

SR DDS 12-11-2024 Urban Forest Strategy Status Update, Communication Strategy and Workplan
Attachment 2 – Communication and Consultation Plan

Phase 1: Targeted Tree Bylaw housekeeping revisions		Approximate timeline
	Social Pinpoint tile page starting with Tree Bylaw revision focus, and will develop to more Urban Forest Strategy communications and engagement in Phase 2.	Q1
	Conduct interviews with neighbouring municipalities on Tree Bylaw regulations and urban forest management planning (Comox, Cumberland, and CVRD's Climate Action Strategy related to urban forests and natural systems)	Q1
	Hold targeted development and arboriculture industry workshop on Tree Bylaw housekeeping revisions.	Q1
	Council 1 st , 2 nd , and 3 rd Tree Bylaw Amendment readings.	Q2
	Council Adoption of Tree Bylaw Amendments.	Q2
Phase 2: Targeted Urban Forest Strategy review and engagement		
	Additional Social Pinpoint page information added including FAQ, resources and education on the UFS, questions on public perceptions of trees, key concerns, motivations to steward on private land and interest in involvement in public land stewardship opportunities (short survey, general comment opportunity, staff contact)	Q2
	Workshop with intergovernmental and interjurisdictional interest-holders such as Comox, Cumberland and CVRD as well as interested provincial ministries and conservation partnership programs such as the Coastal Douglas Fir Community Partnership.	Q2
	Regional arborist forum presentation, participation and polling on the core questions of their experience of public perceptions of trees, key concerns, motivations to steward on private land as well as developing coordinated messages to support sustainable stewardship practices.	Q2
	Initial interviews with tree care industry including nurseries and landscape professionals on perspectives on how to support tree planting incentives on private land, and ensure availability of native climate-resilient species.	Q2
	Interviews with possible research partners such as North Island College, BCIT, and UBC Forestry programs on opportunities to study and promote community engagement with urban forest values.	Q2
	Targeted pop-up displays in local parks within OCP growth areas and areas of low canopy cover to discuss perceptions and motivations directly with the community.	Summer
	Present findings of UFS consultation and draft updated UFS to Council	Q4
	Present draft UFS to the public through Social Pinpoint virtual engagement opportunities, and in person open house.	Q4
	Present to Council for Adoption	Q4