

PARTNERS IN COMMUNITY FORESTRY

2024 CONFERENCE



Prioritizing and Funding Community Tree Plantings



Friends of
Grand Rapids
Parks

PRESENTED BY:



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Prioritizing and Funding Community Tree Planting

Tools for the Job

What's available? What works?

Data is your Friend

There's a lot to sort through, but that's a good thing!

Find the Spots and Drop the Dots

Collecting vacant planting site data

Help Data, Help You

Use your data to help tell the story

Connect and Communicate

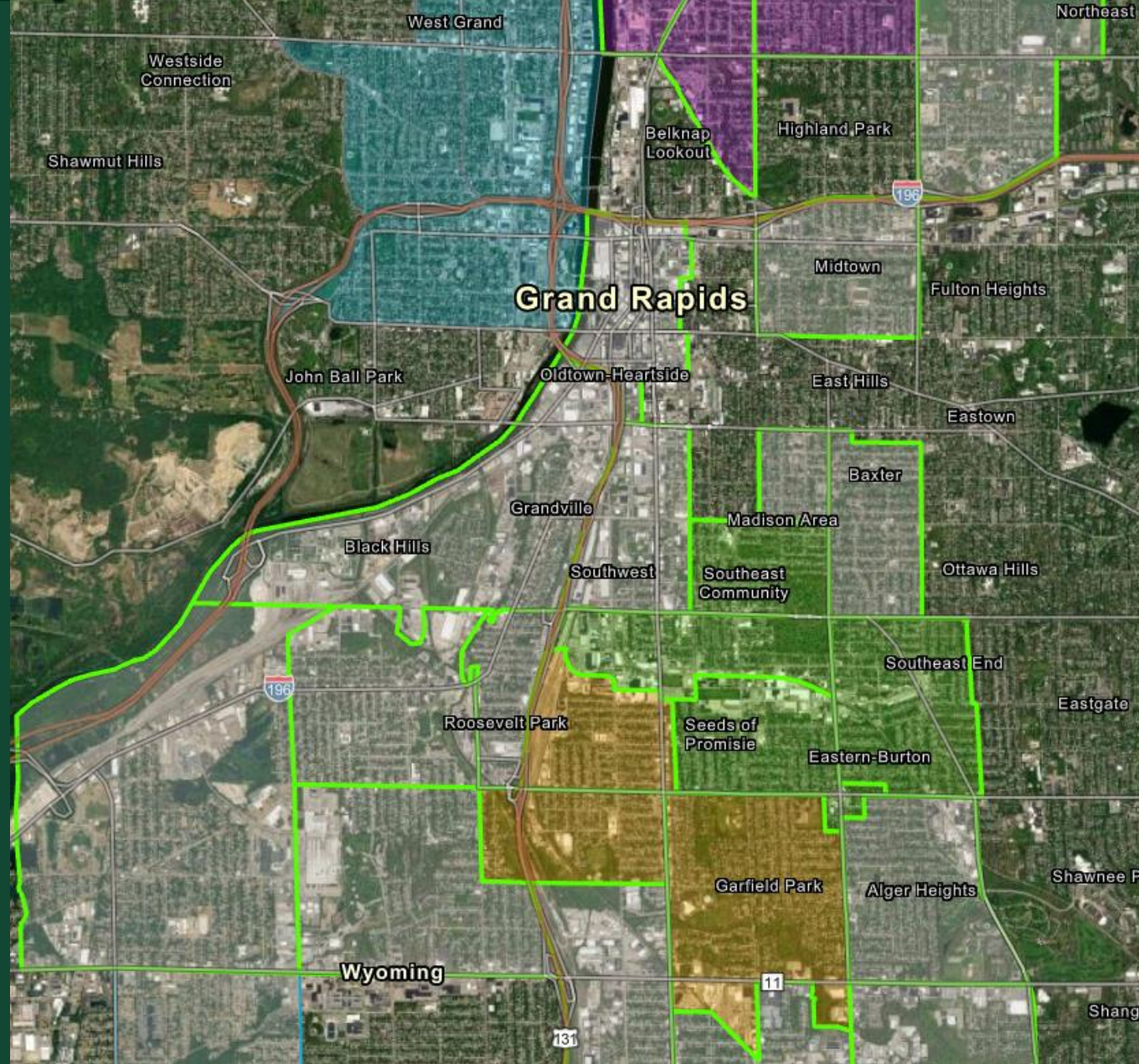
Do the work to find partners, stakeholders, and funders

Get that Money

Once your project is funded, make it great!

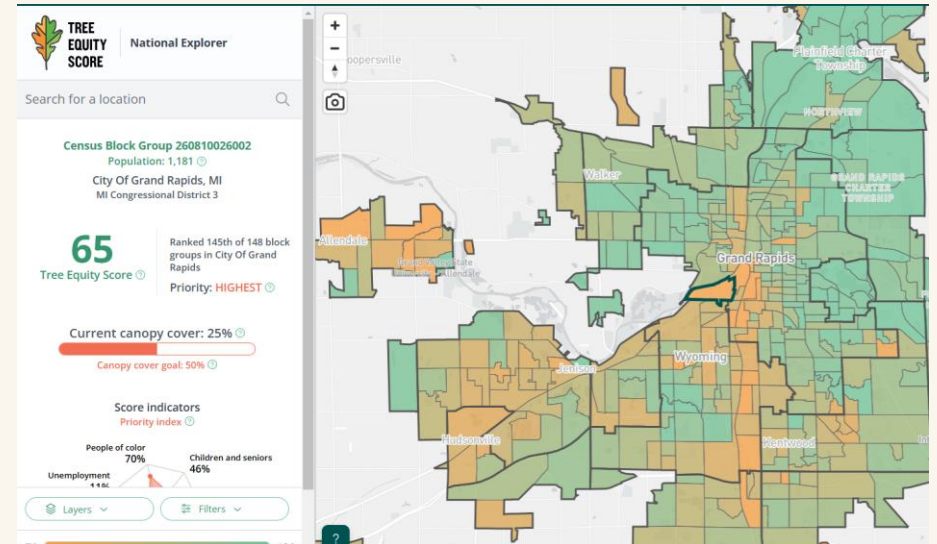
Tools for the Job

What's available?
What works?



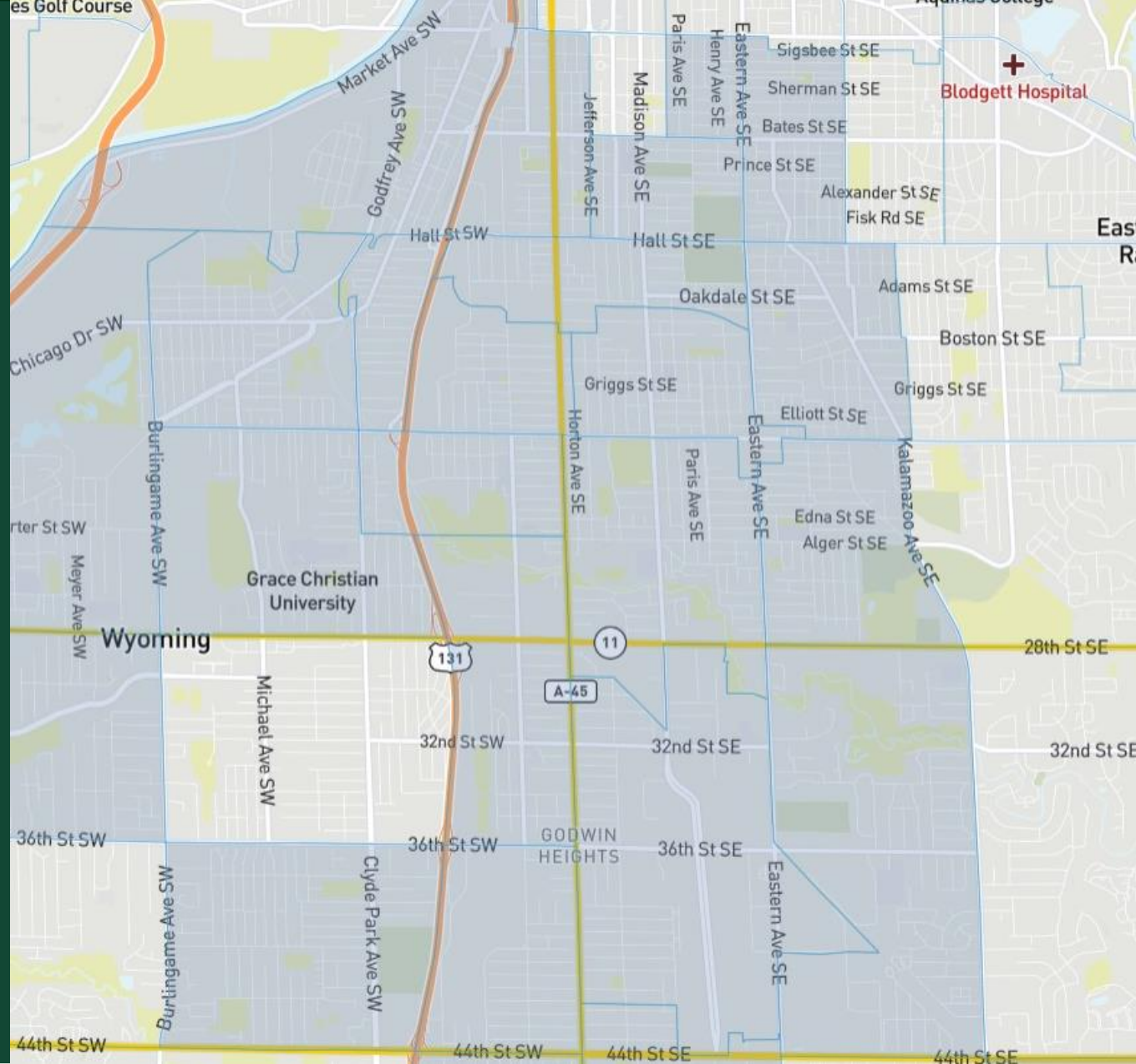
Tools for the Job

- Tree Equity Score
- Climate and Economic Justice Screening Tool (CEJST)
- i-Tree Canopy
- Use what works best for you!



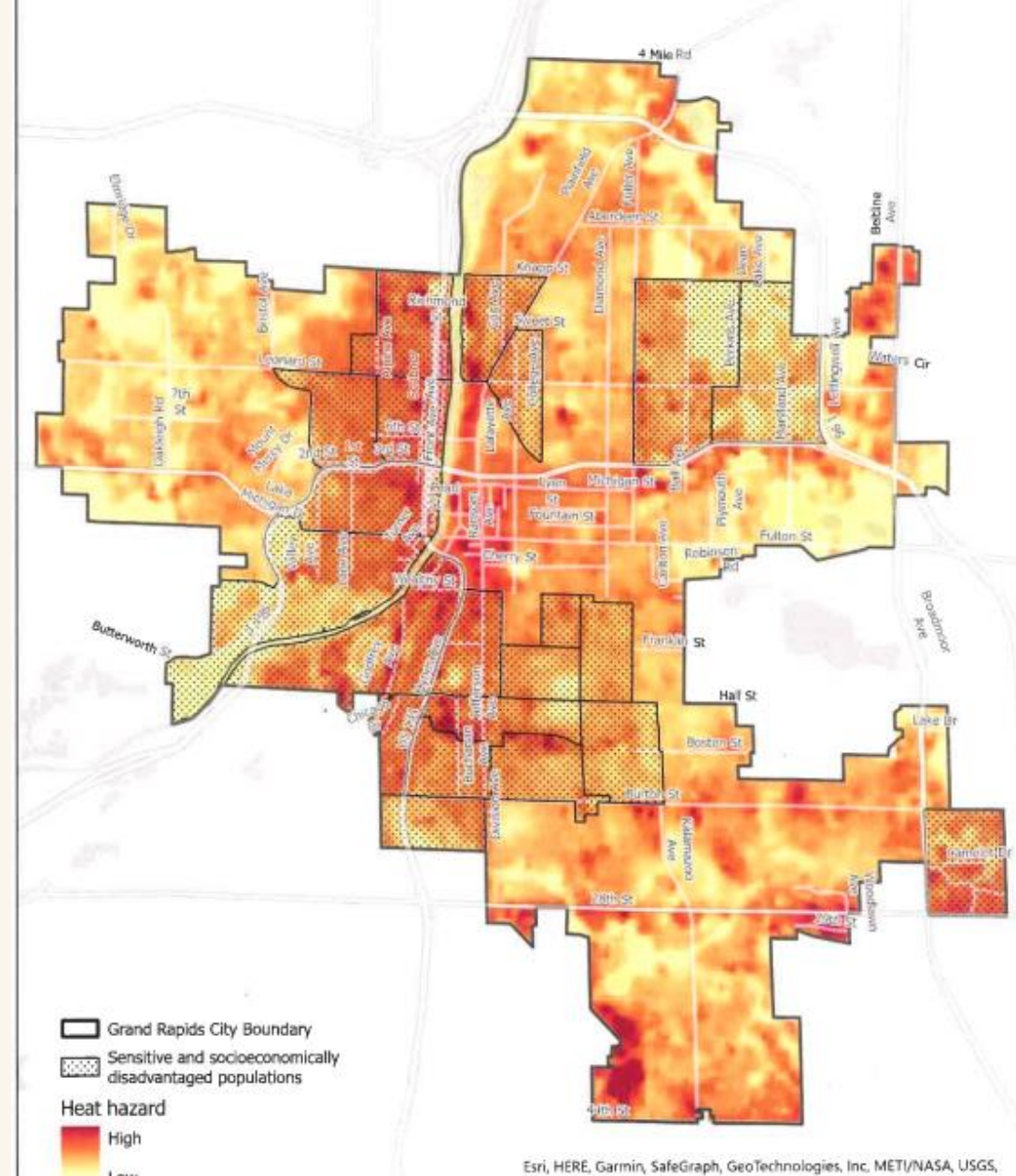
Data is Your Friend!

There is a lot of data available out there, so now what?



Data is Your Friend

- With so much data available, be intentional about framing your project
- Benefits and outcomes we like to prioritize:
 - Urban heat Islands
 - Stormwater Management
 - Physical and Mental Health
 - Air Quality
- Know your Audience and know yourself!
 - Know your “Why” and have be prepared to share the data that backs it up



Find the Spots, Drop the Dots

Collecting vacant
planting site data



Find the Spots, Drop the Dots

- Use the census tract areas from Tree Equity Score, Climate and Economic Justice Screening Tool, i-Tree Canopy as a guide for where to start
- Right tree, right place, right purpose
- Know your infrastructure
- Knowing how many available planting sites and where they are located is critical!



Help Data, Help You

Data can really help
you tell the story!



Help Data, Help You

- The impact and benefits that tree canopy provides is substantial
- Use your data to tell the story
- Identify areas that need trees the most
- Forecast the benefits that the newly planted trees can provide
- Share the data and collaborate with community stakeholders, partners, and funders



Connect and Communicate

Find stakeholders, find partners, find funders!



Connect and Communicate

- Establish high-quality relationships with residents, community stakeholders, partners, and funders. These relationships are critical to funding and event success
- How? It starts with being there and listening to what folks have to say
- Neighborhood associations, schools, churches, sports leagues, businesses, other nonprofits or service-based organizations
- Know what's going on in the neighborhood, be a resource



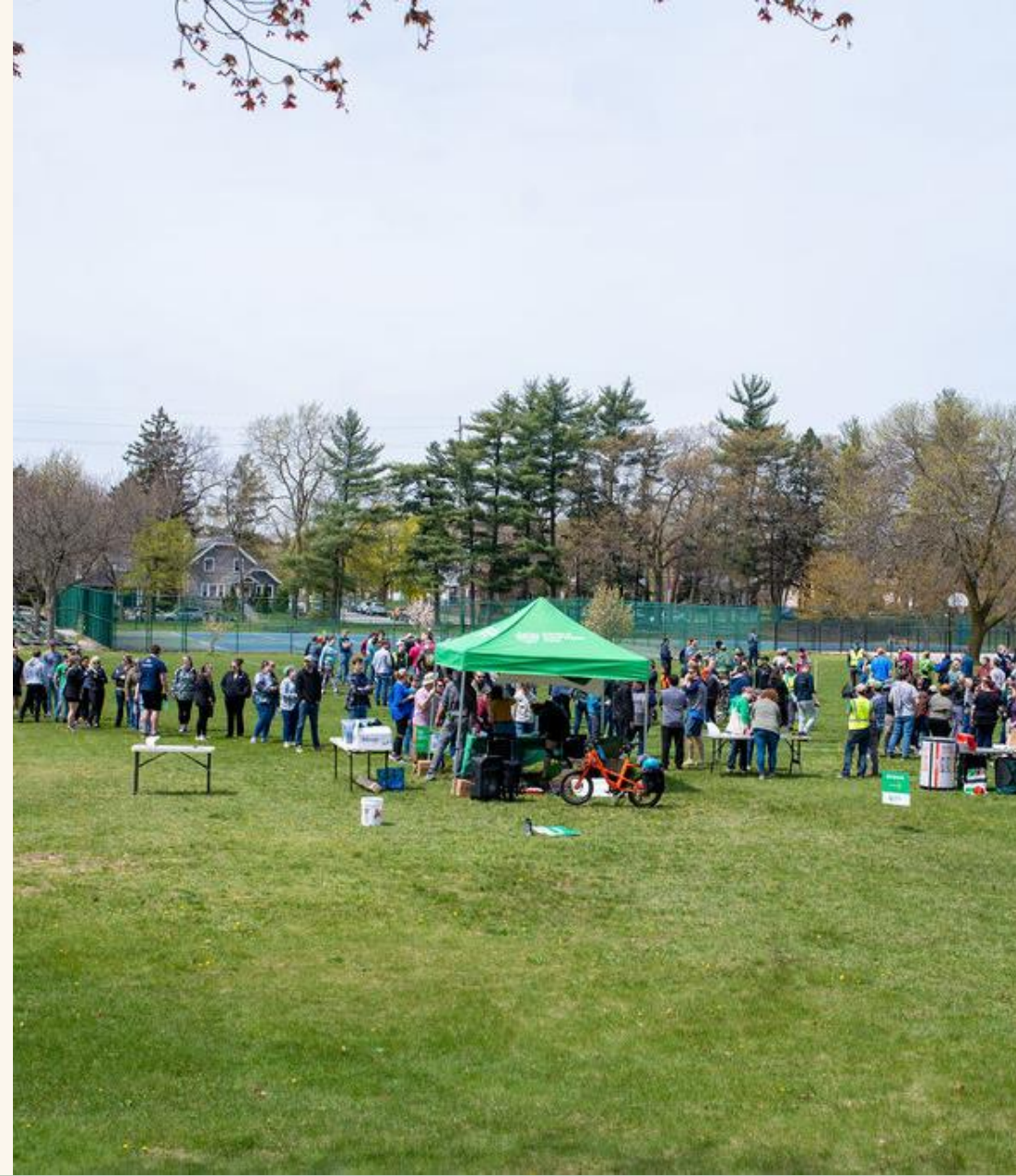
Get That Money!

Now that your project is funded, make it an amazing event for ALL



Get That Money!

- You got funding for your project, now it's time to for a great event!
- Get everybody involved, stakeholders, partners, funders
- Invite elected officials and local/regional leaders
- Get the word out!



Thank you.



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ABOUT US



**Friends of
Grand Rapids
Parks**

Our Vision:

A thriving, nature-connected city where all can access the benefits of the outdoors.

Our Mission:

Friends of Grand Rapids Parks partners with the community to support parks, trees, and trails in Grand Rapids. By working together to manage natural resources, grow an urban forest, and build trails, Friends provide opportunities to connect with nature now and into the future.