MWCOG Regional Tree Canopy Workgroup Proposed Strategy

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Agenda Item 4

May 4, 2012

Struggling to find a clear path

- Perspectives, suggestions regarding workgroup purpose, activities, report attributes and goals are divergent

- Report based on current range of perspectives would not be useful

- Meeting summaries show that discussions often lack agreement/continuity

- May reflect mixed messages about purpose and deliverables

- Items 4, 5 and 6 were placed on today's agenda to help provide structure and clearer guidance

RTCW

Original Charge

"Local governments will work to develop a long range plan to enhance tree conservation and planting, and to establish goals for increasing tree canopy coverage between 2010 and 2030 that could lead to lower levels of ground-level ozone pollution.

Issues to address include coordination of efforts, tracking progress in centralized databases, continuation and increases of resources from state and federal sources, involvement of private landowners and businesses, and periodic evaluations and reports."

Unforeseen circumstances...

Although RTCW was initially convened to examine the feasibility of developing a measure for the next ozone SIP, uncertainty surrounding non-attainment status and alignment with important CEEPC and Region Forward goals necessitates that we alter the scope of our work

Wider support could help to:

- effectively leverage resources and benefits associated with the area's urban forestry programs which tend to be diverse in terms of underlying mission and organizational alignment, and

- build greater support because it is likely to engage a wider set of demographics and special interest groups and provide solutions for an expanded set of regulatory pressures

Energy and Environment Policy Committee Needs:

- Baseline tree canopy and tree canopy policy information
- Broad recommendations, with a performance metric attached
- Education on tree's ecological, social and economic benefits
- Explanation of how strategies tie into different regulatory arenas

From 2-10 Meeting Summary

Proposed Strategy for Developing Short and Long-Term Committee Goals

- Document will be forwarded to the Climate, Energy and Environment Policy Committee (CEEPC)

- Identifies dual-track approach

- See Handout

Proposed Strategy for Developing Short and Long-Term Committee Goals

Track #1

Through the examination of local / regional and national regional tree canopy management policies and goals, develop a local government implementation strategy and toolkit

Deliverable Date: June 2013

Proposed Strategy for Developing Short and Long-Term Committee Goals

Track #2a: Supporting Documentation

A. Develop a primer on the value of protecting and enhancing Urban Tree Canopy

B. Provide an inventory of COG member government tree management and protection polices goals and programs. (Draft Completed)

C. Provide national examples of UTC "Best Practices". (Underway)

Deliverable Date: July 2012

Proposed Strategy for Developing Short and Long-Term Committee Goals

Track 2b: Technical Analysis

Work with committee members and others to collect and analyze regional tree canopy data. When possible using historical trends to provide future projections.

Deliverable Date: January 2013

Developing Overarching Goals for Regional Canopy Management

Track #1 ...develop a local government implementation strategy and toolkit

Deliver by June 2013

In order to

- focus our discussions
- encourage universal participation
- record and honor all suggestions
- prioritize work as a group
- set clear direction for future meetings, plans, reports
- ensure final deliverables are derived through consensus

Brainstorming Process

1. Workgroup members to respond to a question or series of questions divided into themes
2. Members will provide oral input
3. Input will be summarized in sequence on visible pads in order received
4. Each member (whether they provide input or not) will be given a limited number of sticky dots (usually 3 to 10) and asked to prioritize input in silence
5. Language of all input and will be recorded along with voting results

- Goals and strategies will provide framework for objectives, tactics and implementation plans which may follow

- Brainstorming will be limited to use in workgroup settings while developing strategic content

More time and energy needs to several key areas

- Capable of meeting GOC immediate needs

- We need to invest time and energy now to lay a sound foundation for future work

- How many opportunities do we get to do this sort of work?

1. Communicating Goals and Recommendations
2. Building Political Support
3. Building Community Support and Engagement

Building Political Support

- Defining relative roles of government, community and private business

- Marketing canopy-related benefits (environmental, socio-economic, cultural)

- Describing synergies, economies of scale of scope, economic efficiency

- Describing social and political benefits of community engagement

- How to compliment Region Forward 2050 Goals

- Acquisition of resources

Building Community Support and Engagement

- Identifying Demographics

- Needed partnerships/alliances

- Marketing and education

- Creating opportunities for engagement

What do we think can be achieved through a regional approach to canopy management that cannot be achieved through existing local programs and practices?

"Economies of scale"

refers to reductions in cost as the size of a facility or program and the usage levels of other inputs increase. Can also be applied to efficiencies gained in service or programs through aggregation of resources

- purchasing power
- financial (reduced interest rates)
- marketing and outreach
- administrative overhead
- operational/salary costs
- political/legislative efforts
- acquisition of funding and grants

"Economies of scope"

refers to lowering average cost while producing two or more products or services

- May apply to efficiencies realized through leveraging tree-related programs
- May apply to values of avoided costs associated with the delivery of multiple benefits from a single source (i.e. trees)
- Both scale and scope concepts have a potential downside if not communicated correctly

"Economic Efficiency "

- the use of resources so as to maximize the production of goods and services. An economic system is said to be more efficient than another (in relative terms) if it can provide more goods and services for society without using more resources.

What do we think can be achieved through a regional approach to canopy management that cannot be achieved through existing local programs and practices?

- When possible, try to communicate comments in broad strategic terms

- Honor each other's work