

Rooted In Community: A Regional Approach to California's Urban Forests

CaUFC is dedicated to advancing sustainable urban and community forestry through a comprehensive approach that prioritizes canopy goals, community collaboration, partnerships, education, and outreach. Central to our mission is the “Save Our Shade” campaign, emphasizing the goal of ‘No Net Canopy Loss’ while increasing our urban canopies. We aim to educate Californians about the broader community benefits of mature trees and discourage the removal of healthy ones. Our objectives, including the launch of an urban forestry podcast, aim to enhance the urban forest, educate the public, and support communities in reaching their goals, ultimately leading to a thriving urban canopy for all Californians.

1. Priority Campaign: Canopy Goals and Growing Trees

Objective: Emphasize the importance of canopy goals, prioritizing equitable growth, and the need for comprehensive long-term tree care.

Expected Outcomes: Promote "No Net Canopy Loss," advocate for goal-driven tree care with a focus on equity and highlight the significance of nurturing trees to maturity.

2. Collaboration with Communities

Objective: Collaborate with and offer technical expertise to cities and communities, especially those in Disadvantaged Communities, funded through IRA and other grants, to support their urban forestry efforts.

Expected Outcomes: Provide guidance, facilitate community education, and stress the value of urban and community forestry, particularly in underserved areas.

3. Strategic Partnerships

Objective: Form partnerships with regional councils, grant funders, other organizations, and communities to achieve common urban forestry goals while ensuring inclusivity and equity.

Expected Outcomes: Collaborate with local community-based organizations, advocate for the benefits of trees, strengthen community bonds, and work towards equitable access to these benefits.

4. Education and Outreach Campaign

Objective: Develop a campaign that promotes environmental equity, highlighting the importance of tree canopies and the benefits of mature trees.

Expected Outcomes: Educate the public and community leaders about the equitable advantages of mature trees, encouraging involvement and investment in urban forestry for the benefit of all.

5. Grow Audiences

Objective: Engage diverse audiences, fostering local involvement, support for urban forestry, and promoting environmental equity alongside canopy goals.

Expected Outcome: Increased community participation in urban forestry activities and advocacy, with a particular focus on enhancing environmental equity and being a welcoming "Big Tent" organization.

We are happy to elaborate on the intended deliverables at your request.