



GROWING TREES MAKE GREAT NEIGHBORHOODS

Education & Outreach Campaign

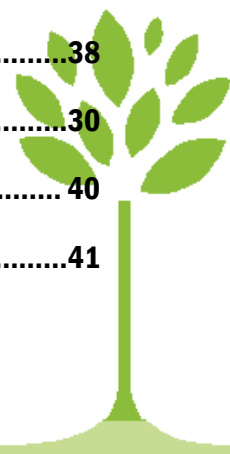
FINAL REPORT

Campaign duration:
November 2012 - April 2014



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Executive Summary



Can you imagine a great neighborhood without trees?

Great neighborhoods are made up of more than nice houses and good schools. They have a certain character, rooted in the tree-lined streets, parks and other green spaces that provide life long memories and help make where we live feel like home.

Trees and green spaces provide a range of values we can measure. They cool our cities, clean the air we breathe, slow down cars on our streets and make our communities safer places. They can also increase the value of our homes and local business by creating the kind of neighborhoods where people thrive and want to live.

That's why California Urban Forests Council (CaUFC) created the INVEST FROM THE GROUND UP® (IFGU) education and outreach campaign. By investing in our trees and green spaces we're making an investment in our homes, businesses, and local communities that will continue to pay for itself over time. This campaign was made possible by the generous sponsorship of CAL FIRE and the U.S. Forest Service.

A unique and first-of-its-kind campaign in the urban forestry field

At the start, our challenges were: How to get people to care about urban forestry? How to best talk to people about urban forestry? And who to reach out to in order to create change? To answer these questions and craft a strategy, CaUFC conducted research on these questions.

We found it would be most efficient to reach out to California homeowners and small business owners as they are significant in number (9M homeowners and 3.5M small business owners), but even more importantly because this audience is influential. They voice their concerns to policy makers through voting, donations, and town hall meetings. And they are parts of larger networks, when we educate one person we are really educating 10 people as they become advocates for our message sharing with their friends, family, neighborhoods and co-workers.

Another point of differentiation that came out of the research is the messaging or language we use to communicate with this audience. We found that we need to use common language to communicate with everyday people. Therefore, instead of traditional urban forestry vernacular, the campaign uses value-based language to describe the benefits of trees such as "this is such a beautiful park in the middle of the city."

Charging ahead

Armed with solid research and a strategy, we officially launched the campaign to the public on November 11, 2012 with the revealing of the InvestFromTheGroundUp.org website and Facebook and Twitter properties. Between the Winter of 2012 and Spring of 2014, the campaign traveled across the state and organized five community-level campaigns to increase awareness by Californians to the intrinsic value of our trees and green spaces.

IFGU reached out to Californians in many innovative ways: Bus benches, transit shelters, videos, community meetings, billboards, lamppost banners, sidewalk stencils, social media, and word-of-mouth. We formed collaborative, transformative, campaigns forged by building partnership with more than 40 new community partners.

Executive Summary

Accomplishments

Since launch, through April 2014, the Invest From the Ground Up website has had 10,756 total website visitors with 7,452 unique visitors. We kept the site fresh with weekly relevant blogs including guest blogs by influential professionals. The campaign's social media properties of Facebook and Twitter continue to grow and we recently launch Pinterest and Instagram. As of April 9th, 2014, we have 597 Facebook "Likes" and 334 Twitter "Followers."

Success is demonstrated by increased public awareness, tree plantings, increased tree care, \$464,579 in in-kind donations and specifically by:

- **Bakersfield:** A 180° change in attitude toward tree planting programs by the City of Bakersfield as seen by collaborative grantwriting and planting and caring for trees.
- **Albany:** More than 500 new requests by homeowners and business owners for street trees. (66% over expectations)
- **East Hollywood:** A growing understanding (25%) that caring for trees increases business.
- **Santee:** Post-campaign, 80% (24 of 30) people said they would be willing to provide basic care to their trees such as water.
- **El Cerrito:** Over 43 survey respondents out of about 250 businesses - nearly a 16% response rate.

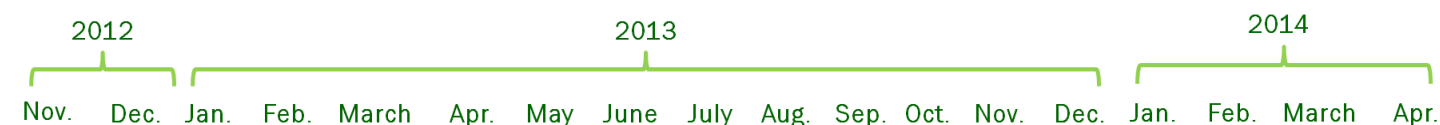
These local campaigns set the groundwork with communities across the state for the Invest From the Ground Up—Tree Planting program which was a large scale regional tree planting of 1,263 trees by 2,056 volunteers on February 15, 2014. At maturity, these trees will remove 2,436 metric tons of Carbon Dioxide annually — the equivalent of taking almost 500 cars off the road. 3,178 metric tons of air pollutants will also be removed to help Californians breathe easier.

We've made tree-mendous inroads with communities in transforming opinions about trees and with urban forestry professionals in recognizing the value of the campaign in spreading this message. We hope that by investing from the ground up, we grow more great Californian neighborhoods.

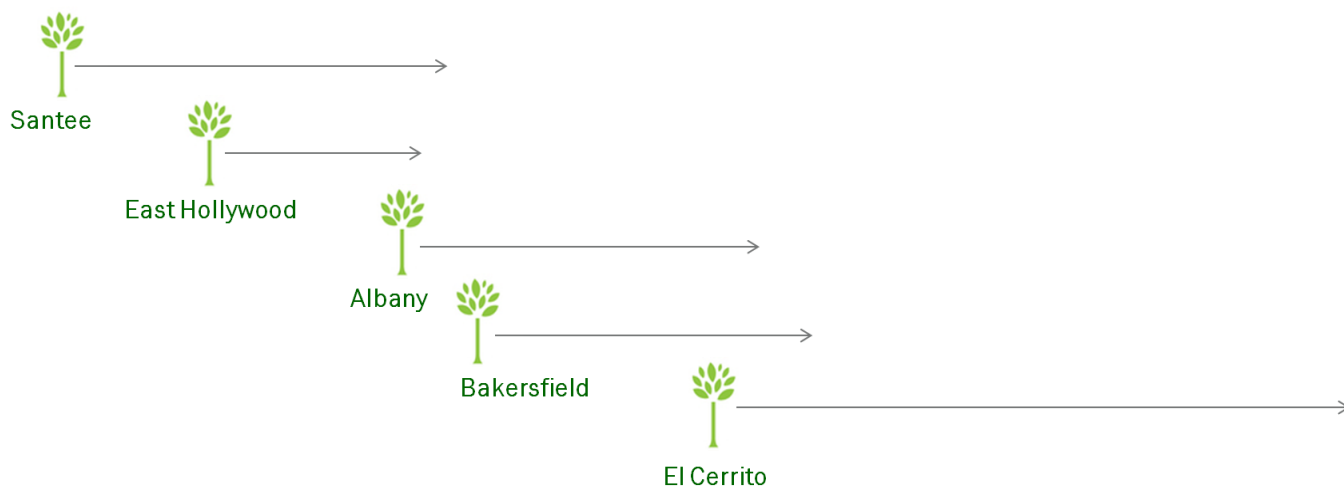
Sonali Shah
Invest From the Ground Up Campaign
Communications Director



Campaign Timeline



Preparation



Santee

The first Invest From the Ground Up community campaign was in Santee, San Diego. For this campaign, we partnered with the City of Santee, San Diego Regional Urban Forests Council, Urban Corps, Santee Lakes, Padres Dam, SDG&E, West Coast Arborists and the San Diego Water Authority. The campaign focused on educating homeowners on the benefits of trees, the value of caring for trees, and specifically on the truths about watering trees.

Santee is a suburban city in the east county region of San Diego. Per the 2010 census, Santee had a population of 53,413. The racial makeup was 82.5% White, 16.3%

Hispanic or Latino, 2.0% African American, 0.8% Native American, 3.8% Asian, 0.5% Pacific Islander and 10.4% other or mixed races. The city is bisected by the San Diego River, a linear greenbelt that includes parks, trails and more than 1,100 acres of natural riparian habitat.

Local objective: Increase residents understanding of the need to water trees.

On Saturday May 4, 2013, we held our culminating event — a workshop and tree planting. The event was held at Santee Lakes and was part of their annual Green Day celebrations. Santee Lakes offered free admission to the recreation area for those who participated in the workshop and tree planting. We started the event with breakfast treats (in-kind donations by Santee Lakes). The workshop featured the following speakers: Introductions by Nancy Hughes, Executive Director, and Sonali Shah, Communications Director at the California Urban Forests Council; Gina Molise, Senior Public Affairs Representative at the San Diego County Water Authority; Mike Palat with the San Diego Regional Urban Forests Council on the benefits of trees and wise watering techniques; and Annette Saul, City of Santee's Parks and Landscape Supervisor on their Neighborhood Tree planting program.

At the same time, Urban Corps of San Diego County held a fun and educational workshop for the children. After the workshop we held a tree planting demonstration and planting (30 trees of six different species). We concluded the event with a raffle of prizes. Thomas Shoots was present to represent CAL FIRE and also made possible a visit by Smokey Bear which was a great hit!

Prior to the event, for campaign message exposure, we used banner ads on partner sites, and posted ads in the San Diego Union Tribune site and Santee Patch. Our Santee Patch ad achieved 14,074 impressions and had an above average click-through rate (average is .06%, we had .1%). We also received press coverage with articles that ran in both the Union Tribune and Santee Patch the day before the event.

The week before the workshop, door hangers were hung in a nearby neighborhood. We also created a Water-wise Tree Care educational brochure that was available at the workshop. After the campaign, we created a second water-wise brochure that added information on the City of Santee's free street tree program.



Santee, San Diego

Accomplishments

Thirty-two people attended the workshop. At the start and end of the workshop, we asked a series of questions to the audience and requested they respond by a show of hands.

We found:

- Before and after, this audience appreciated the benefits of trees in providing shade, clean air and flowers.
- With this group, we were surprised to find the cost of watering was not a major deterrent, and by the end almost everyone felt they could afford to take care of and water their trees.
- At the end of the workshop, most people responded that they better understood the value trees bring to their neighborhoods, and at least five people raised their hands saying that they were interested in getting a free street tree from the City.



We conducted a printed survey pre- and post-workshop and found:

- By the end of the workshop 80% (24 of 30) people said they would be willing to provide basic care to their trees such as water.
- The cost of watering was less of a deterrent with 10% more people feeling watering would not be a deterrent for them.
- Eighty-three percent felt that they learned helpful information about how to provide basic care such as watering trees. Prior to the event, most people (80%) felt they did not know how to care for trees, and therefore did not take care of their trees.
- There was also positive movement in the belief that Santee needs more trees for healthier neighborhoods. Pre-workshop 76% were in high support for this position, but post-workshop that number rose to 93%.

Significantly, Annette Saul, the City of Santee's Parks and Landscape Supervisor said the campaign brought more attention to urban trees and support for her overall program from the City Council, city managers etc.



Santee, San Diego

What we Learned:

We learned much on this campaign that helped us as we expanded the campaign to other California communities:

- The date selected for the event was selected strategically to follow the annually-held popular SanTree Festival in the thought that we would use that event to advertise our event. Also we could not go much further out in May due to other conflicting events in Santee, nearing the end of tree planting season, and because our partner Santee Lakes, who was providing the venue, wanted it to be part of their Green Day/ Earth Day celebrations. However, in retrospect if the event did not follow two weekends of major tree-related events in Santee, we may have experienced a higher turnout and potentially more people specifically interested in trees.
- There were benefits of partnering with Santee Lakes, but this also ended up affecting our timing and content.
- We felt there were delays in getting out the flyer and other attempts in marketing the event. Some of this was due to delays in building partnerships and getting input from partners. Additionally, as this was our first campaign, it required more work on the front-end from a design perspective.
- Our audience was mainly from one church and from people who ascertained that entrance to the Lake was free if they attended our workshop. We would have preferred to have people attend that were specifically interested in trees. However, as we did see significant movement in the mindset of the people that did attend, we still feel it was a success.
- Materials would have been stronger from a production perspective such as photo selection and color correction if our contractor addressed them earlier in the timeline, allotting adequate attention from the design firm.
- The door hangers did not lead to any direct results which was a disappointment to the team. However, most direct response programs do require multi-touch approach. In future campaigns, we plan to provide additional outreach opportunities.



Get a FREE Street Tree!

The Santee Street Tree Program offers residents an opportunity to beautify their property and save energy.

How it works: The city will plant a shade tree in parkway between the sidewalk and the street and maintain the tree over its lifespan. To qualify, a homeowner must sign an agreement promising to water the tree. Several types of climate-appropriate trees are available, including deciduous as well as evergreen species.

The benefits of a shade tree in your parkway far exceed the average \$10 annual cost to water it. There are an estimated 700 vacant parkway sites in Santee where shade trees could be planted. More trees will help the

Did you know that just one tree...

- Cools a home as much as 10 more used air conditioners would – even if they operated 20 hours a day!
- Removes the equivalent of 11,000 miles of car emissions from the atmosphere every year.*
- Provides about \$5 in benefits for every dollar spent on its planting and care.*

And you can have all that for the cost of only about 5 cups of coffee in watering costs each year!

FOR MORE INFORMATION:
 Santee Tree: www.santeefree.com
 California Urban Forest Center: www.cufc.org
 Arbor Day Foundation: www.arborday.org
 Tree Research Calculator: www.treeresearch.org

Water-wise Tree Care

invest from the ground up

Get a FREE Street Tree. Details inside!

Did you know most Santee trees only require about \$10 worth of water each year?

invest from the ground up

Green Day at the Lakes

Join us and invest from the ground up in Santee's trees, parks and green spaces! Learn how and why trees can give back much more to you and your home than the little water and care they require.

Bring your whole family! Activities for kids and refreshments for all will be provided. Includes FREE admission to the Lakes!

LOCATION
Santee Lakes Recreation Preserve
9310 Fanita Parkway, Santee, CA 92071

DATE
May 4, 2013

TIME
8:30–11:30 a.m.
8:30 a.m. check in and breakfast snacks
9–10 a.m. workshop (including one just for kids!)
10–11:30 a.m. tree planting and fun activities!

To RSVP, contact CFrazier@Padre.org or call 619-258-4792.

Learn how to wisely water trees—and other tree care tips

Sign up to get a free tree! Win prizes and giveaways!

Learn how trees can earn you big bucks in energy savings

Editor Steven Bartholow steven.bartholow@patch.com

SanteePatch 72°

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BROWSE BY

Month
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Author

All
Angela Morrey
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WEDNESDAY, MAY 1, 2013

SHERIFF'S BLOTTER

Santee Daily Crime Update: 8 Drug Arrests and 4 for Theft
A brief daily roundup of Santee residents that have been arrested on suspicion of various crimes.

POLICE & FIRE Steven Bartholow less than an hour ago

Santee Patch puts out a weekly crime report, outlining stand-out incidents in Santee, but we also receive daily information about Santees that have been...

IN THIS ARTICLE: Ex-Security Guard Jailed, Accused of Lying to Police About Shooting, Santee Crime Report: 11 Cases of Stolen or Burglarized Vehicles, Las Colinas Files: Tagger 'Haze' is Suspect in 300 Graffiti Cases, and 1 more >

Photos (1)

Start Smart Teen Driving Seminar Packs the Room at West Hills
Future classes will be held May 29 and July 17.

POLICE & FIRE Steven Bartholow less than an hour ago

The Santee Sheriff's Station packed the room at the latest Start Smart teen driving safety seminar, and there are more coming up. 43 students and their...

IN THIS ARTICLE: 'Start Smart' Teen Driving Program, Santee High School, Football: West Hills v. Granite Hills, and 3 more >

Got a Hot Tip?

Charmin
Charmin Strong

invest from the ground up

Want more shade, lower energy bills and a higher home value? Join us and invest from the ground up in Santee by planting trees and watering them wisely.

LEARN MORE!

invest from the ground up

**We're investing
from the ground up**
in Santee by planting trees and
watering them wisely.

JOIN US!

Stay cool. Save on energy bills.
Get a FREE street tree planted
AND maintained for you
by the City of Santee.

LEARN MORE TODAY!
InvestFromTheGroundUp.org/Santee

East Hollywood



One of our first campaigns was in East Hollywood. We partnered with Million Trees LA (MTLA), Los Angeles Beautification Team (LABT), Street Tree Seminar (STS), The Hollywood Hotel, East Hollywood BID (EHBID), and the Hollywood Chamber of Commerce on the issue of educating business owners on how trees and businesses can co-exist and thrive, plus on the benefits of trees to public health.

We focused on a section of East Hollywood that runs on Vermont Street between Hollywood Blvd and the US 101 Freeway. Million Trees LA had previously donated trees and partnered with the EHBID on a

Local objective: Increase businesses understanding of benefits of trees.

tree planting on two additional segments of Vermont Street. This entire geographic area has approximately 100 businesses including Kaiser Permanente, Los Angeles Children's Hospital, Hollywood Presbyterian Medical Center, the Hollywood Hotel, LA City College and the Church of Scientology.

Our campaign reached the very diverse and underserved population of East Hollywood. According to census data, the population of East Hollywood in 2010 was 48,179. Of that 51.3% are Latino or Hispanic, 24.6% White, 15.4% Asian, 8.4% two or more races, 3.6% African American, 0.14%, Hawaiian/other pacific islander, and 0.88% American Indian/Alaskan native.

The Invest From the Ground Up – East Hollywood campaign's broad awareness tactics included transit shelter ads, bus bench ads, local print newspaper ads, and presence at Farmers Markets. Although we had our main event in June, as broad awareness takes time to make an impact, we continued the campaign into July with additional print ads in local papers, and lamp post banner ads. The EHBID and Chamber of Commerce provided \$6,000 for the lamppost banner ads placement. The transit shelter and bus bench media placement, worth \$27,750, were donated by the media company.



East Hollywood



The main event was a Business Improvement Forum held on June 4, 2013. Dr. Kathy Wolf of the University of Washington and Dr. Dick Jackson of UCLA were our esteemed speakers. Their presentations can be seen at Wolf: <http://youtu.be/S8ujLR5LtMA> and Jackson: <http://youtu.be/4zJEP1TCwts>. We received 61 RSVPs and 58 attended. The audience included business people, public health professionals, urban forestry professionals and two government officials. We promoted the event to the business community via newsletters, social media, and door-to-door outreach. We also created a brochure on the topic of trees and business and public health that we provided at the event. The Hollywood Hotel provided much in-kind including the venue of their ballroom and a full buffet dinner and beverages. Local businesses and STS donated materials that we used for a raffle to end the evening.



East Hollywood



There was a tree planting event hosted by MTLA and LABT on June 1st, the Saturday prior to the Business Improvement Forum where the remaining 11 trees promised to Vermont Street were planted. Thirty people showed to this event. In total, 101 trees were donated and planted by MTLA and LABT on Vermont Street in three phases.

The week before the Forum and the Monday/Tuesday of the event week, Fenton Communications pitched the story to a list of 17 press outlets including Los Angeles Times, KPCC, KPFK, Hollywood Patch, Echo Park Patch, Discover Hollywood, Los Angeles Daily News, La Opinion, LA Sentinel, The Los Angeles Wave, Los Feliz Ledger, Curbed LA, Los Angeles Observed, KABC-TV (ABC), KNBC-TV (NBC), KCAL9 (CBS), KTLA (CW). They sent two email pitches and called everyone twice. Unfortunately, Los Angeles is a tough market with so much going on and the only interest was from the Hollywood Patch who featured the event on the homepage and daily newsletter.



East Hollywood



Accomplishments

During the forum, we conducted pre-forum and post-forum surveys. From the start the results were destined to be more pro-tree due to the fact that the majority of the audience was from the urban forestry community. However, the survey results showed positive movement overall regardless of this potential bias.

- We had a 11% increase in the number of people who “believed that trees bring valuable benefits to a community” making the total percentage of participants post-survey who strongly agreed with this comment to be 94% of participants. Note: Most of the people started on the highest range of the scale, so they could not select anything higher.
- Those that “would like to see more trees in East Hollywood” had a similar result with 94% of participants supporting this statement to the fullest extent possible post-forum. Pre-forum that number was 80%.
- One of the greatest area of growth was in the understanding that “caring for trees improves business,” which increased by 25%. This is significant as it means even within the urban forestry industry this is not a known fact. Spreading education to arborists on the importance of trees to businesses can then filter down to their customers — our campaign’s target audience.
- There was also positive movement (6%) in the understanding that trees make communities healthier.
- Lastly, on the topic of willingness to invest in the care of trees in one’s neighborhood and business corridor, we achieved a 22% positive upswing, with 82% strongly agreeing with the statement post-forum.

In addition, a few days after the event, we received an email from Robert Sartain, former Urban Forester of Santa Clarita, who said that he found the information presented by Kathy Wolf to be of immediate use.

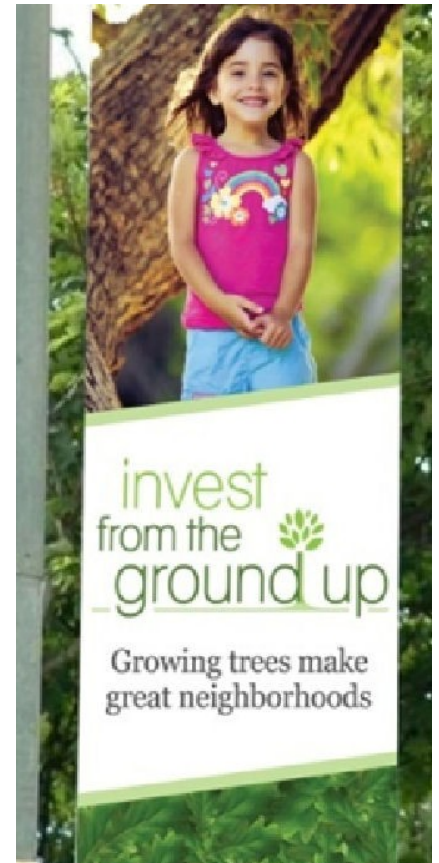
Santa Clarita treed their downtown a few years ago and businesses were starting to complain about their signs and storefronts etc. He was very excited to have current and relevant information to share with these businesses. Sartain said of his previous challenge, “Some of the engineers’ reports and information about how trees benefits business districts was from 1936.”



East Hollywood

What we Learned:

- This campaign was one of our first and so there was much to learn in terms of what the campaign held from a realistic perspective and working appropriately with outside contractors. In future campaigns, once CaUFC had knowledge of the campaign scope and tactics, we were able to prepare an appropriate creative timeline into our implementation plan and ensure follow through by the design agency.
- This campaign was extremely complicated in terms of communication with partnering organizations. For one, there were layers of organizations involved. Since collaboration is a key value of the campaign, our original inclination was to “include everyone,” however this was not what the core East Hollywood team wanted and seemed to feel overwhelmed with the number of people involved. Later we cut down the list to about four core members. In addition, this campaign was complicated by strong personalities and some team communication that made other outreach challenging. Learning from this experience, in the future, we stated clearly in initial meetings the campaign requirements such as the need to have our regional councils involved. We also asked for clear agreement from all campaign partners on communications protocol. This agreed upon protocol is then entered into the written Implementation Plan which is the strategic guide for the campaign.



- The original goal was to have public health organizations as partners in the campaign and public health professionals as audience members for our events. MTLA and LABT team strongly directed CaUFC that MTLA and LABT would handle outreach to the local public health agencies. IFGU created and printed materials to support this outreach. CaUFC was contacted directly by Children's Hospital who said they wanted to be involved in the campaign, and we directed them to MTLA and LABT via our partnership agreement. This is an area ripe for improvement and involvement in the region. Selection of partners is a key aspect of this program. Therefore moving forward, in order to be considered for the campaign, we required prospective communities match our grant criteria, but also looked for the following:
 - Partners that are passionate about the concept behind IFGU
 - Partners that have the resources to accomplish their share of the work especially on-the-ground and honor their commitment
 - Partners that understand and value collaboration
 - Partners that value the role of CaUFC, WCISA, our regional chapters
 - Partners that appreciate the generous contribution of CAL FIRE and USFS
 - Partners that respect the individuals leading the IFGU program

Post-forum accolades:

“Awesome speakers!!”

“Great Project!”

“Very informational, honored to listen to everyone speak.”

“Great speakers.”

“Great Seminar.”

“Have more events on this topic.”



Albany

Our third campaign was in Albany in the Bay Area. Albany is a medium-sized coastal city in the Bay Area with a population of 18,786. The City has an unusually large stock of pre-World War II architecture, making it one of the older and more historic cities. Albany population is diverse with 54.6% White, 31.2% Asian, 10.2% Hispanic or Latin, 3.5% African America, .05% Native American, and 1% mixed races or other.

We worked with the City of Albany, Albany Volunteers Team, Bay Area Forest Ecosystem Council, Albany Community Foundation, and Transition Albany. The

campaign promoted the work in urban forestry that the City of Albany has done and can do for Albany's trees and the community. Specifically, a major objective of the campaign was the City's street tree program: The City of Albany offers home and business owners in Albany a street tree for \$50 — the City will even remove concrete, plant and take care of future pruning. However, most residents are unaware of this amazing offer. During the campaign, the City agreed to waived the \$50 charge. Much of the campaign materials promoted this Limited Time Free Offer.

Local objective: Get residents to signup for a free street tree courtesy of the city.

The campaign activities focused on the San Pablo Avenue and Madison and Adams Streets residential neighborhood — we marketed it as “Albany's First Green Corridor.” We used a number of tactics to support our free street tree promotion and tree planting event strategies. These included outdoor paid advertising including a billboard on a prominent location on San Pablo Avenue. We also had posters in local business windows on San Pablo Avenue; grass-roots marketing such as tree value tags and non-permanent sidewalk stencils that read “This would be a great place for a tree;” presence of IFGU booths at farmers market and other events; and Facebook and Patch advertising.

Accomplishments

Tactics specific to promoting the free tree special included a billboard, garbage can ads, Albany Patch ad, door hangers, and web banners on our partner and other local websites. We also created a page on our website dedicated to this free street tree offer so interested parties could get more details. Over 500+ trees (66% over expectations) were requested during the live campaign duration of August to September 2013.

The Patch Ad did extremely well, the national average click through for advertising is 0.02-0.04 and ours achieved 0.16! Facebook ads achieved a reach of 3,141 (unique viewers) with 13 Page Engagements and 17 clicks. Online affiliate marketing did very well too; In August, 61 people came to the IFGU site from the Albany Patch, and 16 people clicked over from the City of Albany's site.

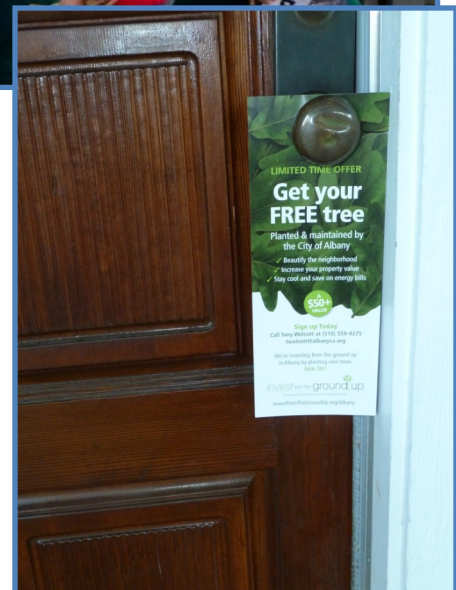
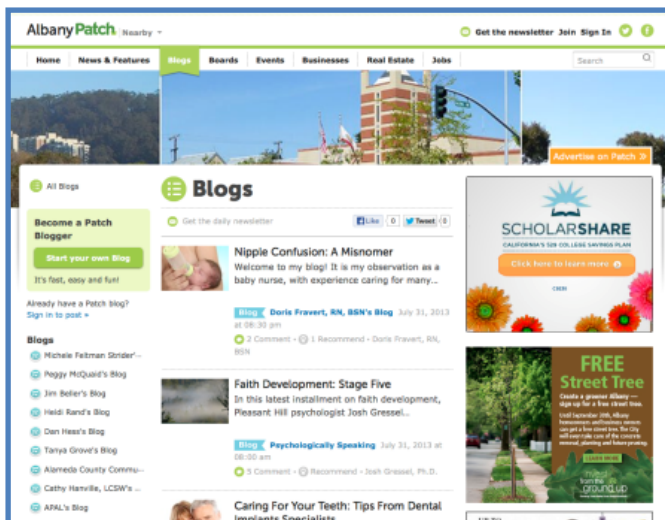


Albany



GROWING TREES MAKE GREAT NEIGHBORHOODS

We concluded the campaign with a tree planting event on September 28th, 2013 on the 500 block of Adams Street. Tony Wolcott, the City Arborist provided a tree planting demonstration. Local restaurants and residents donated a delicious potluck lunch. Smokey Bear and Professor Arbor E. Tum along with local residents attended the event. One of the highlights was a performance by the Tim Womack and the Tree Circus, which provided both entertainment and important tree benefit and care education.



Albany

What we Learned:

- Transition Albany and the Chamber of Commerce sent out pre-campaign surveys via their eNewsletters. However the Chamber did not send out a post-campaign survey even after multiple emails and phone call requests to them. The Transition Albany surveys were not necessarily helpful as the same people nor same number of people responded pre and post-campaign. Therefore, it was difficult to decipher meaningful results from the data. The greatest success of the campaign was seen through the number of trees requested and by ad impressions and exposure. For example, the billboard is estimated to have a reach of over 1 million views in eight weeks.
- We had 25 people at the tree planting event and lunch was donated by local businesses and residents. We had hoped to get more people to the tree planting event and to enjoy the educational Tree Circus presentation. The City delivered the trees to people's houses prior to the event, so there was less motivation for people to attend the event. For future events, it would be best to have people pick up their trees or come to the event to sign up for tree delivery. However this added step may have deterred people from requesting a tree so we would need to test this.



Bakersfield



Our fourth campaign was in Bakersfield in the Central Valley. Invest From the Ground Up partnered with The City of Bakersfield, The Downtown Business Association, Tree Foundation of Kern, The Arts Council of Kern, Bakersfield Realtors Association, The San Joaquin Valley Forest Council, Keep Bakersfield Beautiful, The Mission, and the Kern River Parkway for the Bakersfield campaign and others. The campaign had over 13 partners in Bakersfield.

The concept was a broad awareness campaign focused on the downtown area. The objective was to run an awareness campaign similar to the Blue Trees art installation by artist Konstantin Dimopoulos in Sacramento to raise awareness of trees.

Local objective: Improve residents appreciation for the value of trees.

Per the 2010 Census, the racial makeup of Bakersfield is 45.5% Hispanic or Latino, 37.8% White, 8.2% African American, 6.2% Asian, 1.5% Native American, and 4.9% from two or more races.

Downtown is the central business district for Bakersfield. Located in the heart of the city, it is easily accessible from all its other parts. It is also reemerging as the center of Bakersfield's arts, culture and entertainment sectors. Downtown contains several of the city's major theaters, sporting complexes, museums, and historical landmarks. Unlike most cities of similar size, Bakersfield does not have a towering skyline. The shops and cafes that line the Downtown streets feature a variety of dining and shopping opportunities and tend to be mom-and-pop stores, not chains. These factors made Bakersfield a perfect location for the campaign.

The Arts District is one of the newer districts to be defined in Downtown Bakersfield. It is roughly bordered by 21st Street, Chester Avenue, 17th Street, and "G" Street. In addition, several art galleries are located around the intersection of 19th Street and Eye Street. The Arts District is also home to the historic The Padre Hotel, which has been remodeled and reopened as a boutique hotel. The district recently started First Friday events which showcases galleries and allows for local artists to show their wares on the first Friday of every month.

Leveraging the First Friday concept, on October 4, 2013 we held a First Friday art event dedicated to trees — called *Imagine Trees*. The idea was that the art on the sidewalk and galleries would be sculptures, paintings etc. inspired by trees by local artists. We had live music and tables/booths for the campaign and partners. The Tree Foundation of Kern and San Joaquin Valley Urban Forests Council shared our booth and together we gave away education materials and campaign branded goodies including t-shirts, travel mugs, pencils and pens. We sponsored horse drawn wagon rides which featured IFGU banners on both sides.



Bakersfield

We reached out to The Bakersfield Arts Association, Cal State University Bakersfield Art Department, Bakersfield College Art Department to spread the word to local artists. The Bakersfield Arts Association shared 100 flyers with artists at a fair.

While we did not recruit as many artists focused on trees as we would have liked, we were very successful with community attendance to the *Imagine Trees* event. We promoted the event through flyers at other local events such as other First Fridays and Third Thursday events; ads in Bakersfield Life Magazine, Bakersfield Voice Paper (local non-subscription paper), The Californian (local subscription paper); web banners on Bakersfield.com and partners websites. The *Imagine Trees* First Friday had the highest attendance rate of all previous First Fridays according to Cathy Butler, Executive Director of the Bakersfield Downtown Business Association.

Between early August through September 2013, we conducted a variety of broad awareness tactics including non-permanent stencils; tree value tags; posters in local shops; branded coffee sleeves for local coffee shops; and branded coasters for local bars and restaurants. There was paid media in a number of Bakersfield print publications. For example, we bought a number of tree hero ads in The Californian, the local paper. These ads highlighted members of the community who have traditionally been supportive of trees. Bakersfield is a close knit community where everyone knows everyone — so these types of ads leveraging recommendations of respected neighbors and friends was valuable.



Bakersfield

Online affiliate referrals (web banners, news etc.) did very well in Bakersfield. In August, Bakersfieldcalifornian.com drove 20 visits to the IFGU site, Bakersfield.com 18, Bakersfielddba.com 12 and Bakersfieldrealtor.org 8, respectively. Targeted Facebook ads did extremely well with a reach of 62,521 unique viewers, 56 Page Likes and 266 Clicks.



Bakersfield



The tree value tags and the sidewalk stencils caught people's attention. Even before media outreach by the campaign, local print/online, TV and radio picked up the story.

Print/Online:

8/16/13 Channel 23 online

<http://www.turnto23.com/news/local-news/group-put-up-money-tags-on-trees-in-downtown-bakersfield-that-display-tree-benefits-081513>

8/18/13 The Californian

<http://www.bakersfieldcalifornian.com/opinion/our-view/x588417316/How-much-are-trees-worth-to-us-It-says-here>

9/11/13 Bakersfield.com

[http://www.bakersfieldcalifornian.com/local/x1612517990/A-green-revolution-Tree-planting-takes-off-downtown?](http://www.bakersfieldcalifornian.com/local/x1612517990/A-green-revolution-Tree-planting-takes-off-downtown?utm_source=widget_182&utm_medium=latest_entries_widget&utm_campaign=synapse)
[utm_source=widget_182&utm_medium=latest_entries_widget&utm_campaign=synapse](http://www.bakersfieldcalifornian.com/local/x1612517990/A-green-revolution-Tree-planting-takes-off-downtown?utm_source=widget_182&utm_medium=latest_entries_widget&utm_campaign=synapse)

Television:

8/16/13 Channel 23 – ABC

<http://tinypic.com/r/29epq41/5>

8/18/13 Channel 17 – NBC

10/2/13 Channel 17 – NBC Morning show

10/4/13 Channel 23 ABC

<http://www.turnto23.com/news/local-news/organization-planting-trees-through-downtown-bakersfield-100413>

Radio

8/21/13 Scott Cox radio show

<http://youtu.be/NGZedKb1fR8>

9/28/13 Country Garden Radio Show 9/28

The main objective of this campaign was to get people to become aware of trees and their benefits. In mid-June, months before any active activities, Dana Karcher of Davey Trees and former Executive Director of the Tree Foundation of Kern said “The campaign has already woken people up to trees again!”



Bakersfield

The campaign has made a difference to businesses in planting and caring for trees. Here are before and after images of a downtown business that put in trees in late August after our campaign outreach started taking effect.



A sub-objective of the campaign was to get the attention of The City of Bakersfield who have traditionally not been supportive of trees. While they agree to be campaign partners, they did not actively participated. However, on August 29th, we received a tip that City workers in front of a Bakersfield county building were replacing a dead tree.



Bakersfield



Accomplishments:

Surveying the community did not provide reliable results. Instead we measured success in terms of:

- Increased collaboration among participating organizations, who traditionally had not worked together.
- A 180° change in attitude toward tree planting programs by the City of Bakersfield as seen by collaborative grant-writing and planting and caring for trees.
- The number of people that came up to IFGU representatives at the First Friday event and said how excited they were to have us there; how they felt trees were great; businesses who asked us “when will I get my tree?”; and our waiter at dinner recited our tagline to us without any prompting.
- The amount of earned media received (see page 20).
- We were told by Cathy Baker of the Downtown Business Association, that the *Imagine Trees* First Friday was the most attended First Friday ever.
- Responses from local residents. For example, Megan Ingles, a Bakersfield resident sent us the following:

“I have been so inspired to see the creative ways your organization is spreading awareness about the importance of trees here in Bakersfield. It has led me to think of great places to place trees. One thought that came to mind was planting trees at each of our city's bus stops. Usually there is just a bench baking in the hot sun and NO SHADE for people to take refuge under. I see people standing behind telephone poles or in other people's yards just to avoid being in the hot Bakersfield sun. Keep up the great work and I plan on supporting your organization at First Friday!”

- The Downtown Business Association awarded the campaign The Downtown Business Association's Heart of Bakersfield Award for it's role in sparking a transformation in downtown Bakersfield—Making the Invest From the Ground an award-winning campaign.

What we Learned:

- While there were many artists at the First Friday event, we felt we could have had more tree-themed art. In retrospect, creating a contest with prizes for artists for may have been a good motivating force in getting more tree inspired art to the event.
- The Downtown Business Association and The Tree Foundation of Kern sent out pre- and post-campaign surveys. However, similar to the Albany campaign, we had trouble using these as it was not an apples-to-apples comparison of the same people. The above accomplishments are better measure of the campaign's success.



El Cerrito



Our fifth campaign was in El Cerrito in the Bay Area. The goal of the campaign was to initiate a conversation with businesses on the topic of creating a healthy tree canopy to benefit a thriving business community.

El Cerrito is located on the eastern shore of San Francisco Bay. We focused on San Pablo Avenue which stretches the length of El Cerrito and is the primary commercial and retail corridor of the city. There are many diverse commercial and retail businesses along San Pablo Avenue and Fairmount Avenue, including Elevation 66 Brewing Company, fast food chains and an ACE Hardware store.

Local objective: Increase businesses understanding of benefits of caring for trees.

The 2010 Census reported that El Cerrito had a population of 23,549 with 53.3% White; 27.3% Asian; 11.1% Hispanic or Latino; 7.7% African American; 0.5% Native American; 0.2% Pacific Islander; 4.6% from other races, and 6.5% from two or more races.

Through the City of El Cerrito and the Chamber of Commerce, the campaign released an online survey in mid-February 2014 via email and direct mail to gives businesses the opportunity to share their views on current tree issues. To encourage responses, we offered the first 30 business respondents a \$20 gift card to a local coffee shop and offered to thank them for helping our research in an ad in the El Cerrito Journal.

The survey provided an opportunity to start the conversation about trees with local businesses. The campaign's objective was for businesses to feel that the City (and other local organizations) are taking their needs into account in order to engage them in the larger goal of providing them accurate information about how healthy trees benefit El Cerrito and getting them to care about trees.

The second part of the campaign was creation and distribution of an informational brochure that addressed common tree-concerns of business owners and provided important information on the City of El Cerrito's tree ordinances and responsibilities. The brochure was distributed via direct mail, door-to-door and online downloads.



El Cerrito



Accomplishments

This was our last campaign towards the end of the grant cycle. We measured the campaign in terms of the following outreach activities:

Number of businesses sent the survey by Chamber email contact list for survey: 325

Number of businesses sent the survey by Chamber Printed Newsletter for survey: 265

Number of businesses sent the survey by City eBlast: 41 businesses

Number of Survey Respondents: 43 respondents (16% response rate!)

Number of visits to City webpage re: survey and brochure between 2/1/14-4/28/14: 142

Number of businesses to receive booklet (via traditional mail, and door-to-door): 290

Click-through rates for brochure from banner ads on insidebayarea.com between 4/11-4/30: .097%
(National average is .05% - our was almost double)

It is our hope that in time the City will see more results from local businesses in support of El Cerrito's community trees. Although campaign support will be concluded, we have suggested to the City that after the informational brochure has been distributed that they conduct a follow-up survey as they have contact information easily accessible from the first survey.



Outreach to Other Communities

We reached out to more than 13 communities to find a fifth community for the campaign.

A number of reasons including personal, political, timing, finding suitable locations that included home ownership and underserved populations, and lack of time/resources by potential partnering organizations made it a challenge.

San Jose: We reached out to City of San Jose at the start of the campaign, and to Our City Forest, the local non-profit. We were unable to communicate the unfolding opportunities clearly enough and the City was not able or interested in moving forward at that time.

Chico: Chico who signed on to the campaign early on, but unfortunately pulled out due to the retirement of the City's personnel. We reached out again in July 2013 to the new Assistant City Manager, Mark Orme. However they did not have the resources (staff time) to participate.



San Diego Business Districts: CaUFC presented to 10 business districts in January 2013 at the Business Improvement District Council meeting. We had follow up conversations with **Normal Heights, El Cajon, San Ysidro and North Park**. Normal Heights felt they were in too good shape and had no local issue we could help with. San Ysidro felt they didn't have enough local resources to work on the campaign and that people in the community were not ready yet for the tree message. El Cajon seemed like a possibility, but they did not respond to any following inquiries. We found out later that the contact person had retired. North Park initially seemed like they might be interested, but by the time they got back to us we were committed to Santee. We followed up with them again after Chico dropped out and they were even talking about hiring someone specifically to manage the campaign, however when it came down to commitment, they could not move forward.

Claremont: CaUFC spoke extensively with Claremont about bringing the campaign to Claremont in the summer/fall of 2013. However, as much pre-campaign work would need to be done by local volunteers in the summer, and with many people being out of town, they felt the timing was not going to work for them.

Campbell: CaUFC presented to Superintendent of Public Works and other city members. They were going to run it by the rest of the decision makers. We never heard back from them on follow-up calls and emails. They had expressed hesitation about getting people interested in having more trees in Campbell and not having enough City resources to care for more trees.



Outreach to Other Communities

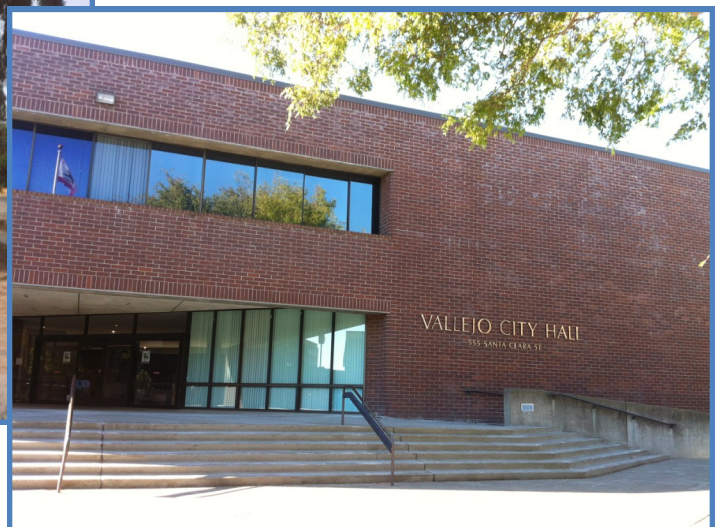
Fresno: CaUFC spoke extensively with Lee Ayres, Executive Director of Tree Fresno. At first it sounded very promising. However, we were unable to find a neighborhood that fit the criteria of being underserved, but also had local businesses or with homeowners that were at the right income level to fit grant criteria and would be ready to accept the message.

San Luis Obispo: CaUFC reached out to Ron Combs, the Urban Forester for SLO. SLO was unable to commit at that time.

Citrus Heights: CaUFC spoke to planning contacts at Citrus Heights. They were currently working on several other urban forest initiatives (including a local tree inventory) and did not have staff resources at that time to participate.

Atwater: We emailed with Bryan Tassey, a professor at Merced College. The School semester heavily impacted his availability to move forward.

Vallejo: Sarah of the local tree non-profit told CaUFC in-person that she was interested but we could not make contact. We heard later that Sarah had gotten a new job.



Campaign Summary

| Community | Local Objective | Strategy | Select Tactics |
|----------------|--|--|---|
| East Hollywood | Increase businesses understanding of benefits of trees. | Workshop, tree planting event, and broad awareness | Street banners, transit shelter ads, biz and trees brochure, bus benches, door-to-door outreach |
| Santee | Increase residents understanding of need to water. | Workshop and tree planting event | Online and print advertising, watering brochure, door hangers |
| Albany | Get residents to sign up for free street tree. | Broad awareness & tree planting event | Billboard, online advertising, door hangers, events |
| Bakersfield | Improve residents appreciation for the value of trees. | Broad awareness & First Friday tree-themed event | Print and online advertising, posters in retail stores, coasters, coffee cup sleeves, events |
| El Cerrito | Increase business understanding of the benefits of caring for trees. | Survey and informational brochure | Survey, brochure, web banner, door-to-door, direct mail |

Partners & Supporters



Collaborative action by more than 40 partners!



Investing From the Ground Up: Community Tree Success Video



On November 21, 2013, we launched the “Investing From the Ground Up: Community Tree Success” video featuring three tree success stories featuring real California home and business owners.

We produced two versions of the video: A full length 5-minute version and a shorter 30-second video. We envisioned the longer version would be for event showings, while the shorter version would be more appropriate online. However, we achieved amazing metrics for the full version on YouTube.

We supported the launch with a variety of communications vehicles including reaching out to our seven regional councils, CaUFC board, CAL FIRE, CaUFC and WCISA membership and other key contacts. Within the first 24 hours, our [YouTube page](#) had nearly 400 views through CaUFC and WCISA networks!

Fenton started online advertising in late December on Facebook, Google and YouTube. They found that Google and YouTube were not the strongest options as these medias rely heavily on text ads and specific keywords combinations that were not searched with high frequency. Facebook ads which allowed for the ability to deploy visibly attractive creative ads drove 87% of all views. We received about 1,000 view/day while advertising reaching 4,890 YouTube views. During this timeframe, the video generated over 14 million impressions, 10,599 clicks, and 4,781 YouTube views and \$1.64 was spent for each view driven.

Between January and April 2014, the video viewership continued to spread organically through word-of-mouth and as of April 17, 2014, we had 5,224 views on YouTube. Likely, many other people saw the video through other sources. For example, Jean Nagy of the Huntington Beach Tree Society arranged to have the video shown on the local Huntington Beach public television channel.



Investing From the Ground Up: Community Tree Success Video

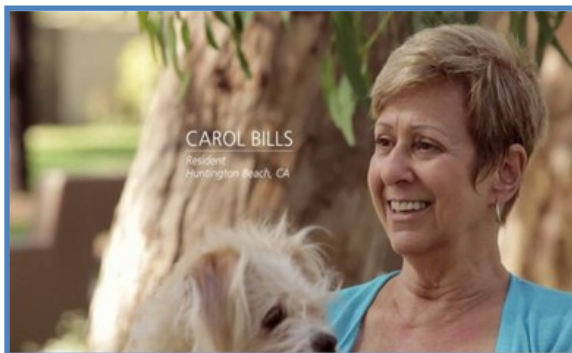


The video features:

Jay Jimenez, a small business owner in Bishop, California who is the owner of an amazing 120 year old sycamore tree that provides shade and protection for his customers.

In Jay's own words "[the tree] is the heart of the business and the reason I am in business."

Viewers responded most positively to Jose Jimenez. And most of those views seemed to be of Hispanic/Latino ethnicity raising the question of if we should be communicating stronger to this demographic.



Carol Bills, a resident of Huntington Beach, California, shares how the newly renovated Butterfly Park has been hugely positive in her life and health.

Carol says, "I can't imagine living without trees, it would be a cold, hard landscape."

Jennifer Madden and Jeff Reed, homeowners in Albany, California describe how trees transformed their neighborhood to one of the most beautiful blocks in the city.

Jeff says, "[Planting trees] felt like the beginning of the neighborhood we have now."



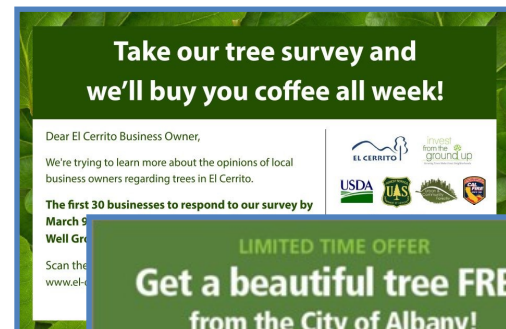
We received much appreciation for the video as urban forestry professionals felt that it was an easy and effective way to share the message. We received accolades from as far away as the Georgia Urban Forests Council and Chicago Regional Trees Initiative.

Wendy Pollack of the Truth About Trees said, "I continue to hear lots of praise for your video. It's truly "evergreen" and a model for other regions. Thank you so much for all you've done for tree people everywhere."

Campaign Tools: Brochures & Collateral



GROWING TREES MAKE GREAT NEIGHBORHOODS



Postcards



Factsheets



Brochures



Campaign Tools: Digital & New Media



GROWING TREES MAKE GREAT NEIGHBORHOODS

Website & weekly blogs



Social Media



InvestInTrees

Investing From the Ground Up:
Community Tree Success Video

Campaign Tools: Online Advertising

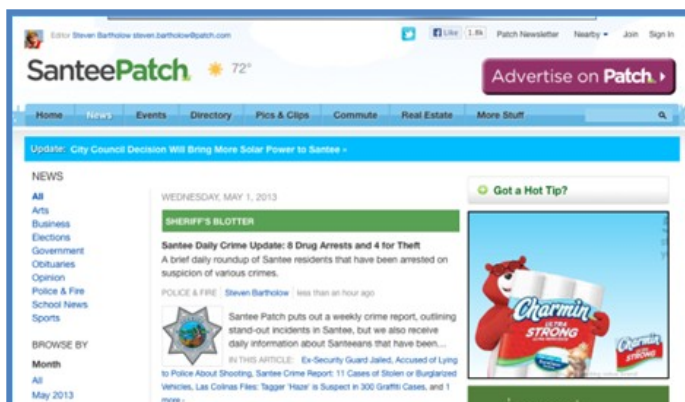


GROWING TREES MAKE GREAT NEIGHBORHOODS

Paid Advertising



Affiliate Advertising



**Attn: El Cerrito Small Business Owners
Want to attract more customers?**

DOWNLOAD NOW

**Just released:
El Cerrito Businesses & Trees –
Partnering to Create a Vibrant
Business Community brochure**



Your Gut: Key to Your Health
(Event Sponsored by Transition Albany Health Group)

September 29, 2013 2:00 pm - Event Details

Posted by: Jennifer Stange - 0 Comments



Do you know that your gut is your best health ally? It's all about what you eat and how you eat it. The gut is the center of your health and it's all about what you eat and how you eat it. The gut is the center of your health and it's all about what you eat and how you eat it.

Posted in: Community Building, Health and Wellness on August 26, 2013

A Pilgrim's Progress—Moving from Conserving to Resilience

Posted by: Alice

We're Lani and TL, a pair of homeowners who are on the road to becoming a more sustainable community.

Upcoming Events

September 3, 2013 6:30 pm

ProPuck with Purpose

September 4, 2013 3:00 pm

Albany Farmers Market

September 11, 2013 3:00 pm

Albany Farmers Market

September 15, 2013 2:00 pm

LAST Call of the Classics - excerpts and discussion

View All Events

FREE Street Tree

Sign up for a free street tree.

Until September 30th, Albany homeowners and business owners can get a free street tree. The City will even take care of the concrete removal, planting and future pruning.

LEARN MORE

invest from the ground up

Growing Trees Make Great Neighborhoods

Campaign Tools: Print Advertising



GROWING TREES MAKE GREAT NEIGHBORHOODS



October 4th
**Imagine
Trees
First Friday
Event**

Join us for a festive, fun-filled,
fall evening celebrating trees!

- Enjoy creative tree-inspired
art by local artisans
- Shopping and galleries
- Free horse carriage rides
and more...

October 4th, 2013
Downtown Bakersfield
Between 18th - 20th on Eye Street
5:00-9:00 p.m.
Free Admission!
www.InvestFromTheGroundUp/Bakersfield

Arts Council of Kern | Bakersfield Realtors Assoc. | City of Bakersfield | Davey Resource Group
Downtown Business Association | Keep Bakersfield Beautiful | SJV Urban Forest Council | Tree Foundation of Kern
The Mission | CA Urban Forests Council | Western Chapter ISA | ReLeaf | USFS | CalFire




**Join Us for *Imagine Trees*,
A FIRST FRIDAY EVENT**

October 4th, 2013, 5:00-9:00 p.m. — **Free Admission**
Downtown Bakersfield Between 18th - 20th on Eye Street

Tree-inspired art by local artisans | Shopping and galleries | And more!
Join us to celebrate trees!

Arts Council of Kern | Bakersfield Realtors Assoc. | City of Bakersfield | Davey Resource Group
Downtown Business Association | Keep Bakersfield Beautiful | SJV Urban Forest Council | Tree Foundation of Kern
The Mission | CA Urban Forests Council | Western Chapter ISA | ReLeaf | USFS | CalFire




Magazines, Journals, Newspapers

**TREES ARE GOOD
FOR BUSINESS**

The City of El Cerrito and Invest From the Ground Up have conducted a survey of businesses. Together they have produced an informational brochure that addresses tree issues and explains the benefits of trees. The brochure is being distributed to local businesses in the coming weeks.

To download a copy of the brochure go to:
www.el-cerrito.org/treebrochure or
call 510-215-4369 to order a printed
copy while supplies last.



Brochure cover photo simulation
courtesy of Urban Advantage
showing 3-5 years future growth
of existing trees.

TREES BUILD HEALTHY COMMUNITIES

"Trees are nature's
art work. Each one a
delicate brush stroke
from God."
— Thomas Merton



invest from the ground up
GROWING TREES MAKE GREAT NEIGHBORHOODS

Thank you to the following El Cerrito businesses for participating in our
out trees. We value your help in creating a thriving El Cerrito.

| | | |
|--|--|--|
| <p>LLC Specialists Master Tailor n E.A. to Cucatian ace Apts Music Store records d Flora nitary s Investments ness rist ga fer, Broker Garden Delights Arts and Crafts</p> | <p>HIGH SPIRITS Event Planning Hydro Analysis, Inc. Local Office Temps Marty's Motors Marvin Gardens Real Estate Monkeys at Keyboards Off the Grid Services, LLC PC Service and Repair Peet's Coffee and Tea Playland-Not-at- the-Beach Premier Graphics Steve's Auto Care Story Broke Music; The Turnabout Shop The Glen Custom Framing The Stockton Avenue Building Unique Law Velocity Lock and Key Wen Wu School</p> | <p>           </p> |
|--|--|--|

LEARN ABOUT HOW TREES BENEFIT BUSINESS AT:
InvestFromTheGroundUp.org/El-Cerrito

Campaign Tools: Outdoor Advertising



Lamp Post Banners

Retail Window
Poster



Billboard and
Garbage Can ads



Transit Shelter Ad



Bus bench Ad

Campaign Tools: Community Events



GROWING TREES MAKE GREAT NEIGHBORHOODS



Imagine Trees! First Friday

October 4th, 2013

Join us for a festive, fun-filled, fall evening celebrating trees, parks, and green spaces. Come share your creative tree-inspired art, demonstrations, and projects celebrating all trees do for us.



- Share your beautiful tree-themed art such as paintings, drawings, ceramics, jewelry, greeting cards and other handmade crafts
- Demonstrate your unique style
- Get exposure to potential supporters, buyers, and collectors
- Potential to be recognized in *The Californian* or other media
- Join in the unveiling of new tree sculpture by Betty Younger
- And more...

Invest From The Ground Up is a statewide campaign, to show California's home and business owners the true value of investing in our trees, parks and green spaces. To find out more, go to InvestFromTheGroundUp.org. The campaign is a program of the California Urban Forests Council.



Campaign Tools: Guerrilla Marketing



Non-permanent Sidewalk Stencils



Doorhangers

Tree Value Tags

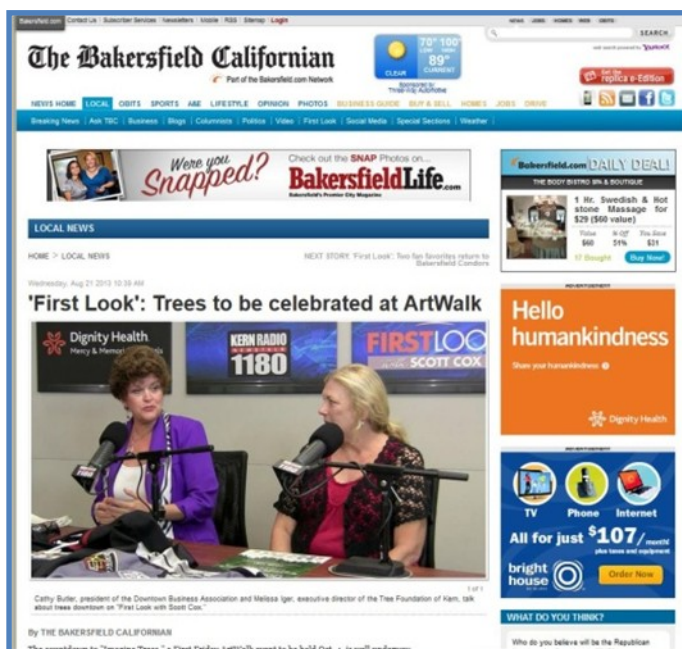
Campaign Tools: Press & Media Coverage

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GROWING TREES MAKE GREAT NEIGHBORHOODS



Print/Online



Radio



Television



Campaign Tools: Promotional Items



T-shirts



Thank you card



Stickers and coasters



Growing Trees Make Great Neighborhoods!



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Thank you to our partner WCISA and our generous sponsors for making this campaign a reality and helping California communities thrive through healthy trees!





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GROWING TREES MAKE GREAT NEIGHBORHOODS

California Urban Forests Council
PO Box 823, Novato CA 94948
415-479-8733 InvestInTrees@caufc.org



InvestInTrees