

4. Involving residents in the care of Rocklin's urban forest

People play a major role in urban forest ecology

In Rocklin, as in most urban areas, people are essential to the functioning of the urban forest. Urban environments can severely limit the ability of trees to become established and grow. Soil compaction, paved surfaces, buildings, and utilities can limit both below-ground rooting space and above-ground space for canopy spread. If people did not make space available, plant trees, and maintain them, trees would simply not exist in many urban areas.

Planting, maintenance, and removal

Tree seedlings can sometimes establish in urban areas naturally from seeds dropped from existing trees or buried by animals in favorable sites such as landscape beds. However, generally trees must be planted if they are going to become established in sites where they can grow to maturity. To obtain a healthy, long-lived tree, people need to select the appropriate species for the site, adequately prepare the planting site, and select good quality planting material. Most trees in urban areas need some irrigation, at least during the establishment phase, applied in the right place, at the right times, in the right amounts. Inadequate and excessive irrigation are two common causes of tree death in urban areas, especially in new plantings.

As trees become established, pruning is typically needed to ensure that trees develop a strong structure that will minimize later problems. Large, established trees need to be inspected and pruned as needed to ensure that dead or structurally weak branches do not pose a hazard to people or property within the tree's target zone. In a natural forest, trees eventually die, fail, and decay, recycling their nutrients into the soil. These processes generally aren't allowed to proceed in the urban forest for obvious reasons. Large trees that are declining and hazardous trees typically need to be removed before they can fall, and the resulting waste typically must be disposed of actively, rather than passively decaying on the landscape.

Providers of tree care

A variety of people are necessarily involved in managing the various phases of trees' life cycles in the urban forest. Informed and trained residents can manage many of the basic aspects of tree care on their own, including planting, irrigation, and basic pruning of young trees. Even if these tasks are delegated to landscape maintenance contractors, property owners need to have enough basic knowledge about tree care to ensure the quality of tree care they are purchasing.

Because of the specialized skills and knowledge needed, trained tree care professionals are needed for most work on large mature trees. Again, property owners need to know enough to ensure that they hire a qualified professional that will protect their investment in their trees.

City staff and their contractors manage the urban forest on City owned lands. In addition, City staff and their consultants can provide expertise needed to help manage the urban forest as a cohesive unit. The City can play a leadership role by looking at processes that extend beyond individual properties and providing strategies and technical information that will help further the community's urban forest goals. By providing locally appropriate

information on tree planting and care, the City can help residents make good decisions on tree selection, planting, and care.

Partnerships between the community residents and the City

The majority of Rocklin's urban forest is and will continue to be managed by individual landowners. If the City has an overall goal of maintaining and improving its urban forest, it needs to play a role in helping residents understand the importance of the urban forest and how to successfully manage trees on their properties.

City-sponsored efforts

Many cities, especially larger ones, have a position of City Arborist or Urban Forester. This is a staff member that not only coordinates and oversees tree care on City lands, but also interacts with the community. The City Arborist/Urban Forester provides information on City policies and regulations and tree care, and may even conduct inspections of privately-owned trees to investigate health problems or safety issues. By providing this outreach, the City helps improve the quality of tree care on private lands, helps to secure compliance with local regulations, and gains insight into tree problems that may impact City lands and the community as a whole. The City can provide this type of outreach without a dedicated City Arborist/Urban Forester position. However, it is preferable to have the primary responsibility with a single staff position to maintain consistency and to provide a single point of contact for residents. Support for eventually developing a City Arborist position for Rocklin was expressed at the July 2004 Urban Forest Community Meeting (Appendix 7.3).

As part of this document, Phytosphere has developed educational handouts on tree planting and placement, irrigation, and pruning, which are included in Appendix 7.7. These information sheets can be distributed by making them available at public buildings (City Hall, community centers, library) and posting them on the City web site. With some additional effort, it may be possible to make these sheets available at local nurseries, garden centers, home improvement centers, and equipment rental outlets where residents buy trees and rent or buy tools used for tree pruning. The tree lists in section 7.1.2 (Tables 7-1, 7-2) should also be made available on the City website and in printed form to help residents select appropriate tree species.

City newsletters (such as the Recreation Guide) and utility bill inserts can also be used in the outreach effort. These avenues can be used to disseminate information directly (e.g., the handouts or excerpts from them, City tree regulations and guidelines, tree pest updates, etc.) or can be used to point residents to where the information can be accessed. Workshops on tree selection, planting, and care could be offered by the City through the Community Services and Facilities Department recreation class offerings or as special events (e.g., in association with Arbor Day, Make-A-Difference Day, etc.).

Some cities leverage their buying power to provide financial support to residents that might not otherwise be able to afford high quality tree care. A program being implemented in Visalia allows residents to have trees pruned by the city's oak tree pruning contractor at the city's reduced programmatic (i.e., "bulk") rate. In this program, the city, rather than the contractor, bills the residents that make use of the service. The pruning contractor is able to bid a lower overall per-tree cost due to efficiencies of size and the certainty of a long term contract. The city benefits by ensuring that landmark oaks on private lands are pruned

according to the city's standards. This model could also be used by homeowner associations to provide better quality tree care at a reduced price to association members.

On a smaller scale, tool loan programs can be used to help residents perform proper pruning on young or small trees. By providing City-approved pruning guidelines with tools that are loaned either free or with a minimal charge, the City could provide a benefit to residents at the same time that it provides information that will promote good tree care practices.

Community tree groups and volunteer projects

Even in communities that have a City arborist, non-profit community tree groups often work in partnership with the City to provide community outreach and education and to help coordinate tree planting and tree care activities by community volunteers. Currently, there are at least 75 established community tree groups that are members of California ReLeaf, an umbrella organization that provides networking and support for these organizations. Because community tree groups make use of volunteers, they are able to leverage small amounts of funding to provide greater levels of service. Many community groups are also very successful at raising funds from the business community as well as the community at large to help support their efforts. In recognition of the important role that community groups play in urban forestry, a number of grant programs are available only to such groups or to cities that partner with such groups on a project.

A significant amount of effort is needed to establish and run a community tree group either on a fully volunteer basis or as a registered nonprofit organization. At least one highly motivated leader/organizer is needed as well as a contingent of active volunteers. Such groups also benefit from in-house expertise, such as from local tree professionals. Although the City can promote and facilitate the establishment of a community tree group, the availability and interest of community members is ultimately needed to develop a successful group.

In the absence of a dedicated community tree group, the City can continue to partner with existing community organizations to coordinate tree planting and care projects by community volunteers. As noted in Section 3.2, the City of Rocklin has involved community volunteers in native oak restoration on City parkland, and is continuing to expand these successful efforts. In the fall of 2004, Public Works coordinated plantings of native trees by community volunteers on public open space lands. One of the plantings included plant materials propagated in conjunction with the Rocklin High School Environmental Club. In addition to local schools, including Sierra College, local members of the UC Master Gardeners Program, the local California Native Plant Society chapter, and similar groups could be approached to help in projects that may involve longer-term involvement than the typical one-day planting event.

Careful planning and concerted efforts are necessary to coordinate successful community volunteer projects. Projects need to be well-organized so that participants can feel like their time is being put to good use. Planting projects need to be followed up by necessary tree care, either by the City or by additional volunteer work, so that volunteers can see that their efforts are valued and result in a lasting legacy. Despite the effort required, successful volunteer projects provide a wide variety of long-lasting benefits. Besides the trees that are planted and cared for, community volunteer tree projects provide opportunities for residents to

4-Citizen Involvement

come together, work together, and form bonds with each other, the community, and their local environment.

5. Funding sources

Internal funding sources

Currently, funding for the planting and care of trees on City of Rocklin lands comes from several sources. Developers are required to plant landscaping, including trees, in new City parks and public parkways constructed as part of a development plan. Subsequent maintenance of trees in these new public landscaping areas is funded through local assessment districts. In older areas that do not have assessment districts, the ongoing maintenance and eventual replacement of public trees along streets and in parks is derived from the City's General Fund, as part of the overall budget for the Public Works Department and the Parks Division of the Community Services and Facilities Department.

Under the City of Rocklin's Oak Tree Ordinance, the City also collects fees into the Oak Tree Preservation Fund, which may be applied to the protection and restoration of the City's oak woodlands. However, as the City approaches full buildout, payments into the Oak Tree Preservation Fund are likely to diminish. Hence, it may be prudent to set aside at least a portion of the Fund to establish an endowment that can be used to fund maintenance and restoration efforts on an ongoing basis. Assuming a 5% annual return on the invested endowment, each \$100,000 of the endowment would generate \$5,000 per year, excluding costs associated with the administration of the endowment fund. These costs can range up to about 1% of the investment per year, but actual costs will depend on the trustee chosen to administer the endowment.

External funding sources

Grants provided by other agencies and organizations can serve to augment the City's existing sources of funding. However, many grant programs require that some matching funding be provided by the applicant.

Various grant programs administered by state and federal agencies or private foundations and organizations provide funding for a variety of projects related to urban forestry. Some grants are available directly to local governments, whereas others are only available to other entities, such as schools or non-profit community tree groups (Table 5-1). By partnering with other groups, the City can expand its options for obtaining urban forestry grant funding.

External funding programs may change over time. Some state programs are funded by specific ballot propositions and have a limited lifespan. New programs also become available over time. The listing below includes grant programs that were in existence as of Fall 2004. Individual granting agencies and organizations should be checked for the current availability, guidelines, and deadlines for the grants listed. In addition, the website <http://www.grants.gov/> provides information on competitive grant opportunities from all Federal grant-making agencies and should be monitored for new federal grant programs. The Foundation Center website (<http://www.fdncenter.org/>) provides a variety of information related to grants provided by private foundations.

Table 5-1. Summary of various grant programs available for providing funds for urban forestry projects and organizations.

Grant provider	Grant program	Local governments	Schools / teachers	Non-profit organizations
U.S. Environmental Protection Agency	Environmental Education Grants		yes	yes
State of California, Resources Agency	Environmental Enhancement and Mitigation Program	yes		yes
State of California, Dept. of Forestry and Fire Protection	Proposition 12 Tree Planting Grants	yes		yes
State of California, Dept. of Forestry and Fire Protection	Leaf-It-To-Us Grants		yes	
California ReLeaf / California Dept. of Forestry and Fire Protection	California ReLeaf Urban Forestry Grant Program			yes
State of California, Wildlife Conservation Board	Oak Woodlands Conservation Program	yes		yes
State of California, Wildlife Conservation Board	California Riparian Habitat Conservation Program	yes		yes
State of California, Dept. of Water Resources	Urban Streams Restoration Program	yes		yes
American Forests	American Forests/Global ReLeaf Forest Cost-Share Grants	yes	yes	yes
National Fish and Wildlife Foundation	various	yes	yes	yes
California Architectural Foundation	William Turnbull Jr. Environmental Education Grant		yes	yes
The Home Depot Foundation	Home Depot Grants for the Environment		yes	yes
The Conservation Fund	Kodak American Greenways Awards Program	yes		yes (receive preference)
Great Valley Center	LEGACI Grant Program			yes
National Tree Trust	Roots and Seeds Programs			yes
WalMart / Sam's Club	Community Matching Grant Program	yes	yes	yes
ESRI	various			yes

State and federally-funded grants

California ReLeaf Urban Forestry Grant Program

<http://www.californiareleaf.org/grants.html>

With the goal of enhancing and preserving trees in urban communities, Congress passed the Urban and Community Forestry Assistance Act of 1990, authorizing funding for urban forestry education and technical assistance. Funds are made available through the USDA Forest Service to each state for community-based urban forestry projects. California's portion of this funding is administered by the California Department of Forestry and Fire Protection (CDF). CDF has contracted with California ReLeaf (formerly affiliated with the National Tree Trust and the Trust for Public Lands) to implement and administer this grant program.

The intent of the program is to assist new and emerging grassroots groups with tree-related projects, and to provide more extensive capacity-building support for established community-based organizations with a proven track record in urban forestry. Groups with limited experience in urban forestry are encouraged to keep their proposals modest and/or work with an established tree group. Incorporated nonprofit organizations, unincorporated

citizen groups (e.g., neighborhood associations), and City-affiliated volunteer entities (e.g., tree advisory boards, beautification commissions) are eligible to apply. These funds are not available to individuals or public entities, such as cities, counties, and school districts. In the 2004 grant program year, the minimum grant request was \$1,000; the maximum was \$7,500.

California Riparian Habitat Conservation Program

http://www.wcb.ca.gov/Pages/california_riparian_habitat_conservation_program.htm

The program has a basic mission to develop coordinated conservation efforts aimed at protecting and restoring the state's riparian ecosystems. Grants are for riparian conservation purposes, including land acquisition and environmental restoration. Examples of appropriate projects include removal of nonnative invasive plant species and restoration (active or passive) of native riparian vegetation and bank stabilization and revegetation to control excessive erosion and establish a functional riparian corridor.

Environmental Protection Agency Environmental Education Grants

<http://www.epa.gov/enviroed/grants.html>

The Grant Program sponsored by EPA's Office of Environmental Education supports environmental education projects that enhance the public's awareness, knowledge, and skills to help people make informed decisions that affect environmental quality. EPA awards grants each year based on funding appropriated by Congress. Annual funding for the program ranges between \$2 and \$3 million. More than 75 percent of the grants awarded by this program are for less than \$15,000.

Environmental Enhancement and Mitigation Program

<http://resources.ca.gov/eem/>

The Environmental Enhancement and Mitigation Program (EEMP) was established by the Legislature in 1989. It offers a total of \$10 million each year for grants to local, state, and federal governmental agencies and to nonprofit organizations for projects to mitigate the environmental impacts caused by new or modified state transportation facilities. State gasoline tax monies fund the EEMP. Grants are awarded in three categories:

Highway Landscape and Urban Forestry-- Projects designed to improve air quality through the planting of trees and other suitable plants.

Resource Lands -- Projects for the acquisition, restoration, or enhancement of watersheds, wildlife habitat, wetlands, forests, or other natural areas.

Roadside Recreational -- Projects for the acquisition and/or development of roadside recreational opportunities.

Leaf-It-To-Us Grants

<http://www.ufe.org/files/grantinfo/LITUGrants.html>

The purpose of these grants is to (1) foster an appreciation and increased interest among school students on the role trees play in our urban environments, and (2) promote increased awareness in the proper planting and care needed to foster healthy community forests while incorporating community involvement, participation, education, and stewardship. Assistance is limited to the purchase of trees and supplies necessary to improve the learning environment of school student campuses throughout California's school environments. Eligible projects

include planting trees to shade concrete/asphalt, walkways, parking lots, school buildings, and playground areas.

Oak Woodlands Conservation Program

http://www.wcb.ca.gov/Pages/oak_woodlands_program.htm

The Oak Woodlands Program is designed to accept applications from private landowners, local governmental entities, park and recreation districts, special districts, local resource conservation districts, nonprofit organizations and state departments. This grant program provides funds for the purchase of oak woodland easements, restoration or enhancement projects, long-term leases, and cost-sharing incentive payments. At least 80% of the program funds shall be expended for the purchase of conservation easements, grants for land improvements or cost-sharing incentive payments. Up to 20% of the program funds may be used for public education and outreach, assistance to develop and implement oak conservation elements in local general plans or technical assistance designed to preserve oak woodlands. Overall, \$10 million has been provided to fund this program.

To be eligible for funding, the City would need to have a prepared an Oak Woodlands Management Plan that meets specific guidelines, most of which are met by the information in Sections 3.1 and 3.2 of this document. All projects must be certified by the City as being consistent with the locally approved Oak Woodlands Management Plan. To qualify for funding consideration for restoration, enhancement, purchase of an oak conservation easement or long-term agreement, projects must meet one or more of the specified guidelines and selection criteria and the oak stand must have greater than 10 percent canopy. To qualify for funding consideration for a public education, outreach or technical assistance project, the project must meet specified guidelines.

Green Trees for the Golden State

<http://www.ufe.org/grantinfo.lasso>

These grants provide funds to help cities, counties, districts and non-profit 501c(3) organizations plant trees in public urban settings and provide three years of care for those trees. The goals of the grant program are to improve urban environments and to promote increased awareness in the proper planting and care needed to foster healthy community forests while incorporating community involvement, participation, education and stewardship. The original grant funding was provided by Proposition 12 in the year 2000.

Urban Streams Restoration Program

<http://www.watershedrestoration.water.ca.gov/urbanstreams/>

USRP provides grants for local projects that reduce flooding and erosion of urban streams, improve environmental values and promote community stewardship. Past grants have funded a variety of activities: creek cleanups; eradication of exotic or invasive plants; revegetation and bioengineering bank stabilization projects; channel reconfiguration to improve stream geomorphology and aquatic habitat functions; and acquisition of property critical for flood management.

A project may be eligible for a USRP grant if most of the questions below can be answered with "yes":

1. Does the proposed project address a stream-related problem?
2. Is flooding and/or erosion from the stream affecting an urban area?
3. Will the project utilize cost-effective, low-maintenance, and environmentally-sensitive stream management techniques to decrease flooding or erosion?
4. Will the project help restore the natural environmental values of the creek (e.g. restore hydrology and biology closer to conditions found on a naturally-functioning creek system)?
5. Are there two sponsors for the project: a local (not state or federal) government sponsor, and a citizen's group?
6. Are the citizens of the affected area directly involved to plan, carry out, and maintain the project?
7. Will the project better inform the public about stream and watershed management and the impacts of development on flooding and erosion?

The California Department of Water Resources (DWR), Urban Streams Restoration Program (USRP) had \$4.6 million in Proposition 40 funding for the 2005 grant year. Grant awards are limited to \$1 million per project and have averaged approximately \$350,000.

Non-governmental grants

American Forests/Global ReLeaf Forest Cost-Share Grants

http://www.americanforests.org/global_releaf/grants/

American Forests is looking for quality tree-planting projects to be funded by their ReLeaf Forests ecosystem restoration program. They are particularly interested in partnering with private and public sector organizations and agencies to plant trees and improve the environment in projects that would otherwise not be feasible. They support projects that plant the right trees in the right places for the right reasons.

ESRI-Sponsored Grants

<http://www.esri.com/grants/esri/conservation.html>

ESRI, a leading geographic information systems (GIS) software developer, continues to seek relationships with organizations by partnering in common task initiatives. ESRI has found the best way to forge relationships is through education and grant programs. Free software, hardware, and training bundles are available under several ESRI-sponsored grant programs.

Great Valley Center LEGACI Grant Program

<http://www.greatvalley.org/legaci/index.aspx>

The Great Valley Center serves the Central Valley's 19 counties by supporting innovative proposals for nonprofit work in the areas of Land Use, Economic Development, Growth, Agriculture, and Community Investment. During the past six years, grant sizes have ranged from \$500 to more than \$20,000, the average being \$10,000. To date, about one in three applicants have received awards

The Conservation Fund/Kodak American Greenways Awards Program

<http://www.conservationfund.org/?article=2106>

Kodak, The Conservation Fund, and the National Geographic Society, provide small grants to stimulate the planning and design of greenways in communities throughout America. The annual grants program was instituted in response to the President's Commission on Americans Outdoors recommendation to establish a national network of greenways. Made possible by a generous grant from Eastman Kodak, the program also honors groups and individuals whose ingenuity and creativity foster the creation of greenways. Awards will primarily go to local, regional, or statewide nonprofit organizations. Although public agencies may also apply, community organizations receive preference.

National Fish and Wildlife Foundation

<http://www.nfwf.org/programs.cfm>

The National Fish and Wildlife Foundation funds projects to conserve and restore fish, wildlife, and native plants through matching grant programs. Local governments, educational institutions, and nonprofit organizations are welcome to apply for a general matching grant throughout the year. In addition to the general matching grant and small grant programs, the Foundation administers a number of special grant programs with specific guidelines and time-lines.

National Tree Trust Roots and Seeds Programs

<http://www.nationaltreetrust.org>

The National Tree Trust believes strong organizations are key to healthy urban and community forests. Through the Seeds Program grant, established urban and community forestry organizations use funding for organizational needs, which include rent, staff salary and purchase of upgraded technology.

The Roots Program grant funding is targeted at projects designed to engage the community and improve the health of their urban and community forest. These projects include reaching out to underserved youth to plant and maintain trees, educating the public about the needs and values of the urban and community forest, and building community partnerships to care for the trees in the community.

The Home Depot Grants for the Environment

<http://www.homedepotfoundation.org>

The Home Depot Foundation considers requests for grants to: 1) conserve forestlands and/or promote responsible forestry management, 2) encourage green building and sustainable design in affordable housing, 3) identify and help alleviate the causes of lead poisoning in children in at-risk communities, and 4) promote community recycling and clean-up.

William Turnbull Jr. Environmental Education Grant

<http://www.aiacc.org>

The California Architectural Foundation is a non-profit organization dedicated to the advancement of architecture and the science and art of environmental design, preservation and construction. The Foundation promotes these elements by enhancing the standards of architectural education, training and practice through education and research and soliciting contributions for these purposes.

In 1998, the Foundation initiated a new grant program, the "William Turnbull Jr., FAIA, Environmental Education Grant," with the purpose of fostering public education and public awareness programs related to the built and natural environment. The Board of Regents administers the grant program in accordance with the Foundation's goals and community needs. Grant amounts vary between \$500 and \$2,000.

WalMart/Sam's Club Community Matching Grant Program

<http://www.walmartfoundation.org/>

The Community Matching Grant Program is the largest program funded by Wal-Mart and Sam's Club. The Matching Grant program allows local nonprofit organizations to hold fundraisers at their local Wal-Mart or Sam's Club. Wal-Mart and Sam's can elect to match a portion of the funds raised up to \$1,000. Events held off the premises of a Wal-Mart store or Sam's Club are also eligible for funding when a Wal-Mart or Sam's Club associate is actively involved in the event. Additionally, once the Wal-Mart or Sam's Club has met certain criteria in the Matching Grant Program each year, a second source of funding is awarded to the store / club to use in the community. These funds do not require a fundraiser to be held, instead the funds can be awarded directly to a deserving organization.