

Tree Code Outreach Plan: Summary of tactics, audience and schedule

Tool	Audience Reached	Resources Needed	Status/Schedule
Public Service			
Website	Nearly all (Limited English proficiency readers, historically underrepresented communities less likely to use website.)	Existing Ongoing consultant support to review analytics and all text can be provided.	June: Review all pages July: Review analytics for 2 nd qtr, recommend edits October: Review 3 rd qtr analytics, recommend edits
Trees hotline, permit center staff	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Building industry professionals	Existing	Complete.
FAQs (Online posting)	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Building industry professionals Tree/environmental advocacy groups News media	Consultant review and editing.	June: Review all pages July: Recommend edits October: Review and recommend edits
Fact sheet	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Tree retailers Building industry professionals News media	Reprinting: \$105 for 500 Consultant support to update to text and design.	Initial version complete.
Magnet	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Tree retailers	Direct cost for production of 1,000: \$350 More may need to be ordered.	Complete.
Translated materials (Fact sheet, magnet, webtext)	Historically underserved communities.	Direct cost: TBD	June: Confirm distribution plan with PPR Equity Managers.
Build Awareness			
Written appeal to partners to spread message with “suite of tools” (ad “bug,” fact sheet, newsletter article, social media text)	Neighborhood associations Tree/environmental advocacy groups Arborist and building industry organizations Historically underserved communities (translations may be needed – see memo)	City and consultant staff. Consultant assistance to develop content and design.	June: Develop suite of tools and distribution plans June: Distribute information to partners
Articles or “ads” in city printed and electronic publications, including utility inserts	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Tree retailers Building industry professionals Tree/environmental advocacy groups	City and consultant staff. Consultant assistance for writing and design.	June: Schedule utility bill insert. August: Create “article”/ad for fall printed publications
City social media	Neighborhood-based audiences Building industry professionals Tree/environmental advocacy groups News media	City staff. No direct costs. Uses existing accounts and partnerships.	Ongoing. September: Publicize new video.
Information tables (Existing events, efforts and plans.)	Neighborhood-based audiences Historically underserved communities	City staffed.	June - September

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Media relations Seasonal pitches to reporters during tree planting/maintenance times; submit news articles	News media (community papers, home and garden reporters) Spanish-language media Neighborhood-based audiences	City staff. No direct costs. Consultant assistance for writing articles estimated at \$1,000.	September-October
Display ads (community newspapers)	Neighborhood-based audiences	TBD for ad space Consultant assistance for design.	Early October
Targeted community presentations	Neighborhood-based audiences Historically underserved communities Building industry professionals	City staff.	June – December: Respond to requests to key groups, e.g. neighborhood coalitions.
Narrated PowerPoint of existing training presentation	Arborists, building industry	BDS staff to narrate. EI to edit.	July
Video targeted to homeowners (2-3 minutes)	Homeowners	Parks staff to be on camera and assist with script development. Consultant to film and produce.	August
Enhance Awareness			
Presentations and direct outreach to historically underrepresented groups	Neighborhood-based audiences Historically underserved communities	City staff. Hourly cost for translators.	As requested.