

**FINAL REPORT
FOREST SERVICE GRANT / AGREEMENT
NO. 13-DG-11132540-412**

Period covered by this report: 10/01/2013 – 06/30/2015

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Address: 4301 Connecticut Avenue, NW, Suite 160
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Project Name: Engaging the Hispanic Community in Urban Forestry

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\$284,102 = **Total Project:** \$ 453,145

Budget Sheet: FFR for full project period 10/01/2013 – 06/30/2014 attached

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I. PROJECT ABSTRACT (AS DEFINED BY INITIAL PROPOSAL AND CONTRACT)

Although urban forests are extremely important to the economic, environmental, and social health of cities, urban populations are often the most disconnected from these areas due to a number of variables. For example, Hispanic/Latino populations in underserved urban neighborhoods often face unique linguistic and cultural obstacles in accessing urban forests and green spaces. To address this barrier, the National Environmental Education Foundation® (NEEF®) entered into an agreement with the U.S. Forest Service (USFS) in September 2013 to develop a communications and engagement strategy that connects Hispanic communities to urban forests for recreational, educational and environmental stewardship purposes. As part of this project, NEEF – which has 25 years of experience collaborating with public land agencies and connecting people to public lands at the national and local levels – partnered with the National Recreation and Park Association (NRPA), the Los Angeles Department of Recreation and Parks (LADRP) and the Houston Parks and Recreation Department (HPARD) and the Hispanic Communications Network (HCN) to connect Hispanic communities to Forests in two key markets – Houston and Los Angeles – and at a national level.

II. PROJECT OBJECTIVES

The project had four primary objectives:

- Create a national education and awareness campaign utilizing radio, social media and other marketing tools to engage Hispanic communities in supporting, maintaining, and promoting the use of urban forests and trees for recreation and educational purposes.
- Foster urban forestry and natural resources stewardship and volunteerism through demonstration projects in Los Angeles and Houston.
- Cultivate partnerships between the private and public sectors – including a wide range of organizations not traditionally involved in urban and community forestry.
- Help ensure equal access to urban forestry and green infrastructure resources for people residing in underserved, urban communities.

III. OBJECTIVES MET SUCCESSFULLY TO-DATE

Objective 1. Create a national education and awareness campaign utilizing radio, social media and other marketing tools to engage Hispanic communities in supporting, maintaining, and promoting the use of urban forests and trees for recreation and educational purposes.

In October 2013, NEEF staff convened representatives from Hispanic Communications Network (HCN) and National Recreation and Park Association (NRPA) for a project kick-off meeting. During the project's launch, NEEF worked with our partners to develop a measurable work plan that would guide the successful implementation of this project.

After initial discussions and research, NEEF worked with HCN to amend the project's communications goals and desired outcomes. We agreed upon the following goals for the communications portion of this project:

- Develop branding and messaging for an education and awareness campaign in English and Spanish about the value and benefits of urban forests that will be launched in a variety of media platforms nationally and in priority communities across the country.
- Develop a digital Hispanic engagement toolkit for urban forest stakeholders—including other NUCFAC grantees—to use in local or national efforts. All content will be downloadable: messages, logos, guidelines, signage, radio public service announcements (PSAs), media relations materials, partnership ideas, and simple Hispanic engagement activities.
- Disseminate project results within current ongoing partner programming at both the local and national level with Hispanic communities, websites, newsletters, social media and other formats.

In the winter of 2013, NEEF and NRPA staff identified “anchor partner” agencies in Los Angeles and Houston serving communities with large Hispanic populations. Both LADRP and HPARD pledged their commitment to the project. After site visits to both cities in February and March 2014, NEEF and NRPA debriefed HCN on local “on the ground” programs, activities, key partners and potential sub-grantees assisting both agencies. HCN integrated these reports as part of its preliminary stakeholder research.

In early 2014, NEEF worked closely with NRPA and HCN to develop a targeted marketing campaign to engage Hispanic communities in supporting, maintaining, and promoting the use of urban forests and trees for recreation and education purposes in Los Angeles and Houston. In March 2014, HCN developed and administered an informal survey of the potential NEEF sub-grantees in Los Angeles and Houston. The survey included five parts:

- Organizational overview
- Marketing, Communications and Outreach
- Social Media
- Hispanic/Spanish Language Outreach Experience
- Proposed NEEF Public Lands Every Day Grant Events

All six (6) selected organizations and both agencies in Houston and Los Angeles responded to the informal survey in a timely fashion, providing crucial insight used to shape HCN’s communications and marketing strategy. The six selected organizations are listed below:

- **Houston Park and Recreation Department:**
 - Bayou Preservation Association
 - Student Conservation Association
 - Trees for Houston
- **Los Angeles Department of Recreation and Parks:**
 - Los Angeles Beautification Team
 - North East Trees
 - TreePeople

In spring of 2014, NEEF, HCN and NRPA convened to lay the groundwork for the campaign’s creative development process. HCN’s team consisted of creative and cultural communications specialists representing the diverse fabric of Hispanics in the US (native Spanish-language speakers from Mexico, Central America, the Caribbean, and South America as well as bilingual/bicultural Mexican Americans from California and Texas). In April 2014, HCN was tasked with developing a campaign name based on

NEEF's existing Public Lands Every Day and National Public Lands Day initiatives. The creative team developed three (3) name options for NEEF and NRPA to review. The campaign name was selected in April 2014: ***Nuestros Espacios Verdes, Día a Día*** (Our Green Spaces Every Day).

The term "espacios verdes" or "green spaces" is inclusive of public lands, and resonates well in Spanish when referring to both natural and manufactured recreational spots in urban areas. The word "nuestros" (ours) is often used in Spanish-language engagement efforts, creating a sense of connection and ownership while encouraging the use and care of public lands. "Día a día" is a preferable translation to "every day" in this case, as it emphasizes the daily need for community members' stewardship efforts to foster healthy urban community forest growth within open public spaces.

In addition to conceptualizing and formalizing the name, the national partners created other program and communications elements building off of the ***Nuestros Espacios Verdes, Día a Día*** (NEVDD) concept. These elements include: logo, new NEVDD website with Spanish language content, educational and promotional materials and accompanying collateral.

The partnership also created two original Spanish-language radio PSAs (please see attached files) designed to increase awareness and understanding among the target audience about the value of urban trees and the importance of tree stewardship. The PSAs run for sixty seconds, including twenty to thirty seconds of free air time, allowing local organizations the ability to customize each PSA to promote their local engagement events. PSA scripts included:

- **Invertir en parques y jardines/ Invest in Parks and Gardens:** Recorded in a friendly tone of voice, this PSA encourages listeners to care for trees, because they improve the quality of life for families. The intro ends with an invitation to care for green spaces.
- **Responsabilidad con Nuestros Espacios Verdes/ Stewardship of our Green Spaces:** This PSA encourages listeners to participate in the preservation of trees as an activity of which the entire family can be a part.

In addition to distribution throughout the targeted markets, the radio PSAs for HCN's National Radio Campaign were integrated into HCN's daily environmental radio program – *Planeta Azul* (Blue Planet), as well as *Para Vivir Mejor* (For Better Living) – for distribution and broadcast on its affiliate network of 250+ stations nationwide from April 13 – May 10, 2015.

Below is a summary of results:

HCN Radio Network Distribution - National (93 total markets)

- Air Dates: April 13 2015-May 10 2015
- 56 Total National Network Program Integrations (60 minute spots ran 2 times per day)
- Total individual program Integrations: 12,432
- Estimated impressions: 36,019,200

While the National Campaign used PSAs to promote the importance of urban forestry and volunteerism to listeners across the country, tailored PSAs were also created to promote specific volunteer engagement events hosted by the sub-grantees in Los Angeles and Houston. These PSAs served to target Hispanic and Spanish speaking audiences specifically to encourage volunteer engagement in local

urban forestry projects. The friends groups submitted summaries of their events to national partners. HCN staff translated and recorded PSAs promoting each individual event hosted by the sub-grantees. Finished PSAs were then distributed to sub-grantees to share with local Spanish-language media outlets in hopes of bolstering support for future engagement events. These PSAs aired in local markets from fall 2014-spring 2015.

Below is a summary of local results:

HCN Radio Network Distribution - Houston (1 total market)

- Air Dates: January 25 2015-February 2 2015
- 8 National Network Program Integrations (60 minute spots ran one time per day)
- Total individual program integrations: 64
- Estimated impressions: 337,600

NEEF also leveraged social media to promote awareness about NEVDD. Program staff created 20 general awareness posts to be distributed via different social media platforms (primarily Facebook and Twitter). Project staff also used traditional strategies to increase awareness among the projects through partner networks. In October 2014, Rich Dolesh, Vice President of Conservation for NRPA, led a panel promoting NEVDD at the NRPA Congress national convention which was attended by more than 7,000 park and recreation professionals, citizen advocates and industry suppliers. The title of the session was “Promoting the Value of Trees and Urban Forests in Latino Communities”. The sessions were presented and led by Jed Aplaca of HPARD and Laura Bauernfeind of LADRP. The panel explored the most successful ways to engage Latino communities and discuss the current lessons learned by Los Angeles and Houston parks and recreation departments. NRPA also promoted *Nuestros Espacios Verdes* in its newsletter distributed to 45,000 members. Included in NRPA’s *Top Five* e-blast, the article provided an overview of the *Nuestros Espacios Verdes, Día a Día* campaign and a link to the initiative’s website.

In November 2014, the national partners convened to discuss selecting a specific engagement event to promote through a national outreach and media awareness campaign. Engagement events were mostly completed in Los Angeles during this time, however HCN was able to collaborate with local affiliates to run a PSA for sub-grantee North East Trees to promote an event in early December 2014. The PSA was distributed to 13 Spanish-language radio affiliates in Los Angeles, reaching an audience of over 4 million listeners.

Below is a summary of results for radio promotion-North East Trees:

HCN Radio Network Distribution – Los Angeles (1 total market)

- Air Dates: December 5 2015-December 9 2015
- 13 Network Program Integrations (60 minute spots ran one time per day)
- Estimated impressions: 128,900

After assessing the remaining engagement events in both cities and timing needed to involve both local and national media outlets, it was determined that Student Conservation Association (SCA)’s ConSERVE Houston January 31 tree planting event at Sunnyside Park would serve as the perfect vehicle to promote NEVDD and its local partners in Houston. While the event was coordinated with SCA and HPARD, fellow

sub-grantees Bayou Preservation Association and Trees for Houston also participated in outreach, volunteer recruitment and promotional efforts, and attended the project.

In December 2014 and January 2015, NEEF and HCN hosted a series of conference calls and webinars with sub-grantees in Houston, where many of the NEVDD events had yet to take place. In January 2015, NEEF and HCN co-facilitated a webinar with HPARD, SCA, and Bayou Preservation Association to review the online digital media toolkit and discuss an internal and external outreach strategy. The meetings covered resources developed specifically for media outreach related to the NEVDD Online Media Resources Toolkit.

HCN spent considerable time coordinating media relations efforts in Houston and managed to secure interviews on local radio and television stations. In mid-January, NEEF and HCN worked with representatives of both HPARD and local sub-grantees to identify Spanish-speaking spokespersons for local Spanish-language media outlets. On January 28, NEEF and HCN staff traveled to Houston to interview Spanish-speaking SCA Houston crewmembers. These crewmembers were comprised of students from local high schools. The students were asked a series of questions in both English and Spanish about their passion for the environment and why they feel green spaces are important to the Latino community (see attached audio files).

From January 22-31, 2015 Spanish-speaking representatives from Trees for Houston joined HCN staff for a series of Spanish language radio interviews with local affiliates to promote both the January 31 volunteer event and the NEVDD campaign in Houston.

Media appearances included:

- January 22: Pre-taped Interview at Mega 101.1 FM
 - Spokesperson: Susy Perez, Trees For Houston
 - Air Date: January 25 at 6am and 7pm
- January 28: Pre-taped interviews with Student Conservation Association
 - HCN will produce segments to be aired on La Red Hispana
- January 29: El Norte 107.9 (live), La Raza 98.5 & 103.3 (live)
 - Spokesperson: Susy Perez, Trees For Houston
- January 29: Estrella TV (pre-taped for afternoon and nightly newscast)
 - Spokesperson: Susy Perez, Trees For Houston
- January 29: Mega TV Live
 - Spokespersons: Victor Cordova, HPARD and Susy Perez, Trees For Houston
- January 30: Univision Morning Show Live
 - Spokesperson: Susy Perez, Trees for Houston
 - Additional Attendees: SCA Crewmembers
- January 31: Univision News
 - Spokesperson: Susy Perez, Trees For Houston
 - Air Date: January 31 10pm

Promotion for the January 31 event included issuing English and Spanish-language press releases and media advisories to Houston media outlets, as well as coordinating a media segment from Univision to tape live from the event.

March 2015, NEEF and HCN submitted a survey to both park agencies and sub-grantees in both Houston and Los Angeles to gauge the effectiveness of the online digital media toolkit. Of those who responded, a majority of sub-grantees found the bilingual fliers the most helpful for promoting their events. With 100% participation, all sub-grantees answered the online digital media toolkit was helpful in promoting NEVDD events. Of the items created, the logos, customizable fliers and Spanish-language press releases were most often used. Grantees used all digital media toolkit items for at least one event, with 20% reporting use of toolkit items for additional events not associated with this project.

While all sub-grantees used the NEVDD digital toolkit collateral, over 85% did not use their promotional materials to promote events with Spanish-language media. Feedback was mixed, with one organization stating it was easier to distribute bilingual materials to local neighborhood groups while other organizations admitted a lack of understanding of how to approach and engage Spanish-language media in promoting their events.

Key findings:

- 100% of respondents found the Digital Media Toolkit useful for their local efforts. Logos, customizable flyers and the press release were listed as the tools most used.
- Some of the sub-grantee survey respondents felt unprepared for Spanish-language media interaction and improving skills in Spanish-language Media Relations was listed as a high-priority area.
- Despite the Media Relations training and access to the Digital Media Toolkit, 60% of respondents indicated that they have not experienced a change in confidence or ability to conduct Spanish-language event promotions with this project.

Additional survey feedback from sub-grantees:

“The Nuestros Espacios Verdes grant has heightened our awareness for the possibilities for increasing our connections with the Hispanic community. We learned a lot about the differences in communication and marketing strategies to the Hispanic community, including what does not work, as well as the potential level of resources necessary to communicate successfully.”

“We have been working in several largely Hispanic areas of Los Angeles for a number of years, but this grant allowed us to outreach to the communities actually using the parks we work in to invite them to take ownership of the young trees that will provide shade and environmental benefits to them and their families for years to come.”

“Being so new to targeted Hispanic media communications, we did not feel appropriately prepared to take on the primary responsibility of communicating with Hispanic media networks. The language barrier was a considerable issue. Ultimately when HCN took the lead role and SCA took a supporting role in providing contact information for local Hispanic media, these efforts were far more successful.”

“The program and idea were helpful, we could have used contacts in Spanish media that were already on board with assisting in the project.”

Recommendations for NEVDD Phase Two:

- Conduct more frequent and in-person Media Relations training. Specific areas of focus include:

- Identifying Spanish-speaking staff to conduct outreach
- Instruction on how to create media lists and keep them updated
- Press kit contents
- Identifying spokespersons
- Role-playing to practice pitches, scheduling and interviews
- Appropriate media follow-up

Objective 2: Foster urban forestry and natural resources stewardship and volunteerism through demonstration projects in Los Angeles and Houston.

As previously stated, NEEF and its partners created a communications campaign to promote awareness among Hispanic/Latino populations about urban forests. To actually promote and facilitate the target audience’s engagement with forests in their communities, NEEF – as part of its partnership with NRPA – awarded grants to the LADRP and HPARD as wells as six local organizations in Houston and Los Angeles: Bayou Preservation Association (Houston), Los Angeles Beautification Team (Los Angeles), North East Trees (Los Angeles), Student Conservation Association (Houston), TreePeople (Los Angeles) and Trees for Houston (Houston). The grant awards supported the local agencies and organizations in planning and executing a total of 24 urban forestry events specifically for local Hispanic communities from September 2014 through May 2015.

In addition to the digital media toolkit, local partners collaborated to develop bilingual educational materials to distribute locally to urban forestry event volunteers and participants. In Houston, agency and sub-grantee staff generated a bilingual tree care guide and bookmark containing tree care tips in English and Spanish (see attached). Both copies were distributed at engagement events throughout the city.

Over the course of the project, Houston and Los Angeles hosted 25 urban forestry events. **Total event attendance is estimated at 17,272 while Hispanic/Spanish speaking event attendees are estimated at 4,599. 10,698 trees were planted during this project.** See table of total results below:

Organization Name	Events Supported by Grant	Event Site(s)	Total Event Attendance	Total Hispanic/Spanish Speaking Attendees	Trees Planted
Bayou Preservation Association	4	Buffalo Bayou, Collins Park, Discovery Green	15,441*	4,000	Distributed Trees to Attendees

Los Angeles Beautification Team	5	North Hollywood Park, Laurel and Hardy Park, Hollywood Division of the Los Angeles Police Department, Lemon Grove Park, Griffith Park Friendship Hall	465	302	Distributed Trees to Attendees
North East Trees	4	Ascot Hills Park	301	261	500
Student Conservation Association - Houston	4	Sunnyside Park, Big Thicket National Preserve, Mason Park	944	NA	10,050
TreePeople	4	Hansen Dam Recreation Center, Stetson Ranch Park, David Gonzales Recreation Center, Branford Park	92	36	148
Trees For Houston	4	Burnett-Bayland Community Center, Shady Lane Park, Freed Park, Gragg Park	29	0	NA
Totals	25		17,272	4,599	10,698

**Bayou Preservation Association's large attendance number is due to its 'Discovery Green' event occurring as part of a larger festival engaging local residents.*

LADRP staff assisted local sub-grantees and supported their events with publicity, press releases, education, and activity booths during their NEVDD events. Each event included tree planting or education and care, urban forest awareness activities, and dissemination of information.

LADRP staff and local sub-grantees used the branded materials from the Hispanic Communications Network (HCN) to help promote events and to support the national message campaign. Department staff attended the events and provided a booth with educational materials and activities for the families to enjoy. In addition, LADRP sent a representative to the National Recreation and Park Associations' annual conference to discuss and promote NEVDD.

Feedback from event participants and agency staff in Los Angeles was overwhelmingly positive. LADRP staff reported one teenager visiting the agency's informational booth told staff she was just been accepted to Humboldt State University to study forestry and environmental management and was thrilled to learn about urban forestry and City opportunities. Another family decided they would give their time together to volunteer at a tree-planting event as part of the religious observance of Lent.

North East Trees, one of the Los Angeles sub-grantees co-hosting NEVDD events, reported equally impressive results from Spanish speaking volunteers:

“By educating the community members about the benefits of trees and green space we were able to recruit a new cadre of volunteers and nature stewards. For example, many of the participants were aware of the fact that trees provide clean air; but, few of them knew the other benefits such as water conservation, energy savings, and habitat value. Perhaps the most important benefit that went unnoticed is how trees contribute to improved public health.”

“After our events, the volunteers (especially the youth) walked away with a new sense of accomplishment and the realization that trees are a vital part of our city. When these youth found out that there would be summer jobs available to continue planting trees in the park, many expressed interest and some even submitted job applications. These events were very effective in creating a sense of stewardship for everyone in the community.”

HPARD and sub-grantee staff created a bilingual tree care guide and bookmark containing tree care tips in English and Spanish (see attached). Both copies were distributed at engagement events throughout the city.

NEVDD caused both agency and sub-grantee staff in Houston to re-evaluate their approach to engaging the Hispanic community. HPARD staff admitted difficulty in assessing its internal capacity for translating a large portion of the agency's outreach materials from English to Spanish. Local sub-grantee Bayou Preservation Association reported, *“This grant helped open our eyes up to a large population that we as an organization were not focusing on, as we should.”*

Preparations for the January 31 feature event in Houston caused NEEF, HPARD and local sub-grantees to consider exactly what was the best way to engage Spanish-speaking participants in stewardship events. For example, if a Spanish-language flier is directing Spanish-speakers to an organization's English-language website, how would that organization retain the engagement of the participants? What resources does the agency and organization have to truly integrate bilingual content throughout its outreach materials? These questions of internal capacity would be interesting to pursue if this project is continued.

Objective 3. Cultivate partnerships between the private and public sectors – including a wide range of organizations not traditionally involved in urban and community forestry.

NEEF has a demonstrated history of fostering public-private collaboration around public lands – specifically as it relates to outreach and environmental stewardship. Still, **NEVDD has provided an opportunity to broaden the circle of collaboration to include people and organizations that are traditionally underrepresented when it comes to planning and implementing urban forestry events.** As a result of this project, NEEF has created a network whereby national nonprofit organizations,

businesses, local government agencies and community-based organizations are working together to address barriers to accessing urban forests in very distinct communities: Los Angeles and Houston. This is important because these groups have now formed partnerships that they can leverage beyond this project. Additionally, the project design has led to greater collaboration and lesson-sharing between cities in key markets.

Objective 4: Help ensure equal access to urban forestry and green infrastructure resources for people residing in underserved, urban communities.

NEVDD was designed to facilitate access to (and use of) urban forests – particularly among under-resourced Hispanic/Latino communities. As a result of this project, **over 17,000 people from underserved communities** attended events promoting the value of trees in urban areas and steps their communities can take to become everyday stewards of their urban forests. **As a result of this project, nearly 11,000 trees were planted in the cities of Houston and Los Angeles.**

Total NEVDD Attendees:

- **Houston:**
 - 16,414 volunteers
 - 4,000 Spanish speaking volunteers
 - 10,050 trees planted
- **Los Angeles:**
 - 858 volunteers
 - 599 Spanish speaking volunteers
 - 648 trees planted

Organization Name	Events Supported by Grant	Event Site(s)	Total Event Attendance	Total Hispanic/Spanish Speaking Attendees	Trees Planted
Bayou Preservation Association	4	Buffalo Bayou, Collins Park, Discovery Green	15,441*	4,000	Distributed Trees to Attendees
Los Angeles Beautification Team	5	North Hollywood Park, Laurel and Hardy Park, Hollywood Division of the Los Angeles Police Department, Lemon Grove Park, Griffith Park Friendship Hall	465	302	Distributed Trees to Attendees

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Trees For Houston	4	Burnett-Bayland Community Center, Shady Lane Park, Freed Park, Gragg Park	29	0	NA
Totals	25		17,272	4,599	10,698

IV. ADDITIONAL OBJECTIVES IN PROGRESS:

None

V. OBJECTIVES NOT YET MET

None.

VI. HOW WILL THIS PROJECT INCREASE THE KNOWLEDGE WE HAVE ABOUT URBAN FORESTRY? HOW WILL THE PUBLIC BENEFIT?

NEVDD is **helping to advance the knowledge base** around urban forests and variables associated with barriers and access to these spaces by underrepresented communities like Hispanic/Latino populations. For example, prior to developing the communications campaign, NEEF and its partners conducted small-scale research to learn more about the knowledge, attitudes and behaviors of Spanish-speaking, underserved communities as they relate to urban forests – especially in Houston and Los Angeles. This knowledge base was used to help inform the development of the campaign and associated program components and is available for use by other organizations. The radio PSAs, promotional information and the actual education, recreation and environment stewardship events held on urban forests will help to generate information about the expectations and experiences of the target audience – especially as they relate to their perception of forest service staff, how they view the program/event content, their perception about benefits associated with interacting with forests in

their communities and their interest and intentions about returning to the forest after the events. NEEF is also administering surveys to site managers at the event locations to get qualitative feedback on the experience of participants. All of this information can be useful in helping to increase awareness about how to engage certain communities in urban forestry and environmental stewardship in a way that will be relevant and meaningful to them.

In sum, members of the target audience will benefit by having real access to urban forests and members of the general public will benefit by having more people informed about the many uses of urban forests, the importance of protecting them and the role they can play in urban forest conservation.

VII. HOW WILL THE RESULTS BE DISSEMINATED TO THE PUBLIC?

NEEF will distribute key project lessons (the report, lessons learned, best practices, as well as key messages and communications strategies) to its national audience of public land managers and friends organizations through its Public Lands Every Day program, **reaching nearly 10,000** contacts with the goal of encouraging expansion of this project on a national level. NEEF will deliver the information through its monthly newsletters, websites (www.neefusa.org, www.publiclandseveryday.org and www.publiclandsday.org), as well as NEEF's family of social media assets including Facebook, Twitter and YouTube for various programs, e.g. National Environmental Education Week.

Also, NRPA will distribute its findings through its **network of 30,000** parks and recreation agency members. It will showcase results through its media assets, including an article in the NRPA *Parks and Recreation Magazine* (distributed to over 31,000), on its website, in NRPA social media outlets and in its professional development programs such as the GreenSchool.

NEEF will also share information about the project and key learnings with organizations like the Hispanic Access Foundation, the National Council of La Raza, Latinos in Social Media and others.

VIII. HAS THE PROJECT MET THE PROJECTED TIMELINE OF ACCOMPLISHMENTS? IS THE PROJECT ON SCHEDULE? IS THE PROJECT AHEAD OF SCHEDULE? IS THE PROJECT BEHIND SCHEDULE? IF A NO-COST TIME EXTENSION HAS BEEN REQUESTED FOR THIS PROJECT, WHY IS (WAS) IT NEEDED?

In February 2015 NEEF requested a no-cost extension for this project. The extension was necessary as a large portion of Houston's urban forestry events needed to be rescheduled due to inclement weather conditions. The original project deadline was slated for April 30, 2015 with a final report due May 29, 2015. The extension was approved with a new **project end date of June 30, 2015** and **final report due September 30, 2015**.

IX. LIST THE ACTIVE PARTNERS (KEY INDIVIDUALS OR ORGANIZATIONS) INVOLVED IN THE PROJECT TO-DATE

National project partners:

- National Recreation and Park Association
- Hispanic Communications Network

Local partners and sub-grantees:

- Los Angeles Department of Recreation and Parks (LADRP)
 - Los Angeles Beatification Team
 - North East Trees
 - TreePeople
- Houston Park and Recreation Department (HPARD)
 - Bayou Preservation Association
 - Student Conservation Association-Houston
 - Trees for Houston

X. COMMENTS CONSIDERED OF IMPORTANCE BUT NOT COVERED ABOVE:

None.

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