



ELEMENT 5:



COMMUNITY INTERESTS AND INPUT



PURPOSE:

To understand the interests of the community, and how they can help to craft the level of service.

Source: Make It Tacoma

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To understand the interests of the community, and how they can help to craft the level of service.

PROCESS

Community outreach and engagement for the Urban Forest Management Plan centers around the phrase, “One Tacoma, One Canopy”. This is in reference to the City’s comprehensive plan and the science that proves Tacoma residents benefit from a healthy, thriving, and sustainable urban forest.

OVERVIEW OF COMMUNITY INPUT DATASETS

A. Community Surveys

Consisted two rounds of surveys to gather community input. The first round included an online version and a mailed version to 3,000 Tacoma addresses randomly selected across the five councilmanic districts and randomized by land use. The second round was limited to online. Both surveys were translated into the five most common non-English languages spoken in Tacoma.

B. Community Meetings

A total of three community meetings were held throughout the course of the planning effort for this project.

C. Community Service Requests and Call Logs

An analysis of service requests received from December 2015 through April 2018 was conducted to identify trends in community concerns and interests.

D. Meetings with City Commissions, Committees, and Special Interest Groups

Throughout the course of this planning effort, meetings and presentations were conducted to City and special interest groups to provide updates, gather feedback, and accordingly adjust this Plan.

E. Urban Forest Management Plan Website

A website was launched by the UF Team to provide a platform for the community to learn more about urban forestry, review Plan components completed, and provide feedback.

DETAILED PROCESS FOR GATHERING COMMUNITY INPUT

A. Community Surveys

A series of questions were created for the first round of surveys and distributed to the public. The question of desired outcomes, planned achievements, information uncovered, and topics to address were determined for development of the questions.

The first survey consisted of 21 questions focused on primarily gathering feedback regarding community viewpoints and perceptions relating to trees and the urban forest. The questions gathered information about the public’s opinion of current tree management performance, overall view on the health of the urban forest, important ecosystem benefits and services provided by trees, potential risks posed to the urban forest, and primary concerns regarding

issues potentially caused by trees. Sociodemographic and geographic questions were also included to inform the analyses and subsequent surveys, meetings, and educational materials.

The first survey was released on August 26, 2019 and open until October 5, 2019. Online and printed copies were translated into the five most common non-English languages spoken in the City: Spanish, Russian, Vietnamese, Korean, and Mandarin. These surveys were available online via SurveyMonkey and the City's Urban Forest Management Plan website, www.TacomaTreePlan.org (see below for more information about the website).

In addition to the online survey, 3,000 randomized addresses were generated across Tacoma's five Councilmanic Districts and further randomized by land use (600 addresses per District) for printed mailings of the survey. This process included a reminder postcard sent two weeks after issuing the mailed survey. Recipients were offered the option to complete the mailed version or complete the survey online. Furthermore, hard copies of the survey were distributed at community meetings and lead-up events to Green Tacoma Day—distributed by Tacoma Tree Foundation and the Environmental Services Department—and also offered as requested. The City also utilized interns and AmeriCorps members to advertise the surveys at various locations across the Tacoma.

After closing the first round of community surveys, the data and summaries were exported from SurveyMonkey to complete more extensive analyses to inform the second round of surveys, community meetings, and strategies in this Plan. Completed hard copy surveys were manually entered into SurveyMonkey for analysis.

The second round of surveys consisted of eight questions pertaining to potential short- and long-term urban forestry strategies as well as the demographic and geographic questions provided in round one. Only an online version was offered this round and it was available from October 15, 2019 to October 30, 2019.

To incentivize survey responses for both rounds, all survey respondents not affiliated with the City were entered into a drawing for a \$50 gift card to a Tacoma restaurant of their choice.

B. Community Meetings

The planned community engagement process for development of the Urban Forest Management Plan consists of three public meetings throughout the course of the project. In addition, City Communications, the Environmental Services Department, and Tacoma Tree Foundation have and will be hosting public meetings, events, and informative sessions specifically for the Plan. City Communications is also continually providing content on City social media, the City's website, and email listservs regarding the Plan and related events.

The first community meeting was held on September 18th, 2019 at Washington Elementary School in Tacoma and the second was held the evening of October 22nd, 2019 at the Eastside Community Center. The meetings provided the attendees with an overview of the City's urban forestry program, the current state of and potential risks to the urban forest, benefits of the urban forest, a visioning exercise, participating in a One Canopy Story Map, strategy building exercises and open discussion. At the first meeting, attendees were asked to write on a large adhesive note a response to the question, "What brought you here today?". Additional questions were then addressed during the visioning exercise, facilitated by a series of questions relating to the future of Tacoma's urban forest. These questions included:



What do you want the urban forest to look like 10 years from now? For future generations?

What would 30% tree cover look and feel like and what would it take to achieve this?

If you could change Tacoma's environment in one way, what would it be? How would the City's urban forest be different than it is now?

The visioning exercise and the open discussion afforded the opportunity to hear the public's ideas and opinions, but also for the City to describe current practices and procedures that might not have been understood by the public prior to meeting.

Notes were taken throughout the course of the two meetings and were synthesized and posted on the project's website (TacomaTreePlan.org). These notes provide information and context for development of future meeting agendas, community outreach and education, the Plan's vision, and the Plan's strategies.

The November 2019 meeting will consist of discussions about the Phase 1 and Phase 2 completed reports and provide information to incite action and support for implementation.

C. Community Service Requests and Call Logs

The City's Customer Support Center ("311") receives and responds to community questions, concerns, complaints, and service requests. When a tree-related issue or topic is received, the Customer Support Center responds if the personnel have an available answer. If a response is not available, the personnel direct the message to the Environmental Services Department's Urban Forestry or Open Space Work Group. The Customer Support Center keeps records of all community requests as does the Environmental Services Department when it is tree-related. In addition, the Environmental Services Department and the Urban Forestry Program is frequently contacted directly by community residents and visitors and the Urban Forestry Program keeps records of these call logs.

All tree-related 311 messages (December 2015 to April 2018) and calls to the Urban Forestry Program were gathered from the City and analyzed to identify trends in topics and geographic origin of the call or area of concern.

D. Meetings with City Commissions, Committees and Special Interest Groups

To develop a shared vision and road map for sustainable urban forestry, City stakeholder meetings were held in addition to the community meetings. City commissions and committees who oversee City operations that impact or influence urban forestry were introduced to the Urban Forest Management Plan project. In most cases, these commissions and committees were well aware of the effort due to the ongoing communications, presentations, and discussions facilitated by the City's Urban Forestry Program in recent years. The meetings with these stakeholders provided information and context to inform Plan development and were intended to garner support for the short- and long-term strategies proposed in the Plan.

One or more meetings and presentations were held with the following entities:

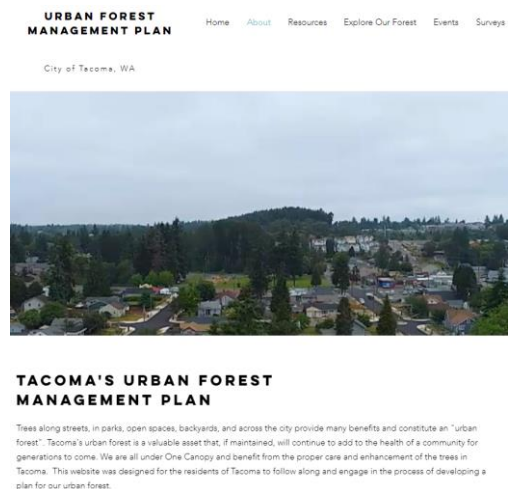
- ***Infrastructure, Planning, and Sustainability Committee to City Council (IPS)***
 - This City Council Committee addresses policies, issues, programs and services that may include, but are not limited to arterial streets; open space habitat management; infrastructure funding programs and plans; growth management, building codes, land use, planning and zoning; environmental and sustainability issues and plans; Local Improvement Districts (LIDs); public transit systems; transportation related matters; urban forestry and critical areas; and environmental issues associated with public utilities.
 - For the purposes of the Urban Forest Management Plan, this Committee oversees proposed strategies and recommendations that impact or influence the Committee's appointed topics of concern.
- ***The City of Tacoma's Landmarks Preservation Committee (LPC)***
 - This Committee was established to oversee the establishment and regulation of landmarks, local historic districts, proposed name changes for public facilities, and certain property tax incentives.
 - For the purposes of the Urban Forest Management Plan, the Committee reviews any proposed strategies relating to a heritage tree program and tree preservation.
- ***The Sustainable Tacoma Commission (STC)***
 - This Commission works with Tacoma's Office of Sustainability, which is responsible for implementing the strategies in the Environmental Action Plan. The purpose of the Sustainable Tacoma Commission is to bring citizen accountability, transparency, and vigilance to the long-term implementation of Tacoma's Environmental Action Plan, and to oversee, coordinate, communicate, and encourage public involvement regarding sustainability initiatives as are consistent with the City's vision and definition of sustainability.
 - For the purposes of the Urban Forest Management Plan, the Commission supports public engagement in the planning process and encourages stewardship, support, and involvement in the Plan's implementation.
- ***Master Builders Association (MBA Pierce) of Pierce County, WA***
 - MBA Pierce is a trade association representing more than 650 builders, remodelers and industry professionals employing over 10,000 people in Pierce County. MBA Pierce works on behalf of the industry to promote and protect the local building industry by providing benefit programs, networking opportunities and representation to builders, developers, subcontractors, suppliers and service providers.
 - For the purposes of the Urban Forest Management Plan, MBA Pierce provided input and feedback regarding tree preservation and design standards. Goals of MBA Pierce are an important consideration and factor in developing this Plan's strategies.
- ***Puyallup Watershed Initiative Forest Communities of Interest (PWI FCOI)***
 - The PWI FCOI provides coordinated, focused outreach in order to drive conversation about sustainable management strategies for forests to contribute to the quality of life with jobs, cleaner air and water, and recreation opportunities. The PWI focuses its work on forestlands and urban forest habitats within the Puyallup Watershed and it is the PWI's hope that the watershed will become a model for conservation and stewardship of forest resources that will eventually be adopted by other watersheds.

E. Urban Forest Management Plan Website

A website was developed by consultants for the Urban Forest Management Plan project. The primary objectives of this website are to provide information, educate the public about urban forestry, provide easy access to events and updates relating to the project, and document tasks and components of the planning effort for public absorption.

The website, www.TacomaTreePlan.org was launched in August 2019 and uses the established tagline, “One Tacoma, One Canopy” to deliver up-to-date information to the public. The website consists of the following main webpages:

- Home
- About
- Resources
- Explore Our Forest
- Events
- Surveys



The website is updated by the urban forestry consultants.

Additional features on this website include embedded community surveys, community survey language translations, Tacoma’s TreePlotter software application, project and event timeline, and blog-style page with supporting resources.

Google Analytics has been set up for this site to track information about the website visitors such as location, page visits, users per day, and general demographics. This information will be utilized in this Plan’s community outreach strategies and efforts.



RESULTS

The Plan development process provided a broad perspective of the challenges that face Tacoma’s urban forest as well as the available support and potential opportunities. Through community meetings, events, and other engagement exercises, the City found an energetic set of residents with varying opinions on matters pertaining to the care of the urban forest. Connections and relationships that develop among stakeholders are valuable outcomes of the urban forest outreach process. As community awareness and actions associated with urban forestry move forward, it will be the people of Tacoma that ultimately realize the value of their contributions to their community in the trees that grow around them.

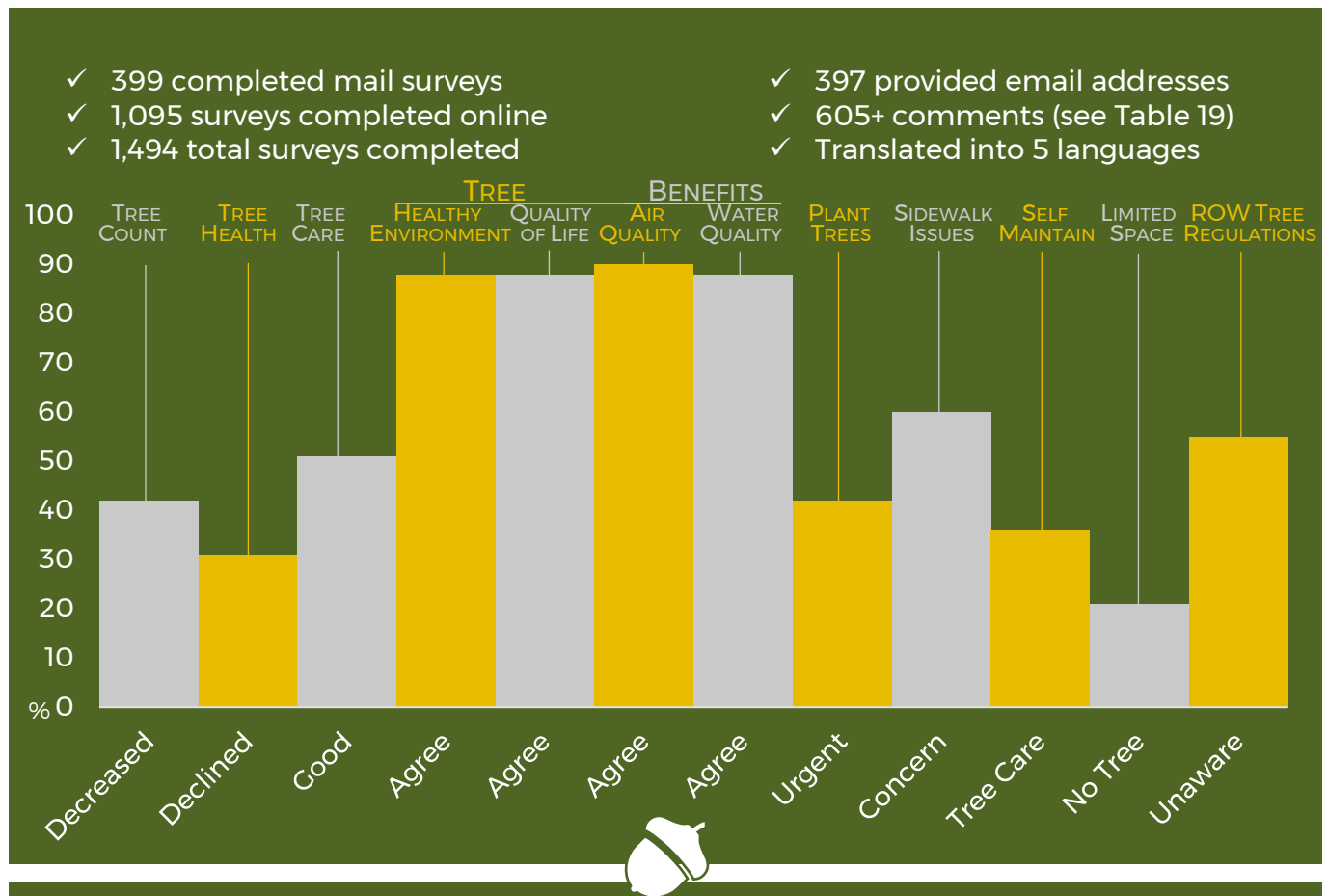
A. Community Survey Results

Though the surveys results are not meant to be a consensus of Citywide values, concerns, ideas, or questions relating to the City’s urban forest and is not the sole source of information used to develop this Plan’s vision, goals, and strategies, they do provide valuable input for consideration. Additional opportunities for feedback were available at the October and November community meetings.

Results of the First Community Survey

The following provides a summary of the survey responses for round one. A complete summary of responses is available in Appendix F.

Figure 26. Summary results of the first survey for the Urban Forest Management Plan



Based on the first survey (1,494 surveys), the community generally (42%) feels the number of trees as well as the health of trees (31%) has decreased or declined over the last ten years, though. 51% consider the overall management of public trees to be “Good” or “Very Good”.

The majority (88%) strongly agree that public trees contribute to a healthy environment and improve the overall quality of life (88%) and urban trees are very important because of their ability to improve air quality (90%) and water quality (88%).

Most survey respondents (42%) feel tree planting and adding more trees is an urgent tree-related need though the majority (60%) agree that sidewalk and pavement damage due to roots and roots damaging underground utilities (58%) is the most important concern.

Most survey respondents with trees adjacent to their home or business conduct the tree pruning or have a neighbor or family member conduct the pruning (36%). Those that do not have a street tree adjacent to their property (36%) report the reason is due to the limited space (21%). 14% would like a tree but haven’t planted one yet. 48% of the survey respondents consider it a high priority to offer free street trees through the City’s programs though 55% did not know that the City has tree regulations in place for trees in the rights-of-way.

The community generally does not seek information regarding tree care (78%) but 45% would prefer internet and online resources.

Most survey respondents are white non-Hispanic or Latino (85%) homeowners (80%) in the 35-44 age range (22%) and live in northwest Tacoma (32%). Of the 1,494 surveys from round one, 26% of respondents have provided their contact information to stay in touch.

For the first survey, 605 survey respondents provided additional comments regarding urban forestry (question #15). Responses were analyzed to align with the strategy development process, community outreach, and One Tacoma components. Most (22%) comments relate to resource management. It is anticipated that strategies developed to appropriately address the comments and concerns of the public will garner additional support and action.

Table 19. Summary of question #15 in the first community survey

Components of Urban Forestry in One Tacoma	Count & % Referenced in Q15	
Resource Management – Street Trees	146	(22%)
Canopy Growth 30/30	132	(20%)
Education, Outreach, Collaboration	99	(15%)
Urban Forest Equity & Accessibility	79	(12%)
Preserve Existing Trees	59	(9%)
Planning the Urban Forest	58	(9%)
Resource Management: Environmental & Watershed	26	(4%)
Resource Management: Viewsheds	25	(4%)
Climate Adaption	13	(2%)
Resource Management: Resiliency & Risk Management	12	(2%)
Urban Forest Long-term Funding	9	(1%)
Landmark/Heritage Trees	4	(1%)
Total	662	100%

Results of the Second Community Survey

Results of the second survey (**375 surveys**) were reviewed and used for this Plan's strategy development process. [Appendix C](#) has the list of survey questions and detailed results.

Table 20. Summary results of the second survey for the Urban Forest Management Plan 

<u>30% Canopy Goal (374 responses)</u>	Very Supportive
The City should aggressively work toward meeting the 30% tree canopy cover goal	91%
The City should encourage property owners to plant & care for private property trees	89%
<u>Tree and Sidewalk Conflicts (367 responses)</u>	Very Supportive
The City should encourage wider tree planting strips during its review of new development proposals	82%
The City should allocate resources for qualified people to provide an unbiased, logical, and consistent assessment	76%
<u>Heritage Tree Program (362 responses)</u>	
I support reasonable and appropriate tree protection of heritage street trees	94%
I support voluntary designation of private property heritage trees (people can nominate their own trees for protection)	72%
<u>Street Tree Maintenance Responsibility (358 responses)</u>	
I support a City program for the proper care of all street trees	64%
I support the allocation of City resources for more tree maintenance responsibility	63%
I support the City establishing priority corridors where the City is responsible	62%
<u>Tacoma Residency (357 responses)</u>	
Live in Tacoma	90%
District 1 (NW)	41%

B. Community Meeting Results



Community Meeting #1

The first community meeting held on September 18th provided the City and urban forestry consultants with an opportunity to present the planning project and key issues inciting action. The majority of the meeting was open to hear the concerns, ideas, and questions of the public. In addition to the four meeting facilitators, there were a total of 18 attendees. These attendees provided insight into the key issues facing trees, areas for improvement regarding tree management and resource allocation, and overall vision for the future of Tacoma's trees.

A word cloud listing the recurring comments, themes, and phrases gathered from the meeting notes was created to summarize the discussions. As seen in the figure, canopy, planting, protection, maintenance, and goals are primary interests.

General summary comments included:

- Tax credits to incentivize planting and/or maintaining trees.
- Would like to see the City take responsibility for street trees.
- Valuation of established trees for fines in case of damage or removal.
- Required green roofs and/or replanting during development.
- Would like to see tree protection, especially on City projects.
- Consideration that areas of low income typically also have fewer trees.

Figure 27. Word cloud summarizing recurring comments during the first community meeting





Community Meeting #2

The second community meeting held on October 22nd focused on more engagement exercises compared to the first meeting which emphasized background information. In addition to four team members from the UF Team, there were a total of 27 attendees.

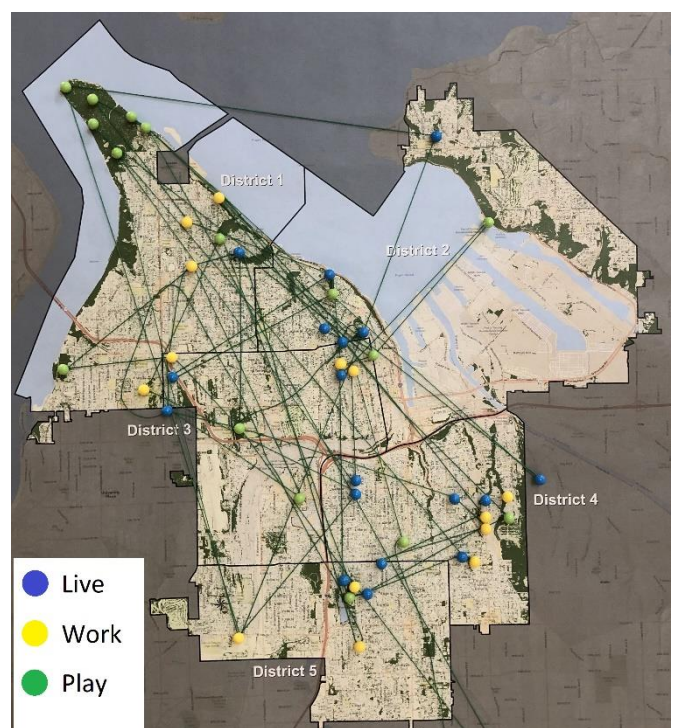
To generate initial thoughts about the Plan vision and potential strategies, attendees were asked to place pins on a large map of Tacoma with the 2018 tree canopy cover layer overlayed on the street map. Pins for where attendees live, work, and play were connected with one continuous string to illustrate the interconnections shared under “One Canopy” and to also identify trends or missed opportunities.

Based on the map, almost all regions of Tacoma were represented and there was a broad distribution of areas where attendees live and work. **Most pins marked for “play” fell within the more densely tree-canopied areas**, specifically Point Defiance Park. This information helps the UF Team strategize the November meeting and future outreach efforts. This map may also be a potential resource for volunteer requests given most attendees provided their contact information to stay connected.

After a brief introduction and overview of the project, the Plan vision was revisited by providing attendees with four draft vision statements to review and discuss. Participants were asked to place a star sticker next to their favorite or least unfavorable if none appealed to them. These draft vision statements are available in Appendix H.

The results of the visioning exercise are provided on the following page:

Figure 28. Attendees were asked to participate in the One Canopy Story Map, pinning where they live, work, and play



Community Meeting #2: Urban Forest Visioning Exercise

Vision Statement #1 _____ **9 Votes**

Vision Statement #2 _____ **8 Votes**

Vision Statement #4 _____ **7 Votes**

Vision Statement #3 _____ **0 Votes**

Further review and refinement will be made to the vision statement based on the community feedback, City and partner objectives, and the Phase 1 Research Summary.

The following provides a summary of the discussion about the vision statements:

- Need to include human and physical health benefits from trees.
- Unclear on the meaning of “cohesive”.
- Some of the statements sound like it is the community’s sole responsibility; it needs to be a partnership between the City and its residents.
- Multiple attendees liked the words “healthy”, “dynamic”, and “diverse” in #3 but it received no votes because it did not mention the partnership that must exist between the City and its residents.
- A question about #2 mentioning “understory vegetation” generated a discussion that the urban forest is more than trees and more so, not just public trees but also the “forest” and ecosystems around generated by urban trees.
- Need the statement to be more than a “feel good” statements. Need to state commitments to action.
- Need to mention the pursuit of equitable access to the urban forest across the City.
- The statement needs to consider that most urban forests are human-made and require human attention and that humans are part of the same ecosystem as the urban forest.
- Need to include the mention of historic trees adding to the heritage and value of the City.
- Need to think about steps to improve/maintain the Grit City Tree Program and how that’s woven into the statement.



DRAFT VISION STATEMENT #1

One Tacoma, One Canopy:
Tacoma’s trees are recognized as integral to the quality of life for all City residents as well as for the City’s urban character and natural environments. A healthy, thriving, and sustainable urban forest remains a longstanding community priority and will be thoughtfully managed in a way to maximize a range of public benefits including a thriving ecosystem, a vibrant economy, and a livable community shared by all.

Community Meeting #2: Strategy Building Exercise

Meeting attendees were provided a list of six potential Plan strategies, derived from stakeholder and community interest, ranging from short to long-term. The UF Team began the exercise by defining the strategy, explaining the current status, outlining the resource “costs”, and other details for consideration. Next to each strategy were a number of coins representative of the “relative cost” to implement, meaning the allocation or reallocation of City resources. Each attendee was given a total of 10 tokens that he or she could spend on implementing a strategy but full payment for each strategy was required. This demonstrated the compromise that must occur to implement urban forest strategies. The following provides a summary of the strategies and outcomes of the exercise.

Tacoma's Strategy Menu

Limited resources and availability. Full menu available upon request.

A) City Street Tree Maintenance Responsibility_____\$\$\$\$

This strategy could range from prioritized corridors, limited timeframe, shared responsibility, Citywide, incremental stages, varied crew sizes, etc.

B) Tree & Sidewalk Conflicts / Tree Protection_____\$\$\$

This strategy could range from cost-share programs for sidewalk repair, City staffing for assessing conflicts, tree mitigation or fines for illegal removal or poor tree pruning practices, policy changes, resources for alternative remediation materials and methods.

C) Tree Planting (30% goal, fruit trees, other)_____\$\$

This strategy could include resources for planting trees, policy changes, staffing, volunteer programs, cost-share programs, etc.

D) Tree Code Revision / Enforcement_____\$\$

Actions for this strategy would look at tree protection in the public rights-of-way, adequate staffing and resources to monitor adherence to Tree Code, changes in the permitting and fee process, changes in design standards, proper tree maintenance practices, etc.

E) City Staffing (Outreach/Education)_____\$\$

This strategy would establish an additional position for urban forestry though it may serve multiple Departments and partners. This position would support implementation of this Plan's other strategies and improve the responsiveness to community requests and actively engage the community.

F) Heritage Tree Program_____

A heritage tree program may be voluntary or non-voluntary designation of significant trees to remain protected unless deemed unsafe or in decline beyond remediation. Heritage trees may be of significant size, age, species, and/or location or may have historical or cultural significance. New programs typically begin with trees in the public rights-of-way and are defined and authorized in municipal code.

G) Other_____Cost not considered at this stage

Comment cards for describing decision points for allocating resources, questions, or other strategies not included on the list.

Favorite Strategies on the Menu

Ranked #1__C) Tree Planting (\$\$) → 21 entries → 42 tokens

Ranked #2__E) City Staffing (\$\$) → 20 entries → 41 tokens

Ranked #3__F) Heritage Tree Program (\$) → 19 entries → 19 tokens

Ranked #4 __A) City Street Tree Maintenance Respons... (\$\$\$\$) → 13 entries → 54 tokens

Ranked #5__D) Tree Code Revision/Enforcement (\$\$) → 10 entries → 19 tokens

Ranked #6__B) Tree & Sidewalk Conflicts/Tree Protection (\$\$\$\$) → 6 entries → 19 tokens

Other_____ 17 tokens and 7 written comments submitted and recorded in meeting notes

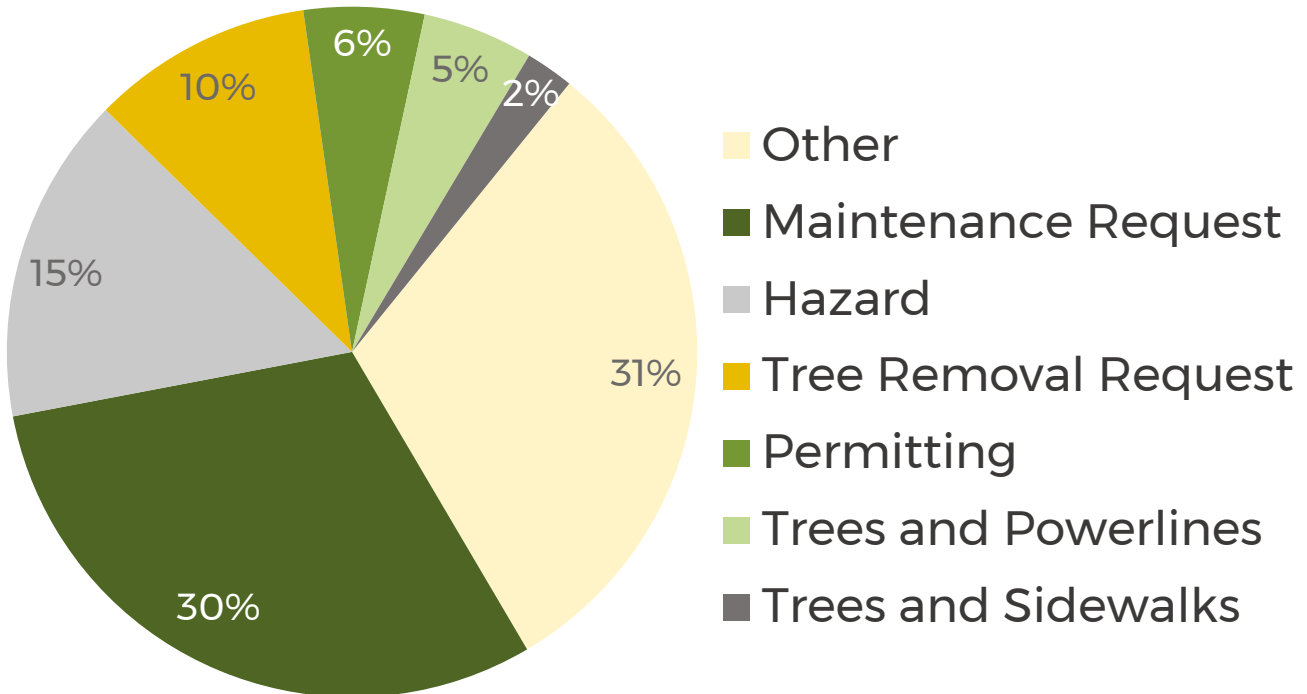


C. Community Service Requests and Call Logs

These records provide information on the volume of requests received by the Urban Forestry Program either directly or redirected from the City's Customer Support Center. As the City considers staffing levels, these numbers and the results of the benchmarking research (Element #3) should be evaluated.

Based on the analysis of community service requests from December 2015 to April 2018 and the Urban Forestry Program's call logs from August 2014 to August 2017, a total of 443 tree-related issues, concerns, or questions were brought to the attention of the City.

Figure 29. Summary of 311 Service Requests and Urban Forestry Program call logs (August 2014 - April 2018)



In the 44-month span of records, a total of 135 (30%) tree issues are categorized as Maintenance Request. At least 99 of these were reports of trees overgrown on the sidewalk or street. 68 trees (15%) were reported as a Hazard and at least 49 trees were specifically noted as dead trees in the right-of-way or private property. A total of 46 (10%) were requests for trees to be removed. Other categories such as Construction, Trees and Sewers, Views, Financial Assistance, Tree Planting, and Tree Planting Opt-Out had 1% or less frequency and were grouped as Other (136 records).




SERVICE REQUESTS AND CALL LOGS:

Requests for street tree maintenance is most common (30%) and is often a request for clearance of limbs (73%).

Concerns regarding hazard trees in the right-of-way or private property have been recorded 68 times (15%) in a 44-month span.

The tree-related service requests received through the City's 311 system from December 2015 to April 2018 were also summarized by zip code. The count and location of each zip code are provided in Figure 30. 16% (42) of the service requests originate from the 98405 zip code (approximately the Central Neighborhood). Of these requests, 38% (16) are tree clearance-related.



SERVICE REQUESTS:

256 tree-related service requests in ~2.5 years.

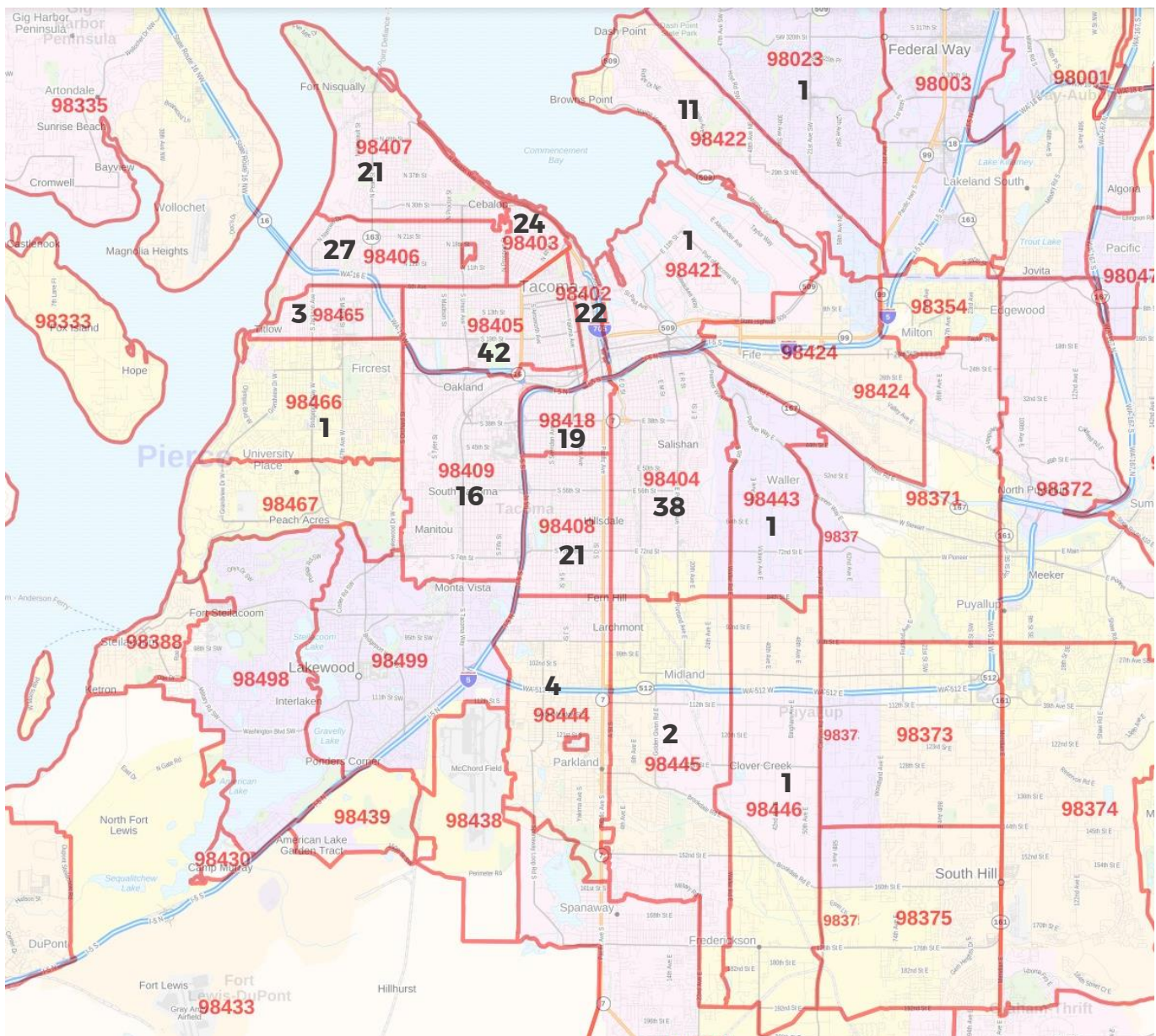
Central Tacoma had the highest count (42).

Primary concern is tree limb clearance.

URBAN FORESTRY PROGRAM CALL LOGS:

75 of 251 (30%) call logs originated in District 2 (NE Tacoma).

Figure 30. Count of tree-related service requests by zip code (December 2015 – April 2018)



D. Summaries of Commission, Committee and Special Interest Group Meetings

The following provides an overview of the discussions at each of the meetings.

Infrastructure, Planning, and Sustainability Committee to City Council (IPS)

On August 21, 2019 the City's Urban Forestry Program and urban forestry consultants presented the progress to date on the Urban Forest Management Plan. In addition, during this informational briefing Staff presented recommendations for improving Tacoma Municipal Code (TMC)—with regard to urban forestry—in effort to encourage long-term sustainability of the City's urban forest asset. It was requested of the Committee to provide feedback on recommended Municipal Code actions (if any) to explore in further detail prior to providing draft code for review.

The meeting summary:

- Council representation, City staff, and general public comments have all voiced a direction towards the City of Tacoma maintaining right-of-way trees as a public good (both social & environmental) and mechanism of public safety.
- A potential approach to tree maintenance was discussed and outlined as priority areas in the short term (5 years) then long-term (10 years) priority areas.
- Possible pruning rotation periods should be explored. Historically, the cycle was seven years.
- Considerations for prioritizing tree maintenance include main arterials, high vehicle occupancy, and on the basis of environmental justice.
- Council mentioned they will review a budget for a 3-person tree maintenance crew for 2021-2022. This crew may focus on City-owned right-of-way tree maintenance—primarily street trees—and identified high-risk unimproved ROW trees.
- The Committee suggested including goals in this Plan for budgeting for a second 3-person crew.
- Regarding a potential heritage tree program, it was recommended that this Plan include options for implementation from the voluntary level to the non-voluntary, mandatory level for the Committee and Council to consider.
- The Committee mentioned concerns regarding poor and improper tree pruning practices on trees in the rights-of-way (not City-maintained trees).
- The Committee recommended continued and enhanced community education on proper tree pruning methods.

The City of Tacoma's Landmarks Preservation Committee (LPC)

The meeting with the Landmarks Preservation Committee was held on October 9, 2019 to discuss potential options for a heritage tree program.

The meeting summary:

- The best way to secure preservation of landmark trees is to have it recorded on the title of the property.
- They would like to see tree preservation in Tacoma as “common knowledge”, so that it is generally understood that in order to remove a tree in Tacoma approval is needed.
- If LPC and residents are required to hire an arborist to prune ROW trees (they are in support of this), or to provide reports deeming trees as hazards, there may not be enough available professionals to initially address the demand. There are already long waitlists to find an arborist who is willing to do work in the area.

- There is a clear connection between historic trees and the LPC. LPC's mission is to preserve the heritage of Tacoma, specifically the man-made/created things. It was stated that urban forests are not "born" they are planned and created, and this resonated with them as needing protection and care, similar to historic homes.
- The Landmarks Commission role in heritage tree preservation was discussed at length. One idea mentioned would be LPC review the proposals for tree pruning/removal if an application comes in for a tree on the registry.
- Designation of street tree species that meet the character of the neighborhood, e.g., the original species planted as street trees along the streets should be used for future plantings as well.
- The topic of fruit trees in the ROW was discussed, and some polarized points of view. Some were for planting them for food security, and the opportunity to use a gleaning program to collect the fruit so that it didn't drop on the ground. Others were against them in the ROW for the public health perspective.
- For tree preservation penalties for illegal removal, a "fee by inch" penalty was suggested.
- Recommendations for other organizations to engage in the outreach: 1) Tribe; 2) architects, designers and builders; 3) American Institute of Architects (Tacoma chapter).

The Sustainable Tacoma Commission (STC)

Continual presentations and meetings to inform the STC about the project, completed tasks, and opportunities for feedback were held prior to project launch and throughout the entirety of the Plan project. STC provided feedback on recommended approaches to strategies relating to community education and outreach for the Plan and for the Urban Forestry Program as a whole. The STC will be providing a letter to City Council with their recommendations.

Master Builders Association (MBA Pierce) of Pierce County, WA

The City's Environmental Services Department met with MBA Pierce on August 13, 2019 to discuss the Plan project and specifically, existing and potential tree preservation and retention approaches and goals.

While there were some hesitations to tree preservation due to the restrictions this places on development, there were valuable considerations discussed where both the urban forest and goals for development benefit.

The meeting summary:

- Initiatives such as reduced setbacks to provide space for trees, fees in-lieu, and stormwater incentives provide opportunities for trees while not limiting development.
- Strategies for the urban forest must consider and balance costs of tree preservation on housing prices and consider the City's current and future level of build out.
- Consensus was a belief that the City owns the right-of-way, and it should be responsible for the care, removal, and planting of trees in the right-of-way.
- In-lieu fees could be a good way to address the equity issue, as the fees could be used to plant trees in low-income neighborhoods.
- The low-hanging fruit for tree planting is the right-of-way. 26% of the City is ROW, but only has about 9.2% canopy cover. This is area that does not directly impact the building footprint or use of the lot.
- Perform an analysis of institutions to see if they would be suitable for tree planting and new partnerships.

- Increased housing density has more impact on tree canopy because it leaves open space for planting.
- Concerns were expressed regarding trees and public safety.
- If trees are planted, make sure it is quality nursery stock so the trees are not short-lived or create future infrastructure problems. This is especially important since the adjacent property owner is responsible for sidewalk repair/replacement.

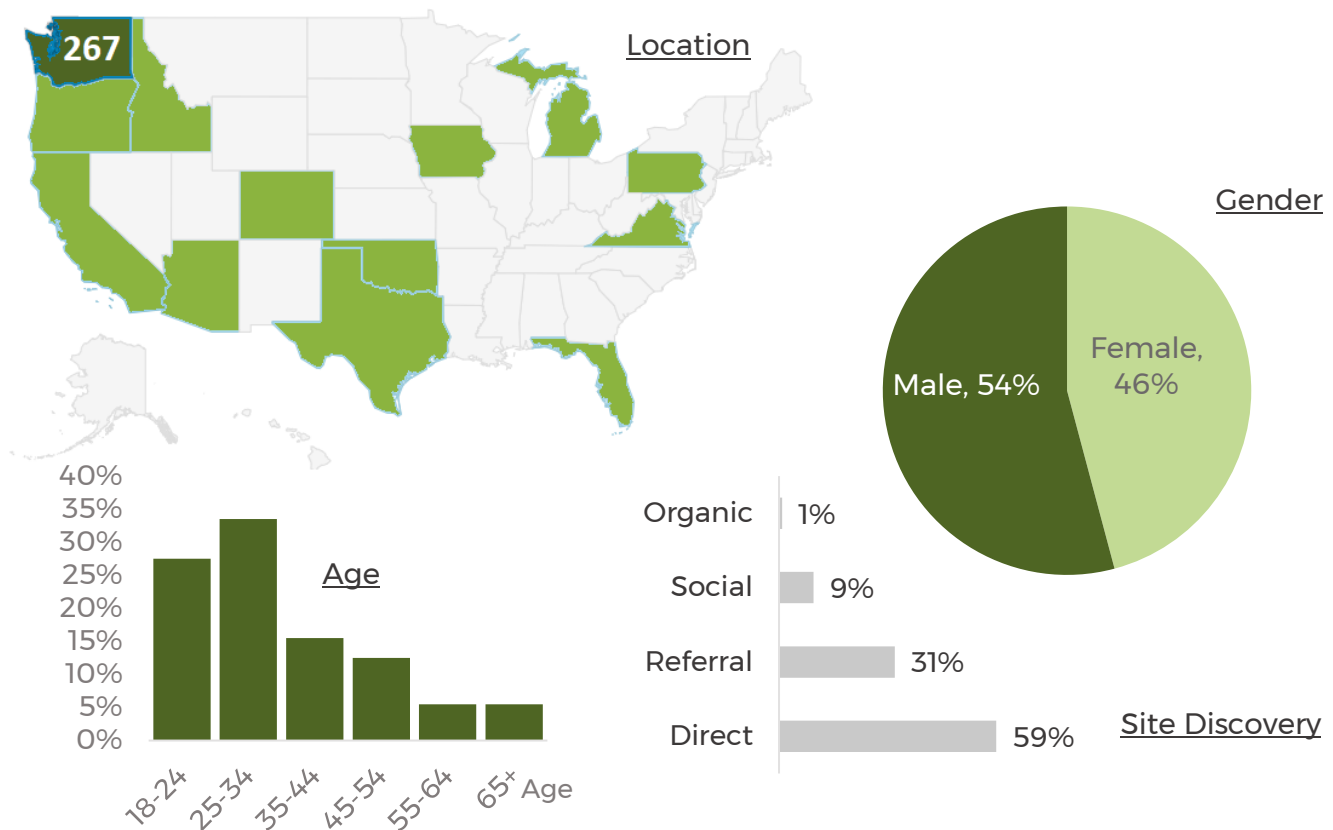
Puyallup Watershed Initiative Forest Communities of Interest

On September 20, 2019 the City's Urban Forestry Program presented the Urban Forest Management Plan project and tasks completed to date to the PWI FCOI.

E. Outcomes of the Urban Forest Management Plan Website

Google Analytics were activated for the Plan website (www.TacomaTreePlan.org). The analysis informs future urban forestry messages and approaches based on the demographics of users who accessed the site and those who did not. Messages and information will also be tailored based on the distribution of activity across all website pages.

Figure 31. Project website analytics for October 2019



Website analytics were reviewed for a 30-day period in the month of October 2019. Based on the analytics, there were a total of 399 visitors to the website in October, 267 of which were in WA. An increase in daily users occurred around mid-October when the City launched several outreach campaigns regarding this Plan's community meeting and second survey. The visitors to the site viewed a total of 1,116 webpages with an average site visit time of 1.5 minutes. Most visitors in October were males (54%) between the ages of 25-34 (34%) who directly entered the link (59%). This information should be used to align future outreach efforts or for continued use of the website after the project is completed.

CONCLUSION

Tacoma Urban Forestry has succeeded in outreach and volunteerism in more affluent parts of the City where residents have more time and resources. Generating community participation in lower-income neighborhoods will require a much greater investment from the City in order to build stronger relationships with residents and community advocates. Different approaches to community engagement may be necessary to meet the needs of these areas. This project aimed to address this concern through various community outreach and engagement efforts.

✓ **Community Surveys**

Feedback from the surveys was considered during the development of this Plan's strategies. In addition to the questions, the community shared over 600 comments. There is a passion for trees in Tacoma and much of the urban forest resides on residential land. Successful implementation of this Plan requires a partnership between the City and its residents.

✓ **Community Meetings**

Helped shape this Plan's vision and strategies by identifying key words and topics necessary for a vision and the selection of desired strategies with finite resources. The strategies in this Plan were established, in part, from this exercise and the linkages are detailed in Phase 2.

✓ **Community Service Requests and Call Logs**

Identifies trends, frequency, and location of tree-related requests. This information is used to identify potential tree maintenance corridors and the need for internal support (staffing).

✓ **Meetings with Commissions and Interest Groups**

Ongoing meetings strengthens the partner and stakeholder network and serves as an additional opportunity for public engagement and feedback. This Plan has a list of collaborators and leads for implementing actions and these groups have a support role therefore communications and feedback loops need to continue.

✓ **Urban Forest Management Plan Website**

Keeps the community current on this Plan's components, events, and general urban forestry information. The analytics should be considered for future outreach and education efforts. If the website is maintained after completion of this project, webpages and messages should be accordingly tailored.

Success of a Plan Requires Community Support

A successful Urban Forest Management Plan is a plan that contains short- and long-term strategies that benefit the urban forest, the community, and the multitude of organizations and programs affected. This Plan's strategies incorporate the feedback from the community, stakeholders, planning committees, and special interest groups to achieve this objective.

Continuous community outreach and engagement using these platforms should occur for successful implementation of this Plan. The annual monitoring of community viewpoints and opinions as well as the monitoring of the urban forest will allow the City to adjust long-term strategies over time to meet the needs of the City in an ever-changing environment. This is known as adaptive management. Goals for equity and accessibility, canopy health and growth, long-term funding, and climate resiliency cannot be achieved without this City/resident partnership and approach.

