

BUILDING URBAN FORESTRY INTO POLICY & FUNDING OPPORTUNITIES

Connie M. Gallippi

Conservation Strategy Group



CONSERVATION
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Why Advocate

Garner
support

Influence Policy

Secure Funding



How to be Compelling to Others

- Know your audience
- Focus on *benefits* of your project, not technical details
- Use their language
- Solve their problem



Change the topic sentence



Be part of something **BIGGER**
such as:

- ▣ Climate change
- ▣ Stormwater
- ▣ Sustainable communities
- ▣ Urban greening
- ▣ Energy conservation
- ▣ Air pollution reduction
- ▣ Water quality improvement
- ▣ Soil retention
- ▣ Public health

Case Studies



Strategic Growth Council

- Multi-agency cabinet level council
- Shift state government policies and expenditures towards sustainability objectives
- Assist local governments in planning and building sustainable communities
- Local Assistance Grants



Cap and Trade

- California's climate change program (AB 32)
- Revenue from auction of permits
- 2012-2013 first year of revenue
- Legislature is determining how to spend funds
- Must reduce greenhouse gas emissions



Arbor Week Resolution

- State Assembly Resolution ACR 10
- Officially establishing Arbor Week in CA statute
- Launch of a statewide campaign



Sustainable Communities

- Regional & Local Planning
- Transportation and Land Use
- State mandate to reduce greenhouse gas emissions (SB 375)



When is the best time to approach...

An agency?

- Prior to and during an agency Request For Proposals (RFP) process
- When agencies are preparing budget proposals
- Note that these times are different at the local, state, and federal level

An elected official?

- Prior to a Legislative Session
- During the Legislative Session if you need changes to a bill already introduced or for budget action
- Timelines are different at the local, state, and federal level

Tips for Follow Up

- Invite them to a project visit
- Leave behind a one-pager outlining key elements of your project

invest from the ground up

Want to Invest in Your Community and Your Business?

Business owners understand and appreciate the value of a smart investment. That's one of the reasons so many local businesses support community teams, causes and special events—helping a community thrive can also mean a thriving business.

One of the greatest investments we can make in our communities—one that is often overlooked—is rooted in the tree-lined streets, parks and other green spaces that help give character to where we live, shop and play.

Trees and green spaces give us more than a sense of comfort; they provide a range of values we can measure. They have been proven to cool our cities and towns, clean the air we breathe, slow down traffic and make our communities safer. They can also increase the value of our homes and local businesses by creating the kind of neighborhoods that people want to live in and visit.

That's why we're focused on what happens to the trees and green spaces in California's communities. For them to grow and provide our neighborhoods and businesses the benefits that we all want, we all need to invest in their care and upkeep.

InvestFromTheGroundUp.org
Visit our website to learn more about these benefits and how you can help us to invest from the Ground Up!

"Green landscapes communicate a well-being and a vibrancy that invites investment. This causes people to want to put down roots and stay put. Some results: better health, less crime, and higher property values."
—Lee Ayres, Fresno Business Council

Did You Know That Trees...

- 1. **Increase the value of your business and your revenue stream.**
Dan Burden, a Senior Urban Designer, found that, "Businesses on tree-lined streets show 20 percent higher income streams, which is often the essential competitive edge needed for main street store success, versus competition from plaza discount store prices." According to Kelly Callaway, President of the Home Depot Foundation, "That not only helps the store owners, but means more jobs, more sales tax and fewer vacant storefronts." In addition, Burden found that trees "added value to adjacent homes, businesses and tax base."
- 2. **Bring in customers that are willing to pay more, visit more frequently and stay longer.**
According to Professor Kathleen Wolf from the University of Washington, "Trees make shopping a better experience. A substantial body of research demonstrates that the presence of trees in shopping districts affects consumers positively, encouraging them to shop more often, longer longer, and pay more for goods." According to her research, "Prices averaged about 9 percent more for products in the With Trees district, as compared to the No Tree district."
- 3. **Make customers feel better about the quality of your goods and services.**
A national survey by the University of Washington found that the "quality of product ratings were 30 percent higher in districts having trees over those with barren sidewalks." They also found that when it came to interacting with merchants, including an customer service issues, "ratings were about 15 percent higher for districts with trees."

Coalition Building

Working with coalitions and other partners can be a great way to gain and build support for your project

Utilities

Water Agencies

Public Works
Agencies

Local Nonprofits

Environmental
Groups

Business
Associations/
Individuals

Remember:



Your program is only important to you ...
until others validate your work.

A coalition gives you:

Credibility

Broad support

Political influence

A better story to tell

More funding opportunities

More hands to do the work

How can you fund your program?



Developing new funding sources

- California has been successful in funding large-scale urban forestry programs through three bond measures in the past eight years

Propositions 12 and
40

\$40 million for
Urban Forestry
programs

Proposition 84
\$70 million for
Urban Greening
\$20 million for
Urban Forestry

Opportunities on the Horizon



- Cap and trade auction revenues
- Transportation Funding
- Clean Energy and Jobs Act
- Water Bond
- Offsets/protocols
- Local measures

Questions?



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connie@csgcalifornia.com

(916) 558-1516