

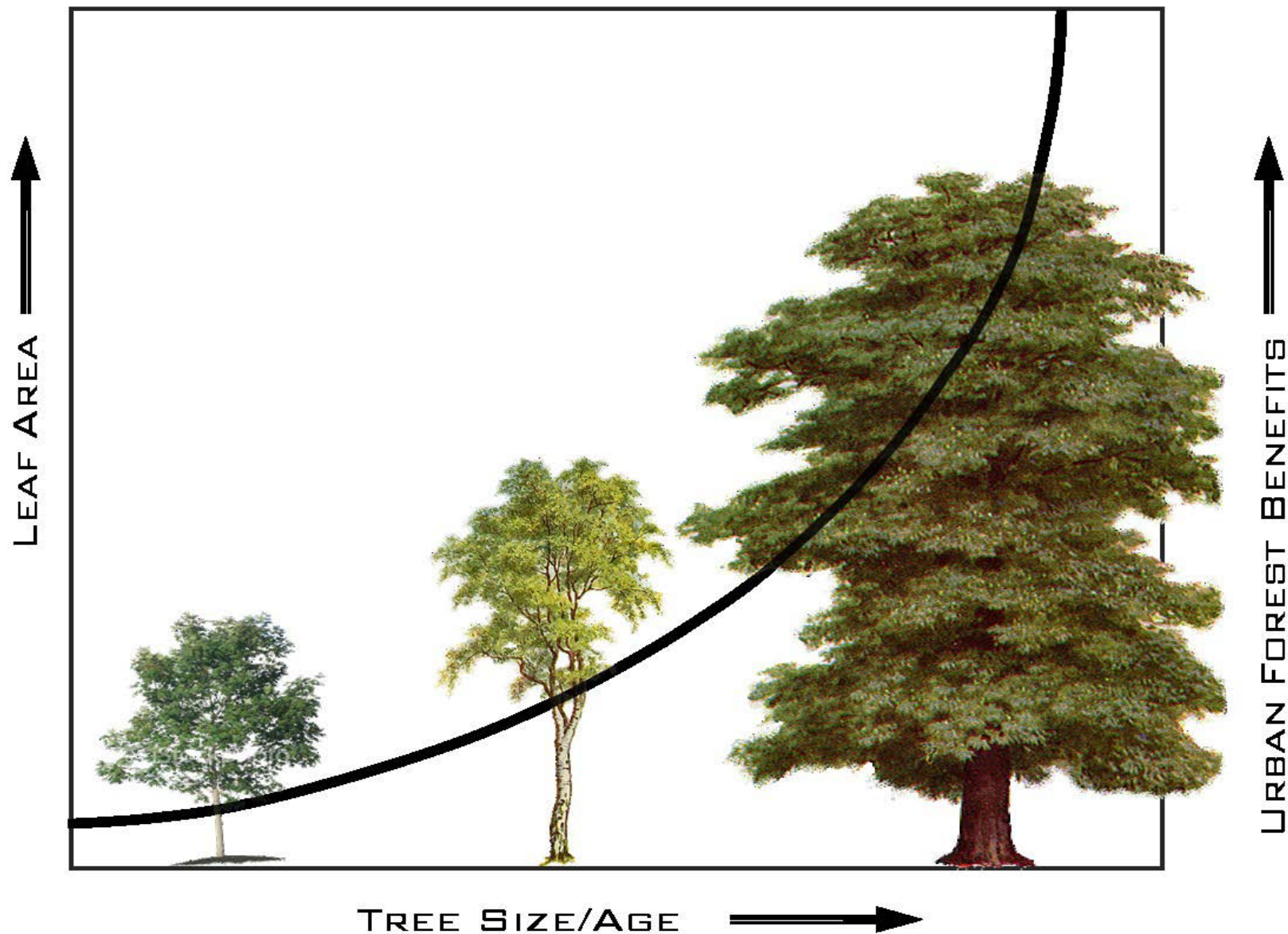
Setting Goals and Objectives - Strategic Urban Forest Planning



Urban Forest Institute
May 7, 2013

Robert Northrop
Extension Forester

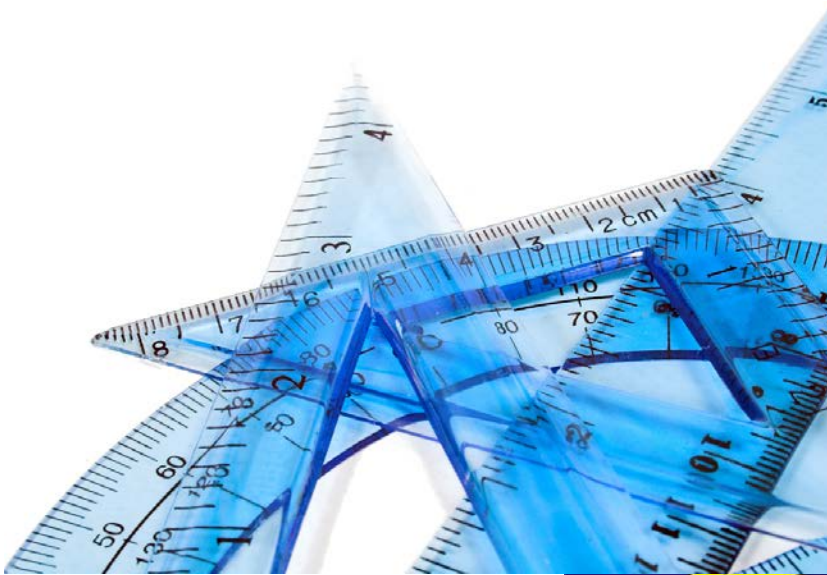




Cities are complex and dynamic



The city is organized around known engineering, economic and political systems that can be readily understood.



Collaboration is necessary for long-term strategic urban forest planning.





The vision, guiding principles and goals etc. should be developed through an ongoing consensus building process.



"Then we are agreed nine to one that we will say our previous vote was unanimous!"

City of Tampa's Vision Statement

Maintain and expand Tampa's urban forest in recognition of the many benefits it provides, including: enhancing quality of life for present and future citizens, attaining numerous economic and ecological benefits Nature provides, and seizing opportunities to better understand our natural environment through scientific research and public education.

Guiding Principles used by City of Tampa

1. Government Efficiency
2. Economic Growth
3. Public Private Partnerships
4. Increase the social, environmental and economic benefits of the urban forest by reducing costs
5. Support Communities
6. Support Basic Tenets of the City's Comprehensive Plan

Criteria define essential elements against which sustainability of urban forest management is judged.

Criteria
Species suitability for Tampa's climate zones
City natural resource and forestry staffing
General awareness of the urban forest as a community resource
City public agency cooperation

Each criterion is defined by a key objective.

Criteria	Key Objective
Species suitability for Tampa's climate zones	Establish a tree population suitable for Tampa's urban environment and adapted to the regional environment.
City natural resource and forestry staffing	Employ and train adequate professional staff to implement citywide urban forest management plan.
General awareness of the urban forest as a community resource	The general public understands the importance of the urban forest to the community.
City public agency cooperation	Ensure all city departments cooperate with goals and objectives of the UFMP.

Criteria:

Species suitability for Tampa's climate zones

Key Objective:

Establish a tree population suitable for Tampa's urban environment and adapted to the regional environment.

Performance Indicators

Low	Moderate	Good	Optimal
Less than 50% of trees are of species considered suitable for Tampa.	50%-75% of trees are of species considered suitable for Tampa.	More than 75% of trees are of species considered suitable for Tampa.	At least 90% of the trees are of species suitable for Tampa.

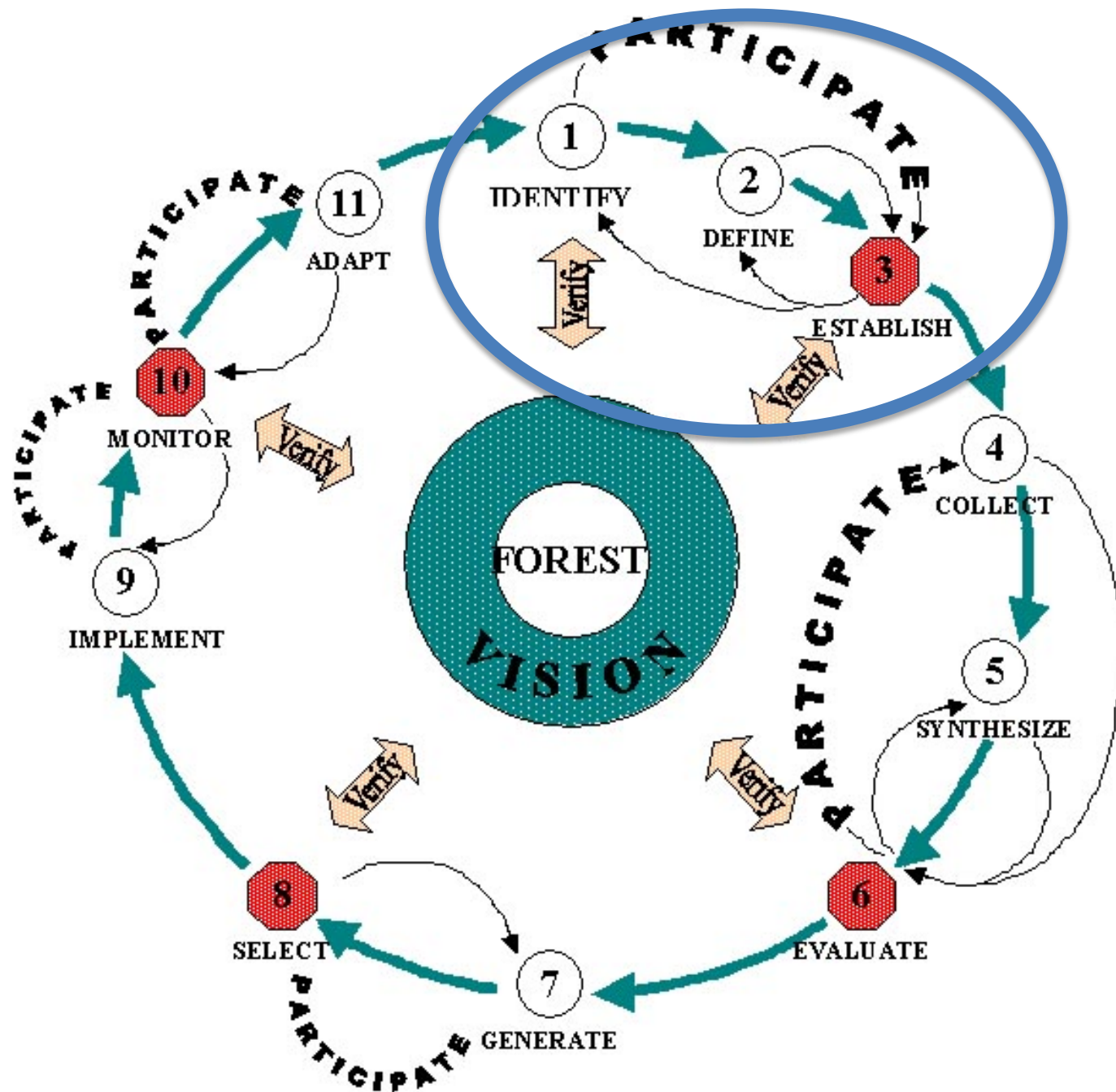
Performance Indictors are used to assess performance and gauge success.

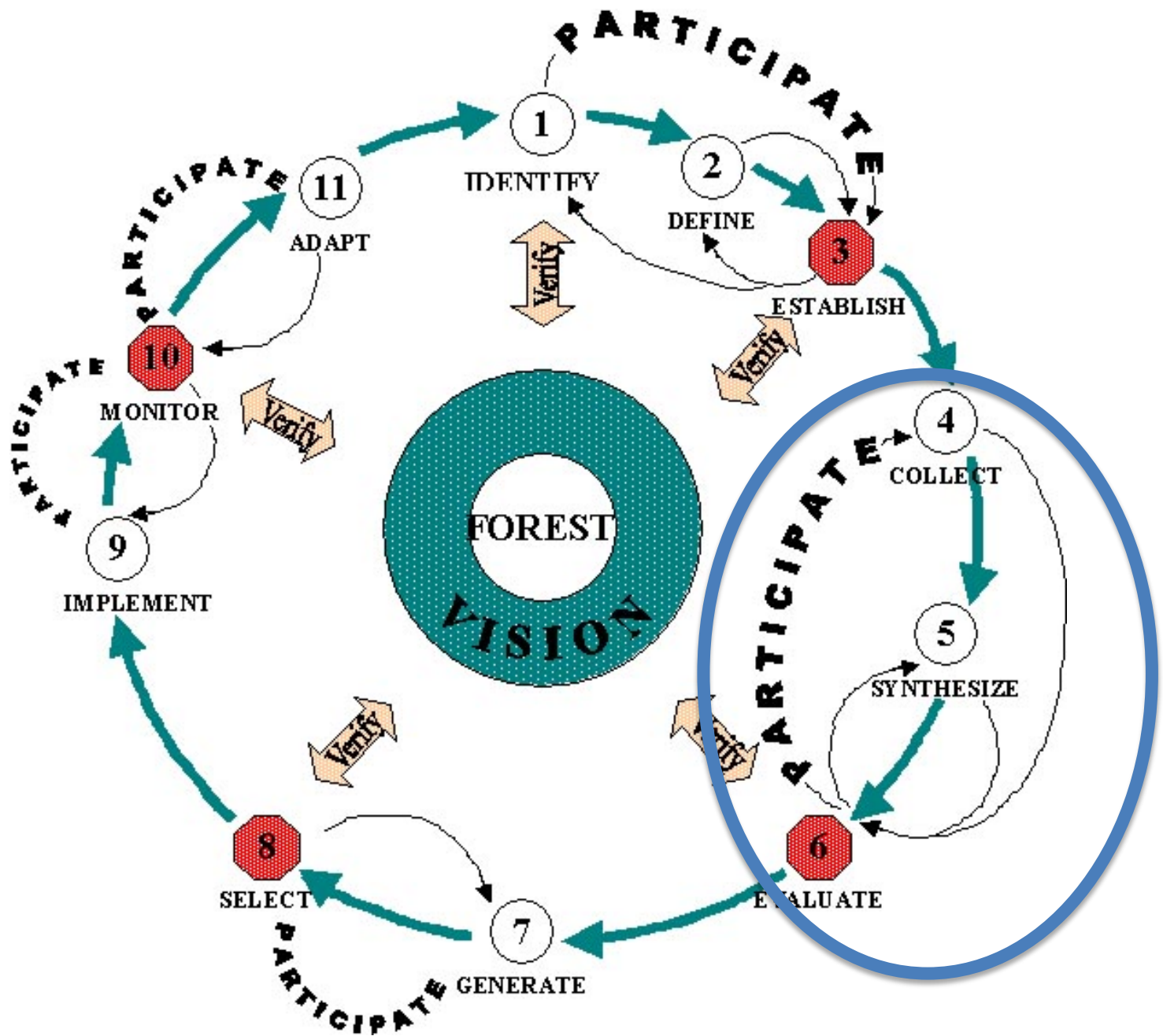


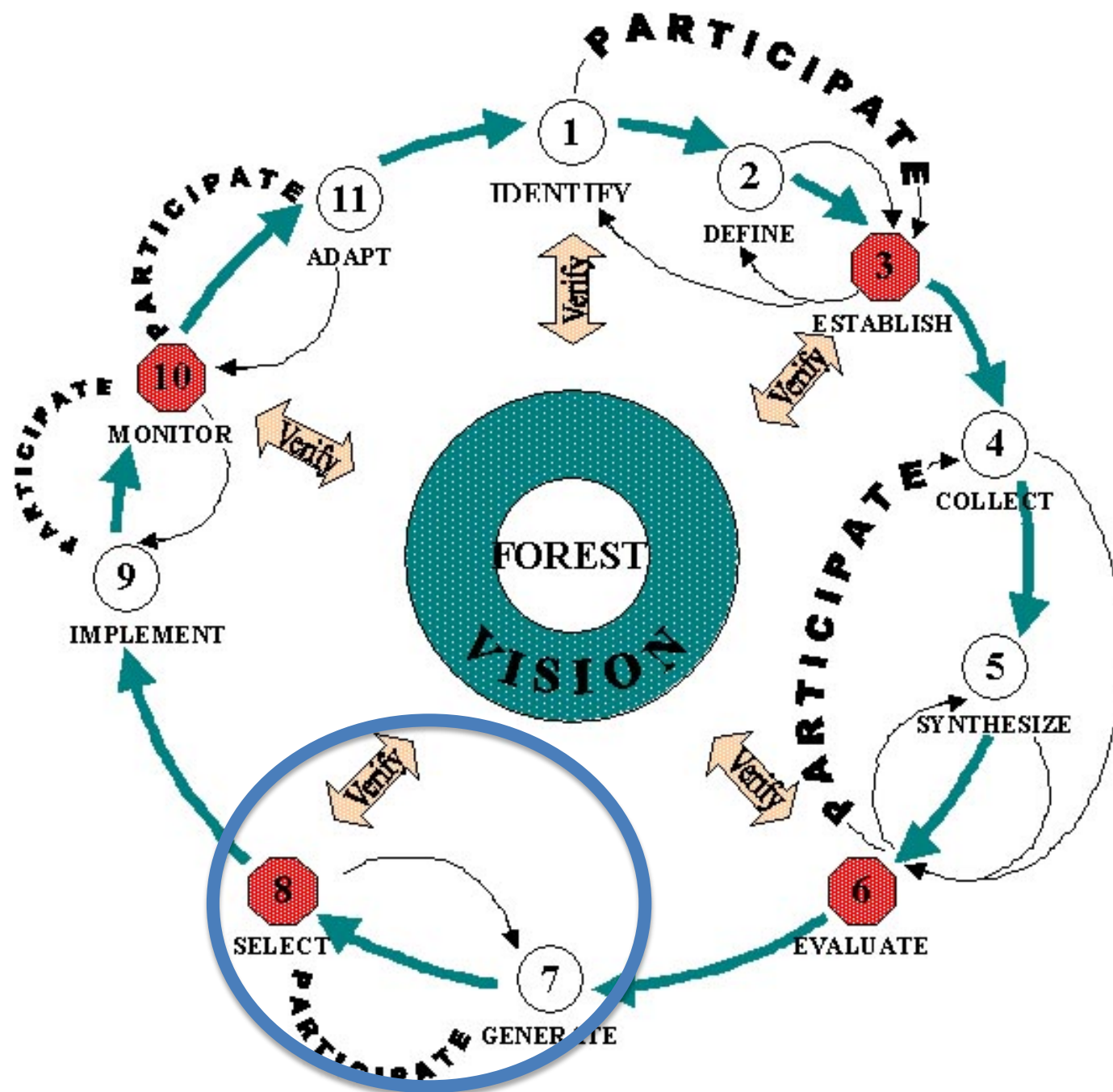
Criteria	Performance Indicators				Key Objective
	Low	Moderate	Good	Optimal	
Species suitability for Tampa's climate zones	Less than 50% of trees are of species considered suitable for Tampa.	50%-75% of trees are of species considered suitable for Tampa.	More than 75% of trees are of species considered suitable for Tampa.	At least 90% of the trees are of species suitable for Tampa.	Establish a tree population suitable for Tampa's urban environment and adapted to the regional environment.
City natural resource and forestry staffing	No training for urban forestry staff.	Certified arborist on staff with regular professional development.	Certified arborist and professional foresters ¹ on staff with regular professional development and support staff.	Multi-disciplinary professional team ² within the urban forestry unit.	Employ and train adequate professional staff to implement citywide urban forest management plan.
General awareness of the urban forest as a community resource	Urban forest seen as a community problem.	Urban forest seen as important to the community.	Urban forest acknowledged as providing environmental, social, and economical services.	Urban forest recognized as vital to the community's environmental, social and economic well being.	The general public understands the importance of the urban forest to the community.
City public agency cooperation	Conflicting processes among departments and or agencies that are inconsistent with the UFMP.	Urban Forest Management Plan (UFMP) processes are held in common but no cooperation among departments and/or agencies.	Departments and/or agencies are functioning and implementing processes consistent with the UFMP on a project-specific basis.	Municipal standards in place for implementing the UFMP by interdepartmental/ interagency processes on all municipal projects.	Ensure all city departments cooperate with goals and objectives of the UFMP.

An example of using criteria and performance indicators as a consensus building toll.









Criteria and Performance Indicators

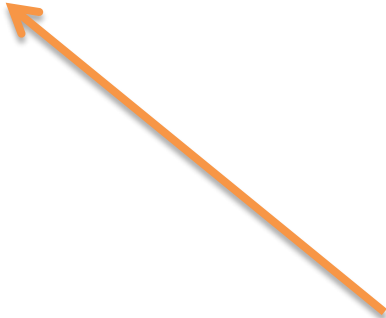


Kenney et al. 2011

Alternatives for Action

20-year Strategic Plan –
broken into four 5-year Management Plans

Year 1 - Create an **Advisory Committee on Natural Resources**, consisting of a balanced representation of the City's economic, environmental and social interests, to assist the Planning and Development Department on an annual basis in making recommendations as part of the adaptive management strategy for implementation of the UFMP



Year 1 - Establish an **Internal Technical Advisory Committee**, comprised of appointed departmental representatives. The committee will meet quarterly to review progress, as part of the adaptive management strategy, identify issues and make recommendations associated with the successful implementation of the UFMP. The Planning Division Manager or Director of Department of Planning and Growth shall chair and facilitate the committee.

Setting Goals and Objectives - Strategic Urban Forest Planning



Urban Forest Institute
May 7, 2013

Robert Northrop
Extension Forester

