

**TFAC SUB-COMMITTEE:
EDUCATIONAL INITIATIVES & CITY OF LONDON FORESTRY WEBSITE – MEETING 1 MINUTES**

Meeting Date: Nov. 13, 2019

In attendance: Amber Cantell, Marnie Demand, Jim Kogelhide

Purpose of Meeting: To begin laying out a framework for discussion, questions and ideas at our upcoming TFAC meeting, with expectation that we will be in a position to submit more formal recommendations at a future TFAC meeting.

Questions for City Staff:

- How does the city plan and deliver urban forestry education now? Can we get a list? Is there a budget? How do they budget, and could we get a copy of the education budget?
- Does the City maintain (e) mailing lists of key land owners and businesses (e.g., faith groups, schools, landscapers, etc.?) Are they able to do bulk e-mails? (Or physical mailings?)
- What info is currently provided to homeowners when they get a new street tree, esp. re: watering and top-up mulching? Would it be possible for the sub-committee to get a copy of this information or these materials?
- How does the City meet with landscapers in an RFP process? Are the expectations around, for example, proper mulching verbally communicated at all, or are they only addressed within the RFP or planting guidelines? (I.e., are there opportunities to reiterate key messages).

Volcano Mulching & Other Tree Care Topics Discussion:

- Discussion came about as result of Jim’s observations that many trees seem to be being mulched badly in London (too much mulch or “volcano” mulching), which will have a negative impact on their health
- First, we wish to confirm that mulching standards are expressed in the City of London planting guidelines (Marnie has offered to take this on as a task, below)
- Folks that do mulching who the City may wish to reach out to would include:
 - City contractors
 - Non-City contractors
 - Residents
 - Potentially could see about doing a series of articles on tree care topics (maybe with the LFP), which could include:
 - Mulching
 - Watering

- Stakes & tree collars
 - Compost & fertilizer
 - Campfire wood
 - Use each post as a way to promote free trees and TreeMe?
 - Could see about posting PDFs of this content to COL website

- Create a tri-fold with all the info that's in the e-mail
 - We could potentially use TFAC budget on this or see if the COL design (communications) department could provide assistance
 - Have these tri-folds go to like Go Wild, Grow Wild, to RFL events, etc.
 - Could we brand as "Common Mistakes"?
 - Could we do a variation for landscapers that focuses on ISA standards and the science a bit more? (So it seems less general or aimed at the lay-person for them?)

- Could COL do an electronic billboard ad up the way they did like oak wilt? (But focusing on more common, current issues?)
 - Sub-committee members want to note that we thought the ads (for oak wilt) were a very effective approach

DRAFT Recommendations *(for discussion at TFAC, noting that the sub-committee members expect that we are still a few meetings away from finalizing any education-themed recommendations)*

The sub-committee is considering recommending that the City:

- 1) Develop an annual program and set a clear budget for education efforts

- 2) Produce a tri-fold for public to provide info on a range of tree care topics
 - Develop list of places to distribute it (including places like Fisher's)
 - Convert these to five posts / posters for the electronic billboard (good for spring)

- 3) Produce a separate tri-fold or fact-sheet for contractors (landscapers, arborists, fisher's, etc.) and physically drop them off to their offices (plus an e-mail?) that is more tailored to academics

- 4) Make PDFs of these available on City website -> or have a more detailed version on the City of London website (Beyond "No! Yes! For more information:")

- 5) Pitch London Free Press on a 5-article series; promote TreeMe, NRL at the same time

- 6) Hold an annual information session for landscapers, covering such topics as:
 - By-laws
 - TreeMe
 - Tree protection during construction (and associated penalties)
 - Other do's and don'ts

- 7) Hold an annual information session on tree care for the broader public and keen community volunteers with ReForest London as a part of new Signal Boost Initiative at Westminster Ponds Centre.
- 8) Undertake a “roving tree tag” initiative to put oversized tags in trees in parks across London which would contain information about tree care and London’s urban forest (inspired by ReForest London’s highly successful “hug me” tree signage campaign a few years back)

It is also proposed that TFAC buy a set of the International Society for Arboricultural’s Best Management Practice booklets to assist with the development of informational materials (though where these could best be stored would need to be discussed)

Website Discussion (Draft)

The sub-committee members anticipate spending considerable time over the next few months developing a fulsome list of suggestions for the urban forestry section of the website. Early comments from this meeting included:

- 1) City should consider adding a section on “caring for trees”
- 2) City of London should consider creating an e-mail list of all landscaping companies, retirement homes, property management, schools, churches, etc. (anyone with large areas of land) so as to be able to share tree care information with them (if allowed under privacy and anti-spam laws)
 - o Could create an e-mail with the points highlighted very simple so they know the content in 20 seconds

UFS Implementation Plan Updates:

- Deferring this discussion until Jill-Anne is back

Sub-Committee Member Tasks:

- 1) Amber to research cost of ISA BMP booklets and brochures and present a suggested list to TFAC
(Task complete – please see next page)
- 2) Marnie to review COL Tree Planting Guidelines to see how effectively they are communicating about mulching requirements, and how easy they are to find on the City’s website
- 3) Each member of sub-committee will list problems with website (pretend to be someone else looking for certain things / “user stories”; maybe take half an hour) and propose solutions, to be compiled in advance of our next sub-committee meeting

ISA Best Management Practices Booklets

These can be found in the ISA store here: <https://www.isa-arbor.com/store/category/117/>

Generally speaking, most of these booklets cost \$11.95 (American) each for non-ISA members, plus shipping. Booklets are typically 40 – 80 pages in length, black and white, with illustrations.

BMPs likely to be of interest to TFAC for a concerted tree care & maintenance campaign would include:

- BMP: Tree Planting (2nd edition), by Gary Watson
- BMP: Root Management, by Larry Costello, Gary Watson, and Tom Smiley
- BMP: Tree Risk Assessment (2nd edition), by E. Thomas Smiley, Nelda Matheny, and Sharon Lilly
- BMP: Tree Pruning (3rd edition), by unknown
- BMP: Managing Trees During Construction, by Kelby Fite and E. Thomas Smiley
- BMP: Soil Management, by Bryant Scharenbroch, E. Thomas Smiley, and Wes Kocher
- BMP: Tree & Shrub Fertilization (3rd edition), by E. Thomas Smiley, Sharon Lilly, and Patrick Kelsey
- BMP: Tree Inventories (2nd edition), by Jerry Bond
 - This proposed because of interest in reviewing data collection processes (and specifically info on cutting rates) by TFAC, rather than for a tree maintenance and care outreach initiative (just including it here as we will likely want to do a single order if we do decide to purchase some BMP booklets)
- If TFAC were to wish to place an order (and specify which books should be included), Amber could compile a final total cost (as shipping is likely to be dependent on # of books), and then we could seek funding approval from PEC for that purchase