

## GIT Funding Proposal FY16 – Tree Canopy Outcome

Project Idea: Assess Outreach Strategies for bridging Tree Canopy and Environmental Justice Goals

### Rationale –

Research has shown a high overlap between low canopy areas and underserved/environmental justice communities. Experience has shown that more trees are not always desired by residents, and effective community-based outreach and engagement strategies are needed to bridge community concerns and tree planting goals. This project aims to bring together lessons learned and effective strategies from past efforts (in and out of the watershed) so they can be applied broadly in Chesapeake communities.

### Possible Elements

- 1) Develop ~10 brief case studies featuring effective outreach and engagement strategies that have been used to increase tree canopy in diverse and underserved neighborhoods
- 2) Hold a workshop on “Tree Canopy, Environmental Justice, and Effective Community Engagement” that features outreach leaders from the case studies and fosters dialogue and strategy planning to apply findings to more communities
- 3) Develop simple methodology for communities to overlay tree canopy data with community information (e.g. socioeconomic, public health, urban heat island) to prioritize low canopy areas for outreach
  - Build on similar work that has been done in Baltimore and other places; make it easy for communities to do themselves; use EJScreen or other readily available tools as much as possible
- 4) Develop recorded webinar series to disseminate project outcomes to local governments, community and watershed organizations, and other interested parties across the Bay watershed