

APPENDIX C

Qualtrics Online Survey Instrument

This section contains a copy of the survey questionnaire used for the study.

CA U&CF Survey

Introduction **Economic Contributions of Urban and Community Forestry in California**

Thank you for your interest in participating in this voluntary study.

Before you proceed, please note that this survey will inquire about the number and type of employees and other business information of your organization during the 2021 calendar year. These data are very important for estimating economic impacts, but we respect your decision to not answer some of the survey questions you view as sensitive information. Please answer as many questions as you feel comfortable with.

If your organization's work is conducted in local communities, then the survey also will inquire about the approximate population of your respective jurisdiction.

If your work in urban and community forestry is associated with a higher education institution, then you also will need to know the approximate population of students at the institution.

The survey make take about 20 minutes.

Please click Next if you are ready to complete the survey

Before you proceed to the survey, please complete the Captcha below.

Consent **Economic Contributions of Urban and Community Forestry in California**
NCSU Institutional Review Board: Protocol #25150

Introduction: This study, which aims to assess the economic contributions of urban and community forestry in California in 2021, has been contracted by California ReLeaf (Cal ReLeaf), California Dept. of Forestry and Fire Protection (CAL FIRE), and the USDA Forest Service to North Carolina State University, California Polytechnic State University and Virginia Tech.

In this study, urban and community forestry is defined as *all activities that support or care for the trees in cities, towns, suburbs, and other developed areas* (including producing, planting, maintaining, and removing trees).

We invite the person in your organization most familiar with your business operations to complete this brief survey, which will take about 20-25 minutes.

Confidentiality and consent: Your participation in this study is voluntary. You may cease participation or exit the survey at any time by simply closing your internet browser. All of your responses to this survey are confidential and no personally identifying information will be reported and published anywhere. Information you share will be aggregated with other respondents for analysis and will not be reported in any way that may reveal your identity. For this reason, we believe that there is minimal risk associated with participating in this survey. If you are interested in participating in a raffle prize (25 draws for \$100 each), please let us know at the end of the survey. You have a choice to enter the raffle to win a prize.

Questions about the study: If you have questions about the study, you may contact *Dr. Rajan Parajuli, Assistant Professor at North Carolina State University at 919-515-1553 or urban_forestry@ncsu.edu*. If you have questions about your rights as a participant or are concerned with your treatment throughout the research process, please contact the *NC State University IRB Director at IRB-Director@ncsu.edu, 919-515-8754*. **By clicking the "Yes, I consent to participate in this study and wish to continue" option, you consent to participate in this study.**

- Yes, I consent to participate in this study and wish to continue
 - No, I do not consent to participate in this study and do not wish to continue
-

Instructions

Please see the following instructions to complete the survey:

Selecting a response and survey navigation: To choose a response, click on the button that corresponds to your answer. If you would like to change your answer, click on a different button. You may go back to earlier screens within a section by clicking the 'BACK ' button at the bottom of the screen. To advance to the next screen click the 'NEXT' button. Questions that require a response include an asterisk in bold text (*) at the beginning of the question.

Pausing and returning to survey: If you start the survey and are unable to finish it, you can pause your response by simply closing the browser window and then return to it later by clicking again on the link in the email we sent you. This will take you back to the next unanswered question. If there is a question you leave blank, you will be informed that it was left blank. You may then either return to answer that question or continue on to the next question.

Completing and submitting survey: After the survey has been completed, you will not be able to re-enter the survey.

We appreciate your time and effort to complete this survey.

When ready, please click the 'NEXT' button to begin the survey.

Sector * Important:

This survey asks specific questions based on sectors within urban and community forestry. Please read the descriptions below and choose the sector that best represents your organization. **Choose carefully, as you will not be able to return to this screen once you make your choice and click Next.**

Private Sector - Respond on behalf of a company that grows, plants, maintains, or manages trees in urban and community forests. Examples include nurseries, landscape installation/maintenance contractors, tree care companies, utility vegetation management contractors, consulting arborists, companies providing urban forest management services.

County, Municipal or other Local Government - Respond on behalf of a division of local government that oversees management or regulation of urban and community forests on behalf of citizens. Examples include departments of parks and recreation, public works, planning, sustainability, forestry.

State Government - Respond on behalf of a state agency that performs technical, administrative, regulatory, or outreach services for urban and community forestry. Examples include forestry, natural resources, conservation, and cooperative extension.

Investor-Owned or Cooperative Utility - Respond on behalf of a company that operates utility infrastructure and manages trees along rights-of-way in urban and community settings. Examples include electric, natural gas, water, telecommunications.

Higher Education Institution - Respond on behalf of a college or university that directly employs personnel who plant, maintain, and manage trees on campuses in urban and community settings. Examples include campus arborist, urban forester, horticulturist, grounds manager.

Non-Profit Organization - Respond on behalf of a non-profit whose mission directly relates to urban and community forestry. Examples include tree planting, maintenance, conservation, consultation, outreach, education, advocacy.

- Private Sector
- County, Municipal, or other Local Government
- State Government
- Investor-Owned and Cooperative Utility
- Higher Education Institution
- Non-profit Organization

End of Block: Default Question Block

Private Sector – Specific Questions

Display This Question:

*If * Important: This survey asks specific questions based on sectors within urban and community forestry... = Private Sector*

Q1 Private *

In this study, urban and community forestry is defined as all activities that support or care for the trees in your community's landscape (including producing, planting, maintaining, and removing trees).

Please think back to the year 2021. In 2021, was your business active in urban and community forestry in California?

Yes

No

Skip To: End of Survey

If In 2021, was your business active in urban and community forestry in California? = No

Q1a Private

This survey is meant for urban and community forestry related organizations operating in California in 2021. If your organization was not active in these activities in California in 2021, please click the "Next" button to end the survey. If your organization was active, please click the "Back" button to change your answer and continue the survey.

Display This Question:

If In 2021, was your business active in urban and community forestry in California? = Yes

Q2 Private *

In 2021, which county in California had the majority of your business?

▼ Alameda County, CA... Yuba County, CA

Q3 Private

In 2021, in which regions did your company conduct work in urban and community forestry (you may select more than one)?

- Bay Area
 - Central Coast
 - Central Valley
 - Inland Empire
 - Los Angeles Basin
 - Orange County
 - San Diego Area
-

Q4 Private *

In 2021, in which of the following business activities was your business engaged? Select all that apply.

- Landscape or tree care services:** Examples - arboriculture, urban forest management, tree planting, pruning, removal, trimming, landscape care and maintenance, ornamental tree and shrub maintenance, plant appraisal.
 - Nursery, greenhouse, and tree production:** Examples - nurseries with tree production for urban and community forestry.
 - Nursery and garden product retail stores:** Examples - stores retailing nursery trees and garden products that are grown elsewhere.
 - Nursery and florist's supplies merchant wholesalers:** Examples - wholesale distribution of supplies used by nursery operators to grow trees.
 - Farm and garden machinery and equipment merchant wholesalers:** Examples - wholesale distribution of specialized machinery such as chip trucks and bucket trucks, equipment and parts used in farm, lawn and garden activities.
 - Landscape architectural and design services:** Examples - land use and city planning services, urban and community planning services, parks and other recreational areas planning services.
 - Other similar services, please specify** _____
-

Q4a Private *

In 2021, what percentage of total sales and revenues did you have from each activity. (The answers should sum up to 100%).

For instance, if your firm is involved in both landscaping and nursery & tree production, please split the total sales and revenues representing both landscaping and nursery & tree production so they add up to 100%. We recognize data needed to answer this question may be unavailable

or not reasonably accessible. In this event, we ask you to provide your best possible estimate. Please enter the percentage (0-100) without the percent sign (i.e., 90, 10, etc.).

- Landscape or tree care services? : _____ %
 - Nursery, greenhouse, and tree production? : _____ %
 - Nursery and garden supply stores? : _____ %
 - Nursery and florist's supplies merchant wholesalers? : _____ %
 - Farm and garden machinery and equipment merchant wholesalers? : _____ %
 - Landscape architectural and design services? : _____ %
 - Other similar services? Please tell us : _____ %
- Total : _____ %

Q6 Private

In 2021, what was the approximate range of total sales and revenue (gross, pre-tax) for all products and services sold by your business in California? We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you provide your best possible estimate.

▼ Less than \$10,000 ... More than \$10,000,000

Q7 Private *

In this study, urban and community forestry is defined as all activities that support or care for the trees in cities, towns, suburbs, and other developed areas (including producing, planting, maintaining, and removing trees).

In 2021, what percent of total sales and revenues reported for your business above was for urban and community forestry-related products or services in California? We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate. Please enter the percentage (0-100) without the percent sign (i.e., 90, 10, etc.).

- Percent of sales and revenue _____ %
- Not sure

Q7a Private *

If you are not sure of the exact percentage of urban and community forestry-related sales and revenue your business had in 2021 in California, could you estimate the range?

▼ 0 to 9% ... 100%

Q23 Private

In which year was your business established? _____

Q11 Private

Listed below are some potential challenges to the profitability of urban and community forestry businesses in your region. Rate how significant each challenge is for your business.

	Not at all	Slightly	Moderately	Very	Extremely
Workplace safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to employee training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of qualified personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce shortage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insurance coverage and claims costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscape debris disposal costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costs of equipment of production supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costs of fuel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market competition and/or uncertainty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer awareness of quality services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 Private

Which one of the following best describes the organizational structure of your business?

- Sole proprietorship
 - Corporation
 - Limited Liability Company or LLC
 - Trust
 - Others (Specify) _____
-

End of Block: Private Sector (Specific)

Public County/Municipal Sector – Specific Questions

Display This Question:

*If * Important: This survey asks specific questions based on sectors within urban and community forestry... = County, Municipal, or other Local Government*

Q1 County/Municipal *

In this study, urban and community forestry is defined as all activities that support or care for the trees in your community's landscape (including producing, planting, maintaining, and removing trees).

Please think back to the year 2021. In 2021, was your agency active in urban and community forestry in California?

- Yes
- No
-

Q2 County/Municipal *

Please select the jurisdiction type that best represents your agency

- County
- City
- Town
- Other (specify) _____
-

Q3 County/Municipal *

What is the approximate current population of the jurisdiction that your agency serves?

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate. Please enter the population without a comma (i.e., 10000, 250000, etc.).

Q4 County/Municipal *

In which county is your agency located?

▼ Alameda County, CA ... Yuba County, CA (60)

Q7 County/Municipal

In the space below, please provide an estimate of your agency's expenditures on urban and community forestry activities in 2021.

In the left column, please estimate the total salary and fringe benefits of all your employees. In the right column, please estimate the total expenditures on equipment, supplies, and hiring of contractors.

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate. If you cannot provide an estimate of expenditures, please leave all fields blank.

Please enter the values without commas or dollar signs (i.e., 100, 2500, etc.).

	Salary and Fringe	Other Expenditure (equipment cost, contractual services)
Dollars (\$)	\$ _____	\$ _____

Display This Question:

If an estimate of your agency's expenditures on urban and community forestry activities in 2021... Text Response Is Empty

Q8 County/Municipal

* In 2021, what were your agency's approximate expenditures on personnel (wages plus fringe benefits) for all urban and community forestry activities?

▼ Less than \$10,000 ... \$10,000,000 or more

Display This Question:

If Budget Questions In the space below, please provide an estimate of your agency's expenditures on urban and community forestry activities in 2021. In the left column, please estimate the tot... Text Response Is Empty

Q9 County/Municipal *

In 2021, what were your agency's approximate expenditures on supplies, equipment, and contractual services for all urban and community forestry activities?

▼ Less than \$10,000 ... \$10,000,000 or more

Q10 County/Municipal

* What percentage of your agency's 2021 budget for urban and community forestry activities was contracted out to private businesses such as consultants, landscapers, and arborists?

Knowing this percentage will help us avoid double-counting the economic contributions of sub-contractors who also reply to this survey.

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate.

Please enter the percentage (0-100) without the percent sign (i.e., 90, 10, etc.).

_____ %

Q11 County/Municipal

Does your jurisdiction operate an electric utility?

- No
 - Yes
 - Not sure
-

Display This Question:

If Does your jurisdiction operate an electric utility? = Yes

Q11a County/Municipal

For your agency's utility vegetation management program in 2021, what were your approximate expenditures on in-house personnel (salary and fringe benefits for both production and management personnel)?

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate.

Please enter the dollar value without a comma or dollar sign (i.e., 1000, 2500, etc.).

- Dollars (\$), please specify \$_____
 - Not sure
-

Display This Question:

If Budget Questions For your agency's utility vegetation management program in 2021, what were your... = Not sure

Q11b County/Municipal

* In 2021, including fringe, benefits, and management, which one of the following best describes the approximate personnel expenditures for your utility vegetation management program?

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate.

▼ Less than \$10,000 ... \$10,000,000 or more

Q14 County/Municipal

Listed below are some potential challenges to the agencies involved in urban and community forestry. Rate how significant each challenge is for your agency.

	Not at all	Slightly	Moderately	Very	Extremely
Inadequate budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate local regulations or political support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of coordination between departments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of qualified personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of private-sector contractors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of public awareness or cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of urban and community forest inventories and data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Public County/Municipal Sector (Specific)

Nonprofit Sector – Specific Questions

Display This Question:

*If * Important: This survey asks specific questions based on sectors within urban and community forestry = Non-profit Organization*

Q1 NPO *

In this study, urban and community forestry is defined as all activities that support or care for the trees in your community's landscape (including producing, planting, maintaining, and removing trees).

Please think back to the year 2021. In 2021, was your organization active in urban and community forestry in California?

- Yes
- No

Q2 NPO *

What is the county of your organization's primary address?

▼ Alameda County, CA ... Yuba County, CA (60)

Q3 NPO

In 2021, in which regions did your organization conduct work in urban and community forestry (you may select more than one)?

- Bay Area
 - Central Coast
 - Central Valley
 - Inland Empire
 - Los Angeles Basin
 - Orange County
 - San Diego Area
-

Q4 NPO *

In 2021, in which of the following activities was your organization engaged? Select all that apply.

- Landscape or tree care services:** Examples - arboriculture, urban forest management, tree planting, pruning, removal, trimming, landscape care and maintenance, ornamental tree and shrub maintenance, plant appraisal.
- Nursery, greenhouse, and tree production:** Examples - nurseries with tree production for urban and community forestry.
- Urban and community forestry consulting services:** Examples - foresters working in urban and community forest management such as conducting inventories and writing management plans and ordinances.
- Landscape architectural and design services:** Examples - land use and city planning services, urban and community planning services, parks and other recreational areas planning services.
- Other similar services,** please specify _____

Q4a NPO *

This question asks you to break down your organization’s 2021 revenue and expenditures across your urban and community forestry activities. Please enter a percentage for each activity so that all activities sum to 100%.

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate.

Please enter the percentages without the percent signs (i.e., 90, 10, etc.).

- Landscape or tree care services? : _____ %
 - Nursery, greenhouse, and tree production? : _____ %
 - Urban and community forestry consulting services? : _____ %
 - Landscape architectural and design services? : _____ %
 - Other similar services? Please tell us : _____ %
- Total : _____ %

Q7 NPO

Please provide an estimate of your organization's total 2021 operating budget (\$) from all sources of funding.

We recognize data needed to answer this question may be unavailable or not reasonably accessible. If you are unsure of the amount, leave the field blank.

\$ _____

Q7a NPO *

If you are unsure of the amount, are you able to share the approximate range of your 2021 operating budget from all sources of funding?

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate.

▼ Less than \$10,000 ... \$10,000,000 or more

Q8 NPO *

In this study, urban and community forestry is defined as all activities that support or care for the trees in cities, towns, suburbs, and other developed areas (including producing, planting, maintaining, and removing trees).

In 2021, what percent of expenditures by your organization were for urban and community forestry-related activities in California?

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you to provide your best possible estimate.

Please enter the percentage (0-100) without the percent sign (i.e., 90, 10, etc.).

- Percent of annual budget expenditures _____%
- Not sure

Q8a NPO *

If you are not sure of the exact percentage of urban and community forestry-related expenditures your organization had in 2021 in California, could you estimate the range?

▼ 0 to 9% ... 100%

Q11 NPO

Listed below are some potential challenges to the organizations involved in urban and community forestry. Rate how significant each challenge is for your organization.

	Not at all	Slightly	Moderately	Very	Extremely
Inadequate budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate state or local regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of political support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of local government cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce shortage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of private-sector cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of public awareness or cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of urban and community forest inventories and data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 NPO In which year was your organization established?

End of Block: Nonprofit Sector (Specific)

Common Questions for All Sectors

Q8 Private; Q5 County; Q9 Nonprofit

In 2021, how many people did your business/agency/organization employ in California in the following categories? Please provide the average percentage of time spent by each employee type on urban and community forestry-related activities.

A full-time worker is, for a calendar month, employed on average at least 30 hours of service per week, or 130 hours of service per month.

A part-time worker is employed less than 30 hours per week or less than 130 hours per month.

A temporary employee is usually hired when other employees are absent (due, for example, to maternity or disability leave) and to fill a temporary vacancy when needed. These employees may be hired through an agency.

A seasonal employee is hired when a firm needs extra help during certain seasons of the year, for example, during the Spring.

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you provide your best possible estimate. Please type zero for any employee type or percentage not applicable to your business. Please enter the number of employees without a comma (i.e., 1000, 2500, etc.) and the percentages without the percent sign (i.e., 90, 10, etc.).

	Number of employees	Average percentage of time on urban and community forestry-related activities (0-100%)
Full-time	# _____	_____ %
Part-time	# _____	_____ %
Temporary, non-seasonal	# _____	_____ %
Seasonal	# _____	_____ %

Q9 Private; Q6 County; Q10 Nonprofit

In 2021, how many cumulative hours did all volunteers work in urban and community forestry for your business/agency/organization in California?

- 0 (no work)
- 1-50 hours
- 51-100 hours
- 101-500 hours
- Over 501 hours

Q5 Private; Q12 County; Q5 Nonprofit

In 2021, did your business/agency/organization generate revenue from selling wood waste and by-products generated from tree care activities (timber, firewood, chips, mulch)?

	Yes	No
Timber to sawmills or woodworkers	<input type="radio"/>	<input type="radio"/>
Wood residues/chips to power generators	<input type="radio"/>	<input type="radio"/>
Firewood	<input type="radio"/>	<input type="radio"/>
Wood chips for mulch or compost	<input type="radio"/>	<input type="radio"/>
Other (Specify)	<input type="radio"/>	<input type="radio"/>

Q10 Private; Q13 County; Q6 Nonprofit

In 2021, did any of your work in urban and community forestry in California occur on the following lands:

	Yes	No
Golf courses	<input type="radio"/>	<input type="radio"/>
School campuses (excluding higher ed)	<input type="radio"/>	<input type="radio"/>
Cemeteries	<input type="radio"/>	<input type="radio"/>
Indigenous or tribal lands	<input type="radio"/>	<input type="radio"/>
Golf courses	<input type="radio"/>	<input type="radio"/>

Q12 Private; Q15 County; Q12 Nonprofit

The COVID-19 Pandemic over the last two years has disrupted many industries and organizations. We are aware this might still be affecting your business or organization. However, please answer the following questions to the best of your ability based on your activities during the time period specified.

How did the COVID-19 Pandemic (such as lockdowns in Mar-June 2020) affect the urban and community forestry segment of your business/agency/organization **in 2020**?

- Very negative impact
- Somewhat negative impact
- Neither negative nor positive
- Somewhat positive impact
- Very positive impact

Display This Question:

If COVID-19 Pandemic Question = Very negative impact <OR> = Somewhat negative impact

Q12a Private; Q15a County; Q12a Nonprofit

Were negative impacts of the COVID-19 Pandemic on your business/agency/organization temporary or permanent?

We recognize data needed to answer this question may be unavailable or not reasonably accessible. In this event, we ask you provide your best possible estimate.

	Yes	No
Temporary	<input type="radio"/>	<input type="radio"/>
Permanent	<input type="radio"/>	<input type="radio"/>

Q13 Private; Q15b County; Q12b Nonprofit

How has your business/agency/organization been adapting to the COVID-19 Pandemic for its urban and community forestry activities in 2020, 2021, and beyond? Select all that apply.

- Laying-off employees
- Hiring employees
- Relying on the federal paycheck protection program (PPP)
- Selling off fixed assets such as equipment, buildings, or land
- Increasing marketing
- Decreasing marketing
- Adding products or services
- Removing products or services
- Other(s), please explain _____

Q14 Private; Q18 County; Q14 Nonprofit

Given the impacts of the COVID-19 Pandemic, how would you describe the future outlook for the urban and community forestry segment of your business/agency/organization in California?

- Extremely pessimistic
- Somewhat pessimistic
- Neutral
- Somewhat optimistic
- Extremely optimistic

Q16 County/Municipal; Q13 Nonprofit

How has the COVID-19 Pandemic impacted **public demand** for your agency's urban and community forestry activities and services during the following years:

	During 2020	In 2021 and beyond
Decreased substantially	<input type="radio"/>	<input type="radio"/>
Decreased slightly	<input type="radio"/>	<input type="radio"/>
No change	<input type="radio"/>	<input type="radio"/>
Increased slightly	<input type="radio"/>	<input type="radio"/>
Increased substantially	<input type="radio"/>	<input type="radio"/>

Q17 County/Municipal; Q13a Nonprofit

How has the COVID-19 Pandemic impacted the **budget** for your agency's urban and community forestry activities and services during the following years:

	During 2020	In 2021 and beyond
Decreased substantially	<input type="radio"/>	<input type="radio"/>
Decreased slightly	<input type="radio"/>	<input type="radio"/>
No change	<input type="radio"/>	<input type="radio"/>
Increased slightly	<input type="radio"/>	<input type="radio"/>
Increased substantially	<input type="radio"/>	<input type="radio"/>

Q15 Private; Q19 County; Q15 Nonprofit

Climate change is believed to lead to the increased occurrence and/or intensity of events such as those listed in the table below. Rate how much each of the following have impacted your company's work in urban and community forestry in California in 2021.

	Very negative	Somewhat negative	No impact	Somewhat positive	Very positive
Wildfires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High Heat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High Winds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drought or water shortage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coastal or inland flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invasive plants or pests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15a Private; Q20 County; Q16 Nonprofit

How have the events listed above impacted your business/agency/organization activities in urban and community forestry in California in 2021 (leave blank if no impacts)?

- Higher demand for urban and community forestry activities
- Fewer workable hours per day
- Unfavorable working conditions
- Higher operational costs
- Increased mortality of transplanted trees
- Increased health problems with established trees
- Other(s), please explain _____

Q16 Private; Q21 County; Q17 Nonprofit

Has your business/agency/organization participated in any of the following opportunities for its urban and community forestry activities?

Carbon offset markets - Voluntary and compliance markets where offset credits for carbon sequestered in forests (such as through reforestation/afforestation or improved management) are bought and sold.

Forest certification - Forest certification guarantees that wood-based products are harvested and are from forests that meet established standards of sustainability. Products from certified wood generally feature a logo or label to inform consumers of these standards.

California Climate Investments funding - California Climate Investments supports projects in various program areas such as urban and community forestry and urban greening through grants funded by Cap-and-Trade auction proceeds.

	Yes	No
Carbon offset markets	<input type="radio"/>	<input type="radio"/>
Forest certification	<input type="radio"/>	<input type="radio"/>
California Climate Investments funding	<input type="radio"/>	<input type="radio"/>

Q17 Private; Q22 County; Q18 Nonprofit

How likely is your business/agency/organization to participate in the following opportunities for its urban and community forestry activities in the future?

	Extremely unlikely	Somewhat unlikely	Neutral	Somewhat likely	Extremely likely
Carbon offset markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forest certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
California Climate Investments funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 Private; Q23 County; Q19 Nonprofit

Workplace diversity includes the various characteristics that make-up individuals' identities including their gender, race, ethnicity, age, education, experience, as well as other defining traits.

How would you describe the diversity of your company's workforce that participates in urban and community forestry related activities in California?

- Extremely low
 - Somewhat low
 - Neither low nor high
 - Somewhat high
 - Extremely high
-

Q19 Private; Q24 County; Q20 Nonprofit

In your opinion, how challenging is it to improve workplace diversity among employees that perform urban and community forestry related activities in your company?

- Not at all difficult
 - Slightly difficult
 - Moderately difficult
 - Very difficult
 - Extremely difficult
-

Q20 Private; Q25 County; Q21 Nonprofit

In your opinion, how much of a priority is improving workplace diversity among employees that perform urban and community forestry related activities in your company?

- Extremely low
 - Somewhat low
 - Neither low nor high
 - Somewhat high
 - Extremely high
-

Q21 Private; Q26 County; Q22 Nonprofit

Equitable access to natural areas involves ensuring all individuals have the resources they need to experience natural places. Have your company's recent business plans focused on equitable access of urban and community forests for any of the communities listed below?

	Yes	No
Low income	<input type="radio"/>	<input type="radio"/>
Racial minorities	<input type="radio"/>	<input type="radio"/>
Senior citizens	<input type="radio"/>	<input type="radio"/>
Children	<input type="radio"/>	<input type="radio"/>
Differently-abled	<input type="radio"/>	<input type="radio"/>
Tribal nations	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>

Q22 Private; Q27 County; Q23 Nonprofit

In your opinion, how challenging is it for your company to increase equitable access of urban and community forestry to all people and communities in your service area in California?

- Not at all difficult
- Slightly difficult
- Moderately difficult
- Very difficult
- Extremely difficult

Q25 Private; Q28 County; Q25 Nonprofit

Is there anything else that you would like to share, or is there anything that we missed?

End of Block: Common Questions

Q1 Demographics

Which of the following best describes your occupation with the organization you are representing in this survey?

- Administrator or Bookkeeper
 - Non-profit representative
 - Small business owner
 - Corporate executive
 - Utility forester or arborist
 - Municipal forester or arborist
 - State governmental agent
 - Consultant
 - Commercial arborist
 - Green industry employee
 - University representative
 - Other (specify) _____
 - Do not wish to share
-

Q2 Demographics

What is your education level?

- High school incomplete
 - High school complete
 - Associate's degree
 - Bachelor's degree
 - Advanced degree (Masters or PhD)
 - Do not wish to share
-

Q3 Demographics

What is your gender?

- Male
 - Female
 - Non-binary
 - Do not wish to share
-

Q4 Demographics

Which best describes your race (you may select more than one option)?

- Caucasian
 - Black or African American
 - Asian
 - Hispanic, Latino or Spanish
 - Native American
 - Pacific Islander
 - Other (Specify) _____
 - Do not wish to share
-

Q5 Demographics

What is your age?

- 18 – 24
 - 25 – 34
 - 35 – 44
 - 45 – 54
 - 55 – 64
 - 65 – 74
 - 75 or older
 - Do not wish to share
-

Q6 Demographics

How many years of professional experience do you have in urban and community forestry?

- 0-5 years
 - 6-10 years
 - 11-19 years
 - 21-29 years
 - 30 or more years
 - Do not wish to share
-

Q7 Demographics

Are you active in any professional organizations related to urban and community forestry?

- American Public Gardens Association
 - American Society of Consulting Arborists
 - California Landscape Contractors Association
 - California Urban Forest Council
 - International Society of Arboriculture
 - Plant California Alliance
 - Society of American Foresters
 - Society of Commercial Arboriculture
 - Society of Municipal Arborists
 - Tree Care Industry Association
 - Utility Arborist Association
 - Do not wish to share
 - Other _____
-

End of Survey **You have reached the end of the questionnaire!**

To finalize and submit your response, click the “Next” arrow below.

End of Block: Demographics

Raffle Prize

Q1 Raffle: Would you like to enter the raffle to win a prize (\$100 Amazon gift card)?

- Yes
 - No
-

Q2 Raffle: Please provide us with your email. Your email address will be collected to conduct random draws and send you a gift card if selected, otherwise it will remain confidential and not be used for any other purposes.

End of Block: Raffle Prize
