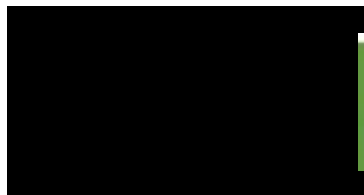


# California Urban Forests Council: “Invest From the Ground Up” Campaign

Nancy Hughes, California Urban Forests Council

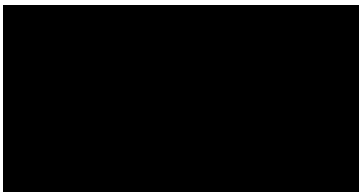
February 7, 2013



## Our Goal

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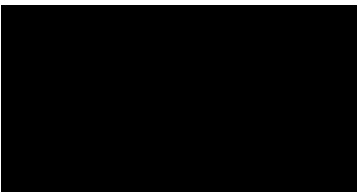
To get more people in California to support the protection, care and maintenance of their urban forests.



# Our Challenge

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1. **How to get people to care about urban forestry?**
2. **How to best talk about urban forestry?**
3. **Who best to reach out to?**



# Our Challenge

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Everyday people don't know what "urban forest" means



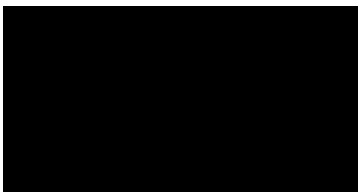
You can't hug an "urban forest"—it's not tangible – "Trees" ARE tangible



Trees & green spaces are in the background, not seen as vital, as a result people don't understand why to care



When people don't care, trees and green spaces don't get care



# Our Key Audiences

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## – Homeowners –

9 million in California

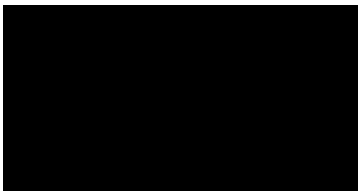
77% of “likely voters” in California



## – Small Business Owners –

3.5 million in California

Nearly 14 million Californians are employed by small businesses

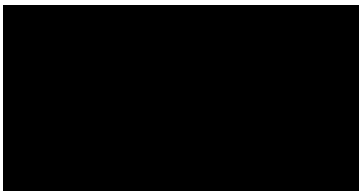


# Our Solution

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To get the most civically engaged Californians – **home and business owners** – to better understand the true value and advocate for the ongoing care and health of neighborhood trees and green spaces, **we can't talk to them about "urban forests", "the environment" and "maintenance."**

Instead, we need to **start a conversation that begins with intangible values** (quality of life/good neighborhood) and is then **reinforced by tangible values** (property value, stronger/better business).

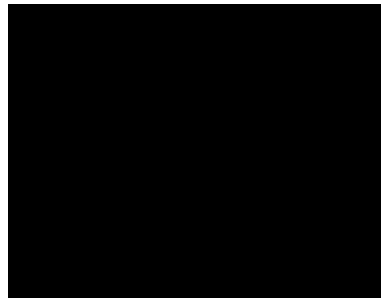


# Campaign Team & Roles

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- Lead meetings, trainings, etc.
- Guide content and messaging
- Leverage members, regional councils, etc.
- Engage partners



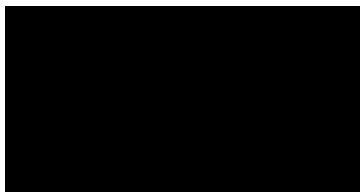
- Leverage thousands of members
- Arborists as experts and spokespeople on the ground
- Voice of the industry

## fenton + Partners

- Media & advertising
- Drive messaging and content creation
- Strategic advisor



...you?



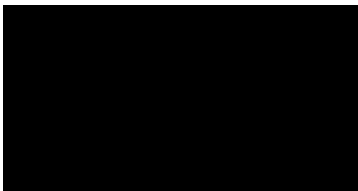
# Piloting the Campaign

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We are piloting the campaign in five communities across California, which must have the following elements:

1. Viable business community
2. Local community organizations as potential partners
3. Underserved population who will benefit
4. Strong urban forestry industry or Regional Council presence
5. Involved state regional urban forester
6. Proven local government interest in urban forestry

BE CLEAR THAT THIS IS A "VALUE-ADDED" CAMPAIGN!





# Levels of Engagement Menu

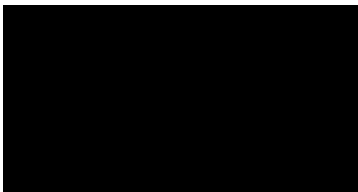
Strategy	Activity	LIGHT (3-4 weeks)			MODERATE (4-12 weeks)			INTENSE (12+ weeks)		
		Awareness	Advocacy	Capacity/Skill-Building	Awareness	Advocacy	Capacity/Skill-Building	Awareness	Advocacy	Capacity/Skill-Building
Advertising	Design, pay for and place ad(s) in local print or online outlets, like local paper or neighborhood blog		✓			✓		✓	✓	
	Co-sponsor existing local events, like film festivals or farmers markets							✓		
	Design, pay for and distribute branded giveaway items at events and stores, like tote bags or seed packets				✓			✓		
Coalition Building	Create campaign toolkits with factsheets, stickers and other materials to distribute to local partners						✓	✓	✓	✓
	Facilitate engagement of policymakers as partners and advocates							✓	✓	
	Facilitate engagement of local arborist industry to serve as experts and advocates				✓	✓		✓	✓	✓
	Conduct and share results of stakeholder interviews to determine potential partners' assets, needs and goals									
	Facilitate engagement of new partners, like homeowner and business associations				✓	✓		✓	✓	✓
	Prepare and conduct messaging trainings for partners on new way to talk about urban forestry						✓	✓	✓	✓
	Prepare and conduct skills trainings for partners, such as on media relations or storytelling									✓
	Facilitate collaboration with new partners around a specific campaign action, like a coupon program, an event or educational workshop									✓
In-Person	Staff existing local events, such as county fairs, with arborists as experts and spokespeople				✓			✓		
	Design, produce and distribute collateral, such as issue or audience-specific factsheets, at events or in packets for new homeowners or conferences	✓			✓			✓		
	Work with partners to plan, host and staff one-time local event, such as a tree planting or local park picnic							✓		

# City Campaign Strategy

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1. Talk to core partners.
2. Discuss level of engagement menu with local community-based organizations or agencies.
3. Execute strategies based on engagement levels.
4. Amplify local successes on statewide level.



# Envisioning a City Campaign

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## Sample Goals:

Reduce incidents of tree topping by homeowners

Increase number of businesses with trees

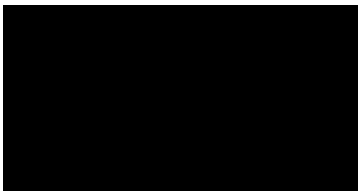
Garner citizen support for potential new urban park

## Sample Tactics:

Host “ask an arborist” booth at weekly farmers market

Partner with local Chamber of Commerce on webinar about benefits of trees

Create presentation for local groups on the full range of benefits of a new park



# Tools to Accomplish Our Goals



Online: Website & Social Media



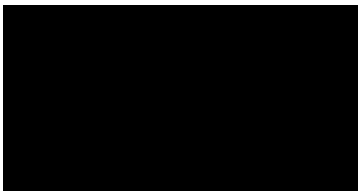
Resources for Business Owners & Homeowners



Materials, Displays & Handouts



Targeted Advertising



# Campaigns in San Diego & East Hollywood so far...

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## San Diego Region

**Objective:** Educate and awareness on water issues related to tree care and tree benefits.

- Residential focus around water use and tree benefits
- Local water agency & city partnerships
- Advertising
- Workshop
- Collateral materials

## East Hollywood - LA

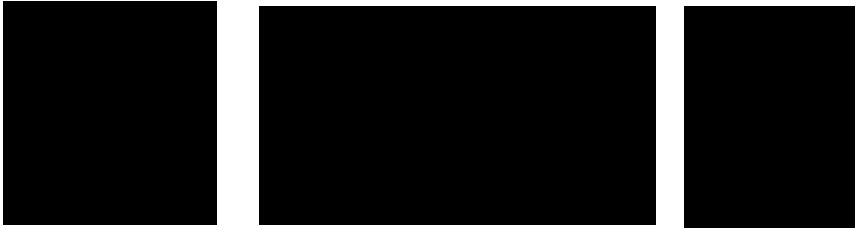
**Objective:** to raise awareness about how business and trees can co-exist and health benefits of trees

- 3 large healthcare companies in area
- Involvement of Chamber of Commerce
- Creating educational forum for stakeholders
- Advertising
- Collateral materials

Think of successful or unsuccessful greening or conservation communications campaign that you have seen. What do you believe contributed to those outcome?



Thanks to...



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