

## ENHANCING WISCONSIN'S URBAN FORESTS

TUESDAY, NOVEMBER 9th, 1:00-5:30, HALL OF IDEAS G

### KEY ISSUES

- An increasingly urbanized environment across Wisconsin creates the need to understand the extent and status of urban forests in the state and provide active management of these forests to ensure their long-term health and viability.
- Pressures on local budgets are increasing, and urban forestry programs are often the first and most heavily cut programs.
- Invasive exotic species threaten the viability of our urban forests.

### IMPORTANCE AND IMPACTS

The majority (81%) of Wisconsin's population lives in urban areas. People and businesses living and working in Wisconsin's communities are affected by the status of our urban forests.

Forests in urban settings strongly influence the local environment, quality of life and economy.

As urban populations increase, the pressure and stress of use upon the urban forest intensifies.

### SCOPE AND IMMEDIACY

Critical issues are being faced by urban forests in communities where people live and work across the state. The pressures placed on urban forests cross both public and private property.

Stakeholders include all levels of government, urban and regional planners, and a wide variety of industrial, educational, and business interests.

### MORE INFORMATION ON THIS THEME AND THE STATEWIDE FOREST PLAN

Four priority issues from the Statewide Forest Plan are linked to urban forestry, including invasive exotic species (Issue 4), increased urbanization (Issue 44), increased development (Issue 45), and a declining urban canopy in lower socioeconomic areas (Issue 46).

### CHAMPION

**JOE WILSON, EXECUTIVE DIRECTOR, GREENING MILWAUKEE**

Joe Wilson is the Executive Director of Greening Milwaukee, a nonprofit organization dedicated to increasing the tree canopy in the city of Milwaukee through programs of environmental education, awareness, and advice. He is responsible for harnessing enthusiasm throughout greater Milwaukee for a significant environmental improvement resource while building the internal infrastructure to support diverse activities, constituencies, and future aspirations. Wilson holds a B.A. in Public Administration from St. Edwards University, Austin, Texas and a Certificate in Strategic Planning from the University of North Texas. He is a member of the Wisconsin Urban Forestry Council and also of the National Urban and Community Forestry Advisory Council (NUCFAC) representing non-governmental positions from a city with a population of more than 50,000. Wilson is currently the Chairperson of the NUCFAC.

**Greening Milwaukee**

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### FACILITATOR

MATT DUVALL, Basin Educator

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### LEADERSHIP TEAM

Jeff Edgar, Wisconsin Landscape Federation

Jeff Gorman, Wisconsin Parks and Recreation Association

David Liska, City of Waukesha

Heather Mann, Urban Open Space Foundation

Ken Ottman, International Society of Arboriculture

Dick Rideout, WDNR Division of Forestry

Les Werner, University of Wisconsin—Steven's Point

