

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. |