



Agenda Item B.2
DISCUSSION/ACTION ITEM
Meeting Date: September 10, 2018

TO: Public Tree Advisory Commissioners
FROM: Carmen Nichols, Deputy City Manager
CONTACT: Robert Morgenstern, Public Works Manager
SUBJECT: Outreach of the Urban Forest Management Plan

RECOMMENDATION:

Discuss outreach efforts of the Urban Forest Management Plan (UFMP).

BACKGROUND:

Exhibit A of Resolution No. 12-78 describes the "Duties and Responsibilities" of the Public Tree Advisor Commission. One of these duties is to "Educate and assist staff in providing public outreach regarding the benefits of the Urban Forestry Program.

The City of Goleta has been named Tree City USA by the Arbor Day Foundation and annually, City staff participates in a tree planting at Arbor Day, and last year during Earth Day the City Council and staffed participated Ellwood Elementary. Staff uses this opportunity to communicate the benefits of trees to the environment.

City staff is seeking the Commissions input on outreach efforts.

DISCUSSION:

The UFMP identifies many ways that City policies can gradually reshape the public urban forest to reflect Goleta's urban forest. Providing outreach and demonstrating the benefits to the public will support the efforts to this effect.

In Section 6.4, Planting of New Trees and Replacement Trees Annual Targets discusses a public tree planting program in the City Goleta with extensive outreach among residents to provide for the goal of no net loss of trees and to increase the size and scope of the urban forest.

Section 7.1, Public Outreach/Education also discusses the importance and benefits of public outreach and education in gaining public support.

City staff have done the following public outreach efforts

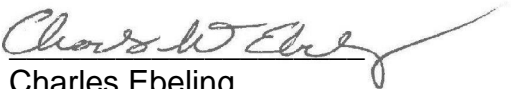
- The UFMP is available on the City website
- The Street Tree Planting List available on the City website
- Yearly Arbor Week Proclamation
- Arbor Week Tree planting with Mayor at different City locations
- 2014 Arbor Week Drawing & Photography contest
- UFMP revisions done as workshops to include public comments
- Prior to Declaration of Drought, we would plant/replace missing parkway trees upon resident request.

City staff's recommendation to provide public outreach

- Staff to include articles in the Monarch Press regarding issues related to the urban forest.
- City could hold contests for Arbor Day (i.e. submit pictures of local trees, or poems, etc.) to bring awareness of the importance and benefits of trees to the community.
- Minutes from PTAC Meetings could be published in the Monarch Press.
- Partner with the Audubon Society, Arborists Society, California Fish and Wildlife, Air Quality Management, Water Quality Control Board, and Environmental groups to put on lectures at the Community Center or City Hall on the habitats and air quality effects of an urban forest.
- Partner with a local elementary school to plant a tree with staff, students, and parents.

City staff will review the Commission's suggestions on outreach and return with a report on an implementation plan.

Reviewed By:


Charles Ebeling
Public Works Director

Approved By:


Carmen Nichols
Deputy City Manager