

# Addressing Regional Tree Supply Challenges and Opportunities

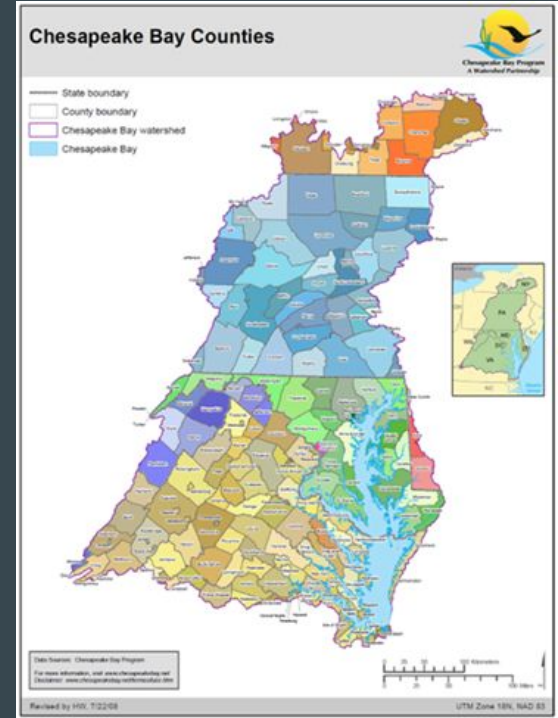
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# Background and Program Description

The Chesapeake Bay Trust is recipient of EPA funds as part of the Chesapeake Bay Program (CBP) Goal Implementation Team (GIT) Funding Program.

University of Florida was contracted to complete “Scope of Work 4: Addressing Regional Tree Supply Challenges and Opportunities.”



# Background and Program Description

## Goals:

- to identify existing market constraints that limit the availability, diversity, and quality of nursery trees for urban plantings in the Chesapeake Bay watershed
- to identify opportunities to create a sustainable, equitable supply of trees for urban use

# Project Team

## Rapid Assessment Researchers:

- **Dr. Andrew Koeser**, Associate Professor, Environmental Horticulture, University of Florida
- **Dr. Deborah Hilbert**, Research Scientist, Environmental Horticulture, University of Florida
- **Dr. Dexter Locke**, Research Geographer, USDA Forest Service, Baltimore Field Station
- **Dr. Nancy Sonti**, Research Ecologist, USDA Forest Service, Baltimore Field Station
- **Dr. Chris Riley**, Research Scientist, Bartlett Tree Research Laboratories/Casey Trees



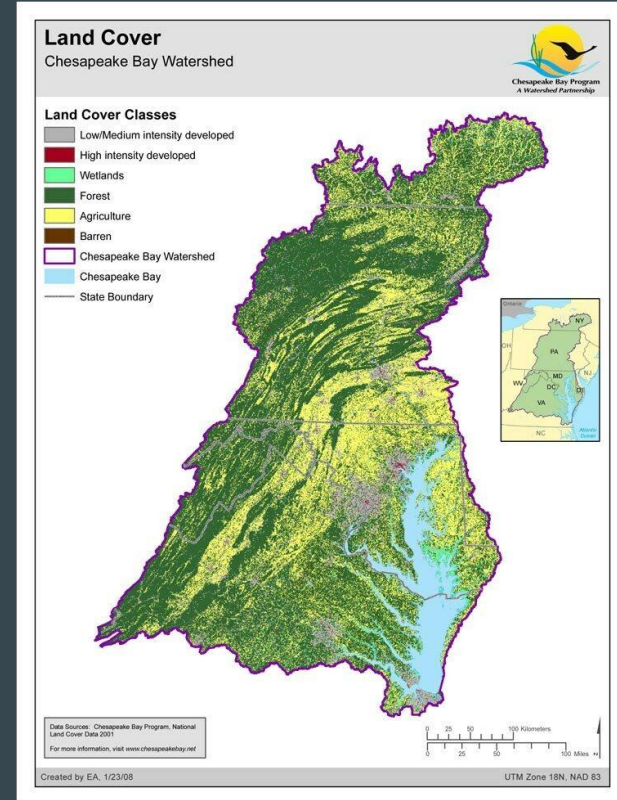
# Project Team

## Researcher Experience:

- Dr. Andrew Koeser & Dr. Deborah Hilbert
  - Led similar projects on urban tree supply chain - Florida and national studies
- Dr. Chris Riley
  - Industry expert engaged on this topic - part of national study
- Dr. Dexter Locke & Dr. Nancy Sonti
  - Part of USDA NIFA grant-funded project looking at tree supply chain issues in the Baltimore region

# Project Outline

1. establish a regional steering committee
2. stakeholder focus group interviews (“Rapid Assessment”)
3. 1-day virtual forum



# Steering Committee

**Objective:** To assist in defining the project's goals and objectives, provide advice on rapid assessment methodology and study questions, and assist in disseminating findings regarding the supply of trees for use in urban areas in the Chesapeake Bay Watershed

**Summary:** 10 members who have leadership roles in regional stakeholder groups

# Rapid Assessment

**Objective:** To understand the constraints and opportunities for creating a sustainable supply of quality, diverse, climate-ready tree species for use in urban areas in the Chesapeake Bay watershed; to understand how workforce development programs and other “green equity” initiatives are related to the urban tree supply pipeline.

**Summary:** 3-5 regional focus group meetings, 5-9 participants each, potential for individual interviews

\*Need suggestions for participants, see shared [spreadsheet](#)



# Urban Tree Supply Forum

**Objective:** To provide an online space for green industry professionals to share information, discuss solutions, and network on the topic of tree supply for urban plantings in the Chesapeake Bay watershed.

**Summary:** 1-day virtual event, ~100 attendees

Presentations from industry and academic experts, knowledgeable focus group participants, Rapid Assessment researchers, the steering committee, and an open call for presentations

Forum report and other materials will be shared

# Questions?

## **Dr. Andrew Koeser - Project PI**

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## **Julie Mawhorter - Project Technical Lead**

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