



Communication Plan

for Tigard's Urban Forestry Master Plan

I. Introduction

Background

On June 3, 2008, Tigard City Council voted to approve Comprehensive Plan Amendment 2008-00002 adding an Urban Forest section to the Land Use chapter of the Comprehensive Plan. Goal 2.2 Policy 11 states, “The City shall develop and implement a citywide Urban Forestry Management Master Plan.”

Project Purpose

The purpose of the Urban Forestry Master Plan is to implement the goals and policies in the Urban Forestry section of the Tigard Comprehensive Plan, and to determine the future of Tigard’s urban forest by:

- a. Documenting past and present conditions;
- b. Providing management recommendations and measurable goals; and
- c. Coordinating City departments with each other, with other jurisdictions, and with the community’s vision for trees in Tigard.

Communication Plan Components

The Tigard Comprehensive Plan Citizen Involvement section is divided between two

goals:

- Goal 1.1 Provide Citizens, affected agencies, and other jurisdictions the opportunity to participate in all phases of the planning process.
- Goal 1.2 Ensure all citizens have access to:
 - a. opportunities to communicate directly to the City; and
 - b. information on issues in an understandable form.

The Communication Plan breaks down each phase of the process and speaks to the ways in which citizens and stakeholders may participate, communicate, and receive information about the Urban Forestry Management Plan.

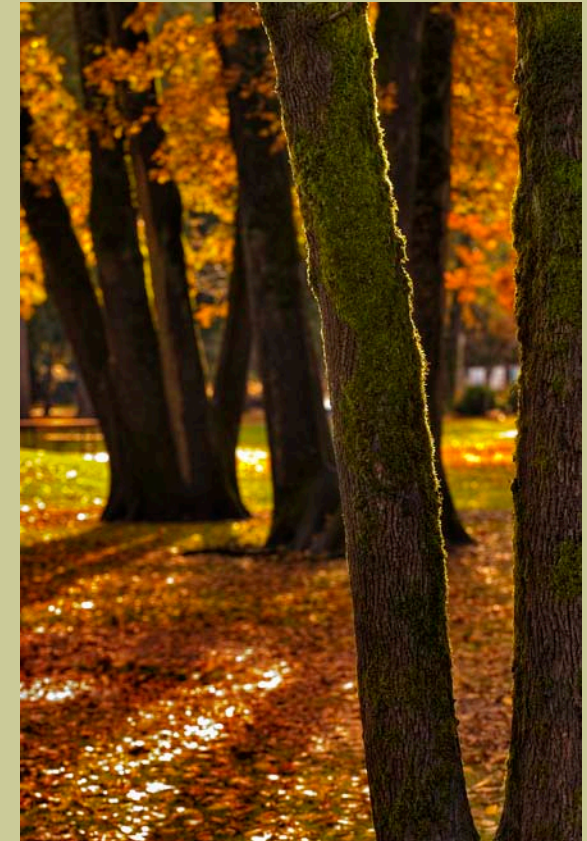
Key Players

Urban Forestry Master Plan Citizen Advisory Committee (UFMP CAC)

The UFMP CAC will be comprised of the Tree Board plus four additional community members with expertise in urban forestry, public administration, community development, and other fields that will be effective at developing an Urban Forestry Master Plan.

Committee for Citizen Involvement

The role of the Committee for Citizen Involvement is to review the form and process



Fall Color

Kim Brun

All photos submitted as part of the Comprehensive Plan Photo Contest.

of City communications with its residents. This Committee will have the opportunity to review the Communication Plan at the outset of the project, and will monitor citizen involvement throughout the process.

Stakeholders

Stakeholders are community members, businesses, or agencies who are affected by the Urban Forestry Master Plan. Stakeholder interviews will occur in the beginning phases of the project. After a draft of the document is completed by staff, stakeholders will have an opportunity to review the document.

Staff

The role of staff will be to facilitate the UFMP CAC meetings, conduct stakeholder interviews, gather data and present analysis, and draft the Urban Forestry Master Plan. Staff will also solicit additional input on the Plan through the internet, listening posts, and the Cityscape newsletter.

Schedule

The duration of the project is expected to last one year.

II. Project Phases

Phase 1: Project Launch

Tasks:

- a. Approve Communication Plan

- b. Get the word out

Phase 2: Define Current Conditions

- a. Present Findings
- b. Analyze Tree Canopy Results

Phase 3: Data Analysis

- a. Present Findings
- b. Develop and Evaluate Findings

Phase 4: Draft Plan

- a. Draft Plan Review

Phase 5: Plan Adoption

- a. Planning Commission Review
- b. City Council Review

Phase 6: Implementation and Monitoring

III. Project Description

At the August 12, 2008 meeting, Council authorized staff to begin implementation of Policy 2.2.11 of the Comprehensive Plan which states, “The City shall develop and implement a citywide Urban Forestry Management Master Plan.” The Forestry

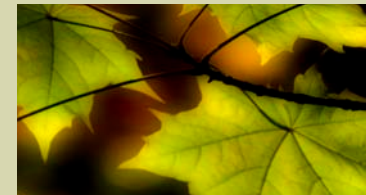
Master Plan addresses a wide array of important program and operational issues including:

- Development of a mission or vision statement that clearly outlines the purpose of the Master Plan;
- The history of Tigard’s urban forest as well as existing conditions and management programs;
- A summary of community values and attitudes towards Tigard’s urban forest;
- Design, planting, and maintenance goals and standards for the City;
- Coordination of urban forest policies and procedures among different City departments;
- Direction for future ordinance revisions;
- Budgeting practices and policies; and
- Urban Forest monitoring.

The development of an Urban Forest Master Plan will allow for a more comprehensive approach to future City decisions concerning trees.



Fall in the Triangle
Kathy Vincent



Leaves Detail
Kim Brun

IV. Public Involvement Tools

Phase 1: Project Launch

Involvement Tools	Comp Plan Policies
CCI Meeting	Participation
Cityscape Article: Sept	Information
Press Release: Oct	Information
Build Interested Parties List	Communication
Tree Board Meeting: Oct	Communication
CAC Meeting #1: Purpose/Vision	Participation
Set up Project Website	Information

Phase 3: Data Analysis

Involvement Tools	Comp Plan Policies
CAC Meeting #3: Interview Summary	Participation
Update Project Website	Information
Cityscape Article: April	Information
Send Message to Interested Parties List	Communication

Phase 5: Plan Adoption

Involvement Tools	Comp Plan Policies
CAC Meeting #6: Final Plan Review	Participation
Planning Commission Meeting: Oct	Participation
City Council Meeting: Nov	Participation
Update Project Website	Information
Send Message to Interested Parties List	Communication

Phase 2: Define Current Conditions

Involvement Tools	Comp Plan Policies
Scientific Community Survey	Participation
Parallel Internet Survey	Participation
Stakeholder Interviews	Communication
CAC Meeting #2: Survey Results	Information
Cityscape Article: Jan	Information
Update Project Website	Information
Send Message to Interested Parties List	Communication

Phase 4: Draft Plan

Involvement Tools	Comp Plan Policies
CAC Meeting #4: Draft Plan Discussion	Participation
CAC Meeting #5: Draft Plan Review	Participation
Listening Posts (3)	Communication
Post draft online and allow for comments	Participation
Cityscape Article: Aug	Information
Send Message to Interested Parties List	Communication

Phase 6: Implementation and Monitoring

Involvement Tools	Comp Plan Policies
Tree Board Annual Review	Participation
When Updates are required: <ul style="list-style-type: none"> • Form CAC • Advertise in Cityscape • Send message to Interested Parties List 	Information, Communication, Participation

V. Project Schedule

November	January	March	May	July	September	November
<p>Phase 1: Project Launch 10/15/08: CCI Meeting 11/5/08: CAC Meeting #1</p>						
	<p>Phase 2: Define Current Conditions 1/7/09: CAC Meeting #2</p>					
		<p>Phase 3: Data Analysis 3/4/09: CAC Meeting #3 4/2009: Planning Commission Update</p>				
			<p>Phase 4: Draft Plan 5/6/09: CAC Meeting #4 7/1/09: CAC Meeting #5</p>			
					<p>Phase 5: Plan Adoption 9/2/2009: CAC Meeting #6 10/2009: Planning Commission 11/2009: City Council</p>	