

# **URBAN FOREST MANAGEMENT PLANNING PROJECT: CITY OF GARDEN GROVE DRAFT SCOPE OF WORK (4/30/18)**

## **INTRODUCTION**

The City of Garden Grove is proposing a beneficial community-wide planning and tree-planting project that is comprised of four key components. They are as follows and further elaborated in the narrative below:

1. Develop the City of Garden Grove Urban Forest Management Plan (with the guidance of residents and stakeholders);
2. Recruit Tree Planting Volunteers;
3. Plant 363 Trees on the Pacific-Electric Right-of-Way (PE ROW) Trail; and
4. Enhance the Trees Page on City Website and Develop a Trees Brochure.

## **APPROACH**

Collectively, the City Staff, Certified Arborist (West Coast Arborists are on retainer with the City), expert Consultant, community groups, and area residents will develop the 40-year Urban Forest Management Plan and plant 363 trees on the PE ROW Trail. The expert Consultant will be procured through the City of Garden Grove's competitive bid process. Additional expert contractors will be procured to develop the educational signage and oversee the tree procurement and tree planting component, which will include volunteers undertaking the planting along the PE Trail at multiple events over the project period.

## **TASK LIST**

### **1. DEVELOP THE CITY OF GARDEN GROVE URBAN FOREST MANAGEMENT PLAN.**

- 1.1. HIRE AN EXPERT TO DEVELOP THE URBAN FOREST MANAGEMENT PLAN:** The City will hire an expert Consultant to develop the Urban Forest Management Plan. The Consultant will be supervised by the Assistant Project Manager and will collaborate with the Certified Arborist.
- 1.2. CONDUCT CANOPY ASSESSMENT:** The City will carry out a GIS assessment, supervised by the Consultant, to determine the current canopy coverage percentage, density, and height. It will also map locations with longitude, latitude, mapping coordinates, and physical address. This information will guide the City to reach its 18-20% canopy coverage goal.
- 1.3. UPDATE TREE ORDINANCE:** The Consultant will work with City staff to update the tree ordinance and ensure that the goals and objectives of the ordinance and the Urban Forest Management Plan are aligned.
- 1.4. EDUCATIONAL OUTREACH PLAN & IMPLEMENTATION:** The City will gather input on the proposed plan via a number of existing events and planned public meetings in order to minimize the number of public meetings that working families are asked to attend and to maximize participation. For instance, the City recently received a planning grant to develop the Garden Grove Active Downtown Plan (downtown is directly adjacent to the PE ROW Trail) for which the City will spend \$139,000 conducting public meetings to gather input. In 2019, the City will also be updating its five-year

“Re:Imagine Garden Grove” campaign which is also focused on downtown revitalization. The update of the Re:Imagine campaign will involve extensive community outreach and engagement including the use of MindMixer, an online community engagement platform, which included 43,973 participants during the 2014 campaign. The City will include discussion of the Urban Forest Management Plan and community trees during each of these meetings/events and provide handouts in English, Spanish, and Vietnamese. In addition to utilizing existing planned public meetings, the City will have a booth at popular local festivals such as the Open Streets event that has been held in 2014, 2015, and 2017 (15,000 attended in 2017), and other annual events such as the Strawberry Festival. City staff will operate these booths and will use a variety of methods to assess residents’ thoughts and desires including sticker surveys and informal interviews.

**1.5. DEVELOP DRAFT AND FINAL PLANS:** The Consultant will develop an 80 percent complete Urban Forest Management Plan for review and comment by City staff, and a final revised Plan for presentation to the City Council for approval.

**TASK 1 RESPONSIBLE PARTIES:** Lee Marino, City of Garden Grove Planning Services Division, Division Manager, will serve as the Executive Project Manager. Mr. Marino will work with the Assistant Project Manager, [NAME, CITY DEPARTMENT, TITLE], the Certified Arborist, and the expert Consultant to develop the Urban Forest Management Plan and update the ordinance. [NAME] will oversee the community outreach and engagement. Both the Executive Project Manager and Assistant Project Manager, with additional City Staff support, will solicit community input at a number of existing events and planned public meetings. Furthermore, project-related materials will be printed in English, Spanish, and Vietnamese and translators will be present at community events and meetings.

**CONTRACTED COSTS:**

Urban Forest Management Plan and Ordinance Development: \$150,000  
City-wide GIS Assessment: \$25,000

**2. RECRUIT TREE PLANTING VOLUNTEERS.**

**2.1. RECRUITMENT AT COMMUNITY AND STAKEHOLDER EVENTS AND MEETINGS:** Community members and stakeholders will be recruited at the planned community events and meetings, which will maximize reach.

**2.2. RECRUITMENT VIA COMMUNITY OUTREACH:** The City of Garden Grove will recruit volunteers via multiple channels including the City website, social media (Facebook, Twitter), traditional media (newspapers, newsletters), and posters disseminated throughout the City.

**2.3. RECRUITMENT VIA TARGETED OUTREACH:** The City will approach multiple organizations to recruit volunteers for tree-planting events including Eagle Scouts, Boys & Girls Club, Living Springs Church, Garden Grove Community Services Department’s Youth Group, Young Environmental Leaders, Lions “Cub” Group, Buena Clinton True Neighborhood Teens, and others. .

**TASK 2 RESPONSIBLE PARTIES:** The Senior Planner and Senior Program Specialist will be responsible for volunteer recruitment and coordination.

**CONTRACTED COSTS:**

None

**3. PLANT 363 TREES ON THE PE ROW TRAIL.**

**3.1. HIRE EXPERT CONTRACTOR:** An expert Contractor will be procured through the City's competitive bid process and will be supervised by the Assistant Project Manager.

**3.2 PROCURE AND PLANT 363 TREES:** Contractor(s) will procure 363 trees as listed in the proposed plant palette (**Question XX**), install an irrigation system, and prepare the sites for planting. 100 percent of the trees will be planted by recruited volunteers at a minimum of six separate events. The Contractor(s) will supervise the tree planting. Tree planting events will coincide with planned events such as the City's Open Streets events, Arbor Day celebrations, and more. The Contractor(s) will also be responsible for GHG emission tracking after the tree planting component is complete.

**3.2. INSTALL EDUCATIONAL SIGNAGE:** Ten educational signs about the benefits of trees in English, Vietnamese, and Spanish will be developed and installed along the trail.

**TASK 3 RESPONSIBLE PARTIES:** The City will hire a Contractor(s) to buy the trees and planting supplies, prepare the site and conduct mobilization, install the irrigation system, and conduct the GHG emissions tracking. The Contractor(s) will also oversee and supervise the tree planting that will be conducted by community volunteers and the development and installation of educational signage, by a contracted vendor, describe the species, tree benefits, and other educational information.

**CONTRACTED COSTS:**

Tree Planting Supervision and Oversight: \$36,300

Site Preparation / Mobilization: \$80,000

Drip Irrigation System (labor and materials): \$158,400

Supplies (trees, stakes, ties, mulch, etc.): \$36,300

Educational Signage (10) along PE ROW Trail: \$10,000

**4. ENHANCE THE TREES PAGE ON CITY WEBSITE & DEVELOP A TREES BROCHURE.**

**4.1. ENHANCE TREES PAGE ON CITY WEBSITE:** The City will enhance the Trees page on the City's website (<http://www.ci.garden-grove.ca.us/pw/trees>) to include real-time information about trees being planted in the City (tree species, location, benefits of the species, and maintenance), a forum for asking questions, and general information about the new Urban Forest Management Plan (including a PDF of the Plan for download), the updated ordinance, description of the findings from the canopy assessment, a more robust description of the City's current tree inventory, and the benefits of trees across multiple domains (air quality, water quality, etc.). The Trees page will provide information in English, Spanish, and Vietnamese.

**4.2. DEVELOP TREES BROCHURE:** The City will develop a colorful brochure that advises residents on tree selection, planting location, planting instructions, and describing the benefits of trees. The brochure will be distributed at the previously-described public meetings and events, and the customer service counter at the City's Building Department.

**TASK 4 RESPONSIBLE PARTIES:** The Assistant Project Manager will oversee the Trees Page enhancement and brochure development. City staff will manage the website and order, store, and replenish brochures on an as-needed basis. Translators will be procured and contracted to assist with all verbal and print translations.

**CONTRACTED COSTS:**

None