

Telling the Tall Tale About Trees

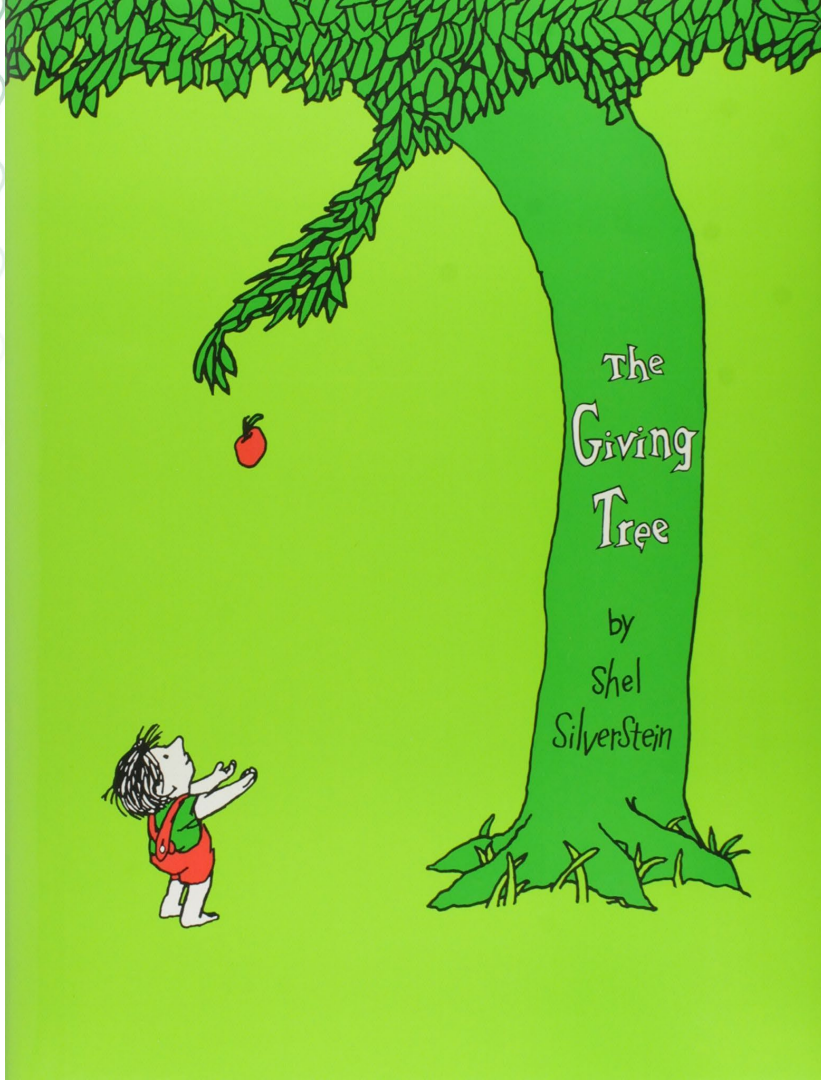
Ryder Todd Smith

A decorative background on the left side of the slide featuring a grid of lightbulbs. The lightbulbs are arranged in rows, with some having a yellow glow and others being plain white. The grid is partially obscured by the text.

A Famous Tree Story?



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Totally self-effacing, the 'mother' treats her 'son' as if he were a perpetual infant, while he behaves toward her as if he were frozen in time as an importunate baby. This overrated picture book thus presents as a paradigm for young children a callously exploitative human relationship — both across genders and across generations. It perpetuates the myth of the selfless, all-giving mother who exists only to be used and the image of a male child who can offer no reciprocity, express no gratitude, feel no empathy — an insatiable creature who encounters no limits for his demands.

-Ellen Spitz writing for American Heritage

The background is a solid green color with a repeating pattern of lightbulbs and speech bubbles in a slightly darker shade of green. A white rectangular box with a yellow border is positioned in the upper left quadrant, containing the title text.

Public Engagement 101



civics

Tripepi Smith Axiom

Content x Distribution = IMPACT



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What is public engagement?

- Encompasses a broad range of methods used to inform and educate the public on your agency
 - Types of public engagement:
 - Public Information & Outreach
 - Public Consultation
 - Public Participation & Deliberation
 - Sustained Public Problem Solving



Why does public engagement matter?

- Significant in guiding policy decisions and actions
 - More informed
 - Keep the public satisfied with your agency
 - Garner support
 - Develop trust with transparency
 - Community participation increases
- Educates your constituents about your agency and issues
 - Future conversations can be more civil and reasoned
- Projects can be implemented much quicker



Tools for Public Engagement

➤ Social media

- Facebook, Twitter, Instagram, Nextdoor

➤ Email

- Constant Contact, MailChimp

➤ Print

- Bill inserts, door hangers, postcards

➤ Surveys and polls

- FlashVote, ICMA Survey Center, Facebook or Nextdoor Polls, Survey Monkey

➤ Live-streaming public meetings

- Facebook Live or city cable channel

➤ An effective website

- WordPress, CivicLive and CivicPlus, Revize, Granicus

➤ Community-Based Organizations

- Rotary club, environmental groups, cultural groups



Strategies for Public Engagement

- Create a strategic communications and media plan
 - Identify key audiences and stakeholders and their values
 - Create key themes and messages
 - Create a list of external resources (partners, media contacts, etc.) and a planning calendar that identifies long-game timeline, milestones, tasks and assignments
- Measure and evaluate engagement
 - Data and metrics matter, keep track of them.
- Meet people where they're at - make all communications accessible
 - In-person, digital, print
- Create an engaged network with solid content and distribution





Public Engagement in Action

AMPlifying the Urban Forest

- A journey of seed, to shade, to song and a story of a second life for urban trees.
- Developed and presented by a groundbreaking partnership between the California Urban Forests Council, West Coast Arborists, Taylor Guitars, Western Chapter of the International Society of Arboriculture and the Britton Fund, AMPlifying the Urban Forest promised the planting of nearly 2,000 trees across California in one day
- With the help of Tripepi Smith, 27 municipal agencies and other organizations engaged their communities
- The event empowered communities to help expand the urban forest canopy.



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Communications Support



➤ Tripepi Smith assisted in creating and putting together:

- Planning calendar
- Coordination with **participating agencies and community-based organizations**
- Bi-weekly **news articles**
- Weekly **social media posts**
- Monthly **email marketing**
- Custom **press release** writing for all 27 participating agencies
- Research and creation of **media list**
- Coordination with media for **coverage in local TV, print and digital outlets**
- Promotional **video**
- Day-of **video coverage and interviews**
- Same-day **video news releases** for local media



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LOCAL NEWS

Volunteers sought for tree-planting events in communities including Upland and Perris

By **STAFF REPORT** | The Press-Enterprise
PUBLISHED: February 25, 2022 at 5:34 p.m. | UPDATED: February 26, 2022 at 7:02 p.m.

The cities of Rancho Cucamonga, Upland, Chino, Perris and Beaumont are looking for community volunteers to help with AMPlifying the Urban Forest, an initiative of the California Urban Forests Council to plant nearly 2,000 trees across 28 California communities in an Arbor Day event March 12.

Volunteers who sign up will be entered into a raffle to win a guitar made of recycled urban forest wood built by Taylor Guitars, demonstrating how city trees enhance city life from seed to shade to song, according to a news release.

The March 12 events are 8 a.m.-noon at Red Hill Park 7484 Vineyard Ave., Rancho Cucamonga; 8-11 a.m. at 1625 Pacific Electric Trail, Upland; 9 a.m.-1 p.m. at Ayala Park, 14225 Central Ave., Chino; 9 a.m.-1 p.m. at Rotary Park, 1491 S. A St., Perris; and 8 a.m.-noon at Mountain View Park on Sunburst Drive, Beaumont.





To sign up for any of these events and to find others in California, go to investfromthegroundup.org and click on the the icons of the participating communities.

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POSTED ON MARCH 3, 2022
1:31 PM

Dig In and Help Lompoc Plant More Trees

SOURCE: SAMANTHA SCROGGIN FOR CITY OF LOMPOC

Lompoc community members are invited to participate in a tree-planting event, 8 a.m.-noon Saturday, March 12, at River Park and Riverbend Park. Participants will meet near the pond at River Park, Highway 246 and Sweeney Road.

Lompoc is joining other neighborhoods across the state that day to plant 2,000 urban trees by local grassroots volunteers in nearly 30 communities throughout California.

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The local event is hosted by the city of Lompoc, Lompoc Trails, and West Coast Arborists, all partners of the CAL FIRE AMPLIFYING the Urban Forest grant.

Register to volunteer at <https://www.volunteermatch.org/search/opp3444696.jsp>. Click on "I Want to Help" and create a VolunteerMatch account. Registration is encouraged for an accurate volunteer count.

Direct questions to the grants team at grantinfo@wcainc.com, or call 714-926-0563. Learn more about the Amplifying the Urban Forest project at <https://investfromthegroundup.org/>.



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FEATURED

Amplifying its urban forest, Beaumont helps plant some trees

Mar 21, 2022



Photo by Paul Prado

Lending a hand to plant trees were (from left) Michael Jantes, from Mowbray's Trees, CalFire's Enrique Zavala, Sam De Lucio of Mowbray's Trees, CalFire's Anthony Viera and Richard Moreno of Mowbray's Trees.



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BY PAUL PRADO

For the Record Gazette

Beaumont hosted a tree-planting event at Mountain View Park last weekend along Sunburst Drive to assist with AMPLifying the Urban Forest, an initiative of the California Urban Forests Council.

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LATEST HEADLINES

Dozens of trees planted in Woodland to combat climate change

The city participated in an initiative that attempted to plant 2,000 trees across state



1 of 7

Daniel Medias helps plant trees Saturday at Rick Gonzales, Sr. Park in Woodland. The tree planting was part of a much larger AMPLifying the Urban Forest initiative, which aimed to plant 2,000 trees across California in one day. (Gerardo Zavala/Daily Democrat)

By GERARDO ZAVALA | gzavala@dailydemocrat.com |

March 19, 2022 at 7:10 a.m.

Dozens of Woodland citizens including City Council members, Woodland Tree Foundation members and volunteers of all ages helped plant over 70 trees around the city Saturday morning as part of the AMPLifying the Urban Forest initiative.



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Key Takeaways

- **Municipal coordination should be a high priority**
 - Cities typically have existing relationships with CBO's. Leverage them
 - Dedicate more time to this and start those conversations early
- **Be thoughtful in announcing goals or milestones that are not set in stone – remain flexible and agile in your communications.**
 - A few agencies backed out taking our number of agencies from 30 to 27. Hence, we were not able to plant all 2,000 trees in one day (but they were eventually all planted that spring).
 - Curveballs may come but get creative in addressing them.
- **Your planning calendar and key messages are**
 - your guiding light and will keep you focused
- **Limit cooks in the kitchen for the sake of efficiency and preservation of key messages**
 - Identify who the real communications stakeholders are early on and control the number of voices at the table to stay efficient
- **Keep the conversation going – don't stop at the event**

Questions?

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