

to the rareness of the species, their size or age, or extraordinary structure, or ecological contribution. In addition, historical or cultural importance can qualify a tree for Landmark Status. Property owners, the Board of Supervisors, Planning Commission, the Historic Preservation Commission, and/or directors of a City department may nominate trees on public or private land to protect and preserve their value and presence in the community under the San Francisco Landmark Tree Program.

5.3.2 Develop an Urban Forest Awards Program.

Offer annual awards to exemplary development projects that have either 1.) protected existing on-site trees OR 2.) incorporated new trees in exceptional ways into their designs.

5.3.3 Consider program to make benefits provided by trees visible to the public through signage or other means. Consider signage for select trees to highlight benefits and other information (e.g. particularly important trees for stormwater management). Indicate: species, age, benefits provided (i.e. how much carbon stored, stormwater infiltrated, etc.).

IMPLEMENTATION

Implementation Strategy

Implementation of the Urban Forest Plan (Phase 1: Street Trees) will require the participation of various public agencies and key community partners. The following pages assign responsibility and a suggested time-frame for the Plan's strategies and actions. However, further detail may be required as individual items proceed further towards implementation.

AGENCY KEY

CBDS	Community Benefit Districts
DBI	San Francisco Department of Building Inspection
DPW	San Francisco Department of Public Works
FUF	Friends of the Urban Forest
PLANNING	San Francisco Planning Department
REC PARK	San Francisco Recreation and Parks Department
SFCTA	San Francisco Countywide Transportation Authority
SFMTA	San Francisco Municipal Transportation Agency
SFE	San Francisco Department of the Environment
SFPUC	San Francisco Public Utilities Commission
UFC	Urban Forestry Council

GOAL 1

GROW THE URBAN FOREST THROUGH NEW PLANTING TO MAXIMIZE THE SOCIAL, ECONOMIC AND ENVIRONMENTAL BENEFITS OF TREES AND URBAN GREENING.

STRATEGIES	ACTIONS	TIMELINE	LEAD	PARTNERS
1.1 PURSUE AN EXPANDED AND EQUITABLE DISTRIBUTION OF TREES AND GREENING THROUGHOUT THE CITY.	1.1.1 Continue to enforce existing Code requirements for street tree planting.	ONGOING	DPW	PLANNING
	1.1.2 Pursue an expanded City sponsored street tree planting program.	0-5 YEARS	DPW	FUF, SFPUC, SFMTA
	1.1.3 Support Friends of Urban Forest's tree planting, stewardship and sidewalk garden programs.	ONGOING	DPW	DPW, SFPUC
	1.1.4 Increase the number of street trees by at least half (50,000 trees).	20 YEARS	DPW	PROPERTY OWNERS, FUF
	1.1.5 Develop a Citywide Tree Canopy Coverage Goal for San Francisco.	0-5 YEARS	PLANNING	DPW, REC PARK
	1.1.6 Develop a Citywide Street Tree Planting Strategy.	0-5 YEARS	DPW	PLANNING, FUF, UFC, SFE
	1.1.7 Continue to maintain and update list of Recommended Street Trees and Other Plantings.	ANNUALLY	DPW	UFC, FUF
1.2 MAXIMIZE BENEFITS OF THE URBAN FOREST - SOCIAL, ECONOMIC AND ENVIRONMENTAL.	1.2.1 Consider selecting and planting trees based on their ability to provide specific benefits.	0-5 YEARS	DPW	FUF, PLANNING, SFPUC
	1.2.2 Explore opportunities to use trees to mitigate air pollution.	0-5 YEARS	DPW	FUF, PLANNING, SFPUC
	1.2.3 Help manage stormwater through increased use of trees and landscaping.	ONGOING	SFPUC	DPW, FUF
	1.2.4 Target trees to achieve public health benefits, especially for children and seniors.	ONGOING	DPW	DPH
	1.2.5 Maximize carbon storage potential of urban forest to combat climate change.	ONGOING	ALL CITY	PLANNING, DPW, FUF, SFE
	1.2.6 Consider adaptation to climate change in identifying a local tree species palette.	ONGOING	UFC	DPW, FUF, REC PARK
	1.2.7 Use the urban forest to support local wildlife and provide habitat.	ONGOING	SFE & PLANNING	DPW, FUF, SFPUC, REC PARK
	1.2.8 Promote urban agriculture through the urban forest where possible.	ONGOING	DPW	SFE, FUF
	1.2.9 Promote tree planting and maintenance to help create successful commercial districts and support local businesses.	ONGOING	DPW	CBDS, FUF
1.3 PROMOTE A RANGE OF URBAN GREENING TOOLS IN THE PUBLIC RIGHT-OF-WAY AND ON BUILDINGS.	1.3.1 Utilize existing programs to expand greenery in the public right-of-way such as the sidewalk landscaping program (DPW), Pavement to Parks (Planning) and SFPUC Green Infrastructure Program and others.	ONGOING	DPW, PLANNING, SFPUC	FUF

GOAL 2 PROTECT THE URBAN FOREST FROM THREATS AND LOSS BY PRESERVING THE CITY'S EXISTING STREET TREES.

STRATEGIES	ACTIONS	TIMELINE	LEAD	PARTNERS
2.1 STABILIZE EXISTING URBAN FOREST BY ACHIEVING A NET ZERO LOSS OF TREES.	2.1.1 Replace removed or dead trees on streets on a 1:1 basis.	ONGOING	DPW	SFPUC
	2.1.2 Improve enforcement of existing codes for tree protection including: Public Works Code (Article 16) and Planning Code (Sec. 138.1 & 428).	ONGOING	DPW	PLANNING
2.2 REDUCE THE IMPACTS OF DEVELOPMENT ON THE URBAN FOREST.	2.2.1 Improve care and maintenance of street trees through a comprehensive maintenance program.	0-5 YEARS TO ESTABLISH PROGRAM	DPW	PLANNING
	2.2.2 Encourage developers to incorporate existing trees into building and site designs.	ONGOING	DPW	PLANNING
	2.2.3 Consider trees in the review of permits for garages, curb cuts and driveways.	ONGOING	DPW	PLANNING
	2.2.4 Require contractors to carry Tree Protection Bonds during construction projects.	0-5 YEARS	DPW	PLANNING, DBI
	2.2.5 Improve process for Tree Protection Plans required for construction projects.	0-5 YEARS	DPW	PLANNING, DBI
	2.2.6 Fully integrate DPW into the building permit and project tracking system (PPTS).	0-5 YEARS	PLANNING	DPW, DBI
2.3 DEVELOP STRATEGIES TO COMBAT DISEASES AND PESTS.	2.3.1 Involve DPW early in the planning and design of projects affecting trees in the public right-of-way.	ONGOING	DPW	SFCTA, SFMTA, PLANNING
	2.3.2 Plant a variety of species to create a more resilient urban forest.	ONGOING	DPW	FUF, SFPUC
	2.3.3 Monitor urban forest for signs of emerging pests or disease.	ONGOING	DPW	SFE
	2.3.4 Require annual disease and pest training for City's urban forestry staff.	ANNUALLY	DPW	SFE
2.4 PROMOTE PROPER CARE AND MAINTENANCE OF STREET TREES.	2.4.1 Increase enforcement of the Urban Forestry Ordinance.	0-5 YEARS	DPW	PLANNING
	2.4.2 Help facilitate audits of tree care by City agencies.	ANNUALLY	UFC	SFE, DPW, REC PARK, SFPUC, OTHERS
	2.4.3 Educate the public on proper tree care.	ONGOING	DPW	DPW, FUF, SFE

GOAL 3 MANAGE THE URBAN FOREST THROUGH COORDINATED PLANNING, DESIGN, AND MAINTENANCE TO ENSURE ITS LONG-TERM HEALTH AND SUSTAINABILITY.

STRATEGIES	ACTIONS	TIMELINE	LEAD	PARTNERS		
3.1	CREATE A COHESIVE MANAGEMENT PROGRAM FOR THE CITY'S STREET TREES.	3.1.1	Adequately fund and establish the Department of Public Works' (DPW) Bureau of Urban Forestry as the primary maintenance provider or all trees in the public right-of-way.	0-5 YEARS	DPW	CITY HALL
3.2	EMPLOY BEST MANAGEMENT PRACTICES IN STREET TREE MAINTENANCE TO CREATE AN EFFICIENT AND COST-EFFECTIVE MAINTENANCE PROGRAM.	3.2.1	Implement an efficient and cost-effective routine maintenance program for all city street trees (3-5 year pruning cycle, block pruning, structural pruning, sidewalk repair, etc)	0-5 YEARS	DPW	-----
		3.2.2	Develop a Street Tree Management Plan.	0-5 YEARS	DPW	UFC, FUF
		3.2.3	Test new technologies and techniques to improve street tree health and minimize utility conflicts.		DPW	FUF
3.3	MANAGE AND CARE FOR STREET TREES THROUGHOUT THEIR FULL LIFE-CYCLE.	3.3.1	Consider establishing a Street Tree Nursery.	0-5 YEARS	DPW	FUF, PLANNING
		3.3.2	Continue Friends of the Urban Forest's Early Tree Care Program.	ONGOING	FUF	-----
		3.3.3	Plan phased removals of overmature trees and succession plantings.	ONGOING	DPW	-----
		3.3.4	Make wood from removed street trees publicly available for re-use.	0-5 YEARS	DPW	-----
3.4	PLAN FOR THE LONG-TERM HEALTH AND BEAUTY OF THE URBAN FOREST.	3.4.1	Create a Parks & Open Space Urban Forest Plan.	0-5 YEARS	REC PARK	UFC, PLANNING, DPW, SFE
		3.4.2	Develop urban design strategies for trees in the public right-of-way.	0-5 YEARS	PLANNING	DPW
		3.4.3	Develop community tree plans for neighborhoods and major streets.	5-10 YEARS	DPW	PLANNING
		3.4.4	Implement Better Street Plan's street tree and planting guidelines.	ONGOING	DPW	PLANNING, FUF
		3.4.5	Maximize trees and landscaping in new streetscape designs.	ONGOING	DPW	PLANNING, SFMTA, SFCTA, SFPUC
		3.4.6	Develop recommendations for trees and greening on buildings & private property.	0-5 YEARS	PLANNING	DBI, DPW
3.5	COLLECT AND USE DATA TO MANAGE AND MONITOR THE URBAN FOREST.	3.5.1	Complete the Citywide Street Tree Census & Summary Report.	0-5 YEARS	DPW	PLANNING, FUF
		3.5.2	Perform an Urban Tree Canopy Analysis every five years.	EVERY 5 YEARS	PLANNING	DPW
		3.5.3	Produce annual State of the Urban Forest Report.	ANNUALLY	UFC	SFE
		3.5.4	Carry out updated Citywide Urban Forest Analysis (UFORE).	0-5 YEARS	UFC	SFE, PLANNING, DPW, REC PARK, SFPUC
		3.5.5	Conduct focused research on local urban forest topics.	ONGOING	UFC	SFE, PLANNING

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STRATEGIES	ACTIONS	TIMELINE	LEAD	PARTNERS
3.6 IMPROVE COORDINATION AND COMMUNICATION BETWEEN AGENCIES, POLICY MAKERS AND THE COMMUNITY.	3.6.1 Establish the Urban Forestry Council as the City’s primary advisory body on urban forest issues. Primary tasks include: <ul style="list-style-type: none"> • Coordinate grant funding opportunities related to urban forestry. • Develop a strategic plan outlining major Council priorities and a workplan. • Bring relevant agencies together to make policy recommendations. • Evaluate major infrastructure and development projects affecting trees. • (For additional duties, see Council bylaws). 	ONGOING	UFC	SFE
	3.6.2 Improve coordination and communication between public and private entities with major tree resources.	ONGOING	UFC	FEDERAL, STATE, REGIONAL AND CITY AGENCIES

GOAL 4 FUND THE URBAN FOREST BY ESTABLISHING A DEDICATED FUNDING STREAM FOR THE CITY’S TREES.

STRATEGIES	ACTIONS	TIMELINE	LEAD	PARTNERS
4.1 SECURE FUNDING FOR TREE PLANTING, ESTABLISHMENT AND MAINTENANCE.	4.1.1 Pursue a dedicated long-term funding stream for tree maintenance.	0-5 YEARS	DPW	UFC, PLANNING, FUF, REC PARK, SFE
	4.1.2 Develop a cohesive funding program for tree planting.		DPW	UFC, PLANNING, FUF, SFE
	4.1.3 Better utilize existing funding sources to meet canopy and management goals.	ONGOING	DPW	PLANNING, SFPUC, SFCTA, SFE
	4.1.4 Improve process for collection of in-lieu fees.	ONGOING	DPW	PLANNING, DBI
4.2 SEEK PRIVATE FUNDING AND OTHER SOURCES FOR THE URBAN FOREST.	4.2.1 Develop programs for gifting by charitable foundations, private companies, groups and individuals.	0-5 YEARS	DPW	FUF, UFC
	4.2.2 Explore non-traditional and technology driven funding techniques (i.e. “crowdsourcing”).	0-5 YEARS	DPW	UFC, PLANNING, SFE, FUF
4.3 CONSIDER NEW AND INNOVATIVE FUNDING SOURCES.	4.3.1 Explore non-traditional and technology driven funding techniques (i.e. “crowd sourcing”).	0-5 YEARS	DPW	UFC, PLANNING, SFE, FUF

GOAL 5 ENGAGE RESIDENTS, PUBLIC AGENCIES AND THE PRIVATE SECTOR IN CARING FOR THE URBAN FOREST AND DEEPENING THEIR CONNECTION TO NATURE.

STRATEGIES	ACTIONS	TIMELINE	LEAD	PARTNERS
5.1 PROMOTE URBAN FOREST EDUCATION AND EXPERIENTIAL OPPORTUNITIES.	5.1.1 Conduct a citywide urban forest public outreach campaign.	0-5 YEARS	DPW & REC PARK	UFC, PLANNING, SFE, FUF
	5.1.2 Improve ecological literacy of City agency staff and public decision makers.	ONGOING	SFE	SFPUC, DPW, REC PARK, FUF
	5.1.3 Engage residents through new technologies to help identify trees and tree issues.	ONGOING	DPW	PLANNING, SFE, FUF
	5.1.4 Educate the public on street tree selection, proper tree care, pruning and pests/diseases.	ONGOING	DPW	DPW, FUF
	5.1.5 Partner with schools, universities, and educational institutions to assist with urban forestry research and education.	ONGOING	PLANNING, UFC, DPW, REC PARK	-----
	5.1.6 Conduct outreach to small businesses and neighborhood commercial districts on the economic benefits of tree-lined commercial streets.	ONGOING	DPW	UFC, FUF, SFE
5.2 ENCOURAGE PARTICIPATION IN THE PLANTING, ESTABLISHMENT AND MAINTENANCE OF STREET TREES.	5.2.1 Support community tree planting, volunteer and urban forestry training programs.	ONGOING	DPW	FUF, UFC, SFE
	5.2.2 Foster participation of the private sector by organizing corporate and university volunteer programs.	ONGOING	FUF	DPW
	5.2.3 Develop strategies to support trees on private property.	0-5 YEARS	UFC	DPW, FUF, PLANNING
5.3 RECOGNIZE TREES FOR THEIR SPECIAL CONTRIBUTIONS TO SAN FRANCISCO'S LANDSCAPE (ECOLOGICAL, HISTORICAL, SOCIAL, OR AESTHETIC).	5.3.1 Continue the City's Landmark Tree Program to celebrate and protect notable trees.	ONGOING	UFC	SFE, DPW, BOARD OF SUPERVISORS
	5.3.2 Develop an Urban Forest Awards Program.	0-5 YEARS	UFC	SFE, DPW, PLANNING
	5.3.3 Consider program to make benefits provided by trees visible to the public through signage or other means.	0-5 YEARS	UFC	DPW, SFE, PLANNING, FUF