Urban Forestry Council Prioritized Work Plan Goals
Updated October 18, 2011

At the August 2011 UFC meeting, UFC members considered individual goals described within the portions of the San Francisco Environment and Public Works Codes that relate to the UFC. (See document "Review of UFC goals from City Code Updated" from the August 2011 UFC meeting.) From these goals, members were asked to identify priorities and describe potential programs for each prioritized goal. Of the 36 items considered, the following three items were identified as priorities by the most members:

Ref. #	Policy Text	UFC Member Priority Reponses and Identified Program Ideas
#12	Review project plans for major publicly-sponsored developments and civic improvements and changes to the public right-of-way as they may impact trees. Based on its review, the Council shall make recommendations regarding these projects to the Planning Department and other affected agencies (Env: Ch. 12, Sec. 1203.A.2)	**This item was identified as a priority by <u>6</u> members** **1.** Continue to review projects and create the sense that these projects will want to seek our approval. **2.** Routinely issue resolutions with our findings to help build the UFC as an important component of the review process **3.** Attend meetings, speak in areas of expertise, let folks know who we are and how we can help Regular reports by Planning Department Staff Increase outreach to City agencies to ensure UFC has an opportunity to review plans
#33	The Council shall promote trees as essential infrastructure with inherent value to the City of San Francisco. As infrastructure, trees will require consideration when designing and engineering public and private development projects. (Env: Ch. 12, Sec. 1205.B)	**This item was identified as a priority by <u>5</u> members** **1.** Campaigns like tree of the month, Street Tree Brochure, tangible products for Arbor Day, Earth Day, World Environment Day, Planning meetings, RPD meetings, FUF meetings, etc **2.** Not sure on specifics here, but communicating increased property values and enhancing perception of trees as infrastructure rather than afterthought is critical. **3.** Improve message about value of trees in report **4.** Provide formal comments on area plans and major projects
#11	Develop and adopt a comprehensive urban forest plan (Env: Ch. 12, Sec. 1200.C.1)	**This item was identified as a priority by <u>4</u> members** **1.** Continue to work towards a complete street tree inventory. **2.** Once AECOM finishes their study on best practices of funding for street trees and hopefully comes up with a recommendation for action, I think the Council should play a major role in the following through on the recommendations. **3**. Regular reports by Planning Department Staff

Additionally, the following four items were each identified as priority goals by three members:

Ref. #	Policy Text	UFC Member Priority Reponses and Identified Program Ideas
# 1	Help secure and encourage commitment of adequate resources for tree programs (Env: Ch. 12, Sec. 1200.C.6)	**1.** Improve message about value of trees in report **2.** Identify potential funding sources and means to secure
# 10	Advise the Mayor, Board of Supervisors, city departments and commissions on urban forestry concerns (Env: Ch. 12, Sec. 1203.A.1)	**1.** Attend meetings, speak in areas of expertise, let folks know who we are and how we can help **2.** Provide formal comments on area plans and major projects
# 21	The Council shall develop the best management practices in consultation with affected City agencies and with input from interested members of the public. The Council's evaluation of such practices shall incorporate an analysis of the projected costs for implementation of the practices. The best management practices shall include, but not be limited to, the following: 1. Species selection; 2. Planting practices; 3. Young tree care; 4. Tree pruning and maintenance; and 5. Tree removal. Recommending to the Director information to be distributed to the public concerning the selection, planting, and maintenance of trees throughout the City (Env: Ch. 12, Sec. 1206.B)	**1.** Complete, formalize, and publish a user-friendly recommended street tree list **2.** I think the PG&E sponsored pamphlet can go a long way toward achieving this goal. **3.** Comment and provide review of City's BMP
# 32	To improve management by individual property owners and those who provide tree services to property owners, the Council shall assist with education programs. The Council shall design education programs for the public and tree care professionals to inform and gain public support for urban forestry programs. (Env: Ch. 12, Sec. 1205.A)	**1.** Campaigns like tree of the month, Street Tree Brochure, tangible products for Arbor Day, Earth Day, World Environment Day, Planning meetings, RPD meetings, FUF meetings, etc **2.** Provide info like DPW does w/ patching sidewalks **3.** Create stronger presence on the Dept. of the Environment Website