Asheville Urban Forest Master Plan (UFMP)

Urban Forestry Commission: GOALS Discussion

Thursday, June 25, 2026 - 3-4 pm

Agenda & Discussion

I. Welcome & Today's Task

Our task today is to have a discussion on goal development. The UFC's feedback and input will be used to develop draft goals and strategies which will be presented to the People & Environment Recovery Board at their meeting on August 3, 2026.

II. Reference Materials.

1. Summary of Public Engagement
   Everything we heard from the community to help guide us.
2. Summary of Urban Forest Data
   What we know about the current state of the urban forest.

III. About Goals

The UFMP will map out a number of strategies to work on over the coming years to meet our goals. Strategies or recommendations are specific ACTIONS that work towards ACHIEVING goals.

Strategies: How to get there.

Goals: What "there" is.

What are goals? Why have them?

- Goals help define the future Asheville is working toward.
- Strategies/action steps are aimed at meeting goals.
- To be able to measure progress.
- To have established reasoning for efforts (regulations, resources, partnerships)
- To serve as a rallying cry. Important for use in marketing and messaging.
- Something that can be incorporated into other plans and sustainability efforts.

Types of goals. Need to reflect the priorities of the community. Many options:

- Tree Canopy Goal (% common)
    - Citywide percentage
    - By land use (commercial, residential, etc.)
    - By neighborhood
    - By groups of neighborhoods with similar constraints & opportunities
- Achieving Equity (requires defining exactly what this means to the community)
- Access to Tree Canopy
- Increasing Levels of Benefits Provided (i.e. lower temperatures, more stormwater intercepted, improvements in air quality)
- Level of Engagement (Numbers of neighborhoods or organizations engaged)
- Species Diversity
- Longevity of Trees
- Tree Planting Goal
- Walkability / Shaded Walks (i.e. Charlotte)
- ...others



What are other communities doing?

- Charlotte
    - 50% by 2050.
    - Revisiting goals now. Considering no net loss, walkability.
- Cincinnati (38%)
    - Working to get every neighborhood above 30%.
- Cleveland (19%)
    - Old - A shift in thinking about trees, acknowledging them as critical community infrastructure, A reversal in the trend of canopy loss, and Assuming full stewardship for the tree infrastructure
    - Maintain canopy levels, improve canopy quality
- Knoxville (38%)
    - Growth (38%-40% by 2040), Quality, Equity
- Louisville (39%
    - Equity, Walkability, Quality, and a mentality change to recognize trees as critical infrastructure
- Tallahassee (55%)
    - Maintain canopy levels, improve canopy quality

IV. Next Steps: Developing Plan

A. **People & Environment Recovery Board.**
Present Draft Goals and Strategies for feedback.

B. **Plan Development Begins.**
Draft plan expected before the end of the year.