

Setting UF Goals

- What are city urban forestry goals?
- How are they used?
- What is a canopy goal?
- How do we develop goals?
- What should Asheville's unique goals be?

Urban Forestry Goals

What are they? Why have them?

- Goals help define the future Asheville is working toward.
- Action steps are aimed at meeting goals.
- Measuring progress.
- Established reasoning for efforts (regulations, resources, partnerships)
- Serve as a rallying cry. Important for use in marketing and messaging.
- Can be incorporated into other plans and sustainability efforts.



Setting Goals

There are many ways to measure progress tree canopy improvement efforts.

- 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)

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- Level of Engagement
  (Numbers of neighborhoods or organizations engaged)
- Species Diversity
- Longevity of Trees
- Tree Planting Goal
- Walkability / Shaded Walks
  (i.e. Charlotte)

Canopy Goals

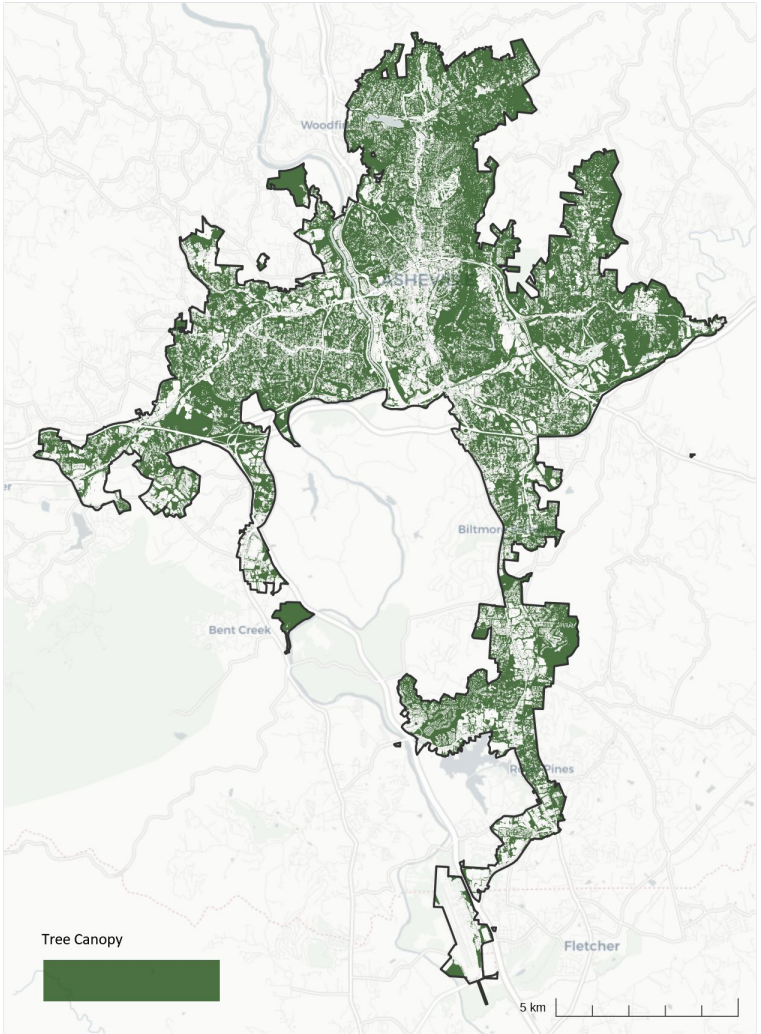
Some math for consideration.

HOW to Grow Tree Canopy in Asheville?

1. ***Preservation/Care*** *of Existing*
2. ***Adding*** *New Trees*
3. ***Systems*** *to support above.*

294 ACRES

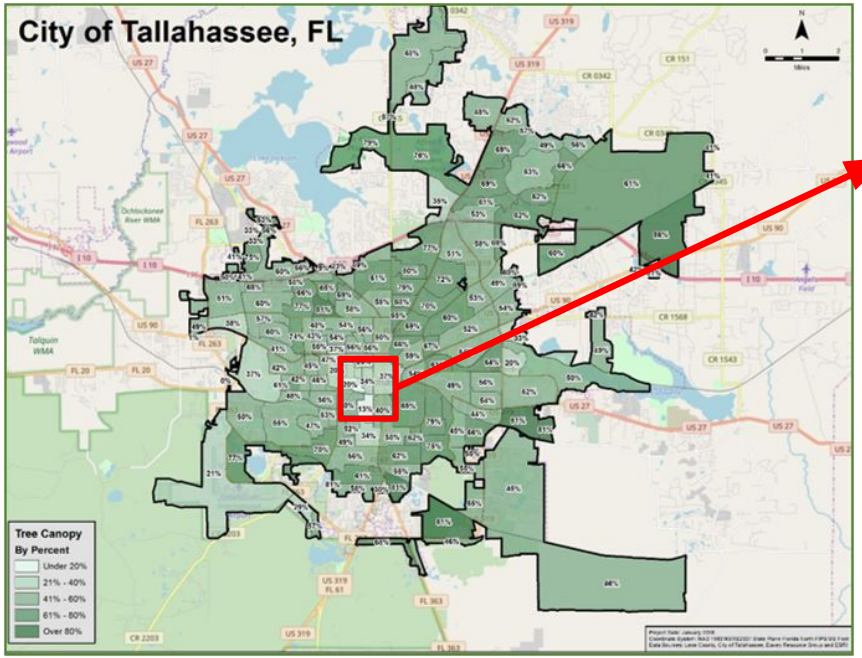
Additional Canopy Needed (approx.) to
add 1% point to citywide tree canopy in Asheville

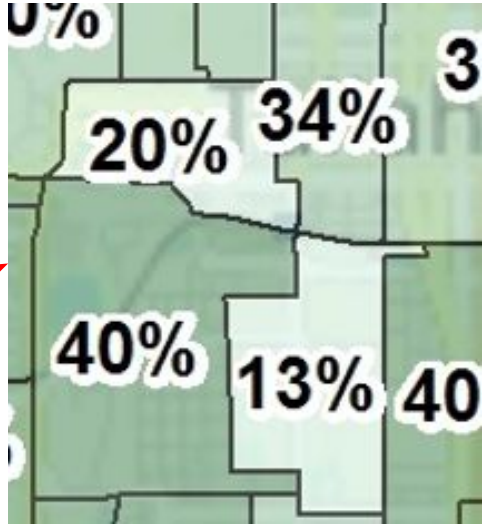


Urban Forest Master Plan
ASHEVILLE

Canopy at the human scale

What does average canopy mean on the ground?





Urban Forest Master Plan
ASHEVILLE



Setting Goals

What are other communities doing?

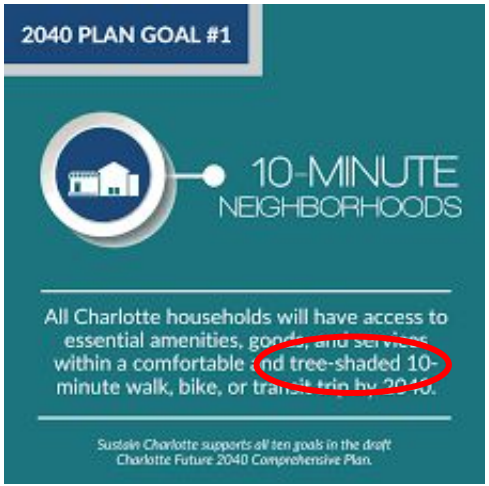
Cincinnati (38%)
Working to get every neighborhood above 30%.

Boston (27%)
Goal 1: Equity First
Goal 2: Proactive Care & Preservation
Goal 3: Community Led
Goal 4: Prioritize & Value Trees

Tallahassee
1. Improve canopy quality
2. Maintain canopy levels
3. Engage the community

Columbus (22%)
1. Long term goal of 40% by 2050
2. Two short term goals:
   - Stop the losses
   - Address inequities

Charlotte
50% by 2050. Revisiting goals now. Considering no net loss, walkability.



Knoxville
1. Growth - Work towards increased citywide 38% canopy to 40% by 2040.
2. Better Quality - Higher quality tree canopy
3. Equitable for All - benefits are available and accessible to all, prioritize addressing inequities.

Seattle
Reach 30% tree canopy cover by 2037 (28% currently, goal set in 2013) + quality and engagement.

Cleveland
1. A shift in thinking about trees, acknowledging them as critical community infrastructure
2. A reversal in the trend of canopy loss
3. Assuming full stewardship for the tree infrastructure

Reach 30% percent by 2040 (from 19% today). Long term goal of reaching 40%.

Lost canopy, revisiting goals.