

# working for clean rivers



ENVIRONMENTAL SERVICES  
CITY OF PORTLAND

working for clean rivers

NICK FISH, COMMISSIONER  
MICHAEL JORDAN, DIRECTOR

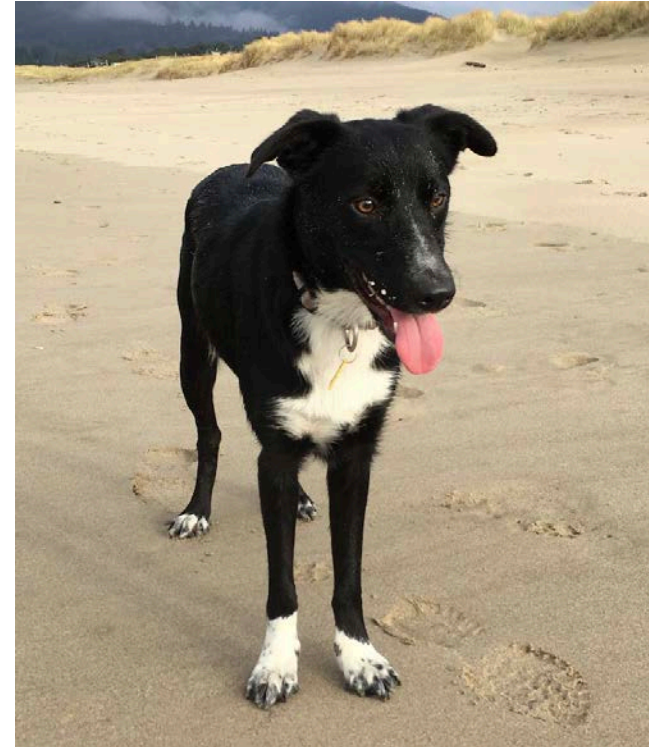
## Trees as a tool for equity

Jennifer Karps, Tree Program Coordinator  
prepared for the Urban Green Infrastructure Summit  
Embassy Suites, Tigard, Oregon, 22 February 2018

# Background | Important (if irrelevant)



***Momo***



***Scout***



# Background | Urbanization and Hydrology



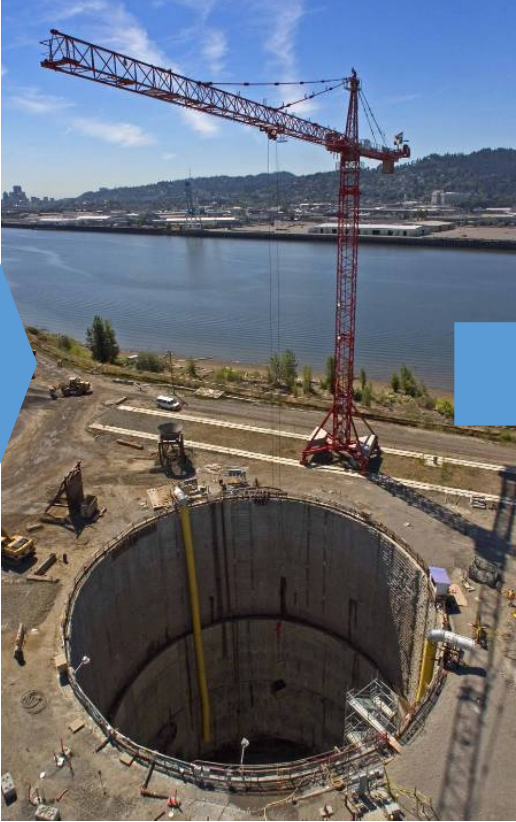
***Before development, soil and plants absorbed rain***



***Development disconnected rain from natural systems***



# Environmental Services | Working for Clean Rivers



# Environmental Services Tree Program (ESTP)

- Our work: outreach, education, planting, establishment pruning, technical support, monitoring
- **Strong reliance on partnerships** with public partners, community groups, property owners, and volunteers
- Planted over 45,000 trees with partners in the built environment over the past nine years. Wow!
- **Focus (not exclusive):** low-tree canopy, low-income, racially diverse communities



# Equity Framework

- Office of Equity and Human Rights

- Title VI compliance
- Citywide Racial Equity Goals and Strategies

- City Plans

- Portland Plan (2012) equity framework
- Climate Action Plan (2015)
- 2035 Comprehensive Plan (2016 early implementation)

- Environmental Services Plans

- Equity Action Plan (2016)
- Strategic Plan (2017)

- Environmental Services Tree Program Five-Year Strategy

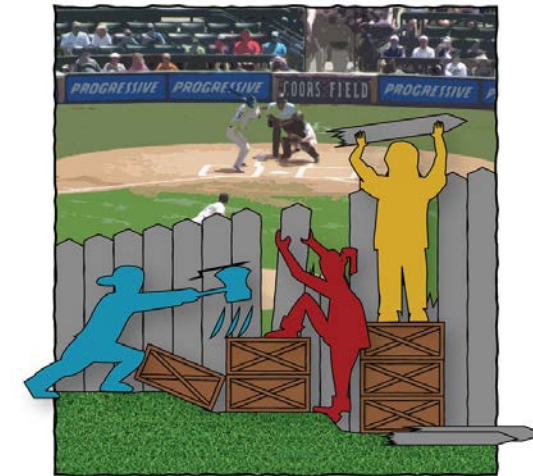
- Plant trees to improve stormwater management, mitigate urban heat island effect, and narrow the gap in urban forest benefits received by all Portlanders



EQUALITY



EQUITY

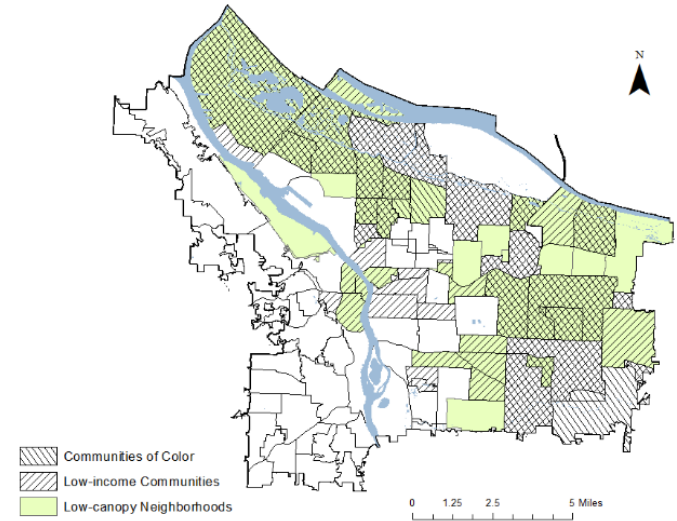


JUSTICE

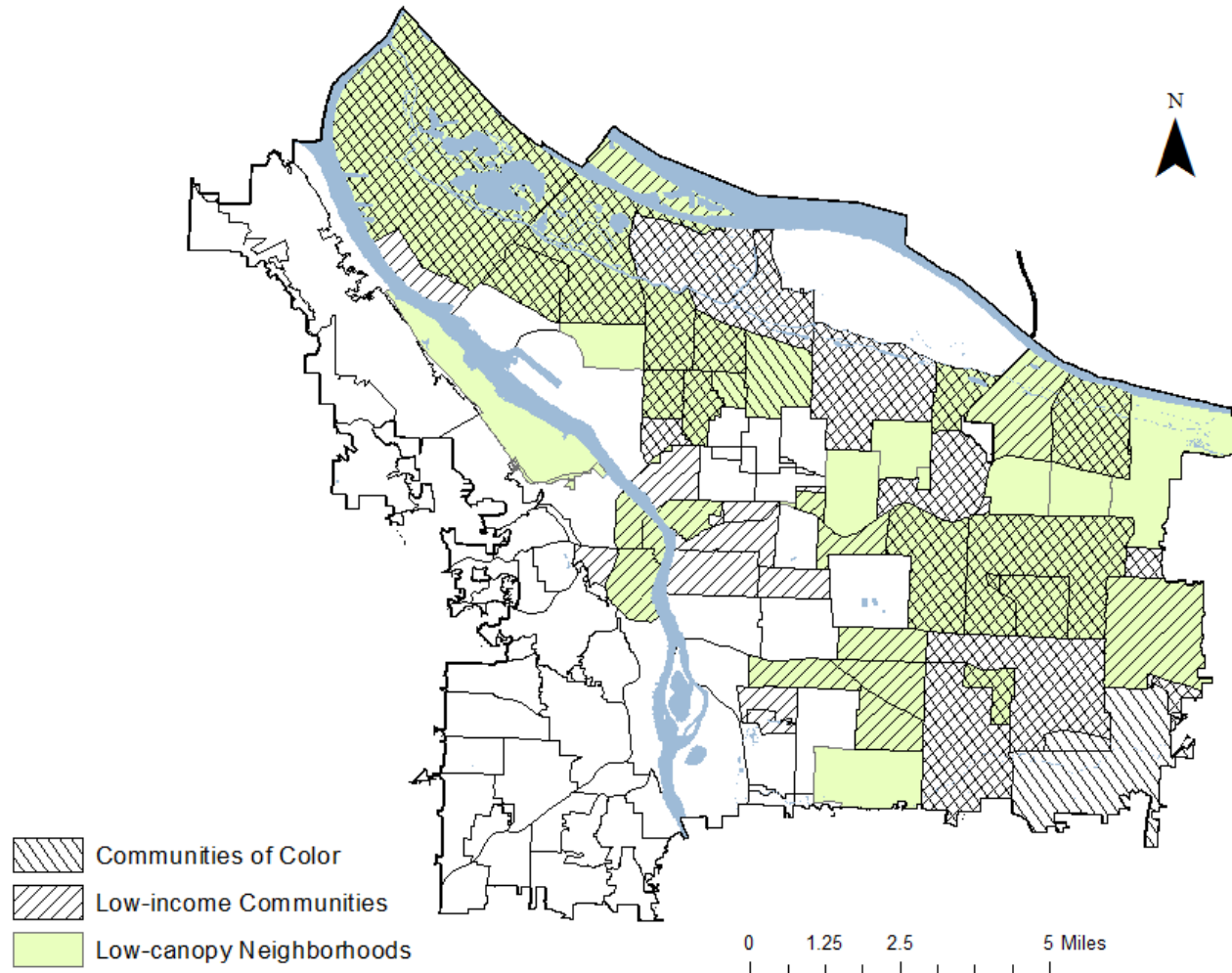


# ESTP | How we focus our work WRT equity

- Extensive—focus our service delivery in low-tree-canopy, low-income, racially diverse neighborhoods
- Intensive—develop partnerships with organizations and individuals who help us achieve our equity goals
  - Friends of Trees
  - Confluence Environmental Center AmeriCorps
  - Community Coalitions (e.g., Jade Greening)
  - Community Benefit Organizations



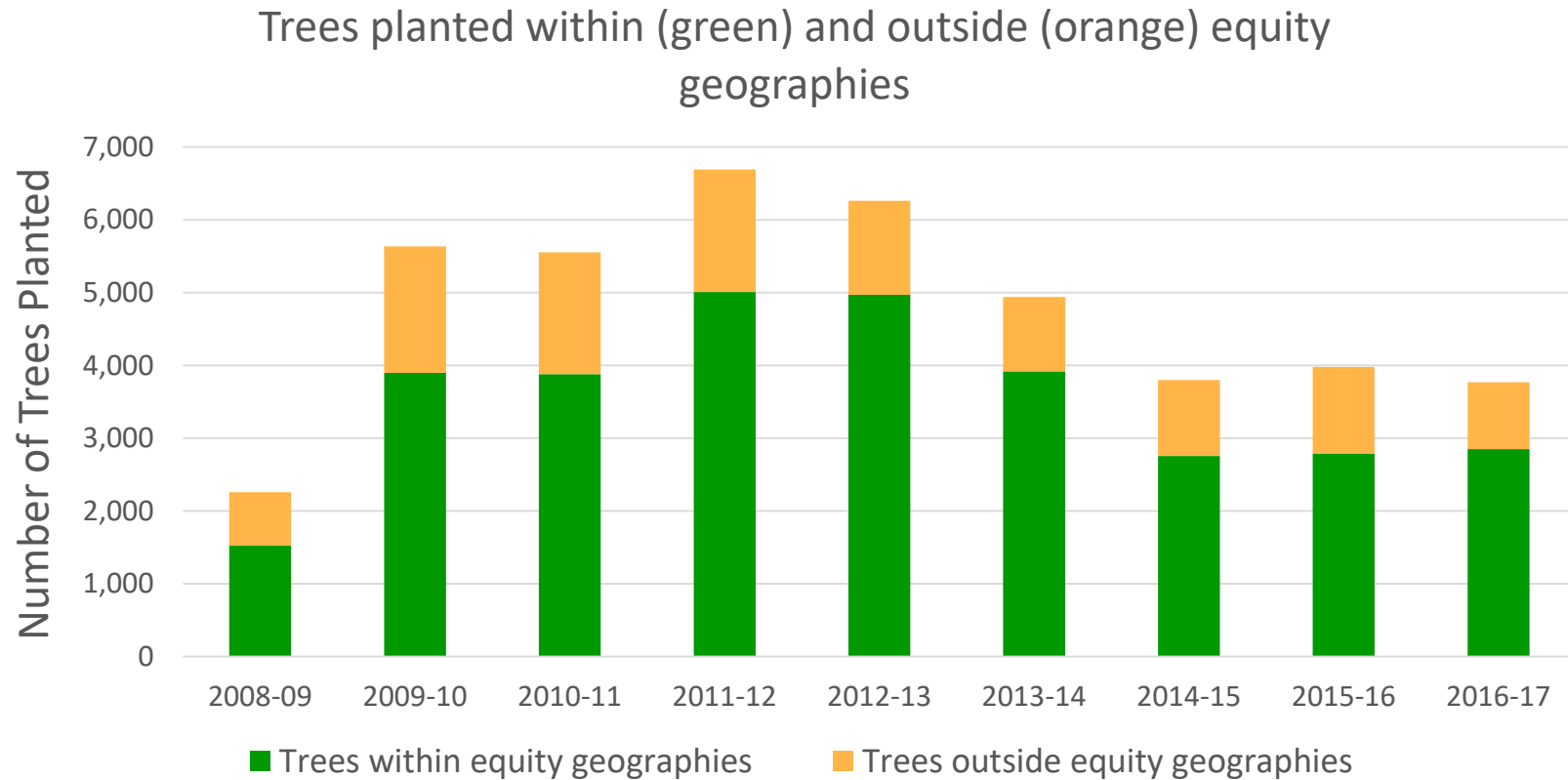
# Equity Geographies (Neighborhoods)



- Low-canopy: <25% tree canopy cover in residential areas (Metro 2014 1 m LiDAR)
- Low-income: proportion of households earning  $\leq 80\%$  MFI is greater than the citywide average (41%)(ACS 2009-2013)
- Communities of Color: proportion of population who identified as “not white alone” is greater than the citywide average (27.6%)(ACS 2009-13)



# Trees Planted (2008-2017)

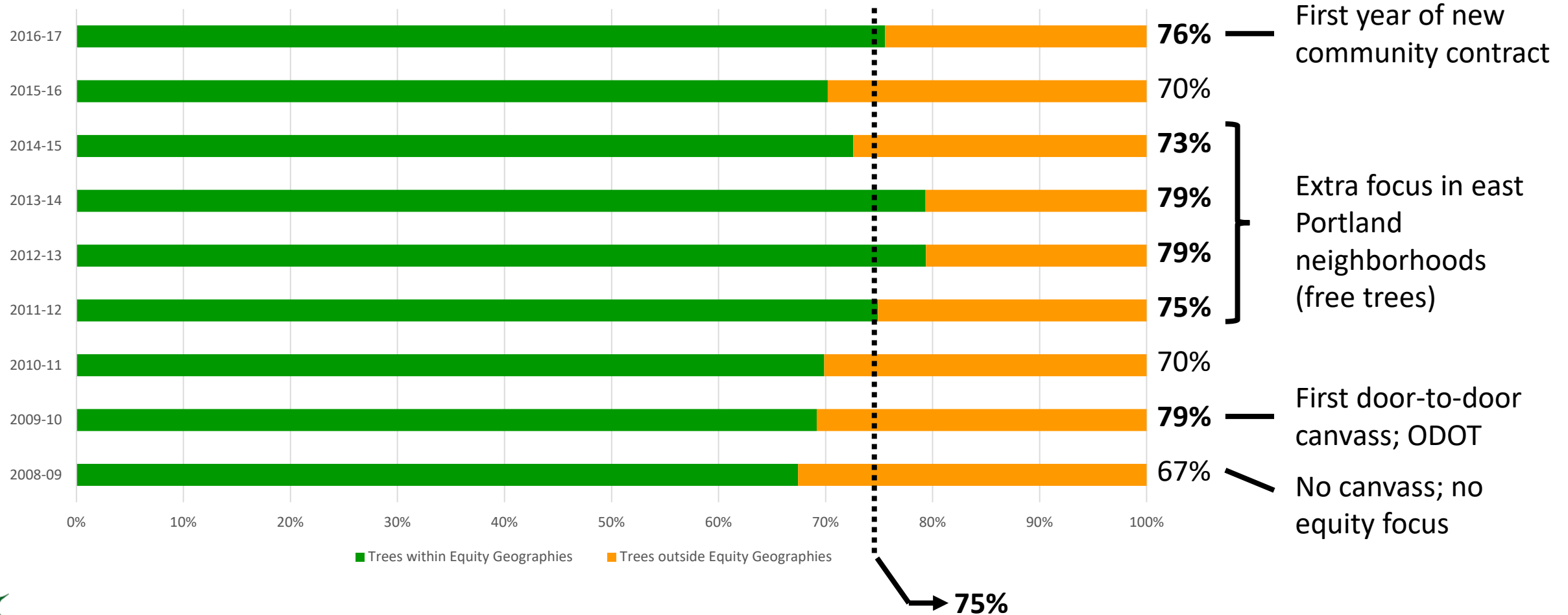


- # trees planted/year ranges from ~2,200-6,700
- Average 75% within focus
- Year 1 (67%)
- Years 2, 5, 6 (79%)



# Trees Planted (2008-2017)

Trees planted within (green) and outside (orange) equity geographies



# Confluence Environmental Center | AmeriCorps

- Since 2011
- Build relationships
- Make focused investments



**Ponderosa Pine/el Pino Ponderosa**  
*Pinus ponderosa*

~NATIVO A PORTLAND~

*¿Cómo reconozco qué árbol es?*

**Tipo:** conífera con hojas perennes

**Hojas:** agujas, 10" de largo, en grupos de tres

**Piñas:** morado-roja-marrón, 4" de largo

**Corteza:** Los árboles maduros tiene placas distintivas de amarillo o color canela

**Talla Maduro :** 60'-100' de altura



Piñas y agujas maduro.

Foto de: <http://oregonstate.edu/dept/ldplants/>

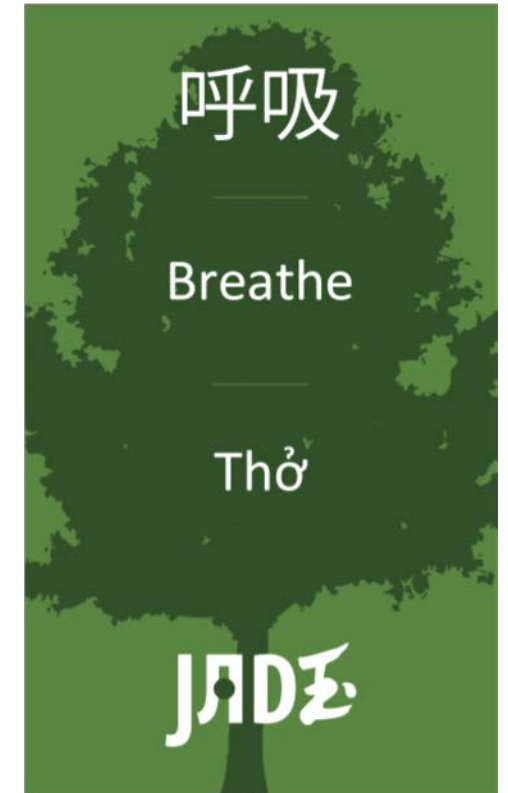
**Región Natural:** el oeste de los Estados Unidos



# Jade Greening Coalition | Jade Green Team



- Improve air quality, transportation safety, and livability in the greater Jade District
- Oregon Solutions and Declaration of Cooperation
- “Green” partners meet quarterly to collaborate and support one another
  - Shared outreach tools: Multi-lingual “breathe” tree tag
  - Joint events: tree planting, tree walks
  - Translation and canvassing help from Jade partners, APANO



# Friends of Trees | Community Trees Contract

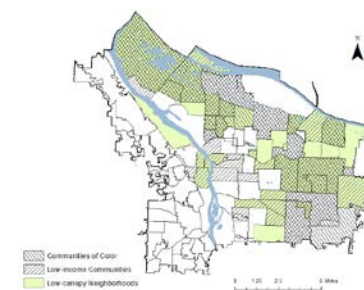
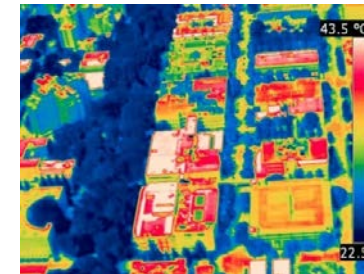
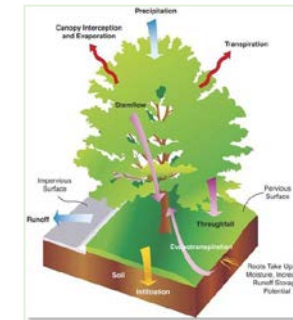
- Planting trees since 1990s
- 2008-2016—first large contract with BES
  - 32,400 trees planted
  - Young tree structural pruning
  - Monitoring protocol
- 2016-present—first equity-focused contract



# RFP Development | Building a Better Tool

GOAL: five more years of community education, tree planting, and tree establishment:

- ✓ Include equity metrics (data)
- ✓ Increase investment in green jobs
- ✓ Involve community
- ✓ Focus on program goals:
  - Plant to manage stormwater where it falls,
  - Plant to mitigate urban heat island and improve human health outcomes, and
  - Offer services equitably to Portland residents—focus on low-canopy, low-income, racially diverse communities with vulnerable populations



## EQUITY GOAL #1

We will end racial disparities within city government, so there is fairness in hiring and promotions, greater opportunities in contracting, and equitable services to all residents.

## EQUITY GOAL #2

We will strengthen outreach, public engagement, and access to City services for communities of color and immigrant and refugee communities, and support or change existing services using racial equity best practices.

## EQUITY GOAL #3

We will collaborate with communities and institutions to eliminate racial inequity in all areas of government, including education, criminal justice, health, housing, transportation, and economic success.



# New Equity-Focused Contract | Friends of Trees

GOAL: five more years of community education, tree planting, and tree establishment:

- ✓ Develop and implement an **equitable outreach strategy**
  - Outreach/education plan includes working with 6 CBOs to provide youth internship and leadership opportunities and to invest in culturally relevant community engagement (focus groups, community meetings, multi-lingual outreach materials)
- ✓ Engage with and involve leaders of communities of color, faith groups, and organizations that serve communities in **historically underserved areas**
  - 33% of outreach budget for CBOs
- ✓ Report on progress in meeting **equity goals**
  - 75% service delivery in equity geographies;



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# New Equity-Focused Contract | Early Achievements

- Education and Outreach Plan incorporates feedback from communities and work plans for CBOs
- Plan elements:
  - Door-to-door canvass, advertisements, direct mailings, follow-up
  - Focus group conversations and strategy development
  - Youth leadership program expansion
  - School-based education and outreach
  - Community meetings and cultural events
  - Outreach materials translation



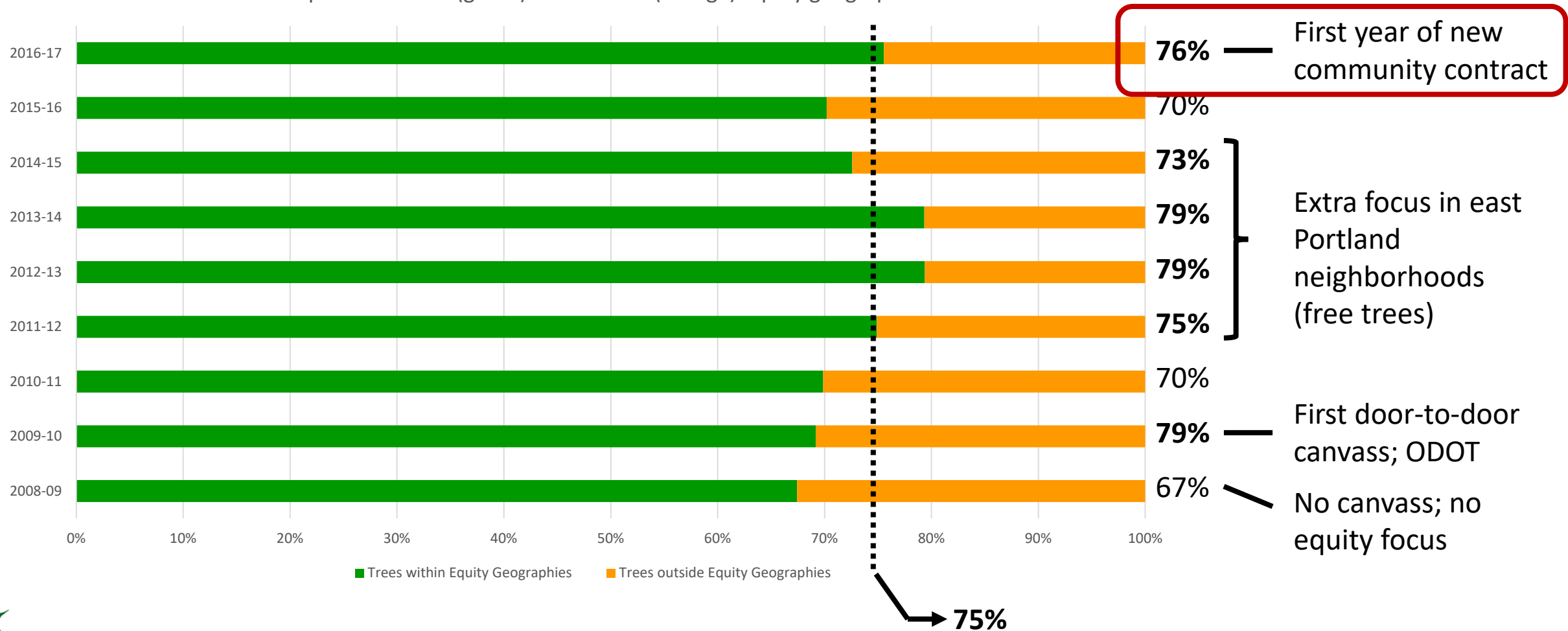
# New Equity-Focused Contract | Early Achievements

- Door-to-door canvass and follow up
  - 43 neighborhoods (88% equity focus); over 90,000 properties
- Latino focus group conversation and proposal for strategy development
  - Culturally relevant outreach and recruitment
- Youth leadership program expansion
  - Leadership training and opportunities
- Jade Greening collaboration with multiple partners
  - Oregon Solutions collaboration to support greater Jade District improvements



# Trees Planted (2008-2017)

Trees planted within (green) and outside (orange) equity geographies



# Can Equity Metrics Help Achieve Equity Goals?

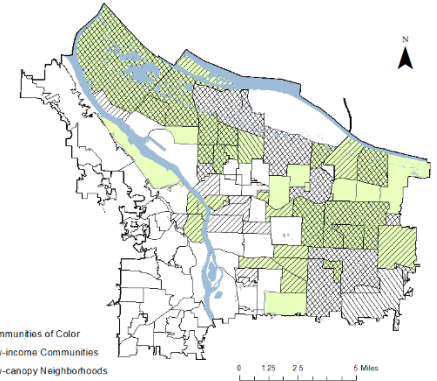
- Yes! Only 2/3 of trees planted where most needed without equity focus

## Contract Tools

- Minimum 75% service delivery in equity geographies (e.g., canvassing, planting, structural pruning)
- Resources for community benefit organizations (~\$275K/5 years)

## Community Partnerships (a few examples)

- Jade Greening Coalition (7-fold increase in signups with APANO)
- Confluence Environmental Center | AmeriCorps
- People.Places.Things. and Excursion Learning Activities



# Questions?



## **Ponderosa Pine/el Pino Ponderosa** *Pinus ponderosa*

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