



AMERICAN PUBLIC WORKS ASSOCIATION

Your Comprehensive Public Works Resource

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**Date:** January 31, 2008

**Report Period:** July 2006 – January 2008

**Recipient:** American Public Works Association (APWA)

**Award Number:** 06-DG-11244225-236

**Project Period:** July 1, 2006 through January 31, 2008

**Recipient Contact Person / Project Director:** Colene Vogel, Technical Services Program Manager

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*Progress achieved in Accomplishing Project Goals and Objectives*

**Goal / Objective 1 --** Establish an expert advisory group

**Planned:**

The members of the advisory group will be comprised of three urban forestry representatives and three public works representatives. Ideal candidates will have significant management experience and be well-known and highly regarded members of their professions. Additionally, the public works candidates will be familiar with the development of an effective urban forestry program based on first-hand experience implementing such a program in their communities.

Each organization will be responsible for recruiting from their respective memberships. The Advisory Group will convene as necessary to help guide the work products and will also serve a “speakers” panel for dissemination phase of the project. This group will remain active throughout the life of the project.

**Actual:**

The expert advisory group was established. The following people were identified from the APWA and the Society of Municipal Arborists (SMA) to serve on the committee:

- **Rachel Barker**, Project Manager, Natural Resources Consulting, Inc., Tallassee, Alabama
- **George Gonzalez**, Chief Forester, Bureau of Street Service, City of Los Angeles, California
- **Andy Hillman**, City Forester, City of Ithaca, New York
- **Gene Hyde**, City Forester, City of Chattanooga, Tennessee
- **Walter E. Veselka**, PE, Public Works Director, City of Bristol, Connecticut
- **Peter J. Woodcock**, Retired Public Works Superintendent, Croton On Hudson, New York

**PRESIDENT**  
**William A. Verkest, P.E.**  
Municipal Program Manager  
HDR Engineering, Inc.

**EXECUTIVE DIRECTOR**  
**Peter B. King**



The committee is comprised of individuals with significant forestry and public works management experience; all members are highly respected within their professions. The committee convened via conference call several times to prepare the reports and presentations.

**Goal/ Objective 2** -- Conduct a literature review

**Planned:**

The project will begin with a comprehensive literature review on the key components of effective forestry programs. The review will be conducted by Davey Resource Group. It is anticipated that the literature review will yield pertinent information about urban forestry management of importance to public works managers, as well as identify gaps in the existing body of literature. The findings of this research will be incorporated into the series of reports. Oversight from the advisory group will be provided as necessary. It is expected that the literature will wrap up in January 2007 as it will be used in the identifying and assessing the model programs and developing the case studies.

**Actual:**

The literature review was completed by Jennifer Gulick from Davey Resource Group. Ms. Gulick reviewed various forestry-related trade magazines, scholarly publications, websites and books. She shared the identified sources with the advisory committee and then took their recommended additions to the list.

**Goal / Objective 3** -- Identify and assess model forestry programs

**Planned:**

APWA, SMA, and Davey Resource Group will work with the advisory group to identify up to three exemplary urban forestry programs. Selection of the "model" programs will be determined through a vetting process led by the research advisory group that incorporates findings from the literature review, a comparison of SMA and APWA member rosters, and recommendations from APWA and SMA members. A survey of each model program will be conducted by Davey Resource Group to determine best practices in the following areas: hiring and recruitment of staff, budgeting/funding, policies, procedures, legislation and administrative regulations, and tree inventory systems. It is expected that this goal will be completed by April 2007.

**Actual:**

The committee discussed several urban forestry programs around the country with elements which could be considered models. Ms. Vogel asked APWA members to submit any model urban forestry programs that they were aware of, utilizing APWA's online communities. Ms. Gulick investigated these programs and the findings were used to assemble the best management practices.

**Goal / Objective 4** – Create a series of reports on effective urban forestry management for public works professionals

**Planned:**

The results from the survey of model programs will be put together with findings from the literature review and condensed into a series of reports. These reports will be used to educate public works professionals who are responsible for urban forestry management and bridge any gaps identified in the body of literature pertaining to urban forestry and public works. These guides will serve as a resource for public works professionals in creating successful, sustainable urban forestry programs. All written materials will be reviewed by the project staff and the advisory group. APWA anticipates the production of the reports will take place in the summer of 2007. These reports will be the foundation of the education initiatives outlined as goals 5, 6 and 7.

**Actual:**

Four reports were created on urban forestry best management practices for public works. The four reports are: 1) Budgeting & Funding, 2) Staffing, 3) Ordinances, Regulations & Public Policies, and 4) Urban Forest Management Plan. Five hundred copies of the reports were printed. A CD was also created containing a recording of the webcast presentation, the series of reports, the literature review and websites for additional information. One thousand CDs were produced. The reports, along with the CD, were distributed to attendees at all of the educational sessions

presented as part of the project. Copies were also sent to each of the International Society of Arboriculture's State Urban Forestry Coordinators. Materials have been shipped to the advisory committee members who are planning to present the project at APWA chapter meetings in the spring of 2008. Materials have been provided to SMA's Executive Director. With all of these requests filled, only approximately 30 sets of reports and about two hundred CDs remain at APWA for distribution at events later in the year. Assuming these materials are not needed by SMA more immediately, they will be held in reserve for distribution to attendees of the urban forestry education programs planned by APWA for 2008, including another webcast and sessions at the 2008 American Public Works Association International Public Works Congress & Exposition. All project materials are also available to download at APWA.net, under "Federally Funded Projects" (<http://www.apwa.net/About/CoopAgreements/urbanforestry/>). Members of APWA's online communities were notified of the materials available on this new webpage, "Urban Forestry for Public Works."

**Goal / Objective 5** – Develop a national webcast program to disseminate the results of the research and roll out the series of reports

**Planned:**

The webcast is an opportunity to circulate information from this project and educate a national audience of public works managers. APWA staff will develop the program. Members of the advisory group and Jennifer Gulick, from Davey Resource Group will provide content and serve as speakers for this program.

**Actual:**

The webcast, called a Click, Listen & Learn (CLL) by APWA, was held on August 9, 2007. Postcards and emails were used in addition to the ads in APWA's *Reporter* magazine and education program brochures to promote the online presentation titled "Developing and Managing an Urban Forestry Program for Public Works." The first 100 sites to register for the program were available at no cost to the sites. There were 109 sites that registered and participated. APWA estimates that each CLL site has an average of seven attendees, thus we estimate the webcast reached over 700 public works professionals. Following the event, each registered site received a copy of the CD created for the project. The speakers for the program were Jennifer Gulick, Rachel Barker, Andy Hillman, Gene Hyde and Keith Cline from the USDA Forest Service.

**Goal / Objective 6** – Develop a series of state and regional workshops to disseminate the results of the research and distribute copies of the reports

**Planned:**

The workshops, which will be held in conjunction with APWA national, state, and chapter conferences, are an opportunity to provide live education on urban forestry to public works professionals across the country. Copies of the reports will be distributed during the workshops. APWA staff will develop the program. Members of the advisory group will serve as speakers for the various programs. The nature of the programming at the chapter / regional level will allow for interaction between attendees and speakers.

**Actual:**

An educational session was presented as part of the 2007 American Public Works Association International Public Works Congress & Exposition in September. The session was titled "Urban Forestry for Public Works." The presenters were Jennifer Gulick, George Gonzalez, Walter Veselka and Peter Woodcock. Approximately 55 attendees participated in the session. Education sessions or workshops were presented to three APWA Chapters, including Missouri, South Carolina and Kansas City Metro in November 2007. All three sessions were presented by Rachel Barker. Three more APWA Chapter presentations are planned for the spring of 2008, after close of the grant. Andy Hillman will present to the New York State Chapter, Walter Veselka will present to the New England Chapter and Rachel Barker will present to the Florida Chapter. In January 2008, Andy Hillman presented the project to the Idaho Horticulture Expo on behalf of SMA. He is also planning a presentation to the New York State Urban & Community Forestry Council after close of the grant. All session attendees at APWA events have been, or will be, offered copies of the project reports and CD.

**Goal / Objective 7** – Host a Washington, D.C. session with "decision influencers"

**Planned:**

APWA will host an educational briefing in Washington, D.C. for federal agency and congressional staff. The briefing will likely be a luncheon with a speaker. With the duration of the program lasting about 1.5 hours, the briefing will focus on the importance of the urban forest and local governments' best management practices.

**Actual:**

A briefing was held on January 23, 2008, in Washington, D.C. Federal agency and congressional staff were invited to the U.S. Forest Service offices for presentation and discussion of the project. Jennifer Gulick, Andy Hillman and Walter Veselka presented the project. Presenters and attendees discussed the project and possible collaborations. There were approximately 19 in attendance. Participants were given copies of the project reports and CD.

***Financial Unit Costs:***

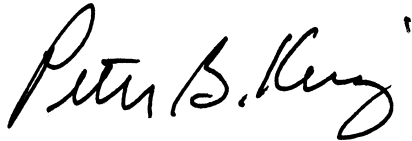
The projected expenses incurred during the entire project period total \$80,100. Of this, the total federal expense is approximately \$36,350. APWA has matched approximately \$43,750. Funds were used primarily for the contract with Davey Resource Group and to support the Program Manager's work in establishing the advisory committee and developing the advisory committee work plan and other administrative duties associated with the project.

***Difficulties Encountered***

There were no difficulties encountered during the project. Goals and objectives were met within our established time frame and under budget.

**Authorizing Official:** Peter B. King, APWA Executive Director

**Signature:**

A handwritten signature in black ink that reads "Peter B. King". The signature is written in a cursive style with a large initial "P" and a distinct "K".

**Date:** January 31, 2008