

## FY15 GIT Funding Project Form

**Goal Implementation Team: Water Quality and Habitat**

**GIT Priority Ranking:**

**Proposal Tracking Number: (assigned prior to RFP release)**

**Table 1: Project Description**

<b>Project Title</b>	Community Outreach Strategies for Increasing Tree Canopy
<b>Project Category</b>	Workplan Development and Implementation
<b>Goal/Outcome</b>	Tree Canopy
<b>Estimated Cost</b>	\$50,000
<b>Justification: Description of why this work is needed in support of a management strategy?</b>	<p>Community outreach has been identified as a critical challenge and opportunity for achieving the Chesapeake Bay Tree Canopy outcome. The 2014 Chesapeake Urban Tree Canopy Summit demonstrated that community groups and citizens play a central role in tree planting and stewardship, and more fundamentally, in driving the demand for more tree canopy in areas where progress is being made. However, in the majority of the watershed, community awareness and engagement in tree canopy initiatives falls far short of potential, and new, effective outreach approaches are needed. This need applies both to local government efforts on public lands (e.g. street trees, parks, schools) and to tree planting on private properties where most of the opportunity exists.</p> <p>Urban tree canopy assessments have demonstrated that low canopy areas often overlap geographically with underserved communities facing an array of socioeconomic, public health, and environmental justice challenges. Tree planting and stewardship initiatives can have a dramatic positive and cost-effective impact in these areas, but they require effective outreach approaches that connect with diverse community interests. Research has shown that a number of tree planting initiatives have made progress in more affluent, higher canopy areas, but assistance is needed to better reach underserved communities and address their unique concerns and barriers. Fortunately, there are a number of communities around the country that have been working at this challenge for some years and have lessons to share with communities just beginning the process.</p> <p>This project will pull together a suite of community engagement strategies and best practices, drawing from a variety of case study</p>

	examples and a facilitated workshop with leaders in tree canopy outreach and practitioners from around the watershed.
<b>Cross-Goal Benefits: What other goals may be advanced through this work?</b>	This Tree Canopy proposal directly supports the Water Quality and Habitat goals, and has a significant overlap with interests of the Diversity Action Team, Stewardship Goal Team, and Local Government Advisory Committee/Local Leadership goals.

**Table 2: Project Details**

<b>Technical Lead</b>	Julie Mawhorter, US Forest Service
<b>Detailed Statement of Work <sup>(1),(2)</sup></b>	<p>Proposed Project Elements:</p> <ul style="list-style-type: none"> <li>- Research and select 6-10 case studies from around the country that exemplify a variety of effective community tree canopy outreach/engagement strategies and lessons learned for Chesapeake Bay communities, with particular emphasis on successful models in underserved/low canopy communities</li> <li>- Design and deliver a workshop that brings together community outreach leaders from the case studies and tree canopy practitioners from around the watershed and fosters dialogue and problem-solving on how to build on these effective models in Bay communities</li> <li>- Document the case studies and workshop findings through brief, public-friendly summary reports and webinar recordings to transfer lessons learned to all interested communities in the Bay watershed; include a summary list of online resources/tools compiled through the course of the project</li> <li>- At the start of the project, convene an advisory/planning team that will meet regularly by phone to give guidance on case study selection/scope, workshop format/participants, and content/format of written and webinar deliverables</li> <li>- Additional Deliverable (preferred but optional) – through one of the case studies (eg Baltimore UTC example), document a simple method for communities to overlay their UTC data with environmental justice/demographic data (perhaps EJScreen) to facilitate targeting of outreach initiatives</li> </ul> <p><b>** Note, Technical Lead from US Forest Service (Julie Mawhorter) will contribute significant time to the project as co-lead of the advisory team to facilitate connections with Forestry</b></p>

	Workgroup/Urban Tree Canopy Management Strategy priorities and stakeholder networks
<b>Estimated Project Duration</b>	1 Year
<b>Outputs and Due Dates</b>	<p>Draft Timeline</p> <p>0-3 months – Case Study Scoping/Selection and Workshop Speakers Identified; Tree Canopy/Env Justice background materials compiled</p> <p>3-6 months – Workshop planned, advertised, registration completed</p> <p>6-9 months – Workshop held and documented, including webinar recordings of presentations</p> <p>9-12 months – Final case studies, workshop report, and webinar recordings are completed</p>
<b>Description of Skills and Experience Required of awardee</b>	Strong skills in case study research/writing for public audience, workshop design and facilitation with diverse participants, and background with community engagement issues and strategies in environmental arena, preferably urban forestry experience