

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: December 30, 2014

TO: Michael J. Beck, City Manager

FROM: Siobhan Foster, Director of Public Works

RE: Urban Forest Management Plan – Share Your Input

As discussed in the October 16, 2014 City Manager Newsletter, the Department of Public Works retained Dudek, a California-focused environmental and local Pasadena firm to develop an Urban Forest Management Plan (UFMP). The UFMP will update and consolidate the City of Pasadena's public tree management practices, guidelines for tree protection, and information on the tree ordinance into one document. The UFMP will also include a strategic vision which will allow the City to set goals and objectives for the management of the urban forest.

As an initial step in the development of the UFMP, the Department of Public Works and Dudek have developed an online survey that will help gauge the public's opinions on the importance of Pasadena's urban forest. Pasadena residents, businesses, and visitors are encouraged to participate in this survey to help guide and shape public tree policies. The results of the 10-minute survey will be used as an essential component of the UFMP.

To participate in the survey, please visit the City of Pasadena website at www.cityofpasadena.net/publicworks/urbanforestsurvey. Residents, businesses, and visitors will also be encouraged to participate in the survey via a media release, Neighborhood Connections, social media, Field Representatives, and direct outreach to key stakeholders including but not limited to the Pasadena Chamber of Commerce and business districts. The survey will be available until February 1, 2015.

For additional information, please contact the Pasadena Citizen Service Center at (626) 744-7311.