# Tree Board - Website

## **CONTENT UPDATE PROPOSAL**

By: Sandra LeVar - Lake Forest Park Tree Board Member

Proposal for website content updates for the Lake Forest Park Tree Board related content on the Lake Forest Park City website includes a staged approach to updates.

- · Goals include improving search results and content readability.
- Approach for first phase includes documented inventory of existing content followed by audience targeted content proposal and priorities.
- Initial target audience includes existing residents with consideration for prospective new residents, businesses, developers, and builders.

# AS IS - INVENTORY OF EXISTING CONTENT

	Finding info on trees on LFP site					URL						
Top level	City of LF	P										
2		Departments										
3		Tree	Tree permits and in			https://www.cityoflfp.com/163/Tree-Permits-and-Information						
4			Learn mo	re								
5				Trees and	Forest Care (beyond the first screen)	https://www.cityofifp.com/235/Learn-More-about-Trees-Forest-Care						
6					Tree inventory and Assessment [i-Tree analysis	] (Pt https://www.cityoflfp.com/DocumentCenter/View/385/itreereport?bidId=						
6					UW Forestry-goes to description of college pro	pgrar https://sefs.uw.edu/						
5				Local org	anizations							
6					Tree Board (links)	https://www.cityofifp.com/107/Tree-Board						
6					Stewardship foundation	https://lfpsf.org/						
6					Streamkeepers	404						
4			Tree List (	(links		https://www.cityofifp.com/239/Tree-List						
4			Tree Wall	ks (Links)		https://www.cityofifp.com/240/Tree-Walks-of-Lake-Forest-Park						
4			Canopy C	overage N	1aps (Links)	https://www.cityofifp.com/489/Canopy-Coverage-Maps						
4			Commun	ity Forest	Management Plan (PDF)	https://www.cityofifp.com/DocumentCenter/View/6175/Community-Forest-Management-Plan?bidld=						

Sample of URL outline for Tree Permits

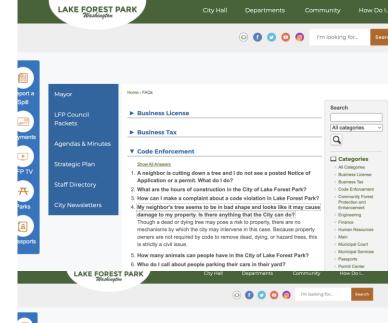
Inventory of existing content enables prioritization of update to 404 links and incorrect or outdated content

	Finding info on trees on LFP Tree Board site	URLs							
Top level	Tree Board (links)	https://www.cityoflfp.com/107/Tree-Board							
2	Hybrid Meetings	https://www.cityoflfp.com/664/Hybrid-Meetings-for-Advisory-Bodies							
2	Tree Permit Process								
	Tree permits and info		https://www.cityoflfp.com/163/Tree-Permits-and-Information						
2	Tree Planting and Tree Care								
3	Trees and Forest Care (beyond the first screen)	https://www.cityoflfp.com/235/Learn-More-about-Trees-Forest-Care							
2	Meeting Agendas	https://www.cityoflfp.com/Archive.aspx?AMID=82							
2	2 August Meeting Materials		Not Link						
2	Social Media Content Calendar (PDF)								
2	Meeting Minutes		https://www.cityoflfp.com/Archive.aspx?AMID=83						
2	2019 Work Plan (PDF)								
2	2018 Work Plan (PDF)								
2	2020 Annual Report (PDF)								
2	2019 Annual Report (PDF)								
2	2018 Annual Report (PDF)								
2	2017 Annual Report (PDF)								
2	Contact Asst Planner (mail to)								

Sample of URL outline for Tree Board

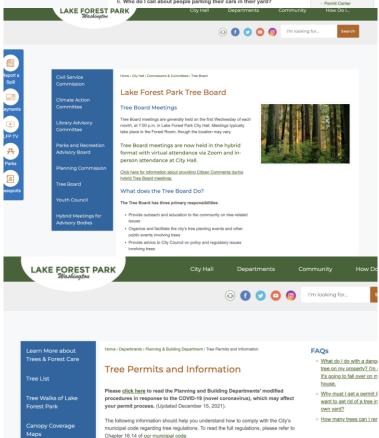
### **FAOs**

https://www.cityoflfp.com/FAQ.aspx



#### **Tree Board Information**

https://www.cityoflfp.com/107/Tree-Board



Chapter 16.14 of our municipal code.

What Type of Permit Do I Need?

Do I need a major or minor permit? How to I measure my multi-stemmed tree? How do I convert tree circumference to diameter?

Community Forest Management Plan

<u>Click here</u> for an overview of tree removal and replacement requirements. <u>Click here</u> for requirements for tree removal and replacement related to development projects.

There are several factors that determine whether you need a "Major Tree Permit" or a There are several reactions that determine when the your need a mapping the remit. Minor Tree Permit." Major permits require a site visit and report from the City Arborit whereas Minor Permits do not. Use the decision-making tool linked below to find out which type of permit you'll need.

Download the Tree Removal and Replacement Application Regardless of whether you need a Major or Minor Permit, you can use the application form below: Click here to download the Tree Removal and Replacement Permit Application form Turn in your application Monday - Friday, 9am-12pm or 1pm-3pm. An application fee of

#### **Tree Permit Information**

https://www.cityoflfp.com/163/Tree-Permits-and-Information

## TO BE - SEARCH RESULTS

Outline of possible search questions enables prioritization and organization of update to content

#### FAQs for search content redirects

Example Scenario: new resident searches Google for information about their big tree in their yard and how to maintain it ... search results include link to FAQ about tree services (ETC TBD)

*TBD*...

#### **Tree Board Information - Tags for Search Results**

Example Scenario: resident searches Google for information about a neighbor cutting down trees ... search results include link to contacting tree board for more info (ETC TBD)

*TBD*...

#### **Tree Permit Information - Tags for Search Results**

Example Scenario: developer searches Google for information about how to cut down tree in the way of new construction ... search results include link to filling out tree permit (ETC TBD)

*TBD*...