

Nevada Division of Forestry

Urban and Community Forestry Program Strategic Plan

Purpose of Nevada’s Urban and Community Forestry Program

To coordinate statewide efforts to value, conserve, manage, and enhance Nevada’s community forests.

Strategic Plan Purpose

To clearly define our critical issues, strategic direction, and guidance for Nevada’s Urban and Community Forestry Program Implementation.

Opportunities and Strategies to Improve Community Forest Management

Goal 1: Develop and maintain strong partnerships with key stakeholders that can contribute to urban and community forest planning including design, establishment, and maintenance (NUCFAC Goals: 1, 3, 5, 6, 7)
Strategy 1-1: Increase connections and partnerships to collaborate on Urban and Community Forestry program development and implementation
Performance Measure 1-1: Number of communities and partners engaged in Urban and Community Forestry programming and planning
Contributing Programs: NDF Natural Resource and Camp Programs, NDF Urban and Community Forestry Program (NDF UCF), International Society of Arboriculture, Local Tree Boards and Urban Forestry Commissions, Conservation Districts, Local and regional urban and community tree councils/organizations
Strategy 1-2: Continue engagement with the Western Urban and Community Forestry (WUCF) Network to stay current with emerging issues and maintain peer education opportunities
Performance Measure 1-2: Number of WUCF and Partners in attendance at WUCF meetings
Contributing Programs: WUCF Network
Strategy 1-3: Connect with HOAs, tree care companies, and municipalities to gather and disseminate inventory and forest health information
Performance Measure 1-3: Data added to statewide database from diverse sources
Contributing Programs: NDF Urban and Community Forestry, Municipal and industry partners

Strategy 1-4: Identify planners and create reference materials on the benefits of community trees that can influence multi-dimensional comprehensive plans (e.g. stormwater management plans, land use, green streets, downtown revitalization plans and others).

Performance Measure 1-4: Create clearinghouse of plans and build example database

Contributing Programs: NDF Urban and Community Forestry, Municipal and industry partners

Goal 2: Promote the role of urban and community forestry in human health and wellness, local economies, ecosystem services, and urban livability (NUCFAC Goals: 2, 6)

Strategy 2-1: Expand opportunities and create connections for collaboration with the healthcare community by creating outreach/marketing materials for new audiences, including but not limited to hospitals, retirement homes, community centers, realtors, and the media. The focus for realtors could include information on how trees increase property values, how existing trees on a lot affect energy savings, and data on increased consumer spending in canopied areas.

Performance Measure 2-1: Number of entities engaged, and actions implemented

Contributing Programs: NDF Urban and Community Forestry, Health Care Institutions and Providers

Strategy 2-2: Partner with school support organizations, community advocacy groups, and community gardens to encourage tree plantings on campuses and in publicly utilized social spaces and to create materials connecting trees with benefits to common youth health issues like asthma, educational success, and mental health benefits

Performance Measure 2-2: Projects developed, new grant applications, actions implemented

Contributing Programs: NDF Urban and Community Forestry; Community, health, and education advocacy groups

Goal 3: Improve urban and community forest management, maintenance, and stewardship (NUCFAC goals:1, 3, 4, 5, 6)

Strategy 3-1: Support tree workers, arborists, and landscape industry workers through workshop sponsorships and technical instruction

Performance Measure 3-1: Number of workshops sponsored; Number of tree care professionals educated; Number of seat-hours of instruction

Contributing Programs: NDF Urban and Community Forestry Program, International Society of Arboriculture, Nevada Landscape Association, Desert Green, Nevada Shade Tree Council

Strategy 3-2: Work with partners in Urban and Community Forestry to develop and encourage engagement with comprehensive programs, policies, and resources for enhancing urban forestry stewardship (e. g. Encourage Tree City, Campus, Line, or Campus Health Care USA recognition)

Performance Measure 3-2: Number of entities enrolled, and percent of urban and community forests covered under Tree USA programs

Contributing Programs: NDF Urban and Community Forestry Program, International Society of Arboriculture

Strategy 3-3: Increase the number of ISA Certified Arborists, ISA certified Tree Worker Climber Specialists and ISA certified Tree Worker Aerial Lift Specialists

Performance Measure 3-3: Number and kind of ISA Certified Workers in Nevada

Contributing Programs: NDF Urban and Community Forestry Program, International Society of Arboriculture;

Strategy 3-4: Create and distribute tree selection, planting, and tree care resources

Performance Measure 3-4: Develop and provide education materials for distribution

Contributing Programs: NDF Urban and Community Forestry, Local Urban Forestry Programs, Local tree care professionals, nurseries, and retailers that provide technical guidance on species palettes, care strategies, values and benefits.

Strategy 3-5: Encourage and participate in local Urban and Community Forestry assessment and management planning efforts

Performance Measure 3-5: Percent of urban and community forests with updated assessments and management plans

Contributing Programs: NDF Urban and Community Forestry, Local Urban Forestry Programs and Tree Boards, Conservation Districts

Strategy 3-6: Develop and disseminate comprehensive, statewide data sets (canopy analyses, tree inventories, associated geospatial data) for use by partners for management plan development

Performance Measure 3-6: Percent of urban and community forests with data coverage; Available viewing and download portals for stakeholder use

Contributing Programs: NDF Urban and Community Forestry, Federal, State and Local planners and municipal managers

Strategy 3-7: Encourage and support tree inventories and management plan development or updates for communities in Nevada

Performance Measure 3-7: Number of presentations made and Percent of urban and community forests that develop and update inventories and management plans

Contributing Programs: NDF Urban and Community Forestry, Local Urban Forestry Programs

Goal 4: Diversify, leverage, and increase funding for Urban and Community Forestry activities (NUCFAC goals: 1, 6)

Strategy 4-1: Provide annual briefings to partners and stakeholders on the progress and value of urban and community forestry and opportunities to invest with a purpose

Performance Measure 4-1: Number of briefings held resulting in new or continued financial contributors and contributions

Contributing Programs: NDF Urban and Community Forestry, Charitable Foundations, Community Business and Industry Groups

Strategy 4-2: Determine and communicate the value of urban forest products and services to inform decisions and investments in urban and community forests (e. g. iTree reports)

Performance Measure 4-2: Number of urban and community forests with inventories and iTree Reports produced

Contributing Programs: NDF Urban and Community Forestry, Local Urban and Community Forestry Programs

Strategy 4-3: Develop and connect to urban wood utilization programs for timber products, chipping and biomass

Performance Measure 4-3: Number of products with value identified; Amount of materials utilized; Value of utilized materials to economy

Contributing Programs: NDF Urban and Community Forestry, Nevada Network of Fire

Adapted Communities, NDF Biomass Utilization, Local Tree Companies, Local Landfills

Strategy 4-4: Seek additional Urban and Community Forestry program funding through public and private partnerships and connections with related departments or programs at the federal, state and local levels.

Performance Measure 4-4: Total amount of external funding invested annually into Urban and Community Forestry Programs and activities

Contributing Programs: NDF Urban and Community Forestry, Nevada Network of Fire Adapted Communities, NDF Biomass Utilization, Local Urban Forest Departments, Conservation Districts

Goal 5: Increase public awareness and environmental education to promote urban and community forest stewardship (NUCFAC goals: 1, 2, 5, 7)

Strategy 5-1: Strengthen environmental education programs that focus on urban and community forestry through outreach materials highlighting the benefits of trees

Performance Measure 5-1: Number of outreach materials developed and number of people impacted through delivery of outreach

Contributing Programs: NDF Urban and Community Forestry, NDF Conservation Education, Local Urban Forestry Programs, Project Learning Tree

Strategy 5-2: Create and distribute tree selection, planting, and tree care resources

Performance Measure 5-2: Develop and provide education materials for distribution

Contributing Programs: NDF Urban and Community Forestry, Local Urban Forestry Programs, Local tree care professionals, nurseries, and retailers that provide technical guidance on species palettes, care strategies, values and benefits.

Strategy 5-3: Increase outreach and educational opportunities for underserved communities to increase urban forestry stewardship

Performance Measure 5-3: Percent of underserved communities served annually

Contributing Programs: NDF Urban and Community Forestry, Local Urban Forestry Programs, Tribes

Goal 6: Cultivate diversity, equity, and leadership in the urban forest management community (NUCFAC goals: 1, 3, 5)

Strategy 6-1: Include diverse representation on NDF Urban Forest Advisory Council

Performance Measure 5-1: Number of representatives representing groups, organizations, or communities not previously engaged

Contributing Programs: NDF Urban and Community Forestry

Strategy 6-2: Continue to support educational workshops and materials targeting the entirety of the tree care industry

Performance Measure 6-2: Number of workshops supported, including spanish language translations or speakers

Contributing Programs: NDF Urban and Community Forestry, Local Urban Forestry Programs, Local tree care professionals, nurseries, and retailers that provide technical guidance on species palettes, care strategies, values and benefits.

Strategy 6-3: Explore innovative partnerships with community groups throughout the state including neighborhood civic and environmental advocacy groups, civics groups, public health community groups, tribal entities, Hispanic chamber of commerce, and more

Performance Measure 6-3: Meetings and discussions with groups beyond the arborist and green industry; projects planned or agreements entered to work collaboratively

Contributing Programs: NDF Urban and Community Forestry, community partners

Strategy 6-4: Develop career-focused, regionally-specific educational materials that are web accessible and distributed to high schools for the green industry, landscape architecture, and urban design workforce

Performance Measure 6-3: Materials developed

Contributing Programs: NDF Urban and Community Forestry, community partners, UNCE, University partnerships, green industry partnerships