



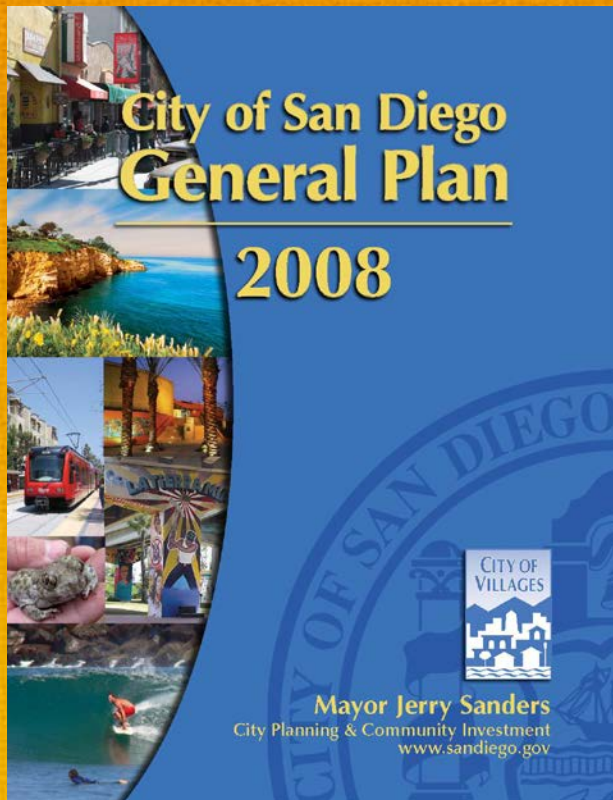
San Diego Urban Forest Management Plan Draft Goals and Objectives

Balboa Park Stakeholders Meeting
September 29, 2014

Definitions

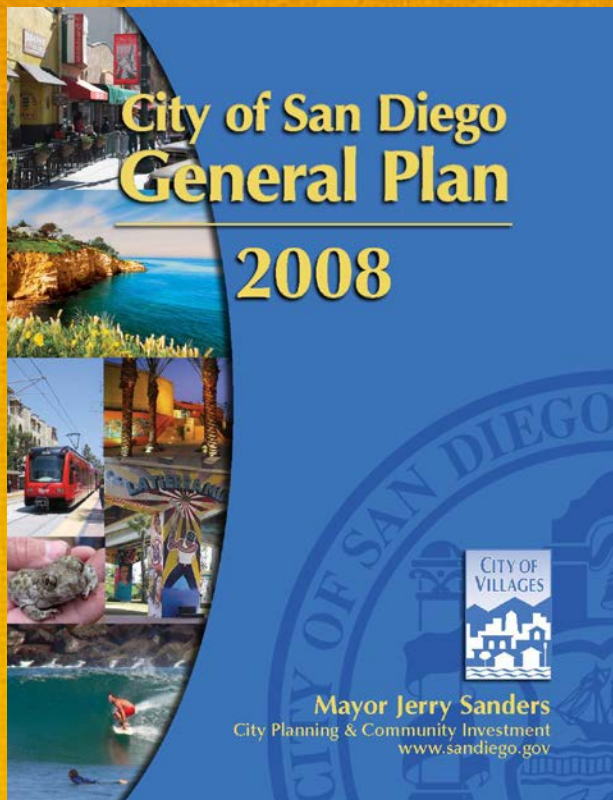
- Goals are long-term aims that you want to accomplish.
- Objectives are concrete attainments that can be achieved by following a certain number of steps.
- Actions are like steps, they are something you do to achieve an outcome - e.g. plant trees, conduct workshops, or enforce regulations.

UF Goals as outlined in the San Diego General Plan



- CE-J.1-5 are policies (goals) in the Urban Forestry Section of the General Plan. These policies (goals) are the foundation of the Urban Forest Management Plan.
- The overall goal of the Urban Forestry Section is the “protection and expansion of a sustainable urban forest.”

UF goals as outlined in the San Diego General Plan



Conservation Element

- A. Climate change and sustainable development
- B. Water resource management
- C. Air quality

Environmental Education

Historic Preservation Element

Urban Design Element

The UFMP Process

- What do you have?

Tree resource assessment

Tree management assessment

Current policies and procedures review

Community values

- What do you want?
- How do you get what you want?

Community Outreach Meetings

- 40 presentations from May to September
 - Community planning groups
 - Business improvement districts
 - Other community groups
- Feedback about urban trees
 - 487 attendees at presentations
 - 168 online (total 655)



City of San Diego Urban Forest Management Plan

Presentation to Community
Planning Groups, Business
Improvement Districts, and
Professional Groups
May to September, 2014



Community-based Feedback

- What are the three most important benefits of trees?

a. Clean the air by absorbing pollutants	49%
b. Create more pleasant neighborhoods and business districts	53%
e. Reduce greenhouse gases, summer temperatures and address climate change	45%
g. Shade streets for walking and parks for playing	35%

- In your neighborhood, are there...

Too few trees?	68%
Too many trees?	2%
Enough trees?	24%

The Five Goals are:

- **CE-J.1.** *Develop, nurture, and protect a sustainable urban/community forest.*
- **CE-J.2.** *Include community street tree master plans in community plans.*
- **CE-J.3.** *Develop a citywide urban forest master plan comprised of the community plan street tree master plans.*

The Five Goals are:

- ***CE-J.4.*** Continue to require the planting of trees through the development permit process.
- ***CE-J.5.*** Support public outreach efforts to educate city staff, the business community, and the public on the environmental and economic benefits of trees.

CEJ-1. Develop, nurture, and protect a sustainable urban/community forest.

Objectives

- Inventory all public trees and update every seven years
- Increase canopy cover
- Develop a master tree planting plan that encourages optimal age and species diversity



CEJ-1. Develop, nurture, and protect a sustainable urban/community forest.

Objectives (continued)

- Improve tree planting success

Tree selection

- Improve care and maintenance
 1. Newly planted trees
 2. Mature trees
 3. Large trees
- Insects and diseases



CEJ-1. Develop, nurture, and protect a sustainable urban/community forest.

Objectives (continued)

- Develop tree removal and replacement program
- Tree trimming specifications
- Identify funding sources

CEJ-1. Develop, nurture, and protect a sustainable urban/community forest.

Objectives (continued)

- Review No Fee Street Tree permit process
- Tree conflicts with overhead wires, sewers, waterlines, sidewalks, and curbs and gutters
- Biomass reuse



CE-J.2. Include street tree master plans in community plans.

Objectives

- Review all community plans for urban forest elements
- Prioritize areas for tree planting
- Protect large and historic trees



CE-J.3. Develop a citywide urban forest master plan comprised of the community plan street tree master plans.

Objectives

- Develop a master planting plan that encourages an optimal level of age and species diversity
 - a. Develop a program/plan that is diverse and has no more than 10 percent of any tree genus and no more than 2.5 percent of any tree species within a genus
 - b. Develop a tree species guide based on habitat, water conservation goals, and climate change

CE-J.3. Develop a citywide urban forest master plan comprised of the community plan street tree master plans.

Objectives (continued)

- Provide resources to implement the Urban Forest Management Plan



CE-J.4. Continue to require the planting of trees through the development permit process.

Objectives

- All permits for development, redevelopment, or city enhancement projects shall be required to plant trees to mitigate climate change
- Develop enforcement policies and regulations
- Incorporate existing trees into building and site designs



CE-J.5. Support public outreach efforts to educate city staff, the business community, and the public on the environmental and economic benefits of trees.

Objectives

- Partner with local non-profits and community groups
- Educate the public about tree care
- Establish community education outreach program



Example of Action Statements

Objective CE-J.5. 3 Investigate current and develop additional educational outreach programs that promote the benefits of the urban forest.

1. City Forester to develop and disseminate brochure on the city's tree care policies and identify where residents can obtain more detailed information (by March 1, 2015)
2. Public Information Officer and City Forester to organize and publicize Arbor Day activities (annually)
3. City Urban Forester to utilize community information links, such as libraries, cable TV, the city's website, and social media to disseminate information about benefits and care of trees (ongoing)

Public Input Process

- Provide comments on “sticky notes” or flip charts for each objective
- Offer comments and changes in small groups
- “Red-line” draft objectives document and return to City staff (Melissa Garcia)
- Follow current information on webpage, <http://www.sandiego.gov/planning/programs/urbanforest/>

Questions?

