



## Portland Urban Forest Plan **Community Advisory Committee Meeting 1 Summary**

**DATE:** Thurs, January 11<sup>th</sup>, 2024

**TIME:** 6 to 8:00pm

**LOCATION:** East Portland Community Center, 740 SE 106th Ave, Portland, OR 97216

**ATTENDANCE:** 13 CAC members and 6 Project Staff

### **Abstract**

The purpose of CAC Meeting #1 was to welcome CAC members and establish their connection to the project, goals, and foster relationships between project staff and CAC members. The two-hour meeting included an overview of the PUFPP project and process, roles and expectations for CAC members, and a discussion on engagement strategy as well as the value and services of trees.

### **Meeting 1 Outcomes**

- CAC members were introduced to the PUFPP project and process.

### **Administration**

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Commissioner Dan Ryan



Director Adena Long

*Sustaining a healthy park and recreation system to make Portland a great place to live, work, and play.*

- CAC members learned about their role and expectations for involvement and to serve as a communication partner for future engagement.
- CAC members provided feedback on PUFPP engagement strategy and offered ideas on how to reach priority communities.
- CAC members shared their personal connection to and discussed the value and services of trees.

## **Discussion Summary**

### **1. Engagement Strategy**

CAC members were asked to share their insights on real and perceived barriers to engagement and communication efforts, and to help brainstorm ideas for more effective outreach and engagement activities. Below are highlights of the discussion:

#### **Outreach**

- Monitor and post announcements to (digital and physical) community calendars, neighborhood papers, and message boards.
- Engage small businesses and business associations.
- Engage and consult with Portland Public Schools as an administration about their tree policies and engage their students during outreach efforts.
- Environmental organizations and schools like Sunnyside Environmental, Eco School Network and Camp ESLO may be interested in sharing project information with youth.
- Use social media, particularly Facebook as a way to reach older adults.
- Ensure that communication materials are high-contrast and accessible for low-vision audiences.
- Create events that provide value such as training (i.e. Master Recycler Training)

- Prepare text that CAC members can share via email or social media; utilize word of mouth outreach.
- Use 'direct promotion', leave flyers in community locations (e.g., libraries, stores)
- Work with Community Engagement Liaisons and provide information in different languages.
- Tree Stewards and Neighborhood Tree team leaders from Urban Forestry's programs may be interested in promoting this project.
- Neighborhood Associations, Villages NW, and neighborhood senior centers may be a way to engage with adults and older adults.

## **2. Value and Services of Trees**

CAC members were asked to review the *How Trees Serve our Community* infographic and share the thoughts on other benefits and value trees provide that should be highlighted in future communications. Below are highlights of the discussion:

### **Additional Services and Value of Trees:**

- Trees provide food, food security
- Household level economic benefits, such as improving property value, cost savings on energy and water consumption
- The connection between maintained green infrastructure and community safety- neighborhood violence as well as traffic safety.
- Trees provide physical beauty to public spaces.
- Trees provide a buffer to mitigate noise pollution.

### **Notes on Messaging**

- Emphasizing the *connectivity* of trees to many aspects of our lives as a theme; *“How do we help others understand and realize their connection to trees?”*
- It’s important to communicate about burdens and risks, not just benefits. Most people focus on the burdens and risks.
- Project messaging should address the question, *“What are the solutions for multi-family housing?”*

### **Meeting Design and Engagement Accountability Measures**

- The meeting was held in person, with an option to join remotely.
- The meeting was designed to prioritize bringing people together and two-way communication rather than just sharing information.
- Project staff worked to accommodate CAC members’ schedules and accessibility needs and provided communication leading up to and in follow up of the meeting.
- In a brief follow-up survey, CAC members were asked to provide feedback on the CAC meeting content and design to help project staff improve future meetings and the overall engagement approach.
- Qualitative and quantitative data were collected and equally valued as inputs into the project’s process.