

# DEVELOPING SMART ENVIRONMENTAL JUSTICE GOALS IN URBAN AND COMMUNITY FORESTRY

## AN ARBOR DAY FOUNDATION ENVIRONMENTAL JUSTICE TRAINING RESOURCE

SMART is an effective approach to goal-setting that helps you actualize success. It stands for “Specific,” “Measurable,” “Achievable,” “Relevant,” and “Time-bound.”

### STEPS FOR COMPLETING THE WORKSHEET:

1. Start with broad environmental justice goals, such as:
  - Prioritize *internal goals* of a community in the development of urban and community forestry programs and policies.
  - Provide the *support* communities need to achieve goals.
  - Create metrics of success that *integrate* community experiences of the process and outcomes of urban and community forestry programs

NOTE: These goals are meant to address the expressed tree-planting needs and priorities of the community you are serving, not your goals or your organization’s goals for a community’s trees.

2. Develop more specific objectives that help to achieve each of the broad goals in **column 1** of the table below. **Examples have been provided for you in the table.**
3. Make sure to type “Yes” in **column 2** if your goals are truly clear-cut.
4. Determine and note how you can measure progress on each goal in **column 3**.
5. Determine if your goal is actionable, given the time and people (or other necessary resources) available. Once you have made your goal actionable, type “Yes” in **column 4**.
6. In column 5, briefly describe how the specific objective in **column 1** is relevant to broader environmental justice goals listed in the box above (or other broad environmental justice goals).
7. Make sure that your goal is time-bound. Once you have established a timeframe for completing your goal, type “Yes” in **column 6**.
8. Lastly, make note of any additional questions you have about developing SMART goals, or additional information needs you have identified from this effort to create SMART goals for environmental justice.

## DEVELOPING SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT AND TIMEBOUND (SMART) ENVIRONMENTAL JUSTICE GOALS IN URBAN AND COMMUNITY FORESTRY

<b>SPECIFIC OBJECTIVE:</b>	<b>Example for broad goal #1:</b>  Develop an invitation email or notes for a phone call with three community-based groups that conveys: (a) specific goals that they have articulated, and (b) our organization's desire to develop a collaborative relationship to support those goals.	<b>Example for broad goal #3:</b>  Share metrics of success for environmental justice with planned or existing community partners to discuss their views on these metrics, which ones would be appropriate to use in a future project, and/or how to adapt some of these metrics to use in a future project together.
<b>IS YOUR GOAL SPECIFIC ENOUGH TO MEASURE SUCCESS? (E.G. NUMBER OF GROUPS TO REACH OUT TO)</b>	Yes	Yes
<b>HOW CAN YOU MEASURE PROGRESS OR ACHIEVEMENT OF YOUR GOAL?</b>	Creation of draft email language, or notes for phone calls that are specific to three community-based groups and articulates the information outlined in the specific objective.	Email with potential metrics of success sent to planned or existing community partners to invite dialogue and feedback.
<b>IS YOUR GOAL ACTIONABLE, GIVEN THE TIME AND PEOPLE AVAILABLE?</b>	Yes	Yes
<b>WHY IS THE GOAL RELEVANT TO ENVIRONMENTAL JUSTICE?</b>	This specific objective foregrounds the goals of the community-based organizations I hope to work with and serve, and does not push for a partnership focused on externally-developed goals for their community.	This specific objective emphasizes creation of metrics of success that integrates community experiences of the process <i>and</i> outcomes of urban and community forestry programs.
<b>IS YOUR GOAL TIME-BOUND? (WHEN DO YOU WANT TO ACHIEVE IT?)</b>	Yes	Yes



## **THE ARBOR DAY FOUNDATION AND FAIR FORESTS CONSULTING**

At the Arbor Day Foundation, we believe everyone should have access to the powerful benefits of trees. To help strengthen our focus on communities that need trees most, we partner with experts like Dr. Christine Carmichael from Fair Forests Consulting. This resource, crafted by Dr. Carmichael, is part of our ongoing commitment to empowering our partners to grow their environmental justice work in urban forestry.

Alliance for Community Tree members have access to our full environmental justice training series in the ACT Member Resource Center. Learn about this network and how to join at [arborday.org/ACT](https://arborday.org/ACT).