



CALIFORNIA URBAN FORESTRY ADVISORY COMMITTEE

# CAL FIRE Urban & Community Forestry Program Strategic Plan

## 2013-2018





# Table of Contents

Director’s Foreword.....	ii.
Executive Summary.....	1
CAL FIRE Urban & Community Forestry Program Strategic Plan 2013-2018.....	2
Appendix I: Goals, Objectives & Strategies.....	4
Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF).....	4
Goal 2: Improve management and health of the urban and community forests.....	11
Goal 3: Promote industry growth and job creation.....	19
Appendix II: Program Assessment.....	23
Appendix III: Declarations.....	24

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This publication was made possible through a grant from the USDA Forest Service.

# Director's Foreword



**Ken Pimlott, Director, CAL FIRE**

The simple fact that almost 95 percent of Californians live in urban areas speaks volumes as to the importance of our state's urban forests. The benefits of these forests run a great breadth of environmental, social, and economic values. Among these are wildlife habitat, water quality, flood reduction, energy conservation, enhanced property values and economic activity, climate change mitigation, and reduced crime.

The CAL FIRE Urban and Community Forestry Program Strategic Plan for 2013-2018 establishes direction and focus for our efforts over the next five years. One important value of this plan is to provide a framework for continuity in program delivery. Another primary value is to establish a scale for measurable program success. I am confident that this document will keep CAL FIRE on the right track in continuing to be a national leader in Urban and Community Forestry.

I would like to thank the California Urban Forestry Advisory Committee (CUFAC) members for their excellent work to produce this Strategic Plan for CAL FIRE's Urban and Community Forestry Program. I know there was a lot of hard work, dedication, and initiative involved in producing this document. I am very proud of all of the CUFAC members who worked so hard on this document, as well as the CAL FIRE program staff for their part in supporting and contributing to it.



## Executive Summary

**CAL FIRE's Mission:** The Department of Forestry and Fire Protection serves and safeguards the people and protects the property and resources of California.

**CAL FIRE's Urban & Community Forestry Program Vision:** California's Urban and Community Forests will be healthy and well-managed, providing optimal benefits to all Californians.

CAL FIRE's Urban and Community Forestry Program (U&CFP) is managed and funded in collaboration with the USDA Forest Service who requires that a programmatic 5-year strategic plan be in place before they transfer funding to CAL FIRE. The plan is a very important guiding document for program staff performance and management review of program accomplishments. The strategic plan presented below is the culmination of a two-year effort by the 17 members of the California Urban Forestry Advisory Committee (CUFAC) that was mandated in its charter. The committee requested the involvement of U&CF Program staff in developing the goals of the U&CFP and guidelines for reaching those goals. The strategic plan is intended to span a five-year period, providing direction to CAL FIRE staff and committee members as they build on past program success and continue to improve, expand and support the Urban and Community Forestry Program.

The three goals and corresponding objectives presented in the strategic plan represent responsibilities given to CAL FIRE under the California Urban Forestry Act of 1978. The goals presented are not listed in order of priority and their implementation will be managed by CAL FIRE staff with input from CUFAC and CAL FIRE executive management. Each strategy designed to meet a specific goal will include a process to track and measure the performance of that strategy in meeting the goal.

The strategic plan will provide a framework to guide program staff in increasing public awareness and local government support for urban and community forest projects and integrate the use of healthy, well maintained urban forest into local infrastructure planning.

# CAL FIRE Urban & Community Forestry Program Strategic Plan 2013-2018

## **I. Goal: Optimize the benefits that people receive from urban & community forestry (U&CF).**

### *Objectives:*

- A) Increase public awareness of the benefits that urban & community forests provide to California residents.
- B) Provide local decision makers (elected officials and key staff) with the information they need to understand and utilize U&CF resources.
- C) Encourage decision makers (local elected officials, state agency officials, and key staff) to recognize urban and community forests as critical infrastructure and adequately fund management and expansion of their urban and community forests.
- D) Promote CAL FIRE Regional Urban Foresters as a primary resource for U&CF knowledge and best practices.
- E) Foster innovation and leadership in the CAL FIRE Urban & Community Forestry Program and partnering organizations.



## **II. Goal: Improve management and health of urban and community forests.**

### *Objectives:*

- A) Promote effective management of urban and community forests.
- B) Promote the best tree care practices at all tree life cycle stages based on the best available science.
- C) Promote practices and policies to reduce the vulnerability of urban forests to adverse impacts.
- D) Foster innovation and leadership in the CAL FIRE Urban & Community Forestry Program and partnering organizations.

### **III. Goal: Promote industry growth and job creation.**

*Objectives:*

- A) Promote the importance of urban forestry jobs and professional practices.
- B) Quantify and communicate the contribution of the U&CF industry within the California economy.
- C) Frame urban forests as critical resources and essential infrastructure that need regular maintenance over time.
- D) Foster innovation and leadership in the CAL FIRE Urban & Community Forestry Program and partnering organizations.



# Appendix I: Goals, Objectives & Strategies

## Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF).

### Recommended Strategies and Actions

Below are the strategies (numbers) and recommended actions (lower case letters) as developed by CUFAC. They are listed under the corresponding Goal and Objective. It is recommended that metrics be developed for measuring success.

### Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF).



*Objective A: Increase public awareness of the benefits that urban & community forests provide to California residents.*

#### 1) Promote U&CF through education and training.

- a. Collaborate with statewide and local urban forestry, environmental, and community groups and organizations by being well-trained and passing along training on U&CF issues.

#### 2) Make CAL FIRE and other available U&CF resources more accessible to Californians.

- a. Host or foster a clearinghouse of different U&CF resources (policies, inventories, educational curriculum) from within CAL FIRE as well as through our partners, local agencies, organizations, etc.
- b. Improve visibility and access to CAL FIRE U&CF web page.

#### 3) Advocate for use of U&CF for environmental enhancement and mitigation.

- a. Identify and list partner organizations.
- b. Develop common language and messages.
- c. Create an outreach tool (perhaps quarterly) that effectively communicates the hot topics and provides resources for those looking to act upon them (via newsletter, website updates, email list, etc.).
- d. Collect and make available successful examples of regulatory language, policies and projects from local jurisdictions.
- e. Promote U&CF as critical urban infrastructure.

# Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF). *Continued.*

## Goal 1, Objective A continued:

### 4) Collaborate with state, federal, and local agencies to advance urban and community forestry.

- a. Take advantage of the efforts by the Strategic Growth Council and similar forums.
- b. Explore options for creating new forums [through CA State Association of Counties and the CA League of Cities].
- c. Collaborate with the Governor's Office of Planning and Research, CA Air Resources Board, CA Department of Public Health, CalTrans, CA High Speed Rail Authority, and other appropriate state agencies.

### 5) Direct and support research in structure, function, value, condition, and economics of urban forests.

- a. Continue funding, promotion, and dissemination of studies and information to stakeholders.
- b. Develop new tools for local managers and decision makers to assess benefits and costs of urban forests.

### 6) Promote urban forestry and urban greening for improving quality of life.

- a. Disseminate information on studies and statistics on correlation between greenspace & health
- b. Utilize and integrate with existing efforts such as Strategic Growth Council's Health in All Policies Task Force, crime prevention through environmental design, Caltrans "Complete Streets" efforts, social issues, public health issues, etc.



## Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF). *Continued.*



**Objective B: Provide local decision makers (elected officials and key staff) with the information they need to understand and utilize U&CF resources.**

### **1) Improve accessibility to CAL FIRE resources.**

- a. Develop LinkedIn, Facebook and other networking sites for CAL FIRE U&CF resources.
- b. Create a U&CF information clearinghouse.
- c. Conduct proactive and passive outreach to local officials and decision makers.

### **2) Advocate for use of U&CF for environmental enhancement and mitigation.**

- a. Engage in policy-making centered around climate change and land use at the state, regional and local levels.
- b. Engage communities as they develop urban forest management plans, climate action plans, "greenprints," and general plan updates.

### **3) Promote urban forestry and urban greening for improving quality of life.**

- a. Disseminate information on studies and statistics pertaining to correlation between greenspace & health (i.e. Health in All Policies Task Force, etc.).
- b. Promote economic and social benefits of U&CF (jobs, income, property value, retail benefits, crime reduction, etc.).

### **4) Collaborate with state, federal, and local agencies to advance urban and community forestry.**

- a. Take advantage of the efforts by the Strategic Growth Council and similar forums.
- b. Explore options for creating new forums to promote urban forestry (through CA State Association of Counties and the CA League of Cities). Possibly through partnership with Regional Councils.
- c. CAL FIRE could convene a "joint task force" to be held at the State and regional levels quarterly to encourage that communication is maintained among government agencies regarding U&CF. This could be accomplished with existing California Urban Forestry Council Regional Councils.
- d. Collaborate with the Governor's Office of Planning and Research, Governor's Office of Business and Economic Development, CA Department of Public Health, EPA, CAL EPA and other appropriate state and federal agencies regularly.

# Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF). *Continued.*

## **Goal 1, Objective B continued:**

### **5) Promote U&CF through education and training.**

- a. Educate and influence local, regional and state decision-makers on U&CF issues.
- b. Incentivize actions by local governments that are in-line with the goals of the CA Urban Forestry Act.

### **Objective C: Encourage decision makers (local elected officials, state agency officials, and key staff) to recognize urban and community forests as critical infrastructure and adequately fund management and expansion of their urban and community forests.**

### **1) Promote the use of urban and community forests as an infrastructure element.**

- a. Influence policy-making centered around climate change and land use at the state, regional and local levels.
- b. Engage communities as they develop climate action plans, "greenprints," general plans, urban forest management plans, ordinances, etc.

### **2) Engage in education and outreach efforts that demonstrate how urban forests do not compete for limited municipal funds for other programs but compliment them.**

- a. Demonstrate the value of investments in urban forests via presentations, handouts, targeting specific studies on pertinent issues.
- b. Gather and promote case studies of successful efforts.

### **3) Advocate for policies that emphasize urban forestry and urban greening for improving quality of life.**

- a. Disseminate information on studies and statistics on the correlation between greenspace & health (i.e. Health in All Policies Task Force).
- b. Promote economic and social benefits of U&CF (jobs, income, property value, retail benefits, crime reduction, etc.)



# Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF). *Continued.*

## **Goal 1, Objective C continued:**

### **4) Promote U&CF through education and training.**

- a. Reach out to statewide professional organizations (planning, public works, engineering, landscape architects, county administrators, city managers, etc.) to raise the status and priority of U&CF.
- b. Encourage local U&CF advocacy groups to increase their efforts within their cities (during city council meetings, public comment periods, public input on regulatory and environmental review documents, op-eds, etc.).
- c. Provide pertinent informational fact sheets to local groups (i.e., what's in it for me?).
- d. Expand CAL FIRE's message to include effective advocacy work within the framework of the CA Urban Forestry Act.
- e. Provide a U&CF resources clearinghouse at CAL FIRE's U&CF Program web page.



## **Objective D: Promote CAL FIRE Regional Urban Foresters as a primary resource for U&CF knowledge and best practices.**

### **1) Promote expanded role of Regional Urban Foresters as primary resources.**

- a. Develop LinkedIn, Facebook and other networking sites for CAL FIRE U&CF resources.
- b. Outreach within CAL FIRE to promote U&CF awareness.
- c. Assist with the hiring process of U&CF related positions within federal, state, regional and local agencies and organizations.

### **2) Regional Urban Foresters advocate use of U&CF for environmental enhancement and mitigation.**

- a. Promote other U&CF related themes: climate change, green building, nature-seficit disorder, public health, economics, etc.
- b. Disseminate information on studies and statistics with a relationship between green space & health (i.e. HiAP).

# Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF). *Continued.*

## **Goal 1, Objective D continued:**

### **3) Facilitate train-the-trainer programs.**

- a. Collaborate with urban forestry related groups and organizations at all levels to help deliver or develop training.
- b. Develop high expertise levels in specialized areas within U&CF for each Regional Urban Forester.
- c. Arrange for Regional Urban Foresters to be trained in the use of the iTree suite of tools and then have them conduct trainings.

### **4) Promote U&CF through education and training.**

- a. Utilize a network of other advocates and partners (entertainers, artists, athletes) to engage the public in our messages.
- b. Develop a more extensive multi-media and social media presence.

### **5) Transition from a focus on grant administration to predominantly technical assistance, education, advocacy, and outreach.**

- a. With the assistance of CAL FIRE's Communications Office, create public service announcements, commercials, advertisements, etc., to establish CAL FIRE as a "go-to place" for U&CF resources.
- b. Develop an annual communication plan with CAL FIRE's Communication Office.
- c. Create messages in various languages to reach multiple cultures.



## Goal 1: Optimize the benefits that people receive from urban & community forestry (U&CF). *Continued.*

### **Objective E: Foster innovation and leadership in the CAL FIRE Urban & Community Forestry Program and partnering organizations.**

- 1) Transition from focus on grant administration to predominantly technical assistance, education and outreach.**
  - a. Develop a transition plan, utilizing the Five-Year Strategic Plan.
  - b. Determine needs for staff training, education, & materials.
  - c. Implement the transition plan.
- 2) Direct and support research in structure, function, value, condition, and economics of urban forests.**
  - a. Provide funding when appropriate and available.
  - b. Provide technology transfer for developed research.
  - c. Apply research via demonstration projects.
  - d. Continue to develop strong collaboration with CAL FIRE's Fire and Resource Assessment (FRAP) Program.
- 3) Initiate collaboration with state, federal, and local agencies to advance CAL FIRE Urban and Community Forestry Program goals and objectives.**
  - a. Proactively establish contact with new and/or non-traditional partner organizations.
  - b. Take advantage of the efforts by the Strategic Growth Council and similar forums.
  - c. Explore options for creating new forums (through CA State Association of Counties and the CA League of Cities).
  - d. Collaborate with the Governor's Office of Planning and Research, Governor's Office of Business and Economic Development, CA Department of Public Health, and other appropriate state agencies.
  - e. Make CAL FIRE U&CF critical to other organizations' causes and efforts.



## Goal 2: Improve management and health of urban and community forests.

### Goal 2: Improve management and health of urban and community forests.

**Objective A: Promote effective management of urban and community forests.**

**1) Monitor legislation and policy that can affect urban forest management at the local, state & federal levels.**

a. Work with state (e.g., CA ReLeaf, CA Urban Forests Council, Western Chapter International Society of Arboriculture) and national (e.g., United States Forest Service, National Association of State Foresters, Alliance for Community Trees, Sustainable Urban Forests Coalition) partners to monitor legislation.

b. Work internally at CAL FIRE with legislative staff to monitor legislation and conduct bill analysis.

**2) Advise local governments of the importance of inventories and management plans.**

a. Offer grants as funds are available.

b. Create a position paper using CAL FIRE specifications for tree inventories and the Urban Forest Management Plan Toolkit Website ([www.ufmptoolkit.com](http://www.ufmptoolkit.com)) for management plans.

c. Work with CA Urban Forests Council and Western Chapter International Society of Arboriculture on implementation.

d. Explore creation of an awards program for communities.

**3) Provide guidance on local urban forest related ordinances and policies.**

a. Review ordinances and policies. Provide timely feedback.

b. Strongly advocate for best practices.

c. Update the 1991 ordinance guidelines document.



## Goal 2: Improve management and health of urban and community forests. *Continued.*

### **Goal 2, Objective A continued:**

#### **4) Advocate for an ecosystems management approach to urban forest management.**

- a. Write opinion pieces and articles.
- b. Conduct public workshops.
- c. Provide policy papers on ecosystems management approach.
- d. Partner with allied professions and groups (e.g., American Planning Association, University of California Cooperative Extension, researchers, American Society of Landscape Architects, American Public Works Association, homeowners associations, etc.).
- e. Explore expanded use of iTree to inform local and regional governments.

#### **5) Educate about the importance of species and age diversity in urban tree populations.**

- a. Conduct workshops.
- b. Work with CA Urban Forests Council, Western Chapter International Society of Arboriculture, and educate allied professions and groups.



## Goal 2: Improve management and health of urban and community forests. *Continued.*

### **Goal 2, Objective A continued:**

#### **6) Educate about the importance of tree planting plans.**

- a. Conduct workshops.
- b. Work with CA Urban Forests Council, Western Chapter International Society of Arboriculture, American Society of Landscape Architects, American Public Works Association, homeowners associations, and educate allied professions and groups.



### **Objective B: Promote the best tree care practices at all tree life cycle stages based on the best available science.**

#### **1) Promote practices based on the best available science at landscape tree nurseries (utilizing industry standards).**

- a. Consider a nursery certification system to provide incentives for better best management practice implementation.
- b. Distribute and promote the current CAL FIRE standards<sup>1</sup>. Partners could include CA Urban Forests Council, Western Chapter International Society of Arboriculture, American Planning Association, American Society of Landscape Architects, American Public Works Association, homebuilders, and local governments.
- c. Big box retailers could become a key audience for receiving information and sharing it with their suppliers.

#### **2) Encourage tree planting practices based on the best science available.**

- a. Distribute and promote the current CAL FIRE standards<sup>1</sup>. Partners could include CA Landscape Contractors Association, CA Urban Forests Council, Western Chapter International Society of Arboriculture, local governments, CA League of Cities, American Public Works Association, non-profits, etc.
- b. Big box retailers could become a key audience for receiving information and sharing it with their customers.
- c. Focused outreach on tree planting and care to cable/television/internet channels that educate the public on gardening.
- d. Focused outreach to landscapers with help from the California Landscape Contractors Association and Western Chapter International Society of Arboriculture.

## Goal 2: Improve management and health of urban and community forests. *Continued.*

### **Goal 2, Objective B continued:**

#### **3) Impress upon practitioners, the public, and policy-makers the importance of comprehensive young tree care.**

- a. Distribute and promote the current CAL FIRE standards. Partners could include CA Landscape Contractors Association, CA Urban Forests Council, Western Chapter International Society of Arboriculture, local governments, CA League of Cities, American Public Works Association, non-profits, etc.
- b. Big box retailers could become a key audience for receiving information and sharing it with their customers.
- c. Focused outreach to cable/television/internet channels that educate the public on gardening (including urban tree planting and care).



#### **4) Impress upon practitioners, the public, and policy-makers the importance of maintaining mature trees.**

- a. Encourage the consideration of fee incentives and other possible regulatory credits for large tree canopy retention (storm water, etc.).
- b. Educate the public via multiple media, including social media.
- c. Provide policy papers and testimony as needed on this issue.

#### **5) Advocate for and demonstrate the highest and best use of all urban forest biomass.**

- a. Continue the urban wood utilization program.
- b. Foster and promote a statewide alliance of urban wood utilization organizations and/or companies.
- c. Advocate for urban biomass research (barriers to implementation, etc.).
- d. Connect buyers and sellers of urban wood products and opportunities.
- e. Update the urban forestry carbon protocol to include urban wood utilization.
- f. Highlight urban wood utilization success stories.
- g. Encourage municipalities to offset costs by re-utilizing urban wood

## Goal 2: Improve management and health of urban and community forests. *Continued.*

**Objective C: Promote practices and policies to reduce the vulnerability of urban forests to adverse impacts.**

**1) Educate about the negative consequences of pests, diseases, abiotic disorders and invasive species to urban forests.**

- a. Monitor and report observed pest and invasive species activity.
- b. Use California Tree Failure Report Program (supported by University of CA Cooperative Extension and Western Chapter International Society of Arboriculture).
- c. Work with the California Invasive Pest Council on invasive species.
- d. Educate professionals and the public on invasive species and how to avoid introducing and/or spreading them (ex.: CA Firewood Task Force).
- e. Work with CA ReLeaf to train volunteers on observing and reporting pests and invasives (social media integration, map tools, etc.).
- f. Strengthen the partnership with CA Department of Food and Agriculture to regulate and to educate the public and policymakers on the threats posed by invasive plants and pests.
- g. Work with CAL FIRE Forest Health Program to improve communication with urban forestry networks and vice-versa.

**2) Promote adoption of Integrated Pest Management practices.**



## Goal 2: Improve management and health of urban and community forests. *Continued.*

### **Goal 2, Objective C continued:**

- 3) Improve the capacity of urban forests to survive natural disasters (ex: flood, fire, storm, etc.).**
  - a. Coordinate and share information with other agencies.
  - b. Create and disseminate tools (such as incident command system training, storm response protocols, storm response media messaging, International Society of Arboriculture standards, etc.).
  - c. Encourage best management practices for tree selection, planting, and care within urban forest management.
  - d. Better integrate urban forestry messaging and practice with fire prevention and fire safe landscaping information and practice.
- 4) Promote inclusion of urban forest enhancement and protection measures at state, regional, and local agencies early in the planning process.**
  - a. Identify all state, regional and local land use planning entities (with help from Governor's Office of Planning and Research).
  - b. Gather existing urban forestry policies.
  - c. Develop a unique approach for each agency and situation.
  - d. Prioritize the list and act on priorities.
- 5) Proactively integrate urban forest enhancement and protection measures into state and local climate adaptation policy, planning, and implementation.**
  - a. Support and remain current on urban-forestry-focused research relative to climate change.
  - b. Continually revisit adaptation strategies.
  - c. Encourage development of adaptable plant palettes.
  - d. Disseminate educational materials to professionals and the public.
  - e. Ensure that urban forestry is viewed as an adaptation/mitigation strategy to respond to climate change.



## Goal 2: Improve management and health of urban and community forests. *Continued.*

### Goal 2, Objective C continued:

#### 6) Proactively integrate urban forestry enhancement and protection into state and local climate mitigation policy, planning and implementation.

- a. Coordinate and share information with other agencies and utilities.
- b. Create and disseminate tools (such as computer-based design tools, urban forestry protocols).
- c. Encourage best management practices for tree selection, planting, and care within urban forest management.
- d. Better integrate urban forestry messaging and practice with climate mitigation opportunities.
- e. Ensure that urban forestry is viewed as mitigation for climate change.



#### 7) Encourage social, economic, and cultural practices that positively impact urban forests.

- a. Develop a campaign to improve upon tree pruning practices (topping of trees, etc.).
- b. Discuss the need for regulation of tree care professionals.
- c. Raise awareness of tree selection ramifications (fruits, flowers, economics, utilities, return on investment, etc.).
- d. Educate the public on the economics of tree care (lack of, poor quality, good quality, etc.).
- e. Promote the concept and practice of stewardship. Reconnect people to the land.
- f. Integrate U&CF messages into disaster response and mitigation (ex.: fire safe landscaping, storm recovery).

<sup>1</sup> Kempf, B. and E. Gilman. 2011 Guideline Specifications for Selecting, Planting, and Early Care of Young Trees. Urban Tree Foundation, CAL FIRE, Urban Releaf, and Western Chapter of the International Society of Arboriculture. 6p. Gilman, E. and B. Kempf. 2009. Strategies for Growing a High-Quality Root System, Trunk, and Crown in a Container Nursery. Urban Tree Foundation, CAL FIRE, Urban Releaf, and Western Chapter of the International Society of Arboriculture. 28p. Document available at: [http://www.fire.ca.gov/resource\\_mgt/resource\\_mgt\\_urbanforestry.php](http://www.fire.ca.gov/resource_mgt/resource_mgt_urbanforestry.php)

## Goal 2: Improve management and health of urban and community forests. *Continued.*

### **Objective D: Foster innovation and leadership in the CAL FIRE Urban & Community Forestry Program and partnering organizations.**

#### **1) Encourage cooperation and communication amongst urban forest related professions.**

- a. Investigate ways to utilize social media tools. Use CAL FIRE website, Twitter, Facebook, etc.
- b. Work with partner organizations to break down barriers and integrate goals.
- c. Welcome and value allied professionals.

#### **2) Support the development of new research and technology to improve urban forests and their management.**

- a. Identify emerging needs and trends (by assisting researchers) and target resources towards them.
- b. Assist partners in field work and data collection.
- c. Explore expanded use of iTree internally and externally.

#### **3) Prioritize and expand high quality and effective partnerships.**

- a. Place an emphasis on expanding and valuing partnerships with the private sector.
- b. Investigate feasibility and, if feasible, design potential approaches to developing an approved vendor list.

#### **4) Promote integration of urban forests and urban forestry into all policy areas at the local, regional, state, and federal level.**

- a. CAL FIRE will continue to respond to opportunities and encourage others to network.
- b. Look for new and unique approaches and find innovative ways to accomplish desired outcomes.
- c. Seek out non-traditional allies.



## Goal 3: Promote industry growth and job creation.

### **Goal 3: Promote industry growth and job creation.**

*Objective A: Promote the importance of urban forestry jobs and professional practices.*

- 1) Create a statewide resource that outlines where opportunities exist for tree care and urban forestry jobs.**
  - a. Identify web sites where jobs are posted, and consolidate onto Urban Forest Ecosystems Institute (UFEI) website.
  - b. Work with partners to help share and distribute the link.
- 2) Develop messages that educate the public on the liability of poor tree planting and maintenance and the benefits of proper tree planting and maintenance.**
  - a. Create public service announcements on the value of using urban forestry professionals.
  - b. Provide resources to communities on how to improve professional standards.
- 3) Promote professional practice through current industry standards and educational resources.**
  - a. Create public service announcements (YouTube, billboards, etc.) describing industry standards and best management practices (BMPs).
  - b. Promote and/or develop the standards and best management practices to the public and other agencies.
  - c. Notify U&CF and allied disciplines' professionals and educators when standards and best management practices are updated.
- 4) Identify educational opportunities for those interested in entering urban forestry-related professions and engage in recruitment activities.**
  - a. Compile list of community college, public and private university courses, degree programs, workforce investment boards, etc. and post on appropriate (Urban Forest Ecosystem Institute's, CA ReLeaf's, CA Urban Forest Council's, and Western Chapter International Society of Arboriculture's) websites.
  - b. Utilize students for job-shadowing opportunities (for events, field days, educational opportunities, etc). Utilize a CA Urban Forests Council/ Western Chapter International Society of Arboriculture mentorship program if available and possible.
  - c. Create public service announcements (online, print, etc.) to describe and promote the unique and varied job opportunities in the U&CF industry.

## Goal 3: Promote industry growth and job creation. *Continued.*

### **Goal 3, Objective A continued:**

#### **5) Facilitate job creation through on-the-job training and job-creating grant programs (ex: AmeriCorps, CA Conservation Corps, local conservation corps).**

- a. Create a “Green Jobs Center” via state and federal grants.
- b. Promote U&CF as a job-creator for high quality, non-exportable jobs with a solid promotional track.

### **Objective B: Quantify and communicate the contribution of the U&CF industry within the California economy.**

#### **1) Publicize the benefits of urban forestry jobs.**

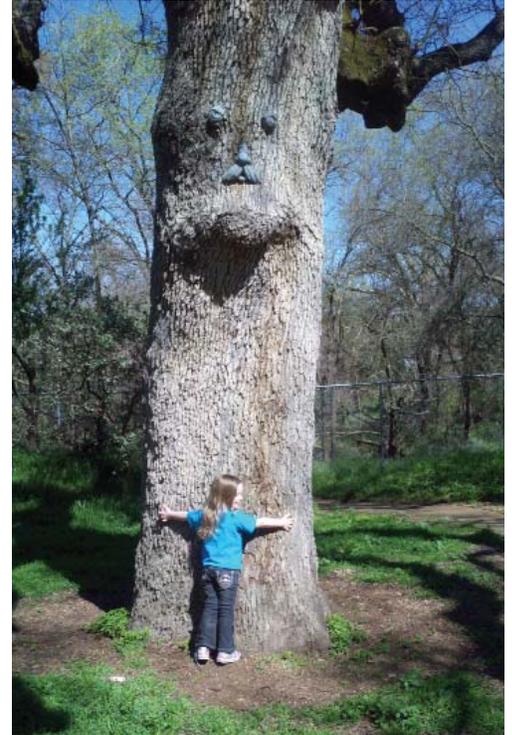
- a. Create a template for community news and media outlets, focus on U&CF jobs contribution to their community.
- b. Update and distribute “Urban Forestry at a Glance” sheets to local, state, and federal agencies and decision-makers.
- c. Use and promote findings from CAL FIRE’s Clemson Study to communicate benefits of urban forestry programs and jobs.

#### **2) Demonstrate the return on investment provided by a high-quality U&CF professional.**

- a. Compare and contrast cities with professional well-developed programs to those without for return on investment.

#### **3) Identify where current jobs exist and where there are opportunities for growth.**

- a. Conduct surveys to urban forestry-related job categories and classifications such as private tree care businesses, utility line clearance/vegetation management, tree nurseries, certified arborists, tree climbers, utility specialists, certified tree workers, consultants, Registered Professional Foresters, etc.
- b. Continue working with FRAP to build on the Clemson study (and other efforts).
- c. Perform a gap analysis of the California urban forestry industry in relation to best places to target efforts towards job creation.
- d. Explore updating the MuniTree study.



## Goal 3: Promote industry growth and job creation. *Continued.*

**Objective C: Frame urban forests as critical resources and essential infrastructure that need regular maintenance over time.**

**1) Promote public awareness of social, community, environmental, and economic benefits of the urban forest.**

- a. Create a comparative graphic resource of the value of trees as compared to other infrastructure elements.
- b. Distribute existing pamphlets such as “Trees Pay Us Back”, Tree City USA Bulletins, and International Society of Arboriculture consumer information brochures.

**2) Advocate locally supported U&CF programs.**

- a. Regional Urban Foresters to continue and intensify outreach and advocacy work to local decision makers.
- b. Utilize local, state and federal policies and laws to influence local support of programs.

**3) Utilize data from the United States Forest Service Pacific Southwest Research Station, Urban Ecosystems and Social Dynamics Program and other research resources to convey the energy and other bio-physical benefits of urban forests.**

- a. Present quantitative change over time benefits of urban forests (e.g., house/street/community/regional impact).
- b. Find new and creative ways to integrate U&CF research findings into other policy areas.

**4) Identify urban forestry industry by-products and related job opportunities.**

- a. Promote that urban logs be fully utilized for the highest and best use (research, publications, loaning of wood utilization equipment, etc.).
- b. Promote that additional by-products be used for cogeneration plants, furniture, mulch/compost, biofuel, and potentially biochar.



## Goal 3: Promote industry growth and job creation. *Continued.*

### ***Goal 3, Objective C continued:***

#### **5) Promote urban forests as a part of California's social, economic, and environmental culture.**

- a. Conduct discussions with other professionals and departments (internal and external to CAL FIRE) to let them know what the U&CF Program does.
- b. Promote U&CF as a cost-effective, multi-benefit part of solutions to many problems facing California.

### ***Objective D: Foster innovation and leadership in the CAL FIRE Urban & Community Forestry Program and partnering organizations.***

#### **1) Monitor other State U&CF related programs and track emerging ideas and practices.**

- a. Network with U&CF Coordinators from other states.

#### **2) Facilitate on-going and accessible research/technology transfer.**

- a. Educate urban forestry industry on use of new research.
- b. Implement search tools to communicate and make connections.

#### **3) Make CAL FIRE and other available urban forest resources more accessible.**

- a. Establish a clearing house for resources, information/technology transfer, and green jobs.

#### **4) Promote innovation and constant improvement in urban forestry-related professions.**

- a. Research what other organizations have done successfully.
- b. Network outside of the normal opportunities.

#### **5) Promote and conduct continuing education and outreach.**

- a. Speak at forestry, arboriculture, landscape architecture, pest education seminars, etc.
- b. Write op-eds and articles.
- c. Organize and conduct original workshops.

# Appendix II: Program Assessment

## Program Assessment

The success that CAL FIRE has enjoyed in Urban and Community Forestry for the last five years (2007-2012) is unprecedented. This success has come in large part due to: CAL FIRE's Executive Management being strongly supportive of urban and community forestry, U&CF Program staff being highly motivated and dedicated to program success, and due to the availability of both staffing and grant funds to carry out activities pursuant to the California Urban Forestry Act.

The U&CF Program is seen as a cutting-edge leader at the national level, and has significantly influenced national U&CF policy and direction. The program should continue to strive for this level of national engagement. CUFAC believes the U&CF Program is well positioned for further success if given the resources and support it needs. The Strategic Plan is intended to help inform such an effort.

In the strategic plan there are several cross-cutting themes. One such theme is increasing program visibility, internally and externally. Urban and Community Forestry provides a remarkable opportunity for CAL FIRE to reach many audiences that it might not otherwise reach. According to the 2010 Census, 95% of Californians live in census-defined urban areas. These are the people the Urban and Community Forestry Program serves directly. Program staff can be ambassadors for CAL FIRE. The Urban and Community Forestry Program should take steps to ensure that the program becomes better known throughout the department, particularly outside the headquarters staff. Another cross-cutting theme is professional development. Continuing to invest in the professional development and training of the program manager and six highly qualified field staff should be given high consideration. A third cross cutting theme is leadership and innovation. The program has demonstrated a key leadership role in the urban and community forestry movement in California. This finding has been demonstrated by the cultivation of strong partnerships, the ability to influence policy, and a demonstrated ability to be nimble and entrepreneurial. These are traits that should be encouraged and supported.

There will undeniably be numerous challenges, not the least of which is the cessation of available pass through grant funding in the near term due to loss of bond funding. The strategic plan, as presented, seeks to recognize that very real possibility, and provide goals, objectives, strategies and suggested actions that will help the Urban and Community Program to continue its high success level regardless of the ability to do pass through grants. There are many important accomplishments to be enjoyed whether or not grant funding is available. Examples of such accomplishments under the Urban Forestry Act include increased and more effective technical assistance, education efforts, local, state, and regional policy work, and delivery of training to local partners. The task of developing a transition plan or implementation plan from being pass-through-grant-driven to technical assistance and education driven is left to the Urban and Community Program staff. This transition effort will be informed by this strategic plan. It is also hoped that CAL FIRE will continue to seek new sources of funding for the U&CF Program and pass through grants support. One potential source is cap and trade allowance auction revenues.

# Appendix III: Declarations

## Declarations

We the appointed members of the California Urban Forestry Advisory Committee (CUFAC) do understand:

- 1) That CAL FIRE has the unique authority within the state government structure of California to deliver an Urban and Community Forestry Program.
- 2) The purpose of the CAL FIRE Urban and Community Forestry Program is to foster the establishment, proper maintenance, and appreciation of optimal urban and community forests to help improve the quality of life of urban citizens and the quality of urban natural resources.
- 3) That the authority and purpose are derived from the California Urban Forestry act of 1978, as amended, cited as California Public Resources Code Section 4799.06 – 4799.12.
- 4) The Urban and Community Forestry Program supports and enhances CAL FIRE’s Mission in numerous ways. The Urban and Community Forestry Program is a high priority for CAL FIRE.
- 5) The CAL FIRE Urban & Community Forestry Program has enjoyed significant success in the past five years. State bond funding and federal funding have been plentiful, staffing has increased, and many advances have been made. Among the advances are:
  - The establishment of a program manager position, putting Urban and Community Forestry at the same level with other CAL FIRE Resource Management Programs.
  - The founding of a new advisory committee to advise the Director of CAL FIRE on Urban and Community Forestry.
  - Successful delivery of over \$30 million in state bond funded and federally funded grants for a wide range of projects to advance urban and community forestry in California under the auspices of the CA Urban Forestry Act.
  - Addition of 4 permanent field staff to deliver technical assistance, provide education about urban and community forestry, and administer grants.
  - Urban and Community Forestry was included in the 2010 State Forest Assessment. This is the first time it was included meaningfully in such an assessment.
  - CAL FIRE has expanded its engagement in state policy surrounding urban and community forestry and related issues and enjoyed some successes in integrating messaging and influencing outcomes.
- 6) CAL FIRE’s Urban and Community Program staff are highly qualified, highly dedicated individuals who strive to continually improve themselves, their program, and the Urban and Community Forestry movement in California.
- 7) CAL FIRE’s U&CF Program capacity is subject to funding, staffing, and emergency response constraints.

## California Urban Forestry Act of 1978

CALIFORNIA PUBLIC RESOURCES CODE (as amended 2010)  
SECTION 4799.06-4799.12

**4799.06.** This chapter shall be known and may be cited as the California Urban Forestry Act of 1978.

**4799.07.** The Legislature finds and declares that:

- (a) Trees are a vital resource in the urban environment and as an important psychological link with nature for the urban dweller.
- (b) Trees are a valuable economic asset in our cities. They help maintain or increase property values and attract business and new residents in urban areas.
- (c) Trees play an important role in energy conservation by modifying temperature extremes with shade and humidity, and by influencing wind direction and velocity. This role is particularly important in reducing the amount of energy consumed in heating and cooling buildings and homes, and potentially in producing a local fuel and energy source.
- (d) Trees directly reduce air pollution by removing airborne particulates from the atmosphere and helping to purify the air.
- (e) Trees also help reduce noise, provide habitat for songbirds and other wildlife, reduce surface runoff and protect urban water resources, and enhance the aesthetic quality of life in urban communities.
- (f) Trees planted in urban settings play a significant role in meeting the state's greenhouse gas emission reduction targets by sequestering carbon as well as reducing energy consumption.
- (g) Maximizing the benefits of trees through multiple-objective projects that provide environmental services can provide cost-effective solutions to the needs of urban communities and local agencies, including, but not limited to, increased water supply, clean air and water, reduced energy use, flood and stormwater management, recreation, and urban revitalization.
- (h) Growing conditions in urban areas for trees and associated plants have worsened so that many of California's urban communities are now losing more trees than are replaced.

**4799.08.** The purpose of this chapter is to:

- (a) Promote the use of urban forest resources for purposes of increasing integrated projects with multiple benefits in urban communities.

- (b) Arrest the decline of our urban forest resources, facilitate the planting of trees in urban communities, and improve the quality of the environment in urban areas through the establishment and improved management of urban forest resources.
- (c) Facilitate the creation of permanent jobs in tree maintenance and related urban forestry activities in neighborhood, local, and regional urban areas.
- (d) Optimize the potential of tree and vegetative cover in reducing energy consumption and producing fuel and other products.
- (e) Encourage the coordination of state and local agency activities in urban forestry and related programs and encourage maximum citizen participation in their development and implementation.
- (f) Prevent the introduction and spread within this state of known and potentially damaging or devastating pests and diseases, including, but not limited to, Dutch elm disease, pine pitch canker, sudden oak death disease, the Asian long-horned beetle, and mistletoe.
- (g) Reduce or eliminate tree loss resulting from these diseases and others that are identified.

**4799.09.** As used in this chapter the following terms have the following meanings:

- (a) "Disadvantaged community" means a community with a median household income less than 80 percent of the statewide average.
- (b) "Severely disadvantaged community" means a community with a median household income less than 60 percent of the statewide average.
- (c) "Urban forestry" means the cultivation and management of native or introduced trees and related vegetation in urban areas for their present and potential contribution to the economic, physiological, sociological, and ecological well-being of urban society.
- (d) "Urban forest" means those native or introduced trees and related vegetation in the urban and near-urban areas, including, but not limited to, urban watersheds, soils and related habitats, street trees, park trees, residential trees, natural riparian habitats, and trees on other private and public properties.
- (e) "Urban area" means an urban place, as that term is defined by the United States Department of Commerce, of 2,500 or more persons.

## **4799.10.**

- (a) (1) The department may implement a program in urban forestry to encourage better tree management and planting in urban areas to increase integrated, multibenefit projects by assisting urban areas with innovative solutions to problems, including greenhouse gas emissions, public health impacts of poor air and water quality, urban heat island effect, stormwater management, water shortages, lack of green space, lack of urban parks that are accessible to pedestrians, vandalism, and insufficient tree maintenance, and to otherwise accomplish the purposes of this chapter.
- (2) The department shall encourage demonstration projects that maximize the benefits of urban forests in conjunction with state and local agency programs to improve water conservation, energy conservation, stormwater capture and reuse, urban parks and river parkways, school construction and improvements, school greening or sun-safe schoolyards, air quality, water quality, flood management, urban revitalization, solid waste prevention, and other projects.
- (3) The department shall assume the primary responsibility in carrying out the intent of this chapter in cooperation with statewide and regional urban forestry organizations or associations and arboricultural organizations or associations, other private and public entities or persons, and appropriate local, state, and federal agencies, including the Department of Water Resources, the California Environmental Protection Agency, the Department of Fish and Game, regional water quality control boards, regional and local air districts, the University of California Cooperative Extension, the Department of Parks and Recreation, the Department of Transportation, resource conservation districts, and the United States Forest Service.
- (b) (1) The department shall be the agent of the state and shall have full power to cooperate with those agencies of the federal government that have powers and duties concerning urban forestry and shall perform all things necessary to secure the benefits of federal urban forestry programs.
- (2) To facilitate implementation of this chapter, the director may enter into agreements and contracts with a public or private organization including a local agency that has urban forestry-related jurisdictional responsibilities and an established and operating urban forestry program. The director shall consult with those agencies when carrying out this chapter in their respective areas.
- (c) The director shall take all feasible steps to prevent or retard the introduction, establishment, and spread of known or potentially damaging or devastating pests and diseases. Any agreement shall ensure that the department will not need additional funds to participate in the program.

(d) The department and the Department of Food and Agriculture shall cooperate in setting quarantine boundary lines and in enforcing the provisions relating to quarantine and pest abatement contained in Division 4 (commencing with Section 5001) of the Food and Agricultural Code when a quarantine is established to prevent the spread of introduced pests and diseases affecting the state's urban forests.

(e) Whenever it is feasible to do so, the department may utilize inmates and wards assigned to conservation camps or the California Conservation Corps or certified Community Conservation Corps in implementing this chapter.

(f) The department may utilize available recipients of the Aid to Families with Dependent Children or General Assistance Program, who are participating in state or county work experience programs for carrying out the purposes of this chapter. The participation of registrants for the welfare-to-work program under the CalWORKs program, under Article 3.2 (commencing with Section 11320) of Chapter 2 of Part 3 of Division 9 of the Welfare and Institutions Code, shall be consistent with their participant contract requirements. A person being utilized by the department pursuant to this subdivision shall not be placed in the same crew as persons utilized pursuant to subdivision (e).

#### **4799.11.**

(a) The department shall provide technical assistance to urban areas with respect to all of the following:

(1) Planning for regional, county, and local land use analysis projects related to urban forestry.

(2) Preparation of urban tree plans and the selection of trees in large-scale landscaping and reforestation efforts.

(3) Development and coordination of training programs for neighborhood and local agency tree planting and maintenance crews.

(4) Advice to cities, counties, districts, and regional entities, homeowner neighborhood groups, and nonprofit organizations on tree disease, insect problems, tree planting, and maintenance.

(5) The role of forest ecology in planning for the future of urban areas, including climate change and greenhouse gas emission reductions, air quality, watershed problems, and energy conservation.

(6) Retention of native trees and riparian habitats.

(7) Any other matter relating to the purposes of this chapter.

(b) The department and other state agencies are also authorized to assist local tree maintenance and green waste utilization programs by making equipment available on loan where feasible and not detrimental to department or other state agency operations. That equipment may be used only to support regional or local urban forestry efforts consistent with this chapter, including by nonprofit organizations involved in urban tree care or urban green waste utilization efforts.

#### **4799.12.**

The director, with advice from other appropriate state agencies and interested parties, may make grants to provide assistance of 25 to 90 percent of costs for projects meeting guidelines established by the board upon recommendation by the director. The director may waive the cost sharing requirement for projects that are in disadvantaged and severely disadvantaged communities. Grants may be made to cities, counties, districts, and nonprofit organizations. The director may also waive the cost sharing requirement if the funding source for a grant prohibits cost sharing requirements. Contributions required as a condition of grants made pursuant to this section may be made in the form of material, services, or equipment, or funds. Authorized assistance may include, but is not limited to, any of the following needs:

(a) Funding for development of urban tree plans that include coordination of local agency efforts and citizen involvement.

(b) Funding for development of urban tree plans that include coordination of multiple jurisdictions, multiple agency efforts, and citizen involvement.

(c) Funding for development of urban forest master plans or similar plans designed to provide comprehensive protection, maintenance, and management of the urban forest.

(d) Provision of seedling and tree stock.

(e) Tree planting projects.

(f) Funding and other assistance to local agencies and nonprofit organizations for partnerships as follows:

(1) Energy saving urban forest programs similar to the Los Angeles Department of Water and Power's Trees for Green LA program and the Sacramento Municipal Utility District's Sacramento Shade Tree program.

(2) Developing projects or programs that use urban forests for water conservation, improving water quality, or stormwater capture.

(3) Developing projects or programs that use urban forests for air quality improvement, reduction in greenhouse gas emissions, or reduction of urban heat island effect.

(4) Developing community education and engagement programs on the benefits and proper care of trees.

(g) Funding for the development of training and educational materials on the benefits of the urban forest.

(h) Funding for the development of training and educational materials on proper care and maintenance of trees and the urban forest, including young and mature tree care.

(i) Funding and other assistance, based on criteria developed by the department, for management of urban forests to ensure their survival and ability to optimize the benefits that urban forests provide the community and the environment.

(j) Funding and other assistance for demonstration projects in urban forestry with special attention given to projects or programs assisting the state in meeting the requirements of the Global Warming Solutions Act of 2006 (Division 25.5 (commencing with Section 38500) of the Health and Safety Code), improving energy and water conservation, capturing and filtering urban stormwater, improving water quality, reducing the urban heat island effect, improving air quality, and wood and fiber utilization projects, including, but not limited to, biofuel and bioenergy.

(k) Other categories of projects recommended by the director and approved by the board.

## **CUFAC Approval**

Put forth for consideration by the undersigned members of CUFAC on October 11, 2012

### Chairperson

Jack McCabe, Urban Forest Industry

### Vice Chairperson

Joe Liszewski, Statewide Non-Profit

### Members

Marilee Mortenson, State Government  
James Patterson, County Government  
Steve Frenken, City/Town Government  
Haydi Daniellson, Nursery Industry  
Lynn Cullen, Utility Industry  
Nancy Hughes, Professional Society  
Torrey Young, Urban Forestry Consultant  
Paula Peper, Academic/Researcher

Larry Costello, UC Cooperative Extension  
Greg Gearheart, Water Agency  
Sandra Macias, US Forest Service  
Carla Calhoun, Local Non-Profit  
Brooke Peterson, Urban/Environmental Planner  
Bill Werner, Town less than 150,000  
Rose Epperson, Town over 150,000

## **CAL FIRE Approval**

John Melvin, *Program Manger, Urban and Community Forestry*

Chris Zimny, *Staff Chief, Forestry Assistance Programs*



