

# California Urban Forests Council



invest  
from the  
ground up

Growing Trees Make Great Neighborhoods



**Growing  
trees makes  
great  
neighborhoods!**



**2012  
ANNUAL  
REPORT**



# 2012: A Year for Urban Forests

## Who We Are:

CaUFC was founded in 1968 as the first urban forest council in the nation. We are professionals associated with municipalities and public works, urban planning and design, arboriculture and the nursery industry, and community-based and public health organizations; expanding into corporate, foundation, legal, and financial affiliations. We support seven Regional Councils across California that act as the backbone of our organization.

Together, as a coalition, we are dedicated to the expansion and perpetuation of sustainable urban and community forests to enhance the quality of life for all who live, work, or visit in California.

## A Letter from our President

The California Urban Forest Council strives to create and sustain cool, green, clean communities throughout the state through advocacy and education. Our coalition of professionals from the green industries, health organizations, legal, planning and grassroots organizations all work toward a vision for California's healthy, sustainable future. Standing together as concerned Californians, we can make a difference. As newly-elected President, I invite you to embrace the opportunity to clean and green our California communities. Join us! After all, the urban forest belongs to everyone.....and it starts with the tree right outside your door. Find out how you can help.



Dorothy Abeyta  
2013 Board President



## What We Do:

CaUFC maintains a spectrum of programs and initiatives designed to constantly improve air quality, conserve and protect precious water, improve the quality of life and add beauty in California. These activities include:



Advocacy and support for public policy and government action which supports holistic ecosystems and encourages the development of policies and practices to sustain such systems.



Creation of educational materials that offer research, professional expertise, and contemporary knowledge to empower California residents to participate actively in urban greening and forestation.



Development and support for successful local, regional and state-wide urban forestry programs, projects and organizations.

**The Purpose** of the California Urban Forests Council is to: serve and expand the health, viability, and condition of California's urban and community forests. The primary emphasis of CaUFC's work is on advocacy and education.

**Our Vision** is that California's communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening.

# Our 2012 Programs



## *Education*

Workshops held throughout the year and an annual conference. Topics have included: Arboriculture in the 21st century; The Built Environment & Public Health; Tree Risk & Urban Forestry; Saving our Children from Nature Deficit Disorder.



## *Regional Councils:*

CaUFC supports seven Regional Councils across California: Bay Area, Central Coast, Inland, LA/OC, San Diego, Sacramento Valley, and San Joaquin Valley. The Regional Councils bring professional expertise and experience to communities throughout the state through local events which help communities develop and expand urban forests as well as local advocacy efforts.

[www.caufc.org/Regional Councils](http://www.caufc.org/RegionalCouncils)



## *Invest From the Ground Up:*

Education and awareness campaign geared towards civically-minded Californians in order to encourage the care of trees and green spaces.

[www.investfromthegroundup.org](http://www.investfromthegroundup.org)



## *Policy Council:*

CaUFC's Policy Council is a coalition of California organizations allied to support urban forestry through policy and advocacy efforts.

[www.caufc.org/Policy Council](http://www.caufc.org/PolicyCouncil)



## *United Voices for Healthier Communities:*

A broad-based education, tree planting, and job creation program where over 12,000 trees have been planted to date.

[www.unitedvoices.org](http://www.unitedvoices.org)



## *CA EnerTrees:*

A two part program with data-driven tree-planting projected for energy savings and carbon sequestration as a focus in Marin County, CA; and a website under development for the use of community organizations, cities and energy companies to reduce energy use by strategically planting trees, in partnership with the National Arbor Day Foundation.



## *The Urban Forest Management Plan Toolkit:*

An online toolkit allowing managers of large tracts of trees to create a master plan for their city, neighborhood, golf course, or home owner's association.

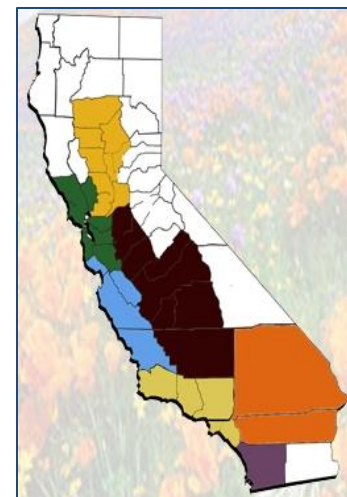
[www.ufmptoolkit.com](http://www.ufmptoolkit.com)



# Seven Regional Councils



- Meetings
- Workshops
- Conferences
- Tree Plantings
- Professional Development
- Arbor Day Events
- Fundraisers



# We're Investing From the Ground Up!



Growing Trees Make Great Neighborhoods

Great neighborhoods are made up of more than nice houses and good schools. Great neighborhoods have a certain character, rooted in the tree-lined streets, parks and other green spaces that provide life long memories and help make where we live feel like home.

Trees and green spaces give us more than a sense of nostalgia; they provide a range of values we can measure. They cool our cities and towns, clean the air we breathe, slow down cars on our streets and make our communities safer places. They can also increase the value of our homes and local business by creating the kind of neighborhoods where people thrive and want to live.

That's why we want you to join us and "Invest From the Ground Up!" By investing in our trees and green spaces you're making an investment in our homes and businesses and our neighborhoods and local communities that will continue to pay for itself over time.



Sticker



Website



Fact sheets and other collateral



/InvestInTrees



@InvestInTrees



Materials, Displays & Handouts



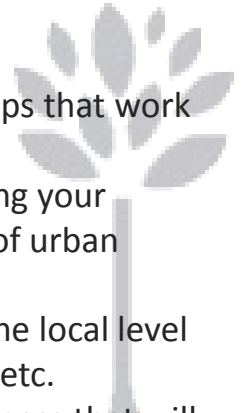
Social Media



# Policy Council 2013 Strategies

The POLICY COUNCIL exists to provide an opportunity for the full spectrum of organizations related to urban forestry to shape advocacy work in California. Member's efforts and contributions include:

- Providing input from your field so that our advocacy work represents the full spectrum of groups that work towards successful urban forestry and urban greening outcomes.
- Actively contributing to the growth of urban forestry and urban greening in California by sharing your organization's perspective and helping to identify opportunities to strengthen the entire field of urban greening.
- Committing to address the public policy issues that this body has collectively agreed upon at the local level through meetings, community outreach, visits to elected officials and decision makers offices, etc.
- Growing the coalition of urban forestry supporters to support policies, investments and awareness that will help California urban forestry thrive.



**We love growing healthy California communities!**

# Fiscal Year 2012 Financial Summary

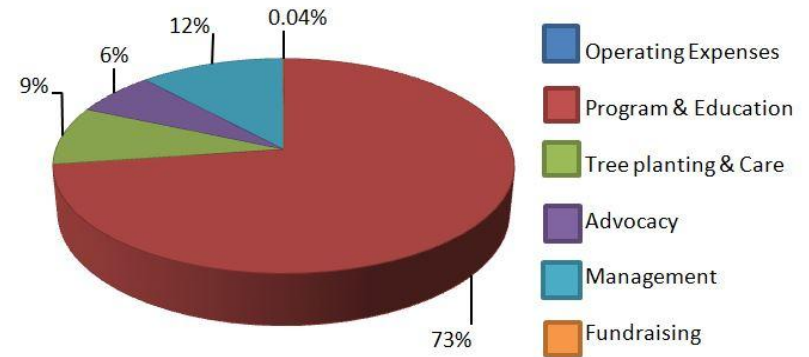
## The Need:

Together, we as urban forestry leaders can strongly influence the long-term impacts on communities in a variety of ways, including attention toward legislation, addressing greenhouse gas reduction and sustainable strategies creating integrated land-use and transportation planning.

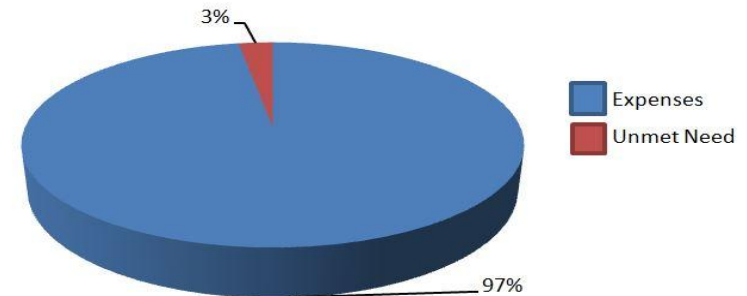
Smart green infrastructure policies assist in meeting carbon goals, while simultaneously addressing watershed, air quality, energy and clean and adequate water supplies. And certainly the economic impacts, from dollars spent annually in urban forestry related industries to job creation, are not to be overlooked – contributing over 62,000 jobs and \$3.9 billion to the State's economy in 2009, a 24% increase from the early 1990's. With an emphasis on green jobs, these numbers are only expected to grow significantly into the future.



## Operating Expenses



## Income vs. Expenses



Total revenues for the year reached \$560,942.00. Operating expenses were \$584,545.00. As always, we owe a debt of gratitude to our volunteers. Their contributions to our board, policy council, regional councils and events is not accounted for in our financial statements.



# Executive Board & Staff

# Policy Council Members

## Executive Board

Jack McCabe, President  
Dorothy Abeyta, Secretary  
David A. Duncan, Treasurer

John Dewald  
Gordan Mann  
Isabelle Minn  
Fausto Palofax  
Doug Wildman

## Staff

Nancy Hughes, Executive Director  
Sonali Shah, Communications Manager



## Policy Council

**Thanks to these organizations for serving on our policy council:**

### Regional Councils

Bay Area Urban Forest  
Ecosystem Council  
Christian Bonner - Co-Chair  
Ray Morneau - Co-Chair

Central Coast Urban Forest  
Council  
Ken Knight - Co-Chair

Inland Urban Forest Council  
Nancy Sappington -  
Representative

Los Angeles/Orange County  
Street Tree Seminar  
Emina Darakjy -  
Representative

Sacramento Valley Area  
Urban Forest Council  
Jason Pinegar - Chairperson  
West Coast Arborists, Inc.

San Diego Regional  
Urban Forests Council  
Mike Palat - Chairperson  
West Coast Arborists, Inc.

San Joaquin Valley  
Urban Forests Council  
Jeff Wooten - Chairperson

### Professional Members:

American Planning Assoc. –  
California Chapter  
Brooke Peterson

California Center for  
Sustainable Energy  
Robin Rivet – Representative

California ReLeaf  
Chuck Mills

Full Circle Biochar  
Dr. David Shearer

Nursery Grower's  
Association  
Haydi Danielson

Sacramento Tree Foundation  
Ray Tretheway

TreePeople  
Deborah Weinstein

### Advisory Members:

Cal Fire, Urban & Community  
Forestry  
John Melvin - Urban Forester

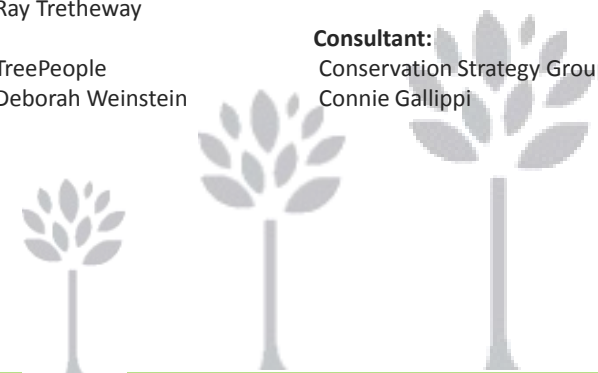
USDA Forest Service Research  
Dr. Greg McPherson

Sandy Macias  
USDA Forest Service  
State and Private Forestry –  
Urban and Community  
Forestry

The Children & Nature  
Network  
Richard Louv

Public Health Advocate  
Dr. Dick Jackson MD

**Consultant:**  
Conservation Strategy Group  
Connie Gallippi





# To Our Donors & Members: Thank you for your support!

On behalf of the staff and board of directors of California Urban Forests Council, we extend our gratitude to everyone that generously contributed in support of our vision that California's communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening.

We have put these contributions to work, with our thanks.



Special thanks to the following organizations:



Without your support, our work would not be possible.

# Become A Member!

Not a member of the California Urban Forests Council? We would love to have you join! Benefits of membership include:

- Connecting to educational workshops and resources in your region
- Learning about the urban forest around you through workshops & our e-newsletters.
- Joining the growing number of Californians that believe trees make a positive impact on our health, community and environment.

Past members **RENEW YOUR MEMBERSHIP today!**  
[www.Caufc.org/Membership](http://www.Caufc.org/Membership)



## Growing Trees Makes Great Neighborhoods – Invest From the Ground Up!

### California Urban Forests Council

Mailing Address: P.O. Box 823 , Novato, CA 94948

Office: 555 Northgate Dr., #225, San Rafael, CA 94903

Phone: 415-479-8733, Fax: 415-789-4501, Email: [njhughes@caufc.org](mailto:njhughes@caufc.org)

[www.caufc.org](http://www.caufc.org)

#### Join us on:



[www.facebook.com/CaUFC](http://www.facebook.com/CaUFC)  
[www.facebook.com/InvestInTrees](http://www.facebook.com/InvestInTrees)



@caufc  
@InvestInTrees



<http://gplus.to/caufc>



<http://www.linkedin.com/company/california-urban-forests-council-caufc->