

California Urban Forest Advisory Committee

CAL FIRE Urban & Community Forestry Program

STRATEGIC PLAN 2019-2024

TABLE OF CONTENTS

Director's Foreward	3
State Urban Forester Introduction	4
Executive Summary	5
Strategic Plan Overview	6
Strategic Plan Actions	8
Appendix I: Declarations	15
Appendix II: CA Urban Forestry Act	16
About the Advisory Committee	20



The **California Urban Forestry Advisory Committee (CUFAC)** was established to advise the Director of the California Department of Forestry and Fire Protection (CAL FIRE) on the State's Urban & Community Forestry (U&CF) Program.

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DIRECTOR'S FORWARD

California is the most urbanized state in the union. We know that 95% of the population of our state lives in under 6% of the land area. This makes the state's urban forests exceedingly important to most California residents. Urban forests, those trees and other vegetation in our urban areas, are a primary way that we can mitigate for climate change while helping people adapt to the changing climate right where they live, work, and play.

Urban forests provide multiple benefits from the simple and cost effective acts of planting and maintaining them. Urban tree canopy provides shade – shade that helps cool our cities and towns, shade that reduces our energy consumption, shade that makes our daily lives better. Urban forests help to clean and reduce stormwater runoff, saving money on water treatment and protecting our waterways from pollution and flooding. Urban forests help improve public health by cleaning our air and giving us shady places to recreate on hot days. Planting and maintaining urban forests provide high quality jobs in our cities and towns. These are but a few highlights of urban forest benefits. The many environmental, economic, and social benefits of urban forests make them one of the best ways we can invest and work to benefit Californians.

As described in the California Urban Forestry Act ([Public Resources Code 4799.06-4799.12](#)), as well as in the [California Forest Carbon Plan](#), the [Safeguarding California Report](#), and [CAL FIRE's 2017 Forest and Rangeland Assessment](#), CAL FIRE's Urban and Community Forestry Program is tasked with leading the urban forestry effort in California to achieve the State's goals. This Urban and Community Forestry Program Strategic Plan for 2019 -2024 provides the basis for helping CAL FIRE take the next steps in growing and improving these efforts statewide. This comes with a sense of urgency as we continue to see the effects of climate change statewide, and especially on our most vulnerable communities. CAL FIRE will utilize this plan to be as effective as possible in our actions.

I would like to thank the California Urban Forestry Advisory Committee (CUFAC) for their diligent work in assessing our program and for utilizing their diverse and unique expertise to draft this strategic plan to help us succeed in the coming years. I am very pleased to have this group give my Urban and Community Forestry Program staff and I the best possible advice.

Thom Porter

Director and State Forester





STATE URBAN FORESTER INTRODUCTION

The CAL FIRE Urban and Community Forestry Program continues to thrive. There have been challenges and growing pains along the way. As we confront these challenges, not the least of which is a lack of permanent funding, it has never been more important to have a strategic plan like the one contained herein. I would like to echo Chief Porter's thanks for this excellent strategic plan. I commit to representing the program well and reporting back to the CUFAC on our progress at achieving the goals and objectives they have set forth.

As we continue working to adapt to changing circumstances and at staying nimble, the strategic plan will keep us from losing track of our long-term focus and ensure that we share our results widely and regularly. We will use the strategic plan to continue to focus on and enable the important work that happens at the local level with our partners. We can provide resources, advice, advocacy and more, but local efforts are where the greatest benefits derive. Our program will focus on giving our partners what they need to succeed. As a program, we will continue to focus on leadership and building the best program possible to serve you.



John Melvin
State Urban Forester, CAL FIRE

Post Plan Update: In June 2021, CAL FIRE selected Walter Passmore as the California State Urban Forester. John Melvin currently serves as a staff chief for Resource Management.

EXECUTIVE SUMMARY

The CAL FIRE Urban and Community Forestry (U&CF) Program is one of the largest and most complex programs of its kind in the United States. The program operates in a business environment that is innovative yet highly regulated. Primary functions of the U&CF Program include administration of Federal and State grants, technical assistance, education and outreach, provision of information, and encouraging best practices to be applied by local governments and industry practitioners.

The Urban Forestry Act describes key issues that guide functions of the U&CF Program and suggests requisite funding and staffing. Collaboration is essential to implement the broad and varied goals, objectives, and strategies of this plan.

California is the most populated state in the nation, estimated at 39.5 million people in 2018. California is also a national leader in economic output, environmental protection, and social equity programs, often establishing innovations and regulations that are adopted by other states and at the national level. The U&CF program works within the framework of these values and has a strong potential to effect positive outcomes across many types of environmental and human benefits.

▼ MISSION

The mission of the California Department of Forestry and Fire Protection (CAL FIRE) is to serve and safeguard the people and protect the property and resources of California.

▼ U&CF VISION

CAL FIRE envisions urban and community forests that are healthy, extensive, and well-managed, providing a wide array of optimal benefits to all Californians.



▼ GOALS

1 Optimize the benefits people receive from urban & community forests



2 Strengthen the urban forest industry workforce



3 Improve the health and management of the urban forest



▼ OBJECTIVES

A. **Increase awareness** of the value of urban forests for all Californians.

B. **Make available** urban forestry resources to local decision-makers and the public.

C. Encourage local decision-makers to consider **urban forests to be essential community infrastructure** and to fund perpetual maintenance.

D. **Ensure recognition of U&CF staff** as a primary resource for urban forestry information, outreach, & technical assistance.

A. Promote the **importance of urban forestry related jobs** and the benefits of professional standards.

B. Foster diversity in the **urban forest workforce**.

C. Communicate the **contribution of UF industry jobs** to the California economy.

D. Promote urban forests as a **critical resource and essential infrastructure** that requires continual maintenance.

E. **Advance innovation and leadership** in the urban forest industry.

A. **Champion effective management** of urban forests.

B. Promote the **highest standards of tree care** based on best available science and practice.

C. **Increase the resilience** of urban forests to climate change, environmental effects, and resource limitations.

D. **Advance practices and policies** that optimize the health and management of urban forests.

E. Establish or enhance existing **statewide key performance measures** for the health and management of urban forests.

▼ STRATEGIES

1. Communicate urban forest benefits through education and training.
2. Improve public accessibility of CAL FIRE and other available urban forest resources.
3. Emphasize using trees as multi-benefit mitigation tools.
4. Promote expanded role of regional foresters as premier resources.
5. Increase collaboration with federal, state, county, and nongovernmental organizations.
6. Advocate for continued research in the structure, function, value, and costs of urban forests, as well as development of new tools for users to assess benefits and costs.
7. Increase emphasis on greenscaping for improved health, quality of life, and urban livability.
8. Inform municipal leaders that urban forest education and outreach efforts complement, rather than compete for, limited municipal funds.
9. Efficiently scale CAL FIRE program capacity based on administrative requirements.
10. Publicize the role of Regional Foresters as primary contacts for Urban Forestry information, training, and technical support.

1. Encourage professional practice through ANSI standards, BMPs, and other resources.
2. Support educational and vocational opportunities for those interested in entering the U&CF profession.
3. Facilitate job creation through on-the-job training and job creation granting programs.
4. Increase awareness about job pathways related to urban forestry: research, education, technology, tree care, wood utilization.
5. Leverage funding opportunities for training and hiring underserved community members.
6. Work with other state agencies to further inclusive workforce development.
7. Improve hiring practices to recruit a more diverse workforce, and encourage partners to do the same.
8. Publicize urban forestry job benefits via local news outlets.
9. Identify current & new job markets, including associated industries.
10. Promote research to communicate benefits of urban forestry programs and jobs.
11. Increase public awareness of social, environmental, and economic benefits of the urban forest.
12. Advocate for locally supported urban forestry programs.
13. Increase emphasis on using trees as multi-benefit mitigation tools.
14. Identify innovative research or projects that support statistical analysis, performance evaluation, and comparative benchmarks of Urban Forestry programs.
15. Continue to identify new ways to conduct education and outreach.
16. Improve online resources and innovative opportunities for internal and external stakeholders.

1. Monitor legislation and policy that affects urban forest management at the local, state, and federal levels.
2. Advise local governments of the importance of inventories and management plans.
3. Provide guidance on local urban forest related ordinances and policies.
4. Promote Best Management Practices (BMPs) at nurseries.
5. Interact with Licensing Boards to promote professionally recognized BMPs and standards.
6. Consolidate resource access on CAL FIRE's website with links to industry BMP sites such as ISA, UFEI, Trees Are Good, and TCIA.
7. Collaborate with various stakeholders for statewide water use messaging that benefits urban forest assets.
8. Encourage greater use of water from recycled or reclaimed sources, or water capture and storage.
9. Continue to research, develop, and use appropriate non-traditional tree species suited to various site and climate challenges.
10. Guide and comment on legislative activity to ensure alignment with intent of the Urban Forestry Act.
11. Solicit, review, and adopt innovative ideas or research to improve and expand urban forest assets.
12. Use statewide urban forest canopy data as a basis for performance trends and to prioritize work.
13. Develop consistent performance measures on California's urban forests to include condition and survival metrics, ecosystem services, canopy coverage, and municipal program capacity.
14. Coordinate with municipalities across the state to report on performance measures that are useful at the local, regional, and statewide levels.



1. Optimize the Benefits People Receive from Urban & Community Forests

- A. Increase awareness and communicate Urban & Community Forest (U&CF) benefits** by leveraging innovative partnerships with statewide and local U&CF, environmental and environmental justice, professional, and community organizations. For example, partnership activities that:
1. Provide community education, training, and development of educational case studies.
 2. Increase visibility of the variety of urban forest and their many benefits, such as: public health, urban heat island reduction, stormwater capture, crime reduction, etc.
 3. Increase access to CAL FIRE U&CF resources via social media and other online outreach.
 4. Increase research collaboration and sharing.
 5. Increase access to CAL FIRE U&CF resources via social media and other online outreach.
 6. Creating new state and regional forums (e.g., through Calif State Association of Counties, Local Government Commission, and the California League of Cities).
 7. Encourage regular U&CF communication with State and regional government agencies.
 8. Provide data and technical information to state and local officials and decision makers to highlight valuable infrastructure impact of U&CF and engage support for U&CF funding.
- B. Make available urban forestry resources** to local decision-makers and the public.
1. Publicize the role of Regional Foresters as primary contacts for U&CF information, training, and technical support.
 2. Host a clearinghouse of different U&CF resources within CAL FIRE as well as through our partners, local agencies, and other organizations which include policies & regulations (local jurisdictions and beyond), inventories, and educational curricula and highlighting the many materials produced as part of grant projects administered by the U&CF Program..
 3. Increase emphasis on greening for improved human health, quality of life and urban livability, especially in disadvantaged communities.

4. Direct and support research in structure, function, value, condition, and economics of urban forests
 - a. Continue funding, promotion, and dissemination of studies and information.
 - b. Provide technology transfer for developed research
 - c. Apply research via demonstration projects
 - d. Develop new U&CF cost benefit analysis tools for local decision makers.
 - e. Continue the strong collaboration with CAL FIRE's Fire and Resource Assessment (FRAP) Program

C. Encourage local decision makers to fund urban forests as essential infrastructure.

1. Share research and local policy solutions.
2. Improve cooperative advocacy on relevant topics such as urban forest public benefits, asset management, environmental enhancement and mitigation.
3. Expand CAL FIRE's message to increase effective advocacy within the framework of the California Urban Forestry Act.

D. Ensure recognition of U&CF staff as a primary expert resource for urban forestry information, outreach, and technical assistance:

1. Develop specialized U&CF expertise in each Regional Urban Forester.
2. Establish technical training for Regional Urban Foresters on the use of the iTree suite of tools, so they can conduct trainings.
3. Partner with U&CF-related organizations to help deliver or develop training.
4. Expand outreach within CAL FIRE to promote U&CF awareness.
5. Assist with the hiring process of U&CF related positions within federal, state, regional and local agencies and organizations.
6. Collaborate with diverse array of State agencies and their local counterparts on compatible programs (i.e. Community Resiliency and Health in All Policies):
 - a. Governor's Office of Planning and Research
 - b. Strategic Growth Council
 - c. California Air Resources Board
 - d. California Department of Public Health
 - e. CalTrans and California High Speed Rail Authority

E. Focus tree planting support in underserved communities with low tree canopy.

1. Connect proactively with new and/or non-traditional partner organizations.
2. Connect with local communities to ensure equity and identify concerns and needs.
3. Expand programs targeted to increase canopy in low canopy communities.

F. Develop an annual communication plan with CAL FIRE's Communication Office.

1. Utilize a network of new, non-traditional advocates and partners (entertainers, artists, athletes) to engage the public in our messages.
2. Develop a more extensive multi-media and social media presence.
3. With assistance from 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.
4. Create messages in various languages and media to reach multiple cultures as well as through different forums, such as: workshops, conferences, virtual meetings.



2. Strengthen the Urban Forest Industry Workforce

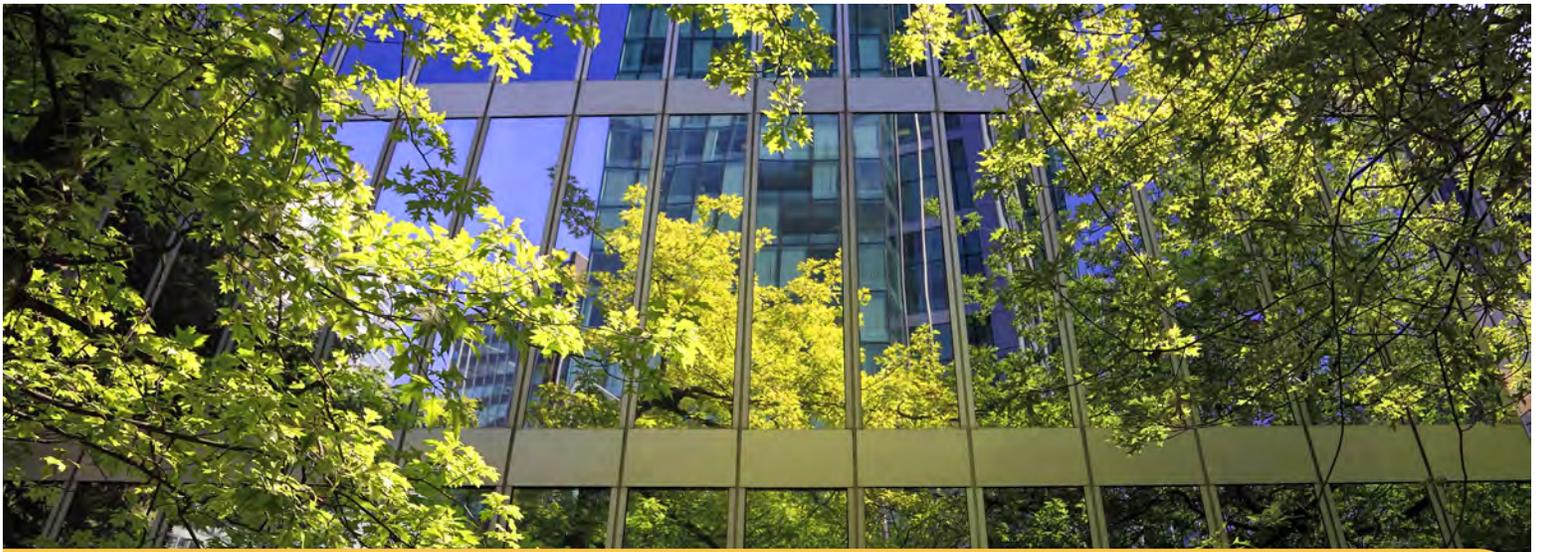
A. Promote the importance of urban forestry jobs and the benefits of professional standards through continuing outreach and education:

1. Speak at forestry, arboriculture, landscape architecture, urban planning, and pest education seminars, etc.
2. Write “opposite the editorial page” (op-eds) and articles.
3. Organize and conduct original workshops as well as collaborate with industry partners such as CaUFC, California ReLeaf, and Western Chapter ISA .
4. Make CAL FIRE and other urban forest jobs resources more accessible.
5. 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.

B. Foster diversity in the urban forest workforce.

1. Facilitate job creation through on-the-job training and job-creating grant programs (ex: AmeriCorps, Calif Conservation Corps, local conservation corps, nonprofit jobs programs)
2. Create a statewide resource that highlights tree care and urban forestry job opportunities, for example a “Green Jobs Center” via state and federal grants. Promote U&CF as a job-creator for high quality, non-exportable jobs with a solid promotional track.
3. Partner with jobs programs and attend job fairs based in diverse communities.
4. Leverage funding opportunities for training and hiring underserved community members.
5. Work with other state agencies to further inclusive workforce development.
6. Improve hiring practices to recruit a more diverse workforce and encourage partners to do the same.

7. Identify web sites where jobs are posted and consolidate onto Urban Forest Ecosystems Institute (UFEI) website jobs page.
 8. Work with partners to help share and distribute the UFEI jobs link
- C. Communicate the contribution of urban forestry jobs to the California and local economies.**
1. Use and promote findings from CAL FIRE's Clemson Study to communicate benefits of urban forestry programs and jobs.
 2. Continue working with FRAP to build on the Clemson study (and other efforts)
 3. Explore other applicable research and data sources.
- D. Promote urban forests as a critical resource and essential infrastructure** that requires continual care and maintenance.
1. Increase public awareness of social, environmental, and economic benefits of the urban forest.
 2. Advocate for locally supported urban forestry programs.
 3. Increase emphasis on using trees as multi-benefit mitigation tools.
- E. Advance innovation and leadership in the urban forest industry**
1. 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.
 - c. Monitor U&CF related programs to track emerging ideas and practices in other State U&CF programs and U&CF related professions.
 2. Research and share what other organizations have done successfully.
 3. Network outside of standard, traditional opportunities, including out-of-state.
- F. Identify educational opportunities for those interested in entering urban forestry-related professions** and expand recruitment activities beyond standard audiences and geographic boundaries.
1. Compile list of community college, public and private university courses, degree programs, workforce investment boards, etc. and post on appropriate partner websites, including historical and as well as new partners.
 2. Engage students for job-shadowing opportunities (for events, field days, educational opportunities, etc). Utilize a Calif Urban Forests Council/ Western Chapter International Society of Arboriculture mentorship program and/or Society of Municipal Arborists internship program, if possible.
 3. Create public service announcements (online, print, etc.) to describe and promote the unique and varied job opportunities — including salary/benefits information — in the U&CF industry.
- G. Identify where current jobs exist and where there are opportunities for growth.**
1. Conduct surveys on 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.
 2. Perform a gap analysis of the California urban forestry industry in relation to best places to target efforts towards job creation.
 3. Explore updating the MuniTree study.



3. Improve the Health and Management of the Urban Forest

A. Champion effective management of urban forests.

1. Promote public awareness of social, community, environmental, and economic benefits of the urban forest.
2. Create a comparative graphic resource of the value of trees as compared to other infrastructure elements.
3. Distribute existing pamphlets such as “Trees Pay Us Back”, Tree City USA Bulletins, and International Society of Arboriculture consumer information brochures.
4. Develop messages that educate the public on the liability of poor tree planting and maintenance and the benefits of proper tree planting and maintenance.
5. Create public service announcements on the value of using urban forestry professionals.
6. Provide resources to communities on how to improve professional standards.
7. Educate about the importance of urban tree planting plans, species and age diversity, and proper nursery stock through workshops in cooperation with California Urban Forests Council, Western Chapter International Society of Arboriculture, American Society of Landscape Architects, American Public Works Association, homeowner associations, and educate allied professions and groups.

B. Promote the highest standards of tree care based on best available science and practice through current industry standards and educational resources.

1. Create public service announcements (YouTube, billboards, etc.) describing industry standards and best management practices.
2. Promote and/or develop the standards and best management practices to the public and other agencies as well as affiliated industries such as the nursery and landscape management industries.
3. Notify U&CF and allied disciplines’ professionals and educators when standards and best management practices are updated.
4. Demonstrate the return on investment provided by a high-quality U&CF professional. Compare and contrast cities with well-developed programs to those without for return on investment.

C. Increase the resilience of urban forests to climate change, environmental effects, and resources limitations.

1. Support community stewards in management/sustainability efforts.
2. Collaborate with various stakeholders for statewide water use messaging that benefits urban forest assets.
3. Encourage greater use of water from recycled or reclaimed sources, or water capture and storage.
4. Continue to research, develop, and use appropriate non-traditional tree species suited to various site and climate challenges.
5. Consider funding nursery stock research & development as well as contract growing.

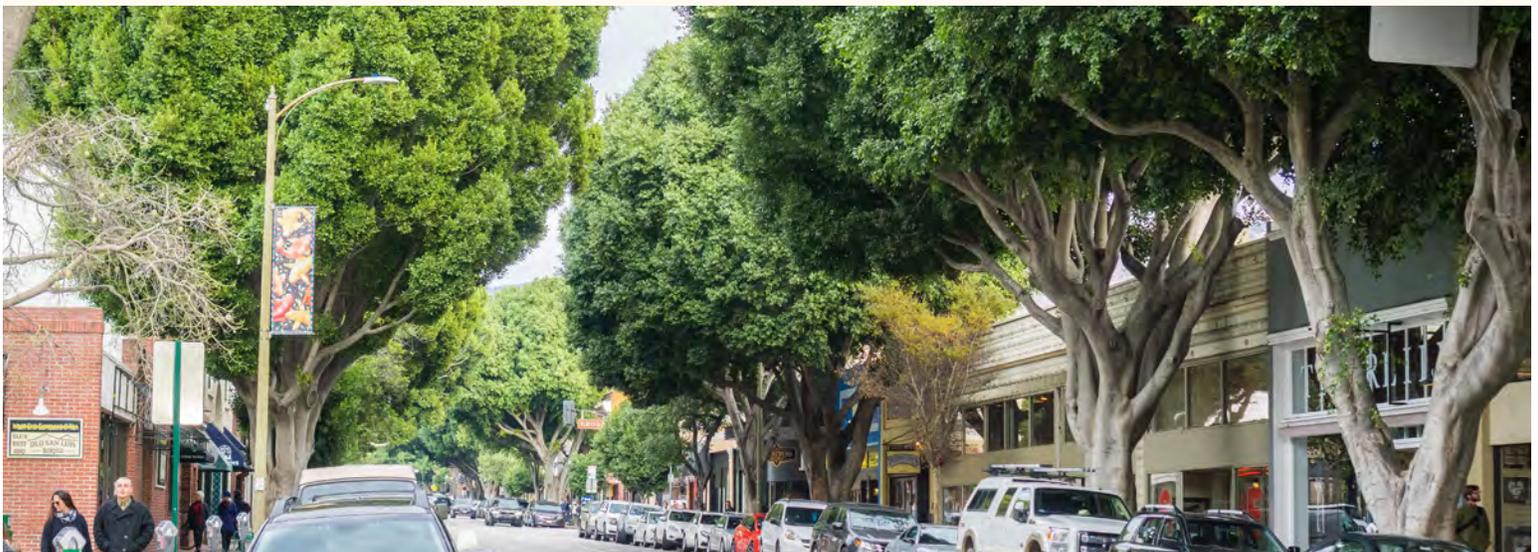
D. Advance practices and policies that optimize the health and management of urban forests.

1. Monitor legislation and policy that can affect urban forest management at the local, state & federal levels.
 - a. Work with state and national partners to monitor legislation. State partners include: California ReLeaf, California Urban Forests Council, and Western Chapter International Society of Arboriculture. National partners include: United States Forest Service, National Association of State Foresters, Alliance for Community Trees, and Sustainable Urban Forests Coalition.
 - b. Work internally at CAL FIRE with legislative staff to monitor legislation and conduct bill analysis.
2. Utilize data from the US Forest Service research hubs 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.
3. Engage in policy discussions to share urban forestry data and research at all levels on:
 - a. Climate change (Climate Action Plans)
 - b. Canopy Cover Goals (per the California Urban Forestry Act) and Land use
 - c. Urban Forest Management Plans & Urban Forest Asset Management Plans
 - d. General Plan Updates
 - e. Greenspace & Health
 - f. Economic & Social Benefits (jobs, property value, crime reduction, etc)
4. Solicit, review, and adopt innovative ideas or research to improve and expand urban forest research, such as: creating green corridors around highways (point-source pollution), schools and industrial sites, selection and resilience of exotic species to wildfire and related urban forest planning.
5. 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.ufmptollkit.com) for management plans.
 - c. Explore creation of an awards program for communities.
6. Provide guidance on local urban forest related ordinances and policies, and best practices.
 - a. Update the 1991 ordinance guidelines document.
 - b. Seek regional and national organizations approval/adoption of updated guidelines.

7. Advocate locally supported U&CF programs.
 - a. Intensify outreach work of Regional Urban Foresters to local decision makers.
 - b. Utilize local, state and federal policies and laws to influence local support.
8. Advocate for an ecosystems management approach to urban forest management through opinion pieces and articles, public workshops, and policy papers, and:
 - a. Partner with allied professions and groups (e.g., American Planning Association, University of California Cooperative Extension, American Society of Landscape Architects, American Public Works Association, homeowner associations, etc.).
 - b. Explore expanded use of iTree to inform local and regional governments.
 - c. Identify urban forestry industry by-products and related job opportunities.
 - d. Promote that urban logs be fully utilized for the highest and best use (research, publications, loaning of wood utilization equipment, etc.).
 - e. Promote that additional by-products be used for cogeneration plants, furniture, mulch/ compost, biofuel, and potentially biochar.
9. Promote the role of urban forests in 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.

E. Establish or enhance existing statewide key performance indicators (KPI) and goals for the health and management of urban forests.

1. Review and leverage existing resources to develop KPIs, including:
 - a. CAL FIRE's Fire and Resource Assessment (FRAP) Program
 - b. California Urban Tree Canopy Interactive Map
 - c. California Heat Assessment Tool and Urban Heat Island studies
2. Develop baseline reporting indicators that include condition and survival metrics, ecosystem services, canopy coverage, and municipal program capacity. Use canopy cover and other data to prioritize work.
3. Coordinate with municipalities across the state to report on performance measures that are useful at the local, regional, and statewide levels.
4. Review Strategic Plan annually to track progress against targeted performance goals.



APPENDIX I: 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 ten years. State funding from bonds and California Climate Investments as well as 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.



APPENDIX II: CALIFORNIA URBAN FORESTRY ACT OF 1978

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 4799.07 of the Public Resources Code is amended to read:

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, attract business and new residents in urban areas, and support job creation and business growth.
- (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 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.

SEC. 2. Section 4799.08 of the Public Resources Code is amended to read:

4799.08. (a) The purpose of this chapter is to:

- (1) Promote the use of urban forest resources for purposes of increasing integrated projects with multiple benefits in urban communities, including, but not limited to, the following:
 - (A) Expanded urban forest canopy.
 - (B) Community greening.
 - (C) Increased carbon sequestration.
 - (D) Reduced energy consumption.

- (E) Reduction of impacts of the urban heat island effect.
 - (F) Improved management of stormwater and dry weather runoff.
 - (G) Improved local water capture and efficient use of water for urban forest maintenance.
 - (H) Climate adaptation, with an emphasis on disadvantaged communities.
- (2) Stop 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.
 - (3) Facilitate the creation of permanent jobs in tree maintenance and related urban forestry activities in neighborhood, local, and regional urban areas to enable workforce training for young women and men in disadvantaged communities.
 - (4) Optimize the potential of tree and vegetative cover in reducing energy consumption and producing fuel and other products.
 - (5) Encourage the coordination of state and local agency activities in urban forestry and related programs and encourage maximum community participation in their development and implementation.
 - (6) Assist the Department of Agriculture to prevent the introduction and spread within this state of known and potentially damaging or devastating invasive pests and diseases.
 - (7) Reduce or eliminate tree loss resulting from invasive pests and diseases.
 - (8) Promote policies and incentives for implementing entities that advance improved maintenance of urban forest canopy to optimize multiple benefits.
- (b) In implementing this chapter, the department shall consult with the State Water Resources Control Board to identify additional opportunities to improve water resources management through urban forestry projects.

SEC. 3. Section 4799.09 of the Public Resources Code is amended to read:

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

- (a) "Disadvantaged community" means a community identified as a disadvantaged community pursuant to Section 39711 of the Health and Safety Code.
- (b) "Local water" means rainwater, stormwater, recycled water, and urban runoff captured by urban forest sites through curb cuts, cisterns, tree wells, and other best management practices that offset reliance on potable water use.
- (c) "Low-income community" means a community as defined in Section 39713 of the Health and Safety Code.
- (d) "Urban area" means an urban place, as that term is defined by the United States Department of Commerce, of 2,500 or more persons.
- (e) "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.
- (f) "Urban forest maintenance" means those activities that reduce tree mortality, ensure optimal tree health, preserve carbon sequestration and climate resilience benefits, and improve the full functionality of the urban forest. This includes, but is not limited to, mulching, watering, and proper pruning practices.
- (g) "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.

SEC. 4. Section 4799.10 of the Public Resources Code is amended to read:

4799.10. (a) (1) The department shall implement a program in urban forestry to encourage better tree management and planting in urban areas to increase integrated, multiple benefit projects by assisting urban areas with innovative solutions to problems, including reductions in the emissions of greenhouse gases, mitigation of public health impacts of poor air and water quality, mitigation of urban heat island effect, improved capture of stormwater and dry weather runoff, addressing 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 carbon sequestration, water conservation, energy conservation, stormwater capture and reuse, urban forest maintenance, 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 establish local or regional targets for urban tree canopy, with emphasis on disadvantaged communities that tend to be most vulnerable to urban heat island effect. These targets shall include urban forest diversity, tree species' adaptability to anticipated climate change impacts, and other relevant factors.

(4) 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, but not limited to, the Department of Water Resources, the California Environmental Protection Agency, the Department of Fish and Game, the Department of Food and Agriculture, 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 CalWORKs or the 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).

(g) The department shall develop or update regulations as necessary to implement the requirements of this section.

SEC. 5. Section 4799.11 of the Public Resources Code is amended to read:

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 landscaping and reforestation efforts.

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

(4) Advice and guidance to cities, counties, districts, and regional entities, homeowner neighborhood groups, and nonprofit organizations on tree disease, insect problems, tree planting, maintenance, and best practices and metrics as developed by the department, for maintaining urban forest health.

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

(6) Improvement and enhancement of local water capture for urban forest maintenance.

(7) Retention of native trees and riparian habitats.

(8) 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.

SEC. 6. Section 4799.12 of the Public Resources Code is amended to read:

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 low-income 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. The director may authorize advance payments from a grant awarded to a nonprofit organization that is located in or providing service to disadvantaged or low-income communities. The advance shall not exceed 25 percent of the total grant award. 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 community involvement.

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

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

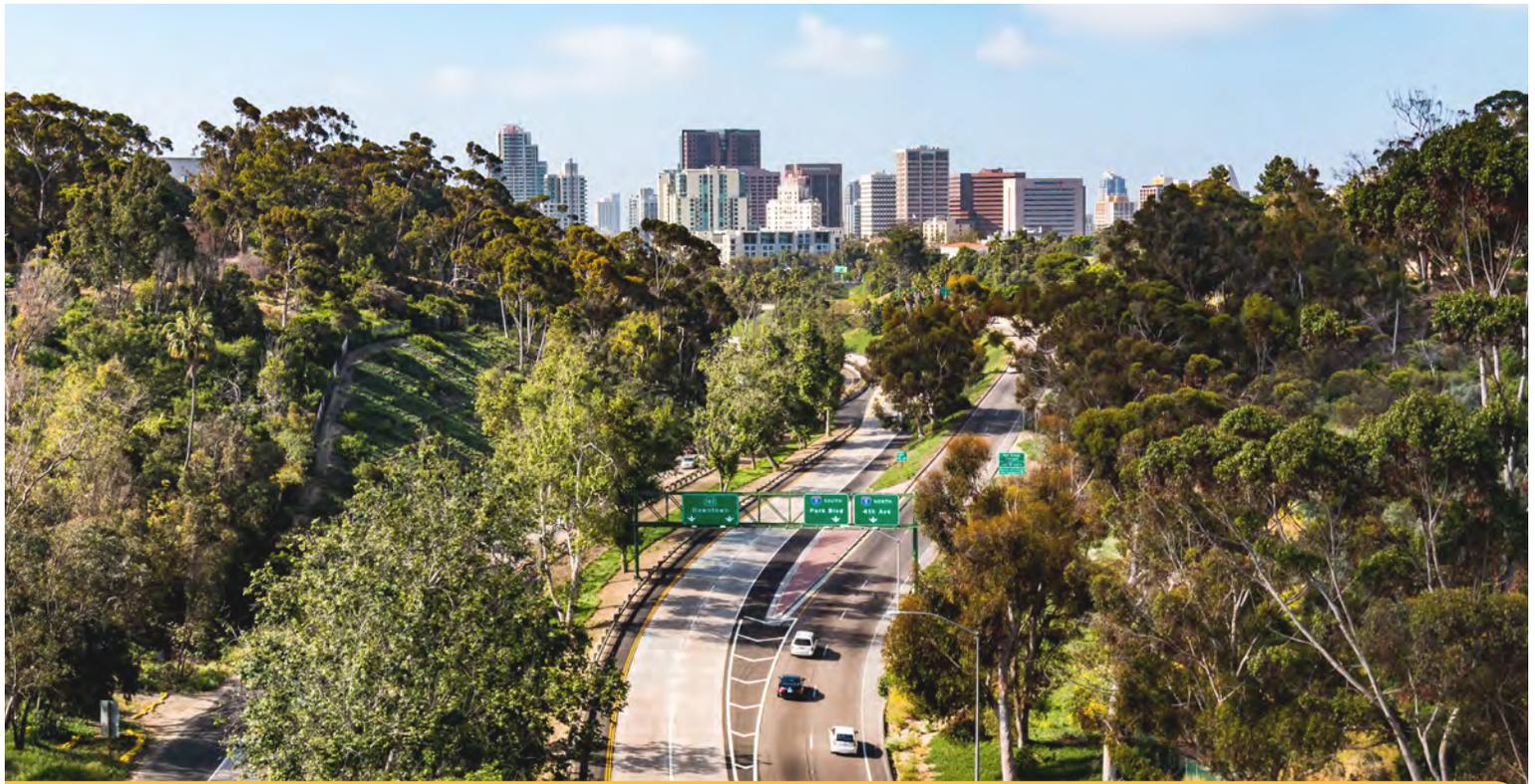
(i) Funding and other assistance, based on criteria developed by the department, for management of urban forests to ensure their survival and ability to optimize the benefits that urban forests provide the community and the environment.

(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 and dry weather runoff, improving water quality, utilizing local water, reducing the urban heat island effect, improving air quality, and wood and fiber utilization projects, including, but not limited to, biofuel and bioenergy.

(k) Funding for improved urban forest maintenance and projects that respond to events that impact urban forest health, including drought, storms, pests, and disease.

(l) Funding for planning and technical assistance for eligible applicants assisting disadvantaged communities.

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



ABOUT CUFAC

The **California Urban Forestry Advisory Committee (CUFAC)** was established to advise the Director of the California Department of Forestry and Fire Protection (CAL FIRE) on the State's Urban & Community Forestry (U&CF) Program. The Committee is composed of 17 members appointed by the Director and each member represents and speaks for a particular constituency. For example, the member appointed to CUFAC in the County Government position represents all county governments Statewide, not just their own county. The Committee convenes several times a year to share information and provide cross-sector insights and expert advice regarding urban and community forestry in California.

The responsibilities of the U&CF advisory committee include:

- Developing a comprehensive CAL FIRE U&CF action plan and evaluating its implementation.
- Reviewing criteria for and submitting recommendations for program activities, including grant programs.
- Providing recommendations and input on current issues facing the U&CF Program.
- Recommending and supporting outreach activities and strategic partnerships.

*This plan was put forth for consideration by the undersigned members of CUFAC on July 25, 2019
and approved by CAL FIRE on December 16, 2019.*

Chair Person

Walter Passmore, City/Town Government

Members

Brian Biancardi, Electric Utility Industry
Cindy Blain, Statewide Urban Forest Nonprofit
David Cox, Nursery Industry
Nancy Hughes, Professional Society
Miranda Hutten, USDA Forest Service
Kevin Jefferson, Town of 150,000 or more
Igor Lacan, UC Cooperative Extension

Vince Mikulanis, Urban Forestry Private Industry
Jeff Reimer, Academic/Researcher
Suzanne Remien, Water Agency
Elizabeth Rhoades, County Government
Bruce Saito, State Government
Oscar Sanchez, Urban Forestry Consultant
Nancy Sappington, Town of 150,000 or less
Jon Swae, Urban/Environmental Planner
Jim Williamson, Local Urban Forest Nonprofit