

Public Engagement Plan - Addendum

STREET TREE PLAN AND CODE UPDATE CITY OF TUMWATER


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1 Introduction

To implement the objectives of the Tumwater Urban Forestry Management Plan, the City identified review and revision of the City's municipal codes pertaining to urban forest management including the City's Street Tree Plan and *TMC 12.24 Street Trees* as a high priority action along with updates to *TMC 16.08 Protection of Trees and Vegetation* (Tumwater UFMP 2021). The public engagement efforts for the Street Tree Plan and code update will build off and be accomplished in concert with that of *TMC 16.08*. This document serves as an addendum to the Public Engagement Plan developed for the Tree and Vegetation Preservation Code Update dated September 28, 2022.

2 Engagement Goals and Strategies

The goals and strategies outlined in the Public Engagement Plan for *TMC 16.08* will also guide the outreach process for *TMC 12.24*. This engagement effort aims to keep stakeholders informed and involved in all aspects of the Street Tree Plan and code update process, building from the stakeholder relationships established during the original public outreach activities.

The primary goals and strategies include:

- Educate and inform stakeholders regarding the current Street Tree Plan, critical topics for assessment and discussion, and the timeline and process for updating both the Street Tree Plan and code update.
- Learn about the community's understanding of and preferences for street tree management, maintenance, and permitting, which will serve as a guiding tree maintenance and management document for the City of Tumwater staff, industry professionals engaged in arboriculture and development, and property owners engaged in tree management.
- Seek insights and perspectives from community members on Street Tree regulations (*TMC 12.24 Street Trees*).
- Continue to engage stakeholders identified and measure success based on the metrics outlined in Sections 3 and 4 of the Tree Preservation Public Engagement Plan (September 2022).

3 Stakeholder Outreach and Engagement

Stakeholder and interest groups identified for the Street Tree Plan and Title 12.24 are consistent with those outlined in Chapter 4 of the Public Engagement Plan for TMC 16.08. As noted earlier, the goal of stakeholder identification is to achieve a representative sample of the Tumwater community that considers both demographic trends and balances the broad and competing interests relevant to the street tree management. To achieve this goal, outreach and engagement efforts are structured to target the community's specific needs and profile. Further, targets help to determine the extent to which effective outreach is achieved.

4 Outreach Strategy

The following table describes methods of notification that have been implemented as part of the larger urban forestry municipal code update to provide the public with project information and inform them of upcoming public participation opportunities. The City will continue to consider how best to reach key stakeholders and demographic groups identified in the Stakeholders section of the Public Engagement Plan.

4.1 Notification Tools

The following table describes methods of notification used to promote the project and share opportunities for public participation.

Table 1. Summary of Notification Tools

Notification Tool	Key Actions	Due Date/Status	Lead
Online Open House The online open house will provide a homebase for information about the project and engagement opportunities, including links and schedules.	Build framework Populate content Soft (test) launch Launch	Ongoing; Launched as part of kick-off of TMC 16.08 outreach	Watershed
Social Media Promotion Use the City's established social media channels for broad engagement beyond the city limits to raise awareness of project goals and objectives, promote the project, and drive traffic to the online open house.	Regular and frequent posting across all social media channels	Ongoing; At project milestones (e.g., online open house launch, collateral mailing, and distribution); per Schedule of Outreach	City
Direct Engagement Project liaisons will forge and foster direct relationships with stakeholder groups identified. Direct engagement may include email, phone, or in-person communication; attendance at regular group meetings; and routing of project information and feedback between interest groups and the project team.	Regular communication with leadership or key representatives of each group	At least monthly, or as needed, throughout project duration	City

4.2 Stakeholder Meetings

Similar to the Tree and Vegetation Code (*TMC 16.08*) Update Project, a major component of the engagement effort will include a series of both internal and external stakeholder meetings. A total of two additional internal and three additional external stakeholder meetings are planned to specifically discuss the street tree plan and *TMC 12.24*. The purpose of the stakeholder meetings will be to facilitate discussions that build on the feedback received and inform subsequent steps in the ordinance update process. Priorities identified during the first round of stakeholder meetings for *TMC 16.08* will also inform stakeholder meetings, discussion topics, and strategies applicable to *TMC 12.24* and the Street Tree Plan. An outline of the scope of discussion for each stakeholder meeting is provided below.

Internal Stakeholder Meeting (1 of 2)

- Attendees: City departments and staff
- Discussion: Scope of project, project schedule, scope of current ordinance
- Desired feedback: Concerns about the 2002 Street Tree Plan, experience with current code, primary concerns regarding street tree management.
- Exercises:
 - Priority setting (ex. “What do you see as the main priorities for street tree management? Tree species selection, soils, infrastructure impacts, climate change, canopy cover, environmental justice, etc.)
 - Rank priority
 - What are the key concerns affecting each priority?
 - What is the desired outcome for management of each priority?
 - Which of these priorities are inextricably linked? (Generate pairs or groups)

Internal Stakeholder Meeting (2 of 2)

- Attendees: City departments and staff
- Discussion: Review revised draft of 2023 Street Tree Plan and *TMC 12.24*; solicit feedback on information to be included in targeted materials for specific audiences.
- Desired feedback: Questions and suggested refinement of the draft 2023 Street Tree Plan, draft code amendments.
- Identification, ranking, and breakdown of additional concerns or unaddressed issues.

External Stakeholder Meeting (1 of 3)

- Attendees: Any external stakeholders

- Discussion: Scope of project, project schedule, scope of current ordinance
- Desired feedback: Concerns and questions about the Street Tree Planning process, the current code, experience with current code, primary concerns regarding street tree maintenance and management.
- Exercises:
 - Priority ranking (ex. “What do you see as the main priorities for Street Trees in Tumwater? (Rank top 3) species selection, infrastructure impacts, climate change, canopy cover, environmental justice, etc.)
 - “If we had a focused discussion about your TOP priority, would you be interested in participating in that session? If yes, provide your contact information.”

External Stakeholder Meeting (2 of 3)

- Attendees: Select external stakeholder based on interest from External Stakeholder Meeting 1 (invite only).
- Discussion: Focused breakouts on priorities that emerged from External Stakeholder Meeting 1.
- Desired feedback: Gaps, targets for revision, focus areas within code
- Engagement questions:
 - What are the key concerns affecting this priority?
 - What is the desired outcome for management of this priority?
 - What are some methods or strategies for achieving the desired outcome?

External Stakeholder Meeting (3 of 3)

- Attendees: Select external stakeholders chosen based on interests represented at External Stakeholder Meeting 2, but targeting equal representation across interest (invite only)
- Discussion: Breakouts on balanced interested that emerged from External Stakeholder Meeting 2
- Desired feedback: Actionable code guidance, compromise
- Engagement questions

5 Outreach Schedule

To provide accountability and build trust with community stakeholders, the project team will maintain a regular schedule of outreach through the duration of project. In the initial phase of outreach and engagement, outreach will be interactive, including both outreach to and feedback from community members. Through the later project phase of code revision and outreach, the

project team will keep stakeholders informed of project progress and milestones. An outline and relative schedule of social media posting is provided after the overall schedule of outreach.

Table 2. Target Schedule of Outreach and Engagement

Date	Milestone / Notes
November 2022	<ul style="list-style-type: none"> ○ Complete draft addendum to the Public Engagement Plan to address updates to the 2002 Street Tree Plan and <i>TMC 12.24</i> ○ Finalize Public Engagement Plan ○ Add additional content to online open house related to street trees and <i>TMC 12.24</i>
December 2022	<ul style="list-style-type: none"> ○ Develop draft Gaps Analysis of the Street Tree Plan and <i>TMC 12.24</i>
January 2023	<ul style="list-style-type: none"> ○ Joint Planning Commission - Tree Board Meeting to launch Street Tree Plan update effort; Discuss draft Gaps Analysis and gather priorities and feedback from board members. ○ Internal Stakeholder Meeting #1
1 st Quarter 2023	<ul style="list-style-type: none"> ○ External Stakeholder Meeting #1 ○ Work Session with Tree Board
2 nd Quarter 2023	<ul style="list-style-type: none"> ○ Complete Development of First Draft of Street Tree Plan ○ Internal Stakeholder Meeting #2 ○ External Stakeholder Meetings #2 and #3 ○ Develop revised draft of Street Tree Plan ○ Joint PC-TB briefing and worksession – Ordinance
3 rd Quarter 2023	<ul style="list-style-type: none"> ○ Briefings and worksessions with Planning Commission, City Council, and Government Committee
4 th Quarter 2023	<ul style="list-style-type: none"> ○ Ordinance Adoption

Social Media Promotion

The following table provides an outline of key messages for social media promotion of external outreach and events along with a targeted timeline for posting relative to project milestones and events.

Table 3. Outline of Social Media Promotion

Milestone / Event	Key Messages	Relative Timing
Online open house updates	<ul style="list-style-type: none"> ○ Visit the Online Open House [provide direct link] ○ Share project goals ○ Share project timeline ○ Sign up for project updates [provide direct link to sign up form] ○ Who should participate? (Everyone!) 	Coincident with kick-off worksession with Planning Commission and Tree Board
External stakeholder meetings	<ul style="list-style-type: none"> ○ Are you interested in Street Trees? ○ Sign up for project updates [provide direct link to sign up form] ○ Save the Date [publish date] ○ Register today! [share registration link] ○ Reminder, meeting is tomorrow! ○ Reminder, meeting is today! 	Starting at least 6 weeks before scheduled meeting
Project milestone achieved	<ul style="list-style-type: none"> ○ The City is making progress on the Street Tree Plan update! [share about milestone and share direct link, if available] 	Within 3 days of achievement
New content posted to online open house for public review	<ul style="list-style-type: none"> ○ The City needs your input about Street Trees! View the [content description] and share your feedback! [provide direct link] ○ Reminder: your input is needed by [date]! 	<p>Coincident with posting</p> <p>2 weeks before feedback period is closed</p> <p>1 week before feedback period is closed</p> <p>1 day before feedback period is closing</p>

References

Census.gov, Tumwater, WA: Quickfacts. Accessed, August 2022.

City of Tumwater Urban Forestry Management Plan. March 2021