



Tree Canopy

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**Based on what we've
learned, we plan to...**

1

Build state and local capacity through new funding and policy strategies

- ❖ Change our message?
- ❖ Build demand through compelling messaging/outreach materials that highlight latest research on tree canopy co-benefits and new partnership opportunities
- ❖ MB Ask: Provide CBP Communications, LGAC, and cross-outcome support for integrated messaging and outreach campaign



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Build state and local capacity through new funding and policy strategies

- ❖ Use forthcoming Tree Canopy Financing Guide, Healthy Watershed Forest Retention Study, and proposed TC Communications and Outreach plan as a platform for new strategies and local capacity building
- ❖ MB Asks:
 - Help us plant and protect more trees!
 - Support action team on Tree Canopy Funding and Policy Strategies with high-level state and local representation; report recommendations to Executive Council.



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1

TC Funding and Policy Strategies Action Team

- ❖ *Focus: Build robust, sustainable local TC programs and partnerships*
- ❖ *Possible Members:*
 - NGO – TNC, American Forests, ACB, CBF, CCP, Bay Funders Network, Public Health, EJ/Social Issues
 - Federal – USFS, EPA, HUD
 - Local – LGAC, LLWG, MWCOG, USWG: Stormwater Program Managers
 - State – Water and Urban Forestry Policy Level, CBC
- ❖ *Resources: Tree Canopy Financing Guide, Healthy Watersheds Forest Retention Study*



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2

Promote tree canopy more vigorously through WIP efforts and state and local stormwater programs

- ❖ Bolster urban tree BMPs in WIP III planning efforts
- ❖ Overcome barriers to tree protection and planting in urban stormwater programs
- ❖ MB Ask: Assure agency teamwork in integrating tree canopy goals in WIP planning and stormwater program delivery



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3

Increase local and partner engagement in tree canopy strategies and tracking progress

- ❖ Develop user-friendly BMP Tree Tracking tool to capture local/partner efforts not currently reported
- ❖ With LGAC help, engage local partners in latest tools, data, and strategies through Chesapeake Tree Canopy Summit 2.0
- ❖ MB Ask: Come to the summit! Help your local partners participate and identify funding for support



What We Want

1

Build state and local capacity through new funding and policy strategies

2

Promote tree canopy through state and local stormwater programs and WIP efforts

3

Increase local engagement in tree canopy strategies and tracking

Discussion