

# Kate Sessions Commitment: Toolkit for Trees

Draft for April 10, 2020 meeting (by videoconference)

## I. Kate Sessions Commitment campaign

Introduction

### A. Outcomes

- 100 trees planted in each of five communities, on or about Kate Sessions' birthday, November 8, 2020
- 95% of trees are healthy and alive, one year later (and 90% after three years), if trees die determine the likely reasons, fix those and then replant, these all require monitoring
- 100 trees planted each year in each community, for the next ten years
- Enhanced leadership capacity for community organizing, neighborhood improvement, and climate action

### B. Schedule

[Replace this with date-less schedule, x months before tree planting date]

By April 15, identify team of 4-6 individuals in a community or organization, who are committed to providing leadership and action to plant 100 trees on (or about) November 8

By May 1, create community-specific promotional materials to launch campaign

By May 15, consult maps and identify priority planting areas

By June 1, schedule and offer one-hour educational sessions

By June 15, schedule and complete arborist consultations for specific planting sites

By August 1, get agreements for tree planting and watering

By October 1, inspect trees at nurseries and outline logistics for tree-planting day

By October 15, buy materials, contract for digging holes, and sign up volunteers

By November 1, finalize schedule and logistics, and run through a practice tree-planting day

By December 15, plant trees and celebrate!

### C. Objectives of Trees Toolkit

1. Meet the information needs of community leaders, property owners and managers, and certified arborists.
2. Identify steps and schedule for planting trees in fall 2020, considering the uncertainty of Covid19 spread, and other local conditions
3. Identify responsibilities and requirements for tree maintenance and monitoring
4. Provide media, education and training materials
5. Produce detailed instructions for tree planting, watering, mulching and removing stakes
6. Outline expectations for arborist and tree owner to ensure planted trees become healthy trees

## II. Education and training materials

### A. Media materials

Media materials on this project, that all can adapt for newsletters, eblasts, social media and other communications.

Kate Sessions' commitment to planting shade trees in San Diego invites a contemporary challenge, to a community-based tree planting for local climate action. Based on an arrangement that Kate Sessions developed with city leaders to plant 100 trees per year in Balboa Park, the Kate Sessions Commitment focuses on planting 100 trees in various communities each year.

Each community in the Kate Sessions Commitment will plant 100 trees per year through a community engagement program that includes education of Kate Sessions' legacy and selection of key neighborhood areas where trees and tree canopy are most desirable. By taking action, community members will learn the fundamentals of planting trees, environmental stewardship, and commit to ongoing maintenance.

Trees are affordable and amazing ways to cool neighborhoods, implement Climate Action Plans, provide wildlife habitat, reduce water and air pollution and other ecosystem services, and offer many co-benefits. More healthy trees are needed in street rights-of-way, parks, parking lots, schoolyards, routes to school, backyards, places of workshop, and businesses.

Trees will live longer, look more attractive, and require less resources to maintain. They simply need to be selected, planted, irrigated, and structural pruned correctly from the beginning. If communities invest a reasonable amount of time and resources in the early stages of the tree's life, they can realize more benefits over the course of its life.

What are the audiences for short messages? Which social media?

### B. Available materials

A family of handouts has been developed, for the benefits of trees, <http://investfromthegroundup.org/resources/#Tools> , and some are provided in the collection of handouts.

Resources will be uploaded as a "library" at <http://sdrufc.com/katesessions/> or another webpage

### C. Presentations

Presentations on tree benefits, planting, and tree care have been developed with local applicability and are posted at <http://sdrufc.com/presentations> , that all can adapt for community education

### D. Community inventory

Community outreach starts with identification of local resources, interested groups, businesses, and ways to communicate with these stakeholders.

Community contacts are generally identified in a group effort that involves following suggestions, online searches, and referrals from other contacts. Name, organization, position, phone, email, location, social media, and other comments can be recorded on a shared contact list.

These contacts can be assessed for their personal or organization interests, their contribution or participation, and how to reach them. See Table 1 with examples.

## Table 1: Community Resources for Kate Sessions Commitment

Who are the audiences, what are their interests, and how do we reach them?

Who are the “audiences” or user groups?	Local groups	What are their interests?	How can they participate? What is “the ask?”	How do they seek and receive information?
Residents		Shade Property value	Plant and care for a tree	
Local businesses	Banks Bicycle shops Breweries Restaurants		Water existing trees Donate materials	
Business groups				
Public community resources	Libraries Community centers Comm. councils	Public participation	Distribute info Host meetings Promote Kate	Emails
Schools, parents, teachers and administrators				
Youth	Girl Scouts After school			
Churches				
Media				
Nonprofits				
City resources	Park rangers City Forester			
Local representatives	City Council Members	Reelection Community improvement		
Other				

## E. Community priorities

Priority will be placed on bringing trees and tree care into communities with few trees, limited economic resources, higher pollution exposure, greater urban heat, and greater health risks. Community groups can view data and maps—and then identify areas with lowest tree canopy and highest needs.

1. Read an overview from the Environmental Health Coalition (EHC) report that addresses climate action plan and equity, <https://www.environmentalhealth.org/images/FINAL-Full-Doc---Web---An-EJ-Assessment-of-the-CAP.pdf> , especially pages 9 through 15.
2. Look at the population and pollution data assembled for each census tract, in CalEnviroScreen3.0. Start at , that assembles data on population and pollution by census tract. Summary information at \_\_\_\_\_.
3. Compare census tracts. Census tract number can be identified in parcel look-up tool at <https://sdgis.sandag.org/>, check Census Boundaries and Zip Codes.
4. Census tracts with a high score for Disadvantaged Community are colored orange, at <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>
5. Population and pollution data for each census tract in the City of San Diego was pulled from the statewide database and is available at [http://sdrufc.com/wp-content/uploads/2020/03/CalEnviroScreen3.0\\_Results\\_SanDiegoCo\\_2018.xlsx](http://sdrufc.com/wp-content/uploads/2020/03/CalEnviroScreen3.0_Results_SanDiegoCo_2018.xlsx)

6. Tree canopy cover and CalEnviroScreen attributes for census tracts in the City of San Diego is posted at [http://sdrufc.com/wp-content/uploads/2020/02/CitySD\\_CensusTracts\\_LandCover\\_CalEnviroScr\\_frUSD\\_1-14-20.xlsx](http://sdrufc.com/wp-content/uploads/2020/02/CitySD_CensusTracts_LandCover_CalEnviroScr_frUSD_1-14-20.xlsx)
7. Example of this analysis for nine census tracts in Bay Terraces and Paradise Hills, at [http://sdrufc.com/wp-content/uploads/2020/02/HealthyTrees\\_Paradise\\_BayTerraces\\_maps\\_21jan20.pdf](http://sdrufc.com/wp-content/uploads/2020/02/HealthyTrees_Paradise_BayTerraces_maps_21jan20.pdf) .

Once information is viewed and discussed, specific tree planting locations can best be identified by walking the neighborhood streets, and also these areas in the “satellite” view of GoogleMaps.

## **F. Financial resources**

The planting and care for trees is not free, but it is not expensive. Trees can be grown from seeds and cuttings by community members, then planted one or two years later. Trees can be grown in nurseries and paid labor used to plant trees in 15-gallon containers, an option that may make more sense for a business, school, church, or property owner who wants to plant a larger tree.

Certified arborists can be paid or can contribute their time, and other professionals may have the experience and skills to provide this advice. Materials can be purchased, donated, or sometimes made from recycled materials.

At the June 19, 2019 meeting, the following sources were identified:

- Business districts, town councils, Maintenance Assessment Districts (3)
- Businesses, retail stores (4)
- City budgets (2)
- Civic organizations, community foundations (5)
- Cost sharing with property owner (pay only for tree, or tree+arborist, or tree+arborist+planting)
- Development fees, mitigation project fees or offsets (3)
- Fundraising, Go Fund Me, Donor’s Choose (schools) campaigns (4)
- Gas tax funds, Carbon tax, Sales tax, Parcel tax (1 each)
- Grants from community and corporate foundations, State of California (7)
- Parent-teacher associations, or other school groups (2)
- Plant trees in memory of loved one, trees instead of benches, adopt-a-tree (3)
- Private donations-philanthropy (2)
- Property owners, Homeowners’ Associations (3)
- Public-private partnerships, including nurseries, arborists, etc. to provide visibility and advertisement (3)
- San Diego Gas & Electric (1)

With “essential services” halted during the Covid-19 response, nurseries may be increasing inventory of 15-gallon trees, and they could be approached to reduce prices or donate these trees

## **G. Promotions and celebrations**

Examples of promotions and celebrations, and steps to report accomplishments-successes.

## **III. Agreement and Advice**

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#### **A. Checklist for “readiness” of communities and organizations to get started**

1. Name of lead contact, for starting the community effort or organizational contributions
2. Invite and confirm team to lead the collective effort, preferably 5-8 members
3. Identification of community resources (start Community Inventory, see table 1)

4. Tentative schedule, structure and strategy for meeting the pledge checklist
5. Schedule and give three presentations to recruit community members (in-person or videoconference)
6. Start community profiles by viewing information in CalEnviroScreen3.0 to identify census tracts with greatest “need” for trees and in GoogleMaps satellite views
7. Develop and start communications strategy to reach resources and stakeholders identified in Community Inventory.

## **B. Checklist for “readiness” of organizations to formally pledge to Kate Sessions Commitment project**

1. Names of team members and designated leader, for community or organization
2. Confirm criteria for locations, based on priorities identified from maps and community priorities
3. Work with identified local leaders to collaboratively assess locations for 100 trees
4. Contact name, to schedule onsite certified arborist consultations in the area
5. Finalize map with priority areas for tree planting, and list of potential property owners
6. Get organizational commitment to accept, disperse and manage funds for certified arborist consultation, purchase of nursery trees and materials, and other expenses
7. Prepare the following information for each property, before arborist consultation
  - a. Hand-drawn map and measurements with buildings, pavement, landscaping, trees, and uses for the open areas
  - b. Certification of functioning irrigation to the areas likely to be planted with trees
8. Contact for youth group, to invite participation with site planning, planting and/or tree care

## **C. Checklist for “readiness” to plant and care for trees**

1. Confirmation that expectations and obligations for planting tree(s) are fully understood by approving official or owner (from class or materials)
2. Name of approving official or owner, who has agreed to plant and care for ten (10) or more trees on the property and adjacent street parkways
3. Hand-drawn map and measurements with buildings, pavement, landscaping, trees, and uses for the open areas
4. Certification of functioning irrigation to the areas likely to be planted with trees (or not)
5. Identification of group willing to water trees weekly with buckets (if there is no irrigation)
6. Contract for youth group, to invite participation with site planning, planting and/or tree care
7. Available funds, up to \$200 per tree to purchase trees, materials and certified arborist advice (or equivalent donations)

## **D. Certified arborist advice**

1. Conduct initial site consultation: Assess the site and suitable planting areas.
2. Recommend species are appropriate for the location.
3. Confirm availability of onsite irrigation and determine supplemental water program

4. Confirm that utility clearances are covered met in the public right of way

## **E. Watering agreements**

Signed agreements from property owners to water and care for trees.

## **F. Street tree planting**

“No-fee permit” for trees planted on adjacent street parkways, for City of San Diego, <https://www.sandiego.gov/sites/default/files/legacy/ced/pdf/streettreepermitapplication.pdf>

# **IV. Tree Planting**

## **A. Detailed instructions for planting trees**

1. one
2. two

## **B. Detailed instructions for tree-planting events**

1. one
2. two

## **C. Certified arborist advice**

1. Evaluate nursery stock. Select containerized trees that meet state nursery stock guidelines and specifications for this project.
2. Inspect trees at nursery or on site prior to delivery, and reject or return trees that do not meet specifications..
3. Oversee planting site preparation. Ensure that irrigation or watering system is in place.
4. Oversee tree planting crew and volunteers to verify trees are being planted correctly. Advise and assist with root pruning.
5. Confirm that trees are planted at proper height, that tree stakes are installed properly (if needed), that watering berm is made, that tree is fully soaked, and mulch is filled at the proper height.

# **V. Tree Care**

## **A. Young tree care**

1. Detailed instructions for watering, mulch replacement, and young tree care
2. Video links for watering young trees
3. Periodic volunteer tree care events throughout the establishment period (about five years), to support tree owners and communities

## **B. Certified arborist advice**

1. Clearly communicate site-specific tree maintenance requirements

2. Confirm onsite irrigation and determine water program by landowner and/or landscape contractor
3. Confirm that trees are watered properly, and prune young trees (if needed).

## VI. Possible partners

The following organizations could pledge and work toward planting 100 trees in November (listed alphabetically)

1. A Growing Passion (Nan Sterman), <https://agrowingpassion.com/>
2. Balboa Park Conservancy, with trained Tree Stewards who are monitoring and maintaining young trees planted in the park, <https://balboaparkconservancy.org/>
3. City of San Diego's "free tree program," 18-month wait list, <https://www.sandiego.gov/blog/free-tree-sd>
4. Climate Action Campaign, <https://www.climateactioncampaign.org/> and SanDiego350.org, <https://sandiego350.org/>
5. El Cajon Boulevard Business Improvement District, <https://theboulevard.org/>
6. Faith-based organizations, including One Earth and Jubilee, <https://oneearthjubilee.com/jubilee-circles/>, Catholic Diocese of San Diego, <https://catholicclimatecovenant.org/cct/diocese-san-diego-ca-creation-care-teams>, and other churches
7. Master Gardeners, who could educate about tree planting and care, and about starting trees from seeds and cuttings, <http://www.mastergardenersd.org/>
8. San Diego Rare Fruit Growers, <https://californiararefruitgrowerssandiegochapter.wildapricot.org/>
9. San Diego Gas & Electric
10. San Diego Parks Foundation, with an initiative to plant trees in the City of San Diego's parks and recreation centers, based on the City's priorities, <https://www.sandiegoparksfoundation.org/major-projects/city-wide-tree-planting-project>
11. San Diego Regional Urban Forests Council (website w/ info), <http://sdrufc.com/healthy-trees/>
12. Tree San Diego, working with the public and private sector to plant trees, <https://www.treesandiego.org/>
13. TreeLife Consulting, <http://treelifeconsulting.com/>, Board Certified Master Arborists, for site consultations
14. Trees 1000 Foundation, <https://trees1000.org/>
15. Urban Corps, who plant trees for many municipalities and organizations, and recently are focusing more on inspecting and ensuring quality of nursery stock and on workforce development, <https://www.urbancorpssd.org/>

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