

Seattle Urban Forestry Commission / Urban Forest Inter-Departmental Team
Wednesday, October 10, 2012
1:00 p.m. – 5:00 p.m.
Camp Long – 5200 35th Avenue Southwest

Meeting Notes

NOTE: Meeting notes are not exhaustive. For more details listen to the digital recording of the meeting at: <http://www.seattle.gov/urbanforestrycommission/meetingdocs.htm>

In attendance:

Facilitator: Brad Kahn

CM Richard Conlin's Office: Phyllis Shulman

Public: Steve Zemke

Urban Forest Inter-departmental Team:

Brennon Staley – DPD

David Bayard – SCL

David Mutchler – SCL

Deb Heiden – SPU

Jana Dilley – SPU

Mark Mead – Parks

Nolan Rundquist – SDOT

Sandra Pinto de Bader - OSE

Shane Dewald – SDOT

Urban Forestry Commission:

Gordon Bradley

Jeff Reibman

John Floberg

John Small

Leif Fixen

Matt Mega

Peg Staeheli

Tom Early

Welcome

Matt Mega and Sandra Pinto de Bader welcomed meeting participants.

Overview of the Day

Brad Kahn talked about the purpose of the meeting: for the Urban Forestry Commission and the Urban Forest Interdepartmental Team to continue to network and build rapport and for both groups to work together on outreach and engagement efforts to solve urban forestry challenges

As we move through the different sections of the meeting, pay attention to any jargon terms we are using that might make it challenging for the public to understand what we are talking about. Write these jargon terms (urban forest speak) on a post-it note and post them all on the wall.

Introductions

Meeting participants introduced themselves, who they work for, and what their favorite place in Seattle is and why.

Small Team Activity #1: Develop “Problem and Tagline”

- Organize the group into 4-person teams.
- Each team identifies one problem associated with Seattle’s urban forest and develops a tagline that is related to the problem.
- Teams write the problem and tagline on a flipchart.

Group 1

Problem: Public disconnect with the value of the urban forest

Tag line: Put down roots in Seattle! Trees hug people.

Group 2

Problem: Plant more trees (conifers in particular)

Tag line: Do U dig Doug? I dig Doug. Dig Doug 2013.

Group 3

Problem: Not recognizing the benefits of trees

Tag line:

- Keep them up. They won’t let you down.
- How do I love tree? Let me count the ways....

Group 4

Problem: Removal or large trees

Tag line: Size Matters

Group Discussion: Select Problem and Tagline

- Each team presents its problem and tagline to the whole group.

- Group members are given one “vote” to select their favorite outreach campaign by placing a dot on the corresponding flip chart.

Group 1 – Put down roots in Seattle – 6 votes

Group 2 – Dig Doug – 3 votes

Group 3 – Keep them up, they won’t let you down. How do I love tree? Let me count the ways – 2 votes

Group 4 – Size Matters – 8 votes

Winner: Size Matters tag line

Break

Small Team Activity #2: Develop “Outreach Campaign”

- Organize the group into different 4-person teams.
- Use the selected problem and tagline as the starting point to develop an outreach campaign.
- The outreach campaign will include the following elements:
 - Target audience for outreach activities
 - Desired actions you want people to take
 - Outreach activities used to reach people
- Note: You do not need to try to reach every person in Seattle. Be specific about audience.
- Teams write the outreach campaign on a flipchart.

Group 1

Target audience:

- Citywide
 - Neighborhoods with large trees (preservation)
 - Bigger lots (preservation and planting)
 - Industrial areas (planting)

Call to action:

- Nurture nature

Outreach activities:

- Homeowners:
 - Tree preservation:
 - Award:
 - SPU water saver
 - Tree of the block
 - Years in business
 - Planting:
 - reLeaf program
 - Only big tree
 - Coupons big tree

- Commercial:
 - o Fee in lieu
 - o Site score for businesses
- Industrial:
 - o Air quality
 - o Conservation easement
 - o Grandfathered for removal
 - o Under development

Group 2

Target audience:

- Property owners with large lots
- Property owners of neighboring large lots with large trees

Call to action:

- Save their large trees
- Take care of large trees
- Plant large trees

Outreach activities

1. Create a Seattle book of records: promote it among real estate companies; chamber of commerce sponsored, gold star developers
2. Award/recognition of actions
3. Community-based heritage tree program
4. Poster and t-shirt campaign
5. Photo/essay contest
6. Public art:
 - Temporary large trees that travel around the city and are placed in locations that have no large trees
 - Project the image of a large tree onto a building
 - Project a holographic image of a removed tree on the place it was removed
 - Participate in the Solstice parade with a protected tree

Group 3

Target audience:

- Private residents
 - o New homeowners
 - o Ownership transitions

Call to action:

- Don't cut trees down!

Outreach activities:

- Part of real estate information packet
- Utilities bill information
- Backyard wildlife program
- Letter from Mayor – thanks!
- Tree angel program

- Bus ad (targeted by neighborhood)
- Big tree walk/hunt
- Front/back t-shirts with tag line
- Schools – classroom science
- i-Tree tools on big trees

Group 4

Target audience:

- Home buyers
 - o Trees add value
 - o Fear not!

Call to action:

- Save big trees

Outreach activities:

1. New account package information (SPU/SCL)
 - a. Bumper sticker
 - b. Resource list
 - c. Myth busters
 - d. Root conflicts
2. Educate realtors and developers
3. Series of 2nd slogans on bumper stickers (under Size Matters, such as ‘save the big trees’)
4. Farmers markets/gardeners
5. T-shirt/bumper stickers/hats/parade canons
6. Fair ride with swings and information plus free/discounted trees

Group Discussion: Select Outreach Campaign

- Each team presents its outreach campaign to the whole group.
- Group members are given one “vote” to select their favorite outreach campaign by placing a dot on the corresponding flip chart.

Group 1 – Nurture nature – 3 votes

Group 2 – Large lots – 5 votes

Group 3 – Tree angels – 2 votes

Group 4 – Bumper sticker – 7 votes

Winner: Bumper sticker campaign

Reflections on the day

- Review Urban Forest Speak and alternatives.
- Describe the outreach campaign to someone not in the room.

Urban forest 'speak' (jargon terms)

Term	Meaning/alternative wording
Urban forest	Trees in the city
Canopy	Tree cover
DBH	Tree diameter
Fee in lieu	
NPDES	
Native	Natural
Urban Forestry Commission	
Office of Sustainability and Environment	
Conifer	
uplift	
Topping vs. pruning	
Drip-line	Shaded area
Green infrastructure	Letting nature do the work it's meant to
Island	
Planting strip	
Run off	
Tree rot	sickness
Arborist	Tree expert
Invasive	Plants brought to Seattle from other areas. Once they get established here they compete with local plants and take over
DBS	
Root flare	Base of the tree

Adjourn