

NUCFAC Final Project Report May 28, 2008

National Workshop

The Sacramento Regional Greenprint is a unique leadership initiative to improve the quality of life in the Sacramento region through the benefits of trees. The regional approach bridges jurisdictional boundaries and promotes a partnership approach. The success of the partnership approach has the potential to benefit other regions around the country.

In April 2007, thirty leaders representing twenty three cities and regions across the United States gathered in Sacramento for a workshop to learn about the Greenprint, sponsored by a grant from NUCFAC. Boston, Delaware, Denver, Detroit, Fresno, Houston, Kansas City, Madison, New Orleans, Salt Lake City, San Jose, Santa Barbara, and Tennessee were among the places represented.

The workshop was hosted by the Sacramento Tree Foundation and led by Ray Tretheway, the Tree Foundation's executive director. Eric Douglas, a member of the Tree Foundation's board of directors and one of the original authors of the Greenprint, facilitated the workshop. Rob Kerth, the Greenprint Director, provided expert advice and an overview of the Greenprint.

The workshop spanned three days. Participants learned about:

- The Tree Foundation's partnership with Sacramento Municipal Utility District to create the nation's largest shade tree planting program.
- The Tree Foundation's pioneering partnership and grant with the Sacramento Metropolitan Air Quality Management District using trees to mitigate air pollution.
- How the Tree Foundation facilitated 22 cities and six counties signing a regional compact to build the best urban forest for the region. From this compact the Greenprint was born.

After learning the history of the Greenprint and the benefits of a regional approach, each participant completed a ten-step work book, resulting in a draft Greenprint vision for their region. They defined their region's boundaries; they articulated the specific needs of their urban forests. They calculated the net benefits over 40 years for planting a specific number of public and private trees.

On the final day, participants summarized their plans and shared their ideas and commitments to implement a Greenprint in their home region.

Workshop Follow Up and Networking

In May 2007, a follow-up survey asked participants what resources they needed to support their efforts. Three things emerged as priorities: a web-based library to share resources and best management practices; a conference call to engage in problem-solving; and a follow up workshop.

The web-based library went live in July 2007, providing all of the original Greenprint documents, tools, and PowerPoint files to conference participants. People could add their own resources to the library. The web site included a forum on different Greenprint-related topics for participants to read and post comments. Participants were encouraged to use the library as a clearinghouse to share best practices and tools.

In September 2007, a conference call was facilitated and ten participants shared ideas on capacity building, funding resources, success stories, and approaches to solving problems. Of the regions taking part, Houston, Kansas City, Delaware, Denver, and Boston reported significant progress in implementing their Greenprint plans.

A second conference call took place in March 2008 with seven people taking part. Delaware, Mariposa County (Calif.), Fresno, Salt Lake City, and Wisconsin all reported progress.

In June 2008 both a telephone survey and online survey of participants were conducted. Eighteen attendees participated in the phone survey and 13 responded to the online survey. The findings showed that 94% of the participants valued the workshop and all appreciated the leadership of the Tree Foundation sharing the approach. Most (92%) strived to serve their defined area from the workshop plan and 68% completed some measurable action. The common challenges were cooperation with other agencies, funding, staff resources, and the time it has taken to develop the relationships and partnerships.

94% improved their networking resources as a result of the workshop. 84% want more follow up and are interested in participating in Greenprint Online, a robust web-based resource the Tree Foundation is launching in October for local and national information and participation.

Some participant quotes that show the significance of the principles learned during the training and the common challenges urban forestry faces. Comments from participants demonstrate their appreciation for the opportunity to participate:

- “Great workshop, ideas can be used as a model for developing regional stakeholders”
- “We learned as kids that trees are good, STRATUM and tree value gives that quantification to teach others”
- “It reinforced the need to get leaders on board and showed ways to offer them participation using the growth rings approach”
- “The i-tree framework and regional approach compliment each other well”
- “We developed a partnership with a community group and built a city tree planting program with an improved survival rate”
- “Used the workshop materials to develop a stronger ordinance and site specific planting approach”

- “We conducted a series of talks promoting the value of trees; We created a new strong partnership for statewide influence”
- “We took the materials back and started working; We invited the Tree Foundation to do a workshop in our region and agreed upon a regional initiative; Focus on the sum of the benefits, not an individual tree”
- “We went back and produced our first annual report in 15 years and the ideas learned improved private and public involvement efforts”
- “20 million trees by 2020”
- “One million tree campaign”
- “We planted 600 new trees”

The Sacramento Tree Foundation thanks the National Urban and Community Forestry Advisory Council (NUCFAC) for making the opportunities available to share Greenprint with a larger audience. The "Sharing the Greenprint Model" national workshop was supported by the United States Forest Service Urban and Community Forestry Program on the recommendation of NUCFAC.