Growing Healthier Natural Areas: Embracing Lessons from Other Professions

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Ecology

Resilience is:
The capacity of a system to *resist, withstand, & recover* from disturbance
Asset Management

• Assess the resource/site conditions and needs (inventory)
• Evaluate in-house capacity, skills, expertise, etc.
• Determine financial feasibility
• Set SMART goals:
  – Where are your priority locations?
  – What are the most important tasks?
  – How will they be accomplished?
  – Who is responsible for doing them?
  – When should they be done by?
Planning & Management

• Site-specific management plans include:
  – Site history and context
  – Purpose and intent
  – Goals and objectives
  – Results of the resource assessment
  – Methods for prioritization
  – Recommendations for action
  – Strategies for monitoring and eval.
  – Timeline with benchmarks

• Solicit input from stakeholders!!!
Policies, Standards, Best Practices
Standards for Tree Care (ANSI)

• Z133 Safety Standard

• A300 Pruning Standard
  - Part 1

• A300 Soil Management Standard
  - Part 2

• A300 Lightning Protection Systems Standard
  - Part 3

• A300 Construction Management Standard
  - Part 4

• A300 Planting and Transplanting Standard
  - Part 6

• A300 Integrated Vegetation Management Standard
  - Part 7

• A300 Root Management Standard
  - Part 8

• A300 Tree Risk Assessment Standard
  - Part 9

• Z60 Standards for Nursery Stock

• Pruning (Spanish)
Maximize Benefits & Services

Control Costs

Best Practices

Reduce Risks
Ponderosa Pine
(Pinus ponderosa)

This 26-inch tree gives back
$159*

overall annual benefits/year, including:

Energy Savings:
Reduces your electric bill by 97 kilowatt hours

Health Benefits:
Cleans the air you breathe by reducing carbon dioxide by 310 lbs

Stormwater:
Intercepts 3,556 gallons of rainwater

Property values:
Raisen property values by $52 this year

If this tree is cared for and grows to 31 inches, it will provide $190 in annual benefits.

*2.38/year in overall benefits if located in a residential area.

EVERY TREE COUNTS
Forestry 101: Structure → Function → Value
Life & times of a Doug-fir/hemlock forest

Van Pelt (2007)
Characteristic fire rotation and severity (historical)

- Infrequent – high severity
- Moderately frequent – mixed severity
- Frequent – mixed severity
- Very frequent – low severity

Spies et al. 2018
Urbanization in Washington

• Washington is the 2nd smallest western state by land area; 2nd highest population of western states

• More than 60% of state’s pop lives in an incorporated municipality (2010 Census)

• 90% lives in an area identified as ‘urban’ (2010 census)

• Currently 7M people in WA; projections are 9M by 2040

• Equivalent of 10 new cities the size of Tacoma or Spokane by 2040
Communications

- Know your audience
- Use key messages
- Be explicit and concise
- Use accessible language
- Be aware of timing
- Embrace social media

- Elevator Speech
Topping hurts trees.
It costs more long-term, it’s unsafe and shortens the life of a tree. Proper pruning costs less, reduces storm damage and helps trees live longer. For more information, visit dnr.wa.gov/urbanforestry
Media

- An event or story is newsworthy when:
  - There is controversy or drama
  - It matters a little to most people
  - It matters a lot to some people
  - It is visually striking or compelling
  - It is heartwarming (kids, animals)
  - There is a 'gee whiz' factor
Marketing

• Advertising is used to:
  – Inform
  – Persuade
  – Remind

• Key Messages vs Slogans

• Repetition

• Branding
Social Marketing

What is Social Marketing?
Social Marketing is a process that uses traditional marketing principles and techniques to influence citizen behaviors that benefit society as well as the individual.

Changing Citizen Behaviors
Education • Marketing • Law

16% Show Me
EDUCATION is enough for this group to change their behavior.

68% Help Me
SOCIAL MARKETING is often the best return on investment for behavior change.

16% Make Me
This group needs a LAW to drive behavior change.

PLANTING THE SEEDS OF SUCCESS
Marketing the Community Forest

evans.uw.edu/centers-projects
Economics

• Cost vs. Value vs. Investment
• Economics is a social science
• Economics is the study of human behavior and incentives
www.dnrtreelink.wordpress.com