.edu)

**ACTIONS ITEMS**– as discussed by the partners

1. Each of the partners agreed to contemplate possible collaborative projects, contact the respective organizations, consider program needs, and work together to develop and fund the programs. **The organizations committed to informing Buscaino and each other of their efforts.**
2. **Applegate offered for NTT to act as convener or conduit to keeping the momentum from this meeting going.**
3. **Wilson committed to taking the strategy and program ideas with him to the next NUCFAC meeting** to determine if NUCFAC is interested in developing a grant program area around one or more of the ideas.
4. **Ewen Walker offered to encourage a grass roots effort in support of the U&CF budget.**
5. **Klein and Skiera indicated a desire to follow up on the APA U&CF Best Practices manual.**
6. The idea of coming up with the “Holy Grail” message for U&CF was discussed. The ideas of hiring a communication specialist or working with the Ad Council were discussed as well as coming up with a communication plan or strategy that would focus more on people who are not urban forestry advocates more than on those who are. Allied professions are hungry for appropriate messages. **Skiera offered to coordinate a professional evaluation of partner materials with purpose to develop key messages for a 30 second package ISA offered to meet with NASF and ask NASF to introduce ISA to Ad Council.**
7. **Applegate offered to convene a partner review of training needs** – U&CF group investigates what training is happening at national, state and local levels (NTT/ACT/SMA.)
  - In Room and Others
  - Consider Targets
  - Data Base/Digitize
8. **Applegate and McClimon agreed to identify and work with FS to involve new partners in future partner meetings**
  - Identify who was not here
  - Convene a Group to meet in D.C. utilizing US Conference of Mayors (NTT and US Conference)
  - Next Step for Partners
    - Meet again and discuss strategies/markets
    - Expand invitation list
    - Convene next meeting in early 2005 if at all possible
9. **McClimon asked partners to contact him with ideas prior to the US Conference of Mayors Meeting on June 25, 2004**

The meeting concluded with partners completing an evaluation of the meeting.

## ***DETAILED MEETING NOTES***

May 19, 2004

### **Opening:**

National Association of State Foresters' (NASF) Urban and Community Forestry (U&CF) Committee Chair, Steve Scott opened the meeting with a welcome and statement of support from the NASF and NASF U&CF Committee.

### **Keynote: Deputy Chief of State and Private Forestry, Joel Holtrop**

Mr. Holtrop introduced the concept behind the partners' meeting and encouraged the participants to consider new approaches, new ways of doing business, and methods in which they could partner in order for U&CF programs to reach their full potential. Holtrop stated that, "There are no limits to what can be accomplished if we don't care who gets the credit."

Holtrop noted that his first tough decision as Deputy Chief was to establish a separate staff. He felt he asked a lot of questions and made the right decision to separate U&CF from Cooperative Forestry. He saw this as an opportunity to raise the status of U&CF, and to focus time and efforts in area of U&CF. He then undertook a search for someone to lead the program that was familiar with UCF from ground level, and who had a vision for UCF—Mark Buscaino was that person.

Mr. Holtrop encouraged the partners to consider, and involve other partners that are not at the table. Not everyone was able to attend and not all partner groups were able to be invited – such as institutions of higher education; other governmental agencies; local U&CF groups; non-traditional partners; and local, regional and national groups representing various ethnic and cultural groups.

The Deputy Chief discussed the USDA FS Executive Team's work to instill three principles in all they do: Fostering Mutual Respect, Focusing on the Field, and Shared Ownership. "Fostering mutual respect" is a critical attribute to all successful operations. It means recognizing that we all bring individual talents, expertise, passion, and knowledge to what we do. In the context of this meeting, this means beginning a dialogue of all our organizations as members of the same team, rather than competitors for Federal funding or recognition.

He then explained about "focusing on the field," which translates to a "focus on the end result." Joel noted that all of those in attendance have a passion for conserving and protection resources for communities to improve the quality of our lives and encouraged each to focus on the end result.

Joel then discussed the concept of "shared ownership." Internally, it means that there are not five separate missions in the Forest Service, but they are all one agency. He asked the partners to begin to think this way – with each organization as are part of the "Urban and Community Forestry Team."

Mr. Holtrop then turned to the partner network and stated, "I believe that the time is right to look for better ways to administer the Federal portion of the Urban and Community Forestry Program, if the program is to survive and flourish in these uncertain times. We'd like to develop a broader approach that can take advantage of the strengths, skills, and networks that the many of you have already. We'd like to find ways to overcome the natural competition between organizations when there is so much good we all can do together." He asked for the partners to develop ways to work together and establish a national network of partner organizations that collaborate to enhance quality of life in urban areas through urban and community forestry programs and projects.

### **Purpose of the Meeting (As expressed by Deputy Chief and Mark Buscaino):**

1. Encourage, facilitate, and set the stage for partners to work together in collaborative efforts that support and raise the visibility of U&CF.

2. Introduce and clarify U&CF program accomplishments and current projects.
3. Provide an opportunity for Partners to introduce their core program areas and competencies as they relate to U&CF.
4. Provide a forum for the Partners to discuss and consider program synergies between organizations.
5. Provide a setting that encourages development of stronger relationships among the Partners and the USDA FS.
6. Engage in brainstorming about collaborative project(s) where Partners and other constituencies can come together to benefit the U&CF program and individual organizations while also highlighting the importance of urban forestry to quality of life issues within urban settings.

**Goals (As expressed by Deputy Chief and Mark Buscaino):**

1. Create organizational partnerships through individual relationships.
2. Provide a setting that encourages dialogue.
3. Build on experience and skills of partners.
4. Accent partner strengths, skills, and networks.
5. Find ways to achieve collaboration and overcome the natural competitions between organizations.
6. Increase impact of U&CF program.

**Goals (As expressed by Partners):**

1. Foster two way U&CF/Partner partnership.
2. Develop stronger relationships.
3. Introduce core program areas and competencies.
4. Forum to consider synergies between Partners.
5. Engage in brainstorming about collaborative projects.
6. Develop collaborative project ideas for implementation by partners.

**Desired Outcomes (As expressed by Partners):**

1. Broaden organizational understanding.
2. Strengthened and new partnerships.
3. Draft set of projects for U&CF consideration.
4. Commitment to move agreed upon projects forward.
5. Sensitivity to where “gaps to success” exist.
6. Plan to include partners and others not in attendance.
7. Dialogue and agreement on follow up action items.

### **Expectations Expressed by the Group:**

1. Bogar, NACD – Get to know more of the folks. Learn ways in which to partner.
2. Rosenow, NADF – Focus on the field – Don't lose sight of communities. – Needs of client base.
3. Buscaino, U&CF – Expand the concept – open dialog with partners and others
4. Hergenrader, NASF – some questions about outcomes – what kind of framework, will what this group comes up with, fit into??
5. Ford, U&CF – concurred with question of where is the direction – so that the groups' projects can fit into that direction.
6. Applegate, NTT – said she does think we need a framework or some sense of a major goal such as a focus on collaborative project(s) that will have a local, regional, and national impact.
7. Scott, NASF – asked if the group needed to consider development of a strategic plan.
8. Wilson, NUCFAC – doesn't see this meeting being a strategic planning meeting. We don't have the right ingredients here to make that happen. We are trying to get down to a common thread amongst all the organizations. (In preparatory work – each organization talked about themselves – so we need to focus on the commonality.)
9. Rodbell, U&CF – agreed with Wilson. The individual organization's project proposals could become more successful.
10. LaHaie, SMA– suggested the need for a spirit of cooperation, not competition.
11. Wilson, NUCFAC – Would like to direct program goals to where they can do the greatest good for the greatest number of people. Renew, remarket, rebrand, etc.
12. Macie, U&CF – with partners there is the opportunity for collective consciousness – collective national goal – which each can bring back to their individual organizations. This is a real challenge – have to see where we are going first – the framework will happen after we see where we are going.
13. Ewen Walker, NACT – as a small organization she is looking for ways to add value to the services they provide.
14. Provenzano, TreeLink – we may like the idea of having a structured plan but that may not be realistic. Talents are plentiful and they vary among this room. Need to learn more about each other - Have a clearer vision of how we can work together, focus together, more efficiently support each other - we might be surprised to find more solidarity, ability to move forward – to broaden our audiences.
15. Funk, Davey – Gather or create information and then disseminate. Integrated approach to more efficiently and effectively get the information out to clients.

## **Organization Presentations**

### **Tree Link: Pepper Provenzano:**

- Tree Link began 8 years ago with USDA FS Seed Funding Competitive grant. Staff of six (6) (technology people) for last 5 years. Here at this meeting looking for partners. Public partnerships are needed for urban forests. We have the knowledge for building healthy communities. Now we have the technology for sharing that knowledge.
- Need to budget for Technology for any National Federal Program.
- Tree Link is your information outreach resource.
- Research & Tech Transfer – Help for nonprofits, etc.
- Twelve Languages – translation in real time.
- How Can We Partner ?? - Willing to work with all in technology transfer.

### **USDA Forest Service Research: Ed Dickerhoof:**

- Emphasis on technology transfer. – Eight Tech transfer centers. Eight research station work units. – Budget for 2005 – \$3,759,000 – President’s budget.
- Emphasis areas: Urban Forestry Ecology, benefits, & costs, air quality, water management, people’s response to natural environments & management, fire-especially wildland/urban fire, urban forest health, energy conservation
- Question whether there is a document which spells out research agenda. Ed willing to share the missions of the research units. Ed has hard copies of that document, and can also send electronically to participants.

### **US Conference of Mayors: Tom McClimon:**

- Cities with population of 30,000 and above. Mayor, as chief elected official; Mayors tend to look at it as their organization. Two major foci; Technical assistance to mayors, and Policy on Urban Issues. Two major meetings each year (one always in Washington). Upcoming meeting in June in Boston. Operate through committees.
- One committee focuses on the environment
- One committee focuses on urban forests – green space, etc.
- Ways of getting information to Mayors: Newspapers – website – webcap – functions at the two major meetings each year.
- Question – is there an energy committee? Yes.
- Question – are the mayors equal – doesn’t matter what size of city? Yes, they are equal.
- Question – What is the magic of 30,000? Established when organization was started.
- Question – partner with other organizations? Yes

### **Tree Care Industry Association: Peter Gerstenberger**

- TCIA’s 10-year strategic plan is entitled: “Transformation of the Industry”
- A trade industry - Commercial tree care companies of the United States.
- Funding comes primarily from member dues, also trade publications, trade magazine, and various shows throughout the country.
- Transformation is brought about when:
  - Consumers will have practical, viable means to identify qualified tree care companies that are credentialed and trustworthy in their business, arboriculture, and safety standards and practices.
  - (Organizing a volunteer event in Detroit)
  - Safety will have measurably improved. Accident rates will have lowered. (OSHA alliance)
  - TCIA will have measurable brand image as the voice of the tree care industry.
  - Associate members will perceive themselves as partners with TCIA building stronger markets between consumers.

### **National Association of State Foresters: Steve Scott**

- In existence since 1920. Non-profit org. represents all 50 states, eight territories, and D.C.
- Urban Forestry Programs have general authority under the Coop. Forestry Assistance Act of 1978. State Foresters are primary deliverers of U&CF Programs in the States.
- Participation in Non-Federal Partnerships: NUCFAC – NASF has one of 3 permanent seats on the National Urban and Community Forestry Advisory Council.
- Have worked with NADF/Tree City USA since its inception – MOU signed in 2003.
- NASF made up of NASF Staff, executive committee and standing committees.
- NASF U&CF Committee mission is to address U&CF issues, work cooperatively, and make recommendations.
- Objectives; improve awareness, improve implementation and effectiveness, and have positive effect on the quality of life in our communities.

### **International Society of Arboriculture (ISA): Jim Skiera:**

- 13,000 – 14,000 members in the U.S. – 18,000 Worldwide.
- Umbrella organization: Commercial arborists association, utility arborist association, SMA society of municipal arborists, arboricultural research and others
- MOU's with a couple of the organizations represented in the room.
- Public relations program: trees are good, trees need care, and arborists provide care for trees.
- Raising level of professionalism in the tree care industry, also utility specialists, and municipal arborists programs. Board certified master arborists - code of ethics.
- Developing the best in education: translations, science and research.
- ANSI Z-133 safety standards.
- ANSI A-300 standards for tree care operations
- International standards development

### **Society of Municipal Arborists: Jerri LeHaie**

- Municipal Arborists – care for trees from beginning to end.
- Planning which trees are planted, caring for the trees, even wood products when trees fail or are damaged.
- The Professional Voice – need to talk with developers and planners, vendors, etc.
- SMA has publication of City Trees, website was developed in partnership with Tree Link.
- Municipal Arborist Exchange Program.
- Learn About Forests Program – Eagle Eye Program – work with local non-profits and college students.
- Core Values: Welcoming and Embracing Organization.
- Next conference is in Denver, October 3-6, 2004.
- Striving to do better in Education.

### **National Urban & Community Forestry Advisory Council: Joe Wilson**

- [www.treelink.org/nucfac/](http://www.treelink.org/nucfac/)
- Founded in Forestry Title of 1990 Farm Bill
- Purposes: Develop National U&CF Action Plan; Evaluate the implementation of the Action Plan; Develop criteria for and submit recommendations with respect to the U&CF; and Conduct Research.
- Membership: 15 members appointed by the Secretary of Agriculture to represent all levels of government, citizen action groups, industry and trade assocs. And nonprofit orgs related to U&CF,
- Council Operations: Meet three times per year
- Annual challenge cost-share grant program – grant program given to NUCFAC to administer. Have recommended 124 projects in 33 states. (Seed money)

- Annual call for new members (by FS)
- Annual report to Secretary and Congress.
- Action Plan: vision for the future
- A National Strategic Plan: public outreach, municipal and volunteer programs, etc.

**American Planning Association: William (Bill) Klein**

- APA is an educational org to advance the activity of planning – physical, economic and social – at all levels of government,
- 34,000 planners nationwide
- Need to be aware of what planners do: planners (like arborists) think long term.
- Education: Research, books, National conference, serial publications, audio conferences, web site (www.planning.org)
- Question – connection with national association of homebuilders? Yes, from time-to-time they do.

**National Alliance for Community Trees: Alice Ewen Walker**

- Small association of non-profits orgs. (60+ orgs)
- Purpose: tree advocates in their cities: strengthen community non-profits dedicated to tree planting, care and conservation and education.
- Increase collective input.
- Member Services: annual conf. & workshops. Exec. Networking, legislative relations & Public Policy Services, e-newsletter & communications, and allied marketing.
- Example of activities: Park-Rehab – sponsor arbor day events
- Question: 501-C organizations? Yes.

**National Arbor Day Foundation: John Rosenow**

- 850,000 members from all 50 states. – Plant trees in cities on private and public land – are better educated about tree care.
- Tree City USA – nearly 3000 tree cities.
- Related Program is the Tree Line USA – 114 investor or municipal owned utility companies.
- Set of standards encouraging the best practices for utility companies.
- Building with Trees – promotes tree preservation during construction
- NADF Conferences and Seminars – Knowledge for Growth
- Youth Education: youth education programs are vital if next generation to care about trees.

**National Tree Trust: Beth Applegate:**

- 2003 was a major year of change:
- Changed its mission statement: promotes healthy communities by providing resources that educate and empower people to grow and care for urban and community forests.
- Unveiled their updated programs last year.
- Program offering: advocacy education, training, organization development, and grants.
- Direct action organizing – has partnership with FS NE area. Later this summer will hold first training session, worked closely with U&CF coordinators in grants in 2003.
- Hopes to take a broader role in U&CF – work as a convener. (National convener)
- Find ways to work together in a coordinated effort.

**The Davey Tree Expert Company: Peter Gerstenberger**

- Oldest and largest tree preservation company in North America, founded in 1880 and incorporated in 1909.
- Services include tree and lawn care, commercial grounds maintenance, large tree moving, utility services, and Davey Resource Group.
- Davey Resource Group – take those technical services outside of Davey Tree Company

- Looking for some integration – ways to provide information to the public. Believes utilities are one area in which we need to provide more information.
- Ecological Management – sustainability.

**National Association of Conservation Districts: Deborah Bogar**

- Private non-profit
- Conservation districts; elected officials.
- Purpose: provide information, technical assistance, etc. to land owners and land users.
- NACD grassroots structure: Local conservation districts send resolutions through State Associations to NACD Board of Directors (54) which sets policy and elects NACD Executive Board (13) which executes policy and includes a staff.

**USDA Forest Service Urban & Community Forestry: Phillip Rodbell from NA**

- 10 regions of the Forest Service.
- Federal \$ flow: US Congress Interior Appropriations/USDA Under Secretary/ FS/NUCFAC/States
- U&CF Program purpose: provide technical, financial, and educational and research services to communities so they can plant, protect, maintain, and utilize wood from urban trees and forests to maximize environmental, social and economic benefits.
- Key outcome measure; % of Americans living in urban and community areas that are actively managing to plant, protect, utilize, urban forests.
- Performance partners: State Forestry agencies, National nonprofits, USFS R&D

## **Blueprint for the Future + Roles and Activities of USDA FS U&CF: Mark Buscaino.**

The blueprint is a way to provide a broad base for moving forward. Management Strategies are dynamic and lead to the three outcomes:

1. Every community in the US is participating in the UCF via local, state and/or national partners.
2. Every community in the US has employed, or is seeking to employ, a professional urban forester to bring UCF to where it matters most, our home towns.
3. UCF resources are maintained, protected and expanded nationwide. (Greener world for everyone)

PMAS and funding formula

Management areas to show strong program

- Outreach to non participating communities
- Local investment
- Demonstration projects – however large or small
- Education and training – backbone of the program
- Inventories and management plans – know what your resource is.
- Professional staffing
- Ordinances for tree preservation and protection
- Local advocacy organizations – increasing awareness of program nationwide.

McClimon: Mayors won't typically identify with state priorities or be enthusiastic about their having to go to or through the State. Would encourage the Partners to consider how to "format" this to gain the interest of mayors.

## **USDA FS – Urban Forestry Research & Development: Ed Dickerhoof**

- PSW – Center for Urban Forest Research – Davis CA: ecoSmart which is a web based model to evaluate landscaping options for waterwise, energywise, and firewise.
- STRATUM is a model for easy to use, computer-based program to help communities assess street tree benefits.
- GASB34 – 2 yr project to elevate status of community trees to a municipal asset like buildings, streets, and bridges.
- NA – Evanston, IL – Restoration of Lincoln Park/Chicago Lakefront – Restoring economy and ecology of the Chicago Region.
- Locating the Wildland Urban Interface (WUI) – North Central Research Station and U. Wisconsin, Madison – predicts where we have fire problems in the WUI.
- Responding to Exotic Invasives
- Southern Research Station – Gainesville FL – modify your landscape to have a protective zone around your house. Report: Human Influences on Forest Ecosystems.
- Athens, GA – Economic Value of Trees in residential setting – study focused on value of private benefits, such as aesthetic and shade.
- Washington, D.C. – The Urban Tree House – Barbara McDonald – 1<sup>st</sup> tree house was established in Atlanta, GA. We now have one in Washington D. C., Salt Lake City, and Milwaukee. Urban Tree House is an educational program. Barbara invented the Natural Inquirer – distributed upwards of 520,000.

## **David Nowak, Eastern Center for Urban Forest Research – Syracuse, NY**

### **UFORE**

- Structure, function model – calculates air pollution, etc.
- Runs in SAS – are working to convert it over to Windows setting.

- [www.ufore.org](http://www.ufore.org)

### **National Tree Cover Maps**

- Being developed as part of USDA FS RPA Urban Forest Assessment. – National maps to be completed approximately 2006.
- Urban Forest Health Monitoring: being pilot tested in Indiana, Wisconsin, and NJ. – monitors changes in urban tree health. (street tree pilots in Maryland, and Wisconsin)
- National Urban Database – taking the census data down to the urban area.

### **i-Tree: Integration Project**

- Urban Trees and State Implementation Plans (SIPs)
- Urban forests can reduce ozone
- States are developing new State Implementation Plans (SIPs) to reduce ozone
- Urban forests can be used in SIPs
- Not many air quality personnel realize that this strategy can work - need to get the information out.

### **Looking for programs that are partnership oriented**

- Question: will the RPA data be available. Yes, they can cut data out for you and make it available - the database is just too big.
- Question: will the program continue to evolve? Yes it will – he doesn't see a conflict with private industry.

## **Idea Generation Sheet -- USDA Forest Service U&CF Partners Meeting**

### **External audiences**

#### **Training**

1. State implementation plans. Involve EPA, engineers
  - a. USDA FS -- research information & tools
  - b. NTT -- convener
2. Best practices manual for planning professionals & allied groups
3. Marketing campaign for urban & community forestry
  - a. Coordinated campaign to diverse groups
  - b. Raise awareness of benefits of u&cf
  - c. Partner specific in language & approach
  - d. Planning, social & economic
  - e. Orchestrated within the same time frame
  - f. Includes cross-referencing for u&cf with mayors.

#### **Outreach**

4. Mobilize underutilized social networks
  - a. Municipal, commercial & non-profits
  - b. Build a proposal – state goal

### **Internal audiences**

#### **Training**

5. Leadership, organizational development & arborist certification for SUFCs & SVCs
6. Organizational development for NGOs
7. UF training for NACD members & staff
8. Leadership training academy for State councils, SUFCs, NGOs
9. Strategic organizational development at:
  - a. Community, regional & national levels
  - b. Beginner, intermediate & advanced levels
  - c. Build on existing training
  - d. Find mayoral champion
10. Crossing training UCF staff in fire
11. Shared understanding/ownership of agency missions

#### **Certification**

12. Franchise successful non-profit programs through certification of non-profits & volunteer programs. Create a McDonald's of community tree programs.
13. Certification of NGOs
14. Certification of commercial tree care firms

#### **Information**

15. National database
  - a. NLCD/UFA
  - b. Resources & inventory
  - c. Training
  - d. Contact information
  - e. Grants & funding sources
16. Comprehensive source of research information
17. Clearinghouse of resources from all entities. Website that incorporates government, state, university, individual sources (TL as portal)

#### **Outreach**

18. Marketing & training plan for FS's i-tree

#### **Research**

19. Develop an integrated research needs assessment with priorities for agencies, partners & broader u&cf community.

**May 20, 2004**

Meeting reconvened @ 8:00 a.m.

- Review and Status Update from Evening Discussions
  - Create new connections between our partners and also find new connections
  - Also new ideas for projects to increase strength of connections and make new connections.
  - Group identified 19 new ideas. (projects) which were grouped into categories by facilitators and Mark Buscaino (as noted in the evening session just prior to this section)
    - For External Audiences, Internal Audiences, Target Audiences, etc.
- Discussion followed on how the group will conduct their synergy sessions for each of the ideas. (Strategy Groups)
- The Partners decided to have concurrent discussion groups going during the morning.
- Discussions continued on how to group the ideas, who would champion or lead the group discussions, which discussions to hold concurrently, how to focus – on projects or strategies. The group determined that they would like to focus on overarching strategies:
  - Training
  - Outreach & Communication
  - Research & Information
- Steve Sinclair presented a thought on how to respectfully disagree during the upcoming strategy sessions by using the acronym “PARTNERS” – People Arguing Respectfully Towards National Environmental Resources Sustainability
- Discussion Groups separated into a modified open space session using a standard format for presentation upon completion of the work

**First Group Presentation: Research & Information** (Items 15, 16, and 17 from the Idea Sheet)

**Success:** Increased number of people/communities benefiting from information.

Increase in resource condition and management.

**Long Term goals:** 1) increase in numbers – people/communities reached with information and numbers of people/communities benefiting 2) access to IT products, information, networking to partnership organizations to get to ground. (increase in resource management capacity) 3) establish research priorities and funding needed 4) translate research needs into actions

**Intermediate goals:** 1) access to information increased in order to increase management capacity and health and extent of the urban forest 2) translate research needs into user-friendly information/products.

**Target:** who are our partners? NGOs/NPO, MAs-green Industry, Academics, Government – land managers, Public Citizens, Policy/decision makers, Universities

**Why?** To improve the resource health and extent of canopy, help people do their jobs better, accurate/useful information, information to those who don't know.

**Organizational considerations:**

Web + - all in one place and minus – not all can access.

Publications – geographic relevancy

- Build partner opportunities to get information to non-traditional partners
- What is currently being done and is there overlap?
- Get information into hands of decision-makers
- Who has the data
- Who has the technology

**Tactics:**

Consider LBCS (APA) standards as model

National web site – in one place, hard copy (PDF), data sets, Treelink is a resource

Template/design to deliver “gap” information (data)

Really need to do a business plan: develop, charter, plan, roadmap with link to existing research assessment and priorities (gap & identify preserved linkages)

Business plan (which plans for marketing to training aspect).

Tree Link, Treesearch information – data – regionalized access (for National web-site)

Which orgs have web sites, which have a lot of data?? How do we recognize the existing web sites?

Important - orgs don't lose identity through the sharing process.

Can drive the database collection (acquisition) through the grants process.

The data could then be shared at a larger level.

Use and Skills

Data quality

Information design is a big part of this ... Interpretation and summarization of data ...

Must have content review process in place.

Disclaimer for data posted on an organization's web site

Establishing a national data set standards protocol. ANSI

**Second Group Presentation: Training** (items 1, 2, 5, 6, 7, 8, 9, 10, 11, 13, 14 from Idea Sheet)

**Short-term goals:**

Local, State, national within a variety of specializations/areas:

Social & strategic network amongst training providers

Measure number of people trained

Measure who we are training (is there diversity of professions)

**Intermediate goals:**

Increase organizations, people and professionals' skills, knowledge, leadership, behavioral change.

Unified catalogue and speakers bureau of all the training resources and programs conducted now.

**Long term goal:** Strong Urban forest management

**Targets:**

SUFC's, Sac's, allied professions, nonprofit and local governments and decision makers.

(Training people who work with/reach other people)

Why: Need depth and breadth for the people who impact trees, Removing barriers to better resource management, Applying research and science, Expose/expand beyond traditional skill sets offered, For tree people, opportunity to understand/ID input points within allied professions – cross pollinating

APA

ASLA

NAHB

ULI

NACO ICMA

APWA SMA

TCIA UAA

ISA ANLA ACT

NTT networks

Tree City USA

KAB

**Organizational considerations:**

1. Provides opportunity for synergy among existing programs/partners
2. Cross pollinating raises ability and talents of all
3. Conferences and seminars are some of the best ways to reach beyond boundaries to new contacts.

**Utilize Core Strengths:** if we do it well we each bring something unique to the table

**Hurdles:** Funding, Carrying message from this meeting to our audiences and recruiting others – convincing our constituents, Staffing resources, Lack of national focus on training in general, competition with other important training issues.

**Organizational Resources** (and more, not on this page, Youth Education, for example)

NADF – facility & conference staff and events – training, expertise, knowledge, and marketing reach.

NIT – ECS/ICL Core non profit trainings for management, OD.

TCIA – conferences, events, network

ACT – case studies – program models and leaders network – speakers within NGO

APA – 50 year track record of sponsored research – 35-40k if we can find leverage with other dollars, Conference planning, Derivative products, publications, audio conference, journal articles, greening track, July 1 deadline

State Agencies: Facilitators and trainers and identification recruitment of participants.

ISA – Staff, chapter network, arboriculture conference coordinated

SMA – arboriculture knowledge, speaker exchange, professional exchange, knowledge

Federal – Financial, ability to participate, cost effective opportunities, identifying audiences, their commitment to making it a priority, transfer of research, define issues and relevant messages for all

Don't forget there are many different opportunities for funding sources.

Why Added Resources: More to reach

How would resources enhance: build capacity, increase impact, if we are serious about it – we need the resources.

### **Tactics**

Higher national priority for training as a national program objective

Create national education training plan (Includes assessment & needs)

Five (5) step process for each of the training products

1. Identify partners for particular products
2. Raise funds
3. Scope the product
  - a. Further audience refinement
  - b. Determining medium
  - c. Identifying rollout marketing
4. Execution
5. Evaluation of skills, behaviors, entrepreneurial feedback, knowledge (Be entrepreneurial and adjust for market demand.)

**Tactics/issues** – at some point has to evolve into recruitment.

### **Gaps**

For example APA would have to partner with a natural resource expert

Diversity in this room and knowledge of how to reach diverse audiences and youth audiences.

Competition/Turf: Funding, Time/staff both of the organization and its constituents

- Opportunities for funding in this room

**Group ideas:** CDC's Community Development Corporations, United States Student Association, SAF & ISA's college student outreach recruiting to the professions, Student Conservation Associations, HABITAT for Humanity, Academia/Universities

**Third Group Presentation: Communication/Marketing/Outreach** (Items 3, 12, 9, 4, and 18 from Idea Sheet)

**Criteria for Success:** Behavioral change, legislative support, allocation of funds, target or respective counties, listening, sustained effort, continuing, quantitative

- The group that goes out on a limb, to peddle and to sell this. Promote, advocate.

**Intermediate goals:** U&CF - \$50 million +, increase total municipal spending – 1 billion, Increase participation of elected local officials, increase participation of elected state officials, reach audiences/diverse/languages/culture, grab the attention of Wall Street, expansion of partners, associate benefits with other industries, such as health industry, associated with other issues (Homeland security, physical fitness (outdoors)), Youth,

**Short Term Goals:** 4 activities about benefits/  
Maintain federal funding

Strengthen existing partners.

Hold/municipal partnering

Find a champion in each group/partnership

Create a national campaign for external – target

Outreach to associations – i.e., SGMA, state, local groups i.e., KAB and realtors, police/fire, community groups, chamber of commerce, need the Holy Grail, vision, Youth. “Natural Security”

**Comments period:** infusion of Homeland Security – thinks the Holy Grail is “instead of focusing on National Security – focus on Natural Security”. (Except that urban forestry is not quite so natural)

**Targets – Short Term:**

Who: Selected congressional members in both federal/state

Selected local officials, city/county mayors and managers, existing partners, external members such as APA, APWA, and internal – NADF.

Presidential candidates/government races (bi-partisan)

Local/natural affiliate

Keep America Beautiful, Rotary, Kiwanis, Target a Corporation

For what? To attain and maintain and advance U&CF, give everyone a specific attainable goal to shoot for. Identify for each target, what is in it for me?

**Organizational Considerations:** build collaboration, one message modified to organizational missions, relationship with newspaper associations, increase visibility of partnering organizations, streamlines the delivery of products, helps with ongoing mgmt challenges. National Assoc. of Counties, National League of Cities, International City of Managers Association, NRPA, KAB, National Urban League, Black Mayors Conference, SGMA, La RAZA, NALEO

**Organizational Resources:** bring communication pieces, msg., websites, etc., existing networks, i.e. Treelink, common interest, human resources, expertise (technical), grass root validation

Need: professional firm to bring in all elements (f. market study), funds, mission, clear goal, “The Holy Grail”, training for speaking, style guide, branding.

**Tactics/Issues:** Build relationships with groups mentioned (what are their issues and address them)., so many messages – we need a silver bullet, a true champion (KAB native American, Smokey Bear), Brand – multiple (logos), low on the food chain – need a face, crisis of the industry immediate need to address.

**Comments/feedback:** is very important to focus on this topic. Focus. Small # of messages or at least if there are many, we need to target which messages to specific audiences.

Have we really sold the value of urban forestry – the resource?

We sometimes try to be all things to everyone – what do we really need to say is our story?

Too good and too broad a message to try to deliver as one message continuing over time – needs to be presented one-at-a-time series of silver bullets or key messages.

## Important major categories

Clean air, aesthetics, recreational opportunities, and spiritual – values people identify with in Urban Forestry importance. Ed Dickerhoof said public affairs did survey in 6-8 cities – that information is available. He will get this to the group.

### **Funding Sources:**

1. **Joe Wilson gave explanation for NUCFAC grants.** Categories for grants were presented and discussed. Wilson encouraged the partners to provide input into NUCFAC as to grant categories. NUCFAC will be considering new categories in June 2004. Wilson indicated he would take the categories discussed over the past 24 hours to NUCFAC for consideration.
2. **Mark Buscaino discussed national investments and their history.**
  - Backing up – Explained that he has not spoken much at this meeting and there is a reason for that. First time for a meeting of this sort.
  - One of the reasons for holding this meeting was a desire to see partners hook up together, it is more cost efficient, more work gets done, and (2.) Beyond creating synergies and linkages the FS sees this as a new beginning and a need to relinquish some control over U&CF at the national level. Need to see partners taking a lead.
  - This is a new process. Relinquishing some of the control. FACA rules - forcing FS to become more of a partner. We need to rejuvenate some of the things we do.
  - Buscaino indicated that this meeting has been hopeful and helpful. The FS role is to provide you with initial blueprint and guidance.
  - FS U&CF new allocation process, the states will have to perform for their funding.
  - There was a selection process to who came to this meeting. Mark thought that to have a large group of people would prevent as much progress from taking place. He thanked those for their active and positive participation.

### **National Investments Process – Reinvention**

- FS striving to empower national partners to partner, collaborate, and develop programs of national interest that can be replicated to build a sustained U&CF effort.
  - U&CF sees its role as helping you achieve projects/programs of national interest.
  - FS will reserve monies for this process. Encouraged group to continue their collaborative efforts.
3. **Peter Gerstenberger and Jim Skiera discussed TREE Fund**
    - Mentioned that the fund would be a good place to propose collaborative projects
  4. **Jim Skiera discussed possible ISA funding**
    - Encouraged partners to contact him about possible projects
  5. **Bill Klein mentioned APA's desire to develop and share funding on U&CF Best Practices Manual**
    - Encouraged those interested to contact him
  6. **Beth Applegate mentioned possible program funding through NTT.**
    - Programs may be more limited but encouraged interested partners to contact the office.

### **Steve Sinclair: Roles and Responsibilities**

- Not speaking on behalf of NASF
- Supported the process and glad to be a participant but don't necessarily feel they are partners.
- U&CF as a program vs. U&CF as a product

- Program is part of the business – Program is what FS through SFs is responsible for.

**Role of Partners – relating to Program.**

Ecological, economical, and social.

- FS – ecological – urban research
- FS – economic – grants
- FS – social – working directly with those partnerships (meetings like today) partnership building and support.
  
- States and SFs – ecological – taking FS and others research and disseminating that info to constituents in the state.
  
- Economic – capacity building as well as providing grants to NGO's
- Social – every state has a council made up of the partners in that state – assists in developing 5-year plans. Volunteer organizational development.
  
- Local level – ecological – making sure that appropriate actions take place on the ground. Landscape architects, tree workers,
- Economic – whole goal of building local support for the programs
- Social – behavioral change – people in the community appreciate the benefits of trees, etc.

Partners are involved in all different levels. Because NASF has a direct responsibility for delivery of U&CF, they would like to be included in the process throughout all levels.

Steve Scott added that even within the State role – we are helping to implement a federally funded program but within the state of TN they have their own program. The federal program sure helps to get the job done.

Question from Bill (facilitator) is there anything from the meetings over last two days that would raise any concerns to NASF. Steve said he has a newly gained respect for the partners, still trying to absorb it all and discover what the partners can do to help him in his role as chair of NASF U&CF as well as with his work in Tennessee.