

Urban Forestry

Part II: Urban Forest Strategic Plan

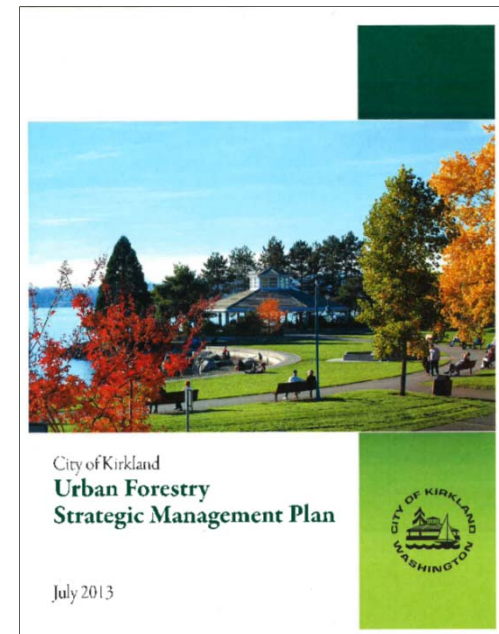
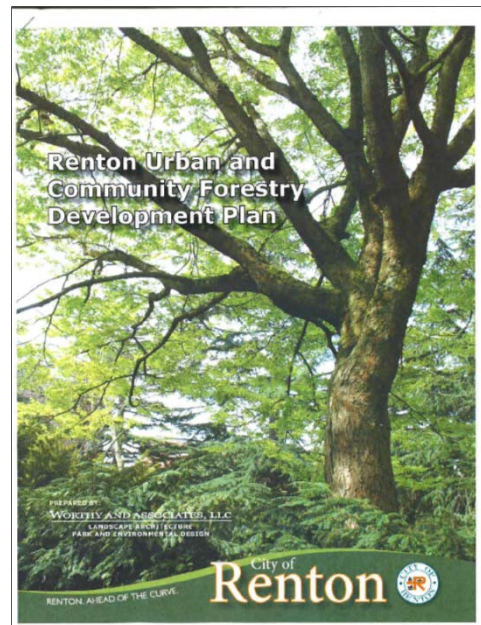
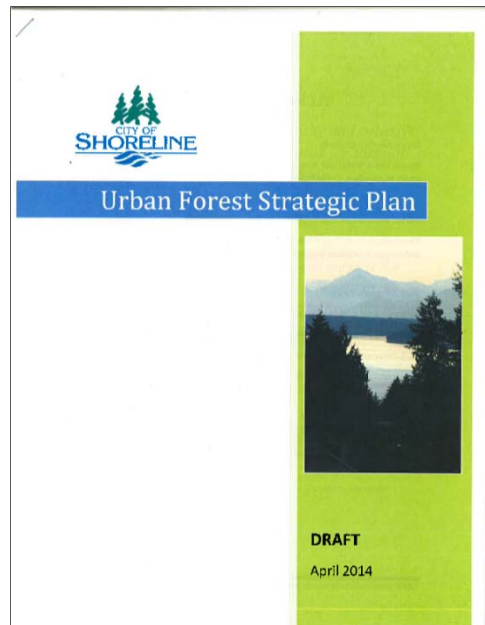
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Urban Forest Strategic Plan

What is a strategic plan?

A Strategic Plan provides direction on how to build a sustainable urban forestry program by identifying challenges, understanding existing conditions, establishing key objectives, and developing short and long-term strategies.



Urban Forest Strategic Plan

Common Elements of a Strategic Plan:

- Current State of the Forest/Urban Forestry Program
- Vision and Mission Statements
- Current Issues/Challenges
- Goals
- Strategies
- Recommendations
- Performance Management



Urban Forest Strategic Plan

Why develop a Strategic Plan?

- Fresh look at the current program organization and responsibilities
- Be ready to take advantage of opportunities to coordinate internally or with new partners
- Grant funding and staff are committed
- Community interest is high
- Take advantage of lessons learned and move forward sustainably



Urban Forest Strategic Plan



What are the key objectives?

- Identify key existing and future challenges
- Identify existing resources
- Identify goals, strategies, and priorities
- Identify the resources needed and potential sources
- Recommendations for how to organize and structure the Urban Forestry Program
- Recommendations for short-term and long-term implementation actions

Urban Forest Strategic Plan

Next Steps...

- ✓ Establish an interdepartmental staff team
- ✓ Be awarded a WADNR/Forest Service grant
- Develop and distribute a Request for Qualifications (RFQ)
- Select a consultant
- Coordinate with the PRAC Sub-Committee and other Advisory Committees and stakeholders
- Develop an Urban Forest Strategic Plan
- Deliver to City Council (late summer/early fall)