



Sustainable Urban
Forests Coalition

Sustainable Urban Forest Coalition: *Urban Research Working Group*

Scott Maco, Davey Tree Expert Co.

Forestry Research Advisory Council Meeting

Talk outline...

- 🌳 What is SUFC?
- 🌳 SUFC research interests
- 🌳 Facilitating successful programs
- 🌳 The next challenge





Sustainable Urban Forest Coalition

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A network of diverse national organizations advancing a common urban forest agenda.

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31+ organizational members and private sector supporters



THROUGH A UNIFIED AGENDA, SUFC:

1. Advocates for increased support of urban forests (national, regional and local)
2. Educates diverse audiences about the vital role of healthy trees in cities
3. Galvanize members, influence & direct research funds

Urban Research Working Group

Urban Forest Benefits



- Ecosystem services
- Human health
- Community well-being
- Forest products & wood utilization

Urban Research Working Group

Urban Forest Assessment

➤ Inventory & analysis

➤ Pests, climate & other
threats



United States Department of Agriculture

Urban Forest Inventory

*monitoring the trees
where people live*

Forest Inventory and Analysis



*84% of
population lives
in urban areas*



FIA Mission: *Improving the understanding and management of the nation's natural resources by maintaining a comprehensive inventory of the status and trends of our diverse forest ecosystems, their use and health for over 80 years.*

Science Serving Society



Forest Service—Research and Development

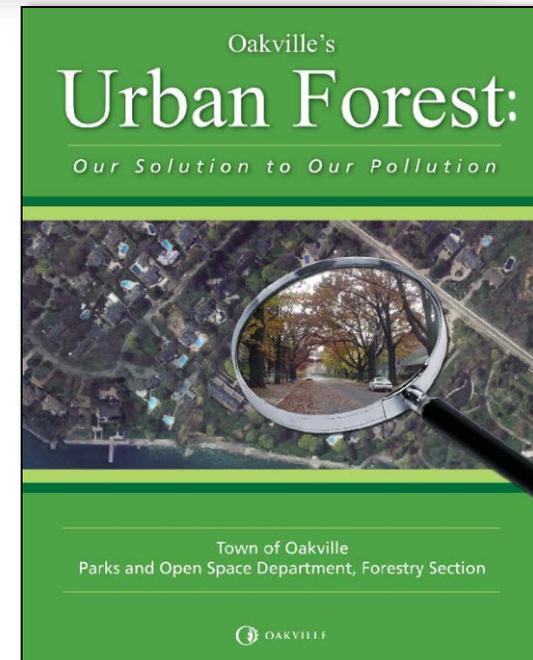
Urban Research Working Group

🌳 Urban Forest Management

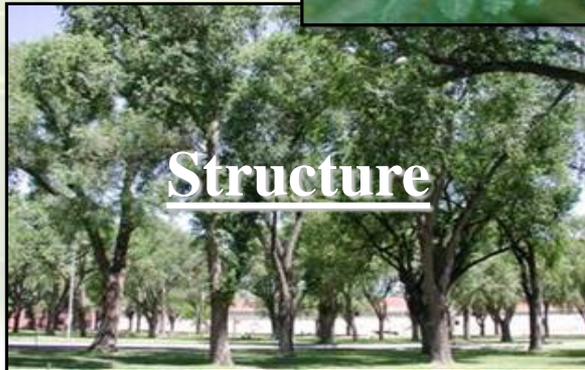


- Tree planting & prioritization
- Sustainable standards & practices
- Civic stewardship & governance
- Environmental Markets
- Science Delivery

i-Tree: Demonstrating That Trees Pay Us Back!



A Benefit-Based Assessment



i-Tree...

“Putting USFS Urban Forest science into the hands of users”

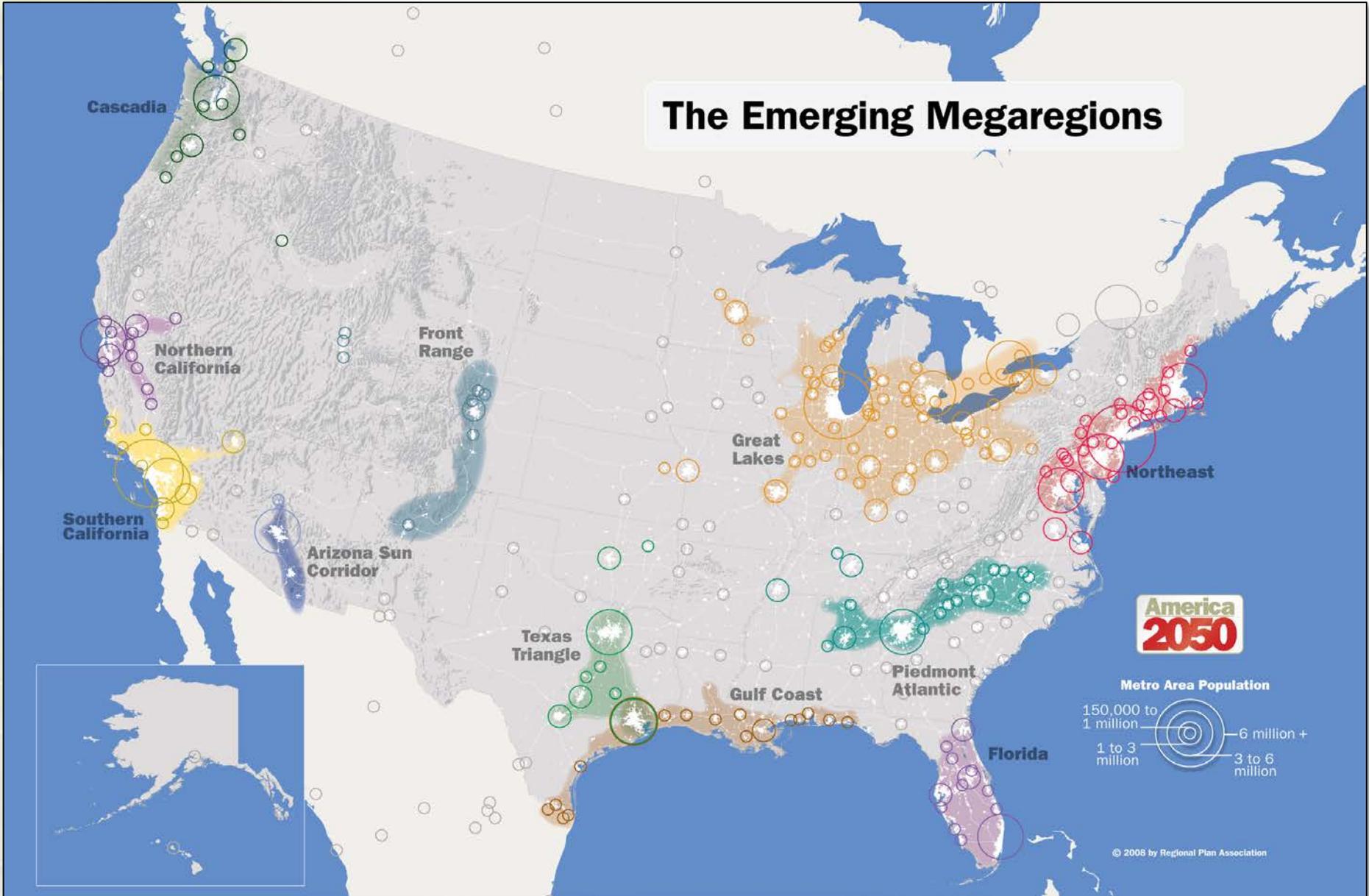
- 🌳 Credible, USDA
- FS peer-reviewed tools
- 🌳 Public Domain Software
- 🌳 Accessible
- 🌳 Continuously improved

www.itreetools.org

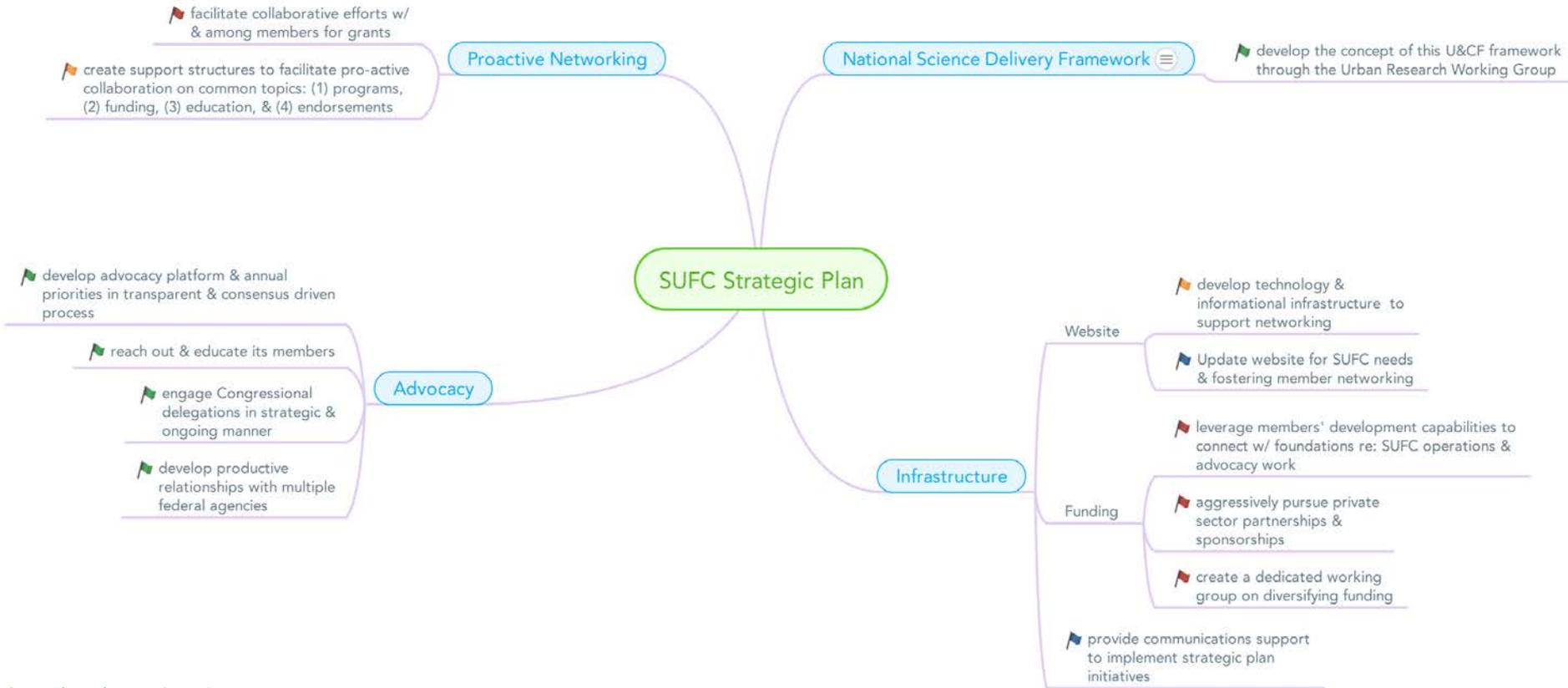
The screenshot shows the i-Tree website homepage. At the top left is the i-Tree logo with the tagline "Tools for Assessing and Managing Community Forests". To the right is a search bar with "Google Custom Search" and a "Search" button, and a login/register section with fields for "Username" and "Password", and buttons for "Login" and "Register". A "Get the Tools." link with a CD icon is also present. Below the header is a large banner image of a residential street with many trees. Underneath the banner is a navigation menu with buttons for "Home", "About", "Applications", "Utilities", "Resources", "Support", and "News". The main content area is divided into three columns. The left column has three sections: "Introducing i-Tree Landscape" with a map image and a "Learn more about Landscape" link; "Learn about i-Tree Lessons" with a photo of a tree trunk and a "Learn more about i-Tree Lessons" link; and "Valuing London's Urban Forest" with a silhouette of a city skyline and a "Learn more about Valuing London's Urban Forest" link. The middle column features a large heading "What is i-Tree?" followed by a paragraph explaining that i-Tree is a state-of-the-art software suite from the USDA Forest Service for urban forestry analysis and benefits assessment. Below this is another paragraph stating that since its release in August 2006, it has been used by various groups to report on trees and their benefits. The right column has a heading "What's New?" and three news items: "i-Tree Landscape (beta) now available" with a link to explore the tool; "Grand Rapids, MI uses i-Tree Hydro to assess value of urban forestry initiative" with a link to a report; and "London i-Tree Results Highlight Value of Urban Trees" with a link to an article. At the bottom right, there is a link to "The National Ten-Year Urban Forestry Action Plan".



The Emerging Megaregions



Overview of SUFC's Strategic Plan Recommendations



Green Flag-Advocacy Committee

Yellow Flag – Networking Committee

Red Flag – Diversifying Funding Committee

Blue Flag – Communications Committee

National Science Delivery Framework

SUFC role:

- develop working set of principles, goals, benefits.

Forest Service role:

- implement the framework, processes, and capacity.

Elements:

- coordinated federal policy and resources
- cross agency collaboration
- investment by private sector & non-federal entities
- engagement strategies at the local level
- adaptive science delivery

Benefits:

- increased understanding, investment & stewardship

An invitation...

✓ Visit www.sufc.org

✓ Email:

🌳 Scott Maco: scott.maco@davey.com

🌳 Sasha Tenenbaum: stenenbaum@sufc.org



You're Invited

11TH SUFC ANNUAL MEETING

MARCH 17, 2016 8:00^{AM} – 4:30^{PM} @ **THE NATURE CONSERVANCY**
4245 Fairfax Drive, Arlington, VA
Metro: Ballston-MU (Orange/Silver Lines)

ENGAGE
with Coalition members
across sectors and
partner organizations

EXPLORE
collective successes
and challenges
shaping our work

EXPAND
and deepen your network
by building relationships with
key leaders and colleagues

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LEARN MORE & REGISTER AT: SUFC.ORG/CALENDAR
.....

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