



Governor's Conference on Forestry

November 9th, 2004

Creating a Voice for the Urban Forest

The Erosion of Funding for Urban Forestry



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
1 Need for public education to battle the perception that trees are a "frill" service instead of an "essential" service. / Need to teach the value of trees as an environmental utility.	1.1 Share factual information in terms of dollars and cents in a way that all will understand	1.1.1 Launch statewide education campaign on importance of urban forestry	WI Urban Forestry Council UWEX	Lobby legislators, work with researchers to share green industry data, local boards of education, professional forestry staff, DNR, Land & Water Conservation districts		
	1.2 Develop / create (research) facts that emphasize quality of life and dollars and cents values provided by urban forests as a public service	1.2.1 Launch statewide research campaign on importance of urban forestry				
2 Need to identify or develop alternative funding sources or allocations	2.1 Collaborators come together to leverage funding that meets the substantive needs of our urban forestry program(s)	2.1.1 Identify local elected officials sympathetic to urban forestry, open space, and stormwater issues and explore funding options	Local county staff, local and regional NGO's, UWEX	Lobby legislators		
		2.1.2 Create segregated fund(s) for urban forestry				



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3 Internal competition for existing funds	3.1 Develop partners that see (understand) the dollar return on investments in urban forestry	3.1.1 Educate constituency about quality of life issues associated with urban forestry	State, Counties, Municipalities, utilities, UWEX	General public		
	3.2 Value based budgeting via an informed public	3.2.1 Identify dollar benefits of trees 3.2.2	DNR, utilities	Involve tree boards, arborist groups, Center for Enviro. Ed. at UWSP		
4 Trends in state / local funding and staffing	4.1 Acquire / identify enough resources available to address urban forestry needs	4.1.1 Fully fund urban forestry program	DNR (State forester(s), Department Secretary)	Lobby budget decision makers and legislators		
		4.1.2 Investigate use of Mill tax dollars for urban forestry				
	4.2 Measure / determine per capita spending on urban forestry projects	4.2.1 Consider / determine market value (in dollars) of urban forest	Commodity producer groups	Explore partnerships across constituency groups		



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5 UW Research and UWEX connections to practice	5.1 Univ. staff addresses urban forestry research needs (e.g. diseases, stormwater, etc.)	5.1.1 Market order for tree research	Commodity producer groups			
		5.1.2 Full fund extension agents in horticulture and forestry		Fund champions in state legislature and county boards		
	5.2 Build networks and constituencies to collaborate with other state organizations	5.2.1 Convince CAL admin for dollars for research positions		Green industry survey used by professional organizations		



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Creating a Voice for the Urban Forest Development, Urbanization, Fragmentation and the Decline of the Urban Forest Canopy



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
1 Education and Human interactions with the urban forest	1.1	1.1.1 Provide incentives for protection	Urban Open Space Foundation (UOSF) – Heather Mann			
		1.1.2 Educate public on values of urban forest ecosystems	LEAF (Sarah Gilbert) UOSF			
	1.2	1.2.1 Educate local decision makers in Green Infrastructure	UOSF			
		1.2.2				
2 Ecosystem Aspects	2.1	2.1.1 Policies restricting undesirable species				
		2.1.2 Urban forestry BMP's & Research: Promote and/or Require	Nancy Frank (sp?) at UW-Madison			
	2.2	2.2.1 Establish target % composition by species of urban canopy along with spatial distribution and maintenance plan	UOSF			
		2.2.2				



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Creating a Voice for the Urban Forest Development, Urbanization, Fragmentation and the Decline of the Urban Forest Canopy



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
3 Reduced Tree Canopy and Landuse	3.1	3.1.1 Implement statewide urban forest assessment				
		3.1.2 Create multi-jurisdictional green infrastructure plans	UOSF			
	3.2	3.2.1 Share successful case studies with developers	UOSF			
		3.2.2				



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Creating a Voice for the Urban Forest Exotic Species in the Urban Forest



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
1 Controlling the spread	1.1	1.1.1 Develop risk assessment protocol 9-votes	APHIS, DATCP, DNR, UW – forest pathology, Botany, Hort.			Process participants need to fully understand socio-economic implications
		1.1.2 Develop laws and legislative authority 7-votes	GCOI, DATCP, DNR, APHIS, Local Agencies			Local laws need to be addressed Science-based, not emotional
	1.2	1.2.1 Integrate / coordinate efforts of different organizations / agencies 7-votes	DATCP, APHIS, DNR, Local agencies, weed commissioners	Local contractors		Expand incident management model through MOU at state level
		1.2.2 Exchange information on successes from other states 5-votes	DATCP, APHIS, DNR, Local agencies, weed commissioners, IPAW	Midwest Invasive Plant Network		Some templates already exist for successes (e.g. EAB in Michigan) DNR is developing a web-site for Forest Service to do this, MIPN and IPAW will have this also
		Fund and conduct public research 3-votes				Determine life histories
		Develop and distribute information on ID, spread, and control to target audiences; 3-votes				
		Develop guidance for prioritizing control				
		Organize work days to eliminate invasives from specific areas				Labor from correctional institutions
		Develop model for funding at state and local level				
		Develop and provide training for land and program managers				
	Publicize control actions					
	Establish criteria for control actions (myth eradication)					
	Bio-Control				Must have adequate pre-testing	



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Creating a Voice for the Urban Forest *Exotic Species in the Urban Forest*



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
2 Public Awareness and Education		Share methods and models from others that succeeded; 8-votes				
		Provide Scientifically accurate brochures to public; 5-votes				
		Develop a broad public awareness plan (ID audiences & messages); 5-votes				
		Develop and provide demonstrations and workshops on the ID and control; 3-votes				
		Include Urban Forestry at the Forestry Education Center; 3-votes				
		Write school curriculum; 3-votes				
		Increase use of media; 2-votes				
		Teach awareness of what is "normal" and report "abnormal"; 2-votes				
		Contact vendor groups; 2-votes				
		Tourism- state map, educate via pictures; 1-vote				
		Funding- general tax funds; 1-vote				
		Training for land & program managers; 1-vote				
		Increase master gardeners cooperation				
Training for loggers						
Conduct public awareness workshops						
3 Invasive Emergencies	Quick action by all interested parties / Declared emergency by authority	Have emergency action plans in place prior to introduction				
		Coordinate partners for rapid response				
		Exchange info on successes from other states				
		Fund early detection				
		Project costs of control vs. potential of losses				
		Training for lands managers				



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Creating a Voice for the Urban Forest *Exotic Species in the Urban Forest*



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
4 Locating Sources		Survey for exotic pests				
		Use methods from others that were successful				
		ID high risk communities				
		Make contact with vendor groups				
		Develop public buy-in				
		Establish international trade standards				
		Work with feds to limit importation				
Revise statutes and rules as needed						
5 Dispersal of Invasive Species		Establish regulatory authority				
		Procure legal authority to limit distribution				
		ID High risk communities				
		Use methods from others that were successful				
		Training sessions for loggers				
		BMPs for road building and maintenance				



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Creating a Voice for the Urban Forest

Active Urban Forest Management: The Needs of Wisconsin's Communities



Components of Issue	Goal	Action	Who (Here Today)	Partners (Not Here)	When	Notes
1 Statewide Urban Forestry Assessment	1.1 Develop a statewide continuous urban forestry assessment system similar to a Continuous Forest Inventory (CFI)	1.1.1 Communicate to State Forester this need and priority	Initiated by state urban forestry coordinator			
		1.1.2 Evaluate feasibility and costs of implementing				
		1.1.3 Allocate \$ to study protocol sampling				
		1.1.4 Define protocol, provide funding to implement protocol, and collect data at regional and basin levels as well as at the community level based on size				
2 Sustainability of Urban Forestry Programs	2.1 Establish tax incentives for individual property owners (build on MFL model)	2.1.1 New urban forestry law is needed: <ul style="list-style-type: none"> • Provide incentive UF protection at time of initial site development (possibly statewide codes that preserve tree cover during subdivision development) • Provide incentive property owners for annual maintenance 	Initiated by State Forester			Key benefit of MFL is connecting landowners to professional service providers. UF program should do the same to build connections between landowners and professional service providers
		2.1.2 Review existing laws in other states that provide these kinds of incentives				
	2.2 Dedicate a % of the Forestry Mill tax to Urban Forestry programs	2.2.1 Raise awareness among property owners that all property owners pay Forestry tax, and many in urban areas could benefit from directing a % of forestry tax to UF				
2.3 Establish Mentoring programs for communities	2.3.1 Share experiences and resources for UF programs					



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Active Urban Forest Management: The Needs of Wisconsin's Communities



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3 Education and Training Opportunities and Needs	3.1 Raise professional status of arborists and establish consistent standards	3.1.1 Provide a training program that is more intensive than existing 1-day seminars but less intensive than 2-yr. certification	Urban forestry component of Forestry Education Center	State workforce development staff		
		3.1.2 Create an Endowed Chair for arboriculture or Urban Forestry				
		3.1.3 Establish a license or credential for arborists with a legal definition for "arborist"				Define what a person with the title "arborist" is certified to do – e.g. foresters have a common understanding of their professional role
4 Education of Public and Other Professionals within Communities		Raise awareness with others working at staff levels in communities about connections of UF to other programs (e.g. stormwater, parks, economic development, etc.)				
		Educate public not on how to do the work of arborists but on how to find a good contractor and why those services are needed				
		Develop a focused message beyond "trees are good": i.e., "trees cost money, but here are the associated benefits of trees"				



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5 Research Needs		Better understand why some programs are viewed as "successful" while others are not				
		Evaluate whether to manage UF on a watershed basis				
		Establish sampling protocols for UF equivalent of "Continuous Forest Inventory"				
6 Urban Forest is Expanding and Pressure on the Resource is Increasing		Improve communication between professionals in stormwater management – stormwater requirements must be clear; for example, developer in SE WI who took down more trees than necessary due to misunderstanding of stormwater rules				
		Use data / statistics to identify relationships & secure funding (example of vehicle registrations – show where people are living and how UF mitigates impacts of vehicle use through carbon sequestration or pollutant reduction, make care for directing transportation funds to tree care)				
		Identify and protect critical wild lands adjacent to developing areas				
		Maintain the health of existing resources				