

Comprehensive Urban Forest Plan



Urban Forestry Board
Working Group Update
June 19th, 2013



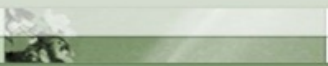
Comprehensive Urban Forest Plan (CUFP)

- CUFP and the UFB Working Group (Pbrewer)
- Engagement Process (CKite and DVanTreeck)
- Name That Plan Activity (LSchooler)
- Proposed Plan Structure (LHaynie)
- Policy Elements (AHanson)
- More Detail on State of the Urban Forest (AHalter)
- Timeline (PBrewer)
- Discussion/Motion for Action (PBrewer)





CUFP and the UFB Working Group

- Time frame: 2 years, 4 months (since Feb 2011)
 - Staff contributions: 2,700 hours to date
 - 2011: 460 estimated hours
 - 2012: 721 estimated hours
 - 2013: 1530 estimated hours (1.5 employees dedicated to providing staff support for the development of the Plan)
 - Number of City staff that have provided input so far: 45+ and counting
 - Approximately 33 meetings
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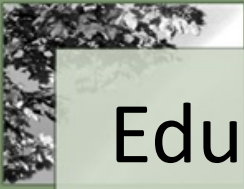
Engagement Process

April 2012 | Public Meeting and Opinion Poll

- The public was invited to review and comment on CUFP Vision Statement, Components, and Guiding Principles.
- Urban Forest Opinion Poll conducted—900 responses generated

July 2012 | Proposed Engagement Strategies

- 1) Education Campaign – What is Austin’s Urban Forest?
- 2) External Community Engagement
- 3) Internal Engagement




Education Campaign – Austin’s Urban Forest

What is Austin’s Urban Forest?

The UFB Working Group realized part of the engagement process was related to education.

‘Urban forest’ needed to be defined and it’s benefits promoted to the community.

Education efforts would:

- 1) promote the definition and benefits of the urban forest
 - 2) Direct community members to engage in the urban forest planning process
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Education Campaign – Materials

Proposed Education/Outreach:

- Web resource
- Social Media & Partnerships
- Press Release and Local Articles
- Custom Seed Paper Bookmark/Packet
- Tree Value Price Tags
- Custom Water Bottles for key stakeholders
- Bus Wrap Advertisements

COA staff is coordinating to:

- Design materials/write press releases
- Maximize value/impact
- Reduce environmental impact
- Apply for funding through Urban Forestry Grant Program



Proposed Community Engagement Strategies

“What should be done
for the trees and
vegetation in our urban
spaces?”



Speak Week (*Mid-July*)

- Mobile Engagement – Leaf the Tree
- Presentations to Boards & Commissions

Workshop (*Late July*) Open House (*Late July*)

Engagement Tools

- Leaf the Tree Mobile Activity
- Web Resources



Community Engagement - Speak Week

Mobile Engagement

- Early July
- Leaf the Tree Activity
- Audience target locations, 2 Hr shifts, quick ask
- Main Question: "What should be done for the trees and vegetation in our public spaces?"

- Introduction CUFP to the Environmental, and Parks and Recreation Boards
 - Early July
- CUFP Press Release
 - Early July

Community Engagement – Mobile Engagement

Leaf the Tree Activity

- Short 2 Hr targeted activity at multiple locations throughout the city
- Use a quick ask to encourage participation
- Distribute seed bookmarks to web traffic

Goals:

- Engage citizens in the topic of urban forestry and the planning process
- Seek feedback on what the City, individuals, and what various other stakeholders should do to support the urban forest vision
- Assist with prioritization of community resources

“What should be done for the trees and vegetation in our urban spaces?”



- 3D Tabletop Tree
- Leaf Shaped Sticky Notes
- Urban Forestry Board members and volunteers act as facilitators



Community Engagement – Open House

An Open House is an opportunity:

- Informal face to face conversations as a community
- Leaf the Tree Activity
- Posters
- Late July





Community Engagement – Workshop

- Open public invitation with pre-registration
- UFB invites key stakeholders
 - UFBWG establishes list of key stakeholders, coordinates with Board members to invite 1 to 2 participants from each identified stakeholder group
- Activities will break out into small groups of 8 members with facilitators
 - Community engagement staff will be assisting with the format

Results will be used:

- throughout the Plan
- to prioritize key components including the Performance Criteria and Policy Elements



Workshop – Proposed Activities

Performance Criteria Activity

- **Main question:** “Which indicators does the community think are most important for evaluating the urban forest?”
- **Goal:** Identify the performance indicators that are most important to the community
- **Activity:** Participants will rank performance indicators in order of priority. Staff will compile and aggregate data.
- **Intended Outcome:** Urban forest management performance indicators will appear in the Plan in order of community priority. City departments will know which areas for improvement are most critical.

Policy Element Activity

- **Main question:** “Which urban forest policies does the community think should be a priority for the City?”
- **Goal:** Identify the policies that are most important to the community
- **Activity:** Participants will rank the policy element categories in order of priority. Staff will compile and aggregate data.
- **Intended Outcome:** Policy element categories will appear in the Plan in order of community priority. City departments will know which policies they should focus on first.



Name that Plan Activity

Discussion Agreements

Open-mindedness:

- Listen to and respect all points of view

Acceptance:

- Suspend judgment as best you can

Curiosity:

- Seek to understand rather than persuade


Discovery:

- Question old assumptions, look for new insights

Sincerity:

- Speak for yourself about what has personal heart and meaning

Brevity:

- Go for honesty and depth but don't go on and on
- 



Name That Plan Activity

Goal of Branding the Comprehensive Urban Forest Plan (CUFP):

- assist with community engagement by reducing a perceived barrier, namely an institutional sounding title
- Encouraging participation with a friendlier name

Goal of the Naming Activity:


- Clearly define the needs the brand should address
- Keep to a collaborative process



Name that Plan Activity

- Discuss goals and purpose of new name for the CUFP
- Review and add to urban forest concept words document

What should the new name accomplish?

- Short and catchy?
 - Descriptive?
 - Exciting?
- 




Name that Plan Activity

Step 1:

- Get Your Creative Juices Flowing
- Review and add to urban forest concept words document

Step 2: New Names

- Review and add to list of proposed names
 - New names will be added to the pre-printed wall sheets for group voting
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Name that Plan Activity

Step 3: Voting

- Each person gets 3 votes which can not be used more than once per name

Step 4: Top Choice

- Top scorer will be reviewed and chosen



CUFP Information Organization Proposal

EXECUTIVE SUMMARY

INTRODUCTION

- Introduction to the Plan
- Mission/Goals/Objective
- Purpose and Intent of the Plan
- Summary

STATE OF AUSTIN'S URBAN FOREST

- History and Regional Context
- Vegetative Resource
- Community Framework
- Resource Management

THE URBAN FORESTRY PLAN

- VISION STATEMENT AND 6 COMPONENTS
- GUIDING PRINCIPLES
- POLICY ELEMENTS
- IMPLEMENTATION
- RECOMMENDATIONS

SUPPORTING DOCUMENTS AND APPENDICES


- Departmental Operational Plans
Packet/Template

GLOSSARY

BIBLIOGRAPHY



Policy Elements

- What are they?
 - Strategic directions for the City to pursue to achieve the Plan's vision
 - Grouped into policy element categories based on topical category
 - 6 Categories
 - Example category: Planting, Care, and Maintenance
 - Purpose
 - Establish strategic directions for the City
 - Provide a guiding framework for departmental plans
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State of the Urban Forest

- History and Regional Context
- Vegetative Resource
- Community Framework
- Resource Management

State of the Urban Forest

Vegetative Resource

Canopy cover (2006)
Tree attribute assessment
Species mix
Age structure
Condition
Value/benefits
Summary/Challenges

Approach	Criteria	Key Objective	Performance Indicators		
			Low (Rating = 1)	Moderate (Rating = 2)	Good (Rating = 3)
Vegetative Resource	Relative Canopy Cover (RCC) ¹	Achieve climate-appropriate degree of tree cover, community-wide.	Existing canopy cover equals 0%-25% of potential.	Existing canopy cover equals 25%-50% of potential.	Existing canopy cover equals 50%-75% of potential.
	Age distribution of trees ²	Provide for uneven aged distribution citywide as well as at the neighborhood level.	Any relative DBH (RDBH) class (<6," 6-18," 18-30," >30) represents >75% of tree population.	Any RDBH class represents 50%-75% of tree population.	No RDBH class represents >50% of tree population.
	Species suitability	Establish a tree population suitable for the urban environment and adapted to the regional environment.	<50% of trees are of species considered suitable for the area.	50%-75% of trees are of species considered suitable for the area.	>75% of trees are of species considered suitable for the area.
	Species distribution	Establish a genetically diverse tree population citywide as well as the neighborhood level.	<5 species dominate the entire tree population citywide.	No species represents >20% of the entire tree population citywide.	No species represents >10% of the entire tree population citywide.
	Condition of publicly-owned trees	Detailed understanding of the condition and risk potential of all publicly-owned trees.	No tree maintenance or risk assessment. Request based/reactive system. The condition of the urban forest is unknown.	Sample-based inventory indicating tree condition and risk level is in place.	Complete tree inventory that includes detailed tree condition ratings.
	Publicly-owned natural areas	Detailed understanding of the ecological structure and function of all publicly-owned natural areas.	No information about publicly-owned natural areas.	Publicly-owned natural areas identified in a "natural areas survey" or similar document.	The level and type of public use in publicly-owned natural areas is documented.
	Native vegetation	Preservation and enhancement of local natural biodiversity.	Voluntary use of native species on publicly and privately-owned lands; invasive species are recognized.	The use of native species is encouraged on a project-appropriate basis in both intensively and extensively managed areas; invasive species are recognized and their use is discouraged.	The use of native species is encouraged on a project-appropriate basis in both intensively and extensively managed areas; invasive species are recognized and their use is discouraged.
Rating System Austin Vegetative Resource Rating = 17/28			7	14	21



State of the Urban Forest

Community Framework

- Public Policy
- Public Engagement/Awareness
- Program Infrastructure Resources
- Administrative Framework
- Summary/Challenges

Approach	Criteria	Key Objective
Community Framework	Public agency cooperation	Insure all city departments cooperate with common goals and objectives.
	Involvement of large private and institutional land holders	Large private landholders embrace citywide goals and objectives through specific resource management plans.
	Green industry cooperation	The green industry operates with high professional standards and commits to citywide goals and objectives.
	Neighborhood action	At the neighborhood level, citizens understand and cooperate in urban forest management.
	Citizen municipality-business interaction	All constituencies in the community interact for the benefit of the urban forest.
	General awareness of trees as a community resource	The general public understands the role of the urban forest.
	Regional cooperation	Provide for cooperation and interaction among neighboring communities and regional groups.



State of the Urban Forest

Resource Management

Tree Inventory
Management plans
City Staffing
Tree Risk Management
Summary/Challenges

Approach	Criteria	Key Objective
	Tree inventory	Complete inventory of the tree resource to direct its management, including age distribution, species mix, tree condition, and risk assessment.
	Canopy cover inventory	High resolution assessments of the existing and potential canopy cover for the entire community.
	Citywide management plans	Develop and implement a comprehensive urban forest management plan for private and public property.
	Municipality-wide funding	Develop and maintain adequate funding to implement a citywide urban forest management plan.
	City staffing	Employ and train adequate staff to implement citywide urban forestry plan.



CUFP Update in Review

- CUFP and the UFB Working Group
- Engagement Process
- Name That Plan Activity
- Proposed Plan Structure
- Policy Elements
- More Detail on State of the Urban Forest
- Timeline
- Next Steps: Discussion/Motion for Action



Discussion/Motion for Action

- Consider approval of Outline/Content to date
 - Consider approval of future Timeline
 - Consider approval of Engagement Strategy
 - Consider approval of New Marketing Nickname for the CUFP
 - Consider approval of Strategy for future full Board involvement and decision making
 - To include the role of the Working Group
 - Staff commitments
 - Special called meetings for completion of CUFP
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