

# Trees. The simple solution for a better future.



*“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”*

— Jane Goodall

**There is no Plan(et) B.** Climate change creates numerous challenges for humanity, especially with temperatures increasing in our cities. However, a simple solution is within our reach—an easy solution with many benefits. **To sustain the livability of our communities for future generations, we must continue to Invest from the Ground Up and grow trees, not just plant trees.**

Trees take many years to reach maturity, and we need more mature trees, especially large trees. Mature trees provide the most benefits yet we are living in communities with younger, and smaller trees.

Many climate change fighting benefits of trees are from the shade the trees’ canopies provide. Shade reduces urban heat; decreases air conditioning and electricity use. In winter, evergreen trees provide windbreaks, reducing the need for heating. Trees can help us reduce the amount of energy we consume, and help heal the planet.

# CALIFORNIA URBAN FORESTS COUNCIL

The California Urban Forests Council (CAUFC) envisions thriving and prosperous California communities transformed by healthy trees and green spaces. We advance smart investment in green infrastructure through education and outreach, community-based activities, and collaborative action. Our work includes the following:



## EDUCATION

We host webinars and workshops and produce materials that we share online and by social media to reach new audiences.



## OUTREACH

We produce a number of materials that are available for other organizations to co-brand and distribute in their local areas.



## ADVOCACY

We work to gain support for urban and community forestry with elected officials to improve public policy and secure investment.



## RIGHT TREE, RIGHT PLACE, RIGHT REASON

Tree choice is important. Trees can be used for shade, for beauty or as visual barriers, to absorb sound and pollution, to produce food or habitat.



## URBAN FORESTRY MANAGEMENT PLAN

An UFMP is a roadmap that creates a shared vision for the future of a tree canopy to plan, manage and provide for long-term benefits.



## CALIFORNIA CLIMATE TREES MAP

The Map shows trees planted since 2014 by nonprofit organizations and government agencies and allows us measure the environmental benefits.



## REGIONAL COUNCILS

Our seven regional councils across the state provide local knowledge, and essential expertise to help grow great neighborhoods.



## PARTNERSHIPS

Building strong partnerships with local and statewide organizations, and community members is essential to the ongoing success of our programs.



## INVEST FROM THE GROUND UP

A public awareness program focusing on planting and growing trees to provide environmental benefits in the communities that need them the most.



## DROUGHT AWARENESS

A campaign to encourage residents to water trees for long-term benefits while reducing household water use with water saving tips.



## CLIMATE-READY CANOPIES

We have incorporated research and testing of new tree species into our past campaigns to discover those trees that thrive in our future conditions.



## HEALTHY TREE, HEALTHY ME

Several studies have shown trees in our neighborhoods help improve our physical and mental health; increasing exercise and reducing stress.