

**State and Private Forestry
FY 2010 Western Competitive
Resource Allocation
Single-State Project Proposal**

Filename	
NE_3E	
Administration Information	
Dollar Amount Requested:	\$294,000
Matching Share:	\$294,600

1	Applicant Information	
	State Forestry Agency:	Nebraska Forest Service
	Contact Person:	Dr. Scott J. Josiah
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2	Project Information			
	Descriptive Title of Project:	3E: Forging statewide community forestry networks to ENGAGE, EDUCATE & ENERGIZE		
	Names of Partnering Agencies / Organizations:	Nebraska Community Forestry Council (NCFC), Nebraska Arborists Association (NAA), Nebraska Nursery and Landscape Association (NNLA), Nebraska Rural Initiative (NRI), Omaha Public Power District (OPPD), Nebraska Public Power District (NPPD), Lincoln Electrical System (LES), Nebraska Communities Foundation (NCF) Nebraska Department of Roads (NDOR), League of Nebraska Municipalities (LNM), University of Nebraska-Lincoln Dept. of Agronomy and Horticulture (UNL A&H), Nebraska Statewide Arboretum, Inc. (NSA) and Arbor Day Foundation (ADF).		
	State(s):	NE	Congressional Districts:	1 - 3
	Counties:	Statewide	Forest Service Regions:	Region 2

3	Total Leverage						
	Please specify each 3 rd party contributor (partnering organizations and agencies, including other Federal) and the dollar value of each contribution. Please DO NOT show grant requested funds in this table.						
	Contributors: (Please specify by name)	ReTree Communities	Nebraska Rural Initiative	Utility Providers	Arbor Day Foundation		
Value of Contributions:	\$200,000	\$60,000	\$30,000	\$8,000	\$0	\$0	\$298,000

Project Budget					
	Grant Share (\$ requested)	Applicant	Non-Federal Contributors	TOTAL	
		Cash ¹	In-Kind ²		
4	Personnel / Labor:	\$156,600	\$60,000	\$10,000	\$226,600
	Fringe Benefits:	\$43,850	\$16,800	\$0	\$60,650
	Travel:	\$15,000	\$0	\$7,500	\$22,500
	Equipment:	\$0	\$0	\$0	\$ 0
	Supplies:	\$30,000	\$0	\$35,000	\$65,000
	Contractual:	\$38,550	\$0	\$0	\$38,550
	Construction:	\$0	\$0	\$0	\$ 0
	Other:	\$10,000	\$0	\$58,000	\$68,000
	Indirect Costs:	\$0	\$107,300	\$0	\$107,300
	TOTAL:	\$294,000	\$184,100	\$110,500	\$588,600

Project Duration	
5	What is the duration of this project? <input type="checkbox"/> One Year <input type="checkbox"/> Two Years <input checked="" type="checkbox"/> Three Years

National Relevance	
6	Conserve Working Forest Landscapes <input checked="" type="checkbox"/> Protect Forests From Harm <input checked="" type="checkbox"/> Enhance Public Benefits From Trees and Forests <input checked="" type="checkbox"/>

Project Description	
7	<p>Maximum 5500 Characters Including Spaces – Clearly summarize the proposed project, including goals, objectives, measurable outputs, outcomes, and how grant funds will be used towards successful completion of the project.</p> <p>This multi-faceted project will clearly demonstrate the S&PF themes of "Protecting, Enhancing and Conserving" within the critical landscape of the community forest resource. This effort will successfully establish the ReTree Ambassador Network by utilizing social marketing opportunities, educational and training resources and advocacy strategies. This effort will seek to reverse the trend in community forest health through locally led citizen based networks.</p> <p>Nebraska's community tree resources have steadily declined in recent decades, and the situation is rapidly becoming dire. A combination of severe weather events, chronic drought, poor planting practices and species selections, the rapid spread of pine wilt and a preponderance of older trees nearing or past their average life span have severely reduced the number of trees in our communities across the state. Trends gleaned from more than 200 community tree inventories conducted by NFS since 1977 show the state has lost approximately 1/2 of its community tree resource since the late 1970s. Fewer community trees mean fewer benefits and a reduced quality of life in our towns and cities.</p> <p>Additionally, the invasive pest emerald ash borer (EAB) has the potential to kill most of the state's ash trees, resulting in a potential loss of 25% of the existing community forest resource. This canopy loss equates to</p>

¹ 'Cash' is the value of any qualifying match the applicant pays for such as cash, staff time, supplies, or equipment.

² 'In-Kind' is the value of any qualifying match contributed by a non-federal 3rd party contributor such as donated time, supplies, or equipment.

approximately 2.2 million trees with an estimated annual value of \$120.8 million. The known threat of EAB coupled with the recent identification of mountain pine beetle in NE, as well as rapidly approaching 1,000 cankers (walnut), puts the community forest resource at a tipping point that could require a generational recovery period.

Programs such as Tree City USA, State Forestry Councils, America the Beautiful etc. have all provided excellent resources and foundational building blocks for community forestry and forest health efforts. These efforts have not adequately reversed the trend in tree loss or engaged citizenry to a level in which they feel a call to action. Initiated in 2007, the ReTree Nebraska Initiative was started with an established objective of planting and caring for 1 million trees within a 10-year period. While highly successful, this effort requires a significantly higher investment to adequately meet the education and networking opportunities at the local level. The 3E Project will be a locally driven statewide program that will develop, utilize and expanded social marketing methods, dramatically augment partnerships and target program efforts to educate, engage and energize through the creation of and investment in "ReTree Ambassadors." Building upon the lessons learned from ReTree efforts within the cities of Lincoln and Omaha, this greatly expanded program effort will address the at-risk, critical landscape that more than 80% of the population of NE calls home.

PROJECT GOALS: Reverse and restore community forest resources through the successful development and implementation of a social marketing framework and establishment of an advocacy network that will educate, engage and energize the general public and community decision makers.

PROJECT OBJECTIVES:

1. Establish a locally based, statewide ReTree Ambassador Network that will serve as a statewide advocacy network to promote, educate, engage and energize on behalf of the community forest resource.
2. Develop and implement a locally led social marketing strategy based on establishing and maximizing statewide advocacy for forest health and community forestry resource efforts.
3. Develop online resources and training capacity to support and promote education and outreach efforts and ReTree Ambassador Network capacity.
4. Establish pre- and post-metrics to evaluate and establish effectiveness of social marketing strategy and ambassador advocacy investments.

PROJECT OUTPUTS:

1. Established ReTree Ambassador Network with functional advocacy and volunteer capacity within all Metro, Primary and First Class Cities, 32 communities total.
2. Creation of replicable social marketing tools and training resources utilizing social networking (e.g., Twitter, YouTube, Facebook), mass media and other related technologies.
4. Complete comprehensive online resource to support ReTree Ambassador needs and complete 12 regional and 3 statewide trainings to support education and outreach needs.
3. Complete statewide and select localized pre- and post-surveys to assess current resources, social characteristics and impacts and effectiveness of outreach efforts.

PROJECT OUTCOMES:

1. Established network and synergy of ReTree Ambassadors that are energized and engaged in supporting and promoting the community forest resource.
3. Established social marketing matrix and new model of U&CF social networks for the rapid dispersion and utilization of forest health and community forest resources and opportunities.
4. Reverse negative trends in canopy loss and forest health including poor diversity and cultural practices with an engaged citizenry and social establishment of a "community forest and tree planting land ethic" with increased tree planting and diversity and overall change in the perceived value of the community forest resource.

GRANT FUNDS: Grant funds will be used to hire a statewide 3E coordinator for the educational, outreach and promotional support of the ReTree Nebraska Ambassador Network.

Program Integration	
8	<p>Maximum 1250 Characters Including Spaces</p> <p>The 3E Project, operating under the S&PF themes of "Protecting, Enhancing and Conserving" will target the critical landscape of the community forest resource and will incorporate expertise and programmatic relationships of the Urban and Community Forestry, Forest Health and Forest Stewardship Programs. U&CF Program will function as the coordinating program in project implementation with Forest Health and Forest Stewardship providing integration and support for education, outreach and advocacy needs. U&CF and Forest Health will utilize developed partnerships with the green industry (arborist & nursery associations, natural resource districts and utility providers) to provide education and advocacy support. 3E will also rely on investments of forest stewardship practices and technical expertise on a landscape level, targeting existing and future community forest resources for protection, conservation and management. Ongoing and existing complementary program efforts will also be utilized from the ReTree Nebraska Initiative and Nebraska Rural Initiative. Program outcomes will also be integrated via external training and outreach efforts of the green industry (NAA & NNLA) as well as League of NE Municipalities.</p>

Collaboration	
9	<p>Maximum 1250 Characters Including Spaces</p> <p>NFS has demonstrated a successful history of engaging local, non-governmental and green industry organizations (115+ tree boards, Nebraska Community Forestry Council, NAA and NNLA) and will rely upon these partnerships in the implementation of the 3E Project. Specifically, the following organizations have agreed to collaborate by providing the following services and assistance: Nebraska Rural Initiative will provide partial staffing and operating expenses; utility providers (NPPD, LES & OPPD) will provide direct mail and outreach support; Nebraska Communities Foundation and League of Nebraska Municipalities will provide program support; promotion and resource assistance; Arbor Day Foundation will provide marketing and promotion assistance and expertise; and NE Dept. of Roads will target appropriate grant support to participating communities with active ReTree Ambassador program efforts. Beyond the direct contribution, participating communities of the 3E Project, as part of ReTree Nebraska Initiative, will contribute local investments with tree planting efforts, education and outreach efforts and related in-kind services and assistance.</p>

Leverage	
10	<p>Maximum 1250 Characters Including Spaces</p> <p>The 3E Project will leverage a calculated total of \$298,000 in cash and in-kind services to bolster the \$294,000 grant request. The Nebraska Rural Initiative will provide \$60,000 of state support for staffing and operating needs, as well as a direct connection to rural communities, local entrepreneurship and outreach opportunities to advance and establish the ReTree Ambassador Network. Statewide utility providers, working in coordination with the League of Nebraska Municipalities, Arbor Day Foundation and Nebraska Communities Foundation, will provide and leverage a calculated \$38,000 of support. Targeted tree planting grant opportunities will also be leveraged through existing planting partnerships with the Nebraska Dept. of Roads, as well as program efforts of the Nebraska Statewide Arboretum. Participating ReTree Communities, in support of the ReTree Ambassador Network, will leverage considerable support and resources estimated in excess of \$200,000 for local education, outreach and support of improved management and planting practices.</p>

Meaningful Scale	
11	<p>Maximum 1250 Characters Including Spaces</p> <p>This project will focus on two specific scales: 1) establishment of resources and education and outreach materials to create and support effective ReTree Ambassadors at the local level; and 2) establishment and support of a fully integrated statewide ambassador network coordinated through the ReTree Coordinator with support from collaborative, interlinked partnerships with participating organizations and communities. The purposeful targeting of locally developed advocacy efforts coupled with a highly integrated, interlinked social framework for creating a statewide network will foster increased marketability and credibility of ReTree Nebraska efforts, which will directly benefit the 80% of Nebraskans living in communities. On a local, site-specific level, this project will create impacts through lower energy bills via strategic and targeted tree planting efforts led by ambassadors. Property valuations will also be higher with the successful establishment of sustainable landscape practices promoted and supported through the ambassador network. Regional benefits will include reduced peak power energy demands and mitigation of climate change through reduced greenhouse gases and carbon sequestration.</p>

Sphere of Influence	
12	<p>Maximum 1250 Characters Including Spaces</p> <p>The 3E Project is well positioned to implement and support a replicable model based on diverse partnerships that successfully demonstrate the implementation of localized advocacy efforts to a scale of statewide advocacy networks. This project, working in collaboration with ReTree Nebraska, will provide value far beyond individual ReTree Ambassadors and participating communities. The purposeful targeting of First Class and larger communities will foster replication and transferability to neighboring communities. The social marketing framework model will electronically link similarities of ambassadors to the resource opportunities and needs of communities such that the success of one ambassador is shared and leveraged with the whole advocacy network. For example, an ambassador-led, innovative local tree planting and care effort sponsored through commercial support can and will be easily shared with other ambassadors with similar needs statewide. The social marketing model will be shared with other states, and project findings will be presented at appropriate state and national conferences.</p>

Sustainability of Outcomes	
13	<p>Maximum 1250 Characters Including Spaces</p> <p>This 3-year project will provide the NFS, along with participating green industry & community partners, a strong cadre of informed, educated and energetic ReTree Ambassadors working to support and promote locally led forest health and community forestry efforts. The successful establishment of a functional advocacy group working to engage and energize citizenry and decision makers will foster the development and support of highly successful tree planting and management programs in communities across NE. The establishment of the ambassador network and social marketing framework will further create and foster a “community tree planting ethic” with measureable and long-lasting impacts including improved tree diversity and increased tree planting. Additionally, because healthy community forests provide long-term environmental economic and social benefits, the outcomes and sustainability of this project will be generational. The advocacy networks and ReTree Ambassador framework created and established through the life of this project will continue to engage, educate and energize citizens and decision makers to sustain and manage the community forest resources so they extend well beyond the life of this project.</p>