

For policymakers and citizens to dedicate resources to their city's trees, people need to recognize the value and benefits of healthy urban forests. Well-funded urban forestry programs can be seen as an investment in one of the city's most important assets and a major contributor to the economic, social, environmental, and aesthetic standards of excellence for the city.

- Trees are important energy savers. According to a U.S. Forest Service report, trees cover 28% of residential areas in the United States, and the cooling effect of this canopy means an annual savings of almost \$2 billion per year or about 5% of all energy use in the United States.
- Each urban tree cleans the air by removing up to 26 pounds of carbon dioxide and releasing about 13 pounds of oxygen every year. Leaves and twigs of a mature tree capture up to 50 pounds of airborne dust and dirt particles each year.
- Trees reduce stormwater runoff by absorbing rainfall and slowing its velocity. This reduces sediment volume and erosion.
- Urban trees provide food, shelter and nesting sites for birds and other forms of wildlife and are essential to the health of seasonal migrating flocks.
- Well-cared for mature trees add 5-7% to the sale price of a home. A tree-filled lot will sell for up to 15% more than a bare lot.
- Trees stabilize neighborhoods, add character and real estate value. Shaded sidewalks encourage outdoor recreation and act as a deterrent against crime.
- Recent retail studies show that shoppers are willing to drive further and pay up to 11% higher prices at stores on tree-lined streets.
- Trees make urban areas quieter, cooler and more attractive to residents and visitors. They also can shield unsightly areas from view.
- Trees contribute to community pride and sense of ownership. Involving volunteers in planting and caring for trees increases civic involvement in tangible and long-lasting ways.

Our Mission:

The Florida Urban Forestry Council promotes sound urban forestry policies and practices by educating citizens and communities throughout the state.

The purpose of this strategic plan is to create a vision for urban and community forestry in Florida, so that the resources will be allocated resulting in optimal urban forests for the benefit and enjoyment of Florida residents. Please keep the Florida Urban Forestry Council informed of your progress.

For more information on educational resources, Council membership, annual conference and awards programs, please contact:

Florida Urban Forestry Council

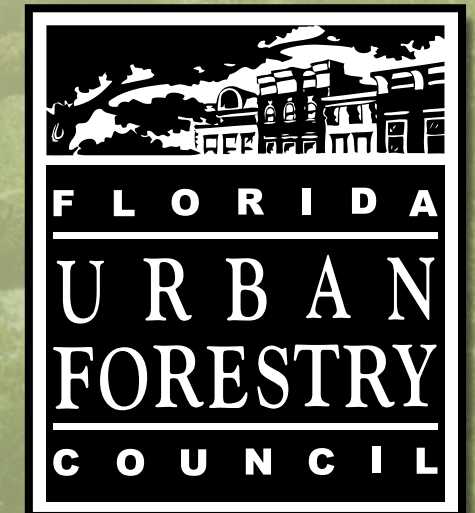
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A Vision for Urban and Community Forestry



A strategic plan developed for the benefit of Florida and its communities by the Florida Urban Forestry Council in cooperation with the Florida Division of Forestry.

Florida Urban Forestry Council 2010-2015 Strategic Plan



By the year 2020, nine out of ten Florida residents will live in Urban Areas. With such vast growth of our state, there must be a plan in Florida's future for healthy, green and attractive urban forests.

STRATEGY DIRECTION: EDUCATION

Major Intent: Educate the citizens of Florida, ensuring inclusion of underserved populations, on the value and management of Florida's urban forests.

Key Components:

1. Support research and disseminate technical information through educational programs
 - Urban Forestry Institute
 - i-Tree Workshops
 - Trail of Trees
 - Speakers Bureau
2. Timely research-based information is available to the Urban Forestry community through multiple media outlets
 - Newsletter
 - Web Site
 - Posters
3. Tree Campus USA

Critical Indicators of Success:

1. Creation of an Urban Forestry Institute
2. Facilitate i-Tree Workshops
3. Schedule at least two weeks each year for the Trail of Trees program
4. Creation of an active Speakers Bureau
5. Production of a quarterly newsletter (four issues annually)
6. Ensure web site is updated regularly and provides timely information
7. Produce Right Tree, Right Place Planting Guide/Posters and Trees Love Care! Posters
8. Approach potential colleges, schools and universities to make them aware of the Tree Campus USA Program and recruit their participation in the program



STRATEGY DIRECTION: SUSTAIN THE FUF

Major Intent: Develop and implement a strategy that optimizes the vigor of FUF through recruiting and retaining membership, financial stability, assessing and serving the needs of membership, governance of the Council, celebration of past successes, and planning for the future.

Key Components:

1. Membership Services
 - Regional and Annual Meetings
 - Member Survey
 - Annual Report
 - Website
2. Memberships
3. Sponsorships
4. Grants
5. Additional Revenues - Posters, Note Cards, Merchandise, Newsletter Advertisements
6. 20-Year Celebration
7. FUF Governance
8. Broaden or expand horizons

Critical Indicators of Success:

1. Improve member services and enhance communication between Executive Committee and general membership
2. Increase membership through high retention and recruitment
3. Diversify funding for FUF through significant contributions from sponsors
4. Apply for and acquire grant funding from various sources
5. Increase sales of posters, note cards and newsletter advertising
6. FUF 20th Year Celebration in 2011 through news articles, web site, annual meeting, and other promotions
7. Recruitment, education and proper functioning of FUF committees
8. Develop new areas of interest in the industry including, but not limited to, tree planting projects

STRATEGY DIRECTION: PARTNERSHIPS

Major Intent: Enhance existing partnerships with allied organizations, cultivate new partnership opportunities with similar organizations and explore new partnership opportunities with diverse organizations to promote sound urban forestry policies and practices through effective collaborations.

Key Components:

1. Enhance existing partnerships with allied organizations
2. Cultivate new partnership opportunities with similar organizations
3. Explore new partnership opportunities with diverse organizations

Critical Indicators of Success:

1. Improved communication between FUF and allied organizations represented on the FUF Executive Committee
2. New partnership opportunities for FUF
3. Opportunities to share information about the value and benefits of healthy urban forests with diverse organizations

STRATEGY DIRECTION: AWARENESS AND ADVOCACY

Major Intent: Increase awareness of FUF's mission and advocate for sound urban forestry policies and practices.

Key Components:

1. Development and implementation of marketing plan

Critical Indicators of Success:

1. Documented increase in awareness and advocacy

STRATEGY DIRECTION: ENCOURAGE THE DEVELOPMENT AND ENHANCEMENT OF LOCAL URBAN FORESTRY PROGRAMS

Major Intent: To recognize, support and promote local urban and community forestry programs and to highlight programs which are the most innovative, successful, accomplished, and citizen-oriented so that other urban forestry programs may utilize or duplicate vestiges of these programs in their own communities.

Key Components:

1. FUF provides continuing support for the Friends of Our Urban Forest Awards Program
2. Targeted communities are made aware through FUF of available technical and financial resources and programs including, but not limited to, Tree City USA and Tree Line USA.
3. Community urban forestry programs incorporate each of the four essential components of a "managing" urban forestry program which include staff, ordinance, advocacy group, and plan (SOAP)
4. Community urban forestry programs actively work to increase their urban tree canopy

Critical Indicators of Success:

1. The Awards Program is annually supported
2. Increased FUF memberships, particularly by smaller communities
3. Increased percentage of Florida's population living in communities with either managing or developing urban forestry programs
4. Increased number of communities have completed or initiated tree canopy assessments through either on-ground tree inventories or geospatial analysis.

Our dream is that all local governments will have community forestry programs that support and sustain diverse and well-managed forests. This effort will be professionally executed and incorporated into comprehensive land-use plans. The urban forest will be recognized as a valuable asset that contributes to the social, economic and environmental vitality of the communities in which we live.