

## **Mayors Trees Program**

March 4, 2014 PP&C Meeting – Rose H.

### **PURPOSE:**

Educate and encourage a healthy public participation via trees planted/designated for all of SF's mayors since 1850. There have been 43 mayors since 1850 (includes Mayor Lee).

### **METHOD:**

- 1) Look up information on past mayors and select qualities to portray
- 2) Select/identify trees for each mayor based on information found on mayors
- 3) Details of program:
  - a. Self-guided tour
  - b. Any printed materials? Map, brochure, list?
  - c. Use mobile applications or website link(s) to a quick list & Google linked map?
  - d. How does the public get Info on the trees?
    - i. QR codes? Other?
    - ii. Mayor's number, brief info
    - iii. Tree species info
- 4) Have PPC approve Mayors Trees Program
- 5) Bring before full Council for support
- 6) Approach Mayors Office (possibly get the Mayor's Office of Neighborhood Services involved? SF Tourism?)
- 7) Get media coverage and hold kick-off event

More details for Planning & Policy Committee:

- 1) Which members would like to work on this?
- 2) Welcome feedback and dialogue – not necessary to meet in person except to give status reports at PP&C meetings?

### **PHASE I:**

- 1) Members review list of mayors and related info – each member can take a portion of the list or can have everyone work on all and see what mayors get trees hooked up w/ them. Can do any way PPC feels is best. See #4 below.
- 2) Members to select tree species for mayors.
- 3) Members to select public area locations of trees for mayors
- 4) Reps for R&P, SFPUC, Port? other agencies? If they already have trees for mayors, route to Rose to create a list of them and their locations so that we can skip them on the list! See #1 above.

### **PHASE II:**

- 1) Present to UFC what we've found so far and plans
- 2) Ask full Council for support to proceed further

### **PHASE III:**

- 1) Look at potential methods of public access to info
  - a. Technology solution (GPS-application driven?)
  - b. Paper/document solution
  - c. Other
- 2) Research vendors or sponsors for technology solution, paper solution(s), other; determine costs
- 3) Look at different options to “mark” trees for mayors

### **PHASE IV:**

- 1) Approach Mayor's Office to see if OK
- 2) Ask Mayor's Office for potential tourist attraction help
- 3) Set up kick-off event