

The Chesapeake Tree Challenge

Chesapeake Forests (Track 5), Session A

Chesapeake Watershed Forum

Friday, September 30, 2016

1:30 - 3:00 PM



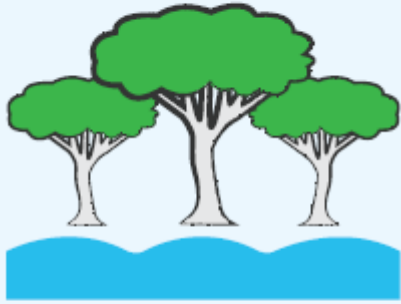
Why a Chesapeake Tree Challenge?

“I always tell people that if they want to do something for the Bay, plant trees. How come there isn't any organization in this watershed that is challenging people to plant more trees?”

-- *Tom Horton, 2015*

Trees and Forests focus of multiple Bay Agreement Outcomes

Forest Buffers



Conserve existing forest buffers and restore 900 miles of forest buffers each year until at least 70 percent of the watershed's riparian areas are forested.

Protected Lands



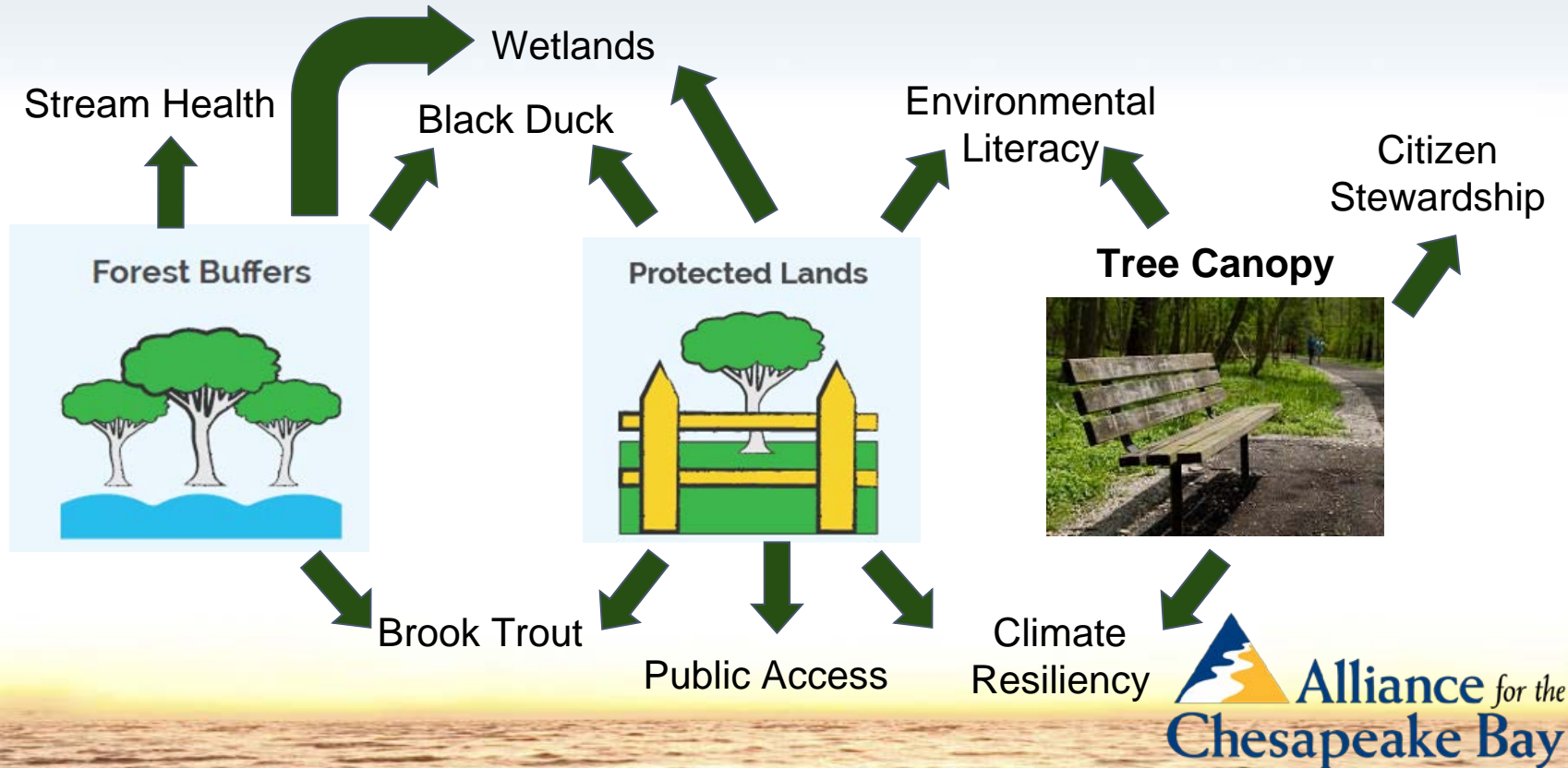
Beginning with a 2010 baseline of 7.8 million acres of land protected from development, protect an additional two million acres, including 225,000 acres of wetlands and 695,000 acres of forests.

Tree Canopy



Expand urban tree canopy by 2,400 acres by 2025.

The many ways in which tree planting can support other Agreement outcomes



Tree Planting and Monitoring Progress

“Most jurisdictions are reporting some data on state-funded urban tree planting, but most **do not have reporting systems set up to get tree planting data from local governments and partners across the state”** -- *Tree Canopy Outcome Management Strategy*

What proportion of trees planted are going unrecorded and unrecognized?



What is the Chesapeake Tree Challenge?

1 Set a watershed wide goal.

5

10

20

Million trees planted by 2025.

2 Partners make a public pledge.

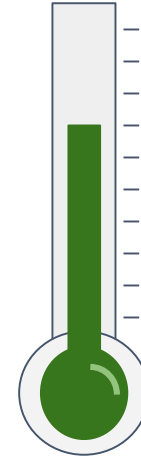
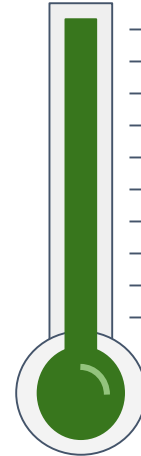


pledges **1 million** trees
by 2025.

3

Individual progress recorded and tracked publicly online.

Goal Achieved!



200,000 trees



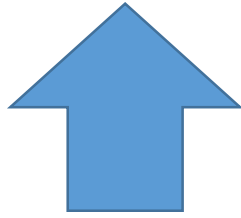
Objectives for the Chesapeake Tree Challenge

1. Encourage people and communities (groups, local governments, cities) to plant more trees!
1. Provide a means for mapping and at the very least, informally tracking, tree planting efforts throughout the watershed.
1. Celebrate Chesapeake Tree Challengers' tree planting goals and achievements in a highly visible way.

In your opinion, has your organization's planting efforts increase in scale, decreased, or remained the same in the past five years?



- Change in leadership and priorities
- Loss of staff
- Private funding running out
- Loss of interest and funding
- Difficulty in finding tree planting sites
- Loss of manpower (volunteer)
- Red tape



- more interest from partners
- increase in volunteer training and programs – Master Watershed Stewards, Tree Tenders
- UTC assessments and inventories
- EAB management plans
- new additional sources of funding
- invasive plant removal and site restoration
- new leadership in local government

Moving into the future, what resources and support would allow your organization to increase your capacity to plant trees/maintain existing trees?

- More funding opportunities
- More education and outreach
- Engage civic associations for maintenance
- Partnering with schools
- Backyard buffers
- Crowd sourcing – Challenges to business, schools
corporate lands
- The will and motivation to do it
- Partners to rally
- More flexibility in cost share programs
- More citizen volunteers
- Support and engagement for the Forestry Workgroup

What would make participating in a Chesapeake Tree Challenge worthwhile for your organization?

- Report on what others are doing; what works what doesn't
- Publicity and recognition
- Training for outreach, planning and project implementation
- Collaboration with other groups
- Obtaining a goal or framework for efforts

What types of marketing would create interest in tree planting in your area?

- Local events
- Organizations' websites
- Social media: Facebook, Instagram, Whoopster, Pinterest,
- Newspapers, billboards, radio PSA
- Word of Mouth
- Announcement at community meetings
- Short and frequent videos
- A real nice door hanger

Discussion

