

Forest Steward Training & Support

Andrea and Sandra

Topic of conversation for the breakout session: The breakout group will identify trainers and topic ideas for 2013 trainings for Forest Stewards and volunteers. This breakout group will also touch on what type of opportunities, support or resources do Forest Stewards need to be successful at their restoration and volunteer projects- looking at what is working (makes Forest Stewards feel supported), and what things can be done to help to create more support for Forest Stewards. This breakout group isn't just for Forest Stewards- it's for anyone who likes Forest Stewards, wants to be a Forest Steward, knows a Forest Steward or wants to meet a Forest Steward.

Discussion

Training

- **Immediate application- a work party/work shop using skills immediately**
- BMPs 2.0 (including noxious weeds dos & don'ts)
- New research sharing- similar to poster sessions- but "what's the latest"
- Soil science (including biology)
- Evergreens and stormwater- I-tree- benefits
- **Train the trainer – Master Forester class**
- Planting basics (what, when, etc.). Developing the ecosystem.
- Trainings with structure and clear takeaways
- Science of mulch- benefits
- On-line trainings- fun!
- Field guide update (Lex) with input from on the ground experts
- Site monitoring

Forest Steward support- General

- **CEDAR notification of events by park- using CEDAR to send updates to people who want updates about a specific park.**
- Event logistics 0 volunteer requests
- **Herbicide requests – status reporting and tracking. Update FS on requests status, and when crews will be out doing work.**
- Feedback/acknowledgement of requests for support- for tools and materials
- Online calendar for events

Dreaming big- What would make being a Forest Steward the DREAM volunteer position?

- FS can do their own herbicide application
- Manual removal/no herbicide use
- **More plants, work with plant salvage- notify FS with opportunities for getting plants (Sharon will share a salvage list-serve with Andrea**
- Plants to come in early (in January, not March)
- **Have fun and create friendships**
- Restore fungal communities, more woody debris

- Each park has its own nursery-
- Centralized GSP volunteer recruitment
- **Information on events/things happening by park/better coordination of things happening by park (ex. Off leash, maintained, CC, ELC and GSP)**
- Three FS newsletters every year (**please circulate Shareholders' meeting ideas/feedback**)
- Sharing of project mechanics. Put together how to guides
- Power Point presentations with ivy sequence, etc. to help FSs with presentations- stock presentation (can't remember- but I think Gina)
- More community outreach- to be done by Stewards- supply stewards with materials
- Being a good neighbor brochure (TAs?)
- Get all FSs together to work on a single park at a time (Dylan's Jamboree)
- Time for non-fire extinguishing communication (Andrea's)

Field

Rory and Michael

Topic of conversation for the breakout session: Bringing trees to the Forest – How can GSP efficiently provide adequate quantities and the types of plants needed?

Discussion

- The group consensus was that we need MORE plants but we don't know HOW MANY more plants we need. We need to analyze data to learn what quantities and diversity is lacking.
- We need the plants earlier in the season.
- How many plants do we need? Right now, each forest steward (from survey of those present at the Shareholder's breakout) are planting approximately **1000 plants/year**. These plants are coming from a variety of sources: GSP allocation (200 plants), paid for by grants and donations, paid for "out-of-pocket." They are using a variety of different type of plant material: small potted, plugs, stakes, seed, and 1-gallons. Restoration is a multi-year process - establishment of restoration sites often entails planting year-after-year in the same area to get sustainable communities of native vegetation.
- Do we need small on-site nurseries, or do we need to find secure and central locations to store plants for projects citywide? Some possible holding locations are: Carkeek, Rainier Beach Urban Farm and Wetland, Discovery, Golden Gardens, and Magnuson.
- What kind of diversity do we need? While we want to plant a variety of plants appropriate to the Target Forest Types, the group discussed the importance of planting the dominant species that are most widely available, the "workhorses." This could make ordering easier.
- How do we get the plants? We need to source the plants from nurseries earlier in the year (well before planting season). Some species are always hard to find, and there are shortages late in the season. The City can only pay for material when it is received. It could be very beneficial to partner with another organization, like the King Conservation District, to order plants ahead of time.
- There is availability of cuttings from Parks. At this time, GSP staff can help coordinate with Park's District staff before maintenance activities and with other forest stewards who have an abundance

of material to take from. Parks often “brushes back” native species around landscaped areas that could be used for live stakes. Use of the plant propagation permission/tracking forms takes time, but allows GSP staff to inform other Park’s staff where volunteers are taking material; filling out the tracking form helps to share information about the best methods to use and timing.

- A new source of trees: Forterra is accepting applications for the [C3 program](#) (Carbon Capturing Companies). Companies will be providing funding for Forterra to purchase native conifer trees (bareroot, probably available in late winter/early spring) and distribute them to community partners who are ready to plant and care for trees in parks.
- Focus on proper mulching of new plants to help survivability and limit watering needs

Education

Mark Mead and Belinda Chin

Topic of conversation for the breakout session: Goal was to come away from meeting with two work plan items for the 2012-2013 school year. The participants of the education breakout group prioritized these areas for focused attention of the education committee – 1) develop and integrate multi-lingual and culturally relevant messaging into urban forestry culture; 2) create, coordinate and implement training and development opportunities for various levels of engagement and experience in urban forestry, especially for people in training situations; for example – how to work with adult volunteers, how to work with children.

Discussion

What began to emerge from group discussion was a list of attributes and characteristics people want to see in the content of program, or as outcomes of being engaged in program:

- Empowerment [of participants] thru long-term access
- Empowerment [of participants] thru choice of activities from a menu of activities
- Empowerment [of participants] thru “the project” – achieving results and having outcomes
- Participants make their own meaning
- Decision making oriented vs. action-oriented - GSP very good in offering hands-on experience and need more opportunities for participants to make decisions, especially to understand how to’s and why’s of decision-making
- One-off experiences may inspire longer term involvement – what makes that difference?
- Apply “accelerated learning model” to student projects: activity leads to memories leads to knowledge
- Use forest restoration as an intervention tool to interrupt the school to crime pipeline – work with homeless youth, alternative education, special education, etc
- Introduce Asian/Native American sensibility – all living things need respect
- Idea from Japanese culture – each student grows a tree from a seed

- Education has a Greek root that means “to lead out”, i.e. meet people where they are and provide space to learn
- Use forest restoration as a means to address summer learning loss
- Remember the importance of free play and exploration

Ideas about new audiences

- Continue to focus on school groups AND work with children where they live
- Improve outreach about currently available education tools, for ex. K-12 curriculum
- Use interpretive signage at restoration sites to inform people of efforts – may pique peoples’ interest to get involved
- Work with National Wildlife Federation’s “Backyard Habitat” program, or WA Fish and Wildlife’s program that certifies native plant gardens and posts the info on the web – may inspire people to get outside in their own yards
- What can forest restoration offer international students? English Language Learners?
- Expand GSP vocabulary to speak to different ways of understanding the forest – for ex. what words would relate forest to an immigrant’s life experience? What words express cultural meanings of forest?

Project Funding Committee

Leah Tivoli and Joanna Nelson de Flores

Introduction: Joanna and Leah explained that there are two general types of funding. 1) City funding in the form of Parks and SPU budget that are dedicated to GSP. 2) Project or program funding from grants (foundations, gov’t, etc), donations (cash and in-kind), and sponsorships. These two different types of funding involve different strategies and approaches. For this discussion we are focusing the second project based funding, recognizing that there may be some overlap, and grants that could fund GSP on a programmatic level.

GSP is now forming a new **Project Funding Committee**. This discussion at the Shareholders meeting kicks off the committee as our first official meeting, and hopefully will generate some ideas for the committee’s 2013 work plan.

Discussion

Tracking grant submission and awards:

- Telling the story –need to have good grant tracking systems, define how to calculate the leverage that was represented by the pie chart in the GSP presentation.
- Q: How are DON grants accounted for? Are they part of the estimated City budget or part of the leverage funding? A: They are counted as leverage since they are not designated for GSP, but need to be applied for.

- Problem of decentralized fundraising
- Look to fiscal sponsors for grant tracking. They are the ones receiving and processing the funds. Seattle Parks foundations has records that could be used for tracking. There aren't that many different fiscal sponsor groups across town.
- Provide incentives to Forest Stewards/organization applying for grants to follow grant tracking protocols.
- Keep process simple
- Serve as a clearing house to help coordinate and organize applications for a particular grant –know when more than one individual/group is applying to the same grant (sometimes good, sometimes causes confusion).

Tools and resources for acquiring grants:

- Create and maintain a database of Available grants
- Create and maintain a calendar of grant opportunities
- Provide tools for estimating costs and creating grant budgets. For example cost of planting trees, clearing invasives per acre, etc.
- Provide more organized technical expertise for grant writing and trainings
- Provide a link to professional volunteers who will write grants for Forest Steward groups or jointly for a coalition of groups working on GSP projects.
- Create an archive system for past grant applications to create continuity –Forest Stewards groups can use the some of the same language about a particular park or project from past grants.
- Share success stories and experience. Groups such as Magnsuon Park have a lot of experience securing many grants and would be a good resource for other Forest Steward groups.
- Create pots of money that all can apply for. Good example was one of the previous SPU grants for crewtime. It was a really easy two page application, fill in the blank, check boxes, etc.

Types of grants and funding that are needed?:

- Economy of scale –go after bigger grants that will serve a broader group of projects. For example a large tool grant to provide tools for several FS projects.
- Q: How does this committee connect to programmatic funding (securing long term public funding) and the bigger picture issue of stable funding past 2014? A: While there is some overlap and need to coordinate on the public funding side, this group would not focus on funding strategies such as Parks levy, Metro Parks district, utility rates, and other public funding mechanisms.
- Q: What about Federal Funding? Discussion: This could be a potential source for project and programmatic funding. We currently do have a large USFS grant. In general USFS like to see tools and models developed that are replicable on a national level. There are other specific gov't grants that could fund projects.
- Memorial trees as a funding source –funded for the lifetime cost. For example, Hawaiian memorial trees, do something similar, chip the tree so people can find them again, etc.
- Do a mega grant and dole out to different groups.

- Food! Need sponsorships or funding to provide lunch or snacks
- Some companies/businesses might be more willing to donate to a non-profit or the overall GSP rather than smaller community groups –more recognition and possible impact.

Long-term public funding idea:

- 1% for urban trees (similar to the 1% for the Arts).

Other comments/ideas:

In addition to grants, increase efficiencies by allowing volunteers to apply herbicides and use power equipment.

Next steps:

Contact Leah and Joanna if you are interested in continuing on the Project Funding Committee, or if you have any additional ideas for the committee.

Public Engagement Committee

Katie Cava and Luke McGuff

What is public engagement committee?

Goal: Bring together all partners working on GSP as a whole to think strategically about how we message the overall work and goals of the Green Seattle Partnership

Tasks/Work plan currently:

- Promote big events – GS Day
- Contribute to the workplan
- Monthly newsletter, social media
- large scale promo/event planning
- new FS recruitment
- staffed outreach selection

Discussion

How can GSP equip stewards to do outreach most effectively?

- We currently have an outreach toolkit that Forest Stewards can use
 - a. Additional items to add
 - i. Print out of upcoming events for each area
 - b. Email signup template

What outreach displays or ideas have you seen that GSP could emulate?

- Sno county stream steward program – how best to reach the public
 - a. engage people with education, participation, improve stream quality – tools based on ideas that lead to next generation, decade, 20 years.
- appeal to children brings in the parents – coloring books, etc. Takeaways but also get names for contact..
- Bookmark or magnet in a cool shape with GSP web address

What is a meaningful handout?

- temp tattoos for kids, business cards, wristbands – differently shaped business cards – tree, shovel, MOO cards (mini business cards)
- Specific information is engaging
 - a. Ex: Chanel 21 stories
- New ideas:
- Booklet for each park – walking trail, identifying significant trees, help people understand what they're looking at
 - a. Card deck with information about forests and what you might see – length of hike, etc. Collector card approach – or history
 - b. Starbucks stirrers with seeds on end that people can plant and have GSP's name on them

What are other communities/messages that we engage/align with?

- Discovering orchards throughout forests – need to engage orchard restoration community (Carkeek) –
- public safety – lower fear factor of people – people destroying restoration efforts – (beaver pond natural area)
- Crime prevention through enviro design recommendations
 - a. Messaging the forest so that neighborhoods know the woods are safe, and present to them what our standards are

Messaging themes or idea that the PEC should take on

- Educate about value of natural areas – eco services and value. Most people don't have a clue.
- Partnering Tree ambassador with Forest Stewards will help with messaging the value of our urban forests and trees
- Off leash dogs have a significant impact on restoration sites– more kiosks with information about natural areas and what they provide – OLD owners need to learn about public safety.
- Increasing the amount of interpretive signage in the forest –
- Giving steward the tools to do a day devoted to education rather than work. Educational components for neighbors.
 - Incorporate education with restoration project.
- Electronics and QR codes at every park – videos on GSP website –

- What restoration is
- Why are we doing restoration
- What is going on specifically at that park
- GSP app for what parks are under restoration (on wish list)

What could PEC develop/do to more effectively recruit Forest Stewards (beyond word of mouth)

- outreach to University, community colleges in degree related programs
- Partnering with other organizations to see if they would be interested in having a rep be a Stewards (we have to be thinking how does GSP benefit that group not just how does GSP benefit).
- Photographs and images that tell the story of being a Forest Steward
 - a. Before and after pictures – chronological changes in a restoration area. Over several years – before cleaning, after planting, after growth. Relate to process rather than task. (seconded) – good second
- Master forestry class in Carkeek – 6 month 2x month – half in forest, half in lab. Some kind of class like that for forest stewards.
- Tabling at farmer's markets.
- Make the NEED of GSP Forest Stewards feel more immediate and BIG
- Developing a clearer ASK/Call to Action for Forest Stewards recruitment.
- Playing up the social component of involvement – builds community.

Wrap up final points for the Group**New Tools for Outreach**

- Interesting ways to give out our website (fun shaped cards)
- Promotional info that would allow people to interact with the parks (parks cards that have history, info on the park and how they can enjoy it)
- Utilizing new technology like smart phone and QR codes

What tools we can develop to recruit Forest Stewards:

- Outreach to educational programs
- New ways to message the impact that GSP makes
- Clear tools that demonstrate the NEED