



URBAN & COMMUNITY FORESTRY

A Practical Guide
to
Sustainability

James R. Fazio



The National
Arbor Day Foundation®

• **A Practical Guide to Sustainability** •

by
James R. Fazio



**The National
Arbor Day Foundation®**

211 N. 12th Street • Lincoln, Nebraska 68508

arborday.org

Publication of *Urban and Community Forestry: A Practical Guide to Sustainability* was supported by the USDA Forest Service Urban and Community Forestry Program on the recommendation of the National Urban and Community Forestry Advisory Council (NUCFAC)

©Copyright 2003 by The National Arbor Day Foundation. All rights reserved.



Table of Contents

Chapter 1: Sustainable Urban and Community Forestry–What Is It?	9
What Does it Mean? Why Sustainability Is Important A Brief History of Urban Forestry	
Chapter 2: Collaboration–The Key to Sustainability	13
What Does Collaboration Mean? What Can it Do for Your Community? The Key Players Partnerships Take Many Forms	
Chapter 3: A Common Cause–Creating Attainable Goals	18
Step 1: Identify Needs by Conducting an Inventory Step 2: Create a Vision of What Is Desirable and Possible Step 3: To Close the Gap – Plan, Plan, Plan, then Act Step 4: Check Progress Regularly	
Chapter 4: Know Your Audiences and Their Needs	24
How to Identify Audiences and Know Their Needs Targeting Information Working With Local Elected Leaders Working With Service Providers	
Chapter 5: Multi-Cultural Communities–Addressing the Needs of All	30
Identifying Audiences, Needs and Differences Gaining Participation by All–Some 'How to' Ideas Especially for Kids More Suggestions “Hats off” to Three Special Efforts	
Chapter 6: Collaborating with Volunteers, Schools and Utilities	38
Working With Volunteers What Makes Them Tick? Five Steps to Successful Volunteer Management Working With Schools Working With Utilities Tree Line USA	

Chapter 7: Building Stakeholder Capacity	46
What Is Stakeholder Capacity? Opportunities for Self-Education Workshops and Conferences Keeping Up on Research Results Using Experts	
Chapter 8: Promoting the Urban Forest	50
What Is News? Who to Contact How to Assure a Good Working Relationship PSAs Can Help Emergency Information—Using Teachable Moments Two Tried and True Methods	
Chapter 9: Securing Financial Support	58
A Goal for Sustainability—Local Support Federal and State Assistance Corporate Sponsors Foundations Individuals Willing to Help Helping Yourself	
Chapter 10: Policies and Programs Essential for Sustainability	64
Tree Ordinances Policies—Knowing What You Want Specifying What You Want End Note	
References	74

Who Should Read This Book?

- ✓ Tree board members
- ✓ Volunteer group leaders
- ✓ Master Gardeners
- ✓ City officials responsible for streets, planning and zoning, parks, power supplies, safety or any other part of infrastructure planning
- ✓ College students in urban forestry, landscape architecture and horticulture
- ✓ Anyone who wants a quick and easy overview of urban forestry and what it can do for your community
- ✓ State and local urban & community forestry professionals
- ✓ Interested citizens

