

Urban and Community Forestry

Outreach Services
Strategies for all
Communities



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ACKNOWLEDGEMENTS AND REFERENCES

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HOW TO USE THIS GUIDE

This guide is intended to help you work with diverse population groups in your community. To begin, we encourage you to learn more about the diversity of the population in your area. Next, you determine how to reach various segments of the population by cultivating relationships and targeting communications. Ultimately, by using this process, you will develop and implement outreach efforts, and support a work environment that promotes these activities.

The steps, resources, and success stories in this publication are intended to help you provide service to all communities. Each page provides space for you to write down information and notes. As you work through and complete the various steps, the result will be an effective outreach plan for your specific needs. Future updates to this guide can be found at www.treelink.org.

BACKGROUND

Urban forestry programs impact more diverse population groups than any other state forestry agency activity. When planning or delivering program services, state urban forestry coordinators may struggle to identify, understand, and involve all diverse groups. In these situations, program delivery tends to favor some traditional groups while unintentionally leaving out others.

State and territory urban forestry coordinators addressed this issue during their meeting at the National Urban Forest Conference held in Washington, D.C. on September 4, 2001. A committee was formed to explore how to improve program delivery to population groups generally not engaged in urban forestry activities.

THE COMMITTEE INCLUDES STATE AND FEDERAL URBAN AND COMMUNITY FORESTRY REPRESENTATIVES FROM DIFFERENT REGIONS OF THE UNITED STATES.



THIS GUIDE IS THE RESULT OF THE COMMITTEE'S COLLABORATIVE EFFORT.

COMMITTEE FOCUS

Develop and assemble information and strategies that can be used by state forestry agencies and other organizations to provide universal service and access to urban forestry programs.

COMMITTEE TASKS

(1) Compile strategies, resources, and success stories into final format for use by state urban forestry coordinators and other programs, (2) provide status reports to state foresters, (3) distribute the guide to all urban and community forestry state and federal coordinators and appropriate partners, and (4) present an oral report, including recommended follow-up activities at the National Urban Forestry Coordinators meeting in September 2003.