

# PUTTING EQUITABLE ENGAGEMENT INTO ACTION

2024 PARTNERS IN  
COMMUNITY FORESTRY

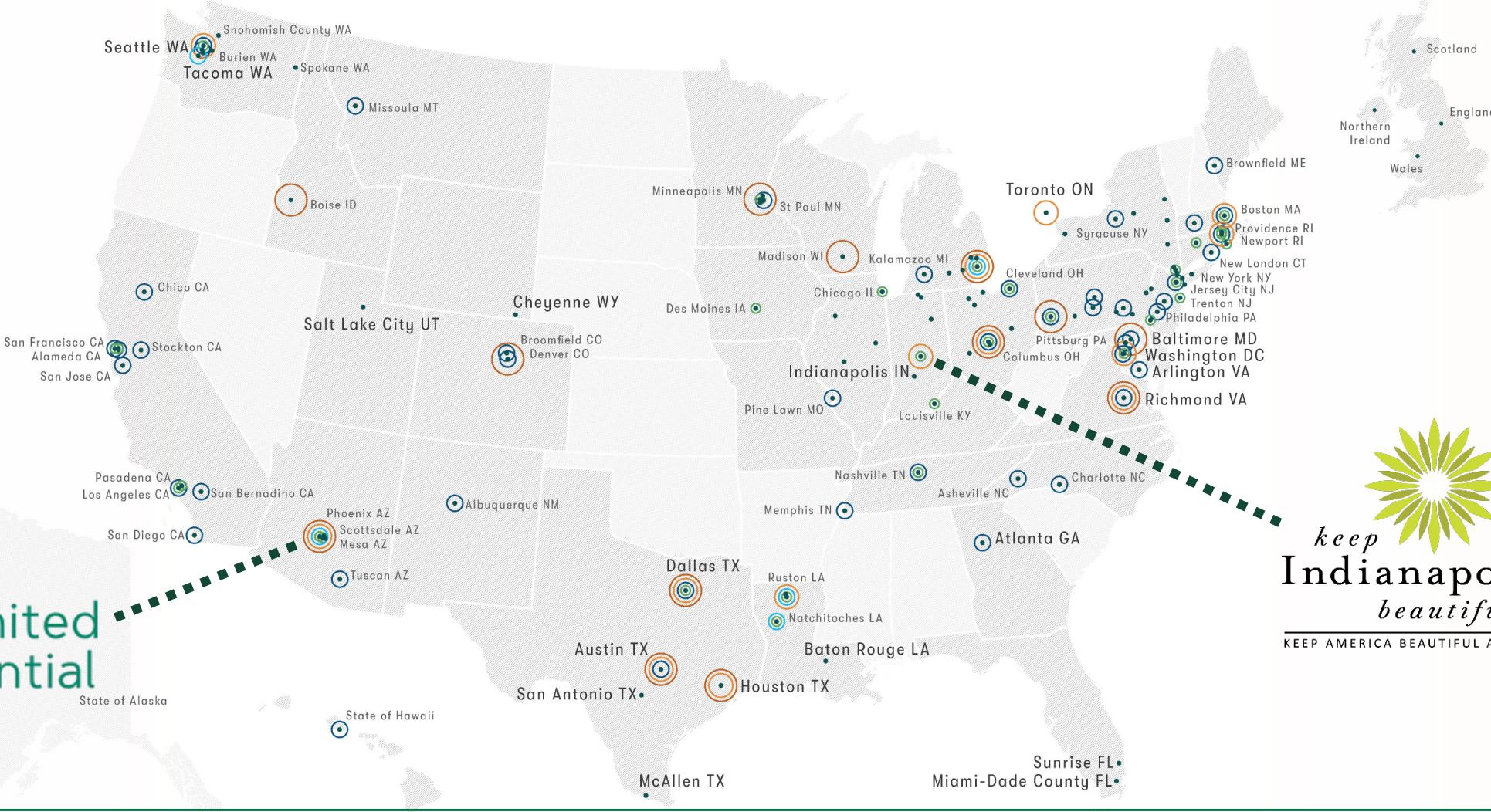




# Nearly 200 Cities are part of the Tree Equity Movement. Join In!

## HOW WE WORK

-  COACHING NETWORK
-  DEEP-DIVE ANALYZER
-  WORKFORCE NETWORK
-  CAREER EXPLORATION
-  TREE PLANTING
-  TREE EQUITY CITY/REGION



- Climate change is an intersectional threat
- America is facing a tree cover crisis.
- **Tree Equity is a transformative solution.**

Lower-income communities have **26% less tree cover** and are **6°F hotter** than wealthier ones, and communities of color have **38% less tree cover** and are **13°F hotter**.





# By engaging the community, you will:

- Increase trust
- Reduce potential for conflict
- Improve perception of trees
- Motivate residents to stay engaged





# Ensure Community Participation

## Root strategies

- Build trust
- Engage in dialogue
- Be responsive and show up



Check out the Community Action Guide!  
Arbor Day Foundation  
[vibrantcitieslab.com](https://www.arborday.org/vibrantcitieslab.com)



# Unlimited Potential

## Whole Human Approach

### Vision:

Equitable opportunities grounded in acceptance and respect, promoting strong individuals, families, and communities

### Approach:

Whole Human

### Framework:

Social Determinants of Health

### Priorities:

Adult Education and Workforce Development

Healthy Living

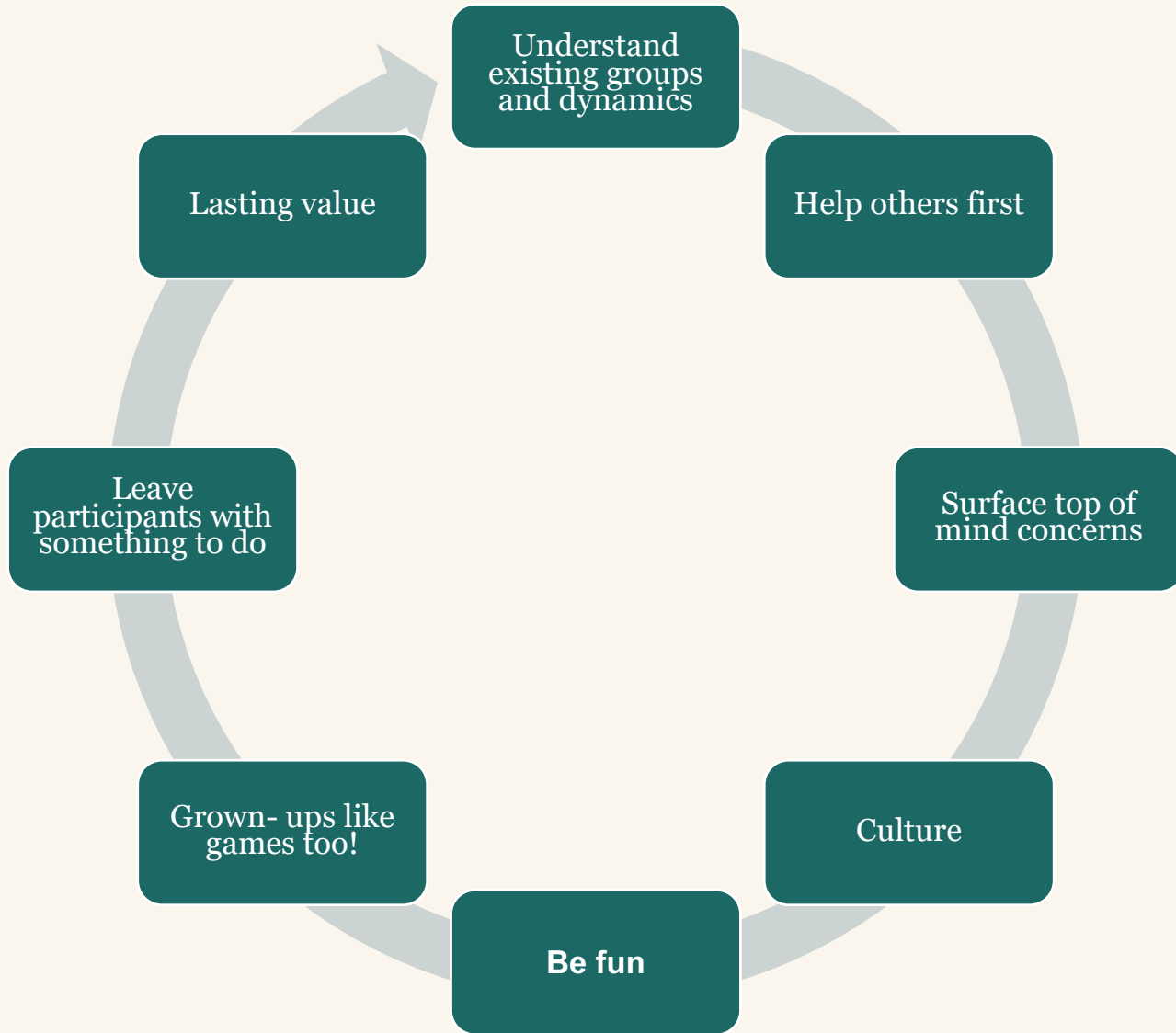
Environmental Justice













# Community Engagement in Forestry

Scenario:

- 3,000 trees planted annually
- In the right-of-way
- With the help of thousands of volunteers

How to keep people and community centered throughout the process?





# Past

- Trees planted based on available plantable space
- Limited community dialogue
- Issues with trust







# Present

- Robust community engagement
- "Prepping the Soil"
  - Ongoing engagement
  - Community Applications
  - Canvassing
  - Mailers
  - Day-of Engagement



# Ongoing

- Maintenance:
  - Engagement does not stop once the trees go into the ground!
  - Continued maintenance and follow-up in communities where trees are planted
- Outcomes:
  - Improved trust
  - Reduced potential for conflict
  - Increased support for trees and interest to stay engaged





# PATHWAY TO TREE EQUITY

*VISIT US AT BOOTH 21*



Make a commitment to Tree Equity



Find your Tree Equity Score



Build an inclusive, cross-sector coalition



Ensure community participation



Develop Tree Equity plans and policies



Fund your Tree Equity plan



Grow, plant, maintain and reuse your trees



Build and support a workforce





# Thank you!

## CONTACT:

### Alexis Gomez

Senior Manager of Community Engagement, American Forests  
agomez@americanforests.org



### Tawsha Trahan

Director of Environmental Justice, Unlimited Potential  
ttrahan@unlimitedpotentialaz.org



### Carly Weidman

VP of Stakeholder Engagement, Keep Indianapolis Beautiful  
cweidman@kibi.org

