



# Increasing Canopy Cover

Challenges & Opportunities

November 13-14, 2024

San Luis Obispo

The USDA logo features the letters "USDA" in a bold, blue, sans-serif font. Below the text are three horizontal green lines of varying lengths, suggesting a landscape or agricultural field.A photograph showing three people engaged in a tree-planting activity in a park-like setting. An older man with glasses and a white t-shirt is using a shovel to dig a hole. A young woman with red hair, also in a white t-shirt, is kneeling and holding a small sapling. Another woman in a white t-shirt with "VOLUNTEER" printed on it stands in the background holding a green watering can. The scene is bright and sunny, with trees and grass visible.

## USDA Forest Service Urban and Community Forestry Program

The Urban and Community Forestry Program (UCF) of the U.S. Department of Agriculture's Forest Service is the only Federal program dedicated to growing and maintaining urban trees, forests, and green spaces. Authorized under the Cooperative Forestry Assistance Act of 1978, Urban Forestry assists States and partner organizations in applying nature-based solutions to chronic and emergent economic, social, and environmental challenges. USDA is an equal opportunity provider, employer, and lender.

For more information, visit:  
<https://www.fs.usda.gov/managing-land/urban-forests/ucf>



Urban and Community Forestry



## **CALIFORNIA DEPARTMENT OF FOREST & FIRE PROTECTION**

### **URBAN FORESTRY PROGRAM**

Working to expand and improve the management of trees and related vegetation in communities throughout California.

The mission of the California Department of Forestry and Fire Protection's Urban Forestry Program is to lead the effort to advance the development of sustainable urban and community forests in California.

Trees provide energy conservation, reduction of storm-water runoff, extend the life of surface streets, improve local air, soil and water quality, reduce atmospheric carbon dioxide, improve public health, provide wildlife habitat and increase property values. In short, they improve the quality of life in our urban environments which, increasingly, are where Californians live, work, and play. The program also administers State and Federal grants throughout California communities to advance urban forestry efforts.





## Our Vision

We envision 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.




## Who We Are

The California Urban Forests Council (CaUFC) was founded in 1968 as the first urban forest council in the nation. We are professionals associated with municipalities and public works, urban planning and design, arboriculture and the nursery industry, and community-based and public health organizations.

## What We Do

We advance smart investment in urban and community trees, parks, and green spaces through outreach and education, community-based activities, and collaborative action.

## We accomplish this through:

-  Development and support for successful local, regional and statewide urban forestry programs, projects and organizations.
-  Creation and dissemination of educational materials that offer research, professional expertise, and contemporary knowledge to empower California residents to participate actively in urban greening and forestry.
-  Working with local, state, and national leaders to improve public policy and support for urban and community forestry, as well as to continue existing and create new public funding resources that support and enhance the management of our trees and green spaces.

## Land Acknowledgement

Cal Poly sits on the traditional lands of the yak tit<sup>y</sup>u tit<sup>y</sup>u yak tilhini Northern Chumash Tribe of San Luis Obispo County and Region. The yak tit<sup>y</sup>u tit<sup>y</sup>u yak tilhini have a documented presence in this area for over 10,000 years. The tilhini peoples have stewarded their ancestral and unceded homelands which include all of the cities, communities, federal and state open spaces within the San Luis Obispo County region. These homelands extend East into the Carrizo Plains toward Kern County, South to the Santa Maria River, North to Ragged Point, and West beyond the ocean's shoreline in an unbroken chain of lineage, kinship, and culture.

From the CalPoly Associated Students, Inc. webpage:  
<https://www.asi.calpoly.edu/discover-asi/diversity-equity-inclusion-at-asi/indigenous-land-acknowledgment/>



# CAL POLY



**yak tit<sup>y</sup>u tit<sup>y</sup>u yak tilhini**  
**NORTHERN CHUMASH TRIBE**  
San Luis Obispo County and Region

# Agenda

**Start**

**Event**

**Speaker**

## Wednesday, November 13

<b>8:00 AM</b>	<b>Registration Opens</b>	
<b>8:30 AM</b>	<b>Welcome Nate Faris, CaUFC</b>	
<b>8:45 AM</b>	<b>The State of California Urban Forestry</b>	<b>Walter Passmore, CAL FIRE</b>
<b>9:30 AM</b>	<b>Strategic Plan to Increase Canopy Cover: Review and workshop</b>	<b>Dr. Jenn Yost, Cal Poly</b>
<b>10:30 AM</b>	<b>Break</b>	
<b>10:45 AM</b>	<b>Trees Versus Insurance</b>	<b>Jan Scow, Jan C. Scow Consulting Arborists, LLC</b>
<b>11:45 AM</b>	<b>Lunch</b>	
<b>1:30 PM</b>	<b>Innovation Abounds</b>	<b>Ian Hanou &amp; Russ Warnock, Plant Geo</b>
<b>2:30 PM</b>	<b>Travel to campus</b>	
<b>3:30 PM</b>	<b>CalPoly Tree Tour: Mature Examples of Climate Adapted Trees</b>	<b>Dr. Matt Ritter, Cal Poly</b>
<b>5:30 PM</b>	<b>Reception &amp; Dinner</b>	

## Thursday, November 14

<b>8:00 AM</b>	<b>Registration Opens</b>	
<b>8:30 AM</b>	<b>Getting Tree Equity Right for Communities and Climate</b>	<b>Benita Hussain, American Forests</b>
<b>9:30 AM</b>	<b>Tools for Understanding Trees</b>	<b>Dr. Andrew Fricker, Cal Poly</b>
<b>10:30 AM</b>	<b>Break (Last Chance to Bid on Silent Auction Items)</b>	
<b>10:45 AM</b>	<b>Branching Out: Leveraging Nursery Partners for Custom Tree Growing Solutions</b>	<b>Dave Teuschler &amp; Richard Barto, Devil Mountain Nursery</b>
<b>12:00 AM</b>	<b>Lunch and Wrap-Up Conversation (Silent Auction Awards Distributed)</b>	

This conference is approved for 9.25 ISA CEUs.



### Conference Terms and Conditions

All sales are final.

All photos and video taken at the 2024 CaUFC conference may be used and published in either print or electronic media for use in promoting future CaUFC events.

Email questions about the conference or sponsorship to [info@caufc.org](mailto:info@caufc.org).



## International Society of Arboriculture (ISA), Continuing Education Units (CEUs)

### Wednesday, November 13 (full program)

<b>Category</b>	<b>CEUs</b>
Certified Arborist	6
Certified Arborist-Tree Worker Specialist	6
Certified Arborist-Municipal Specialist	6
Certified Arborist-Utility Specialist	0
BCMA-Science	0
BCMA-Practice	4
BCMA-Management	2

### Thursday, November 14 (full program)

<b>Category</b>	<b>CEUs</b>
Certified Arborist	3.25
Certified Arborist-Tree Worker Specialist	3.25
Certified Arborist-Municipal Specialist	3.25
Certified Arborist-Utility Specialist	0
BCMA-Science	0
BCMA-Practice	0
BCMA-Management	3.25

# DETAILED CONFERENCE SCHEDULE

**Wednesday, November 13**

**8:00 AM Registration Opens**

Embassy Suites by Hilton, 333 Madonna Road, San Luis Obispo, California

**8:30 AM Welcome**

Nate Faris, Executive Director, California Urban Forests Council  
Emina Darakjy, Board President, California Urban Forests Council  
Jan Scow, Conference Emcee

**8:45 AM The State of California Urban Forestry**

Walter Passmore, California State Urban Forester, CAL FIRE

The CAL FIRE Urban & Community Forestry Program is on the front line of opportunities and challenges for increasing urban canopy. This presentation digs into the details of these opportunities and challenges. Additionally, California AB2251, which directs CAL FIRE to "complete a statewide strategic plan, in consultation with nonprofit organizations, cities, counties, other local governments of urban areas, and disadvantaged and low-income communities, to achieve a 10-percent increase of tree canopy cover in urban areas by 2035" will be addressed.

**9:30 AM Strategic Plan to Increase Canopy Cover: Review and Workshop**

Dr. Jenn Yost, Associate Professor, Cal Poly & Director, Robert F. Hoover Herbarium

Dr. Jenn Yost will lead a dynamic session explaining California's canopy cover goals and soliciting input from urban foresters about techniques and policies that hinder and bolster canopy cover in their cities. This session is an opportunity to contribute to California's urban forest policy moving forward and to share information with fellow urban foresters about canopy cover increase.

**10:30 AM Break (Silent Auction Open)**

**10:45 AM Trees Versus Insurance**

Jan Scow, President, Jan C. Scow Consulting Arborists, LLC

There has been a lot of publicity regarding insurance for homes in California and the nation. Insurance companies that insure homes against fire are becoming increasingly concerned about fire safety in California. This is understandable. Large insurance providers (State Farm, Allstate, Farmers) are offering no new policies in the state and/or are not renewing existing policies. In their zeal to reduce their risk of financial loss, some companies are beginning to require extreme landscape changes in order for homeowners to retain their insurance coverage. I, as a consulting arborist, have been gathering data to understand how widespread this practice is, to understand the genesis and reasoning behind these requirements, and hopefully to find a way to combat requirements that will damage or destroy trees.

**11:45 a.m. Lunch (Silent Auction Open)**



# DETAILED CONFERENCE SCHEDULE

**Wednesday, November 13**

## **1:30 PM Innovation Abounds**

Ian Hanou, CEO & Founder, PlanIt Geo

Russ Warnock, Senior Business Developer, PlanIt Geo

Innovation abounds! There are many tools and data sources becoming available to plan, implement, and monitor equity-based community forestry initiatives. This interactive session will highlight some of the existing ones and introduce upcoming data sources and online tools to consider leveraging in your urban forests. Topics will include heat risk mapping, tools to track project-level and neighborhood-level tree canopy cover goals, applying the "3+30+300 Rule", and how to incorporate tree canopy data into tree protection ordinances. We will also introduce a first-ever, federally sponsored national tree canopy assessment which will be released later this year. Finally, emerging technologies will be demonstrated including street-level mobile LiDAR for tree inventories and we will highlight the TreePlotter software application available through California ReLeaf. Be ready to engage with frequent Q&A throughout the session!

## **2:30 PM Travel to Cal Poly Campus - Shuttle for attendees**

CaUFC highly encourages conference attendees to utilize the free shuttle option for transportation to and from Cal Poly on the afternoon of November 13. Cal Poly is generously donating use of their 12-passenger vans to shuttle conference attendees from the Embassy Suites to Cal Poly for the campus tree tour (showcasing mature examples of climate adapted trees) and for the dinner at Cal Poly Plant Conservatory. The same vans will be available to shuttle attendees back to the Embassy Suites after dinner.

### Parking for attendees not taking shuttle

For attendees wishing to take their own vehicle to the Cal Poly campus tree tour and dinner, parking is designated in Parking Structure 131 located on Pacheco Way, near Grant Avenue. A Visitor or Event parking permit is required to park in Structure 131. The permit is \$12.00 and can be purchased at the pay station, or via the ParkMobile App (ZONE 40100). Please give yourself ample time and arrive early for your tour.

The pay station in Parking Structure 131 is located on Level 1 just outside the exit. Your vehicle license plate will be required to purchase a permit. Electric vehicle charging stations are now available for campus visitors in Structure 131. Please view the Cal Poly EV page for more details about charging on campus.

## **3:30 PM CalPoly Tree Tour: Mature Examples of Climate Adapted Trees**

Dr. Matt Ritter, Professor, Cal Poly & Director, Cal Poly Plant Conservatory

Dr. Matt Ritter will lead a tour on the Cal Poly, San Luis Obispo Tree Campus showcasing many species of less common climate adapted trees that Cal Poly has planted over the years. Participants will be able to see mature, thriving examples of trees that are well suited to the hotter, drier climate that California will experience in the future. This tour can inform and inspire urban foresters that want to make their city's canopy both resilient and diverse with trees that perform in the urban environment.

## DETAILED CONFERENCE SCHEDULE

### Wednesday, November 13

#### **5:30 PM Dinner at Cal Poly Plant Conservatory**

Following the Cal Poly campus tree tour, conference attendees are invited to dinner at the outdoor patio of the Cal Poly Plant Conservatory, located at the intersection of Village Drive and Poly Canyon Road. Dinner is provided. Attendees are welcome to walk through the Conservatory greenhouse. Shuttles (12-passenger vans) provided by Cal Poly will be available to shuttle attendees back to the Embassy Suites after dinner. Shuttles are not able to take attendees to locations other than the Embassy Suites.

### Thursday, November 14

#### **8:00 AM Registration Opens**

Embassy Suites by Hilton, 333 Madonna Road, San Luis Obispo, California

#### **8:30 AM Getting Tree Equity Right for Communities and Climate**

Benita Hussain, Chief Program Officer, Tree Equity, American Forests

The nature-based solutions provided by trees have never been more important given the intersectional threats posed by climate change, starting with the rising threat of extreme heat and air pollution that is being felt across California. That is why we urgently need the natural cooling and clean air benefits of trees in every neighborhood for climate resilient, equitable, and low-carbon communities. Yet trees are systemically lacking in lower income neighborhoods and other parts of our communities where residents are already facing higher health burdens, higher home energy burdens, and other challenges that more equitable tree cover could help to address. In this keynote, American Forests will briefly synthesize leading research to briefly make the case for trees as a multiple benefit climate, health and economic solution. Then this keynote will pivot to sharing a detailed suite of best practices and tools that can be used to advance Tree Equity through inclusive, sustainable, and technically rigorous city-scale partnerships. That includes driving Tree Equity programs with data such as Tree Equity Score, forming inclusive and community-driven collaborations, using cutting edge-urban forestry practices that address health and climate imperatives, fostering job creation for the highest need populations, and leveraging successes to build and fully fund a movement that can support all cities across California. This includes enhancing state, local and private funding in California and using California's successes to help sustain federal funding at levels comparable to the unprecedented \$1.5 billion provided in the Inflation Reduction Act through the U.S. Forest Service's Urban and Community Forestry Program.

#### **9:30 AM Tools For Understanding Trees**

Dr. Andrew Fricker, Associate Professor, Cal Poly

Dr. Andrew Fricker from UFEI will discuss new methods for understanding tree canopy. These tools can help to decide what tree species should be planted to ensure a resilient urban forest for the future.

#### **10:30 AM Break (Last chance to bid on silent auction items)**

## DETAILED CONFERENCE SCHEDULE

**Thursday, November 14**

**10:45 AM    Branching Out: Leveraging Nursery Partners for Custom Tree Growing Solutions**

Dave Teuschler, Chief Horticulturist, Devil Mountain Nursery

Richard Barto, Enterprise sales account manager/Business development, Devil Mountain Nursery

Custom Growing is an important and effective component of planning used to meet your project needs and expectations, for an on-time and on-budget completion. Part one of this two-part presentation outlines the benefits of partnering with a wholesale nursery on a Custom Grow and provides a detailed description of the process from initial communication to the delivery of finished plants. Part two addresses the importance of quality grown nursery stock, focusing on root systems, and includes a look at the innovative tree production methods used by Devil Mountain Wholesale Nursery.

**Noon            Lunch and Silent Auction Awards Distribution**

## BIOGRAPHIES

### WALTER PASSMORE

Walter Passmore is the California State Urban Forester. He leads the Urban and Community Forestry Program on behalf of CAL FIRE to carry out responsibilities such as administration of the California Urban Forestry Act, Urban and Community Forestry Grants, and partnerships. He previously served in roles as the Assistant Deputy Director and Community Assistance Forester for the Mississippi Forestry Commission, City Forester for Dallas, Texas, Urban Forester for Austin, Texas, and Urban Forester for Palo Alto, California. He began his career in forestry with the USDA Forest Service in 1989 and later began working in urban forestry when he was promoted to the State Headquarters of the Mississippi Forestry Commission in 1999. His educational background includes a Bachelor of Science degree in Forestry and Natural Resources Management from California Polytechnic State University and a Master of Public Administration degree from California State University in Dominguez Hills.

### DR. JENN YOST

Dr. Jenn Yost is a professor in the Biological Sciences Department at Cal Poly in San Luis Obispo, California, where she studies the trees of California and the Pacific Islands. She is an affiliate faculty with the Urban Forest Ecosystem Institute at Cal Poly where she guides the development of urban forestry science and tools. She also co-leads the Symbiota Support Hub that works globally to make biodiversity data available to the researchers and the public.

### JAN SCOW

Jan has been a Consulting Arborist in Southern California since the early 1990's. For the 25 years prior to that he worked in the San Joaquin Valley doing tree pruning, landscaping, and general horticulture. He has a degree from UCLA in Environmental Studies and maintains his California landscape contractor's license. He specializes in native oak issues and tree risk assessment. He moved to Ojai in 2018 and opened up shop in Ojai, then sold his business in Los Angeles in 2021.

Jan has served on the Board of Directors of the American Society of Consulting Arborists and the California Urban Forests Council, and currently sits on the Boards of Ojai Trees and the Urban Wildlands Group. He is an ASCA Registered Consulting Arborist, an ISA Board Certified Master Arborist, an Advanced California Certified Nurseryman, and a Certified Urban and Community Forester with over 50 years of experience in horticulture and arboriculture.

## BIOGRAPHIES

### IAN HANOU

Ian Hanou is CEO & Founder of PlanIT Geo, Arvada, Colorado. He is a trees & technology-loving entrepreneur with 23 years of private sector experience. He earned a BS in Forest Management & GIS from Colorado State University and founded PlanIT Geo in 2012. Ian is a thought leader in software design and geospatial analysis for urban forestry, green infrastructure, parks, and ecosystem services. He has led hundreds of projects with clients in government, nonprofit, and private sector. At PlanIT Geo, Ian directs the strategic vision of the company, its products, partnerships, culture and mission. He plays a hands-on role in the roadmap for the TreePlotter suite of software and related technology innovation. In 2011, the Society of Municipal Arborists honored Ian with an award for innovation in tree planting prioritization using GIS. He lives in Colorado with his wife and two children, where he has summited all 54 mountains over 14,000 feet.

### RUSS WARNOCK

Russ Warnock is the Senior Business Developer at PlanIT Geo and a lifelong tree enthusiast. As a Board Certified Master Arborist, he has practiced arboriculture throughout New England for municipalities and private residences. He currently advocates for environmental justice and uses urban forest data as a conduit for telling the story of urban inequity and the benefits of a thriving urban ecosystem.

### DR. MATT RITTER

Dr. Matt Ritter is a professor in the Biological Sciences Department at Cal Poly in San Luis Obispo, California, where he studies trees in the urban forest. He is the Director of the Urban Forest Ecosystem Institute at Cal Poly where he develops online tools for urban forestry, including SelecTree. He is an expert in Eucalyptus, tree identification, and the native flora of California. He's the author of many scientific articles and several non-fiction books including the best-selling guide *A Californian's Guide to the Trees among Us*.

### BENITA HUSSAIN

Benita Hussain is Chief Program Officer at American Forests, in which she oversees all aspects of American Forests' goal of advancing equitable tree canopy cover through technical assistance and funding to cities and community advocates, federal policy efforts, and creating the urban forestry workforce of the future.

Prior to joining American Forests, Benita was the director of the 10 Minute Walk, a national campaign led by The Trust for Public Land aimed at expanding parks and green spaces across 300 U.S. cities and also served in a senior position at the Wildlife Conservation Society. Additionally, she served as an environmental policy advisor to Mayor Michael Bloomberg to help shape his global program on urban climate action and worked for late Boston Mayor Thomas Menino for whom she created the award-winning climate campaign Greenovate Boston.

## BIOGRAPHIES

### BENITA HUSSAIN - continued

A former lawyer at Morrison & Foerster, she holds degrees from Cornell University and Fordham University School of Law. Benita and her writing have been featured in The New York Times, Grist, The Hill, Bloomberg CityLab, Fast Company, BBC, The Boston Globe, National Geographic and more.

### DR. ANDREW FRICKER

Dr. Andrew Fricker is an Associate Professor in the Social Science Department at Cal Poly in San Luis Obispo, California, where he studies spatial ecology, forest community ecology, environmental modeling, active remote sensing (LiDAR) and imaging spectroscopy (hyperspectral imagery), and Geographic Information Systems (GIS) and computational geography. He has spent more than eight years working for non-profits, startups, and multinational corporations in the mapping and surveying industry. For the last three years Andrew has been working as a remote sensing researcher at NASA's Jet Propulsion Laboratory.

### DAVID TEUSCHLER

David Teuschler is the Director of Horticulture for Devil Mountain Wholesale Nursery. He established the nursery's propagation program and currently directs the propagation and inventory teams for the company's sixteen locations across California. David has worked in the nursery industry for three decades, including many years at Valley Crest Tree Company. While there, he served as Plant Health Care Manager for the Specimen Tree Division, Account Manager in the Estate Gardens Division, and, most notably, Chief Arborist for the Apple contract grow, responsible for growing over 7,000 trees – half from seed – for installation at the Apple campus in Cupertino, CA. David is a Certified Arborist and a member of the Western Chapter of the I.S.A. and the I.P.P.S. He is a 3rd generation Californian and has a BS in Ornamental Horticulture from California State University, Fresno.

### RICHARD BARTO

Richard Barto's role at Devil Mountain Wholesale Nursery is Enterprise Sales Account Manager/ Business Development. As part of the Enterprise sales team, he manages complex construction jobs from start to finish, providing high level customer service and organization. With 28 years of experience in the nursery trade, Richard has become a mentor to newer sales representatives in the company, teaching and guiding them on topics such as construction bidding, sales strategy, relationship development, and confidence building. The business development aspect of Richard's position encompasses trade shows and conferences, client meetings, hosting lunch and learns, and building enduring customer relationships. Richard became a California Certified Nursery Professional in 1999. He was born and raised in Southern California.



**Thank you to the  
Urban Forest Ecosystems Institute for:**

- Contributing to conference planning
- Presentations from three Cal Poly professors
- A campus tree tour
- For hosting the reception dinner at the Cal Poly Plant Conservatory
- Providing shuttles from the conference hotel to Cal Poly and back



“ I can’t think of a better source of information on trees, people, and their relationship than TreePlotter. ”

SCOTT ALTENHOFF, Urban and Community Forestry Assistance Program Manager, Oregon Department of Forestry

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