

MillionTreesNYC Strategic Plan

Public Policy Initiatives

Program Goals

- Establish target audience
- Research urban forestry and green ordinances, legislation and regulations
- Establish coalition of non-profits to advance public policy agenda
- Establish inter-governmental agency working group
- Educate policymakers on legislative, regulatory and funding issues

PROGRAM	DESCRIPTION	STATUS & SEASON COMPLETED	STRATEGIC PARTNERS & SPONSORS	
COMPLETED?		Completed/Ongoing/On Hold (with corresponding season and year)		
1	<b>Policy-maker Outreach</b>	Pro-actively educate City, State and Federal policy-makers about MillionTreesNYC - with an emphasis on political candidates	NYRP, Parks, Advocacy Coalition members	
a	Compile general and target lists of City, State and Federal policy-makers	Establish distribution list of policy-makers, concentrating on members of lan-use, environmental, and natural resource committees	Completed; Karen has list	Parks, NYRP
b	Send letter & orientation materials to policy-makers	Develop communication outreach to send to policy-makers	Completed; 2 mailings sent to date: one to Assembly & Council members (spring 2009) and last one (spring 2010) update on MTNYC to Council members and community boards (w/ maps of trees planted in their districts)	NYRP, Parks
c	Schedule visits with targeted policy-makers	Meet with specific representatives; provide PowerPoint, maps of where trees are planted, information about stewardship and private tree planting	Ongoing	Parks, NYRP
d	Hold briefings for borough-based delegations	Target specific borough delegations of local, State, and federal policy-makers; meet with Community Boards	Ongoing; Senior Foresters have met with various Community Boards to discuss street tree planting	NY4P, NYRP, Parks
2	<b>2012/13 Election Outreach</b>	Develop strategy to secure support for MTNYC and PlaNYC broadly for 2009/10 candidates.	NYRP, NY4P	
a	Target local candidates during 2012/13 election	Compile list of candidates and salient policy issues; establish distribution list; make the case for support of MTNYC during next Mayor Administration	Ongoing	NYRP, NY4P
b	Craft and distribute messaging to candidates	Develop briefing document on accomplishments and benefits of PlaNYC/MillionTreesNYC; distribute to candidates running for office	Ongoing	NYRP, NY4P
3	<b>Non-profit Advocacy Coalition (as subset of AC)</b>	Establish coalition of non-profits that can advocate on behalf of MTNYC issues and funding contingent on policy agenda development	NYRP, Advocacy Coalition members	
a	Invite non-profits to participate	Cull participants from MTNYC Advisory Board; use Community Garden advocacy as a template	ON HOLD	NYRP, Advocacy Coalition members
b	Convene regular meetings		ON HOLD	NYRP, Advocacy Coalition members
c	Develop non-profit advocacy tools		ON HOLD	NYRP, Advocacy Coalition members
4	<b>Intergovernmental Agency Dialogue</b>	Establish working group of NYC agencies to ensure policies and regulations that support MTNYC are implemented across city agencies	Parks, Taskforce members	
a	Identify key agency contacts/internal MTNYC advocate	Leverage PlaNYC task force; Establish contacts for reporting of/advocating for trees within various City, State, and Federal agencies	Completed, fall 2010; held Agency Tree Reporting meeting December 2010; PlaNYC liaisons established	Parks, NYRP
b	Identify outreach strategy for agency engagement/education	Identify ways of keeping agency contacts engaged and informed about MTNYC	Ongoing	Parks, NYRP
5	<b>MillionTreesNYC Policy Agenda -- ADAPT Vibrant Cities for NYC</b>	Research and develop a public policy agenda that supports MTNYC goals, protects NYC's urban forest and encourages stewardship	NYRP, Parks, Advocacy Coalition	
a	Review urban forestry policies and funding adopted by major cities--identify best practices	Compile list of nation-wide tree ordinance laws; identify funding mechanisms and public reactions	Ongoing; list of local tree ordinances compiled	NYRP, Parks
b	Engage urban forestry policy experts and national organizations	Vibrant Cities effort	Ongoing; Vibrant Cities met in April and are now updating report, which will be published by end of August 2011; distilling list of 15-20 policy recommendations	NYRP
c	Develop MillionTreesNYC policy agenda in partnership with Advocacy Coalition and Intergovernmental partners	Adapt Vibrant Cities and Advocacy Coalition recommendations for MillionTreesNYC	ON HOLD (pending official policy recommendations)	NYRP, Parks
d	Develop and implement advocacy strategy to advance policy/leg. Agenda	Engage Advocacy Coalition and policy-makers in enacting adapted policy recommendations	ON HOLD (pending official policy recommendations)	NYRP, Parks
e	Advance DCP street tree and yard greening zoning changes through City Council	Capture trees planted through DCP zoning regulations; new construction, waterfront access, parking lots, public plazas	Ongoing; Zoning Amendment passed in 2008 for which street tree planting permits are tracked; require reporting on tree planting data through legislation	Parks
f	Conduct outreach to DOB re: permit application question specific to trees	Support DOB/DCP regulations by providing easy access to tree planting guidelines	ON HOLD; ST-1 form available as DOB permit but not sufficiently connected to Parks Forestry	Parks
6	<b>Developer and Architect Education</b>	Integrate tree planting and preservation into new development design	NYRP, Parks, ASLA	
a	Reach out to developer community through conferences and direct meetings	Engage ASLA, developers, building managers in tree planting and care	Ongoing; ASLA reception held on 8/4/2011	NYRP, Parks, ASLA
b	Identify major developers, design firms, and education venues	Identify upcoming projects which can incorporate tree planting; promote reporting of trees and encourage additional plantings	ON HOLD	NYRP, ASLA
<b>WISH LIST</b>		<b>DESCRIPTION</b>	<b>STATUS</b>	<b>NEEDED RESOURCES</b>

Abbreviations

- Parks NYC Department of Parks & Recreation
- NYRP New York Restoration Project
- DCP NYC Department of City Planning