

Finding the Faces of Urban Forestry



from the **TREE CITY USA®**
BULLETIN

“People who need people” was a catchy line from a tune sung by Barbra Streisand in the Broadway hit, “Funny Girl.” Community forestry needs people, too, and fortunately they are there. Men and women of all ages and from all walks of life benefit from our nation’s well-managed urban and community forests, and many stand ready to testify to how these trees have a positive impact on their lives.



The popularity of trees in our communities needs to be highlighted in order to help gain even greater support and funding for the urban forest.

The Arbor Day Foundation, with the support of the U.S. Forest Service, undertook an ambitious new project known as Faces of Urban Forestry in 2012. The idea was — and continues to be — to gather personal stories from every state that serve as examples of how urban and community forestry contributes to the health and happiness of residents and business owners. It was a way to show the value of trees in a unique and important light.

Another benefit of the Faces of Urban Forestry project is to demonstrate how municipal dollars, as well as state and federal grants, are leveraged far beyond the dollar amounts provided. It shows that these investments are working and provides additional evidence for funding requests.

Perhaps the most important outcome of the Faces of Urban Forestry project, which could also be recreated locally, is to highlight the support — both active and potential —

that exists among residents and businesses for urban forestry. Abraham Lincoln is credited with saying, “With public sentiment, nothing can fail; without it, nothing can succeed.” The Faces of Urban Forestry project is one way to illustrate the public sentiment and diverse support for urban forestry.

The collection of testimonials resulting from this project is impressive and inspiring. It also continues to grow, and you are invited to contribute stories from your community.

ALSO IN THIS ISSUE:

- How to conduct a Faces of Urban Forestry project locally
- Interviewing skills
- How to be a better listener
- How to add your own story to the Foundation’s online gallery of Faces