



Welcome to

# Alliance for Community Trees Day



Matt's PPT

# Alliance for Community Trees Day

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# SCOTT JAMIESON

Vice President,  
Bartlett Tree Experts





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Nevada Plants



# Green to Gold: Scaling Programs for Growth

Alliance for Community Trees Day  
Partners in Community Forestry Conference

Elektra Fike-Data  
Executive Director, Tree San Diego  
November 18, 2025



# Agenda



01

## An Underdog Story

Resilience,  
Innovation &  
Collaboration

02

## A New *Triple Bottom Line* Approach

People, Plan,  
& Plant

03

## Scaling Strategies

Funding, Scaling  
& Sustainability

04

## Creating Lasting Impact

Replication,  
Leverage &  
Partnership

05

## Final Thoughts

Inspiring &  
Equipping Teams  
for the Future



# An Underdog Story

Resilience, Innovation & Collaboration

Shovels, Hats & Willpower



Alliance for Community Trees Day

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# Learning What Funders Want

Why & How Concepts Get Funded



**Exploring All Channels:**

Federal, State, Regional, Local & Private



# A New *Triple Bottom Line* Approach

## Funding By Focus Areas

### PEOPLE

Workforce  
State Funding  
Treejectory

### PLAN

RUFMP  
Federal Funding  
Plan & Plant

### PLANT

UF Expansion  
Private Funding  
Leafing Our Legacy



# How It Started ... How It's Going

## Similarities in Methodology & Approach

**FLEXIBILITY**

**INNOVATION**

**COLLABORATION**

**BUILDING FOR THE FUTURE**

CIRCUMSTANCE	APPROACH	OUTCOME
<b>2020:</b> COVID-19 and AB5	“Lean & Mean” Financing	Branch Out SD / Academy
<b>2021:</b> COVID Reentry	Built Proposals to Embrace “New Normal”	Tree Treks
<b>2022:</b> Shift in Funding Focus	Pivoted to Pilot Programs	Treejectory
<b>2023:</b> Donor Decline (national)	Met Donors Where They Were	Leafing Our Legacy
<b>2024:</b> Inflation Hits the Industry	Redefined Our Resources and Needs	Shade & Shield
<b>2025:</b> Loss or Paused Federal Funding	Scaling	Projects Using Phase Roll-Out





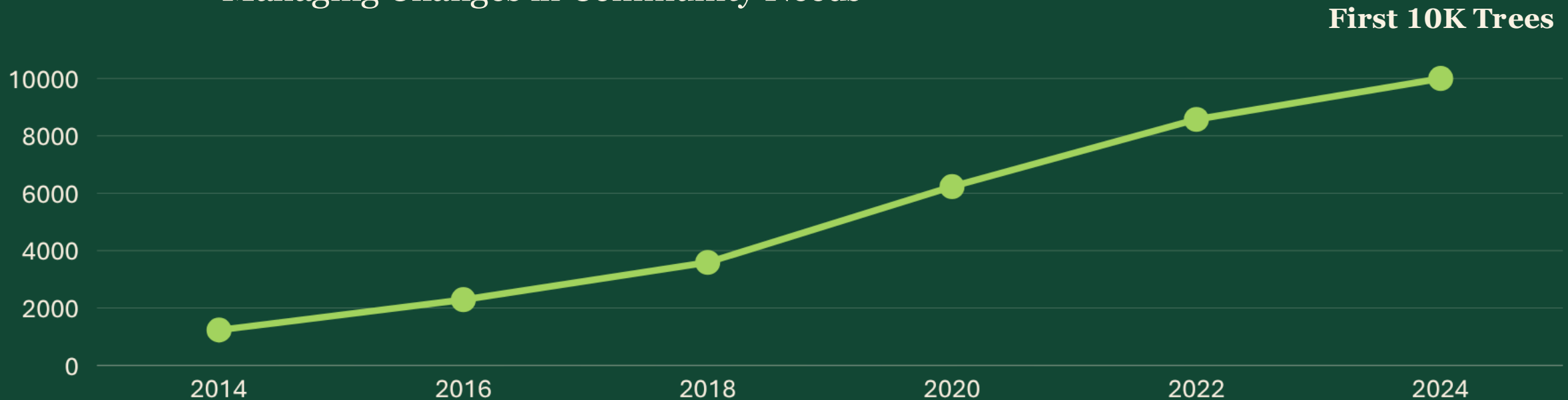


# Scaling Strategies

## Funding, Scaling & Sustainability

**Goal:** Conservative Growth with an Aggressive Approach

- Enhancing Mission Delivery
- Investing in Great Talent
- Managing Changes in Community Needs









# Creating Lasting Impact

## Replication, Leverage & Partnership

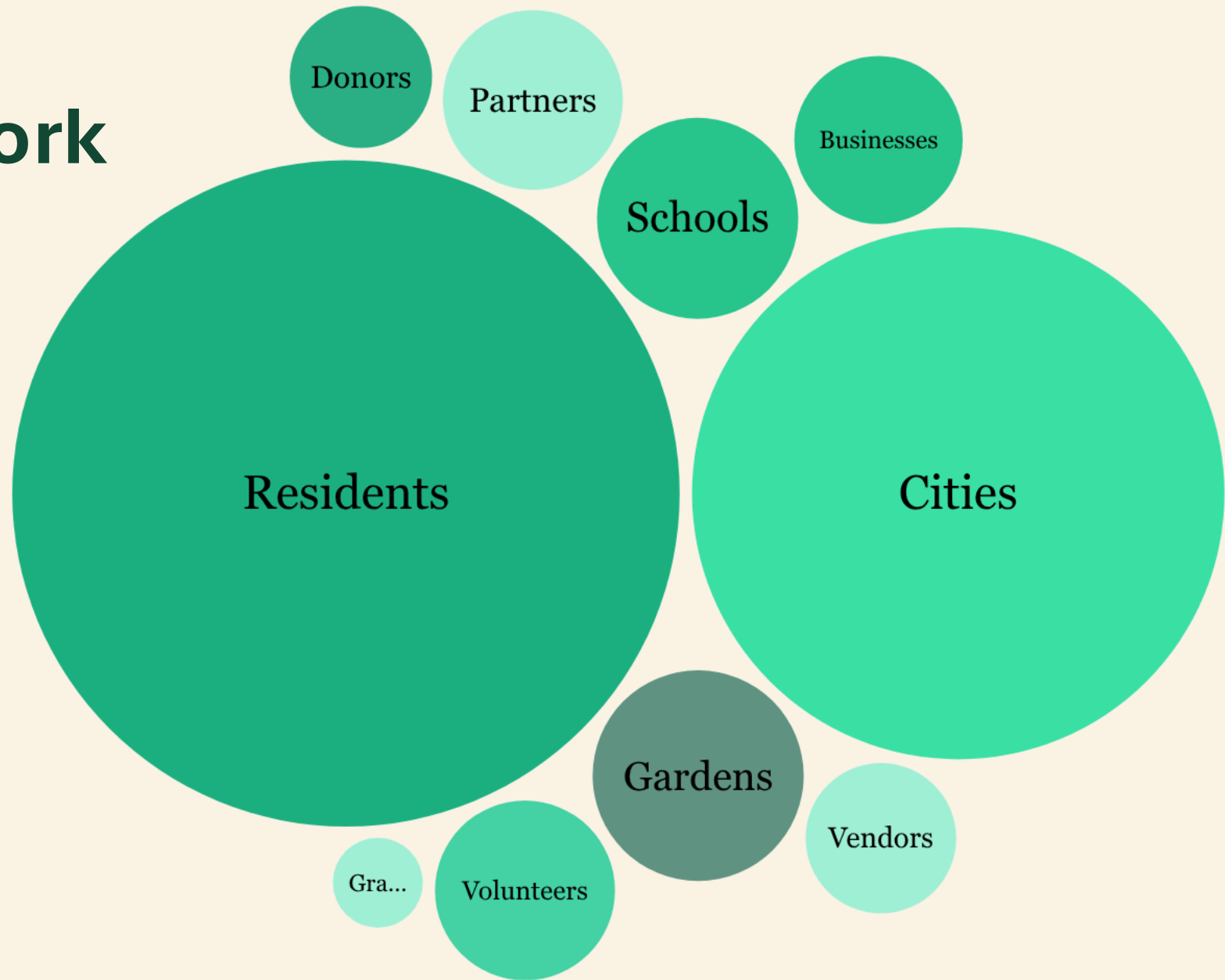
Building Beyond the Grant Horizon  
Embracing Unique Opportunities  
Storytelling with Creativity



# Stakeholder Network

A SWOT that Leads to Impact

- Strengths
- Weaknesses
- Opportunities
- Threats



**125%**  
First YoY Growth

Moving from inter-sector partnership to a broader network of collaborators.

## How Partnership & Collaboration Changed the Game

**25%**  
Increase in Donors

Building visibility through shared channels increased donor giving.

**158%**  
Increase in Tree-Planting

Expanding partnership expands impact. Strategic collaboration provides diverse channels through which organizations can explore opportunity together.



# Final Thoughts

Inspiring & Equipping Teams  
for the Future

Vision → Strategy → Scaling → Refinement → Sustainability







# Plant-A-Thon

## October 2025





# Thank you.

CONNECT WITH TREE SAN DIEGO



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[@tree.sandiego](https://www.instagram.com/tree.sandiego)



# ALLIANCE FOR COMMUNITY TREES DAY

PARTNERS IN COMMUNITY FORESTRY  
CONFERENCE 2025

November 18, 2025



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# PUBLIC-PRIVATE PARTNERSHIPS





# Funding Urban Forestry in Partnership with Business Districts



PRESENTED BY

**LAUREN DAVIS**

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# Friends of Grand Rapids Parks

## About Us

Friends of Grand Rapids Parks engages our community in enhancing our city's parks, trees, and green spaces through volunteerism, park activation, philanthropy, and urban forestry.

## Our Vision

A thriving, nature-connected city where all can access the benefits of the outdoors.

# You Belong Out Here





# What is A BID, CID, or a CIA?

I thought they were just called 'Business Districts'

- Business Improvement District, Corridor Improvement District, Corridor Improvement Area
- Public-private partnerships that fund enhanced public services and economic development in a specific geographic area
- Business improvement districts can fall into a variety of categories, but the essential function is the same
- Trees and Green Infrastructure are an essential and beneficial part of a thriving business district



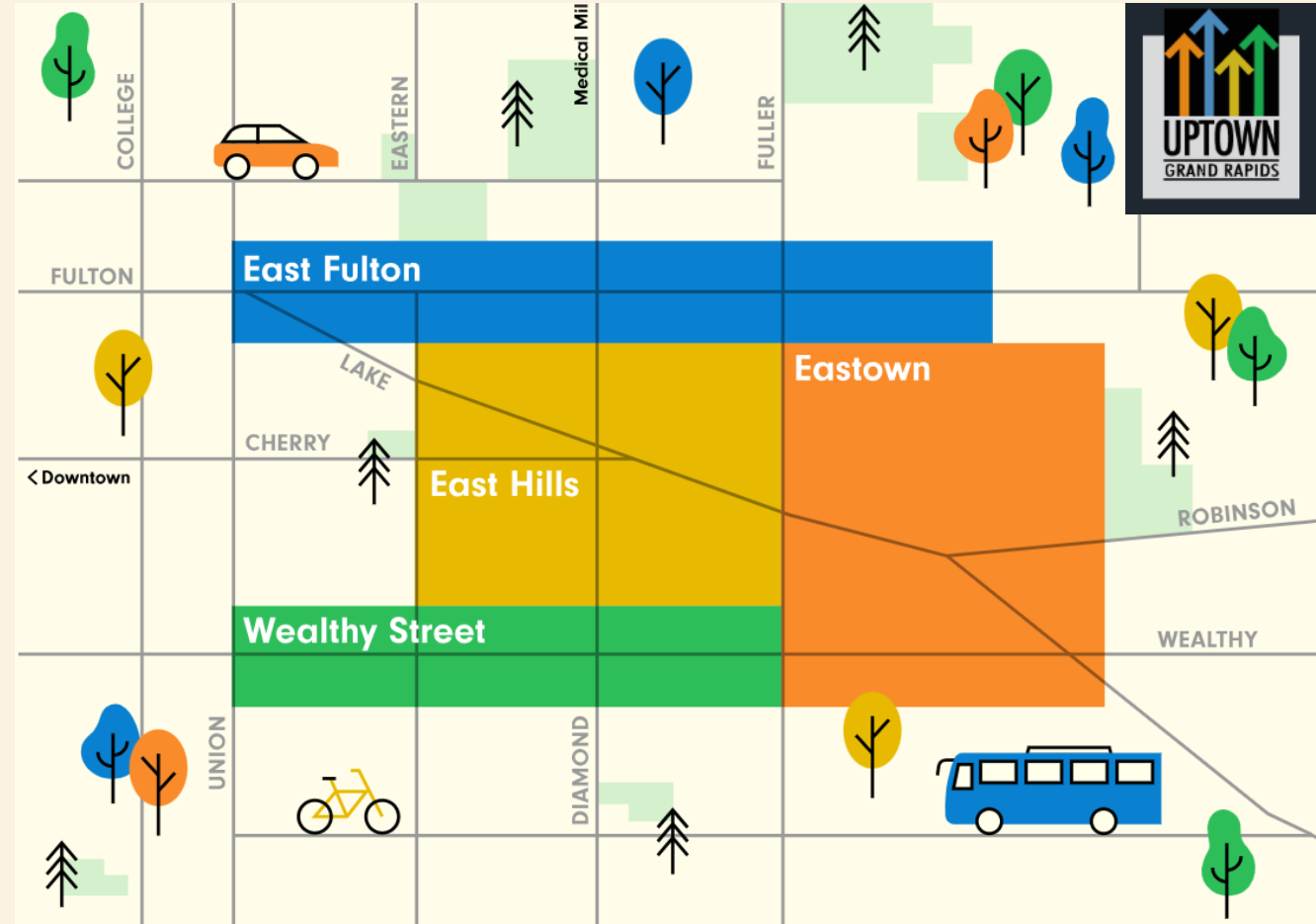
**DOWNTOWN** GRAND RAPIDS INC.



# What is A BID, CID, or a CIA?

## Not all Business Districts are created equally!

- Impact/success of a district can be affected by geographic location, historical inequity, funding, how long they have existed
- Because public funding is often leveraged/utilized, contractors generally have to compete in an open bid process for projects
- What does partnership or collaboration look like in an open bid process?
- While districts have the authority to make infrastructural decisions for improvement, working in partnership with your municipality is required and critical for success





# Finding a Business District to Partner With

Could be geographic location, who you know, or a shared vision

- Do your research, you need to know who the decision makers are. Figure out who sits on their board and what companies/property owners are influential
- Gather knowledge and understanding of a district's goals, as well as their role in broader municipal and regional plans
- Be prepared to share the economic and environmental benefits of a healthy tree canopy
- It really helps if you have advocates for the work from the board as well as municipal leadership/departments, there is generally some overlap between these two groups





# Do you want to be a Contractor?

**You need to have the right resources to do the job right**

- There are different challenges for tree planting in business districts on contract versus residential or open green spaces
- Partnering with your municipality is required as a contractor, and how to do that may vary depending on where you're located
- Municipalities and business districts have ordinances and best practices you will have to follow to complete the work
- Healthy relationships with the business district, municipality, corporate partners, volunteers, and donors can be your best friend in figuring out your approach





# Do you want to be a Contractor?

The Work is the Work, and you have to do the work

- Know your capacity! Because these types of sites can be more time consuming, only take on what makes sense for you
- Have a watering plan--if you can't water them, don't plant them
  - Watering is always a challenge, there are different ways to get it done
- Before you can plant any sites, you need to be able to create or utilize existing data of potential planting sites





# What's in the Price of a Tree?

**Know your Value! Don't be intimidated by an open bid process**

- Generally, a bid process has to occur in order for planting contracts to be selected
- If you can provide high-quality tree planting, you deserve to be paid the market rate
- Do your own research or partner with district/municipality to review previous planting contract pricing—know the market rate in your region
- Price yourself competitively, with an emphasis on the added value of engaging volunteers around your mission and the social/community benefit you provide





# What's in the Price of a Tree?

You may be a contractor, but your value goes beyond the cost of planting a tree!

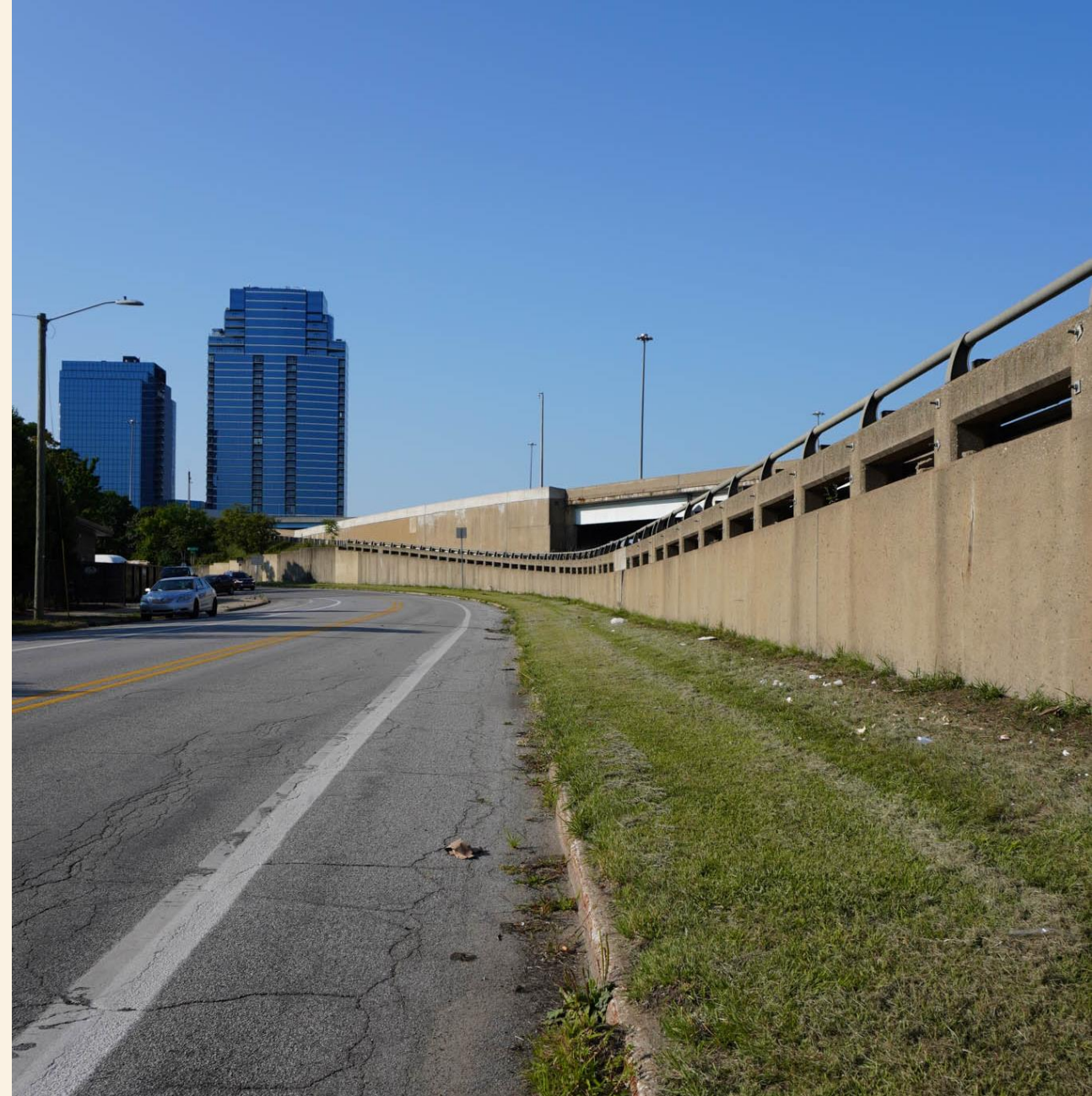
- Your proposal will be considered against others who have submitted proposals to complete the same work
- If you are completing community tree plantings and engaging volunteers to do so, you are providing more value than just getting a tree in the ground
- Here's a breakdown of how we define our cost to plant a tree, we wanted to share accurate cost as well as the value adds that come with engaging volunteers and providing community education

Item	Per Tree Cost	Details
<b>Direct Planting Costs</b>		
Tree	\$250.00	Retail cost of tree, may shift over time
Planting of Tree	\$150.00	Species selection, site selection, transportation of tree to site, tree specific supplies (mulch, water bags, ties, stakes), volunteer engagement, training, and project oversight
Tree Establishment	\$250.00	Watering and pruning for first 5 years as well as database management and tree benefit reporting
<b>Community Support Costs</b>		
		<b>What the community needs to say Yes, or better yet, ask for a tree</b>
Community organizing to get the first tree in a ground	\$50.00	Includes marketing and communication materials, community meetings, flyering, knocking on doors, and volunteer management to ensure trees are accepted into the neighborhood
Neighborhood Education: teaching tools for ongoing stewardship of trees and habitat	\$50.00	Neighborhood Forester Program includes Tree Planting, Pruning and Maintenance, Tree Benefits, Tree Identification, Intro to i-Tree, Pests and Pathogens (Bugs and Ughs!)
<b>Total</b>	<b>\$750.00</b>	

# Do you know where the trees will go?

**A successful proposal is rooted in good data!  
Do you have a tree inventory?**

- How to Collect Planting Sites if there is no inventory data?
  - ArcGIS Pro Suite, Field Maps, Collector
  - Proprietary software from companies like Davey Resource Group, Plan-it Geo, ArborPro
  - Spreadsheets
  - Pen and paper (if need be!)
- Knowing how many planting sites are available will define the scope of your proposal; if the number is high, think about planting in phases over multiple years
- Species selection is important--right tree, right place, right purpose

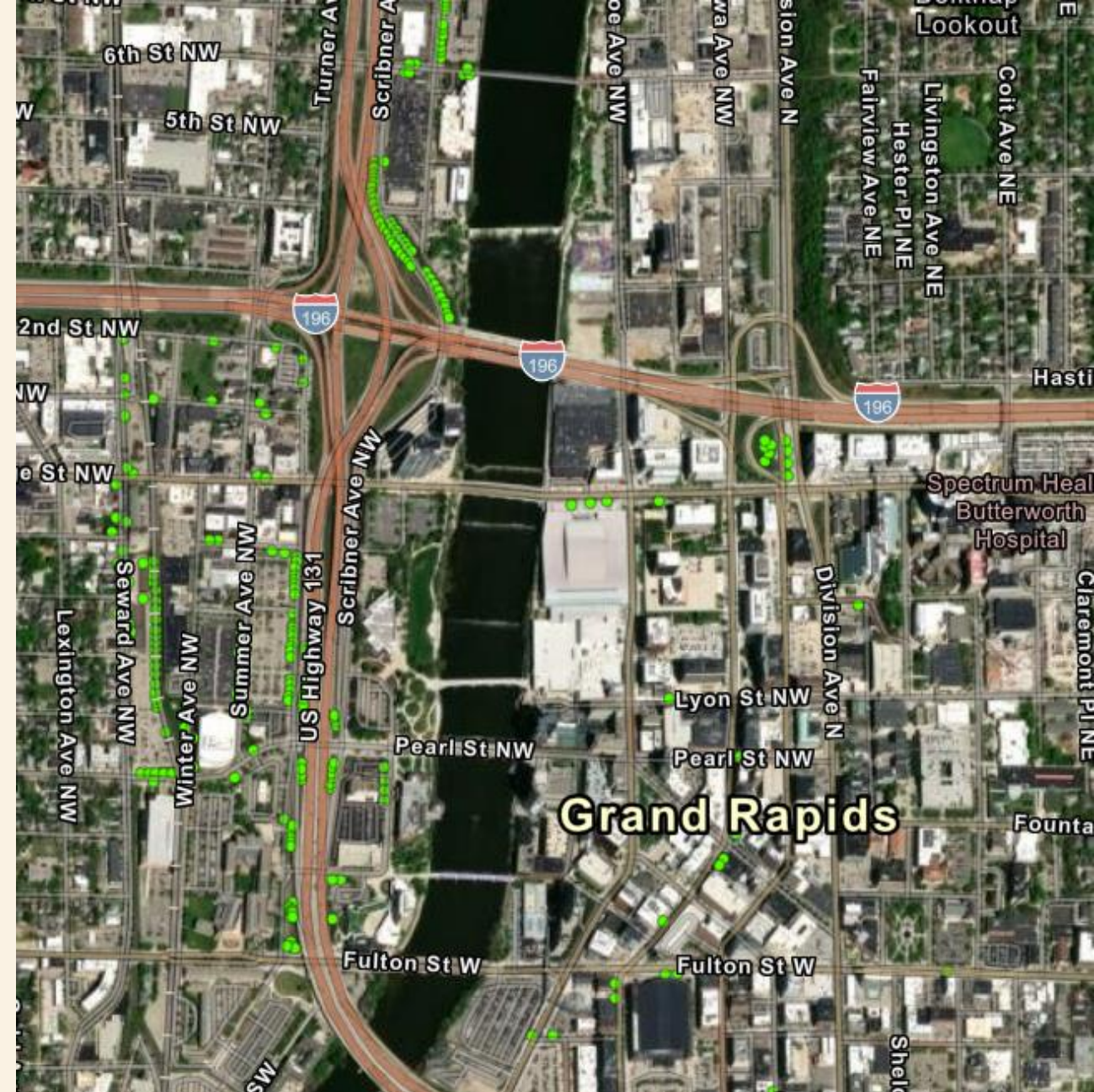




# So there are places for trees, now what?

## Get your proposal in front of the decision makers!

- Utilize the planting site data to create economic and environmental benefit forecasts that can be included in your proposal
- Having a champion for trees in the district is incredibly helpful!
- Once you know how many planting sites are available, you can figure out what your annual capacity is and write proposals accordingly
- Be prepared to present your proposal, share the value of the project, and the work you do
- If you price yourself right and have a willing partner, it's time to get the shovels ready!





# Your proposal was a success!

## Get your timeline and calendars organized to complete the work

- With an accepted proposal, be intentional about your organizational capacity
- Schedule with enough lead time to engage and promote
- Understand how fee-for-service projects impact your other community-based projects or mission-based work
- Watering! Know your timeline for when you will need to start watering and have your watering plan and resources ready to go





# The Value of Volunteers

## Yes, it's about Trees, but it's also about People!

- Volunteer labor is what makes this work
- It's your job to provide a high-quality experience and training
- Promote the planting, maintenance, and educational events throughout the business district, engage corporate partners in the footprint
- If you create a great environment for community at your events, the tree magic will happen





# Other contract services that can generate revenue

## Tree planting is just the tip of the shovel!

- Street tree inventory and analysis
- Street tree pruning
- Interactive maps/web apps for public/district use
- Teaching Classes/Holding Workshops about trees
- Leverage your fee-for-service revenue as match for other grant opportunities, it is an excellent way to provide matching funds





# Conclusion

## What are the big takeaways here?

- Business Districts are often lacking in tree canopy cover due to their infrastructure, you can be the catalyst to fix that and support your planting efforts elsewhere (neighborhoods, parks, campuses, etc.)
- Fee for service contracts are a great way to generate consistent and sustainable revenue streams
- This only works if leadership is on board at the district and municipal level, so building great relationships is critical
- The impact of community-engaged tree planting is priceless, so they should want to pay for it. Those who do, will share and promote your work broadly
- You can use the same process to create proposals for other clients (schools, hospitals, corporate campuses)





Friends of  
Grand Rapids  
Parks

# Thank you.

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# ALLIANCE FOR COMMUNITY TREES DAY

PARTNERS IN COMMUNITY FORESTRY  
CONFERENCE 2025

Securing a Resilient Future  
Through Nature-Based Credit Markets



# Securing a Resilient Future Through Nature-Based Credit Markets



PRESENTED BY

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# Agenda



01

**DC's Stormwater  
Landscape**

02

**The Mechanics of the  
Stormwater Retention  
Credit Market**

03

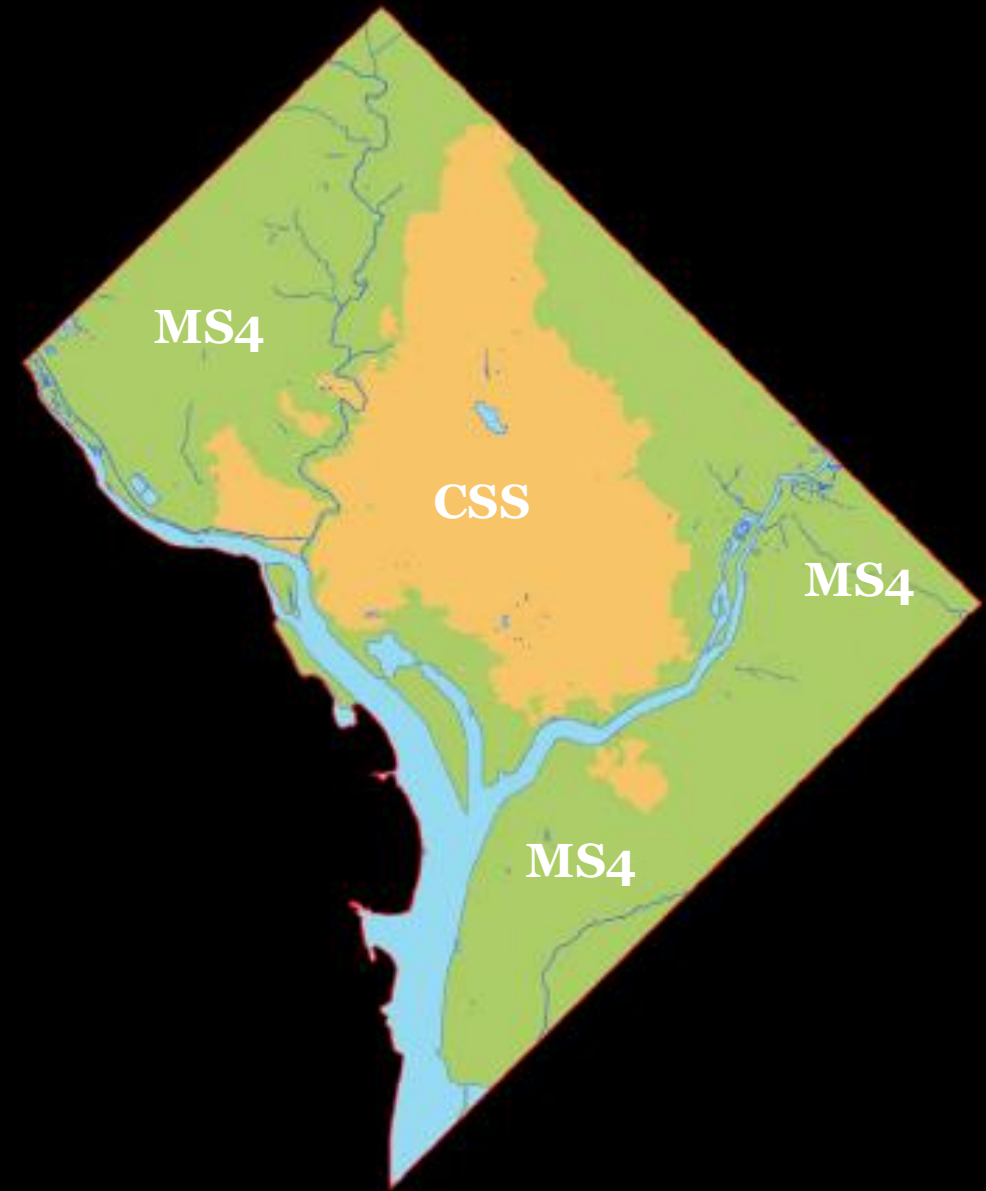
**DCGB's Role in the  
SRC Market**

# DC's Stormwater Landscape

- Impervious surfaces cover over 40% of Washington, DC
- DC has two systems for managing stormwater:
  - Combined Sewer System (yellow)
  - MS4 or Municipal Separate Storm Sewer System (green)
- 1988: the District first adopted stormwater management regulations
- 2013: the District's stormwater management regulations shifted its stormwater quality standard to a retention-based standard

**Option 1:** Install  
GI BMPs on-site

**Option 2:** Purchase  
SRCs to meet all or  
partial requirements  
off-site





# Common Terms



Stormwater  
Retention Credit  
(SRC)



SRC  
Aggregators

private entities that voluntarily  
install SRC-generating green  
infrastructure and market the  
SRCs generated for sites in  
need of additional capacity

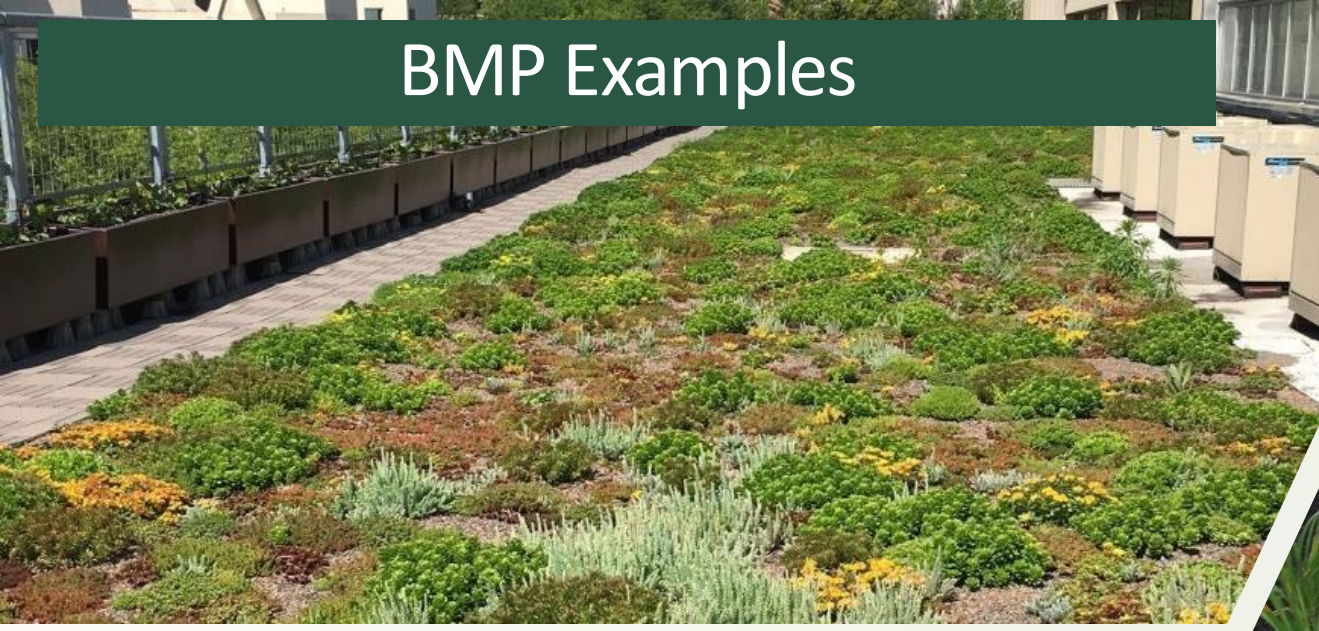


Green  
Infrastructure

the range of measures that use  
plant or soil systems, permeable  
pavements or other permeable  
surfaces or substrates, stormwater  
harvest and reuse, or landscaping  
to store, infiltrate, or  
evapotranspire stormwater and  
reduce flows to sewer systems or to  
surface waters.



# BMP Examples





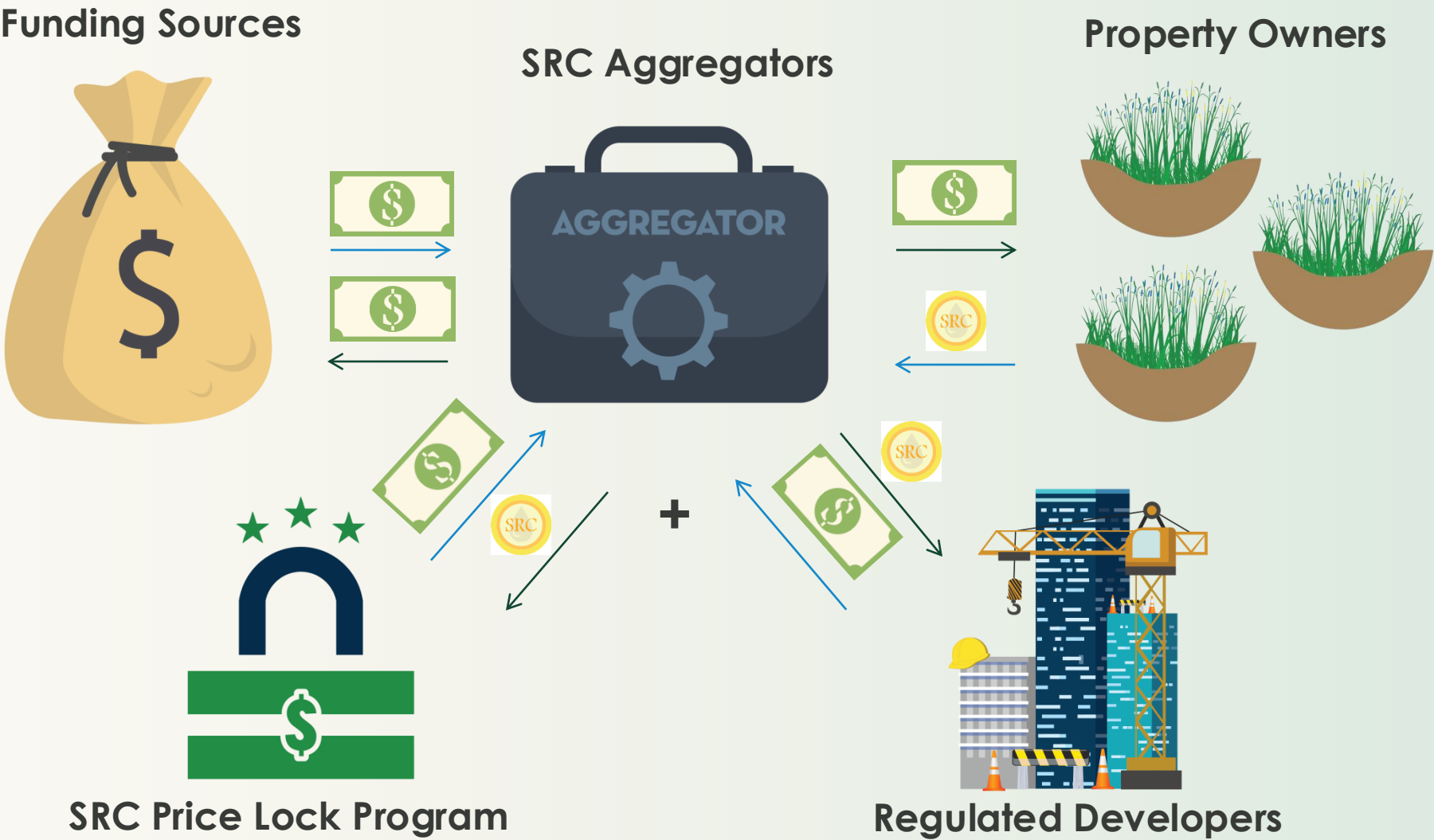
1 SRC = 1 gallon of retention capacity/year

# Who wants SRCs?

- A development has a 10,000-gallon stormwater management requirement
  - They install GI with 7,000-gallon capacity
  - But they also opt to install a few amenities on-site, so they have a gap of 3,000-gallon retention
  - Instead of paying a fee for non-compliance, they opt to purchase 3,000-gallon off-site retention volume
- Independently, SRC Aggregators partner with properties in the MS4 (churches, schools, non-profits, etc.) to install GI :
  - At one site, they voluntarily install GI with 6,000-gallon capacity
  - This site will generate 6,000 SRCs/year which they can sell to properties with off-site requirements



# How does the SRC market work?





# About DC Green Bank

## Our Mission

DC Green Bank provides access to capital, growing the clean economy to develop a more equitable, resilient, and sustainable DC.

## Our Impact

- Affordable housing created and preserved
- Utility savings for DC households
- Small business growth
- Job creation

## Our Investment Focus



Solar Power and  
Battery Storage



Energy-Efficient  
Buildings



Transportation  
Electrification



Resilient  
Infrastructure

### TOTAL DC GREEN BANK INVESTMENTS



\$25,000,000

FY25



\$84,000,000

SINCE INCEPTION

### TOTAL INVESTMENT UNLOCKED



\$238,000,000

FY25



\$880,000,000

SINCE INCEPTION

# DCGB & SRC Financing Mechanisms

- **Structuring:** Once SRC aggregators have a Price Lock Agreement signed with DOEE, they can submit that agreement and related supporting documents to DCGB. Purchase agreements include an engineering estimate for the number of SRCs the project is likely to generate and guarantee DOEE purchase prices for 12 years. This information helps DCGB understand the maximum amount of debt the project can viably support, as well as the collateral value of the project.
- **Repayment:** The sale of SRCs generates cash flow for repayments. Once a project has been constructed, the SRC Aggregator can certify three years of SRCs upfront. They can then sell these credits on the open market immediately, or if they wait 18 months post-certification, they are eligible to sell the SRCs to the DOEE at fixed prices (specified in the SRC Purchase Agreement).



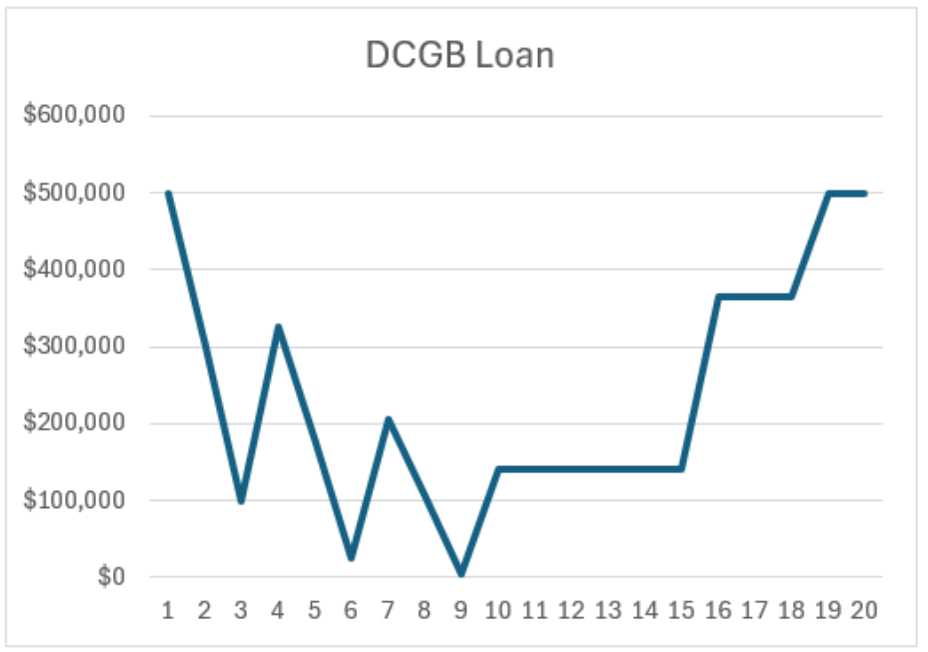


# DCGB SRC Revolving Line of Credit

Project A		\$400,000
Phase 1		\$200,000
Phase 2		\$200,000
Annual SRCs	50000	
Market SRC Price	\$1.50	
3-Year SRC Revenue	\$225,000	

Project B		\$300,000
Phase 1		\$150,000
Phase 2		\$150,000
SRCs	40000	
Market SRC Price	\$1.50	
3-Year SRC Revenue	\$180,000	

Project C		\$200,000
Phase 1		\$100,000
Phase 2		\$100,000
SRCs	30000	
Market SRC Price	\$1.50	
3-Year SRC Revenue	\$135,000	



	Year1				Year2				Year3				Year4				Year5			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Project A Costs		-\$200,000	-\$200,000																	
Project A Repayment				\$225,000												\$225,000				
Project B Costs					-\$150,000	-\$150,000														
Project B Repayment							\$180,000													
Project C Costs								-\$100,000	-\$100,000											
Project C Repayment									\$135,000											
DCGB Loan	\$500,000	\$300,000	\$100,000	\$325,000	\$175,000	\$25,000	\$205,000	\$105,000	\$5,000	\$140,000	\$140,000	\$140,000	\$140,000	\$140,000	\$140,000	\$365,000	\$365,000	\$365,000	\$500,000	\$500,000









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# Thank you.

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## Funding Urban Forestry

Q&A