

TechTransfer

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Monthly update from Urban Forestry

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Dear Readers:
**A Message from
Donna Murphy, Director,
Mid-Atlantic Center for
Urban & Community
Forestry**

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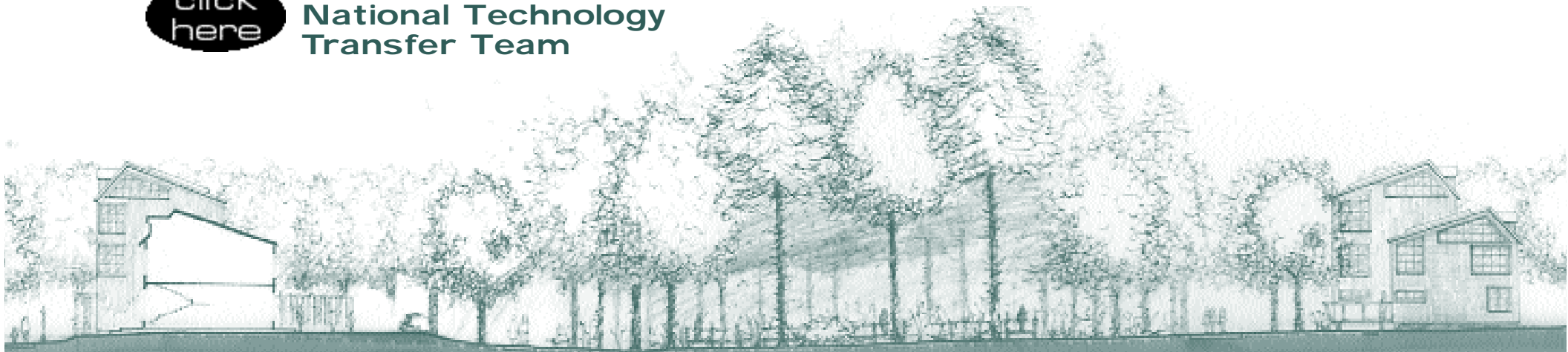
This Month's
Feature Article
**Mid-Atlantic Center for
Urban & Community
Forestry**

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Keystone College, LaPlume, PA

**Contact Information
National Technology
Transfer Team**

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here



**A Message from Donna Murphy, Director, Mid-Atlantic
Center for Urban & Community Forestry**

Dear Colleague,

Welcome to the USDA Forest Service, Mid-Atlantic Center for Urban and Community Forestry located at Keystone College in La Plume, PA.

The Mid-Atlantic Center collaborates to support the needs of Delaware, Maryland, New Jersey, Pennsylvania, Ohio, West Virginia and the District of Columbia's Urban and Community Forestry programs. Working with a broad range of partners, the Center facilitates the transfer of innovative technologies and research related to urban and community forestry while striving to promote continued investment in the health, management and value of our urban forest.

Donna Murphy
Center Coordinator

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Technology Transfer Feature Article

This Month's
Feature:

Mid-Atlantic Center for Urban & Community Forestry

at Keystone College
LaPlume, PA



Serving the Mid-Atlantic States through
Technology Transfer

Background

Our First Year

The Mid-Atlantic Center for Urban and Community Forestry at Keystone College is now celebrating its first year. With the support of the Morgantown Field Office, direction from the Mid-Atlantic State Coordinators, and assistance by the Northeast Center for Urban and Community Forestry, an

advisory board, bylaws, center goals are now in place to direct Center activities. In addition, proposals for FY02 projects are being developed and funds are expected to be obligated for technology transfer projects this spring.

Center Goals

The goals of the Mid-Atlantic Center for Urban and Community Forestry are to build strong working partnerships, promote comprehensive resource management and transfer information and innovative technologies throughout the Mid-Atlantic and greater Northeastern Area. The Center is working with the District of Columbia, Delaware, Maryland, New Jersey, Pennsylvania, Ohio and West Virginia to identify and respond to new and existing urban and community forestry issues and needs.

Center Objectives

Center objectives include facilitating communication with a broad range of partners, promoting urban and community forestry investments, replicating innovative programs, and transferring tools having broad applications to the health of the urban forest. The Center supports efforts that address statewide urban and community forestry needs, build on program strengths, support training, the use of new technologies and research while assuring products, programs and solutions are shared between the Mid-Atlantic partners.

Center Advisory Board Members

- Mark Buscaino, State Forester-Chief of Tree Division, District of Columbia
- Michael D'Errico, Community Forestry Coordinator, New Jersey Forest Service
- Mr. Mike Galvin, Urban Operations Manager, Department of Natural Resources
- Wn. Bryan Hall, Urban Forestry Coordinator, Delaware Department of Agriculture
- Mr. Robert Hannah, Urban Forestry Coordinator, West Virginia Division of Forestry
- Karli M. Suders, State Urban Forestry Coordinator, PA DCNR Bureau of Forestry
- Drew Todd, State Urban Forestry Coordinator, DNR Division of Forestry

Recent Initiatives

Media Communications

The Mid-Atlantic Center for Urban and Community Forestry hosted a Media Communications Workshop in the Annex of Morgantown Field Office on October 10-11, 2001. State urban & community forestry coordinators, volunteer coordinators, media personnel, council members, Forest Service staff and key partners from the District of Columbia, Delaware, Maryland, New Jersey, Pennsylvania and



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West Virginia received the two-day training. The workshop focused on effective message preparation and delivery, press writing skills, and interview techniques. Ted Fuerey, Senior Communications Specialist, Lee Laino Consultants, LTD, New York City, used video taped interviews to prepare participants to better deliver program messages, build relationships with the media and avoid common interview mistakes. A similar workshop was held by the Northeast Center for Urban and Community Forestry, November 5th.

Upcoming Events

GIS Training

The Mid-Atlantic Center for Urban and Community Forestry, is working in partnership with the Delaware Department of Agriculture Forest Service, New Jersey Forest Service, Maryland Department of Natural Resources and USDA Northeast Research Station to host a workshop entitled "Investigating GIS Applications for Urban and Community Forestry."

The workshop will examine GIS applications that support better quantification and analysis of urban and community forest health and cover using scientifically-based solutions. An afternoon session of the workshop will provides a forum for the Mid-Atlantic States and District of Columbia to address current cost, quality of data, transferability of data, training, hardware and software issues. The workshop is scheduled for March 27, 2001 at Mendenhall Conference Center, Wilmington Delaware.

Center Supports Urban Forest Analysis of Morgantown, West Virginia

The Mid-Atlantic Center for Urban and Community Forestry is supporting a proposal from the Northeast Research Station to use the UFORE methodology to analyze Morgantown, West Virginia, a smaller urban environment in the Mid-Atlantic region. As most cities analyzed to date have been larger urban environments, analyzing a smaller urban environment may provide some interesting contrasts and yield new information to aid urban forest management in the Mid-Atlantic Area. Window based input capabilities will be piloted with the study and permanent plot features will allow for long term monitoring and analyzes ecosystem changes.

The Urban Effects Model, UFORE Model, was developed to help provide information on the structure and composition of city vegetation and to aid in urban forest management, the Urban Forest Effects (UFORE) model was developed at the Northeast Research Station. New UFORE components currently in development include: Human Comfort; Ultraviolet Radiation Reduction; Wildlife Habitat, Water Quality and Quantity Effects; and more Insect and Disease Potentials.

Two hundred randomly located plots, stratified by

land use type, will be sampled within Morgantown. Data will be collected on trees and other vegetation in the plots based data collection procedures. A newly developed field data collection manual and handheld PDA programs have been developed to aid data collection crews. Data analysis and a report on the structure, functions and value of the urban forest will be released Spring 2003.

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