



Portland Citywide Tree Code Implementation | Outreach Plan Summary

Outreach goals and objectives

Primary Goal: Portlanders are aware of updated tree regulations and where to obtain more information.

Objective: Community audiences are informed throughout 2015 to ensure the tree regulations are followed and required permits are obtained.

Objective: Staff are able to meet the City's outreach goals and the Code's reporting requirements in early 2016.

Secondary Goal: More Portlanders understand the value of the urban forest to quality of life.

Objective: Information is distributed to residents on the importance to protect and preserve the urban canopy in all tree code-related outreach throughout 2015.

Objective: Residents are provided opportunities to learn about the value of the urban forest through multiple channels and in culturally appropriate ways.

Objective: Outreach and messaging regarding trees and the tree code is coordinated through Urban Forestry's existing programs during the implementation phase.

Target audiences:

- Neighborhood-based audiences
- Historically underserved communities/advocacy groups
- Arborists and landscape companies
- Tree retailers
- Building industry professionals
- Tree/environmental advocacy groups
- News media

Key messages

Principal message:

"Call before you cut"

Primary messages:

**The updated tree regulations protect a valuable City asset.
Trees benefit all Portlanders**

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	October: Review 3 rd qtr analytics, make edits as needed
Trees hotline, permit center staff	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Building industry professionals	Existing	Complete.
FAQs and other printed materials for use at permit center (Printed and online posting)	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Building industry professionals Tree/environmental advocacy groups News media	Existing with consultant support.	September - October: Review and recommend edits
Fact sheet	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Tree retailers Building industry professionals News media	Direct cost: Reprinting Consultant support to update to text and design.	Initial version complete. September: Review and update.
Magnet	Neighborhood-based audiences Historically underserved communities Arborists and landscape companies Tree retailers	Direct cost: Additional production.	Complete.
Translated materials (Fact sheet, magnet, webtext)	Historically underserved communities.	Direct cost: Translation	By Oct. 1: 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, design and distribution plan; consultant support for distribution.	September: Develop suite of tools and distribution plans; distribute information to partners
Articles or “ads” in city printed and electronic publications, including utility inserts	Neighborhood-based audiences Historically underserved communities Tree retailers Tree/environmental advocacy groups	City and consultant staff. Consultant assistance for writing and design.	September: Schedule utility bill insert; create “article”/ad for fall printed publications
City social media	Neighborhood-based audiences Building industry professionals Tree/environmental advocacy groups News media	City staff with consultant assistance. No direct costs. Uses existing accounts and partnerships.	Ongoing.
Information tables (Existing events, efforts and plans.)	Neighborhood-based audiences Historically underserved communities	City staffed.	June - October

Tool	Audience Reached	Resources Needed	Status/Schedule
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.	September-October; early spring
Display ads (community newspapers)	Neighborhood-based audiences News media	Direct cost: Ad space Consultant assistance for design.	Early October
Targeted community presentations	Neighborhood-based audiences Historically underserved communities	City staff.	June – December: Respond to requests to key groups, e.g. neighborhood coalitions.
Narrated PowerPoint of existing training presentation	Arborists, building industry	City and consultant staff.	September
Optional: Video targeted to homeowners (2-3 minutes)	Homeowners	Parks staff to be on camera and assist with script development. Consultant support for production.	Fall
Enhance Awareness			
Presentations and direct outreach to historically underrepresented groups	Neighborhood-based audiences Historically underserved communities	City staff. Hourly cost for translators.	As requested.

Evaluation and reporting

- Customer service survey to assess progress toward reaching key Tree Project goal
- Monitoring and evaluation report
- Website and social media analytics
- Number of emails/calls to hotline
- Earned media
- Informal community feedback via multiple channels