“Can you believe that people inhale the gases we expel—sick, right?”
Contents of the toolkit

- Audience analysis
- About urban forestry language
- Message framework, platform, call to action
- Sample messaging, including general language and samples for individual offices and programs
Developing the messages
Audiences

Not you!

- Private property owners
- People doing construction projects that impact trees
- People who have trees on their property that need to be pruned or removed
- People who enjoy parks
- Current and potential volunteers and stewards in various urban forestry initiatives
Wonder!
Awe!
Delight!
Enchantment!
Message framework

• Establish the frame
• Say what the frame means
• Call to action
Establish the frame

- Seattle’s trees are what make our city the Emerald City
- Awe-inspiring trees are part of the heritage, character, and appeal of our city
- Trees are deeply meaningful to people and help create enchanting places in the city
What the frame means for Seattle residents

• *Trees make our lives better by providing places for play, rest, and reverie*

• *Trees spark our imagination and create peaceful places for breaks from our everyday hustle and bustle*

• *Kids of all ages find delight, joy, and wonder in trees*
Call to action

- *Trees need a little loving care from us*

- *Taking care of trees will ensure that we, and our grandchildren, can enjoy the beauty and splendor of great old trees*

- *You can take simple steps to preserve and protect trees in our city*
Some Sample messaging

Elevator speech

Awe-inspiring trees are an important part of Seattle’s heritage and character. We are committed to protecting the city’s trees and planting new trees that will delight us and evoke fond memories. We carry out our work with an eye toward preserving the city’s trees for our grandchildren and ourselves.
Some Sample messaging

Talking points

• We want to preserve the city’s trees, replace the ones that die, and plant lots of new trees for us and our grandchildren to enjoy.

• Children love trees. They are great spots for explorers and pirates and dreamers, hidden away in their tree houses; for swings, birdhouses, and secret camps.

• Trees are part of the heritage, character, and appeal of Seattle. Old-growth parks, tree-lined boulevards, and woodsy neighborhoods spark wonder and fuel the imagination.
Some Sample messaging
Talking points

• *Trees are places for play, rest, and reverie*

• *I remember climbing in this huge, old oak tree at my grandparents’ house. I want to make sure my grandkids can enjoy delightful old trees like that, too*
Words to lean into

Wonder
Enchantment
Awe
Majestic
Splendor
Imagination
Delight
Joy
Transport (to a good place or feeling)
Play
Comfort
Preserve
Steward
Home
Fun
Green (to describe how lush and colorful Seattle is)
## Words to lighten up on

<table>
<thead>
<tr>
<th>Horticulture</th>
<th>Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canopy</td>
<td>Environmental/environmentalism</td>
</tr>
<tr>
<td>Carbon sequestration</td>
<td>Neighborhood enhancer</td>
</tr>
<tr>
<td>CO2 absorber</td>
<td>Heat island</td>
</tr>
<tr>
<td>Storm water</td>
<td>Utility bills</td>
</tr>
<tr>
<td>Green (in the sense of “environmentalism”)</td>
<td>Vegetation</td>
</tr>
</tbody>
</table>
“Forest”
Images
Images
“Old-growth parks, tree-lined boulevards, and woodsy neighborhoods are a big part of the heritage and appeal of Seattle. Our goals are simple: preserve today’s awe-inspiring trees, replace the ones that die, and plant lots of new trees for us and our grandchildren to enjoy.”
Other workshops, positive response

• Urban Forest Interdepartmental Team
• Parks and Recreation
• Seattle City Light
• Seattle Department of Transportation
What we heard and learned

• In general, the concepts of awe and wonder resonated with participants
• Need clarity about which City departments are responsible for which trees
• Staff want help with customer-service interactions
• It may be worth exploring attitudes about trees among more diverse groups