

# **2010 Annual Urban Forest Report**

## Survey and Planning Notes

At the May Urban Forestry Council meeting, the Council elected to review and rework the Annual Report survey and processes.

The way it was:

Council program staff support sent an email to a specific contact within each organization or agency that maintained or regulated a significant portion of San Francisco's urban forest. The multiple page survey was edit for content annually, though it maintained the same basic sets of questions. The report collated responses, edited for readability but not content.

As a result of the Council's May decision to rework programming, a group of members met independently as well as with Council support staff to create this year's program plan, as follows:

### **Interview Procedures:**

#### **1. Outreach**

Mei Ling will email all orgs and agencies, to the director and the best staff contact:

Good afternoon (Insert name of org Director),

The Urban Forestry Council produces an annual report on the state of the urban forest for the Board of Supervisors and Mayor, in keeping with the requirements of San Francisco Environment Code Chapter 12 Sec. 1209. In past years, we have accomplished our data gathering via an in-depth survey sent to your organization.

Our goal is to make our report as relevant and as user-friendly as possible. To this end, we are revamping our methods and would like to conduct brief in-person or telephone interviews with urban forest stakeholders to gather data.

We understand that (insert name of staff contact) is the best person on your staff to answer these urban-forestry questions and will be contacting him/her in the next week to set up a meeting.

\*\*\*OR: Could you suggest the best staff member in your agency to discuss issues related to the urban forest?

Last year, you reported that you had XXX personnel and XXX budget. (If reported)

Thank you for your time and consideration.

Approximately 1 week before the scheduled interview, Mei Ling will send out the list of questions to the director and staff contact. If they prefer to respond by email, email submission will be accepted.

#### **2. Interview**

If, due to time constraints, Mei Ling is unable to conduct all the interviews herself, UFC members may be called on for support.

Interview questions should be read verbatim. Interviewers will take detailed notes of the conversation.

Following the interview, whoever has performed the interview will send their notes from the interview to the staff contact, the director, and Mei Ling and ask if there are any clarifications necessary and to respond by one week from the send date. If clarifications are received, the interviewer will ensure that the staff contact, the director, and Mei Ling all have that information and that the changes have been confirmed as correct by the staff.

