



CITY TREE CAMPAIGNS

Roundtable Discussions

Statement:

City Tree Campaigns can be a powerful tool for bringing fresh attention and resources to urban and community forestry. Many ACT members are already wrestling with how to plan, implement, and leverage such campaigns. What are we learning from our experiences?

Assignment:

One person at each table has agreed to facilitate discussion should it be needed. Fifteen minutes before the end of the session, we will go around the room and ask each table to **report two highlights or insights** that your table learned from its discussion. Your table should decide what you want to share with the group and select one person to speak on behalf of the table.

Sample Discussion Questions:

Feel free to deviate from these questions or to focus on one aspect of interest to your table.

Creating the Foundation

- What was the impetus for tree canopy to become an important issue to political leaders?
- How important was the mayor's personal interest/vision?
- Was there a key person or group of advocates who influenced the mayor's decision?
- How important was research from the USFS or other academic expert?
- How did you come up with a target that isn't arbitrary?
- How do you ensure that lofty plans result in real action?
- How are you generating buy-in from city agencies and community partners?
- What happens when the political leadership changes?

Implementing the Goal

- How are cities operationalizing delivery? Are all public agencies involved or just one department? Are entities other than the local government involved?
- Are there clear roles for the local government, nonprofit partners, and the public to take part?
- Should tree giveaways be part of the plan? Do seedlings count?
- How are we tracking the total number of trees planted and accounting for survival and care?
- It requires a significant ramp up in planting and maintenance. What are the challenges to scaling up operations? How are public agencies and partners raising the resources?

Mobilizing the Public and Effecting Policy Change

- How are tree campaigns communicating to the public and leveraging awareness to result in mass mobilization (public relations)?
- Isn't it about more than planting a bunch of trees? Are we catalyzing public policy change? Are canopy goals resulting in revision of land use planning policies or development impact fees? Will tree preservation be regulated?
- Are we making the most of the visibility to create a ripple effect beyond the direct actions of city agencies and nonprofit tree groups? Are we changing public knowledge and perceptions?