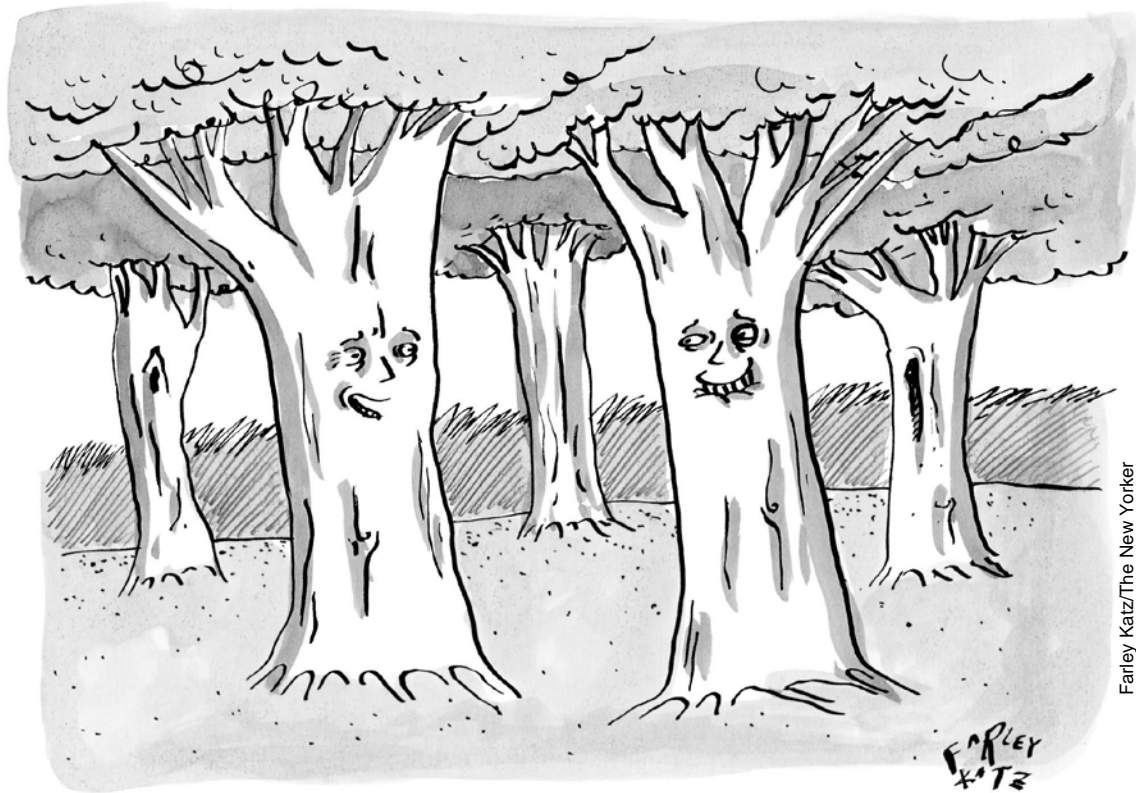




Urban Forestry Communication Toolkit

Presentation for the Urban Forestry Commission

September 3, 2014



Farley Katz/The New Yorker

“Can you believe that people inhale the gases we expel—sick, right?”



Contents of the toolkit

- Audience analysis
- About urban forestry language
- Message framework, platform, call to action
- Sample messaging, including general language and samples for individual offices and programs



Developing the messages



Audiences

Not you!

- Private property owners
- People doing construction projects that impact trees
- People who have trees on their property that need to be pruned or removed
- People who enjoy parks
- Current and potential volunteers and stewards in various urban forestry initiatives

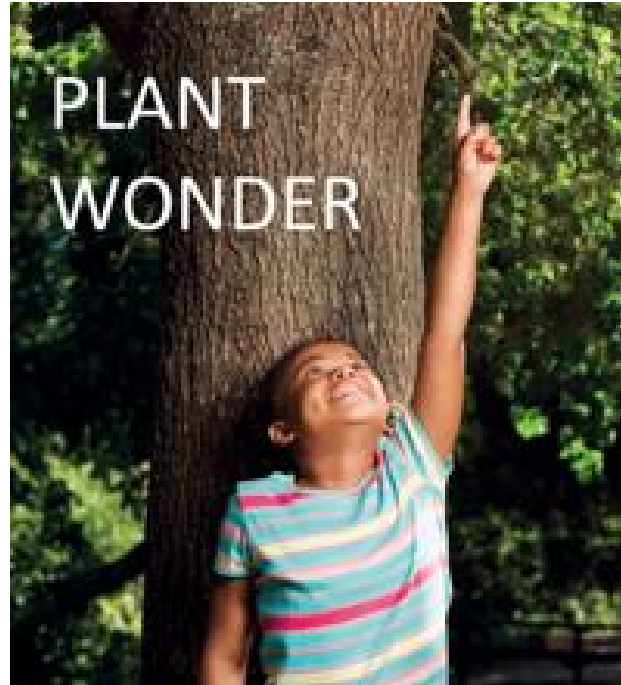


Wonder!

Awe!

Delight!

Enchantment!



Message framework

- Establish the frame
- Say what the frame means
- Call to action



Establish the frame

- *Seattle's trees are what make our city the Emerald City*
- *Awe-inspiring trees are part of the heritage, character, and appeal of our city*
- *Trees are deeply meaningful to people and help create enchanting places in the city*



What the frame means for Seattle residents

- *Trees make our lives better by providing places for play, rest, and reverie*
- *Trees spark our imagination and create peaceful places for breaks from our everyday hustle and bustle*
- *Kids of all ages find delight, joy, and wonder in trees*



Call to action

- *Trees need a little loving care from us*
- *Taking care of trees will ensure that we, and our grandchildren, can enjoy the beauty and splendor of great old trees*
- *You can take simple steps to preserve and protect trees in our city*



Some Sample messaging

Elevator speech

Awe-inspiring trees are an important part of Seattle's heritage and character. We are committed to protecting the city's trees and planting new trees that will delight us and evoke fond memories. We carry out our work with an eye toward preserving the city's trees for our grandchildren and ourselves.



Some Sample messaging

Talking points

- *We want to preserve the city's trees, replace the ones that die, and plant lots of new trees for us and our grandchildren to enjoy*
- *Children love trees. They are great spots for explorers and pirates and dreamers, hidden away in their tree houses; for swings, birdhouses, and secret camps*
- *Trees are part of the heritage, character, and appeal of Seattle. Old-growth parks, tree-lined boulevards, and woodsy neighborhoods spark wonder and fuel the imagination*



Some Sample messaging

Talking points

- *Trees are places for play, rest, and reverie*
- *I remember climbing in this huge, old oak tree at my grandparents' house. I want to make sure my grandkids can enjoy delightful old trees like that, too*



Words to lean into

Wonder

Enchantment

Awe

Majestic

Splendor

Imagination

Delight

Joy

Transport (to a good place or feeling)

Play

Comfort

Preserve

Steward

Home

Fun

Green (to describe how lush and colorful Seattle is)



Words to lighten up on

Horticulture

Canopy

Carbon sequestration

CO2 absorber

Storm water

Green (in the sense
of “environmentalism”)

Sustainability

Environmental/environmentalism

Neighborhood enhancer

Heat island

Utility bills

Vegetation



“Forest”



Images



Images



Images





TREES & OPEN SPACE

OVERVIEW

KEY INITIATIVES

MEASURING PROGRESS

Trees and open spaces are integral to healthy urban environments.

Trees are an important part of Seattle's built and natural environment. They promote **social, economic, and environmental health** by capturing and slowing rain; filtering air pollution; providing food and habitat; and contributing to the character and aesthetic beauty of our neighborhoods and business districts.

“Old-growth parks, tree-lined boulevards, and woodsy neighborhoods are a big part of the heritage and appeal of Seattle. Our goals are simple: preserve today’s awe-inspiring trees, replace the ones that die, and plant lots of new trees for us and our grandchildren to enjoy.”



Other workshops, positive response

- Urban Forest Interdepartmental Team
- Parks and Recreation
- Seattle City Light
- Seattle Department of Transportation



What we heard and learned

- In general, the concepts of awe and wonder resonated with participants
- Need clarity about which City departments are responsible for which trees
- Staff want help with customer-service interactions
- It may be worth exploring attitudes about trees among more diverse groups





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