

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

<b>Filename</b>	
OR_Online	
<b>Administration Information</b>	
Dollar Amount Requested:	<b>\$165,123</b>
Matching Share:	<b>\$172,649</b>

<b>Lead Applicant Information</b>	
<b>1</b>	<b>State Forestry Agency:</b> Oregon Department of Forestry
	<b>Contact Person:</b> Paul D. Ries
	<b>Address:</b> 2600 State St
	<b>City/State/Zip Code:</b> Salem, Oregon 97310
	<b>Phone (Work/Cell):</b> 503-945-7391
	<b>Email:</b> pries@odf.state.or.us
	<b>Fax:</b> 503-945-7416

<b>Lead Applicant - Project Information</b>			
<b>2</b>	<b>Descriptive Title of Project:</b>	Online Urban Forestry & Urban-Rural Interface Forestry Technology Transfer	
	<b>Names of Partnering Agencies / Organizations:</b>	Oregon Department of Forestry, Alaska Division of Forestry, Washington Department of Natural Resources, Idaho Department of Lands, Oregon State University, Pacific Northwest Chapter - International Society of Arboriculture, Oregon State University Extension	
	<b>State(s):</b>	Oregon lead, plus Alaska, Idaho, and Washington,	<b>Congressional Districts:</b> Oregon 1,2, 3, 4, 5 Overall - potentially all
	<b>Counties:</b>	potentially, all	<b>Forest Service Regions:</b> Oregon - 6, Overall 6, 10, 1 and 4

<b>Lead Applicant – Total Leverage</b>							
Please specify each 3 <sup>rd</sup> 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.							
<b>3</b>	<b>Contributors: (Please specify by name)</b>	Allied professional groups	Pacific Northwest ISA	Oregon State University	States Forestry Agencies		<b>TOTAL</b>
	<b>Value of Contributions:</b>	\$10,000	\$15,000	\$20,000	\$137,649		<b>\$182,649</b>

<b>Lead Applicant – Project Budget</b>					
	<b>Grant Share (\$ requested)</b>	<b>Applicant</b>	<b>Non-Federal Contributors</b>	<b>TOTAL</b>	
		<b>Cash<sup>1</sup></b>	<b>In-Kind<sup>2</sup></b>		
<b>4</b>	<b>Personnel / Labor:</b>	\$31,512	\$50,000	\$24,000	<b>\$105,512</b>
	<b>Fringe Benefits:</b>	\$12,605	\$20,000	\$8,000	<b>\$40,605</b>
	<b>Travel:</b>	\$2,000	\$0	\$0	<b>\$2,000</b>
	<b>Equipment:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Supplies:</b>	\$4,000	\$0	\$0	<b>\$4,000</b>
	<b>Contractual:</b>	\$50,000	\$0	\$0	<b>\$50,000</b>
	<b>Construction:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Other:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Indirect Costs:</b>	\$5,006	\$7,649	\$3,000	<b>\$15,655</b>
	<b>TOTAL:</b>	<b>\$105,123</b>	<b>\$77,649</b>	<b>\$35,000</b>	<b>\$217,772</b>

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

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

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

<sup>2</sup> 'In-Kind' is the value of *any qualifying match* contributed by a nonfederal 3<sup>rd</sup> party contributor such as donated time, supplies, or equipment.

<b>Co - Applicant Information</b>	
<b>1.1</b>	<b>State Forestry Agency:</b> Alaska Division of Forestry
	<b>Contact Person:</b> Patricia Joyner
	<b>Address:</b> 550 W. 7th Avenue, Suite 1450
	<b>City/Zip Code:</b> Anchorage, AK 99501-3566
	<b>Phone (Work/Cell):</b> 907-269-8465
	<b>Email:</b> patricia.joyner@alaska.gov
	<b>Fax:</b> 907-269-8931

<b>Co - Applicant Project Information</b>				
<b>2.1</b>	<b>Title of Project:</b>	Online Urban Forestry & Urban-Rural Interface Forestry Technology Transfer		
	<b>Partnering Agencies / Organizations:</b>	Oregon Department of Forestry, Alaska Division of Forestry, Washington Department of Natural Resources, Idaho Department of Lands, Oregon State University, Pacific Northwest Chapter - International Society of Arboriculture		
	<b>State(s):</b>	Alaska	<b>Congressional Districts:</b>	1
	<b>Counties:</b>	all	<b>Forest Service Regions:</b>	10

<b>Co-Applicant – Total Leverage</b>							
<b>3.1</b>	<b>3<sup>rd</sup> Party Contributors: (Specify by name)</b>	see total project leverage	in lead applicant box				<b>TOTAL</b>
	<b>Value of Contributions:</b>	\$0	\$0	\$0	\$0	\$0	<b>\$ 0</b>

<b>Co-Applicant – Project Budget</b>					
	<b>Grant Share (\$ requested)</b>	<b>Applicant</b>	<b>3<sup>rd</sup> Party Contributors</b>		<b>TOTAL</b>
			<b>Cash</b>	<b>In-Kind</b>	
<b>4.1</b>	<b>Personnel / Labor:</b>	\$12,000	\$0	\$0	<b>\$12,000</b>
	<b>Fringe Benefits:</b>	\$5,000	\$0	\$0	<b>\$5,000</b>
	<b>Travel:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Equipment:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Supplies:</b>	\$3,000	\$0	\$0	<b>\$3,000</b>
	<b>Contractual:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Construction:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Other:</b>	\$0	\$20,000	\$0	<b>\$20,000</b>
	<b>Indirect Costs:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>TOTAL:</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$ 0</b>	<b>\$40,000</b>

<b>Co - Applicant Information</b>	
<b>1.2</b>	<b>State Forestry Agency:</b> Idaho Department of Lands
	<b>Contact Person:</b> David Stephenson
	<b>Address:</b> 3780 Industrial Ave So
	<b>City/Zip Code:</b> Couer d'Alene, ID 83815
	<b>Phone (Work/Cell):</b> 208-666-8621
	<b>Email:</b> dstephenson@idl.idaho.gov
	<b>Fax:</b> 208-769-1524

<b>Co - Applicant Project Information</b>				
<b>2.2</b>	<b>Title of Project:</b>	Online Urban Forestry & Urban-Rural Interface Forestry Technology Transfer		
	<b>Partnering Agencies / Organizations:</b>	Oregon Department of Forestry, Alaska Division of Forestry, Washington Department of Natural Resources, Idaho Department of Lands, Oregon State University, Pacific Northwest Chapter - International Society of Arboriculture		
	<b>State(s):</b>	Idaho	<b>Congressional Districts:</b>	1, 2
	<b>Counties:</b>	all	<b>Forest Service Regions:</b>	1,4

<b>Co-Applicant – Total Leverage</b>							
<b>3.2</b>	<b>3<sup>rd</sup> Party Contributors: (Specify by name)</b>	see total project leverage	in lead applicant box				<b>TOTAL</b>
	<b>Value of Contributions:</b>	\$0	\$0	\$0	\$0	\$0	<b>\$ 0</b>

<b>Co-Applicant – Project Budget</b>					
	<b>Grant Share (\$ requested)</b>	<b>Applicant</b>	<b>3<sup>rd</sup> Party Contributors</b>		<b>TOTAL</b>
			<b>Cash</b>	<b>In-Kind</b>	
<b>4.2</b>	<b>Personnel / Labor:</b>	\$12,000	\$0	\$0	<b>\$12,000</b>
	<b>Fringe Benefits:</b>	\$5,000	\$0	\$0	<b>\$5,000</b>
	<b>Travel:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Equipment:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Supplies:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Contractual:</b>	\$3,000	\$0	\$0	<b>\$3,000</b>
	<b>Construction:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Other:</b>	\$0	\$20,000	\$0	<b>\$20,000</b>
	<b>Indirect Costs:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>TOTAL:</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$ 0</b>	<b>\$40,000</b>

<b>Co - Applicant Information</b>	
<b>1.3</b>	<b>State Forestry Agency:</b> Washington Department of Natural Resources
	<b>Contact Person:</b> Sarah Foster
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	<b>Phone (Work/Cell):</b> 360-902-1704
	<b>Email:</b> sarah.foster@dnr.wa.gov
	<b>Fax:</b> (360) 902-1757

<b>Co - Applicant Project Information</b>				
<b>2.3</b>	<b>Title of Project:</b>	Online Urban Forestry & Urban-Rural Interface Forestry Technology Transfer		
	<b>Partnering Agencies / Organizations:</b>	Oregon Department of Forestry, Alaska Division of Forestry, Washington Department of Natural Resources, Idaho Department of Lands, Oregon State University, Pacific Northwest Chapter - International Society of Arboriculture		
	<b>State(s):</b>	Washington	<b>Congressional Districts:</b>	all
	<b>Counties:</b>	potentially, all	<b>Forest Service Regions:</b>	6

<b>Co-Applicant – Total Leverage</b>							
<b>3.3</b>	<b>3<sup>rd</sup> Party Contributors: (Specify by name)</b>	see total project leverage	in lead applicant box				<b>TOTAL</b>
	<b>Value of Contributions:</b>	\$0	\$0	\$0	\$0	\$0	<b>\$ 0</b>

<b>Co-Applicant – Project Budget</b>					
	<b>Grant Share (\$ requested)</b>	<b>Applicant</b>	<b>3<sup>rd</sup> Party Contributors</b>		<b>TOTAL</b>
			<b>Cash</b>	<b>In-Kind</b>	
<b>4.3</b>	<b>Personnel / Labor:</b>	\$9,500	\$0	\$0	<b>\$9,500</b>
	<b>Fringe Benefits:</b>	\$3,800	\$0	\$0	<b>\$3,800</b>
	<b>Travel:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Equipment:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Supplies:</b>	\$3,060	\$0	\$0	<b>\$3,060</b>
	<b>Contractual:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Construction:</b>	\$0	\$0	\$0	<b>\$ 0</b>
	<b>Other:</b>	\$0	\$20,000	\$0	<b>\$20,000</b>
	<b>Indirect Costs:</b>	\$3,640	\$0	\$0	<b>\$3,640</b>
	<b>TOTAL:</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$ 0</b>	<b>\$40,000</b>

## Project Description

Maximum 10,000 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. – Please specify the components of the project that will occur in each state.

Synopsis: Technology transfer is an ongoing need in the natural resources profession. Every natural resource agency and organization has a need to educate the public, its stakeholders, and its clients about the environmental issues our society faces. At the same, the proliferation of online social media such as Twitter and Facebook, and the ready access people have to videos such as YouTube and FlipCams are changing the way people learn new things. If we want to continue to be successful as natural resource professionals, we need to increase our use of the Internet, Social Media, and online learning opportunities. In light of these observations, the urban forestry programs from state forestry agencies in Alaska, Idaho, Oregon, and Washington propose to develop a coordinated online natural resources technology transfer, reaching elected and appointed officials, citizen activists, city governments, non-profit organizations, and green industry professionals. This multi-faceted project will include a linked web page network among the four state forestry agencies, the Pacific Northwest Chapter-International Society of Arboriculture (PNW-ISA), and Oregon State University's Extended Campus as the delivery platform for this non-credit professional development assistance. Grant funds will be used for the development of a coordinated online technical transfer strategy, creation of an online network linking the four states, OSU, and PNW-ISA, and piloting some initial course offerings. Educational offerings created by this new network will include a mix of webinars, streaming video, social networks, multi-media presentations, online chats with experts, and PowerPoint presentations. Existing online technology transfer efforts underway in other parts of the US will be leveraged for use in the PNW. Grant funds will establish the system, which the states will sustain, and nominal fees for some courses will provide additional support beyond the grant period. The network will be created, used and tested, and refined during the grant period. The success of this collaboration will then be shared and promoted with other states and regions.

7 Project Need and Goal: The four Pacific Northwest states of Alaska, Idaho, Oregon, and Washington are geographically large and diverse. From large cities to small towns to rural communities, the urban forestry educational needs are extensive. A common challenge across all four states is the need to provide cost effective urban forestry training and technology transfer to help cities develop sustainable urban forestry programs. All four project managers will attest to the fact that there is an incredible need to educate people, particularly local decision makers, about not only the benefits of trees and forests, but the benefits of MANAGING those trees and forests to ensure public benefit. The goal of this project is to extend the reach of urban forestry and urban-rural interface forestry technology transfer in the Pacific Northwest, and create a model for other states and regions to follow in conveying this important knowledge to people who can affect change at the local level.

Benefits of this Project: The states are developing this project in the interest of being efficient, effective, and innovative in meeting client needs. By developing a coordinated online effort, the region will create efficiencies in program delivery resulting in: 1) reduced travel expenses for state staff, 2) outreach to under-served cities that are geographically distant from the main state forestry agency office, and 3) cost savings to smaller cities in terms of reduced travel to larger populations in order to receive traditional place-based training, and 4) expanding the sphere of educational offerings to include people who prefer to learn with online resources rather than place-based seminars. By creating this innovative network, we will not only be more efficient with the use of taxpayer dollars, but also more effective in reaching the broad audiences we serve.

Project Parameters: This project creates a new online delivery system for technology transfer. This new system will complement, not replace, place-based training. The new system will provide a menu of beginning to advanced subject matter offerings, and a sliding scale of free to fee based events. The majority of the online offerings funded by this grant will be made available free of charge. For new online courses, fee structures will depend on the information delivered and format. For example, sessions that provide recertification credit for arborists, landscapers, planners, or foresters might carry a fee, as they often do now with place-based events. However, informative courses carrying no recertification credit will not carry a fee. Flexibility built into the system will allow

educational events to be offered to recipients in all four states or specifically targeted to just one state, and marketed broadly to all audiences or tailored narrowly to a specific audience. Content offerings will not only include the latest in urban forestry research findings and Best Management Practices, but will also be correlated to S&PF themes and priorities such as conserving working forests, protecting forests from harm, reducing the effects of forest fragmentation, and managing urban/rural interface issues.

Project Deliverables: There are four proposed deliverables in this proposal:

- 1) Create a PNW UCF Online Tech Transfer Network among the four states, Oregon State University, and PNW-ISA. A common “portal” page, perhaps residing either at PNW-ISA or OSU Extended Campus, will link to the other partners’ pages. Coordinated delivery of technology transfer learning opportunities will be developed. These will include multi-media presentations such as webinars, podcasts, videos, and PowerPoint shows. Each state will commit to putting up educational pages/events pertinent to the entire network, in addition to their own state-specific events/pages. Some course offerings will provide recertification credits for Certified Arborists, Certified Foresters, Landscape Professionals, Landscape Architects, Planners, or Nursery Professionals. Once established, the network will continue beyond the life of the grant. All presentations and courses will be archived for later use, and PowerPoint shows, videos, and other products will be available for modification and use through other venues.
- 2) A non-credit urban forestry portal will be established via OSU’s Ecampus that allows a variety of fee-based ISA recertification credit options. During the grant period, these interactions will be made available at no or minimal cost to participants, but may later transition to fee-based in order to keep the site running after grant funds are expended.
- 3) A pilot project of educational interactions with urban forestry and green industry professionals will be conducted with all four states. During the initial trial period, an estimated 12 presentations reaching an expected audience of 150 people will be made. The system will then be evaluated via participant surveys, and adjusted/improved.
- 4) A pilot project of education interactions across natural resource professional disciplines dealing with the subjects of maintaining working forests in urban-rural interface areas and reducing the effects of forest fragmentation and development will be conducted. This portion of the project will move beyond urban forestry and provide integration with other S&PF programs such as Stewardship, Forest Health, and State Fire Assistance.

Expected Outcomes: The expected outcomes of this collaborative effort include:

- 1) Cost-effective training - this effort will reach a much larger audience at reduced cost than with existing processes. We can measure audience participation and costs, and compare it to similar place-based efforts. We can even measure the ‘carbon footprint’ of avoided impact by people taking online versus place-based seminars.
- 2) Participant application of gained knowledge - By transferring knowledge and experiences of local projects across a large area to a larger audience, the potential for similar projects will increase. We can conduct follow-up surveys with initial participants to see how they applied the knowledge they gained.
- 3) Broadening the knowledge base - By focusing content along S&PF Redesign themes, cities will be better positioned to use trees to more effectively address issues such as air and water quality, stormwater runoff and energy conservation.
- 4) Program effectiveness - This collaborative effort increases the overall effectiveness of the urban forestry programs in the four states, PNW-ISA and OSU in meeting their educational goals and leverages the work of multiple organizations. Training local professional staff will lead to an increase in the number of local achievements reported under CARS and similar reporting systems.

Conclusion: This project is innovative, timely, and collaborative. It has a great potential to serve a large number of people in an extremely cost-effective manner. The end result will be enhanced public understanding of the value and importance of trees and forests.

<b>Program Integration</b>	
<b>8</b>	<p><b>Maximum 1250 Characters Including Spaces</b></p> <p>This project integrates the staff work and resources of four state forestry agency urban forestry programs, with minor supporting roles played by other S&amp;PF programs (Forest Stewardship, Forest Health, and State Fire Assistance) to address the urban-rural interface pilot component.</p> <p>Beyond just integrating state forestry programs, this project has the potential to address broader urban natural resource constituencies. As the project unfolds, that states intend to outreach to additional partners active in urban natural resource stewardship, such as the four state Extension Services, and professional organizations such as the Society of American Foresters, the American Planning Association, the American Public Works Association, and the American Society of Landscape Architects.</p> <p>The entire focus of this project involves integration – not only the integration of four state forestry agency efforts, but also the integration of natural resource issues across an urban and urbanizing landscapes, such as watershed health, salmon habitat, forest cover, water quality, air quality, economic development, and environmental protection.</p>

<b>Collaboration</b>	
<b>9</b>	<p><b>Maximum 1250 Characters Including Spaces</b></p> <p>Collaboration is the key ingredient to this grant - no single entity or organization has the capacity or mandate to address the myriad of issues and challenges found on such a regional scale. As such, collaboration is a vital and crucial to its success. Numerous partnering agencies and organizations on a state-wide level are collaborating in this effort, and none of them working individually could implement a proposal such as this one. The collaborative nature of this project is best symbolized by the partnership nature of linking four states, a non-profit organization, and a major university in a network that serve a region with a population of over 12 million people.</p> <p>This proposal was developed with the assistance of individuals representing the partnering agencies and organizations, and with the review of multiple others, and has been reviewed by the US Forest Service Regional office.</p>

<b>10</b>	<b>Leverage</b>
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**Maximum 1250 Characters Including Spaces**  
 This project leverages the knowledge, expertise, and resources of public agencies and non-profit organizations in four states. None of the entities involved with this project has the mandate, resources, and expertise to attempt this project alone – thus each will be leveraging the resources of the others to successfully carry out this proposal. The uniqueness of this proposal – providing online technology transfer across state boundaries and agency jurisdictions – by nature requires such leverage. The benefits accruing to the various partners and the community served are significant. The cooperation among state forestry agencies, a non-profit, and a major university proposed in this project could present a model for future replication in other states throughout the West.

**Meaningful Scale**

**11** **Maximum 1250 Characters Including Spaces**  
 Every state forestry agency deals with technology transfer issues in order to promote sound forest management. The four states share similar challenges of land use and geography, albeit on different scales. Creating an online urban forestry technology transfer portal within one state would be possible, but would generate a nagging question – why? Why develop something like this just in one state? The answer to that question is that there is an inherent efficiency in having four states with like-minded programs and similar geographical challenges create a single network, thereby leveraging their time, talent, and resources. The geographic scale (4 states covering 12 million people and 817,000 square miles or 23% of the land area of the US), the delivery system scale (digital, online, electronic), and the natural resource subject scale (urban forestry, and urban/rural interface forestry) are all meaningful. Beyond traditional forestry circles, the value of this grant to help reduce the "carbon footprint" of individuals across the PNW will be a meaningful bonus to shifting some training from place-based to online offerings.

**Sphere of Influence**

**12** **Maximum 1250 Characters Including Spaces**  
 The potential impact of this project is broad and deep. The ability to use online delivery of information and education to help people manage the urban forest and address issue like forest fragmentation is one that we should not allow to pass by. Governments lead best by example - and this project could show efficiencies in program delivery and training that can reduce carbon footprints and help people make environmentally conscious decisions.  
 This project also helps integrate state forestry agencies and other partners in a cooperative manner on a scale not widely seen throughout the West. The intention of this project to create lasting online educational materials for broader use that reflects long-term sustainability. The initiatives will be implemented broadly and have the potential to reach throughout all four states, and to serve as a model for other states. The potential for this project to be easily and efficiently replicated in other states or regions is high.

**13** **Sustainability of Outcomes**

**Maximum 1250 Characters Including Spaces**

Once the benefits and feasibility of multi-agency cooperative ventures to address online technology transfer is demonstrated, the partnering agencies and organizations can build a base of support for further endeavors. With the results of this grant demonstrating a successful approach to dealing more efficiently with technology transfer, the partners can create additional initiatives that serve the needs of their respective states. The network created by this grant will be a lasting one.

In addition to the short-term components of this grant project, the long-term sustainability of developing a broad-based educational initiatives shouldn't be overlooked. Once this network is established and in use, it can even be extended to additional audiences, such as future natural resource professionals, meaning the project will be able to extend the benefits of this grant to future generations of people managing our trees and forests.