



1999 Annual Report

National Urban and Community Forestry Advisory Council

The Council was created under the “Urban and Community Forestry Assistance” provision of the 1990 “Farm Bill” legislation. This act of Congress amended the Cooperative Forestry Assistance Act (16 U.S.C. 2105) to fundamentally change this Nation’s approach to managing urban and community forests.

The specific purposes of the Council are to:

- Develop a national urban and community forestry action plan.

- Evaluate the implementation of that plan.

- Develop criteria for, and submit recommendations with respect to, an urban and community forestry challenge cost-share grant program.

The Council is composed of 15 members appointed by the Secretary of Agriculture to represent all levels of government, citizen action groups, industry and trade associations, educational institutions, and non-profit organizations related to urban and community forestry.

A Vision for the Future

The National Urban and Community Forestry Advisory Council seeks to generate the resolve and necessary support to ensure safe, sustainable, and healthy trees and ecosystems within American communities of all sizes.

The Council strives to:

- Improve the quality of life for all citizens where they live and work.

- Use trees and vegetation to enhance community pride and identity.

- Create a better understanding of our biological, psychological and cultural connections to the ecological systems that sustain our lives.

- Cultivate appreciation of the social, economic, environmental and aesthetic value of trees and community forests.

- Foster self-sustaining municipal forestry programs and volunteer-based organizations.

- Encourage the coordination and development of multicultural professional training and educational programs related to urban forestry.

- Stimulate urban forestry funding from traditional and nontraditional sources.

- Support expanded research and assure widespread distribution of findings.

Promote partnerships that include the private sector and that lead to the creation of new jobs and contribute to healthier economies.

Recommendations to the Secretary of Agriculture

To the Honorable Dan Glickman:

The National and Urban and Community Forestry Advisory Council wishes to express appreciation for your support in helping the Council meet its mandates as expressed by Congress in the 1990 "Farm Bill" legislation and subsequent acts. Your personal interest, as well as that of Undersecretary Jim Lyons, and the exemplary staff support provided by the USDA Forest Service, State and Private Forestry and the state forestry agencies, have been essential in helping the Council move closer to its vision of enhancing urban and community forestry throughout the Nation.

As we enter the new millenium, the Council respectfully requests that you heighten your role as the Cabinet-level champion of urban and community forestry by continuing to influence other departments, agencies and the Administration to invest in our urban and community forests.

Specially, we ask that you;

- promote an understanding of the value of trees and forests in protecting and restoring ecosystem functions in our expanding cities;

- increase the use of techniques for assessing and inventorying the values of the urban forest;

- raise the funding allocation and priority for urban forest research, especially research into the ecological, economic, and social benefits of healthy urban forests;

- restore the Urban Gardening Program within CSREES's budget;

- expand arboriculture and urban forestry training in CSREES's Master Gardening Program;

- enhance efforts that involve diverse community groups in urban and community forestry;

- promote an understanding of the public health benefits of urban forests;

- help solve the problem of wildfire disasters at the wildland-urban interface by promoting known solutions and encouraging cooperative efforts with local partners.

The Council offers its assistance to serve as a resource to you and your staff, and to meet with you on a regular basis to discuss these recommendations.

A Statement of Principles

Through the collective experience of members of the National Urban and Community Forestry Advisory Council and with the input of the nation's experts from a wide range of disciplines, a body of principles has emerged to provide guidance for developing future urban and community forestry policy.

Good research, information, communication and the exchange of technological knowledge are keys to strengthening urban forestry programs and empowering communities and urban forestry professionals.

A holistic view of urban forestry reveals a continuum of urban and community forestry-related issues and concerns from inner city gardening programs to wildfire and pest problems at the urban/rural interface. Similarly, concern for urban trees cannot be separated from concerns about air quality, storm water runoff, wildlife habitat and other parts of the urban ecosystem.

Providing information to people about the importance of urban and community forestry programs is a necessary first step in a long-term strategy to develop and maintain safe, healthy urban and community forests.

As part of a long-term plan for meeting public needs and building healthy urban and community forestry programs nationwide, it is important to assess and address the perceptions, values and needs of our nation's growing multi-cultural population with respect to urban vegetation and its management.

The development of multi-lingual educational materials will be important for reaching new and often under-served populations with information about urban and community forestry.

Urban ecosystems damaged by construction, storms or invasive species require special attention, tools and techniques. Planning for species diversity and the use of indigenous species where appropriate are among the ways to prevent recurrence of past problems.

Understanding and practicing good urban forestry can benefit many small communities that are struggling to retain businesses or attract businesses back to newly revitalized downtown areas. Healthy urban forests give communities a more livable image and can assist in improving the economic strength of individual malls, shopping areas, or entire cities.

A Message from the Chair

The Secretary of Agriculture's National Urban and Community Forestry Advisory Council has a simple mission: help Americans appreciate and invest in the urban and community forest - the complex natural and built ecosystem where we live, work, and play. These investments can be personal, organizational, and institutional. The Council works to maximize the investment of the US Department of Agriculture to leverage contributions from other public agencies and the private sector.

The diverse values of the urban forest may be called its "natural capital." It is ecological, social and economic. Trees in cities and towns decrease soil erosion and stormwater control costs while naturally cleaning and filtering water. They cool and clean the air of natural and anthropogenic pollutants, and create micro-climates that save energy use and utility costs. Trees along streets attract businesses and customers, and the planting and care of the forest creates employment opportunities. Trees provide better habitat for people and other animals. They improve our well-being. People are healthier and more productive when they can see and experience trees and open spaces.

One way the Council helps Americans appreciate and invest in the urban forest is through a challenge cost-share program that funds relevant projects national in scope or application. The grants have supported work to identify the costs and benefits of urban forests. One study showed that the urban forest's ecological values, like stormwater control and energy conservation, can pay billions of dollars of dividends for municipal budgets. Similarly, there is a significant opportunity for urban forests to serve as focal points for community development. Trees attract businesses and residents, and coalesce community pride. One grant project measured reduced incidents of domestic violence in landscaped housing developments vs. barren developments. Imagine the astronomical savings in reduced social and medical services. And they pale in comparison to the savings in terms of human suffering. To help us better plant and care for the urban forest, grant projects have researched ways to breed trees that can tolerate city conditions, show homeowners how they can landscape to save money and increase their property values, and teach children civic responsibility and conservation by planting and caring for trees.

There are many partners in the urban forestry movement - individuals, businesses, non-profit organizations, and governments at all levels. Within the USDA, the Forest Service has a national program in urban and community forestry that serves cities and towns with technical and financial resources. The state forestry agencies deliver this program. The Cooperative State Research, Education, and Extension Service conducts research on urban forest issues, and provides communities with technical advice and support. The Natural Resource Conservation Service, through its network of conservation districts, contributes local technical support to communities.

The Council invites you to join in this important movement to appreciate all the values of urban forests and to help ensure that local, state, and national resources leverage public and private investments to improve the forest where we all live, work and play.

Deborah Gangloff
Chair, The National Urban and Community Forestry Advisory Council

The Challenge Cost-Share Grant Program

An important way the National Urban and Community Forestry Advisory Council can fulfill its vision and make a positive impact on community forests nationwide, both now and in the future, is through its annual challenge cost-share program.

Each October, a request for pre-proposals is distributed nationwide. Brief proposals are then evaluated by the Council on the basis of meeting the specified criteria and demonstrating merit relative to the other proposals. Selected applicants are then invited to submit full proposals for final judging in this competitive program. In all cases, project funding must be matched on at least a 50-50 basis from non-federal sources and the project must have national scope, application, and distribution of its findings. Projects that will only have a local impact (i.e. local tree planting projects) do not qualify under this program.

Grant categories are established annually and are used to meet the Council's goals. In recent years the categories have been:

Research and Technology Development

GOAL - To understand the relationship between urban and community forest resources and humans.

These are projects that examine the effects of urban and community forest resources on human development, experience, and behavior, as well as the effects of human activities on trees and community forests. Other research-related projects are considered that have the potential to contribute in a practical way to the better understanding of other social or biological aspects of urban ecosystems.

Education, Communication and Outreach

GOAL - To increase the public's understanding of the value of the urban and community forest, and responsibility for its health.

Successful projects in this category either communicate effectively to a large number of people or they provide innovative and workable ways to reach specific groups with important and sometimes complex information. Messages delivered through these projects vary widely and can range from an appreciation of the value of trees to detailed information about proper pruning or the legal liabilities of hazard trees.

Creative and Innovative Projects

GOAL - To support creative and innovative urban forestry ideas, stimulate the development of additional funding for urban forestry through private sector support and local investments, and cultivate private sector partnerships that leverage investments of human and financial resources.

This category opens the way for projects that are creative, innovative, timely, and have national scope, but are not necessarily addressed by criteria in the other two categories. In some cases, projects not of a national scope, but that can serve as models, are also considered.

Securing a Copy of the Challenge Cost-Share Request for Pre-Proposals

A copy of the Request for Pre-Proposals may be downloaded from the Council's home page. If you would like to be added to the Council's mailing list, contact Suzanne M. del Villar, our Executive Assistant, and she will be happy to add you to the list. The internet address and the information to contact Suzanne are on the last page of this report.

Challenge Cost-Share Program Recipients

California

Hometown Forest Youth Education Package.
1993 Model Municipal and Volunteer Project.
Tree Musketeers. Contact: Gail Church at (310) 322-0263.

A Model for Urban Forest Sustainability.
1994 Model Municipal and Volunteer Project.
HortScience, Inc. Contact: James R. Clark at (925) 484-0211.

Using Benefit/Cost Analysis to Manage an Urban Forest.
1994 Costs & Benefits of Urban Forests Project.
The Davey Resource Group. Contact: R. J. Laverne at (800) 447-1667 ext. 346.

T.R.E.E.S.: Transagency Resources for Environmental and Economic Sustainability.
1995 Costs & Benefits of Urban Forests Project.
TreePeople. Contact: Andy Lipkis at (818) 753-4600.

The Impact of Trees on the Sale and Leasing of Business Property in San Jose.
1996 Economic Impact of Urban Forests on a Business or Community Project.
Our City Forest. Contact: Rhonda Berry at (408) 998-7337.

50 Careers With Trees.
1997 Creative & Innovative Project.
Tree Foundation of Kern, Inc. Contact: Dana Adams at (661) 325-6650.

Feasibility Study for "Is the Urban Forest A Natural Resource Public Utility?"
1998 Creative & Innovative Project.
Bailey O. Hudson Horticultural Consulting. Contact: Bailey O. Hudson at (805) 349-0081.

Guidelines for Developing and Evaluating Tree Ordinances on the Web.
1999 Education, Communication & Outreach Project.
Phytosphere Research. Contact: Tedmund J. Swiecki at (707) 452-8735.

Colorado

Colorado Habitat Tree.
1997 Education, Communication & Outreach Project.
Cheyenne Mountain Zoo. Contact: Frogard Ryan at (719) 633-9925, ext. 116.

District of Columbia

Building Effective Partnerships for City Trees.
1993 Model Municipal and Volunteer Project.
American Forests. Contact: Karen Fedor at (202) 955-4500.

Economic Benefits and Costs of the Urban Forest in Low Income and Non-Low Income Communities.

1994 Costs & Benefits of Urban Forests Project.

American Forests. Contact: Cheryl Kollin at (202) 955-4500.

Urban Ecological Analysis: Expanding the Economic Costs/Benefits Model to Include Air, Water, and Energy.

1995 Costs & Benefits of Urban Forests Project.

American Forests. Contact: Cheryl Kollin at (202) 955-4500.

Common Knowledge: Turning Local Gems into National Treasures.

1995 Urban Forestry Informal Education Programs in the United States Project.

American Forests. Contact: Karen Fedor at (202) 955-4500.

Regional Urban & Community Forestry Train-the-Trainer Sessions for Youth Corps Staff.

1998 Education, Communication & Outreach Project.

National Association of Service & Conservation Corps. Contact: Andrew O. Moore at (202) 737-6272 ext. 107.

Exploring Ecological Linkages Between Urban and Rural Communities.

1999 Creative & Innovative Project.

American Forests. Contact: Gerald J. Gray at (202) 955-4500.

GreenWorks! Works.

1999 Education, Communication & Outreach Project.

American Forest Foundation. Contact: Elizabeth Kraft at (202) 463-2421.

Delaware

Roadside Ecosystem Study.

1998 Research & Technology Development Project.

Delaware Center for Horticulture. Contact: Gary Schwetz at (302) 658-6262.

Getting the Word Out: Graphic Campaign to Communicate Tree-Planting Principles.

1998 Education, Communication & Outreach Project.

University of Delaware. Contact: Susan Barton at (302) 831-1375.

Florida

Restoring the Urban Forest Ecosystem.

1997 Education, Communication & Outreach Project.

University of Florida. Contact: Mary L. Duryea at (352) 846-0896

Iowa

Trees and Traditions of the Native Americans.

1997 Education, Communication & Outreach Project.
T.R.E.E.S. Forever. Contact: Shannon Ramsay at (319) 373-0650.

Identifying Environmental Constraints Affecting Tree Survival and Growth in Rural, Suburban, and Urban Public Settings.
1998 Research & Technology Development Project.
Iowa State University. Contact: Jan Thompson at (515) 294-0024.

Urban Trees to Household Furniture.
1999 Creative & Innovative Project.
Resource Conservation & Development for Northeast Iowa, Inc. Contact: Teresa Steffens at (319) 864-7112.

EARTHCenter News - TV Segments.
1999 Education, Communication & Outreach Project.
E Resources Group Inc. Contact: Wendy Zohrer at (515) 221-9893.

Illinois
Coping with Poverty and the Value of Nature in Urban Public Housing.
1993 Model Municipal and Volunteer Project.
University of Illinois. Contact: William C. Sullivan at (217) 244-5161.

Growing Hope: Children, Trees, and Urban Public Housing.
1995 Costs & Benefits of Urban Forests Project.
University of Illinois. Contact: Frances E. Kuo at (217) 244-0393.

Impacts of Development on Perched/Seasonal Water Table Fluctuations and its Effects on Urban Woodlands.
1997 Research & Technology Development Project.
Village of Riverwoods. Contact: Roy Stanger at (847) 945-3990.

Urban Forestry for the 21st Century: Trees, Vitality and Longevity in Older Americans.
1997 Research & Technology Development Project.
University of Illinois. Contact: William C. Sullivan at (217) 244-5156.

National Urban and Community Forestry Research and Technology Transfer Assessment.
1999 National Urban and Community Forestry Research Assessment.
ISA Research Trust. Contact: John Geissal at (217) 355-9411.

Kansas
Project Kansas Urban Green.
1993 Model Municipal and Volunteer Project.
Natural Tree Source, Inc. Contact: Duane Dyer at (316) 788-7581.

Kentucky

Teen's Forestry Organization for Russell Community Enhancement: T-FORCE.
1994 Model Municipal and Volunteer Project.

Louisville Central Community Center. Contact: Sam Watkins at (502) 589-8821.

Louisiana

The Forest Where We Live.

1995 Costs & Benefits of Urban Forests Project.

Louisiana Public Broadcasting. Contact: Tika Laudun at (504) 767-4262.

The Forest Where We Live.

1997 Education, Communication & Outreach Project.

Louisiana Public Broadcasting. Contact: Ayan Rubin at (225) 767-5660.

Quantifying the Relative Ability of Tree Species in Intercepting and Removing
Particle Pollution. 1997 Research & Technology Development Projects.

Southern University and A&M College. Contact: Kamran K. Abdollahi at (225)
771-6291.

Massachusetts

Public Service Announcement: Trees Are My Friends!

1998 Education, Communication & Outreach Project.

Eagle Eye Institute, Inc. Contact: Anthony Sanchez at (617) 666-5222.

Maryland

Reducing the Barriers to Urban and Community Forestry: A Policy Approach.

1997 Creative & Innovative Project.

Parks & People Foundation. Contact: Sally Loomis at (410) 396-0730.

Valuing Urban Non-Timber Forest Products (NTFPs).

1998 Research & Technology Development Project.

Community Resources, Inc. Contact: Paul Jahnige at (410) 448-4900.

Maine

Promote Holistic Effective Management of Forested Parcels.

1997 Creative & Innovative Project.

Maine Department of Conservation. Contact: Christine Marie Parrish at (207)
287-1061.

Michigan

A Study of the Effect of Vegetation on Micro-Climates and Residential Energy
Use in Ann Arbor, Michigan.

1995 Costs & Benefits of Urban Forests Project.

Arbor Resources Group. Contact: Geoffrey McD. Lewis at (734) 665-6665.

TLC - The Landscape Consultation.

1997 Creative & Innovative Project.
Urban Options, Inc. Contact: LeRoy Harvey at (517) 337-0422.

Creating an Edible Urban Forest in Detroit.
1999 Creative & Innovative Project.
Michigan Integrated Food & Farming Systems. Contact: Tom Guthrie at (517)
432-0712.

Model Community Forestry Internship Program.
1999 Education, Communication & Outreach Project.
The Greening of Detroit. Contact: Rebecca Salminen Witt at (313) 237-8733.

Minnesota

The Economics of Tree Preservation in Developing Urban Areas.
1993 Costs & Benefits of Urban Forests Project.
University of Minnesota. Contact: Gary R. Johnson at (612) 625-3765.

Montana

Native American Urban/Community Forestry Technical and Cultural Transfer
Project.
1994 Model Municipal and Volunteer Project.
Natural Path Forestry Consultants, Inc. Contact: Kelly Chalfant at (406)
721-3263.

North Carolina

World-Wide Publication of the Cumulative Proceedings of the Metropolitan Tree
Improvement Alliance (METRIA).
1998 Education, Communication, and Outreach Project.
North Carolina State University. Contact: Thomas G. Ranney at (828) 684-3562.

Nebraska

Tree Planting and Care Public Information Packet for Utilities.
1998 Education, Communication & Outreach Project.
The National Arbor Day Foundation. Contact: Mary Yager at (402) 474-5655.

Tree City USA Bulletin Translation Editions.
1998 Education, Communication & Outreach Project.
The National Arbor Day Foundation. Contact: Mary Yager at (402) 474-5655.

New Hampshire

Benefits of Large Trees Relative to Maintenance Costs to Private Tree Owners.
1994 Costs & Benefits of Urban Forests Project.
National Arborist Association. Contact: Martin Novom at (603) 673-3311.

New Jersey

Greening the Garden State: Trees New Jersey Community Forestry Materials.

1996 Urban Forestry Educational Material for City or State Governments Project.
Trees New Jersey. Contact: Jan Bisco Werner at (609) 298-2999.

The Influence of Trees on the Appraised Value of Urban Land.
1996 Economic Impact of Urban Forests on a Business or Community Project.
University of New Jersey - Rutgers. Contact: Jean Marie Hartman at (732)
932-6785.

The Green Infrastructure Guide: Planning for a Healthy Urban and Community
Forest Ecosystem.
1996 Urban Forestry Educational Material for City or State Governments Project.
MSM Regional Council. Contact: Ann Brady at (609) 452-1717.

New York

Feasibility Study of Urban Forest's Economic Value for USEPA Air Pollution and
Carbon Sequestering Emission Reduction Credits and/or Mitigation Trading.
1993 Costs & Benefits of Urban Forests Project.
ACRT, Inc. Contact: Richard Abbott at (800) 622-2562.

Young Citizen Pruners for Today & Tomorrow.
1994 Costs & Benefits of Urban Forests Project.
NY City Street Tree Consortium. Contact: Barbara Eber-Schmid at (212)
227-1887.

The Economic Impact of Urban Forests in Commercial District: A Greater New
York/New Jersey Area Study.
1996 Economic Impact of Urban Forests on a Business or Community Project.
Trees New York. Contact: Barbara Eber-Schmid at (212) 227-1887.

Tree Heritage Program.
1997 Education, Communication & Outreach Project.
Cornell Cooperative Extension of Jefferson County. Contact: Ralph E. Mitchell
at (315) 788-8450 ext. 231.

The National Art and Design Street Tree Competition.
1997 Education, Communication & Outreach Project.
City University of New York. Contact: Caitlin G. Cahill at (718) 369-0353.

Bike Rack "cum" Tree Guard: Protecting Our Street Trees.
1999 Creative & Innovative Project.
Trees New York. Contact: Barbara Eber-Schmid at (212) 227-1887.

Ohio

Urban Forest Benefit/Cost Identification.
1993 Costs & Benefits of Urban Forests Project.

The Davey Resource Group. Contact: Sandra L. Burns at (330) 673-9511 ext. 349.

Study of Energy Conservation Through Vegetation Management, Ann Arbor, Michigan.

1993 Costs & Benefits of Urban Forests Project.

ACRT, Inc. Contact: Richard Abbott at (800) 622-2562.

Bottom-Line Benefit Partnership. The Urban Forest and the Development Community: Using Bottom-Line Benefits to Shift the Paradigm.

1994 Costs & Benefits of Urban Forests.

The Davey Resource Group. Contact: R. J. Laverne at (800) 447-1667 ext. 346.

Evaluating Air Quality Effects of Urban Trees: Developing Directionally Sound Programs for Use in State Ozone Attainment Goals.

1995 Costs & Benefits of Urban Forests Project.

ACRT, Inc. Contact: Richard Abbott at (800) 622-2562.

Trees and Sidewalks - Who Exploits Who?

1998 Research & Technology Development Project.

The Ohio State University. Contact: T. Davis Sydnor at (614) 292-3865.

The Influence of Urban Trees on Rental Rates at Commercial Developments: A Pilot Study in Northeast Ohio.

1999 Research & Technology Development Project.

The Davey Resource Group. Contact: R. J. Laverne at (800) 447-1667 ext. 346.

Oregon

Comparing the Value of Urban Forests in New Community Development.

1998 Research & Technology Development Projects.

University of Oregon. contact: Ronald Kellett at (541) 346-3647.

Pennsylvania

Exploring Social-Structural and Social-Psychological Bases of Environmental Concern and Urban Wildlife Values in Ethnic Minority Populations.

1999 Research & Technology Development Project.

Pennsylvania State University. Contact: Geoffrey Godbey at (814) 863-8985.

South Carolina

Managing Urban Forest Fear/Safety and Vegetation/Privacy: Alternatives to Clearing the Trees.

1999 Research & Technology Development Project.

Clemson University. Contact: William Hammitt at (864) 656-0787.

South Dakota

A Comparison of the Benefits and Costs of Tree Cover Between Two Prairie Communities.

1994 Costs & Benefits of Urban Forests Project.

South Dakota State University. Contact: John Ball at (605) 688-4737.

The Influence of Urban Fringe Forest on the Development of Urban Communities.

1997 Research & Technology Development Project.

South Dakota State University. Contact: John Ball at (605) 688-5136.

Tennessee

Growing Healthy Dogwoods: Proper Selection, Care, and Maintenance.

1999 Education, Communication & Outreach Project.

University of Tennessee Agricultural Extension Service. Contact: Wayne K. Clatterbuck at (423) 974-7346.

Texas

Demonstrating Community Values of Urban Forests Relative to Their Form and Function.

1997 Research & Technology Development Project.

Texas A&M University. Contact: Scott Shafer at (409) 845-5411.

Sustainable Urban Orchard with Urban Produce Marketing Cooperative.

1998 Creative & Innovative Project.

TreeFolks, Inc. Contact: Mary McCarthy at (512) 443-5323.

Utah

The TreeLink Project.

1996 Internet Clearinghouse of Urban Forestry.

Tree Utah. Contact: Meryl Redisch at (801) 364-2122.

Virginia

Making Tree Roots Visible.

1999 Education, Communication & Outreach Project.

Virginia Polytechnic Institute and State University. Contact: Bonnie Appleton at (757) 363-3906.

Washington

Public Knowledge of Urban Forest Benefits & Values in Commercial & Retail Environments.

1995 Public's Knowledge of Urban Forest Benefits & Values Project.

University of Washington. Contact: Kathleen Wolf at (206) 616-5758.

A City Among the Trees.

1996 Urban Forestry Educational Material for City or State Governments Project.

City of Seattle Urban Forest Coalition and Office of Management and Budget.
Contact: Liz Ellis at (206) 684-5008.

The View from the Road: Costs and Benefits of Roadside Urban Forests for
Business Districts.

1997 Research & Technology Development Project.

University of Washington. Contact: Kathleen L. Wolf at (206) 616-5758.

Examining Ethnic Differences and Shifts in Urban Forestry Attitudes through
Group Design of Scale Models.

1997 Research & Technology Development Project.

UTMS. Contact: J. Alan Wagar at (206) 546-8251.

A Multicultural Survey of the Influences of Childhood Environmental Experiences
on Adult Sensitivities to Urban and Community Forestry.

1997 Research & Technology Development Project.

Washington State University. Contact: Virginia I. Lohr at (509) 335-3101.

Social and Psychological Impacts of Residential Development Patterns at the
Urban-Forest Fringe.

1998 Research & Technology Development Project.

University of Washington. Contact: Anne Kearney at (206) 685-7140.

Nature's Assets: Public Perceptions of the Community Forest of Business
Districts in Small Towns.

1999 Research & Technology Development Project.

University of Washington. Contact: Kathleen Wolf at (206) 616-5758.

Wisconsin

Nitrogen Relationships of Ornamental Trees in Urban Settings: A First Look.

1998 Research & Technology Development Project.

University of Wisconsin - Stevens Point. Contact: Robert Miller at (715)
346-4189.

TreeLink

TreeLink, an urban forest website, was originally established for the purpose of providing information, research, and networking opportunities for people working in urban and community forestry. The website fills a void by providing a central clearinghouse of information, enabling various government agencies, non-government organizations, green-industry professionals, private citizens and volunteers to exchange and profit by one another's experience and information and generally keep apprised of urban forestry activity in different parts of the United States. TreeLink is currently visited from 68 nations and has emerged as the most comprehensive electronic resource within the urban forestry community. With this distinction, the potential for TreeLink to do even more to unite people in urban forestry has become clear.

New Goals Completed:

In addition to maintaining present services, TreeLink established (and completed) the following goals in 1999:

- Absorb, facilitate and improve the URBNET listserve.

- Support the state urban forestry coordinators network by posting the monthly newsletter.

- Build on-line capacity for the Alliance for Community Trees.

- Establish a list-serve

- Create a link to inside articles on a TreeLink

- Build Calendar of Events.

- Provide Job Postings with frequent updates.

- Provide News & Views from newspapers nationwide, with frequent updates.

- Improve the accessibility, organization, navigability, and presentation of the site.

- Increase the topics of interest, volume of articles, research, and links available through the site.

TreeLink is also working to build on-line capacity for the state urban forestry councils, and planning to feature information about the councils in the coming months. TreeLink.org's ultimate goal is to continue to build excellence and serve as the "central nervous system" to the national urban and community forestry community by providing a state-of-the-art electronic information resource.

Cooperators: TreeLink.org and its National Advisory Committee work in tandem with every major urban and community forestry organization in the United States and hundreds of related smaller groups and content partners worldwide.

The Landscape Consultation (TLC)

Individual homeowners can make a significant contribution to improving the quality of their urban landscape while at the same time helping to reduce costs associated with stormwater management. This conclusion came as a result of a two year pilot project titled 'The Landscape Consultation' or 'TLC' implemented by Urban Options of East Lansing, Michigan. 'Urban Options' is Michigan's only Energy & Environmental Demonstration House. It offered free natural landscape consultations to residents in greater Lansing, Michigan.

Partnering with staff members of Ingham Conservation District, Urban Options was able to use a nationally recognized program titled Home*A*Syst to help residents gain a better understanding of how their home and landscape practices impact their environment. The strength of TLC resulted from the one on one individualized two hour consultations which took place at the client's home and landscape. Project staff were able to provide customized information and advice on topics such as urban forestry, plant health care, stormwater runoff, habitat diversity, composting and mulching.

The TLC project team also used specialists from neighboring Michigan State University and other agencies to provide clients with the most ecologically sound lawn and landscape practices. In addition, specialists such as city-foresters were used to train team members on topics such as proper tree selection, tree care and pruning.

Since urban forestry was an important component of this project, team members wanted to know in general how residents felt about trees. Thus, even before a consultation began, residents were asked the question "What do you feel are the three greatest values of trees?" The results indicated that the majority of residents (26% of those polled) valued trees for the shade that they provided. Beauty was the second most frequent response. The asking of this simple question before the consultation also enabled the project team to gain insight on how the residents viewed the trees on their own property. With this information in mind, the project team was better able to assist the resident in creating a master plan for their landscape.

Another major goal of the TLC project was to help residents develop landscape practices that would minimize or eliminate the contribution of herbicides, pesticides, fertilizers and soil particulates to their local watershed.

Key Results:

Participants who received a landscape consultation considered most beneficial information related to tree care such as pruning, mulching and the composting of leaves and other yard waste.

A significant number of residents adopted more natural landscaping practices. For example, a significant number reduced their use of fertilizers, herbicides and pesticides.

Since the creation of wildlife habitat was a suggested option when developing the master plan for their landscape, a significant number of residents indicated that they spent more time feeding the birds and making bird houses as a result of their participation.

The customized one on one individualized landscape consultation can be an effective approach to bringing about behavior change in the public in terms of their home and landscape practices.

The key for success of similar projects in other parts of the country would be for organizers to develop strong partnerships between nonprofits, local governments, colleges, landscaping firms and neighborhood associations. The creation of an advisory team, consisting of representatives from each group, would be an important ingredient to insure that effective communication and division of skills is maintained.

A City Among The Trees

In 1996 the City of Seattle's Urban Forest Coalition received a grant from the National Urban and Community Forestry Advisory Council to illustrate the interconnections between urban forestry and the social, environmental and economic benefits trees bring to communities. A City Among the Trees consists of three products that integrate elements of urban forestry, comprehensive planning, and sustainability. This resource was designed for citizens planning for trees and green spaces, to educate and inspire while fostering awareness, and political support for future urban forestry management.

Products:

A twenty minute video highlights specific examples of sustainable urban forestry techniques from creating "green streets" to restoring greenbelts and cultivating community gardens.

A companion resource book provides urban forestry guidelines, including permitting requirements, planting specifications, and recommended management practices.

The Educator's Guide provides a context and curricular exercises for involving middle and high school students in urban planning and forest stewardship.

Partners:

The Urban Forest Coalition is an interdepartmental partnership whose mission is to coordinate the overlapping urban forest functions of city departments and related programs and activities. Coalition members who worked on this project were representatives from SEATRAN, Seattle Department of Parks and Recreation, Seattle City Light, the Department of Neighborhoods, and the City of Seattle's Strategic Planning Office.

Our community partners were: Arai/Jackson Architects & Planners, Ballard Open Space Committee, Byrd Productions, the University of Washington Center for Urban Horticulture, North Beacon Hill Forestry Committee, Seattle Design Commission, Seattle Rotary Club, the Trust for Public Lands, TREEmendous Seattle, Plant Amnesty, Washington Community Forestry Council, Tree Steward Volunteers, P-Patch Program, Mountains to Sound Greenway, Capitol Hill Chamber of Commerce, Seattle School District, Worthy & Associates, and the Washington Forest Protection Association.

A City Among the Trees is a resource for Seattle's citizens, planners, policy makers, and youth to actively plan and manage our urban forest to achieve a sustainable quality of life. While the materials are designed to serve a local audience, they will also serve as a model for other communities' efforts.

Copies are available for sale (\$10 book, \$8 Educator's Guide, and \$6 video). The book and video are available to check out from all of the Seattle Libraries and

Neighborhood Service Centers. For further information contact Liz Ellis, Seattle Transportation, 206-684-5008 or liz.ellis@ci.seattle.wa.us

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National Urban and Community Forestry Advisory Council:

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For access to the world of urban forestry: www.treelink.org

Year 2000 Meetings of the Council:

February 24 - 26, 2000 Chattanooga, Tennessee.

June 22 - 24, 2000 Salt Lake City, Utah.

October 12 - 14, 2000 Lexington, Kentucky