



SMA 56TH Annual International Conference

Thursday, November 19, 2020

GoToWebinar

Link for joining will be sent upon registration

ISA CEUs Applied for: 4.5 hours

THURSDAY, NOVEMBER 19, 2020

11:00 – 11:30 am **SMA Annual Business Meeting**

11:30 am – 12:15 pm **Virtual Lunch – Awards, Tree of the Year, Passing of the Gavel**

Grab your lunch and join us for some of SMA's favorite traditions. It's sure to be a great show!

12:15 – 12:30 pm **Sponsor Introductions**

With much appreciation, we proudly present our conference sponsors so that you can virtually meet them.

12:30 – 1:15 pm **Workforce Equity: Filling the Gap**

Carlos Campero, Director of Conservation Programs at Los Angeles Conservation Corps, Los Angeles, CA

This presentation discusses strategies to bring the urban forest to underserved communities. Exposing underserved communities to job opportunities in urban forestry helps to develop work force diversity and increases participants' awareness of the value of tree canopy. Methods urban foresters have used to successfully engage their constituents will be highlighted.

1:15 – 2:00 pm **Closing the Green Gap: Making Equitable Investments in Portland’s Urban Forest**
Jennifer Karps, Integrated Solutions Coordinator, City of Portland, Bureau of Environmental Services

For the past twelve years, Portland’s Environmental Services Tree Program (ESTP) has worked to reduce this “green gap” through both an extensive and intensive equity focus in service provisioning. Strategic outreach in low-tree-canopy, low-income, racially diverse communities has resulted in more than 75% of services provided in these “equity geographies,” and working with numerous partners helps vulnerable, historically underserved communities get involved in meaningful ways. Attend this presentation to learn about the vision, accomplishments, and challenges of this work through data and storytelling.

2:00 – 2:45 pm **A Tale of Two Cities: Tree Planting during Redlining Compared to Equity-based Delivery of Tree Planting**
David Jahn, City Forester, Des Moines, IA
Leslie Berckes, Director of Programs, Tree Forever

Des Moines is investing in occupational- and life-training for youth in under-represented demographics to redress inequities in the urban canopy caused by decades of redlining policies. This presentation details the mechanics of the vital partnering between a municipal government and a non-profit to achieve common tree equity goals in the Des Moines urban forest.

2:45 – 3:30 pm **Investing in Trees for Health, Safety, and Equity: Creating the First Urban Forestry Master Plan for Columbus**
Rosalie Hendon, Environmental Planner, Columbus, OH

The City of Columbus, Ohio leveraged existing data; community and industry stakeholders; and a consultant team to create the first Columbus Urban Forestry Master Plan (UFMP). UFMP Project manager Rosalie Hendon will detail challenges, opportunities, and early wins that Columbus used to build a successful plan. A critical component of the UFMP is social equity. Using data modeling and stakeholder input, a priority planting tool now exists to guide future tree plantings on both public and private lands. This tool includes a social equity index based on nine factors spanning health, crime, demographics, and socioeconomic data that were selected by a stakeholder committee.

3:30 – 4:15 pm **Data and Beyond: Building Equitable Urban Forestry Programs**
Emily Okallau, Chicago Region Trees Initiative Community Coordinator, Morton Arboretum, Lisle, IL

The Chicago Region Trees Initiative (CRTI) has been using data to identify how the region could benefit from a more equitable distribution of its urban forest. How do we ensure that we are inclusive and partnering with organizations that represent the demographic of the entire region? And what do we need to know about equity in order to

work equitably in urban forestry? This presentation will examine the work that CRTI does through an equity lens so that all people have equal access to healthy livelihoods. We do this with data that is available to us, but our work beyond the data is as—or more—important.

4:15 – 4:45 pm Panel Discussion with Speakers

Our conference speakers join us for a panel discussion about environmental equity. This is your chance to ask these knowledgeable and experienced folks your environmental equity questions!

4:45 – 5:00 pm CEUs, Announcements, and Farewell