

11-18-2010

Interview with Brighton West, Friends of Trees, 2010 (audio)

Brighton West

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INTERVIEWEE: Brighton West

Interviewer: Brigitta Bazso

Date: 11/18/10

Location of Interview: PSU Library

Research Assistant: Paul Quiring

Interview Series: SUSTAINING NORTHWEST LANDSCAPES AND COMMUNITIES

Recording Equipment: Digital recorder (WMA file) with an external, omnidirectional microphone

TIME	NOTES
:48	What brought you to Portland? -Wife and her job as director of sustainability for Multnomah County -Friends of Trees had an opening -Previously worked for Trees Atlanta which translated well
2:05	Previous job experience? -College, Disneyworld, Landscape Architect -Trees Atlanta, I.T. for Architecture Firm -LEED certification
4:46	How does your work correlate with your private life? -Often times too connected -Same industry as wife -Work shows up in everyday life -Hang around sustainable crowd
7:36	Who is in charge of government contracts? -3 positions of funding, 3 directors -3 years ago they signed a Portland government contract -Clean water services, etc.
9:53	Contracts span/lifecycle? -Aim for contracts larger than 1 year life -Trying to lengthen contracts to decrease contract renewal work
11:06	Is it difficult to get contracts? -Difficult? NO, time consuming? YES -Sometimes 2 years timetable of working out a contract -Went from a few thousand to a recent \$7 Million contract
12:40	Do you see the development in the city? -More than environmental. Social equity + minority contribution -Business model involves more people in the process
14:40	F.O.T. mission statement: How is that going?

- People come first here, differing from Trees Atlanta
 - Tree selection process
 - Community tree planting, breakfast, etc.
 - model, urban canopy (PSU), F.O.T. effect
- 18:17 Follow-up?
- Trees last approximately 40 years, usually one time customers
 - Community volunteers help with progress reports with trees
- 20:16 Site Selection?
- Eastside mostly, neighborhood coordinators
 - Volunteers: 60-100 hours
 - Volunteer example
- 22:15 Westside?
- Cost-effectiveness
 - Planting season / non-planting season
 - Planning: events in MAR-APR, recruiting new volunteers, etc.
- 25:00 Tree selection?
- Large choice of trees leads to tough choices
 - Lot on MLK Blvd, from nursery's
 - Schedule / Tree cycle / Pick-up
- 28:31 How often are you personally involved?
- Mainly in office
 - Preparation, meetings, interviews
- 29:50 Growth?
- Has doubled in size, soon will triple
- 30:51 Definition of Sustainability?
- Environmental first, leading to social equity, avoiding negative social impacts
 - Looking to the future
- 33:50 Proudest Achievement?
- Giving people the ability to offset footprint to a degree
 - Social equity, diversity and community effects
- 34:15 Ethnic Neighborhoods?
- *Story* No planting on Sabbath
 - Barriers (culture, language, etc.)
 - New developments / expansions
- 37:10 Prevailing challenges or persistent issues?
- Fees, maintenance

- Permits, issues of negative results
- Surveys: Why aren't prospects coming around?
- "If they aren't planting with us, they aren't planting at all"

- 40:25 City Methodology?
- Agreement with city's goals / views
 - Explaining the rules to homeowners, all about size
 - City contract
- 42:27 Tradeoff decision within sustainability?
- Wants to plant trees
 - Diversity aspects
 - Cost issues and making numbers
 - Gold customers
- 44:00 Lessons learned?
- Adapting, new ways, methods, etc.
 - Old process to new process (paper to internet)
 - Less personal
 - Lessens social aspects, but saves environmentally
- 47:10 Operations? Expansion?
- Growth: Eugene (F.O.T. South), Vancouver, Seattle, Clackamas
 - Green Space Trees
 - Keeping in touch with Trees Atlanta
 - National Conferences (forestry conferences)
- 51:23 F.O.T. Jingle