

**3<sup>rd</sup> (Biennial) Northern Virginia Urban Forestry Conference**  
**“Community Forests Grow Community Benefits”**  
**November 13, 2009**  
**Algonkian Conference Center**  
**Sterling, VA**

**Brief synopsis follows for each speaker and panel for the Conference**

**Introduction and Welcome to Attendees**

Welcome by Elizabeth Lardner, Lardner, NoVa Urban Forest Roundtable past-chair and Lardner/Klein, Landscape Architects, P.

The presentations will be available on Trees VA website: [www.treesvirginia.org](http://www.treesvirginia.org). An evaluation form in electronic or hardcopy will be available. Thank you to all of our sponsors.

- The following notes have reference slide numbers from presentations. The slide number corresponds to the PDF page number (2 slides/page) as they are posted on the Trees Virginia website.

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**Keith Nusbaum Aide to the Honorable Scott York**, Chair, Loudoun County Board of Supervisors. Welcomed participants to Loudoun County. He expressed the desire that this professional group transmit actions to keep trees alive and growing in Loudoun County.

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**Key Note: Multiple Values of the Urban Forest**

**Kathy Wolf**, Ph.D., College of Forest Resources, University of Washington.

Websites: [www.naturewithin.info](http://www.naturewithin.info) [www.sustainablesites.org](http://www.sustainablesites.org)

**Multiple Values of Urban Forestry**

Urbanization is happening everywhere, it is notable in the DC area, in 1900, 14% of humanity lived in urban areas. In 2000, 47% are living in urban areas. She talked about environmental services, the way people relate to nature and the consequences of these relationships.

On sabbatical in Japan urban forest and cultural observations were made. Japan has a dynamic street life, they have small spaces left in developed areas that are used for community activities. Transportation alternatives and public transportation are well utilized in Japan, everything by bike is not unusual. We need to look at other countries to get ideas of how we in the U.S. can improve. Space is civic space in Japan, it serves many purposes, double, triple rows of trees in very small spaces.

**Slide 4/60**

There are Sacred Forests in the most inner parts of Japanese cities. These forests are used for spiritual experience, physical recreation, and for visiting. We don't

have these types of spaces in U.S. cities; we have parks and green belts, but no sacred connotation. **Spiritual use example:** The Japanese make a visit to the temple New Year's day. Forests are managed, and provide ceremonial backdrop, monks and families use wood for vessels.

### **Slide 6/60**

Stormwater runoff is in the plan. Forests supply cultural stewardship, as well as ecosystems, they are forests of contemplation. Offer insight into how we can create these opportunities in small spaces, 15X 40 ft for example. Approach is along a deck, people sit, watch, think, there is a sense of enclosure and mood. Just outside of screened hedge is a very busy street, trees provide physical and mental screening. Use of materials, tree species choices, right tree right place, intersperse of diverse materials in these spaces, pavers, stone, paver designs are diverse make you watch where you are going.

**Slide 7/60** Shinto shrines have large old trees, forest symbols- restorative elements. Not suggesting we take these styles, but they are thoughts of how to bring nature into our areas for experiences. Smaller trees and smaller forests and attention to detail. Think about culture, people places and trees.

Add the urban forest element not just beauty, but the environment, economics, and social benefits. "Trees are pretty", may be the only level on which many people think about trees. Put Pretty on one side and the detail officials have to deal with the urban forest on the other side, it is not equal. We are attempting to infuse other elements of accounting, psychological health, and community into values.

### **Community Economics**

- Real estate values, 3-7% elevated with trees in yard
- Science is a process of inquiry can apply to human systems
- Improved consumer environments, pavement replacement
- Heating and cooling
- Work place well being – desk workers 23% more ailments no view of nature; influence length of employment
- Plants in Workplace 12% quicker reaction on computer task, reports being more attentive
- Less Stress lower systolic blood pressure
- Directed attention fatigue – work on task for long time, screen out distractions causes fatigue, can't concentrate and work as well.

We all deserve a corner office...plants and trees as view. Cost of small urban parks.

Image categories (preferences) people responses.

- Seeing sign and building important to businesses, not consumers, favorite places, it is a social experience.

### **Slides 19-20/60**

In Japan : Park view from nearby hotel. Eight levels of retail space among trees, very screened view of retail. Ground level looks similar to canyon, parking and offices, small plazas, retail entry, passive nature experience, benches, office workers lunch break there. A systematic introduction of green systems important to retail environment.

### **Human Health and Well-being**

Illness recovery shorter, less use of patient pain drugs, better attitude, higher job satisfaction, lifestyle recovery, (relationships and career coping).

Hospital incorporating healing gardens, surgery pavilion forested garden, important for stressed staff in hospitals.

### **Slide 25/60**

Elders and Horticulture therapy in Japan. Physical activity, social bonding, important to elders. In dementia lose capacity for brain cortex activity, using dish planter design, oxygen levels increase with these activities.

### **Slide 29/60**

Tree Climbing Japan – tree climbing therapy with children and elderly, learn safety, equipment, conditioning. Physically disabled and tree climbing “magic fingers” Do weekend climbs, learn to socialize together, love trees, don’t want to come down. Physiological stress indicators, climbing trees less stressful than tower climbing.

### **Slide 31/60**

Chicago public housing with and without green space, University of Illinois, William Sullivan and F. Kuo. A natural experiment. Some green some not income eligibility not a choice of renters, people respond favorable, less violence, more social spaces, the more people in the space self policing happens, less crime. Lower levels of fear, reduced ADHD.

### **Slide 46/60**

Public health- obesity and physical inactivity. Goal is 30 minutes per day. Reduce risk factors of chronic disease. Doubling of obesity since 1980. Walkability, barriers to walking, parks open space and trails absolutely imperative. Make room for pedestrians. Walkable places = health and happiness. Less illness and lower mortality rate for elderly that walk.

Nearby nature is necessary human habitat.

Univ. of Washington, and USFS Finding that study.. Collecting articles across 40 years, putting them into themes producing short essays.

1. Crime & Fear – remote sensing of vegetation and crime correlation less in places with plants and landscapes.
2. Transportation – mentality of clear zone. In urban settings trees make streets safer. Traffic calming, driving behavior – Eric Dumbaugh Texas A& M

livable street treatments. Turns are more of a problem than straightaway, we encourage people to drive too fast with our designs.  
“Nature in the City” Research Reviews.. more to come.  
Create messages & product to engage more diverse audiences & stakeholder. “i-Tree Community” analysis tool included? Tools for assessing and managing?

## **SUSTAINABLE SITES INITIATIVE** [www.sustainablesites.org](http://www.sustainablesites.org)

### **Slides 50-54/60**

Assembled technical experts and create set of current research

#### 5 Criteria

Human health & well being

Soils,

Materials.

Hydrology

Vegetation

250 point scale – Multiple points for many credits

Recognize % of attainment, 4 levels of certification

### **The evidence is there for human health and well-being...**

### **Slides 54+/60**

Resource website [www.naturewithin.info](http://www.naturewithin.info)

Evidence to application: sustainable site initiative, future i-Tree Community?

Sacred forests..how big? Green spaces with shrines size of a table, city block,

Sacred forests have wide range and evolving over centuries. Some cities

2000 years old, variety of expressions.

LEED certification, possible to be our code, considering global warming, urban heat islands, initially voluntary offer a portable package of measures local communities can adopt.

Both conservation and restoration are a central part of it, reintroduce natural systems, might not have room, use technological advances.

### **Slide 51/60**

Trees and law enforcement crime, some police departments aren't buying into this, some are looking for education, enhance visibility, if you have trees, you have positive space. Complex dynamic, some aspire to it, others find it too complex.

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## **Quantifying the Science**

**Dave Nowak**, Ph.D. **Northeastern Research Station USDA Forest Service** - Project leader USFS.

Also a speaker at first NoVa Urban Forestry conference (2005)

[www.nrs.fs.fed.us/units/urban](http://www.nrs.fs.fed.us/units/urban)

## **Quantifying the Science: What you need to do for better resource management.**

### **Overview Slides 1-4/46**

Measurement and tools

Management and planning

Management Journey – different scales current state to future

Measurement is critical

Structure – what you see or measure (the only thing we manage)

Function – clean air, water,

Value – what do you want to have?

Management Cycle Data collection (ground, aerial)

Assessing Urban Forests Top down is aerial based

Bottom up approach ground based get out in the field and measure species, health, conditions

Top-down NLCD ( 30M)

### **Slide 5/46**

Impervious cover, tree cover, land cover free [www.mrlc.gov](http://www.mrlc.gov) State reports – data at community, county subdivision and <http://nrs.fs.fed.us/data/urban/> giant spread sheet or maps from website across U.S.

Virginia in South Atlantic region. NLCD misses trees, photo interpreter always found more tree. Photo interpreted the US, Underestimated 61-65 zones.

### **Slide 6/46**

National underestimation = 9.2%

Impervious estimation 1.5% under

Shows urban/community “urban” =population density, “community”= incorporated business.

Impervious, canopy, canopied green space PPI (priority planting index) Ratings

Rating number relative to towns and subdivisions and population compared.

Relative rankings 270 cities being rated.

What separates them from neighbors.

Delaware is very agricultural PPI is low.

Done New England and Mid- Atlantic

### **Slide 8/46**

#### **NLCD**

Advantage- its free, can integrate with GIS

Disadvantage - Tends to under estimate canopy cover.

## **UTC analysis**

### **Slide 9/46**

Use high resolution cover data (typically sub-meter)

Healthy cover is red, grass is also red, Lidar measures height information to separate grass and trees.

Can produce maps, can look at green infrastructure on Google Earth.

<http://nrs.fs.fed.us/urban/utc/>

### **Slide 11/46**

- High Resolution imagery is:
- Very costly
- Time and \$\$ increased by adding more points
- -Cloud cover can be a problem,
- -Significant effort and time needed to produce quality maps.
- -Can do it by watershed, census tracts, parcel and neighborhood (good for cities)

### **Photo Interpretation Slide 12/46**

Google earth good imagery free, not from same time frame, fairly recent used to quality check satellite images. Want the image for map use satellite, if you want cover not map go right to photo interpretation.

Can statistically sample, do a thousand points a day, PI mapping shows percent canopy cover.

Advantages:

- Most data free
- Assess quickly,
- Accuracy increases with number of points
- Can assess all cover types
- Paired multi-data imagery used to assess change

Disadvantages:

- Not detailed map cover
- Interpretation can lead to errors without good training

Ground Based Approach: i-Tree

### **Slide 14/46**

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

It is a suite of assessment tools, Public Private Partners

USFS, Davey Tree, NAD Foundation, Society of Municipal Arborists, ISA

### **Structure Function model determine Slide 16/46**

- |            |                   |
|------------|-------------------|
| -Energy    | -Management needs |
| -Pest Risk | -Air Pollution    |
| -Carbon    | -VOC emissions    |
| -Value     | -Tree health      |

-Exotic Invasive SPP.

Assess planting space

Used in 60 countries

**Slide 17/46**

**Field data as good as your data**

**Results Tables, Charts, Reports**

Step 1. Determine study area, street tree or area based

2. How many lots city 200 1/10 acre plots

3. What data for Separate GIS program

Calibrates against stream flow data to collect sp, diameter **Slide 19/46**

4. Lay sample points

5. Set up project

6. Train crews to collect field data (species id is the hardest) paper or PDA

7. Enter and Analyze data

Do graphs tables

**Slide 22/46**

8. Use data and reports to make a difference this is the whole point of doing it.

Can do pixel scale and get values for that.

Canopy cover change and will estimate carbon sequestration

**Slide 24-28/46**

**In the works: Integration i-tree street and eco**

**Slide 29**

**i-Tree Hydro** only model to change canopy or impervious and what happens to stream flow.

Impervious cover dominates the flow 1% increase will increase canopy 10-12 % tree mitigation.

**i-Tree geo** heat island temperature mapping determines

**Slide 30/46**

- canopy cover
- impervious surfaces
- elevation
- water
- evaporation
- buildings

**Priority Planting Index (PPI)**

- High temp
- Carbon Storage
- Tree canopy
- Changes in mortality
- High population
- Changes in planting rates
- Tree benefit calculator

**Goals** – Best species for location, Optimal tree cover, Determine today's need for future, the impacts of change

### **New cover UTC**

Locations to plant UTC/UFORE  
Species selection (UFORE)  
Number of tree/year(UFORE population)

### **Management Cycle**

#### **Integrate Environmental Regulations/Programs**

TMDLs Max. amount pollution into water  
DIPS voluntary and emerging measure  
Max 6% credit in emission reduction  
Carbon Credits

### **Trees as a Public Good**

Multiple benefits  
Positive externalities- remove pollutants, how does society or government do this valuing?  
Public investments  
Innovative partnerships or funding

#### **Ideas**

Canopy ordinances	Public investment in nurseries
Limited mowing	Public investment in maintenance
Tree lottery	Market trading of canopy cover
Special taxes	Bio-utility
Tax breaks	

### **Planning for the future**

The landscape is changing , tree cover changes ( which way is it changing?)

#### **Slide 42/46**

The environment is changing

#### **Slide 43/46**

UV levels are increasing  
Increase in air and ocean temps

#### **Slide 44/46**

Species shifts  
City environment is changed and changing heat islands, climate change  
precipitation ±  
Pests

Storms  
Fire  
Environmental quality

**Monitoring**

Measure urban forest  
Develop management plans  
Monitor forest and management plan goals  
Link to environmental regulations  
Actions today will impact future generations

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**Economic Panel : Valuing Community Forest Benefits**

**Moderator Jim McGlone**, Conservation Forester, VDOF

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**Keith Cline**, Acting Assistant Director, Urban & Community Forest Program,  
US Forest Service, Washington, DC.

**Tree Benefits A Compelling Story**

**Casper Wyoming Slide 2/15**

Urban Ecosystem Analysis  
**Strengths:** \$5000 grant  
Desire to make a difference  
**Weakness:** No UF Program  
No understanding of resource value at risk  
High population of Siberian Elms  
**Policy advances:** Hired Urban Forester  
Started pilot UF Program  
Established benchmarks for program evaluation  
Implement Program to diversity plantings  
Administrative support

**Slide 4/15**

**Milwaukee** i-tree Eco Assessment  
**Weakness:** EAB Structural impacts to 17.4% canopy  
\$221 mill structural damage  
**Policy Advances:** -Chemically treated ash trees in advance of infection  
- Outreach in form of billboards

**Slide 5/15**

**Pittsburgh** PA Eco Assessment  
**Strength:** Strong NGO driver, Strong Tree Commission, completed tree inventory and management plan.  
**Weakness:**  
Poor tree care, Indifferent declining UF program

No understanding of ecosystem service value

**Opportunity:** NGO advocacy

Analysis found 2.94 benefits for every \$1.00 spent

**Policy advances:** Engaged administration, Hired UF, Increased donor funds from private sector

Strategic decision implementation

### **Slide 7/15**

**Oakville, Ontario** (Suburb of Toronto)

**Strength:** Had support

Had funding

Had partnerships

**Weakness:** No UF management plan

No existing inventory

No understanding of UF Eco service value

**Policy Advances:**

Integrated UF with air quality and climate protection initiatives

Extent of resource at risk to EAB

By laws to protect large stature trees on public and private property

Strategic planting decisions.

Justified expense for tree inventory

### **Slide 9/15**

**Chattanooga, Tennessee**

**Strength:** Mayor signed on to Climate Action Plan

Goal to reduce global warming pollution levels to 7%

Had Detailed report

Average CO2 reduction =200lbs

Average maintenance costs \$3.46

Cost reduction \$35.00/ton

25% of Carbon emissions offset by municipal trees

Just looking at a single benefit cannot justify tree eco value versus maintenance

### **Slide 10/15**

**Chestertown MD determined value of urban forest/trees**

i-tree streets

Energy \$31,280

Carbon \$7.760

Air quality \$8287

Stormwater \$83,413

Property \$103,020 Total annual benefits \$223,750

### **Slide 11/15**

Stimulus \$\$ very important conversations about trees in Congress. Every project is monitored

Getting votes is hard <http://stimuluswatch.org>

## **Kirkland, Washington**

**Strength** : Banded trees with condition. Did walk to help with understanding

**Weakness**: Public response was: “Shame on you City of Kirkland Government has too much money if we can afford to grade trees!”

**How do we communicate the value of trees? This is what Minneapolis did.**

### **Slide 14/15**

**Weakness**: Impacts of Dutch Elm Disease

**Strength**: Used i-Tree to education officials.

**Policy Advance**: Received funds, Officials took leadership, Introduced shade tree legislation.

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**Heather Shinkel**, Natural Resource Management and Protection Section,  
Manager, Fairfax County Park Authority RMD

### **Slide 2/7**

#### **Natural Capital Project**

22,000 acres parkland

375 parks

Natural Resource Management Plan in place since 2004.

Calls for inventories, assessments and management of natural resources on parkland

Estimate need dozens of staff and several million dollars per year to implement

### **Slide 3/7**

Cutting 15% of staff because of budget

Have only 3 staff.

Bond funds used for land acquisition and development

Some project funding from County

Increasing pressure to be self supporting/user fee based

Resource management occurs on limited project basis

Robust volunteer program for invasive plant control

Deer Management

5 Park management plans

Thousands of acres need management

Sound plans in place

Success in gaining public support

## **Natural Capital Argument**

Ecosystem services are valuable and ecologists, economists and governments are taking notice

Maintain parks like public infrastructure

### **Slide 5/7**

#### **Project Charter**

**Goal** : Obtain staff and funding, however at a minimum this project aims to:  
Determine feasibility of using natural capital concept to secure support and funding and develop a strategy to do so  
Evaluate appropriateness of use of bond for funding

Bonds can be used for acquisition, construction, development etc of building or land Attorney uncomfortable with the word stewardship connotes management and not a capital improvement.

### **Slide 6/7**

#### **Examples Broward County Florida**

Received bond fund for initial site maintenance had to be short term with a stated endpoint

**San Francisco One** for urban forestry capital and non-capital projects.  
Have public safety to make need known (someone hit by falling tree)  
\$4million in funding for urban forestry projects

### **Slide 7/7**

#### **Metro Parks Tacoma**

\$1 mill in 2005 for environment, greenspace, and natural areas and \$300K for reforestation.

Strong citizen support for bond funds for restoration of natural areas, but disagreement of staff

**Conclusion** Can the Natural Capital argument be effective?  
Can bond funds be used for natural area restoration

**Next Steps:** Complete research and bench marking  
Work with attorney on proposed capital definition  
Brief Park Authority Board and decision makers  
Use results from pending ;Urban Forest Management i-tree evaluation for Fairfax County

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**Bruce Hull**, Virginia Tech, College of Natural Resources

**Promise and Peril of Pricing Nature (the bird's eye view)**

### **Slide 3/10**

#### **Co-Dependency and Accountability**

Life support services

Landlord giving us a good deal. Been very generous now we need to pay the piper for our uses.

#### **Money speaks**

Correct Market Failures Internalize externalities so marketing decisions reflect true costs

Forest fragmentation and water

Carbon and climate

### **Slide 4/10**

Helps evaluate policy *Example: Clean air act 1970-90*

Cost %500 billion

Reg programs

Pollution control

Higher energy costs

Benefits \$22 trillion

#### **Perils of Pricing Nature**

Challenges to overcome – Reasons to be cautious, pit falls to avoid.

#### **Difficult to price**

Bio-mimicry

Spirituality

Sanity

Homeland Security

National Culture

### **Slide 6/10**

God values nature independently

God's stewards

Movements powerful,

### **Slide 7/10**

**Transaction Costs Exceed Benefits** Measurement - there is leakage, additionality, permanence

- Legislation
- Aggregation
- Exchange
- Enforcement
- Privatization
- Brokering
- Monitoring

Regulation is **an** answer, pricing may not be the solution

Public Goods, Justice and Fairness

How will they be distributed? By wealth?

Who will control them? Corporations?

Police protection, fire protection...are examples

**Slide 8/10**

Non-linearities=> System Flip

**Slide 9/10**

**Discourage Norm driven behavior**

Fairness

Volunteering

Manners

Voting

Recycling

Turning off lights

Xeriscaping

No oil down drain

Planting trees

Materialism *Getting paid for something that is the right thing to do...*

Most things of value are not priced. Adam Smith relationships . May be shooting ourselves in the foot by paying incentives for good stewardship

**Promise**

- Promotes public awareness of dependence on ecological systems
- Political power
- Improved decision making
- Fix market failures

**Perils**

Some values likely to be ignored  
-Difficult to price  
-Difficult to measure  
Transaction costs?  
Discourage norm driven behavior  
Non-linearity  
Is it fair?  
Do we want corporations to own ecosystem services?

**Slide 10/10**

Infinite Nature R. Bruce Hull College of Natural Resources Virginia Tech  
[hullrb@vt.edu](mailto:hullrb@vt.edu)

How do we make it work?

- Make your case with the information
- Present an argument of why they should be valued
- Communicate this to the public
- We are the government it is ours

Acknowledgement and action in regard to innovation and social process.  
Credible experts in decision process, bridgers, span the dimensions, we may not play that very well now.

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### **Questions for Economic Panel**

When they did Milwaukee Ash tree treatment was it municipal and park tree?  
Will look into magnitude. Management decision, services provided by large elms and losing them to elm disease, worked through sanitation and monitoring. Be careful what you ask for.

How do we convince communities to increase tree interests? VDOT, homeowners taking down trees.

In Fairfax we have tree canopy goal, one set of values, ecosystems have another set of values. Tree cover, landscape area, natural area, they all have benefits. Ecosystem service is the term, all sequester carbon, CO<sub>2</sub>, we should care the most about trees where the people are.

Manage the nations forests, what happens in city affects the other scales of trees, bark beetles, emerald ash borer, will start in city and end up in rural forests. Encourage management of all forest lands. Manage state forest, manage nation's forests, where is it important for human health and values.

Urban Forester focus on function, but the tree in the yard provides functions, just like a tree in a wildlife refuge. Human world and natural world are joined.

Environment or social services, transportation systems have sub units, road engineer understands there is a bundle of functions. We need to articulate bundle of service being performed, they are different in different places.

What is the decision process to take down trees?

It is a site scale decision..what is the right of the public forest, who is looking at the whole, everyone is looking at the pieces, not the whole puzzle.

Looking at puzzle, with many pieces Clean Air Act, Clean Water Act we have the opportunities to quantify and measure, there is a value system with unit of measure, do we codify value of urban forest or per tree value, should we put it into law?

What about the corporate world managing the ecosystem market place?

Electric Companies , water companies...there is an important role for someone protecting commerce. We have economic commons and we need cultural commons that require national policy.

We tend to regulate against immorality vs morality. Are we willing to set laws with positive attributes.

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**Cultural Panel: Lost in translation:**

**Monica Lear, Ph.D. Moderator**, Deputy State Forester and Deputy Associate Director of the Urban Forestry Administration in the District of Columbia Dept. of Transportation.

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**Alonso Arbugattus** – Acting Director, Naturalist, Long Branch Park, Arlington County.

Combine as many network groups and outreach. Special festivals, language can be an issue, kids are usually bi-lingual and they will bring adults to science fairs, other school activities like back to school night, and enlist the help of the children. Fairfax does training with after school program teachers in languages, then they are an in road for outreach. Both find and advertise events through papers, environment groups are helpful, take a prop (snake) to get attention.

Master naturalists programs train members to work to help with programs. Go places where people are gathering to advertise the parks and services.

**Jessica Strother** – Urban Forester Fairfax County

In Fairfax 35% of the county speaks a language other than English. The minorities will become the majority in 20 years. People with disabilities, and some citizens over the age of 65 category (11% of the community), outreach to get their involvement and use the urban forest, or having access to a park with trees are challenging. Parks are strongest suite for creating awareness. Two that are the best are: Huntley Meadows, with forest and wetlands both, is now a destination for physically challenged - boardwalk. Clemyjontri Park, has many attributes to help disabled access. Language access training, but still need to work on participation in decision making and involvement. Tree Action Plan developed plan for urban forest management, preserving urban canopy and providing public . Strong partners and alliances, included in the plan. Need to have champions to participate, you need to pull from the target groups. Step out of comfort zone, take risks, frequently you will be very successful. Arlington County, has ACE (Arlingtonians for Clean Environment) using social justice grant for outreach for underserved groups.

**Amy Vance** – Equal Opportunity Specialist, Office of Civil Rights, Wash. D.C.

Outreach for transportation and urban forestry, recipient of Federal funds. Required by law to include minority underserved populations. 2007,

- 50 % speak other than English.
- 25,000 under proficient in English. Vietnamese, French, Hispanic and more.

- Exec. Order required recipients with Federal aid to provide for people with language barriers. Systematic approach to provide outreach.

### **Three prongs**

- Data collection
- Culturally appropriate communication
- Civil rights

Take inventory of communities, who lives there? Collection in response to federal audit. Use community organizations, public meetings and other events. Use information to inform outreach. Use GIS, info from District Data Center, Maps that depict concentrations of various groups and overlay with transportation. The threshold of 3% or 500 individuals triggers the “ must provide” free language service to the community. Form passed out at public meetings basic demographic info, primary language, source for meeting info and transportation to meeting (thousands of forms). Annual report communicates implementation and outreach strategies, various populations receive information differently. Reach out for translation, interpreters, put ad in newspapers of specific language and churches with bi-lingual demographic. Materials should be in appropriate language and be consistent. New emerging ethnic communities may not have had good government experiences and don’t trust government, and have a fear of government. Brochure, helping with discrimination happenings and rights of individual. Facilitate interactions at meetings.

### **Kathy Wolf- Research and Outreach to minorities**

1. We have understanding of minority groups and open space. Favor of social experience. National Forests are designed for experiences of solitude. Particular ethnic groups bring kin groups, extended family, move equipment, their noisy. Process of redesigning camp spaces to acknowledge social activities of various groups. How do we apply urban forestry to welcome people ( large groups) and tree cover.
2. Desired environmental behavior, what are the variables. Convenient access to facilitate behavior. People with small businesses do not have flexibility to leave business to attend meeting, did a survey instead of access, low credibility. Expert arborist, low access high credibility. Find people who are respected in community with specific profession (arborist) use them as an envoy to community.
3. Champions, local champions. Many cultures need a warm up time, share food, drink, and event and build trust. Tell what you have to offer as a resource, rather than impose agenda. Trees may be secondary benefit. Use tree planting program as bridge between groups, wrap them around another dynamic in the community.
4. Plant trees, improve surroundings, may be lose rental category to a higher income range because of the changes. May put market cap on housing values.

## **Questions for Cultural Panel**

Are there any motivators, for various groups?

Food practicality of having plants, a barrier of supply side of having trees in cities.

A symbol of home, connection of plants.

In many communities public lands are public in other countries, you can take what you need.

What should we do with non-native groups home plants, how do we avoid invasives?

Get specific issues broken down as outreach for them. Set up a public area to use for gardening. They took ownership rather than use the natural area. Convert already invaded areas to a public area separate for the culture to use, for food and medicine.

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## **Influencing Public Policy**

**Honorable Sharon Bulova, Chairman, Fairfax County Board of Supervisors**

### **Influencing Public Policy**

Started out as Tree Commissioner, Kings Park West Homeowner Association President. Small parcel of land rezoned with tree save area was included.

Tree Commission tried to pass legislation during the development process, failed to see it happen. Even with voluntary proffer, trees were lost. As Supervisor of Braddock District, worked with neighborhoods, through development process. Promises made, if trees are lost their will be a penalty to replace the trees. Can a value be applied to the trees, "blue book of tree"? In answer to that question, "Bulova Tree Proffer" was instituted.

### **How can citizens petition government?**

1. Understand legislative process – scope of the authority you are meeting with, and who you are advocating to.  
Dillon rule state, home rule in Maryland, in Dillon rule local government does not have power unless they ask they legislature for it.
2. Know your subject, set expectations- Local Govt. officials often generalists, not specialists, you know your subject well enough to explain it to the decision makers. Put history with it. Understand parameters in which you are working. Know political climate. Understand the budget process.
3. Clear message – Important to articulate problem and a solution to it. Be able to present both sides of issue.
4. Work with all stakeholders – find officials interested, does it have community support, involve influence of stakeholders, be creative. Speak up as advocates, don't be afraid to speak out.
5. Be prepared to persevere –It is not over until it is over. Look at what might be wrong, try to be more effective. Don't burn bridges. The person fighting you can be your most effective ally another time. Every time

something fails, you are learning a lesson about what went wrong. Be effective, help people who represent you do their job well.

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### **Questions** for Sharon Bulova

How does one get business partners involved in Tree Commission? Let the BOS know if the commission needs more diversity including the business community. What has more impact on Supervisors?

Hierarchy of effectiveness :

- Petitions not as effective as individual letters from people.
- Communication can be form letter or card, it doesn't matter, this is the best.
- Personal letter is most impressive.

Give the concern and why.

Human services people are very good at this.

- You care enough to give your personal reason for advocacy.
- Meeting with people (groups) that are good advocates.
- Public hearing testimony does make a difference, be clear, understand audience, not nasty message, do it in an effective way, recognize your group show of force.

Public Private partnerships, what should it be?

It can be formal in state and county, you can have a relationship.

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### **Next Steps**

**Larry Finch**, Current Chair of NOVA Urban Forestry Roundtable – A reminder of the upcoming Northern Virginia Roundtables in 2010. List can be found at [www.treesvirginia.org](http://www.treesvirginia.org) Thank you to planning committee. Thank you to the participants.

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*These notes were compiled by Judy Okay, Riparian Specialist, Chesapeake Bay Program/Virginia Dept. of Forestry, and were reviewed for accuracy by the planning committee.*

*Disclaimer: These have not been reviewed by the presenters*