



## Outreach & Communication Strategy

### Master Street Tree Plan

The Master Street Tree Plan (Plan) will establish a consistent, efficient, and predictable approach to how the City manages street trees along major corridors and in downtown, so as to maximize the environmental, social, and economic benefits of those trees while maintaining a safe and accessible public streetscape.

The Street Tree Master Plan will serve primarily as an internal technical document used by City staff to guide maintenance, budgeting, staffing, and policy decisions. It will also serve to facilitate greater communication and collaboration among staff from multiple departments who are responsible for street management and/or communicating with citizens regarding street trees.

The Plan will establish goals and priorities for managing Olympia's street trees, utilize the recently completed street tree inventory to assess the current condition of the trees, and guide future maintenance policies, standards, and activities.

### **ENGAGEMENT**

Engaging key stakeholders and City staff in this process is critical for developing a Plan that meets the City's objectives. Benefits of a thoughtful and thorough engagement process include:

- Identification of shared challenges and goals across departments;
- Management priorities that consider the needs and expertise of the business community and allied professionals;
- Greater capacity to solve problems collaboratively;
- Opportunities to leverage existing resources; and
- Improved communication between the City and key stakeholders.

#### *Community Engagement*

As primarily an internal technical document, the project team will not seek extensive public input or carry out an extensive public engagement process. However, it is important that community members and stakeholders have an opportunity to stay informed of the process for developing the Plan and how it will be used by the City.



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Staff will accomplish this by sharing information on the City's Urban Forestry webpage, including providing a staff contact to answer question or provide additional information.

## *Stakeholder Engagement*

**Community Stakeholders.** The condition and management of street trees on major corridors and in the downtown is of great interest to and has a significant impact on several key stakeholder groups, in particular those with a vested interest in downtown, such as business and property owners.

Representatives of these stakeholder groups will be invited to participate in one two-hour meeting hosted by the City. Staff will seek stakeholder input from the business, development, and horticulture industries. The conversation will be structured to collect feedback on stakeholder experiences, challenges, and concerns with street trees. Staff will also seek from horticulture representatives any insights into new or emerging management methods or tools.

**City Stakeholders.** The Master Street Tree Plan will be implemented by City staff, or contractors under supervision of City staff. It is critical that what's reflected in the Plan accurately captures current conditions, addresses existing and anticipated challenges, is easy to understand and sustainably implemented. City staff input will be sought throughout the process to ensure these goals are met.

## **OUTREACH**

Outreach will include opportunities for City staff to help define the scope of the Plan, and for staff and key stakeholders to provide input on their concerns, challenges, and desired outcomes. Listed below are those specific stakeholders the project team will outreach to as part of this process:

### *City of Olympia*

- Parks Tree Maintenance Staff
  - Operations Program and Planning Supervisor
  - Supervisor III
  - Arborist
- Urban Forestry Policy Working Group
  - Parks - Associate Director
  - Public Works – Water Resources Director



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- Public Works - Transportation Director
- Public Works – City Engineer
- Community Planning and Development - Deputy Director
- Community Planning and Development – Urban Forester
- Urban Forestry Technical Advisory Group
  - Parks - Operations Program and Planning Supervisor
  - Public Works - Environmental Services Program and Planning Supervisor
  - Public Works – Environment Services Senior Program Specialist
  - Parks - Supervisor III
  - Parks - Senior Program Specialist (Parks Stewardship)
  - Parks - Arborist
  - Public Works – Streets Operations Supervisor
  - Community Planning and Development - Urban Forester
- Community Planning and Development - Amy Buckler
- Community Planning and Development – Stacey Ray
- Community Planning and Development – Woody Shaufler
- Administrative Services (Communications) – Bonnie Herrington
- City Council
- Land Use and Environment Committee (LUEC)
- Parks, Arts, and Recreation Committee (PRAC)
- Bicycle and Pedestrian Advisory Committee (BPAC)

## *Non-Governmental Organization, Community Groups, and Allied Professionals*

- Key Stakeholder Group
  1. Todd Cutts – Executive Director, Olympia Downtown Association (ODA)
  2. Mary Corso – Chair, Parking and Business Area Improvement Board (PBIA)
  3. Jim Randall – Representative, West Olympia Business association (WOBA)
  4. Tim Kenney – Board member, Downtown Neighborhood Association (DNA)
  5. TBD – Member, Parks, Arts, and Recreation Committee
  6. TBD – Bicycle and Pedestrian Advisory Committee
  7. TBD – Landscape Architect, Design Review Board (DRB)
  8. Galen Wright – Consulting Arborist/Owner, WA Forestry Consultants, Inc.
  9. Greg Lukens – Arborist/Owner, Lukens Tree Preservation
  10. Ron Thomas – Architect/Owner, Thomas Architecture Studio
  11. Darren Sandeno - Landscape Architect, Parametrix
  12. Amy Tousley – Government Liaison, Puget Sound Energy
  13. Chris Cramer – Engineer, Patrick, Harron and Associates
  14. TBD – Local Property Manager



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- 15. Shelby Hentges –Property Owner/Developer
- 16. TBD – Intercity Transit

## COMMUNICATION & ENGAGEMENT OBJECTIVES

- The Urban Forestry Policy Team and other key staff are engaged in defining and reach agreement on the scope of the Plan.
- Key stakeholders have an opportunity to provide input on their experiences with street trees and what they desire to see accomplished with a Master Street Tree Plan.
- Key City staff members have multiple opportunities to participate in the development of Plan throughout the process.
- Citizens have access to information about the Plan and a way to express concerns and ask questions.
- Members of the general public interested in a greater level of involvement are informed of the upcoming Urban Forest Management Plan process anticipated to kick-off in 2018.

## COMMUNICATION & ENGAGEMENT TASKS

- 1) Community Engagement
  - a. Add information on the Plan development process to the City website (June 2017)
  - b. Send out invitation; host one 2-hour key stakeholder conversation (June 2017)
- 2) Urban Forestry Policy and Technical Groups
  - a. Consult with Urban Forestry Policy and Technical Groups, and Parks maintenance staff not participating on the Technical Group to define a Draft Scope. (May 2017)
  - b. Finalize the scope with the Urban Forestry Policy Group. (June 2017)
- 3) City Council and Land Use and Environment Committee
  - a. Brief members of LUEC. (August 2017)
  - b. Share the final Plan with LUEC; seek direction. (October 2017)
  - c. Share the final Plan with City Council; seek direction. (November 2017)



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## TOOLS

The following tools and methods will be used to inform and engage community members, key stakeholders, City staff, and City Council on the Street Tree Master Plan:

<b>Inform*:</b> <i>Provide information about the Plan and invite City staff and key stakeholders to contribute feedback.</i>	
City website	Project Intranet webpage
<b>Consult:</b> <i>Obtain feedback on scope, recommendations, policies and/or decisions</i>	
Interviews with City staff	Meetings with the Urban Forestry Policy Team
Meetings with the Urban Forestry Technical Team	Host one 2-hour conversation with key stakeholders

*\*Public participation goal as defined on the Spectrum of Public Participation developed by the International Association for Public Participation (iap2).*

## TIMELINE

See “Master Street Tree Plan—Project Schedule and Tasks.”