Intentional Community Outreach: Diverse Communities Diverse Insights

Urban Forest Symposium: Challenge & Change
May 19, 2021

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Executive Director
California ReLeaf
Who are we?

1. Education
2. Advocacy
3. Grants
The Network:
100 CBOs & Nonprofits
ReLeaf Network

What is the California ReLeaf Network?
Advocacy Letters
CAL FIRE Urban Forestry Funding
California ReLeaf Advocacy (ARRA in red)

- **BONDS**
- **CAP & TRADE**

Year: 2000-2019

- 2000: $10,000,000
- 2001: $10,000,000
- 2002: $10,000,000
- 2003: $10,000,000
- 2004: $10,000,000
- 2005: $20,000,000
- 2006: $20,000,000
- 2007: $20,000,000
- 2008: $20,000,000
- 2009: $6,000,000
- 2010: $17,800,000
- 2011: $15,000,000
- 2012: $15,000,000
- 2013: $20,000,000
- 2014: $20,000,000
- 2015: $15,000,000
- 2016: $15,000,000
- 2017: $15,000,000
- 2018: $15,000,000
- 2019: $15,000,000
2014 – 2020: $3M+ in ReLeaf Grants
3 Take-Aways

1. Advocate for & Leverage Policy to Invest in Equity
2. Listen for Community Direction and Share Power
3. Invest in Real Partnerships
# Diverse Communities

<table>
<thead>
<tr>
<th></th>
<th>California</th>
<th>Washington</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American / Black</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Asian &amp; Pacific Islander</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Latino / Hispanic</td>
<td>39%</td>
<td>12%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Native American</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>White</td>
<td>37%</td>
<td>67%</td>
</tr>
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- **Per Capita Income**: $36K ($39K)
- **Persons in Poverty**: 12% (10%)
Intentional Community Outreach

What we learned on this path...
Intentional Community Outreach

What we learned on this path...

“expert”
Intentional Community Outreach

What we learned on this path...

“expert”
2006: Global Warming Solutions Act
2012: Cap & Trade Market Established
2012: Passed Disadvantaged Communities Bill:
   10% of Funding – spent in DACs
   25% of Funding – benefitting DACs
DACs Defined

The Draft CalEnviroScreen 4.0 tool shows cumulative impacts in California communities by census tract.

How to use this map
- Use your mouse or touchpad to pan around.
- Zoom in/out with a mouse wheel or the +/– signs.
- Search by location or census tract number with the search icon.
- Click on a census tract to view additional information.

Legend
- Draft CalEnviroScreen 4.0 Results
  - > 90 - 100 (Highest Scores)
  - > 60 - 90
  - > 70 - 80
  - > 40 - 70
  - > 50 - 60
  - > 40 - 50
  - > 30 - 40
  - > 20 - 30
Cap & Trade: Path to DEI

2013: ReLeaf Advocated w/EJ Partners for Cap & Trade funding

2014: State Budget Released:

100% of Urban Forest Funding either In or Benefitting DACs
Building Strong Partnerships

Chuck Mills
Public Policy & Grants Director
California ReLeaf
Sacramento
Environmental Justice Partners

• The Greenlining Institute
• Asian Pacific Environmental Network
• Coalition for Clean Air
• Public Advocates
Cap & Trade: Path to DEI

2014: Changing ReLeaf grant process
2015: Changing ReLeaf outreach process
EJ Partner Projects

Contracted with EJ partners for:

- Community Outreach
- Grant Application Review

San Joaquin Valley
We needed to change. How?
“Latinos are strong environmentalists...”

José González
Founder
Latino Outdoors
The World
“You need Cultural Brokers to help connect with the community.”

Sandy Bonilla
Director
Inland Empire Corps
San Bernardino
“Don’t do what all the nonprofits do...”

Jan Masoka
Chief Executive Officer
CalNonprofits
San Francisco
“Trees are great, but we need jobs.”

Kemba Shakur
Executive Director
Urban ReLeaf
Oakland
Arc of Learning: Changing Vocabulary

Environmental Justice
Cultural Competency
Diversity Equity Inclusion
Racial Justice
Systemic Racism
White Supremacy Culture
“Your Network members need a lot more preparation to work in DACs...”

Leo Buc
Former Co-Executive Common Vision
Ukiah
What is the definition of “Racism”
2 Perspectives

1. Prejudice        2. Power
Green Gentrification

High Line, NYC
EJ Partners / California Climate Equity Coalition: 
Climate Investment Guiding Principles

• Investments must be community-driven.

• Low-income residents or households should be the primary beneficiaries of investments.

• Investments must significantly address priority needs of DACs, low-income households and low-income communities.

• Investments & their benefits must be reported in a transparent & accountable manner.

• All investments must avoid substantial burdens.
Additional Paths to DEI:

2016 - 18: Smaller Arbor Week grants and Sponsor for Incubator Idea

• Highlanders Boxing Club
• Community Health Action Network
• Family Health & Support Network
• Boys & Girls Club of the Hi-Desert
• Faith-based organizations
How to Share Tree Power?

1. Meet people where they are
2. Build bonds with tree nonprofits
3. Promote contractual partnerships
4. Provide technical assistance & time
5. Ongoing peer-to-peer learning
Still Learning...

1. Is everyone really on board?

2. How does this work affect other areas? Like our policy work?

3. Systemic racism is deeply embedded.
3 Take-Aways

1. Advocate for & Leverage Policy to Invest in Equity
2. Listen for Community Direction and Share Power
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Resources

• California ReLeaf
  http://CaliforniaReLeaf.org/resources/diversity/

• The Avarna Group
  https://theavarnagroup.com/resources/

• Green 2.0
  https://www.diversegreen.org/

• Journal of Population Economics –
  Diverse organizations create innovation

• McKinsey - Significant improvement in financial performance
Thank you!
Questions?

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