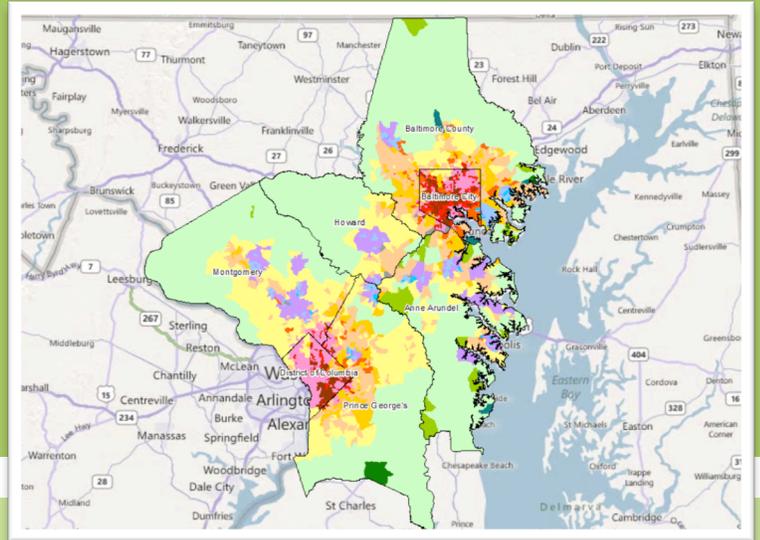


Urban Tree Canopy Assessments, Prioritizations and Market Segments

Our project examines how different neighborhoods express different motivations, capacities and interests in urban and community forestry activities and practices. Through meetings with resource managers in a seven county region, we seek to better understand:

- WHICH urban forestry outcomes are required?
- WHAT practices are likely?
- WHO adopts projects and WHY?



UTC in Brief:

UTC
(Urban Tree
Canopy)

is the layer of leaves, branches, and stems of trees that cover the ground when viewed from above.

UTC
Assessments

answer “How much tree canopy *do* we have?” and “How much tree canopy *could* we have?”

UTC
Prioritizations

answer “Where is it socially desirable to plant trees?” Or “What is the Preferable Tree Canopy?”

UTC Market
Segmentation

recognizes that effective public engagement strategies vary depending on program goals, location and the population of interest. A goal is to develop a typology, or groupings of similar people and neighborhoods called “market segments”, to facilitate more strategic and effective outreach efforts.

WHAT IS PROPOSED?

This project will create a typology and a new UTC module that extends the USDA Forest Service’s UTC Assessments and Prioritization tools to characterize similar neighborhoods. At present UTC Assessments have been conducted in more than 50 communities and UTC Prioritizations in 3. Two long-term socio-ecological research sites—Baltimore and the District of Columbia—serve as dense urban nodes for tool development along the Interstate-95 corridor and region.

WHY IS THIS IMPORTANT?

With large-scale, ambitious tree planting campaigns, and other green infrastructure initiatives taking place in the region, planting only on the relatively easier sites is necessary but not sufficient. Defining community greening market segments, or building a typology, will enable agencies and civic groups to better engage diverse populations and areas for specific environmental and community development outcomes.

HOW WILL THIS WORK BE USED?

By defining types of neighborhoods, natural resource professionals may begin to develop corresponding outreach strategies and more locally appropriate projects for each neighborhood type. This represents a more refined approach over a “one size fits all” campaign. The ultimate goal is to improve human health and wellbeing by making our cities more sustainable through the advancement of urban forestry science and practice.

Questions about UTC Assessments, Prioritizations or Market Segmentation?

If you have comments regarding this project or questions about urban forestry or UTC, please contact Dexter Locke by email at Dexter.Locke@gmail.com, or learn more online at <http://nrs.fs.fed.us/urban/utc/>