

Assessing the Impact of Urban and Community Forestry Federal Grants: A Final Report Summary

Prepared by: Holly Campbell and Bill Hubbard, Ph.D., Southern Regional Extension Forestry

For more information, please contact: Nancy Stremple, nstremple@fs.fed.us

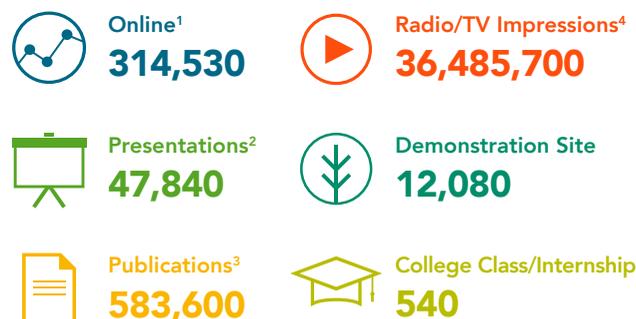
EXECUTIVE SUMMARY:

The National Urban and Community Forestry Advisory Council (NUCFAC) advises the Secretary of Agriculture on matters relating to the protection, planting, and care of trees and forests in our nation's cities and communities. Since 1994, NUCFAC annually recommends urban and community forestry projects for funding to the USDA Forest Service (USFS). Recommended projects meet objectives outlined in the current National Urban and Community Forestry (UCF) Action Plan, which is used to expand awareness of the benefits that urban and community forests provide to urban areas.

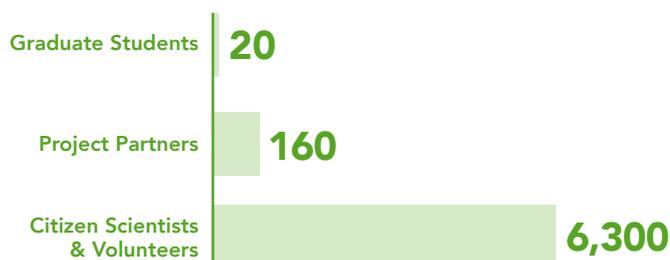
To demonstrate the value of NUCFAC-recommended grants, the USFS supported an assessment of twenty-six grants, awarded during the years 2010-2015. The following summary report includes results from this assessment.

PROJECT REACH:

Project results were promoted to millions of people through several outlets. The following number of people were reached through these outlets and were involved in project development:



People Involved in Project Development



PROJECT HIGHLIGHTS:

A few of the impacts these grants have had include:



PROJECT LOCATIONS:



¹ Website traffic reported by Google Analytics, YouTube video views, social media followers, e-newsletters, blogs

² Conferences, workshops, webinars, & other face-to-face programs

³ Printed brochures, articles, other publications, and Google Scholar article views

⁴ Impressions are the number of exposures to an advertisement. An individual can receive more than one exposure

PROJECT CATEGORIES:

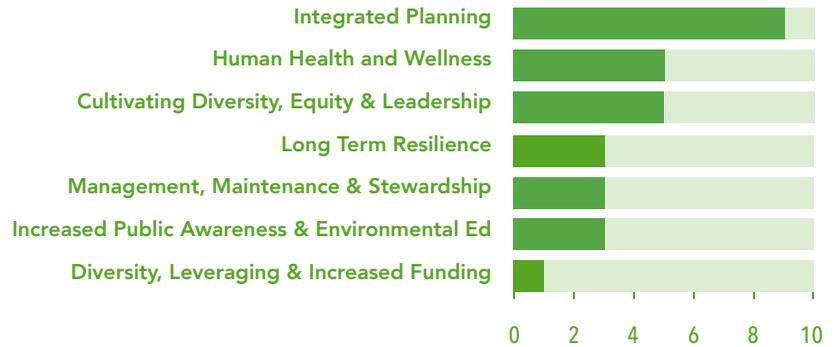
The twenty-six projects evaluated for this assessment support one or more of the project categories outlined in the National Urban and Community Forestry (UCF) Action Plan.

PROJECT DELIVERABLES:

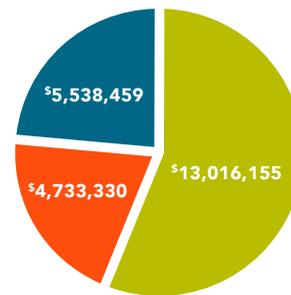
From the twenty-six projects we assessed, the following total project deliverables have been or will be created:



NUCFAC Project Categories for 2010-2015 Grants



ADDITIONAL FUNDING & RETURN ON INVESTMENT



- AWARDED FEDERAL FUNDS
- MATCHING FUNDS
- ADDITIONAL AWARDED FUNDS

\$23,287,944 TOTAL

The twenty-six NUCFAC-recommended projects assessed in this analysis (current and completed) were awarded a total \$4,733,330 in federal dollars which were supplemented with \$5,538,459 in matching funds. **As well, 56% of all closed grants were awarded additional funding to continue or expand upon original project objectives, totaling \$13,016,155.**

ONE DOLLAR
FEDERAL FUNDS INVESTED
= \$4.92 RETURN

CONCLUSION:

In conclusion, this project impact assessment utilized current survey and interview techniques to evaluate some of the quantifiable impacts of the NUCFAC recommendations to the USDA Forest Service's National Urban and Community Forestry grant program over a 5-year period. From our analysis, we conclude that the USDA National Urban and Community Forestry grant program has been very effective in delivering products and services that have had a very large impact. If these survey techniques were applied to the review of the entire program from 1994 to present, (212 grants and \$20 million) the result, from a very conservative perspective, would be in the range of \$98.4 to \$113.2 million.

¹ Non peer-reviewed publications, fact sheets

² BMPs-Best Management Practices

³ Environmental and tree-planting survival assessments

