

Urban Forestry Advocacy in California

Past Successes and Current Needs



WE CAN'T RISK LOSING GROUND IN OUR U&CF EFFORTS AT THIS CRUCIAL TIME - YOUR SUPPORT IS NEEDED NOW!

Now more than ever, a strong urban forestry presence is important in growing our advocacy trajectory. Let's join together to continue to grow strong communities in California! If each organization contributes, we CAN meet our goals.



Past and Current Investments in Urban Forestry and Urban Greening Advocacy have resulted in:

- Since 2009, California cities have received nearly [\\$4M from the CalFire Urban Forestry program](#)
- \$10 million for Urban Forestry (Prop 40)
- \$20 million for Urban Forestry (Prop 84)
- \$70 million for Urban Greening (Prop 84)
- Strategic Growth Council Est. (SB 732)
- Urban Forestry Act Updates (AB 2045)
- Arbor Week Resolution (ACR 10)
- Stormwater Management Act (SB 790)
- Annual State Budget Appropriations
- Progress on inclusion in the investment plan for cap and trade revenues

Other Supporting Activities Include:

- Educating decision makers on the value of urban greening and arboricultural industries in CA
- Relationship building with legislators, legislative staff, and state agency representatives
- Consulting on advocacy priorities
- Coalition building
- Training and education for urban forestry community members on advocacy skills
- Assisting in development of educational and advocacy materials

Opportunities on the Horizon:

- Cap and trade revenues: Long term funding for urban forestry, urban greening, disadvantaged communities, sustainable communities, locally run programs and more
- Proposition 39 Implementation: Energy savings at schools and community colleges
- 2014 Water Bond
- 2014 Parks Bond
- Governor's Environmental Goals and Policies Report (first one since 1970s)
- State's 5-Year Infrastructure Plan
- Regional Sustainable Communities Strategies Implementation
- And always evolving ...



To continue investing in advocacy efforts, everyone needs to contribute.

[Donate today!](#)

<http://tinyurl.com/aul7slz>

If each organization contributes, we can reach our goal!

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