Funding Sources For Community Tree Planting and Maintenance

Kentucky Tree Board Seminar

Presented By:
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Kentucky Tree Board Seminar - October 2011

Traditional funding source for community forestry:
- General Fund: Is in competition with all others services.

Alternative Funding for community forestry: Tom Sawyer, Chapter 2.
Leverage – How to do more with more.

Partners and Leverage: More With Less

- Taxes
  - What we are doing now
- Partnerships (New resources)
- Donations
- In-Kind
- Grants
- Sales (Non-Tax Resources)

Leverage, or what resources we have to get the job done

- What we want or need to do

• Grants
  - Government
  - Private - Fundraising
    - Ask ‘em - Thank ‘em then Ask ‘em – Thank ‘em…
    - Begin with passion, the rest is technique
    - 4 things to get good at:
      - 1. Pitch: (Make your case) Why is this valuable/need?
      - 2. Prospects: Who can be approached for help?
      - 3. Askers: (weakest link) They interact with prospects
      - 4. Systems: Track the $ and track the relationships
  - City Fees/Backcharges; Charge the department that has more funds for work done.
    - Trash Fee
    - Drainage Fee
    - Transportation Fee
• Capital Improvement Funds: Trees as Infrastructure Ordinances (Austin and Houston)

• Direct Charges

• Mitigation Payments – You break it you buy it.

• Special Events
  • Festivals
  • Tree Run / Walks
  • Christmas Tree Recycling
  • Business Grand Openings
  • 40th Birthday Parties
  • Arboretum Planting and Dedication
  • Community Entrance Tree Planting
  • Church Planting Projects
  • Civic Group Planting Projects

• Sales, Merchandising & Promotions
  • Historical Tree Merchandise
  • Trail Of Trees/Tree Books
  • Tree Give-A-Ways
  • Firewood/Lumber/Nuts
  • Memorial and Tribute Trees
  • Sweepstakes/Contests

• Donations
  • Individuals
  • Utility Bill Donations
  • Donation Cans At Events
  • Trust In Agency Funds: Very important to be able to keep donated funds separate from general fund accounts.
  • Business Sponsorships
  • Tree Planting Guide Sponsors
  • Event Sponsors
  • Carbon Credits
  • In-Kind By Citizens (NeighborWoods) Hanger Recycling
Since November 2010
23,519 fires
3.8 million acres
2,742 homes destroyed
Tree Watering Tips
Caring for trees during extreme drought

Texas is in the midst of one of the worst droughts in recorded state history, and it's creating disastrous results for trees across the state.

Some trees are dropping their leaves and branches, while others have leaves that are wilting and turning yellow or brown. Some have even died.

It's hard to say for sure just how many trees we might lose before the drought breaks. It may be Spring 2012 before we know whether some of our dormant trees will make a comeback.

Until then, the most important thing you can do is...water, water, water!

Why should I water my tree?
The time has passed for early warning signs. If you have a tree in your yard, it's likely stressed from the drought and needs water. It's a small price to pay — literally just pennies per gallon — for all the benefits trees provide.

When should I water?
Check with your city or local water company for possible restrictions on watering methods and frequency. If you can, avoid watering during the hottest part of the day — 10 a.m. to 6 p.m.

How often should I water?
During this extreme drought, mature trees need to be watered about once a week, while younger, newly-planted trees need to be watered about three times a week. You can use a screwdriver to determine if it's time to water; simply try to push it into the ground. If the ground is dry, you won't be able to. If the ground is wet, you will. If you can't get your screwdriver to easily go at least 6 to 8 inches into the ground, it's time to water.

What is the best way to water my tree?
For large, valuable yard trees, you can water with a garden hose or soaker hose — both preferred methods, especially under water use restrictions — or a sprinkler, which is the fastest way to water large areas. A 5-gallon bucket with holes drilled into the bottom can be used to water smaller trees. See accompanying pictures and instructions for more information.

What if I have in-ground, pop-up, automatic sprinklers?
Take a screwdriver and poke it into the soil under the tree. If it doesn't go 6 to 8 inches deep in the soil, give your tree more water with the outlined methods.

What should I not do in a drought?
Don't apply high-salt, quick-release fertilizers or dig under the canopy of a tree during a severe drought. It's also not a good idea to prune live branches off young trees. They may need these branches once the rains return.

Where can I get more information about tree care?
Contact a local, certified arborist through the International Society of Arboriculture or Texas Forest Service. Visit [www.tstexas.com](http://www.tstexas.com) or [http://texasforestservice.tamu.edu](http://texasforestservice.tamu.edu) for more information about drought and trees.

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**U.S. Drought Monitor**

**Texas**

September 27, 2011
Valid 7 a.m. EST

<table>
<thead>
<tr>
<th>Drought Conditions (Percent Area)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>State</strong></td>
</tr>
<tr>
<td>Current:</td>
</tr>
<tr>
<td>Last Week:</td>
</tr>
<tr>
<td>3-Month Avg:</td>
</tr>
<tr>
<td>Start of Calendar Year:</td>
</tr>
<tr>
<td>Start of Water Year:</td>
</tr>
<tr>
<td>Cow Year Avg:</td>
</tr>
</tbody>
</table>

**Intensity:**
- 00 Abnormally Dry
- 01 Drought - Moderate
- 02 Drought - Severe
- 03 Drought - Extreme
- 04 Drought - Exceptional

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

http://drought.unl.edu/dm

Released Thursday, September 29, 2011
Michael Brewer, National Climate Data Center, NOAA
Texas is a Big State

- Size of 17 states
- 2nd most populated state
- Added 4.2 million since 2000
Texas is an URBAN state
Texas is an URBAN state

1980
Texas is an URBAN state

1990
Texas is an URBAN state

Growth since 1990
of 10.7 million

Texas has 3 of the nation’s 10 largest cities:
4 - Houston
7 – San Antonio
9 – Dallas

86% Urban
Today's Talk

• National Tree Funding Trends
• Traditional Funding Sources
• Examples of Alternative Funding For Tree Planting and Maintenance
The Golden Rule

Those Who Have The Gold Rule
Funding for trees is in competition with funding for other public issues.

Traditional Funding For Trees

- Re-election
- Terrorism
- Racial Tensions
- Taxes
- Recession
- Ageing Infrastructure
- Voter Apathy
- Anti-Government Mood
- Clean Water
- Trash
- Endangered Species
- Zoning
- Health Care
- Unions
- Libraries

*FACT:* 3/10ths of 1% of the average total U.S. municipal budget is allocated to tree management.

* Municipal Tree Management in the United States, 1994, International Society of Arboriculture
Partners and Leverage: More With Less

- **Partnerships** (New resources)
- **Donations**
- **In-Kind**
- **Grants**
- **Sales** (Non-Tax Resources)

What we are doing now

Leverage, or what resources we have to get the job done

What we want or need to do

Taxes
Alternative Funding Sources For Trees

• Grants
• Donations
• Special Events
• Direct Charges/Fees
• Mitigation Payments
• Capital Improvement Funds
• Sales, Merchandising & Promotions
Grants

• Government
• Private
Business & Foundations

- H-E-B donates 5% of its pre-tax earnings to charitable causes.

Grant to ACT
The top giving foundations in the state of Kentucky:

<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Total Annual Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Community Foundation of Louisville, Inc.</td>
<td>$24,400,183</td>
</tr>
<tr>
<td>James Graham Brown Foundation, Inc.</td>
<td>$19,530,202</td>
</tr>
<tr>
<td>Yum! Brands Foundation</td>
<td>$7,267,870</td>
</tr>
<tr>
<td>WHAS Crusade for Children, Inc.</td>
<td>$5,116,618</td>
</tr>
<tr>
<td>Blue Grass Community Foundation, Inc.</td>
<td>$4,362,753</td>
</tr>
<tr>
<td>The Humana Foundation</td>
<td>$4,203,985</td>
</tr>
<tr>
<td>C.E. and S. Foundation, Inc.</td>
<td>$3,645,054</td>
</tr>
<tr>
<td>The Gheens Foundation, Inc.</td>
<td>$3,007,734</td>
</tr>
<tr>
<td>Kentucky Fried Chicken Foundation, Inc.</td>
<td>$1,701,835</td>
</tr>
<tr>
<td>W.L. Lyons Brown Foundation</td>
<td>$1,532,915</td>
</tr>
<tr>
<td>Good Samaritan Foundation, Inc.</td>
<td>$1,086,122</td>
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<tr>
<td>Omnicare Foundation</td>
<td>$910,700</td>
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<tr>
<td>The Cralle Foundation, Inc.</td>
<td>$875,054</td>
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<tr>
<td>Mildred V. Horn Foundation</td>
<td>$815,523</td>
</tr>
<tr>
<td>R.C. Durr Foundation, Inc.</td>
<td>$731,266</td>
</tr>
<tr>
<td>LG&amp;E and KU Foundation, Inc.</td>
<td>$665,920</td>
</tr>
<tr>
<td>Foundation for the Tri-State Community, Inc.</td>
<td>$644,392</td>
</tr>
<tr>
<td>Community Foundation of West Kentucky</td>
<td>$578,343</td>
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<tr>
<td>The Norton Foundation</td>
<td>$575,000</td>
</tr>
<tr>
<td>E.O. Robinson Mountain Fund</td>
<td>$440,700</td>
</tr>
<tr>
<td>Louise Head Duncan Trust</td>
<td>$396,381</td>
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<tr>
<td>The Abercrombie Foundation</td>
<td>$322,850</td>
</tr>
<tr>
<td>Hayswood Foundation, Inc.</td>
<td>$312,630</td>
</tr>
<tr>
<td>Charles W. Rosenbaum Foundation, Inc.</td>
<td>$260,000</td>
</tr>
<tr>
<td>Stock Yards Bank Foundation Inc.</td>
<td>$223,977</td>
</tr>
<tr>
<td>Zantker Charitable Foundation, Inc.</td>
<td>$211,250</td>
</tr>
<tr>
<td>The Miller Family Foundation, Inc.</td>
<td>$210,150</td>
</tr>
</tbody>
</table>

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State Partnership Grants

Types of Projects Funded:
Mostly Staff Positions
Emergency Funding
Senator Kay Bailey Hutchison
Fiscal Year 2005 Appropriations Request

Project Title:
Houston Region Large-Scale Freeway Forestation Project

From (Name): Quality of Life Coalition
State Contact (Name): Gary Trietsch
(Organization): TxDOT

3015 Richmond Avenue, Suite 220, Houston, Texas 77008
Phone - (713) 332-2750
Fax - (713) 332-2751
E-mail: alerts49@hotmail.com

Voice: (713) 802-5080
Cell: (713) 802-5400
Email: ksmith2@dot.state.tx.us

Official Grant Recipient: TxDOT – Houston District

Recipient Address: 7721 Washington Avenue, Houston, Texas 77251

Congressional District: Representatives Bell, Brady, Culberson, DeLay, Green, Jackson Lee and Lampson

<table>
<thead>
<tr>
<th>Bill: (ex. Labor HHS, CJS)</th>
<th>Account: (ex. Labor, DHS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>FTA (or STF)</td>
</tr>
<tr>
<td>Sub-Account: (ex. HSI, EDA, EPA)</td>
<td>Type of Request: (Plus up or Add)</td>
</tr>
<tr>
<td>TCSP</td>
<td>Add</td>
</tr>
<tr>
<td>P5# (DOD Only):</td>
<td>Lines# (DOD Only):</td>
</tr>
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</table>

Amount Requested: $10 million

President’s Budget: No, request is not part of the President’s FY 2005 budget

Anticipated Non-Federal Cost Share:
Amount: $3.3 million
Provider: TxDOT and Houston-area Quality of Life Coalition

Federal Funding History:
FY02: N/A
FY03: N/A
FY04: $50,000.00

Lobby for Direct Funding
Houston Green Ribbon Project

1,000,000th Tree

April 18, 2011
Nothing like a good epidemic!

Oak Wilt
Oak Wilt Task Force
Urban Forestry Board
Diseased Tree Ordinance
Public Tree Care Ordinance
Trees as Infrastructure Ordinance
Fees- Backcharges

• City Departments charge fees for services and will pay for work done for them.
  – Trash Fee
  – Drainage Fee
  – Transportation Fee
Trash Fee Pays For
Drainage Fees:
Detention Pond and Creeks Planting and Maintenance
Transportation Fee

- Maintain trees as Roadway Infrastructure
Capital Improvement (Bond) Projects

• Trees as Infrastructure
  – In Houston, 1% of all CIP funds must be used for trees and landscaping.
  – In Austin, 1% of CIP funds for new roadways or widening existing roadways must be used for new trees.
Fees- Direct Charges

• Park tree maintenance
  – Citizen groups pay City tree care crews overtime to do work on park trees. The City supplies the machinery and overhead at no cost.
Mitigation For Tree Loss

- Road Building and Widening
- Drainage Projects
- Power Line Installation
- Gas Leaks

They Break It, They Buy It!
Special Events
Run the $$ through a non-profit.

Or keep in a non-general fund account.
A tree will be planted for every 3-pointer the Mavs score at home this season.

Trees for Threes

Friends of Cliff Parks

PwC

Arborillogical Services, Inc.

The Tree Care Experts

www.arborillogical.com
Mavs - 3 of the top 10 three point shooters in the NBA
Treaty Oak Remembered

GOALS;
Memorialize, Educate, and Fundraise-
Gross $460,000
Net $246,000
Sweepstakes – No Purchase Necessary

Lottery? Raffle?
Information and Details on the 2006-2007 Water Conservation Car Giveaway

WHY A CAR GIVE-AWAY PROMOTION?
The goal is to raise participation in the Water Conservation Programs. The expected result is to lower the per-capita use rate of water in Austin. This saves taxpayers millions of dollars by avoiding or delaying the need for expanding water treatment capacity and additional payments to LCRA.

IS THE CAR REALLY FREE?
The winner will not have to pay for the car. However, there is a $10 gift tax they will have to pay, and they will have to pay for the transfer of the title and for the license tags (total is approximately $200-300).

PUBLICITY
The winner will need to agree to be a part of the publicity surrounding this program and the winning of the car.

ELIGIBILITY PERIOD:
The period of eligibility starts on January 1, 2006 and ends December 31, 2006. Entry forms must be taken to First Texas Honda and deposited in the drawing barrel prior to close of business on Wednesday, February 15, 2007. The drawing will be held a few days thereafter, with the winner announced no later than March 2007.

WHO IS ELIGIBLE:
Primarily, City of Austin residents who are customers of Austin Water Utility are eligible. Also eligible are customers of water purveyors that receive their water wholesale from the City of Austin (see list at cityofaustin.org/watercon). To participate in the drawing for the Car, customers must participate in one or more Water Conservation Programs during the eligibility period. However, if non-customers would like to participate in the drawing, or for persons who have already participated in water conservation programs, or for others in general, they may become eligible by attending a water conservation seminar. Registrants for the Free Car drawing must be at least 15 years of age and a legal U.S. resident.
Memorial and Dedication Trees

- Make a brochure and place an ad in the obituaries and birth and engagement announcements.
TreeGivers... a very special way to say
Merry Christmas! &
Happy Valentine's Day!

to those special people in our lives...

*Special Gift Card with your personalized message and Certificate included (click pictures to view)

ORDER NOW

ANTHONY L. STIVALA
1931 - 2006
TEACHER - PRINCIPAL
1969 - 1993

TREE PLANTED
IN MEMORY OF
KATHRYN GONNELLA
Donations (Direct Cash and In-Kind)

- Individuals
- Business Sponsorships
Donations Vs Advertising

Charity Budget

KEEP OUT

Advertising Budget

WELCOME
NeighborWoods Results For Jack Brown

31,495 direct customer contacts by Jack Brown Cleaners
Total to Date: 80,009

Printed materials with Jack Brown logo and name
- 3649 yard signs
- 1700 door hangers
- 2244 confirmation cards
- 2244 sponsor labels
- 3700 planting instructions
- 5254 watering reminders
- 8216 reinvites
- 2244 pruning information
- 31,495 Jack Brown Coupons

direct customer contacts by Jack Brown Cleaners
Austin NeighborWoods Results

In three years planted 9,740 5-gallon trees, in 56 Austin Neighborhoods, at an average total direct cost of $23.74 per tree,
Received $80,000 in support from Jack Brown Dry Cleaners,
Received in-kind services and citizen cash donations totaling $2,776,140,
With a direct cost to taxpayers totaling $56,000,
Or $5.77 per tree.
Funding for trees is in competition with funding for other public issues.
What men and women honor, cherish, worship and value will determine a nation’s future.

– George Weigel, *The Cube and the Cathedral*
To view this presentation
www.ISATexas.com
Click on Municipal Group
Helping Texans Shape Their Communities

TEXAS FOREST SERVICE
The Texas A&M University System