

## CAR.Committee

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**From:** Rob Weltman <rob.weltman@gmail.com>  
**Sent:** Sunday, February 23, 2020 5:29 PM  
**To:** CAR.Committee  
**Subject:** CAR-(3) Presentation for the 2/25 CAR Committee Meeting

The presentation is a little big to send as an email attachment so I put it on Dropbox:

<https://www.dropbox.com/s/41vofrp267noqlm/retree-hawaii.pptx?dl=0>

Me ke aloha,  
Rob



# Lā Ho'oulu Pae Moku ReTree Hawaii

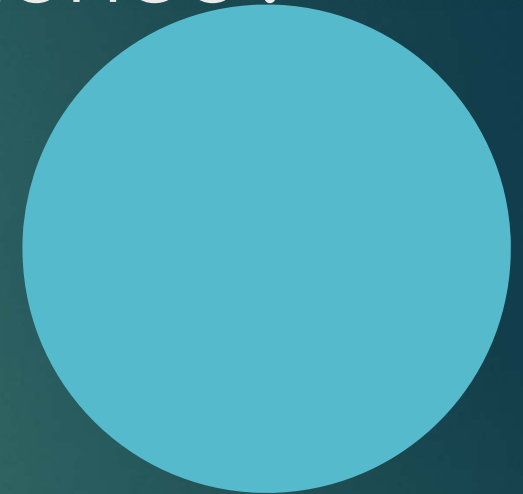
STATE-WIDE TREE PLANTING DAY

OCTOBER 30, 2020

# What Does Tree Planting Have To Do With Climate Action And Resilience?

Let's see what Greta and George have to say:

PROTECT, RESTORE, FUND



**The  
Guardian**

# Trees And Other Plants Are Essential In Counteracting Carbon Emissions, But ...

- ▶ Planting trees is not a replacement for drastically reducing greenhouse gas emissions
- ▶ Public policy is key to shifting Maui from fossil fuel-based energy production and transportation to green, renewable technologies
- ▶ Changes in culture and priorities will be needed
- ▶ Everyone can help reduce Maui's carbon footprint

# ReTree Hawaii Aims To:

- ▶ Reach everyone in Hawaii with information about the climate crisis and the tree planting event
- ▶ Plant a very large number of trees in every region of every major island
- ▶ Energize and accelerate the climate crisis work and the climate adaptation work across Hawaii
- ▶ Create new working relationships between organizations and individuals to further the climate crisis work

# Guiding Principles Are:

- ▶ Sufficient irrigation and maintenance to provide high likelihood of plant survival
- ▶ Plant primarily at established sites
- ▶ Native plants preferred, non-native OK if not invasive
- ▶ Trees preferred, others OK
- ▶ Highly decentralized - each planting site decides what to plant, how many volunteers to accept, when and where, provides a description for the Web site

# Where Will Planting Happen?

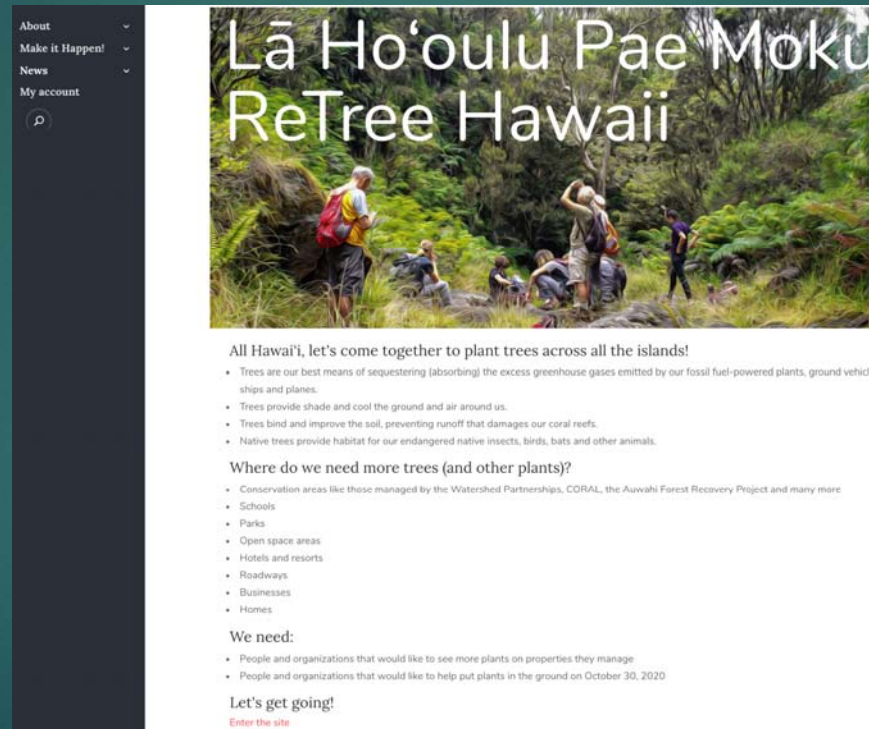
- ▶ Conservation areas like those managed by the Watershed Partnerships, CORAL, the Auwahi Forest Recovery Project and many more
- ▶ Schools
- ▶ Parks
- ▶ Open space areas
- ▶ Hotels and resorts
- ▶ Roadways
- ▶ Businesses
- ▶ Homes



# Why One Day, And Why October 30?

- ▶ We will achieve the widest impact in the media and public awareness by focusing state-wide on a single day
- ▶ The single-day focus will add pressure to those on the fence to join the party
- ▶ For plant survival, it should be a day just before the rainy season
- ▶ For maximum volunteer participation, it should be before the rainy season
- ▶ Fridays are best for companies and schools to allow team service activities
- ▶ It must be a good day for planting by the Hawaiian moon calendar

# We Have A Web Site: retree-hawaii.org



The screenshot shows the website's layout. On the left is a dark navigation menu with the following items: 'About', 'Make it Happen!', 'News', and 'My account'. Below these is a search icon. The main content area features a large photograph of a group of people in a forest, with the text 'Lā Ho'oulu Pae Moku ReTree Hawaii' overlaid. Below the photo is a heading 'All Hawai'i, let's come together to plant trees across all the islands!' followed by a bulleted list of reasons for tree planting. This is followed by another heading 'Where do we need more trees (and other plants)?' and a bulleted list of locations. The final section is 'We need:' with a bulleted list of requests for help. At the bottom, there is a call to action 'Let's get going!' and a link 'Enter the site'.

About

Make it Happen!

News

My account

Lā Ho'oulu Pae Moku  
ReTree Hawaii

All Hawai'i, let's come together to plant trees across all the islands!

- Trees are our best means of sequestering (absorbing) the excess greenhouse gases emitted by our fossil fuel-powered plants, ground vehicles, ships and planes.
- Trees provide shade and cool the ground and air around us.
- Trees bind and improve the soil, preventing runoff that damages our coral reefs.
- Native trees provide habitat for our endangered native insects, birds, bats and other animals.

Where do we need more trees (and other plants)?

- Conservation areas like those managed by the Watershed Partnerships, CORAL, the Auwahi Forest Recovery Project and many more
- Schools
- Parks
- Open space areas
- Hotels and resorts
- Roadways
- Businesses
- Homes

We need:

- People and organizations that would like to see more plants on properties they manage
- People and organizations that would like to help put plants in the ground on October 30, 2020

Let's get going!

[Enter the site](#)



# We Have Many Supporting Organizations

## Supporting organizations

- 350.org Hawai'i
- Auwahi Forest Restoration Project
- Climate Reality Project Hawai'i
- Common Ground Collective
- Coral Reef Alliance Maui
- East Maui Watershed Partnership
- Friends of Haleakalā National Park
- Grow Some Good
- Haleakalā National Park
- Hawai'i Association for Marine Education and Research
- Hawaiian Islands Humpback Whale National Marine Sanctuary
- Hawaiian Islands Land Trust
- Keēlia Pond National Wildlife Refuge
- Laukahi
- Maui Cultural Lands
- Maui Fruit Festival
- Maui Hulaū
- Maui Ocean Center
- Mauna Kahāliwahi Watershed Partnership
- Pacific Whale Foundation
- Sierra Club Maui Group
- Skyline Conservation Initiative
- Student 'Ōhāna for Sustainability, UHMC
- Surfrider Foundation Maui
- Sustainable Tourism Association of Hawai'i
- Volcanoes National Park



# Participants Are Mainly Site Hosts And Planting Volunteers, But Individuals Can Also Report Plants



ReTree Hawaii  
Lā Ho'oulu Pae Moku  
October 30, 2020

**I have a site for planting**  
[Register the site](#)  
[See all sites](#)  
[See all sites I manage](#)

**I want to plant**  
[See map of all sites](#)  
[See all sites](#)  
[See all sites I signed up for](#)


**I planted at home on October 30 and I have plants to report**  
[Register my home plants](#)

[Sign Out](#)

Total sites:	19
Total plants committed:	1435
Total participants:	11

# A Site Host Decides What To Plant, How Many Plants And How Many Volunteers To Accept

Register a site for tree planting on October 30  
Position the marker to the work location



Name of site

Name of organization

Description  
Please provide a description of the site and the activities of the day

Meetup location

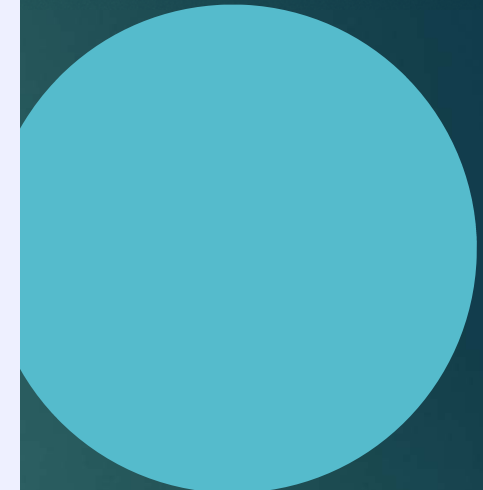
Meetup time

Planting location

Planting latitude  
21.64421014431386

# Sites Can Be Browsed In A List

<a href="#">View</a>	Koa Forest Enclosure	Koa Forest Enclosure, Lanai City, HI	The Koa Forest Enclosure is a 6 acre ungulate-free fenced unit that provides habitat to hundreds of koa and other native plants. The enclosure is located just outside of Lanai City. Pulama Lanai's Conservation Department is actively restoring the site through continued weed control and native outplanting.	Pulama Lanai Conservation Department	Gate at end of Kauna'oa Dr.	8 AM	20	kbogner@pulamalanai.com	808-563-0229		
<a href="#">View</a>	Kula Forest Reserve		1-acre enclosed area. Requires 4WD to get there. Can take 200 plants - sandalwood + host plant.	DLNR			20	lance.k.desilva@hawaii.gov			
<a href="#">View</a>	Lokelani Intermediate School			Lokelani Intermediate School - Agriculture & Science Department				colinmcc@gmail.com	808 359-3884		
<a href="#">View</a>	Maui Nui Botanical Garden	Maui Nui Botanical Garden	Plant Pritchardia native palms	Maui Nui Botanical Garden	Maui Nui Botanical Garden	9AM	10				
<a href="#">View</a>	Nahiku Beautification	Nahiku Community Garden	Improve the community garden	Nahiku Community Association	Nahiku Church	9AM	10				
<a href="#">View</a>	Pu'uwa'awa'a State Forest Reserve	Hauaina Conservation Area (15 min. drive from front gate), a 50-acre fenced dryland forest restoration site	We will meet at 8:30 at the Hiker Check-in Kiosk right inside the main mauka gate of the Mamalahoa Highway (190) between the 21 and 22 mile markers (check-in station is to the left just after you enter the gate). There we will sign waivers, do Rapid Ohia Death decontamination protocols and introductions, then caravan up to the planting site (~15 minutes up the road). We will get a planting demonstration, then plant until noon when we will share a potluck lunch. After lunch for those that want to keep planting we will work until 3:00 PM, take a group picture and say good byes and then head back down to the hiker check-in station by 3:15-3:30 PM. Participants will be planting native Hawaiian dryland forest plants, and will learn how to identify native plants and weeds as well as restoration and conservation techniques.	Hawaii Division of Forestry and Wildlife	Pu'uwa'awa'a State Forest Reserve, Hiker Check-in Kiosk to left after automatic gate off Highway 190	8:30 AM	100	eparsons@hawaii.edu	8083330084		
<a href="#">View</a>	Pu'u Kukui Preserve	Near Honolua Bay	Plant native plants in accessible location from Honoapiilani Highway	Pu'u Kukui Watershed Partnership	Pu'u Kukui baseyard in Napili			pkaniaupio-crozier@kapalua.com			<a href="#">Edit</a> <a href="#">X</a>
<a href="#">View</a>	Testing		Just a test	Testing LLC	Haiku Community Center	8AM	20	bob@test.org			
<a href="#">View</a>	Waihe'e Coastal Dunes	Waihe'e Coastal Dunes	Add native palms to our collection to fortify the shoreline	Hawaiian Islands Land Trust	Parking lot at end of road to the preserve	9am	20	scott@hilt.org			
<a href="#">View</a>	Waikamoi Preserve	Waikamoi Preserve at Hosmer's Grove in Haleakala National Park	Plant native 'ohi'a and koa trees in 9,000 acre preserve next to Haleakala National Park, managed by the Nature Conservancy		Parking lot near Ace Hardware in Pukalanai	9am	30	info@enc.org	808-856-7658		



# They Can Also Be Viewed On A Map



# Volunteers Can Sign Up As Individuals Or A Team

All you need to know about Auwahi

Location	Kanaio
Description	Plant native plants – 'a'ali'i, 'ōlei, olopuu, kōlea – in an enclosed area high up in Kanaio
Organizer	Auwahi Dryland Forest Restoration Project
Meetup location	Ulupalakua Ranch Store
Meetup time	9am
What to wear and bring	
Additional information	
Max participants	20
Current participants	5
Information link	
Contact email	auwahioffice@gmail.com
Contact phone	808-283-4583

Sign up here for October 30 at Auwahi

If a group, what is the name of the company, school, class or organization?

Name

Email

Phone

Number of adults

Number of kids under 16

[Sign up](#)





# Publicity Campaign To Start On Earth Day, April 22

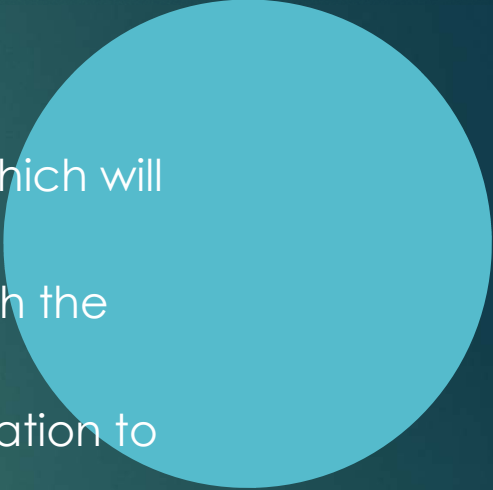
- ▶ The Governor will speak on Earth Day and talk about the campaign
- ▶ Mayor Victorino will also speak on Earth Day and make a proclamation in support of the campaign
- ▶ We will likely have public support from the other Hawai'i mayors as well on Earth Day
- ▶ County Council support would also help
- ▶ From April 22 through October 30 we will maintain a persistent campaign through conventional and social media and through the many supporting organizations to educate about the need for climate action and to recruit additional sites and volunteers

# Most Hosts Will Supply Their Own Plants But We Will Help Those Who Can't

- ▶ Conservation organizations, State and County agencies, resorts have their own requirements, funds and sources for plants
- ▶ That will probably be true for many other organizations such as churches and businesses
- ▶ Some schools have nurseries and plant programs, but most will need funds to acquire plants

# Public And Private Funding



- ▶ Plants are the main expense
  - ▶ We are planning a very extensive outreach campaign, which will also require funding
  - ▶ Fiscal sponsorship incurs charges that are covered through the funding requests
  - ▶ The bulk of the costs are covered in a Grant In Aid application to the State
  - ▶ There is a Maui County DEM budget request for \$25,000
  - ▶ We have a major private donor and a few smaller ones in the works
- 

# ReTree Hawai'i Budget

Expenses	GIA Request	County Funds Request	Private Donations
Lease/Rental of Equipment (20 4WD vehicles)	2,500		
Plants (50,000)	75,000	25,000	50,000
Web site	200		
CRM software (1 year, 10 licenses)	4,000		
Tools, gloves	6,000		
Donated plants (in kind, 50,000)			150,000
Marketing and Communications	20,000		
Administrative costs - fiscal sponsor	21,540		
<b>Expenses by Funding Source</b>	<b>129,240</b>	<b>25,000</b>	<b>200,000</b>
<b>Total</b>			<b>354,240</b>

# Challenges

- ▶ We have support and site commitments from all the populated islands (except Ni'ihau) but we do not yet have organizers on all islands
- ▶ Additional funding sources may be needed if the GIA request is not approved or is drastically reduced

# Let's Make Maui Greener, More Sustainable, More Resilient



Questions?



# Extra Slides





# How We Are Reaching Out To Hosts For Planting

1	Key:	Contacted	Committed						
2	First Name	Last Name	Organization	Web site	Email	Phone	Contacted By	Contact Date	Notes
42	John	Leong?	Kupu Hawaii	<a href="#">Kupu Hawaii</a>	info@kupuhawaii.org	(808) 735-1221	Rob Weltman	12/14/2019	*we could look for AmeriCorps support and connecting for October 30th
43	Emily	Grave	Laukahi: The Hawai'i Plant Conservation Network	<a href="http://laukahi.org/">http://laukahi.org/</a>	coordinator@laukahi.org		Rob Weltman		Emily has cc
44	Gabrielle	Schuerger	Malama Maui Nui	<a href="http://malamamauinui.org/">http://malamamauinui.org/</a>	ed@MMNui.org	808-877-2524 ext. 107	Rob Weltman	12/14/2019	
45	Ekolu	Lindsey	Maui Cultural Lands	<a href="#">Maui Cultural Lands</a>	EkoluMCL@hawaii.r.com	(808) 276-5593	Rob Weltman		
46			Maui Fish Pond	<a href="#">Maui Fish Pond</a>					
47	Hanna	Mounce	Maui Forest Bird Recovery Project	<a href="#">Maui Forest Bird Recovery Project</a>	info@mauiforestbirds.org	808-573-0280	Rob Weltman		
48	Ranae	Ganske	Maui Green and Beautiful	<a href="http://www.mauibeautiful.org/">http://www.mauibeautiful.org/</a>	ranaeganske@yahoo.com	808-281-9297	Rob Weltman		
49	Chelsie	Haunga Evans?	Maui Hui Malama	<a href="http://huimalama.org/">http://huimalama.org/</a>		(808) 244-5911			
50	Malia	Cahill	Maui Huliua Foundation	<a href="#">Maui Huliua Foundation</a>	info@mauihuliuafoundation.org	(808) 757-2100			
51	Lissa	Strohecker	Maui Invasive Species Committee	<a href="https://mauiinvasive.org/">https://mauiinvasive.org/</a>	miscpr@hawaii.edu	(808) 573-6472			
52	Tamara	Sherrill	Maui Nui Botanical Gardens	<a href="#">Maui Nui Botanical Gardens</a>	tamara@mnbg.org	(808) 357-6082	Rob Weltman		
53	Robin	Newbold	Maui Nui Marine Resource Council	<a href="#">Maui Nui Marine Resource Council</a>	robin@mauirobin.com	808.707.5056	Andy Fox		
54	Martin	Frye	Maui Nui Seabird Recovery Project	<a href="http://www.mauiinvasive.org/seabirds-in-hawaii">http://www.mauiinvasive.org/seabirds-in-hawaii</a>	mfrye@hawaii.edu	808-572-3500	Rob Weltman		
55	Dane	Maxwell	Maui Ocean Center	<a href="https://www.mauiinvasive.org/">https://www.mauiinvasive.org/</a>			Rob Weltman		Fiscal spons
56	Kevin	Watkins II	Maui Sustainable Solutions	<a href="https://mauisustainable.com/">https://mauisustainable.com/</a>	kevin@mauisustainable.com	808-250-0104	Rob Weltman	12/10/2019	
					director.maui.tomorrow@om				