

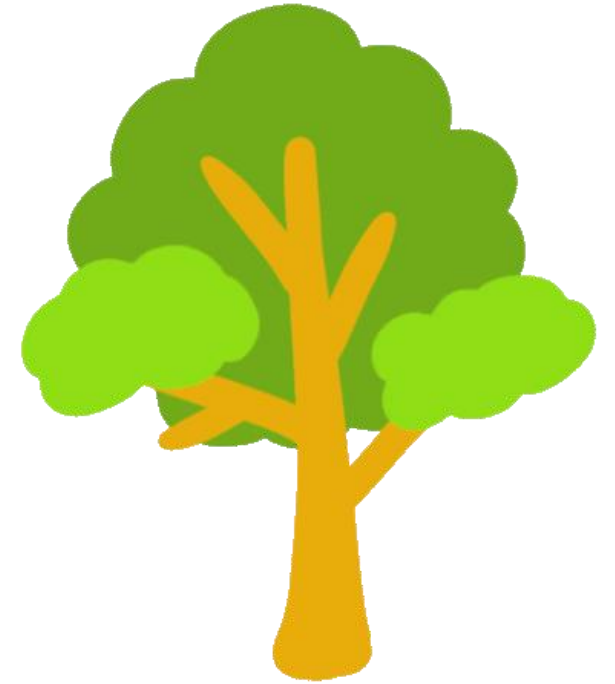
Santa Clara Valley Urban Forestry Alliance June Meeting



Santa Clara County
Climate Collaborative

Welcome and Agenda

1. Office of Sustainability Staffing Updates
2. Urban Forestry Master Plan –
 1. Stakeholder Engagement Overview
 2. Best Practices Symposium Working Group
 3. Community Engagement Update
 4. Regionwide Survey Update
3. Stakeholder Engagement Working Session



Community Outreach Plan Outline



Phase 1:
Regionwide
Outreach



Phase 2:
Priority
Areas
Outreach



Phase 3:
BMP
Symposium



Phase 4*:
Elected
Officials
Outreach

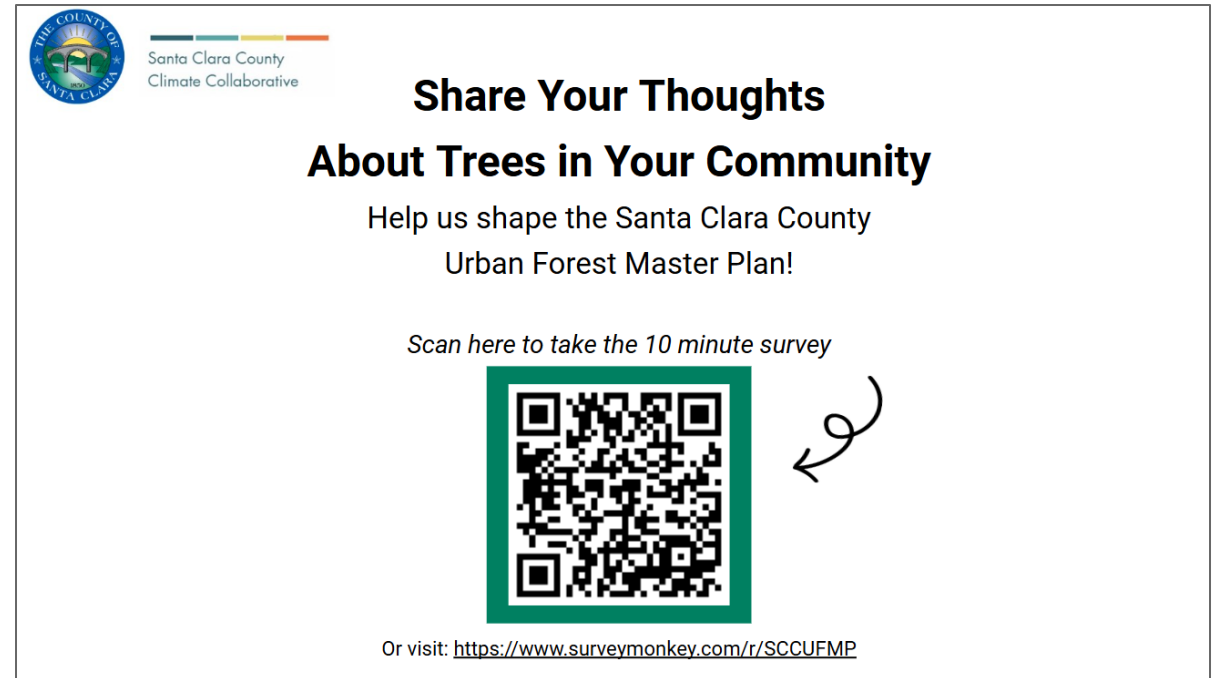


Online Survey




Survey Outreach Toolkit

- Survey PDF to print
- Flyer
 - To post at libraries, parks, community centers, other public spaces
 - To distribute at farmer's markets, festivals, other events
- Outreach Messaging document
 - In-person
 - Virtual: press release, social media, email, newsletter
- QR code & logo




The flyer is for the Santa Clara County Climate Collaborative. It features the county's logo and a header with the text "Share Your Thoughts About Trees in Your Community". Below this, it says "Help us shape the Santa Clara County Urban Forest Master Plan!". A QR code is prominently displayed with a green border, and a curved arrow points to it from the right. Above the QR code, it says "Scan here to take the 10 minute survey". At the bottom, it provides the URL "Or visit: <https://www.surveymonkey.com/r/SCCUFMP>".

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**Share Your Thoughts
About Trees in Your Community**

Help us shape the Santa Clara County
Urban Forest Master Plan!

Scan here to take the 10 minute survey



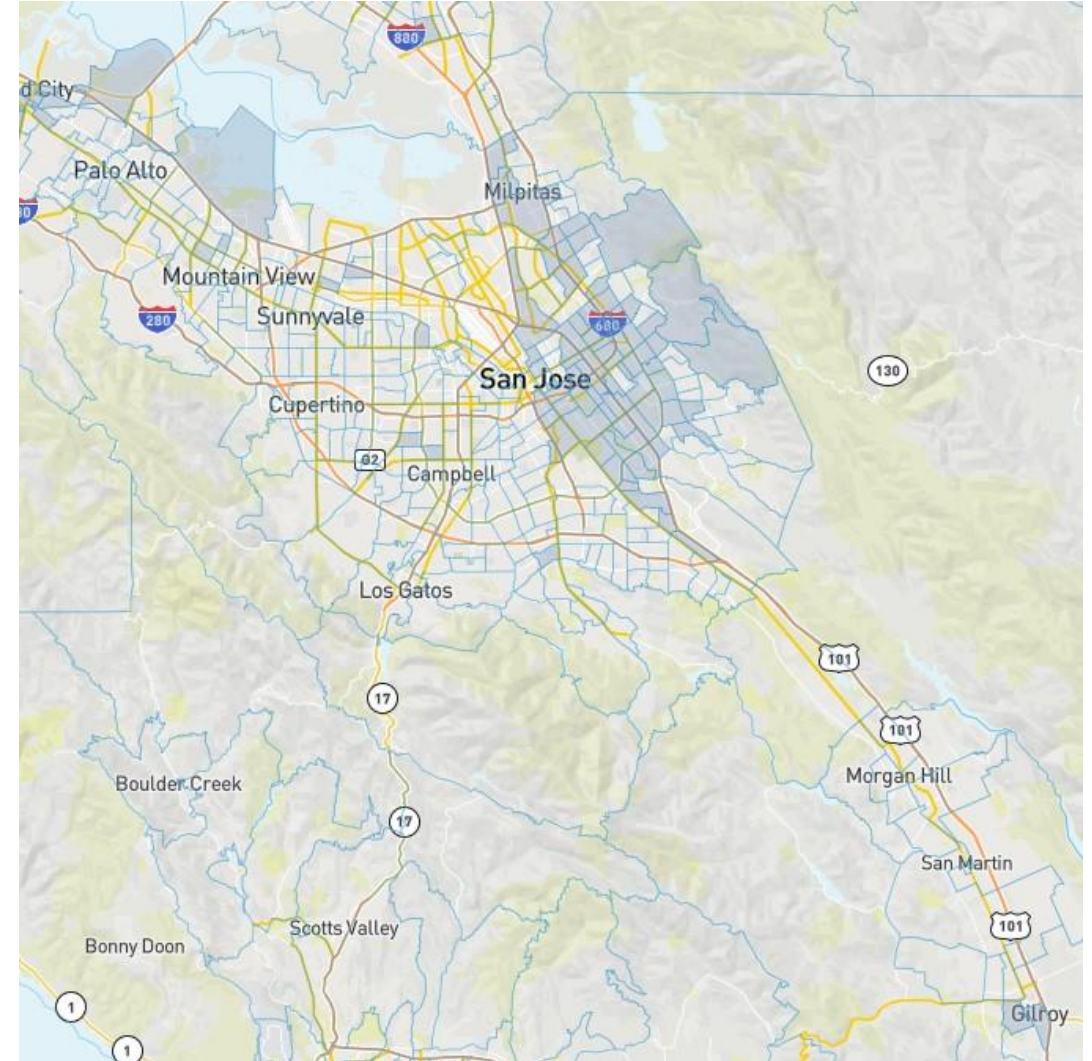
Or visit: <https://www.surveymonkey.com/r/SCCUFMP>

Targeted Outreach



Phase 2:
Priority Areas
Outreach

- Identify communities to engage
 - Partnered with six community-based organizations to support outreach
 - Our City Forest
 - Canopy
 - VIVO
 - Community Agency for Resources, Advocacy and Services (CARAS)
 - Lone Bluff - Senter Neighborhood Association
 - META
 - Each organization is engaging directly with designated disadvantaged communities (DACs)

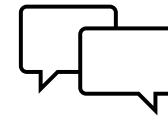


Stakeholder Engagement

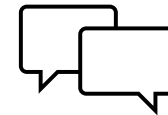


Phase 2:
Priority Areas
Outreach

Group	Stakeholder Composition	Engagement Focus
Group 1	Public Works, PG&E, Valley Water	Utility coordination, vegetation management, infrastructure conflicts, maintenance standards
Group 2	Parks & Forestry (Municipal Parks Managers and Forestry Managers)	Public tree maintenance, aging canopy, interdepartmental collaboration, operational needs
Group 3	Planning (City Planners, Developers, Planning Commission Members)	Ordinances, development review, tree preservation incentives, infill canopy goals
Group 4	City Managers	Long-term canopy planning, interdepartmental coordination, resource allocation, policy alignment
Group 5	Sustainability & Green Infrastructure (Sustainability Officers, Local Boards)	Integration with climate and stormwater planning, carbon goals, resilience strategy alignment
Group 6	Private Tree/Landscape Companies (municipally contracted)	Contractor capacity, coordination with cities, tree care standards, workforce and training challenges
Group 7	Nonprofits (Save the Bay, POST, Sempervirens, Sierra Club, Breathe California, San Jose Climate Corps)	Conservation and environmental goals, air quality, youth engagement, regional ecosystem connectivity



What other specific groups do you feel are underrepresented?



Do you have contacts from your network that would be great to include in these stakeholder meetings?

Operational Gap Analysis



Phase 3: BMP
Symposium

Goals of the Gap Analysis

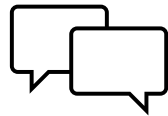
- **Establish Unified Tree Care, Removal, and Planting Standards**
Develop consistent maintenance, planting, risk assessment, and replacement protocols across departments.
- **Improve Interdepartmental Communication and Coordination**
Clarify roles and responsibilities to streamline workflows and reduce redundancy.
- **Promote Consistent and Proactive Tree Care**
Move toward preventative maintenance strategies such as grid pruning and standardized inspections.
- **Integrate Sustainability and Resilience into Daily Operations**
Align day-to-day tree care operations with countywide goals for climate adaptation, equity, and long-term canopy health.

Best Practices Symposium



Phase 3: BMP
Symposium

- Topics identified
 - Young tree pruning
 - Mature tree pruning (impacts of topping)
 - Tree planting and establishment
 - Invasive Shothole Borer



What would you like to see
included in the symposium?

Stakeholder Working Session

Goals:

- To inform the UFMP's recommendations and implementation strategies
- Identified shared priorities, operational needs, and chances for collaboration
- Ground the plan in practical experience to provide actionable solutions

Questions

What Concerns, values or priorities have you heard from your community regarding the Urban Forest

Are there specific plans, policies, or regulations related relating to trees that you believe are important for your work or community?

In your community or jurisdiction, who is responsible for public trees (street, Parkway, etc.)?

If you work for a municipality,
what role do contractors play
in caring for your urban
forest?

Looking ahead, what do you see as the most significant opportunities and challenges related to urban forestry in Santa County over the next decade

How could a unified county or regional urban forestry strategy support your work?



THANK YOU!



Visit the Office of Sustainability at
www.sustainability.sccgov.org

Contact Us at
sustainability@ceo.sccgov.org