One Million Trees in King County: Proposed Campaign Concept

Context: Combatting Climate Change as a King County Priority

In November 2015, the King County Council unanimously approved the Strategic Climate Action Plan (SCAP), King County's road map to reducing greenhouse gas emissions and preparing for the impacts of a changing climate, both from King County's operations and communitywide sources.

The SCAP outlines an ambitious agenda of actions that King County government and partners will take that will get us on track to achieve an 80% reduction in countywide greenhouse gas emissions by 2050, which is a goal adopted by the King County Growth Management Planning Council. ,
The full report is at: http://www.kingcounty.gov/climate

Goal Area 5: Forestry and Agriculture contained the following target and priority action.
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Measure 2: Number of native trees planted by King County and public and private partners.
Target 2: **Plant one million native trees between 2015 and 2020** *and develop a sustainable 30-year plan to maintain and enhance tree cover countywide that identifies specific approaches, including public and private partnerships, geographic focus areas, and number of trees.*

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Priority Actions
ReTree King County. As part of a new initiative called ReTree King County, King County and partners, such as city, state and federal agencies, Tribes, non-profit organizations, businesses, and the public, will collectively plant at least one million new native trees between 2015 and 2020 across King County in both urban and rural areas. Restoration projects that plant native trees and shrubs on previously cleared, non-agricultural land have multiple benefits, including wildlife habitat, reduced stream temperatures due to increased shade, and increased carbon sequestration. To maximize these multiple benefits, plantings along river and stream corridors will be prioritized for the next five years. In order to facilitate collaboration on tree planting, by 2020, King County will work with multiple partners to develop a detailed 30-year plan for maximizing the percent of tree cover in both urban and rural King County while accommodating population and economic growth and meeting goals and needs for local agriculture and food production, wildfire prevention, and working forests. The plan will include methods to identify the number of trees needed, track progress, map locations for tree planting, monitor tree survival, achieve multiple benefits, and coordinate extensive public outreach and engagement on the initiative. The plan will also evaluate the appropriate type of trees to be planted, including consideration of impacts to pollen allergies.

Campaign Concept

WHAT IS IT?

There are already many tree planting efforts with considerable momentum that exist in the county; by bringing together public, civic and private sector partners in a region-wide effort, together we have the opportunity to amplify efforts and leverage resources to benefit everyone's work, achieving the overarching one million trees target and laying the groundwork for long-term collaboration on caring for trees, tree canopy, and forestlands in King County.

Ultimately, this project is about:
- Collaborating with public, civic, and private partners
- Amplifying existing efforts
- Leveraging resources
- Developing shared tools for reporting, monitoring, and ongoing stewardships

WHY JOIN THE 1 MILLION TREES EFFORT?
- Access new/additional resources (ex: funding, volunteers, trees, technology)
- Develop efficiencies (ex: Coordinating efforts on planning, purchasing, maintenance)
- Engage new audiences (ex: residents, businesses, philanthropies)
- Diminish barriers (ex: maintenance, supply, capacity, data/research)
- Increase impact through coordinated, countywide action

HOW WILL IT WORK?
Using mobile technology and social media among other tools, project partners will design a joint marketing campaign to raise public awareness and encourage volunteerism, track progress, and attract additional project partners and potential funders.

The One Million Trees project can be a large umbrella made up of diverse organizations and actions. Project partners will serve on a partner steering committee that will establish the basic framework that makes it easy for new and existing tree planting efforts to plug in and help achieve the one million tree target.

Partners will be expected to:
- Shape the direction of the regional alliance (ex: criteria, branding, tools, educational activities)
- Contribute expertise to urban forestry in King County (ex: carbon accounting, urban forest science, tree/forest stewardship)
- Work towards achieving the 1 million tree target in your community (ex: track planting, organize and promote activities, engage and educate residents, cultivate new partners)

WHEN WILL THIS HAPPEN?

Date	Action Item/Milestone
Q4 2015 – Q1 2016	- King County: Coordinate internally to kick-off project - King County: Conduct preliminary meetings with key potential partners - King County: Organize kick-off meeting with steering committee
April 2016	Campaign launch and big hullabaloo (Earth Month)
Q1 – Q2 2016	Develop and roll out reporting mechanism for partners to utilize (smart phone app?)
2016 - ongoing	- Recruit partners - Pursue funding and corporate partners - Coordinate regular meetings of steering cmte - Tree planting tracking and reporting - Coordinate multiple high-profile events (earth month; planting season events; united way day of caring, etc)

Contact
Frana Milan, Program Manager
King County Parks
Tel: 206-477-4580