

# California Trees

## Building Resilience & Vision

**We need to build resilience in this uncertain climate of federal upheaval, pests & potential funding challenges.**

*By Mariela Ruacho*

We need to support each other during uncertain times. Pests are threatening our trees across the state, the federal climate changes daily, and there are conflicting funding budgets for Urban & Community Forestry. By coming together to address these uncertainties and inherent stressors, we had a very successful ReLeaf Network Retreat. Everyone felt heard and rejuvenated with positive energy to continue advocating and planting urban trees.

### CITY OF TREES

The Reception included a viewing of the documentary “City of Trees” by Meridian Hill Pictures. The Network discussed the various issues that came up in the film, such as inadequate community engagement, environmental and racial justice, and employment barriers. Everyone agreed that early community engagement and better communications were the key lessons of the film. The film can be loaned out by contacting Mariela Ruacho at [mruacho@californiareleaf.org](mailto:mruacho@californiareleaf.org).



### VISIONARY VS. PRAGMATIST

The Network Retreat started by talking about the different styles of leadership. Before the Retreat, attendees took a survey called the Predictable Success Leadership Styles Quiz to see if they are visionaries, operators, synergists or processors. To learn more about the survey visit: <http://predictablesuccess.info/quiz/quiz.php?id=13>.

Ray Tretheway, Sacramento Tree Foundation, called himself a “reluctant visionary” and recalled how his personal environmental ethic evolved over time and influenced his work as an urban forest leader.

In addition, everyone self-identified their leadership styles in a game of “Four Corners.” Looking around the room, it was easy to see there was an even distribution of Network members who are operators, synergists and processors, compared to

### California Trees

Published by California ReLeaf. Funding for California Trees is provided in part by the California Department of Forestry and Fire Protection and the National Urban and Community Forestry Program of the USDA Forest Service. Subscriptions are free.

Reproducing and distributing material from this newsletter is encouraged, provided credit is given to the author and California Trees.

Send comments, submissions, and subscription requests to:

California ReLeaf  
Attn: Editor  
2115 J Street Ste #213  
Sacramento, CA 95816  
[info@californiareleaf.org](mailto:info@californiareleaf.org)



visionaries. This is important for nonprofits, because we need people in the organization that can think ahead and see a future for the organization as well as people who are pragmatic and can run the day-to-day operations

## SUPPORTING OURSELVES AS COMMUNITY ACTIVIST

Based on eco-philosopher Joanna Macy's book, "The Spiral of the Work that Reconnects," Adélàjà Simon and Jen Scott facilitated a session of empowering dyad (2 person conversation) exercises to help Network members reconnect to their urban forest mission. Per Joanna Macy's model, Adélàjà and Jen provided Open Sentences about urban forest work and climate change for attendees to complete with a partner. Adélàjà and Jen calmly emphasized letting each partner share without interruption for the 6-minute interval. This exercise reminded everyone that when we are in the field planting trees, people need to respectfully and carefully listen to community members' concerns and needs in order to attain true community engagement – as well as for the trees to be cared for and watered.

More information about this exercise can be found at: <http://californiareleaf.org/uncategorized/leaf-network-retreat-2017-overview/>

## TREE CARE EDUCATION & CAREERS

A challenge some organizations face when planting trees in disadvantaged communities has been community members saying, "Why should we care about this tree? I have more important things to do like finding a job." One way to address this lack of interest in trees is to discuss tree care careers with these communities. There is a significant shortage of skilled labor in the tree care industry in our state as well as nationwide. Our enthusiastic thanks go to West

Coast Arborists, Arborwell, A Plus Tree and Davey Tree Expert Company for sharing information on tree care careers and insights into what employers look for in a potential employee. Urban forest nonprofits are well placed to teach middle and high school students about tree planting AND that young people can make a career climbing and caring for trees.

With support from the U.S. Forest Service, California ReLeaf has been working with the Tree Care Industry Association and Merritt College in Oakland to develop the curriculum for an Arboriculture A.A. degree program, which will be available to any interested community college. For more information visit: [californiareleaf.org/resources/green-jobs](http://californiareleaf.org/resources/green-jobs).

## LOCAL GOVERNMENT AND MAINTENANCE

Kevin Jefferson of Urban ReLeaf and Chuck Mills discussed challenges and solutions when dealing with local and state government. With local government, Kevin's advice was to become part of a city's tree council or other advisory position in order to influence urban forestry policies and help organizations implement projects and access funding.

## FUNDING

Last, but certainly not least, we discussed potential funding opportunities and how to look for urban forest funding in several new grants. ReLeaf will hold Northern and Southern California workshops about new types of urban forest funding in non-traditional grants and the application process early next year. Be sure to check our public grants webpage often at <http://californiareleaf.org/resources/public-grants/>. ■

---

*Mariela Ruacho is the Education & Communications Program Manager at California ReLeaf.*

# SPEAKING FOR TREES



## Affordable Housing and Sustainable Communities Program (AHSC)

*By Chuck Mills, Director of Public Policy & Grants at California ReLeaf*

On July 17th, California's Strategic Growth Council (SGC) voted to amend guidelines for its Affordable Housing and Sustainable Communities Program (AHSC) to require green infrastructure as a threshold requirement for all projects funded by the program. In fact, each project has to have at least two urban greening components. This includes greenscaped trails, tree planting, green roofing, community gardens, bioswales and more.

SGC, created in 2008, brings together agencies and departments to coordinate activities that support sustainable communities emphasizing strong economies, social equity and environmental stewardship.

The AHSC program is supported by auction revenues generated from the State's cap-and-trade program. Since its inception in 2014, the program has included urban forestry and green infrastructure as eligible components of the focal-point projects in affordable housing and transit-oriented development, but it has never been required. **This is the first time in the history of California that a state-sponsored grant program focused on housing has a green infrastructure mandate -- which is truly groundbreaking.**

"The Strategic Growth Council recognizes the many environmental, economic, and social benefits that urban greening provides, and we are excited to introduce this requirement into the Affordable Housing and Sustainable Communities program as part of our efforts to reduce greenhouse gas emissions and build healthy communities across the state," said Randall Winston, Executive Director of SGC.

More information on the SGC can be found at [www.sgc.ca.gov](http://www.sgc.ca.gov). More information on the Affordable Housing and Sustainable Communities Program can be found at <http://www.sgc.ca.gov/Grant-Programs/AHSC-Program.html> ■

**New ReLeaf Network Members:** We have several new ReLeaf Network members: PUENTES, Father & Families of San Joaquin (FFSJ), Climate Change Education, San Francisco Estuary Institute, A Cleaner, Greener East LA, and Rotary District 5340.



FFSJ, on the left Mariela Ruacho from ReLeaf and Nikki Chan from FFSJ.



Climate Change Education, James Callahan



Left, Javier Gardea and Gene Bigler



**GET TO KNOW THE RELEAF TEAM:**

Mariela Ruacho is the new California ReLeaf teammate -- she is the Education & Communications Program Manager. She recently graduated from the University of San Francisco with a Master in Science in Environmental Management. Her graduate work focused on fracking, the cap and trade program, and renewable energy.

You'll also find the bios of the entire staff and photos...so you know who they are! Visit <http://californiareleaf.org/about-releaf/>

**CALIFORNIA ARBOR WEEK 2017**

This year's Arbor Week grant program was the largest ever with \$50,000 in pass through grants sponsored by the U.S. Forest Service and Pacific Gas & Electric.

- 313 trees were planted
- 754 trees were cared for/ stewarded
- 955 4th Graders learned about nature and *Every Kid in a Park*
- 2,622 schoolchildren overall participated
- 1,287 volunteers gave their time: 4,754 hours in total
- 6,028 people planted, learned, and/or participated in educational events

For information about poster and video contest winners visit: [arborweek.org](http://arborweek.org). California ReLeaf is now planning for Arbor Week 2018.

**ROTARY INTERNATIONAL**



*Incoming Rotary President Ian Riseley challenged Rotary Clubs worldwide to "make a difference" and plant one tree per Club member by Earth Day 2018.*

*Upon request for help by several California Rotary Clubs, California ReLeaf is providing technical and educational support about tree planting and tree care and links to ReLeaf Network members on a new Rotary Club webpage at: [http://californiareleaf.org/resources\\_rotary-intl/](http://californiareleaf.org/resources_rotary-intl/)*



**2017 ARBOR WEEK SPONSORS**



California ReLeaf  
2115 J Street Suite #213  
Sacramento, CA 95816

Nonprofit Organization  
U.S. Postage PAID  
Sacramento, CA  
Permit No. 3099

RETURN SERVICE REQUESTED

[www.californiareleaf.org](http://www.californiareleaf.org)

Follow us!  
@CalReLeaf



Find this & past newsletters online at [californiareleaf.org/newsletter](http://californiareleaf.org/newsletter).

 Printed on 100% recycled paper, using all post-consumer waste and non-deinked pulp. You can help us prevent waste by passing this publication on to a friend, recycling it when you're through, or letting us know if you would rather not receive it. Thank you for your commitment to the environment.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability. (Not all prohibited bases apply to all programs.) To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

## Want to Help?

Every dollar donated to California ReLeaf helps us strengthen and secure urban forestry legislative efforts in California by speaking for trees at the Capitol.

Donate online at [californiareleaf.org/donate](http://californiareleaf.org/donate).

California ReLeaf is a 501(c)(3) tax exempt organization and donations are tax-deductible. Our Tax Identification number is 90-0138904.

*Thank you for your support!*



## NETWORK WEBINAR: COMMUNITY-BASED SOCIAL MARKETING

Two ReLeaf Network members, Rachel Malarich of the Koreatown Youth and Community Center (KYCC) and Edith de Guzman of TreePeople, have been working on a research study. They used an innovative approach called Community-Based Social Marketing to reach out and engage community members in Huntington Park about their perceptions of trees and tree care. Based on the results, they developed an education campaign and a tool kit to remind people to water their trees.

In addition, Michael Flynn and Ray Stubblefield-Tave from Common Vision will join the conversation to comment on the social justice and communications aspects of this work.



**“Social Marketing & Overcoming Barriers in Tree Care”**  
Thursday, Sept. 21, 2017 | 2:00-3:00 p.m.  
*Register online at:*  
[californiareleaf.org/resources/webinars/](http://californiareleaf.org/resources/webinars/)