



**CITY OF SANTA BARBARA**  
**PARKS AND RECREATION COMMISSION REPORT**

**AGENDA DATE:** August 28, 2013  
**TO:** Parks and Recreation Commission  
**FROM:** Administration Division, Parks and Recreation Department  
**SUBJECT:** Urban Forest Management Plan Project

**RECOMMENDATION:** That the Commission:

- A. Receive a status report on the Urban Forest Management Plan project; and
- B. Review and provide comments on the draft Goals, Objectives and Key Actions

**DISCUSSION:**

Background

The development of an urban forest management plan (UFMP) is a key Parks and Recreation Department project for Fiscal Years 2013 and 2014. The primary objective of the plan is to provide a long-term guide for the preservation and enhancement of Santa Barbara's urban forest. The scope of work includes preparation of a baseline tree canopy assessment and policy options analysis; extensive public outreach through community meetings, City TV, web resources, and other public information methods; public discussion during meetings of the Parks and Recreation Commission, Street Tree Advisory Committee, and other Boards and Commissions; and final action by the City Council. The project is funded in part by a grant from the California Department of Forestry and Fire.

Project Status

The project began in July 2012, and the Commission last received a status report on March 27, 2013. At that time, staff presented the results of the citywide tree canopy assessment and community tree survey, and the Commission discussed the urban forest management key issues document and draft plan objectives, and mission and vision statements. Since then, staff and the project Technical Advisory Committee have developed draft plan goals, revised the plan objectives, and developed a series of key actions. This work is included as an attachment to this staff report.

Parks and Recreation Commission Report  
Urban Forest Management Plan Project Update  
August 28, 2013  
Page 2

### Draft Goals, Objectives, Actions

Based on the key issues identified to date, the draft goals, objectives and actions represent potential steps that the City and community could take over the next 30+ years to preserve and enhance Santa Barbara's urban forest.

There are four primary goals for the plan, including:

- Goal 1: Elevate the importance of the urban forest.
- Goal 2: Continue Santa Barbara's horticultural legacy.
- Goal 3: Promote a vibrant and healthy community.
- Goal 4: Foster awareness and appreciation of trees.

Fifteen draft plan objectives are organized under three areas: Tree Resource Management, City Organization and Policy, and Community Involvement. Each objective has a series of actions. Tree Resource Management objectives and supporting actions are primarily focused on the planning, planting, and maintenance of trees and tree growing spaces on City streets, parks and other public places. City Organization and Policy draft plan objectives and supporting actions address organizational management needs, and policy and inter-agency coordination considerations. Community Involvement objectives and supporting actions focus on enhancing and expanding community participation and investment in the urban forest.

### Next Steps/Project Schedule

To solicit feedback and additional public discussion on the project, including a review of the draft goals, objectives, and actions, the Department will be conducting additional community meetings as well as presenting to City boards and commissions in September and October 2013. The Department will also develop an implementation matrix that includes roles and responsibilities, prioritizes the actions, and establishes a timeframe (short, medium, or long-term) for implementation. Community information tools including City TV *Inside Santa Barbara*, printed materials, and website updates will also be developed in fall 2013. Staff anticipates returning to the Commission with the draft plan in December 2013.

**ATTACHMENT:** Draft Mission, Vision, Goals, Objectives and Actions

**SUBMITTED BY:** Jill E. Zachary, Assistant Parks and Recreation Director

**APPROVED BY:** Nancy L. Rapp, Parks and Recreation Director