

PARTNERS IN COMMUNITY FORESTRY

2024 CONFERENCE



Ready, Set, Goal: Setting Actionable Canopy Goals



PRESENTED BY:



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AGENDA

Ready

Set

Goal

AGENDA

Ready

Set

Goal

Goal exercise:

See the number

Guess the goal



READY

SET

GOAL

Goal exercise:

26.2



Goal exercise:

26.2



Marathon goal




READY

SET

GOAL

Goal exercise:

80% by
2050



READY

SET

GOAL

Goal exercise:

**80% by
2050**



**GHG Emission
Reduction Target**



READY

SET

GOAL

Goal exercise:

4% by
2050



Goal exercise:

**4% by
2050**



**Chicago Regional
Canopy Growth Goal**



READY

SET

GOAL



**Raise your hand if your
community has an
urban tree canopy goal**

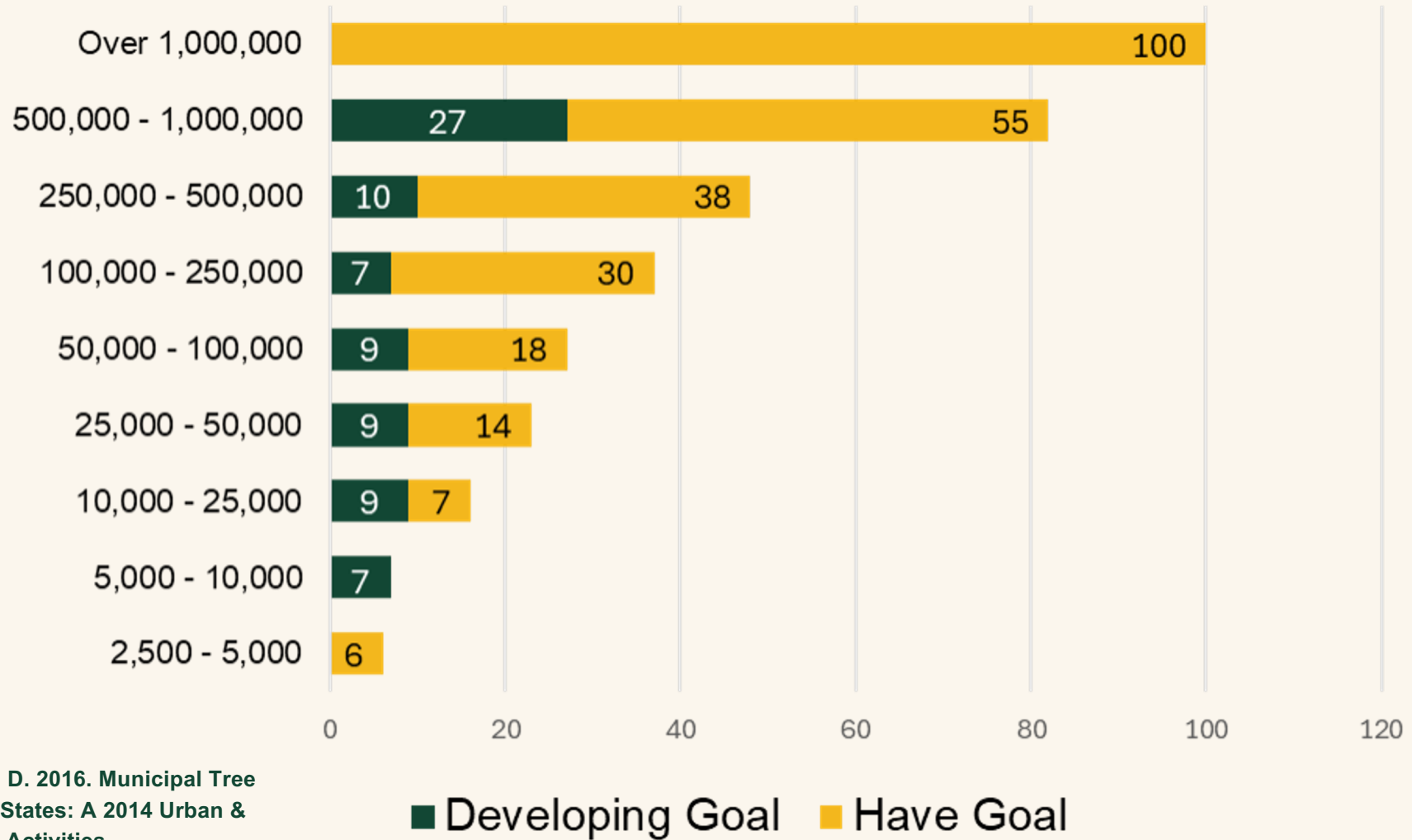


READY

SET

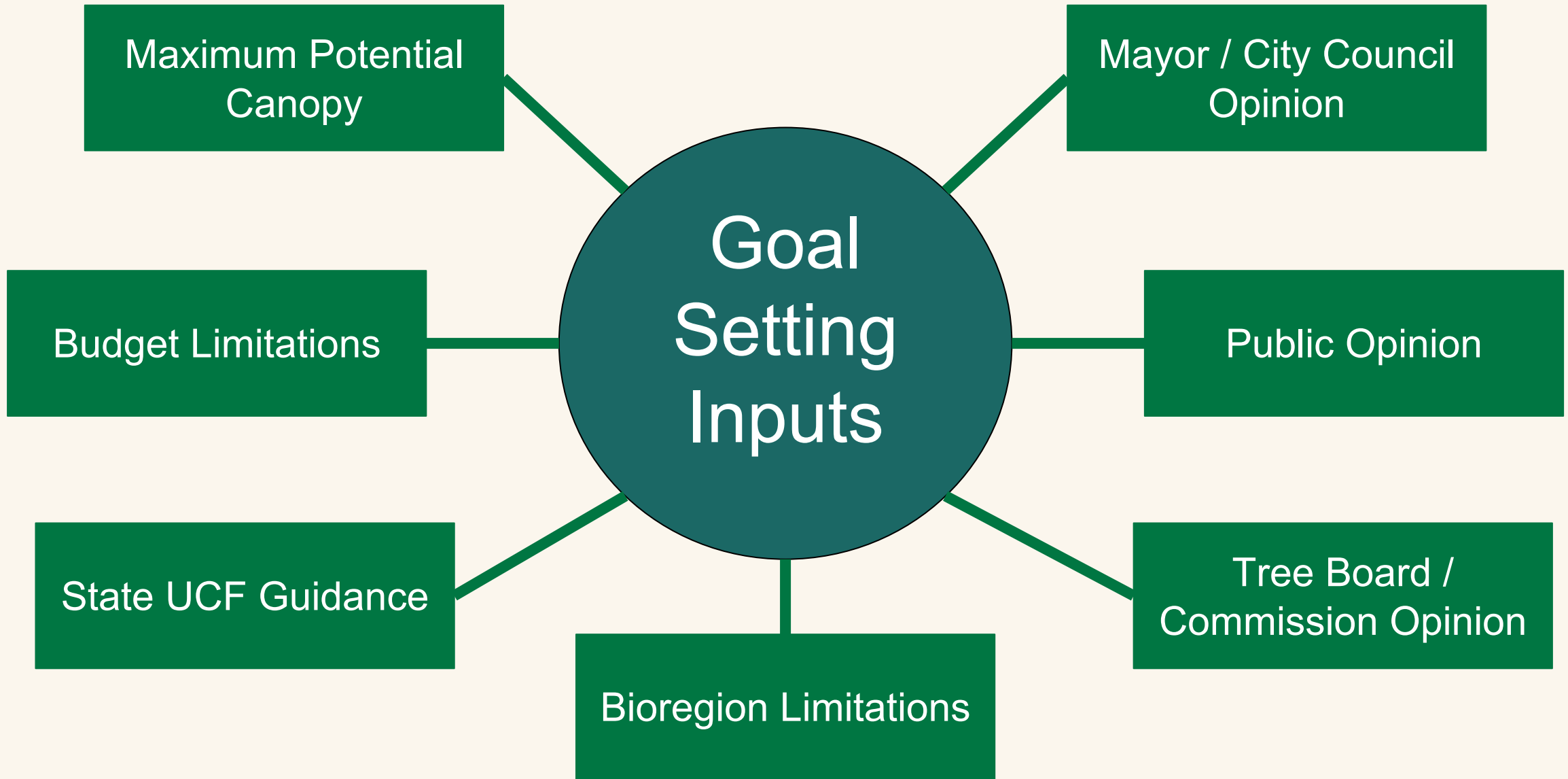
GOAL

Communities with a Canopy Goal By Population



Source: Hauer R. J. and Peterson W. D. 2016. Municipal Tree Care and Management in the United States: A 2014 Urban & Community Forestry Census of Tree Activities.





AGENDA

Ready

Set

Goal

- **Simple and sticky**
- **Aspirational and ambitious**
- **Public opinion**

- **Detailed**
- **Attainable**
- **Data-based decision**



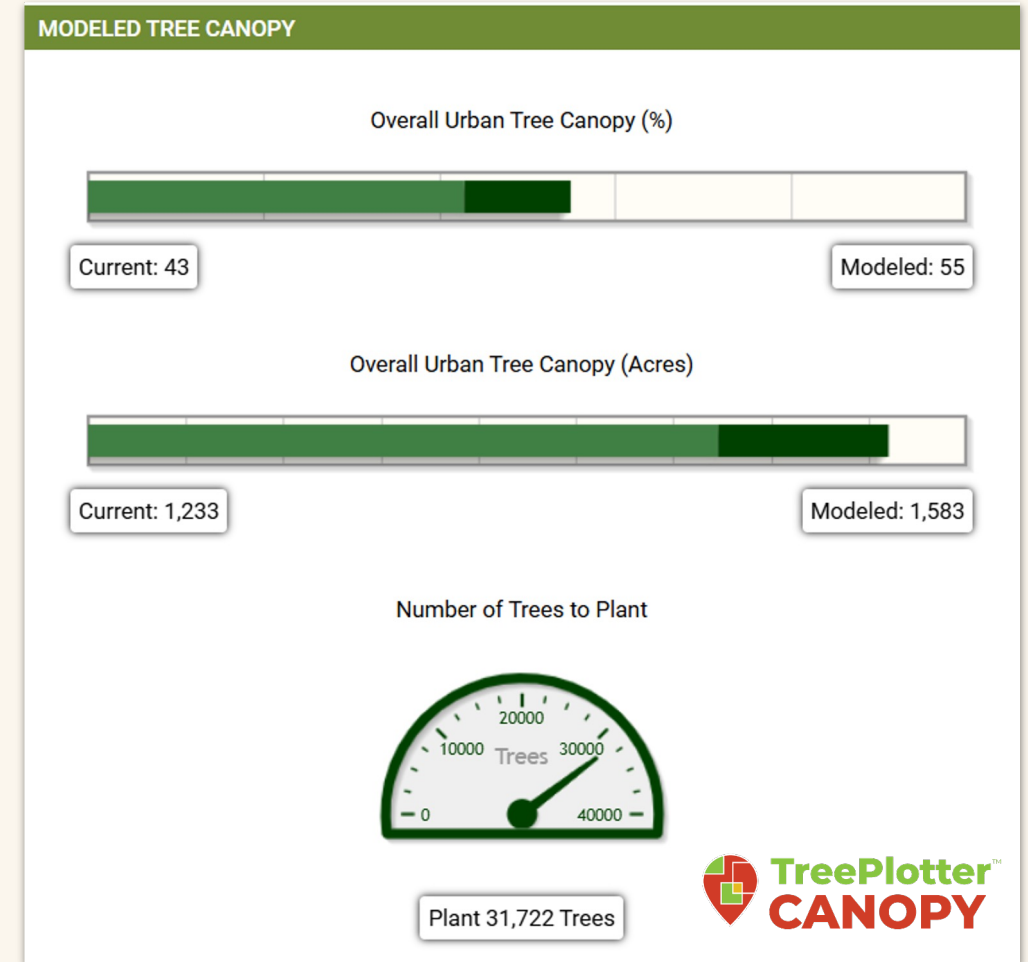
READY

SET

GOAL

Narrowing Down The Number

- Canopy metrics
- Growth and mortality factors
- What amount of tree planting does it take to get there



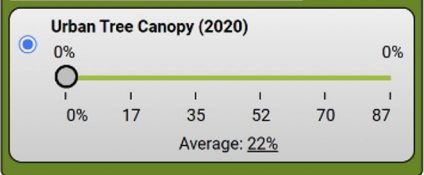
VIEW PLAN GROW

Use the slider bars below to make maps of urban tree canopy, possible planting area, and other land cover types.

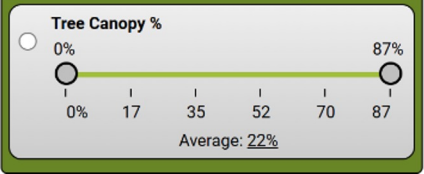
RESET VIEW RESET ALL

Select a Geography
Census Block Groups

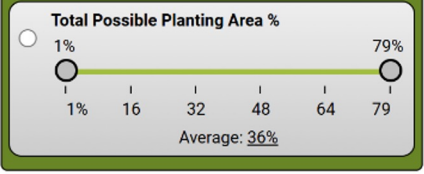
Select Urban Tree Canopy Year(s)
Urban Tree Canopy (2020)



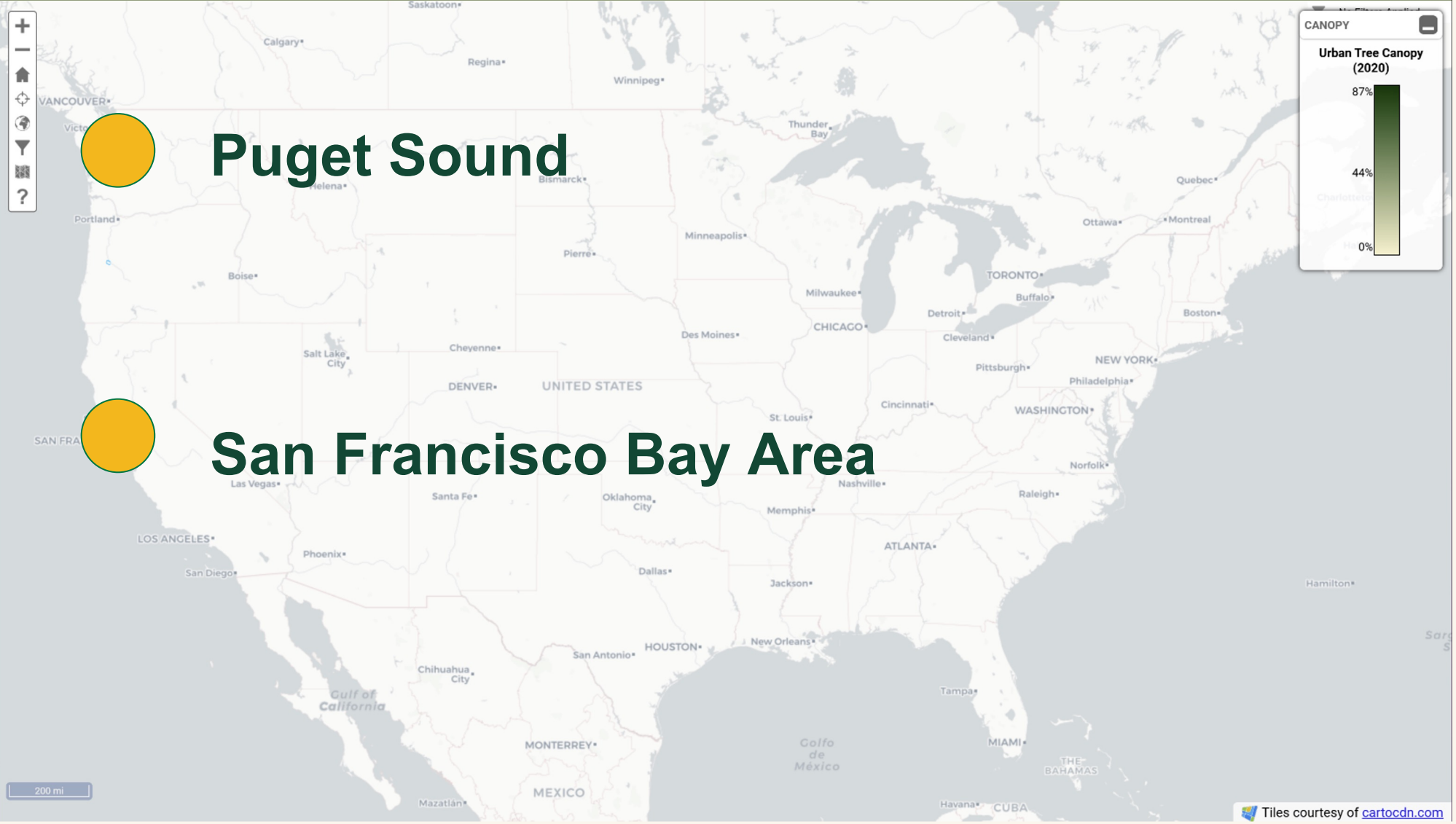
Select Type of Land Cover
Tree Canopy %

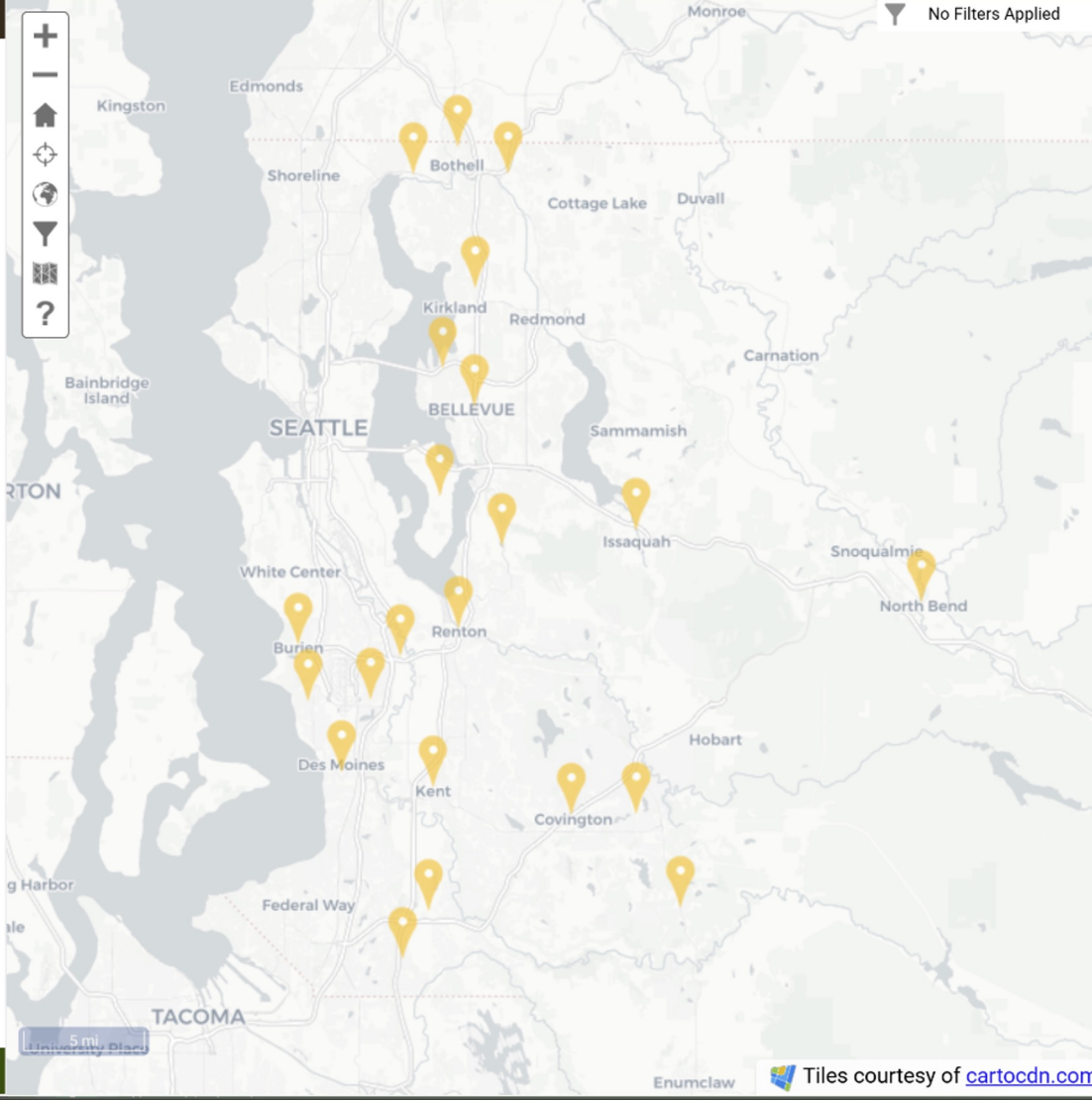


Select Type of Planting Area
Total Possible Planting Area %



Options
 Disable Info Tip





LEGEND

King County, WA

Showing 22 of 22 cities.

Search

- Algona
- Auburn
- Bellevue
- Black Diamond
- Bothell
- Burien
- Clyde Hill - Hunts Point - Yarrow Point
- Covington
- Des Moines
- Issaquah
- Kenmore
- Kent
- Kirkland
- Maple Valley
- Mercer Island
- Newcastle
- Normandy Park
- North Bend
- Renton
- SeaTac
- Tukwila
- Woodinville

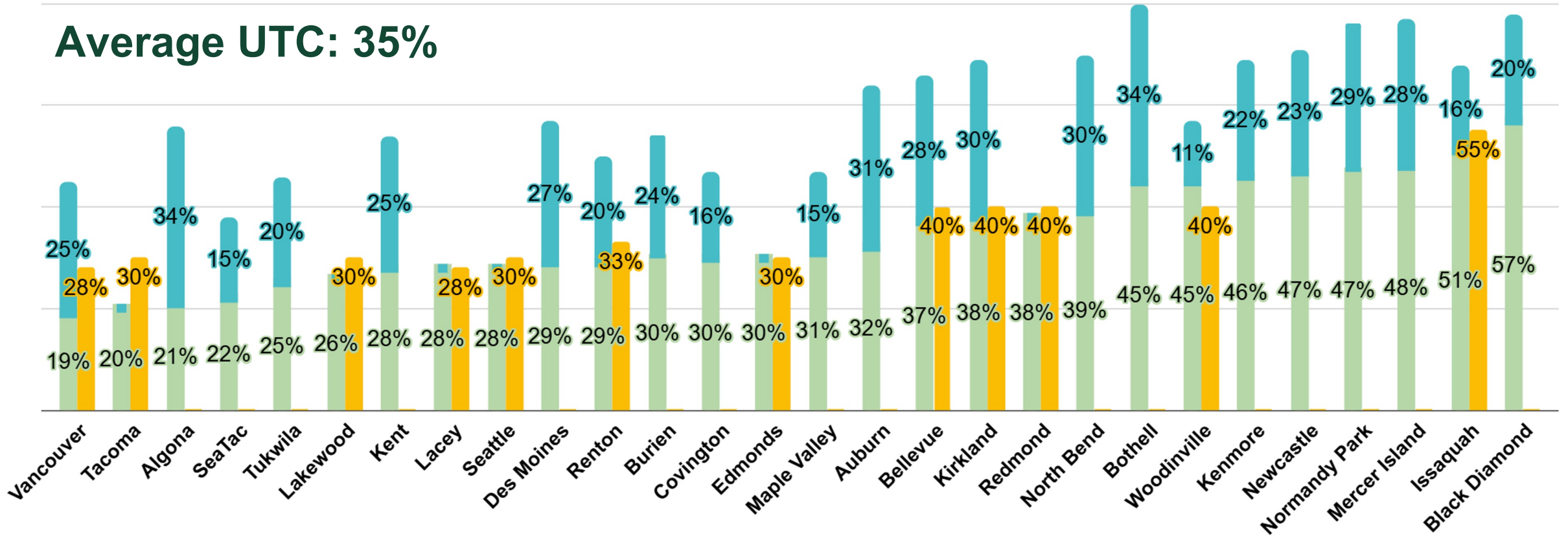
Layers



Urban Tree Canopy Goals in the Pacific Northwest

■ Goal % ■ PPA % ■ UTC %

Average UTC: 35%



VIEW PLAN GROW

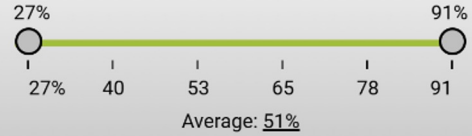
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RESET VIEW RESET ALL

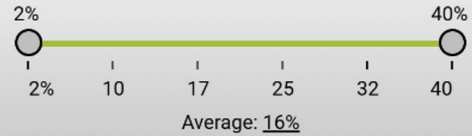
Select a Geography

Planning Subareas

Urban Tree Canopy %



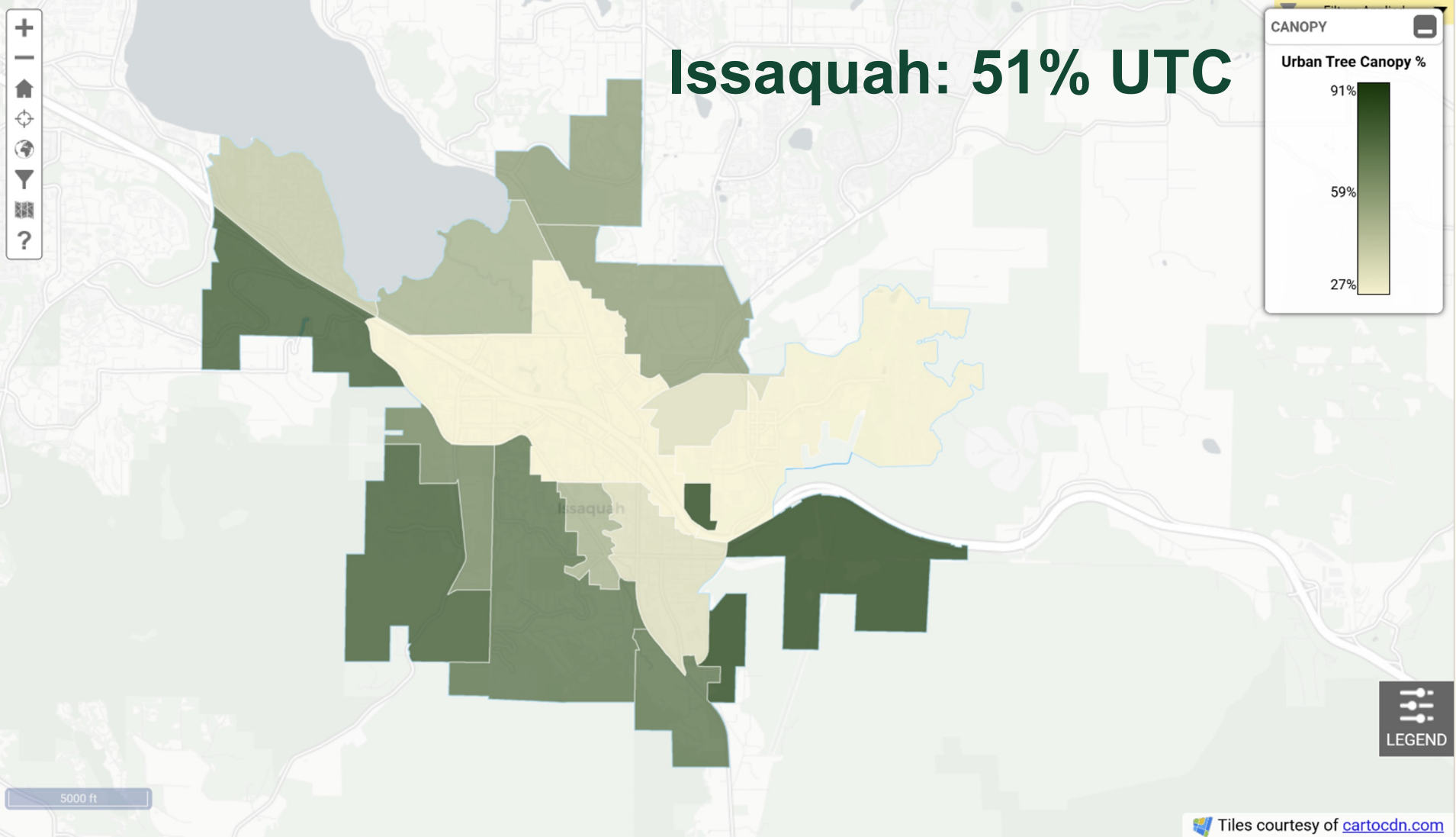
Total Possible Planting Area %



Options

Disable Info Tip

CLOSE CANOPY



READY

SET

GOAL

VIEW PLAN GROW

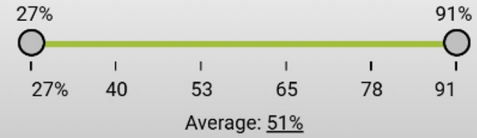
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RESET VIEW RESET ALL

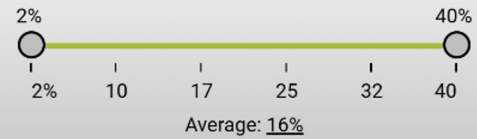
Select a Geography

Planning Subareas

Urban Tree Canopy %



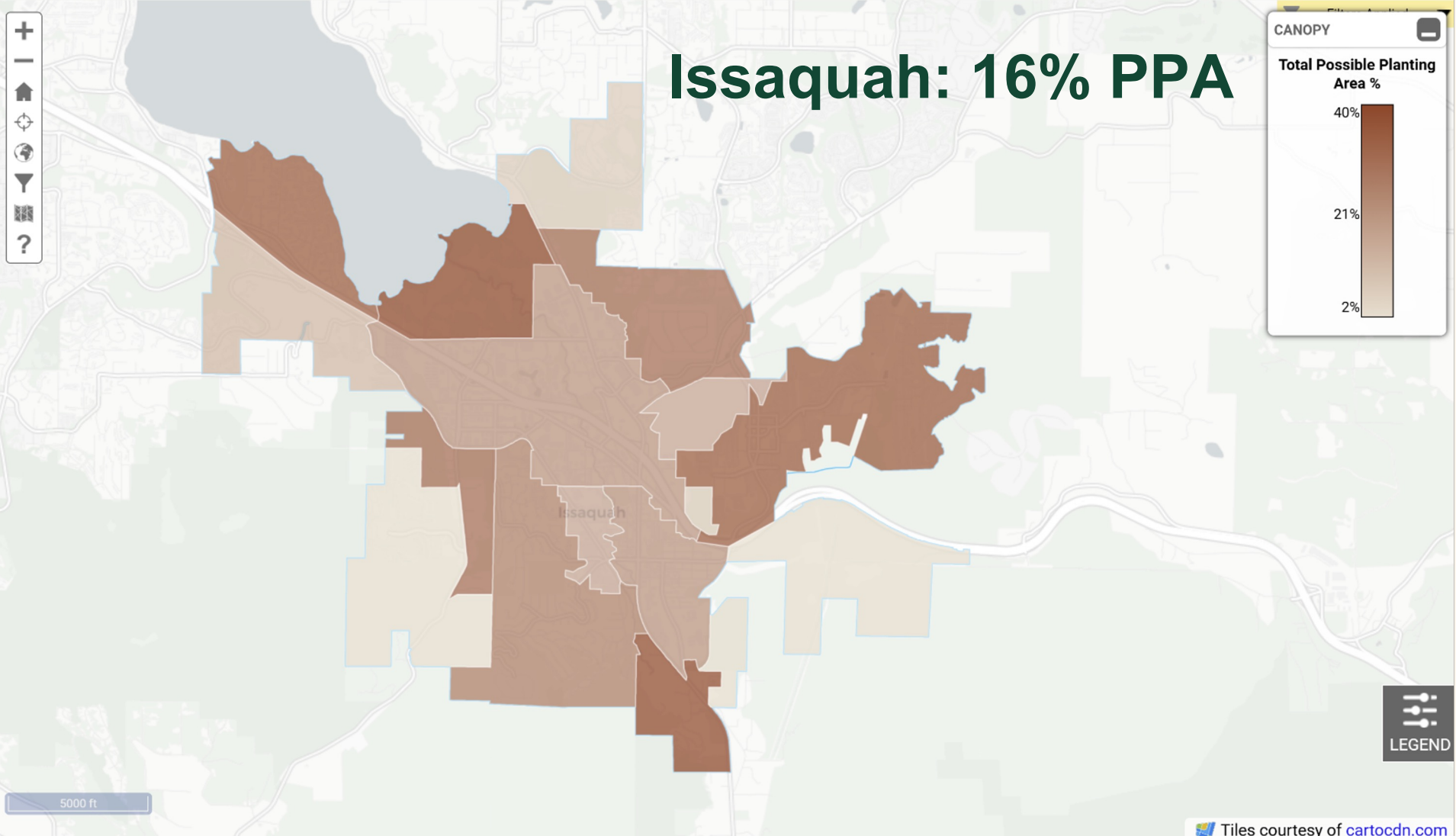
Total Possible Planting Area %



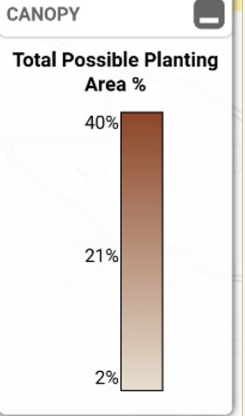
Options

Disable Info Tip

CLOSE CANOPY



Issaquah: 16% PPA

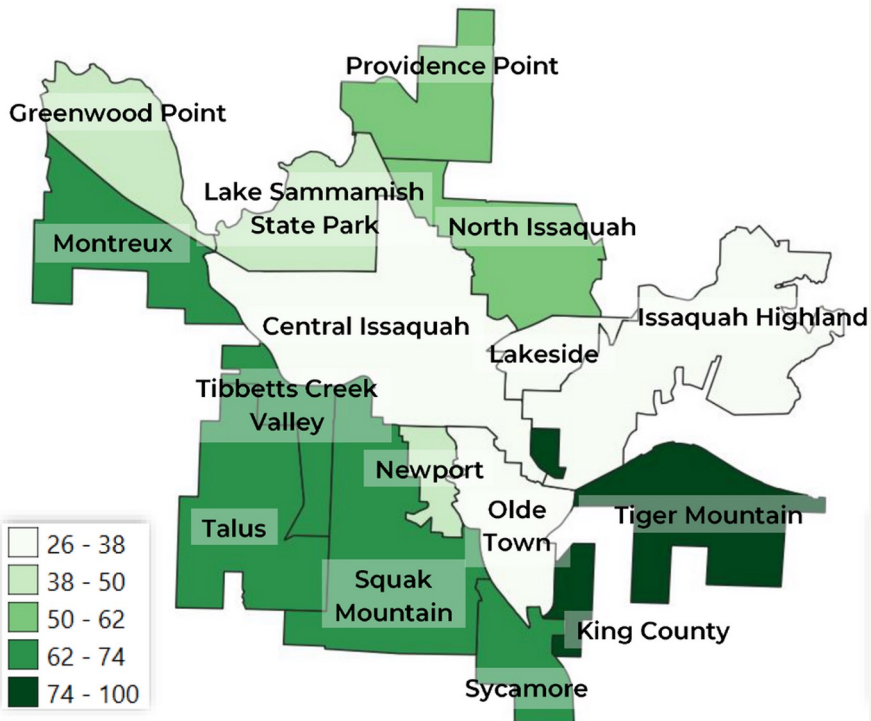


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Issaquah Planning Subareas: Urban Tree Canopy Cover (UTC)



55% Canopy Goal

Planning Subareas						
Issaquah Planning Subareas	2017 UTC	2017 PPA	% of PPA to add by 2035	Modeled Canopy % in 2035	Modeled Canopy Growth 2017-2035	# of Trees Needed to Reach 2035 Goal
Central Issaquah	27%	15%	5%	28%	1%	518
Greenwood Point	39%	22%	25%	44%	5%	1,319
Issaquah Highlands	27%	20%	25%	32%	5%	2,975
King County	82%	10%	25%	85%	3%	54
Lake Sammamish State Park	44%	40%	15%	50%	6%	1,533
Lakeside	28%	14%	25%	31%	3%	372
Montreux	64%	13%	25%	67%	3%	989
Newport	44%	15%	25%	48%	4%	295
North Issaquah	54%	19%	25%	58%	4%	1,478
Olde Town	32%	16%	5%	33%	1%	188
Providence Point	62%	12%	25%	65%	3%	726
Squak Mountain	63%	17%	0%	63%	0%	0
Sycamore	64%	23%	15%	67%	3%	523
Talus	73%	9%	0%	73%	0%	0
Tibbetts Creek Valley	63%	19%	25%	68%	5%	714
Tiger Mountain	91%	2%	0%	91%	0%	0



READY

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FEATURE UPDATE! Tree Equity Score 'Reports' are now 'Location Insights.' All the features you know and love are still here, along with fresh insights, visuals, and never-before-seen data in this supercharged toolkit. [Learn more here.](#)



**TREE
EQUITY
SCORE**

National Explorer

Search for a location



1 Find your score.

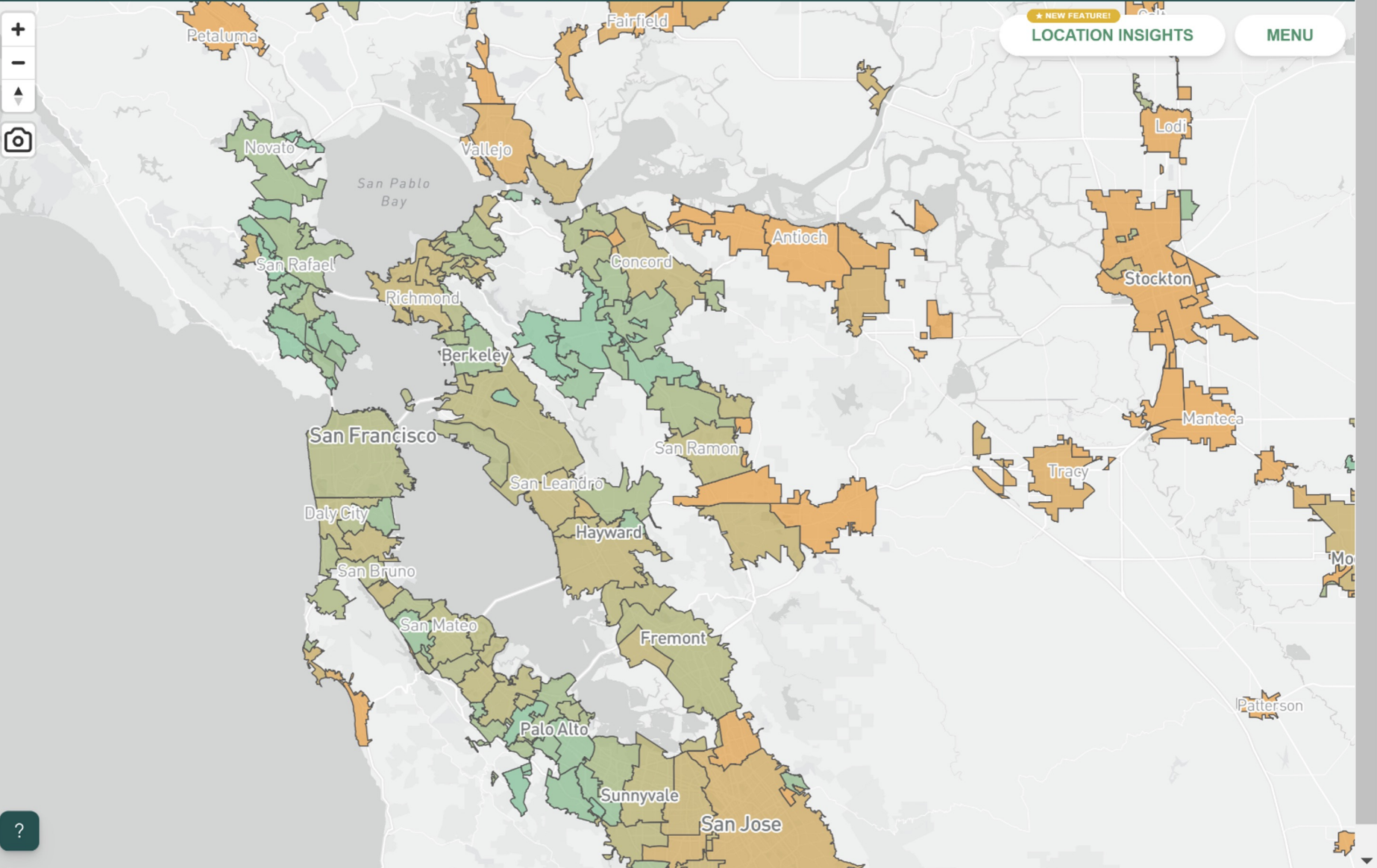
- Search a location or address, or browse the map of nearly 200,000 Tree Equity Scores.

2 Uncover the hidden story behind where trees are in your community.

- Click or tap the shaded areas on the map to discover more information.
- Toggle map layers to explore patterns.
- Identify areas with the greatest need for investment.

3 Make the case with data and reports.

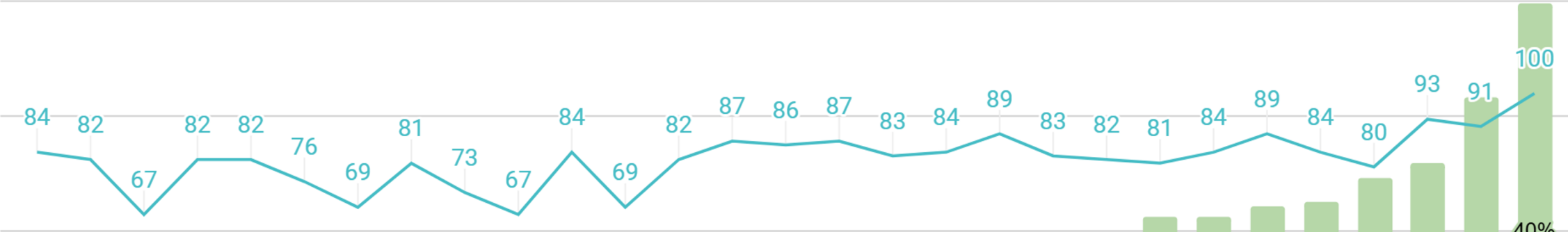
- Compare neighborhood information.
- Customize dynamic reports for any locality, county, congressional district, or state.
- Set targets and calculate tree planting need and the potential benefit to health, economy and environment.



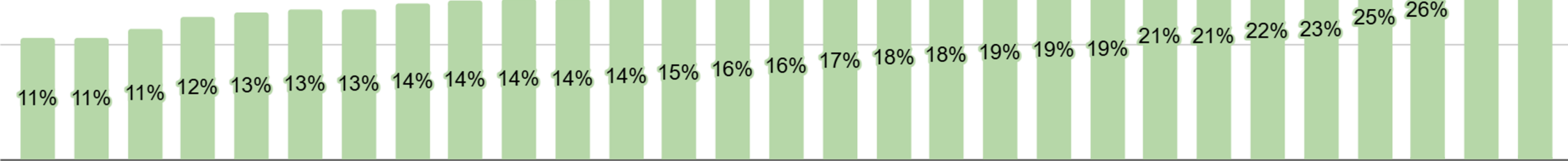
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San Francisco Bay Area Tree Canopy Cover and Tree Equity Score

■ Tree Canopy Cover — Tree Equity Score



Average UTC: 18%



AGENDA



Turning Goals Into Action

28% by 2047

Land Use Goals

Neighborhood Goals

Milestone Goals

33%
Residential

9%
Industrial

15%
Commercial

20% by 2030

22% by 2037



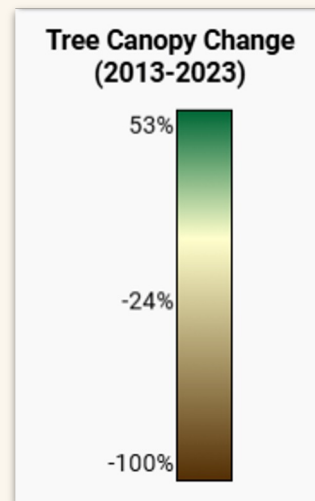
READY

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GOAL

Turning Goals Into Action

- Understanding growth opportunities and sources of loss



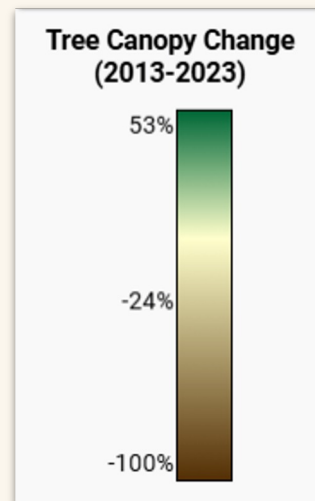
READY

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GOAL

Turning Goals Into Action

- Understanding growth opportunities and sources of loss



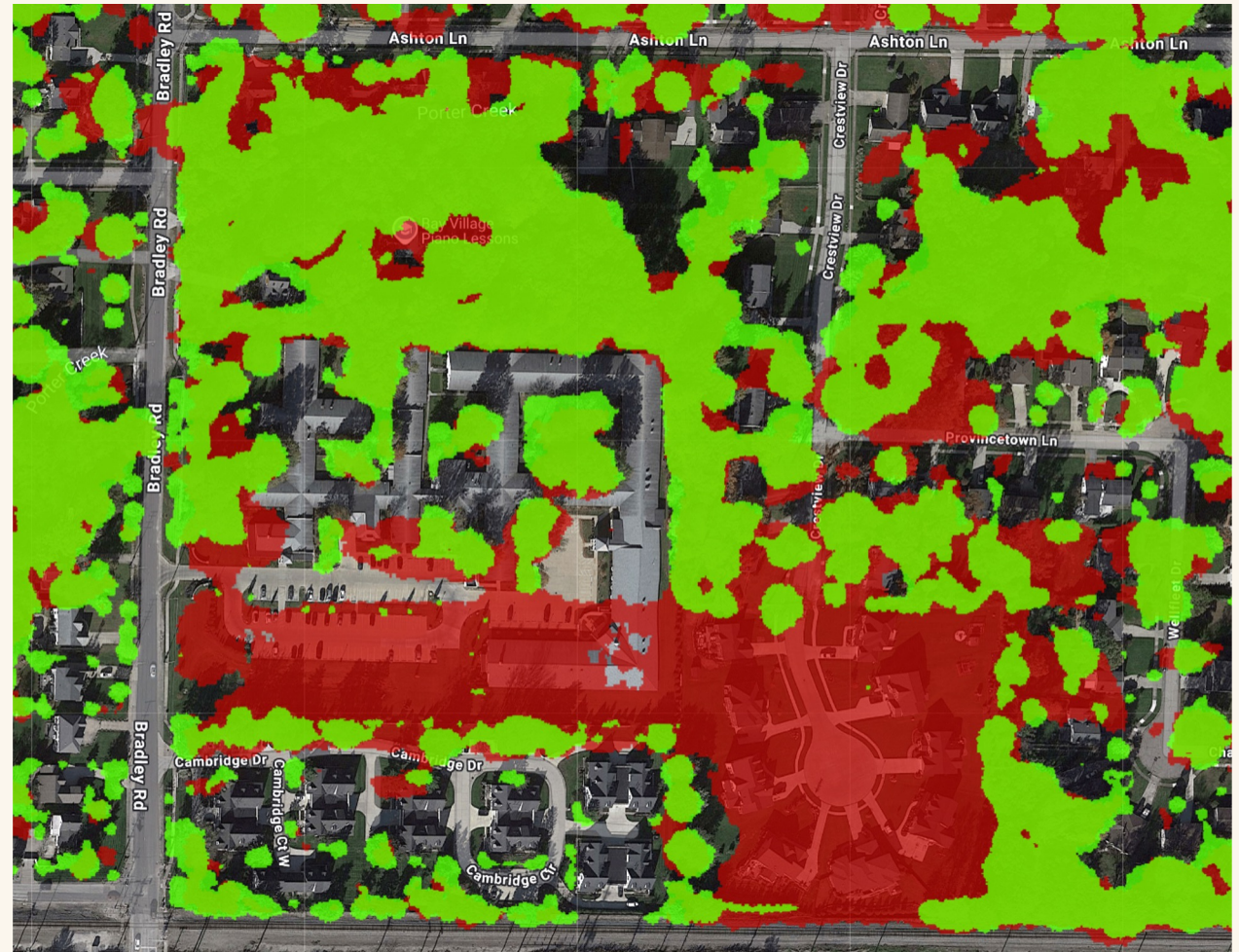
READY

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GOAL

Turning Goals Into Action

- Understanding growth opportunities and sources of loss
 - 2013 Canopy - Red
 - 2023 Canopy - Green



READY

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GOAL

Goals into Action

- Formalized within plans
- Layout planting targets and budget
- Public education and outreach
- Policy and code updates



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Thank you!



PlanIT GeoTM
developers of TreePlotter

Let's chat.

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