

City of Davis Urban Forestry Master Plan

PUBLIC ENGAGEMENT PLAN

Background

The City of Davis is updating its Urban Forestry Master Plan (UFMP). The updated plan will guide the Urban Forestry Division's operations and activities for the next forty years. This document will review the structure and funding of the City of Davis' Urban Forestry Division and propose staffing levels, organization structure, funding mechanisms, and level of service for a sustainable and thriving urban forest. The recommendations developed in this report and their execution will impact the community both through the interaction with urban forest and through the interaction with Urban Forestry Division staff. To guide these recommendations, public engagement is a crucial part of the development of the UFMP.

Goals and Objectives

The City of Davis has a history of varying levels of participation, with some opportunities engaging with a wide range of the public and other opportunities resulting in engagement with fewer members of the public. The Public Engagement Plan will outline communication strategies to drive public participation and meeting attendance for the project. The Plan will serve as a roadmap, outlining the strategies and tasks designed to help the City of Davis achieve its public engagement goals and objectives.

The City of Davis' UFMP public engagement goals and objectives:

- Engage a diverse range of residents, populations, community organizations, and City staff through targeted outreach and multiple types of engagement opportunities.
- Determine the community's current impressions, experiences, and goals when interacting with Urban Forestry Division staff and programming.
- Obtain feedback on the current urban forest and vision for the future.
- The public engagement process is a two-way street, both eliciting information and providing information to the public about the planning process and recommendations, including why the recommendations were developed and how their input contributed.

Outreach Strategies

Key Stakeholder Meetings

The outreach approach will include collaboration with targeted stakeholders within the community who represent diverse perspectives related to the urban forest. The following list includes an outline of the identified stakeholders.

- City staff: Staff who are not a part of the project team but contribute to decision making about, maintenance of, and/or public communication about the urban forest.
- Non-profits: Local non-profits who focus on public trees and the urban forest.
- Education (Schools): UC Davis and other schools that participate in the maintenance and care of the urban forest.

The project team will identify up to fifteen key stakeholders and hold one-on-one or small group meetings with those identified. The purpose of these meetings is to capture the unique contributions and insights of these specific groups. These interviews will be conducted in person or virtually as appropriate for the stakeholder.

Photography Competition

The project team member, Tree Davis, will host a photography competition to bring awareness to the UFMP development and public engagement opportunities. In addition to expanding awareness of the project and engaging a facet of the community who might not otherwise participate, this competition will provide a different perspective on the urban forest. The submitted photographs will be used in the UFMP to illustrate the document from a community member's point of view.

The photography competition will be advertised alongside the public outreach meetings and will run throughout the pop-up events, with the submissions highlighted at the virtual community meeting.

Virtual Comment Opportunities

A virtual comment opportunity will be available to capture comments from community members who are unable or uninterested in attending the in-person workshops or virtual meetings. This will be an online link available on all the outreach materials, which includes an opportunity for open comments and optionally asks for feedback on a few key questions.

Comments will be collected and reviewed after the completion of the first virtual outreach meeting, allowing adequate time for the incorporation of community input into the UFMP. Additional comments will be collected and reviewed after the recommendations are presented at the second virtual meeting, ensuring that comments on the recommendations are gathered, allowing all the initial input from the first outreach meeting, the two pop-up events, the art competition, and the virtual comments to be incorporated into the draft comment summary and the UFMP.

Pop-up Workshops

The project team will host two pop-up, in-person workshops with the City. These will be held alongside other events or in locations where residents may already be to capture the input of community members who might not otherwise attend a meeting. These will be open events, with anyone able to drop in, ask questions, and provide feedback as desired. The content of the pop-up workshops will be very similar, focusing on obtaining feedback about the community's current impressions, experiences, and goals when interacting with Urban Forestry Division staff and programming and the current urban forest and vision for the future.

Virtual Community Meetings

Two virtual community meetings will be held. The first will be immediately after the two pop-up workshops and include a presentation that explains the Urban Forest Master Plan process and a discussion time to ask for specific feedback.

The second meeting will be held after the recommendations are drafted. This meeting will focus on providing information to the public about how their feedback was integrated into the recommendations and what the next steps are. We will also elicit feedback on the recommendations. Both meetings will be recorded and posted on the City's website for reference.

Public Meetings

There will be multiple opportunities for public comment at public meetings, including the Tree Commission meetings and Council meetings. While these meetings are an opportunity for ongoing engagement and receiving comments, the primary focus of these meetings is to obtain the feedback and input of the commission/council.

Public Information and Notification

To implement truly successful outreach strategies, the public must be informed about the project and notified about upcoming opportunities for input. The project team, including the City, will implement a robust outreach effort to ensure the community is well apprised of the opportunities for input.

The following techniques will be used to advertise for the meetings, workshops, and other outreach opportunities.

- (1) Tree Davis will advertise the events in conjunction with the Photography Competition, reaching photographers who might not otherwise be interested in or aware of the project.
- (2) The project team will develop fliers, images, and advertising materials to be posted on the City's website and social media. Outreach will begin a minimum of four weeks prior to the first event.
- (3) The outreach events will be advertised at the Celebrate Davis event on June 3rd.
- (4) Fliers will be posted in key locations throughout the City, such as at the farmers' market and areas of low canopy cover.

- (5) Existing City partnerships will be leveraged to expand the reach of the City. Materials will be distributed to partner organizations such as Tree Davis, the coordinators for affordable housing communities, and other non-profits.
- (6) The virtual meetings will be recorded and posted on the City's website, allowing residents who cannot attend the meetings to view them and provide comments via the virtual comment opportunity.
- (7) Pop-up workshops will be held at existing events and/or public locations to engage those who are not aware or are not seeking out information about City efforts or the urban forest.

Outreach Schedule

May 19th - Public Engagement Plan to the Tree Commission.

May 27th – Public Engagement Plan finalized.

June 3rd – City to begin advertising public outreach events and opportunities for input.

June 3rd – Tree Davis will announce photography competition.

June 3rd – In person advertising for the upcoming events at the Celebrate Davis event.

June 6th – Online comment opportunity will be opened.

July 11th to 22nd First pop-up workshop will be held. Exact date TBD.

August 8th to 19th Second pop-up workshop will be held. Exact date TBD.

September 1st to 16th First virtual meeting will be held. Exact date TBD.

October 7th – First round of online comments will be collected and reviewed.

November 4th – Draft outreach summary will be provided.

December 1st to 9th – Second virtual meeting will be held. Exact date TBD.

December 16th – Online comments will be closed, and final comments collected and reviewed.

January 20th – Final outreach summary will be provided.