



## National Urban and Community Forestry Advisory Council Meeting Tuesday, March 15 – Wednesday, March 16 2016

### Meeting Location

Forest Service Headquarters,  
The Pinchot Room- Second Floor  
Sidney Yates Building  
201, 14<sup>th</sup> street, SW,  
Bring Photo ID for Security Clearance

### **Tuesday March 15, 2016**

Pinchot Room- Second Floor

**Council and Staff Present:** Lauren Marshall – DFO, Lance Davisson- Chair, Claire Robinson, Kamran Abdollahi, Steve Goetz, Sara Davis, Eli Suzukovich, Steve Koehn, Patti Hiramí- FS, Scott Josiah, Jan Davis FS, Lisa Ortega, Liam Kavanagh, Walt Warriner, Bill Hubbard, and Karen Firehock on phone. Nancy Stremple. Beatra and Alice

**Guests:**

8:30-9:00	Welcome --Safety --Introductions & Agenda	L. Marshall L. Davisson
Introductions to new members		
9:00-9:30	Annual Ethics Training/Review	N. Stremple Council
You tube power point video, code of ethics forms handed out to sign and returned to Nancy.		
9:30-10:15	Forest Service Updates --Budget/Allocation --National Partnership Office Work --Tech & Science Delivery Team	L. Marshall B. Wilson A. Ewen L. Marshall

Nancy provided updates on the 3 active grant process, nominations- discussed Council's role in outreach, Re-Charter and meetings.

Alice- Partnerships National Partnership Office – on Urban sensing. Discussed The Nature Conservancy TNC and FS partnership. They are taking a look at what they are both doing in urban areas. This is the first time agency has done this across agency of what we are doing in urban areas. An overlay map will visually show activity and projection of urban areas in 2050, including mega regions, Urban National Forests, (National Forests that are a reasonable distance from urban areas for weekend trips to recreate- i.e. Denver, Los Angeles, Atlanta, San Diego, etc.). The goal is to identify what each party is doing, identify their priorities and maximize collaboration.

Other areas of interest: How to work internationally, green infrastructure and public health and regional planning issues.

Scott had a concern for the National Association of State Foresters, NASF, if the Forest Service is looking to focus only in urban areas. Maybe it would work in a regional way.

The States have the capacity and expertise to deliver the program. How do we make sure that it is reflected in a map?

Alice explained The TNC project will pull together the work. We need to know who we are first. This map is a draft to show leadership what the 2050 metropolitan growth looks like for Forest Service leadership.

Walt asked if the map could include potential career opportunities.

Alice mentioned there is a separate map that shows other federal initiatives.

This map focuses on mega regions

Beattra- FY 2017 – President’s budget is 23.868 million. Our 2016 budget is 28 million.

That is a 4.3 million cut. This cut would impact the money we send to the States and National Grant Program.

Beattra discussed the budget process and the Council mentioned the implementation of the National Ten Year Urban Forestry Action Plan (TYUFAP/Action Plan). Beattra advised they should start thinking about the 2018 budget.

Steve said, Mr. Hubbard mentioned the fire fix would lend a dividend that would be distributed across the agency. The proposed Fire Fix has broad support and is important to have the fire funding fixed.

Landscape Scale Restoration, LSR- CF, CFH, CF all contributes to the LSR budget. The budget deal is frozen 2016 28 million.

Priority will be our Partners: i.e. National Arbor Day Foundation, NADF, American Forests. Challenge Cost Share. 900K-1 million. States 2017 23.million, every region will see a drop in funding. We will have to rationing off national cost share. The FS is now working on the 2018 budget.

Beattra mentioned if there was a redistribution of the program that the National grant program would also see a proposed reduction of budget of possibly \$700,000.

The Council questioned why the national grant program stagnant or reducing, if it provides that national focus and addresses the national issues. The public developed and identified a national action plan to guide the urban forestry community. This should also be a priority in the budget redistribution, and integration into any redelivery of the Urban Forest Grant Program.

Lance – right but it is one of tool in the box to deliver the program. We see a lot more synergy. But 900 pot is exciting because of the impact.

It would be good for them to evaluate. NASF. I am sure you mean numbers. Changing structure. Regional support in the west.

Lauren Science Technology Delivery Team. Discusses activities content, platform development

Activating partners. Monitoring

Deep dives and resilient briefs 3-4 pages of research FS has done around

Can see how NUCFAC research can go into it.

Web platform- partner with American forests. FS and decision makers of UCF planners mayors councils etc. Sign in and pin content how. Having this platform – Webinars can showcase NUCFAC grants

10:15-10:30	Break	
10:30 – 11:00	Council updates	N. Stremple L. Davisson

Agenda change: FS staff stuck in traffic. Lance does Council updates about several meetings to coordinate. Exciting – that we are raising the awareness of NUCFAC-USDA-Blog posting. First Friday letter from Secretary. CQ-roll call, committee resource.

Random garden club member. Gone out and reposted. Secretary Tree Planting. Noted other Urban work we were doing. Meeting with Butch and will stop by to welcome. Secretary Green house building blocks. Also SAF focus their newsletter on UF

Is there a gate keeper for the Secretary. Lauren discusses the levels an UF item has to go through to the Secretary. Patti secretary is focusing by month on an issue. Each month there is a focus topic, that we can offer – we need to be mindful of to identify to submit.

Lance to Liam’s question, there was a lot done to get it there. We have a Ten Year action plan. A FS WO office that is building around it. Lance thanks the FS and how can we stay on the radar of the Secretary with the change in administration. Bill we need to be promote what we do. Not questioning if we need to talk to Butch about that. Especially with the TYUFAP

Lauren- take the communication items and what Patti mentioned. Tell the story ie water. Aligning what the agency is aiming at. Lance you know that so by looking at plan we can talk about not only NUCFAC- but in our everyday stuff. The action Plan is our frame work. Optimistic about –

Lauren Trees for energy conservation – Bill, Jan explains 10 blocks, urban energy saving tree with arbor day is an example. (also need to highlight bills work) NUCFAC invested in eXtension on urban forestry and energy. Send Lauren

11:00 - 11:30	Ten Year Action Plan (TYAP) & Implementation --Progress update (success, challenges, etc.) --Framework for facilitated discussions – <i>Collective Impact</i>	C. Robinson L. Kavanagh
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Claire Handouts – Used in Metro green space alliance. Came from Stanford for coalition building and a common agenda.

Reinforce each other. Tracking and implementation- how do you track this to report out what is going on and communication is evolving. Better sharing of information and how you can keep moving it forward and her every day activities. Two handouts. You will get into later. Claire and Liam how to keep collection. And FS already doing. Asking each of us to have a couple touch point. What does implementation look like – what you are already doing? Get the plan out to as many people as possible.

Relevant to laypeople and administration. Printed copies are better

Our committee. Karen to index into conferences. Target list of conferences and partner organizations how they relate to a goal. Went through publications that had urban forestry or tree care. Noting publication dates. Writes guidelines. How many

words etc. Intro email. Lance group in breakout to work with. Coordinate with FS. (Landscape Arch and Specifier News)  
 Walt did this quick pitch to Tree industry, Health arena and ecosystem.  
 Robert did an action alert. Send out ahead of time.  
 Bill great idea and opportunity. Going to meetings. Can tailor to audience.  
 One page summary. What is the state foresters' role? UF and planning target messaging language Karen. Go through exercise – and build an encyclopedia. Etc.

11:30 – 1:00	<b>Lunch –Whitten Dining Room</b>	
1:00-3:00	UCF Walking Tour on Mall Agents of Discovery Application	A. Edwards
3:00-3:30	Brief work team break-outs --Grants Sara Scott Lisa and Steve --Annual Secretary Report Bill Eli --TYAP Implementation	S. Davis B. Hubbard L. Kavanagh & C. Robinson
3:30-4:00	Brief remarks & dialogue with council	Arthur 'Butch' Blazer, Deputy Undersecretary

Butch on Urban Forestry – Bruce Wilson Chief of Staff, met with undersecretary was going to stop by but could not find you. Glad completed 10 yr plan. Secretary is aware of the plan. High expectation. Robert looked and is impressed. Is on the radar. Big on diversity. Every time FACA has come across looking at diversity. Looking at member portfolio. Like differentiate between small and large communities. Big on environmental justice. From NM south central Apache tribe ½ million acres. Scare on reservation our mountain peak 12k peak. Diverse landscape high mountain to low dessert. Managed federal agency in CO and NM. Tribal Council served 2 terms. Governor Richardson. Your relationship between the two agencies. Hired Lance. Consultant to work with tribes and climate change. Butch works in Natural Resource Environment? NRE  
 Environmental Justice Group – interagency working group. How can we help agency address environmental Justice issues.  
 Scott climate change. It affects all of us –effects

4:00-4:30	Work Team updates to Council --Grants Team Research --Annual Report 2015 debrief --Implementation/Outreach (TBC below)	Team Leads
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Grants- Talked about the assessment of past grants. Looking Bounce off some others in the group for feedback as we are doing the grant rfp think about what questions you want to ask of the grantee.

Lisa love to look back what this group has funded in the past. Getting grants info first then next stage is a survey of them. There is a close out. But does not tell the human story or what happened after the grant closed  
 Review Team – didn't NUCFAC fund these before. Does anyone track deliverables. Did those grants spur anything else. Get the publications too.  
 Reference existing documentation models.  
 Accomplishments: outlined things to do look at recommendations. Tyap as goal but as move into other activity areas. Good FS reply to the tyap. Lauren not comprehensive and ok to update intervals.  
 Be more comprehensive to do a survey. Understand FS doing and build off of that.

Claire- need to be more proactive  
 Lauren going over handout on communications- Facebook and twitter for announcements of meetings.  
 Federal Register. Linked-In, Twitter, do we want the intire Not promote NUCFAC, but what UF is doing. Collective impact –awareness of the grants. Nothing stopping social media post. FS did NUCFAC was part of funding. Hashtag NUCFAC- simple thing you can do personally

4:30-5:00	Ten-Year Action Plan discussion --Alignment of TYAP: NUCFAC & USFS Staff efforts Wrap up/Adjourn	C. Robinson & L. Kavanagh  L. Davisson
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Lauren website- UCF site- we won't do an overhaul until we are on the new site and will impact how we will post content.  
 Goes over rest of hand out of partners to get information out.  
 Do want to give Claire a chance to wrap up.  
 Plan important enough to have a full implementation team. It is not clear who is to implement the plan. Need to know who is implementing the plan. Grant hire a full time person to implement plan. Some hybrid. To implement the plan or something like there.

6:00	Group Dinner – Location Bristo du Coin	
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**Wednesday March 16, 2016**  
 Pinchot Room- Second Floor

8:30-9:00	Welcome from FS Leadership	J. Hubbard
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Patti for Jim, Chief on Hill and FY 2017. Chief priorities. One is the Nations' Forests, what our partners are doing. Push envelop SP deliver benefits to the people water, air public health. C Recognizes the increase in pop. If FS to be relevant need to address public's needs. Everyone is familiar with fire and acreage of NFS lands Other part sharing and exchanging knowledge not just globally but the public.

If we are more urbanized then why urban budget going down. It is the trends as Beattra mentioned. When you are poor you make more friends.  
 Jan- Questions- what does fire fix mean what worked what didn't  
 Pat- 2 factor funding. Inside Limit what we can ask for. Fire comes out of our appropriated funds and not FEMA and a piece – many years ago the approps and OMG that FS would fund fire at the 10 year rolling average. Now we have dropped off into the more ex 270 million in suppression costs. Taking the there rest of appropriated funds. Those in the community sf went to bat for us

1. Lets get emergency funds
2. How we fund the 10 year rolling average.

Scott tried to get the fire funds passed and now trying to attach to another bill. Recognize that this is the solution. Perfect storm of climate change fuels and funding.

Jan as a group lots of people

Patti, fire transfer what we do to monitor fire as we get into the western season we are watching number. Air tankers are visible they are very expensive, but is not the fix. Just a tool. Those are some of the things to man95age the costs. At least a million dollars a day. Trying to spend our funds as soon as possible before fire transfer comes in.

Jan one grant was swept last year. We were able to get 75K of 95 and have to use 25 of this year's funds

What is FEMA's role- Patti- if there is a local declaration Five FWS NPS BLM, Rim fire was a FEMA. State might emergency mgmt. Federal does not cover fire in general. But does kick in until FS funds expended. Presidentially declaration. After that what % is FS and What is FEMA. If NFS Lands FS covers. What is on NFS land. FS funds. FEMA funds don't apply to Federal lands.

Lance need focus on budget for fires and program funds go to Walt-change in admin change in secretary of agriculture. Chief is not a political appointee but a FS career staff. But chief will probably rotate out.

Thanks FS and to Patti.

Patti a lot of time we get reimbursement in a disruptive way in 6 months later.

Welcome Don Winsett

9:00-10:00	SUFC Presentation & Discussion <i>10 years of SUFC, New Strategic Plan and future opportunities with NUCFAC partnership</i>	D. Winsett (Co-chair) & S. Tenenbaum (Director)
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Update Council liaison- Walt and Chair, Don and Sasha. Involved in correspondence Common areas where we can work together. Excited about it  
 Who we are I am six year. Sasha Tenenbaum new executive director replacing Jen Hinrchs. Paul Ries is Co-chair Hdave 32 members huge coalition of membership Water OPEA outand door power and electric. Paul understands budget and funding di d a strategic plan.

As we look at SP outreach public private partnerships health also diverse workforce and young people. Part of the vibrant cities and tree care industry has taken it on. So some of the things working on

SCA just joined provides interns. Now going to private and other areas  
 Put people together to network.

Lance- have two handouts that go along  
11<sup>th</sup> year 12 members in 2005, to 30 members in 2015 focus  
Strategic partners are business oriented and don't vote.  
Vibrant community work. Funding to support vibrant city saw was a huge burden so  
we took it on and had some deliverables and was consuming. So out there and some  
taking on some independent groups. 12 took on and still on website.  
Jan it was a think tank. Produced a report. But now have NUCFAC SP which  
incorporated vibrant cities and had goals and action items  
Communication was SUFC took on. So some canned presentations people could use.  
Whole research part of it and seeing a lot of interest – Cleveland Clinic and surgeon  
general

Five key focus areas leveraging advocacy of science and delivery diversified funding  
strategic communication. Actually have committees for key areas  
What advocacy try and not have funding go down. Go to the hill. Very careful that  
FS is not involved. Farm Bill support.  
Zero out. So they will address the current projected drop. Are you allowed to hire  
lobbyists. Each member has their own that help. In our strategic plan we set aside  
separate funding.  
Lauren Fed agencies have to support the president's  
Letter signed by 30 coalitions and focused on a specific issue.  
Bill SUFC receives funding for the other 4 members. Have another unrestricted bucket  
of funds.  
Go to hill to lobby or education.  
SUFC doing a great job. Try to go to a lot of conferences  
Educating other groups going to conferences.  
Lance want to continue plan that was created was an action plan by the people and  
for the people. It is an UCF plan. Council is to be the steward of the plan to make it  
happen.  
Overview of recommendations. – put in budget for next grant go a round . Active and  
engaged website.  
Claire one of our goals is to diversify funding.  
Good time to mingle at reception tonight.  
Jan- partners in coalition. Individually support FS mission. Ie workforce. TCIA, ISA to  
funds for it in community colleges. Those are the returns  
Patti love alignment between these groups Public health is biggest growing area in  
their research. Are you working with other FACA groups on that. So Scott Maco Paul  
and so working towards that ie pollinator gardens. That why Cleveland clinic is  
interested  
Bill did you have an original plan. Why did you think it was necessary. Jen said we  
needed a road map for the next five years.  
We are excited to do. Jen was the brain child. Couldn't go to outside funders with  
out a plan. Would like to see. We are not an independent Council as Jan pointed out  
our direction is the farm bill legislation.  
Talk about the TCia – putting people into room workforce – what are you doing to  
bring youth into the industry. (Note to self – SCA has a MOU with USDA. If don't get

students involved then profession could disappear. Get highschool SCA and College Eli's students.

Happy to see that we are branching out. Trying to get health groups involved.

Walt- UF is one viral video away from getting into mainstream usa

CE has a game app plant a tree

Don we would like to have our own person

Science delivery other key areas research insect invasive, water issue – with asla. Educate them on why. (note to grant category in intent- important to explain why we are doing this category) Overarching principles. See articulation points from SUFC research on invasive species and all the other fronts. So for NUCFAC to see what SUFC is doing and saying the same message.

10:00-10:15	Break	
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10:15-11:15	Ten Year Action Plan Implementation --Outreach Tools & Resources (opportunities / challenges) --UWFP as a Model for Federal Agency Coordination --2016 Partners Conference Presentation / Panel	L. Kavanagh & C. Robinson  A. Ewen  L. Marshall
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Alice discusses the urban waters partnership and the benefits from different partnerships with federal agencies and NFWF. 3 .5 million dollars for urban waters restoration with competitive grants that benefits the states who would not have the capacity or funding to do.

Out of a 5 million dollar pot we have influence on what is funded.

Lance- continue to struggle to find what is going on and the impact with the partners.

Alice met with EPA. Need to claim our victories and share

Scott is there a central place to see this information.

Alice A way to electronically sign up. Central location – Urban Waters central location.

Grants.gov through NFWF Robert hard to find grants on grants.gov can you have them enter keyword of UF Alice yes.

Do you have join.

Liam we have two rivers can we see an urban forest one, A no because it is not broad enough.

A – hard to do a partnership interagency with out leadership.

L don't think in urban waters don't think health agencies A have been involved in Atlanta. L – health big aspect and would be ideal in a Urban Forest partnership.

Lance thanks

Dive into TYUFAP stuff now.



Claire and Liam - collective impact: missing backbone need to be careful in a weak funding. Assess gaps in goals – some have a lot of players and need to be orchestrators. EJ may take a more concerted effort  
Which are the ones Karen has claimed goal number one and what success would look like.  
So which one of us would want to take on one of the goals.  
AF Lauren Green

Where in your day job do you get involved in the action plan. Not to take on, but what we are already doing  
Kamran- platform number 2 but passion is 7 health and wellness should focus on Eli number 3 doing Section C no 4  
Liam health and 5 is my job  
Lisa 1 and 3 7  
Steve G 5 and 7 and some health education big part  
Claire  
Bill H 7 abc 5 c d education and 3 d  
Lance Like how you are framing this doing human health tree canopy and air quality. Locally people still not getting it EJ on our radar not in Boise but in others. Planning and management- creating a platform. A lot engaged in and how to serve local community

Patti  
Steve K we are working on all of that Lauren public health section to help move for Ward  
Jan just like Urban Waters – you need a program person- ant then establish a national partnership ie Lauren and HUD, Lauren went on selection panel and urban forestry was a criteria  
Scott- NASF – dealing with all to extent. Not so sure about health, Jan – PA link EAB to loss of canopy and asthma. Growth linking the health we don't speak their language. Lauren SUFC - Shade index to health hack a thon proposed  
Scott- cover a lot 3,4,5 bring in underserved areas, 4 climate change major forest changes EBA, tough tree program. 5 lot of training for arborists,  
Walt- 1357 one time or other 3,5 primary SMA does BMP's , SAF taking over certified uf walt – working uf person will come across. Sara- have Tree City USA forms include this. Lauren not role of nucfac to do but more facilitate the implementation Lance to facilitate the implementation of the plan. Scott the health key  
Sara. – all of it. Providing programs and operations rocky mountain  
Not too involved in 2, 4c we are not too involved.  
Robert R. - 1, 6 lot more with volunteers and public works 6 do a lot through daily work trees are incorporated.

**Good to hear what you can't do action item areas we need to focus**

Make the relationship happen  
Lauren community food resilience UF working tool kit urban a  
Claire- purpose- to acknowledge our limitations and collective impact individually walk the walk and then come to gether an talk at end of day work carefull with fs staff

need to keep track and Robert is what is no movement good movement, and will share back out with you and what success would look like  
 Score card Robert – put together , balanced score card. Anyone could use look at goals and how are we meeting them user friendly.  
 Lance – great framework. Another  
 Partners-  
 Liam absent in vibrant cities- communications plan beth talked about and what alice talked about with partners. Ranged of entities involve NASF regional foresters extensions  
 NACD all involved in some way and if we have connected with them  
 Like research is there a way to recommend is focused research trees part of implementation plans for air quality. Partnership great opportunity ie American Forests Alice’s work TNC, and many others Integrating Arbor Day and ACTrees In the TYAP. Lauren – focus FS research focus aligns  
 Mobilize partnerships ie walt and lance with SUFC. Fast impact  
 Claire we learned can assume people know there is a TYAP . Need to talk abmmout it.

11:15-11:30	Public Input	
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Partners Lauren- talk about impacts nucfac has had over time have past grantees present- also what you are doing now with presnt plan  
 Lance- FRAC presentation- Panelof partners conversation help people understand what we are and align what we are doing Past grantees Lauren which area want to highlight  
 Claire keep consistant with agency alignment Lauren – revolving funds Kathy Sheehan Fema funds How to tackle alternative funding.  
 Don’t make Action Plan focus.  
 Lance continue to create a frame work hear what the other  
 Walt AP should have an update on accomplishment. Always update and then success stories from current year. Form grantees how it support plans and propmote where we are going for the next yeare  
 Robert- like integrate in all scales of planning and how they were able to get different practices together  
 Kamran- should do well on urban ecosystem like water and climate change- see how we get absorbed into other thinkgs. We are urban forest ecosystem and not get absorbed . Should come from Urban Ecosystem NFS ignores us and we need them to come from our perspective. That is our inceased success in getting funding. GI has been hijacked from UF and needs to go back.  
 Lance – work with Lauren to get a proposal and get team lead feedback  
 Lauren- should not come from me but proposal coming from Council.  
 NUCFAC can show up every year. So council to write up and refer back to plan.  
 Don’t need 30 min but 10 to report o ut.

Liam to energize group and we showed the plan and then here is what we have done this is what you can do etc.

Lance- will take lead on write up and Lauren will review. Walt to help. Lance to work with team leads and run by Lauren.

Jan- last time to 2 in person meetings and virtual. Have winter meeting virtual. Important to have DC meeting this time.

Summer virtual half day with prework

Fall partners in person

Winter- virtual

Summer other location if member wants to host it. No resort connotations

Karen needs to know. Monday for Partners meeting good for Karen Wed-Thurs

Nov 16-17 15 coord Monday Nov 14 meeting.

13/18 travel days.

Lance – calls maybe alternate DC call and in person

June meeting end of June. 2 weeks June and 2 weeks in July

Calls keep condensed as possible do some prework.

Do Adobe connect.

Lauren –last week June first week July out

Jan next year summer meeting

Meeting minutes- Steve moved to approve Lisa second all approved

Jan/Lance/Lauren- shoring up nucfac nominations for future members

Lance- governance team leads with Chair vice chair.

11:30-12:00	Wrap Up/Plans for next meeting Adjourn	Council
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## **2016 Work Teams (no more than 7 on a team)**

**Council Chair:** Lance (2<sup>nd</sup>, 2017)

**Leadership team** – Chair and Chair-elect (TBD) will facilitate periodic calls (every other month or quarterly, depending on need) with work team leads to discuss progress, resource needs, staff support, etc.

### **UCF Ten Year Action Plan (TYAP)**

#### **Implementation / Outreach**

1. Co-Lead: Claire (1<sup>st</sup>, 2016) & Liam (2<sup>nd</sup>, 2015)
2. Walt (2<sup>nd</sup>, 2016)
3. Karen (1<sup>st</sup>, 2017)
4. Scott (1<sup>st</sup>, 2017)
5. Robert (2<sup>nd</sup>, 2015)

#### **Secretary of Ag – Annual Report**

1. Lead: Bill (2<sup>nd</sup>, 2017)
2. Kamran (1<sup>st</sup>, 2015)
3. Walt (2<sup>nd</sup>, 2016)
4. Eli Suzukovich (1<sup>st</sup>, 2017)
5. Paul (2<sup>nd</sup>, 2016)

#### **National UCF Challenge Cost Share Grants**

1. Lead: Sara (2<sup>nd</sup>, 2016)
2. Scott (1<sup>st</sup>, 2017)
3. Lisa (1<sup>st</sup>, 2015)
4. Steve (2<sup>nd</sup>, 2016)
5. Patti (n/a Term, 2016)