



Call for Proposals for Urban Forestry Outreach

July 22, 2014

Current Opportunity

The City of Seattle's Office of Sustainability and Environment (OSE) is seeking a consultant who can assist in the development and implementation of an outreach strategy in Rainier Beach in advance of street tree plantings to be executed in the fall.

Project Goals

- Cultivate community support and engagement around street trees and urban forestry work in the Rainier Beach neighborhood
- Recruit a cohort of dedicated future tree stewards in the neighborhood
- Create a model of effective and culturally appropriate community engagement that subsequent urban forestry efforts can use

Background

Seattle's Urban Forestry efforts will be focused in Rainier Beach for the next year. Crews from SDOT and SCL will be planting hundreds of street trees in the neighborhood and [Seattle reLeaf](#) will be coordinating multiple events in the neighborhood during that time as well.

Typically, outreach for the City's street tree planting work consists of door-hangers ahead of time informing residents of the work to be done and giving them an option of trees to choose from. Response to this type of outreach in more diverse neighborhoods is often minimal and planting crews often encounter confused or angry residents wondering why they are planting trees in front of their houses when did they didn't ask for them, resulting in fewer trees being planted than targeted and trees that are killed by angry residents, creating a waste of City time and resources. This method highlights a missed opportunity to engage and educate the community on Seattle's urban forestry efforts and the related benefits.

Project Deliverables

The following deliverables are expected as part of this project:

- 1. Door to Door Outreach.** Conduct personal outreach in advance of tree planting work in the designated area (see attached map). Create a script for the outreach discussions to include the following information:
 - a. Explanation of what the City is doing and why – including education on the health and safety benefits of trees.
 - b. Explanation of City responsibility regarding tree maintenance and role residents can play in ensuing healthy tree growth.
 - c. Share information about the October 11 tree planting event and recruit participants for the event. Identify potential tree stewards who are interested in getting more involved in 2015 as Tree Ambassadors through the [Seattle reLeaf](#) program.
- 2. Provide interpretation as needed.**

3. Tracking report of outreach

- 4. Final report** on effectiveness of outreach and a documented model that could be applied to future urban forestry projects.

Required Experience and Qualifications

- Expertise in culturally appropriate outreach and engagement
- Understanding of government operations and community relations with the public
- Knowledge of environmental and climate change messaging. Knowledge of best practices for urban forestry efforts also helpful.

Proposal Submittal Requirements and Deadline

Proposals must address the required deliverables and demonstrate required qualifications. Additionally, proposals should include a brief (up to a two-page) narrative describing your approach to the required deliverables and a detailed proposed budget. **Proposals must be received by COB August 5, 2014.** Work is expected to commence immediately after contract is awarded and be complete by end of November.

Available budget for this project is \$15,000.

All proposal materials (and questions) can be submitted to:

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Electronic submissions are encouraged.

