

Tree Board – Education Outreach

MEDIA & CONTENT PROPOSAL

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Proposal for 2023-2024 outreach education for the Lake Forest Park Tree Board includes a staged approach to media content. Goals include maintaining the city canopy and increasing public satisfaction. Approach for first phase includes reorganization of website content followed by updated website content. Initial target audience includes existing residents. Priorities are:

- Community outreach for new board members needed asap
- One-time educational outreach mailer introducing LFP Tree Board
- One-time educational outreach mailer introducing Ivy Out
- One-time redesign of tree board pages on LFP website
- On-going content updates on LFP Tree Board pages
- Regular quarterly/monthly content contributions to eNewsletter and social media
- As needed posters, flyers, and handouts for events:
 - Arbor Day
 - Green Day
 - ...

MEDIA - EDUCATION

Website

- Inventory existing content on LFP website related to trees and the canopy
 - Outline preferred content for Tree Permit (and FAQ) and Tree Board webpages
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- Draft educational content for sections of Tree related webpages

eNewsletter & LFP Times

- Educational content to be included in monthly eNewsletter
- Content in eNewsletter to be summarized for quarterly LFP Times

Social Media Infographics

- Content from Website and eNewsletters to be incorporated into infographics

CONTENT - EDUCATION

Permit How to & Why (for landowners)

<https://www.cityofflp.com/163/Tree-Permits-and-Information>

Include code changes

Permit Approved & Open for Comments (for residents)

Why & How to comment

The Canopy & Why it's a "Good Thing" (for landowners and developers)

... TBD ...

Introduction to Tree Services (for resident and landowners)

List of Tree Services/Contractors that have submitted/approved signed "Statement of Canopy Preservation and Enhancement Acknowledgement" form with the Business License Application

Good Trees to Plant

<https://www.cityofflp.com/239/Tree-List>

Add new updated information about how to plant new trees; and include information from local PNW university websites and research. Links include:

- WSU, Oregon SU, UC Davis
- City of Seattle, City of Kirkland
- WSU Extension: Backyard Forest Stewardship in Western Washington (pub EM107E)
- King Conservation District: Backyard Forest Stewardship Homeowners Guide
- Arbor Day Foundation: ... <lots to choose from>

What are good trees to plant? What are good places to plant trees?

Taking Care of Your Trees

<https://www.cityofflp.com/239/Tree-List>

Add new updated information about how to maintain existing trees; and include information from local PNW university websites and research.

Walk about (trees and parks)

<https://www.cityofflp.com/240/Tree-Walks-of-Lake-Forest-Park>

AUDIENCE - EDUCATION & OUTREACH

Residents

Anyone who lives in Lake Forest Park - landowners or renters

Businesses

Landowners or leaseholders of retail space/land in Lake Forest Park

Landowners

Commercial or Residential landowners that may or may not live in Lake Forest Park

Developers

Businesses owners that improve land including construction, landscape, masonry, etc

Tree Services

Businesses that inspect and or maintain trees

UNDERSTANDING LFPS MUNICIPAL CODE / TREES

<https://www.cityofflp.com/faq.aspx?TID=16>

[Chapter 16.14 Tree Canopy Preservation and Enhancement](#)

INTRODUCING THE TREE BOARD

- Effort owned by:
- Content for letter
- Mailing list
- Printer
- Mail Merge & Send

Welcome / Introduction to Tree Board (What can/do we do for YOU – residents, landowners, developers)

Welcome to Lake Forest Park. This is a fantastic community; everyone loves it here and we hope you will also. We care about our neighbors and respect the Urban Forest that surrounds us. We have safe streets and pleasant green parks that offer welcoming places to walk and meet neighbors.

Ole Hanson developed Lake Forest Park circa 1912 “with an eye on Nature.” He wished to maintain a city where people enjoyed “the stately cedar, the majestic fir, the quivering cypress, and the homelike maple.”

The Lake Forest Park Tree Board and the Stewardship Foundation are here to help you get better acquainted with the Lake Forest Park Urban Forest, its benefits, and the local ordinances that protect it.

Why Trees Matter (in LFP, aka Benefits of Trees, vegetation, and the Tree Board)

How our Urban Forest of healthy trees helps us:

- Enhance the beauty of one’s home and fosters a pleasant place to live
 - Increase the value \$\$\$\$ of one’s property
 - Reduce the urban heat island effect
 - Save energy cost \$\$\$\$ for homeowners
 - Promote a calming environment for the homeowner and family
 - Help manage dispersal of storm water, and improve the water quality of our
 - salmon rich streams
 - Offer quiet green spaces fostering good psychological and physical health
 - Provide habitat for wildlife and sustain biodiversity
 - Sequester carbon to help slow global warming
- Maintenance of Private Property Trees (How to, includes removal/replace)

Growth / Planting / Improvement of Private Property Trees (How to)

<https://www.cityoffp.com/235/Learn-More-about-Trees-Forest-Care>

CONTENT FOR NEWSLETTERS

Primary objective for outreach content will be to use existing educational material, composed for a targeted audience.

- Effort Owned by:
- Schedule, Contact info for publishing
 - eNewsletter
 - Social Media
- Content/ Writer

EXAMPLES of Educational Material

- Why to submit a permit, How to submit a permit
 - Why tree removal/replacement permits are approved, How to provide public comment
 - What is The Canopy, Why is it a “Good Thing”
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EXAMPLES of Target Audience

- Residents and Businesses
- Landowners
- Developers and Tree Services

APPENDIX – UNDERSTANDING THE TREE CODE

“Tree” means a self-supporting woody plant typically reaching at least 12 to 15 feet in height at maturity. “Significant tree” means a tree six inches or greater in diameter.

Tree Permit Types

A tree permit should be submitted by landowner (or on behalf of landowner) before removal of a tree in Lake Forest Park (public, private, residential or commercial)

<https://www.cityofflp.com/DocumentCenter/View/6247/Tree-Permit-Application?bidId=>

Minor Permit

- include, but are not limited to: additions, enlargements, or alterations to existing structures, construction of retaining walls, fences, driveways, and garages, clearing and grading activity

Major Permit

- means subdivision or short subdivision; construction or demolition of single-family, multifamily, or commercial buildings; and alterations, repairs, enlargements or additions that add 1,000 square feet or more of impervious surface coverage.
- Proactive Forest Management Permit
- Utility Forest Management Permit

Tree Permit Workflow

- Submit Permit
 - Review of Tree Types on permit
 - Significant Trees
 - “Significant tree” means a tree six inches or greater in diameter (DBH) or a required replacement tree of any size. Dead trees shall not be considered significant trees.
 - “Landmark tree” means a significant tree that is at least 24 inches in diameter (DBH).
 - Exceptional Trees
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- *Removal of viable exceptional trees, is prohibited.*
- “Exceptional tree” means a viable tree, which because of its unique combination of size and species, age, location, and health is worthy of long-term retention, as determined by the city’s qualified arborist.

Table 1: Exceptional Tree Species and Their Threshold Diameters	
Species	Threshold Diameter
Bigleaf MAPLE – <i>Acer macrophyllum</i>	42 inches
Douglas FIR – <i>Pseudotsuga menziesii</i>	42 inches
Grand FIR – <i>Abies grandis</i>	33 inches
MADRONA – <i>Arbutus menziesii</i>	12 inches
Western HEMLOCK – <i>Tsuga heterophylla</i>	36 inches
Western Red CEDAR – <i>Thuja plicata</i>	42 inches
Western White PINE – <i>Pinus monticola</i>	36 inches

- Review of Replacement Trees on permit
 - “General tree list” means a list of tree species that is maintained by the city and approved by the city’s qualified arborist for planting as replacement trees, as well as tree species that are prohibited from being planted as replacement trees.
- Review of lot Canopy Coverage
 - “Canopy” means the part of the tree crown composed of leaves and small twigs or the collective branches and foliage of a group of trees’ crowns. “Canopy coverage” means the area covered by the canopy of trees on the lot.
 - A minor tree permit shall be granted if conditioned on at least one tree replacing each tree removed, to provide canopy coverage equal to or greater than the tree(s) being removed.
 - When the proposed tree removal is associated with major development activity, the trees may be removed if a tree replacement plan is approved that, at a minimum, brings canopy coverage to the applicable canopy coverage goal.

- Development Proposal Requirements
- Review of Exceptions
 - Major Permits
 - Property that has undergone major development activity in the past five years
 - Tree Conservation Easement & Environmentally Critical Areas
- Notice of Decision: Approved, Conditioned, Denied
 - A conditional use permit is a zoning exception status.
- Appeals
- Amendments
- Expiration & Close Permit

Tree Maintenance

- Coverage
- Health
- Pruning

Enforcement

- Violations
 - In addition to tree replacement, the administrator shall require that the persons found in violation of this chapter or the conditions of a permit pay the appraised value of the trees
- Stop Work Order
 - the building official may suspend some or all of the work as appropriate
- Remedial Measures
 - The persons found in violation of the conditions of a tree removal permit or in violation of this chapter may be required to perform remedial measures as ordered by the administrator that are necessary to correct the violation

Tree Services

- LFP Business License
- A Statement of Acknowledgement