



URBAN FORESTRY COUNCIL

Strategic Plan 2019 – 2023~~2~~

Planning and Funding Committee Discussion Notes (Rev. 7.2.19)

The Planning and Funding Committee recommends changing the time frame for the plan to 2019 – 2023 to align with the SF City budget cycle.

Strategic Priorities

Now the Urban Forestry Council must find ways to nurture this public support and leverage the support to enact further changes to plant more trees, and to protect and grow the whole urban forest.

The Urban Forestry Council identified the following six priorities for the coming ~~three~~ four years. The actions identified are first steps to assess the topic and support strategy formation.

The Planning and Funding Committee recommends the Council focuses on the first three priorities for the next two years (at least).

1. Develop Policy Recommendations related to management of the urban forest with respect to Biodiversity, Tree Species Palette and Climate Change and Availability

1. Acquire data on trees being planted from all stakeholders, Rec and Park, etc. including data on the carbon intensity of trees being planted
2. Consider how to create mechanisms to obtain good tree stock of rare and under-planted trees.
3. Make formal request to all stakeholders for reports on what they are planting and why incorporate this request into the Annual Report Process
4. Update our recommended tree planting list for street trees and parks/open space based on information from prior steps – this will be the heart of the policy recommendation and will be coordinated by the Annual Report Committee.

Next steps: The thinking is that data collection and preparation of initial policy recommendations can be incorporated into the Annual Report process and led by staff and the Annual Report Committee.

2. Expand Focus of the Council to Consider all Trees in San Francisco

1. Obtain data on tree canopy, through LIDAR, and how canopy is changing over time –

Next steps: staff will investigate what data is available to support the Council's planning.

2. Prioritize the Urban Forest Master Plan Phase 2, Parks and Open Space

Next steps: Patrick will take the lead as representative of Planning Department.

1.3. Prepare for Phase 3

a. Learn from what other cities are doing with backyard trees – currently in process

b. Work with Planning Department on developing policy for backyard trees

Next steps: Patrick will take the lead as representative of Planning Department.

3. Steps to Strengthen the Urban Forestry Council

1. Develop membership of UFC

a. Expand our recruitment of new members by growing a crop of people who would be good candidates; getting people to come to committee meetings;

b. Articulate criteria for what we need from agencies who are sending representatives (including demographics)

c. Committee structure that allows for non-Council members to participate

d. Increase existing membership participation by reviewing meeting times

2. Plan ahead to manage leadership transition in position of the Chair

3. Seek additional funding and in-kind resources

a. Additional staff support

b. Ask existing contributors for more money

c. Explore grant opportunities

Next steps: We did not get to this priority with respect to next steps.

4. Develop Communications Plan

1. Create a packet about UFC that tells the story and outlines our role and activities

2. Look for pro bono assistance in giving us a communications and outreach strategy

3. Engage other groups to carry our news

a. Take advantage of existing department newsletters to put in feature articles

b. Reach out to neighborhood groups to carry features about our work in their neighborhood newsletters and meetings

c. Figure out who can write these articles

4. Reach out to Board of Supervisors; involve more of the Council members in relationship building and communicating our priorities

5. Articulate Canopy Goals to inform Policy

Our overall goal is maximizing tree canopy

Next three years Focus on replanting; tree-stocking goals

(Goals either: *quantity*, eg. 2 for 1 replacement for trees removed; or identify *percentage* of space in a given area) by use type

1. Street trees

2. Park Trees

a. Recreation areas (e.g. can't plant on soccer field, but perhaps around the fields)

b. Natural areas – seek to protect, replace and where possible add trees

3. School trees
4. Other Public Lands trees
 - a. Can't plant on reservoirs, but maybe other opportunities exist
5. Private property trees

Based on development of reasonable targets by land use type; develop target stocking goals; based on this analysis recommend policies to the city as a whole

6. Attract Additional Funding for Tree Planting and Protection

1. Convene a mini-summit
 - a. Invite people from cities that have been successful in funding their urban forestry programs
 - b. Key stakeholders in SF to identify practices and funding sources for trees
 - c. Based on the summit, come back to the full Council to develop action plan
2. Explore financial incentives to plant and establish trees both for developers and for private land owners
 - a. Look at what other cities are doing in that realm
 - b. Look at what Planning Department might consider in to offer incentives to go beyond requirements to get credits for things like transportation requirements, or permeable requirements
 - c. Based on that research recommend policies to be adopted by the Planning Department, or to the Board of Supervisors (e.g. for a tax break as an incentive)
3. Review existing regulations for restitution payments on the removal of trees to expand or revise current policies